

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

David Beckett

best3minutes.com

Linked in

Best 3 Minutes

Coached 2800+ Startups & Scaleups

RAISED OVER €450MILLION




Coached 350+ NL Startups & Scaleups
TO PITCH IN THE USA


GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?


Pitching in
THE USA


The Expectation...
BOOM!

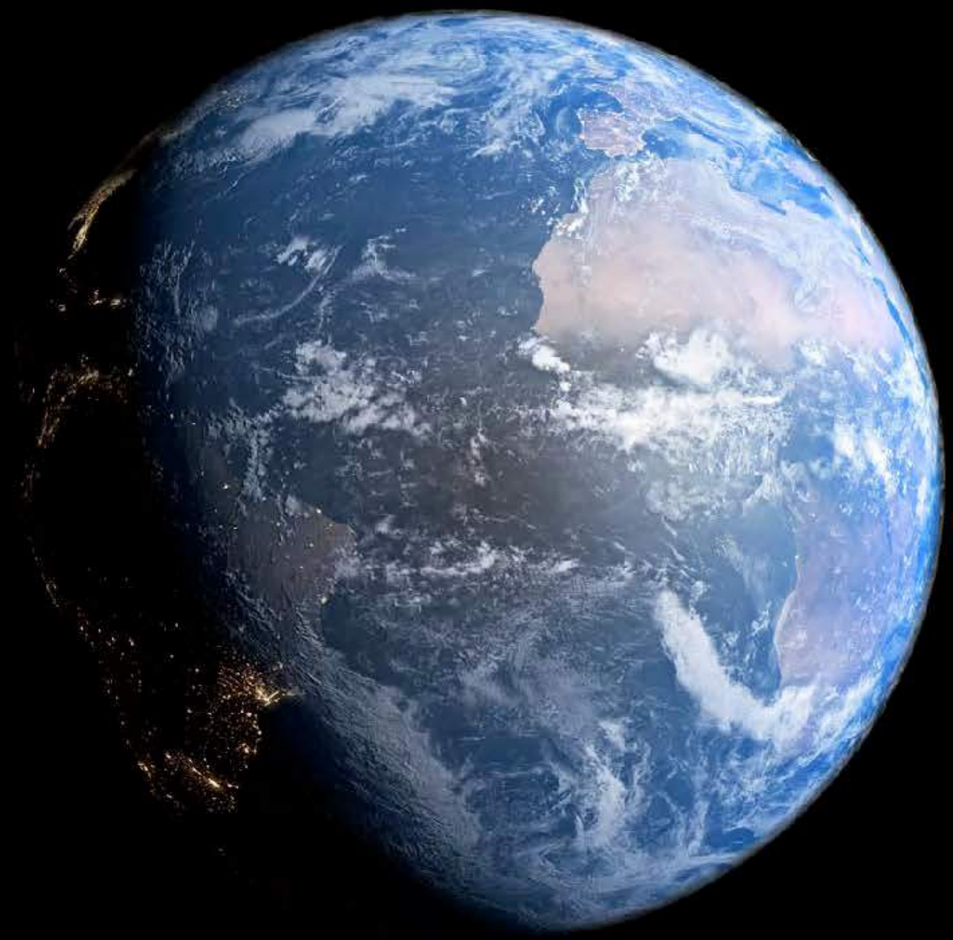


Students in the USA trained early in

PUBLIC SPEAKING

The essentials of

CULTURAL DIFFERENCE: EUROPE vs USA



Europe

PESSIMISTIC

USA

OPTIMISTIC

Europe

PESSIMISTIC

PROCESS

USA

OPTIMISTIC

VISION



"IT'S NOT WHERE YOU'RE COMING FROM: IT'S WHERE YOU'RE GOING THAT COUNTS"

Europe

PESSIMISTIC

PROCESS

PROOF

OBJECTIVE

USA

OPTIMISTIC

VISION

STATEMENT

PERSONAL


Americans love
A
Y
Example stories
COMING UP

Europe

PESSIMISTIC

"Ambition?"

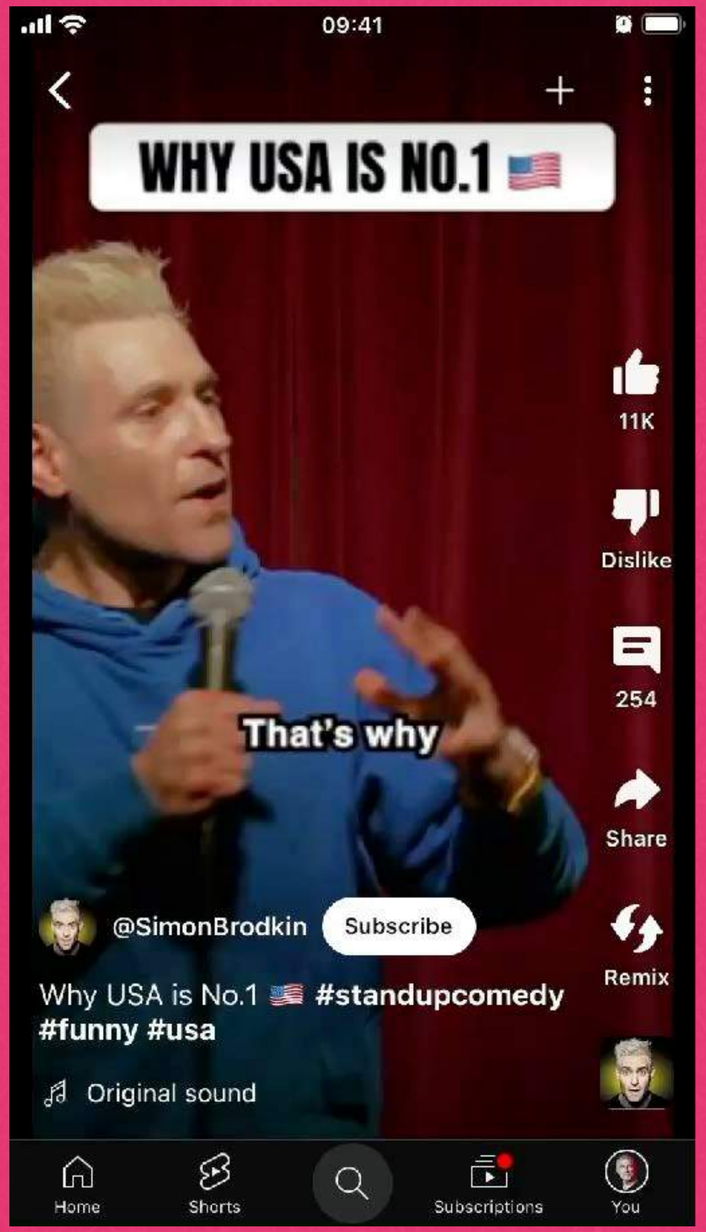
An uncomfortable relationship

USA

OPTIMISTIC

"AMBITION!"

It's burned into the culture


09:41
WHY USA IS NO.1 🇺🇸
11K
Dislike
254
Share
Remix
That's why
@SimonBrodkin
Subscribe
Why USA is No.1 🇺🇸 #standupcomedy
#funny #usa
Original sound
Home
Shorts
Subscriptions
You

Europe

PESSIMISTIC

"Success?"

An uncomfortable relationship

USA

OPTIMISTIC

"SUCCESS!"

It's burned into the culture



SEAN PERCIVAL

Silicon Valley Investor





SEAN PERCIVAL

Investors invest in **conviction**, so if you don't have **energy** and **passion** we're probably **not going to invest.**

Avoid conditionals

MAKE IT PRESENT



Eigenlijk, willen we,
misschien, proberen,
een beetje…
weet je?

Avoid conditionals
MAKE IT PRESENT



Hopefully

We're trying to build…

If it works out, maybe…

One of the leading…



We do, We are

We have built…

We will be…

The Leader!

Here's what it looks like...

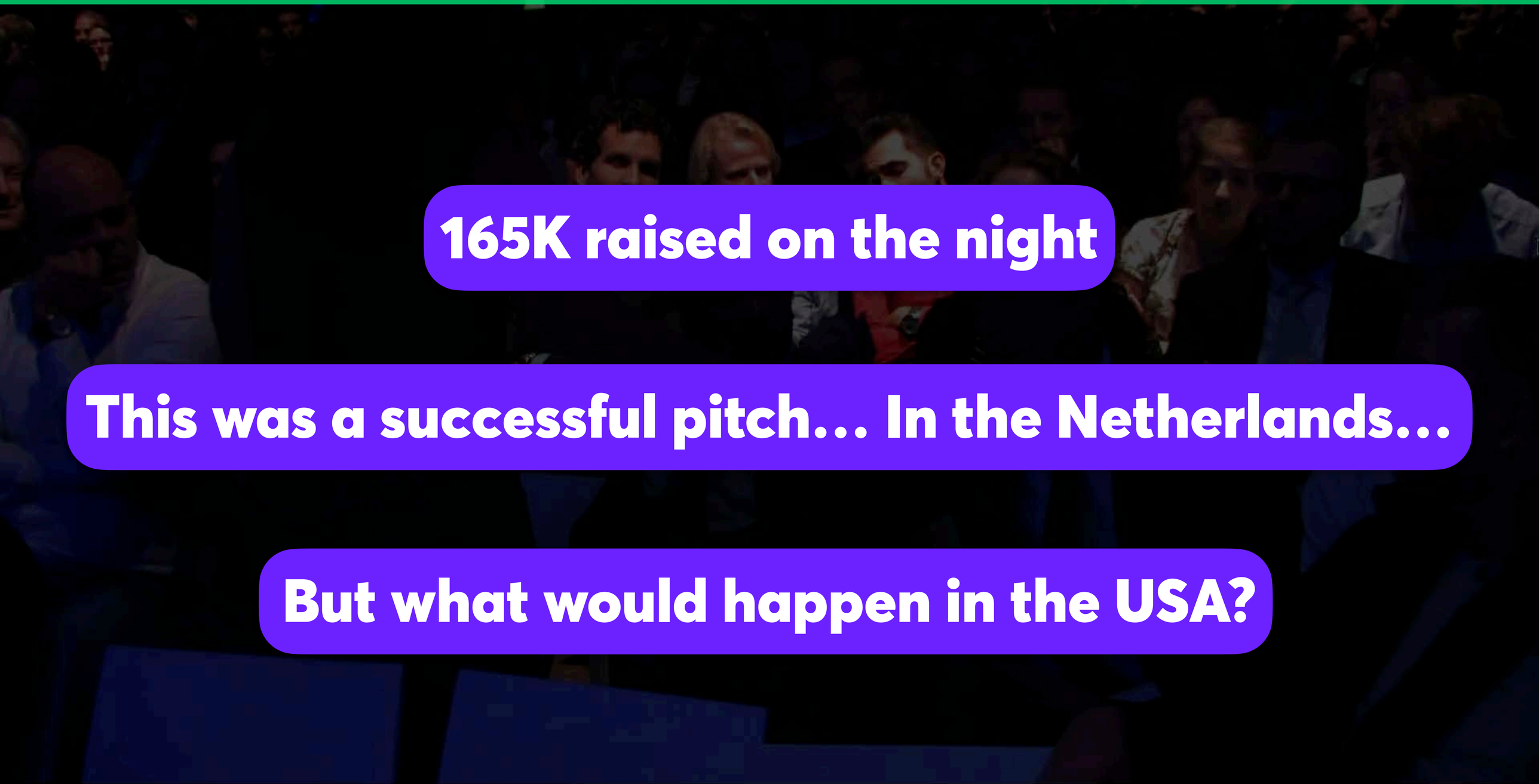



UtahState

Here's what we can't do in the USA...



And by the way… here was the result in NL



165K raised on the night

This was a successful pitch… In the Netherlands…

But what would happen in the USA?


One more thing...

European Pitching versus USA pitching

Presbourg speakers approached me - US-based speaker agency.
I sent a biography. They pimped it.

I wrote this: European Pitching.



A former Country Director at Canon, David pivoted from a 16 year senior corporate career at Canon to become Europe's leading Pitch Coach. Across a decade, he has trained over 2200 Startups and Scaleups to win over €450Million in investment. David has also trained more than 33,000 professionals at companies such as Booking.com, Tommy Hilfiger, PwC and Netflix in 29 countries, as well as over 30 TEDx speakers. David is the creator of The Pitch Canvas©, and author of the books Pitch To Win and Blue Moon Pitch. He's done business in over 40 countries, and is passionate about giving ideas a voice.

The USA speaker agency wrote this.



David Beckett is a powerhouse in the world of pitching and public speaking, renowned as Europe's leading pitch coach. Leveraging his 16 years of corporate experience, David made a bold career transition to become a transformative force in the industry. Over the course of a decade, he has successfully trained over 2200 Startups and Scaleups, facilitating them in securing an impressive €450 million in investments. David's influence extends far and wide, having also imparted his expertise to more than 33,000 professionals at esteemed companies such as Booking.com, Tommy Hilfiger, PwC, and Netflix across 29 countries. Furthermore, he has worked closely with over 30 TEDx speakers, guiding them to deliver compelling and impactful talks.

David is the brilliant mind behind The Pitch Canvas©, a groundbreaking tool that has revolutionized the art of pitching and presentations. As the author of the acclaimed books Pitch To Win and Blue Moon Pitch, David's insights and strategies have empowered countless individuals to elevate their communication skills and achieve success in various spheres. With a wealth of global business experience spanning over 40 countries, David is deeply committed to empowering others to amplify their voices, share their ideas, and make a meaningful impact in the world.

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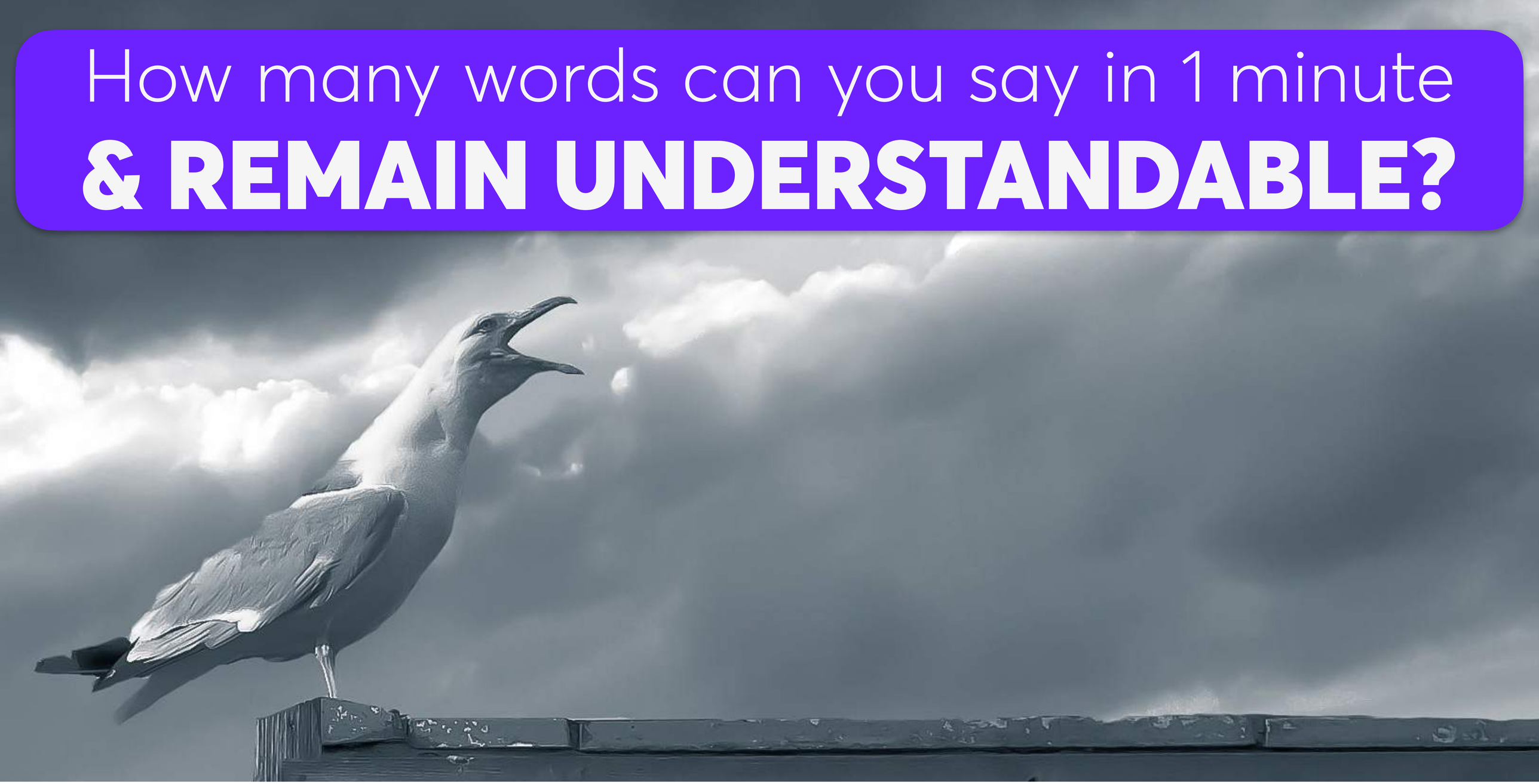
Prepare your winning
1 & 3 MINUTE PITCHES
1
MINUTE
3
MINUTES

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



How many words can you say in 1 minute
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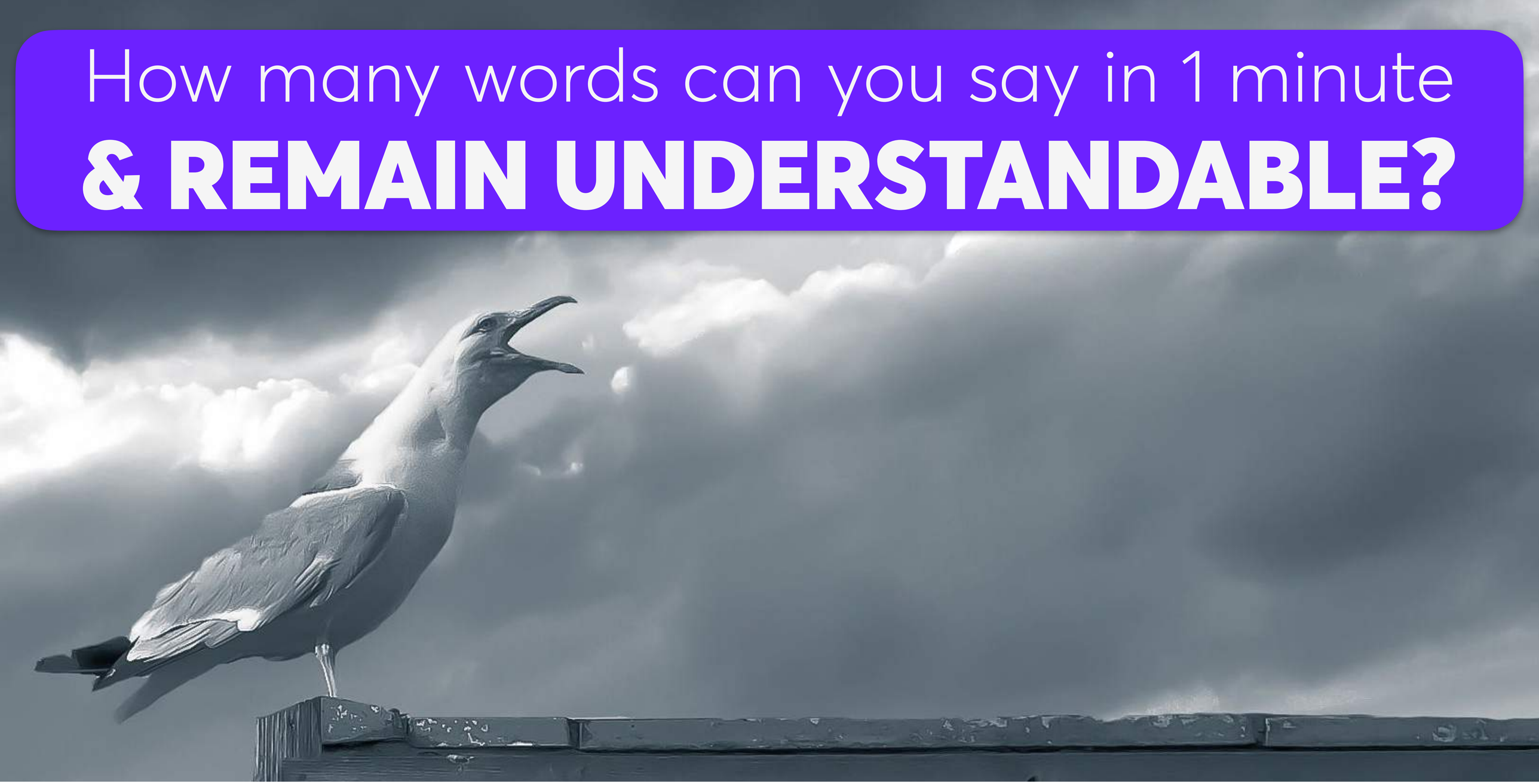

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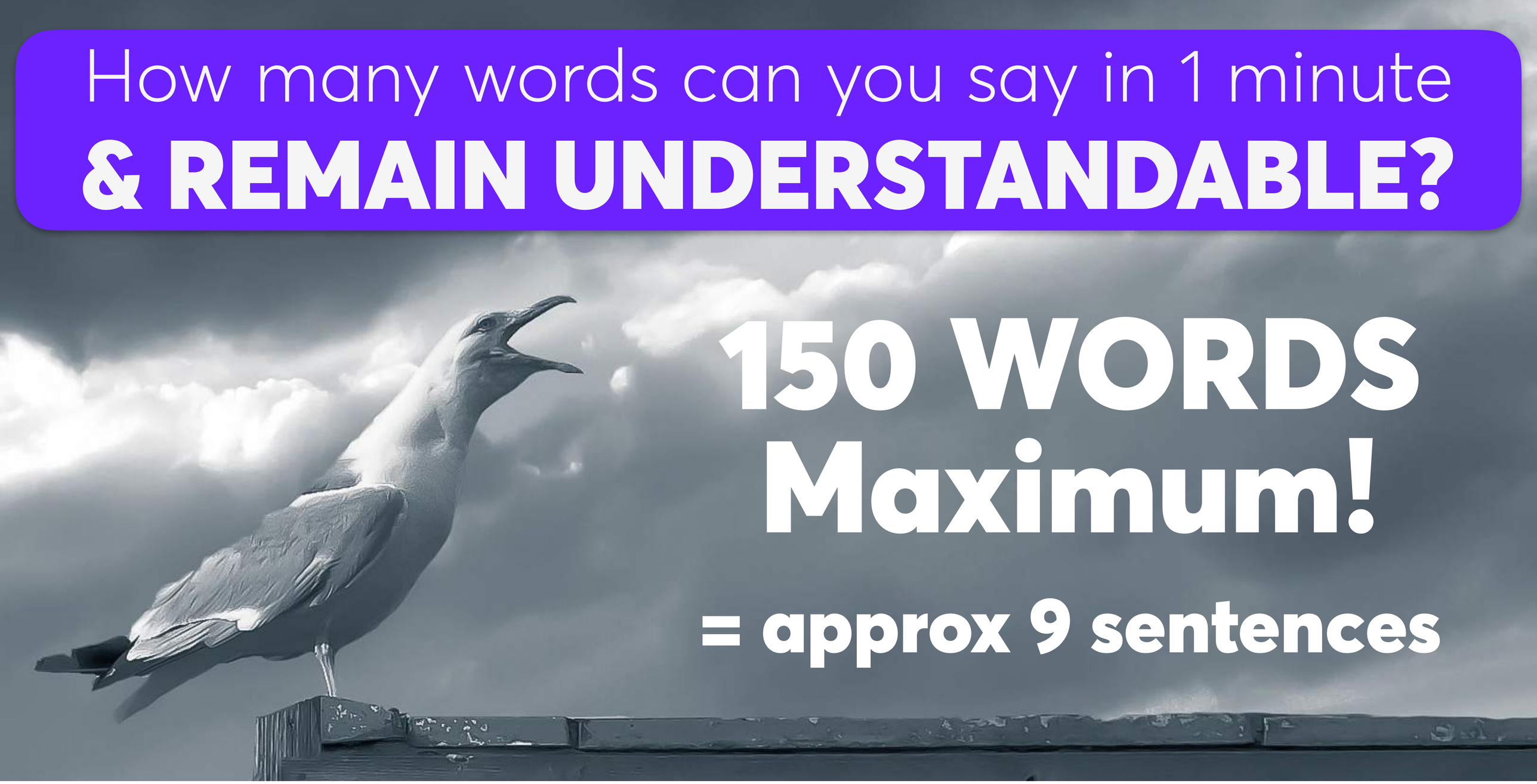
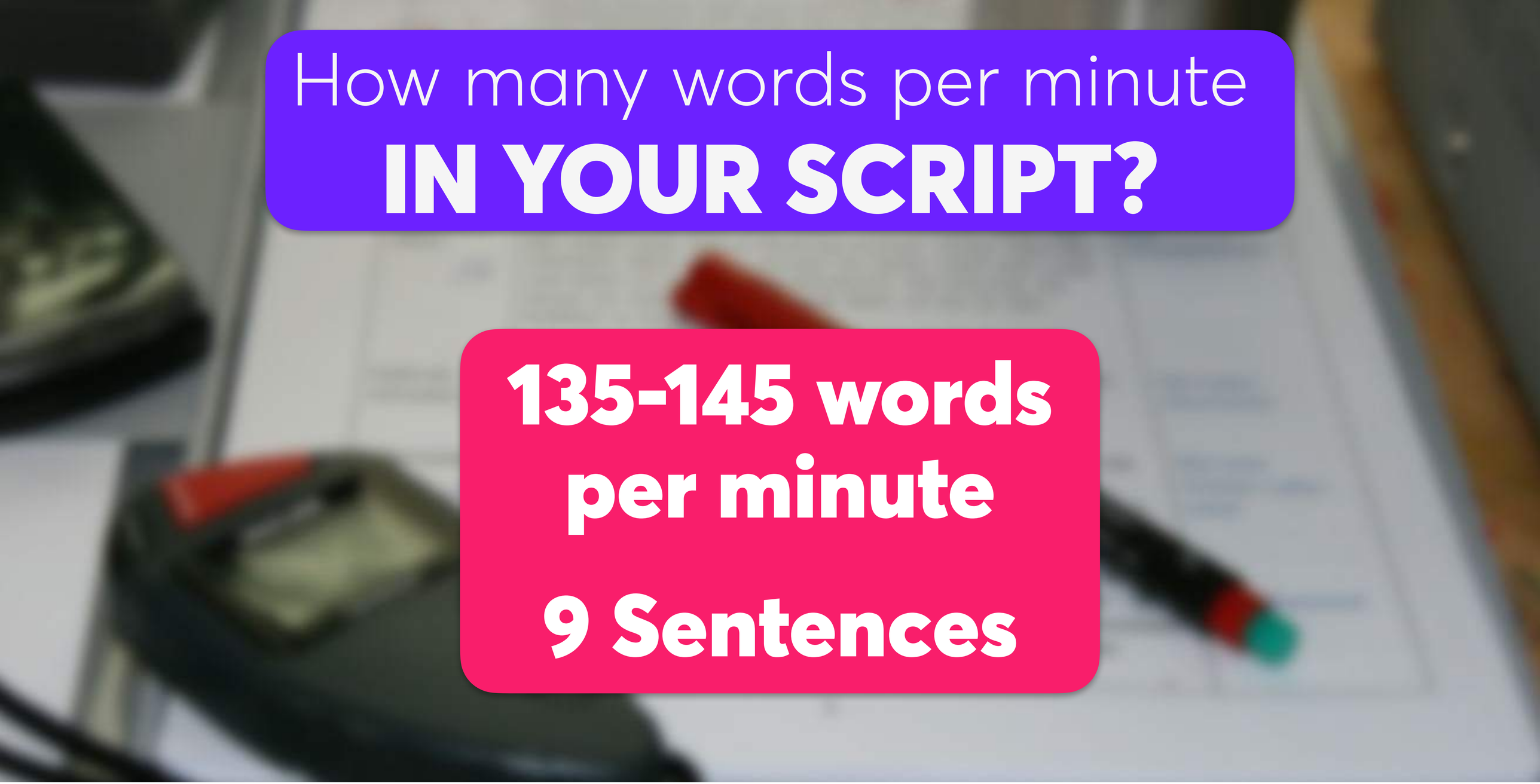


150 WORDS Maximum!

= approx 9 sentences


How many words per minute
IN YOUR SCRIPT?
135-145 words per minute
9 Sentences


143
Words/min


203
Words/min


Prepare your winning
1 MINUTE PITCH
1
MINUTE

What should you **TALK ABOUT?**

THE PAIN



THE PRODUCT



THE PROOF



THE AMBITION



What **COULD** you **TALK ABOUT?**

WHAT'S UNIQUE



THE ASK



THE TEAM



WHY YOU?




What about
STORYTELLING?
Amsterdam

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT





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, Berlin & Tokyo, over **300 Million** drivers take more than **20 minutes** to find a parking space…"

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT





Lost time?

More cost?

Complex steps?

Patient discomfort?

Lost customers?

Bad reputation?

Put a number on it!

Be specific

PUT A NUMBER ON IT

"It wastes a lot of time"

"They have to make a lot of calls"

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

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

Be specific
PUT A NUMBER ON IT

"It creates unnecessary CO2"

"There is too much energy inefficiency "

"It creates **X Thousand** Tonnes CO2"

"**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

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT




ASSETA
eBay for Capital Equipment
5 seconds

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT



Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



WHY YOU?

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

Why did you **start** this in the first place?


THE CLASSROOM OF THE FUTURE
VOXMEDIA
THE PITCH
with Josh Muccio
0:00 / 49:21
$1.4 MILLION Raised | Incredible Journey of Autistic Founder
The Pitch Show
1.86K subscribers
Subscribe
DOWNLOAD AS:
27
Share
Save



Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



SEAN PERCIVAL

Investors invest in **conviction**, so if you don't have **energy** and **passion** we're probably **not going to invest.**

1:1 Coaching Sessions
WHAT TO PREPARE?

Please bring a **draft** of your 1 minute pitch


TOOLS

The most frequent pitch
YOU WILL EVER MAKE


2




25 Seconds - 4 sentences
THE HANDSHAKE PITCH
The Question...
"WHAT DO YOU DO?"

The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They understand **EVERYTHING...?**

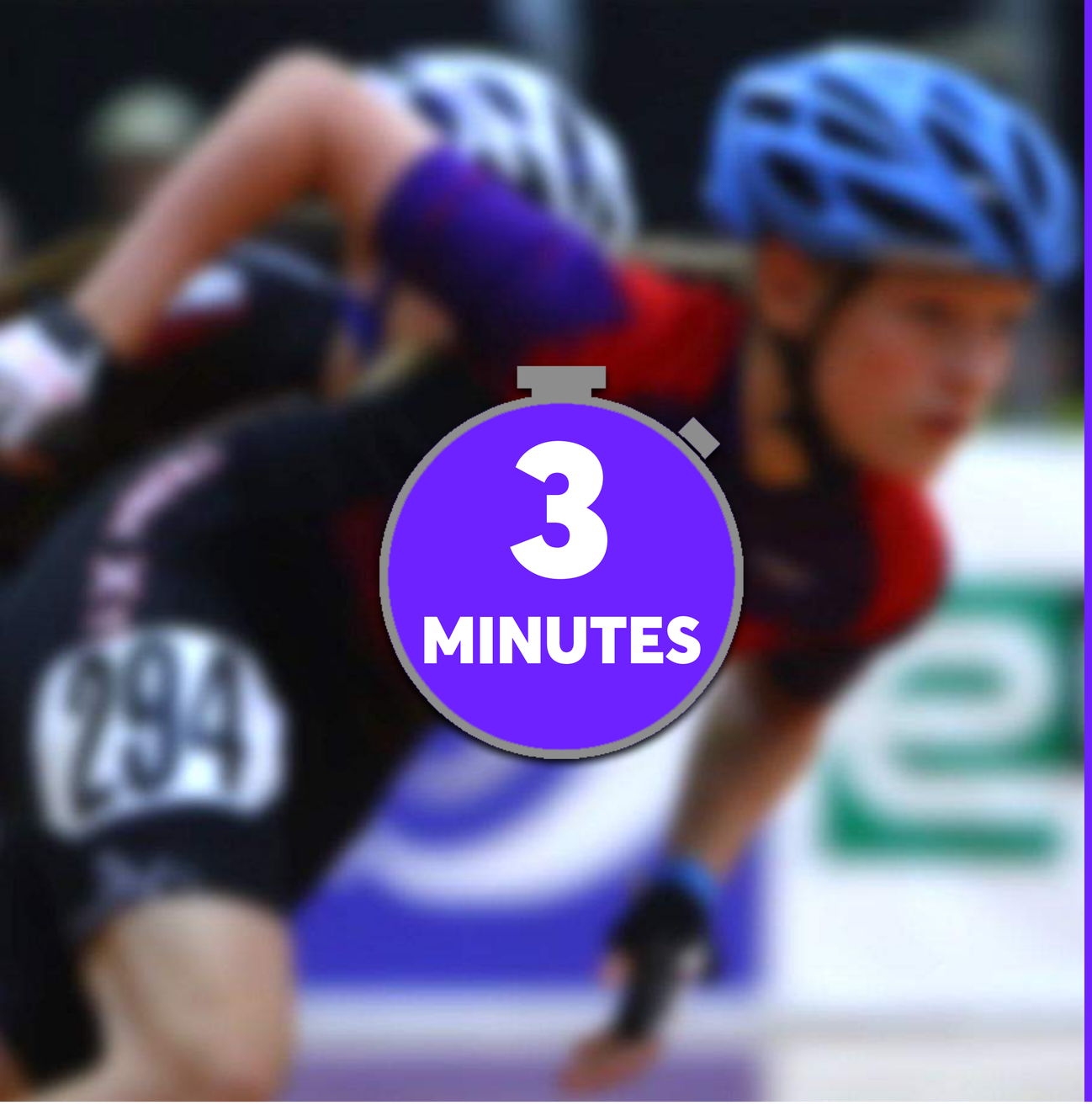
The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They ask **Questions**



ACTION STEP

Write down your Handshake Pitch:
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

One metric of **improvement**,
for **how many** customers?



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

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How to talk about
CUSTOMER PAINS

"What they are struggling with is…"

"They are losing money
every day because…"

"What's driving them crazy is…"

best3minutes.com/scalenl25

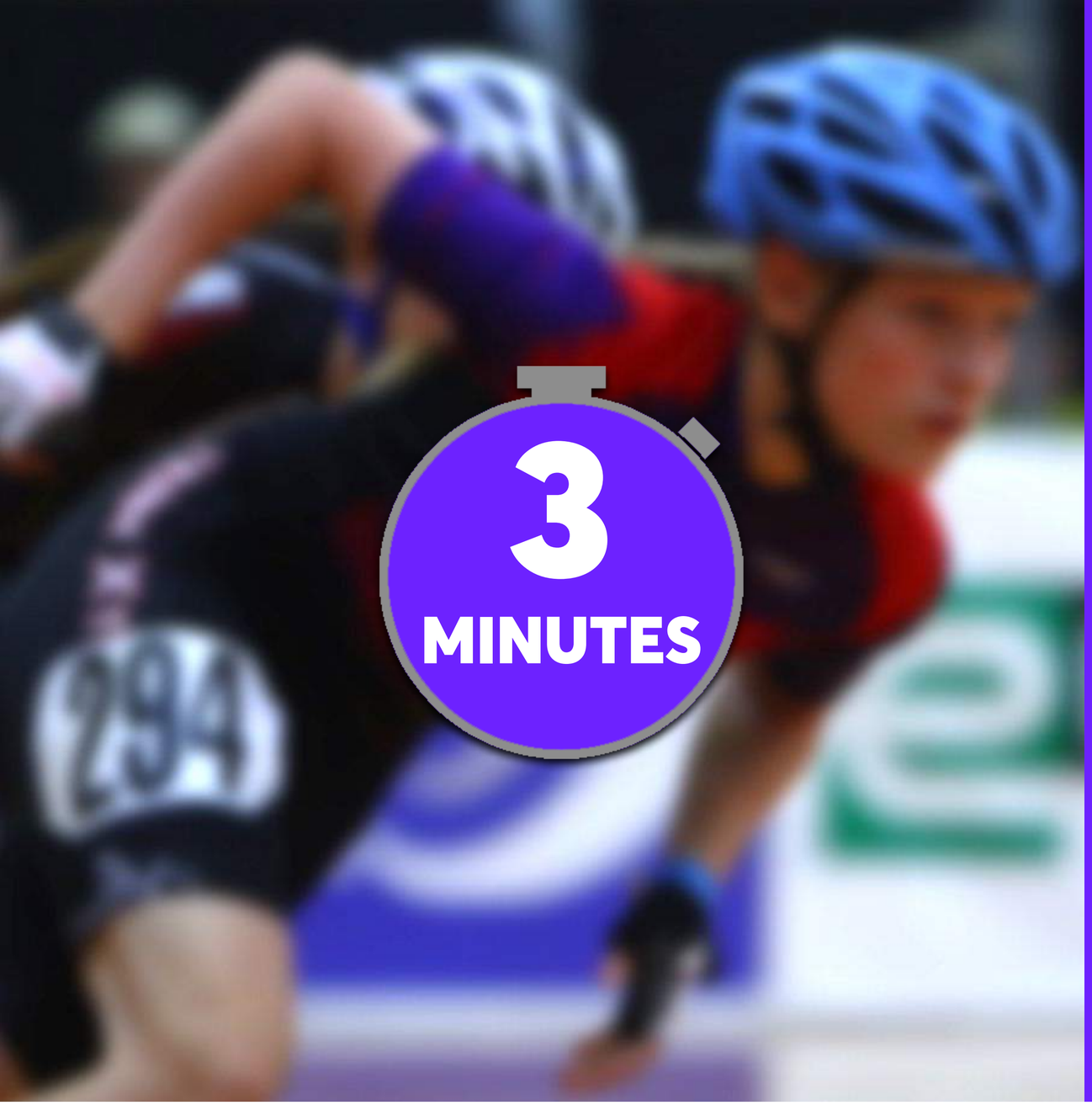
How to talk about
CUSTOMER PAINS

"They're increasingly frustrated because..."

"The future is scary because..."

"They can't adjust because
they lack the skills and knowledge..."

best3minutes.com/scalenl25



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ACTION STEP

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25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

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for **how many** customers?

best3minutes.com/scalenl25



7 MINUTES

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 Handshake Pitch:

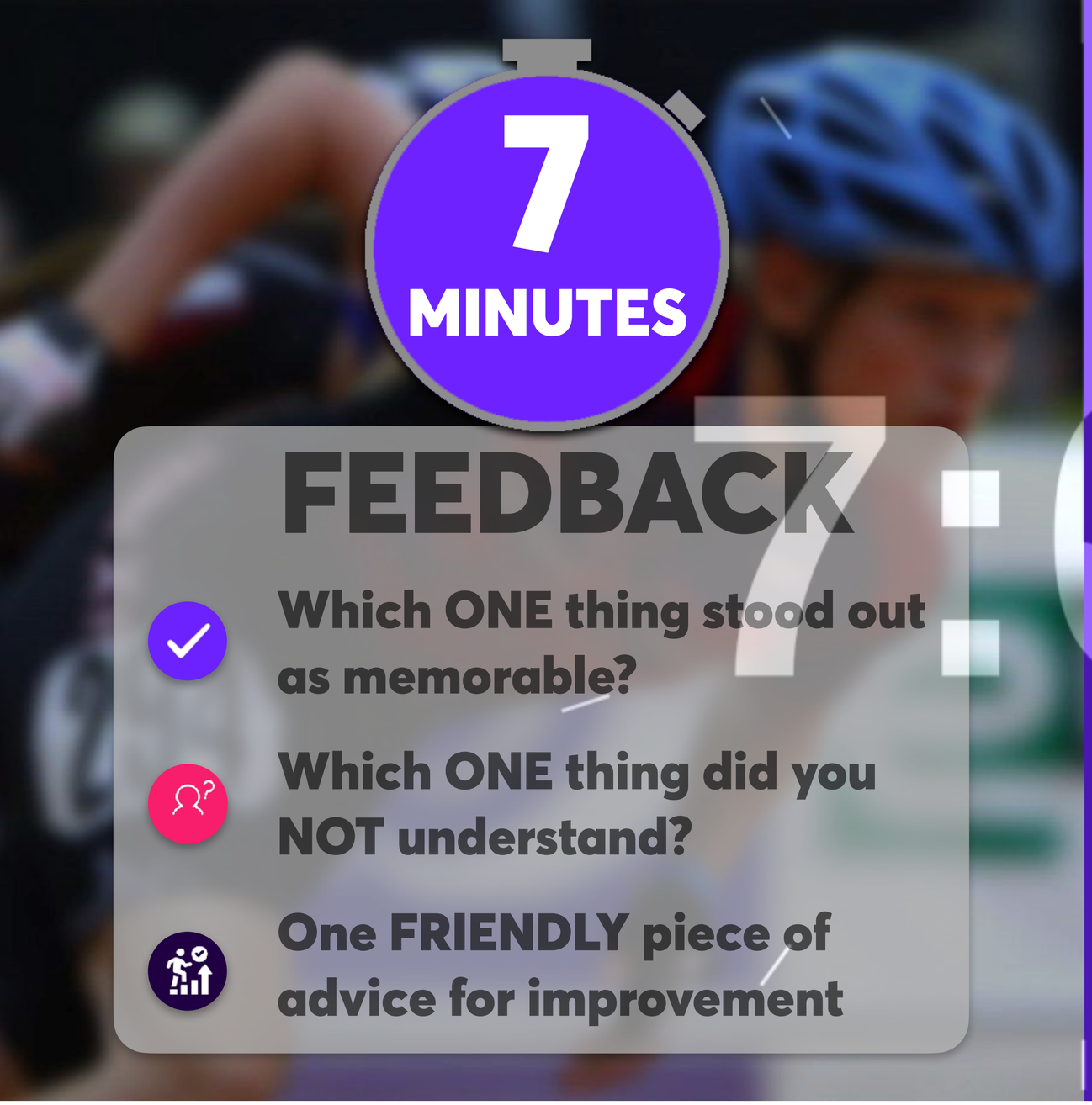
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

One metric of **improvement**, for **how many** customers?



7 MINUTES

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 Handshake Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

One metric of **improvement**, for **how many** customers?


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


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


Anyone want to share
WHAT YOU LEARNED?


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


Prepare your winning
3 MINUTE PITCH
3
MINUTES

What should you **TALK ABOUT?**

THE PAIN



THE PRODUCT



THE PROOF



THE AMBITION



THE PAIN



THE PRODUCT



THE PROOF



THE AMBITION



WHAT'S UNIQUE



THE TEAM



THE ASK



WHY YOU?





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

A:TEAM!

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

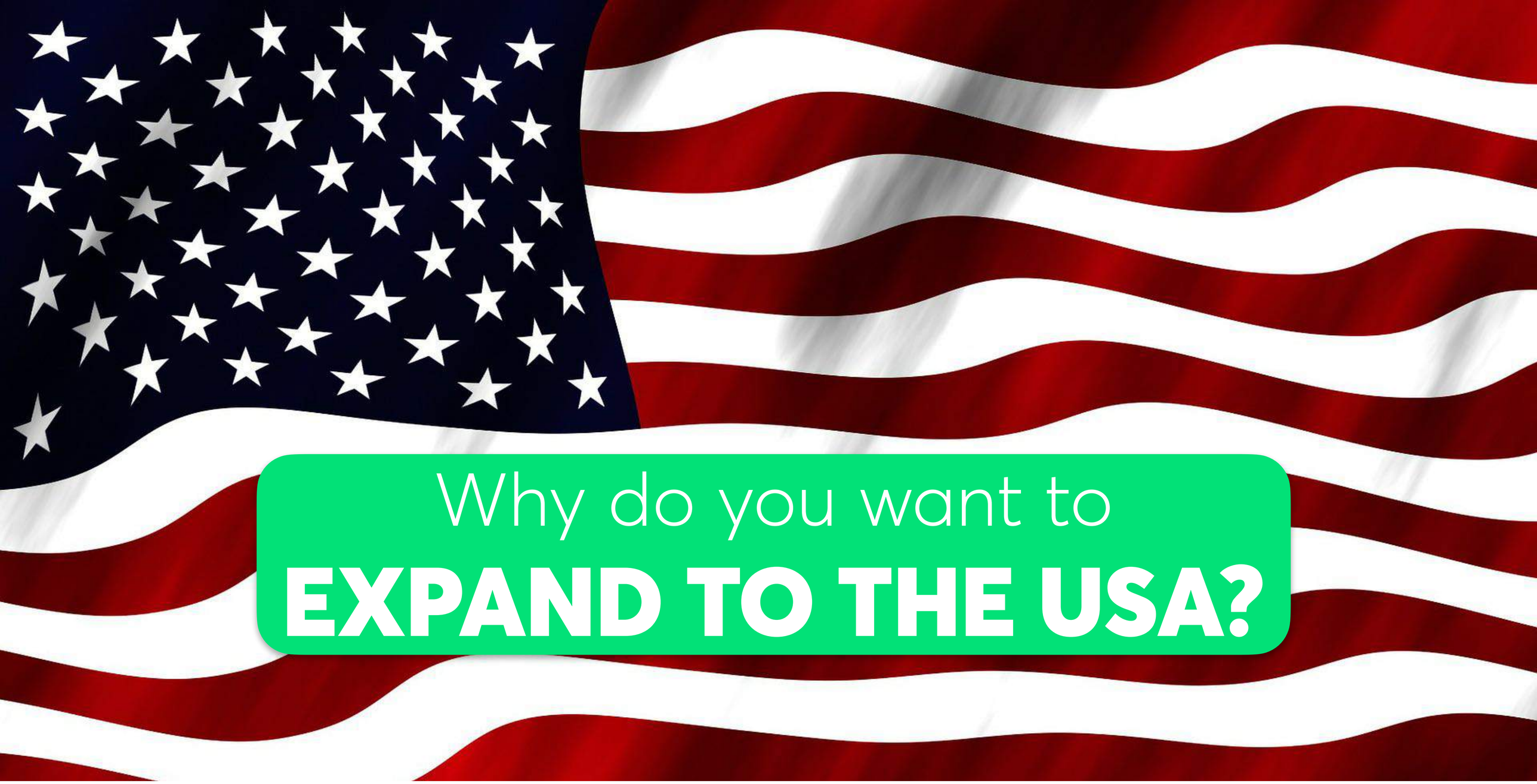




TEAM

Which **ONE THING**
are you truly
EXCELLENT
at as a Team?


One more thing...


Why do you want to
EXPAND TO THE USA?


PITCH
TO
WIN

1:1 Coaching Sessions
WHAT TO PREPARE?

A **draft** of your 1 minute pitch

We can discuss your 3 minute

Pitch tools and
RESOURCES







best3minutes.com/scalenl25

All the workshop **SLIDES**



best3minutes.com/scalenl25



PODCAST:
Pitching in the USA

best3minutes.com/scalenl25

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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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;
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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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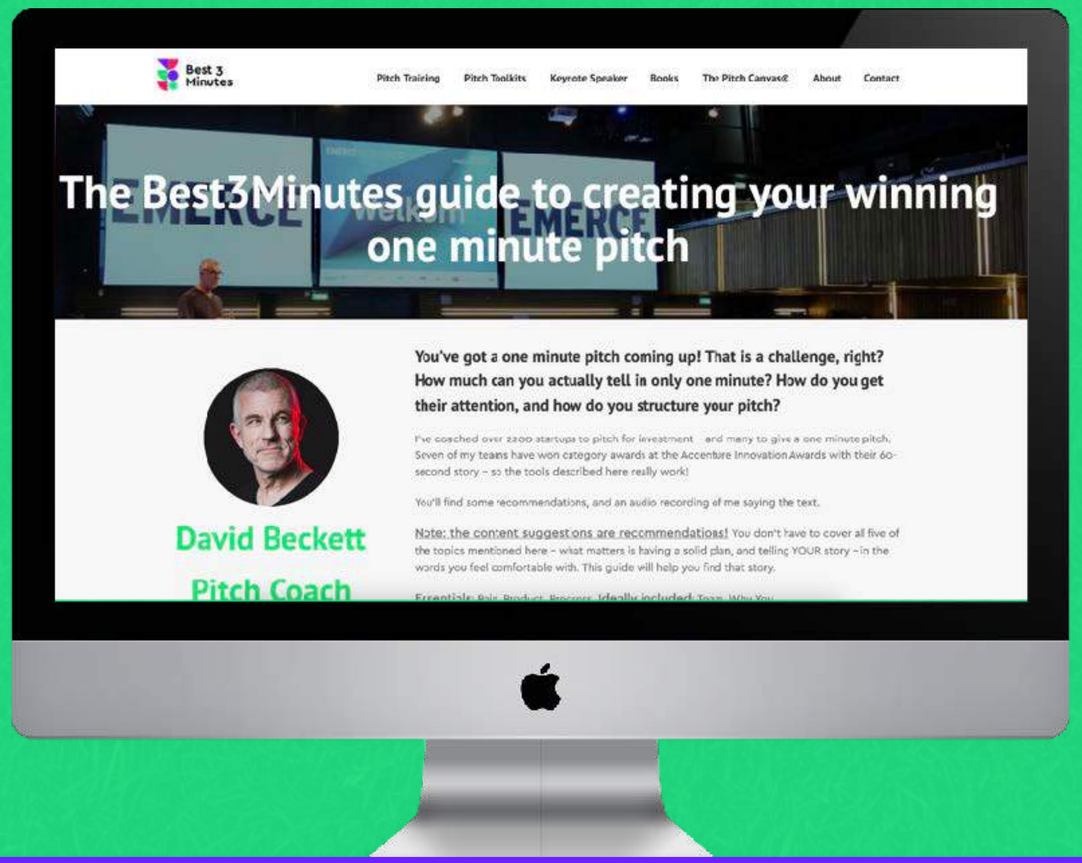
The one page guide to

YOUR 1 MINUTE PITCH



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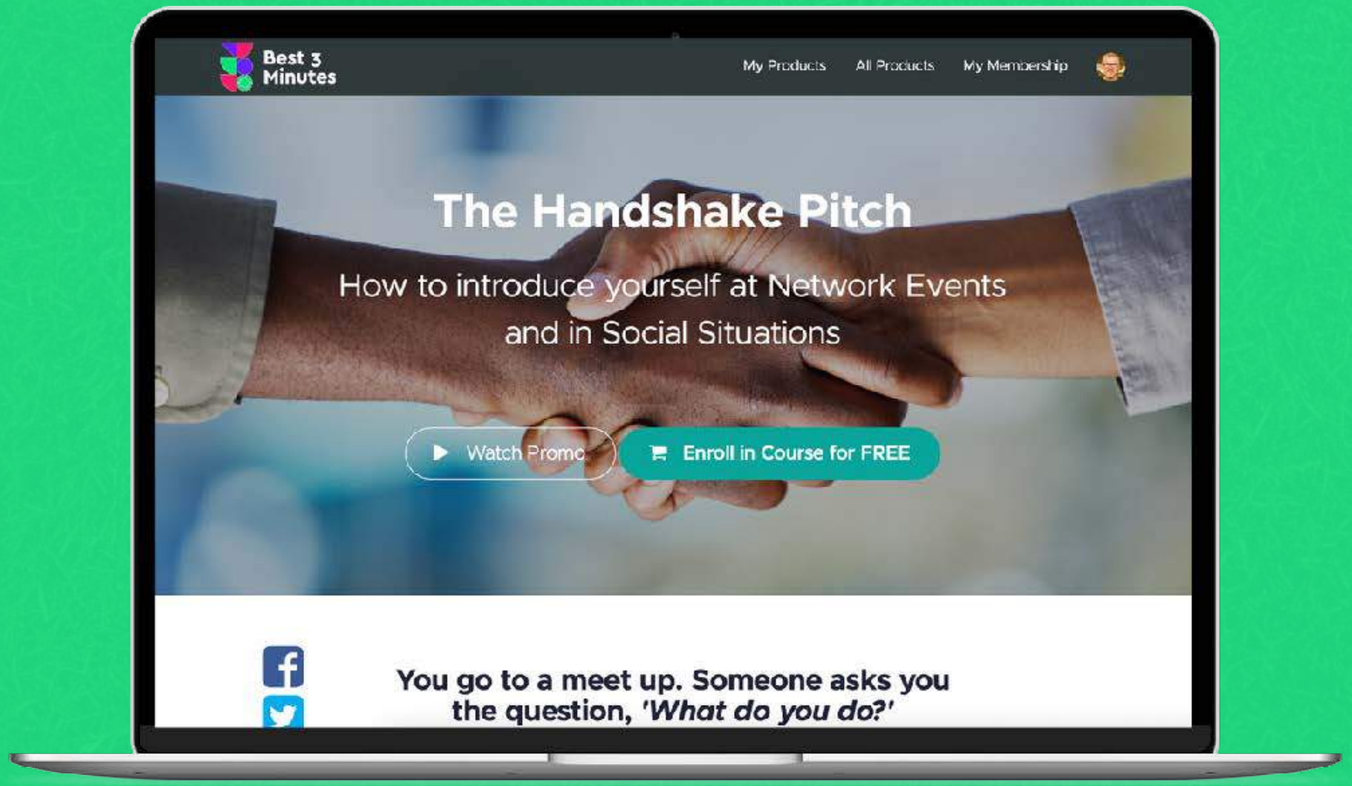
FREE

10 Minute Online Course

YOUR INTRO PITCH



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