

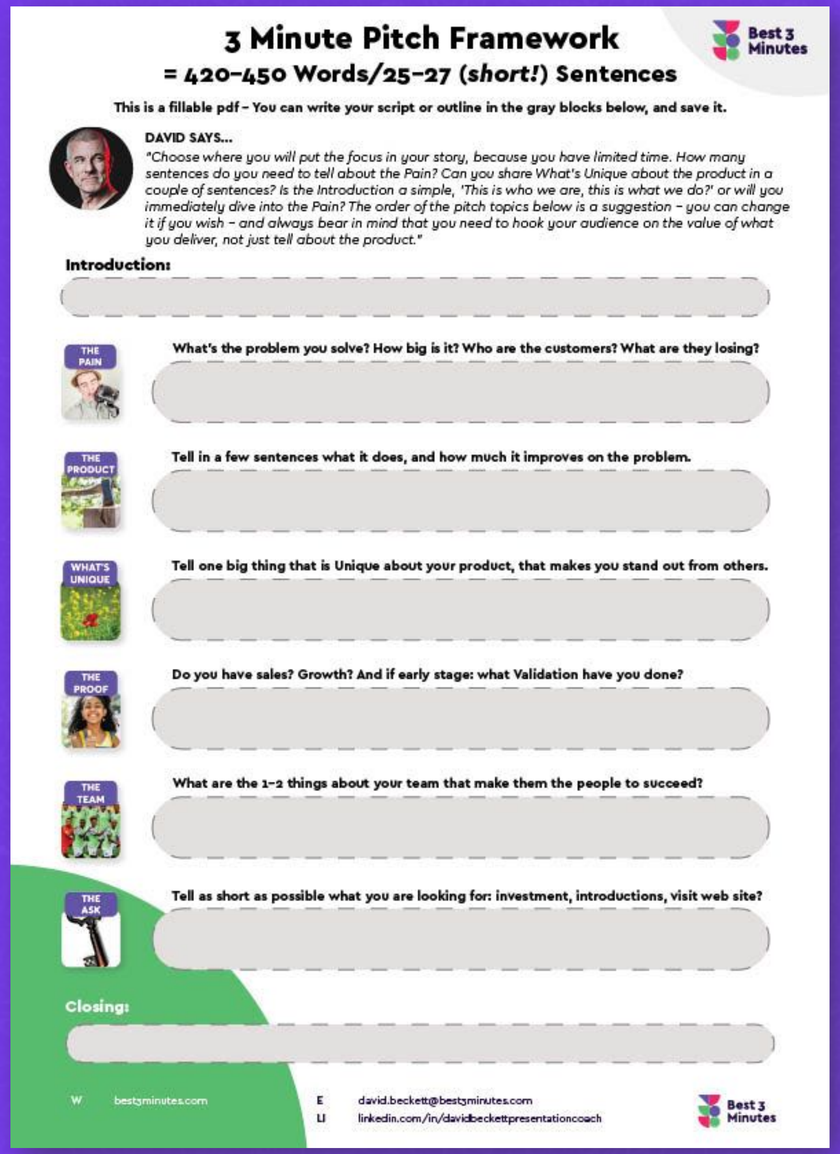
Pitch Coach
Creator of The Pitch Canvas©
Author of 'Pitch To Win'

David Beckett

best3minutes.com

Best 3 Minutes


Prepare you for your
3-MINUTE PITCH



3 Minute Pitch Framework
= 420–450 Words/25–27 (*short!*) Sentences

Best 3 Minutes

This is a fillable pdf – You can write your script or outline in the gray blocks below, and save it.

DAVID SAYS...

"Choose where you will put the focus in your story, because you have limited time. How many sentences do you need to tell about the Pain? Can you share What's Unique about the product in a couple of sentences? Is the Introduction a simple, "This is who we are, this is what we do?" or will you immediately dive into the Pain? The order of the pitch topics below is a suggestion – you can change it if you wish – and always bear in mind that you need to hook your audience on the value of what you deliver, not just tell about the product."

Introduction:

THE PAIN

What's the problem you solve? How big is it? Who are the customers? What are they losing?

THE PRODUCT

Tell in a few sentences what it does, and how much it improves on the problem.

WHAT'S UNIQUE

Tell one big thing that is Unique about your product, that makes you stand out from others.

THE PROOF

Do you have sales? Growth? And if early stage: what Validation have you done?

THE TEAM

What are the 1–2 things about your team that make them the people to succeed?

THE ASK

Tell as short as possible what you are looking for: investment, introductions, visit web site?

Closing:

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3-Minute Pitch Framework

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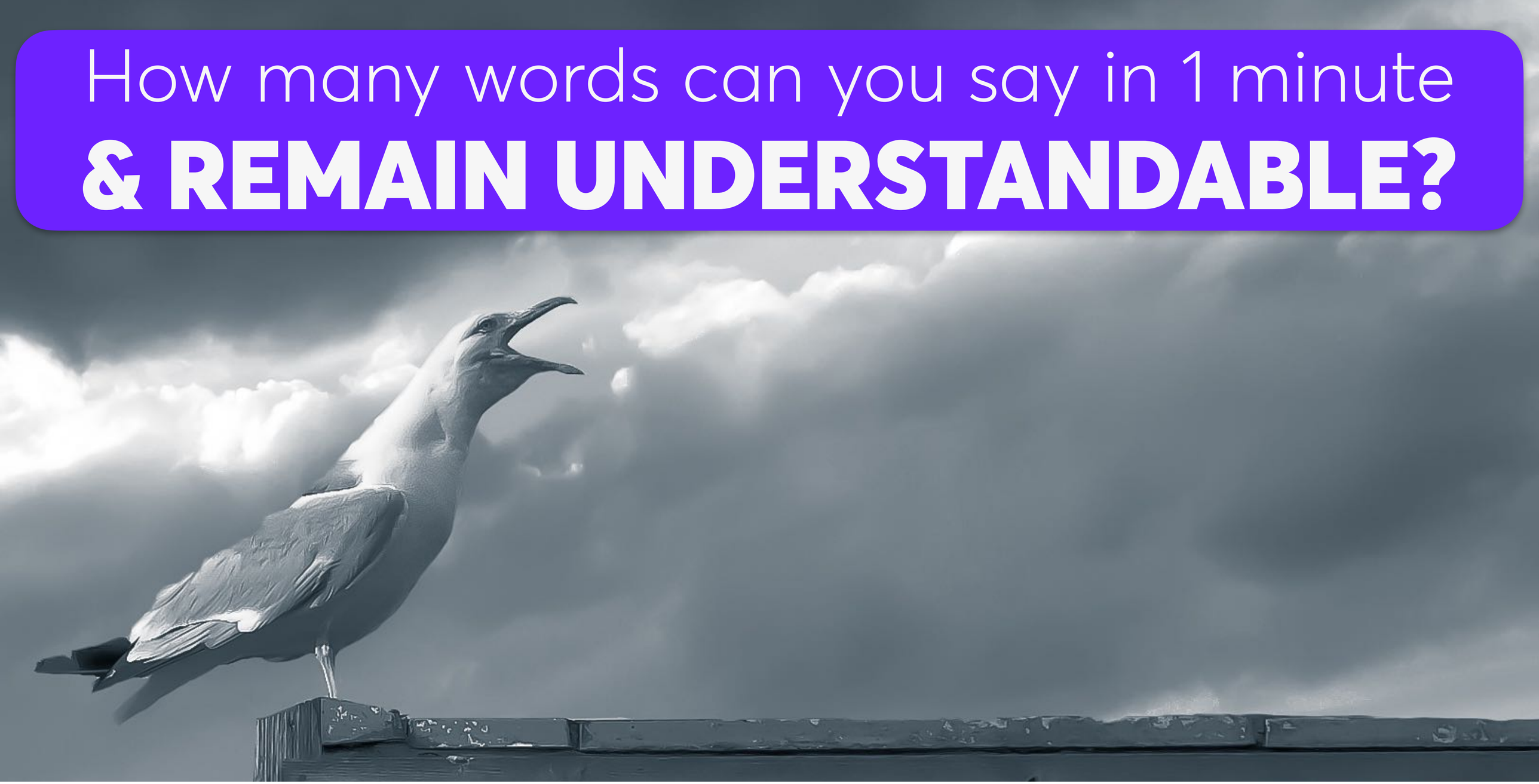
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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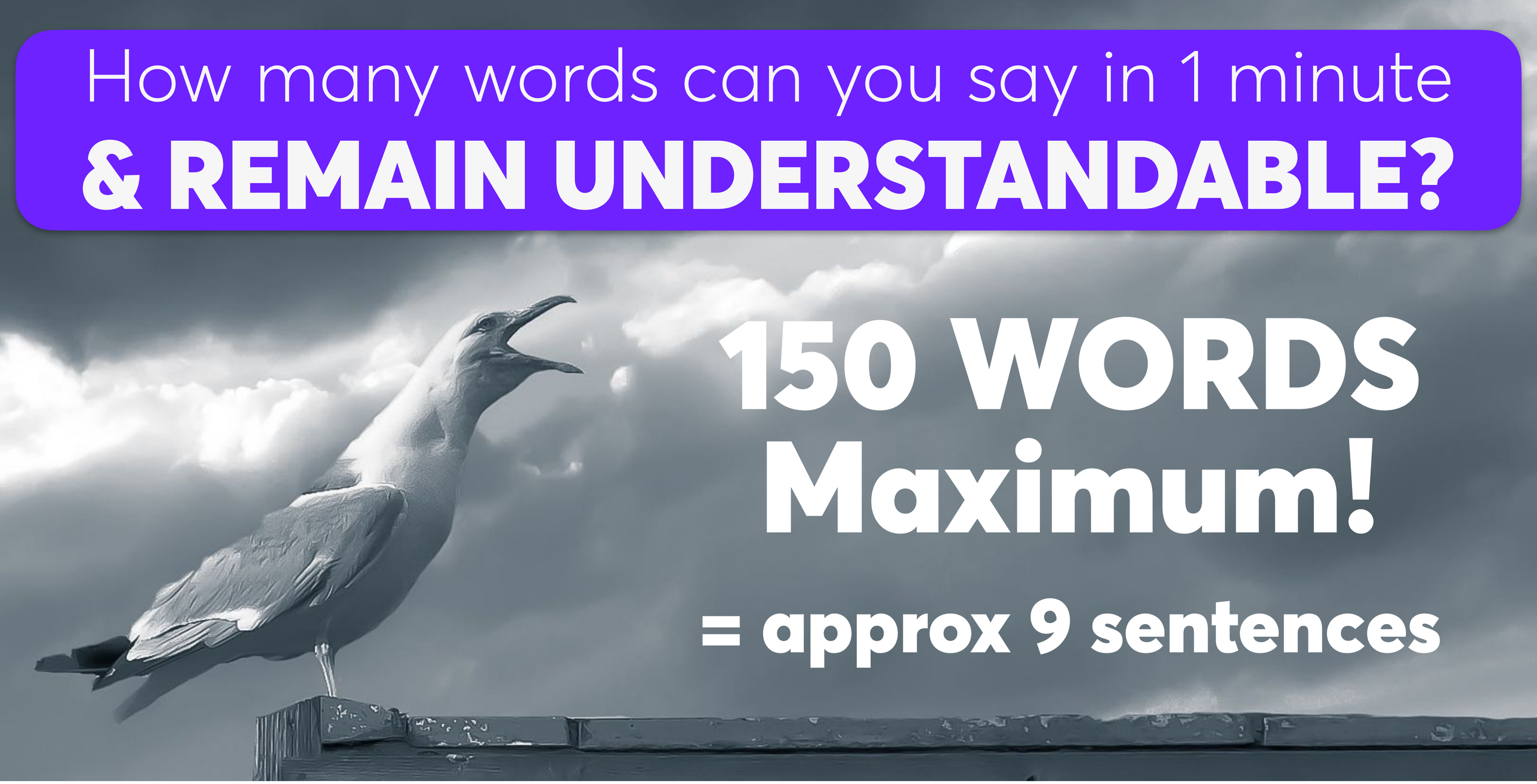
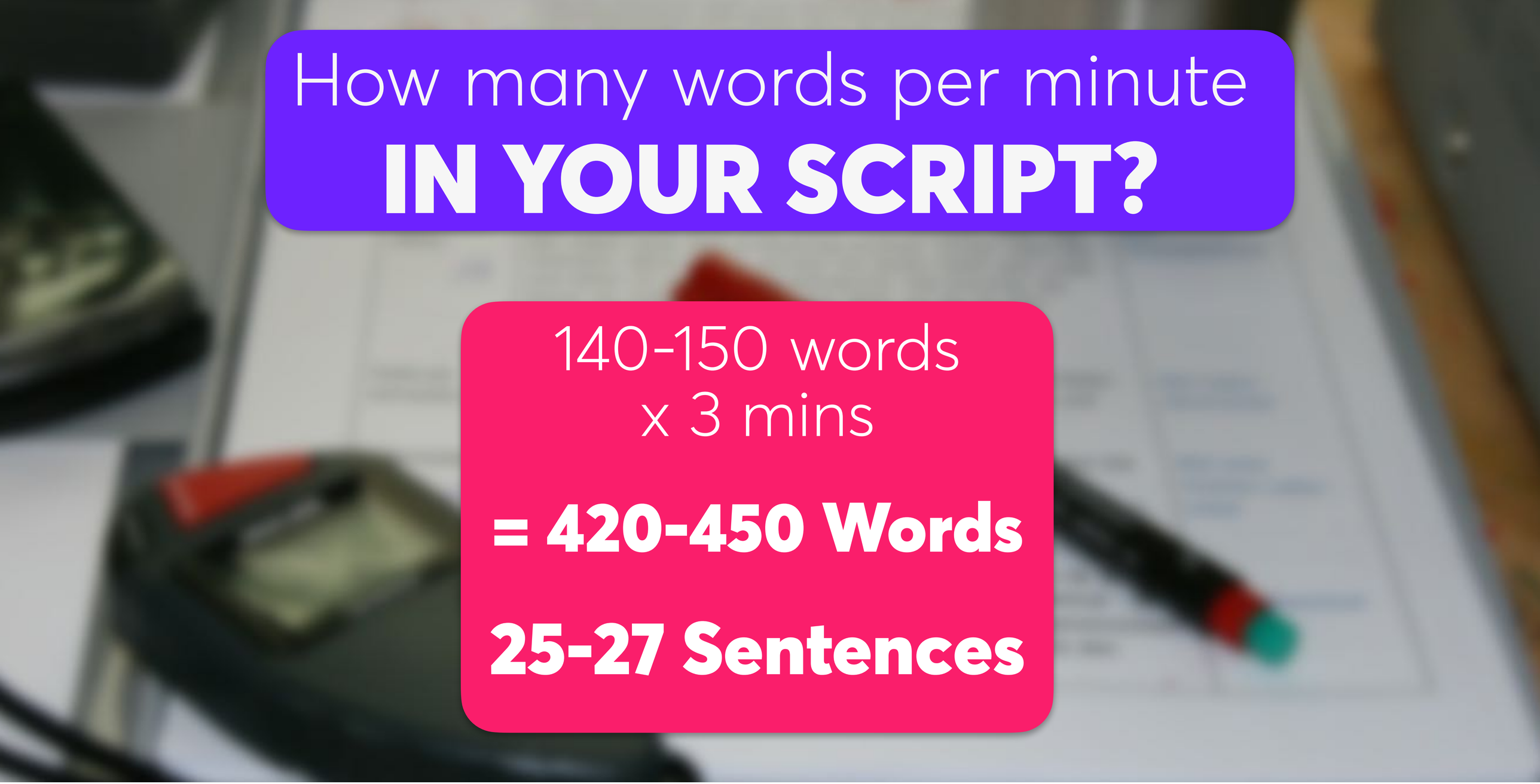


150 WORDS Maximum!

= approx 9 sentences



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

140-150 words
x 3 mins

= 420-450 Words

25-27 Sentences



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




Not enough **AIR** around
THE IMPORTANT POINTS



PITCH



Q&A



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TOOLS

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



THE ASK



THE TEAM





PAIN

What is the **problem** you solve?

The **Why** of the product

The **most important** part of **any** pitch!



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, Riyadh & Tokyo, it takes drivers over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Be specific

PUT A NUMBER ON IT

"It wastes a lot of hours"

"They have to make so many calls"

"It takes up to **72 hours**"

"They have to make up to **12 calls**"

Impact messaging

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"



PAIN

What is the **problem** you solve?

The **Why** of the product

The **most important** part of **any** pitch!



PRODUCT

How do you **solve** the problem?

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

What **improves?**
By **how much?**



UNIQUE

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

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

(Any competitors to mention?)



TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Customer **Interviews**?

Early stage **Pilots**?

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



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting**?

Commitment to Pilot?



TEAM

Who will make it happen?

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



TEAM

Character?

Driven by the same **purpose**?

Young and **Hungry**?
Experienced and ready for **new** challenges?

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION

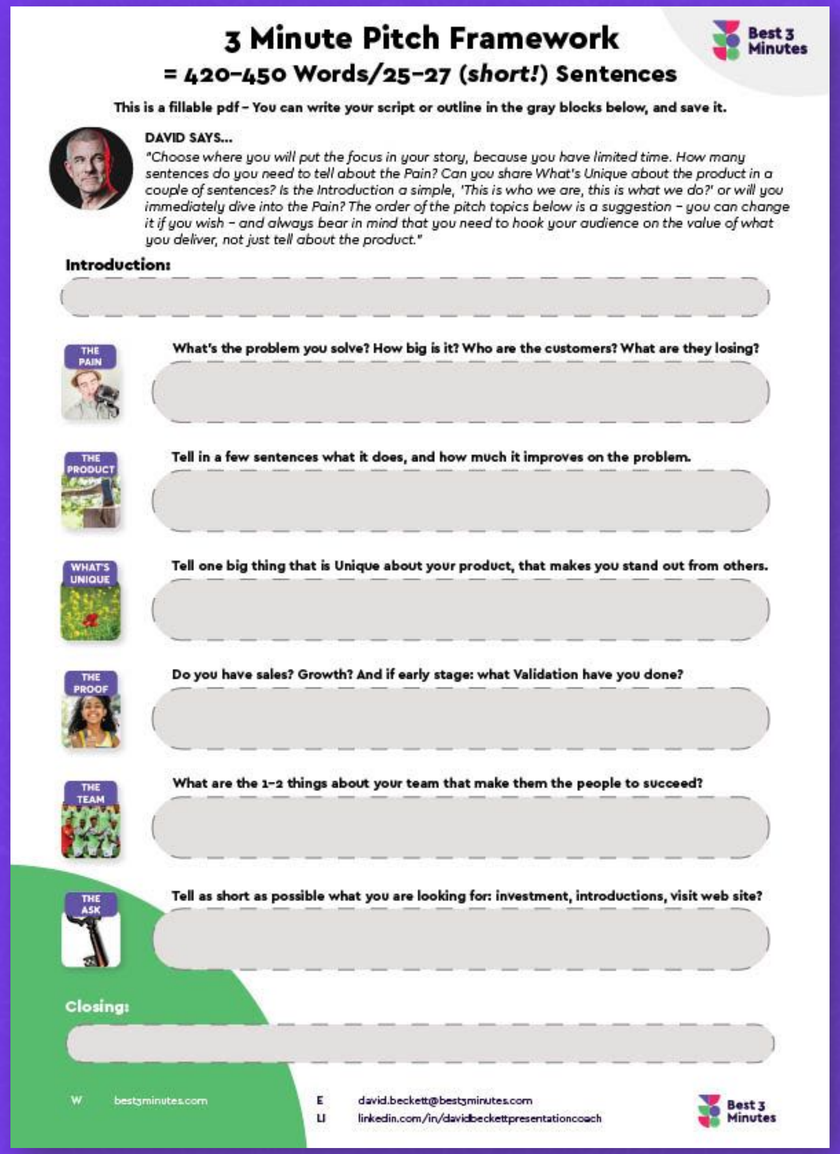


THE ASK



THE TEAM





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Make the first word count
OPEN POWERFULLY



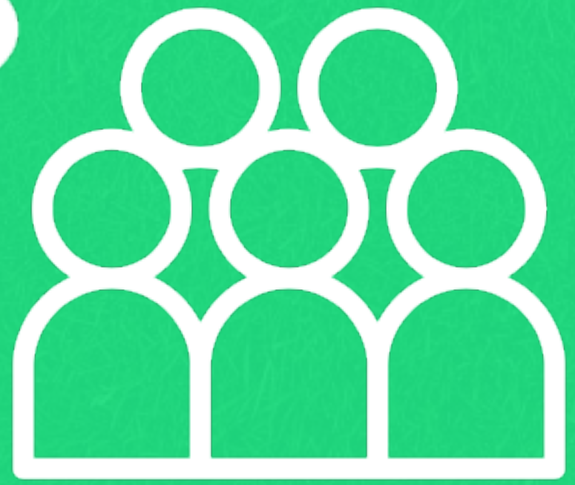
The first 20 seconds buys

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


POSTCODE
LOTTERY
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018

Quantify
THE PROBLEM



mobypark

The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

Simply

BE PROFESSIONAL

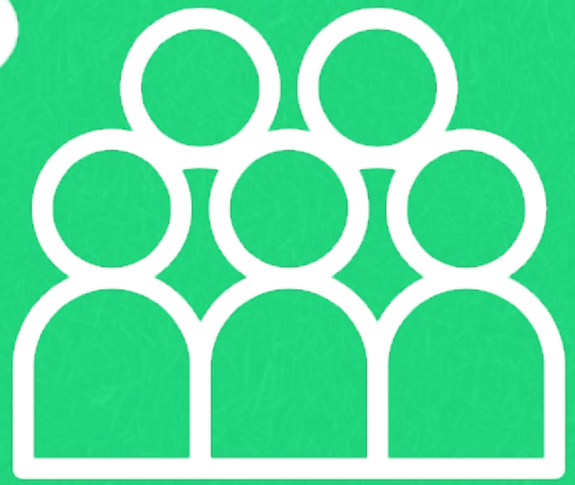




Is this person ***professional****?*

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

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




This is the proven
BEST WAY TO PRACTICE



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

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



Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER


Make a plan for the
LAST 15-20 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!

Pitch tools and

RESOURCES







best3minutes.com/clia25

All the workshop
SLIDES



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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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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.

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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.

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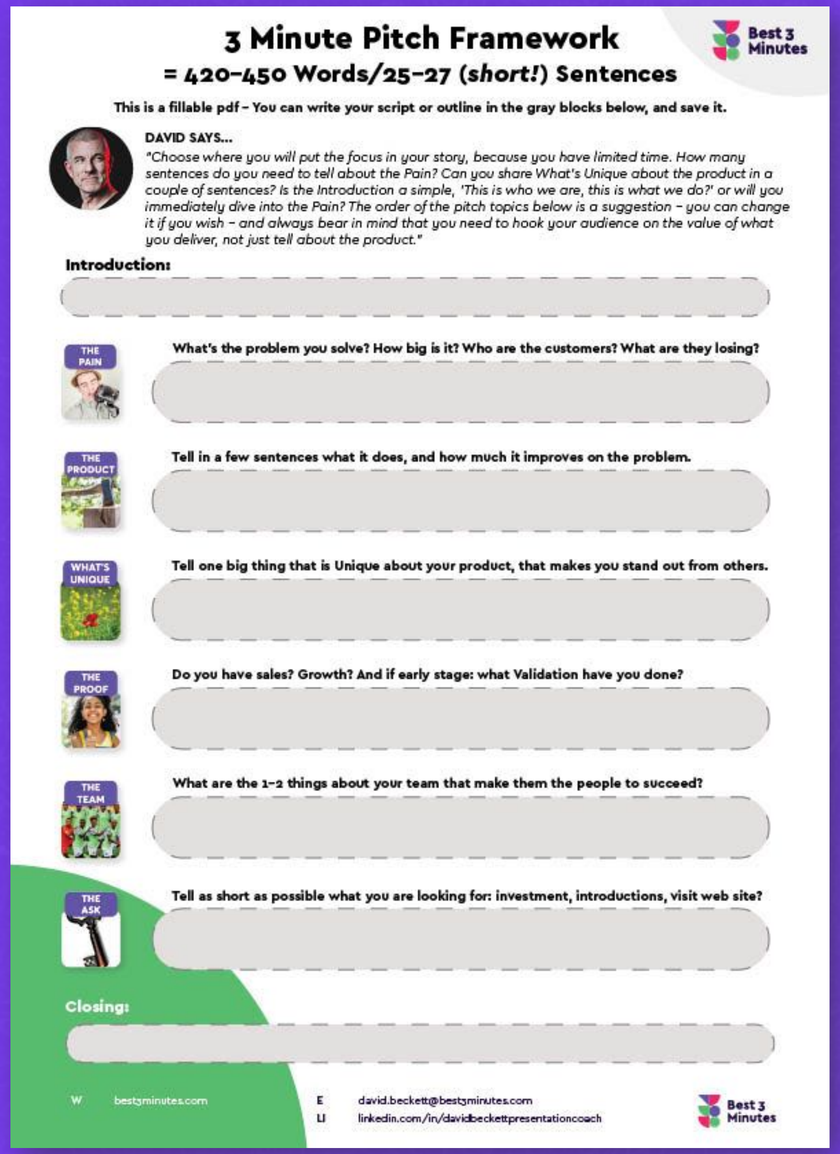

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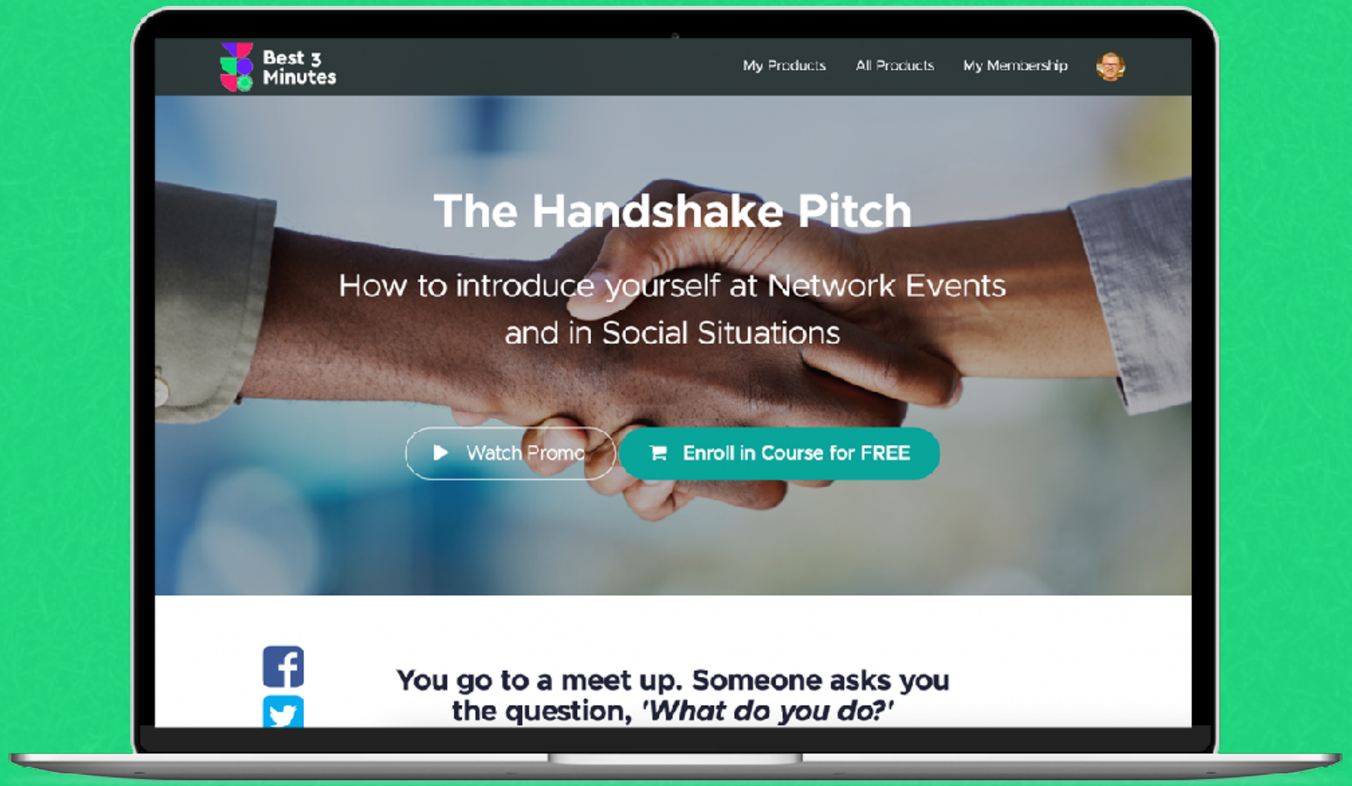
FREE

15 Minute Online Course

YOUR INTRO PITCH



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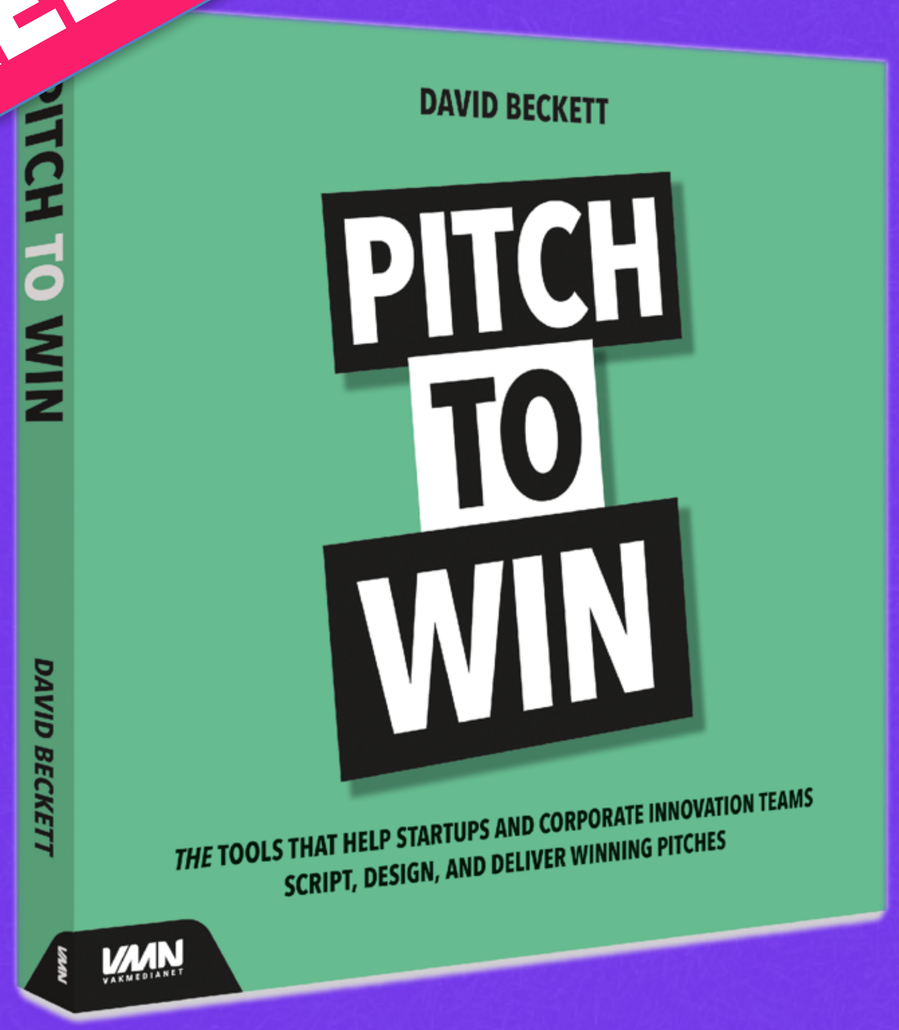
FREE



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