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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2800+ Startups & Scaleups

RAISED OVER €490MILLION



Coached the ultimate DeepTech

TEDx CERN - 15 SPEAKERS




GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



PITCH



Q&A



best3minutes.com/qdelta25



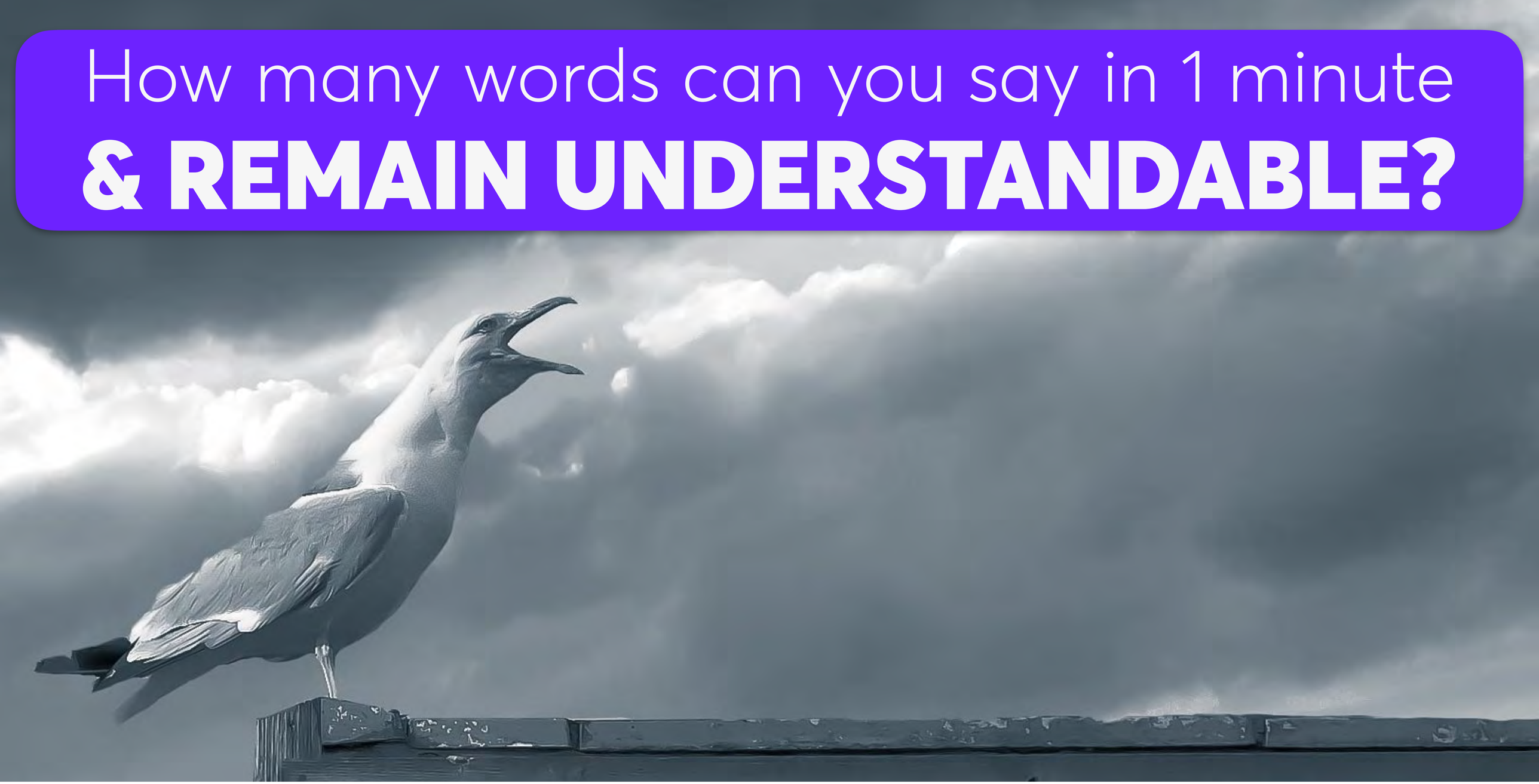
What's the purpose of **A 3-MINUTE PITCH?**


Take them through
EVERYTHING?


Or create a platform
FOR A CONVERSATION?


Prepare you for your
3-MINUTE PITCH

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



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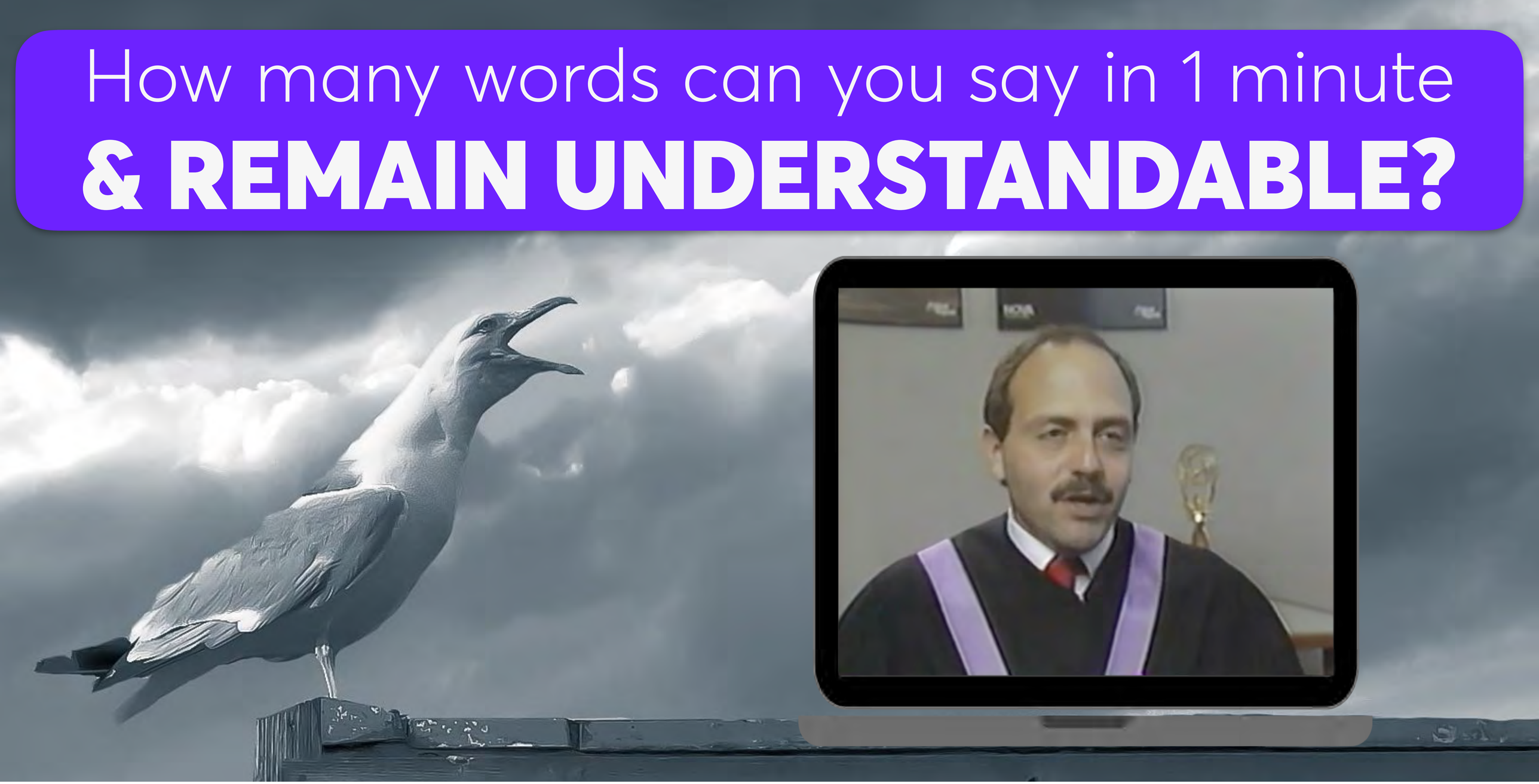
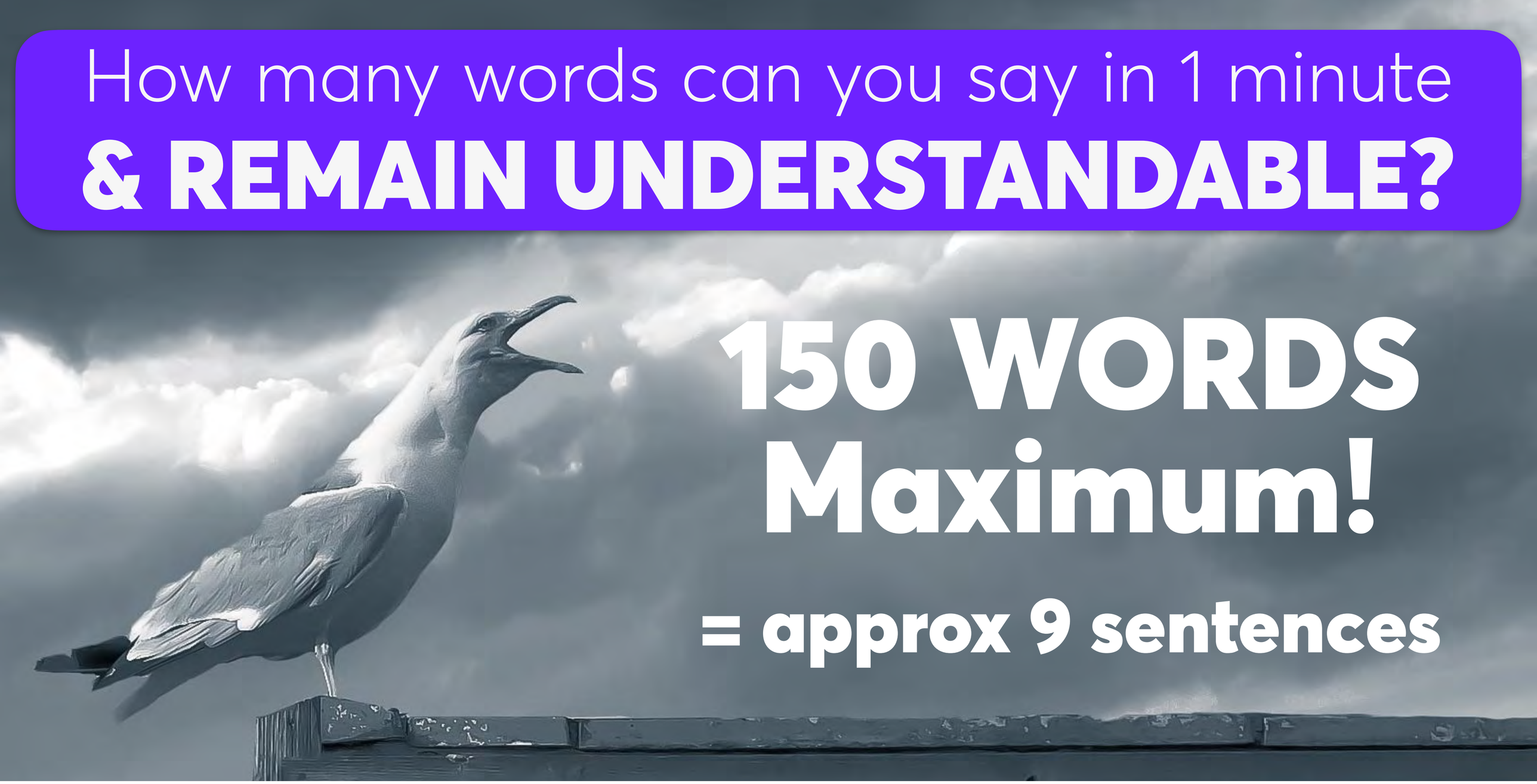


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



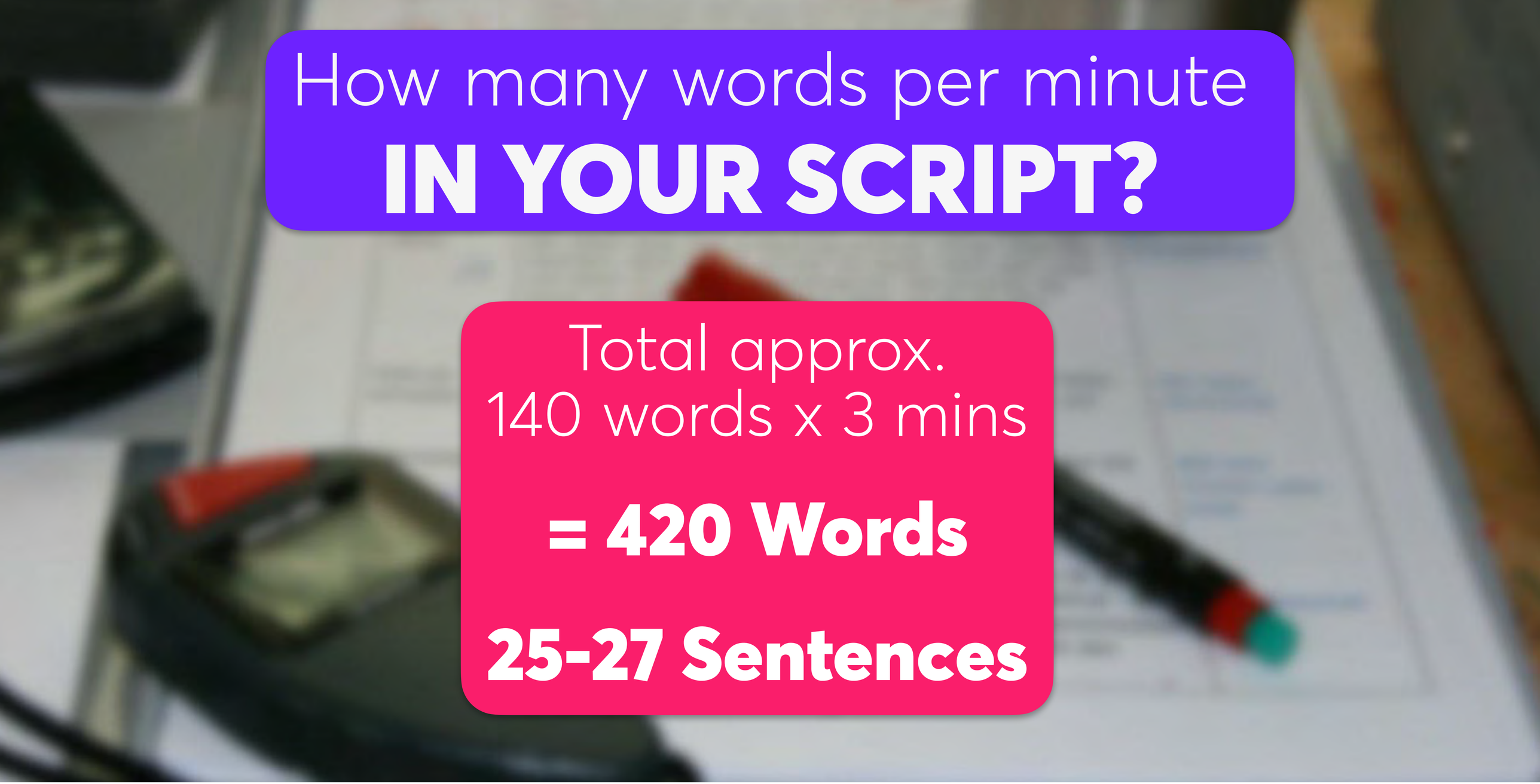
Type a number in the chat!

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?**

Total approx.
140 words x 3 mins

= 420 Words

25-27 Sentences


143
Words/min


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

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



What makes a **PITCH GREAT?**



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



ACTION STEP

Write down who the **audience** is for your pitch

What is their biggest **challenge**?

Money focused? Environment, Social?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**

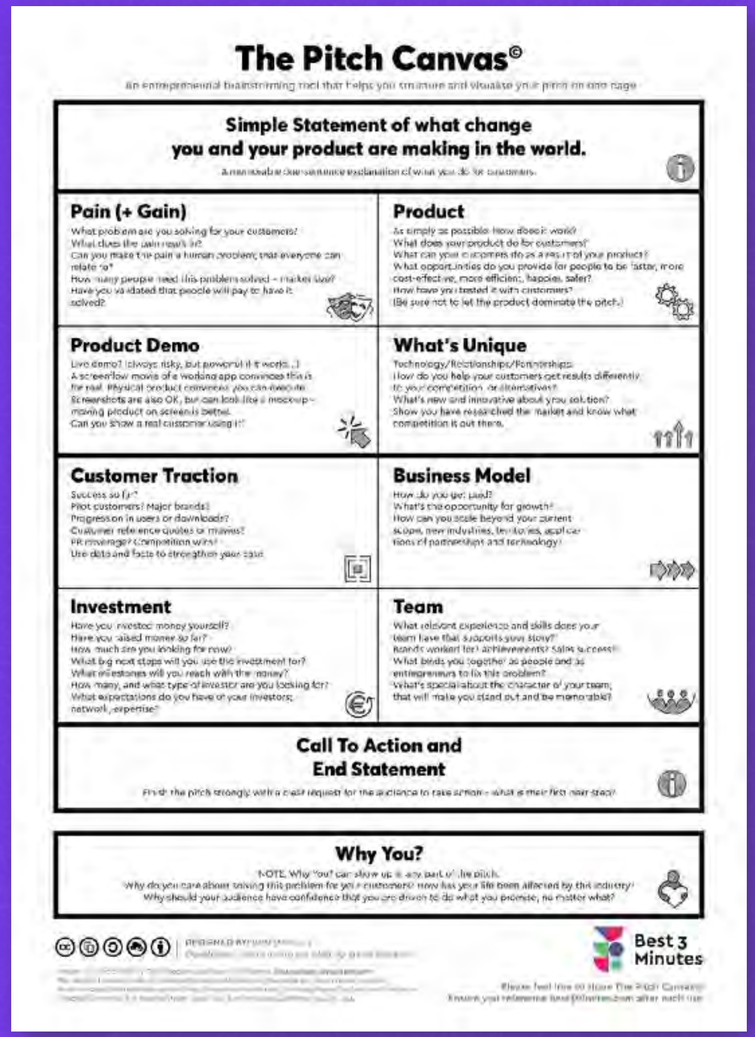


Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/qdelta25

Which topics should be in **YOUR WINNING PITCH?**



The Pitch Canvas©

An entrepreneurial brainstorming tool that helps you structure and visualize your pitch on one page

Simple Statement of what change you and your product are making in the world.

A memorable conversational explanation of what you do for customers.

Pain (+ Gain)

What problem are you solving for your customers?
What does the pain really be?
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 mockup – 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?
Qualitative reference quotes or memes?
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 this 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?
Awards 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?

Best 3 Minutes

Please feel free to share The Pitch Canvas©
Ensure you reference best3minutes.com after each use

THE PITCH CANVAS©

best3minutes.com/qdelta25

THE PAIN



THE ‘PRODUCT’



WHAT’S UNIQUE



THE VALIDATION



THE ASK



THE TEAM



WHY YOU?





PAIN

What is the **problem** you want to solve?

The **Why** of the research/technology

(and eventually, the why of the product)



PAIN

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



Lost time/more cost?

Complex steps?

Energy wastage?

Poor healthcare solutions?

Data security?

Weak computational power?



TRENDS

What does the **future** look like?

What **Trends** in the world today will cause **significant change** in the way things are done in the future?



TRENDS

What **Pressures** for change;
Legal, Environmental,
Social, Technological?

What **Pains** are there
in the market?

Are **customers** demanding
something different?



‘PRODUCT’/ TECHNOLOGY

How might you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the tech/research.



UNIQUE

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

What makes this **different** to today's solutions/technology?



VALIDATION

How have you **tested** your work so far?

What have you **learned?**

ONE LAST THING...





WHY YOU?

What's your **personal motivation** to work on this?



WHY YOU?

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

Your **Enthusiasm** Counts!


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

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?



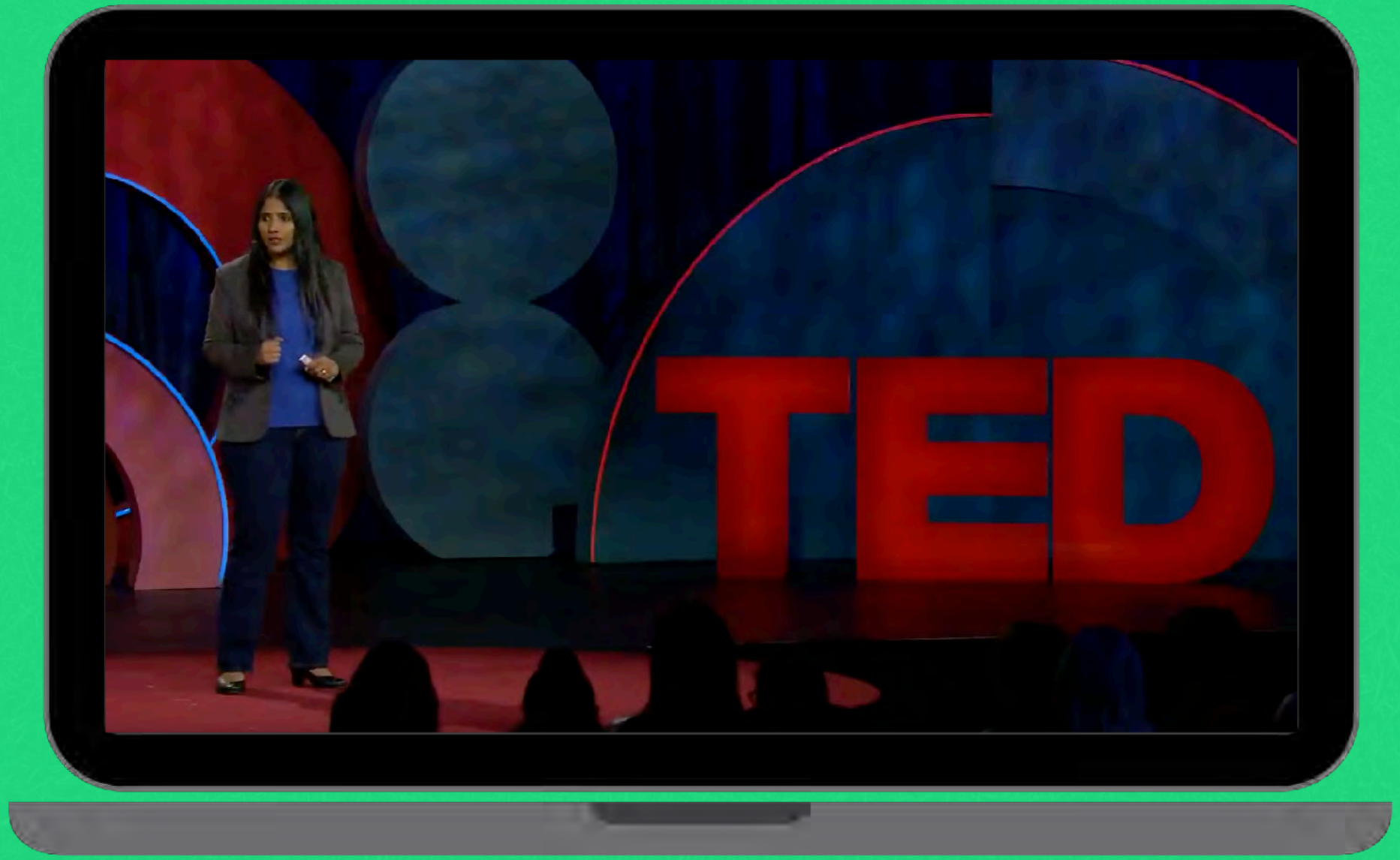
Break your product into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE


Ryan Pandya (USA)
Muufri



A Beginner's Guide to Quantum Computing - Shohini Ghose



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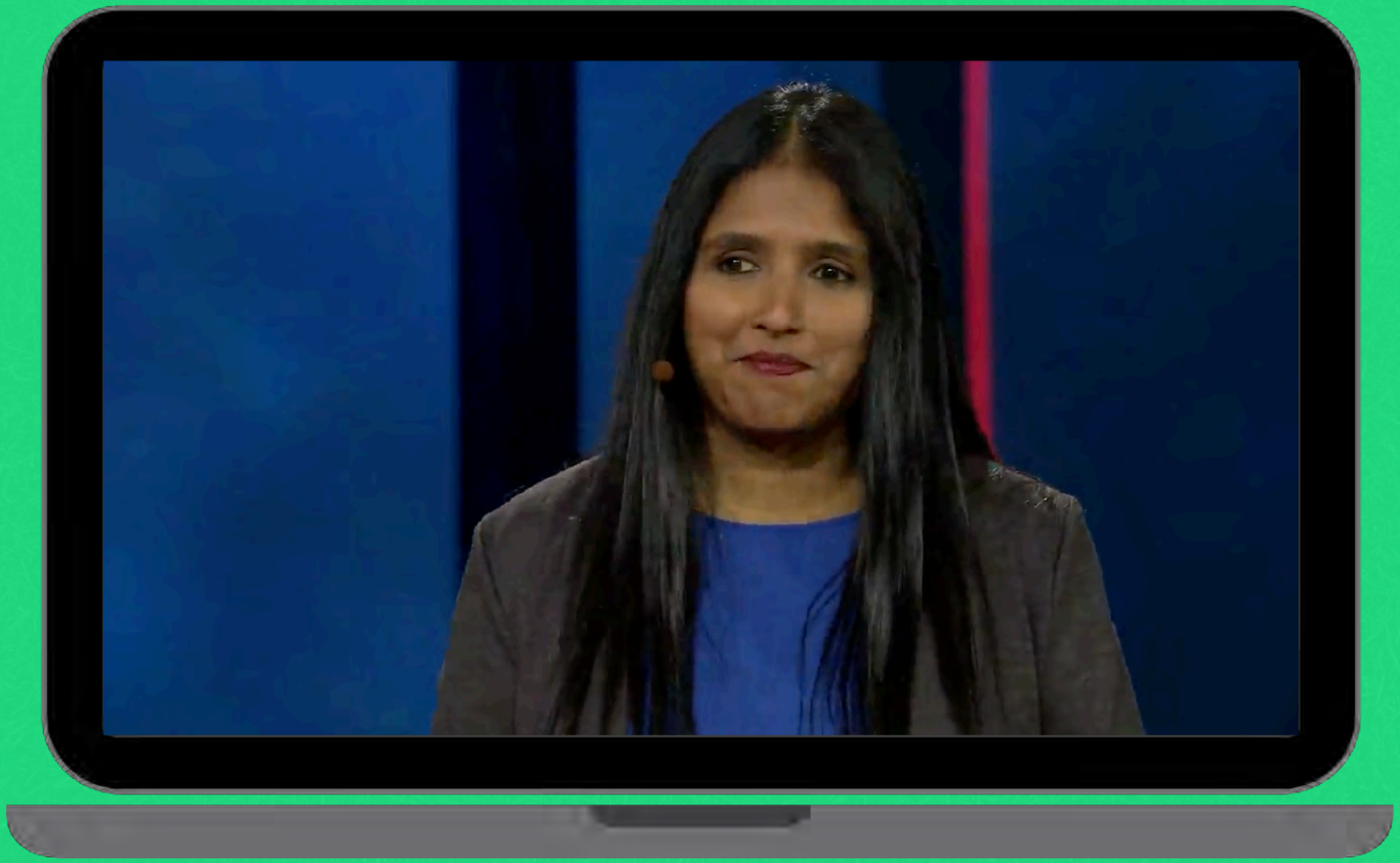

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ACTION STEP

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.


You have a big impact
WITH YOUR VOICE


What do you want them to
THINK & FEEL?



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




Give some **AIR** around
THE IMPORTANT POINTS

Make it interesting with **VOCAL VARIATION**




Use your voice to
EMPHASISE
SPEED
PITCH
VOLUME


The **No.1** way to
RESET AUDIENCE ATTENTION?



Raise a Rhetorical Question

(A question you answer yourself)

Statement versus

RHETORICAL QUESTION

That's the problem, here's the solution we propose...

That's the problem: what's the solution we propose?



Best way to improve pitch delivery?

FILM YOURSELF PITCHING


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

Pitch tools and
RESOURCES







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THE WORKSHOP SLIDES

best3minutes.com/acstcomp









Podcast



YouTube Videos

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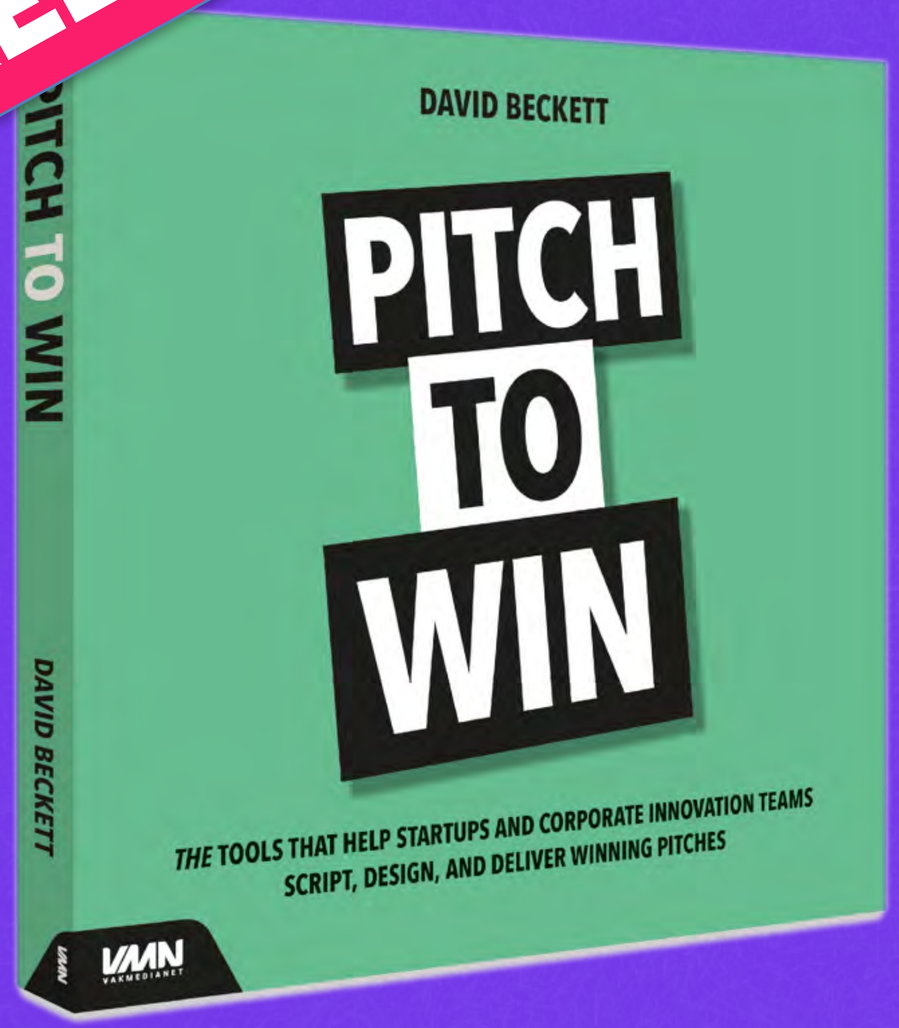
FREE



FREE AUDIOBOOK

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David Beckett

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Make the first word count
OPEN POWERFULLY



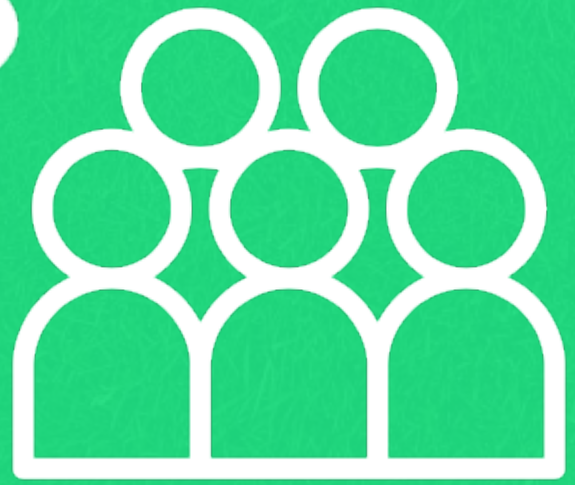
The first 20 seconds buys

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?*

