

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2500+ Startups & Scaleups

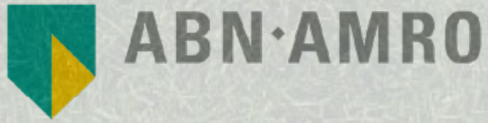
RAISED OVER €460MILLION



31 Countries

TRAINED 36,000+ PEOPLE

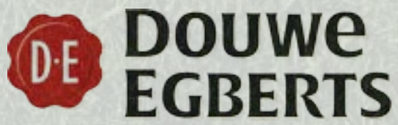
























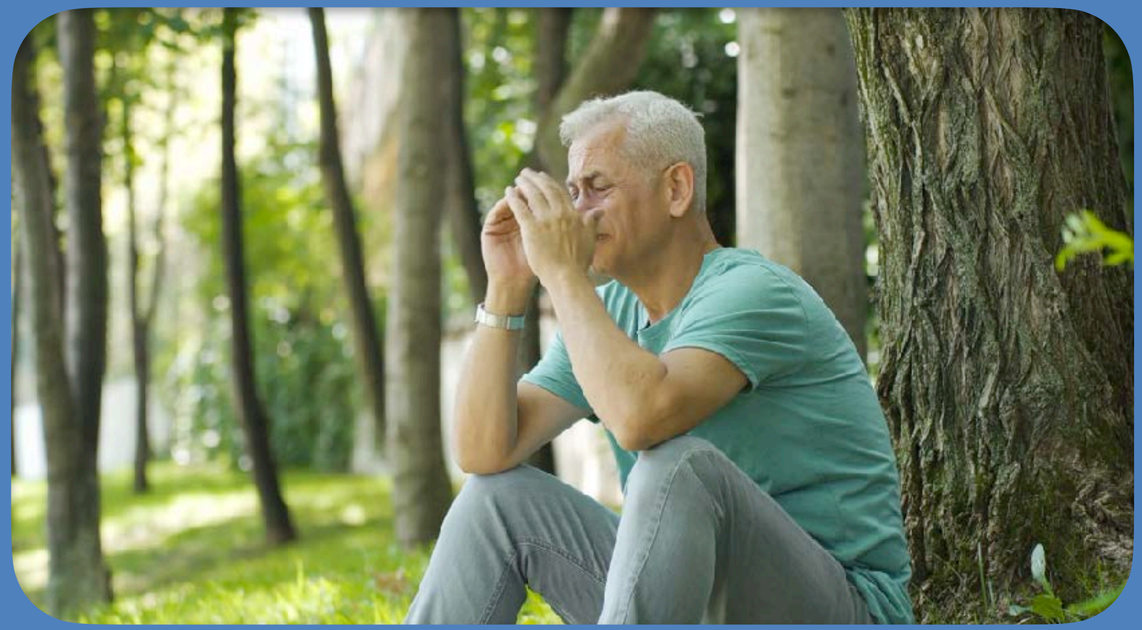
The Pitcher



The Listener




12%
76%




GREAT IDEAS
NEED A VOICE

The three steps to building **A WINNING PITCH**



SCRIPT



DESIGN



DELIVER


GET THE STORY CLEAR FIRST



ACTION STEP

Pitch yourself in
30 Seconds to someone you
don't know so well

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

No Other Instructions

LET'S DO IT!



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Who are we pitching to?

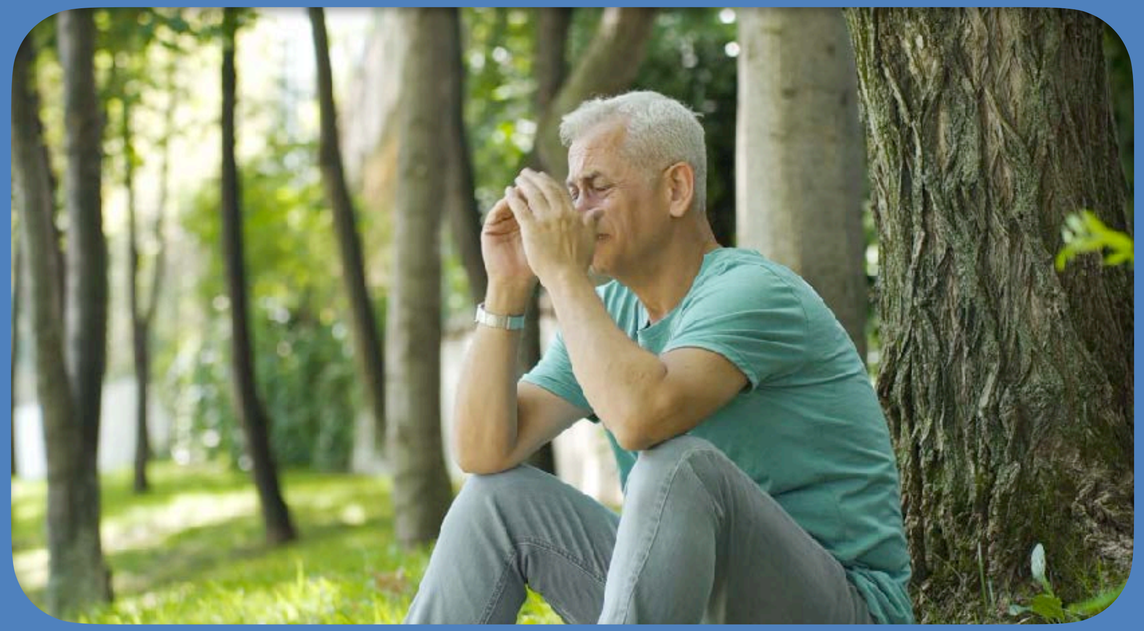
Why are we pitching?

What should we pitch?



The biggest
PITCH MISTAKE?





Making it about **US** instead of about **THEM**

2 **BIG** questions customers **WANT YOU TO ANSWER**



Can you solve a PROBLEM for us?



Can you help us reach our AMBITIONS?



Don't Open **POWERPOINT**

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



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



WHAT'S YOUR OBJECTIVE?

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



Make a profile of your Audience
General Edition

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

What's their biggest challenge right now? If you ask them what's on their mind, what will they answer?

Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?

Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?

Are they creative, or more focused on numbers and data? This changes the focus and language of what you will tell.

Are they only interested in money? And if yes, is it cost saving, or growth, or profitability?

What do they already know about your offer? Make sure you don't spend too much time going over old ground – use their precious time to focus on the new stuff.

What might be their Biggest Objection? What's the reason they might say, "This will never work because..."?

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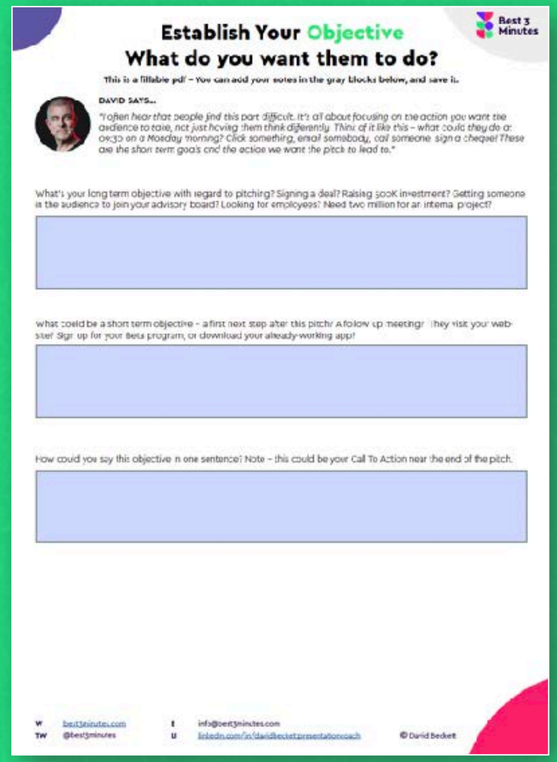
Make a profile of your Audience



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 $00K investment? Getting someone in the audience to join your advisory board? Looking for employees? Need two million for an interna project?

What could be a short term objective – a first next step after this pitch/ A follow up meeting? They visit your website? 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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Establish your Objective

Connect with me on LinkedIn to get slides, one pagers etc.



Use POST-IT NOTES To Build Your Storyline



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The three steps to building **A WINNING PITCH**



SCRIPT



DESIGN



DELIVER



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 expor 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




Why do we need
GREAT PITCHES?

We cannot listen and read

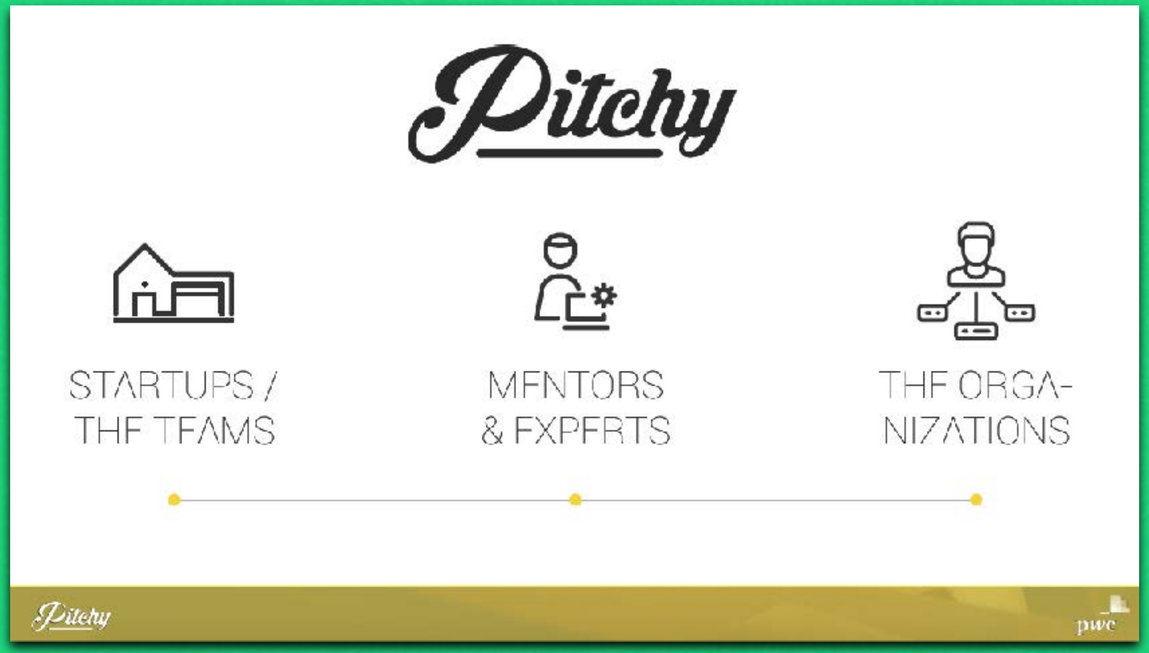
AT THE SAME TIME

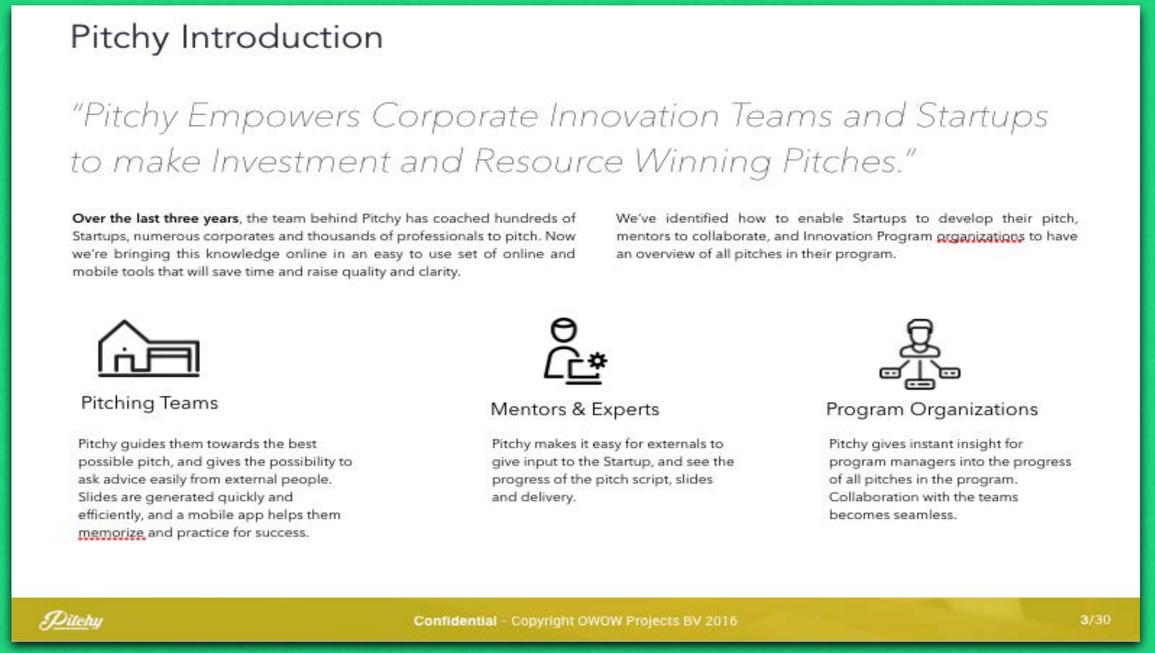




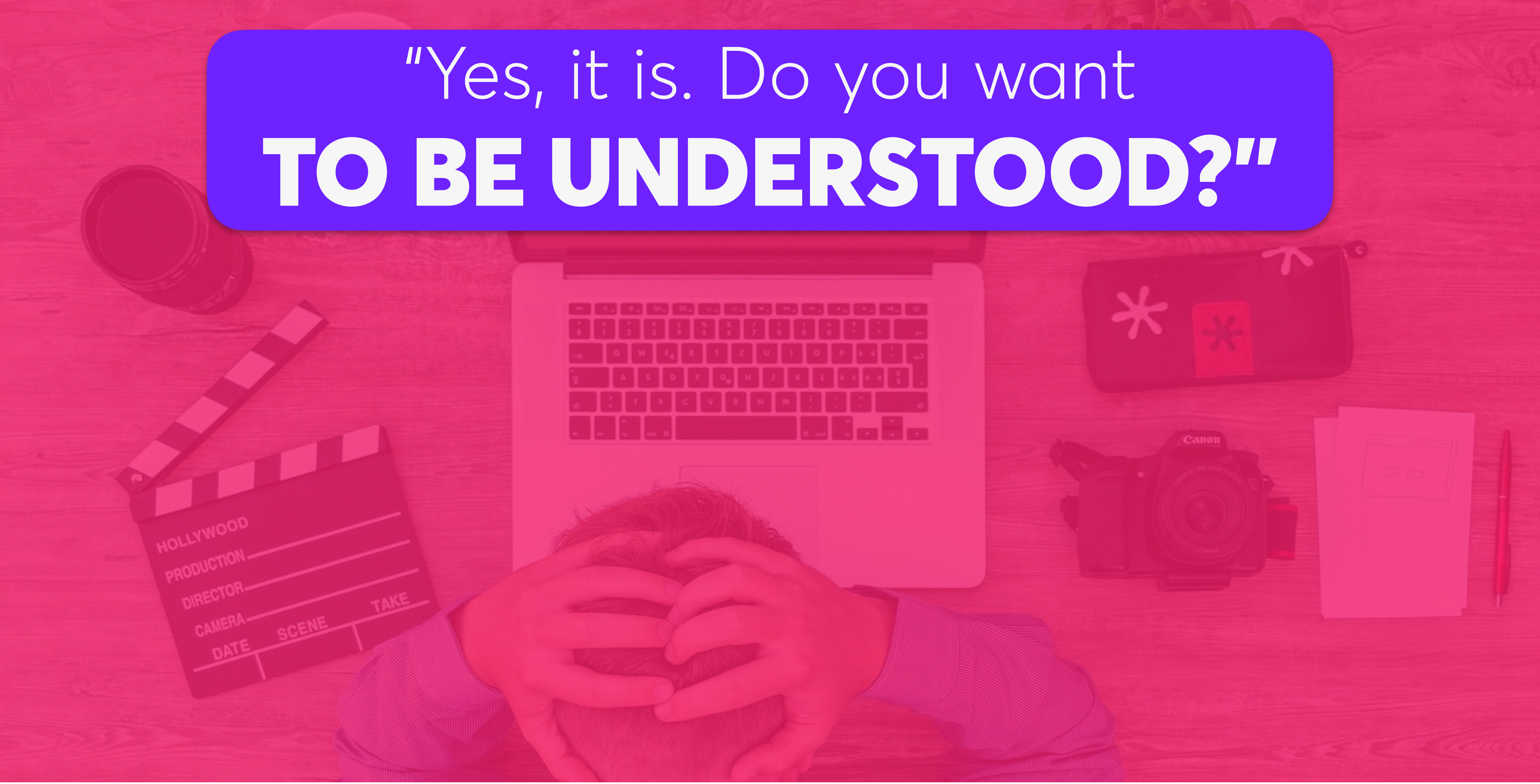
Create two slide presentations

ONE TO PRESENT: ONE TO SEND






"But that's
MORE WORK!"
HOLLYWOOD
PRODUCTION
DIRECTOR
CAMERA
DATE
SCENE
TAKE
Canon


"Yes, it is. Do you want
TO BE UNDERSTOOD?"
HOLLYWOOD
PRODUCTION
DIRECTOR
CAMERA
DATE
SCENE
TAKE
Canon


I have a
CHALLENGE FOR YOU...



I have a CHALLENGE FOR YOU...

- See if you can
- Remove all the bullet points
- From your next pitch deck
- 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
KEEP IT VISUAL

Images: Express big ideas

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Tools to help

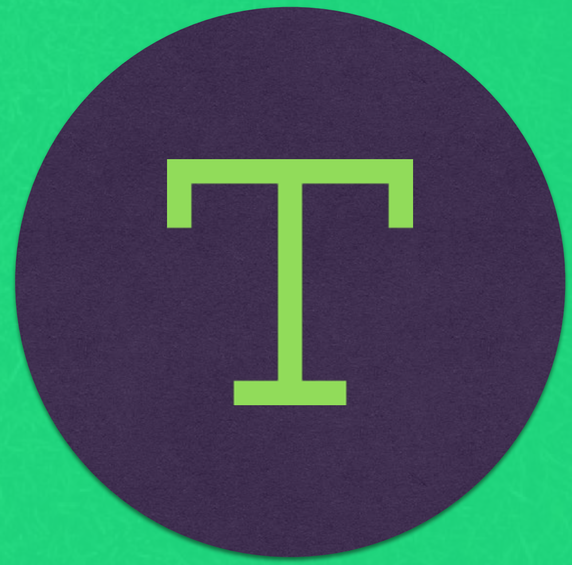
KEEP IT VISUAL



IMAGES



ICONS



TYPE

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
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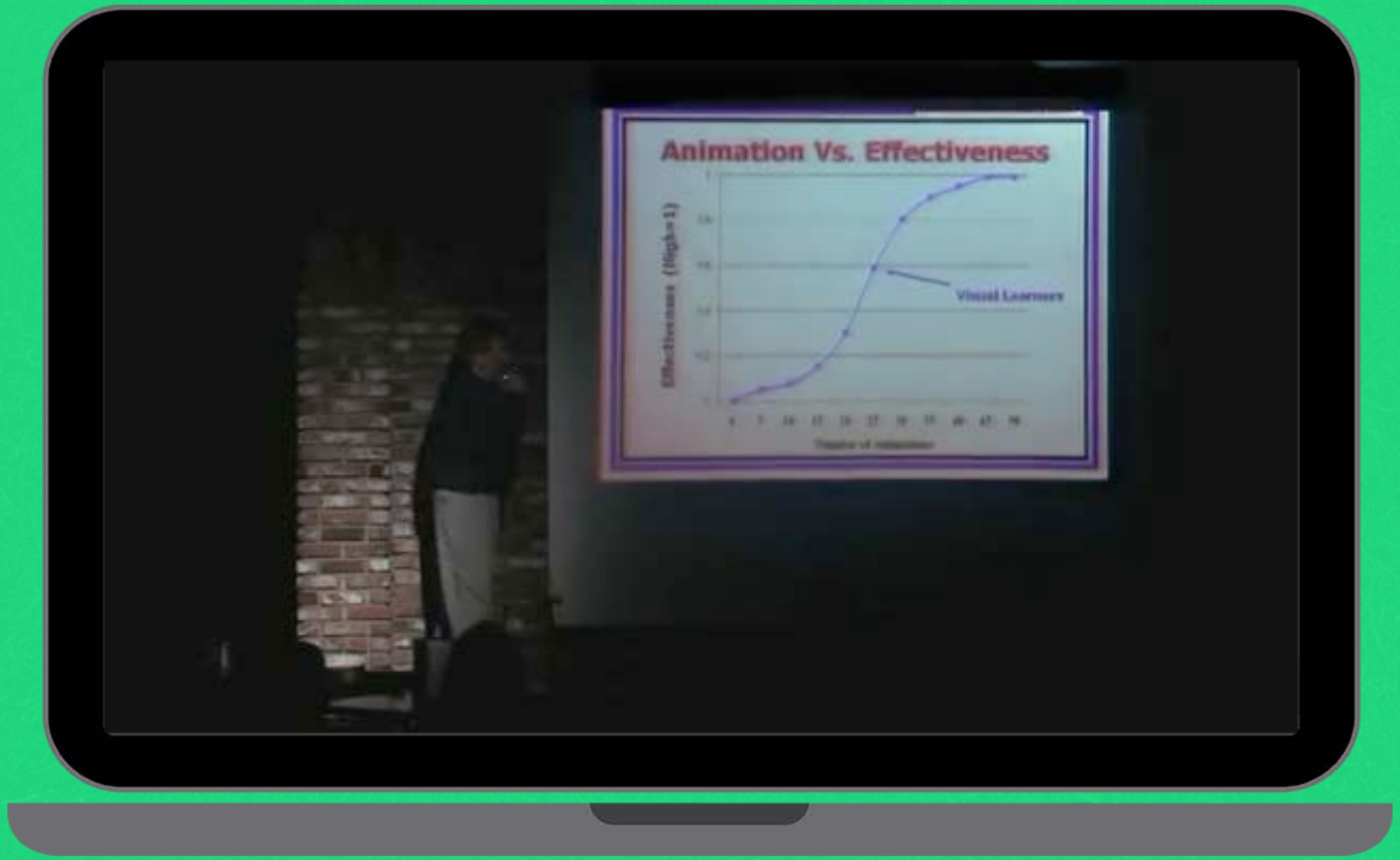
Tools to help
KEEP IT VISUAL

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

Should you use **ANIMATION?**


Animation Vs. Effectiveness
Visual Learners


The Microsoft "Live" Platform
People Network
Search Network
Ad Network
Windows Live
Office Live
LIVE
Other Experiences from Microsoft & Others
Windows
Office
XBOX
Other Software
Microsoft-based Devices
Other Devices

The basic principle
OF ANIMATION

Ensure they **LOOK** at

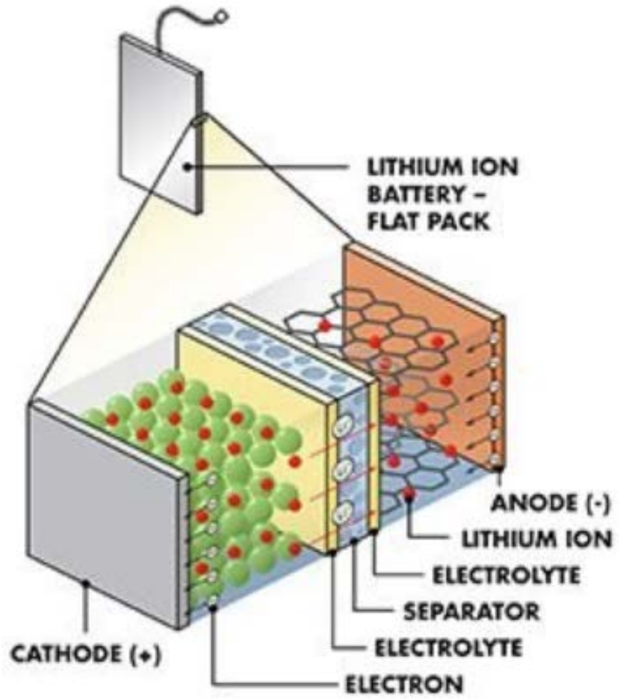
WHAT you are talking about

WHEN you are talking about it

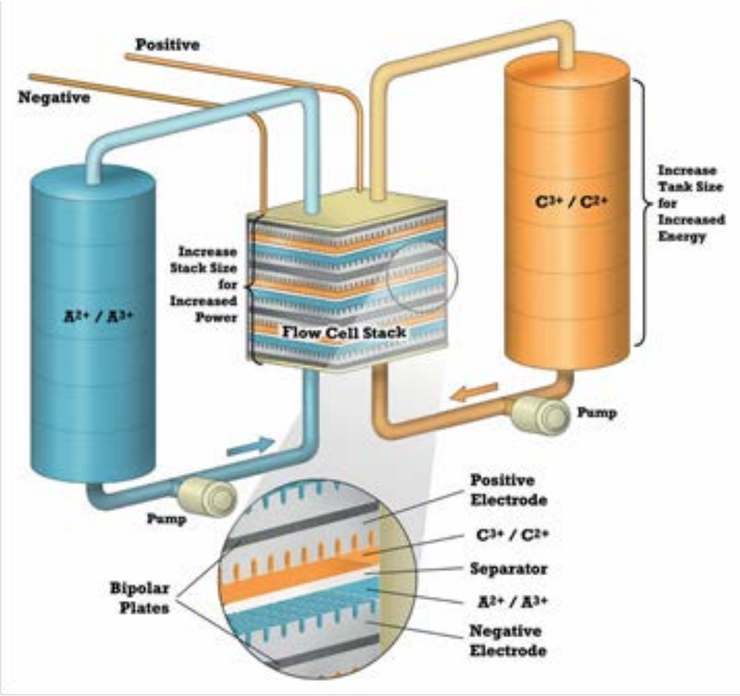
Flow Battery

- **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

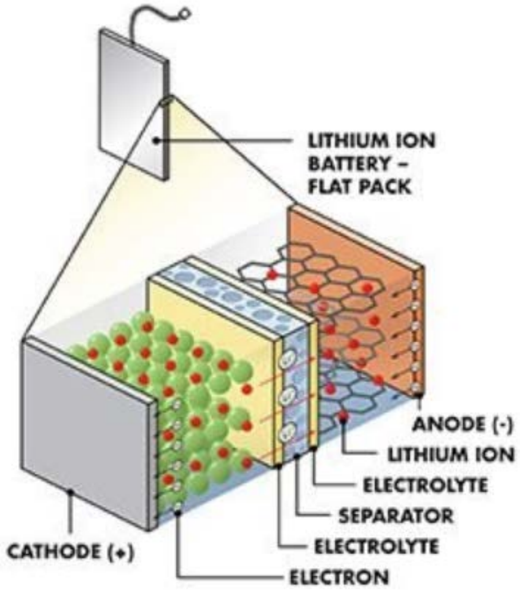


Flow

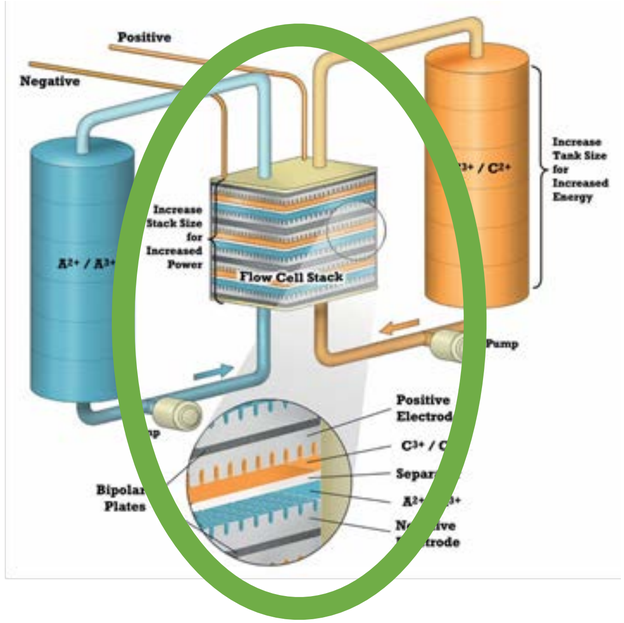


Flow Batteries have a **separate electrolyte** unit

Li ion



Flow



Major Benefits of
FLOW BATTERIES vs LI ION

Increases Energy Stored

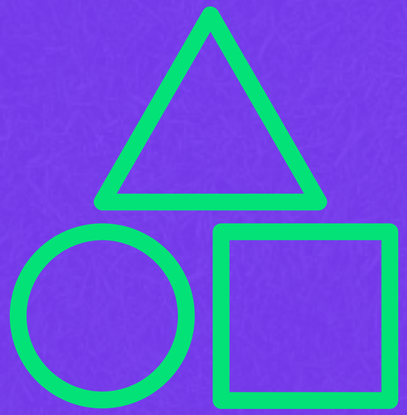
Longer Cycle Life

10-20 Year Lifetime

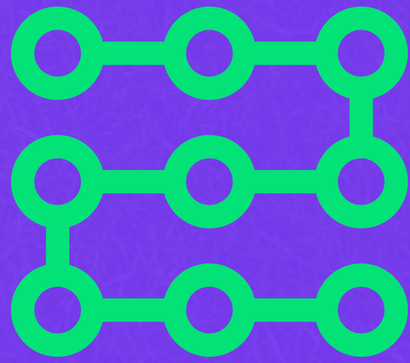
Presentation
ANIMATION



CONSIDERED



SIMPLE



CONSISTENT

The three steps to building **A WINNING PITCH**



SCRIPT



DESIGN



DELIVER


Look the audience
IN THE EYE



Use your hands to **EMPHASISE**

Do's

Show the number













Do's

Show the number

Separate parties into locations









Do's

Show the number

Separate parties into locations

Put emphasis on the words that matter





Do's

Show the number

Separate parties into locations

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising


I WAS ALSO WATCHING
THE OLYMPICS


Avoid distractions with
LEGS & FEET


Try saying the following
STANDING LIKE THIS


This is the best business proposition ever.
YOU CAN TRUST ME ON THIS ONE!


Avoid the
EXERCISE PITCH


You have a big impact
WITH YOUR VOICE


What do you want them to
THINK & FEEL?

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

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

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

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

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


Say your key messages
OUT LOUD, IN ADVANCE



To improve body language and voice

FILM YOURSELF PITCHING


ARE YOU DOING
ANYTHING TO DISTRACT
THE AUDIENCE?
ARE YOU EMPHASISING
YOUR TRUE MEANING?

The three steps to building **A WINNING PITCH**



SCRIPT



DESIGN



DELIVER


KEEP
CALM
AND
PITCH

1. Learn the first

60 SECONDS

2. Amy Cuddy TEDx

WONDERWOMAN





Check her TED talk at **TED.com** (just search for **Amy Cuddy**)

3. Just...

BREATHE


TEDx
NewYork

Pitch Tools
AND RESOURCES







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All the workshop **SLIDES**

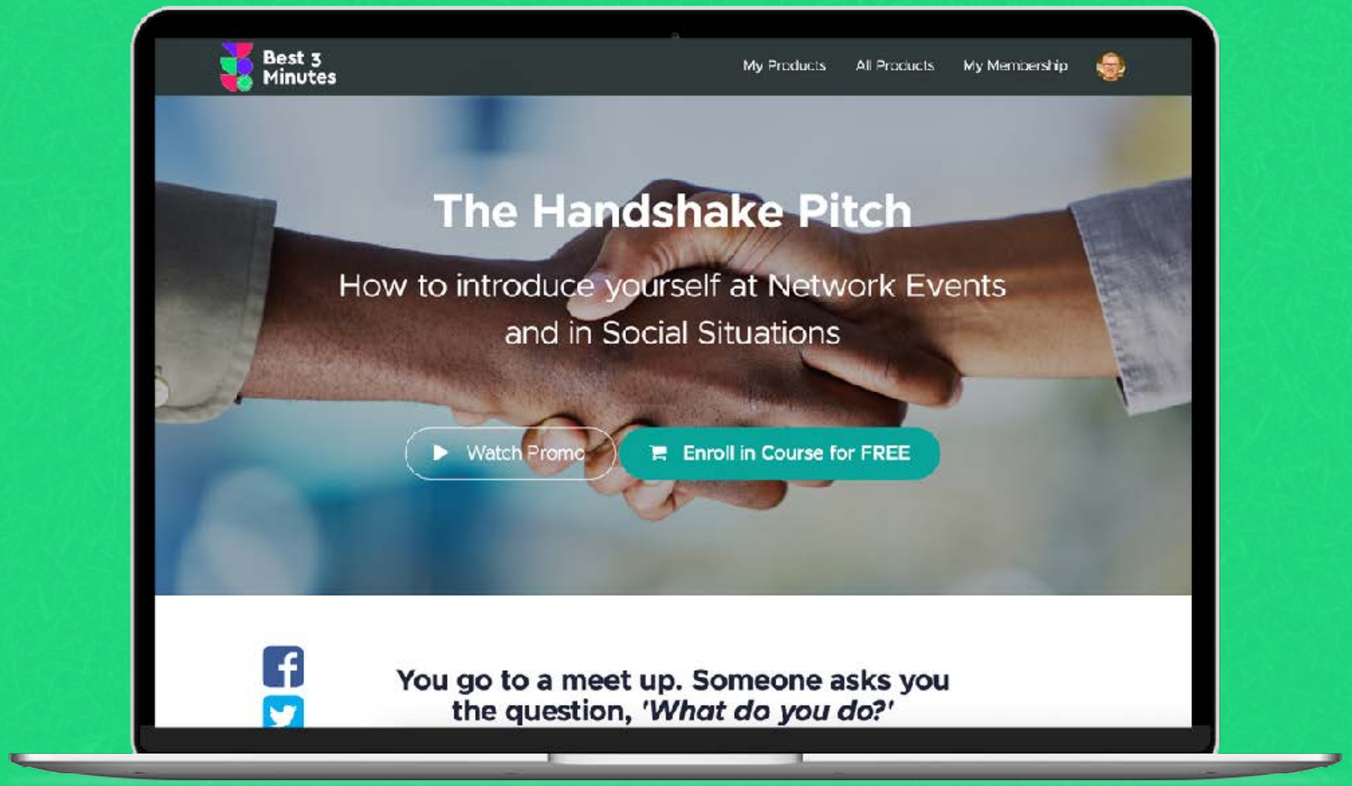


Connect with me on LinkedIn to get slides, one pagers etc.

FREE

10 Minute Online Course

YOUR INTRO PITCH



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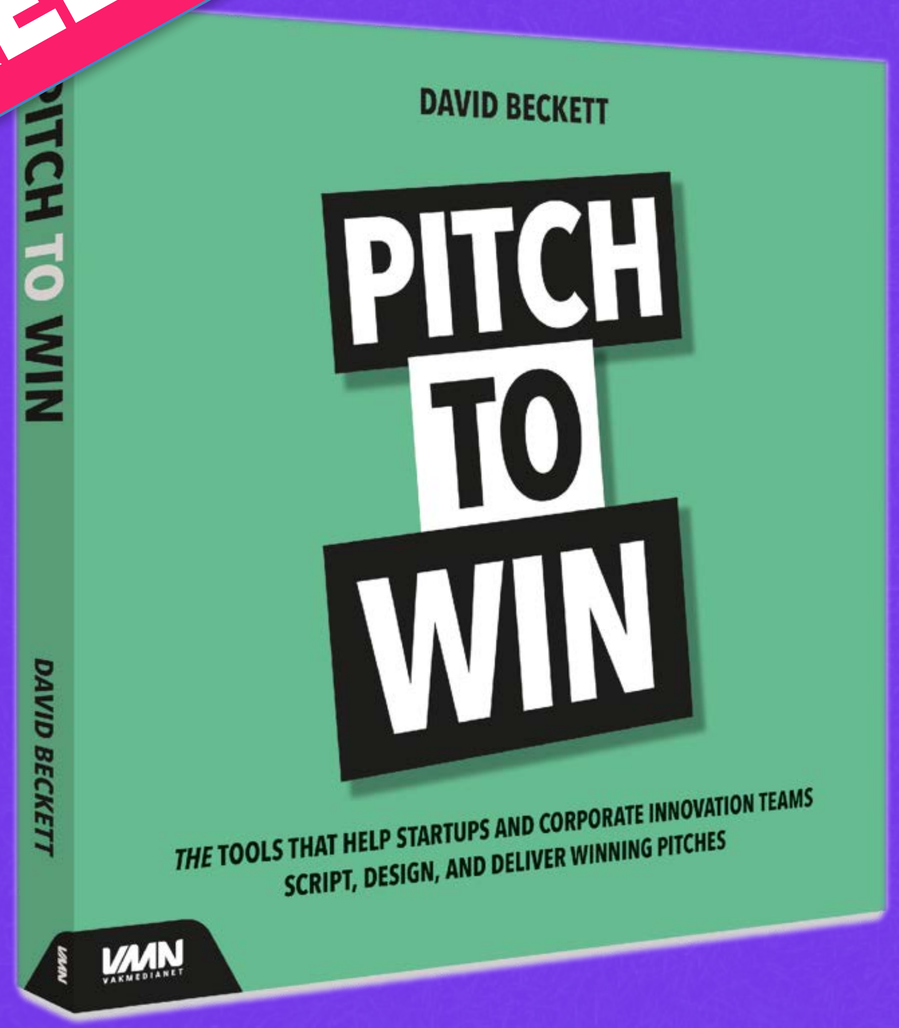

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