

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

David Beckett

best3minutes.com

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Best 3 Minutes

Coached 2800+ Startups & Scaleups

RAISED OVER €490MILLION



32 Countries

TRAINED 38,000+ PEOPLE

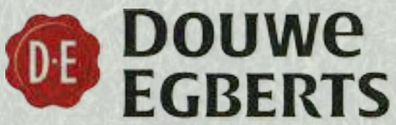








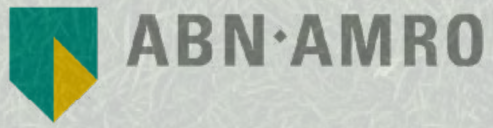
















The Pitcher



The Listener




12%
76%




GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
You can ask
ANY TIME



ACTION STEP

Pitch yourself
in **30 Seconds**
to one other person

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

No Other Instructions

LET'S DO IT!



ACTION STEP

Pitch yourself
in **30 Seconds**
to one other person

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

No Other Instructions

LET'S DO IT!



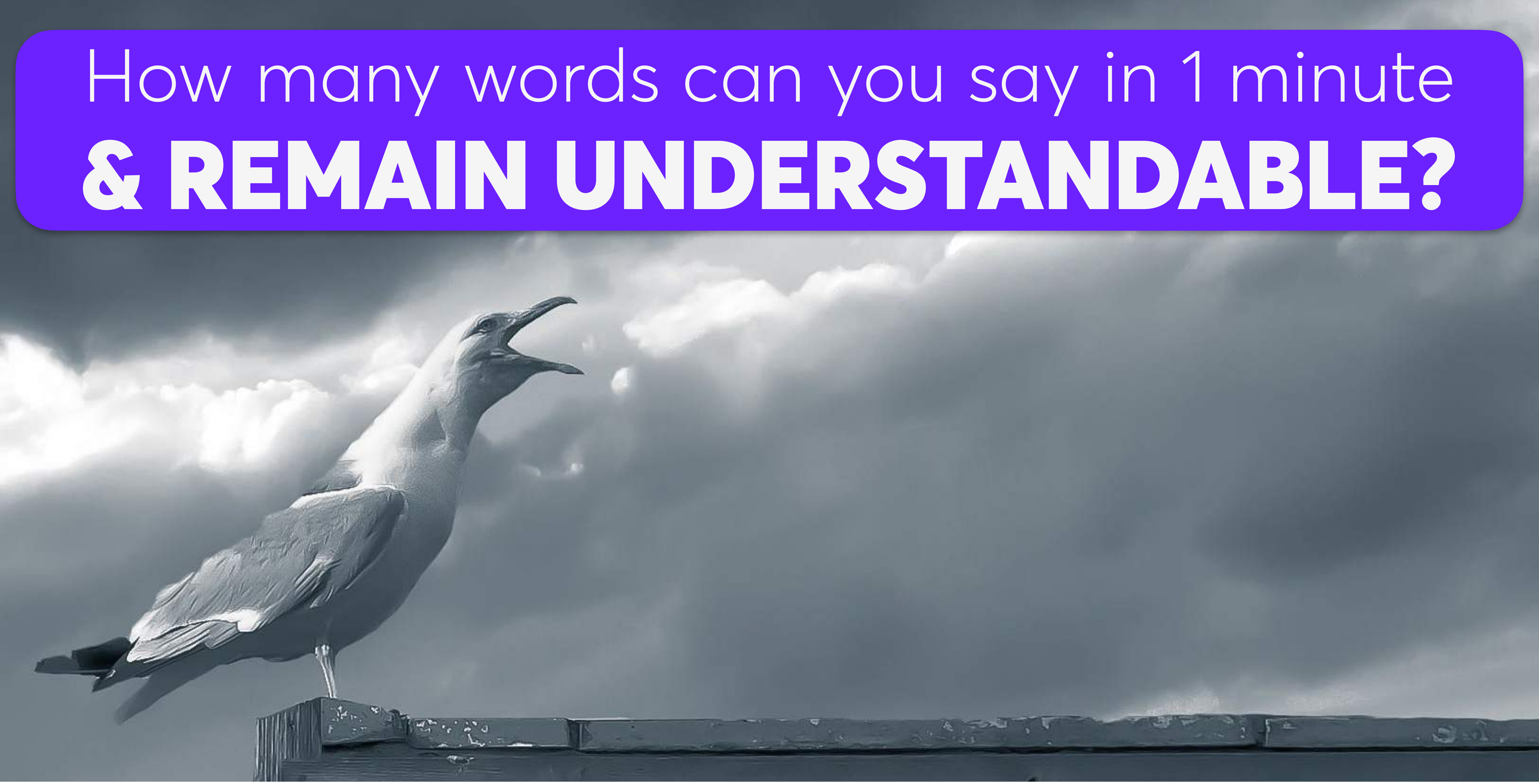
Who are we pitching to?

Why are we pitching?

What should we pitch?


Prepare you for your
5-MINUTE PITCH

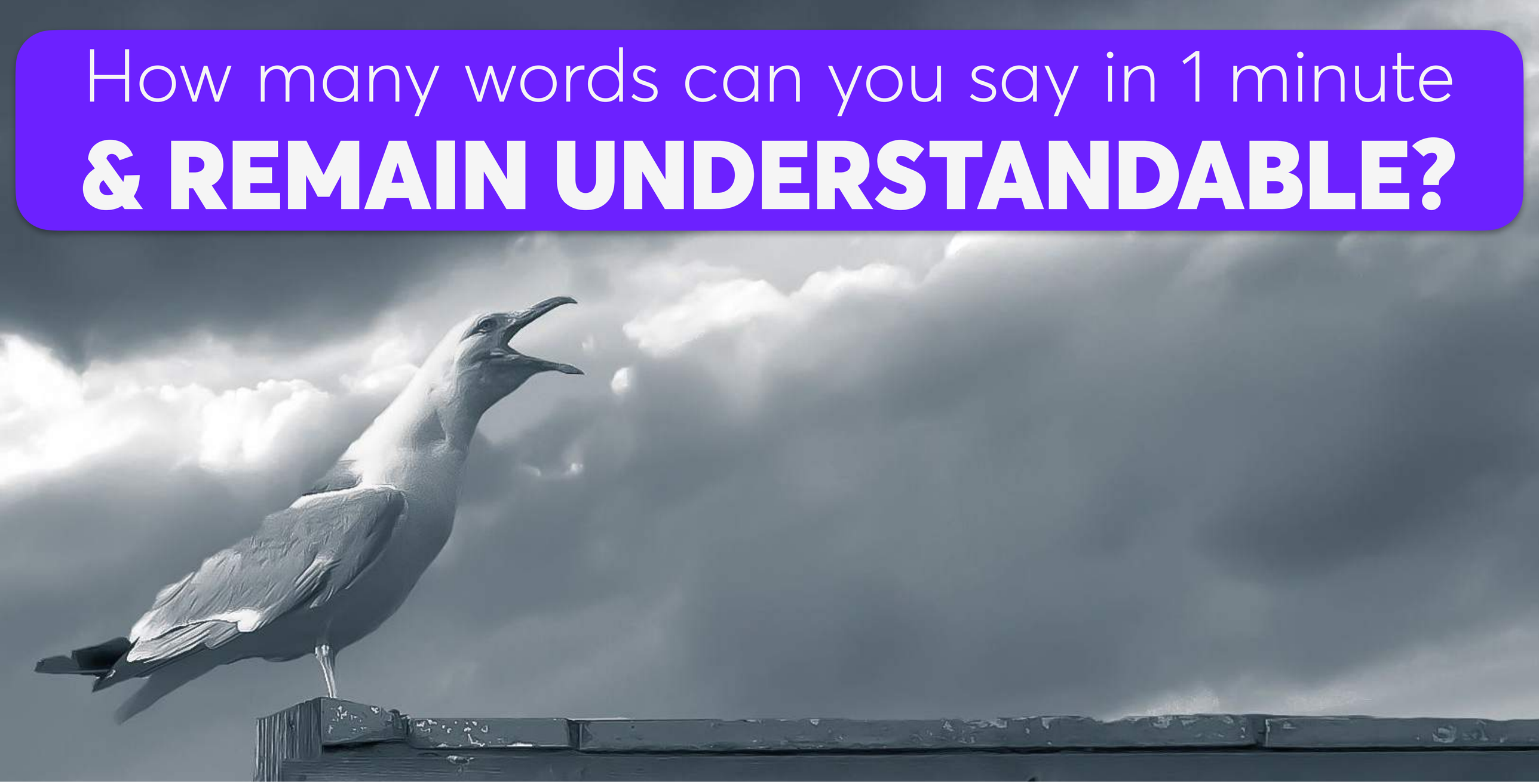
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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



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



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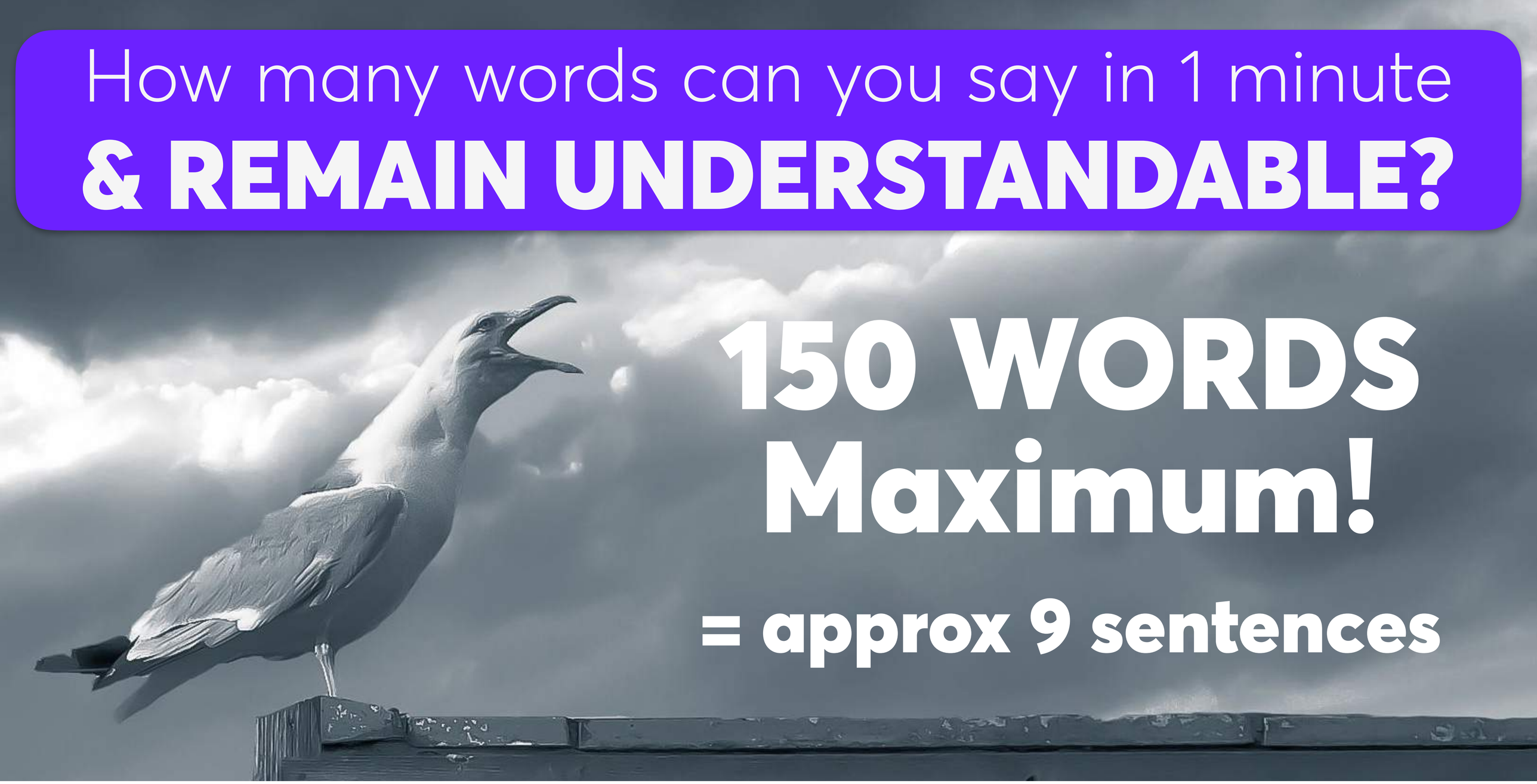
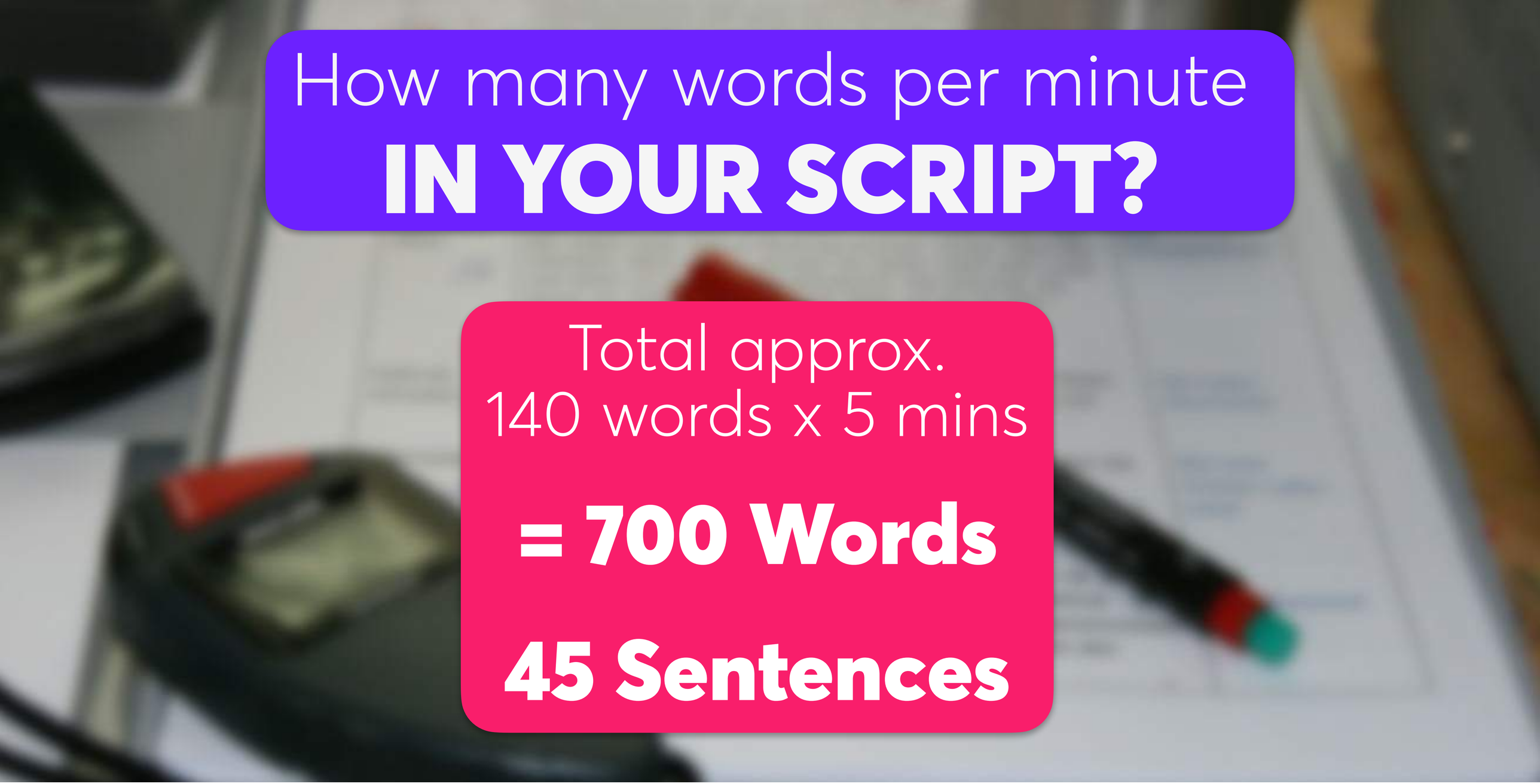


150 WORDS Maximum!

= approx 9 sentences



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

Total approx.
140 words x 5 mins

= 700 Words

45 Sentences


143
Words/min

What goes wrong in the **FIRST MINUTES OF A PITCH?**

What goes wrong in the **FIRST MINUTES OF A PITCH?**



90%
FAIL

- Too much history
- Too much product
- Too long a story

What happens in the **FIRST MINUTES?**

I put the startup into one of **3 mental buckets...**



EXCITING!

Tell me more!



MAYBE..

Let's see…



NO!

Not for me

You can fix what goes wrong in

FIRST 2 MINUTES



Give them your BEST STUFF in the first Minutes

Tell them the things

INVESTORS WANT TO KNOW



Huge Unsolved Pain



Decent Product



Progress & Traction



Amazing Team

Tell them the things

CUSTOMERS WANT TO KNOW



You understand their Pain



Your Unique Product



Track Record; Proof; Customer Success


QUESTIONS?


TOOLS

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



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



WHO'S YOUR AUDIENCE?

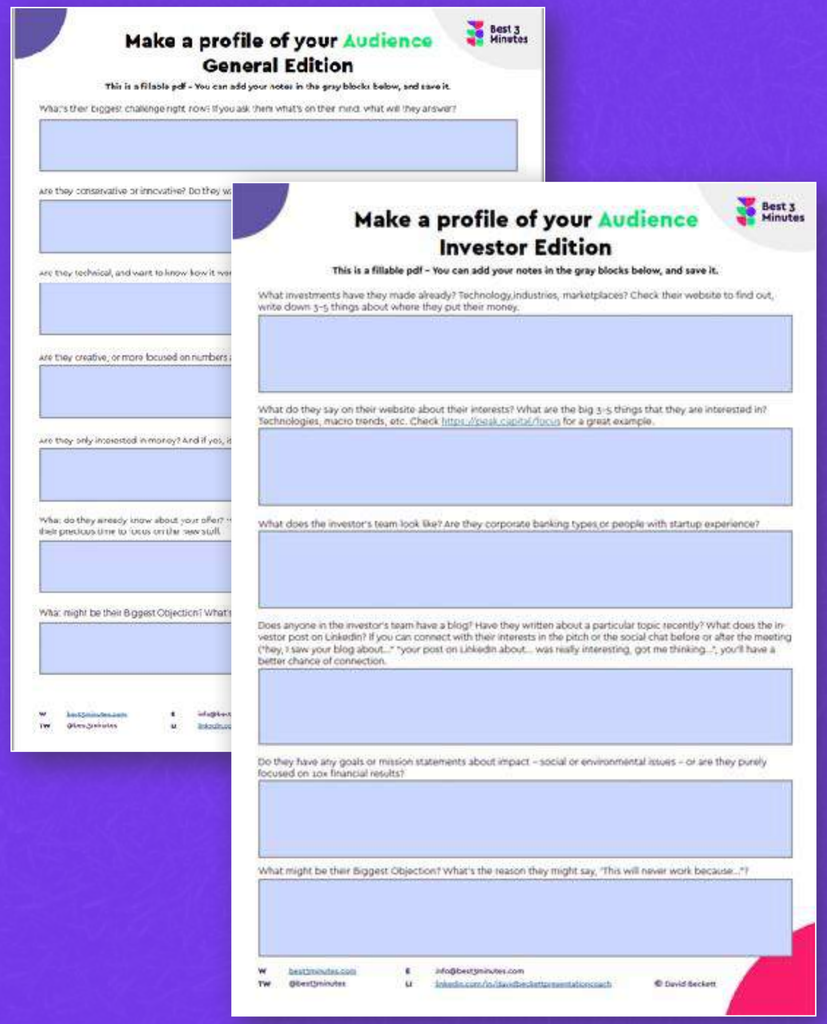
What do *they* **CARE** about?

Pitch 1:

PwC internal audience

Pitch 2:

PwC clients.



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/pwc251



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?

Get them **excited!**

Pitch 1: PwC attendees **invite** their **clients** (which type of clients are you looking for?)

Pitch 2: Follow up meeting with clients to **discuss next steps**

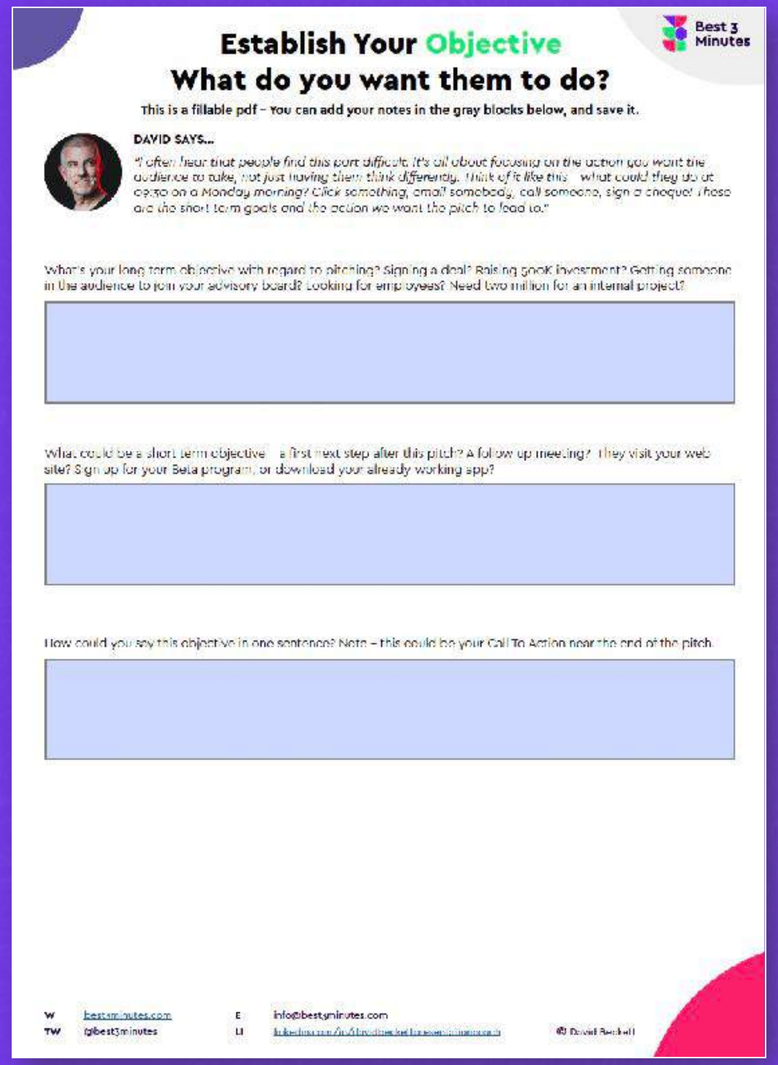


WHAT'S YOUR OBJECTIVE?

Pitching to **Investors?**

Get them **excited!**
Leading to…

30/60 minutes
follow up meeting



Best 3 Minutes

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 500K investment? Getting someone in the audience to join your advisory board? Looking for employees? Need two million for an internal project?

What could be a short term objective – a first next step after this pitch? A follow up meeting? They visit your web site? 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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LI [illegible]
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Write down your Objective

Fillable pdf download available

best3minutes.com/pwc251

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

How long will **YOU** spend preparing presentations?

38 MONTHS 🤬





...of your working life

Best 3 Minutes

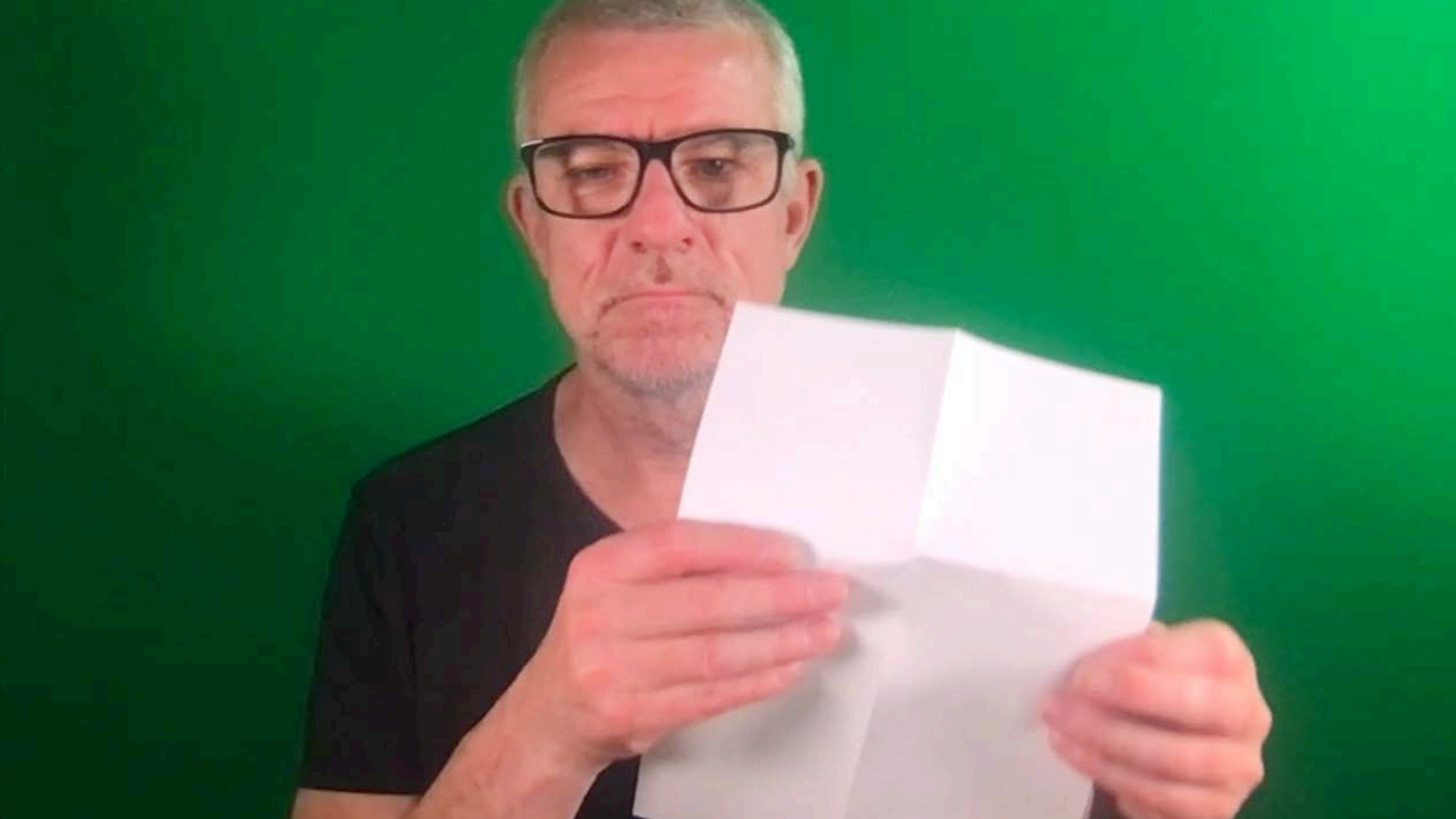



STOP!


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



Use POST-IT NOTES To Build Your Storyline





Use POST-IT NOTES To Build Your Storyline



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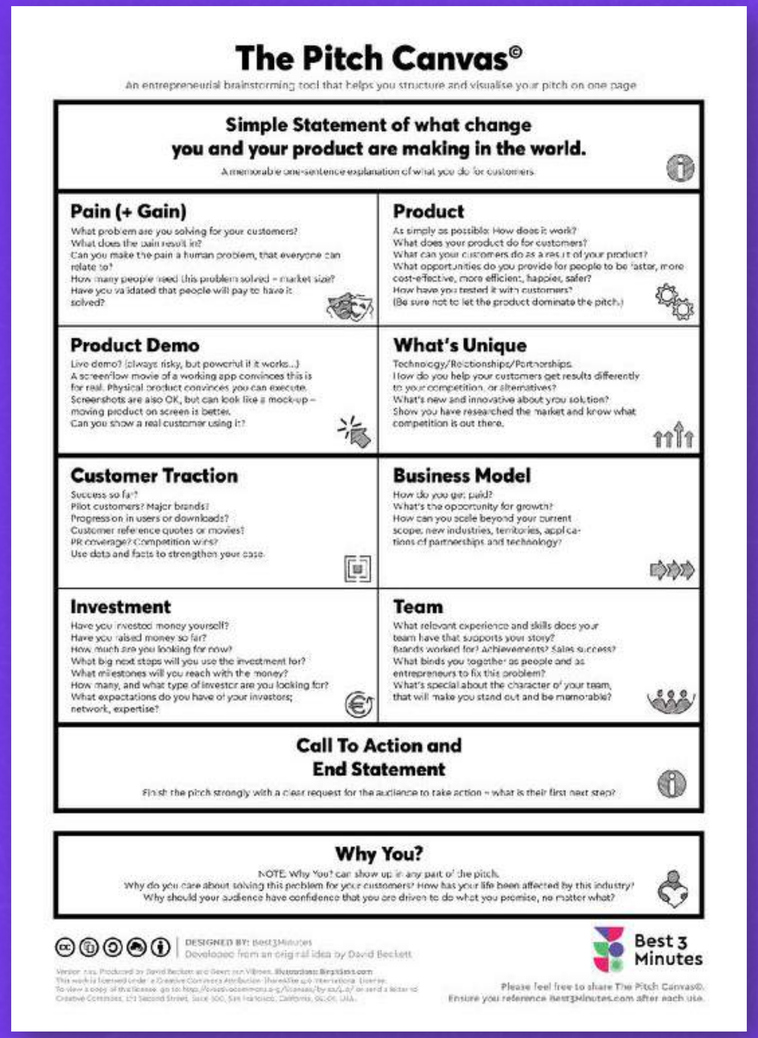

The Pitch Canvas©

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 screen/flow 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 your solution?
Show you have researched the market and know what competition is out there.

Customer Traction

Success so far?
Pilot customers? Major brands?
Progress on 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?

DESIGNED BY: Best3Minutes
Developed from an original idea by David Beckett

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Ensure you reference Best3Minutes.com after each use.

THE PITCH CANVAS©

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How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE IMPACT



THE PROOF



THE ASK



THE TEAM



WHY YOU?





PAIN

What is the **problem** you solve?

How **big** is that problem?

The **Why** of the product: the basis of the **Vision**



PAIN

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



PAIN

"We built a parking app,
which integrates sensors
using IOT technology,
and it's all on
the blockchain,
& we use open Api's to…"



PAIN

"In **major cities**, like Amsterdam, Berlin & New York, 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?

High energy/equipment/ distribution/charging costs?

Legal pressure to meet sustainability targets?

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

Be specific
PUT A NUMBER ON IT

"It creates a lot of CO_2"

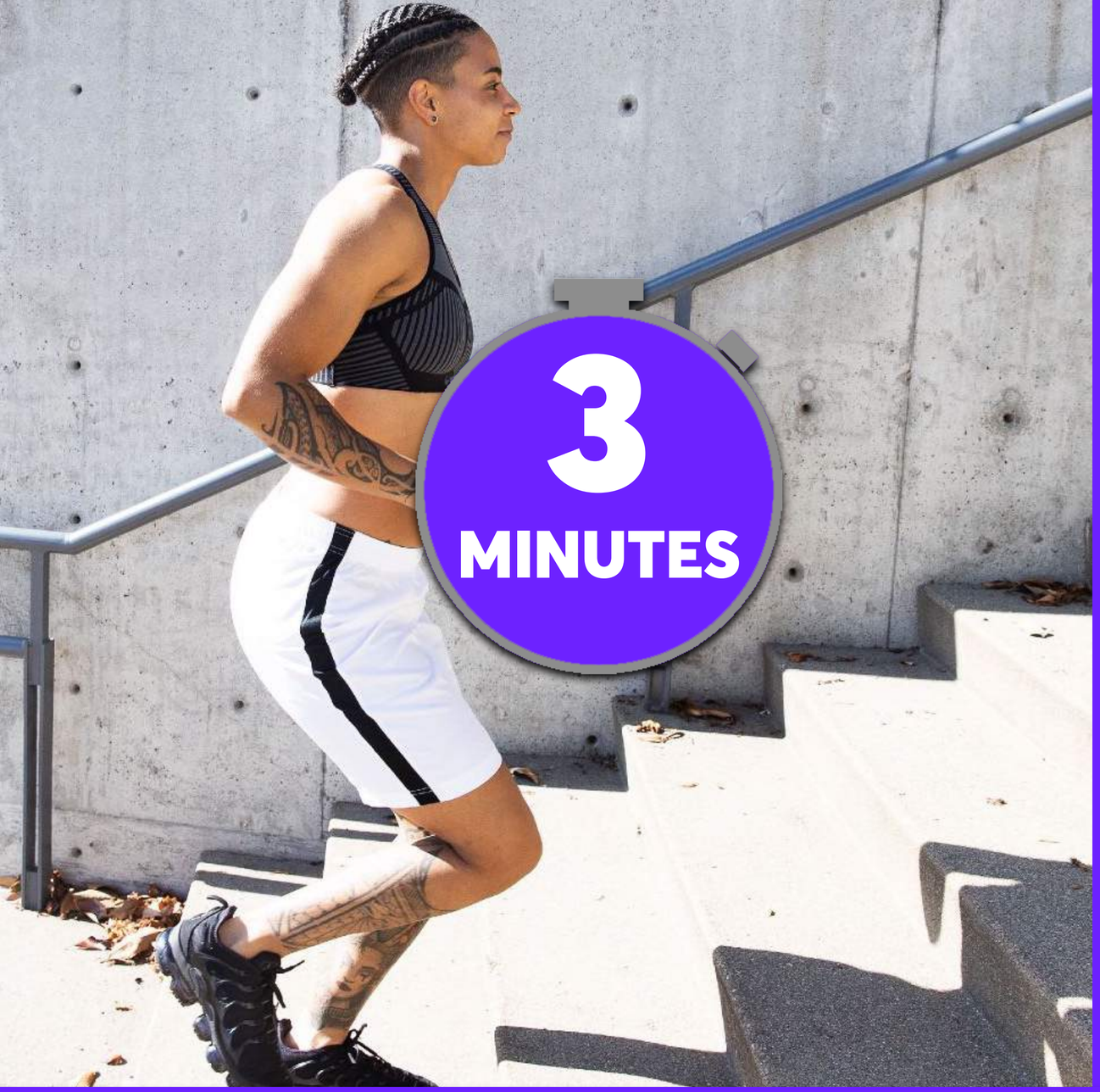
"There is too much energy inefficiency "

"It creates **X Million** Tonnes CO_2"

"**Up to 20%** of energy is lost through inefficiency"


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases


nuventura
Getting rid of SF,
04:53
04:53



ACTION STEP

Brainstorm about the **Pain**

Write down at least **7 things** about what you plan to solve

Who are the **customers**?
What **problems** do they face today?

How much time, money, frustration, negative impact, waste, lost opportunity?

Don't think too much:
just write

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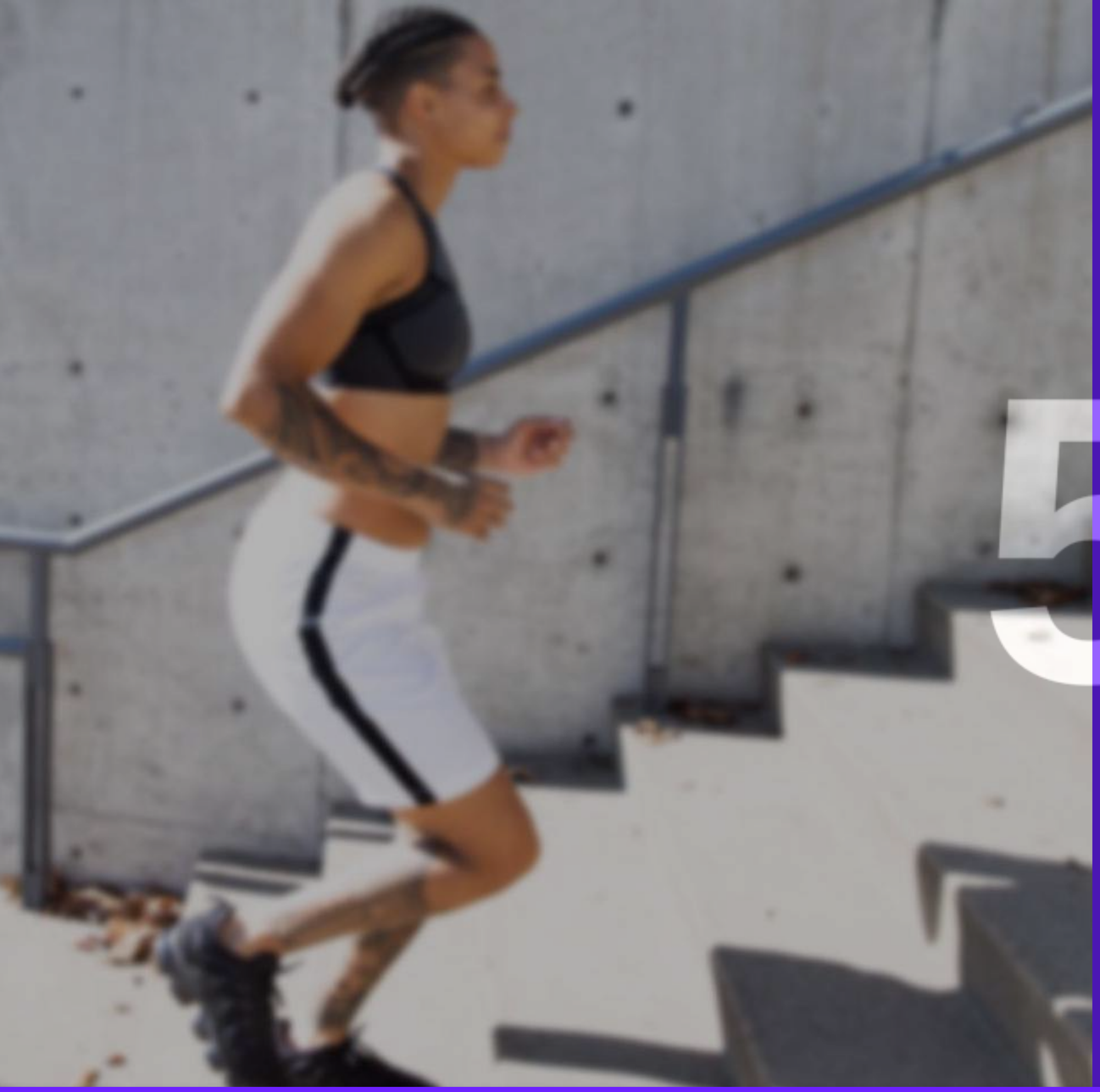

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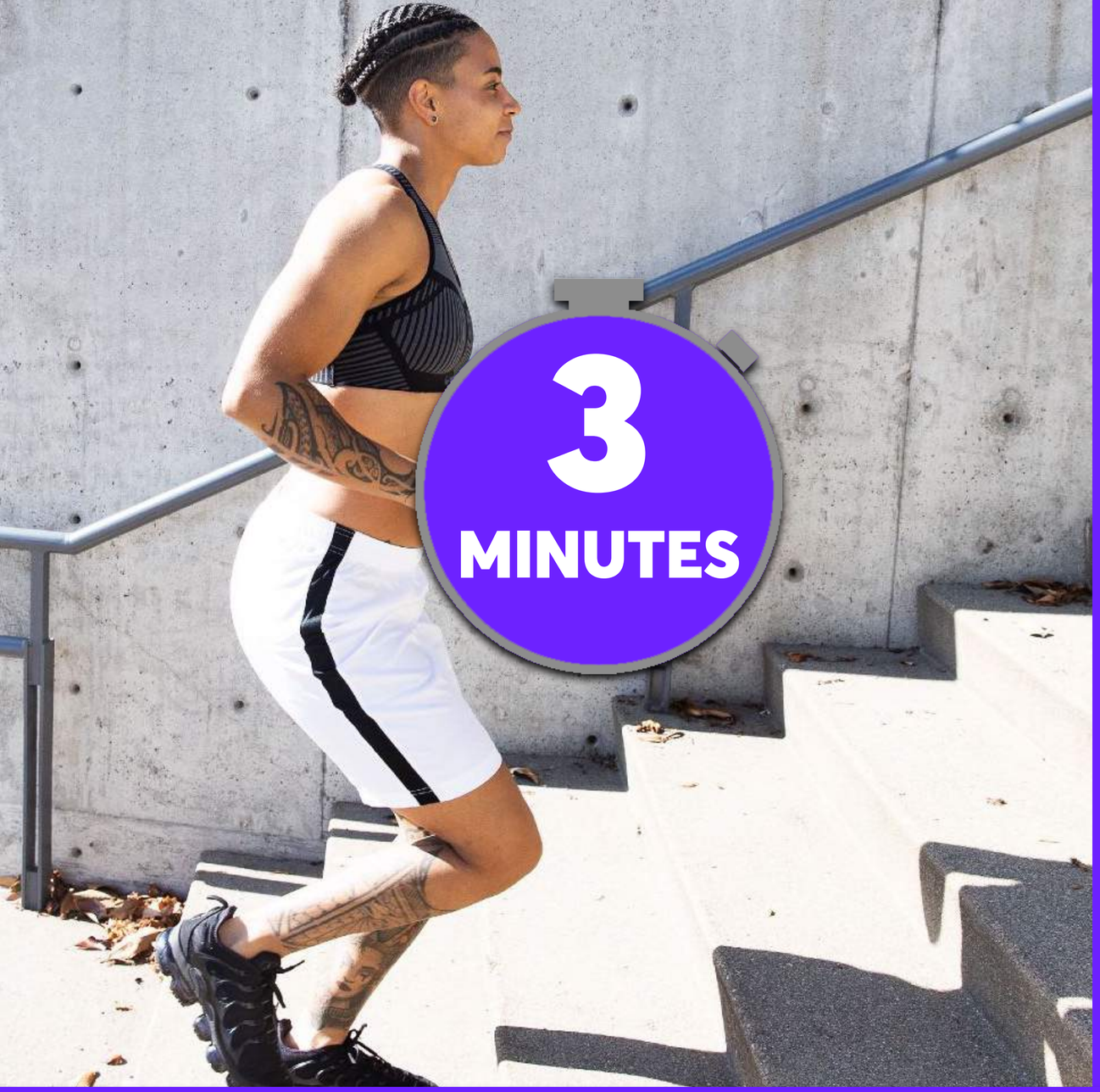

ACTION STEP

Create a short pitch explanation
of the **Pain**

45 seconds max = 5-6 sentences

Who are the **customers**?
What **problems** do they face today?

How much time, money, frustration, negative impact, waste, lost opportunity?

Don't think too much:
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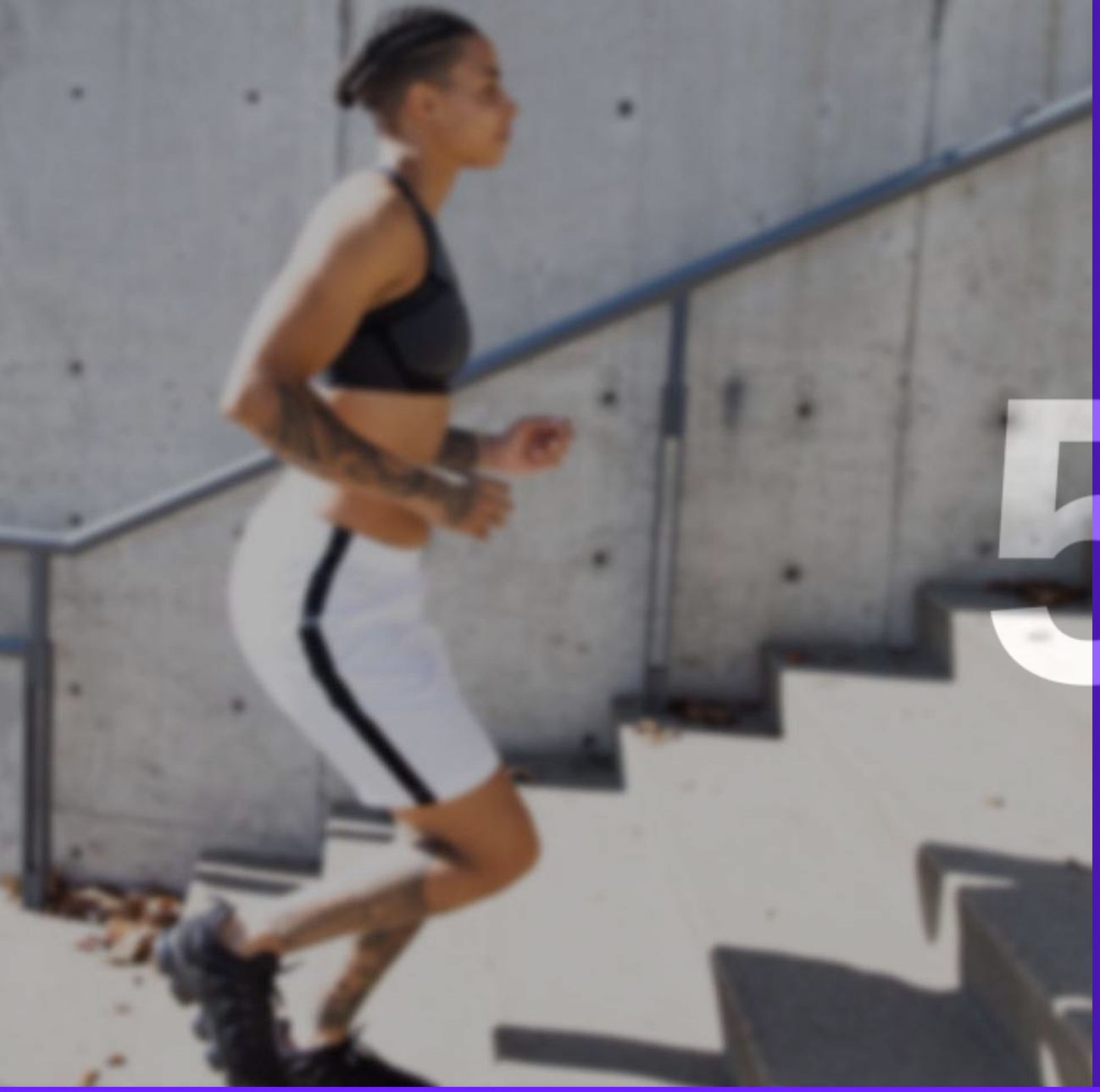

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Who are the **customers**?
What **problems** do they face today?

How much time, money, frustration, negative impact, waste, lost opportunity?

Don't think too much:
just write

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ACTION STEP

TEST your **short pitch explanation**

of the **Pain**

45 seconds max = 5-6 sentences

Who are the **customers**?
What **problems** do they face today?

How much time, money, frustration, negative impact, waste, lost opportunity?

Don't think too much:
just write

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ACTION STEP

TEST your **short pitch explanation**

of the **Pain**

45 seconds max = 5-6 sentences

Who are the **customers**?
What **problems** do they face today?

How much time, money, frustration, negative impact, waste, lost opportunity?

Don't think too much:
just write

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You've just gone through the
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



PRODUCT

How do you **solve** the problem?

What **improvement** could your project/ proposition deliver - & **how much?**



PRODUCT

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



THE IMPACT OF YOUR SOLUTION

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

How does it **contribute** to your Customer's Sustainability Goals?



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

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

Customer Success Stories?



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots? POCs?

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



Q: What's the most **important** thing in a **Startup**?



Q:What's the most **important** thing in a **Startup**?

A:TEAM!


And yet... you never have
ENOUGH TIME

Pick out 2-3

MEMORABLE POINTS





TEAM

Who will make it happen?

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

ROGIER FISCHER



Company News

Hadrian raises €10.5M in unsolicited seed round



ONE LAST THING...





WHY YOU?

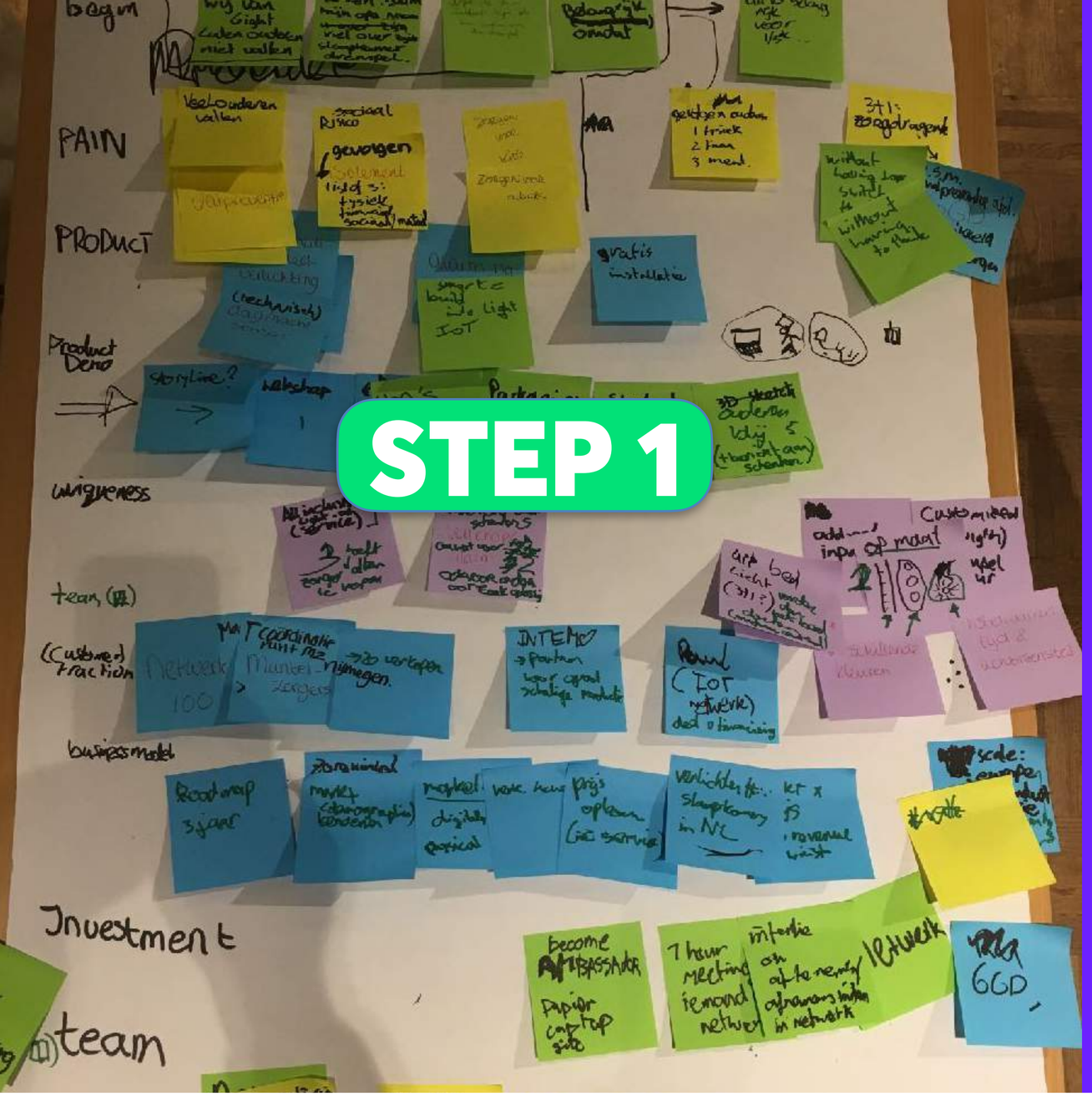
What's your **personal motivation** to offer this proposition?



WHY YOU?

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

Your **Enthusiasm** Counts!

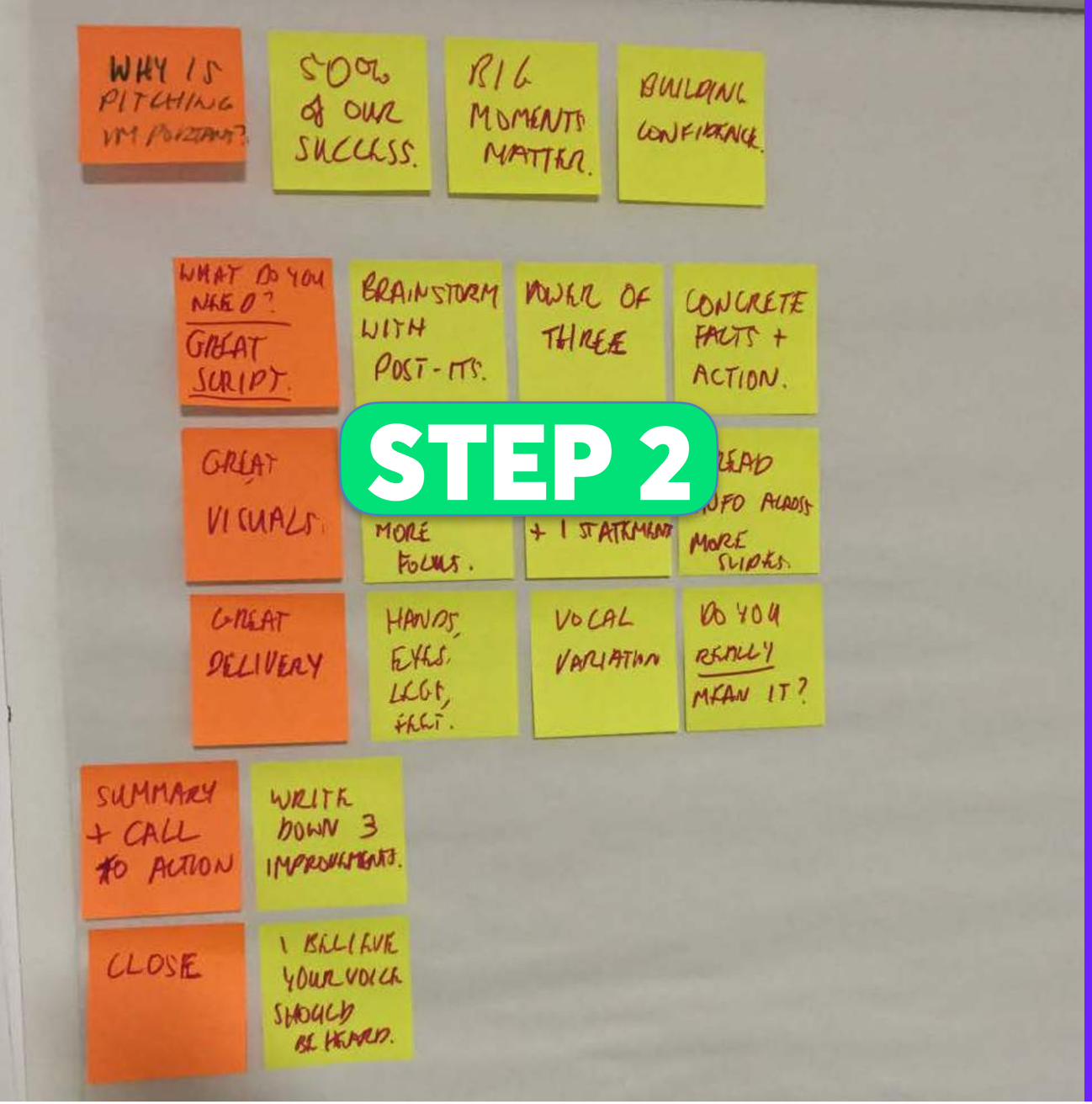


ACTION STEP

Brainstorm content on Post-Its

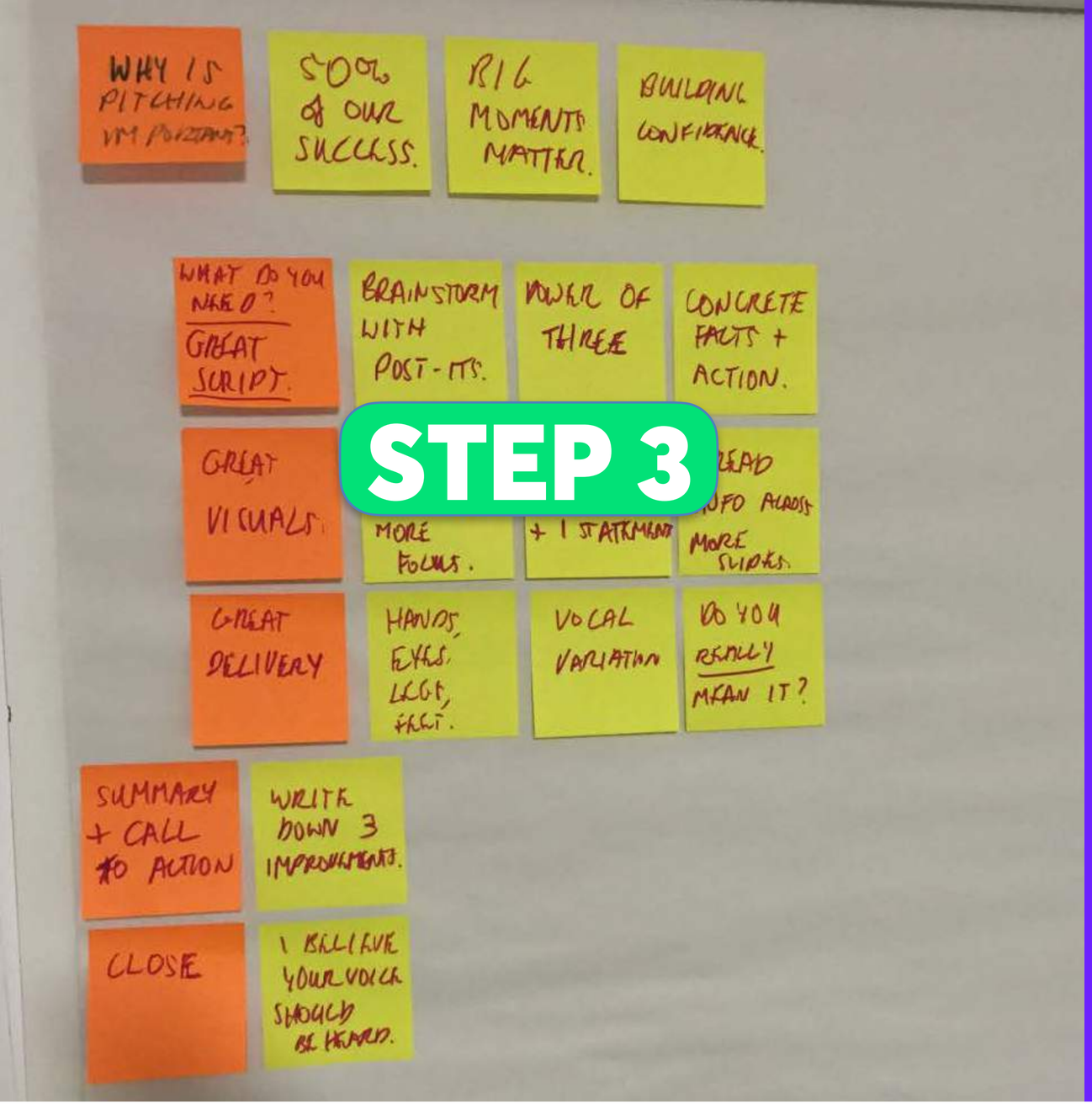
Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write



ACTION STEP

Build a **storyline** targeting the amount of time you have



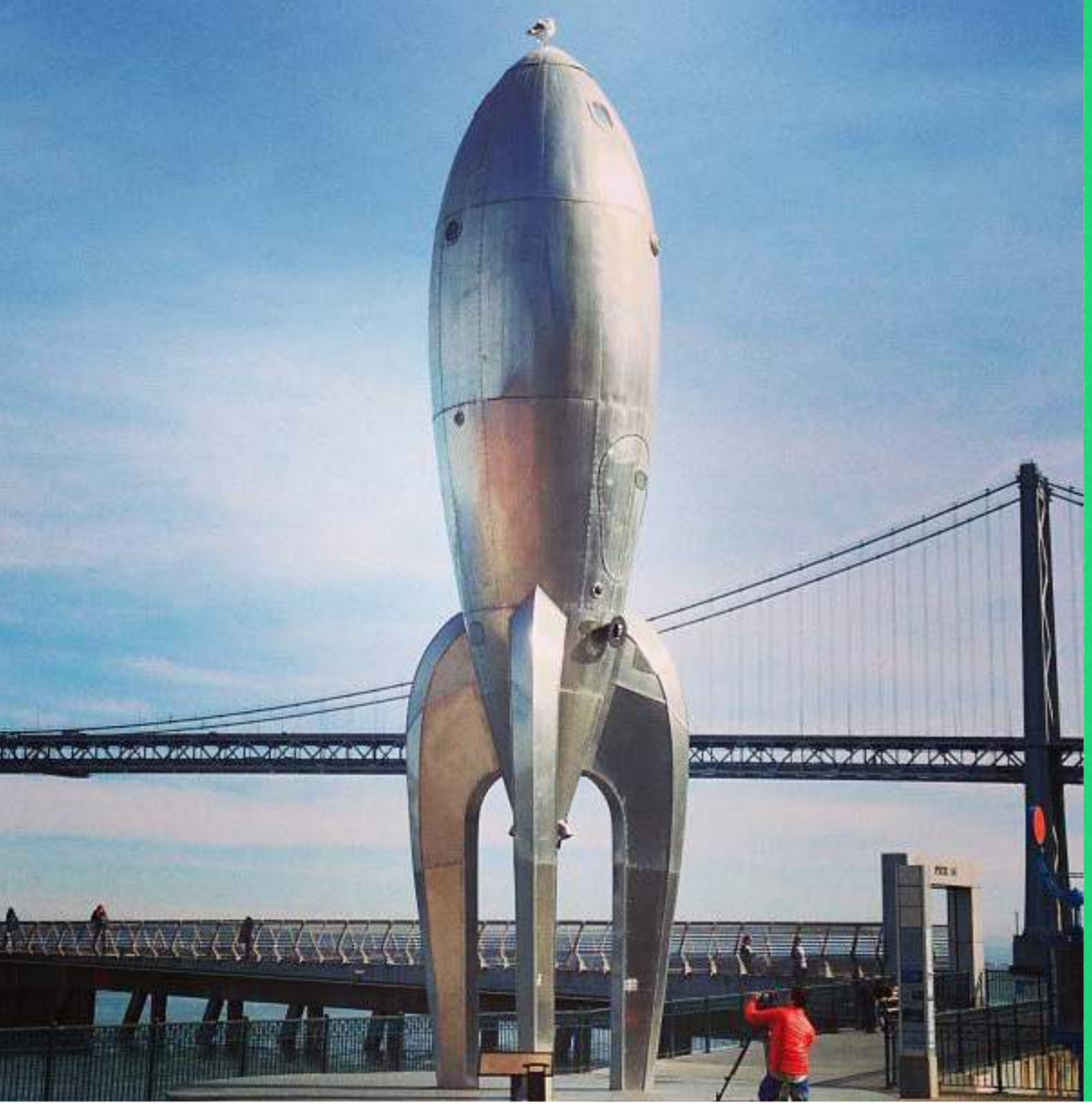
ACTION STEP

Say it **out loud**

Have you got **spoken** language or **written** language?

Does it flow as you want it to?


Make the first word count
OPEN POWERFULLY



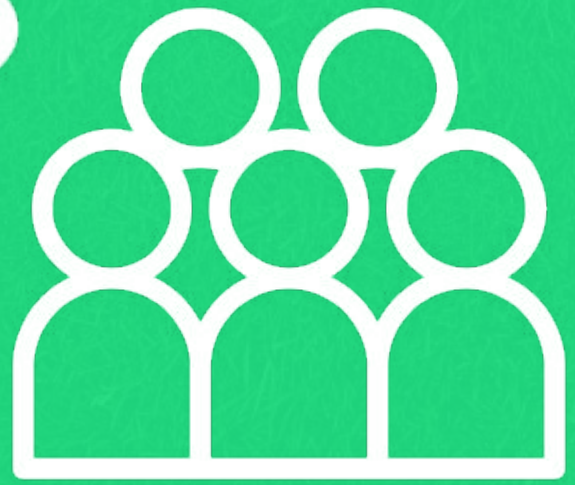
The first 20 seconds buys

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

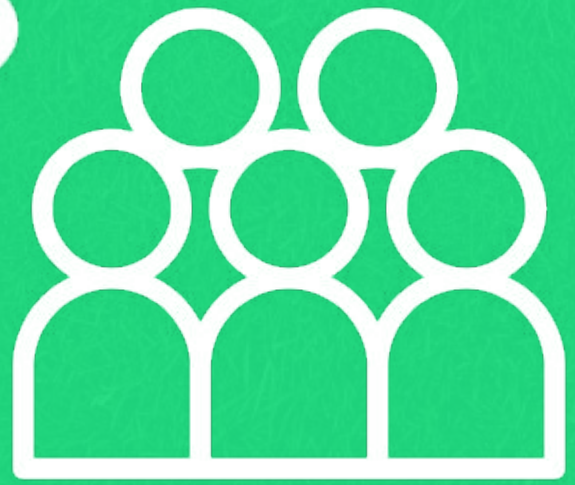
SADDL



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

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

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

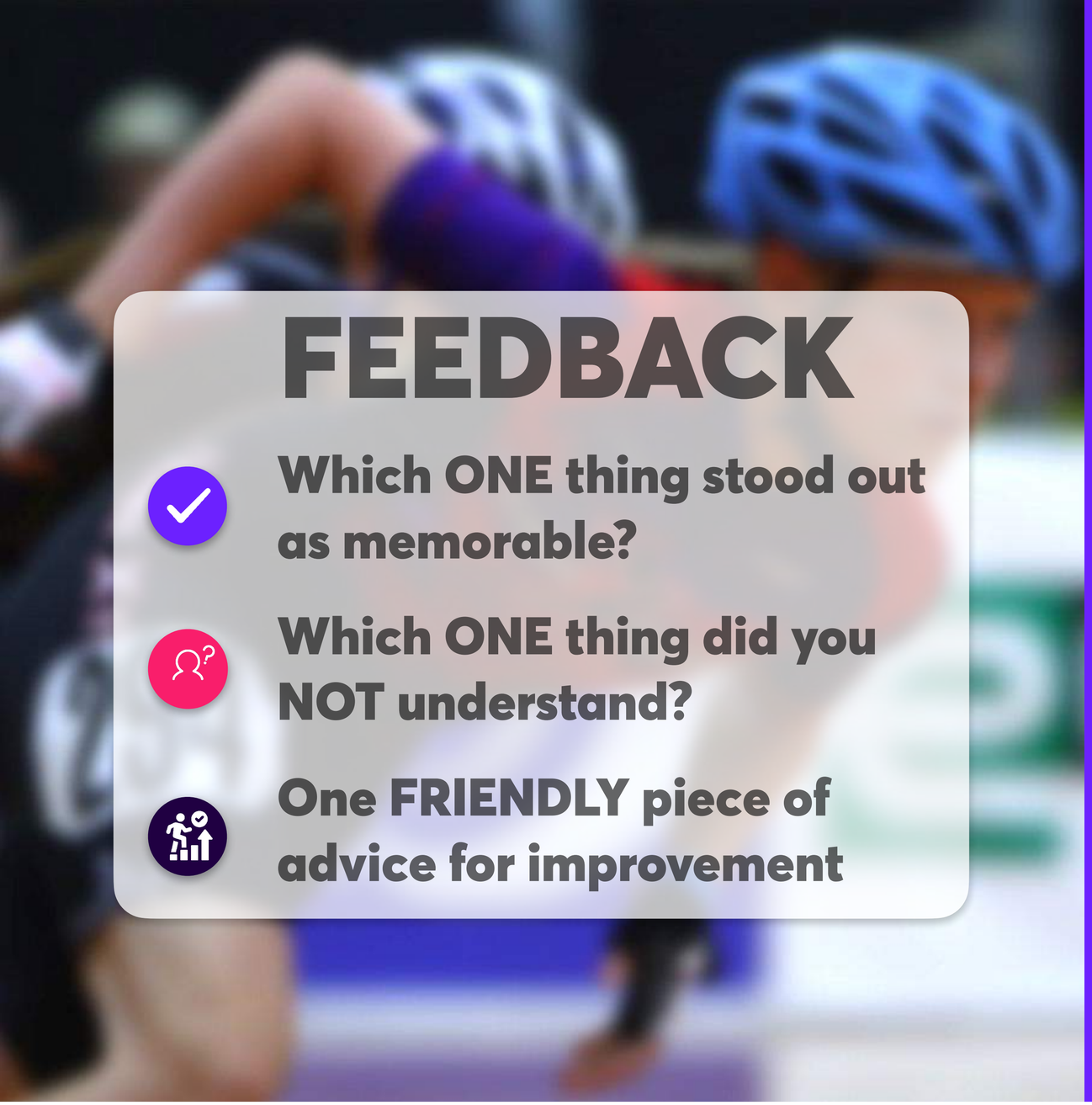




ACTION STEP

Review your brainstorm

Write down your
opening 5 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 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

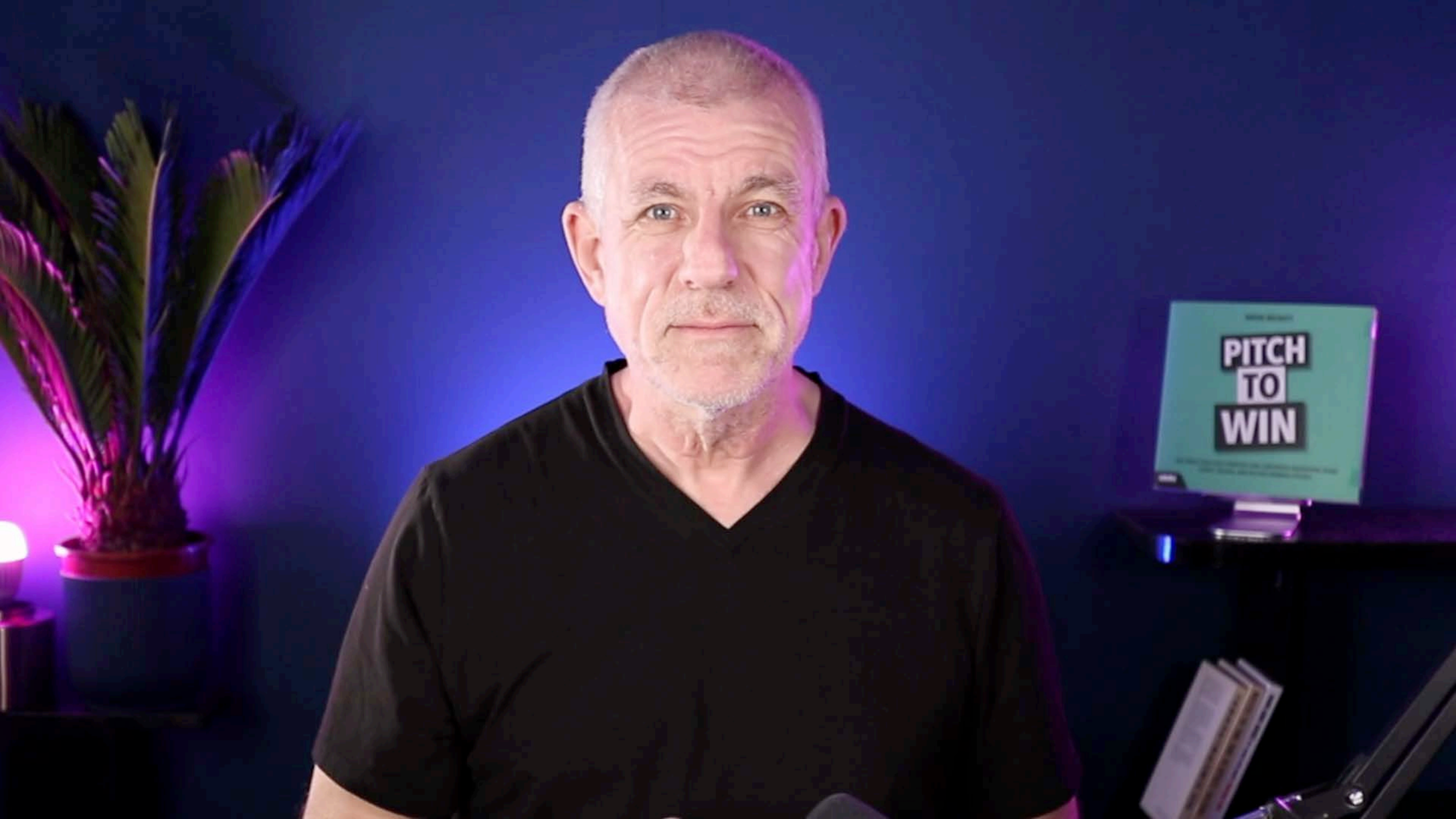
What happens if I say…

“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

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.



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!


QUESTIONS?
Feel free to
STAY ON THE CALL AT THE END

Pitch tools and

RESOURCES







best3minutes.com/pwc251

All the workshop
SLIDES



best3minutes.com/pwc251

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.

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

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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;
tiny.cc/pitchworkshop

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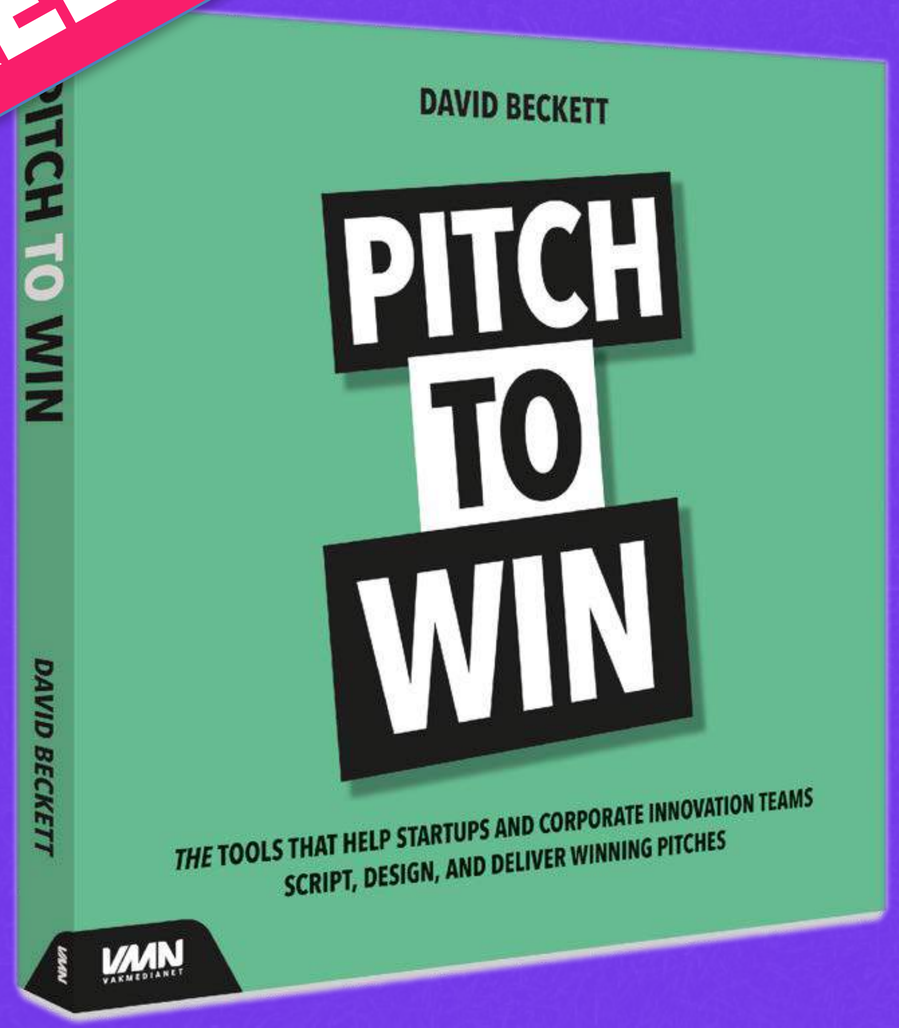
FREE



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