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

David Beckett

best3minutes.com

Best 3 Minutes


Coached 2500+ Startups & Scaleups
RAISED OVER €460MILLION
POSTCODE LOTTERY
GREEN CHALLENGE
30+ Hackathons
4x TOMTOM HACKATHONS


GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS





QUESTIONS?

Please ask

AFTER THE TALK: HAPPY TO HELP!



How to make a great **HACKATHON PITCH**



Best3Minutes guide to your Hackathon Pitch

How long is the pitch?

You have 3 minutes pitch, 2 minutes Q&A

Get the story roughly straight, then do a test against the clock. There is a hard cut off if you take too long they won't let you finish!

If you fail to finish within the time available while practicing, cut out some content and try again.

How do I create my story?

Brainstorm with Post-its, not PowerPoint, to create the storyline.

Leave the software alone until you've had time to think. Get the ideas out of your head using Post-its.

Only make slides once you have the storyline clear. This will save you a lot of time, and you'll get a better overview of the flow of the story.

What do they want to hear?

Check the Judging Criteria.

1. **Product/Market Fit:** does it solve a real world problem
2. **Innovation:** does it use technology well to solve the problem
3. **Differentiation:** is it better than existing solutions?
4. **Business Development Potential:** is the market big?
5. **Go to Market plan:** first next steps
6. **Social and Environmental Impact**
7. **Team Skills and Experience**

How to open the pitch?

Open Powerfully: make the first word count!

Don't waste time on 'I'm happy to have the chance to share.' etc. Get into the pitch! What are you solving? What have you done? Are YOU excited about your idea?

Practice this out loud. The first seconds are the moments of biggest stress, make sure you're ready to go!

Don't over explain details!

Use The Power of Three: stick to the headlines

The time disappears before you know it! Don't get lost in the details.

Got 7 things you want to tell them about? Break it down to the most important 3 points. Easier to understand, and to remember!

Finish like a professional.

Don't finish with a shrug of the shoulders... Finish with a bang!

The last 15 seconds are the first thing they will remember about you, your idea and your team.

Make a plan for those last 15 seconds - remind what they've seen, and why they should choose YOUR idea. Be professional to the last full stop.

Oh... One More Thing!

Why do YOU believe in this idea? Your enthusiasm counts!

Pitching is a great opportunity to share your passion for what you do. Why do you think what you and the team created matters? What's the coolest thing about what you've created?

Enjoy the moment!

Get the tools to make your winning pitch at
best3minutes.com/kaunas

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E david.beckett@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach

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One Page Guide to creating your **WINNING HACKATHON PITCH**

best3minutes.com/tomtomhack

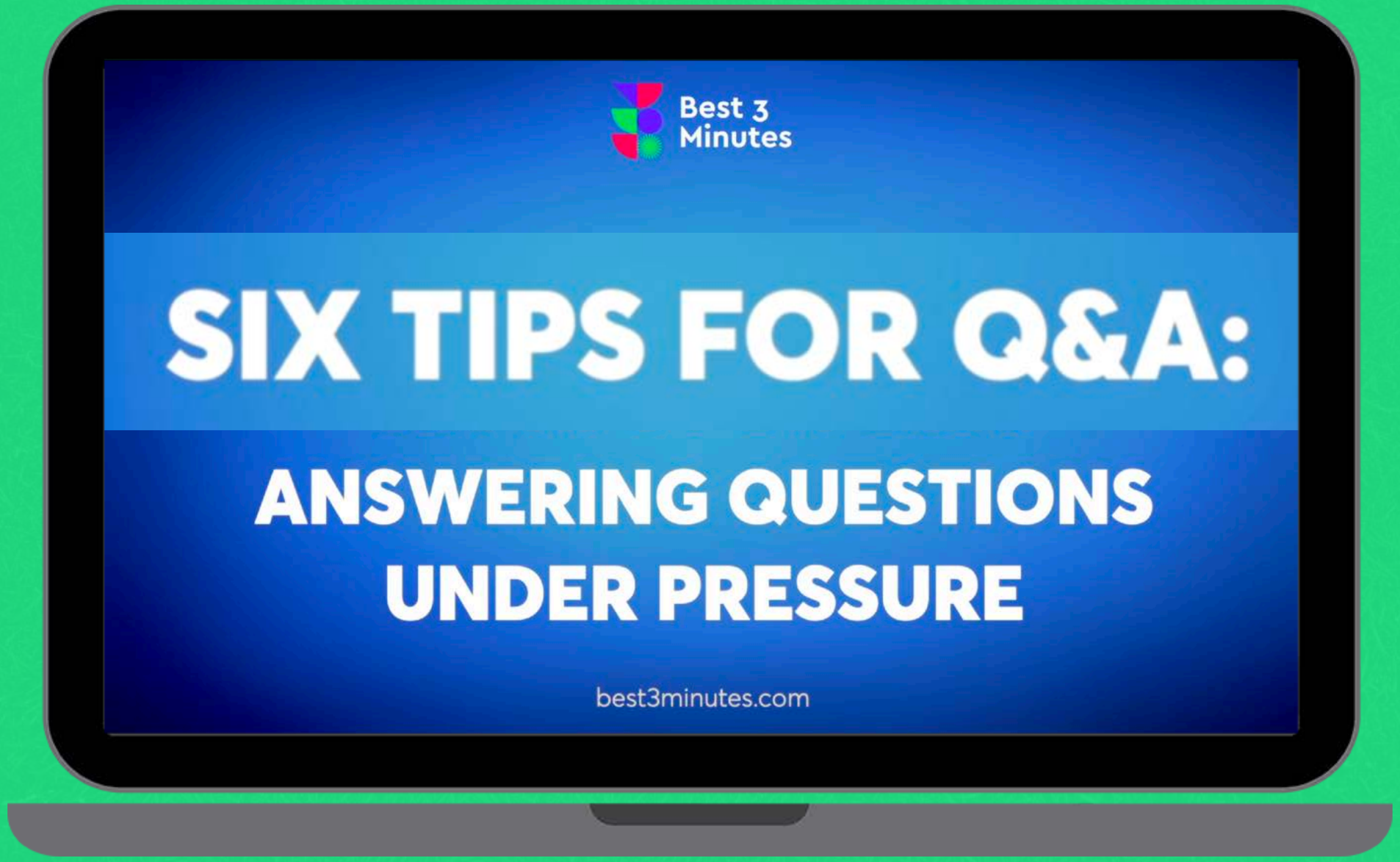
FOR THIS PITCH



PITCH



Q&A



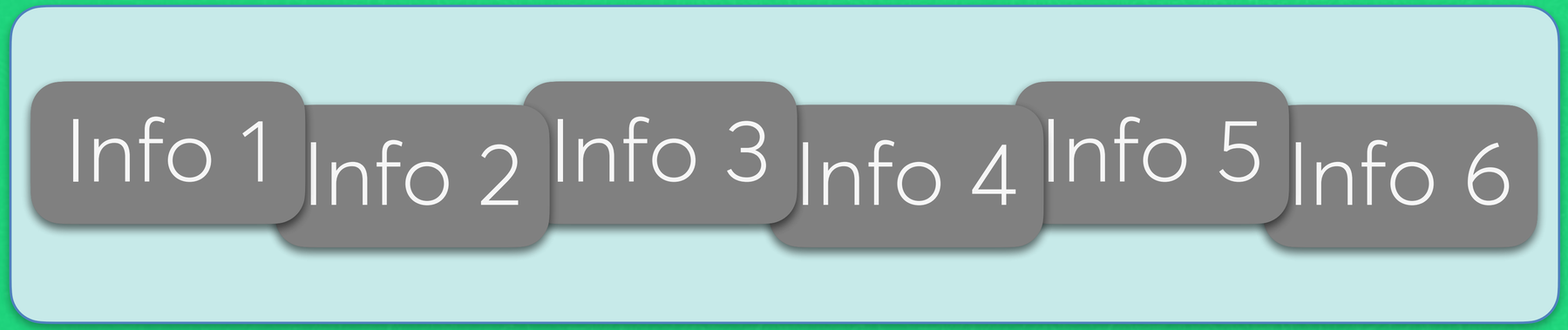
3 minute video at: **best3minutes.com/tomtomhack**



The **No.1** Reason why **PEOPLE GET CONFUSED?**


Not enough **AIR** around
THE IMPORTANT POINTS

Information **flowing into** each other



AIR in-between each **separate** piece of information



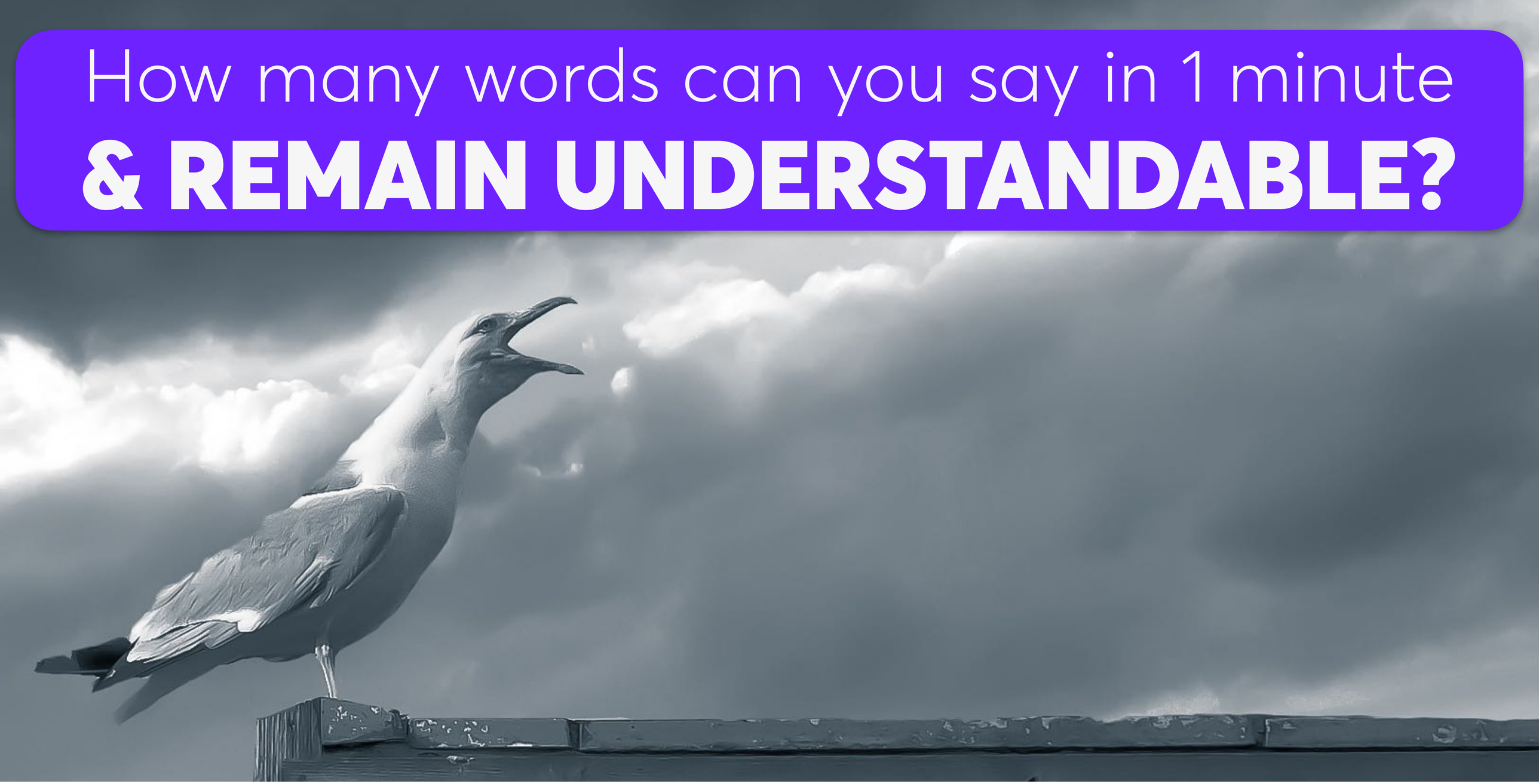


The **No.2** Reason why
PEOPLE GET CONFUSED?

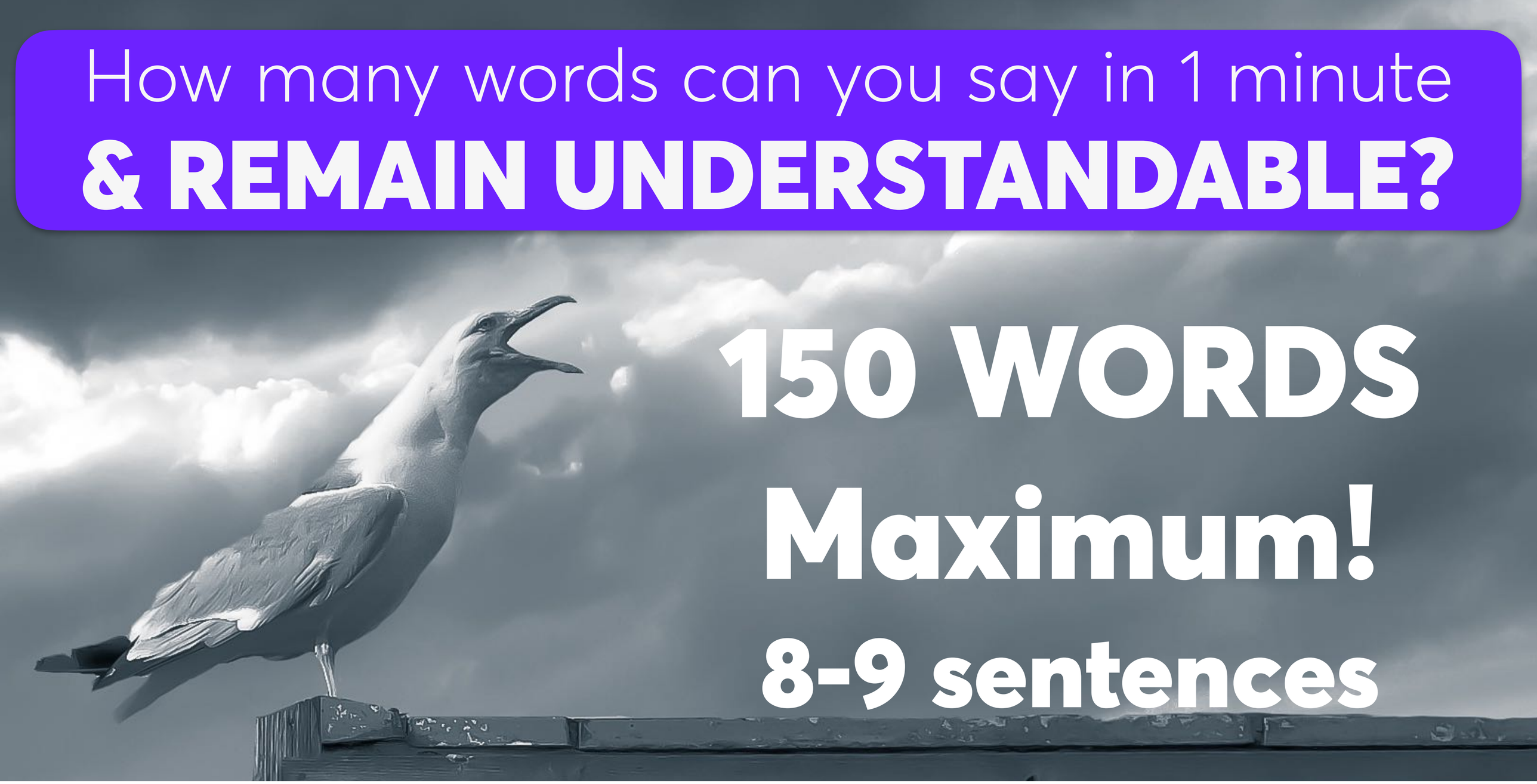


Let's talk about **SPEED**

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!

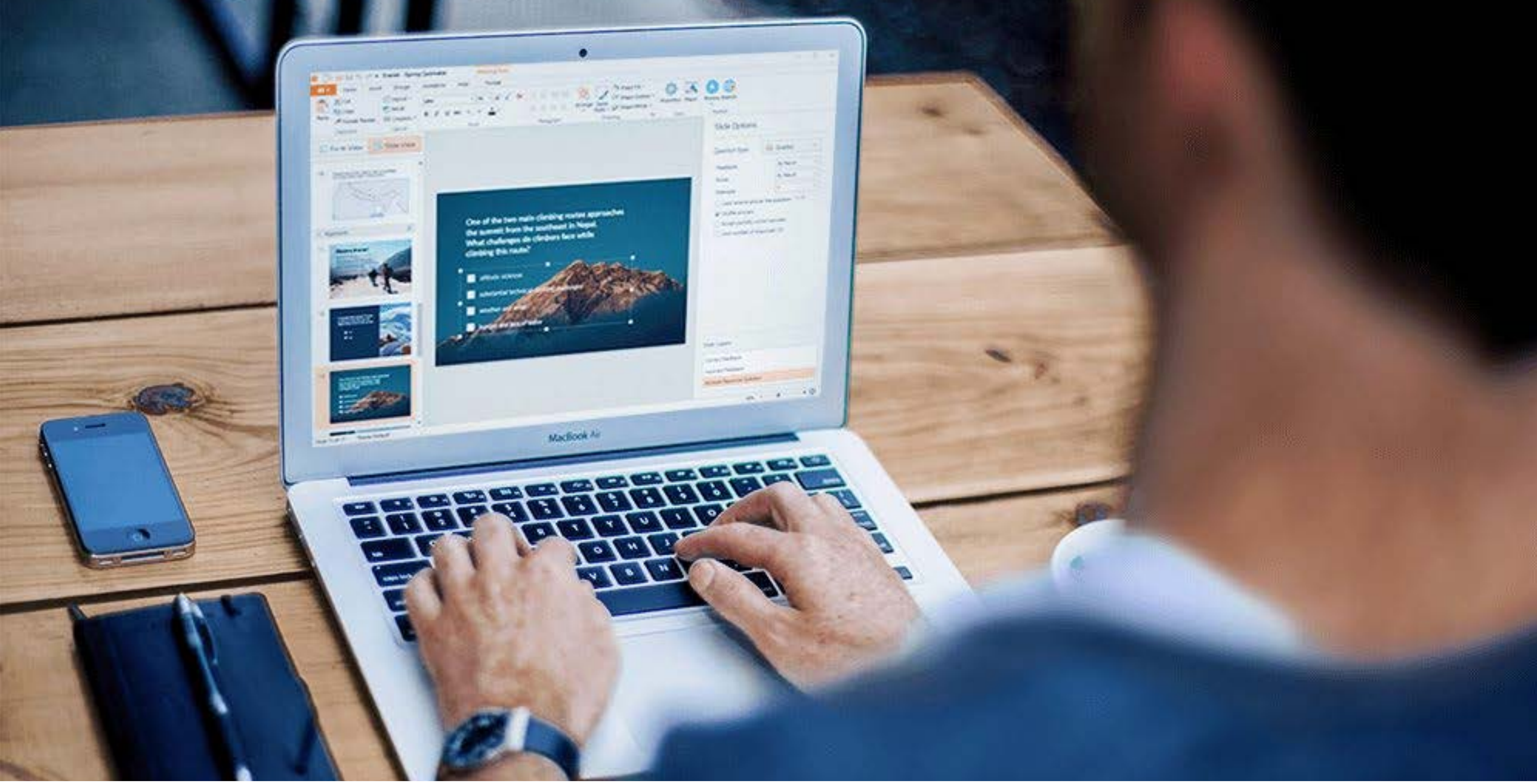
8-9 sentences


How much can you tell
IN YOUR PITCH?
180 Seconds =
420-450 Words
24-27 Sentences


Practice against
THE CLOCK


Decide asap
WHO WILL PITCH
This helps **focus** the mind 🧐

How do we usually create **A NEW PITCH?**


MacBook Air

A **NEW WAY** to create **A NEW PITCH!**



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

JURY CRITERIA

1. Is it new?

2. Can we build it?

3. Will it have impact?

How do you create **YOUR STORYLINE?**




STOP!


Don't Open
POWERPOINT
Until you know what you
are going to say...



Use POST-IT NOTES To Build Your Storyline



3 minute video at: **best3minutes.com/tomtomhack**

Which topics should be in

YOUR WINNING PITCH?



Here's what we're not going to do...

Here's our product,

here's more about our product,

here's some more information about our product

...any questions?



Here's what we ARE going to do...

Here's a **problem** that's costing this much time/money/frustration/waste...

We have an idea for a **solution** that will reduce that pain by doing...

It's **unique** in the market because...

This will **reduce** the time/money/frustration/waste by...

The cost - **people/resources** - to get a **first step** up and running is...

I and the team **believe** this **matters** because...

JURY CRITERIA

1. Is it new?

2. Can we build it?

3. Will it have impact?



PAIN

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



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 **100Million drivers** over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



Co2 emissions?

Customer frustration?

Safety?

Quantify it:
put a **number** on it

From Pain to **IMPROVEMENT**

Quantified Problem

Brief Solution

Quantified Result

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"

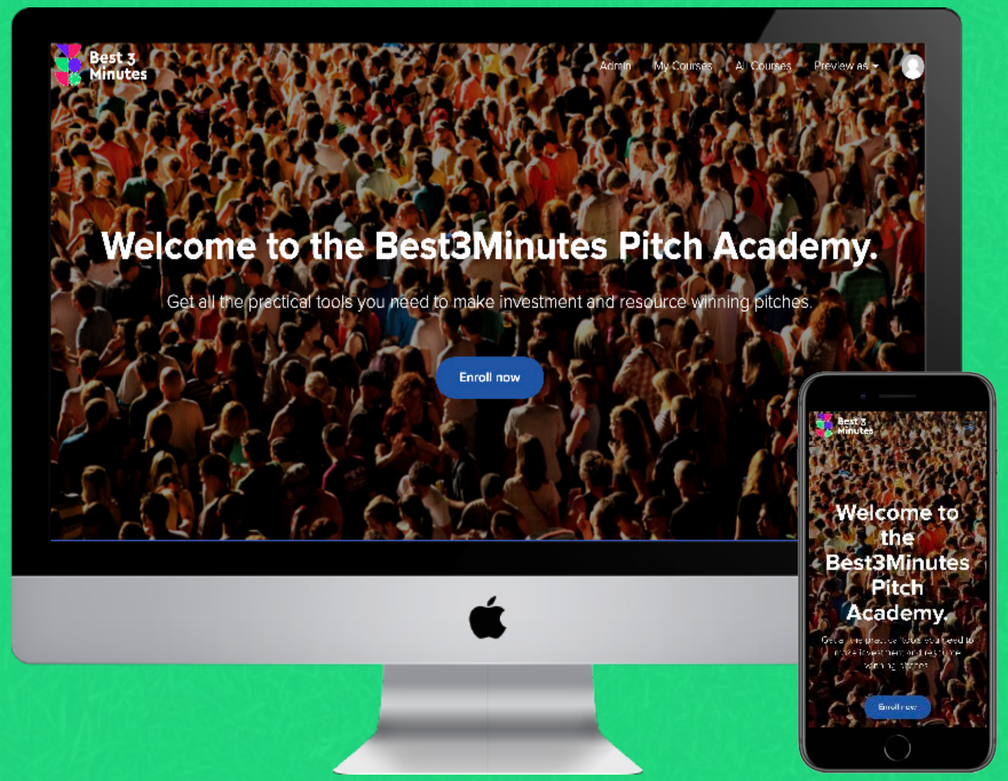


PRODUCT

Do you **solve** the problem
in an Innovative way?

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

Frame your product
IN A DEVICE



Save & close

pwc

Autosaving... Export Options

Innovation Storyline

Monday 19th November, 2018

Tips Comments Videos

- The opening
- The problem
- The solution
- **Market & val...**

The opening

42/50 words

Pitching your ideas can be very hard. How can you tell others what your idea is, without losing yourself into details that don't matter too much? I experienced this first hand for the last 5 year, pitching ideas to most of the PwC clients in the Netherlands.

The problem

32 / 40 words

We used to do presentations, quite long, quite detailed. However, we noticed this is not really common anymore. Everybody pitches nowadays, and I get it; its short and snappy, who doesn't like that, right?

The solution

32 / 40 words

That's why we came up with an online tool that offers you proven innovation templates and storylines. They work, and they are perfect for innovative companies as PwC.

Market & Validation

11 / 120 words

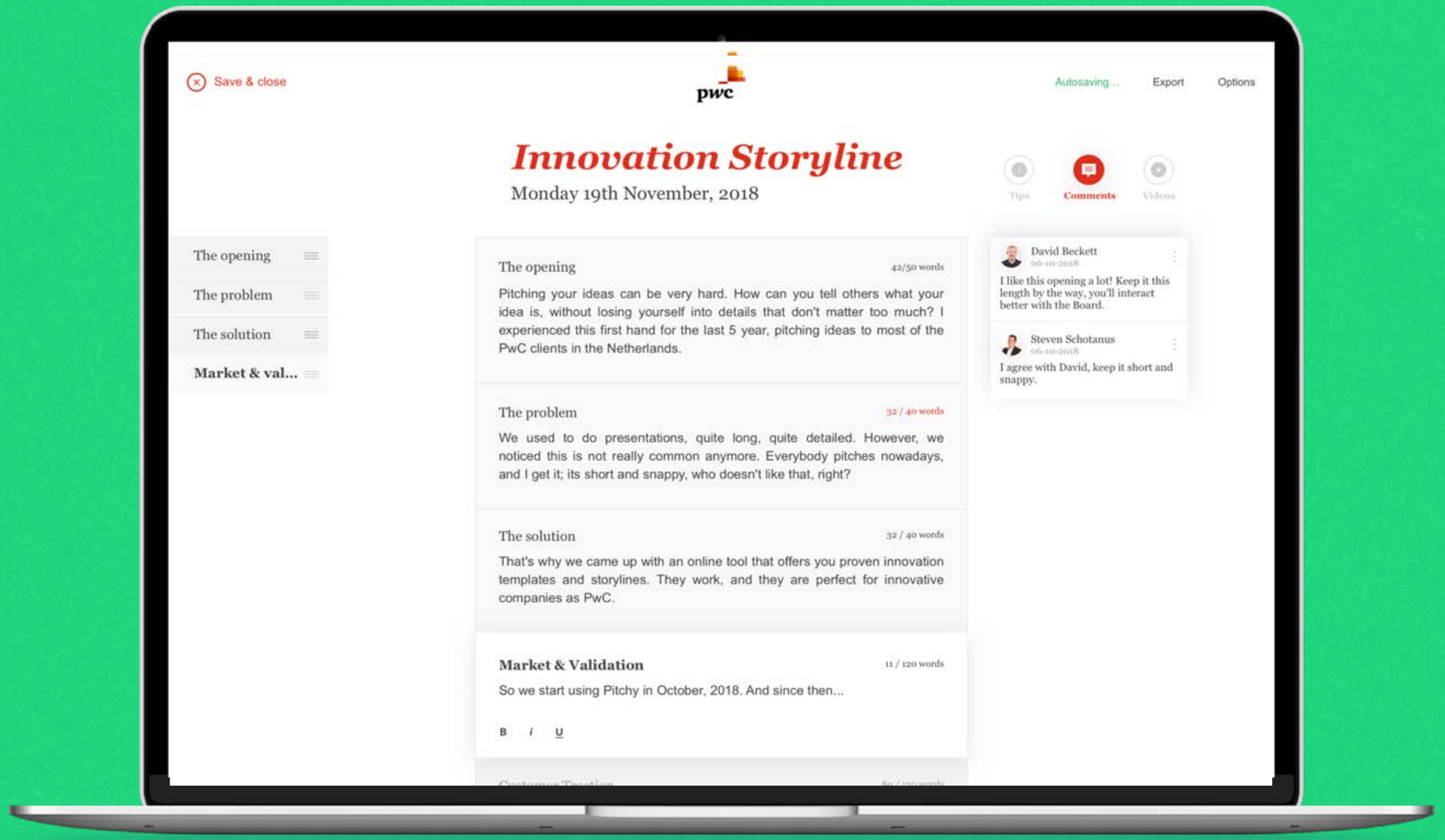
So we start using Pitchy in October, 2018. And since then...

B *i* U

Customer Traction 80 / 120 words

David Beckett
06-10-2018
I like this opening a lot! Keep it this length by the way, you'll interact better with the Board.

Steven Schotanus
06-10-2018
I agree with David, keep it short and snappy.


Save & close
pwc
Autosaving...
Export
Options
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Monday 19th November, 2018
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Videos
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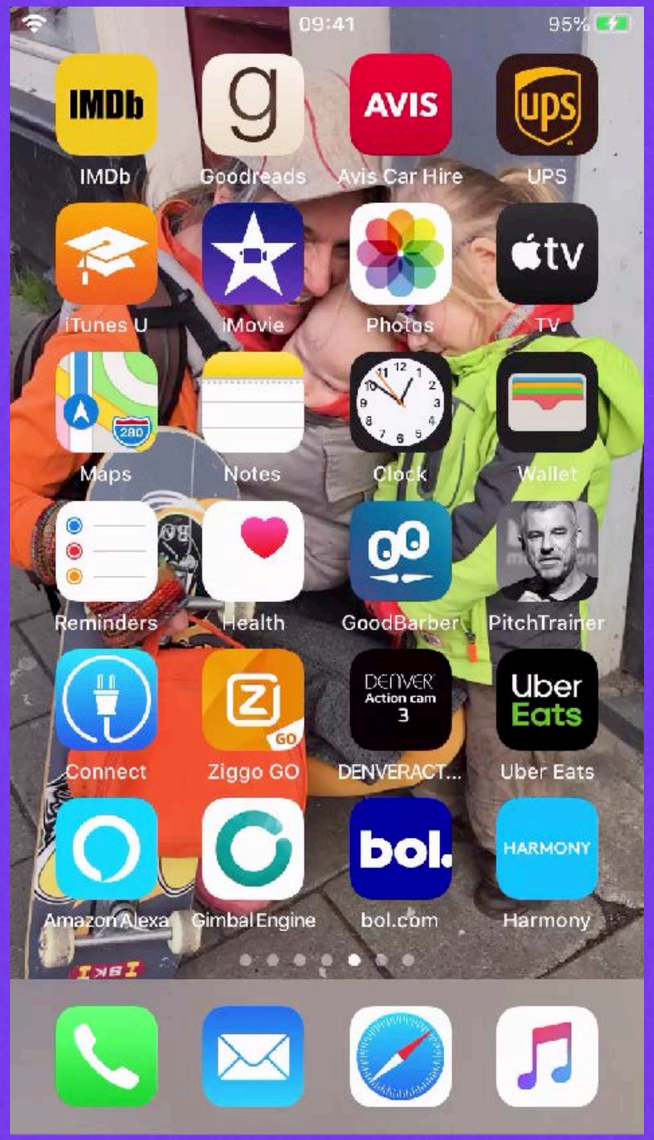
09:41
95%
IMDb
Goodreads
Avis Car Hire
UPS
iTunes U
iMovie
Photos
TV
Maps
Notes
Clock
Wallet
Reminders
Health
GoodBarber
PitchTrainer
Connect
Ziggo GO
DENVERACT...
Uber Eats
Amazon Alexa
Gimbal Engine
bol.com
Harmony

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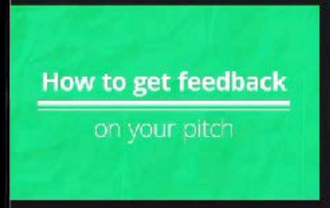
8 Pitch Tips in Five Minutes

David Beckett on 02/06/2020



How do you build your storyline?

David Beckett on 02/05/2020



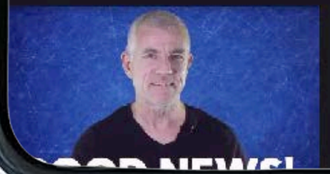
How do you get Feedback on your pitch?

David Beckett on 02/05/...



Should you memorise your pitch?

David Beckett on 02/05/...





UNIQUE

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

For the industry?
For TomTom?

(Any competitors to mention?)



THE IMPACT OF YOUR SOLUTION

Environment?

Cost? Sales?

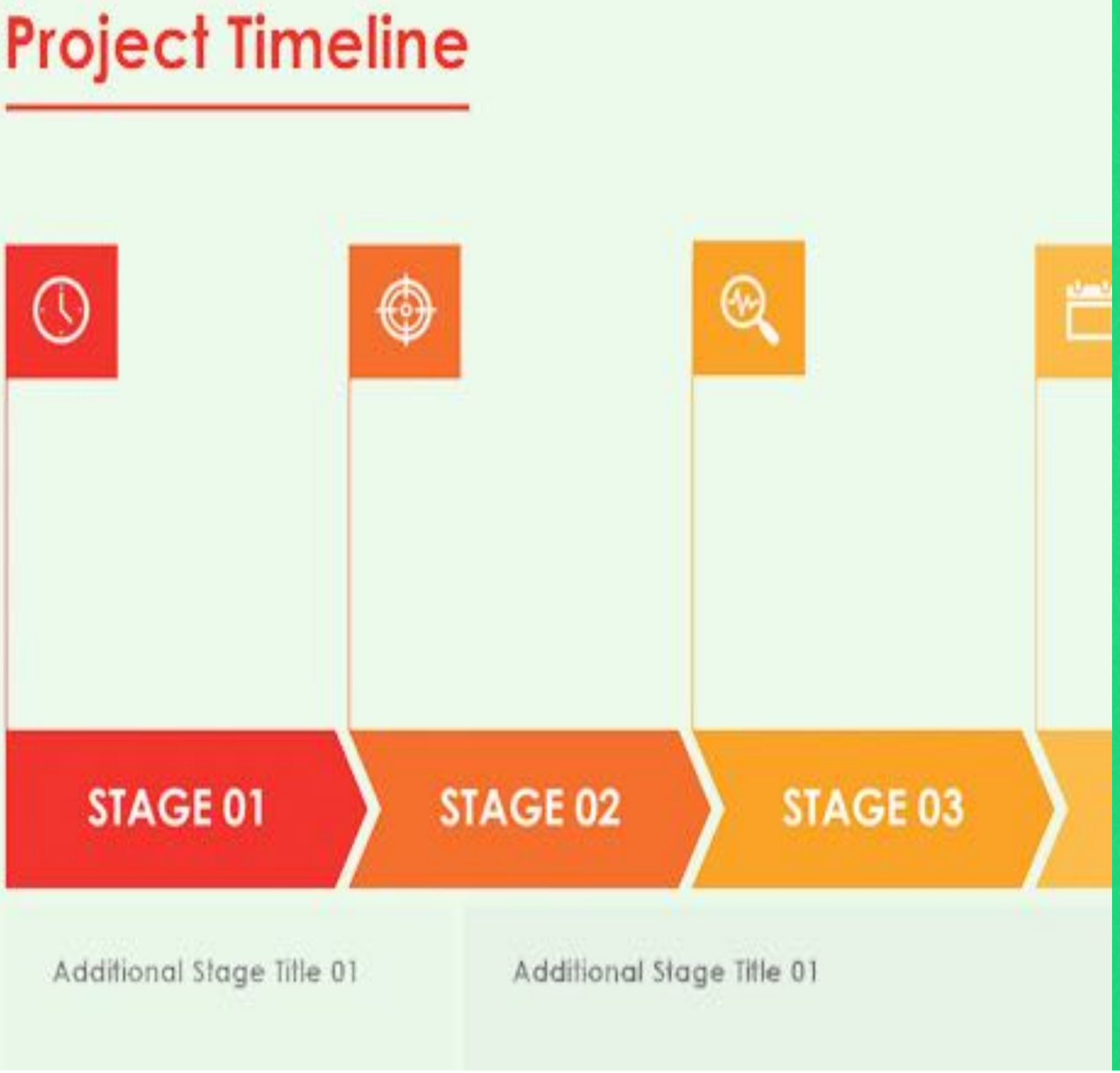
Branding?

Customer Satisfaction?



WHAT'S IN IT FOR TOMTOM?

How does your proposition help the company **reach its strategic ambitions?**



TIMELINE

What happens **next**?

3-4 concrete
next steps

'Can we build it?'

ONE LAST THING...





WHY YOU?

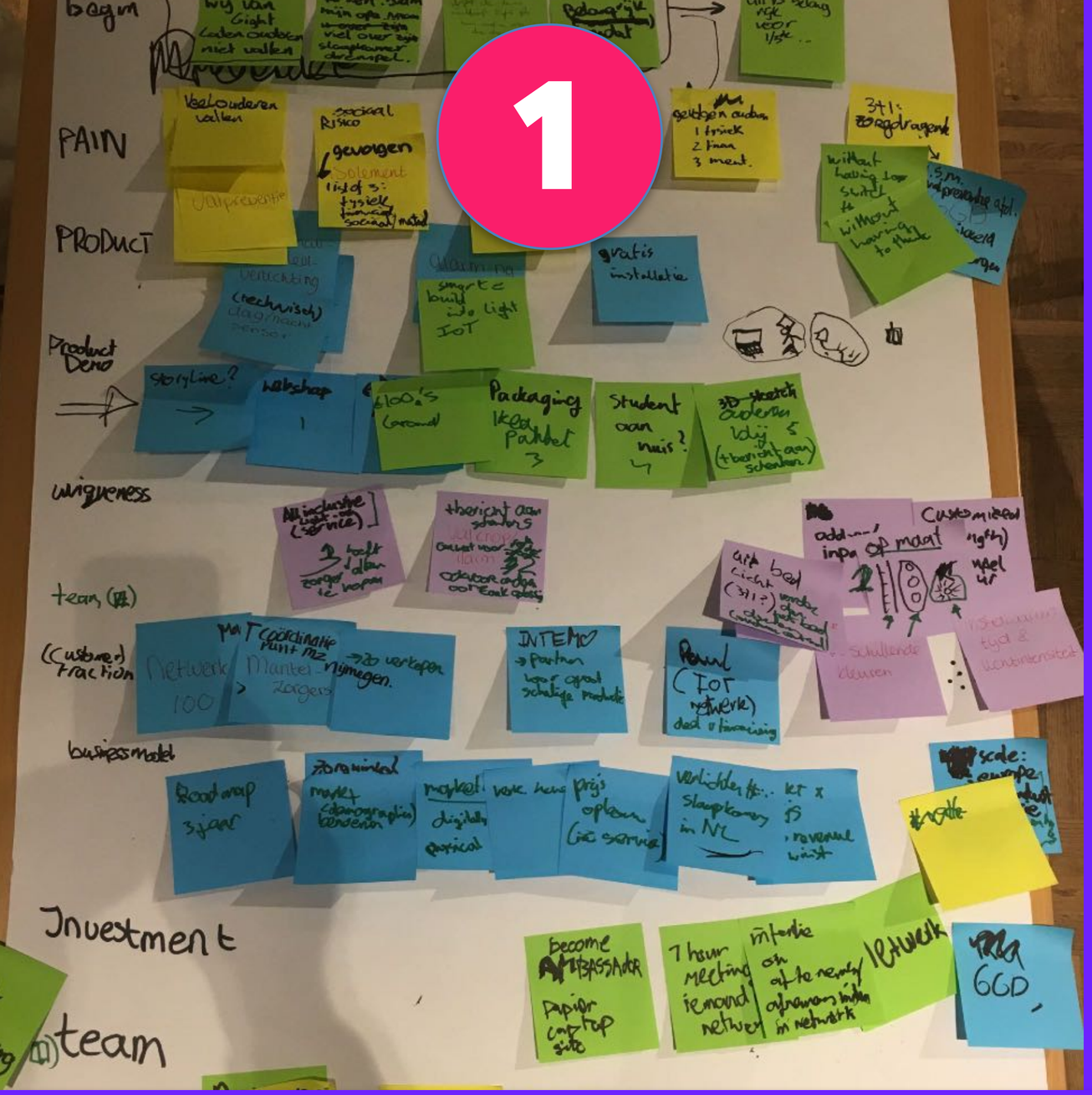
What's your **personal motivation** to offer this proposition?



WHY YOU?

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

Your **Enthusiasm** Counts!



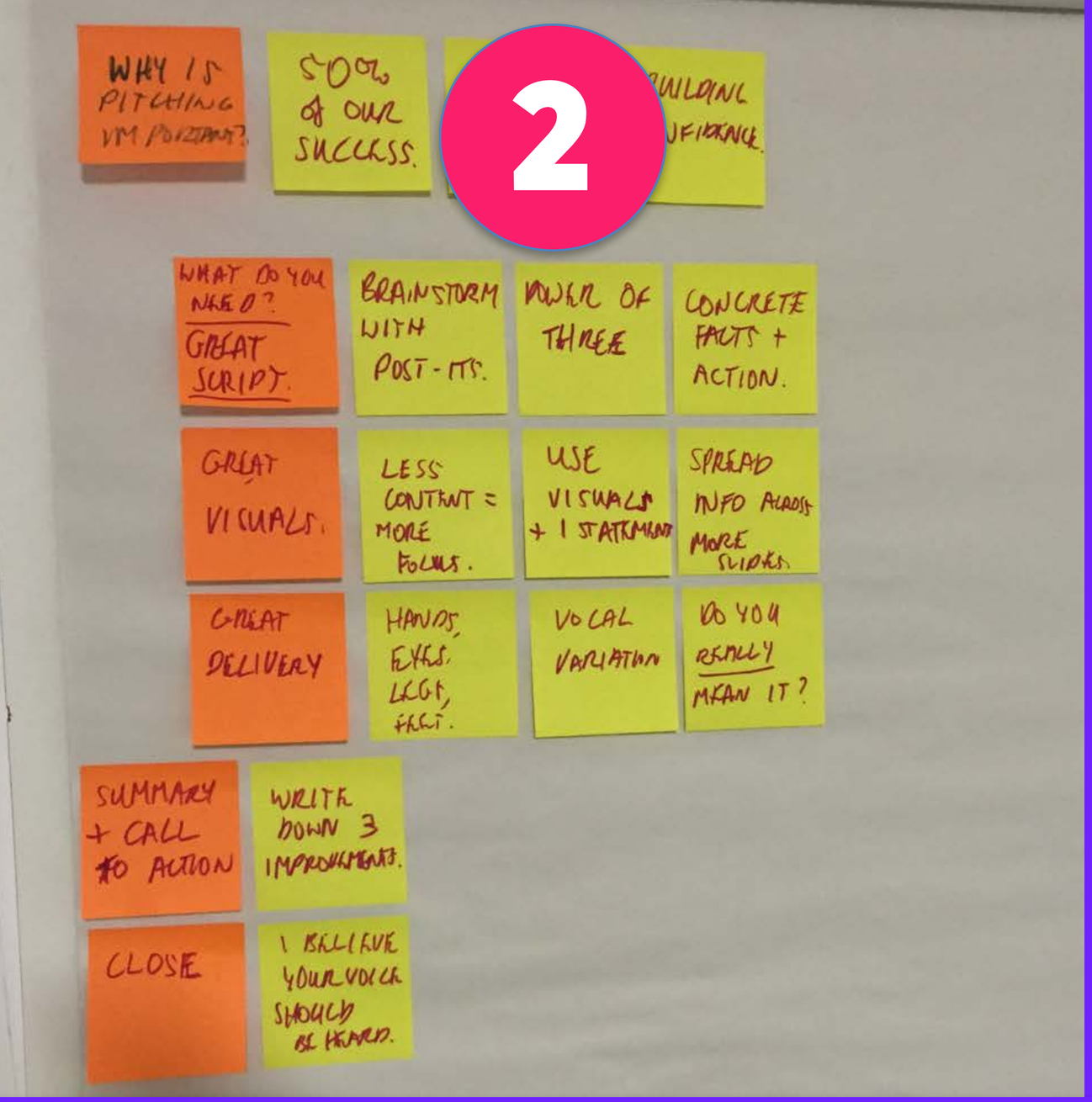
ACTION STEP

Brainstorm content on Post-Its

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write

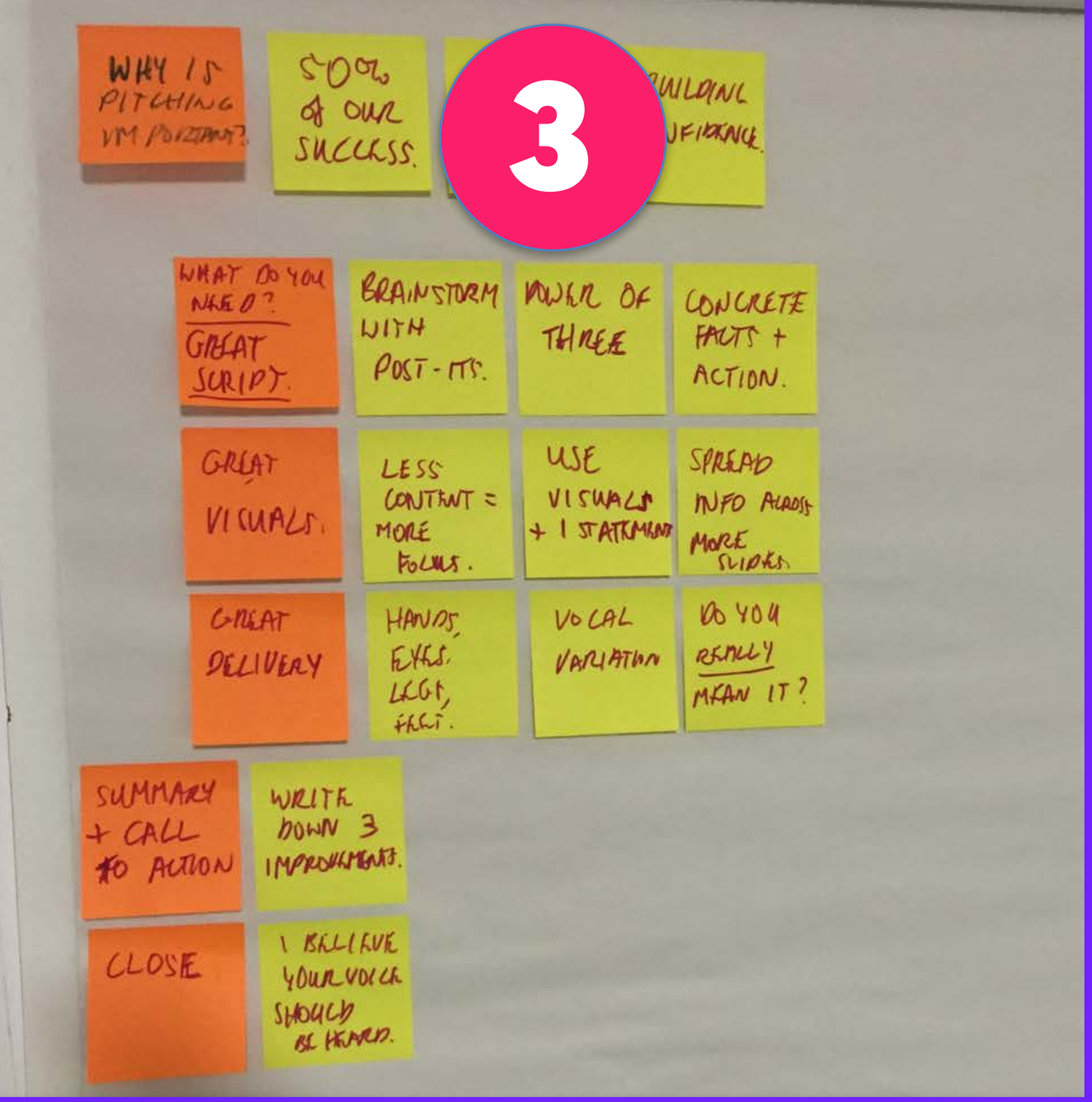
Content of Pitch slides at **best3minutes.com/tomtomhack**



ACTION STEP

Build a **storyline** targeting 3 mins, covering each of the key points

Content of Pitch slides at **best3minutes.com/tomtomhack**



ACTION STEP

Say it **out loud** - does it flow?

Does it feel the right **order** for the information?

Will you finish **on time?**

Content of Pitch slides at **best3minutes.com/tomtomhack**

Making your story

FOCUSED & MEMORABLE

The Power of THREE



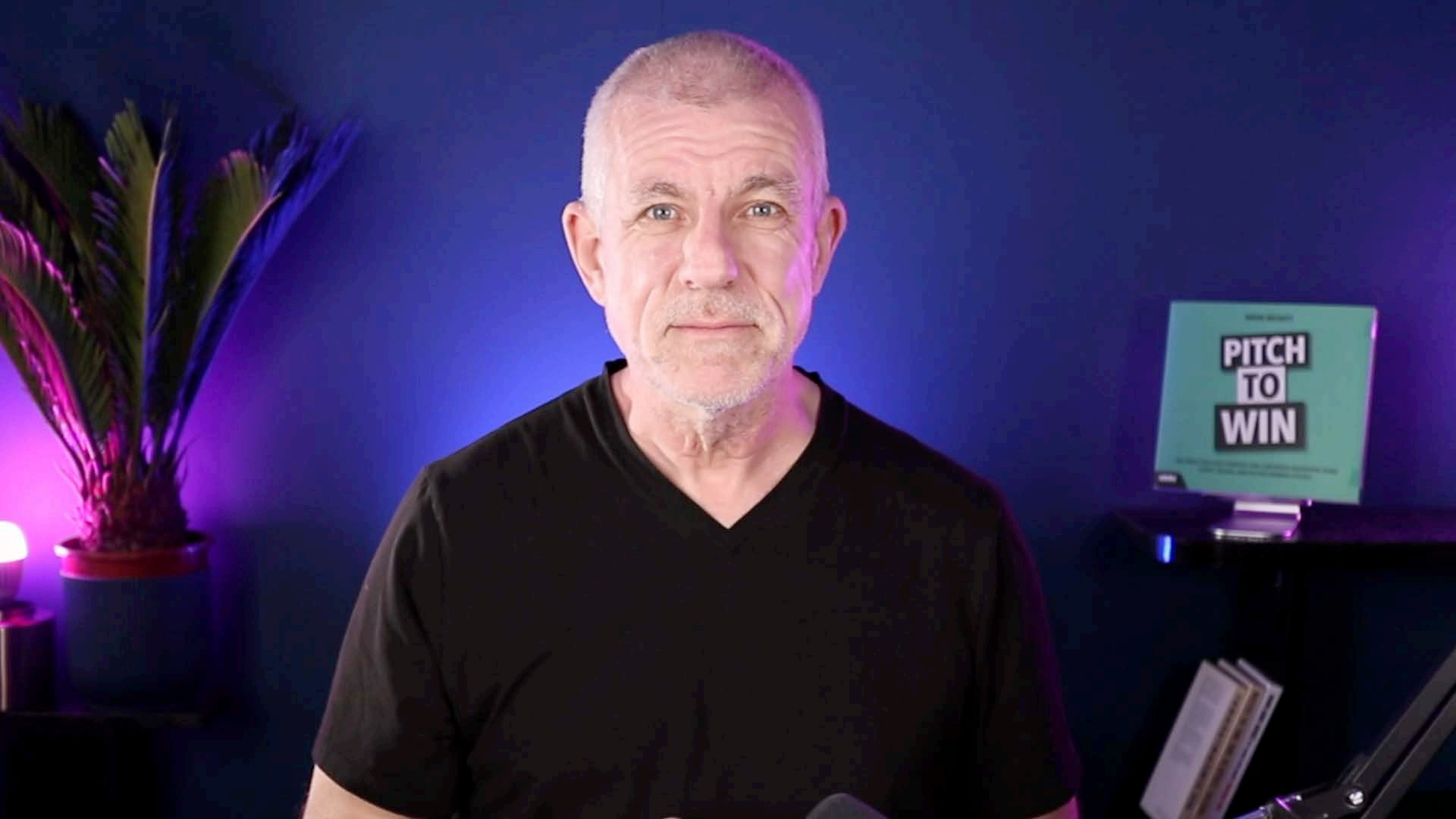
What happens if I say…

“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

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?

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

How do you as a team

COLLABORATE ON THE PITCH





TEAM COLLABORATION

1. Brainstorm **together**

2. **Pitcher** tests out basic **storyline**

3. Cross check with **team**

4. **Pitcher** finalises

Pitch tools and

RESOURCES







best3minutes.com/tomtomhack



THE WORKSHOP SLIDES

best3minutes.com/tomtomhack



Best3Minutes guide to your Hackathon Pitch

How long is the pitch?

The Pitch is 3 Minutes long.
That's around 390-420 words, 27 sentences.
Get the story roughly straight, then do a test against the clock. There is a hard cutoff: if you take too long, they won't let you finish! You also get 7 minutes of Q&A.
If you fail to finish in 3mins while practicing, cut out some content and try again.

How do I create my story?

Brainstorm with Post-its, not PowerPoint, to create the storyline.
Leave the software alone until you've had time to think. Get the ideas out of your head using Post-its.
Only make slides once you have the storyline clear. This will save you a lot of time, and you'll get a better overview of the flow of the story.

What do they want to hear?

Check the Judging Criteria; here's the main ones
In any pitch: *Always make clear what the* **Problem** *is you are* **solving**
1. Innovative solution (I.P. Invent & Simplify)
2. Customer impact (I.P. Customer obsession)
3. Business potential (I.P. Think big)
4. Cost reduction (I.P. Frugality)
5. Pitch: *Convincing? To the point? Enthusiastic?*

How to open the pitch?

Open Powerfully:
make the first word count!
Don't waste time on 'I'm happy to have the chance to share' etc. Get into the pitch - what are you solving? What have you done? Are YOU excited about your idea?
Practice this out loud. The first seconds are the moments of biggest stress, make sure you're ready to go!

Don't over explain details!

Use The Power of Three; stick to the headlines
3 new minutes disappears before you know it!
Don't get lost in the details.
Got 7 things you want to tell them about? Break it down to the most important 3 points. Easier to understand, and to remember!

Finish like a professional.

Don't finish with a shrug of the shoulders... Finish with a bang!
The last 15 seconds are the first thing they will remember about you, your idea and your team.
Make a plan for those last 15 seconds - remind what they've seen, and why they should choose YOUR idea. Be professional to the last full stop.

Oh... One More Thing!

Why do YOU believe in this idea?
Your enthusiasm counts!
Pitching is a great opportunity to share your passion for what you do. Why do you think what you and the team created matters? What's the coolest thing about what you've created?
Enjoy the moment!

Get all the tools at best3minutes.com/amznh

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LI linkedin.com/in/davidbeckettpresentationcoach

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One Page Guide to creating your **WINNING HACKATHON PITCH**

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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

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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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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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