

Pitch Coach
Creator of The Pitch Canvas©
Co-founder Pitchy

David Beckett

best3minutes.com

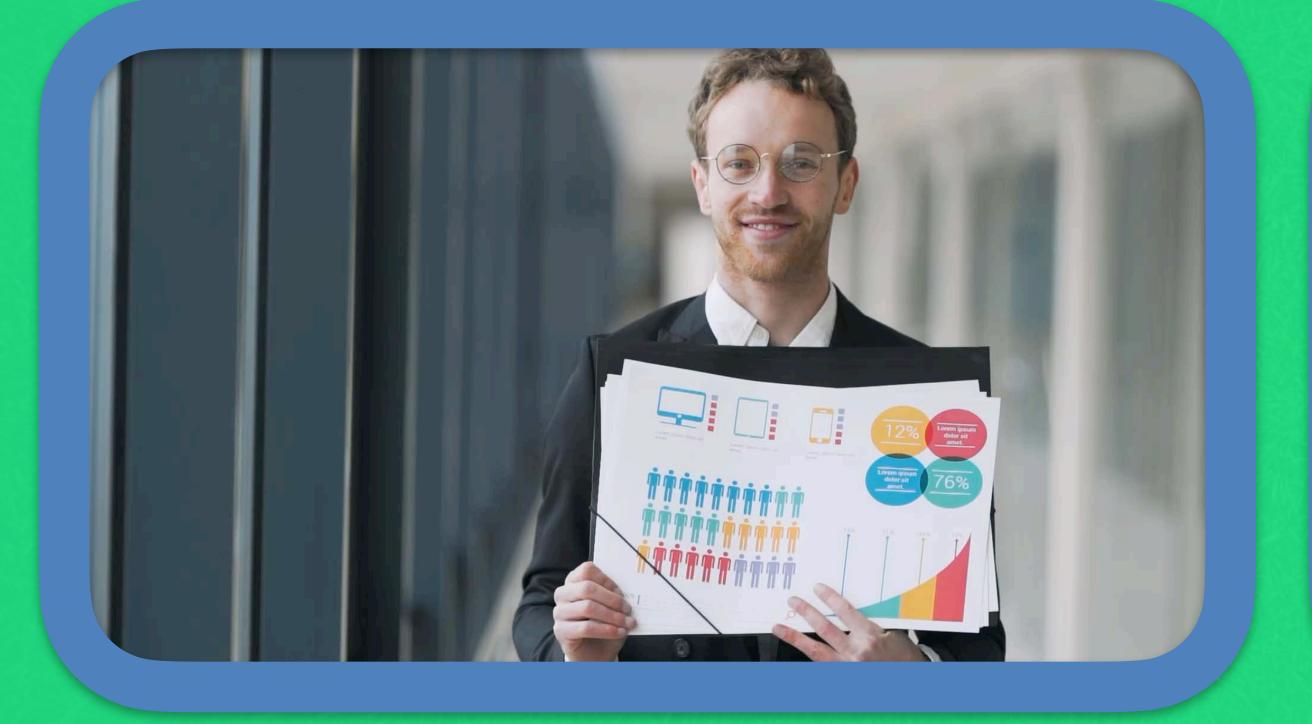


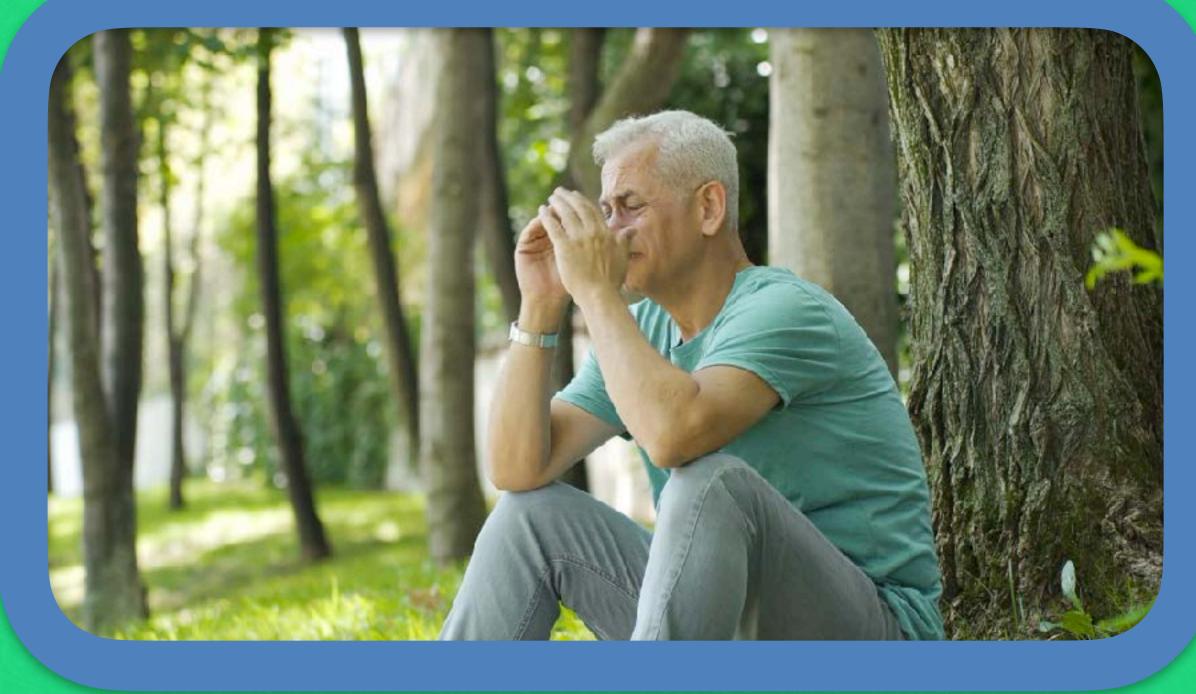
Coached 2500+ Startups & Scaleups RAISED OVER €460MILLION







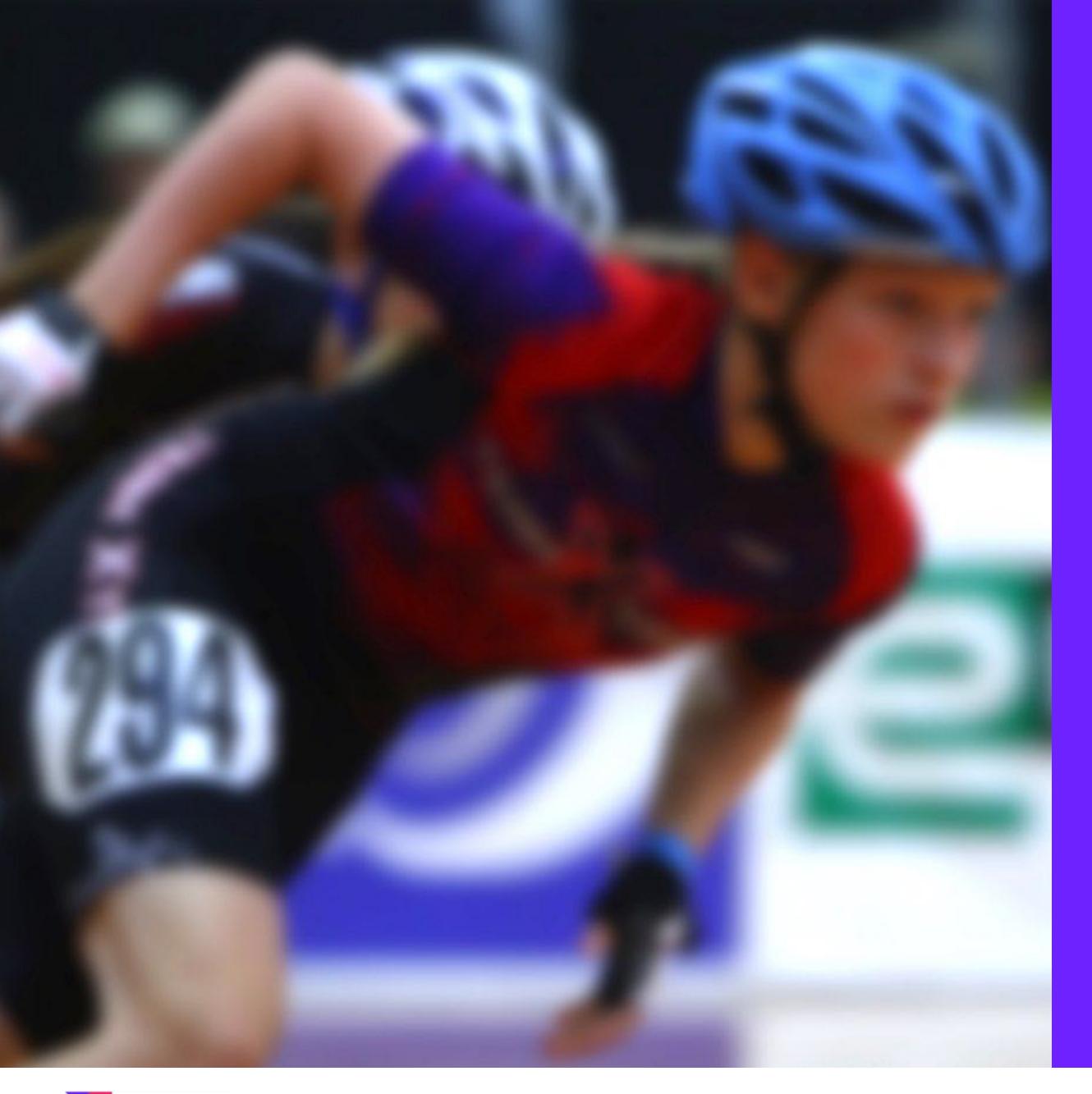






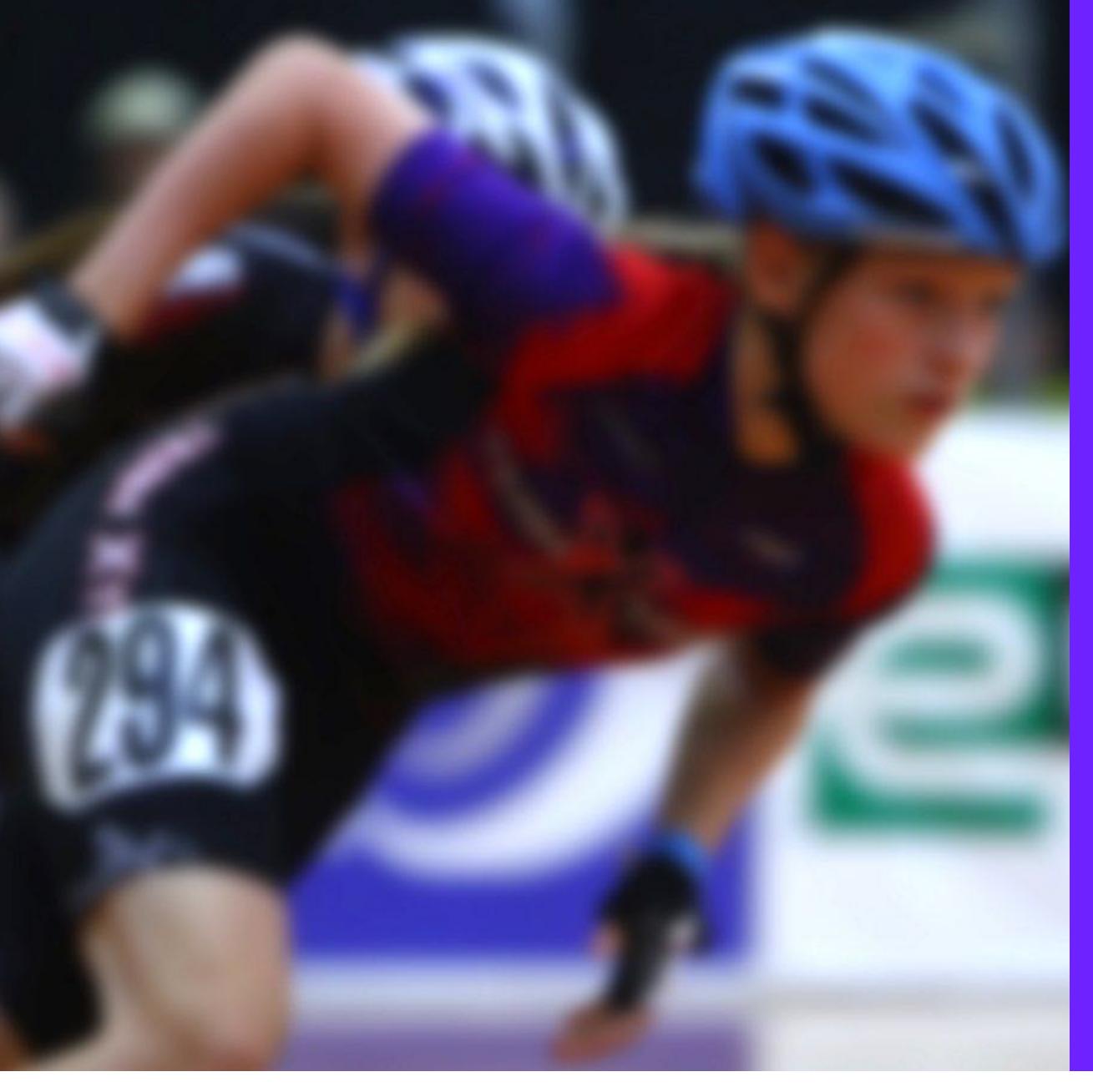






Tois is a WORKShop not just a think session







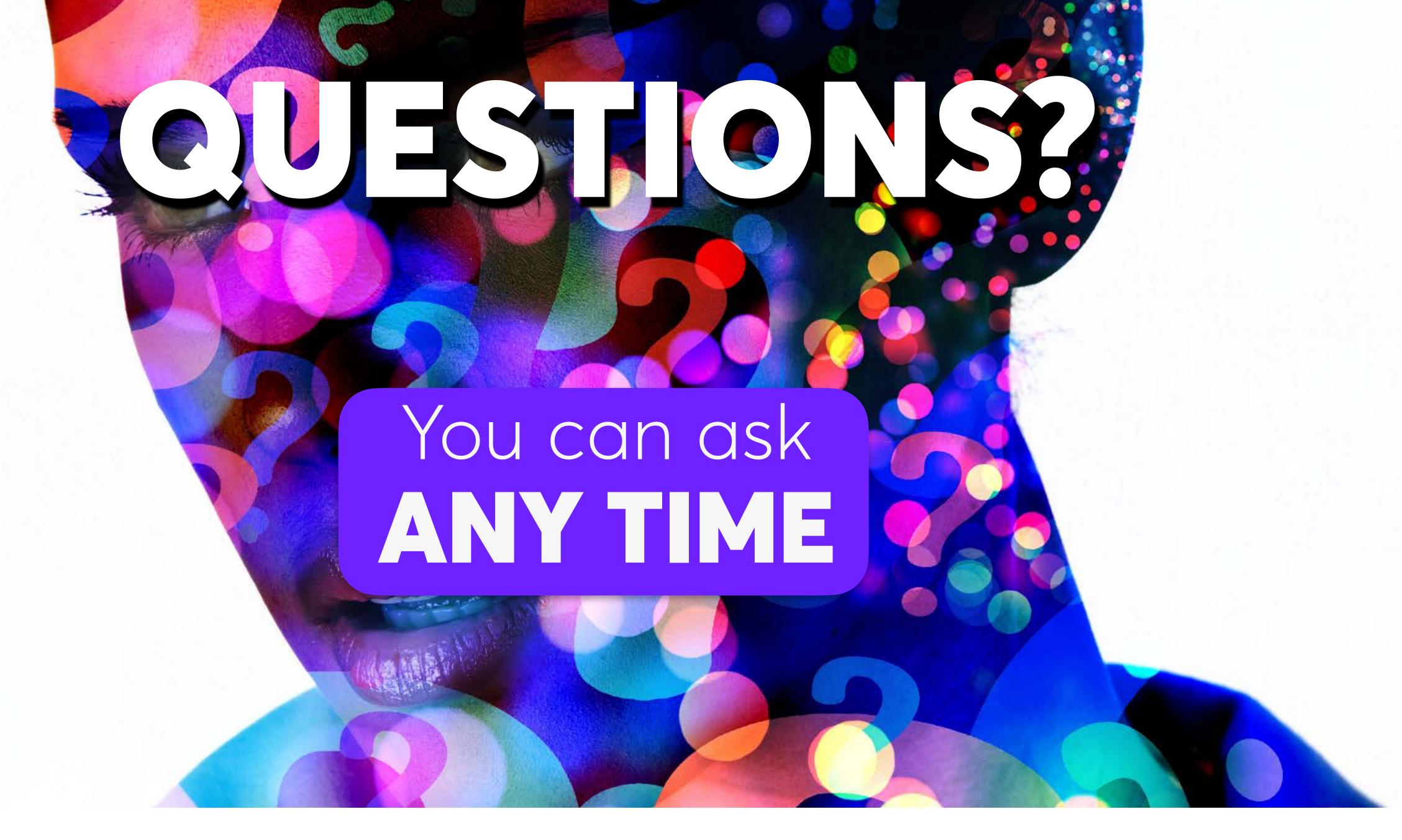
this means
I'm going to ask you
to do something!



You will receive SLIDES AND MANY MATERIALS











Pitch yourself in

30 Seconds to someone you
don't know so well

When the 30 seconds are finished, switch!

No Other Instructions

LET'S DO IT.





Pitch yourself in

30 Seconds to someone you
don't know so well

When the 30 seconds are finished, switch!

No Other Instructions

LET'S DO IT.







Who are we pitching to?

? Why are we pitching?



What should we pitch?







The most frequent pitch YOU WILL EVER MAKE

















The basis of ANY GREAT PITCH



Someone who doesn't know much about your business







The basis of ANY GREAT PITCH



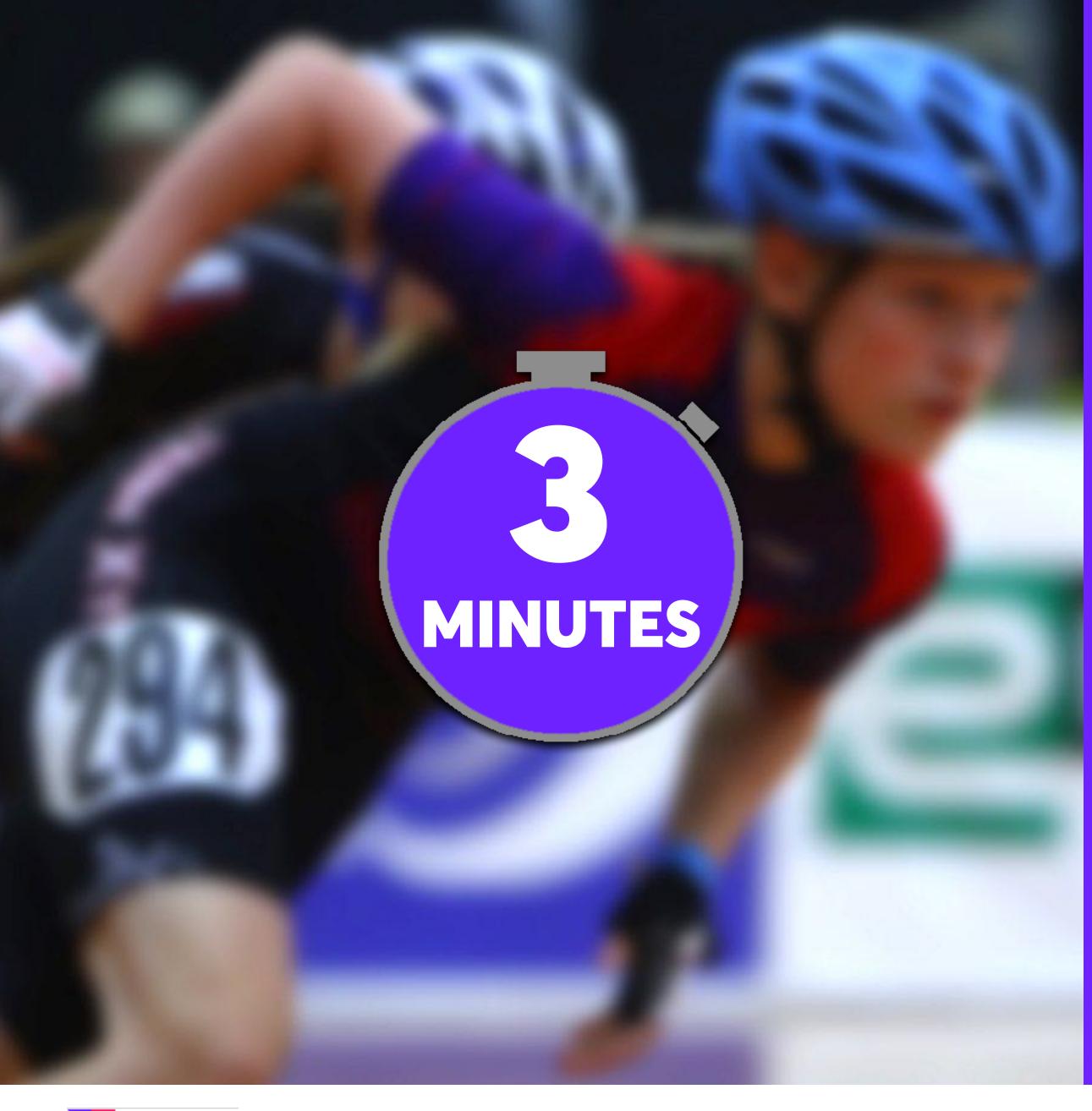
Someone who doesn't know much about your business



They ask

Questions





Write down your Handshake Pitch:

25 seconds, 4 sentences

What do you do?

What kinds of customers?

What problems do they face?





Write down your Handshake Pitch:

25 seconds, 4 sentences

What do you do?

What kinds of customers?

What problems do they face?



How to talk about CUSTOMER PAINS

"What they are struggling with is..."

"They are losing money every day because..."

"What's driving them crazy is..."

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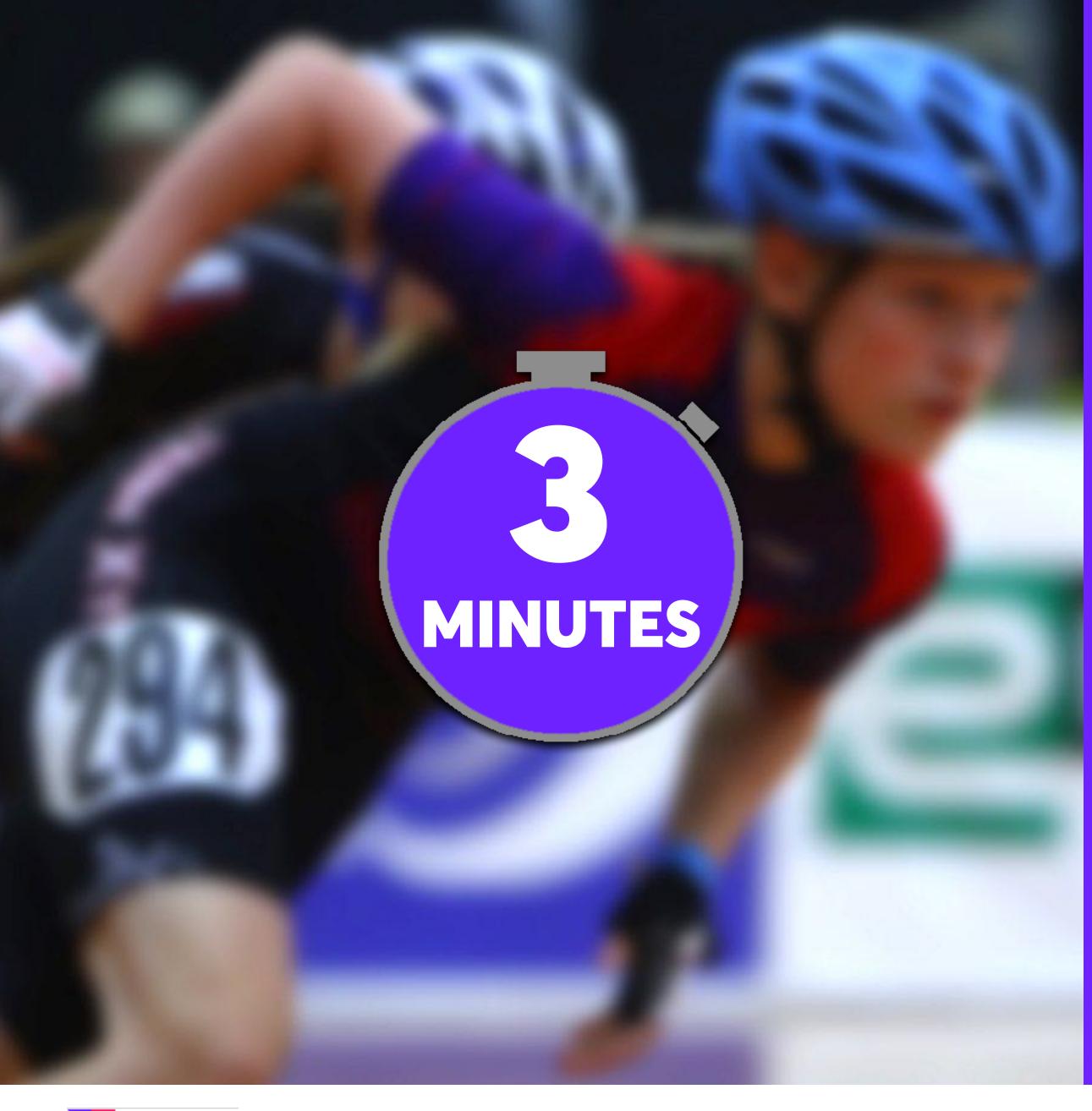
How to talk about CUSTOMER PAINS

"They're increasingly frustrated because..."

"The future is scary because..."

"They can't adjust because they lack the skills and knowledge..."

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Write down your Handshake Pitch:

25 seconds, 4 sentences

What do you do?

What kinds of customers?

What problems do they face?





Write down your Handshake Pitch:

25 seconds, 4 sentences

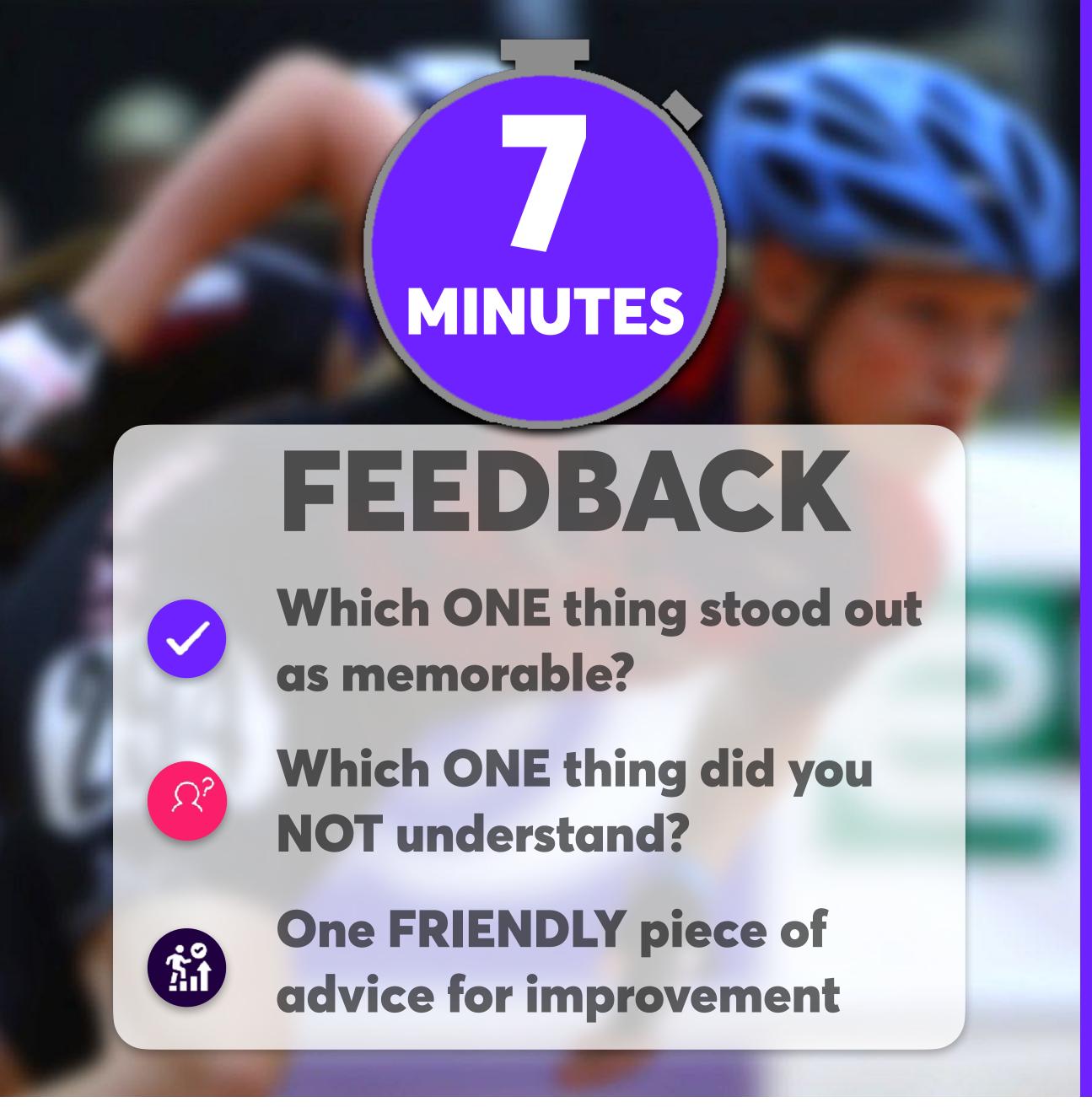
What do you do?

What kinds of customers?

What problems do they face?

What's unique about how you solve those problems?

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Test your Handshake Pitch:

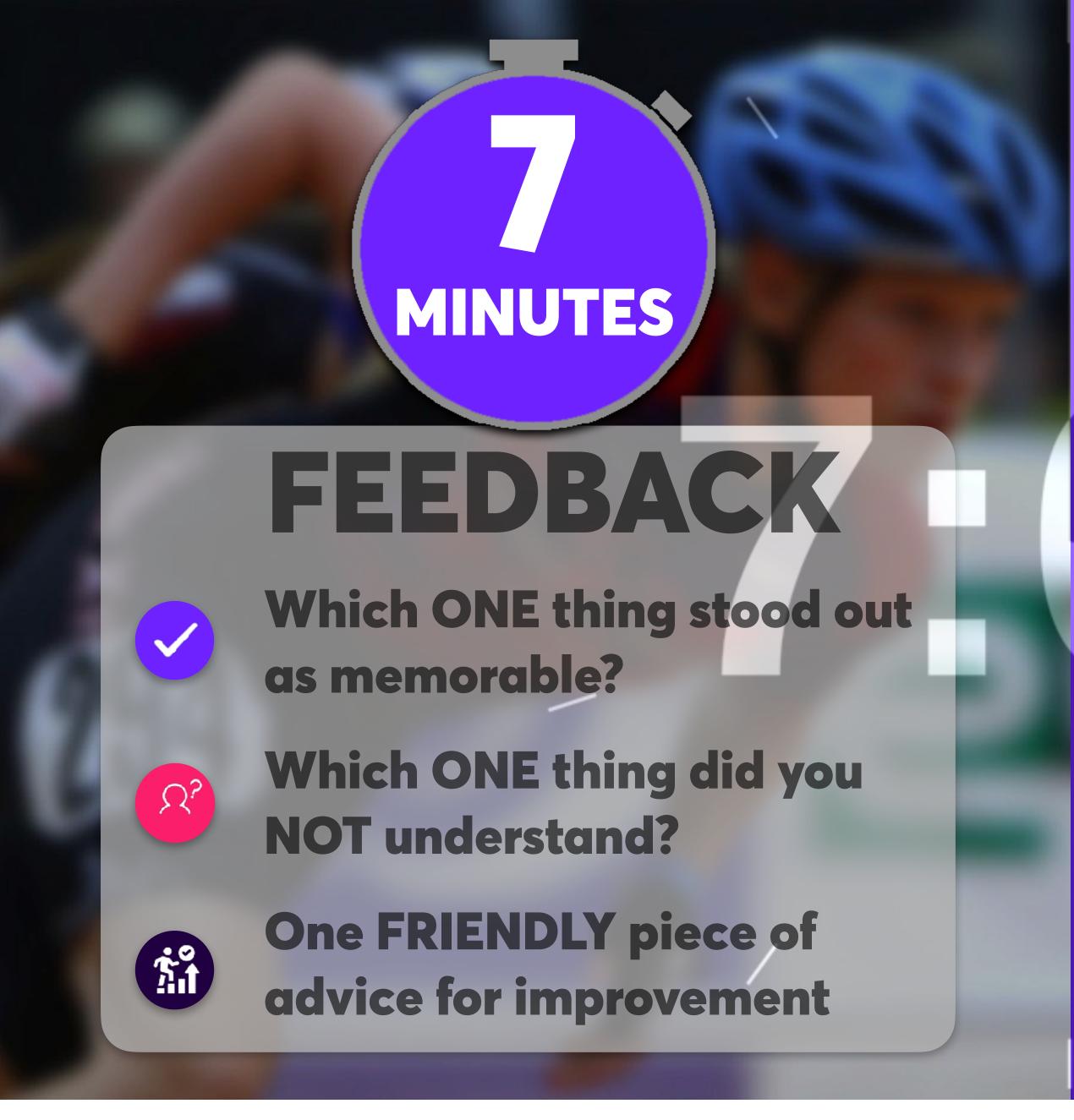
25 seconds, 4 sentences

What do you do?

What kinds of customers?

What problems do they face?





Test your Handshake Pitch:

25 seconds, 4 sentences

What do you do?

What kinds of customers?

What problems do they face?

































What stood out?



not understand?





Prepare you for your 4-MINUTE PITCH Round 1: No Q&A Final: 4 mins Q&A





SIX TIPS FOR Q&A:

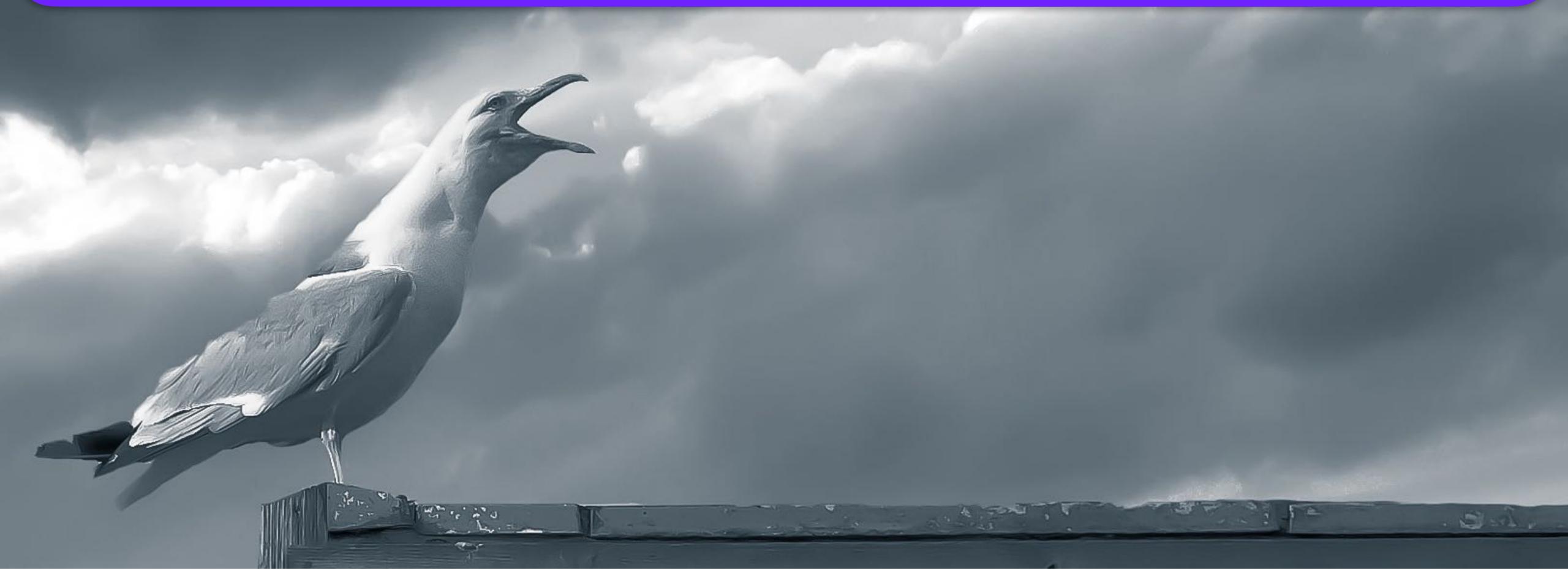
ANSWERING QUESTIONS UNDER PRESSURE

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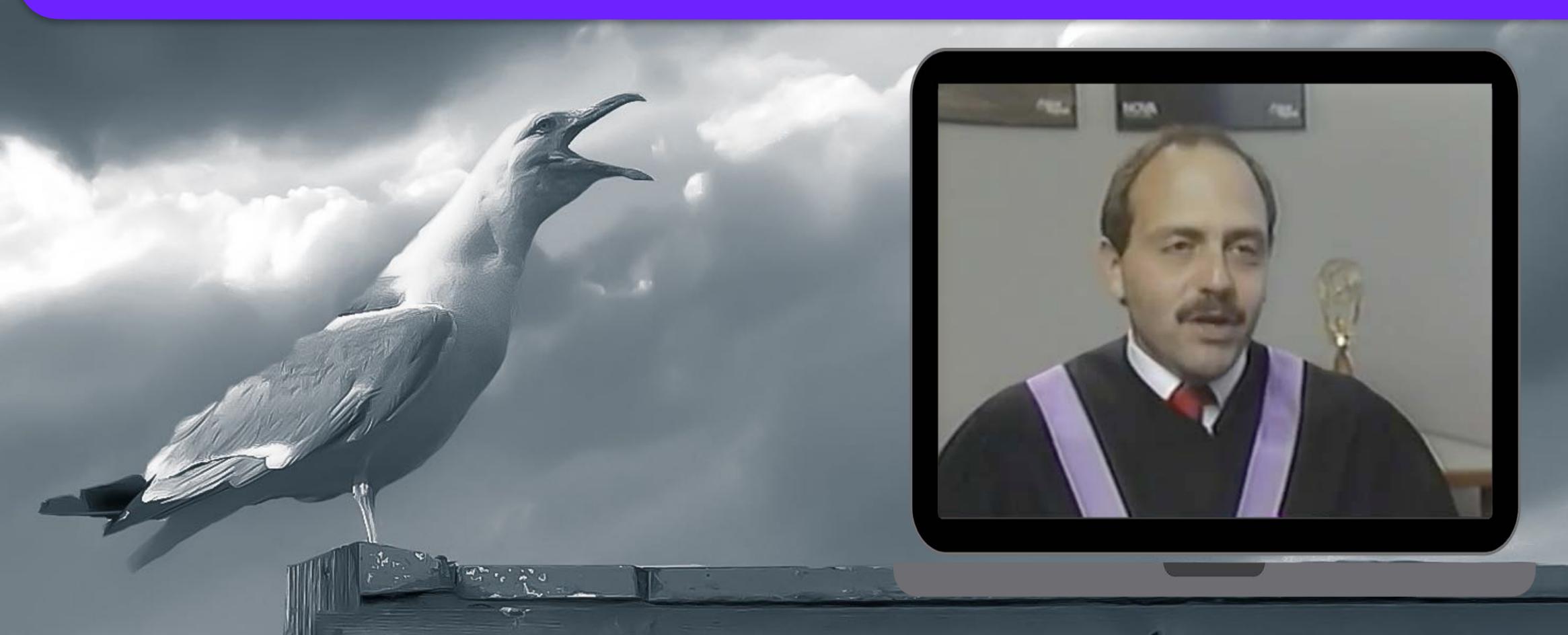
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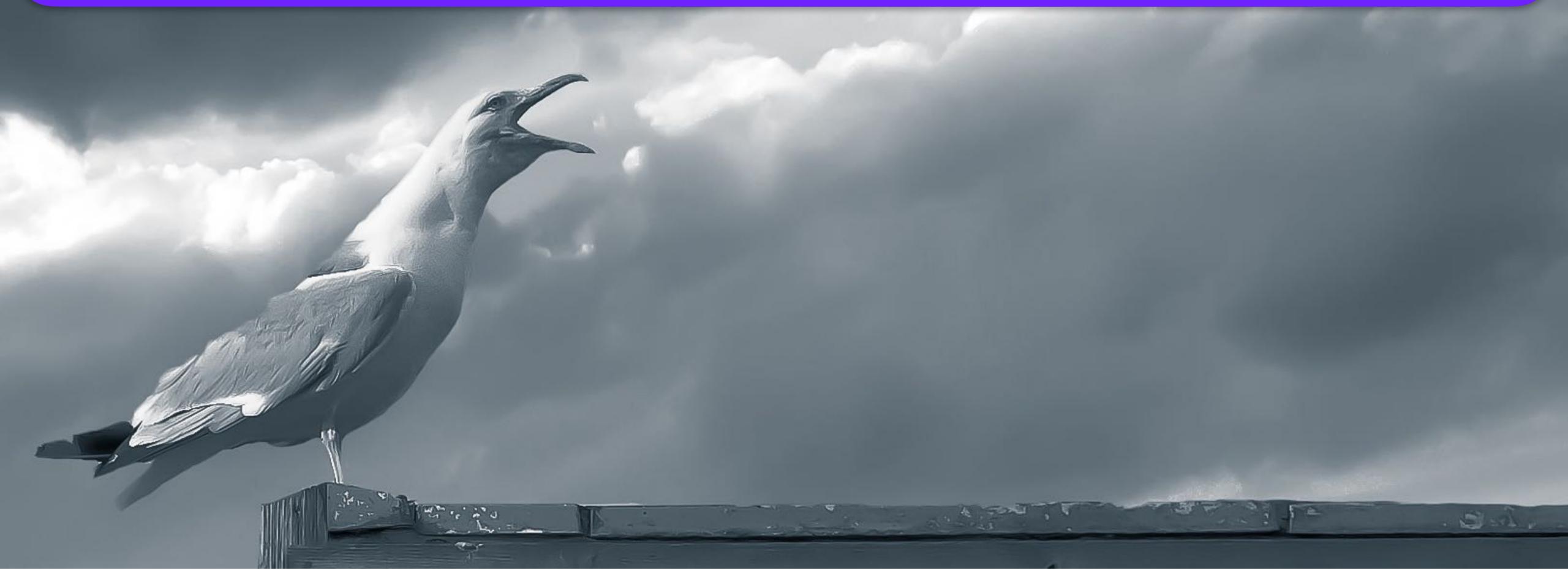








· Part







150 WORDS Maximum!

= approx 9 sentences



· Part

How many words per minute IN YOUR SCRIPT?

4 Minutes = c.560 Words

36 Sentences



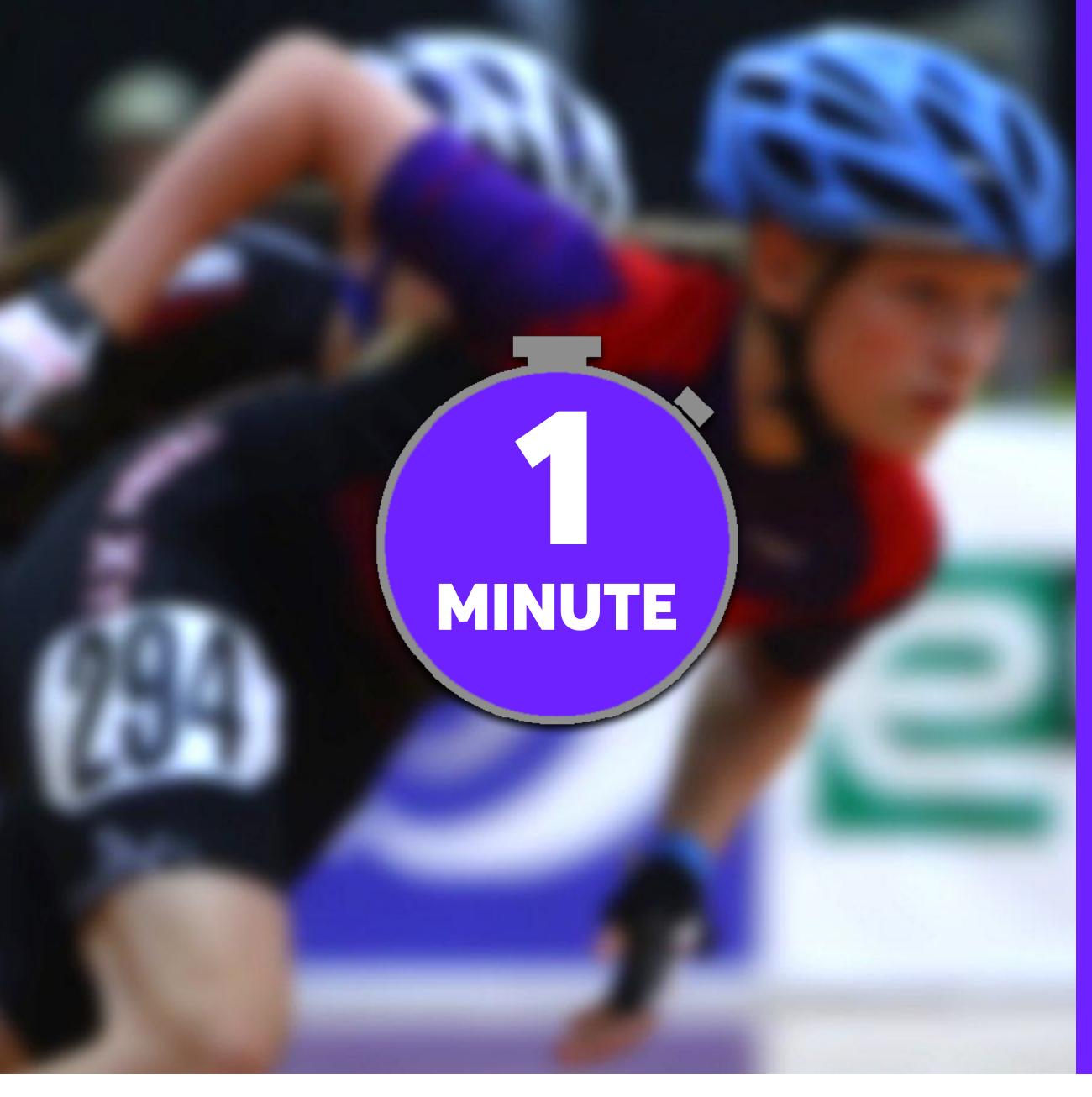






Let's make it REAL & PRACTICAL





ACTION STEP

Write down the the next important pitch you have coming up

and one sentence on WHO you will pitch it to

(Important Pitch = a moment you need to persuade someone to take action)





ACTION STEP

Write down the the next important pitch you have coming up

and one sentence on WHO you will pitch it to

(Important Pitch = a moment you need to persuade someone to take action)







OPENES-CIOSEC

Pitch Model



The Open-3-Close© Pitch Model





The Open-3-Close© Pitch Model







WHO'S YOUR AUDIENCE?

What do they CARE about?







Pitching Sessions Guidelines TBB2024

16 and 17 October 2024. CCIB Barcelona, Spain

Company INC InnoEnergy SE

Registered Office Kennispoort 6th floor - John F. Kennedylaan 2 - 5612 AB Eindhoven - The Netherlands

Phone +31 (0) 40 240 60 31 - email info@innoenergy.com - Web www.innoenergy.com

Pitch Guidelines issued by the organisation

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it investments have they made already? Technology in	dustries, marketplaces? Check their website to find out,
e down 3 5 things about where they put their money.	SOUTH AND THE PROPERTY OF THE PARTY OF THE P
	Make a profile of your Audience Best;
of do they say on their website about their in inclogies, meere trends, etc. Check https://i	
200	General Edition
	This is a fillable pdf – You can add your notes in the gray blocks below, and save it.
W	hat is their biggest challenge right now? If you ask them what's on their mind, what will they answer?
and the same of th	
it does the investor's team look like? Are the	
An	e they conservative or innovative? Do they want to change the world, or just want to make things a bit better?
saryone in the investor's team have a blog? I or post on Linkedin? if you can connect with t	
y, i saw your blog about" "your post on Link er chance of connection. An	e they technical, and want to know how it works? Or less technical and just want to know what it can do for people?
	2000 KDOM DE 10 NO 2008-ANDERSTEND SEED FROM 2008/10 ON NO.
An how have any goals or mission statements at	e they creative, or more focused on numbers and data? This changes the focus and language of what you will tell.
sed on tex financial results?	
An	e they only interested in money? And if yes, is it cost saving, or growth, or profitability?
	a may only interested in money? One if yes, is it seek saving, in growing or paramakanings.
might be their Riggest Objection? What's	
L	
	hat do they already know about your offer? Make sure you don't spend too much time going over old ground. Use
15	air <mark>precious time to focus on the new stuff.</mark>
best@minutes.com E info@best@ @best@minutes. U linksofm.com	
W	hat might be their biggest Objection? What's the reason they might say, "This will never work because"?

Vaca e offie of Your audience

Fillable pdf downloads available

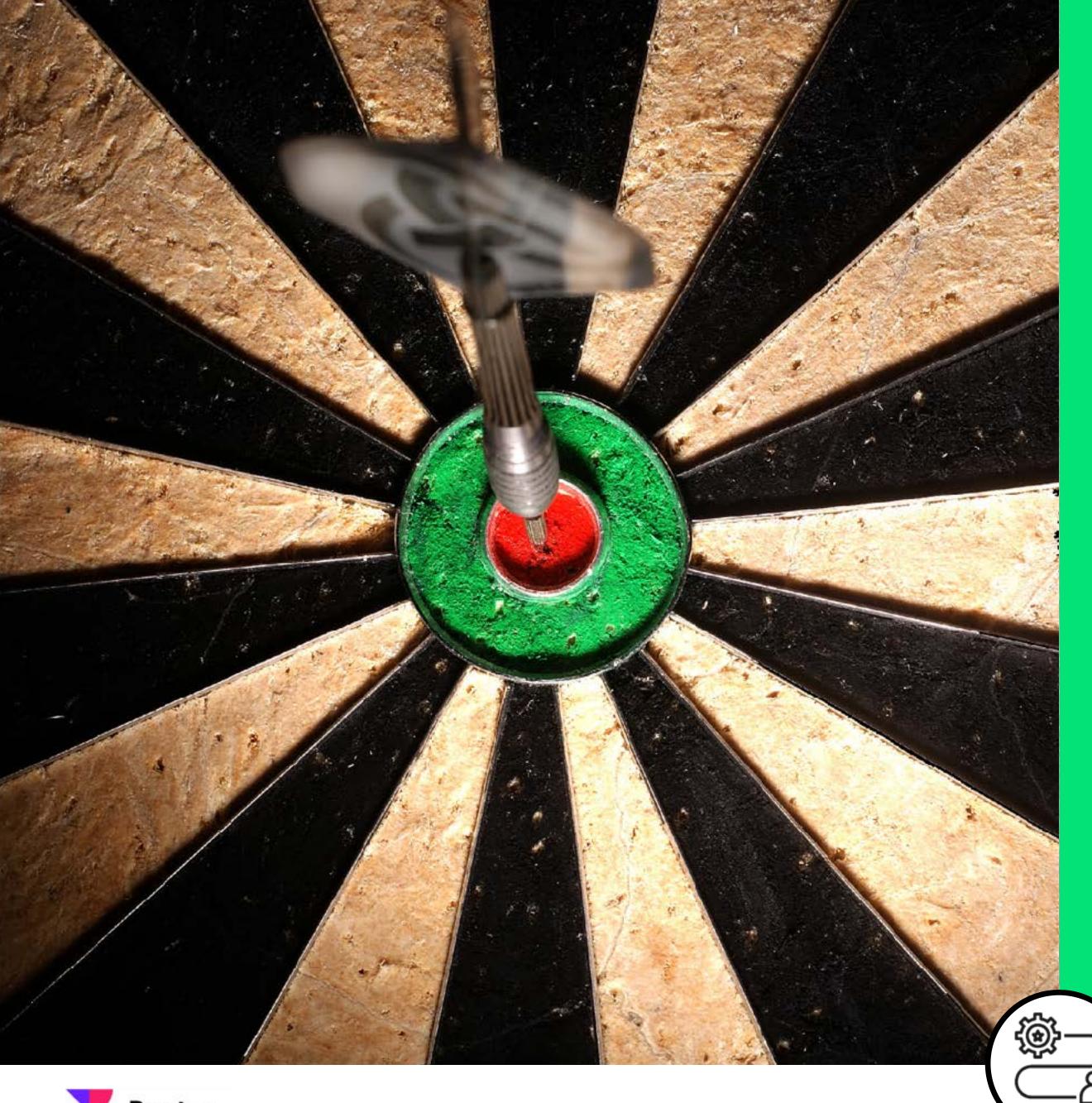
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The Open-3-Close© Pitch Model







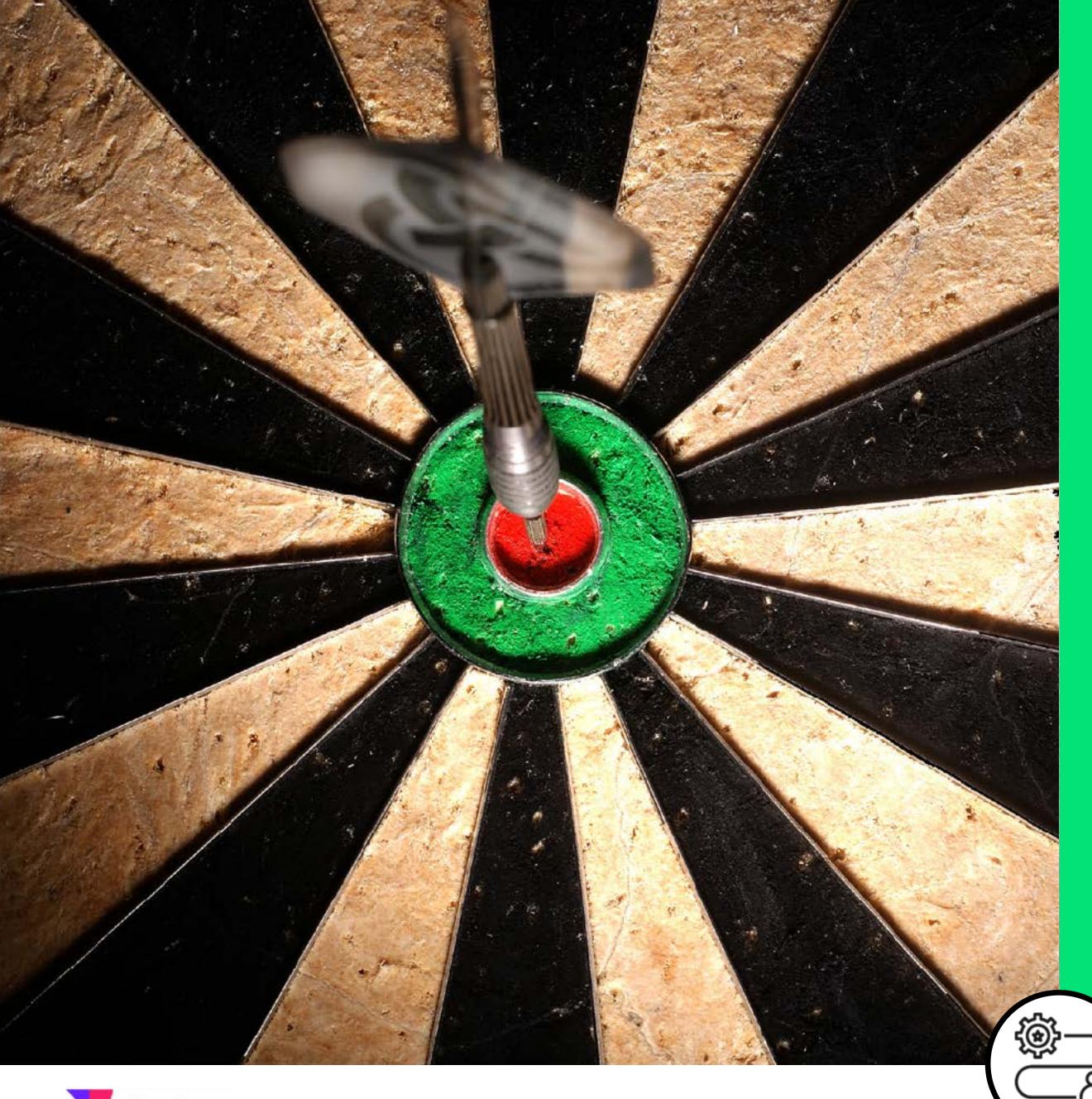


WHAT'S YOUR OBJECTIVE?

What do you want them to do?

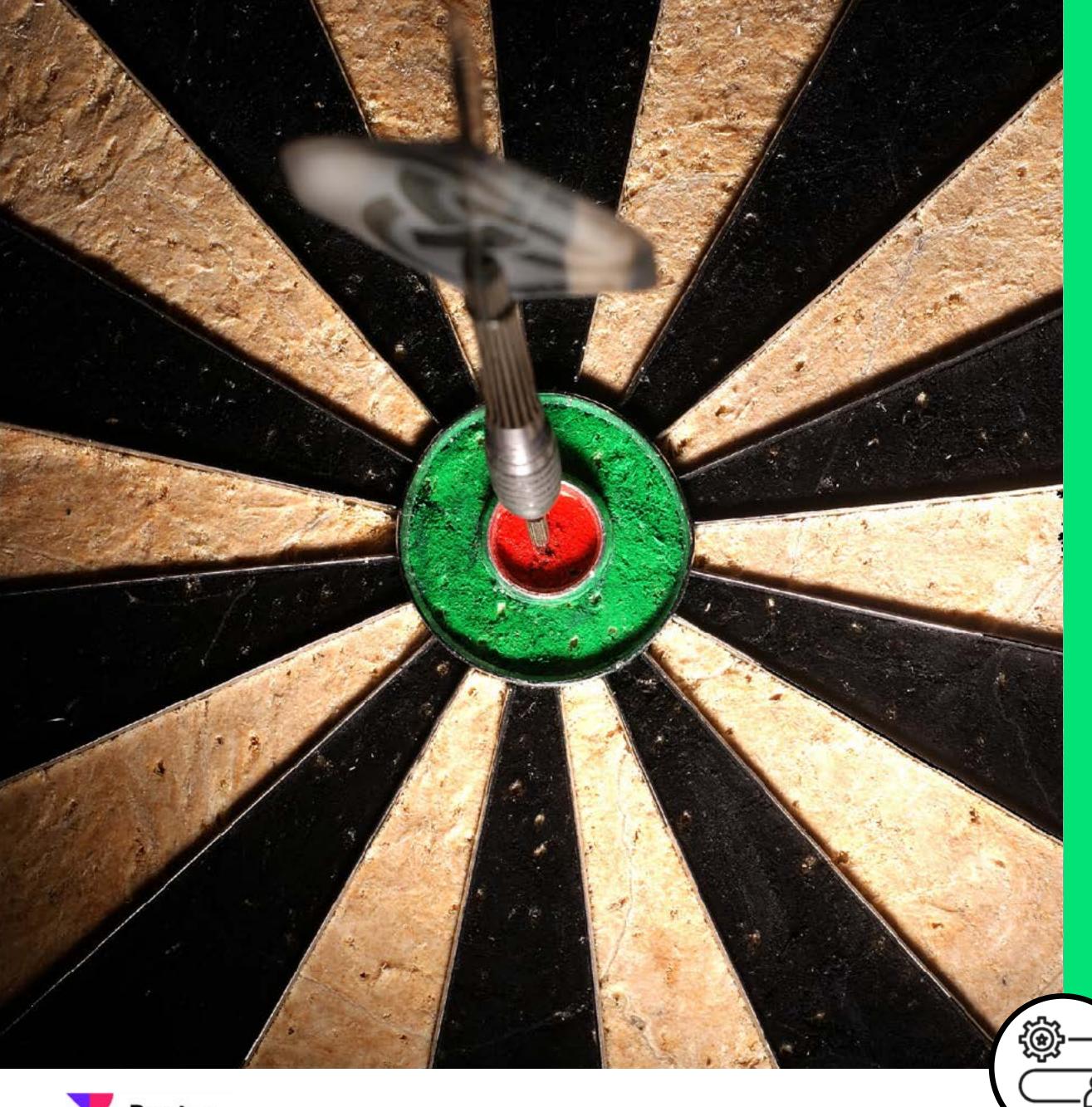
Action, not just thinking





WHAT'S YOUR OBJECTIVE?

"What could they
do at 09:30 on a
Monday morning?"



WHAT'S YOUR OBJECTIVE?

Provide introductions

Agree to a pilot

Plan a follow up meeting



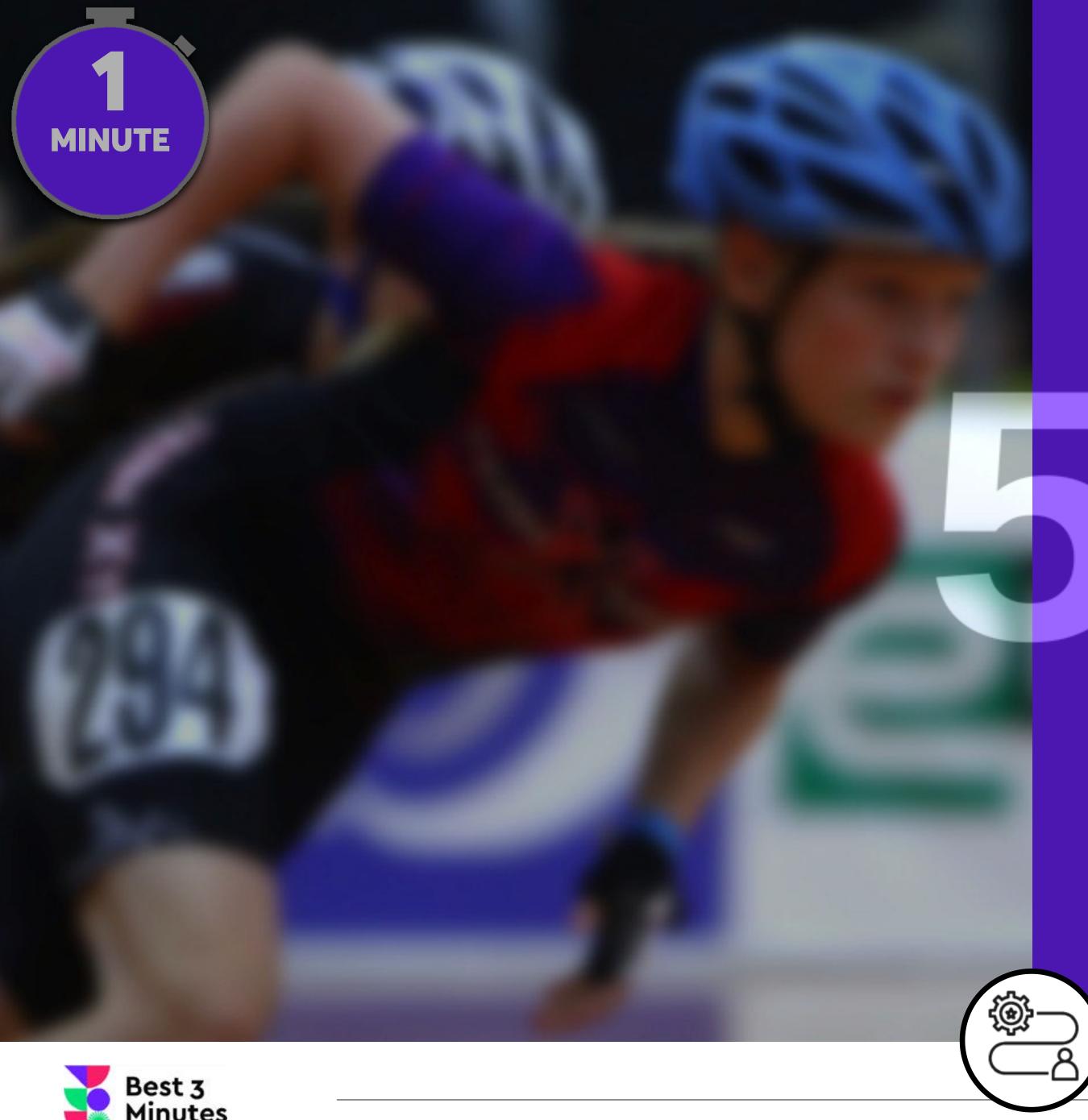
MINUTE

ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently





ACTION STEP

Write down in 1 minute what you want the audience to do as a result of the pitch

Focus on Action - not just thinking differently

	W	nat c	o ye	OU W	ant t	hem	to	do?			
	This is a filla	able pdf -	You can	add your r	otes in the	gray bloc	ks belo	w, and sa	ve it.		
	DAVID SAYS										
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Write down your Objective

Fillable pdf download available

best3minutes.com/innoenergy24

The Open-3-Close© Pitch Model









How do you create YOUR STORYLINE?

Process
HOW?

Content WHAT?



How long will YOU spend preparing presentations?

38 MONTHS &\$!#%





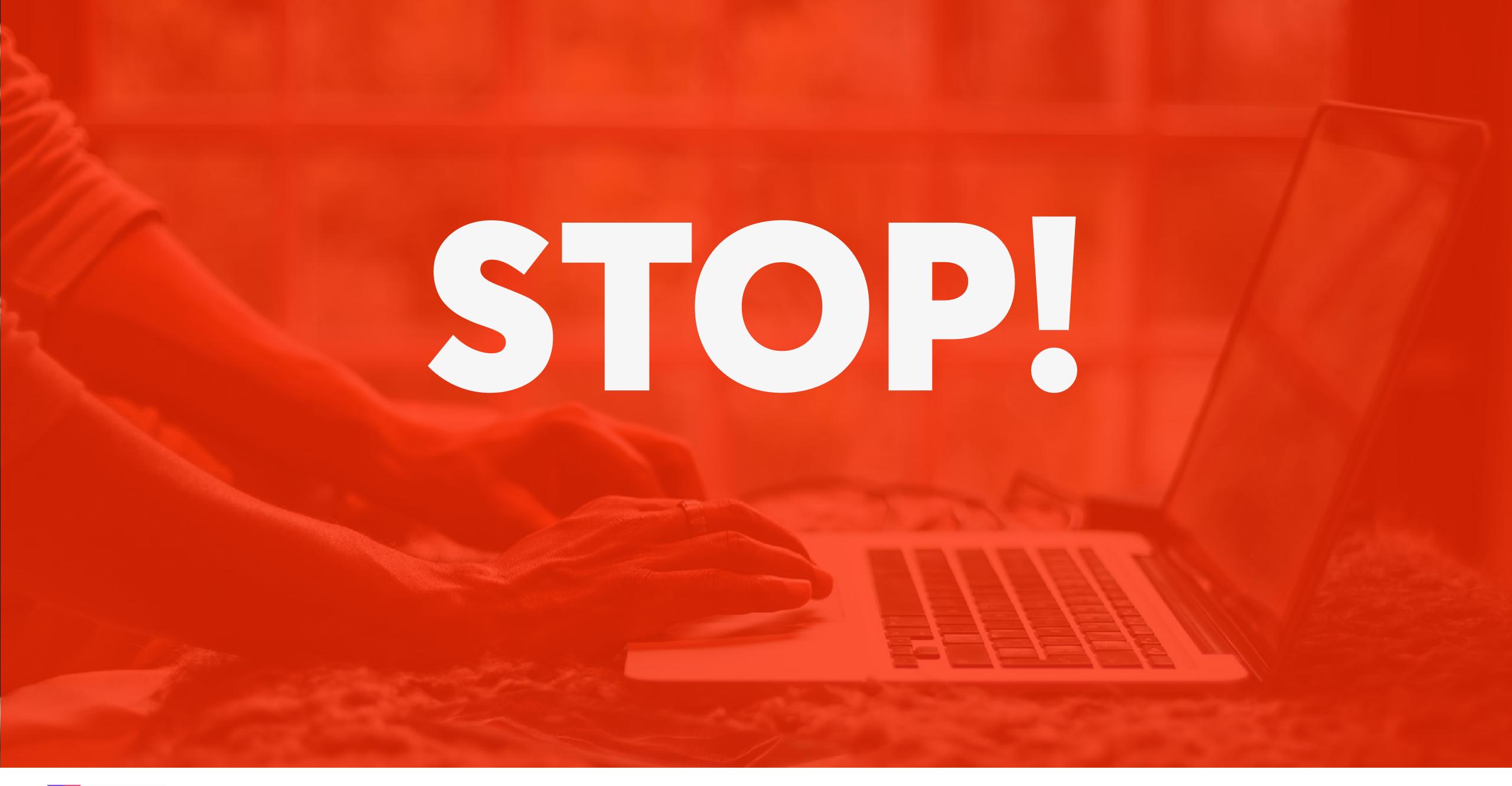


... of your working life









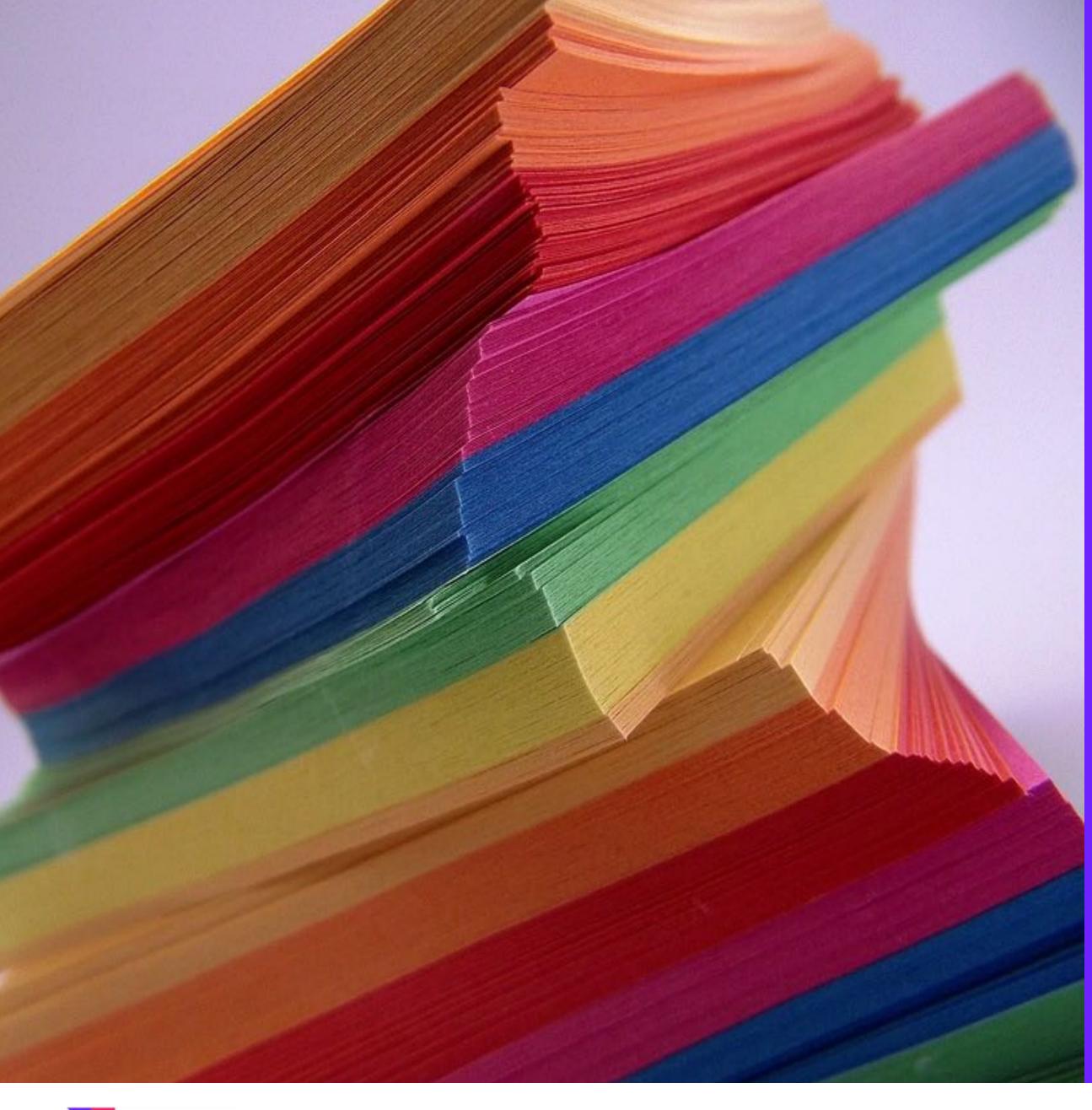


Don't Open

POWERPOINT

Until you **know** what you are going to **say...**

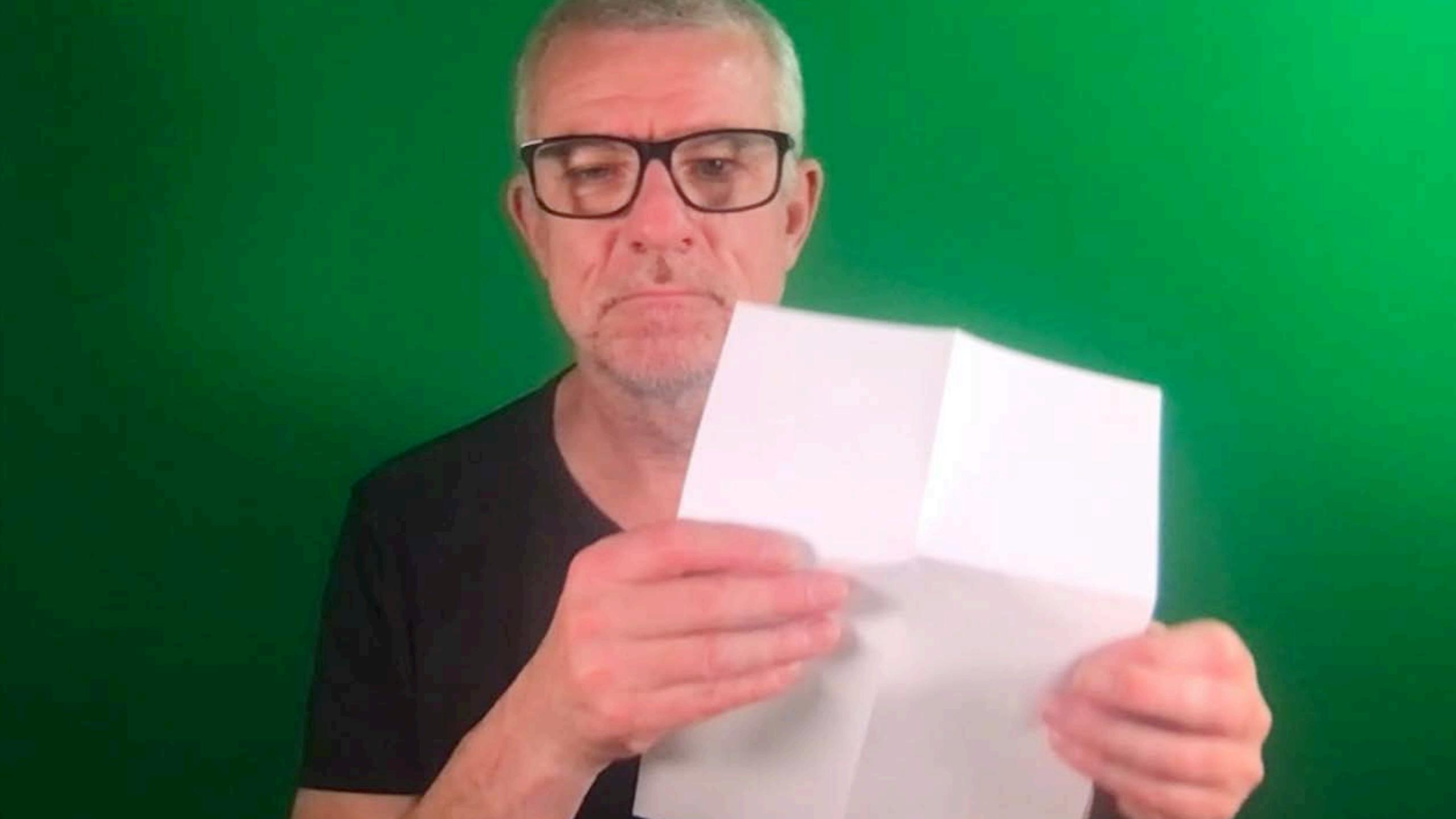


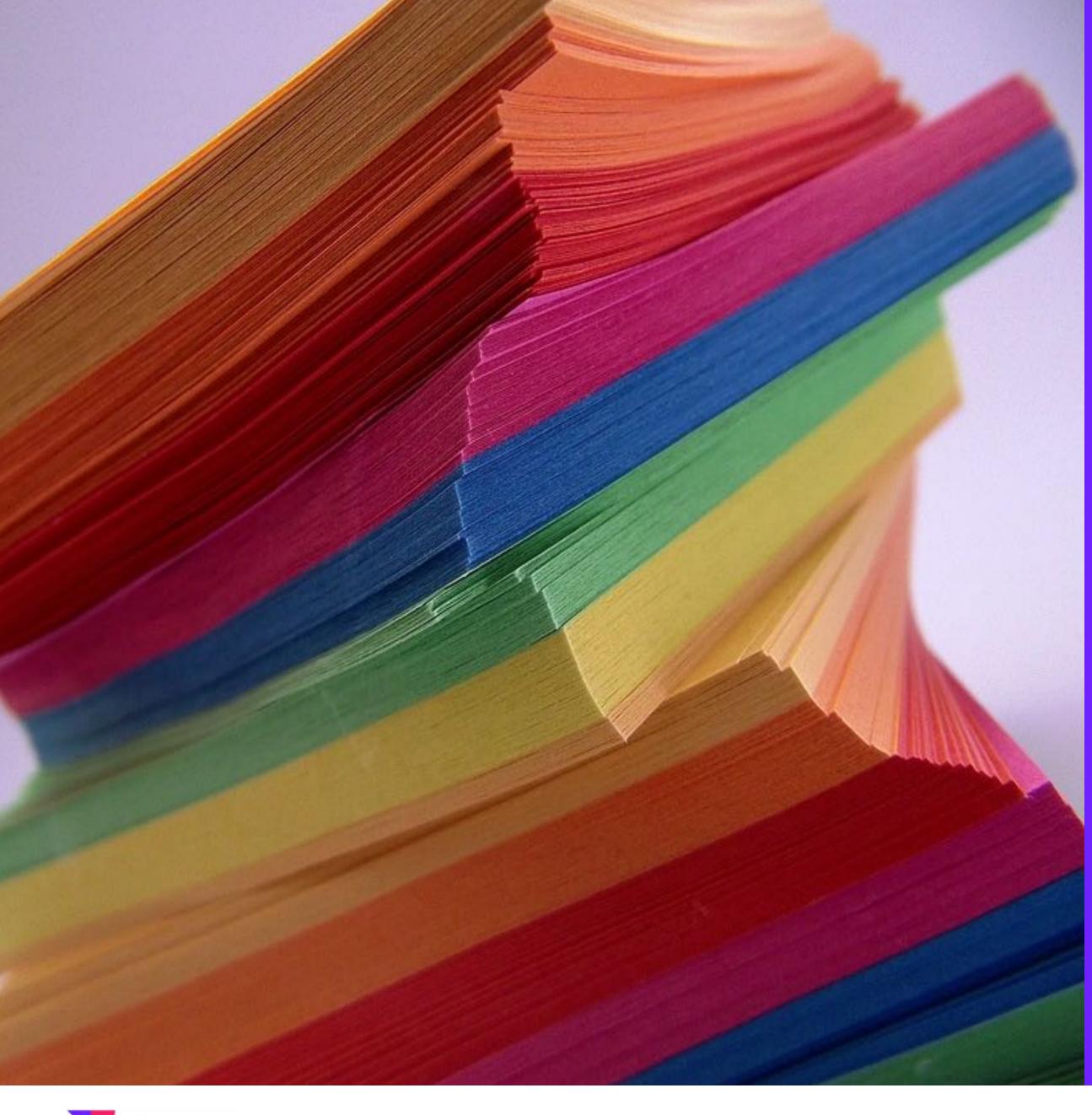


POST-IT NOTES

To Build Your Storyline







POST-IT NOTES

To Build Your Storyline





Pitch Masterclass

BUILD YOUR PITCH STORYLINE CREATIVELY USING POST-IT NOTES

best3minutes.com

How do you create YOUR STORYLINE?

Process
HOW?

Content WHAT?



The Pitch Canvas®

An entrepreneurial brainstorming tool that helps you structure and visualise your pitch on one page

Simple Statement of what change you and your product are making in the world.

A memorable one-sentence explanation of what you do for customers

Product

As simply as possible: How does it work?

What does your product do for customers?

cost-effective, more efficient, happier, safer?

How have you tested it with customers?

Technology/Relationships/Partnerships.

to your competition, or alternatives?

What can your discorners do as a result of your product?

(Be sure not to let the product dominate the pitch.)

How do you help your customers get results differently:

What's new and innovative about you solution? Show you have researched the market and know what

What opportunities do you provide for people to be faster, more



Pain (+ Gain)

What problem are you solving for your customers? What does the pain result in? Can you make the pain a human problem, that everyone can

How many people need this problem solved - market size? Have you validated that people will pay to have it



Product Demo

Live demo? (always risky, but powerful if it works...) A screen low movie of a working app convinces this is for real. Physical product convinces you can execute. Screenshots are also OK, but can look like a mock-up moving product on screen is better. Can you show a real customer using it:



Success so far? Pilot customers? Major brands? Progression in users or downloads? Customer reference quotes or movies? PR coverage? Competition wirs? Use dots and facts to strengthen your case.

Customer Traction



Have you invested money yourself? Have you raised money so far? How much are you looking for now? What big next stops will you use the investment for? What milestones will you reach with the money? How many, and what type of investor are you looking for: What expectations do you have of your investors; network, expertise!



Business Model

competition is out there.

What's Unique

How do you get paid? What's the opportunity for growth? How can you scale beyond your current scope: new industries, territories, applications of partnerships and technology?



Investment



Team

What relevant experience and skills does your team have that supports your story? Brands worked for? Achievements? Sales success? What binds you together as people and as entrepreneurs to fix this problem? What's special about the character of your team. that will make you stand out and be memorable?



Call To Action and **End Statement**

Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?



Why You?

NOTE Why You? can show up in any part of the pitch. Why do you care about solving this problem for your customers? How has your life been affected by this industry? Why should your audience have confidence that you are driven to do what you premise, no matter what?





© 6 6 Developed from an original idea by David Beckett





Please feel free to share The Pitch Canvas®. Ensure you reference Best3Minutes.com after each use.

Copies Available





Pitching Sessions Guidelines TBB2024

16 and 17 October 2024. CCIB Barcelona, Spain

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Pitch Guidelines issued by the organisation























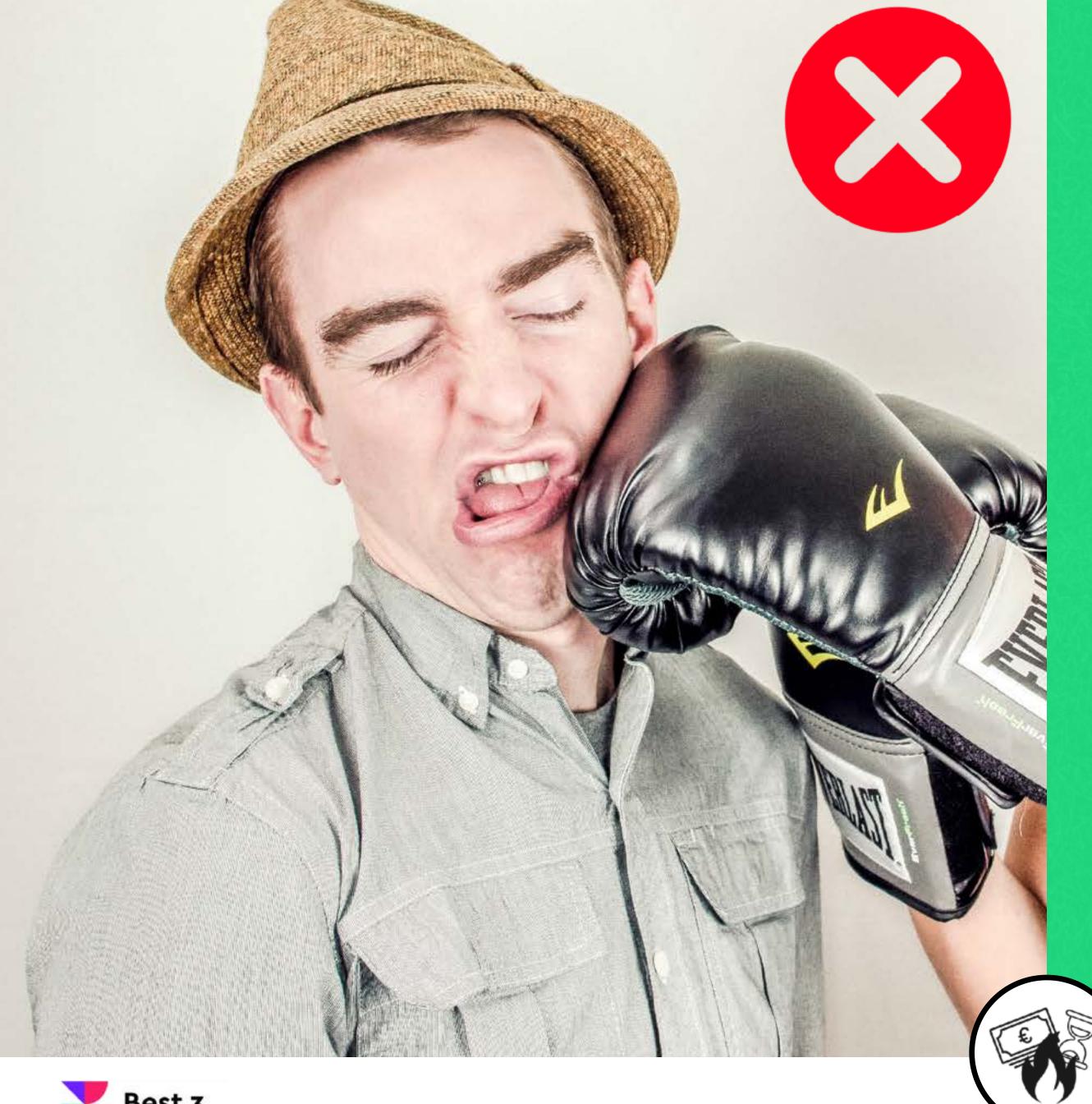


What is the problem you solve?

> The Why of the product

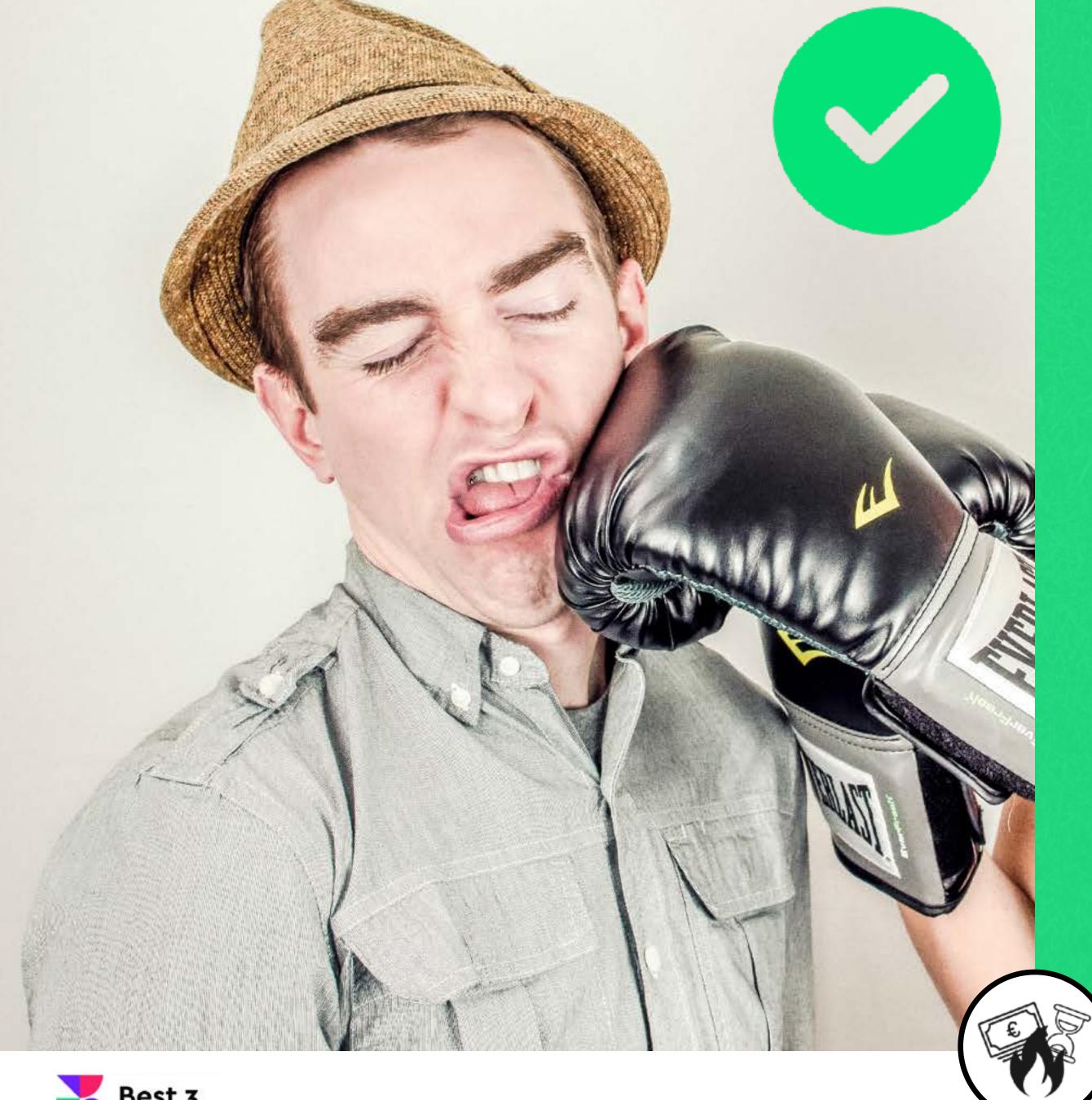


What's the Human Result of the problem you're solving?



"We built a parking app, which integrates sensors using Internet of things technology, and it's all on the blockchain, and we use open Api's to..."





"In major cities, like Amsterdam, Berlin & Tokyo, it takes over 100 Million drivers over 20 minutes to find a parking space..."





Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



Co2 emissions?

Kilos of plastic?

Damage to environment?

Quantify it: put a number on it

Be specific PUT A NUMBER ON IT



"It wastes a lot of hours"

"They have to make a lot of calls"



"It takes up to 72 hours"

"They have to make up to 12 calls"



Be specific PUT A NUMBER ON IT



"It creates a lot of CO2"

"There is too much energy inefficiency"



"It creates

X Million Tonnes CO2"

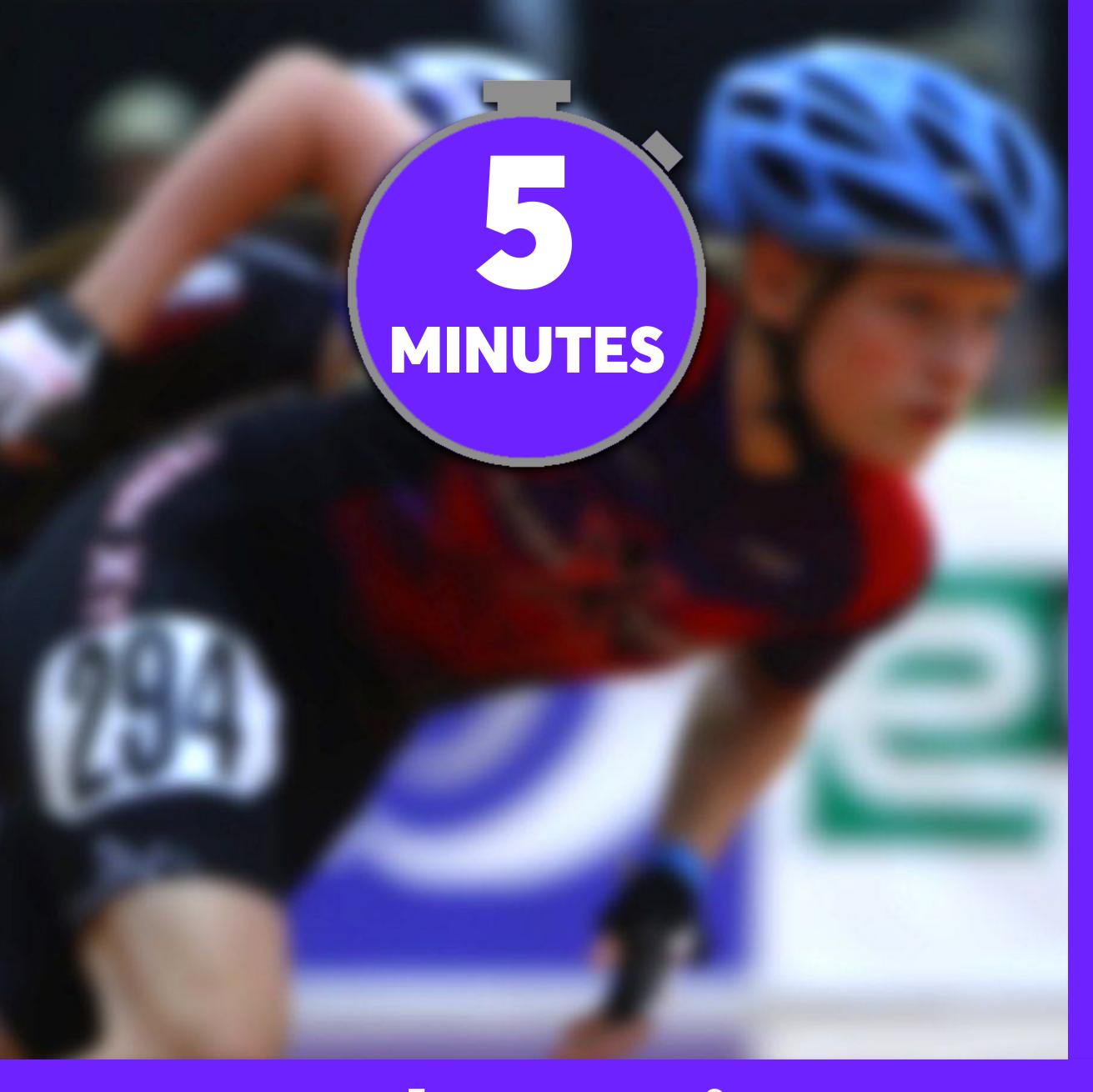
"Up to 20% of energy is lost through inefficiency"











Brainstorm: write down at least 7 things about the PAIN

Who are the customers?

What problems do they face today?

How much time, money, frustration, waste, lost opportunity?

Don't think too much: just write



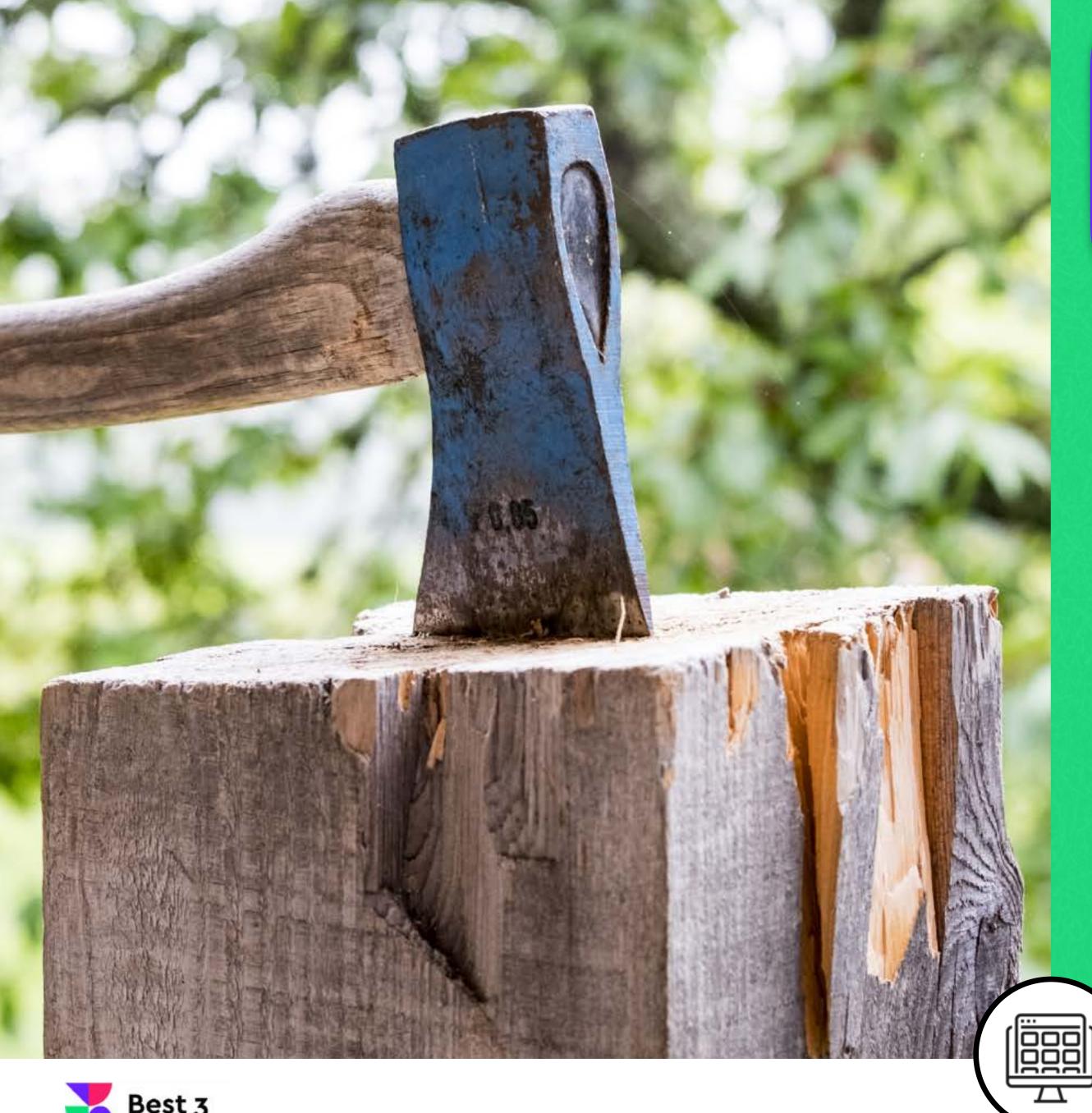
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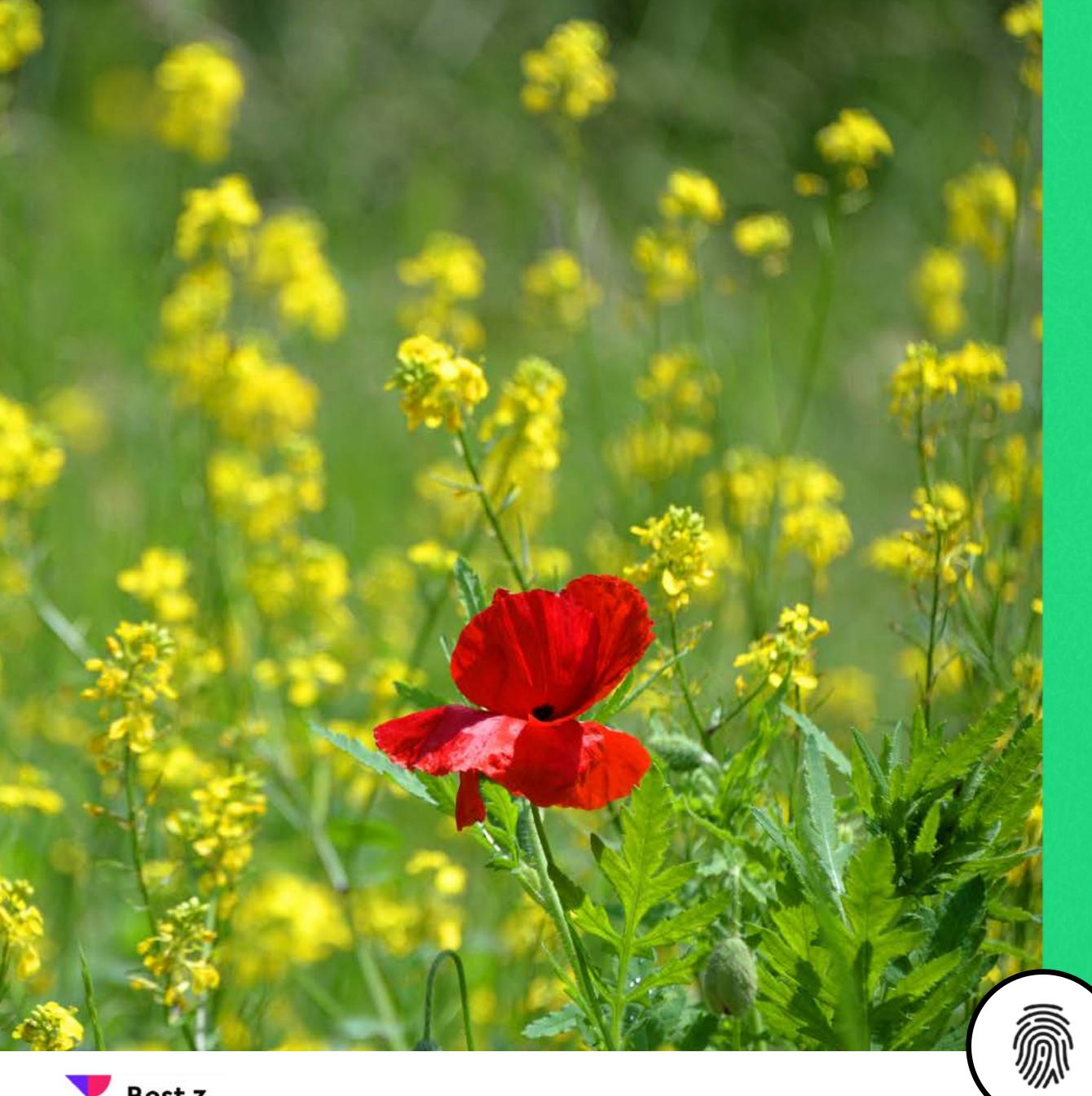
How much time, money, frustration, waste, lost opportunity?

Don't think too much: just write



How do you solve the problem?

What improvement does your product deliver - & how much?

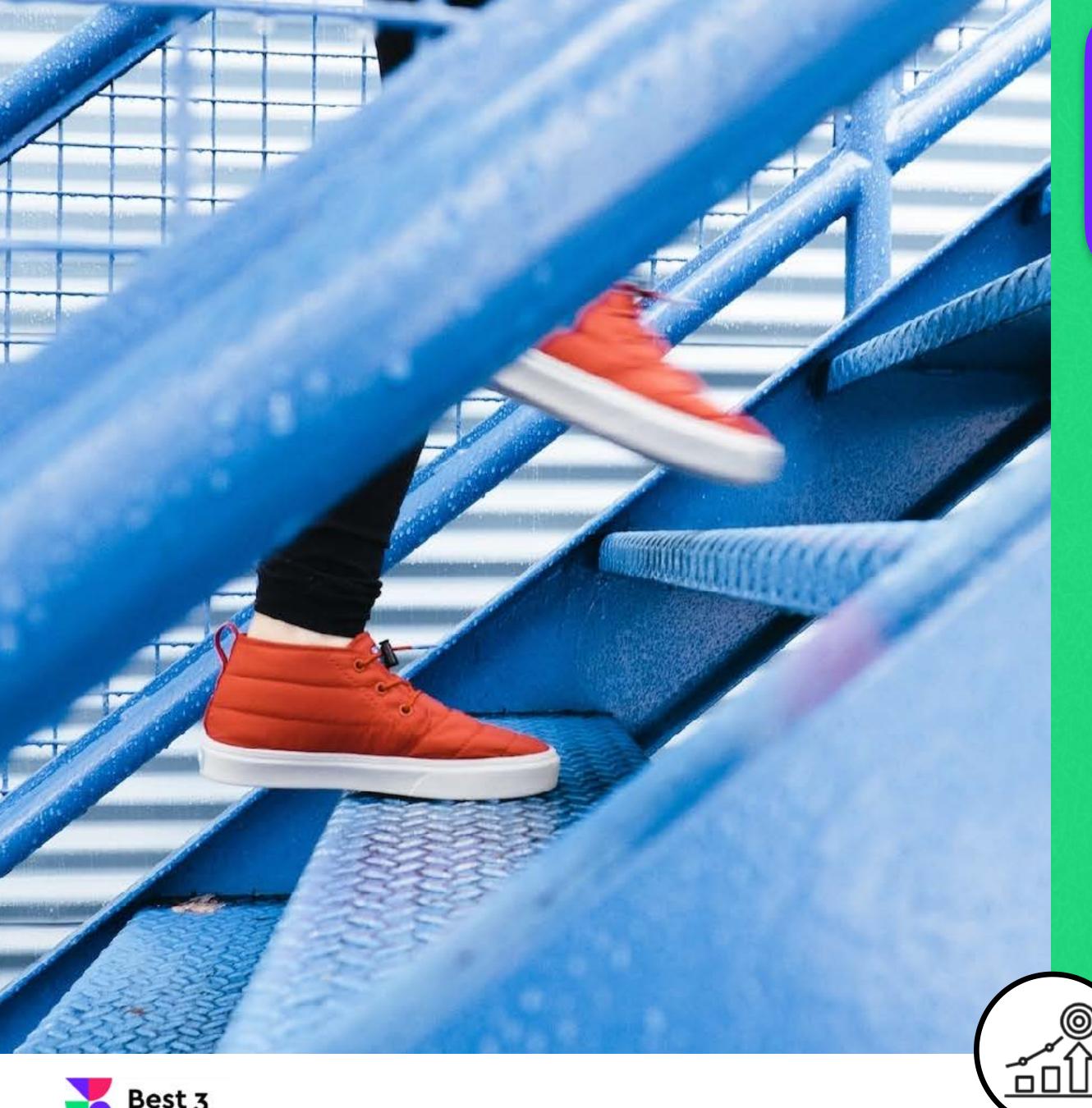


What's special and new about your proposition?

Technology, partnerships, complete solution?

(Any competitors to mention?)





Who's already buying?

Recognisable brands?

Numbers of users or customers? Growth?





EARLY STAGE VALIDATION

Customer Interviews?

Online Experiments?

How have you engaged with potential customers?



THE IMPACT OF YOUR SOLUTION

How big is the market?

What's the Impact?





















Who will make it happen?

Complimentary Skills?
Years of Experience?
Previous startups/exits?



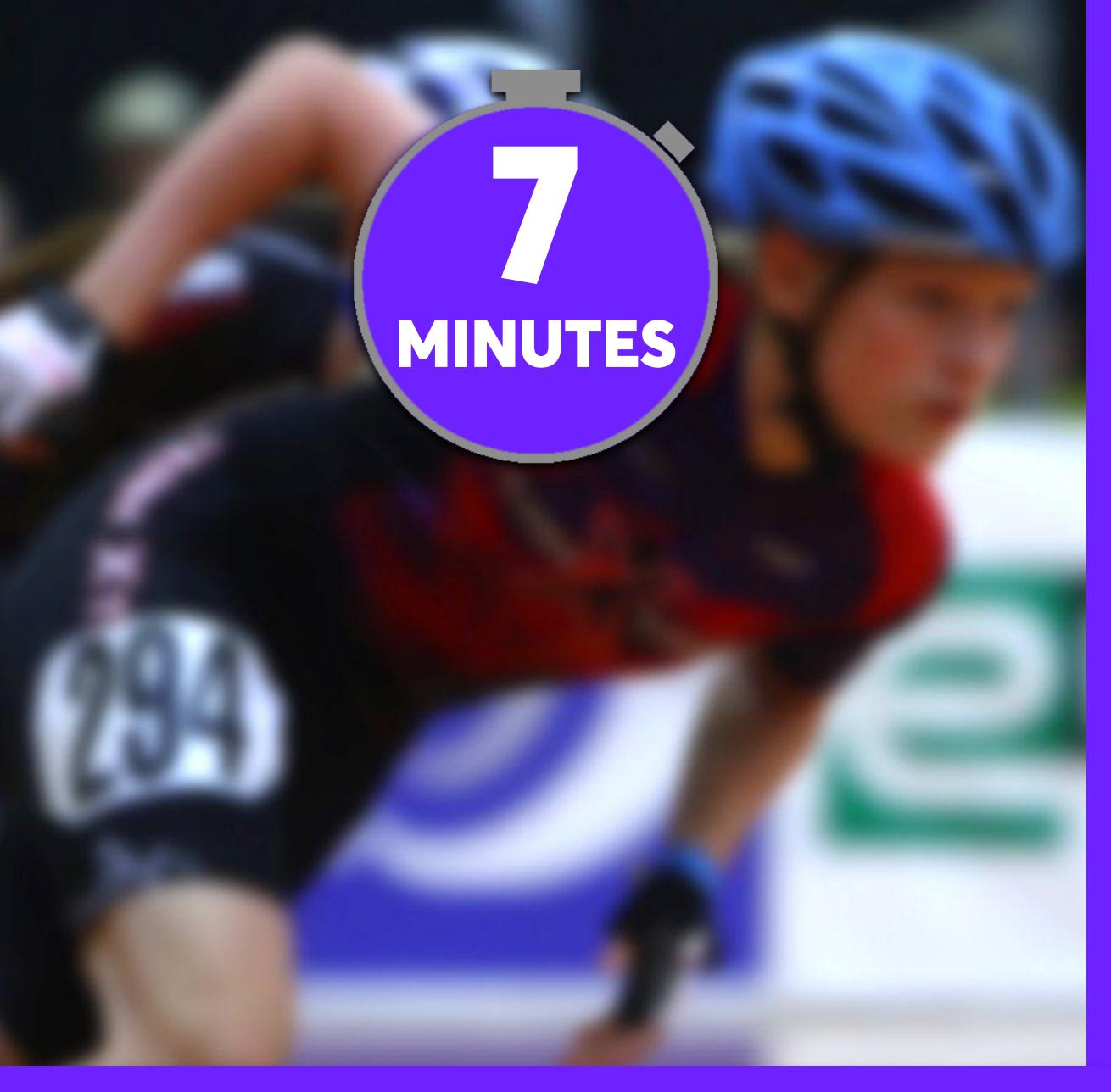
ROGIER FISCHER



Company News

Hadrian raises €10.5M in unsolicited seed round





Brainstorm content for;

Product, Unique, Traction/Validation, Impact, Team

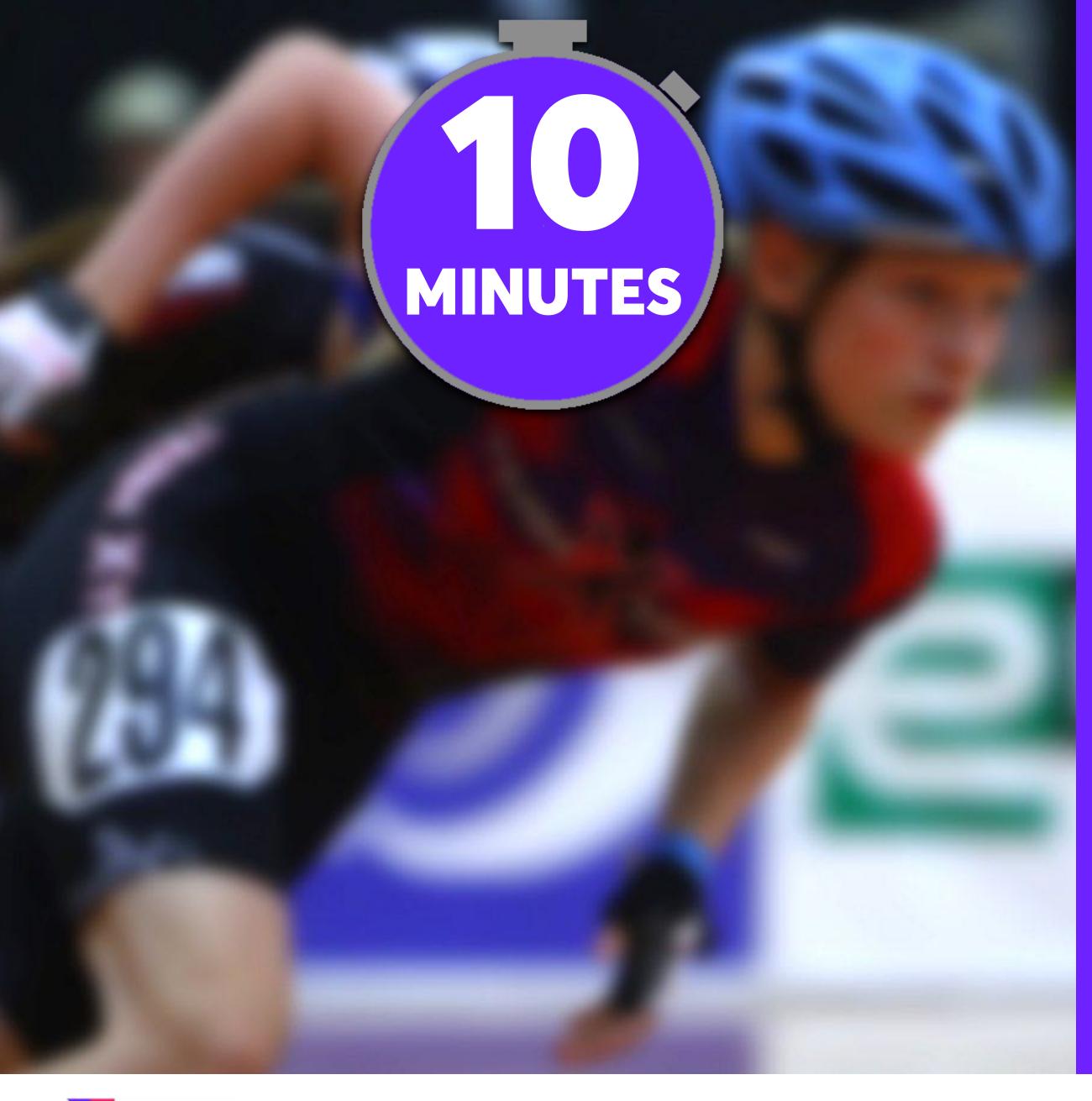
Quickly write down key words and phrases, not full sentences



Brainstorm content for;

Product, Unique, Traction/Validation, Impact

Quickly write down key words and phrases, not full sentences



Prepare a 2-Minute pitch with the following;

Pain, Product, Unique, Traction/Validation, Impact, Team.

And add a 1-sentence Call to Action

120 seconds = 16-18 sentences



Prepare a 2-Minute pitch with the following;

Pain, Product, Unique, Traction/Validation, Impact, Team.

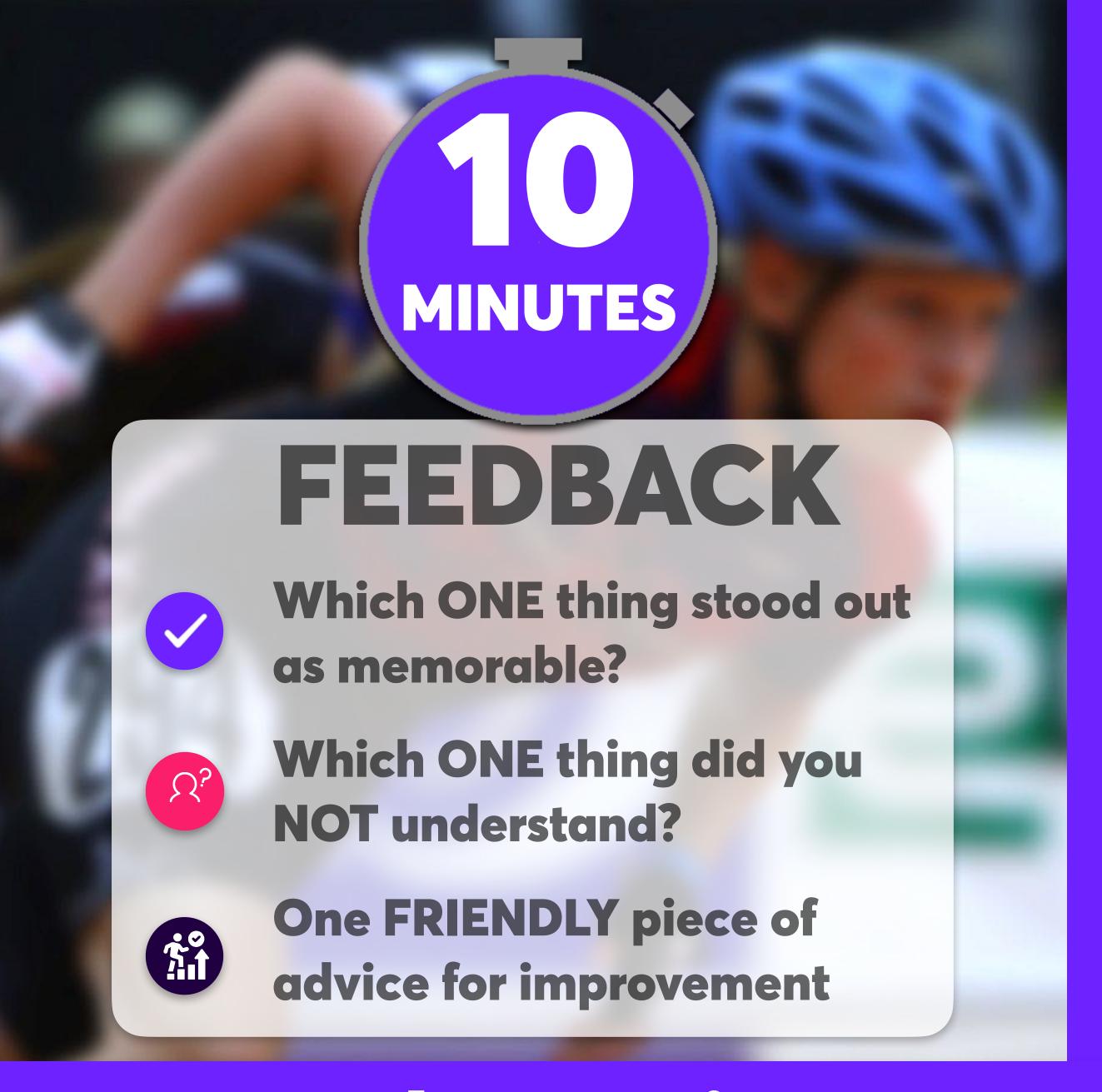
And add a 1-sentence Call to Action

120 seconds = 16-18 sentences



Welcome Back! LET'S MAKE IT REAL!



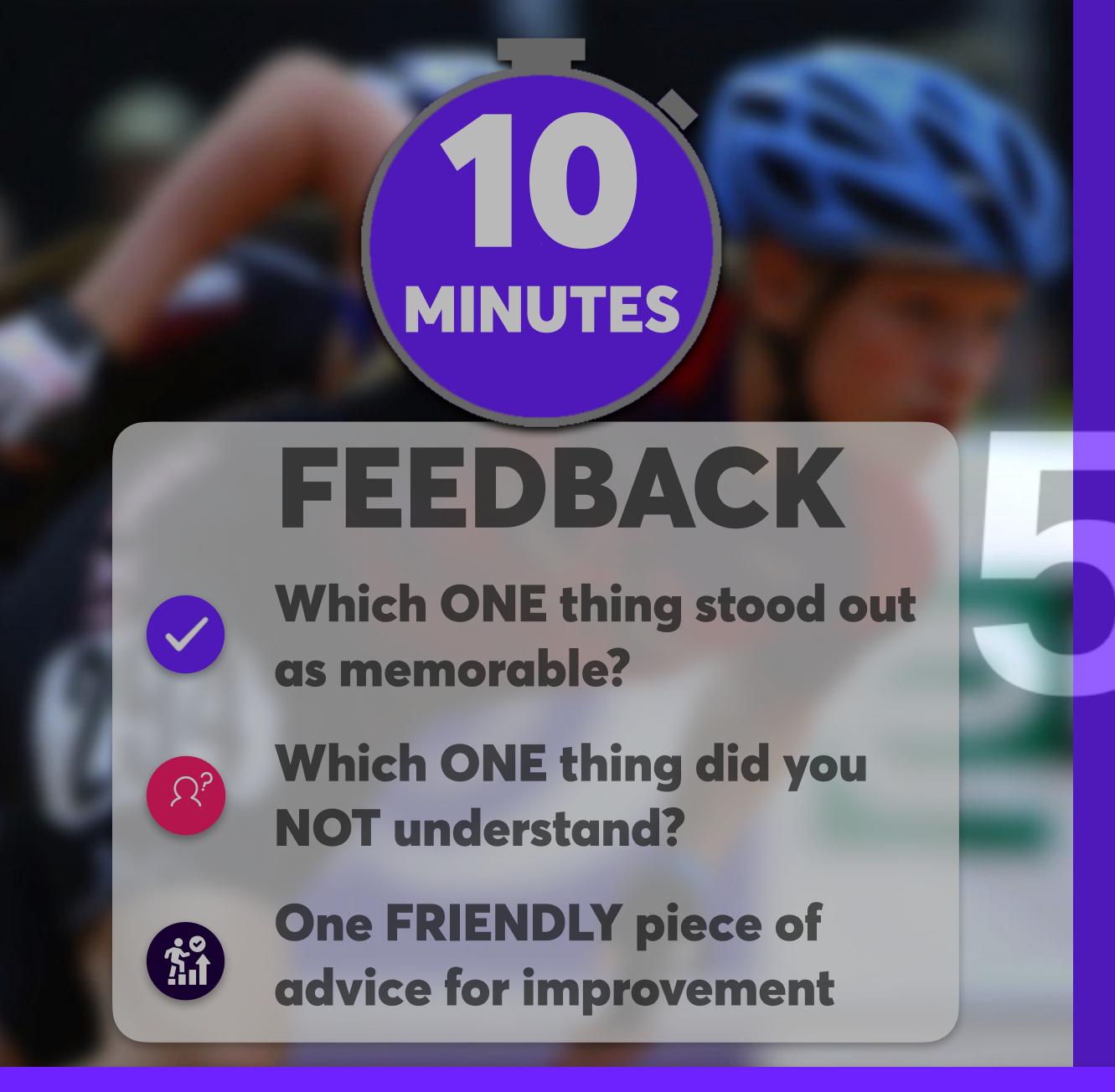


Test a 2-Minute pitch with the following;

Pain, Product, Unique, Traction/Validation, Impact, Team.

And add a 1-sentence Call to Action

120 seconds = 16-18 sentences



Test a 2-Minute pitch with the following;

Pain, Product, Unique, Traction/Validation, Impact, Team.

And add a 1-sentence Call to Action

120 seconds = 16-18 sentences



























What stood out?



not understand?





The Open-3-Close© Pitch Model





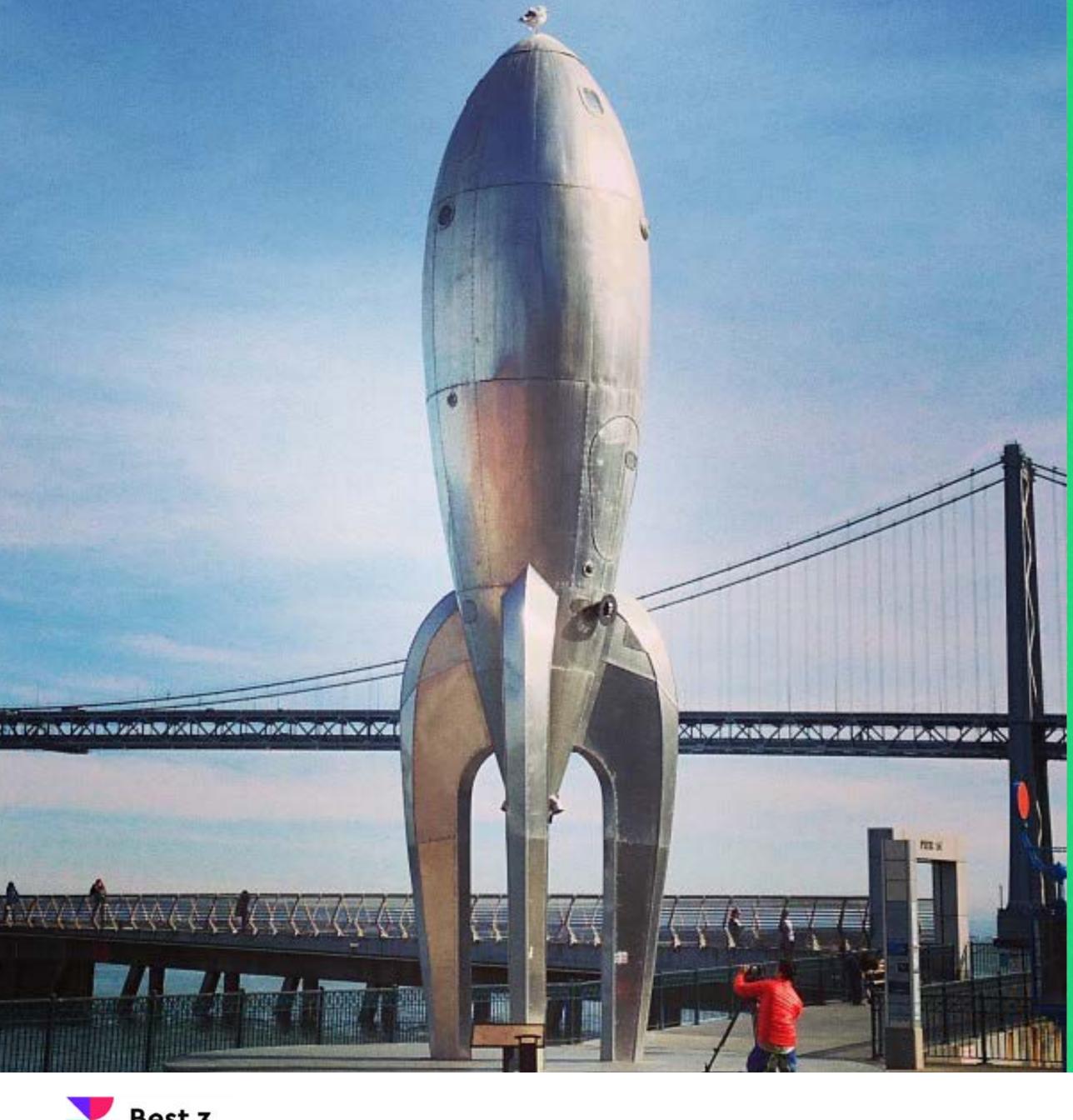












The first 20 seconds buys

ATENTON













Quantify THE PROBLEM





The Problem WITH PARKING









Simply BE PROFESSIONAL

SADDL











Review your brainstorm

Write down your opening 5 sentences





Review your brainstorm

Write down your opening 5 sentences



MINUTES FEEDBACK Which ONE thing stood out as memorable? Which ONE thing did you \mathcal{V}_{5} **NOT understand?** One FRIENDLY piece of This series advice for improvement

ACTION STEP

Test out your opening 5 sentences out loud on someone else

In pairs: 3,5 minutes each



MINUTES FEEDBACK Which ONE thing stood out as memorable? Which ONE thing did you \mathcal{V}_{5} **NOT understand?** One FRIENDLY piece of 3.0 advice for improvement

ACTION STEP

Test out your

opening 5 sentences

out loud on someone else

In pairs: 3,5 minutes each











The Open-3-Close© Pitch Model





Making your story FOCUSED & MEMORABLE







What happens if I say... "Hi, I'VE GOT 11 THINGS I WANT TO TELL YOU..."





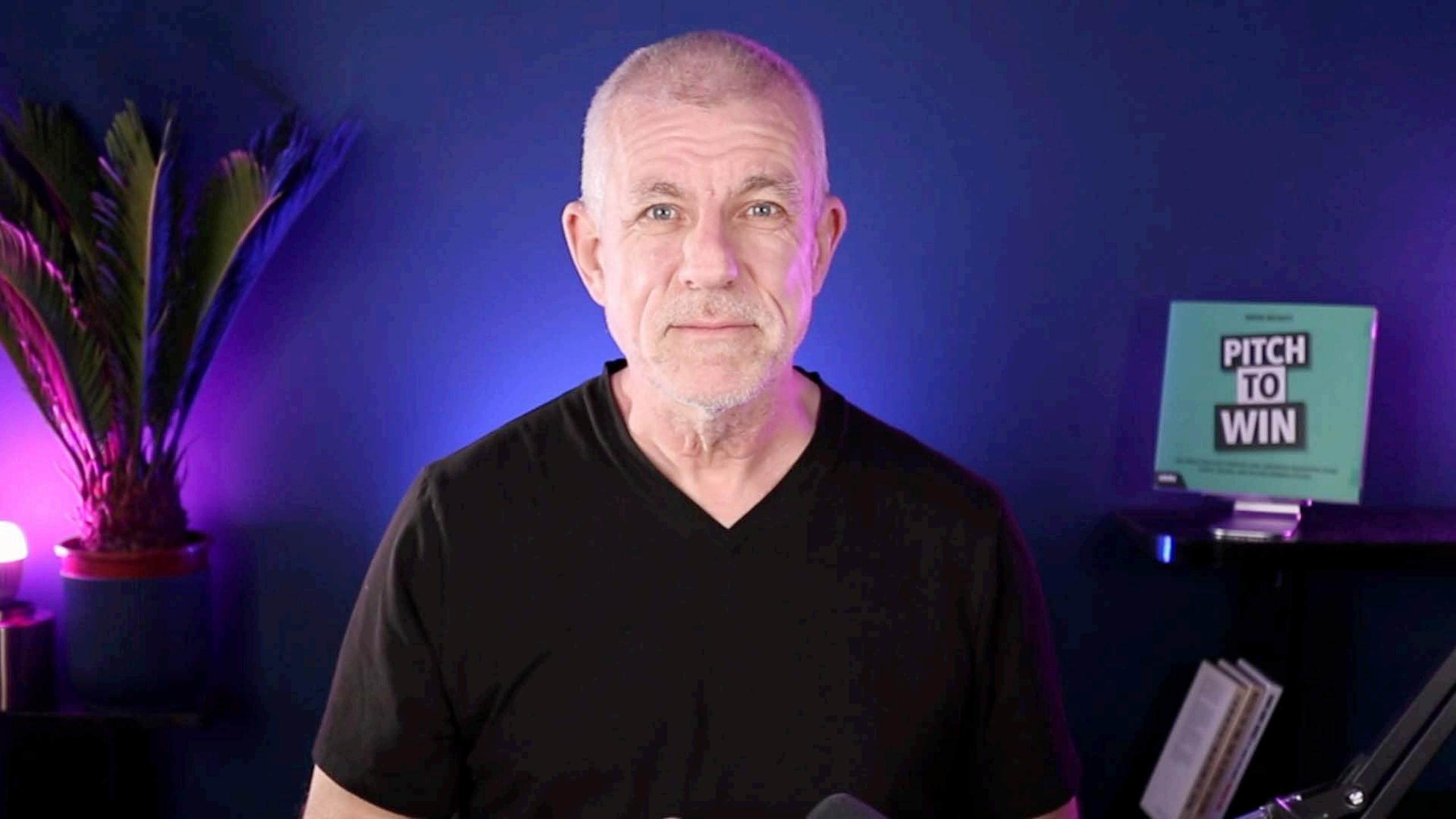
"There are many things I could tell you, BUT THERE ARE 3 THINGS I WANT YOU TO REMEMBER"











How do you apply THE POWER OF THREE?



Break your product into THREE BIG QUALITIES

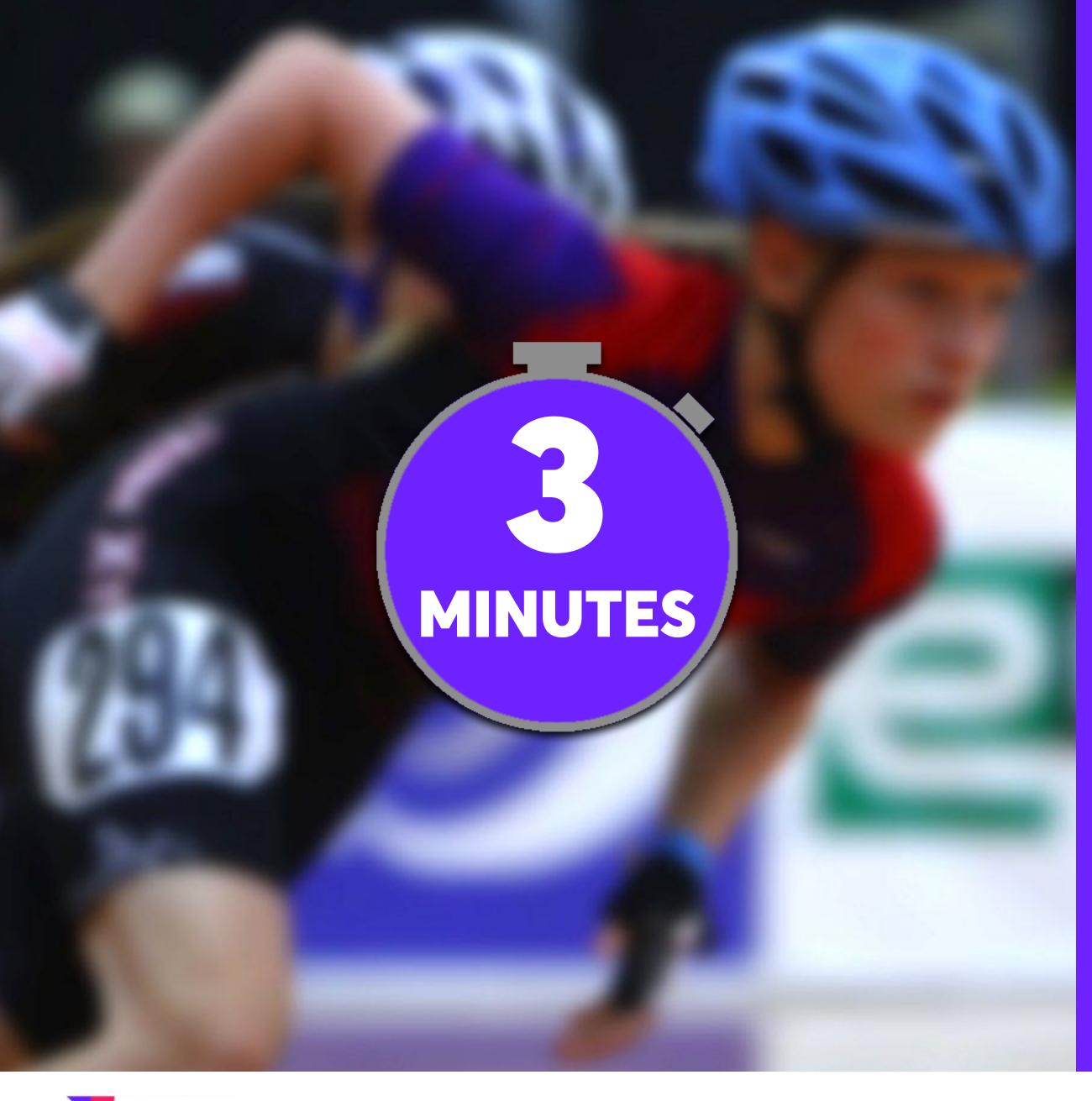
FASTER

LOWER COST









Imagine:

They will only remember 3 things of the whole story.

Which **3 things** would you tell, that you really want them to remember?

Write down the 3 most important things about your proposition;

1-2 sentences per item.





Imagine:

They will only remember 3 things of the whole story.

Which **3 things** would you tell, that you really want them to remember?

Write down the 3 most important things about your proposition;

1-2 sentences per item.



First Time NO Hand Gestures Second Time Call out the numbers

ACTION STEP

Tell the 3 big things in 3 sentences to someone else;

"There are three things I want to tell you;

First...

Second...

Third..."



The Open-3-Close© Pitch Model



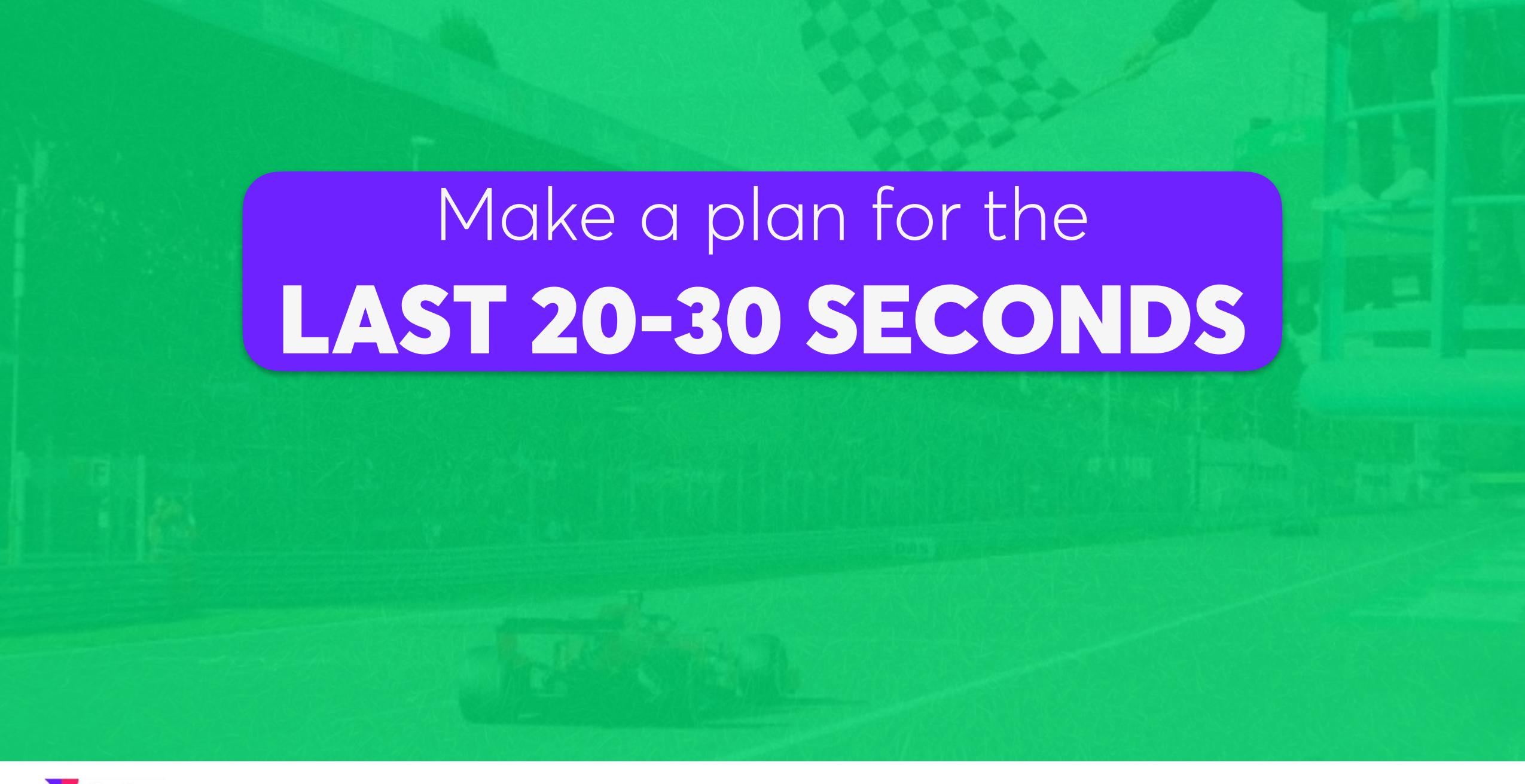
















What you've seen is... (a 3-point, 1-sentence summary)



What we ask you to do is... (give them a clear call to action)



THANK YOU!



l've finished, you can clap now!



The Open-3-Close© Pitch Model







Please ask IN THE CHAT or BY VOICE!



Pitch tools and

RESCURCES







All the workshop SLIDES





Steps to Preparing your Winning Pitch



Thanks for joining the recent Pitch workshop!

Here's a guick high-level reminder of the main steps you need to take to make a great pitch.

Follow them all, and you'll be well on the way to convincing your audience and getting the result you want.

> Don't miss out on all the tools available online at; tiny.cc/pitchworkshop

@best3minutes

david peckett@best3ninutes.com U inkedin.com/in/davidoeckettpresentationcoach



Biggest Pitching Mistakes To Avoid



Thanks for joining the recent Pitch workshop!

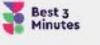
Here's a quick checklist of mistakes that are regularly made during pitches. These are the errors to avoid: be sure they don't happen for you!

Add these tips to the great tools you've learned already, and you'll be well on the way to convincing your audience and getting the result you want.

> Don't miss out on all the tools available online at; tiny.cc/pitchworkshop

best3minutes.com TW @best3minutes

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Ways To Manage Your Pitching Nerves



Thanks for joining the recent Pitch workshop!

Here's a quick overview of some of the most powerful tools to overcome something that most people experience - getting nervous before a pitch.

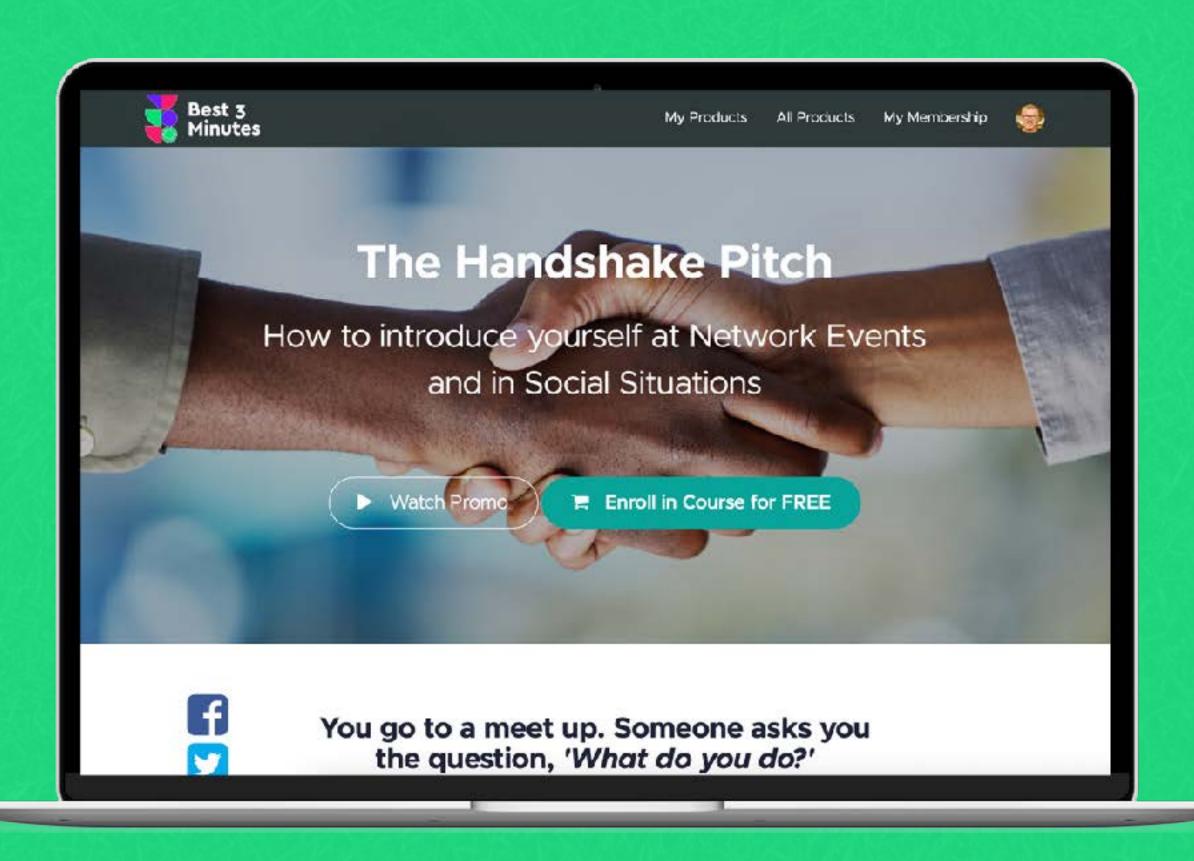
Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

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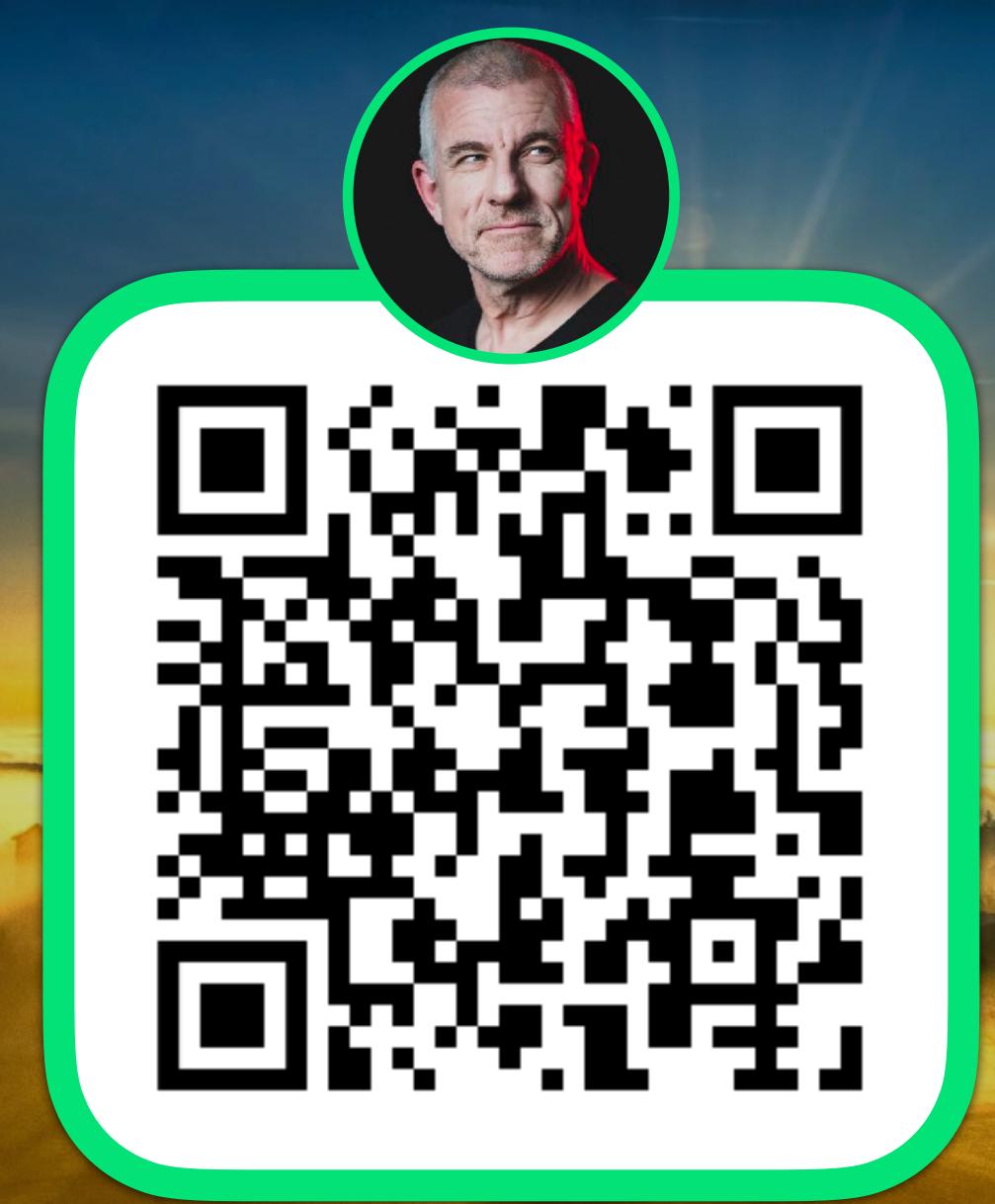
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10 Minute Online Course YOUR INTRO PITCH





The Essential Pitch Podcast



David Beckett

Best3minutes.com

Connect with me on Linked in

What goes wrong in the FIRST 2 MINUTES OF 1st MEETING?





Too much history



Too much product



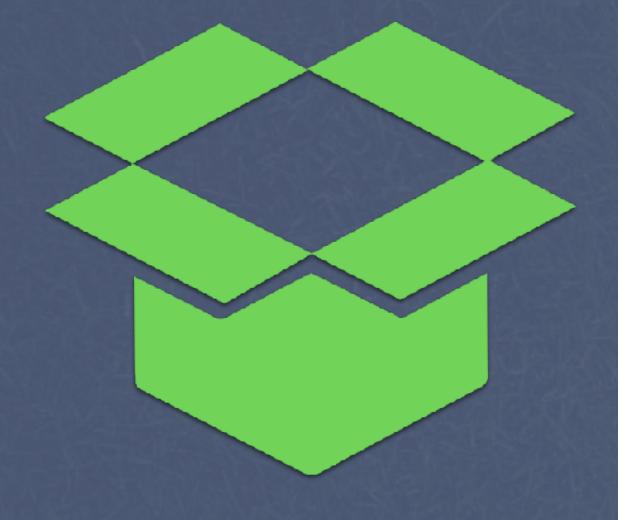
Too long a story



What happens in the FIRST 2 MINUTES?

I put the startup into one of mental buckets...





EXCITING!
Tell me more!



MAYBE...
Let's see...



NO: Not for me



You can fix what goes wrong in FIRST 2 MINUTES



Give them your BEST STUFF in the first 2 Minutes



Tell them the things THEY WANT TO KNOW







Decent Product



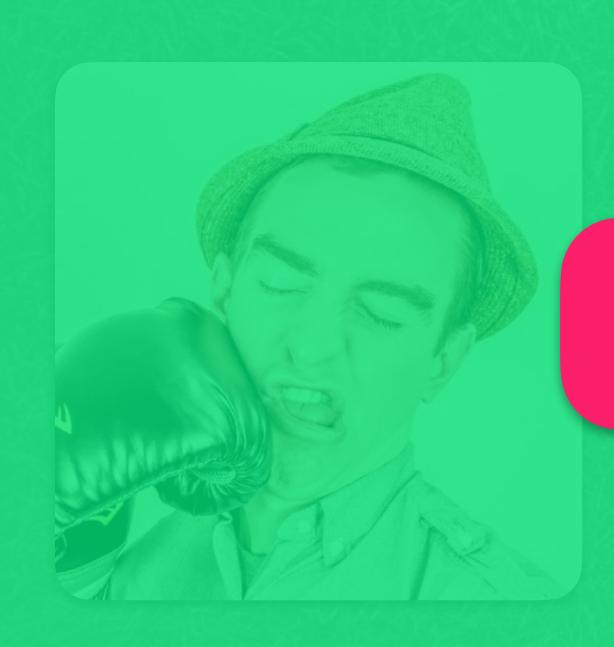
Progress & Traction



Amazing Team



Tell them the things THEY WANT TO KNOW



And tell them QUICK:



Huge Unsolved Pain Decent Product Progress & Traction

Amazing Team







How we usually plan a 30-Minute Meeting



The reality of how it actually goes!



A Better Plan for a 30-Minute Meeting

Tech Pitch
3 Mins 3-5 Mins

Q&A 15 Mins

Next Steps 5 Mins

Ask the magic question... What would you like to know more about?

A Better Plan for a 30-Minute Meeting

Tech Pitch
3 Mins 3-5 Mins

Q&A 15 Mins

Next Steps 5 Mins

Ask the magic question...

What would you like to know more about?

Ask the SECOND magic question... Which 2-3 things do we need to <u>change</u> for you to take another look?