Pitch Coach
Co-author ‘Zet jezelf op de kaart’
Co-developer Best3Minutes© Method

Sheila Schenkel

Best3Minutes.com

Best 3 Minutes

GREAT IDEAS NEED A VOICE





TURNING POINT?

Having a **short, sharp, clear** story makes a difference!

When talking to a (potential):

customer, partner, journalist, team member, …

using these tools can **change your future**

31 Countries (face-to-face)

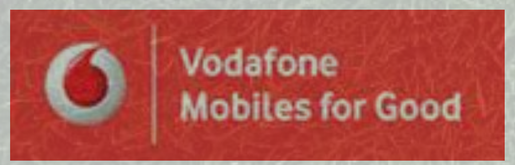
36,000+ professionals

























Coached 2500+ Startups & Scaleups

RAISED OVER €500MILLION



This is a

LEARNABLE SKILL



ACTION STEP

Pitch yourself in
30 Seconds to the person right next to you

When the 30 seconds are finished, **switch**!

No Other Instructions

LET'S DO IT!

HOW LONG DID YOU NEED?

10 seconds?



Only just got started?

TICK... TOCK...


What did you
TALK about?



Who are we pitching to?

Why are we pitching?

What should we pitch?


TOOLS



Audience Who do I want to connect to, who is listening?

Goal What do I want to achieve?

Time How many minutes have I got?


Prepare you for any
TIME-PRESSURED PITCH



Focus today on Feb. 27's
Demo Day Pitch

TIP Use these tools for every pitch you'll have to make!

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model

Who is your **AUDIENCE**

Establish your **OBJECTIVE**

BRAINSTORM with Post-It Notes

Opening



THE POWER OF THREE

Closing



The Open-3-Close© Pitch Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



WHO'S YOUR AUDIENCE?

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? **Environment**, Social?

Same **background**? (Jargon)

What might be their biggest **objection?**



WHO'S YOUR AUDIENCE?

Impact Hub Network / Strategic partners

Relevant stakeholders

INVESTORS

What do they care about?

"More sustainable food system"…

WHAT IS MOST LIKELY IMPORTANT?

MOST LIKELY IMPORTANT

What **specific problem** do you solve/prevent?

How will you **grow** your business? Is it **viable**?

What **impact** do/will you make?
(Sustainability!)

What's in it for **them**, to partner up with you?

MORE SUGGESTIONS

How far are you, any **traction** to share?

Strength of your **team**?

Milestones achieved? **Next steps** & milestones?

Oh, and the quality of your pitch! 🤣



Make a profile of your audience

Fillable pdf downloads available

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?"



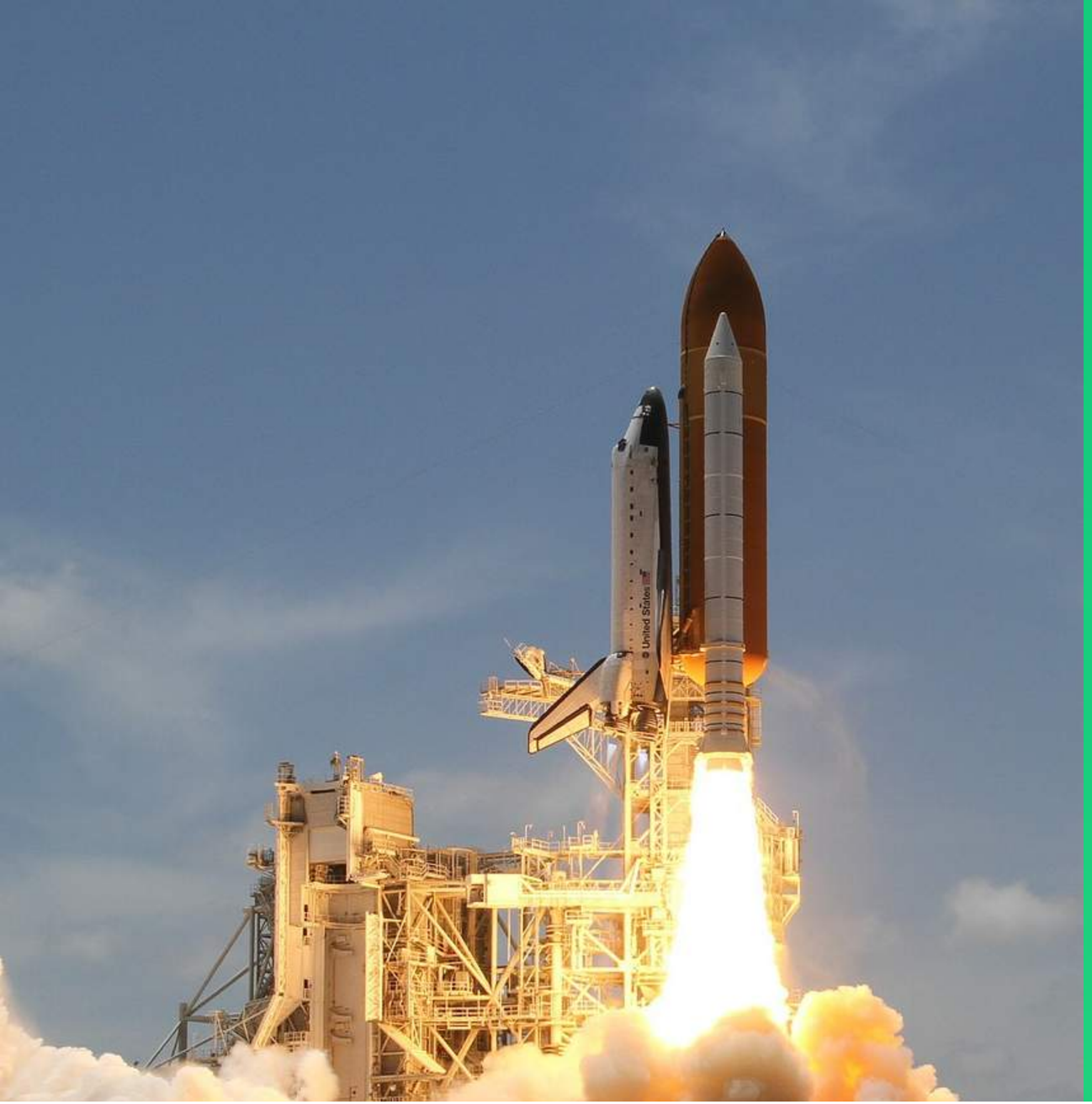
WHAT'S YOUR OBJECTIVE?

Provide **introductions**

Plan a **follow up** meeting

Partnership:
first next step?

Money?



INVESTMENT?

(Raised **before**?)

How much raising now?

What will you **spend** the money on?

Milestones you can reach?

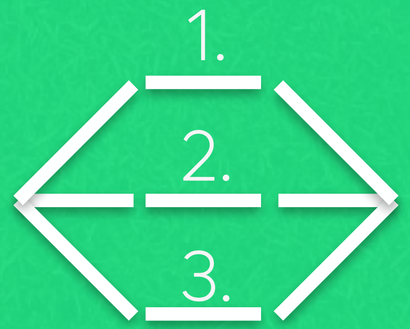
THE INVESTMENT FUNNEL

Invested Cash Yourselves?

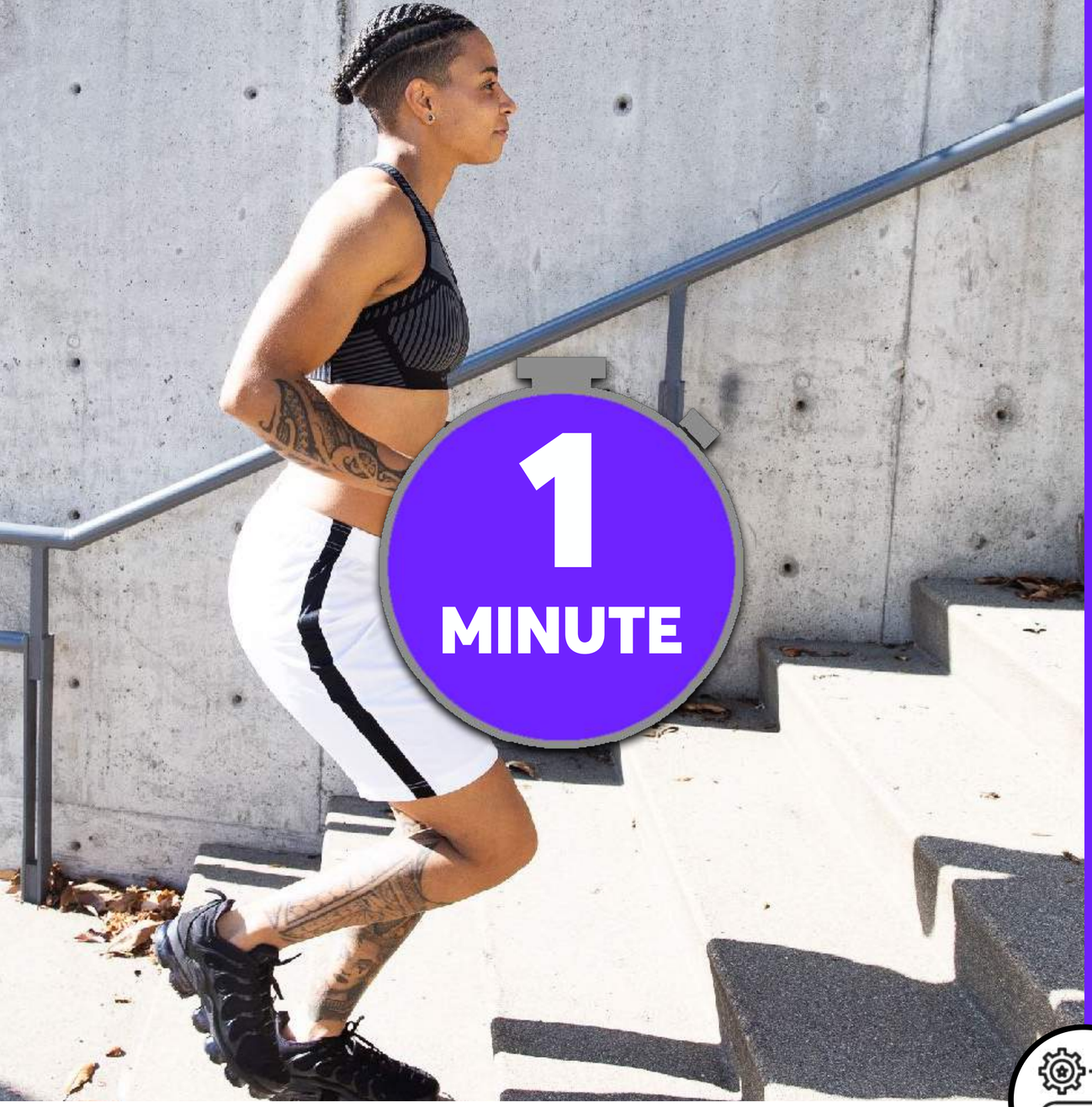
Raised Money Already?

Raising how much now?

We'll spend it on;



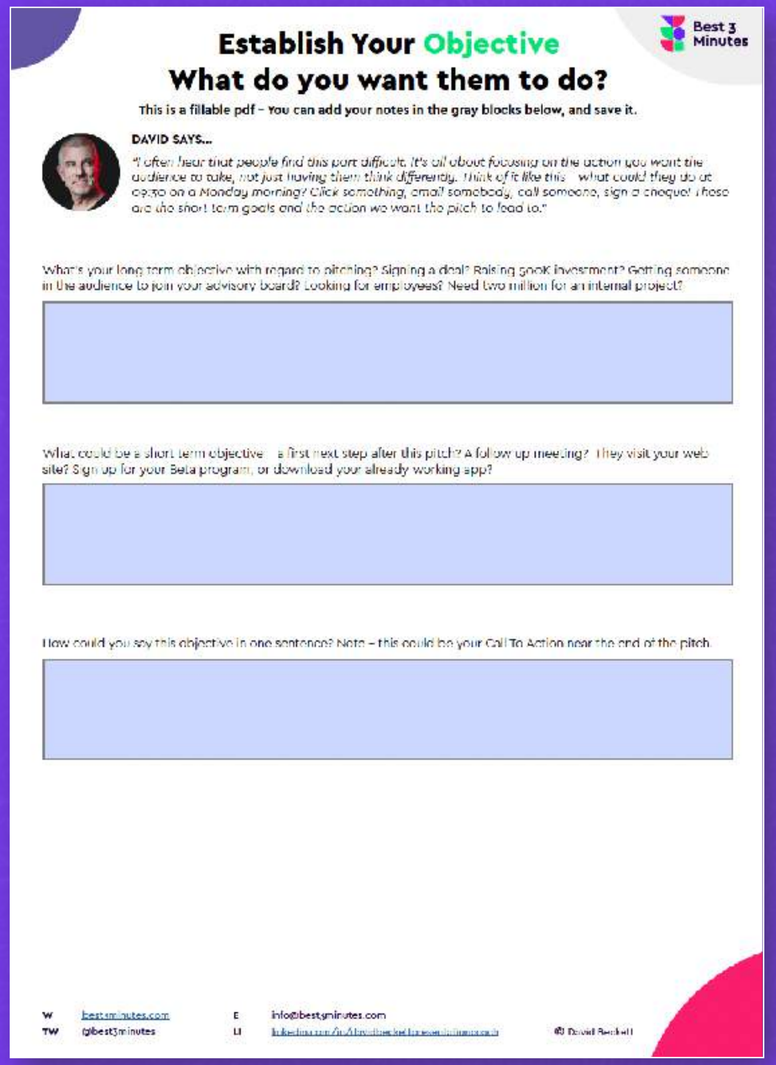
Milestone X



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



Best 3 Minutes

Establish Your Objective
What do you want them to do?

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

DAVID SAYS...

"I often hear that people find this part difficult. It's all about focusing on the action you want the audience to take, not just having them think differently. Think of it like this – what could they do at 09:30 on a Monday morning? Click something, email somebody, call someone, sign a cheque! These are the short term goals and the action we want the pitch to lead to."

What's your long term objective with regard to pitching? Signing a deal? Raising 500K investment? Getting someone in the audience to join your advisory board? Looking for employees? Need two million for an internal project?

What could be a short term objective – a first next step after this pitch? A follow up meeting? They visit your web site? Sign up for your Beta program, or download your already working app?

How could you say this objective in one sentence? Note – this could be your Call To Action near the end of the pitch.

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TW @best3minutes
E info@best3minutes.com
LI [illegible]
© David Beckett

Write down your Objective

Fillable pdf download available


Prepare you for your
TIME-PRESSURED PITCH

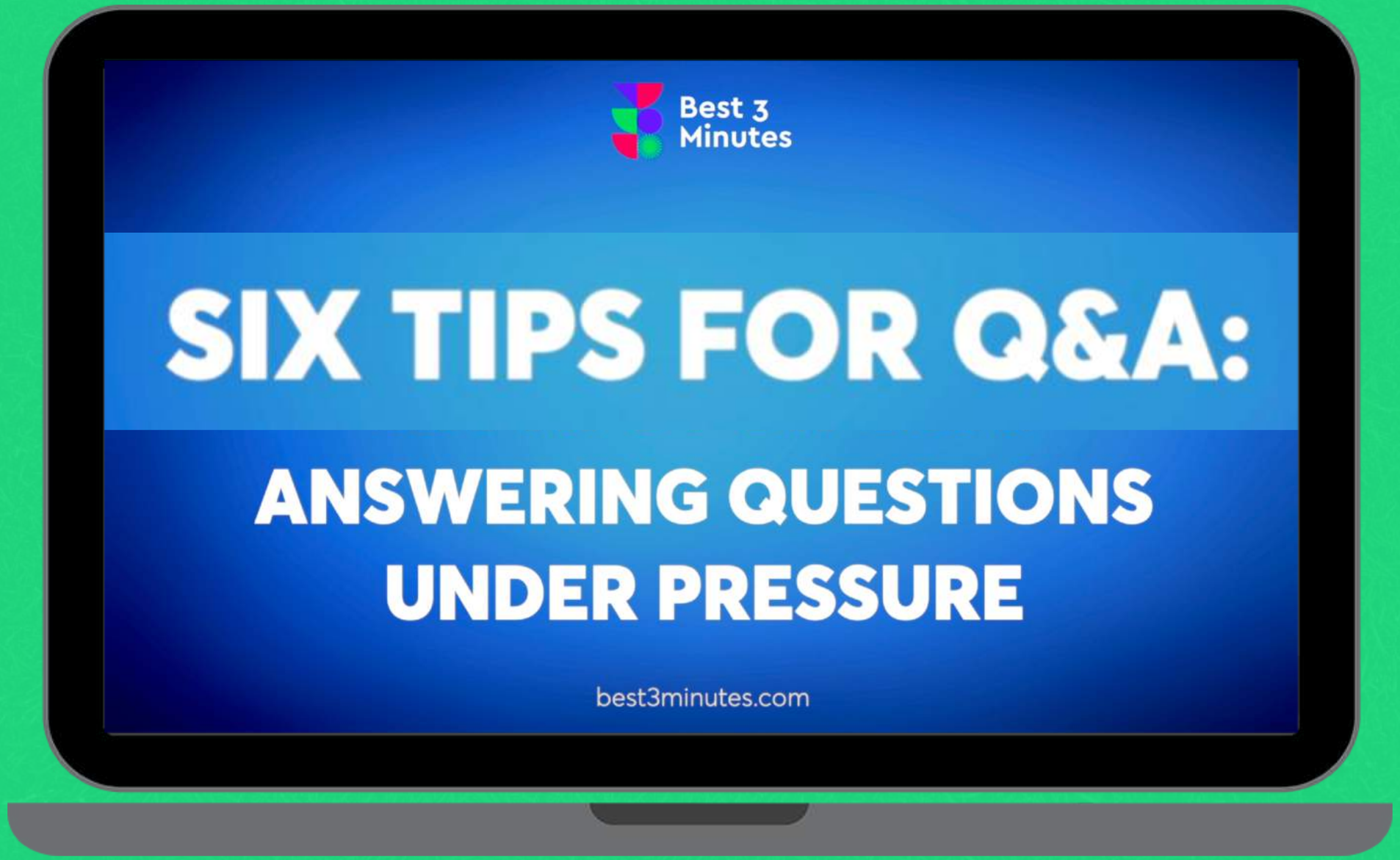
HOW MUCH TIME DO WE GET?



PITCH



Q&A

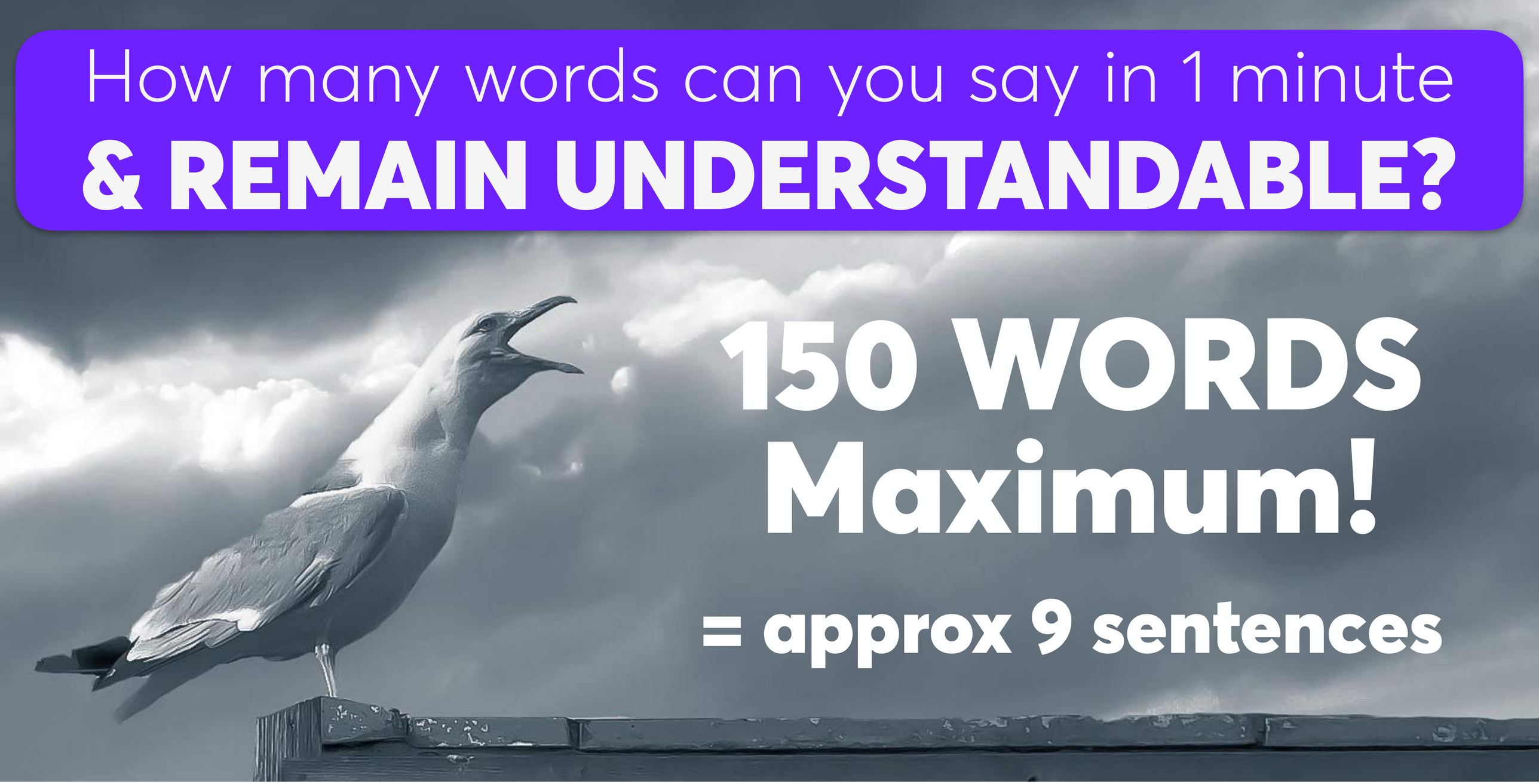

Best 3
Minutes
SIX TIPS FOR Q&A:
ANSWERING QUESTIONS
UNDER PRESSURE
best3minutes.com


Prepare you for your
3-MINUTE PITCH

How many words can you say in 1 minute
& REMAIN UNDERSTANDABLE?

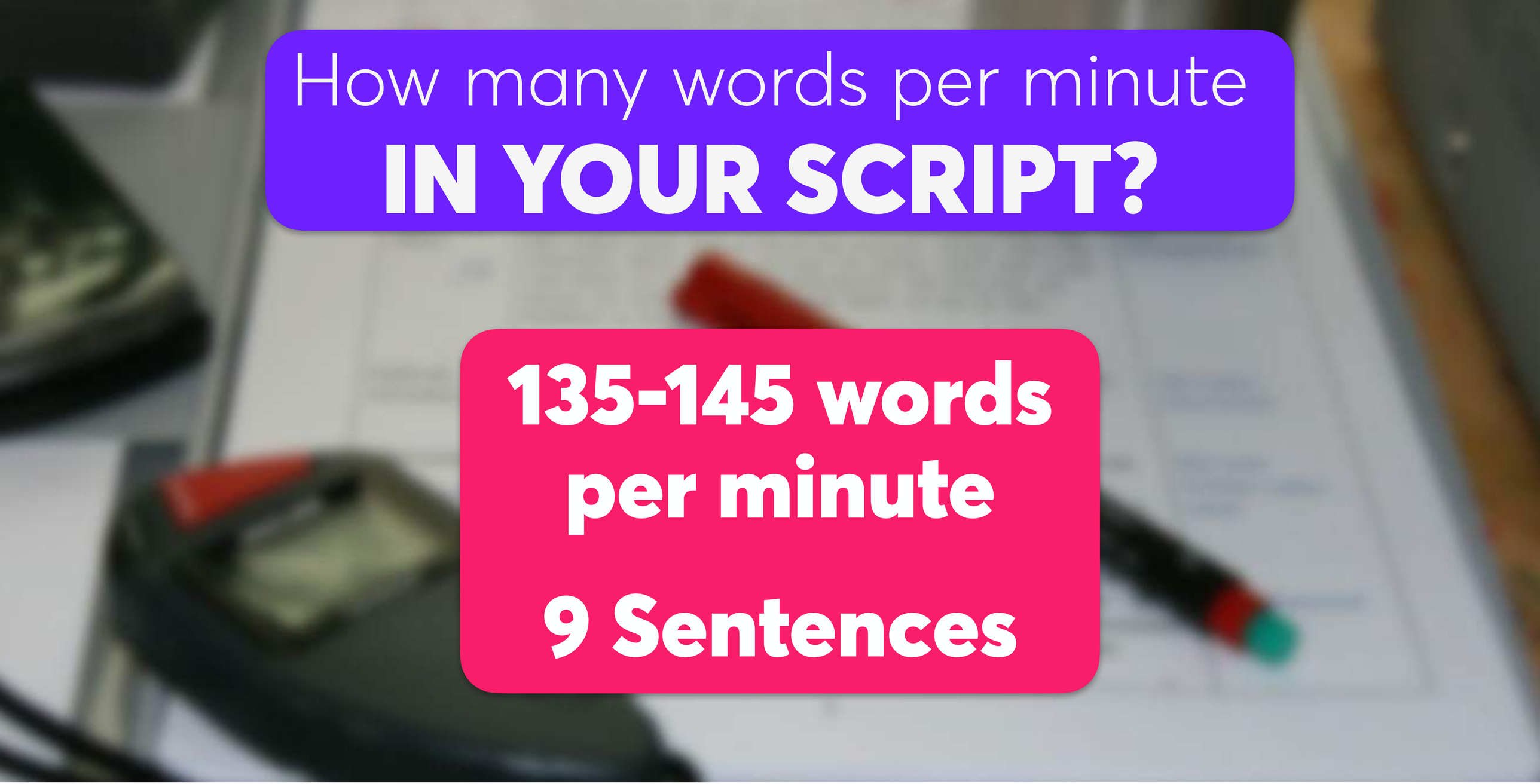


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= approx 9 sentences



How many words per minute **IN YOUR SCRIPT?**

135-145 words per minute

9 Sentences


143
Words/min

The Open-3-Close© Pitch Model







How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?



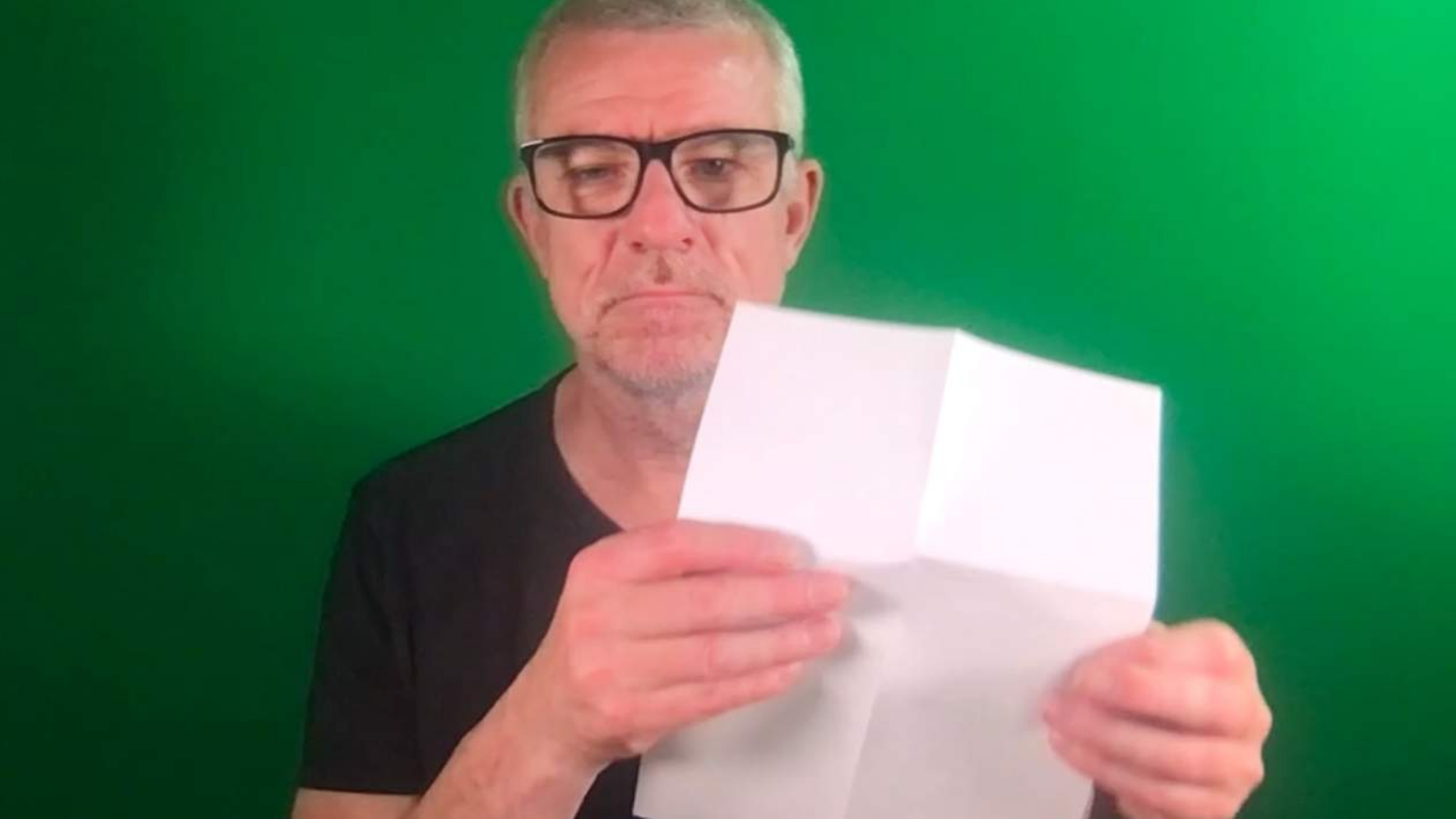
Don't Open **POWERPOINT**

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


Also when you
DON'T use slides…

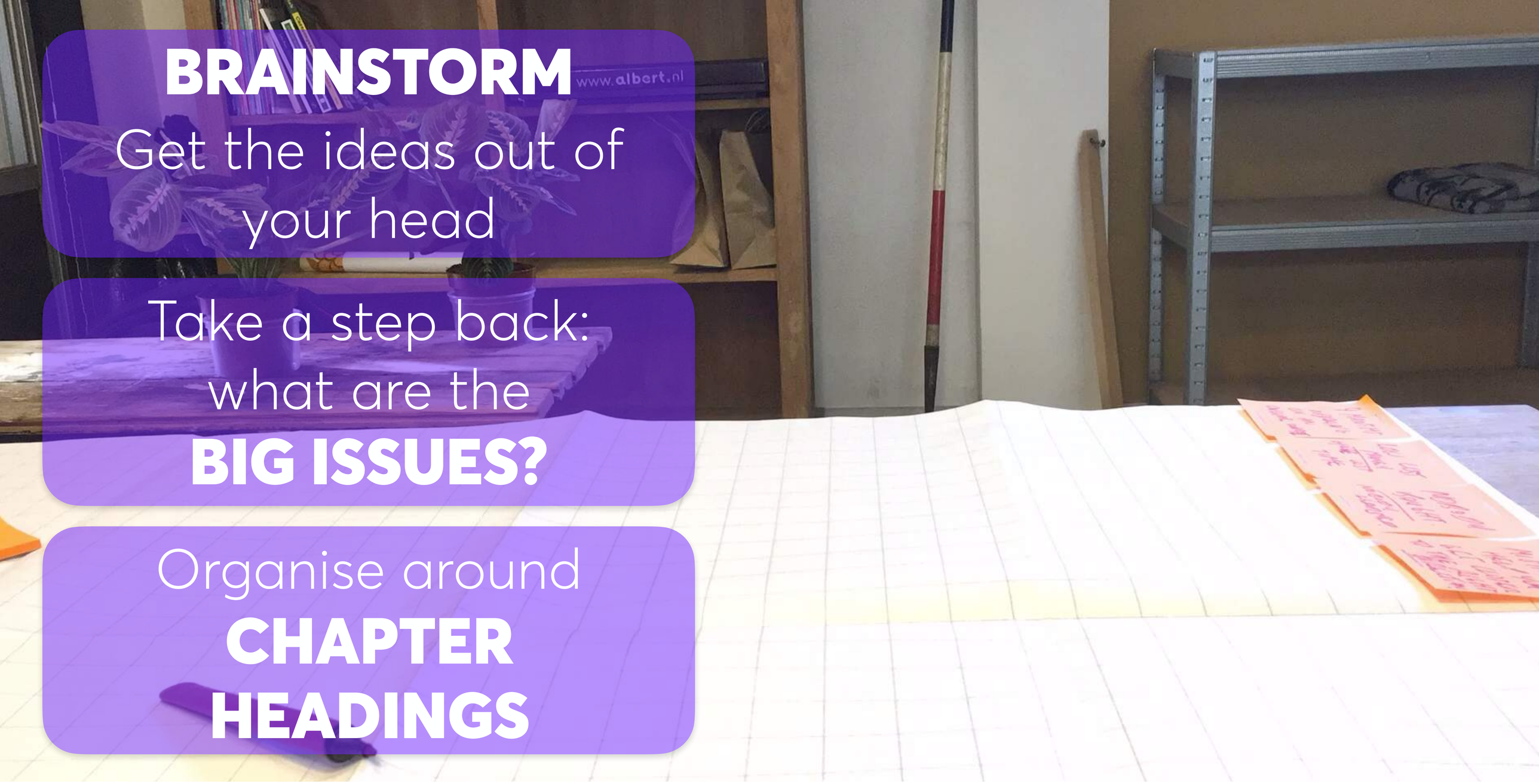


Use POST-IT NOTES To Build Your Storyline





Why do you **POST-IT NOTES** To Build Your Storyline?



BRAINSTORM

Get the ideas out of your head

Take a step back: what are the **BIG ISSUES?**

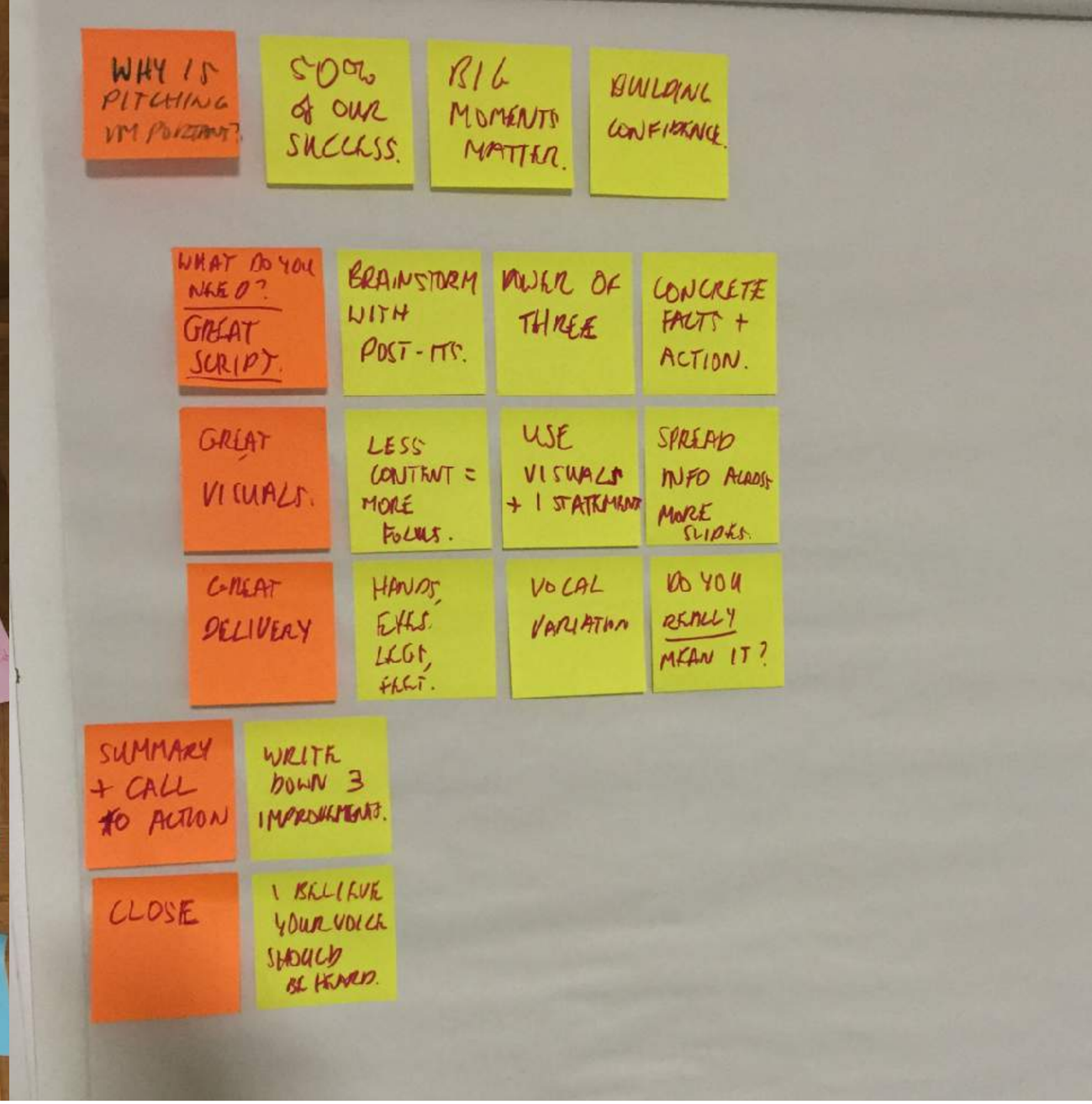
Organise around **CHAPTER HEADINGS**



VIRTUAL TOOLS

miro.com

mural.co



How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

SUMMARY MOST LIKELY IMPORTANT

What **specific problem** do you solve/prevent?

How will you **grow** your business? What **impact** does it make? (Sustainability!)

What's in it for **them**? What **traction/team/concrete plans** do you have?

Oh, and the **quality** of your **pitch!** 🤣

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE IMPACT



WHAT'S IN IT FOR THEM



THE TRACTION



EARNINGS MODEL



THE TEAM



THE ASK



WHY YOU?





PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

"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..."



PAIN

"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?

Wasted materials?

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"

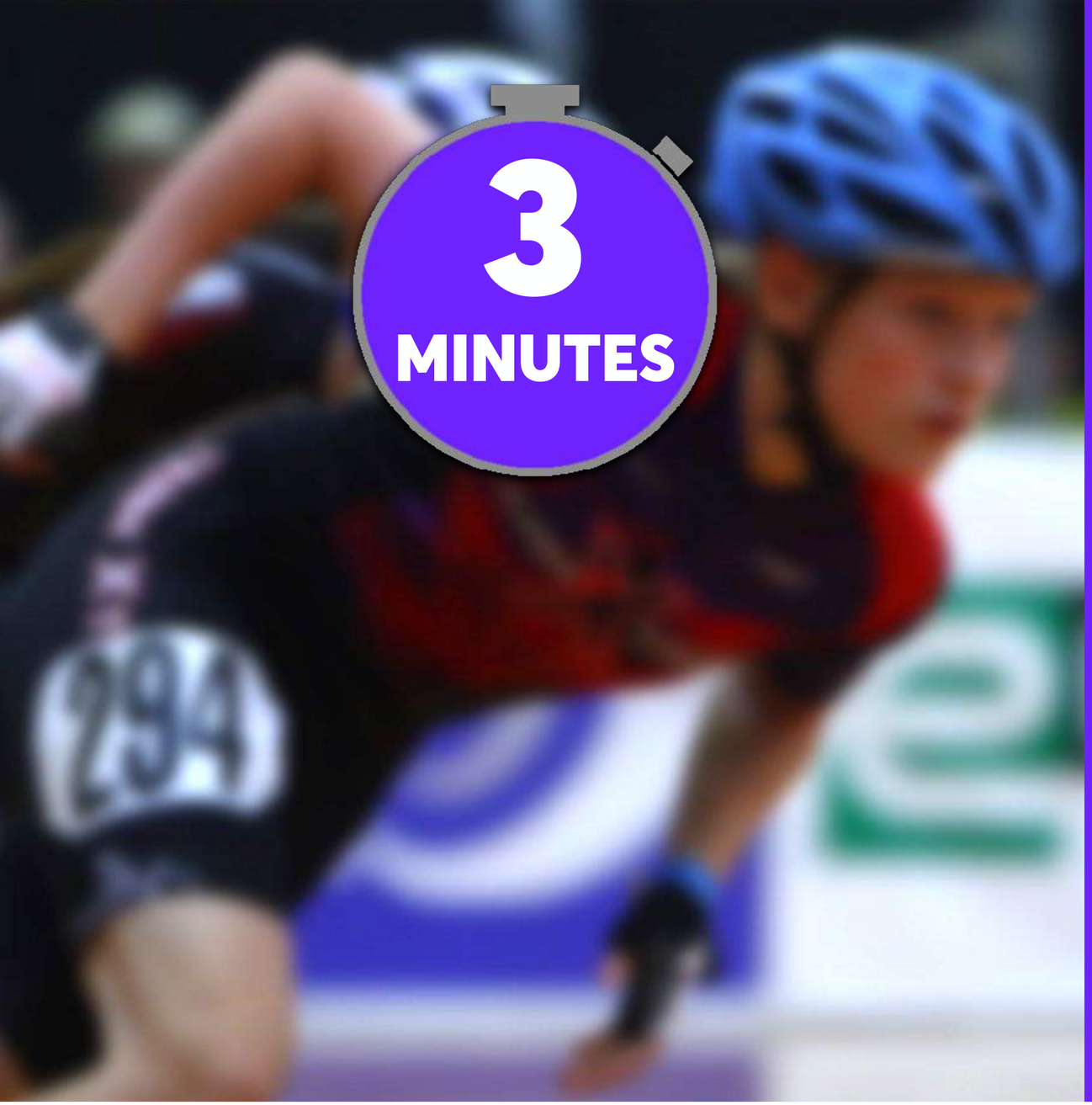


"It takes up to 72 hours"

"They have to make up to 9 calls"



Fabian Lemke
Nuventure 2019



ACTION STEP

Brainstorm: write down
at least **5 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



PRODUCT

How do you **solve** the problem?

What can **customers do** as a **result** of your product? (Benefit)



UNIQUE

What's **special** and **new** about your proposition?

Technology, **partnerships**, **complete** solution?

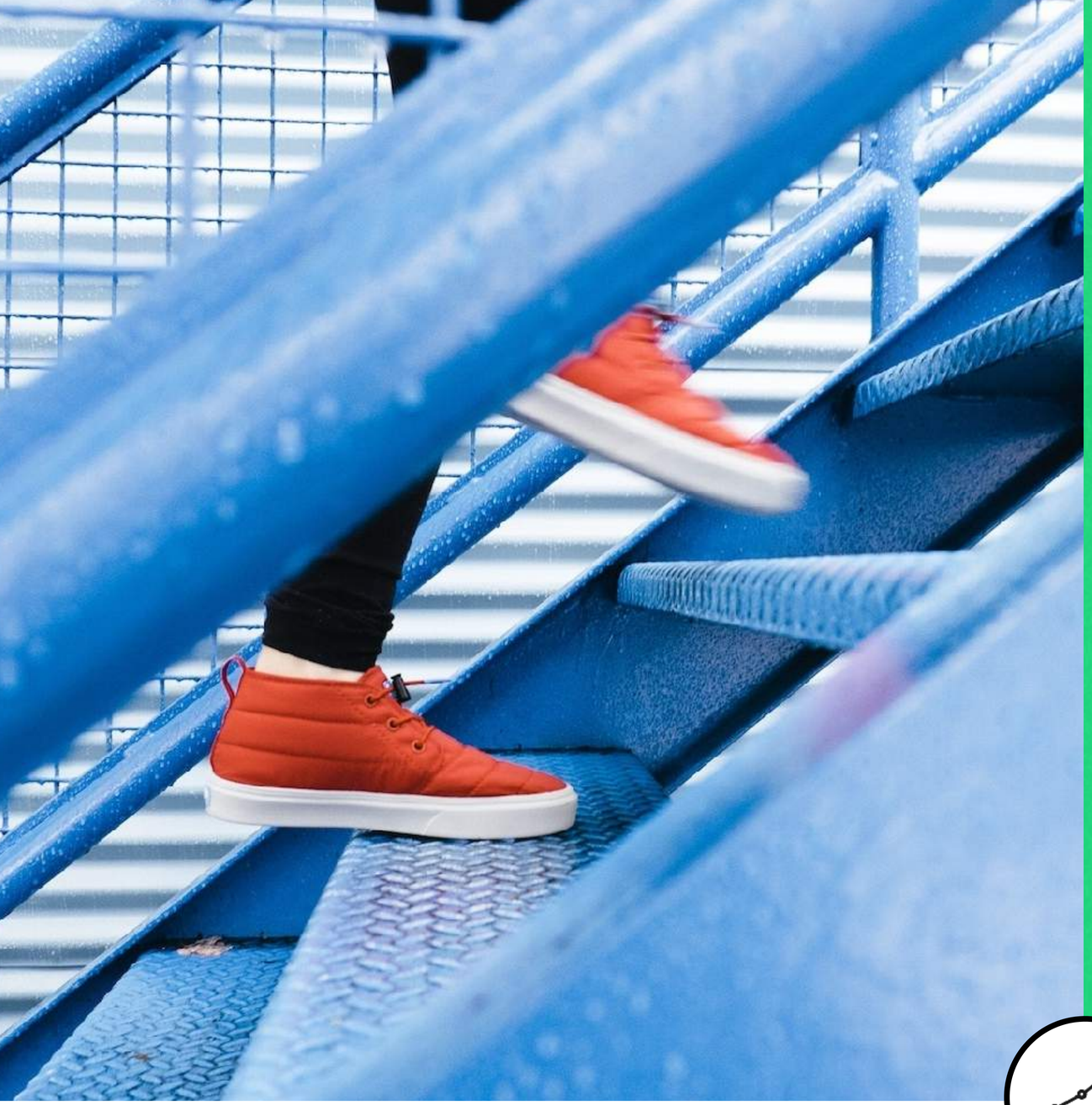
(What is different to current solutions?)



THE IMPACT OF YOUR SOLUTION

How **big** is the **impact** of your product

How does it **contribute** to the Food Transition

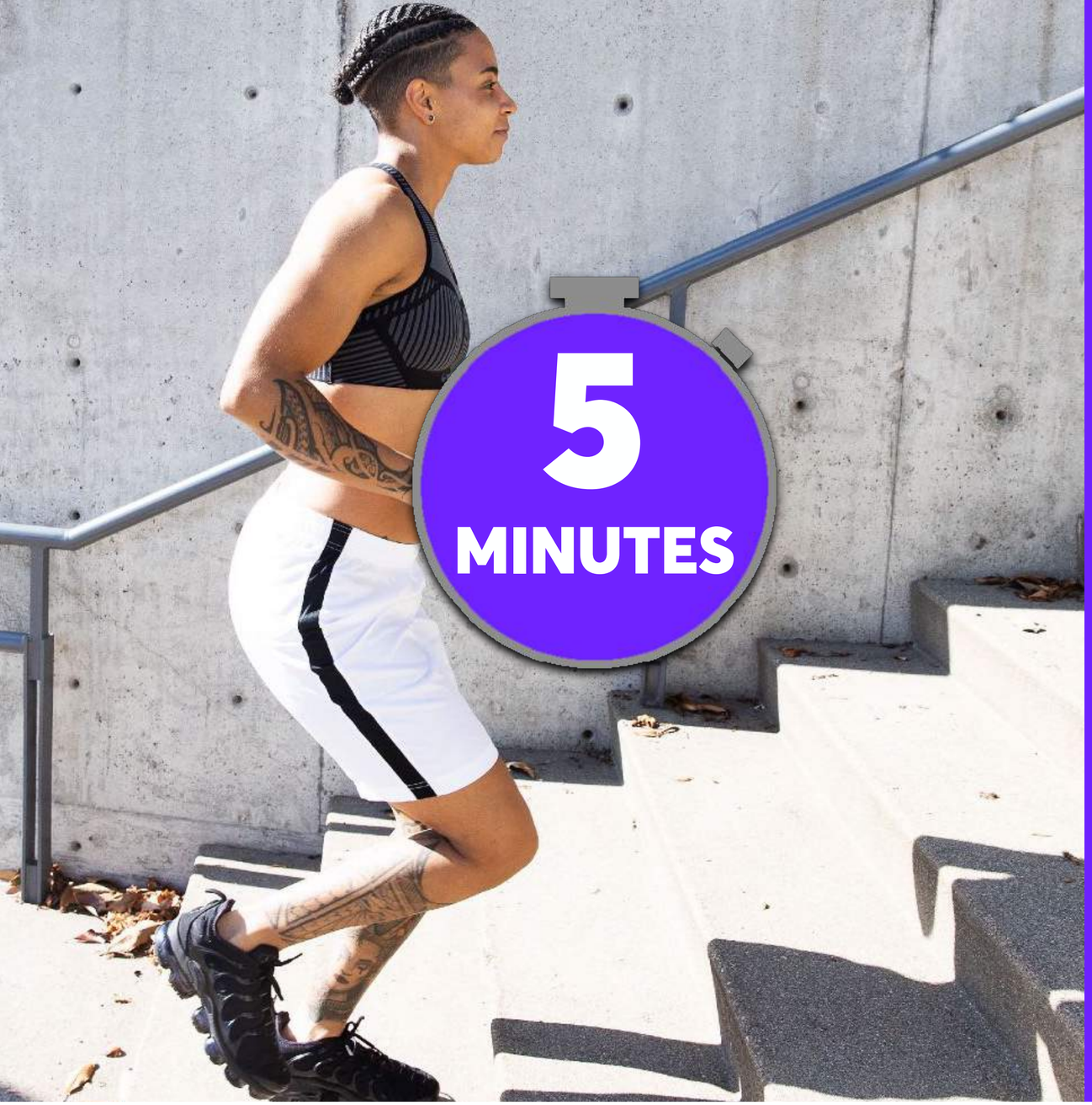


TRACTION

Who's already **buying**?

Recognisable brands?

Numbers of users or customers? **Growth?**

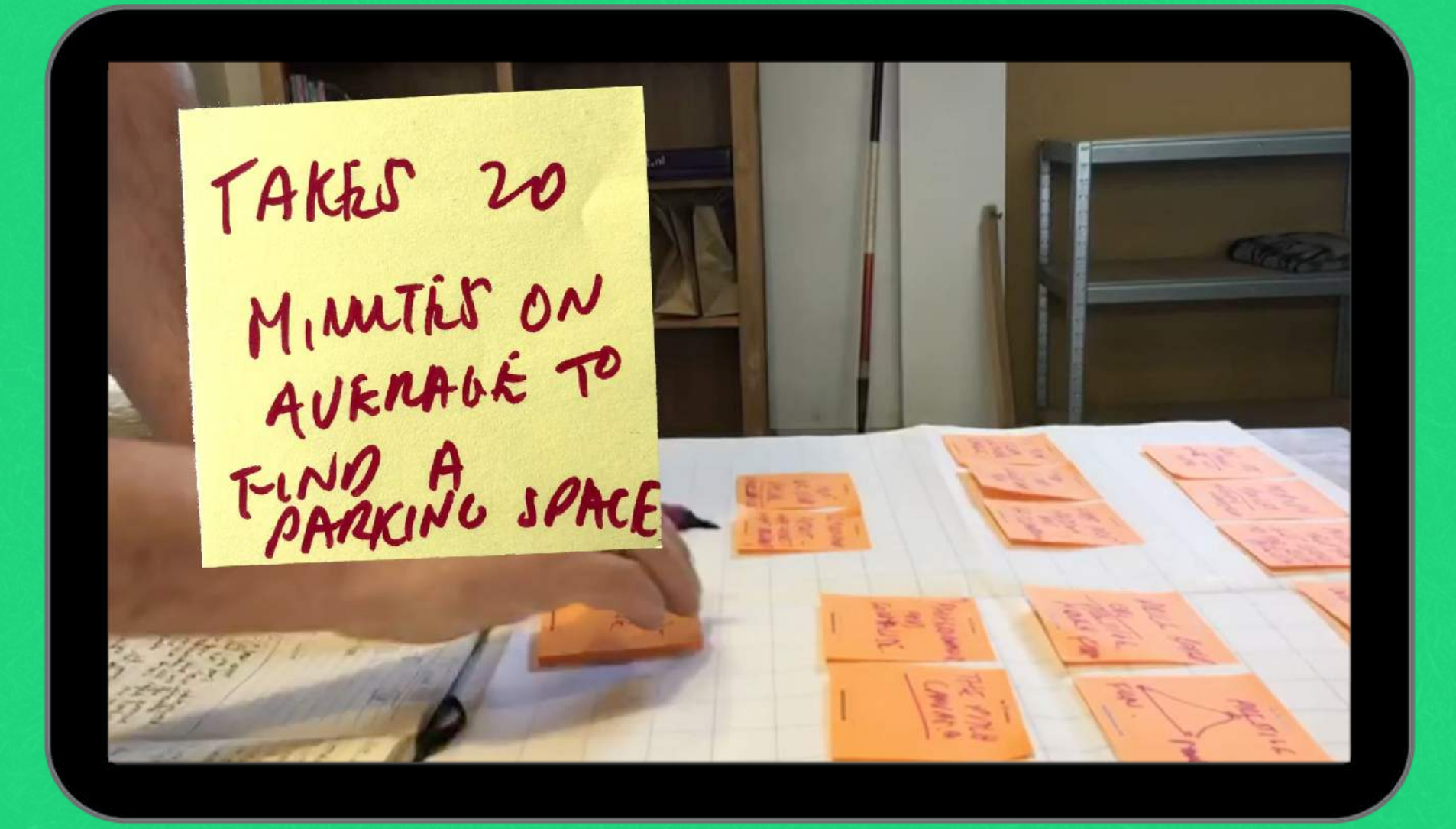


ACTION STEP

Brainstorm: write down at least **3 points** for each of the following;

Product
Unique
Impact
Traction

Think (not too much!) and write in the **language** you will pitch in!


TAKES 20
MINUTES ON
AVERAGE TO
FIND A
PARKING SPACE

Which other topics should be in

YOUR WINNING PITCH?



EARNINGS MODEL

How will you **earn** money?

Avoid actual **prices**:
focus on the **mechanism**

Monthly **subscription**, set up fee, transaction commission, etc



TEAM

Who will make it happen?

Complimentary **skills**?

Driven by the same **purpose**?



WHY YOU?

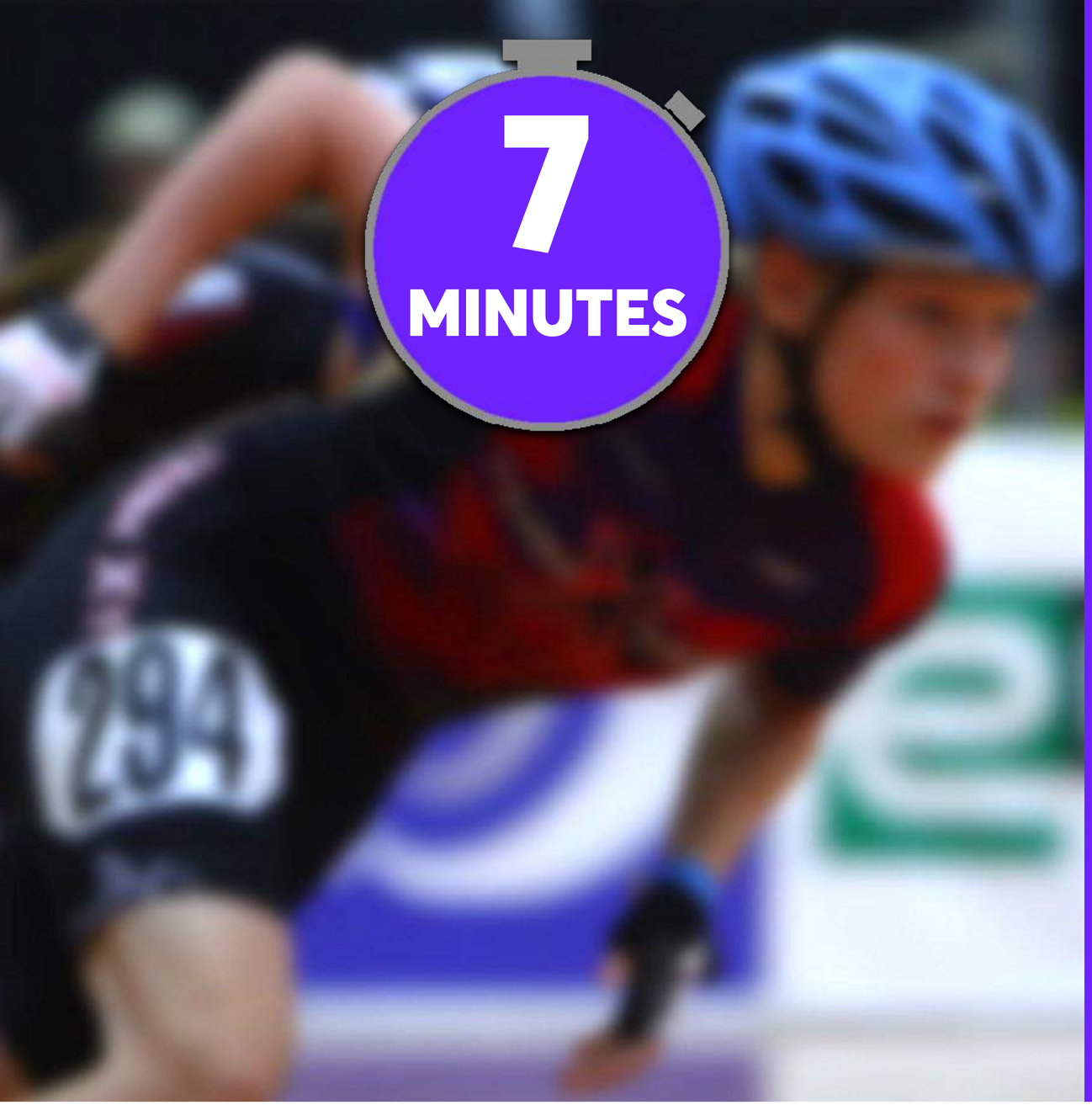
What's your **personal motivation** to offer this proposition?



WHY YOU?

What makes **you excited** about your proposition?

Your **enthusiasm** counts!



ACTION STEP

Prepare a **90 Second** pitch with the following;

Pain
Product
Impact
Why You

90 seconds = 13 sentences


Let's put the thinking
INTO ACTION!



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 **90 Second** pitch with the following;

Pain
Product
Impact
Why You

In **pairs**: 5 minutes each

Let's give constructive feedback!


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


You've just gone through a
REPEATABLE PROCESS



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?



Friendly advice
for improvement


For every part of your pitch
REPEAT THE PROCESS

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

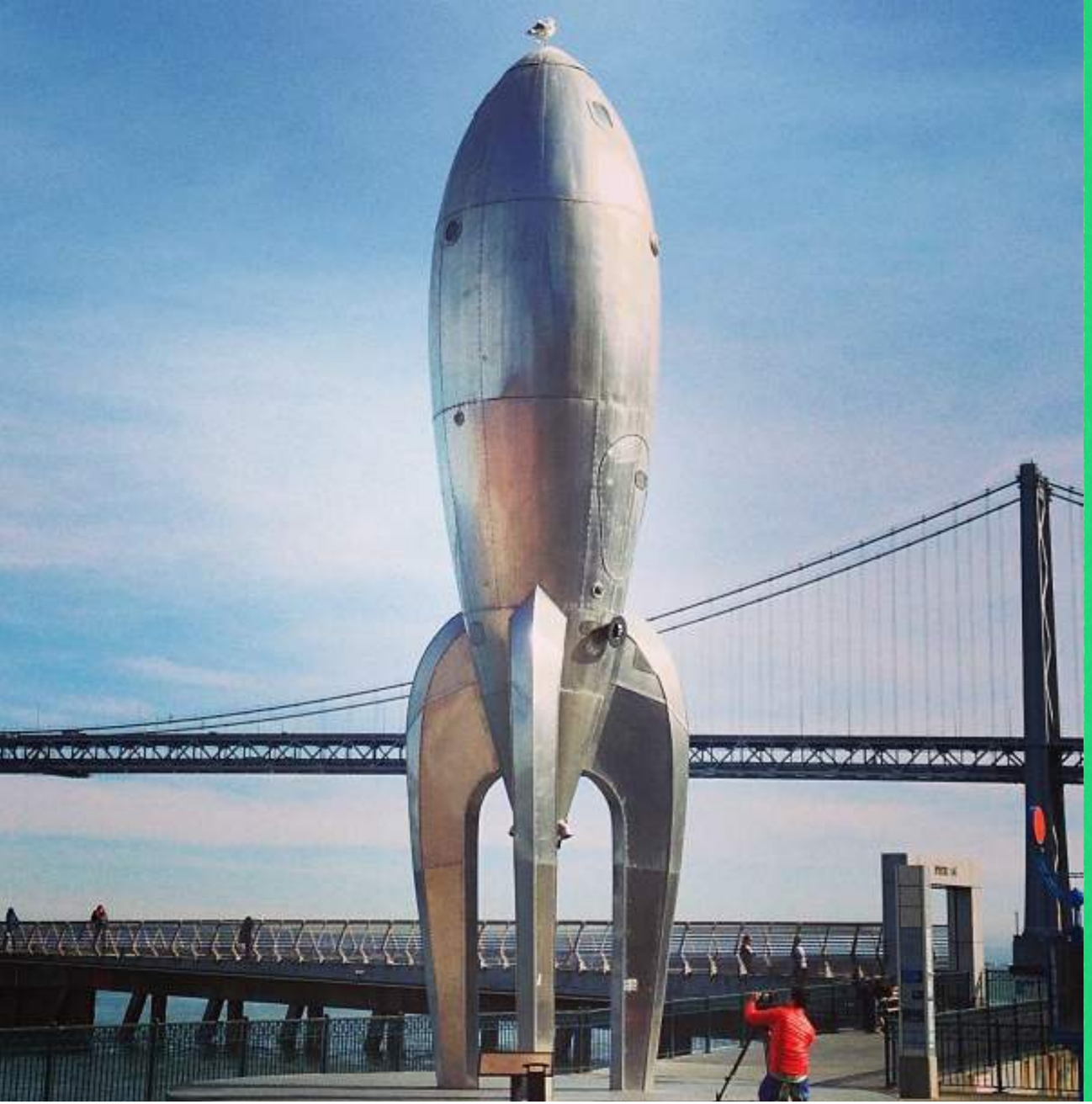
Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening




Make the first word count
OPEN POWERFULLY



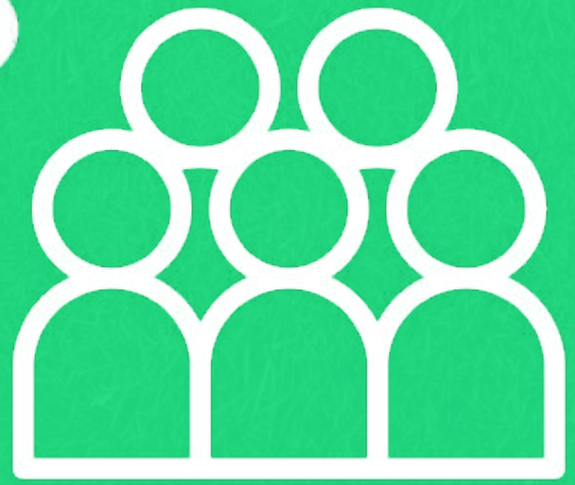
The first 20 seconds buys

ATTENTION

Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





A professionally planned opening from
The Great Bubble Barrier

Simply

BE PROFESSIONAL







HOMEWORK

Review your brainstorm

Write down your
opening 5 sentences



7 MINUTES

FEEDBACK

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

HOMEWORK

Test out your
opening 5 sentences
out loud on someone else

In **pairs**: 3,5 minutes each

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Making your story

FOCUSED & MEMORABLE

The Power of THREE



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"


So why
THREE?


PITCH
TO
WIN

READY, STEADY, GO!

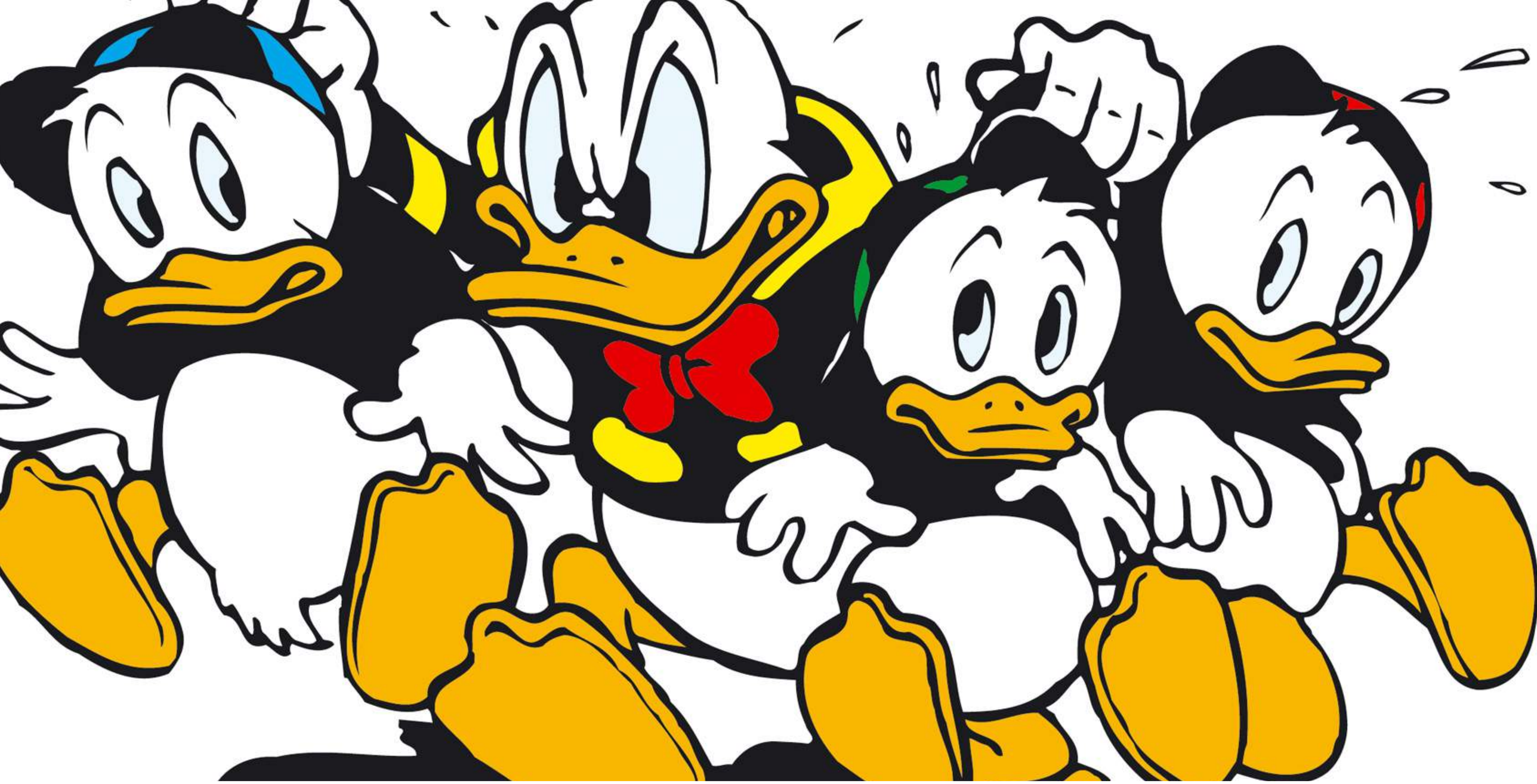


LIGHTS, CAMERA, ACTION!



BEGINNING, MIDDLE, END





How do you apply

THE POWER OF THREE?



Break your product into

THREE BIG QUALITIES

HIGH GRADE

NO CHEMICALS

90% LESS WATER

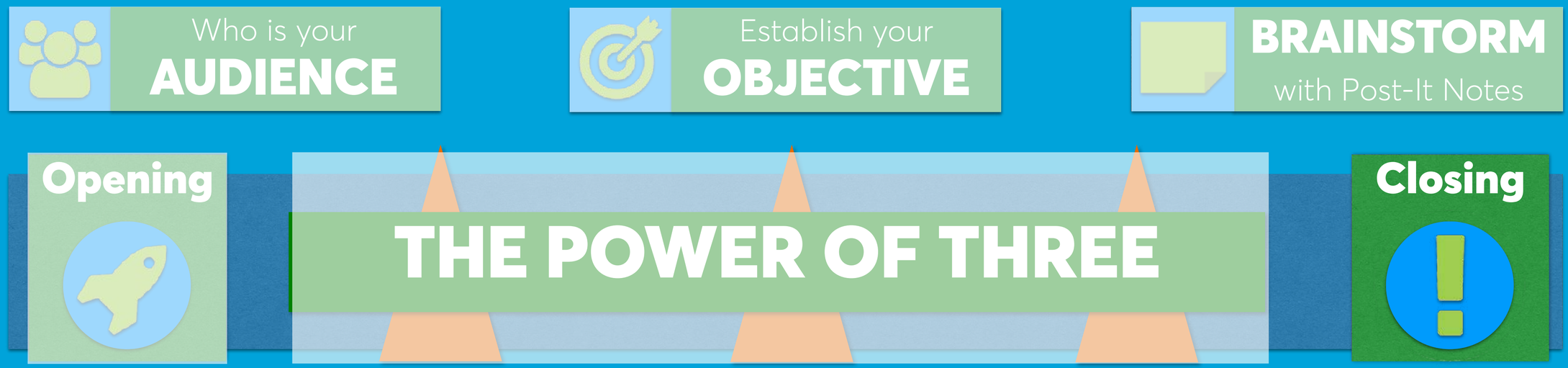
Break your whole pitch into
THREE BIG CHAPTERS

PROBLEM

SOLUTION

FEASIBLE

The Open-3-Close© Pitch Model





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 20-30 SECONDS

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!

=

I've finished, you can clap now!

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

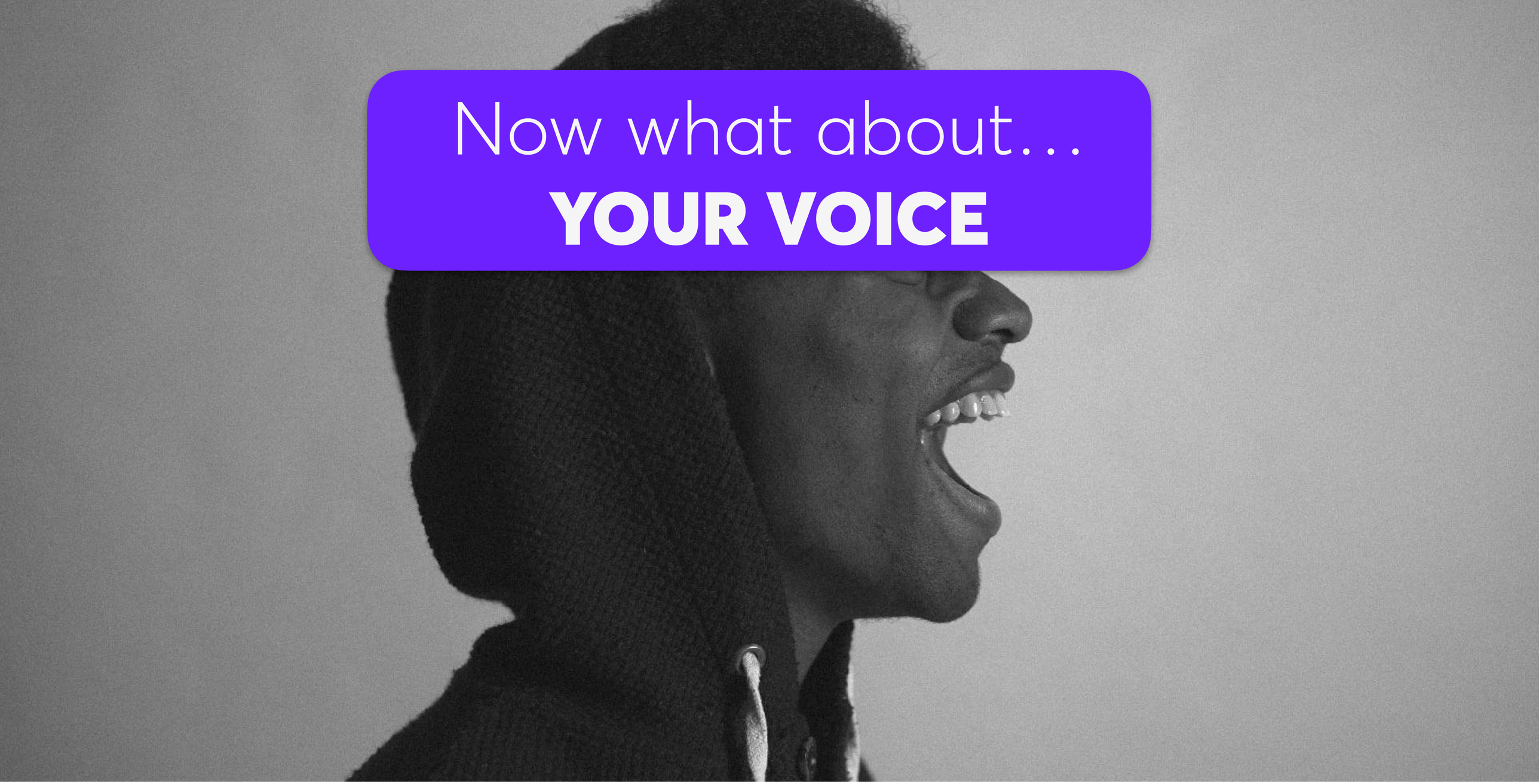
Opening



THE POWER OF THREE

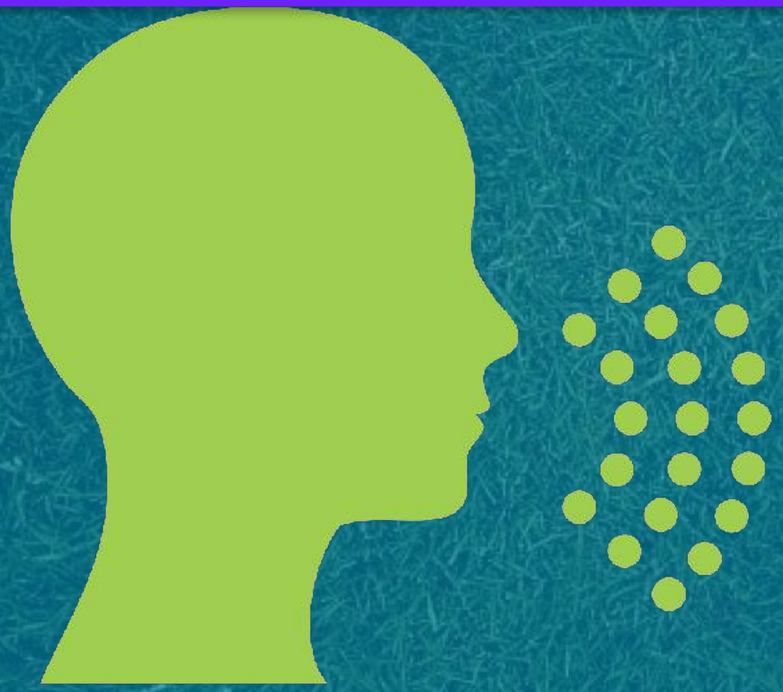
Closing




Now what about...
YOUR VOICE


What do you want them to
THINK AND FEEL?

Use your voice for
EMPHASIS & VARIATION



PACE

PITCH (high-low)

VOLUME

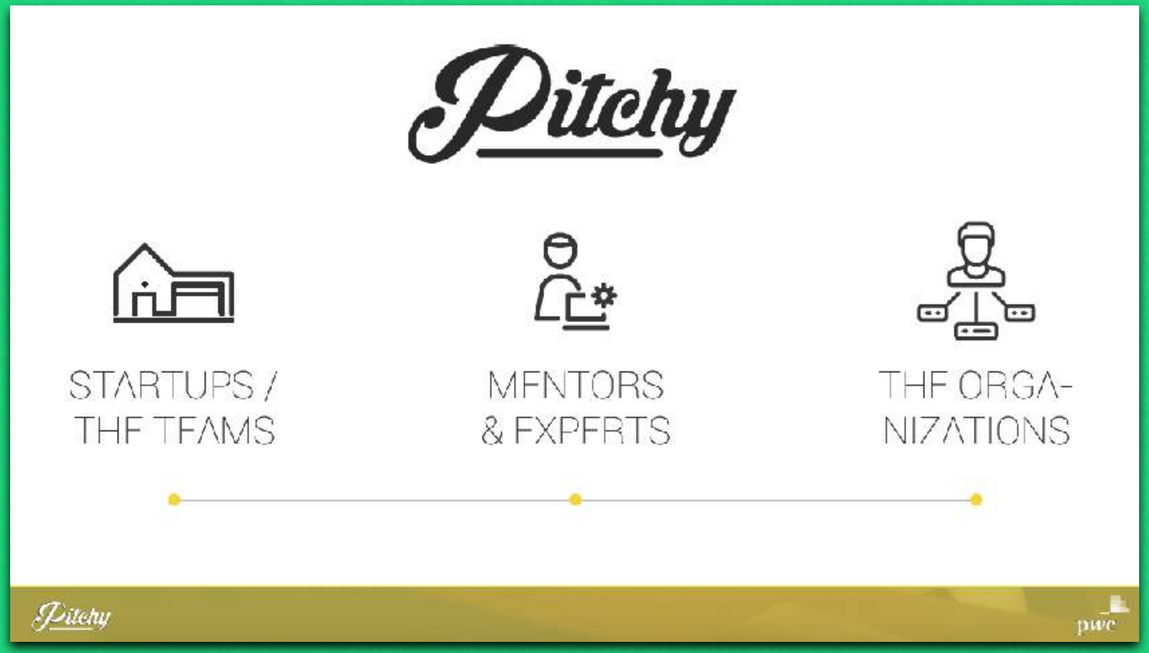
"Antony said his boss did not commit a fraudulent act."

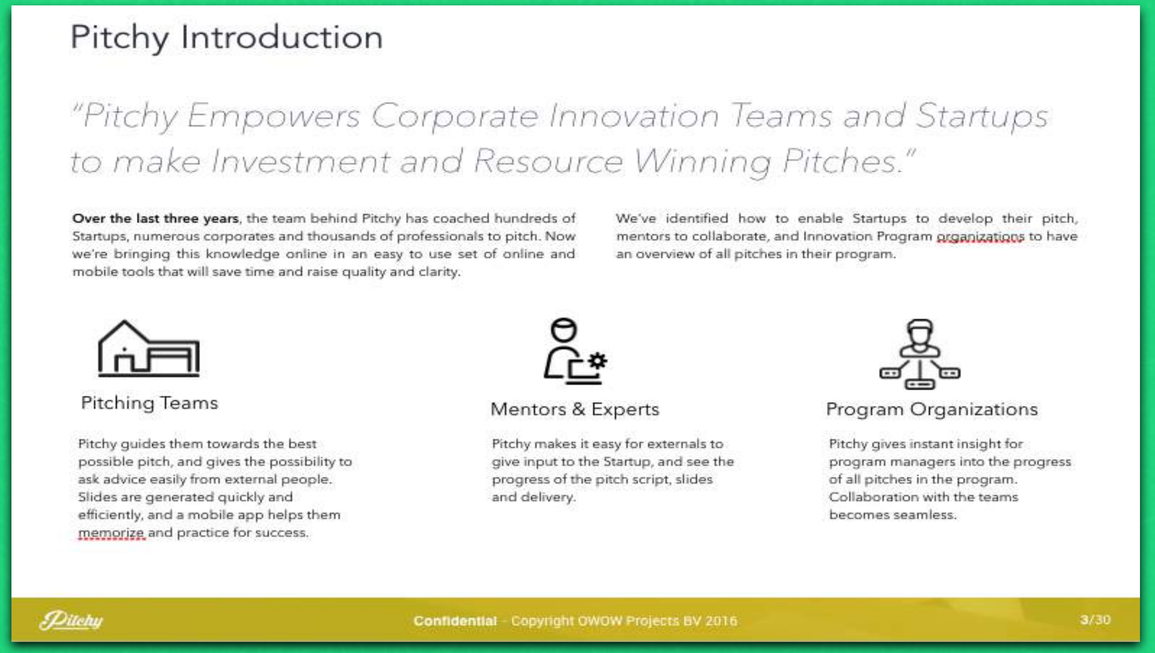
One more thing!
A word on your **SLIDE DECK**

Why can't we use loads of text?
Because you want them to **listen**

If needed, create 2 slide decks

1 TO PRESENT, 1 TO SEND



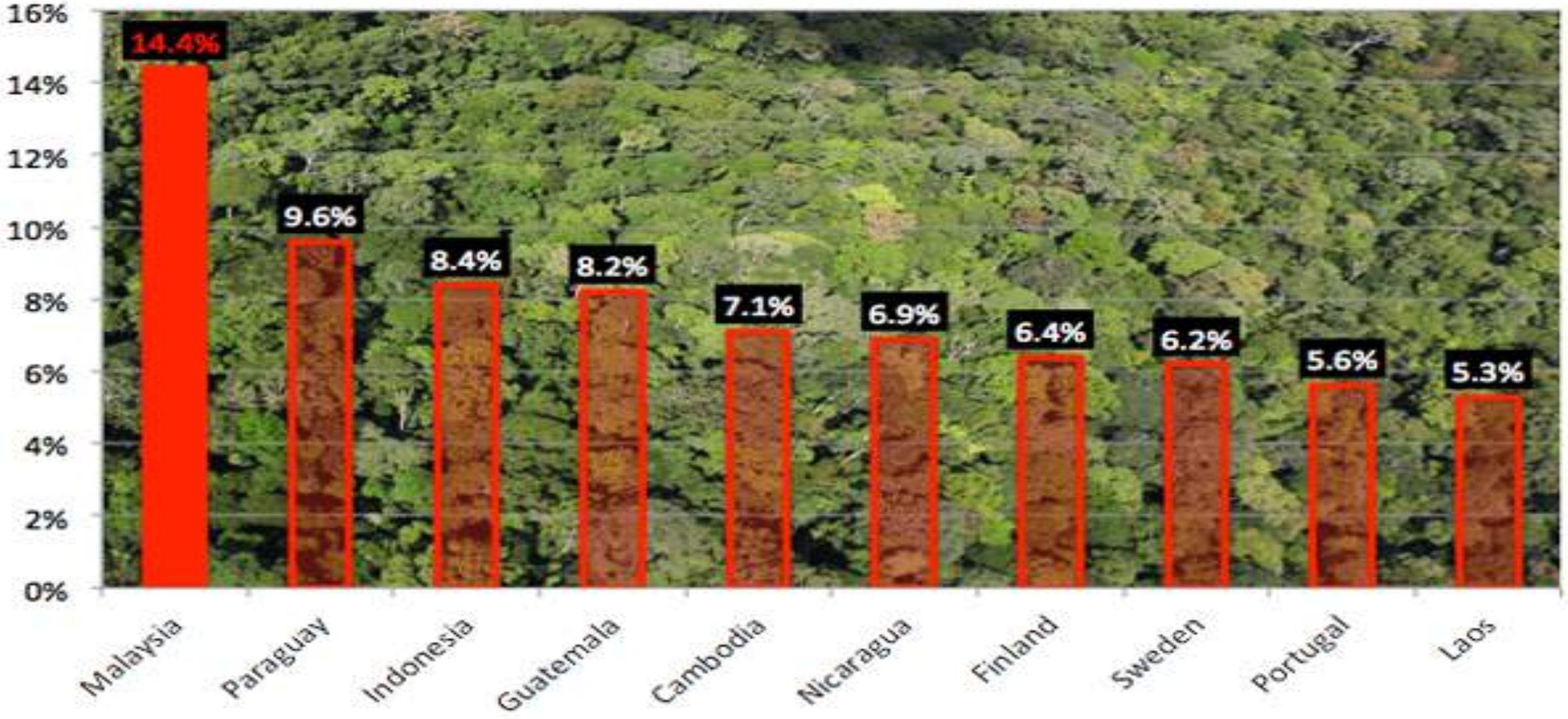


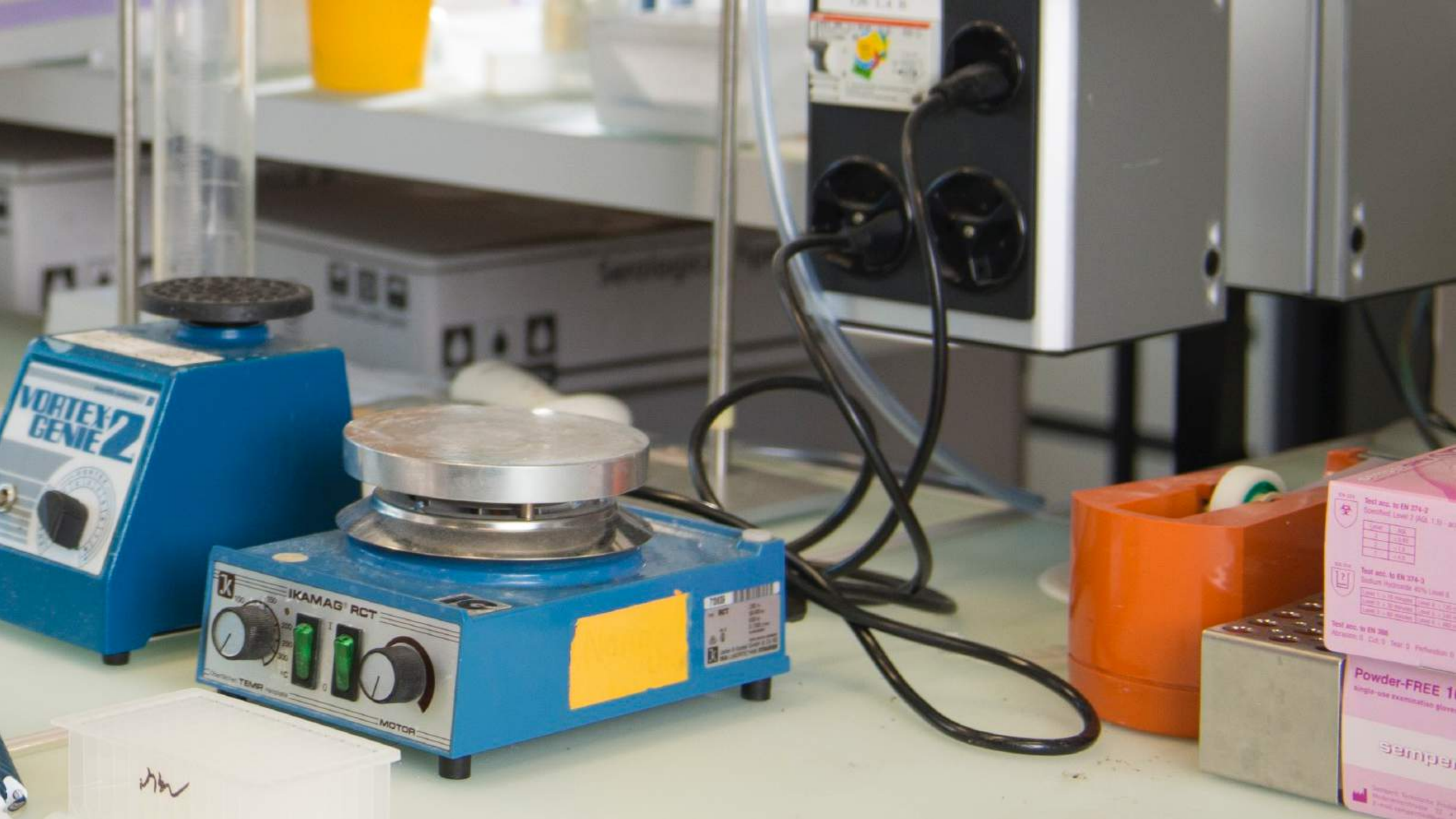
To wrap it up: a pitch for **INSPIRATION!**



Ryan Pandya (US)

Major forest countries: Highest percentage forest loss, 2000-2012

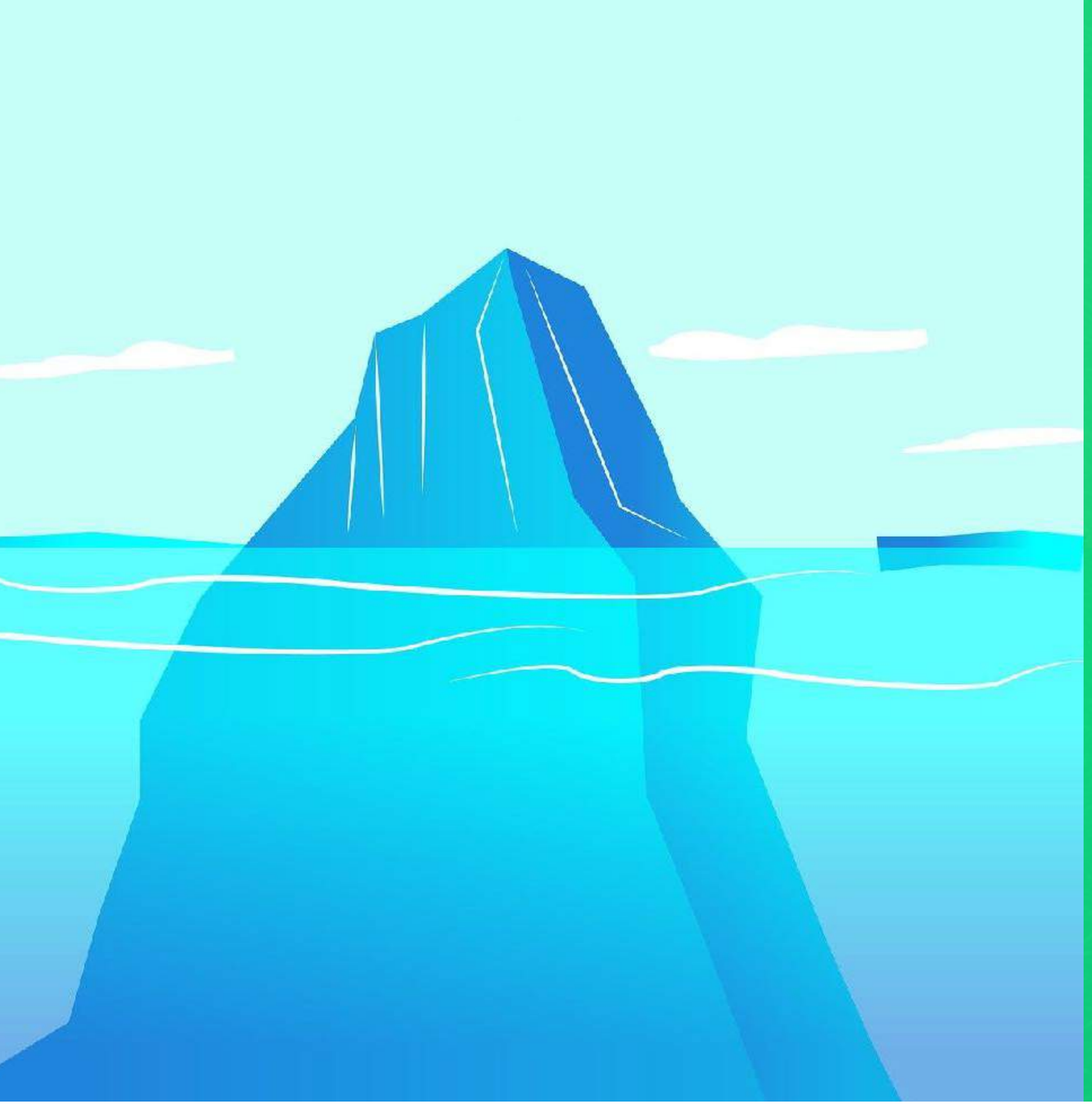



VORTEX-GENIE 2
IKAMAG RCT
MOTOR
Powder-FREE



RYAN PANDYA

At Muufri, we make **Milk Without Cows**



Remember: it is a PITCH
Not a report or attachment

Pitch: **statements**

Based on your
research / experience


Runner-up
POSTCODE LOTTERY
GREEN CHALLENGE
€ 200,000
TO THE RUNNER-UP OF THE
POSTCODE LOTTERY GREEN CHALLENGE 2015

The final **QUESTION**

What stands between your idea and **YOUR SUCCESS?**

IDEA



?

SUCCESS



Being able to tell your story,

BEING ABLE TO PITCH

OPENING



MIDDLE



END



Pitch tools and **RESOURCES**







best3minutes.com/FCA-24

All the workshop
SLIDES



best3minutes.com/FCA-24

Best 3 Minutes

5

Steps to Preparing your Winning Pitch



Thanks for joining the recent Pitch workshop!

Here's a quick 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

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davidbeckettpresentationcoach
David Beckett

Best 3 Minutes

5

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

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TW @best3minutes LI linkedin.com/in/davidbeckettpresentationcoach
David Beckett

Best 3 Minutes

5

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.

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

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David Beckett

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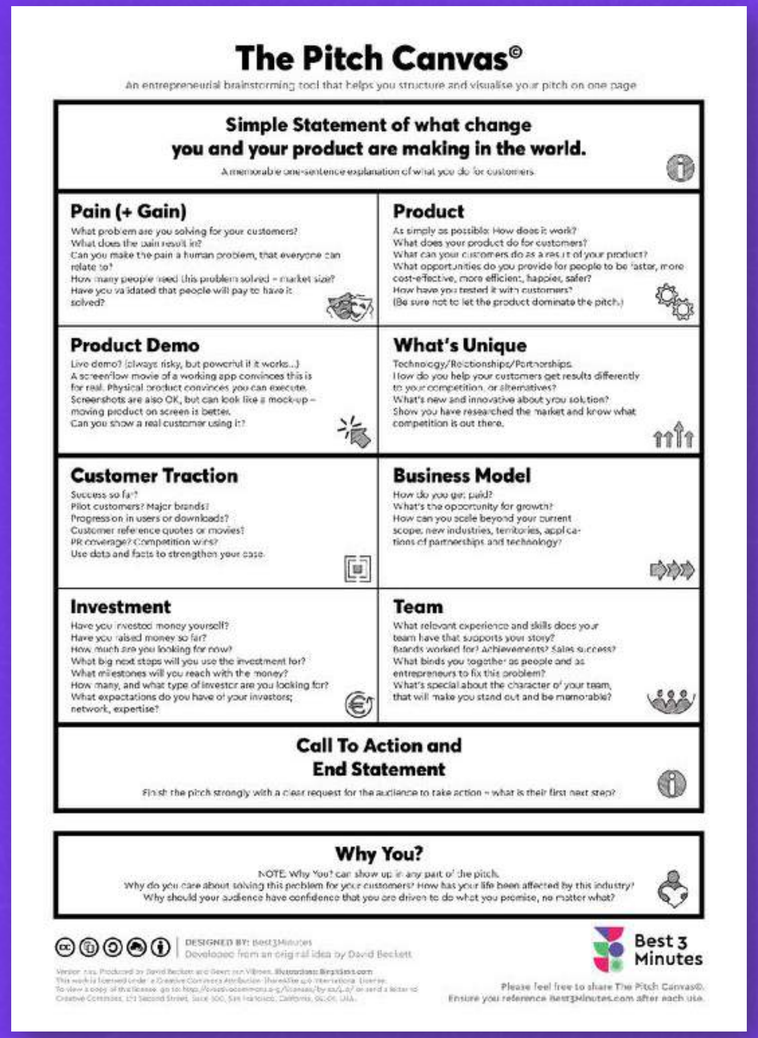

The Pitch Canvas©

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

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

Product

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

Product Demo

Live demo? (always risky, but powerful if it works...)
A screen/flow 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?

What's Unique

Technology/Relationships/Partnerships
How do you help your customers get results differently to your competition, or alternatives?
What's new and innovative about you solution?
Show you have researched the market and know what competition is out there.

Customer Traction

Success so far?
Pilot customers? Major brands?
Progress on in users or downloads?
Customer reference quotes or movies?
PR coverage? Competition wins?
Use data and facts to strengthen your case.

Business Model

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

Have you invested money yourself?
Have 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 many, and what type of investor are you looking for?
What expectations do you have of your investors; network, expertise?

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 promise, no matter what?

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