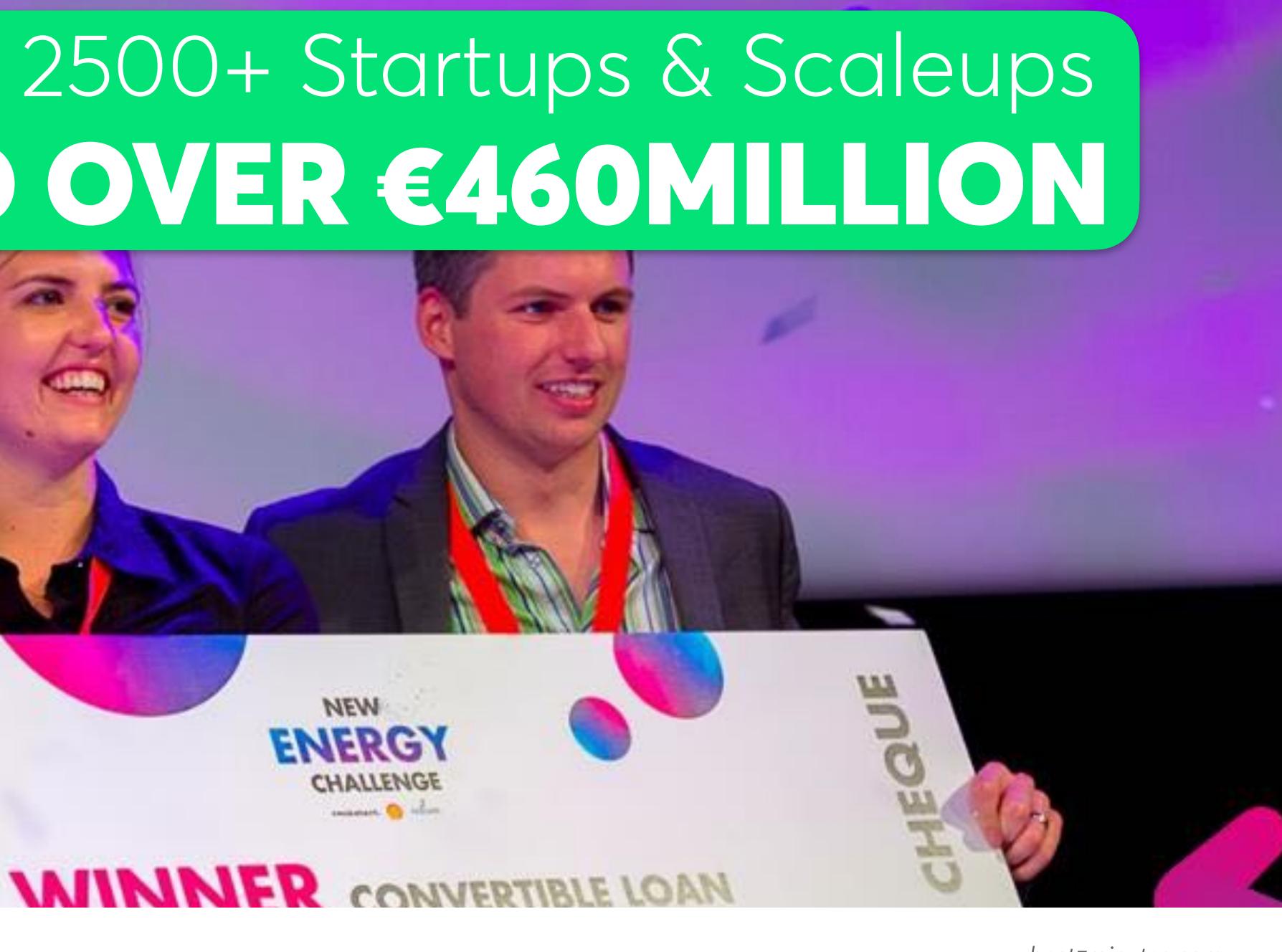
Pitch Coach Creator of The Pitch Canvas© Co-founder of Pitchy





Coached 2500+ Startups & Scaleups RAISED OVER €460MILLON





Coached New Energy Challenge Finalists SINCE 2017











You will receive SLIDES AND MANY MATERIALS









Please ask IN THE CHAT or BY VOICE!



Prepare you for your TIME-PRESSURED PITCH









MINUTES

PICH



THE JURY PITCH

MINUTES







best3minutes.com/newenergychallenge



Prepare you for your 6-MINUTE PITCH







-20-2-1-

A SOME , I



1000 - 20

S.L.





1000 - 20

S.L.





-20-20-015



1. M.

Carl.

Please type a **number** in the **chat**

the second , a



-20-20-015



1. M.

Carl.

150 WORDS Maximum = approx 9 sentences

the second , a



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

135-145 words per minute 9 Sentences



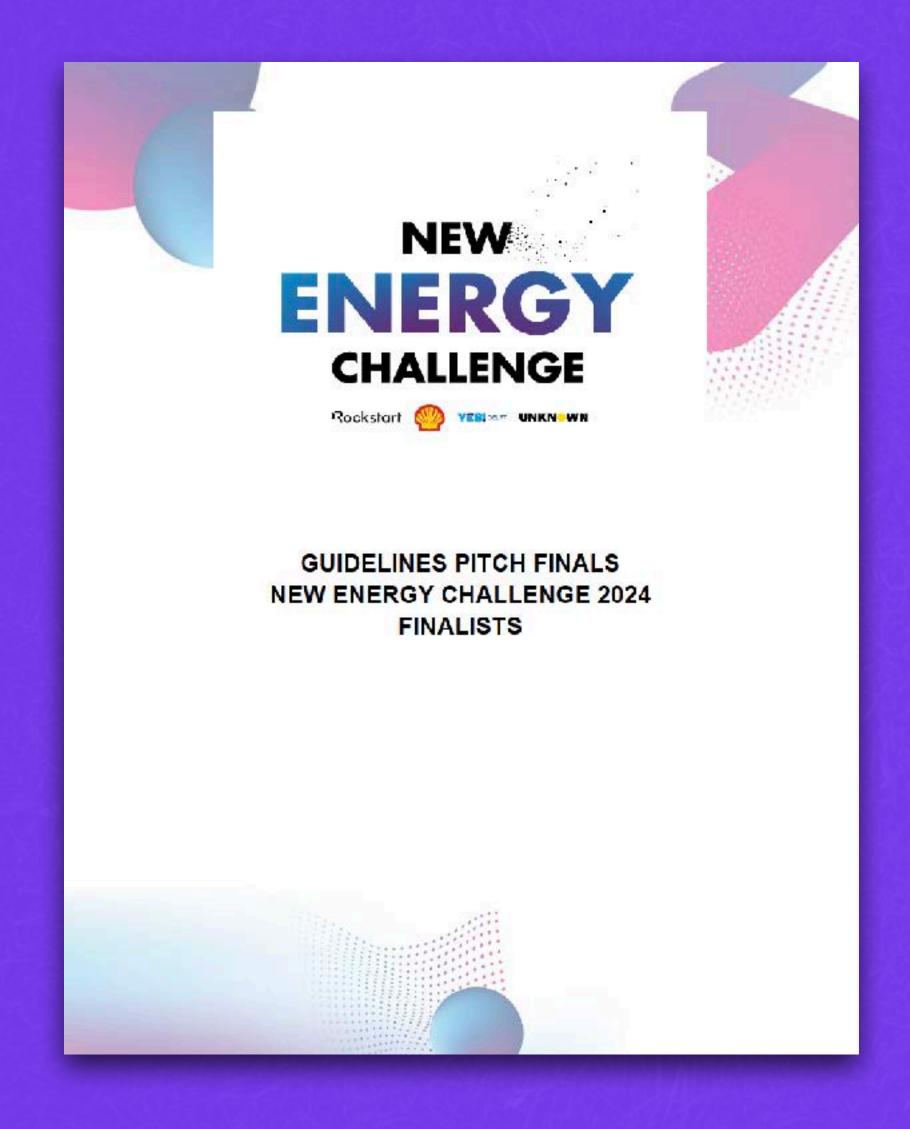




143 Vords/min









The Most Valuable Document PITCH GUIDELINES







WHO'S YOUR AUDIENCE?

What do they **CARE** about?

36



Who's in the

- Akilah Leblanc (Shell Gamechanger, GM Commercial Innovation Partnerships) 1.
- Jermaine Saaltink (Shell Ventures, Venture Principle) 2.
- Ras Lalmy (Managing Director Yes!Delft) 3.
- Max ter Horst (Managing Partner Rockstart Energy Fund) 4.
- Noah Paul (Investment Associate Unknown) 5. Experts:
 - Mariela Araujo (Commercial Partnership Manager Shell Gamechanger) Ryan Stephens (TL Short Duration Storage Technology Shell) Fred Drewitt (Head of System Integration & Flex Tech Shell)
 - 6. 7. 8.

 - Ilsa Maria Sillekens (TL Industrial Energy Management Shell) 9.



Judging Criteria

Value (competitive landscape, understanding of the risks, opportunity value)

> **Fit with Shell** (with Shell Ventures, GameChanger or business unit)

Team (expertise, skillset diversity, coachability/partnership potential)



Technology/product (business model, novelty, scalability)



Technology and Business 3 minutes (27 sentences) Problem definition Solution and technology explanation Product demo Business Model Unique Value Proposition Impact / contribution to the energy transition Traction Team



Pitching of Project Proposal 3 minutes (27 sentences) Purpose & Introduction to the Collaboration Goal & Objectives of the Collaboration Proposed timeline Technical and Resources Requirements Costs of Collaboration Risks and Mitigation Strategic Fit with Shell/ Value add to Shell Concluding - Why you?/Call to Action



Technology and Business Pitching of Project Proposal 3 minutes (27 sentences) **3 minutes** (27 sentences) Purpose & Introduction to the Problem definition Collaboration Solution "We have suggested the following pitch fthe structure, however it is up to the startups what areas to emphasise and what areas quirements to just touch upon." n ation the energy transition **Risks and Mitigation** Traction Strategic Fit with Shell/ Team Value add to Shell



Concluding - Why you?/Call to Action





Please ask IN THE CHAT or BY VOICE!



How do you create YOUR STORYLINE?

Process HOM2



Content WHAT?

How long will YOU spend preparing presentations? 38 MONTHS &\$!#%











... of your working life











Don't Open Until you know what you



are going to say...





Use To Build Your Storyline

VIRTUAL TOOLS miro.com mural.co





Use To Build Your Storyline

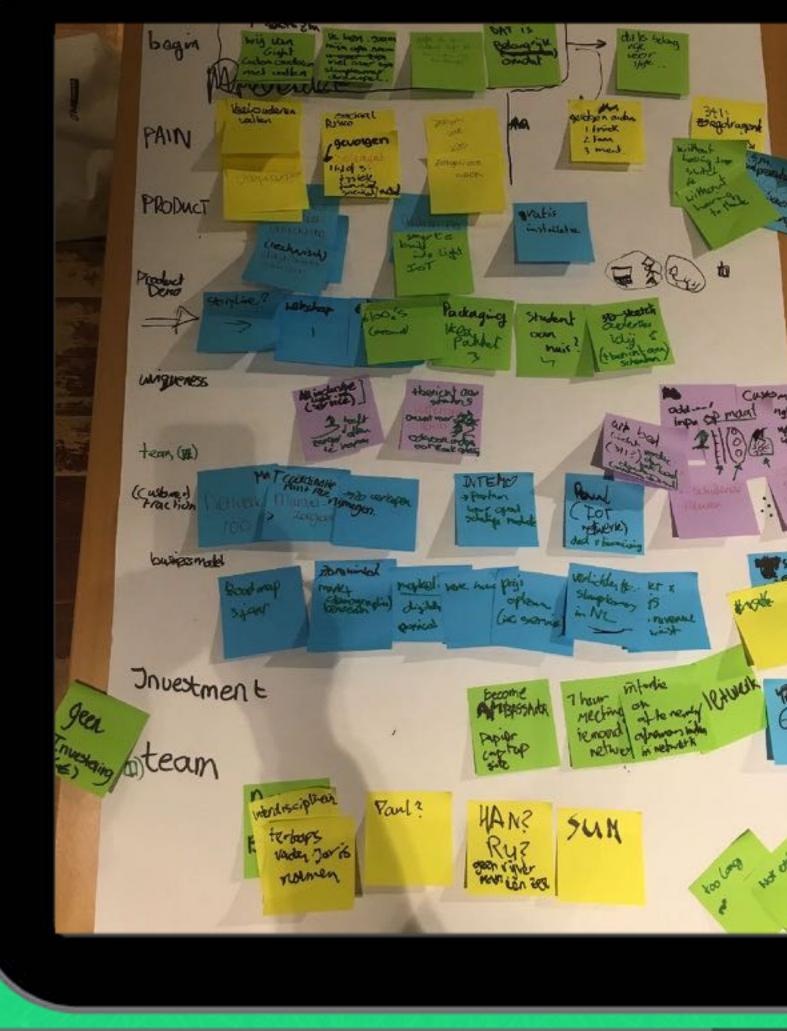


Pitch Masterclass BUILD YOUR PITCH STORYLINE CREATIVELY USING POST-IT NOTES

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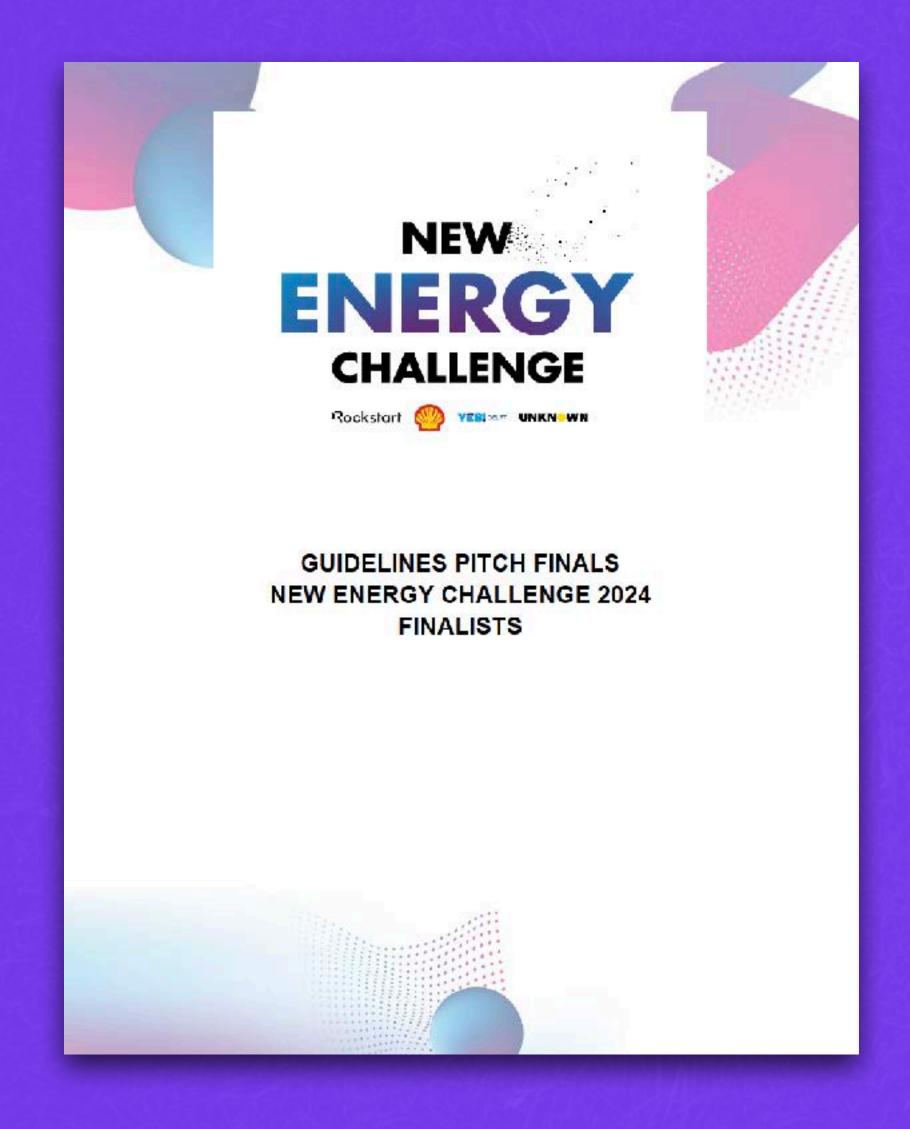
	WHY IS PITCHING VM POIZING	a		Mam	ILQINL VEIBANUL
	WMAT NAKE GREA SUR	IT	BRAINSTORM WITH POST-MTS.	NWER OF THREE	CONCRETE FACTS + ACTION.
201		lat WALS,	LESS CONTRUT = MORE FOLMAT.	USE VISWALD + ISTATRMUN	SPREAD INFO ALADIST MORE SLIDKS.
de: Person		ulat LIVERY	HANDS, EXES. LLGT, FRLT.	VO CAL VARIATIAN	DO YOU EKNULY MKAN IT?
8.0.	SUMMARY + CALL TO ACTION	+ CALL DOWN			
P	CLOSE	I ISEL YOUR SHOUL BL H	VOLCE		

Which topics should be in YOUR WINNING PITCH?

Process HOM2



Content WHAT?





The Most Valuable Document PITCH GUIDELINES







What is the **problem** you solve? The **Why** of the product









"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? Wasted Energy? Damage to environment? Quantify it: put a number on it

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"





Fabian Lemke Nuventure 2019

etting rid of SF.

-







Please ask IN THE CHAT or BY VOICE!







PRODUCT

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product







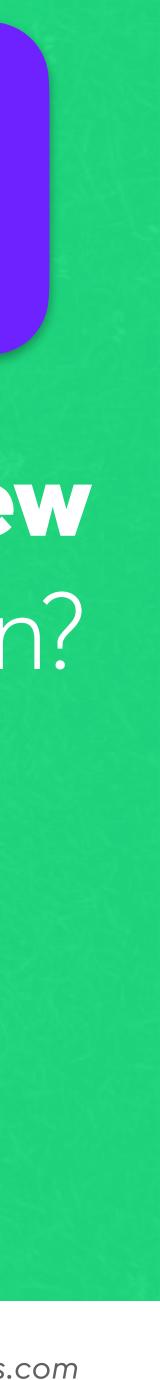


UNIQUE

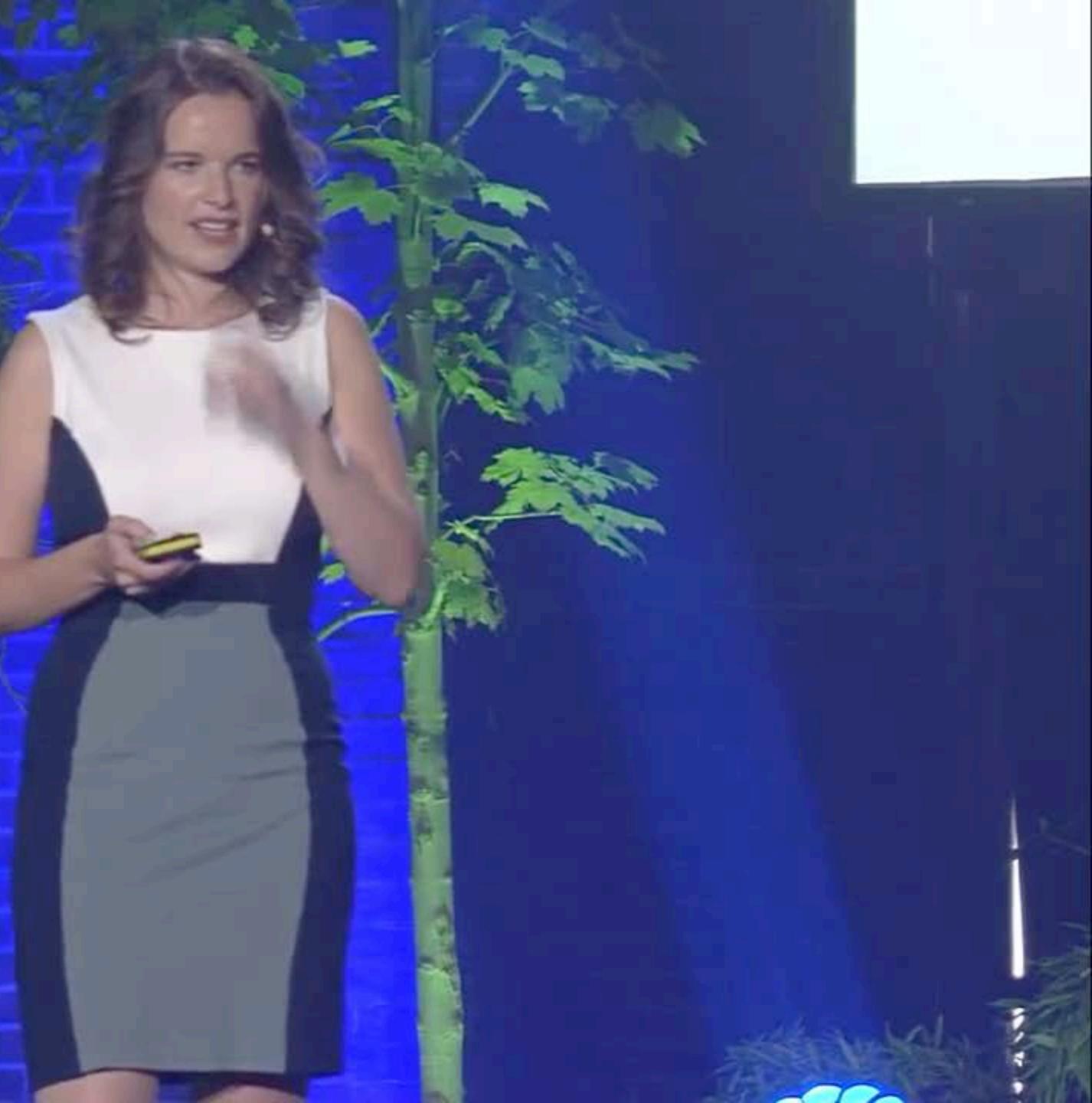
What's **special** and **new** about your proposition?

Technology, partnerships, co-creation?

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Anne Marieke Eveleens Great Bubble Barrier 2018







TRACK RECORD Partnerships? Who's already buying? Recognisable brands?

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Maikel Bouricius Asperitas - NEC 2018







Please ask IN THE CHAT or BY VOICE!







THE IMPACT OF YOUR SOLUTION

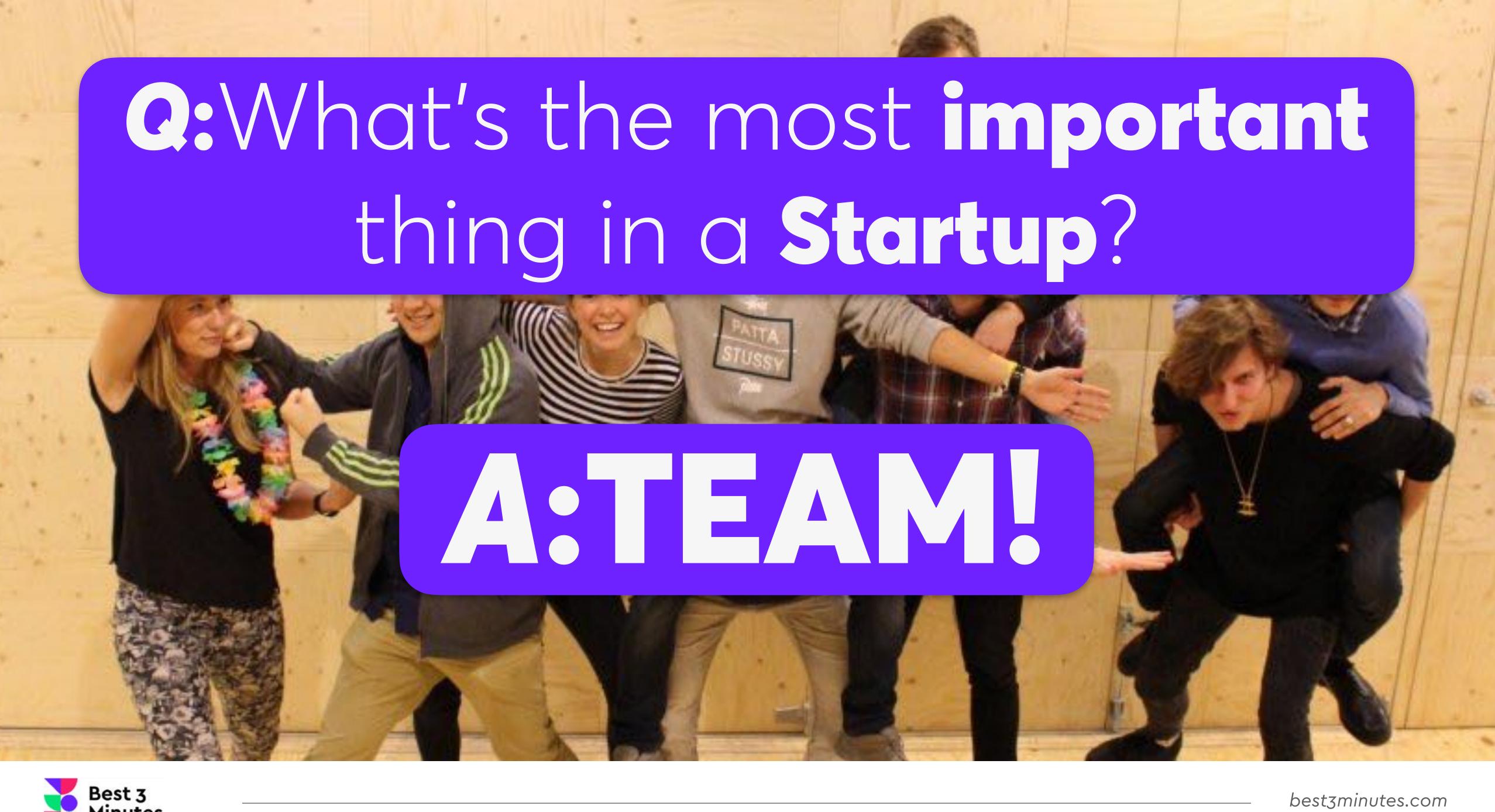
How **big** is the **Impact** of your product

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





thing in a Startup?





Pick out 2-3 MEMORABLE POINTS

Experience

Skills



Character





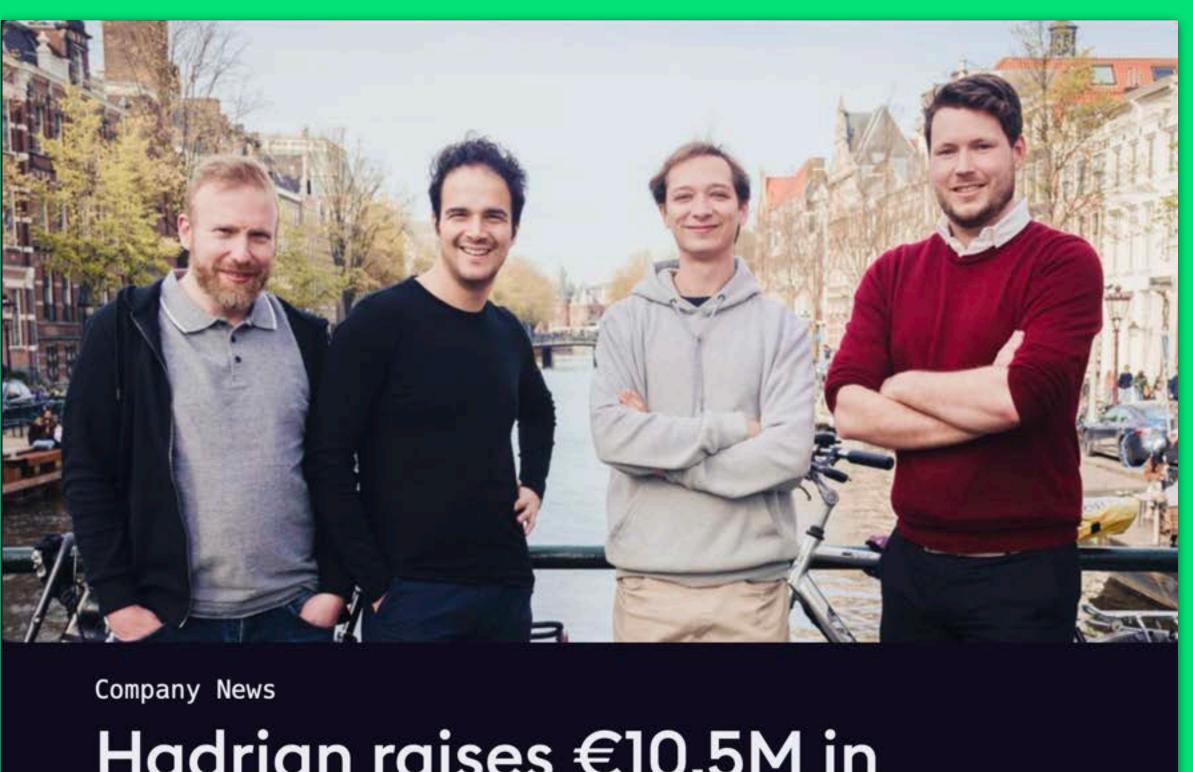


Who will make it happen?

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



ROGIER FISCHER



Hadrian raises €10.5M in unsolicited seed round









Which **ONE THING** are you truly **EXCELLENT** at as a Team?

ONELAST THING...









WHY YOU?

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







What makes you excited about your proposition?

Your Enthusiasm Counts!





Please ask IN THE CHAT or BY VOICE!



Which topics should be in YOUR WINNING PITCH?



Which topics should be in YOUR WINNING PITCH?

Part Two COLLABORATION PROPOSAL







SCOPE OF THE PROPOSAL/PILOT

What will you achieve?

Timeline?

Goals?



Jurriaan Ruys 2015 LandLife Company





Launch First Pilot



2023 Q1

Tech Test Reaches Stage Gate



Q2 Major Tech Test

2024

Stage Gate

PROPOSED TIMELINE

What happens when? 4-5 key **milestones** Not too detailed!







TECHNICAL/ RESOURCES REQUIREMENTS

Shell employees' time?

Materials?

How long to implement?







COSTS OF COLLABORATION

What do you need to make it happen? Not too detailed!







FIT WITH/VALUE ADD FOR SHELL?

How does your proposition match Shell's strategy and ambitions?

Not just 'energy transition...' Which **specific part** of their strategy do you help Shell reach?





Please ask IN THE CHAT or BY VOICE!



Make the first word count OPEN POWERFULLY

MR. K. LIS











The first 20 seconds buys



Is this person professional?



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



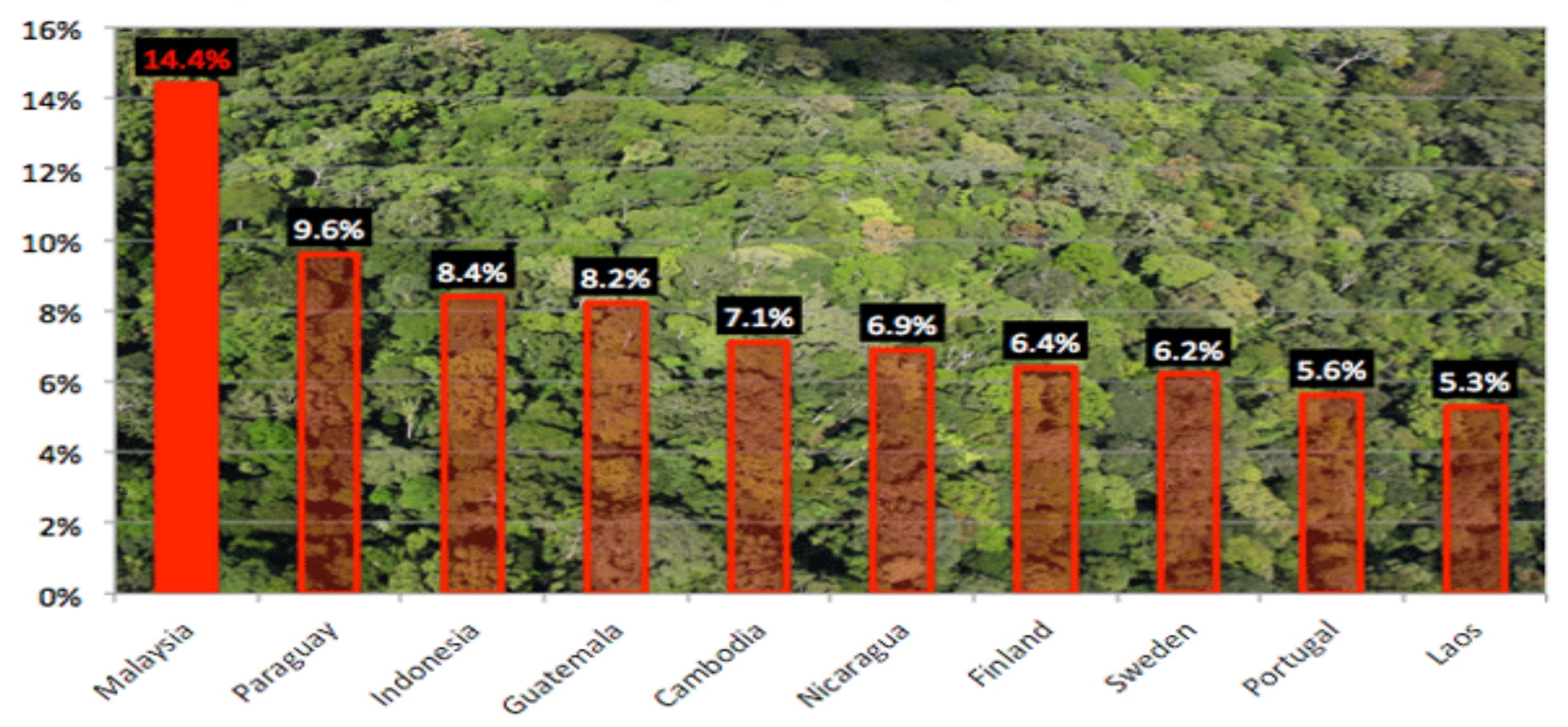


Ryan Panaya (US)





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









At Muufri, we make Milk Without Cows

RYAN PANDYA













СН









ACTION STEP

Think about your pitch: can you make a new opening?

Professional and Planned Gives them something they will **want** or **need** to know more about

Write down your **opening 5 sentences**

best3minutes.com



.cor

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 out your opening 5 sentences out loud on someone else







Think it through





Write it down



Say it out loud

© 🗹 💳 $\Box = \Box$ \odot \Box =











GET FEEDBACK





What did you not understand?

Friendly advice for improvement



Please ask IN THE CHAT or BY VOICE!



Making your story FOCUSED & MEMORABLE







The Power of



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"

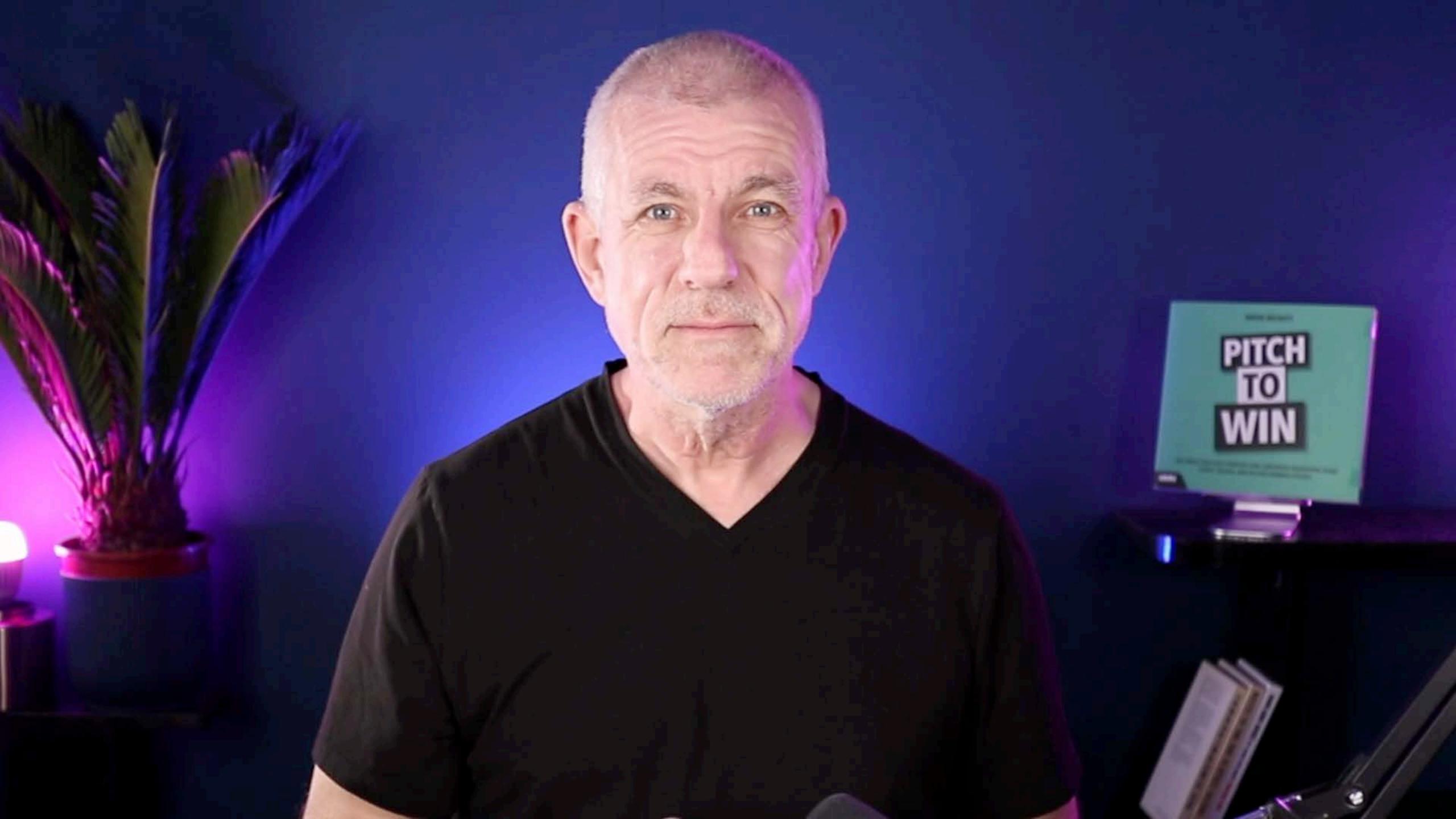












How do you apply THE POWER OF THREE?





Break your product into THREE BIG QUALITIES

FASTER



LOWER COST

MUCH EASIER TO USE



Ryan Pandya (USA) Muufri







ACTION STEP

Imagine: They will only remember 3 things of this part of the story.

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

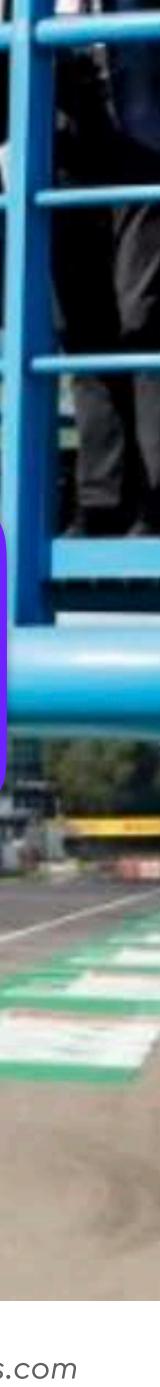
<u>Write down</u> the **3 most important** things about your proposition; **1-2 sentences** per item.



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





(a 3-point, 1-sentence summary)

Solution If we win, the impact we'll make is... (a clear call to action)



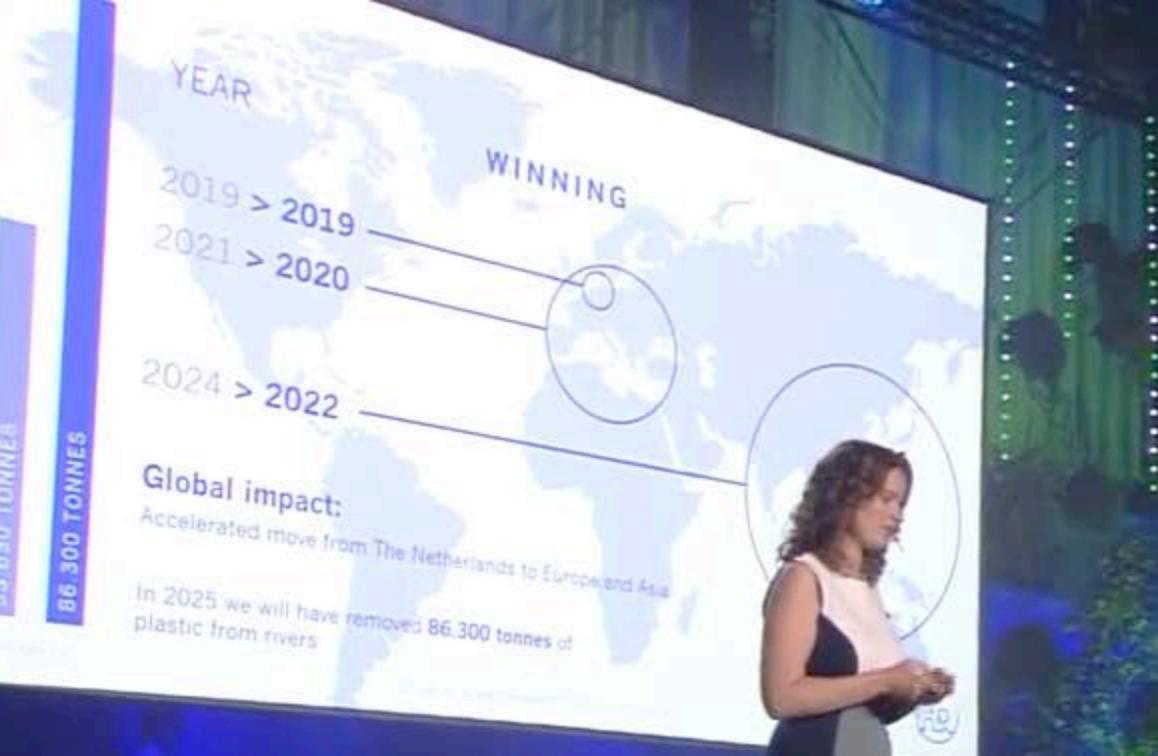


l've finished, you can clap now!









Anne Marieke Eveleens Great Bubble Barrier 2018







Please ask IN THE CHAT or BY VOICE!







The basic principle OF ANNATION

Ensure they LOOK at



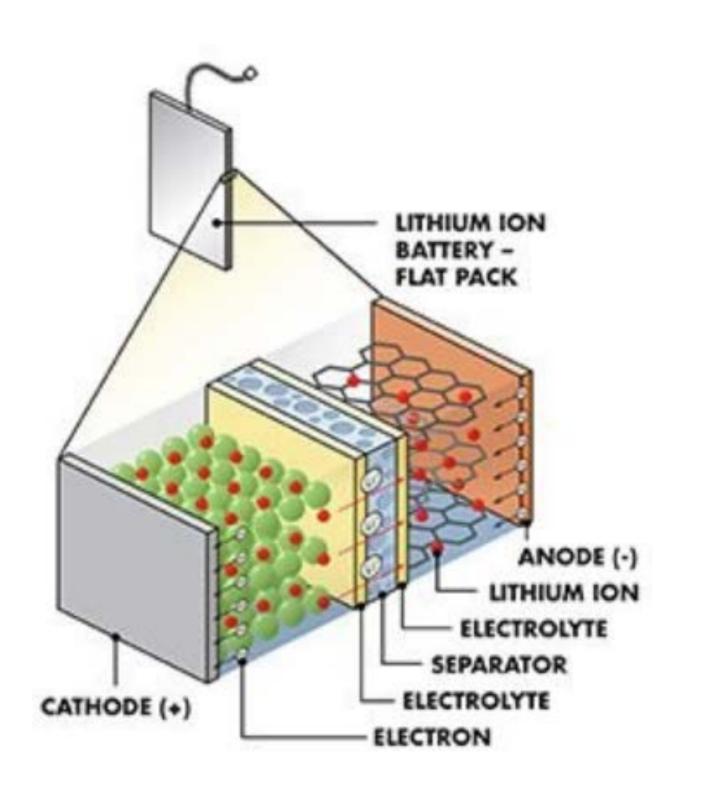


WHAT you are talking about

WHEN you are talking about it



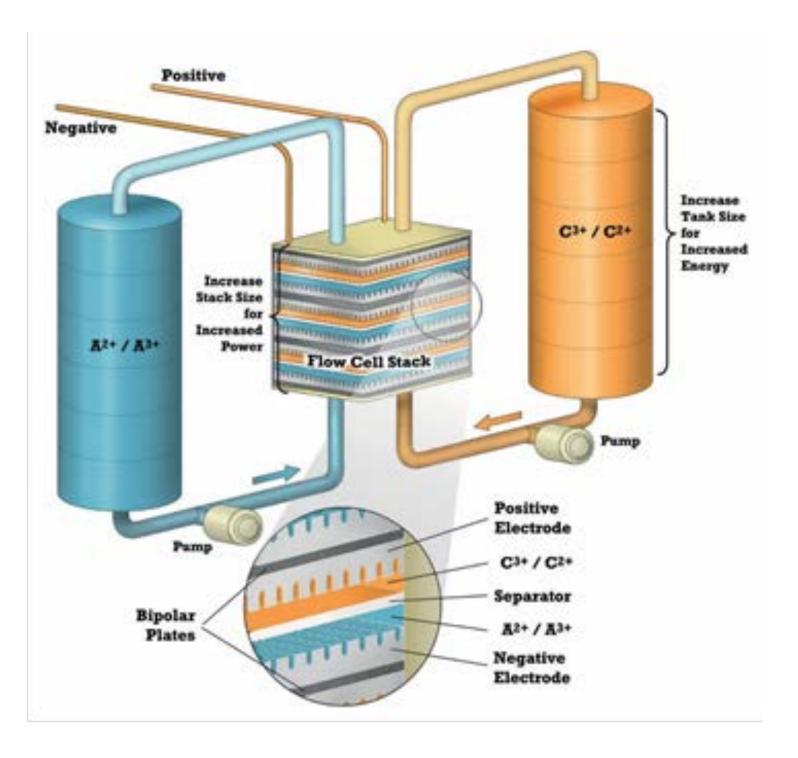
- Energy Increasing the amount of energy stored is just a larger tank
- Cycle life deep discharge cycles, using the full capacity of the battery without damaging the system



• Lifetime - 10-20 year lifetime

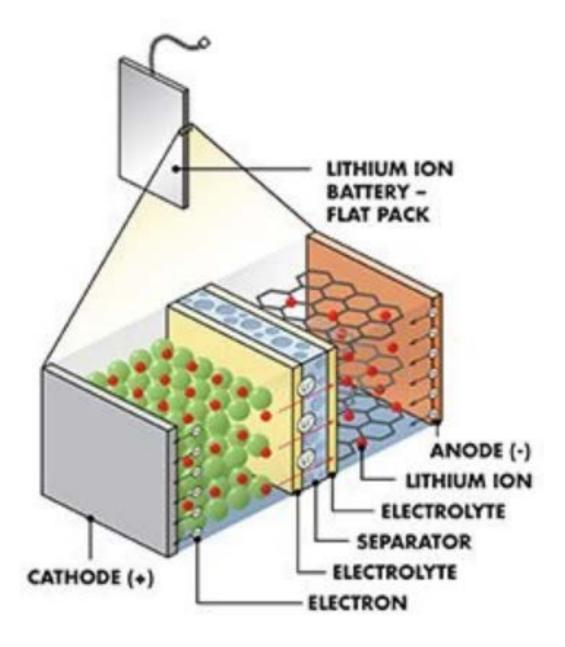
Li ion



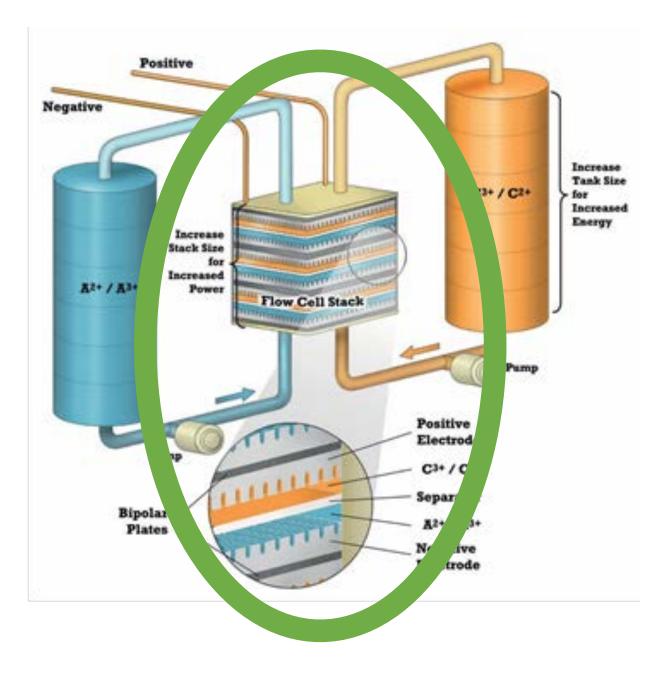


Flow Batteries have a **separate electrolyte** unit

Li ion



Flow



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

Increases Energy Stored



Longer Cycle Life

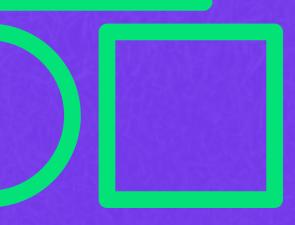


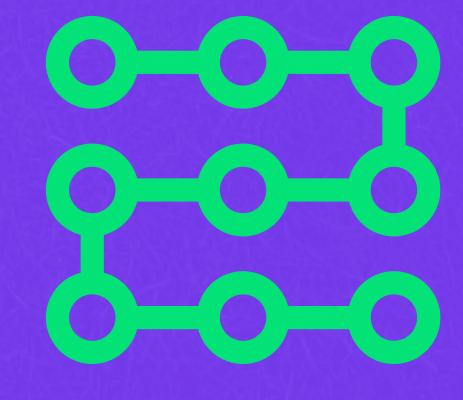


CONSIDERED



Presentation ANMATION











1:1 Coaching Sessions WHAT TO PREPARE?



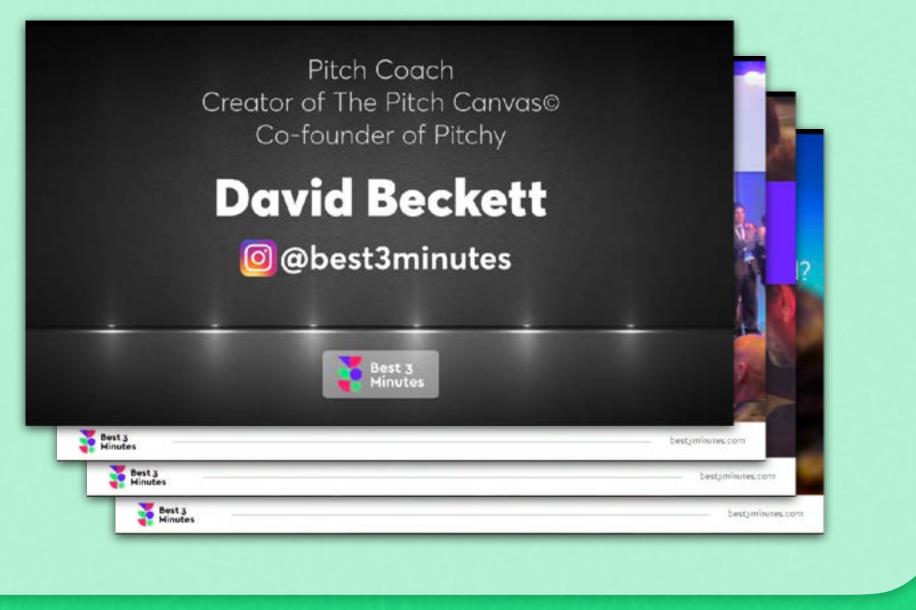
Pitch tools and **RESOURCES**



best3minutes.com/newenergychallenge







best3minutes.com/newenergychallenge

All the workshop SLIDES

Best 3 Minutes

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.com TW @best3minutes

david.beckett@best3ninutes.com inkedin.com/in/davidbeckettpresentationcoach

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.

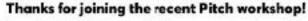
david.beckett@best3ninutes.com best3minutes.com TW @best3minutes inkedin.com/in/davidbeckettpresentationcoach

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Biggest Pitching Mistakes To Avoid



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



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.

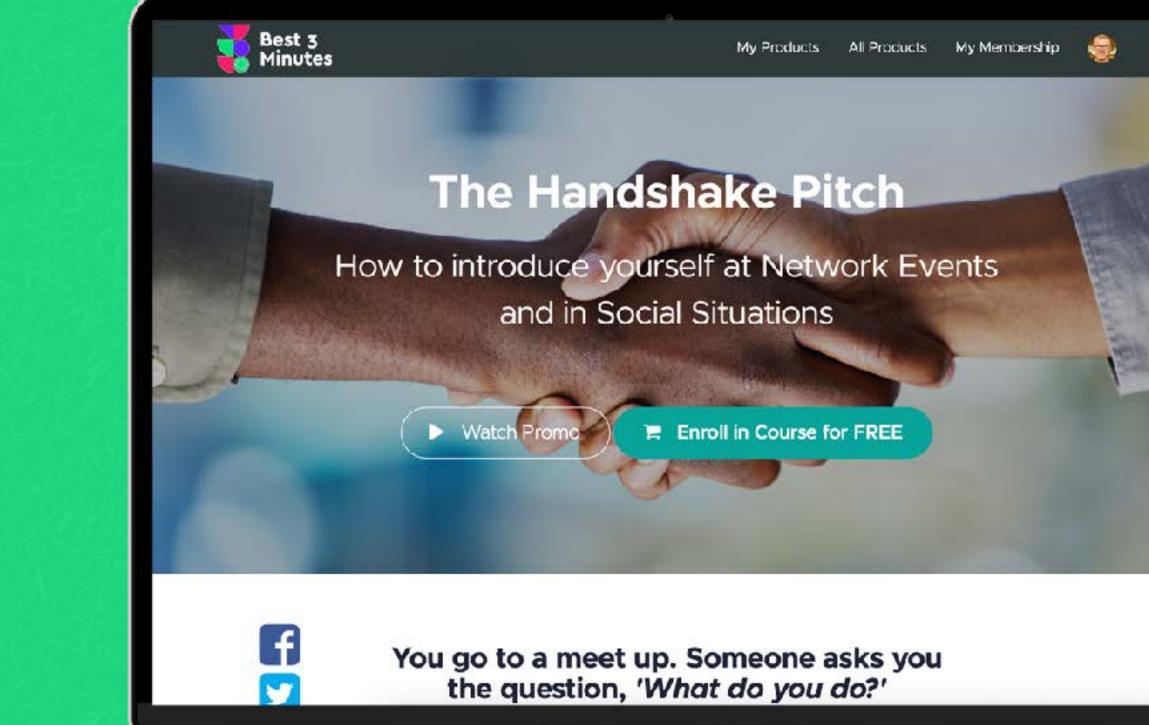
Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

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

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E david beckettspbest yminutes.com linvedin.com/ir/davidibecivettpresentationcoach

10 Minute Online Course YOUR NTRO PICE



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The Essential PITCH

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The Essential Pitch Podcast





Dovid Beckett

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