

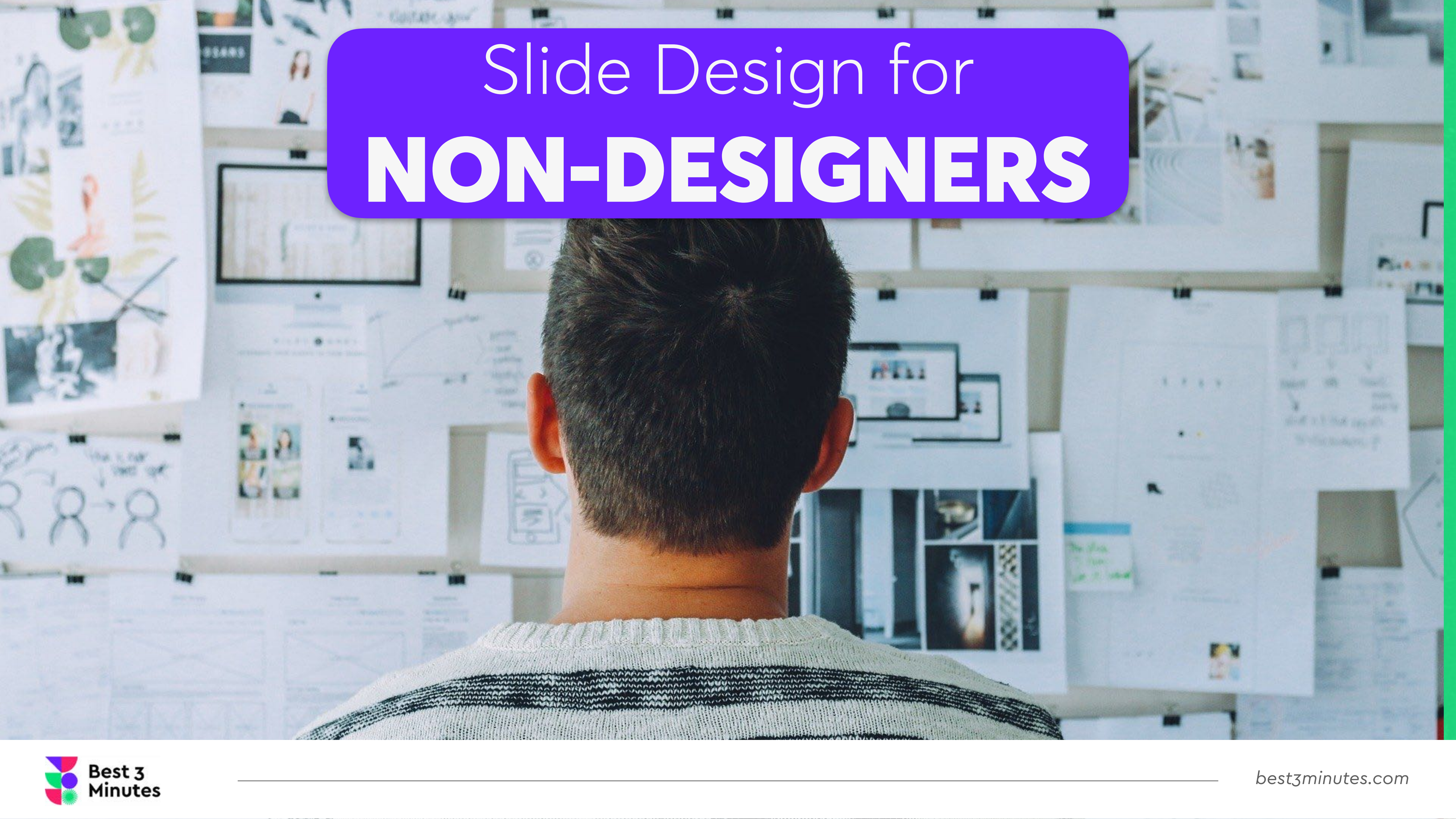
Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



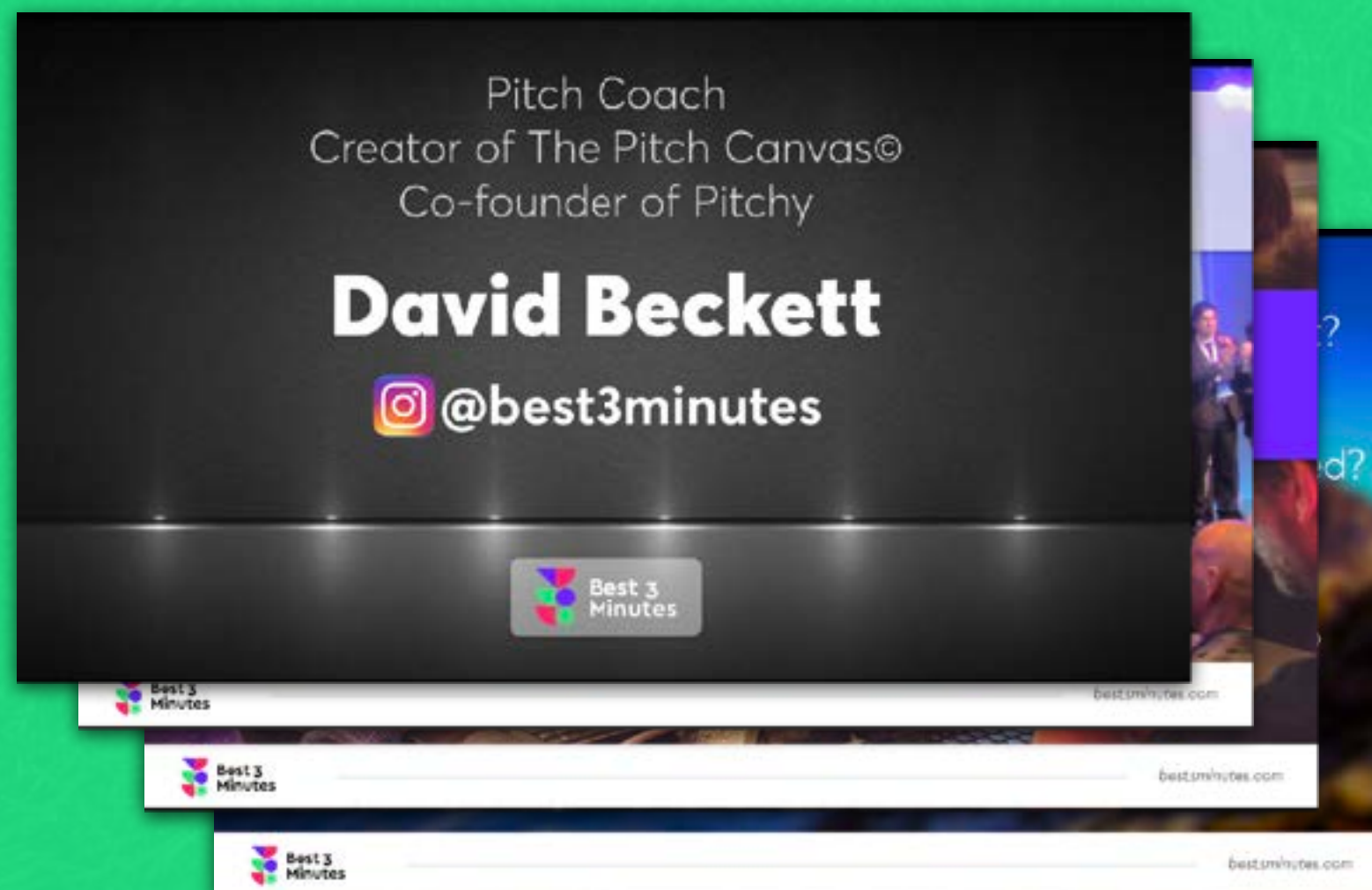
Best 3
Minutes

A person with short dark hair, seen from the back, is looking at a wall covered in various design sketches, photos, and documents. The wall is a collage of creative work, including wireframes, color palettes, and images. The person is wearing a light-colored sweater with dark horizontal stripes. A large purple rounded rectangle is overlaid on the top half of the image, containing the title text.

Slide Design for **NON-DESIGNERS**

You will receive

SLIDES AND MANY MATERIALS



The Pitch Canvas®
An entrepreneurial brainstorming tool that helps you structure and visualize your pitch on one page.

Simple Statement of what change you and your product are making in the world. <small>a memorable one-sentence explanation of what you do for customers.</small>	
Pain (+ Gain) <small>What problem are you solving for your customers? What does the pain result in? Can you make the pain a better problem, that everyone can relate to? How many people need this problem solved - market size? How you validated that people will pay to have it solved?</small>	Product <small>As simply as possible, how does it work? What does your product do for customers? What can your customers do as a result of your product? What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer? How have you tested it with customers? Get sure not to let the product dominate the pitch.</small>
Product Demo <small>Use doesn't convert into, but powerful if it works... Is a workflow more of a working app, continues this is or real. Physical product, someone you can see, touch, screenshot are also OK, but can look like a mock-up - having product on screen is better. Can you show a real customer using it?</small>	What's Unique <small>Technology/Relationships/Partnerships. How do you help your customers get results differently to your competitors, or alternatives? What's new and innovative about your solution? Show you have researched the market and know what competition is out there.</small>
Customer Traction <small>Success so far? What customers? Major brands? Progression in start or slow steady? Customer reference quotes or reviews? If coverage? Competitor news? Use data and facts to strengthen your case.</small>	Business Model <small>How do you get paid? What's the opportunity for growth? How can you scale beyond your current scope: new industries, territories, appropriate of geography and technology?</small>
Investment <small>Have you invested money yourself? How you raised money so far? How much are you looking for now? What big next steps will you use the investment for? What milestones will you reach with the money? How, when, and what type of investor are you looking for? What expectations do you have of your investors, network, supporters?</small>	Team <small>What relevant experience and skills does your team have that supports your story? Relevant worked for? Achievement? Sales success? What binds you together as people and as entrepreneurs to this problem? What's special about the character of your team, that will make you stand out and be memorable?</small>
Call To Action and End Statement <small>Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?</small>	
Why You? <small>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 promise, no matter what?</small>	

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The Pitch Canvas is a trademark of Best 3 Minutes. All other trademarks are the property of their respective owners.
Please don't forget to share your pitch with your network. It's the best way to get feedback and support. Share your pitch with your network. It's the best way to get feedback and support. Share your pitch with your network. It's the best way to get feedback and support.

A close-up of a woman's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including red, blue, and green. The woman's eyes are looking down, and her lips are slightly open.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

PLEASE NOTE:

**YOU MIGHT HAVE CORPORATE
GUIDELINES (& IMAGE RESOURCES?)**

A Reminder...

THE MOST IMPORTANT THING ABOUT SLIDE DESIGN

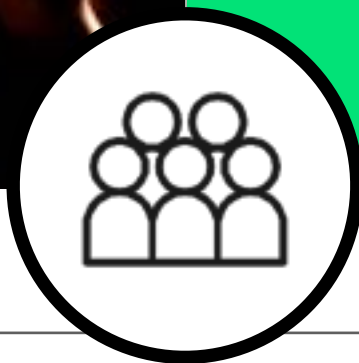
A vibrant rainbow arches across a sky filled with soft, orange-hued clouds. Below the rainbow, a dense line of green trees separates a calm river from the horizon. The river's surface reflects the colors of the sky and the rainbow. A large, purple, rounded rectangular banner is superimposed over the middle of the image, containing the text "GET THE STORY CLEAR FIRST" in white, bold, sans-serif capital letters.

GET THE STORY CLEAR FIRST



WHO'S YOUR AUDIENCE?

What do
they **CARE**
about?





WHAT'S YOUR OBJECTIVE?

What do you
want them
to **do**?





Use
**POST-IT
NOTES**
To Build Your
Storyline

A dramatic photograph of a space shuttle launching, with a massive plume of orange and white smoke and fire at the base. The shuttle is angled upwards towards the top right of the frame. A large, semi-transparent purple rounded rectangle is centered over the image, containing white text.

Make the first word count
OPEN POWERFULLY

The background of the slide is a landscape photograph. It shows a dry, yellowish-brown field with three distinct trees. One large, dark tree is on the left, a smaller one is in the distance to the right, and another medium-sized tree is in the foreground on the right. The sky is a solid teal color.

Make your story
FOCUSED & MEMORABLE

The Power of
THREE



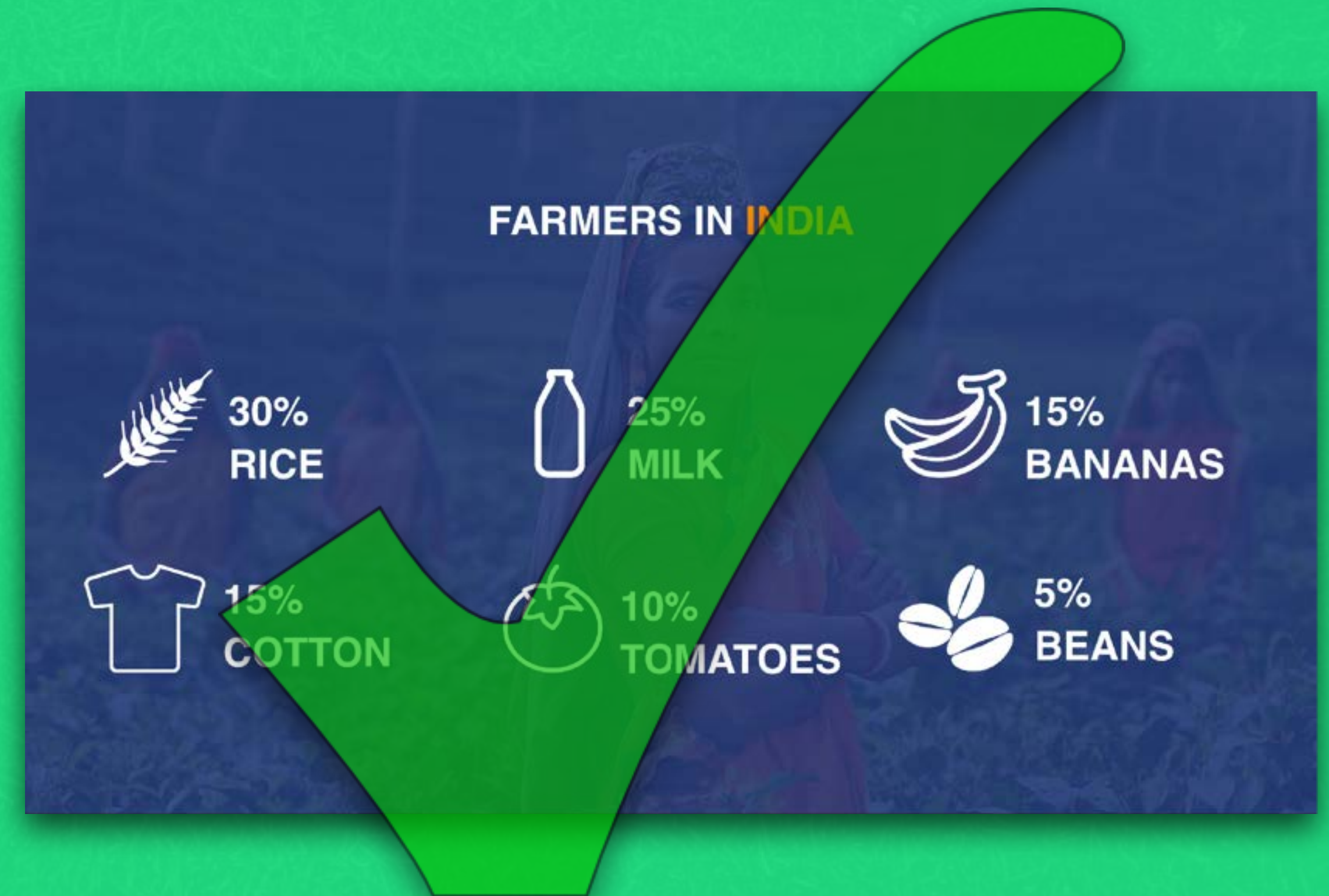
Finish your presentation
LIKE A TRUE PROFESSIONAL

Slide Design for **NON-DESIGNERS**

Keep Slides **SIMPLE & VISUAL**

Farmers in India

- According to EUROPEAN UNION the EUR will grow by 4,50% by the end of 2014. This due to a slow but steady increase in exports, consumption, investments and interest ratios.
- The Central Bank said the exports will increase by 15%, but the interest rate would remain the same. If consumer prices decrease, the consumption will increase.
- Investments rates will decrease 2,50%
- Consumption is expected to increase by 1.77% as people become more confident



Tools to help keep it visual

- Use images to express big ideas, because people make associations with pictures much faster than with words
- Use icons to highlight key points and abstract ideas
- Use bold and size of text to emphasise the key words and messages

Tools to help

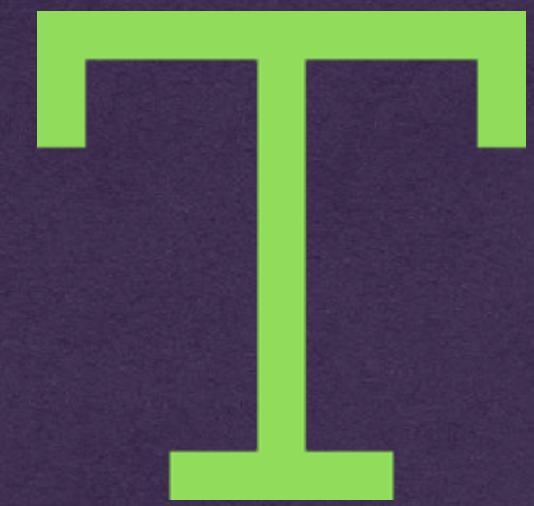
KEEP IT VISUAL



IMAGES



ICONS

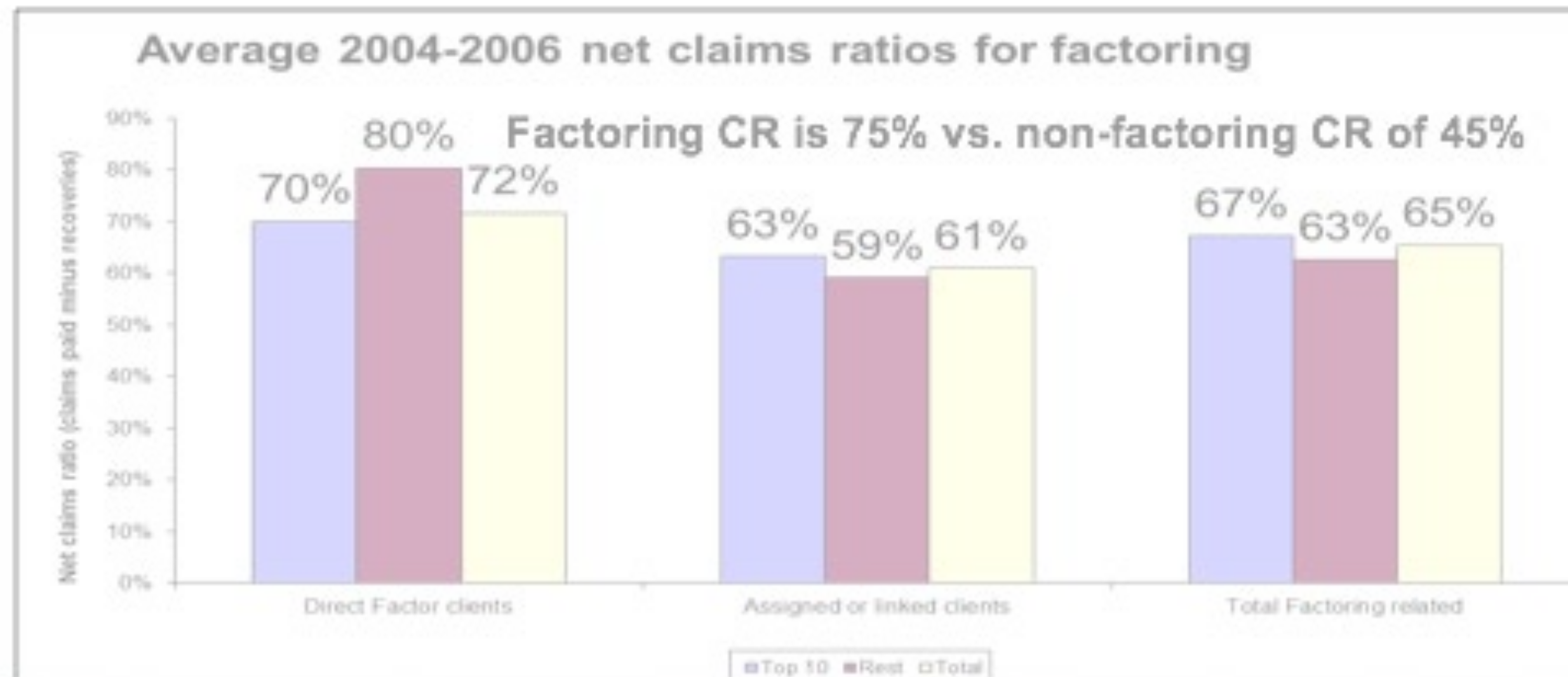


TYPE

Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and

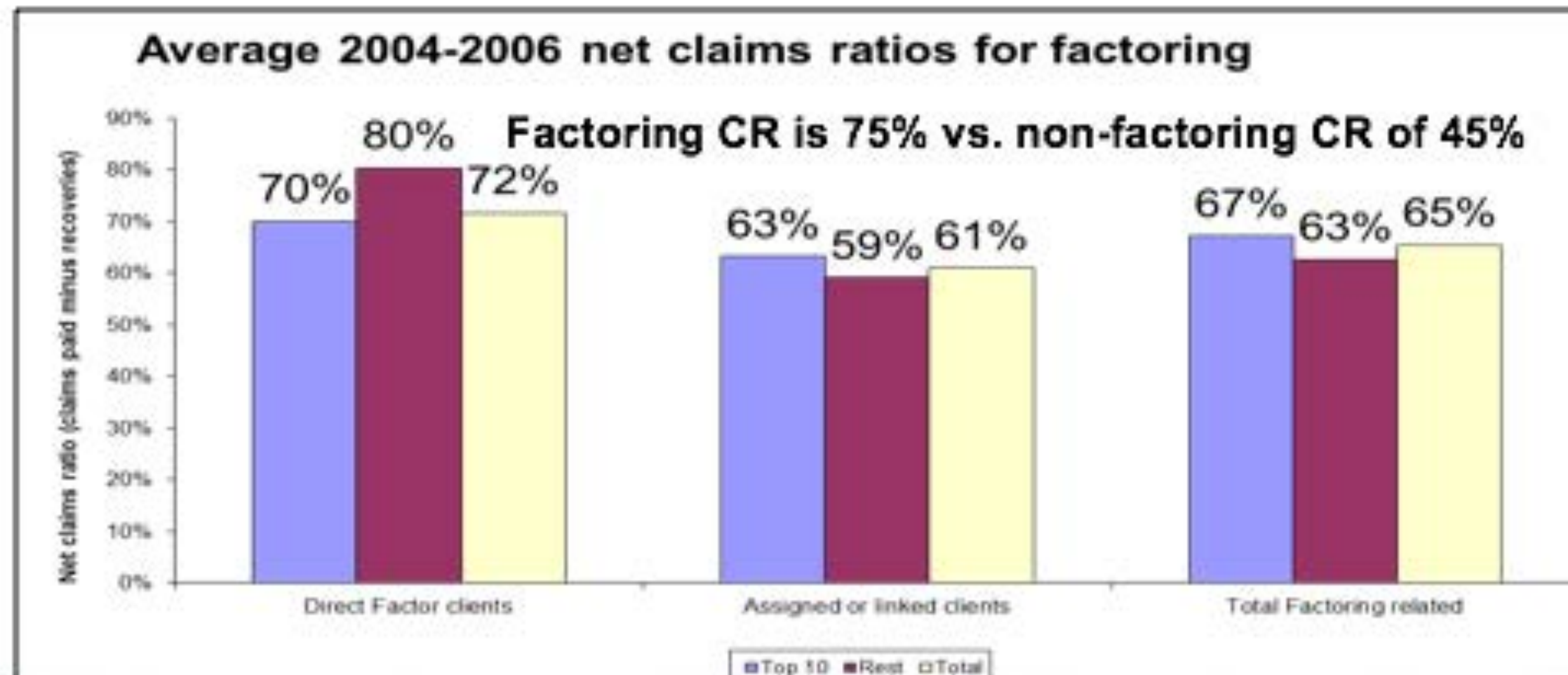
Here are some typical
CORPORATE SLIDES



**Factoring claims ratios
were almost double of
the non-factoring claims
ratios!**

Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and strong growth that were offset by high price pressure, very high claims ratio, heavy admin and TPE consumption
- This resulted in low appetite from CENSORED :-) to expand further into this market and subsequently caused weak positioning towards factoring market



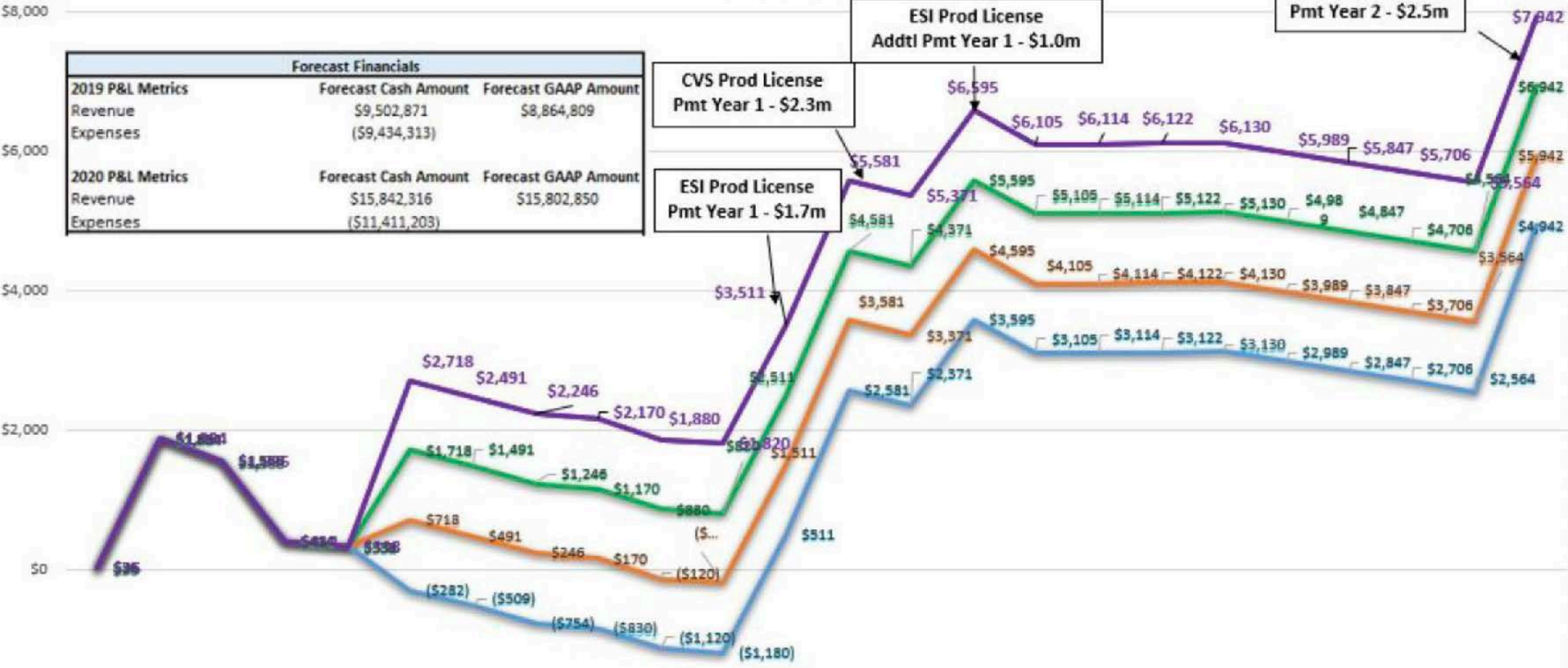
Factoring claims ratios were almost double of the non-factoring claims ratios!

Glacial Formation

- Glaciers are created when layer upon layer of snowfall builds up and becomes compacted into a dense form of ice because of its own weight
- The weight of the resulting ice eventually becomes so heavy that gravity forces the ice mass downhill very slowly
- This movement is helped by the fact that ice at the bottom of the glacier is under intense pressure, which in turn creates heat and melts the ice enough to provide a slippery surface against the mountain surface
- As the ice begins to move down the mountain, more snow continually builds up at the glacier's source, gets converted into ice, and itself flows downward, creating an elongated, disheveled, frozen river
- Glaciers that travel down valleys between mountains gradually grind away the mountainsides by a continual process of thawing and freezing that fractures rocks, the pieces of which are plucked up and carried away
- Changing weather patterns and planet temperatures cause the glacier to grow (advance) or shrink (retreat) in cycles throughout the millennia.

2019-2020 Forecast Bank Balance with \$1M, \$2M or \$3M Bridge Raise
(in thousands)

Confidential



	Jan '19	Feb '19	Mar '19	Apr '19	May '19	Jun '19	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20
Base	\$36	\$1,884	\$1,566	\$414	\$338	(\$282)	(\$509)	(\$754)	(\$830)	(\$1,120)	(\$1,180)	\$511	\$2,581	\$2,371	\$3,595	\$3,105	\$3,114	\$3,122	\$3,130	\$2,989	\$2,847	\$2,706	\$2,564	\$4,942
\$1M Funding	\$36	\$1,884	\$1,566	\$414	\$338	\$718	\$491	\$246	\$170	(\$120)	(\$180)	\$1,511	\$3,581	\$3,371	\$4,595	\$4,105	\$4,114	\$4,122	\$4,130	\$3,989	\$3,847	\$3,706	\$3,564	\$5,942
\$2M Funding	\$36	\$1,884	\$1,566	\$414	\$338	\$1,718	\$1,491	\$1,246	\$1,170	\$880	\$820	\$2,511	\$4,581	\$4,371	\$5,595	\$5,105	\$5,114	\$5,122	\$5,130	\$4,989	\$4,847	\$4,706	\$4,564	\$6,942
3M Funding	\$36	\$1,884	\$1,566	\$414	\$338	\$2,718	\$2,491	\$2,246	\$2,170	\$1,880	\$1,820	\$3,511	\$5,581	\$5,371	\$6,595	\$6,105	\$6,114	\$6,122	\$6,130	\$5,989	\$5,847	\$5,706	\$5,564	\$7,942



There is a
BETTER WAY



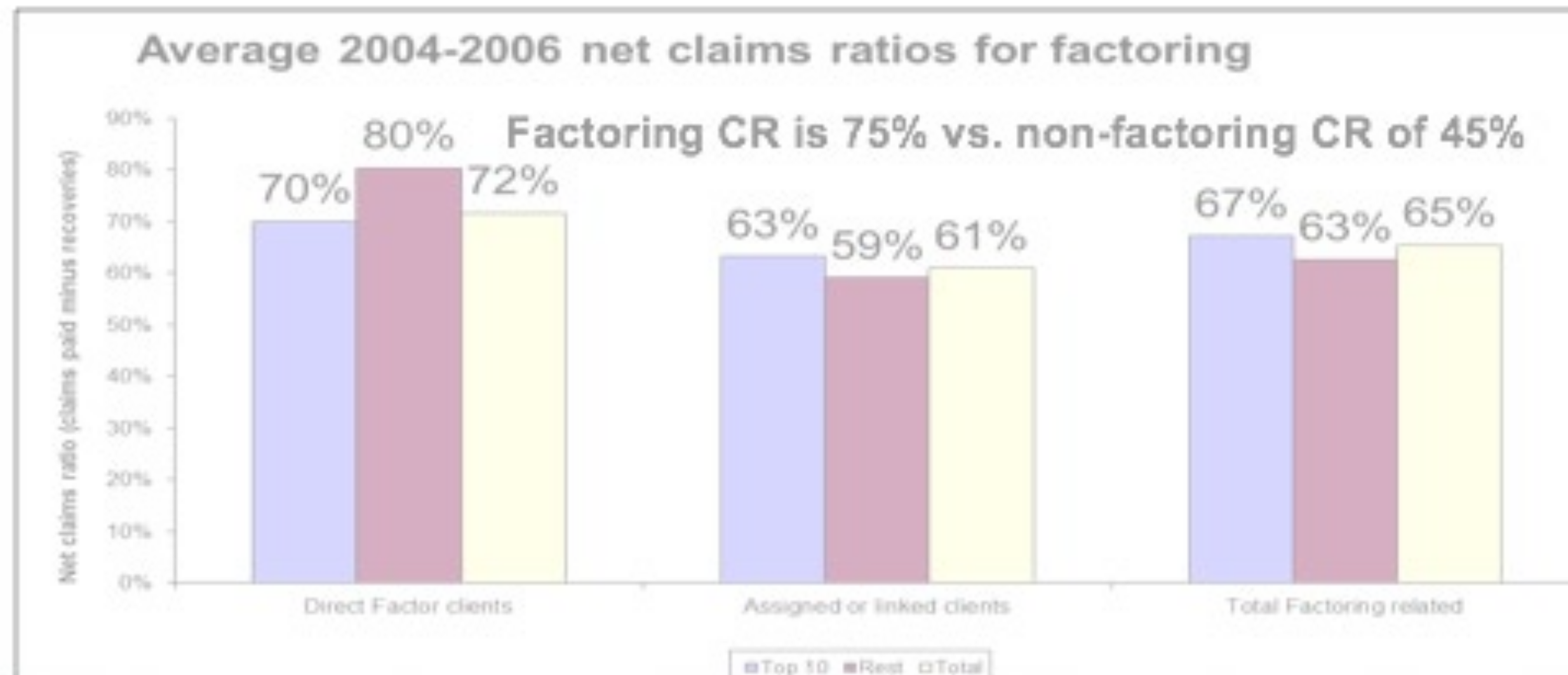
We cannot listen and read
AT THE SAME TIME



Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and strong headwinds, ratio, and market
- This and

Why do we make
SLIDES LIKE THIS?

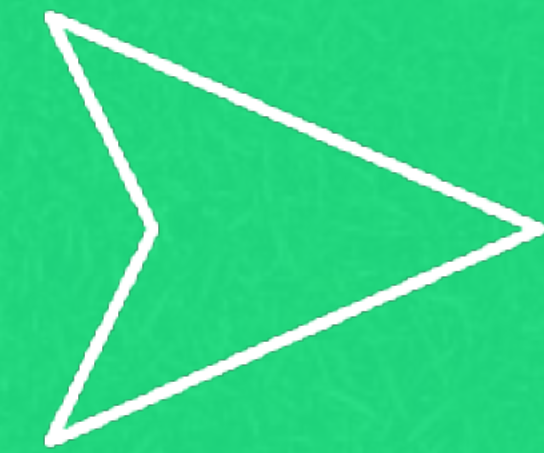


Factoring claims ratios were almost double of the non-factoring claims ratios!

The two reasons for **OVER-DETAILED SLIDES**



Fear
forget our
story

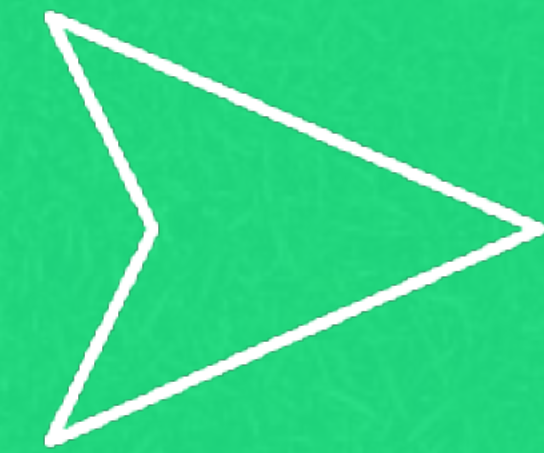


Pressure:
send the
slides

The two reasons for **OVER-DETAILED SLIDES**



Fear
forget our
story



Pressure:
send the
slides

Reduce the text to **LARGE KEY WORDS**

Break your product down into
THREE BIG QUALITIES

FASTER

**LOWER
COST**


**MUCH
EASIER
TO USE**

 Best 3 Minutes best3minutes.com

**WHAT'S YOUR
OBJECTIVE?**

What do you want
them to **do**?

Action, not just
thinking

 Best 3 Minutes best3minutes.com

Our product

- It's faster because it uses a super duper highway which moves particles at 27 mm/second compared to the current process of only 9 mm/second
- It's lower cost because the super duper highway is made of a highly durable polymer which only needs to be 5 cm in diameter compared to 10 cm of conventional tools
- It's easier to use because we have more than fifty tutorials which walk people step by step through the p[rocess

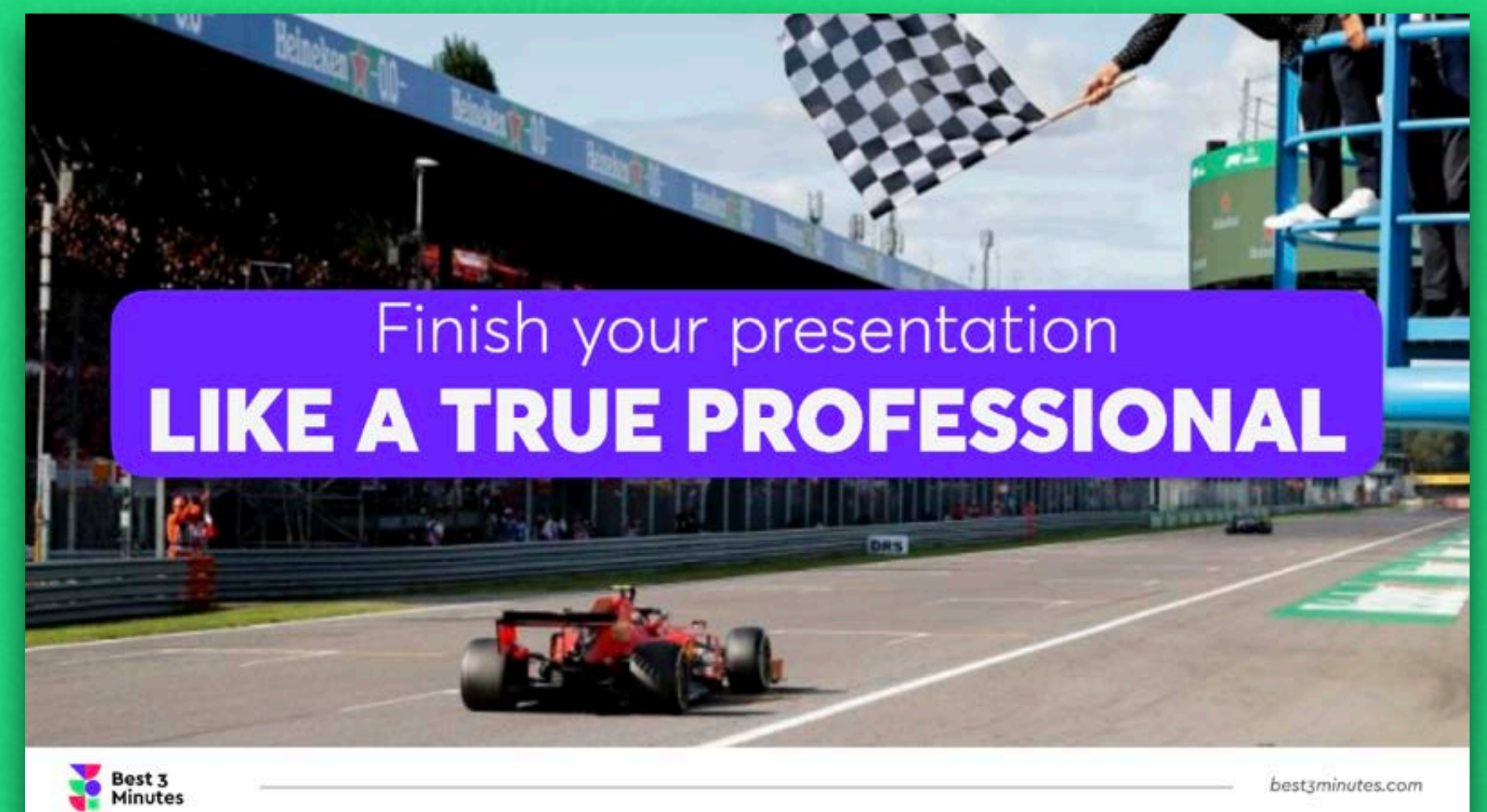
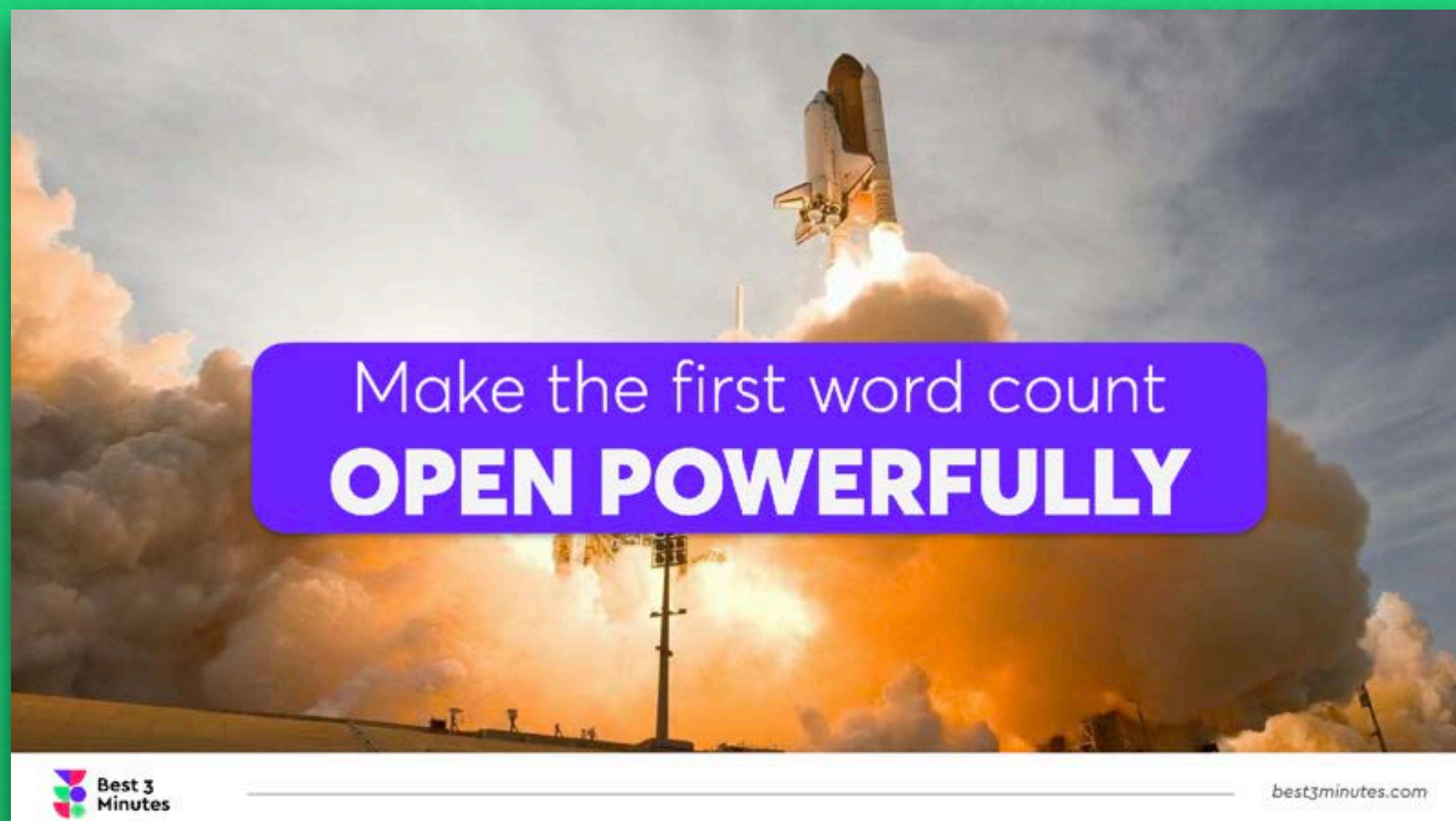
Our product helps you save
TIME, MONEY & FRUSTRATION

FASTER

**LOWER
COST**

**MUCH
EASIER
TO USE**

Use an **IMAGE AND A STATEMENT**



Use a **THREE PART STRUCTURE**

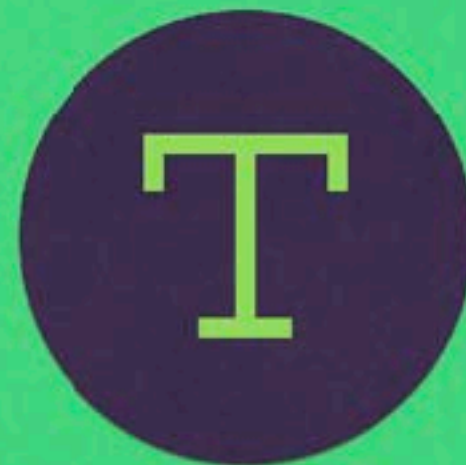
Tools to help
KEEP IT VISUAL



IMAGES



ICONS



TYPE

The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

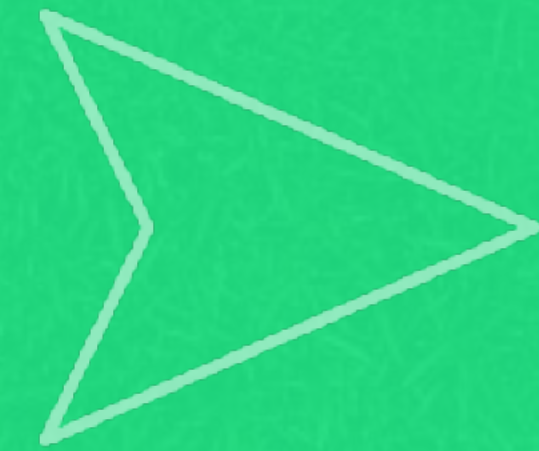
A photograph of a tunnel interior at night. The ceiling and walls are lined with numerous small, bright yellow lights. These lights are arranged in patterns that form large, glowing arrows pointing towards the end of the tunnel. The perspective is from the entrance of the tunnel, looking down its length. The overall atmosphere is warm and directional.

Make it
VISUAL

The two reasons for **OVER-DETAILED SLIDES**



Fear
forget our
story



Pressure:
send the
slides

The two reasons for **OVER-DETAILED SLIDES**



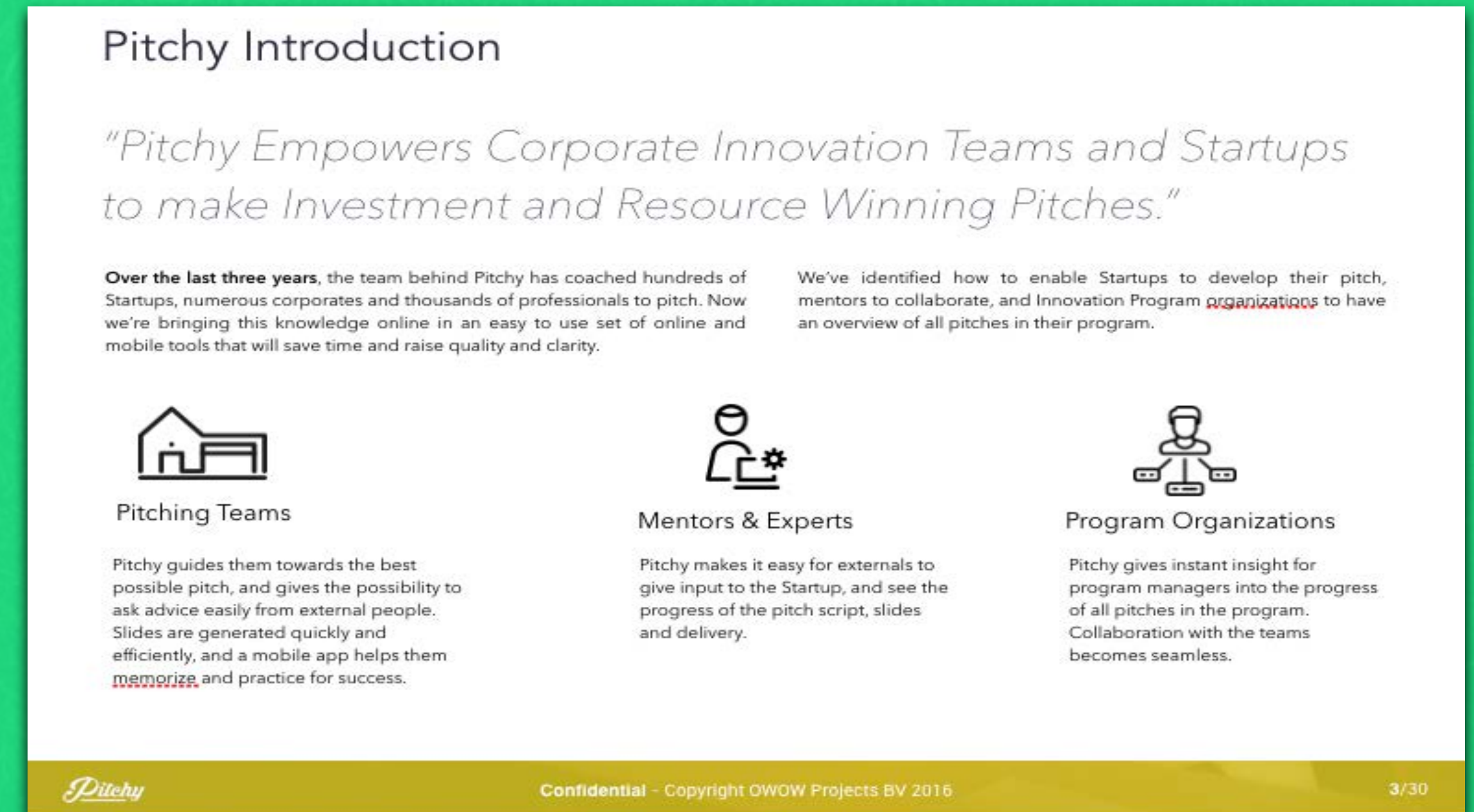
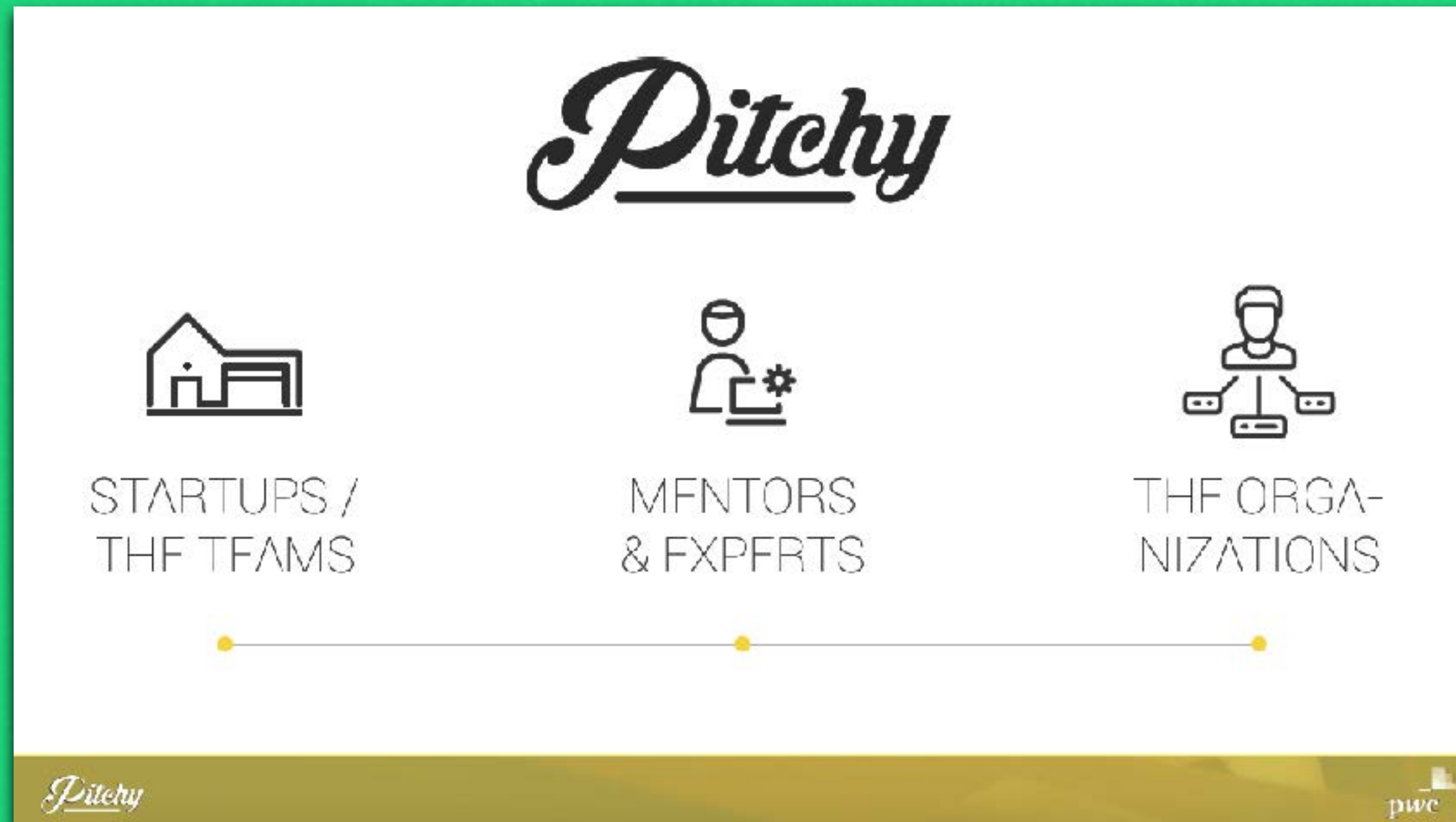
Fear
forget our
story



Pressure:
send the
slides

Create two slide presentations

ONE TO PRESENT: ONE TO SEND



"But that's
MORE WORK!"

"Yes, it is. Do you want
TO BE UNDERSTOOD?"

A photograph of a tunnel interior at night. The walls and ceiling are lined with numerous small, bright yellow lights. These lights are arranged in patterns that form large, glowing arrows pointing towards the end of the tunnel, creating a strong sense of direction and visual flow. The perspective is from within the tunnel, looking down its length.

"How do I make it
VISUAL?"

A close-up of a woman's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in various colors, including red, blue, and green. The woman's eyes are looking down, and her lips are slightly open.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

A photograph of a tunnel interior at night. The walls and ceiling are lined with numerous small, bright yellow lights. These lights are arranged in patterns that form large, glowing arrows pointing towards the end of the tunnel, creating a strong sense of direction and visual flow. The perspective is from within the tunnel, looking down its length.

"How do I make it
VISUAL?"

Did you know that...

- On average it takes 20 minutes to find a parking space
- 30% of all exhaust fumes pollution in large cities is caused by people looking for a parking space
- You will spend one year of your lives looking for a parking space



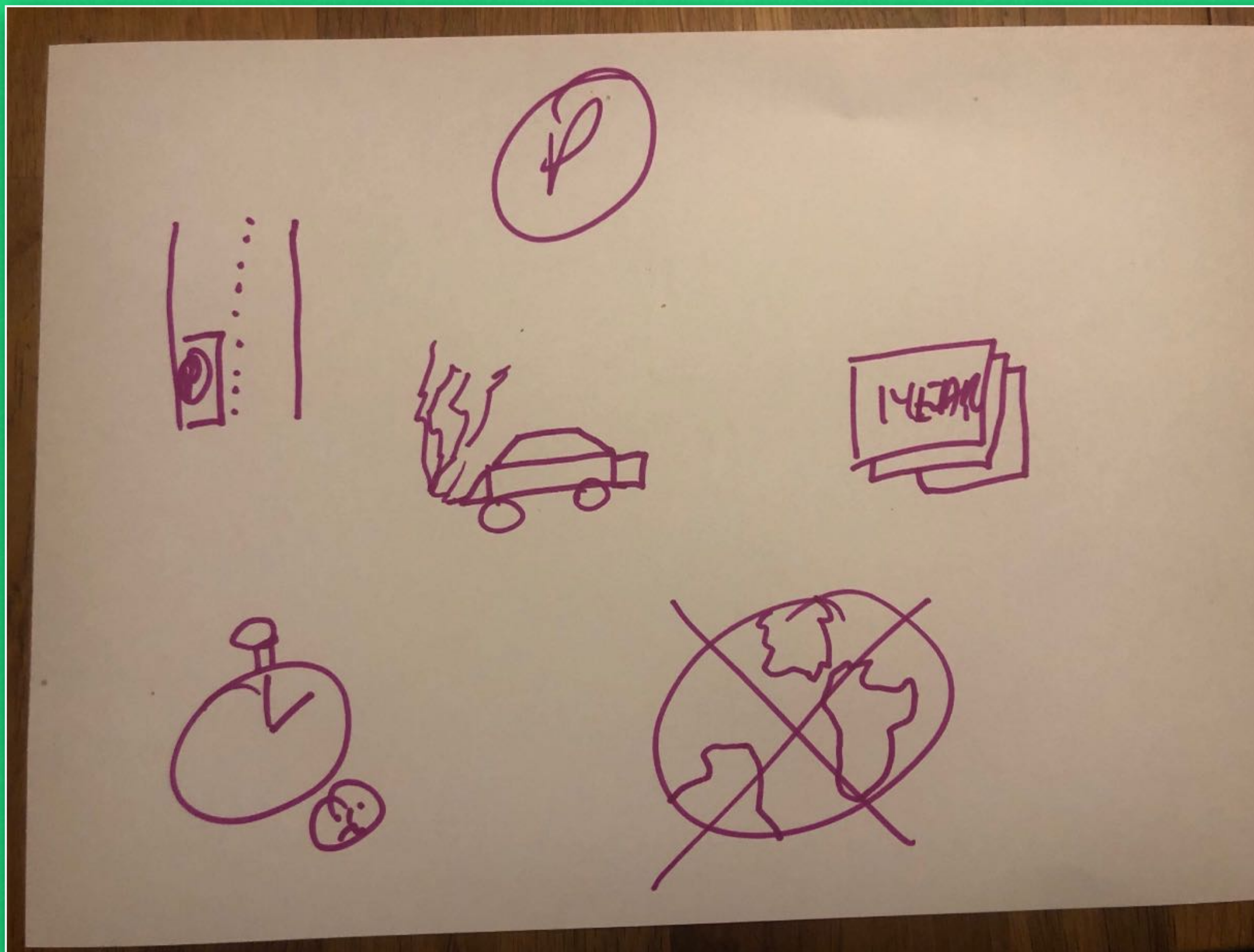
20 MINUTES.



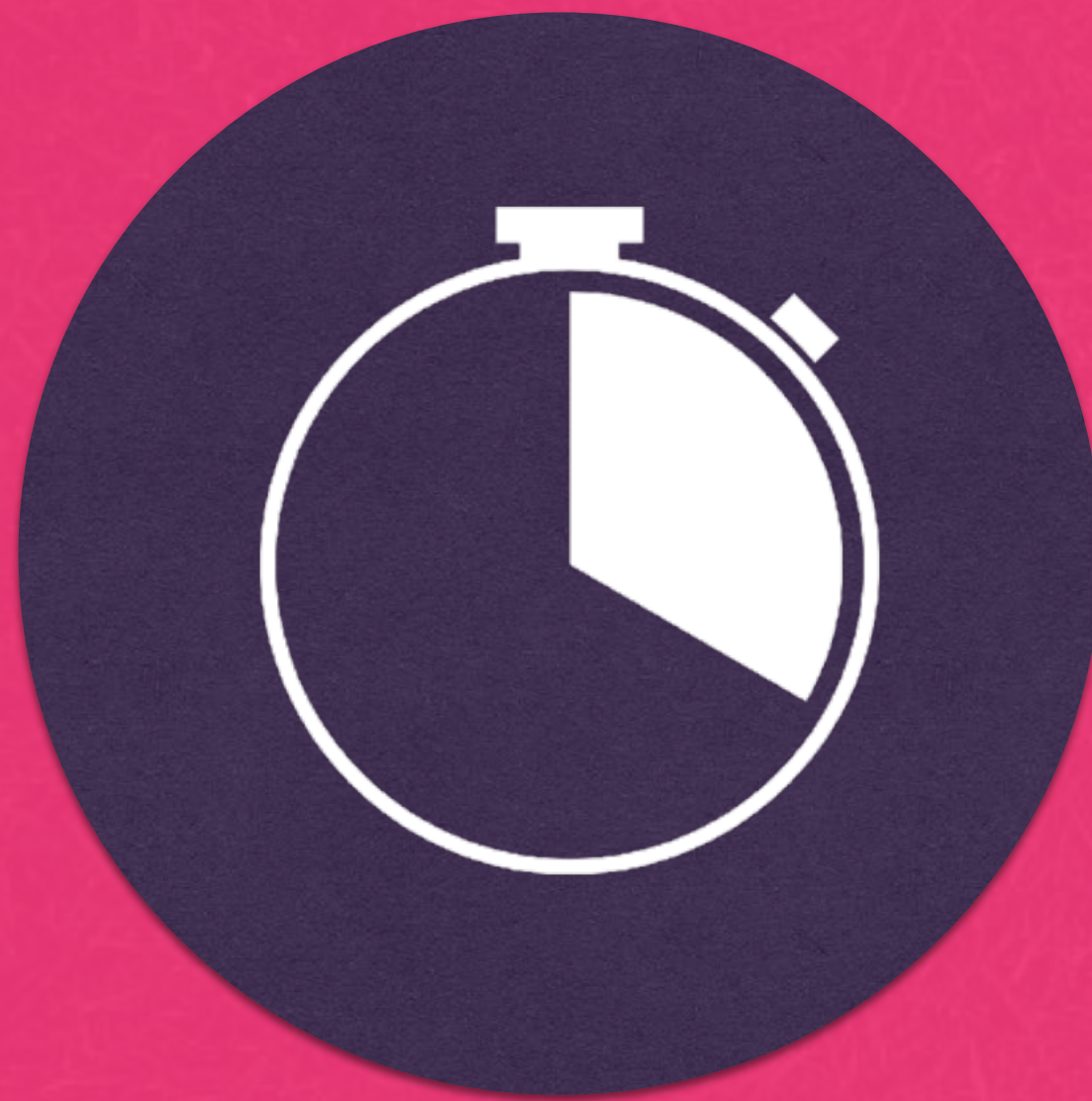
30%.



1 YEAR.



The Problem **WITH PARKING**



20 MINUTES



30%



1 YEAR

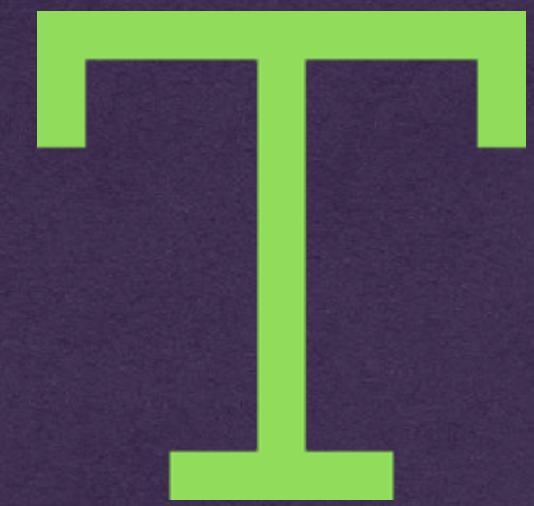
Tools to help
KEEP IT VISUAL



IMAGES

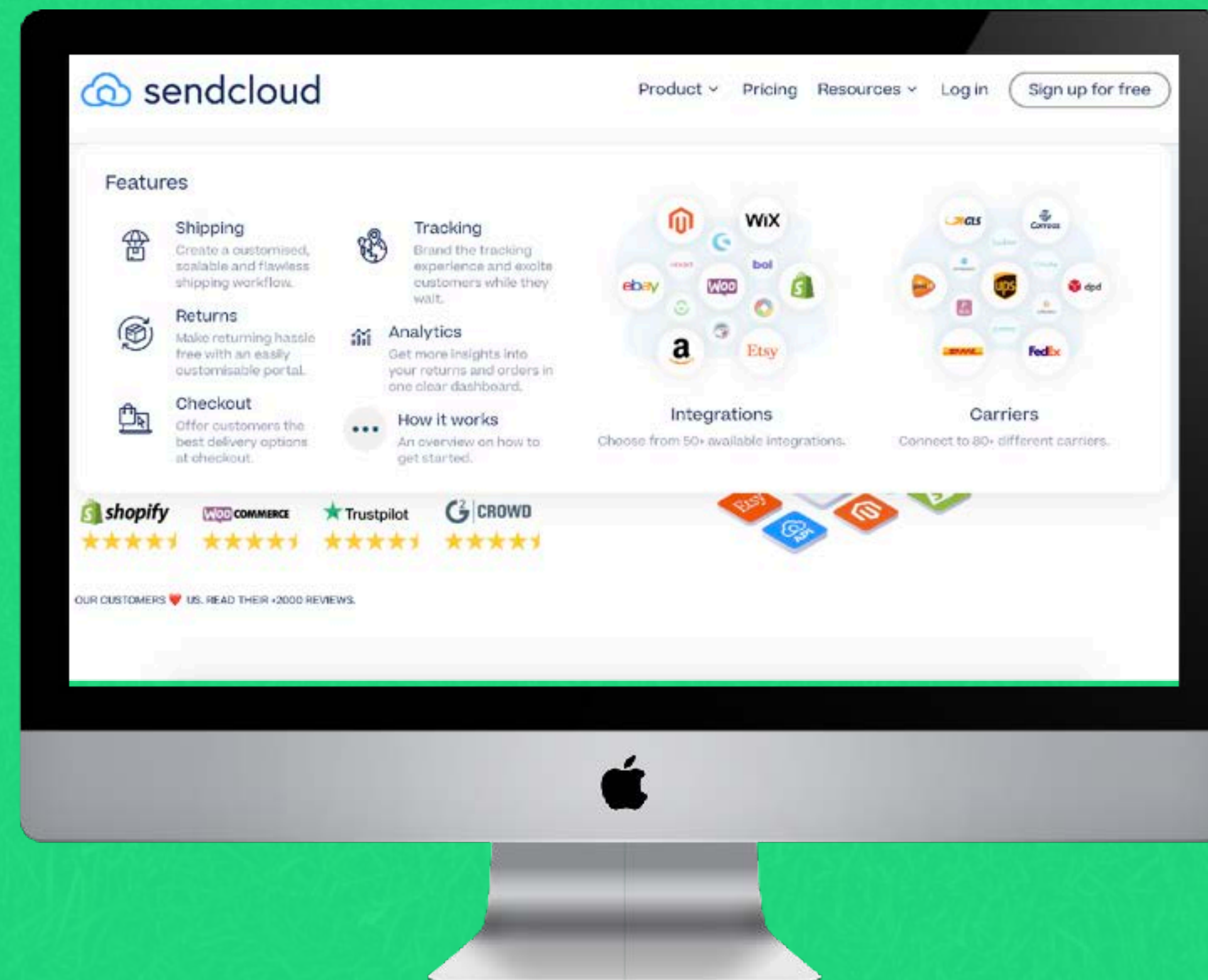
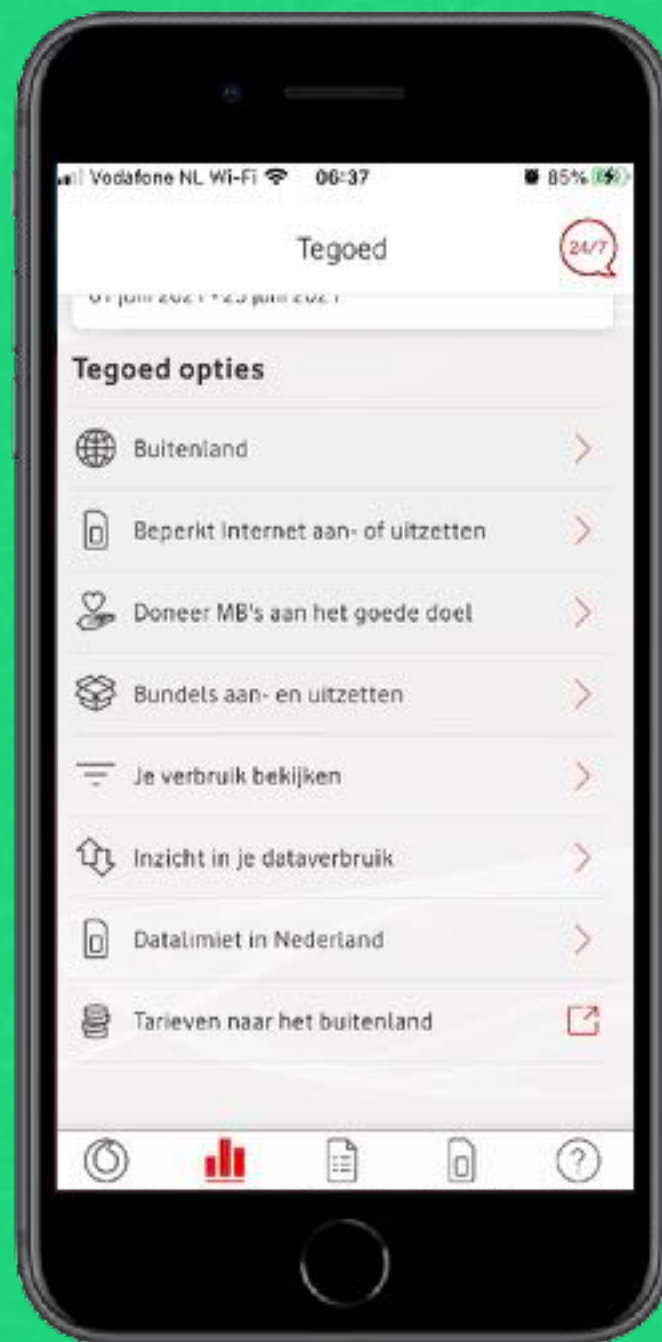


ICONS



TYPE

Icons are EVERYWHERE



PROBLEM

- **Obsolete and outdated** order placement workflow;
- **Buyers waste months** doing offline meetings, calls, emails and creating RFPs;
- **No price transparency;**
- **Millennials want a change in the B2B buying habits.** Their digital behaviour is paramount in selling everything today.

2. Problem



Communication taking many hours time

Buyer communication with Suppliers and designers has not not changed in the last 30 years; email, telephone face to face meetings



Most SMB clients have **no experience in creating RFPs**

40%

Price Quotations can vary up **40%** with the **same functionality**



The format of the quotation can be anything between **one and twenty pages**



Need to negotiate with limited knowledge, get finance, and manage the suppliers

20%

Costs for the project are never optimized

Often causing over 20% unnecessary expense, and hundreds of wasted hours

2. Problem



Communication taking many hours time



Most SMB clients have **no experience in creating RFPs**

40%

Price Quotations can vary up to **40%** with the **same functionality**

2. Problem



The format of quotations between **one and twenty pages**



Need to negotiate with limited knowledge, get finance, and manage the suppliers

20%

Costs for the project are never optimized, often causing over 20% unnecessary expense.



- **At Sendcloud, we are connecting webshops with shipping carriers**







7 MINUTES

FEEDBACK

Which ONE thing stood out?

**Which ONE thing did you
NOT understand?**

**One FRIENDLY piece of
advice for improvement**

ACTION STEP

Test your
opening **5** sentences
out loud on someone else



FEEDBACK



Which **ONE** thing stood out as memorable?



Which **ONE** thing did you **NOT** understand?

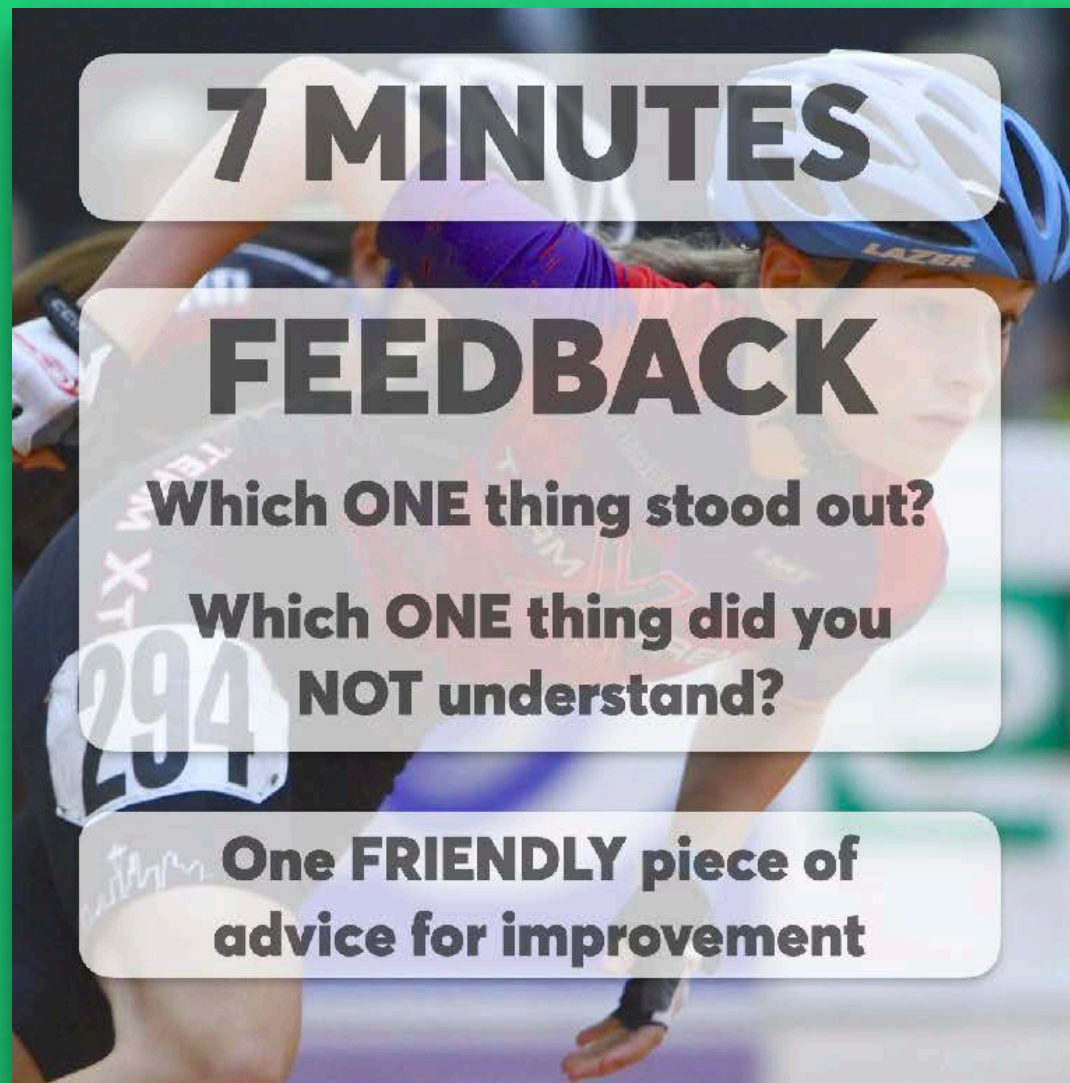


One **FRIENDLY** piece of advice for improvement

ACTION STEP

Test your opening **5** sentences **out loud** on someone else

Icons make it all **EASIER ON THE EYE & BRAIN**



7 MINUTES

FEEDBACK

Which **ONE** thing stood out?

Which **ONE** thing did you **NOT** understand?

One **FRIENDLY** piece of advice for improvement

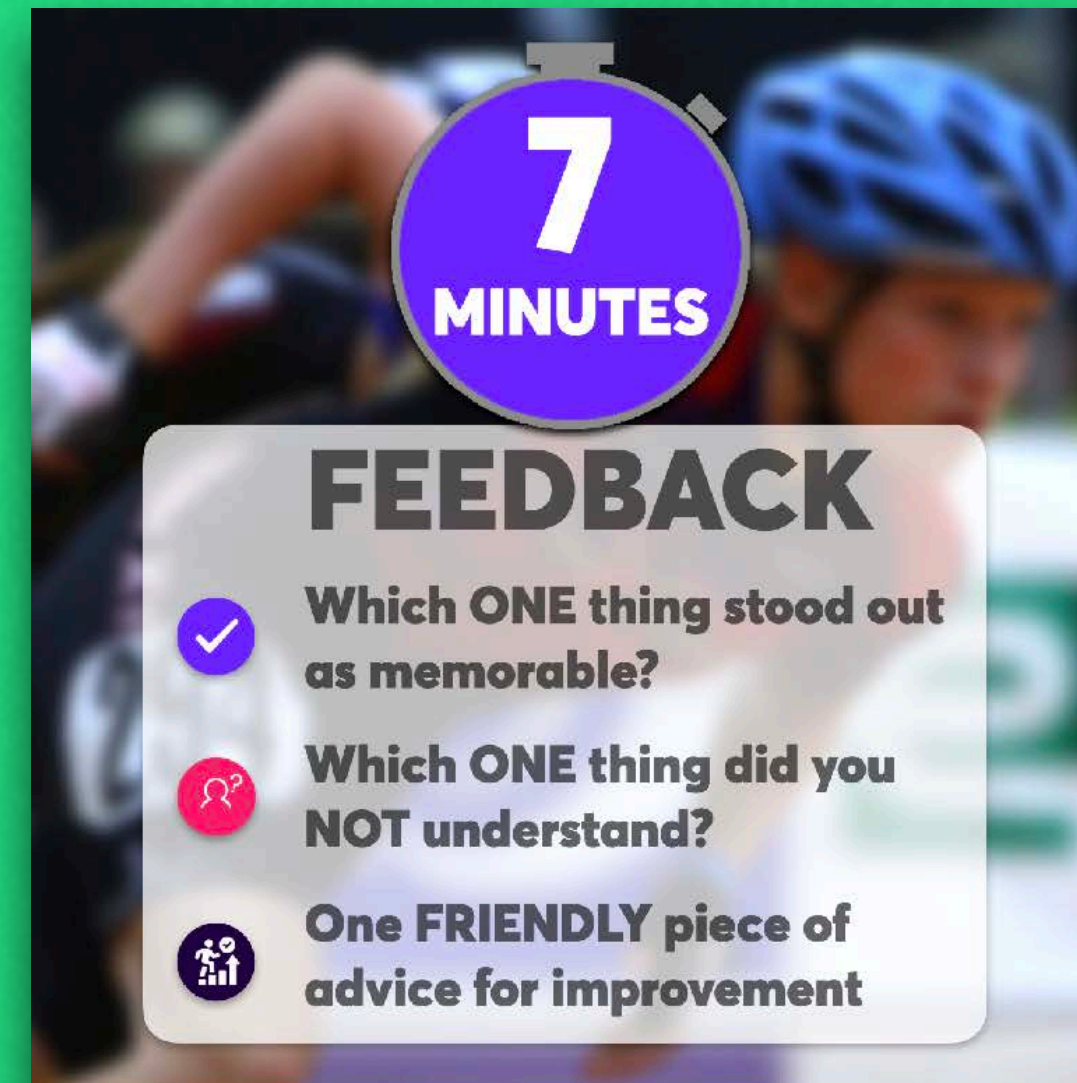
Best 3 Minutes

best3minutes.com

This card features a background image of a cyclist. It includes a '7 MINUTES' header, a 'FEEDBACK' section with three questions, and a 'Best 3 Minutes' logo at the bottom left.

ACTION STEP

Test your opening **5** sentences **out loud** on someone else



7 MINUTES

FEEDBACK

- ✓ Which **ONE** thing stood out as memorable?
- ❓ Which **ONE** thing did you **NOT** understand?
- 👤 One **FRIENDLY** piece of advice for improvement

Best 3 Minutes

best3minutes.com

This card is similar to the first one but includes icons next to the feedback questions: a checkmark for 'memorable', a question mark for 'NOT understand', and a person icon for 'FRIENDLY advice'.

ACTION STEP

Test your opening **5** sentences **out loud** on someone else

Our recommendation

thenounproject.com

Icons for everything

Over a million curated icons, created by a global community

Search for anything



[Keep Browsing](#)



NounPro

\$39⁹⁹ billed yearly

or \$9.99 per month

Sign up

Tools to help

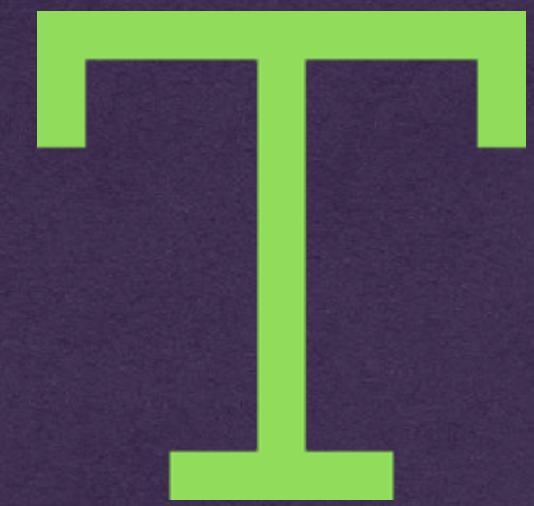
KEEP IT VISUAL



IMAGES



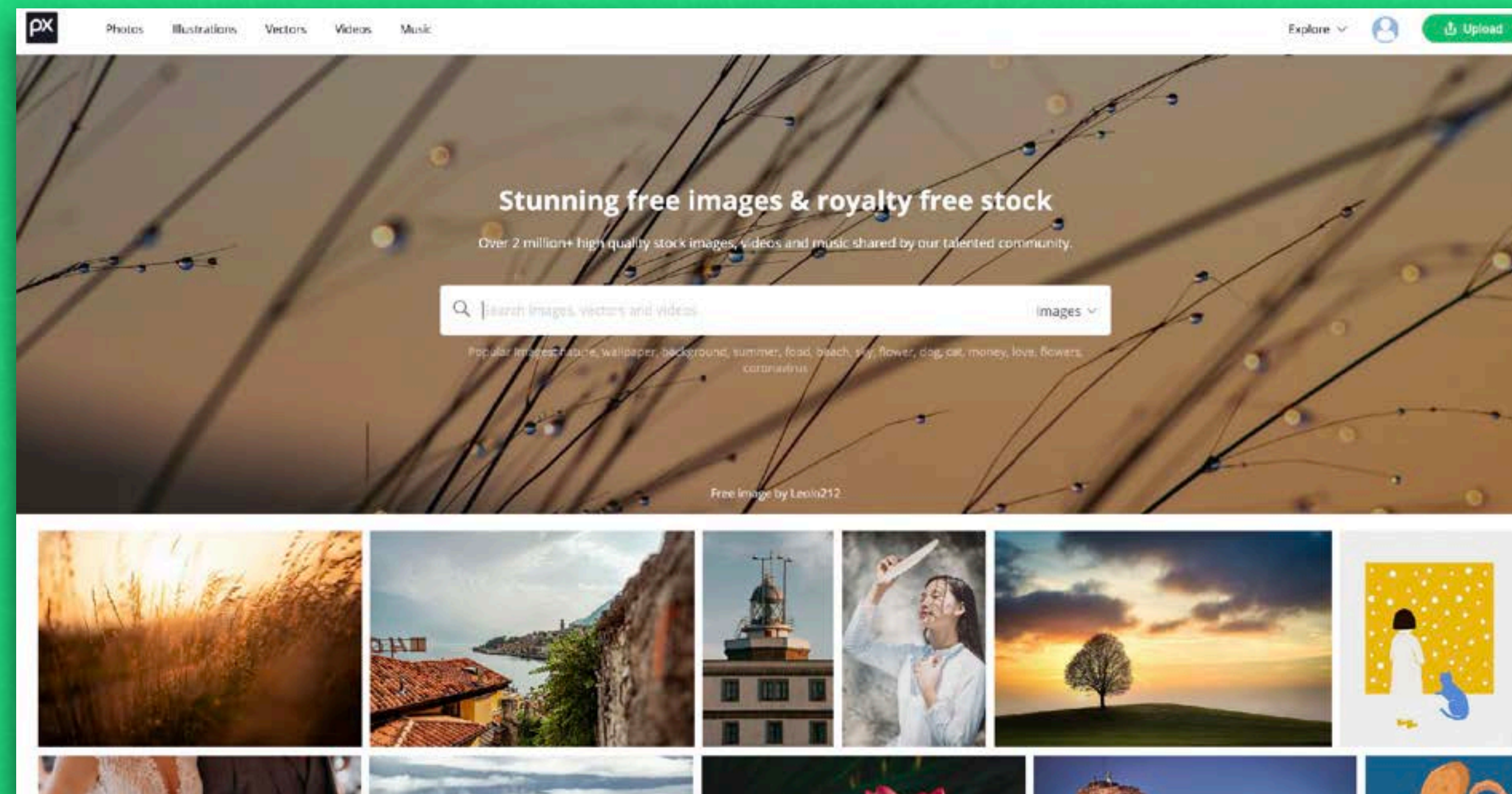
ICONS



TYPE

Free Image Resources

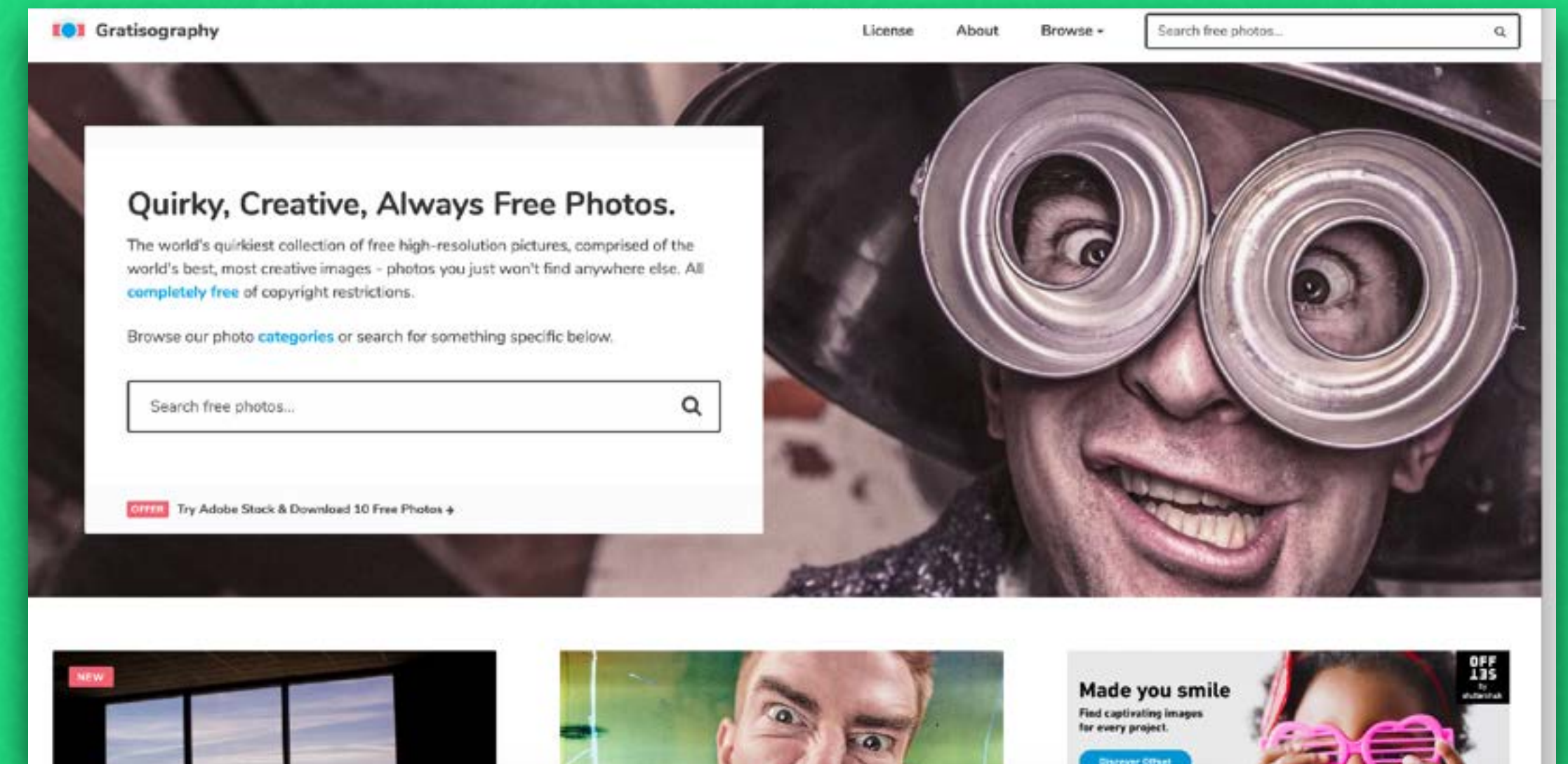
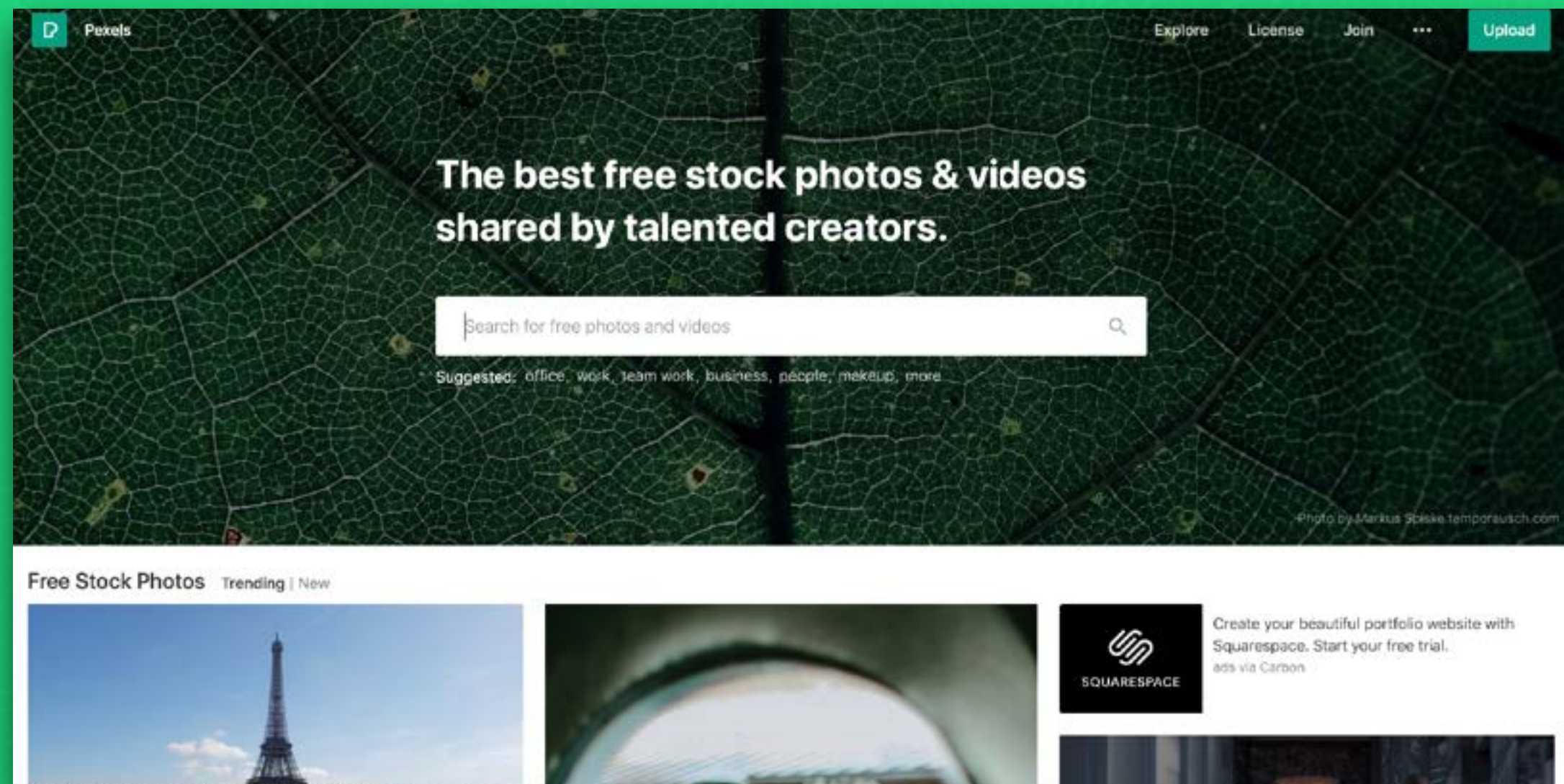
PIXABAY.COM



Creative Commons - Commercial Use

Free Image Resources

PEXELS, GRATISOGRAPHY



Creative Commons - Commercial Use



How to use **VISUALS**

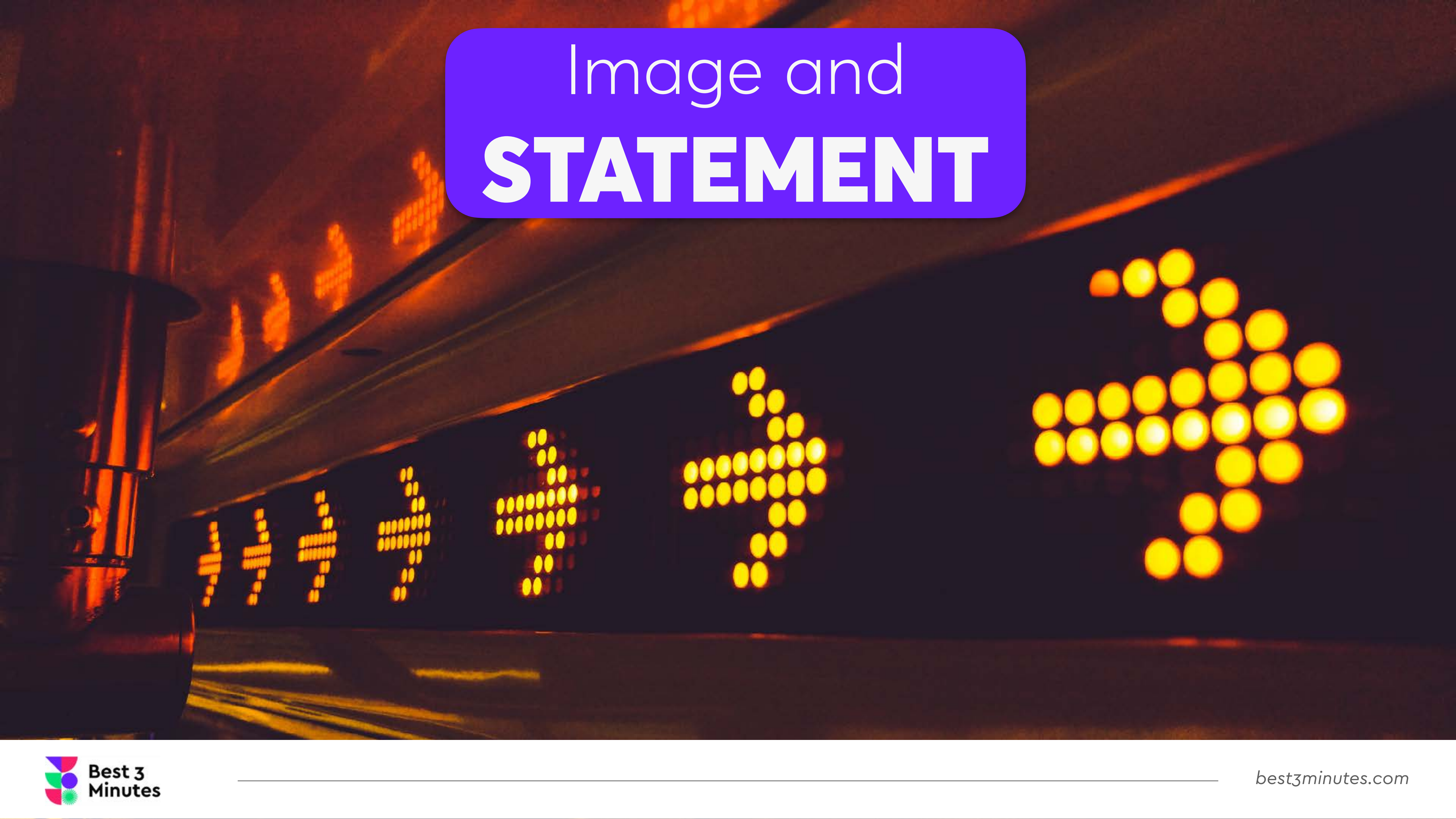


Image and **STATEMENT**

A romantic proposal scene at night. A man is kneeling on one knee, facing a woman who is standing and looking down at him. They are on a dark, reflective surface, possibly a beach or a pool of water, which mirrors the warm, golden lights of the city skyline in the background. The sky is dark, and the city lights create a bokeh effect. The overall mood is intimate and romantic.

Why do we need **GREAT PITCHES?**



Or make it a
half image/
half text slide

A yellow and white tram is shown on a cobblestone street in Lisbon, Portugal. The tram has a white upper section with arched windows and a yellow lower section. It is moving along tracks embedded in the cobblestone pavement. The background shows traditional European architecture with yellow and white buildings.

An **Image** and
3 **Main** Points

A narrow cobblestone street in Lisbon, Portugal, featuring tram tracks. A white car is parked on the right side of the street. Pedestrians are walking along the sidewalks. The street is lined with traditional European buildings, and the scene is captured in a slightly desaturated, blue-toned style.

Created in 1930's -
Times have changed

Car & Public Transport
both needed

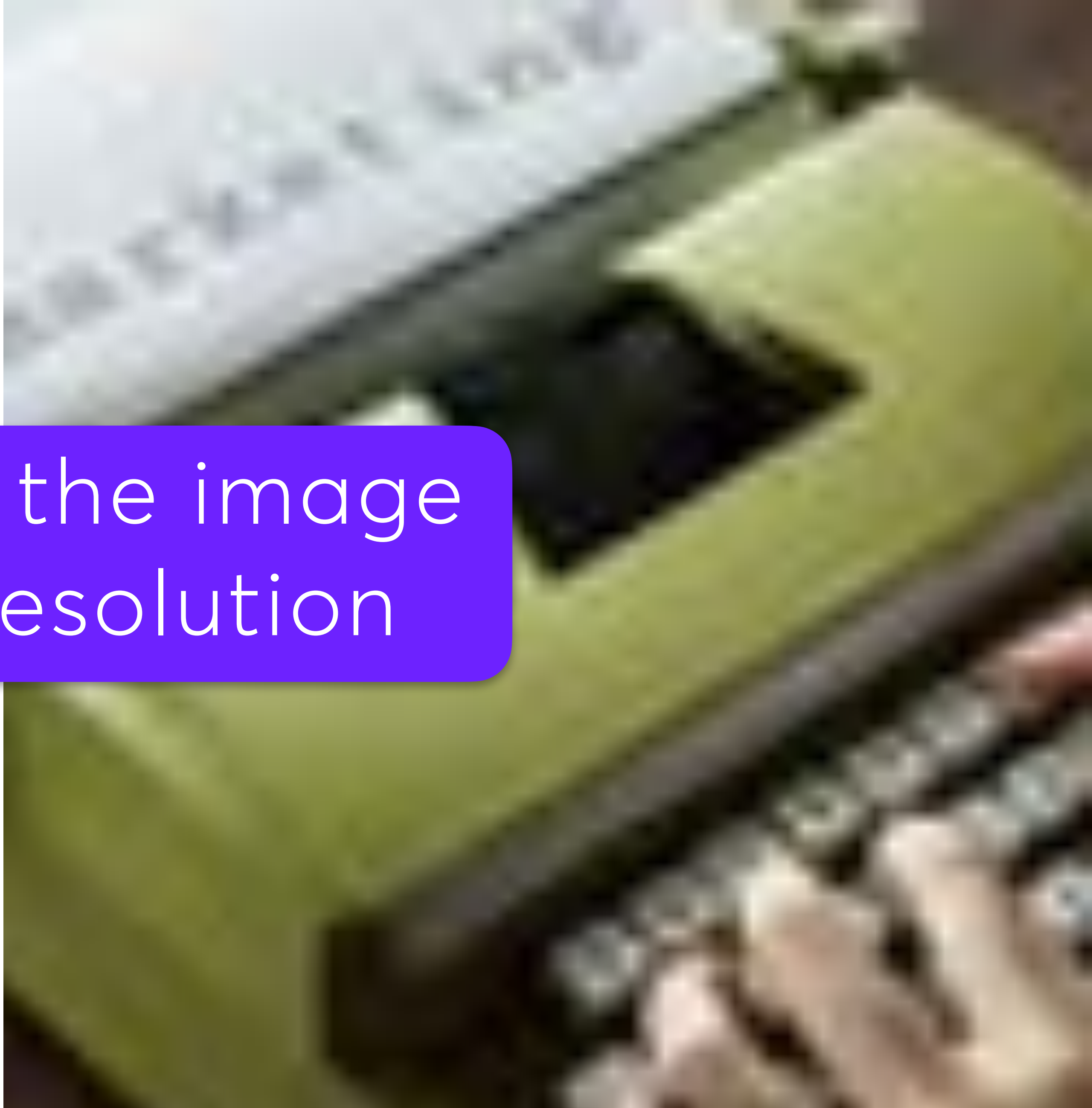
Bring the system into
the current millennium

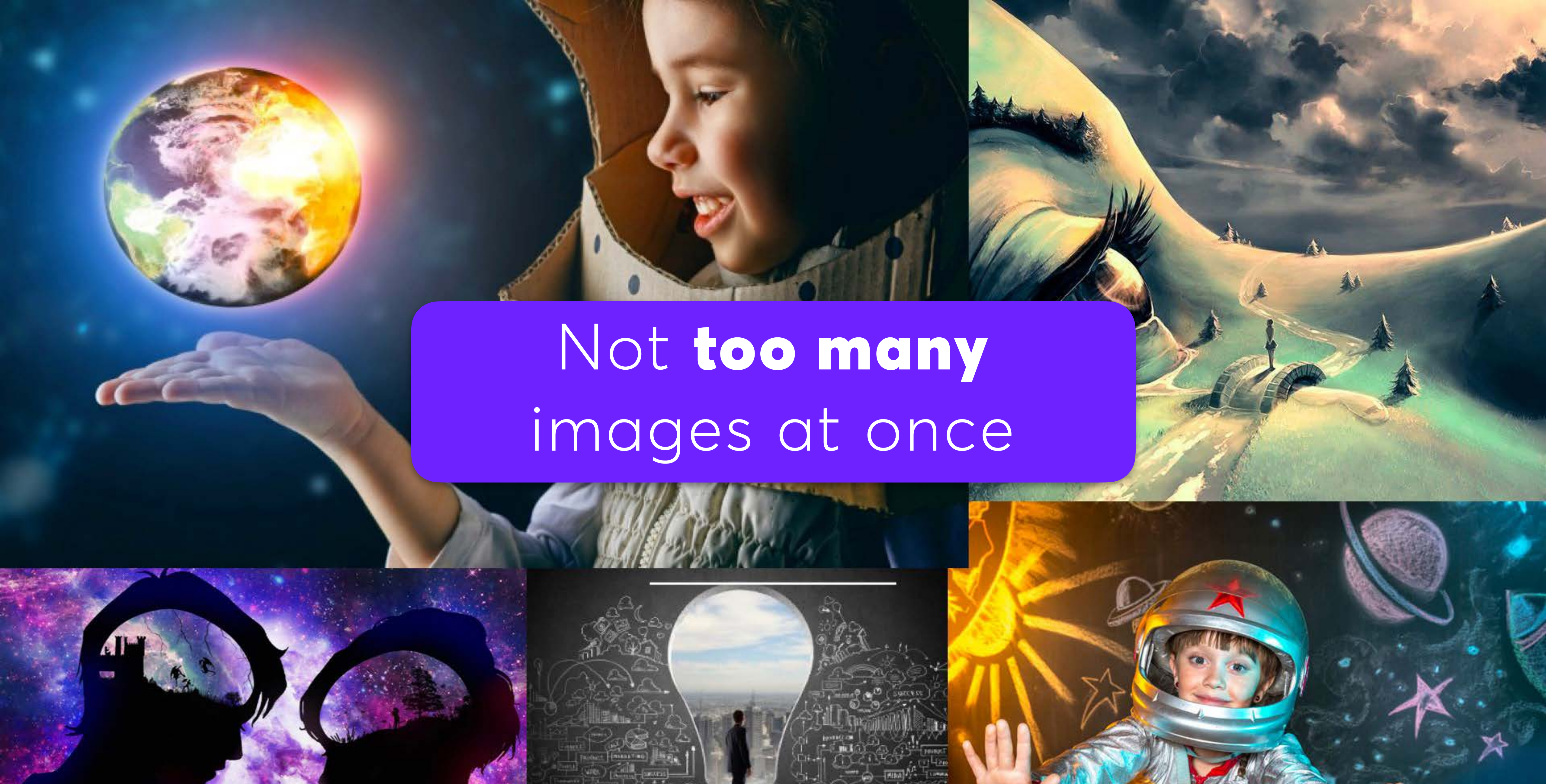
Drop shadows and **CURVED CORNERS**





Make sure the image
is **High** Resolution





Not **too many**
images at once

A child is seen from behind, sitting on a windowsill and looking out at a night sky filled with stars. A large, semi-transparent purple rectangle is centered over the image, containing white text. The background image is a stock photo with multiple 'iStock by Getty Images' watermarks visible across it.

Look out for
the **Watermark!**



Don't STRETCH
THE IMAGE

Tools to help

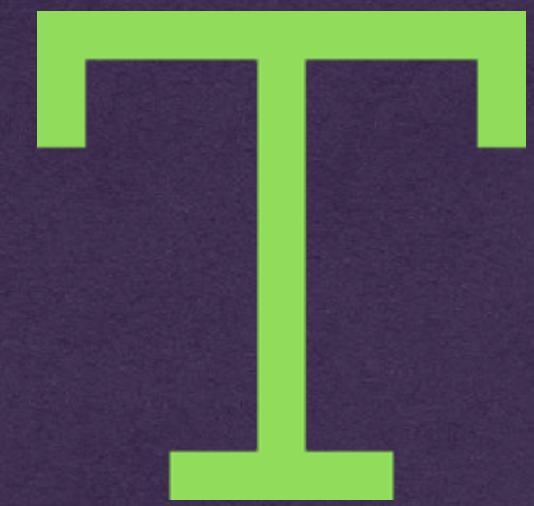
KEEP IT VISUAL



IMAGES



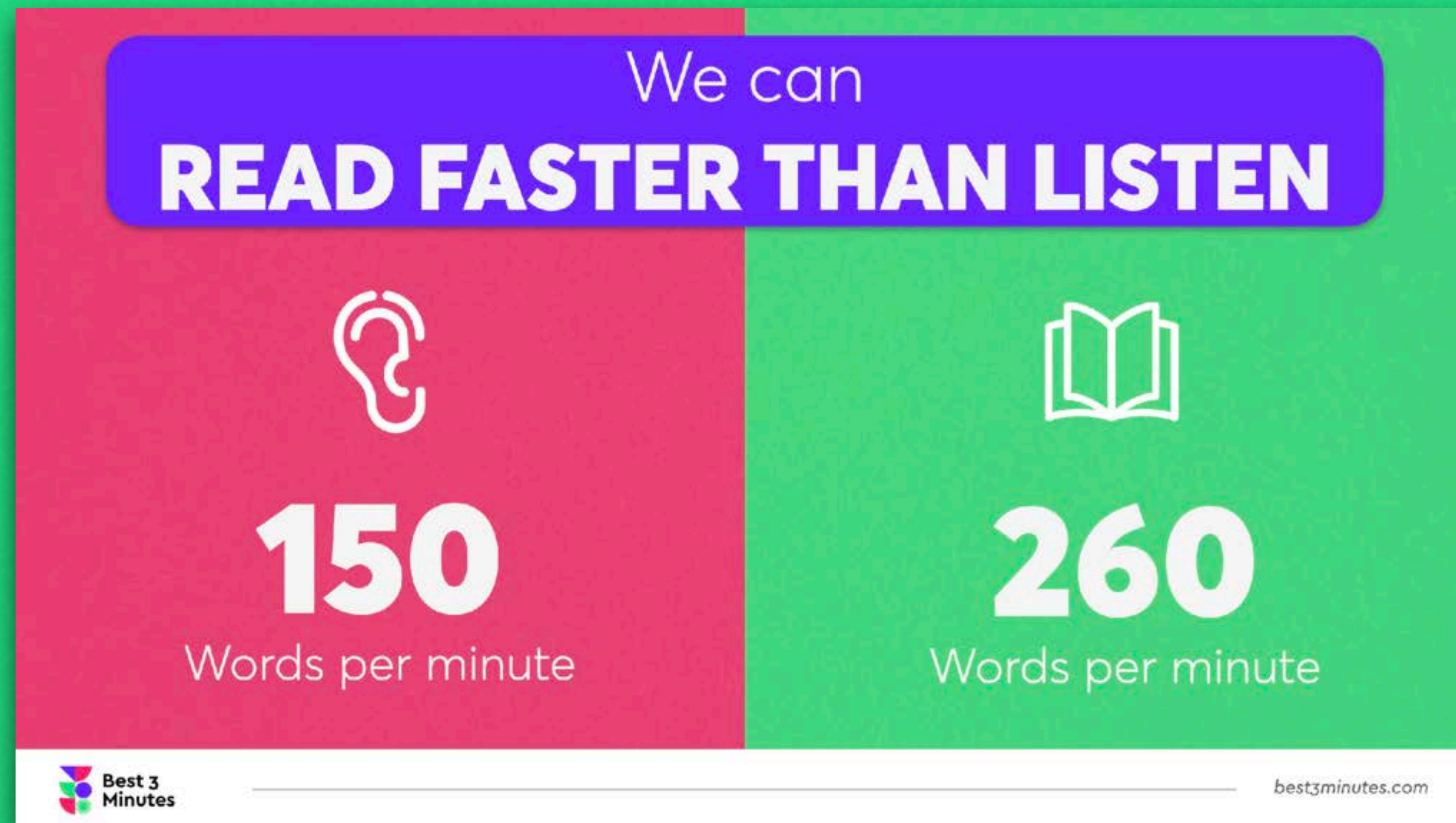
ICONS



TYPE

Use Bold and Thin

TO CREATE FOCUS





Growing world population



GROWING

world
population



7.3 lives per 1000.
This gives the
average annual
number of deaths
during a year per
1,000 population at
midyear; also known
as crude death rate.



7.3 Lives
/1000



A close-up of a woman's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in similar colors, some appearing as large, semi-transparent shapes. The woman's eyes are looking down, and her lips are slightly open, showing a hint of a smile. The overall effect is one of curiosity and engagement.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

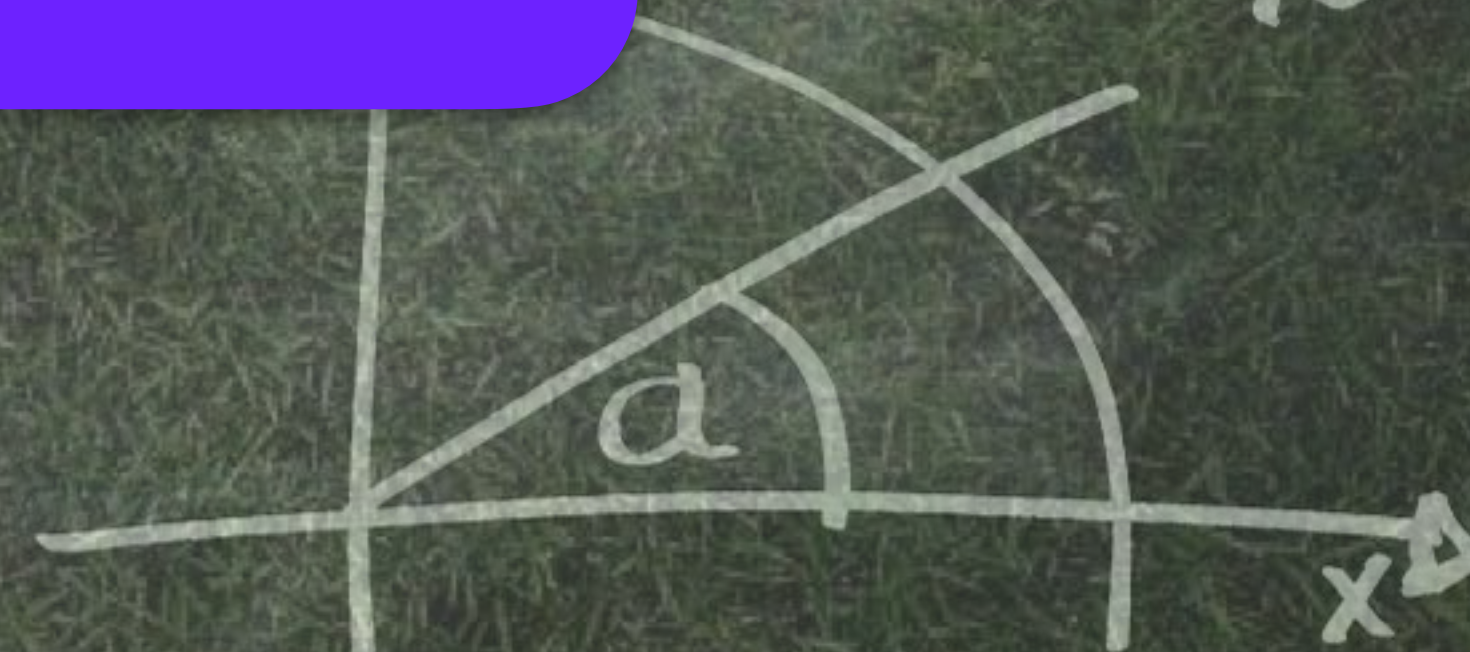


Going to
THE NEXT LEVEL

How do you present **DATA?**

$$X_{1/2} = \frac{2a}{2}$$

$$a = \frac{180}{\pi} \cdot x$$



$$X^2 + px + q = 0$$



$$X_{1/2} = -\frac{p}{2} \pm \sqrt{\left(\frac{p}{2}\right)^2 - q}$$



$$\begin{aligned} X &= 6 - 2y \\ X + a &= b \\ f(y) &= \tan x \end{aligned}$$

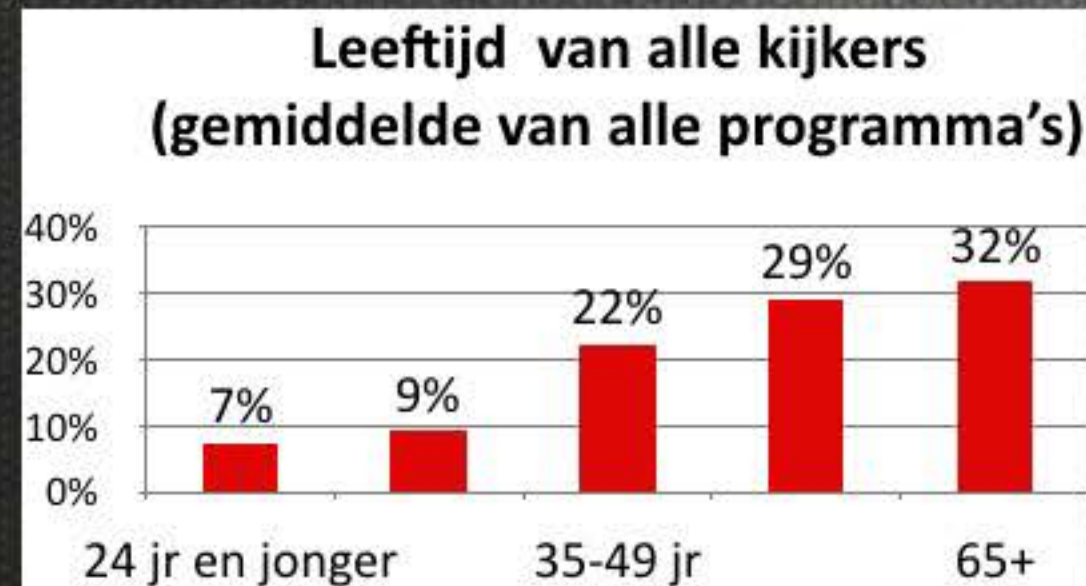
I recommend no more than
3 DATA POINTS PER SLIDE



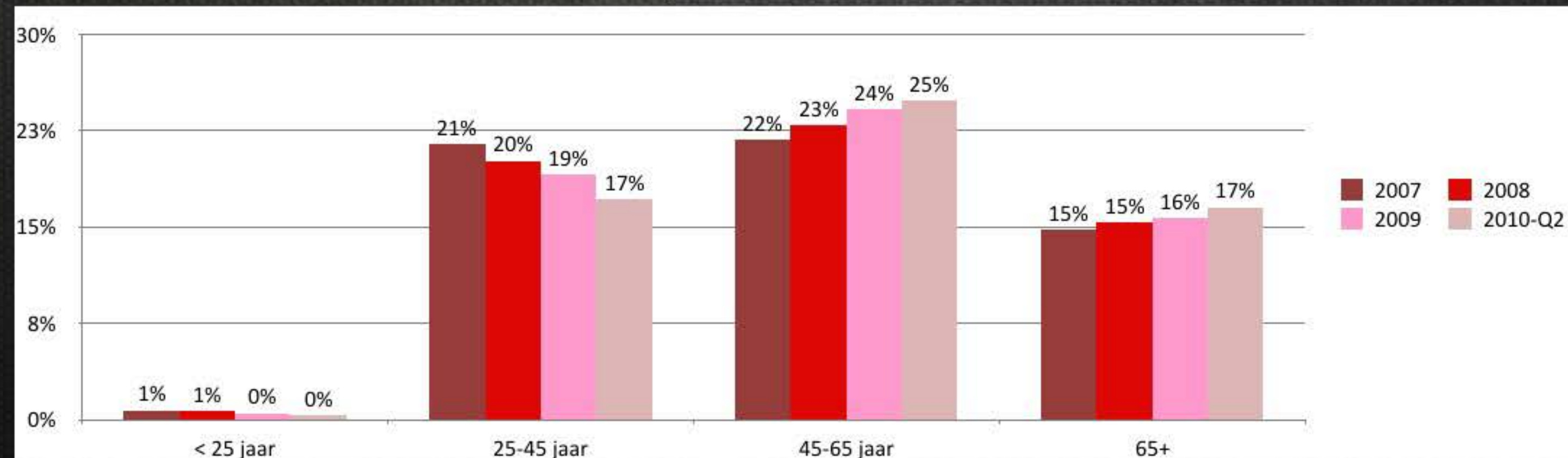
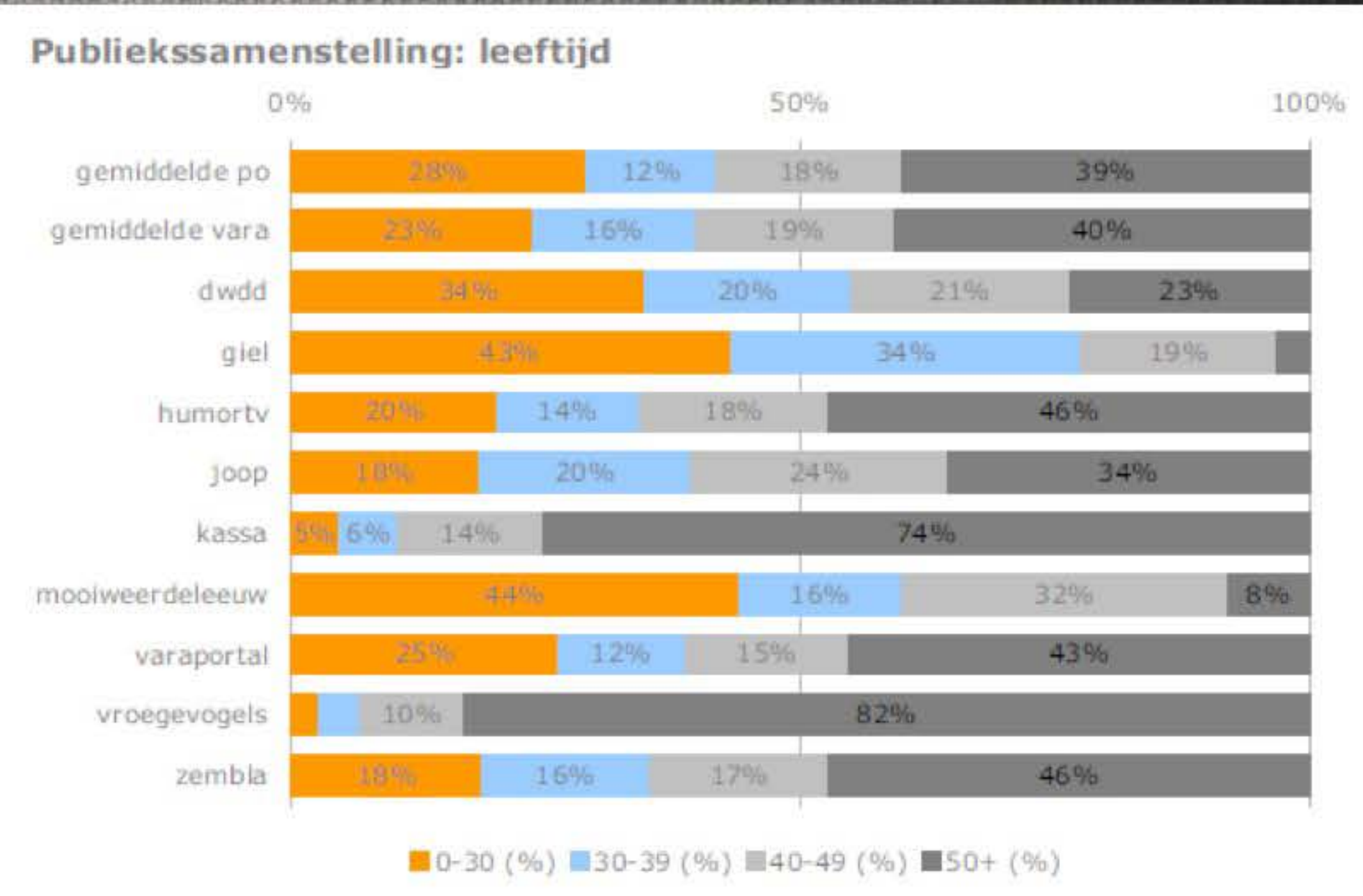
Who to Target?

Finally they must become a member

Use the top 3-4 programs, appealing to different audiences, to leverage alliance



Forget Converting the Youth!

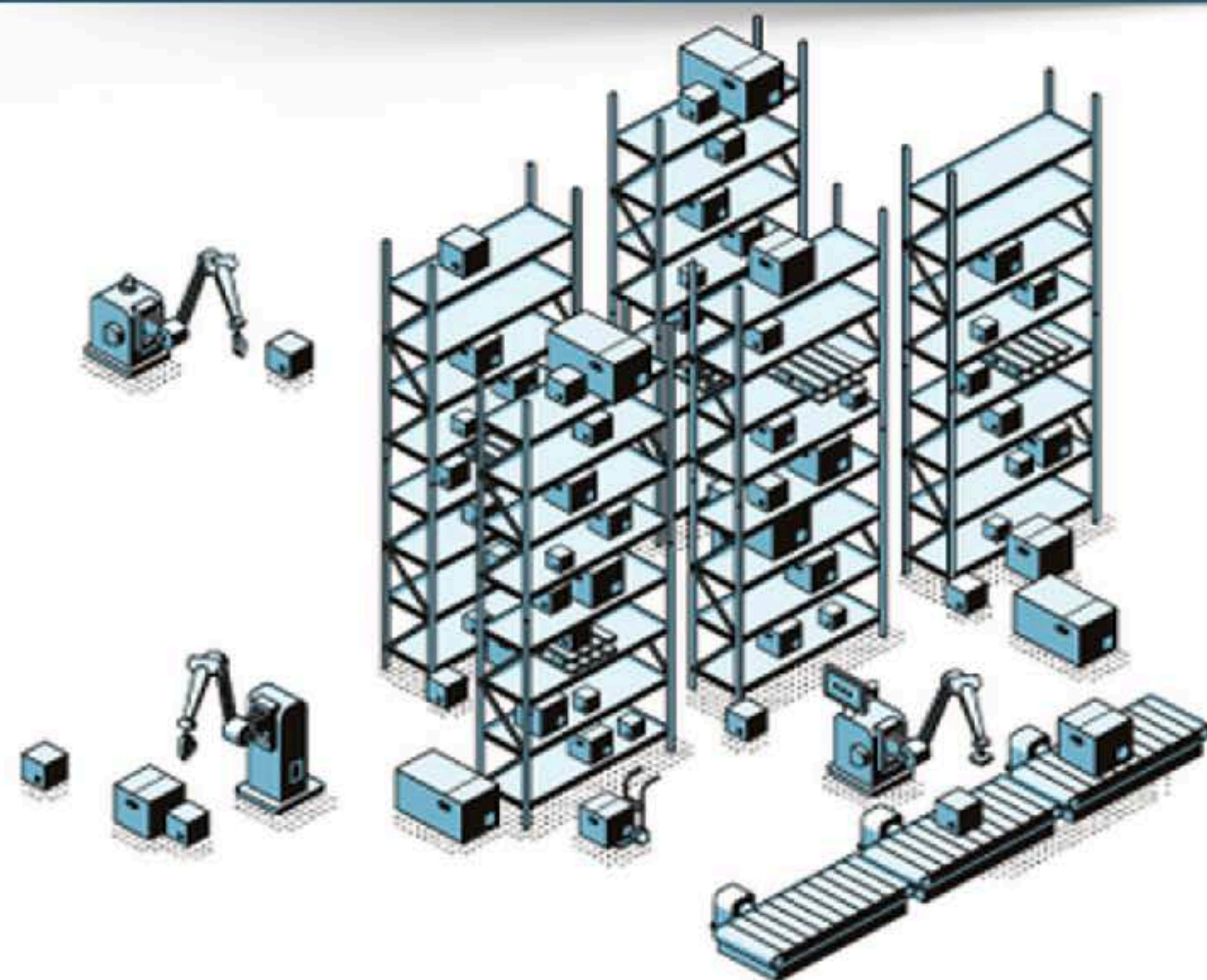


INDUSTRIAL RACKING SYSTEMS MARKET

Asia Pacific Industrial Racking Systems Market (US\$ Mn), 2018



Global Industrial Racking Systems Market Share, By System Type, 2018



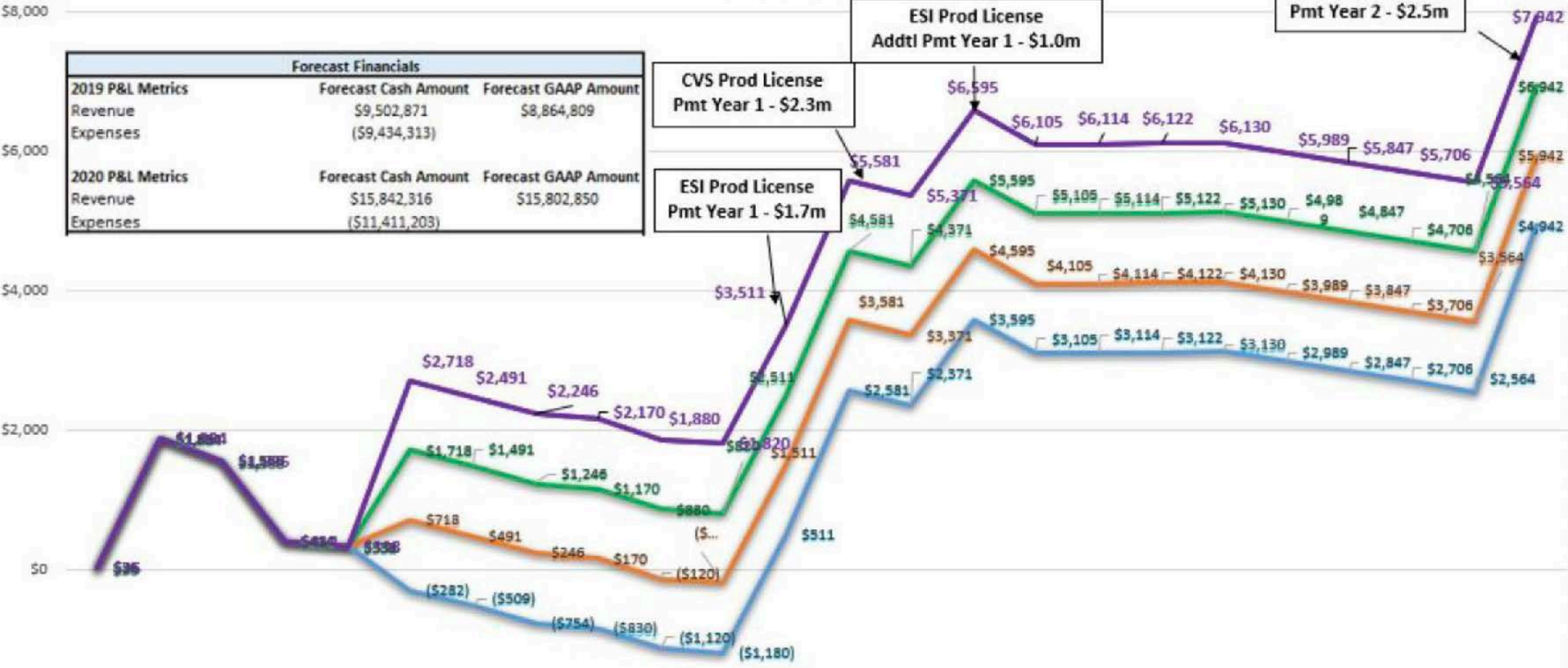
Global Industrial Racking Systems Market, (US\$ Mn) 2018 to 2026

2018 | \$ 10,179.2 Mn

2026 | \$ 15,186.1 Mn

2019-2020 Forecast Bank Balance with \$1M, \$2M or \$3M Bridge Raise
(in thousands)

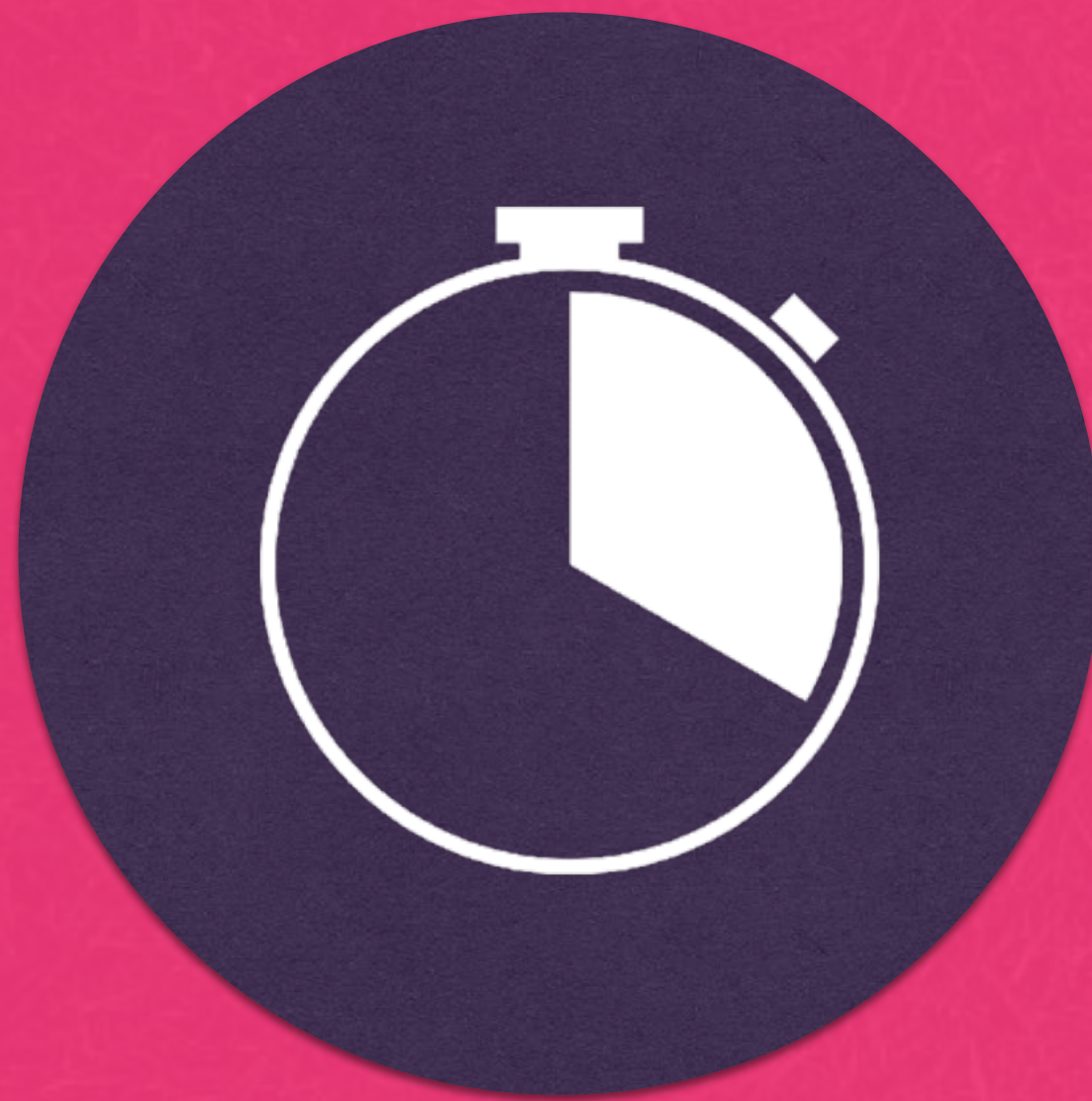
Confidential



Forecast Financials		
2019 P&L Metrics	Forecast Cash Amount	Forecast GAAP Amount
Revenue	\$9,502,871	\$8,864,809
Expenses	(\$9,434,313)	
2020 P&L Metrics	Forecast Cash Amount	Forecast GAAP Amount
Revenue	\$15,842,316	\$15,802,850
Expenses	(\$11,411,203)	

	Jan '19	Feb '19	Mar '19	Apr '19	May '19	Jun '19	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20
Base	\$36	\$1,884	\$1,566	\$414	\$338	(\$282)	(\$509)	(\$754)	(\$830)	(\$1,120)	(\$1,180)	\$511	\$2,581	\$2,371	\$3,595	\$3,105	\$3,114	\$3,122	\$3,130	\$2,989	\$2,847	\$2,706	\$2,564	\$4,942
\$1M Funding	\$36	\$1,884	\$1,566	\$414	\$338	\$718	\$491	\$246	\$170	(\$120)	(\$180)	\$1,511	\$3,581	\$3,371	\$4,595	\$4,105	\$4,114	\$4,122	\$4,130	\$3,989	\$3,847	\$3,706	\$3,564	\$5,942
\$2M Funding	\$36	\$1,884	\$1,566	\$414	\$338	\$1,718	\$1,491	\$1,246	\$1,170	\$880	\$820	\$2,511	\$4,581	\$4,371	\$5,595	\$5,105	\$5,114	\$5,122	\$5,130	\$4,989	\$4,847	\$4,706	\$4,564	\$6,942
3M Funding	\$36	\$1,884	\$1,566	\$414	\$338	\$2,718	\$2,491	\$2,246	\$2,170	\$1,880	\$1,820	\$3,511	\$5,581	\$5,371	\$6,595	\$6,105	\$6,114	\$6,122	\$6,130	\$5,989	\$5,847	\$5,706	\$5,564	\$7,942

The Problem **WITH PARKING**



20 MINUTES

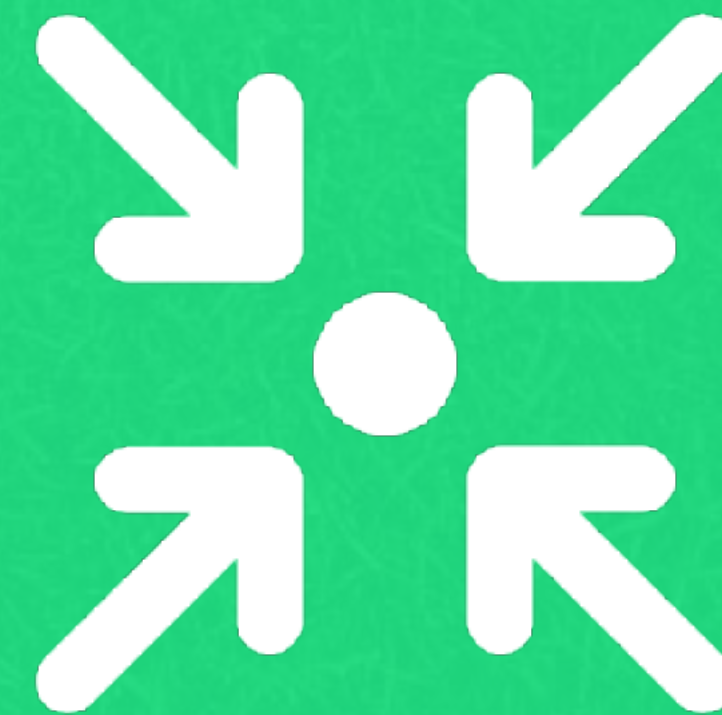


30%

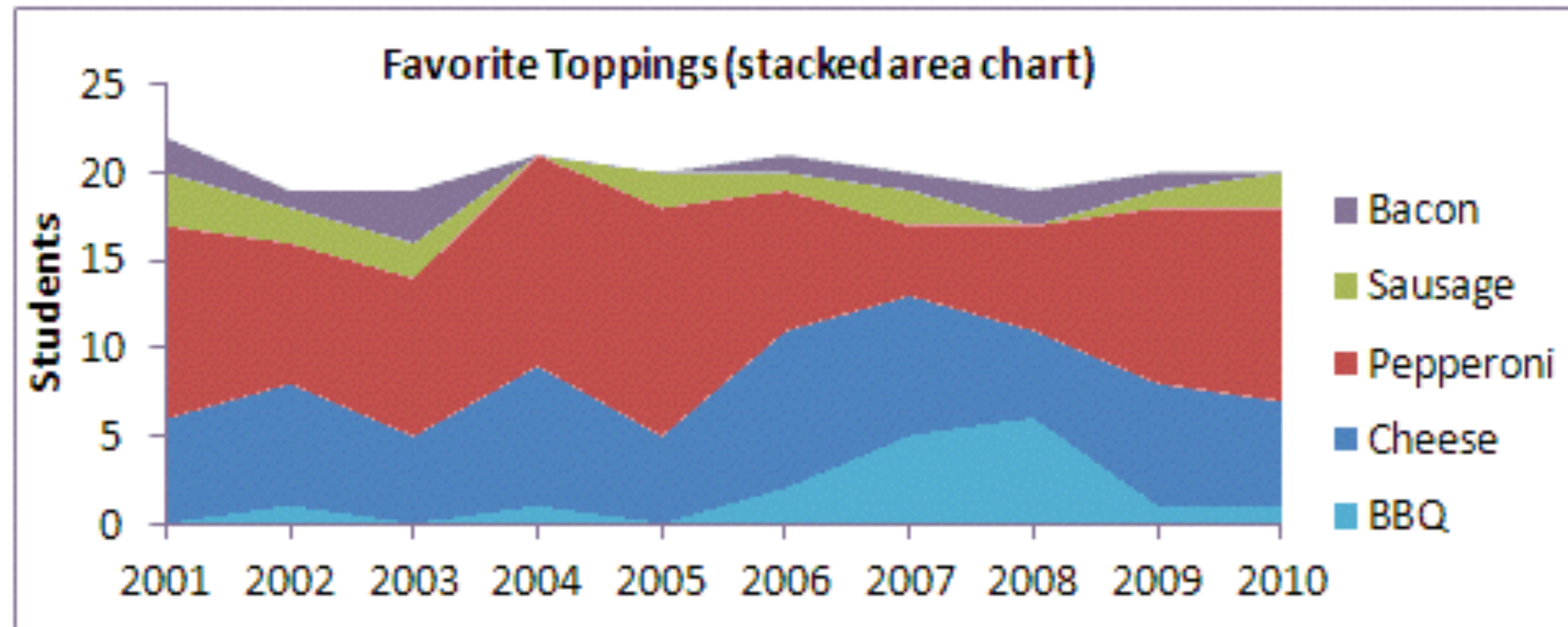


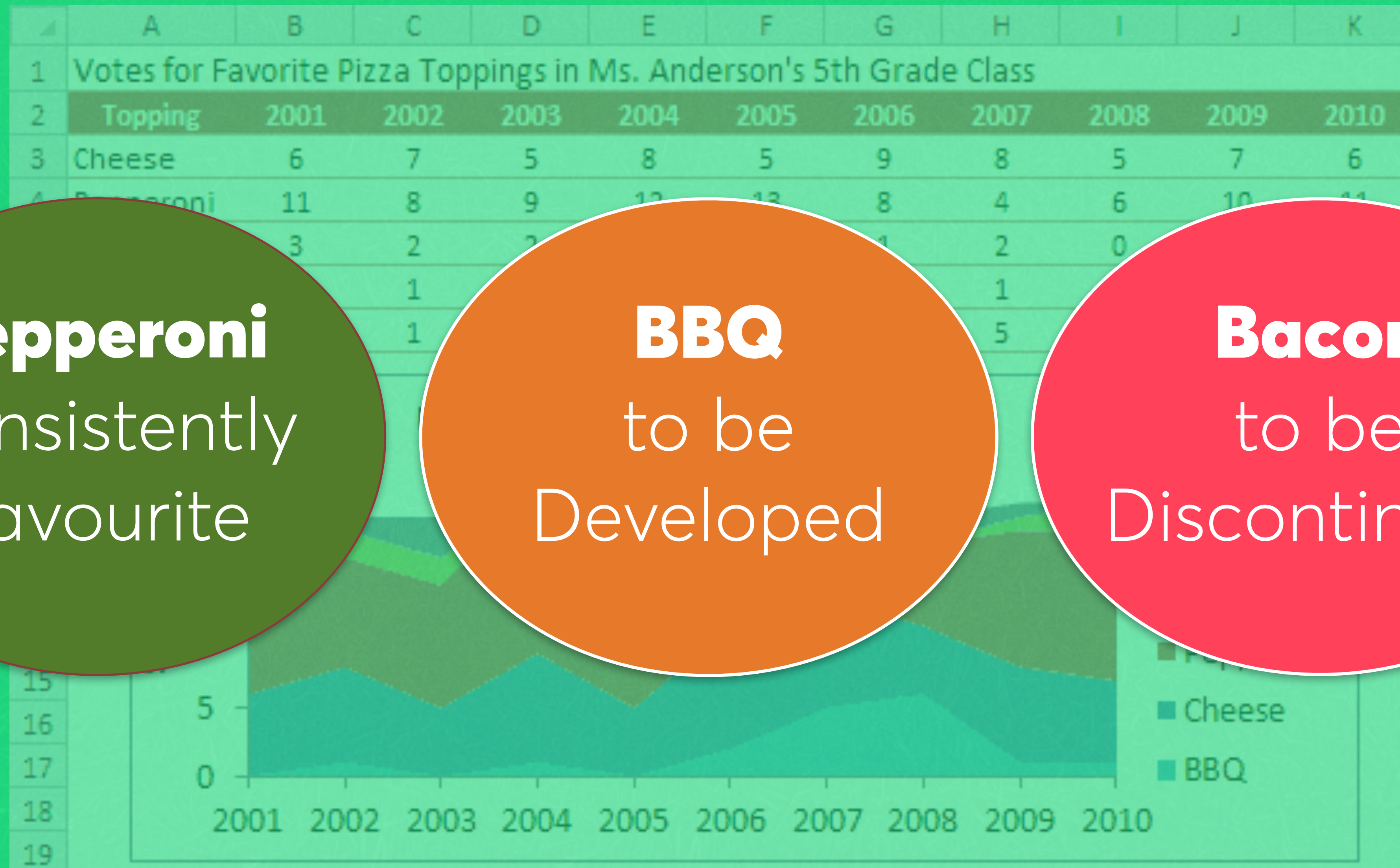
1 YEAR

Do we want to show **DATA OR CONCLUSIONS?**



	A	B	C	D	E	F	G	H	I	J	K
1	Votes for Favorite Pizza Toppings in Ms. Anderson's 5th Grade Class										
2	Topping	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
3	Cheese	6	7	5	8	5	9	8	5	7	6
4	Pepperoni	11	8	9	12	13	8	4	6	10	11
5	Sausage	3	2	2	0	2	1	2	0	1	2
6	Bacon	2	1	3	0	0	1	1	2	1	0
7	BBQ	0	1	0	1	0	2	5	6	1	1







400
ACTIVE WEBSHOPS



100.000,-
MONTHLY REVENUE



100.000
PACKAGES IN TOTAL



6%
WEEKLY GROWTH

What is the
MESSAGE?





400
ACTIVE WEBSHOPS



100.000
PACKAGES IN TOTAL

UNITS





100.000,-
MONTHLY REVENUE



6%
WEEKLY GROWTH

REVENUE





10.000 users

> 6 Billion

3 Billion

1960 2000

3 to 6
Billion
in 40 years

Agrivision 2017

pwc



I have a
CHALLENGE FOR YOU...





I have a **CHALLENGE FOR YOU...**

- **See if you can**
- **remove all the bullet points**
- **from your presentation**
- **because they distract people**
- **and give the wrong impression**
- **of your presentation**

No matter how difficult it seems
YOU CAN DO IT!



Tools to help keep it visual

- Use images to express big ideas, because people make associations with pictures much faster than with words
- Use icons to highlight key points and abstract ideas
- Use bold and size of text to emphasise the key words and messages

Tools to help **KEEP IT VISUAL**

- **Images: Express big ideas**
- **Icons: Clarify abstract concepts**
- **Text: Consistency and Focus**

Tools to help

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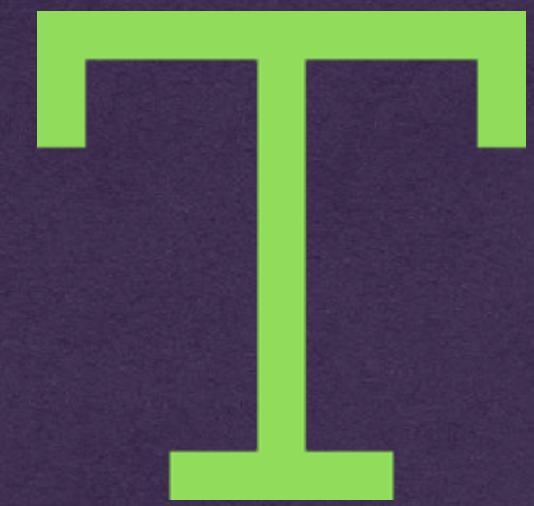
KEEP IT VISUAL



IMAGES



ICONS






TYPE

Tools to help keep it visual

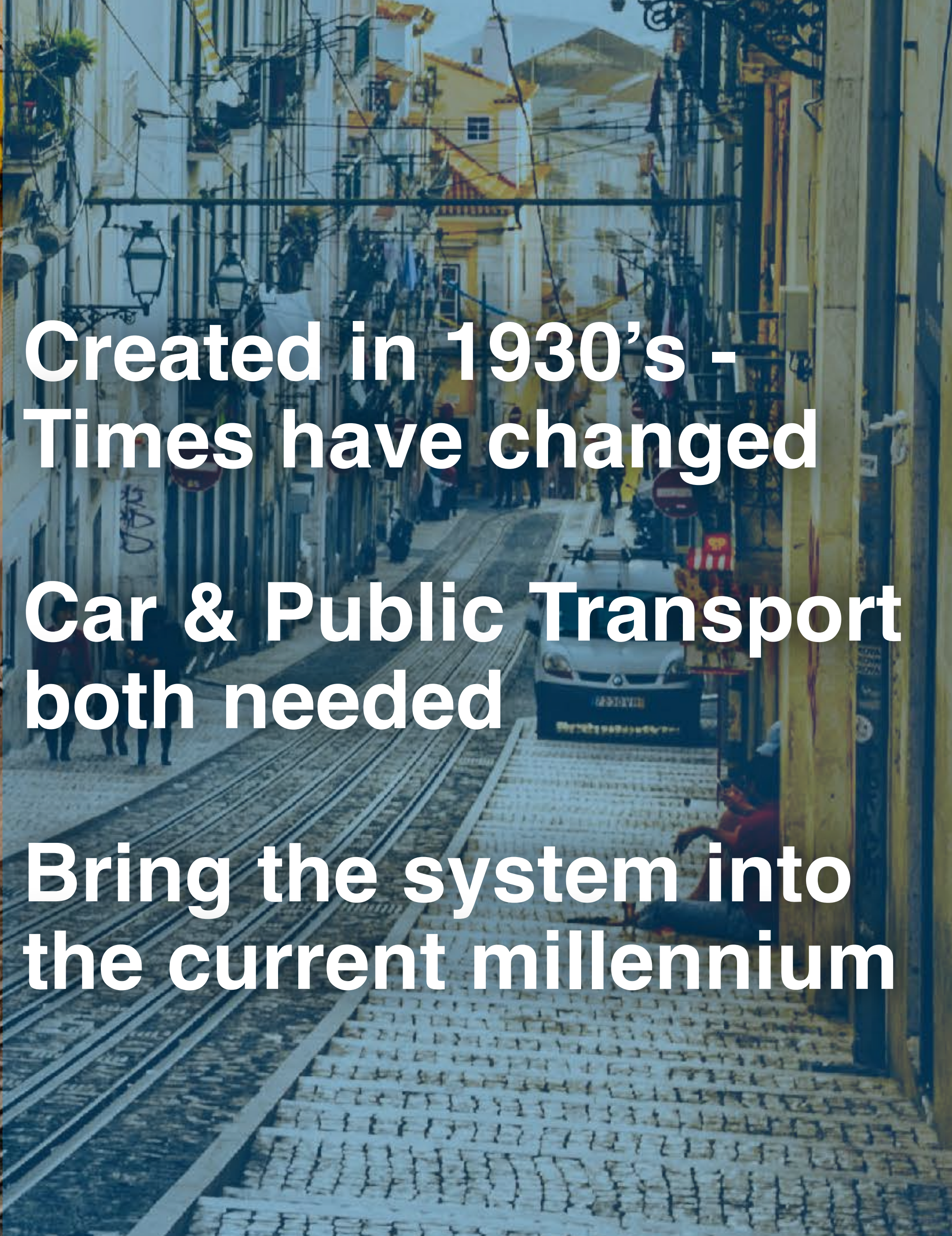
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Tools to help **KEEP IT VISUAL**

-  **Images: Express big ideas**
-  **Icons: A Clarify abstract concepts**
-  **Text: Consistency and Focus**

Time for change to the transport system that has been so poor for so many years for so many people

- Our city's public transport system was created in the 1930's, when labour was cheap and demand was different to present day
- Times have changed and the way people travel to work and for leisure has changed too
- The car has become universal, so many like to drive - but the number of people has exploded, so although people are more independently mobile, public transport is a very necessary medium to get from A to B
- We need to bring the city's public transport system into the current century, and drag it from its poor origins and into a modern, thriving tool for the citizens of this city.



**Created in 1930's -
Times have changed**

**Car & Public Transport
both needed**

**Bring the system into
the current millennium**

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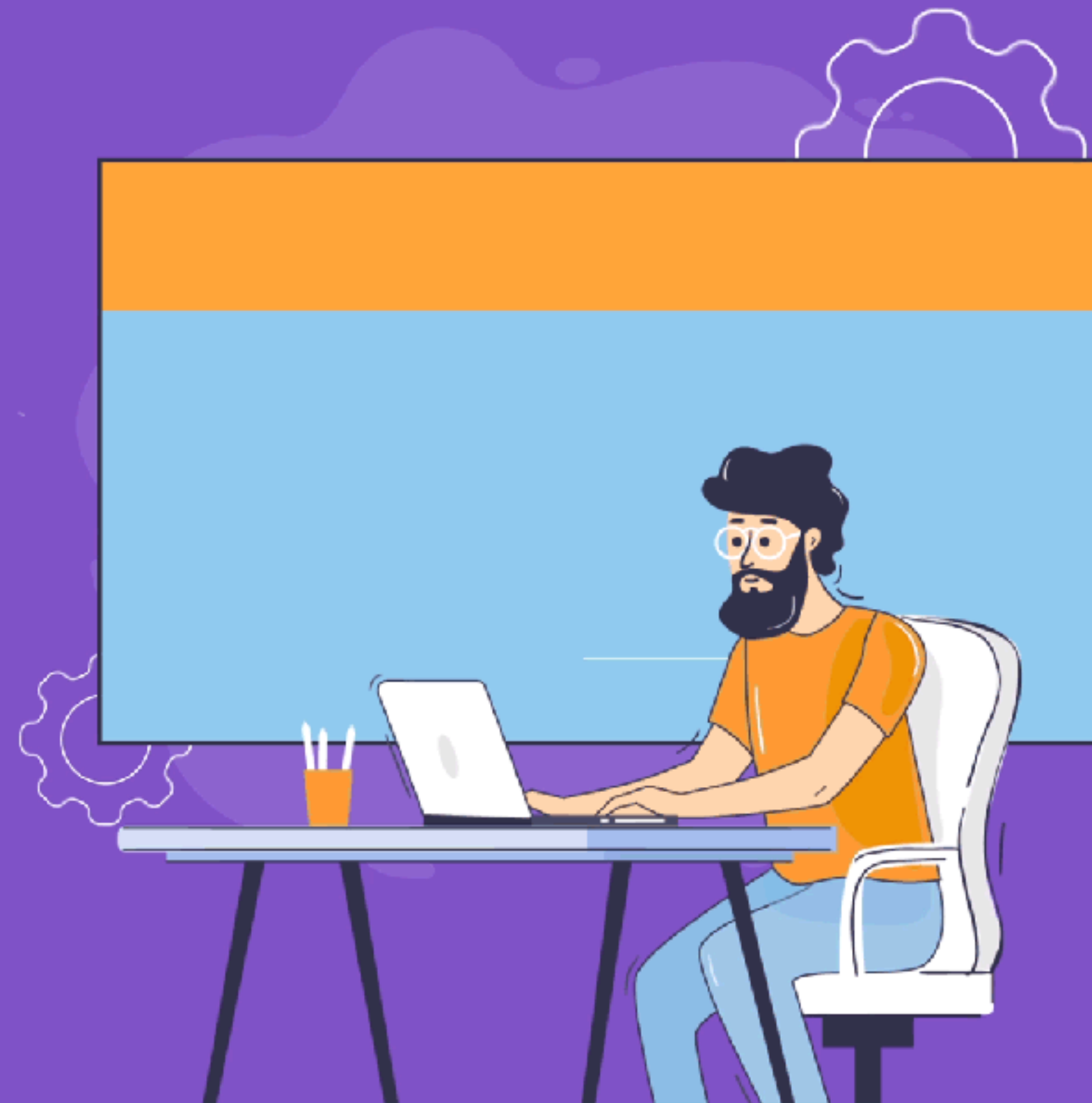
**Bring the system into
the current millennium**

A close-up of a woman's face, partially obscured by a large, vibrant bokeh effect of colorful circles in shades of pink, purple, blue, and yellow. Several large, semi-transparent question marks are overlaid on the image, particularly around the woman's eyes and mouth. The word "QUESTIONS?" is written in large, bold, white capital letters across the top of the image.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

Should you use **ANIMATION?**



Should you use **ANIMATION?**





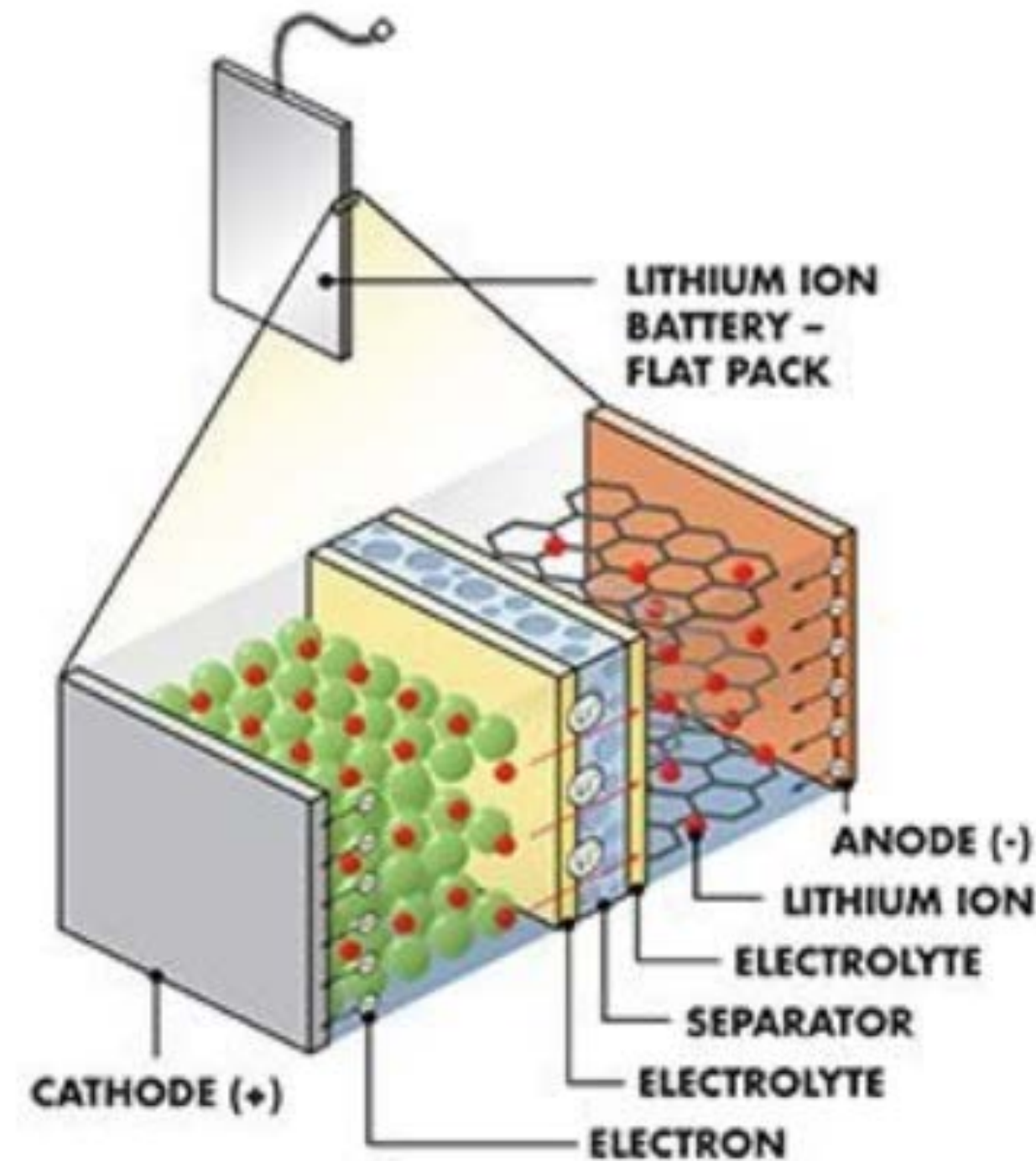
The basic principle **OF ANIMATION**

Ensure they **LOOK** at
WHAT you are talking about
WHEN you are talking about it

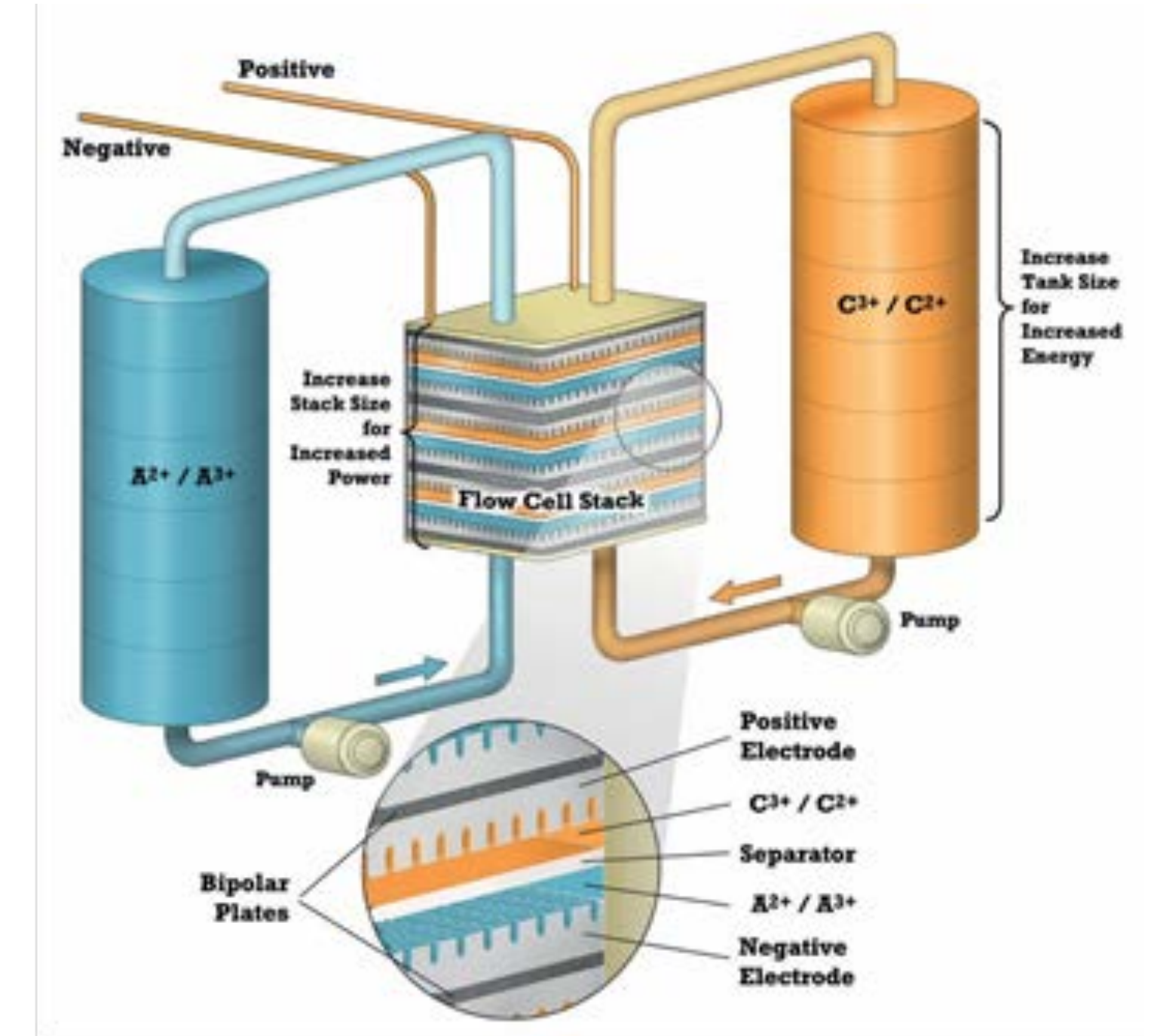
Flow Battery

- **Energy** - Increasing the amount of energy stored is just a larger tank
- **Cycle life** - deep discharge cycles, using the full capacity of the battery without damaging the system
- **Lifetime** - 10-20 year lifetime

Li ion

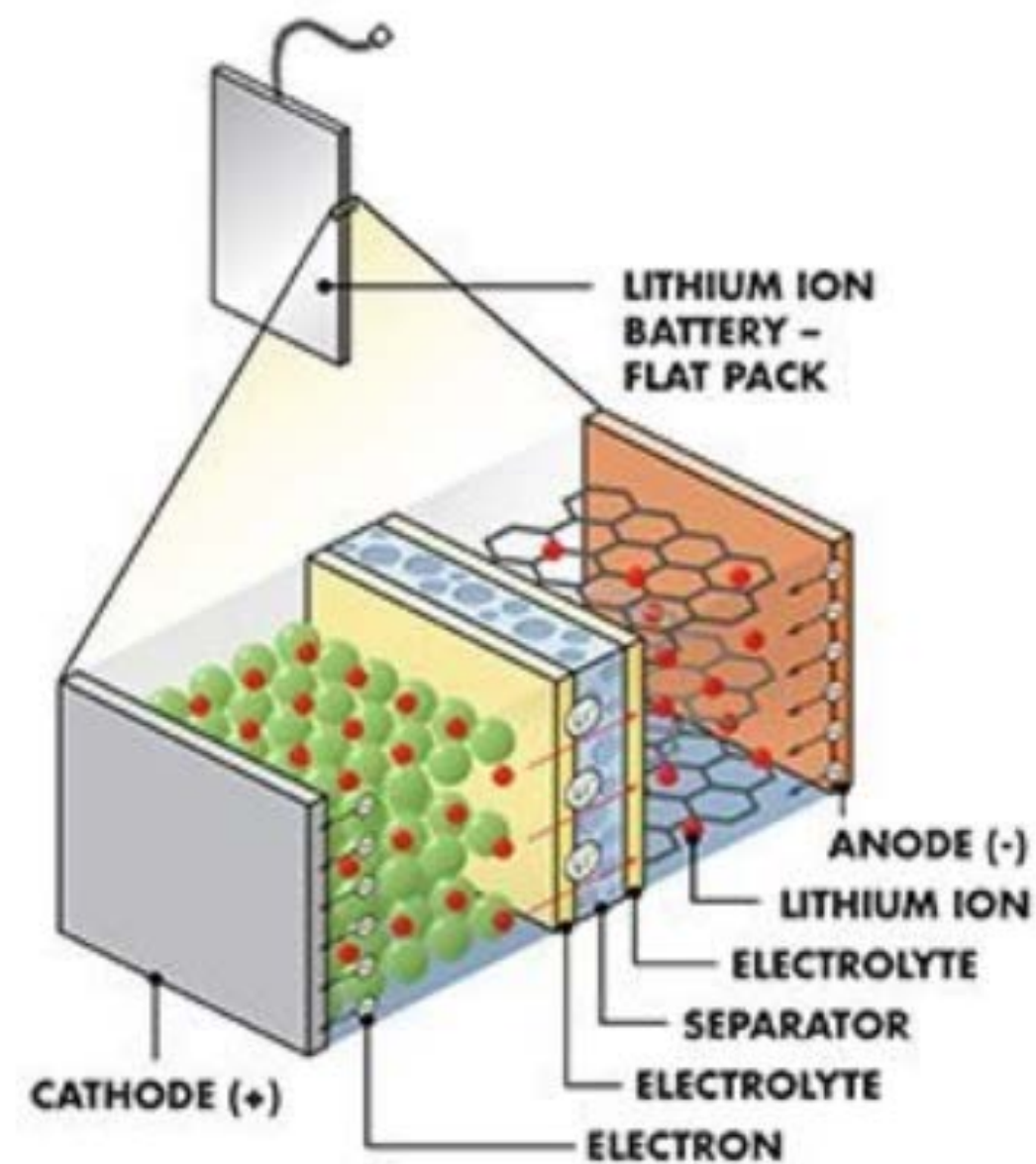


Flow

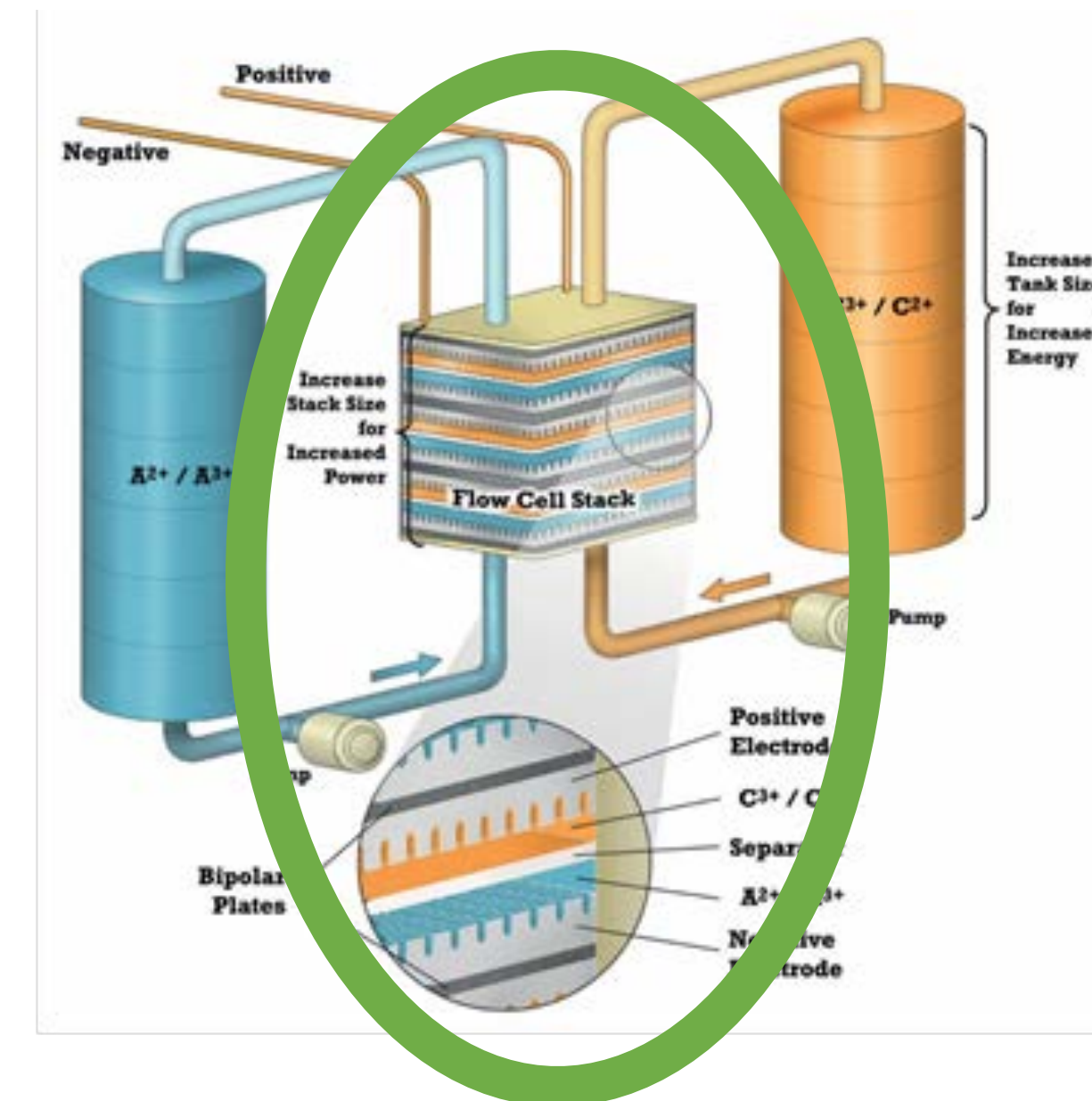


Flow Batteries have a **separate electrolyte** unit

Li ion



Flow



Major Benefits of **FLOW BATTERIES vs LI ION**

**Increases
Energy
Stored**

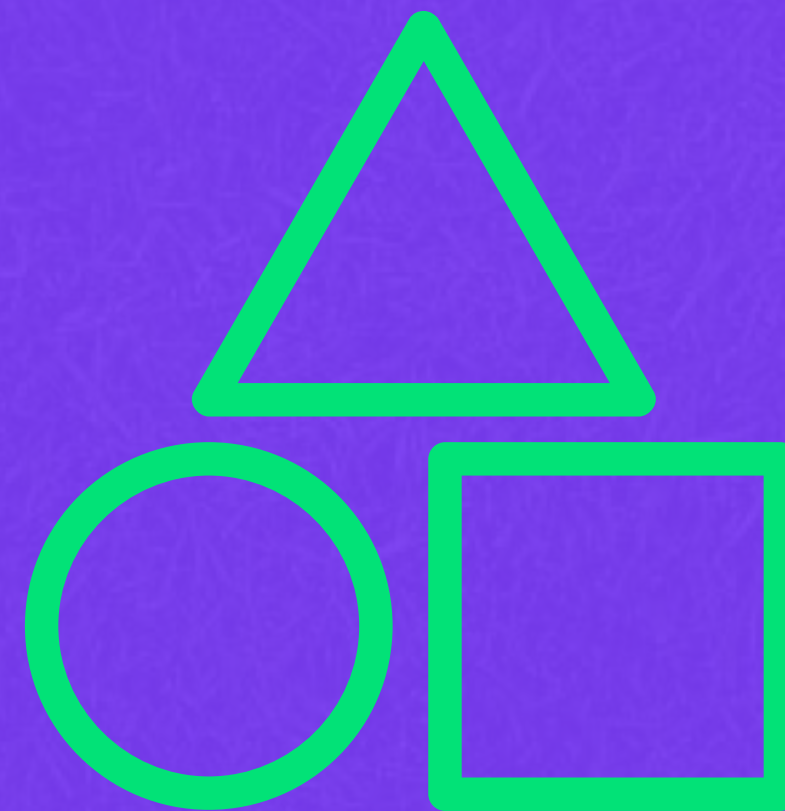
**Longer
Cycle Life**

**10-20
Year
Lifetime**

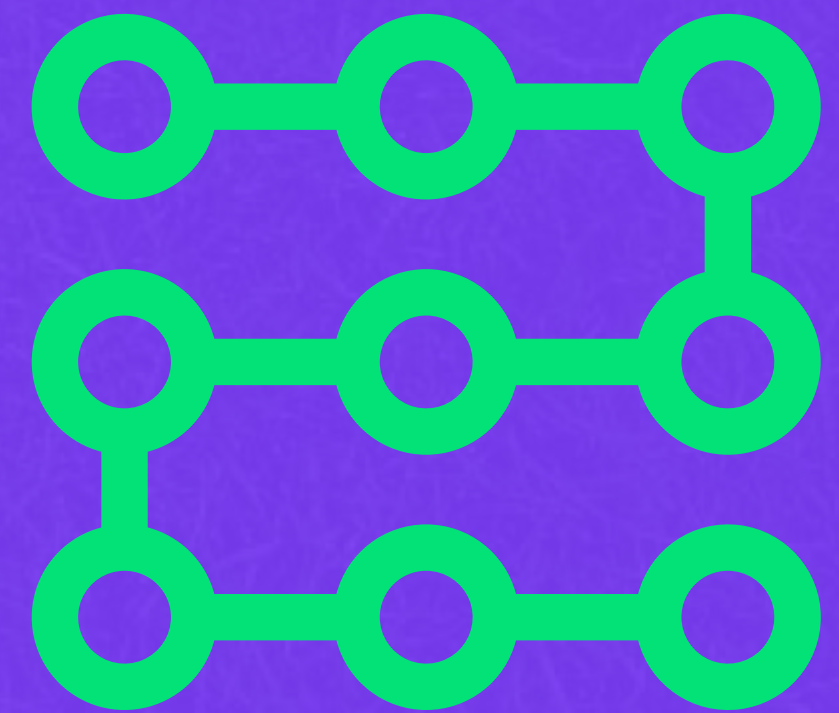
Presentation **ANIMATION**



CONSIDERED



SIMPLE



CONSISTENT

Keep things
ALIGNED

Break your product down into **THREE BIG QUALITIES**

FASTER

**LOWER
COST**

**MUCH
EASIER
TO USE**

Break your product down into **THREE BIG QUALITIES**

FASTER

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TO USE**



Best 3
Minutes

best3minutes.com

Break your product down into
THREE BIG QUALITIES

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Best 3
Minutes

best3minutes.com

Tools to help

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Images: Express big ideas



Icons: A Clarify abstract concepts



Text: Consistency and Focus

A close-up of a woman's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including red, blue, and green. The woman's eyes are closed, and her lips are slightly parted, showing a smile. The overall effect is one of wonder and curiosity.

QUESTIONS?

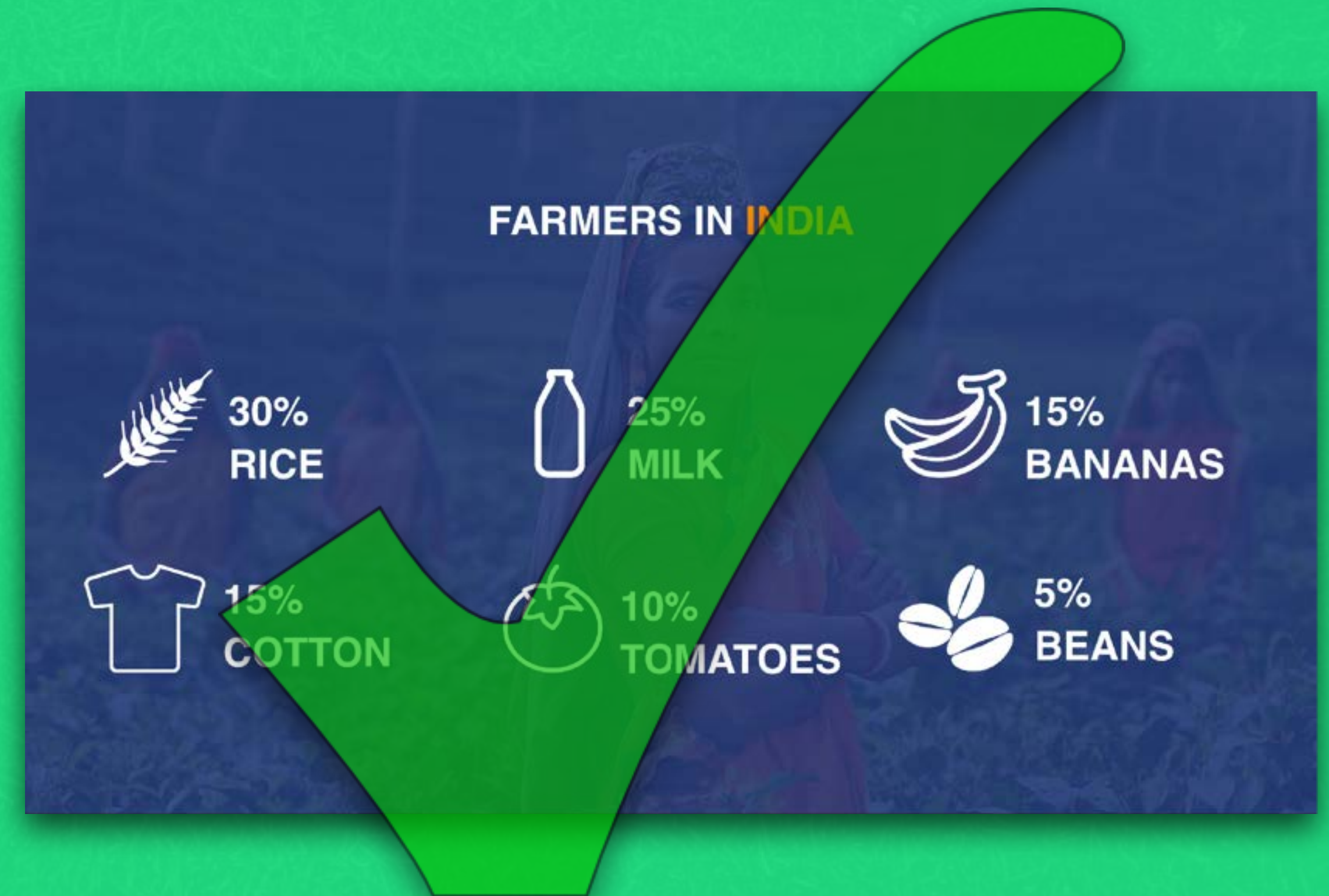
Feel free to

STAY ON THE CALL AT THE END

Keep Slides **SIMPLE & VISUAL**

Farmers in India

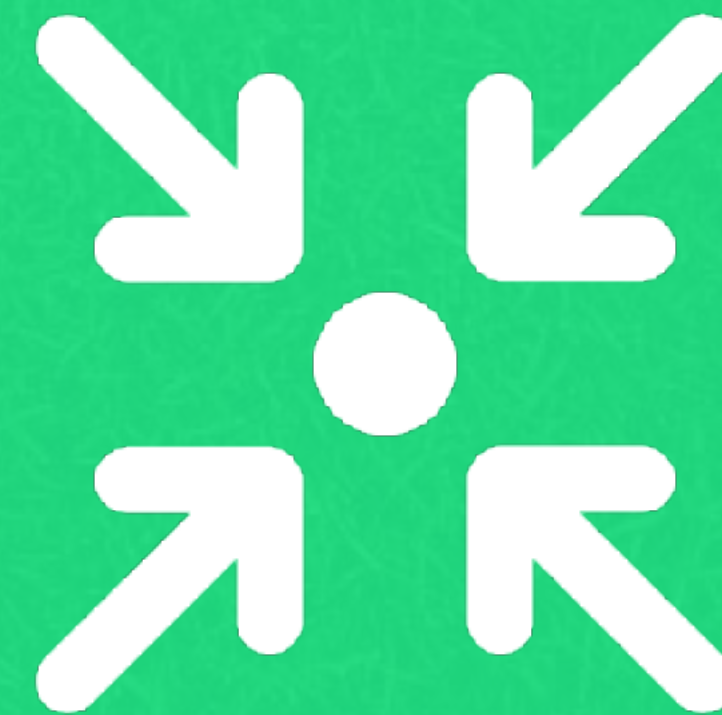
- According to EUROPEAN UNION the EUR will grow by 4,50% by the end of 2014. This due to a slow but steady increase in exports, consumption, investments and interest ratios.
- The Central Bank said the exports will increase by 15%, but the interest rate would remain the same. If consumer prices decrease, the consumption will increase.
- Investments rates will decrease 2,50%
- Consumption is expected to increase by 1.77% as people become more confident



We cannot listen and read
AT THE SAME TIME



Do we want to show **DATA OR CONCLUSIONS?**



Tools to help

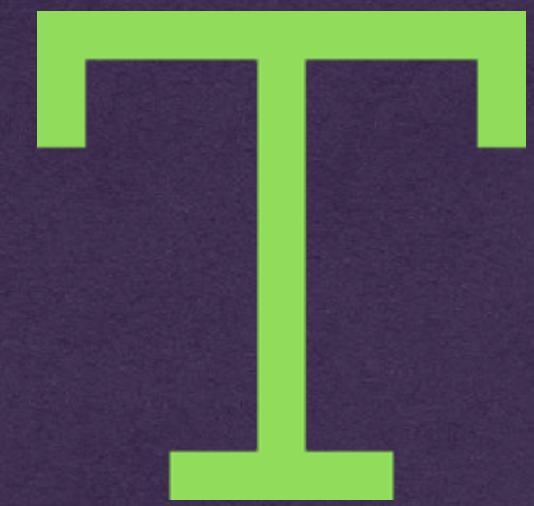
KEEP IT VISUAL



IMAGES



ICONS

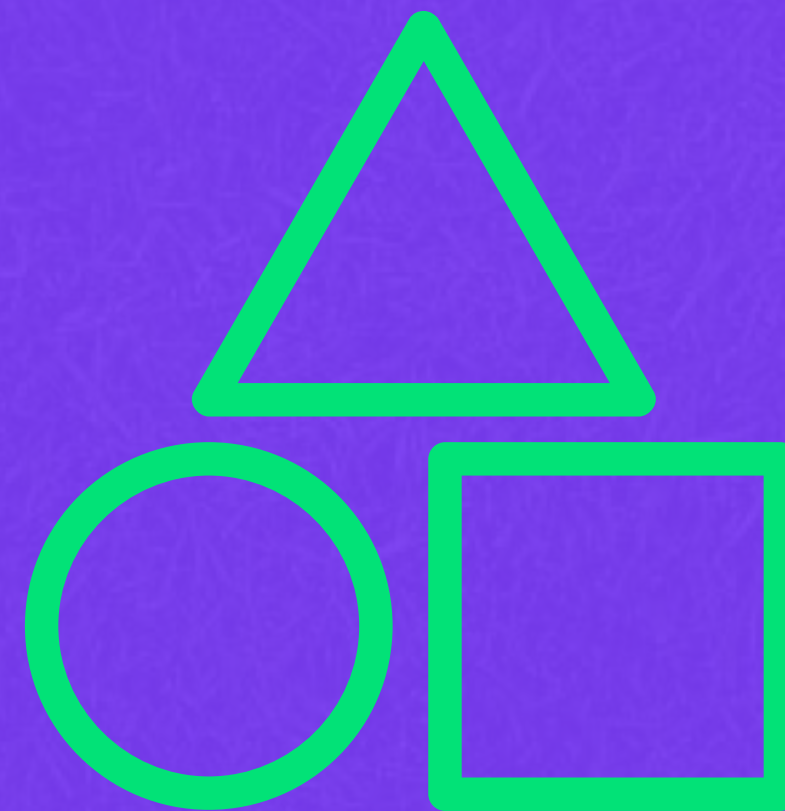


TYPE

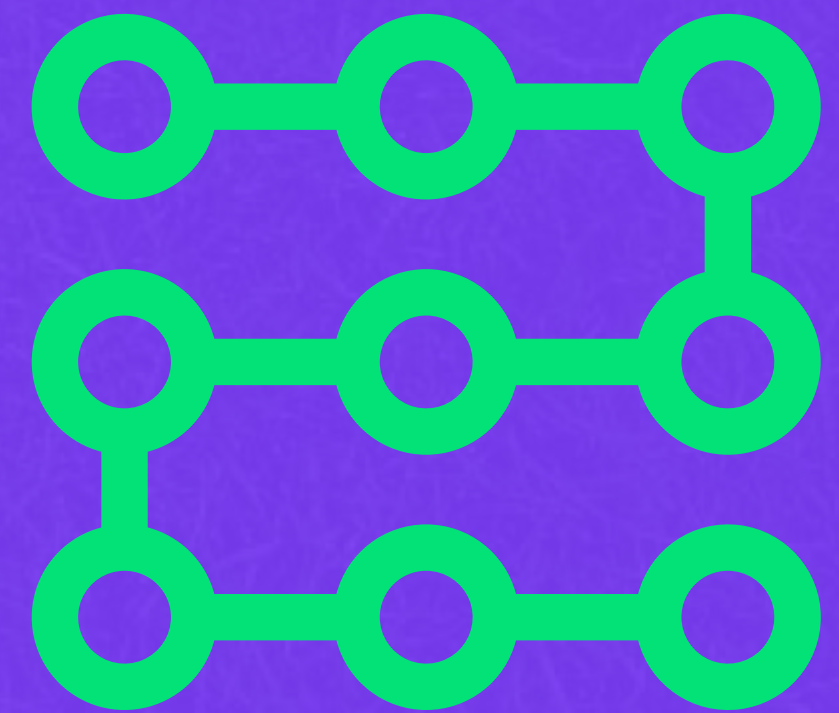
Presentation **ANIMATION**



CONSIDERED



SIMPLE



CONSISTENT

David Beckett

Best3minutes.com

Connect with me

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Blue Moon Pitch

Written by
David Beckett

best3minutes.com/vodasalesup