Pitch Coach
Co-developer Best3Minutes© Methode
TEDx Speech Coach

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)

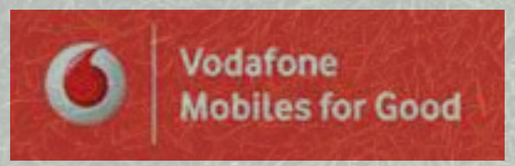
36,000+ professionals

























Coached 2500+ Startups & Scaleups

RAISED OVER €500MILLION



This is a

LEARNABLE SKILL

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
You can ask
ANY TIME



ACTION STEP

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

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

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?



For now: Focus on Feb. 3

Live Pitch with Team

Slides deadline

Morning of the presentation

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





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?

Februari 3:

Company representatives

Your fellow students

Plus…


Oli Mihalache
(he does the grading)
A JURY!

MOST LIKELY IMPORTANT?

Consumer & Brand **Insight**

Feasibility of the Idea

Market Size new country? **Growth opportunity?**
Go-to-market strategy? Will people pay?

Oh, and the quality of your pitch! 🤣

Think about...

What's **innovative** about the way you plan international expansion?

Inspiring your audience, make them enthusiastic!



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?"

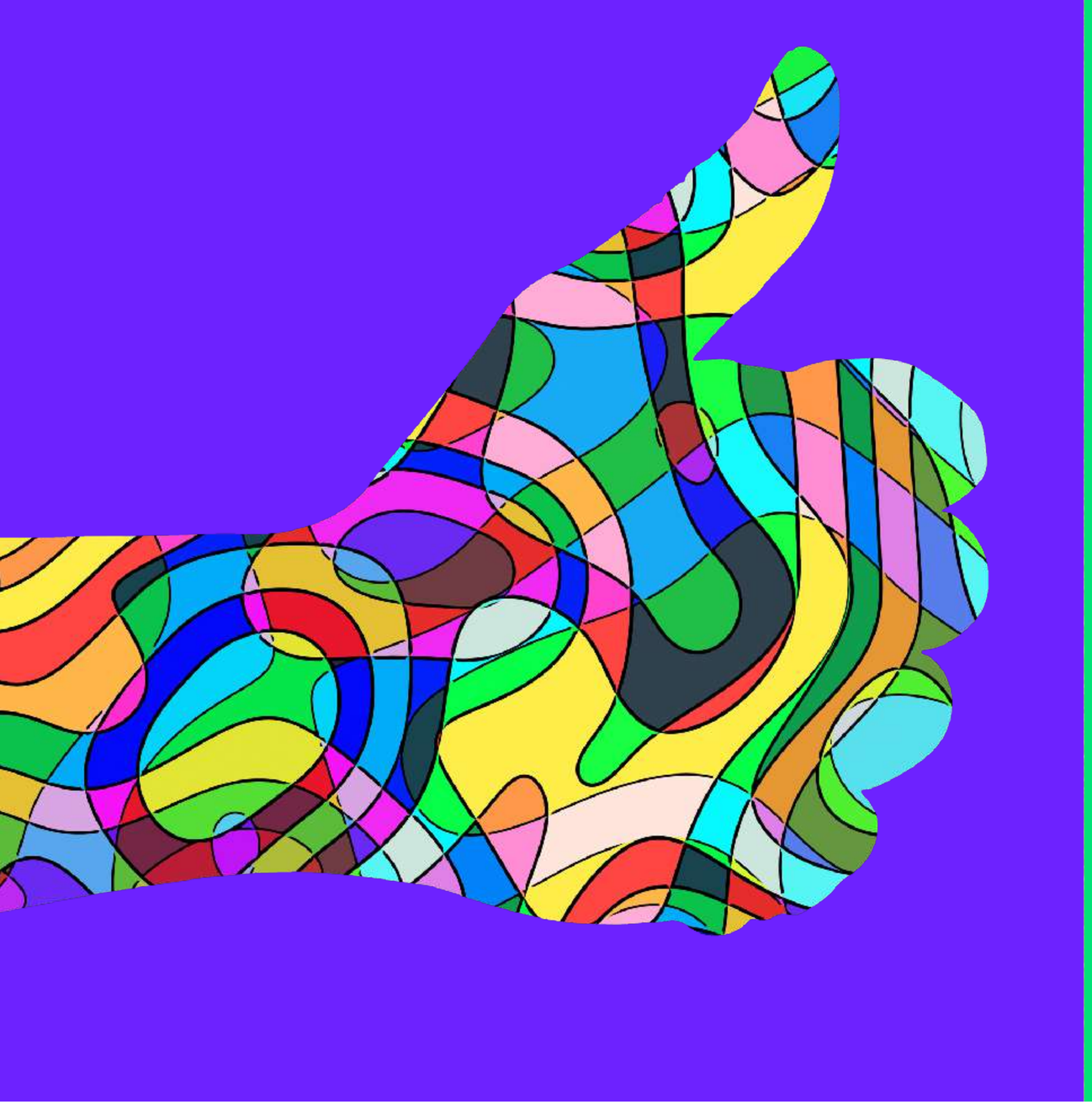


WHAT'S YOUR OBJECTIVE?

Provide **introductions**

Agree to a **pilot**

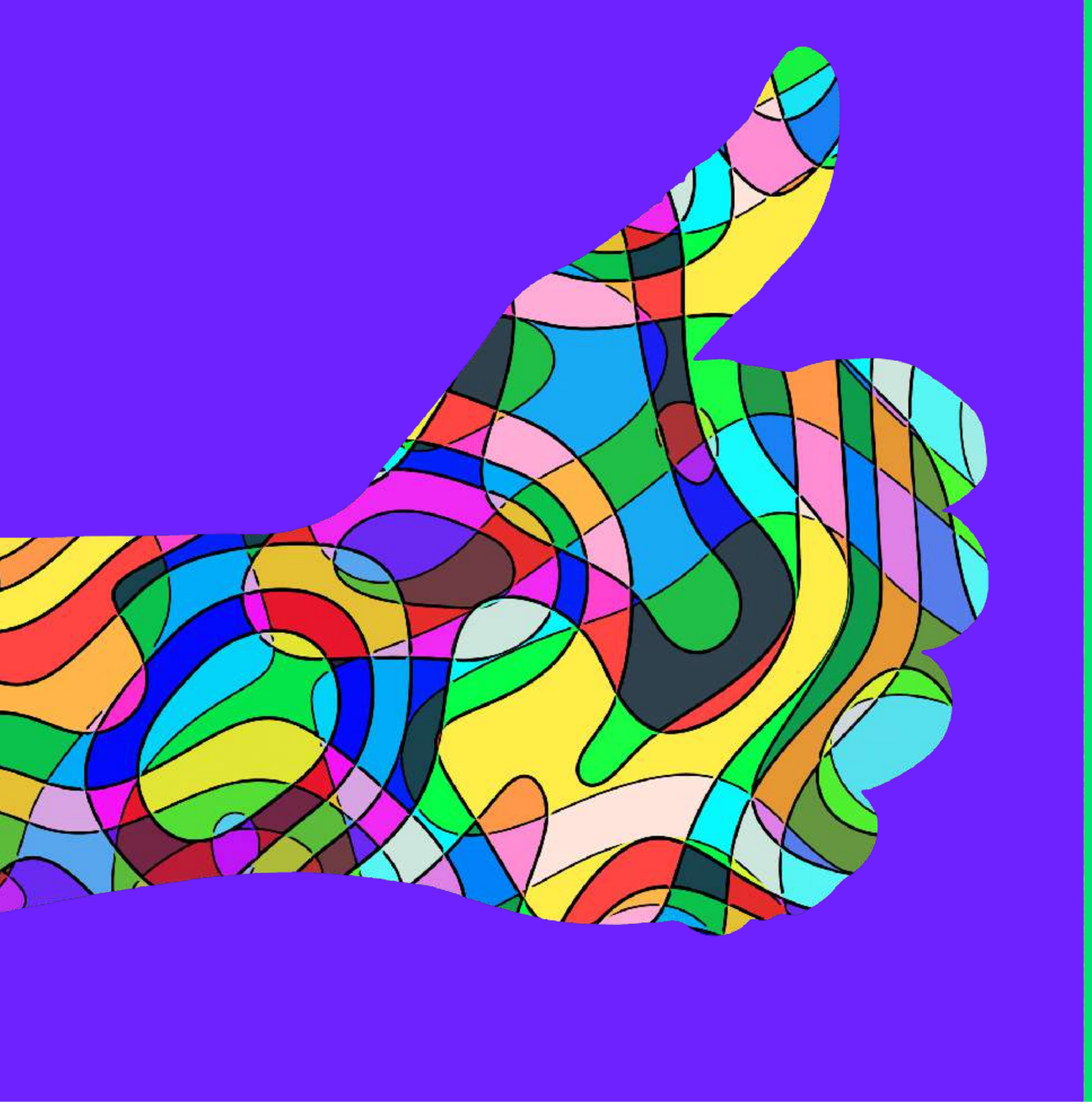
Plan a **follow up** meeting



Give them something they can say

YES!

to



YES, your team gets the contract to guide our international expansion,

congrats!



Prepare you for your **WINNING PITCH**

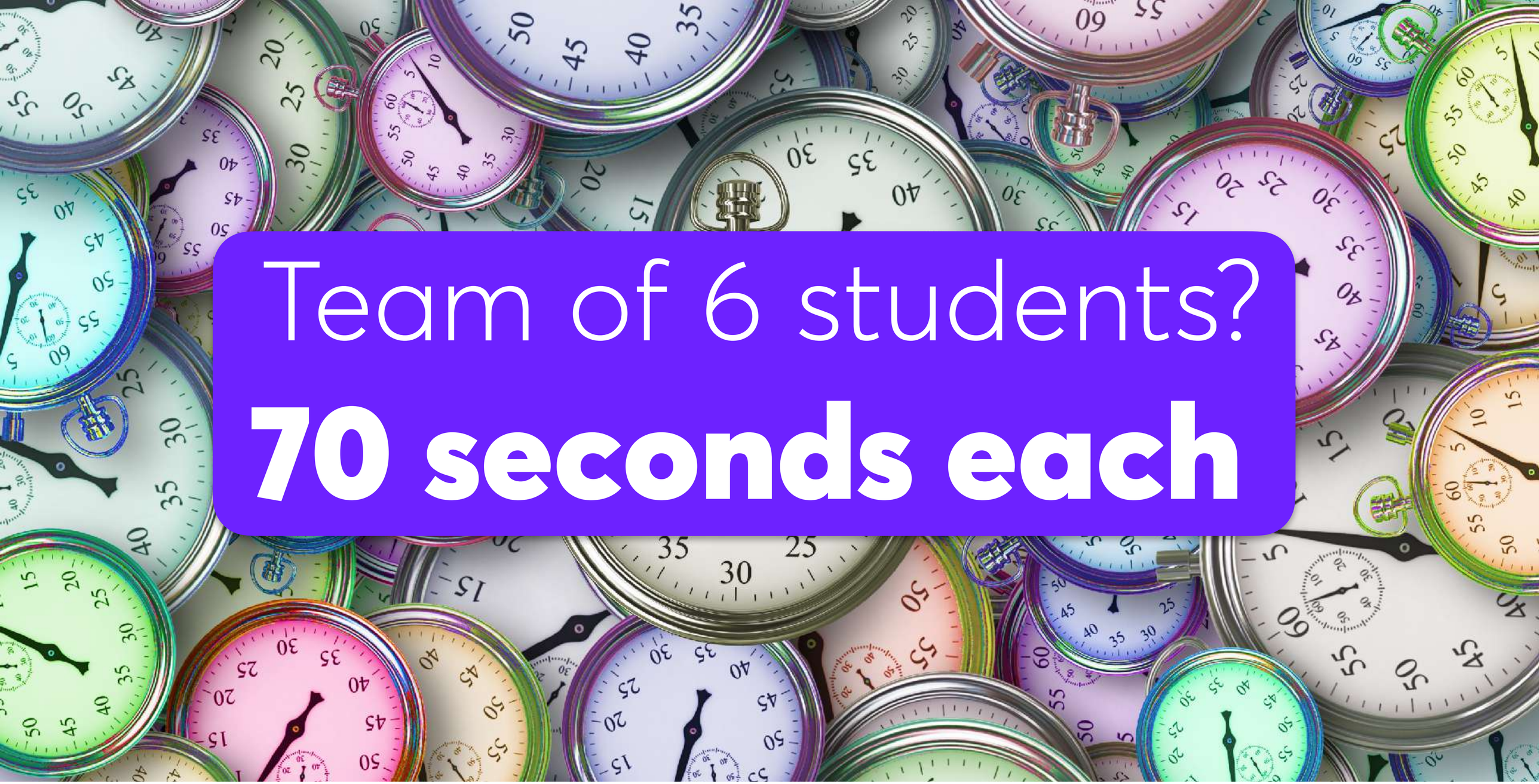
HOW MUCH TIME DO WE GET?



PITCH

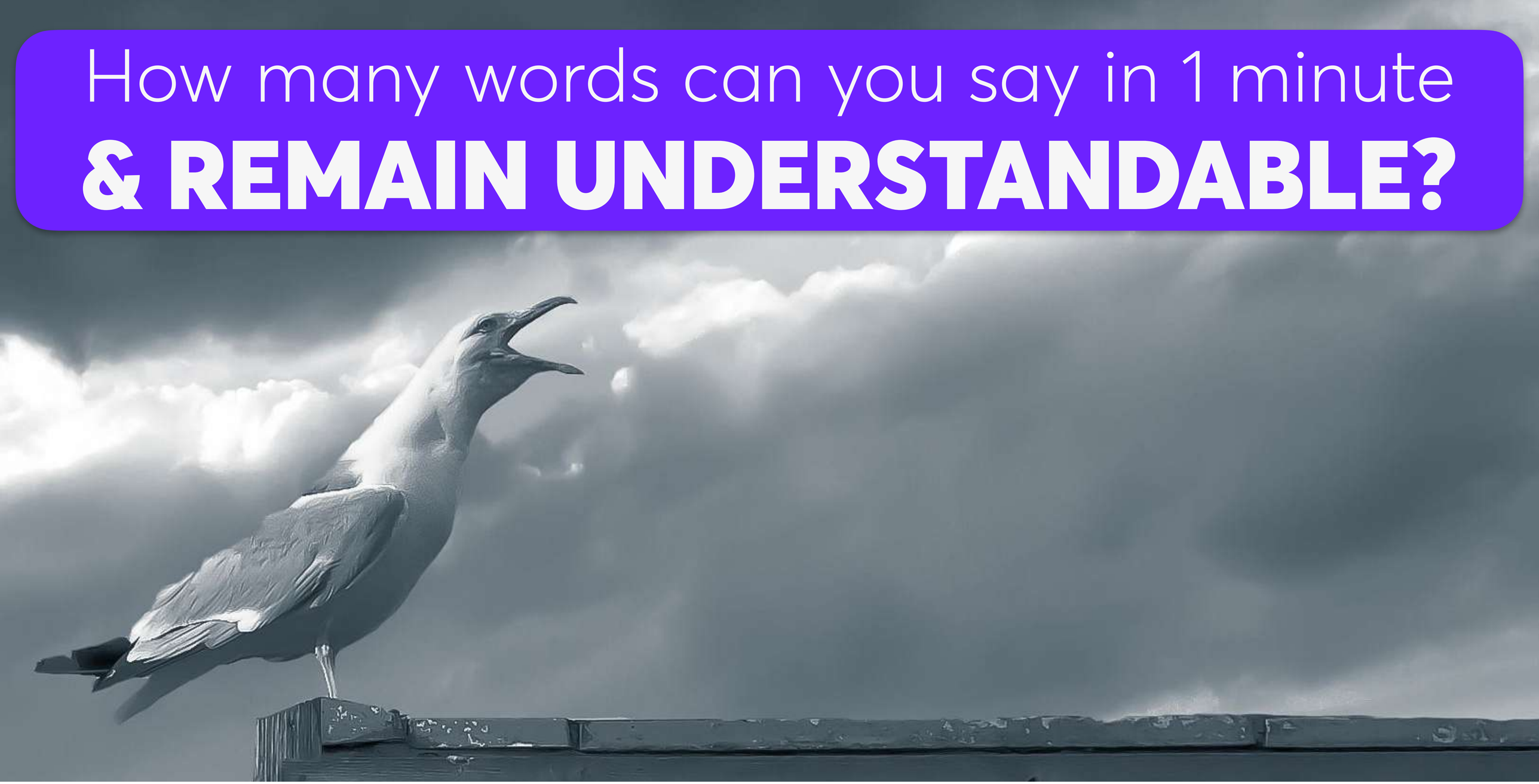


Q&A

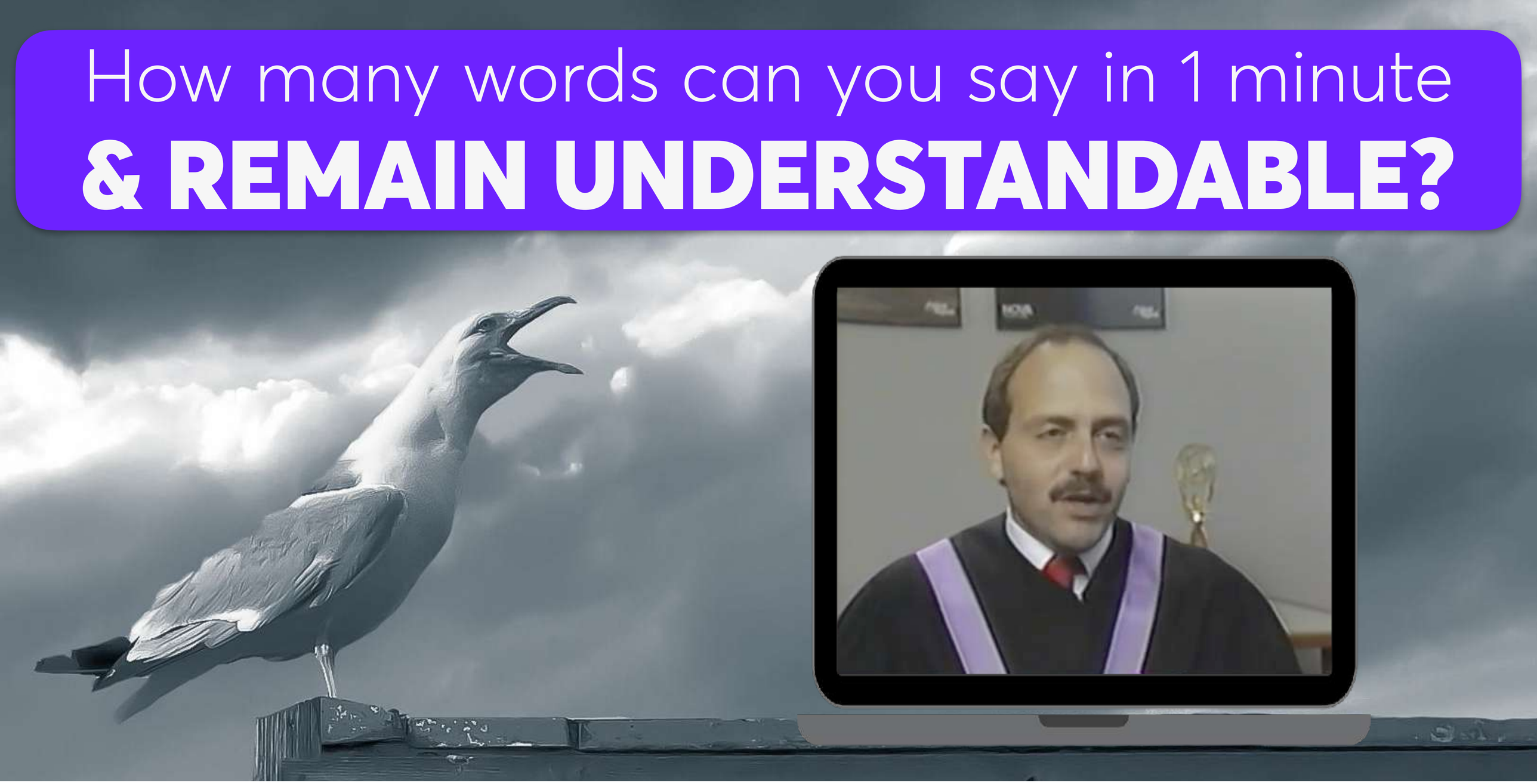

Team of 6 students?
70 seconds each


How do you **do** that?
Build the pitch **together**

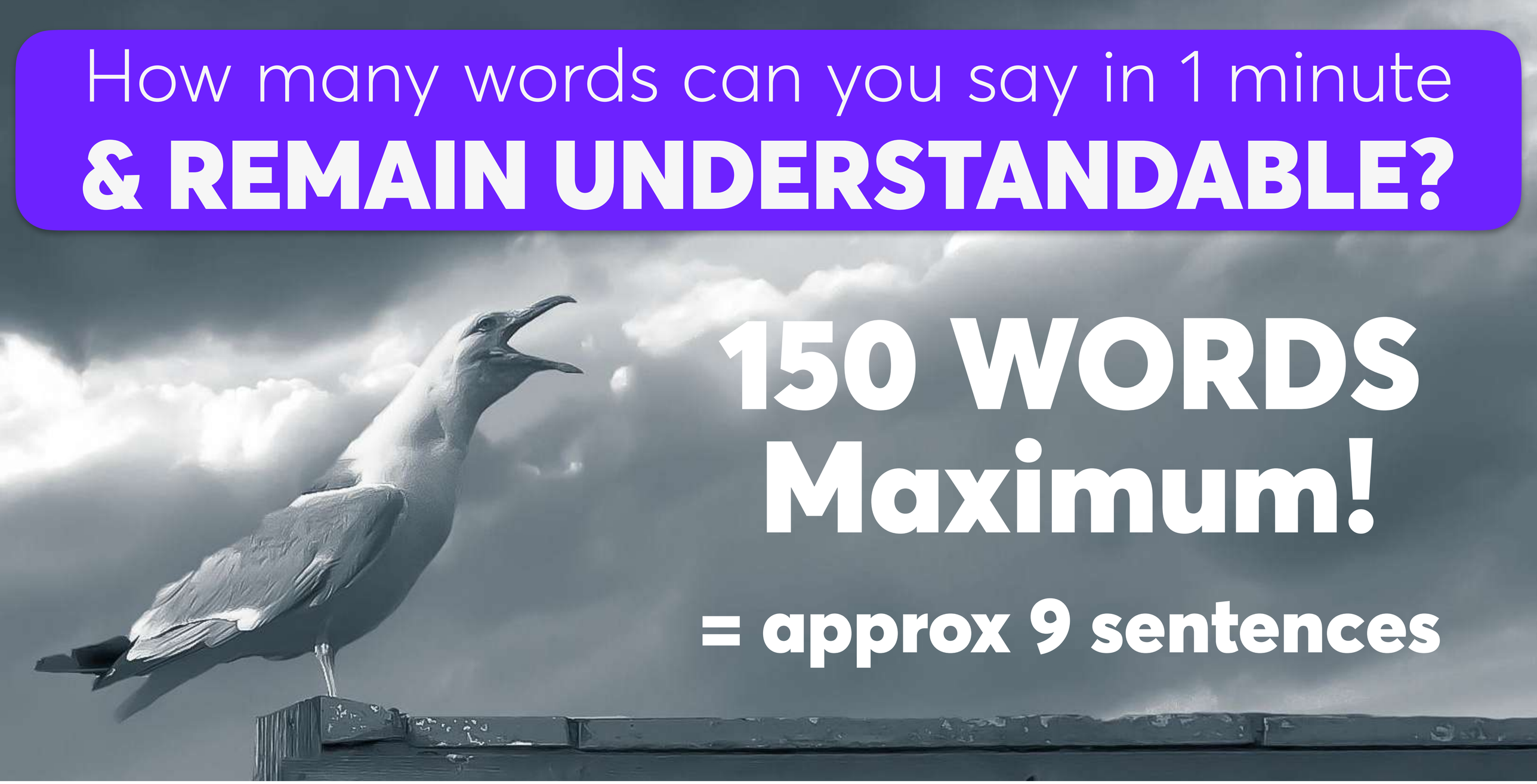
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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

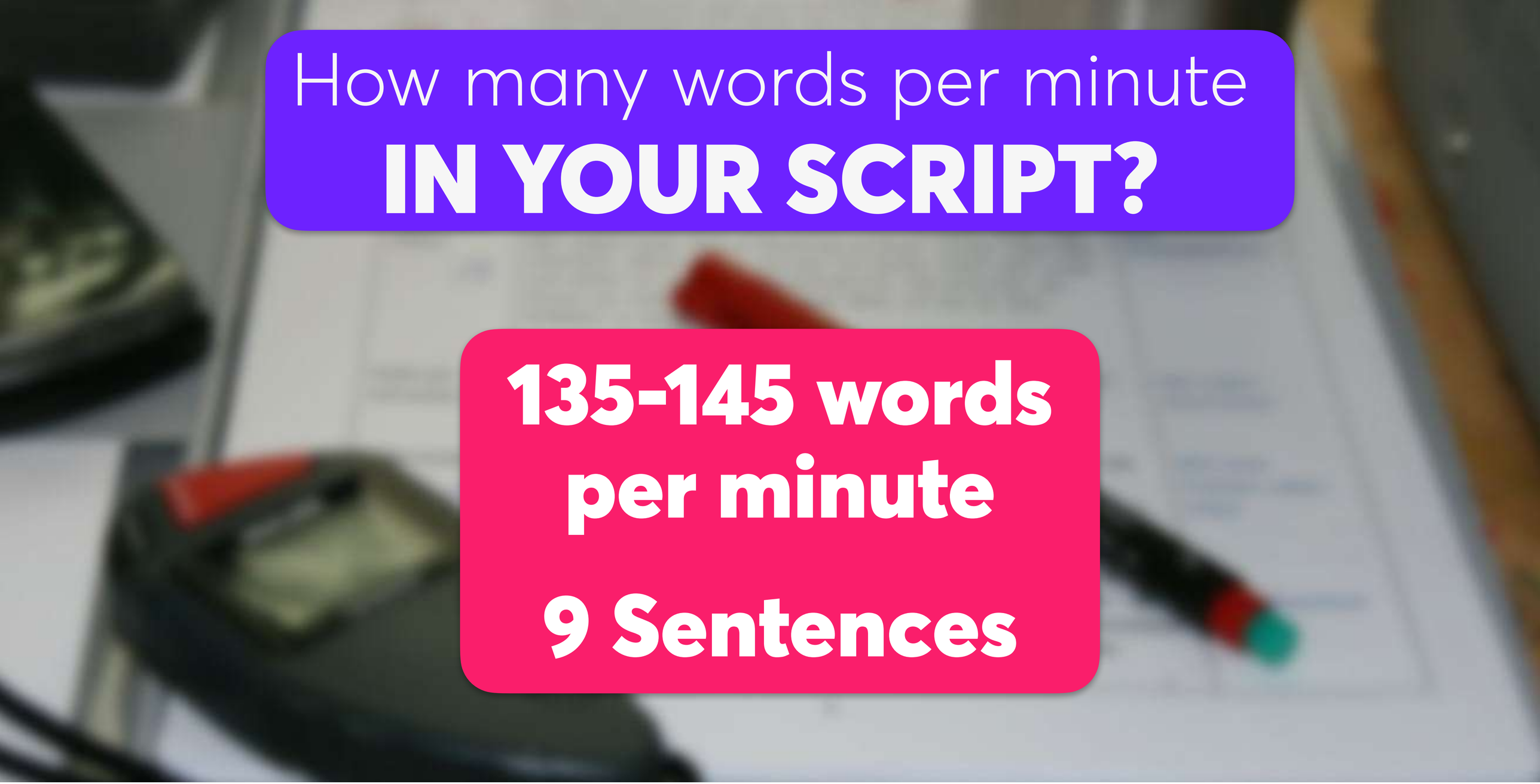


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= approx 9 sentences



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

135-145 words per minute

9 Sentences


143
Words/min

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?



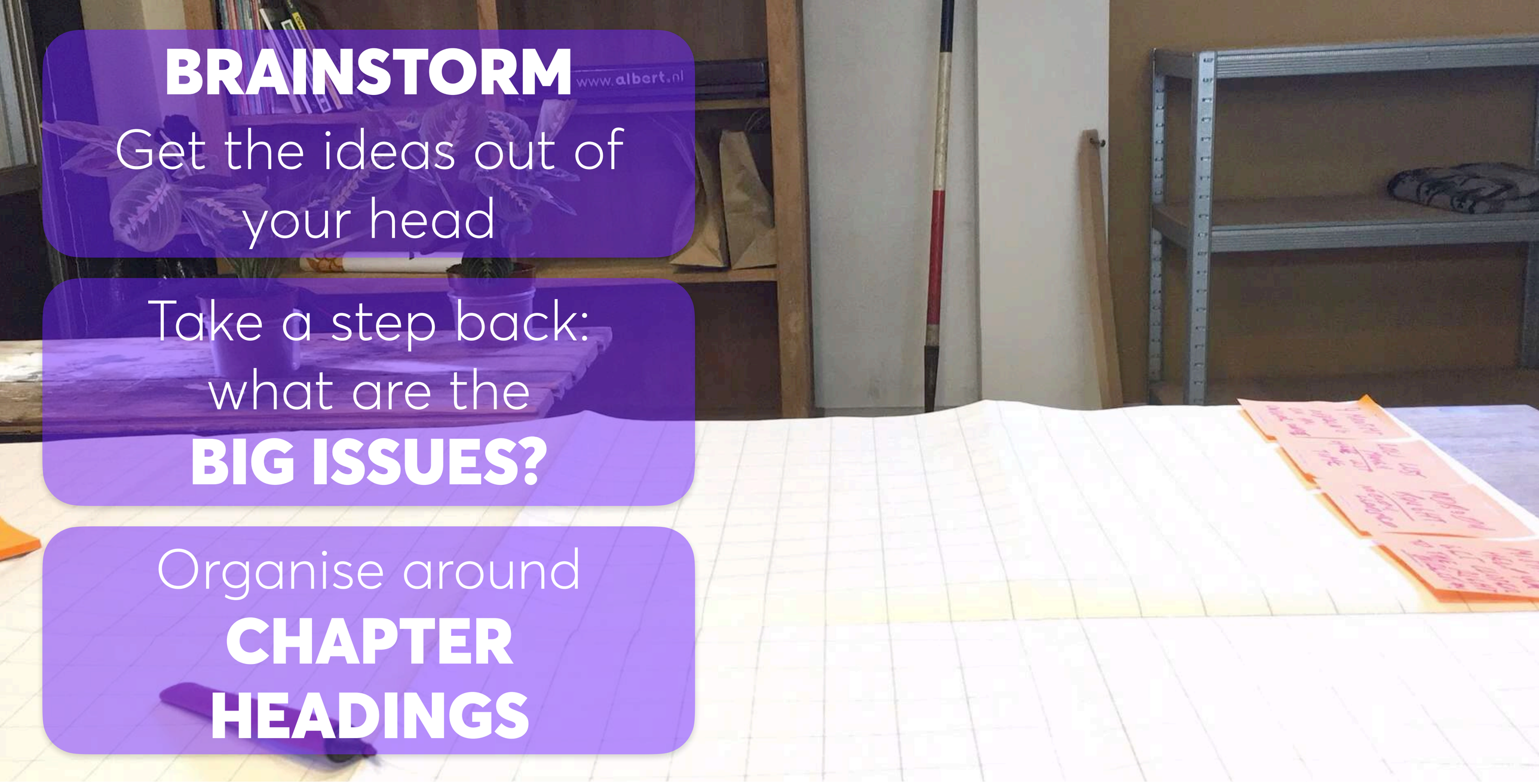
Don't Open **POWERPOINT**

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


Also when you
DON'T use slides…



Use POST-IT NOTES To Build Your Storyline



BRAINSTORM

Get the ideas out of your head

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

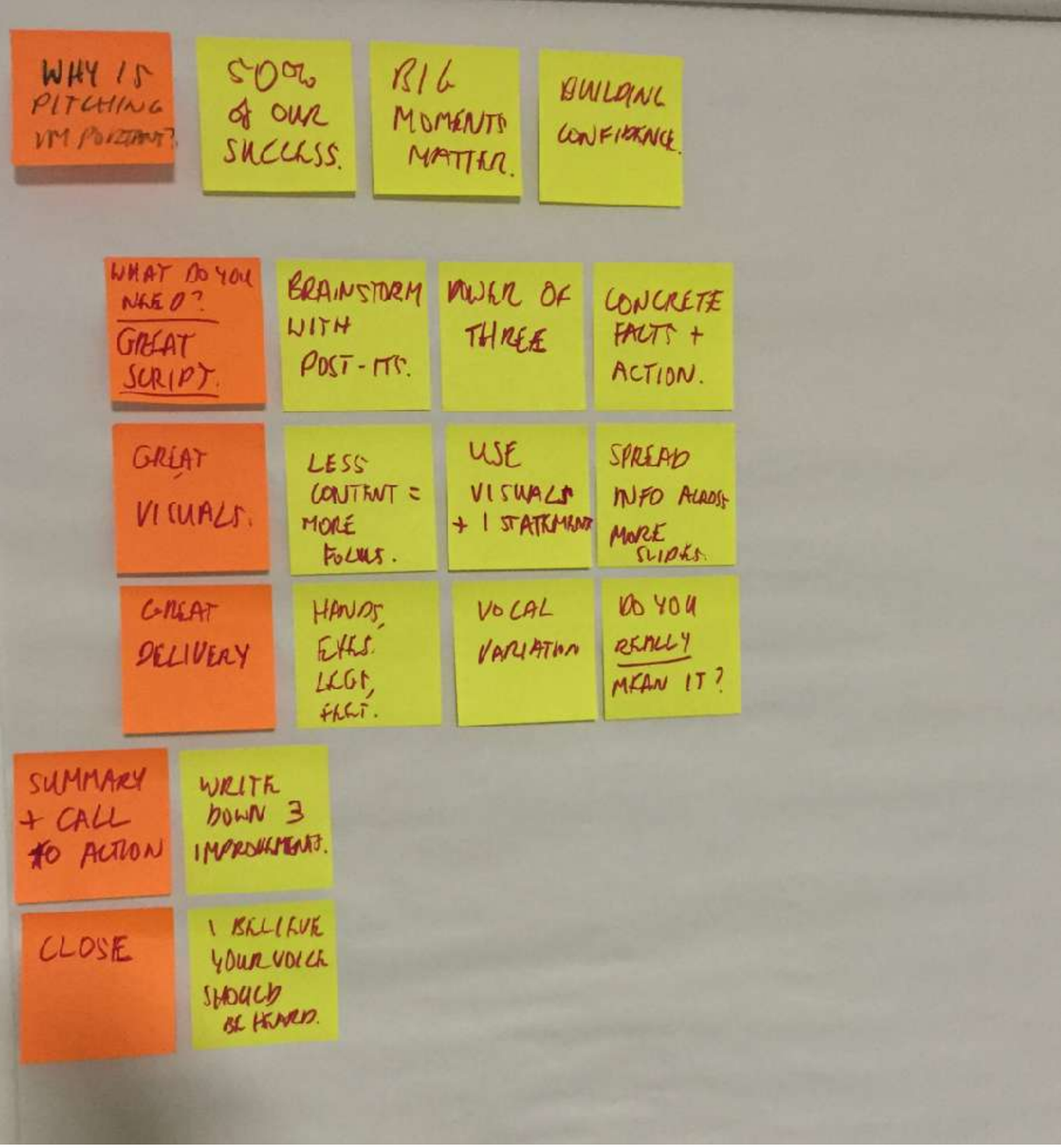
Organise around **CHAPTER HEADINGS**



VIRTUAL TOOLS

miro.com

mural.co




The Pitch Canvas©
Simple Statement of what change you and your product are making in the world.
Pain(+ Gain)
Product
Product Demo
What's (Unique
Customer Traction
Business Model
Investment
Team
Call To Action and End Statement
Why You?
WELCOME TO
THE PITCH CANVAS©


QUESTIONS?
About
THE PROCESS?

Which topics should be in

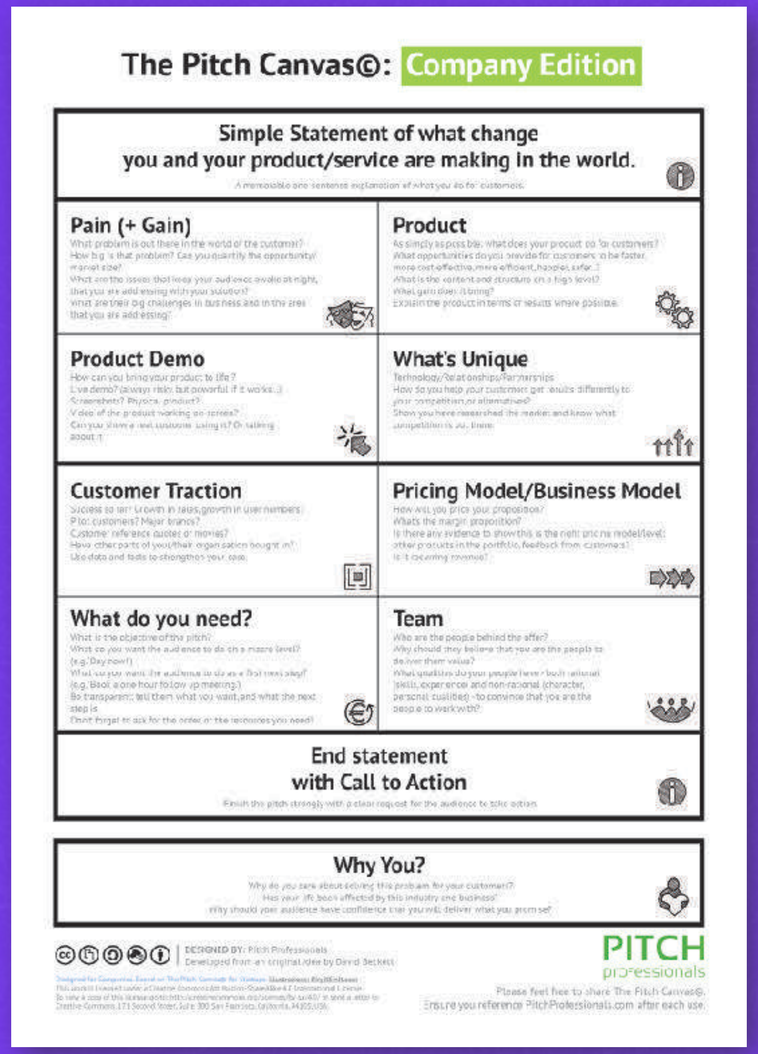
YOUR WINNING PITCH?

Process

HOW?

Content

WHAT?



THE PITCH CANVAS©

Download FREE at Best3minutes.com

Let's focus on

KEY TOPICS



PAIN

What is the client's **challenge** you solve?

What are the **difficulties** involved?

Be specific
PUT A NUMBER ON IT



"It wastes a lot of hours"

"So many steps before you can register a company"



"It takes up to 72 hours"

"There are over 31 steps before you can register"


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases


nuventura
04:53
04:53



PRODUCT

How do you **solve** your company's expansion challenge?

What can they achieve as a **result** of your plan?



UNIQUE

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

How do you help get **results** abroad?

(What's different to current way to expand?)



EARLY STAGE VALIDATION

Any **research** that proves this is the road towards **growing internationally**?

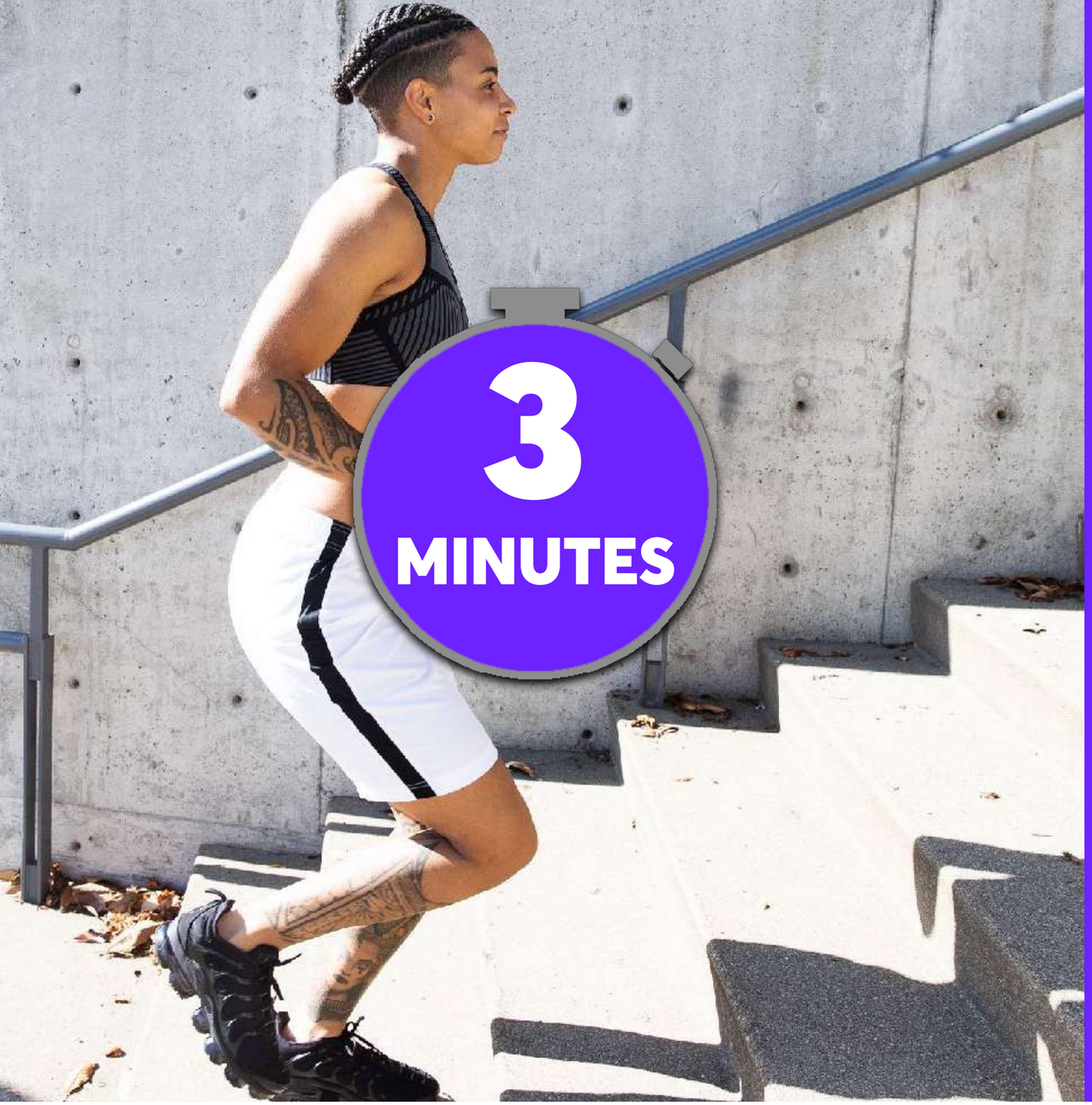


EARLY STAGE VALIDATION

Customer **Interviews**?

Online **Experiments**?

How have you **engaged** with potential **customers**?



ACTION STEP

Brainstorm: write down *at least* **10 things** about the **PAIN & PRODUCT** (your solution)

Write down *at least* 1 thing about how **UNIQUE** your idea is, and about **VALIDATION**

Don't think too much: **just write**

And remember: **1 idea per Post-it!**

Alright, great job! Now…

LET'S MAKE IT REAL!



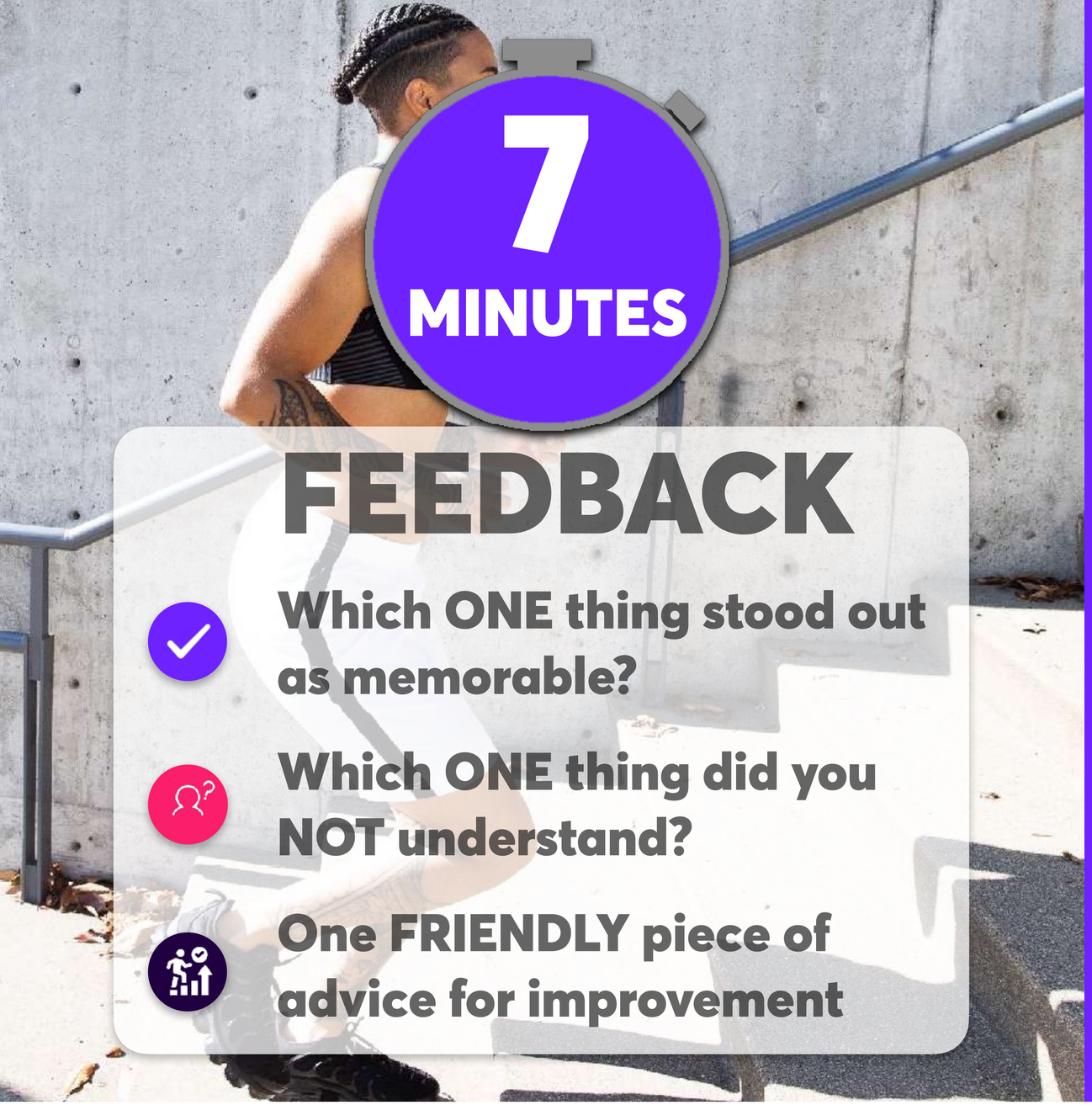
ACTION STEP

Prepare a short
60-90 Second pitch with only
3-4 of the following;

Pain, Product (**solution**), What's Unique, Early Stage Validation

Note: **individually**

60-90 seconds = 9-13 sentences



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 short
60-90 Second pitch with only
3-4 of the following;

Pain, Product, What's Unique,
Early Stage Validation

Ideally partner up with someone
not on your team/challenge


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


You've now 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

Which other topics should be in

YOUR WINNING PITCH?



CHANCES

How **big** is the market?

Opportunity for **growth**?



WHAT DO YOU NEED?
= CALL TO ACTION

Advice? **Introductions**?

Follow Up **Meeting**?

Feedback - on what?



TEAM

Why is your consulting team the **best** to guide their expansion?

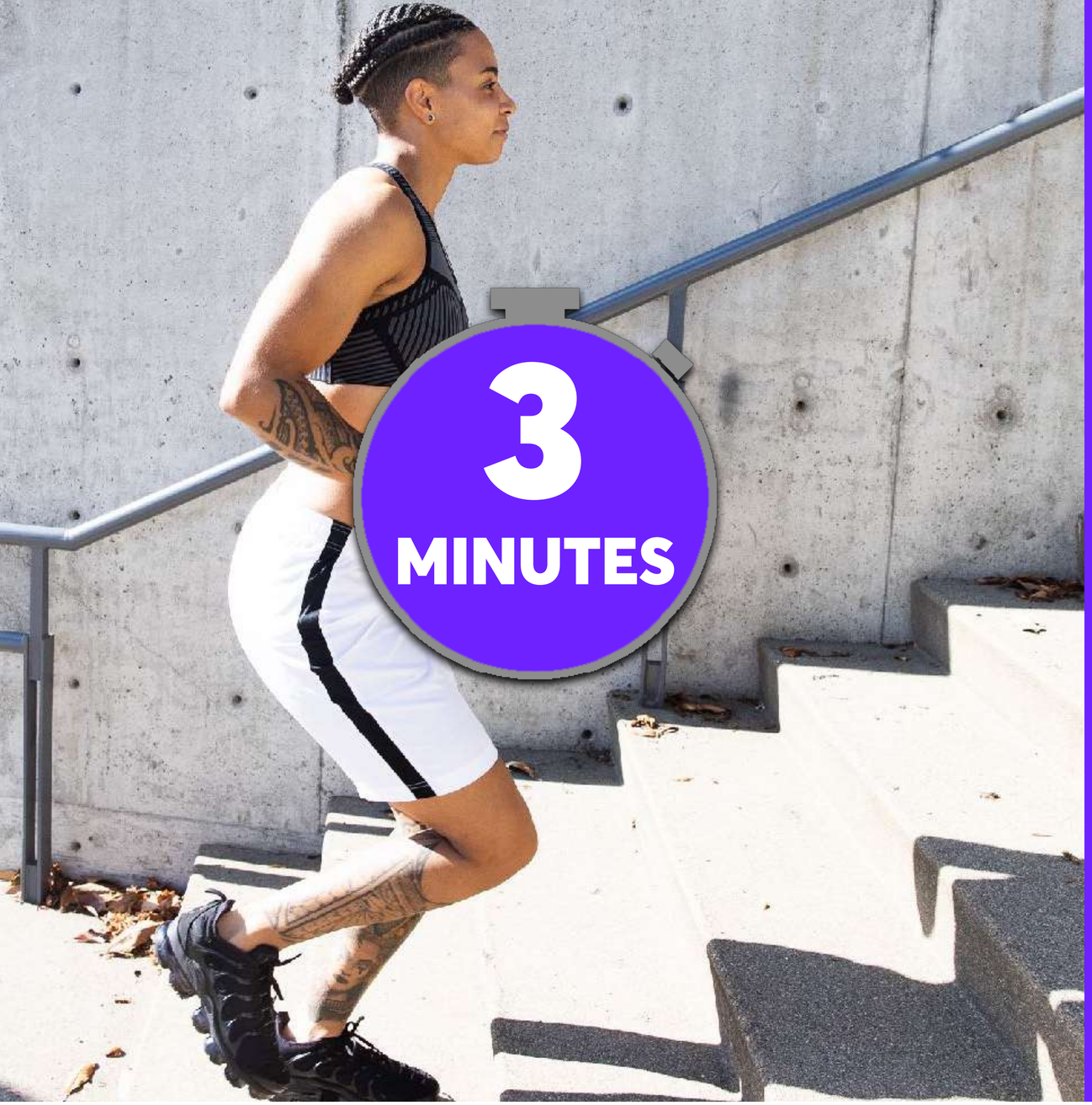
What makes your team **stand out**?



WHY YOU?

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

Your **enthusiasm** really counts!



ACTION STEP

Brainstorm: Write down at least **10 things** in total about Chances, Call to Action (what do you need), Team / Why You?

Quickly write down **key words** and phrases, not full sentences

Don't think too much: **just write**


QUESTIONS?
About
THE CONTENT?


Make the first word count
OPEN POWERFULLY



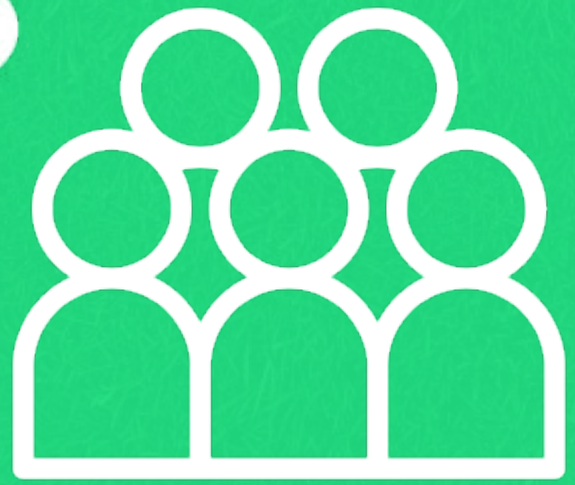
The first 20 seconds buys

ATTENTION

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

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

Do I ***want*** *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

Making your story

FOCUSED & MEMORABLE


The Power of
THREE

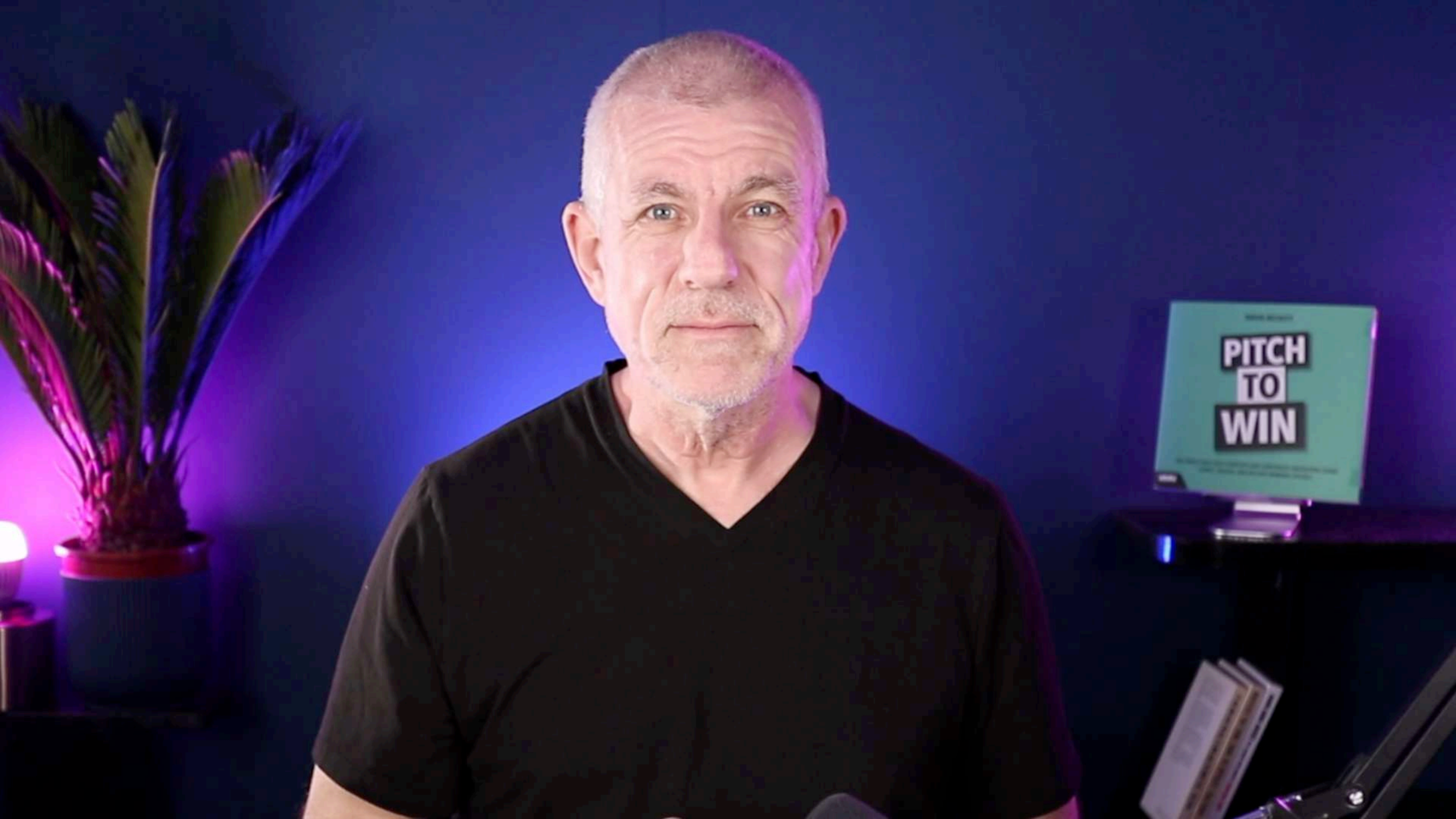
What happens if I say…

“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


We are surrounded by
THREES

READY, STEADY, GO!



LIGHTS, CAMERA, ACTION!



BEGINNING, MIDDLE, END



How do you apply
THE POWER OF THREE?



Break your product (plan) into **THREE BIG QUALITIES**

EASY TO EXPAND

GAME CHANGER

FITS BUDGET

Break your whole pitch into **THREE BIG CHAPTERS**

CHALLENGE

OUR PLAN

FUTURE



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

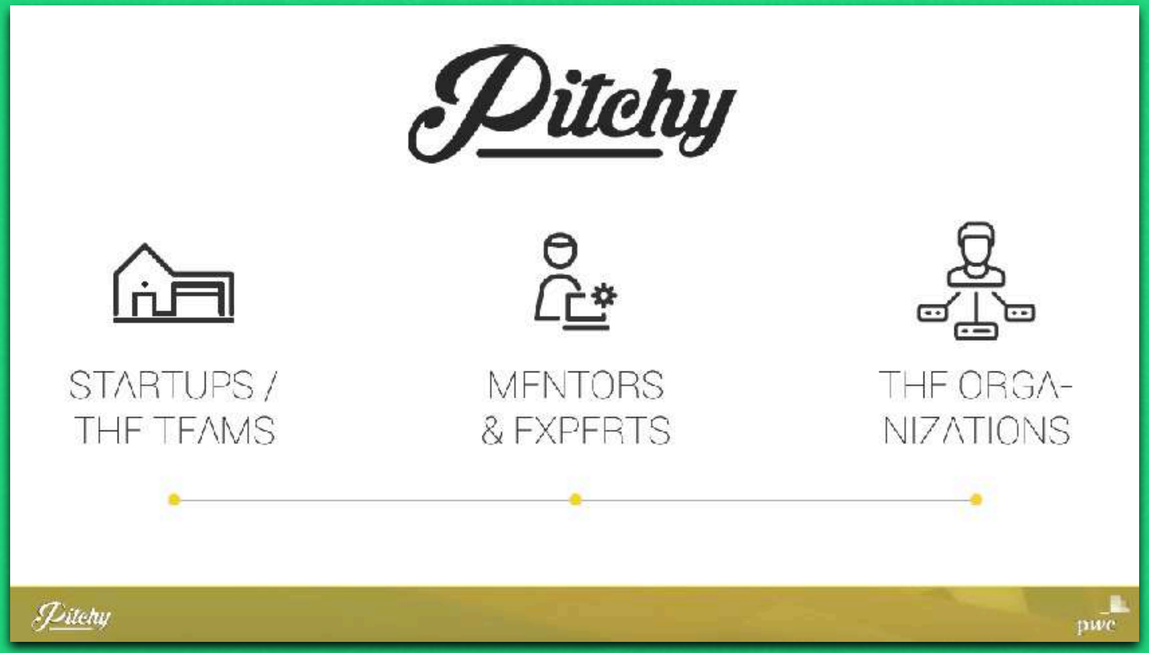


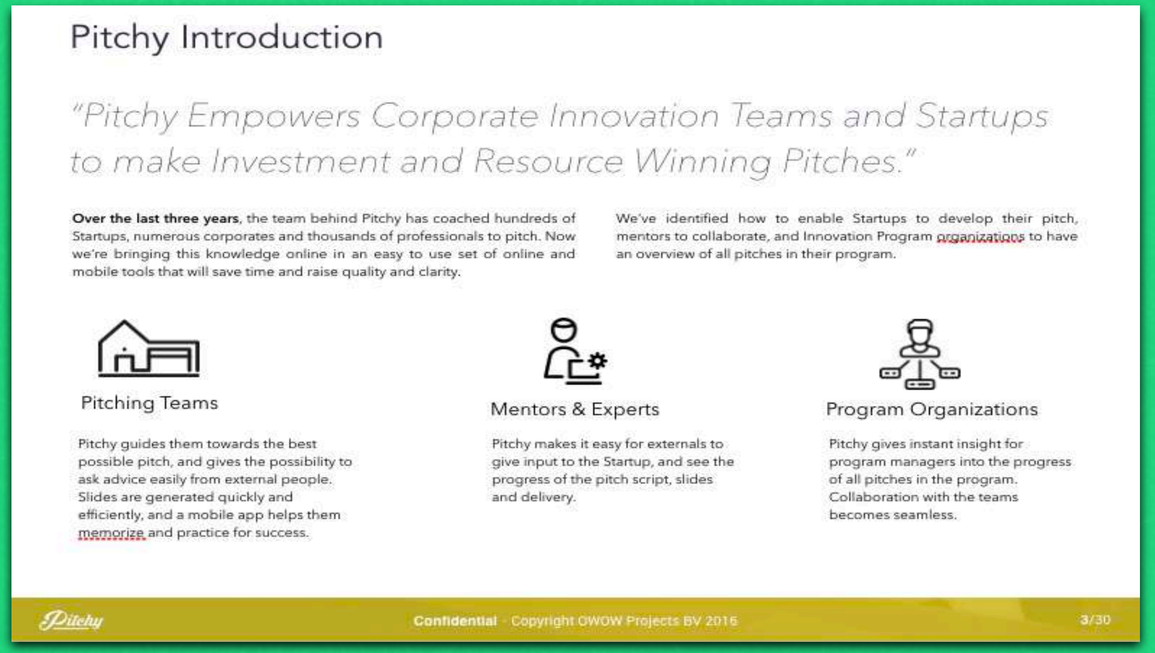
Before we finish…
A word on your **SLIDE DECK**

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



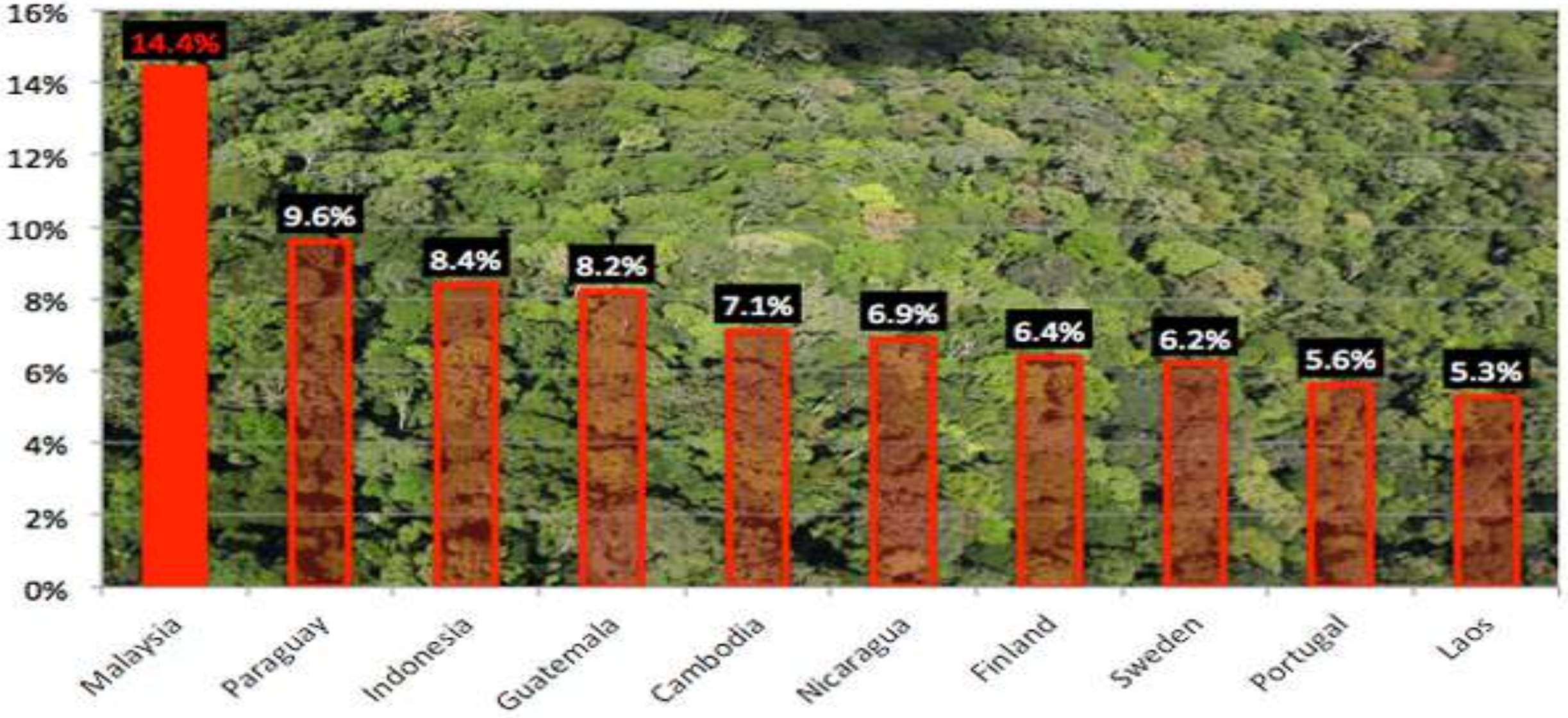


To wrap it up: a pitch for **INSPIRATION!**



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



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/VU-Master-2025/

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

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LI linkedin.com/in/davebeckettpresentationcoach
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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David Beckett

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5

Ways To Manage Your Pitching Nerves



Thanks for joining the recent Pitch workshop!

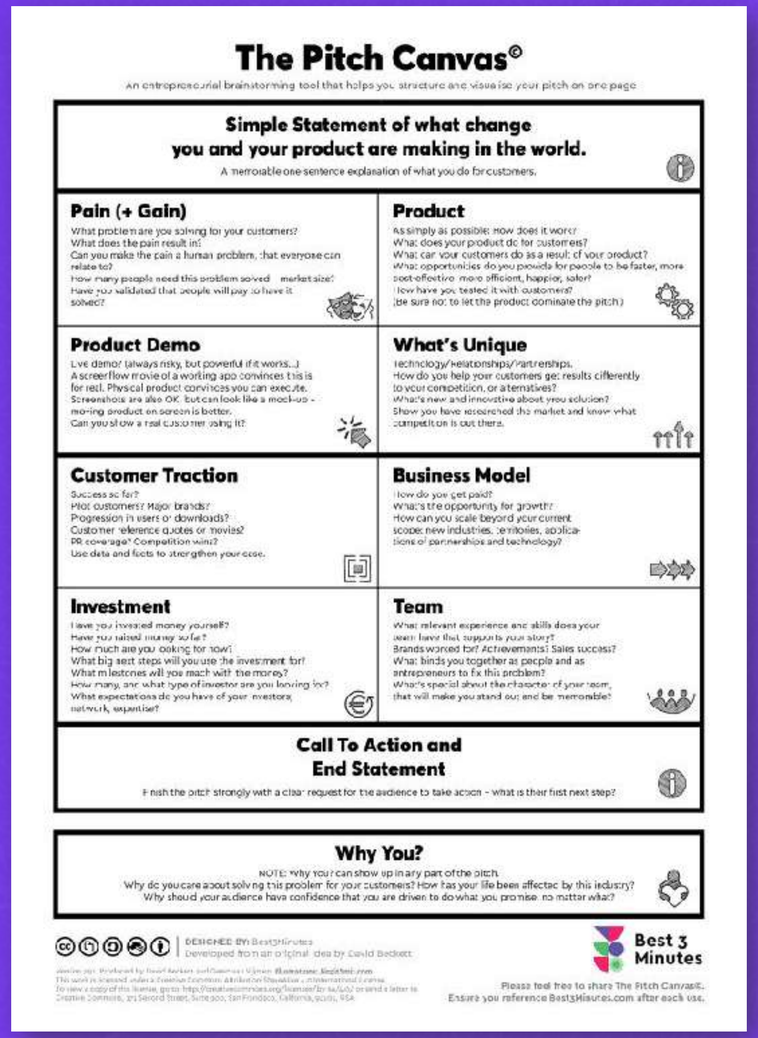
Here's a quick overview of some of the most powerful tools to overcome something that most people experience – getting nervous before a pitch.

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;
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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 screenflow 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?
Progression 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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Developed from an original idea by David Beckett
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