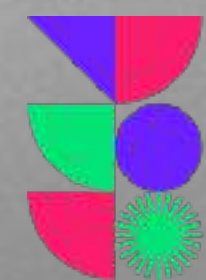


Pitch Coach
Co-developer Best3Minutes© Methode
TEDx Speech Coach

Sheila Schenkel

Best3Minutes.com



Best 3
Minutes

A man with short grey hair and glasses is speaking on a stage. He is wearing a black V-neck shirt and has a small microphone clipped to his shirt. He is holding a small black device in his right hand. The background is a bright blue wall with a green light source on the left.

**GREAT IDEAS
NEED A VOICE**



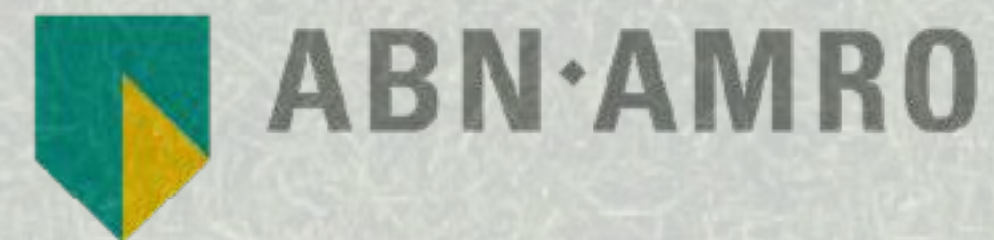
TURNING POINT?

Having a **short, sharp, clear** story makes a difference!

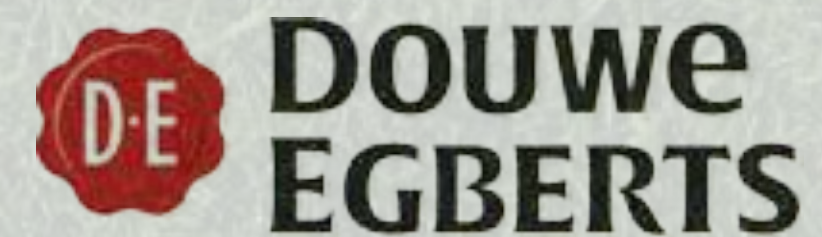
When talking to a (potential):
**customer, partner, journalist,
team member, ...**

using these tools can **change
your future**

32 Countries
TRAINED 38,000+ PEOPLE



NETFLIX



Booking.com

TEDx

Coached 2800+ Startups & Scaleups
RAISED OVER €490MILLION

This is a
LEARNABLE SKILL



ACTION STEP

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

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

No Other Instructions

LET'S DO IT!

HOW LONG DID YOU NEED?

10 seconds?



Only just
got started?

TICK... TOCK...



ACTION STEP

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

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

No Other Instructions

2nd PERSON!

What did you
TALK about?





Who are we pitching to?



Why are we pitching?



What should we pitch?


Attention spans are
SHRINKING FAST!

150
seconds

2004

47
seconds

2023

A collection of various old, rusty tools hanging on a white wooden wall. The tools include hammers, wrenches, pliers, saws, and other hand tools, arranged in rows. A large, dark blue rounded rectangle with the word "TOOLS" in white capital letters is centered over the image.

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 July 3rd
Live Pitch for a Jury

Tip Also use these tools
for any other pitch in the future!

Including... one in October?

OPEN-3-CLOSE©

Pitch Model

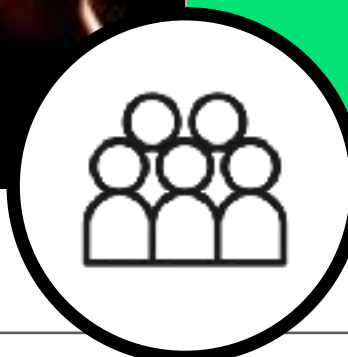
The Open-3-Close© Pitch Model





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?

July 3rd:

Curated audience that can...

"...support the pioneers;
potential partners, experts, city
officials, potential clients,..."

You can also suggest a guest!



Why a Jury?

...to decide which 2 pioneers will speak on the **main TEDx event** in October

Most likely important

1. What **impact** do/will you make? How does it affect the world around you?

2. The **future**: what are your **next steps** to make lasting **impact**, opportunities for **growth**?

Oh, and also, the quality/creativity of your pitch!



"Your talk should be driven by an **idea** and
not sell from the stage"

"No commercial, political/inflammatory,
religious agendas"

Check the **Content & Copyright** Guidelines!

Inspire your audience
Make them **enthusiastic!**

Make a profile of your audience

Fillable pdf downloads available

Make a profile of your Audience
Investor Edition

This is a fillable pdf - You can add your notes in the gray blocks below, and save it.

What investments have they made already? Technology industries, marketplaces? Check their website to find out, write down 3 things about where they put their money.

What do they say on their website about their technologies, micro trends, etc. Check <https://>

What does the investor's team look like? Are they

Does anyone in the investor's team have a blog? A video post on LinkedIn? If you can connect with it ("Hey, I saw your blog about..." "your post on LinkedIn better chance of connection.

Do they have any goals or mission statements or focused on any financial results?

What might be their biggest objection? What's

W best3minutes.com E info@best3minutes.com
TW @best3minutes LI linkedin.com

Make a profile of your Audience
General Edition

This is a fillable pdf - You can add your notes in the gray blocks below, and save it.

What's their biggest challenge right now? If you ask them what's on their mind, what will they answer?

Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?

Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?

Are they creative, or more focused on numbers and data? This changes the focus and language of what you will tell.

Are they only interested in money? And if yes, is it cost saving, or growth, or profitability?

What do they already know about your offer? Make sure you don't spend too much time going over old ground - use their previous time to focus on the new stuff.

What might be their biggest objection? What's the reason they might say, "this will never work because...?"

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TW @best3minutes LI linkedin.com/in/davidbockowskiandresearch © David Bockowski

A close-up photograph of a dartboard. A dart is embedded in the center bullseye, which is a small red circle surrounded by a green ring. The rest of the board consists of alternating light-colored wooden segments and dark-colored segments.

WHAT'S YOUR OBJECTIVE?

What do you want
them to **do**?

Action, not just
thinking

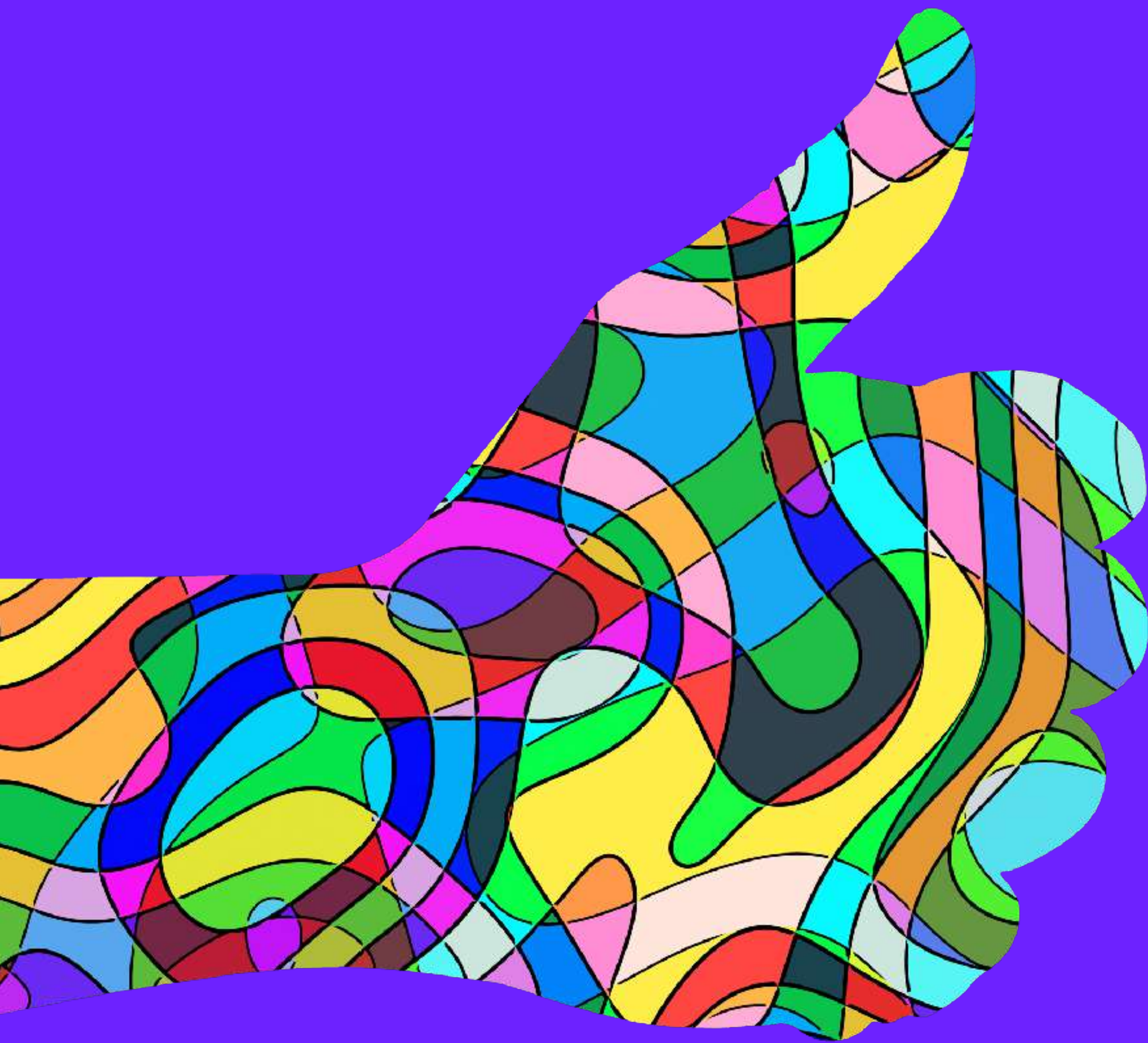


A close-up photograph of a dartboard. The dartboard has a wooden face with alternating light and dark segments. The center is a green bullseye with a red dot in the middle. A dart is stuck in the red dot. The dart has a silver barrel and a black flight.

WHAT'S YOUR OBJECTIVE?

"What could they
do at **09:30** on a
Monday morning?"





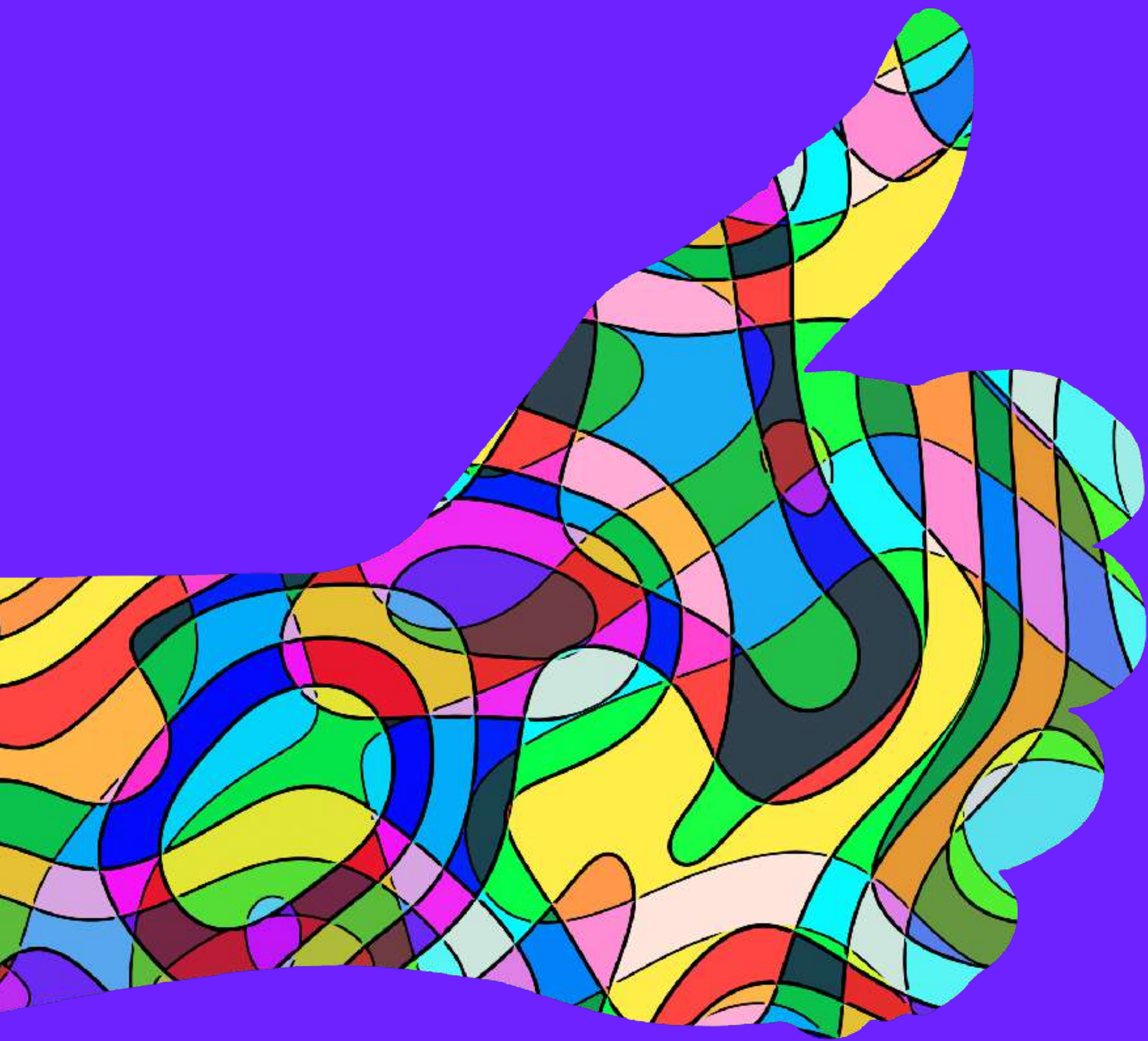
How can this audience **HELP** you...

Make a next step?

Become a mentor?

Spread the word? How?

What is your **call to action?**



Give them
something they
can say
YES!
to

ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on a **Call to Action** – not just *thinking* differently

1
MINUTE



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 9pm 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 bank 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.

W

best3minutes.com

EW

info@best3minutes.com

LI

LinkedIn.com/Best3MinutesLtdForSocialMediaResearch

IG


best3minutes

FB

David Beckwith

Write down your Objective

Fillable pdf download available

 Best 3
Minutes

best3minutes.com

Pitch Competition

Prepare you for your
WINNING PITCH

The basis of **ANY GREAT PITCH**



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



They ask
Questions

HOW MUCH TIME DO WE GET?



PITCH



Q&A

The background of the slide is a dense, overlapping collage of numerous analog clocks. The clocks have various colored faces including white, pink, blue, green, and yellow, and are scattered across the entire frame. A semi-transparent purple rounded rectangle is centered in the upper half of the image, containing the main text.

Prepare you for your **3-MINUTE TALK**

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

**150 WORDS
Maximum!**



How many words per minute
IN YOUR SCRIPT?

**135-145 words
per minute
9 Sentences**

How do you create
YOUR STORYLINE?

Process
HOW?

Content
WHAT?

Don't Open **POWERPOINT**

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

A close-up, low-angle shot of a person's hands typing on a silver laptop keyboard. The person is wearing a brown long-sleeved shirt. The laptop is open, and the screen is visible on the right. The background is a large window with a wooden frame, showing a blurred view of green foliage outside. The lighting is warm and natural, coming from the window. A purple rounded rectangle is overlaid on the image, containing white text.

Also when you
DON'T use slides...



Use
**POST-IT
NOTES**
To Build Your
Storyline



WELCOME TO THE PITCH CANVAS©

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

WHY IS
PITCHING
VM IMPORTANT?

50%
of OUR
SUCCESS.

16
MOMENTS
MATTER.

BUILDING
CONFIDENCE.

WHAT DO YOU
NEED?
GREAT
SCRIPT.

BRAINSTORM
WITH
POST-ITS.

POWER OF
THREE

CONCRETE
FACTS +
ACTION.

GREAT
VISUALS.

LESS
CONTENT =
MORE
FOCUS.

USE
VISUALS
+ 1 STATEMENT

SPREAD
INFO ACROSS
MORE
SLIDES.

GREAT
DELIVERY

HANDS,
EYES,
LEGS,
FACE.

VOCAL
VARIATION

DO YOU
REALLY
MEAN IT?

SUMMARY
+ CALL
TO ACTION

WRITE
DOWN 3
IMPROVEMENTS.

CLOSE

I BELIEVE
YOUR VOICE
SHOULD
BE HEARD.

Which topics should be in
YOUR WINNING PITCH?

Process
HOW?

Content
WHAT?

THE PITCH CANVAS®

Download FREE
via [Best3minutes.com](https://best3minutes.com)

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 - nothing 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? Progression in users or downloads? Customer reference quotes or reviews? 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 asking 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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Please feel free to share The Pitch Canvas®. Ensure you reference Best3Minutes.com after each use.

**THE
PAIN**



**THE
PRODUCT**



**WHAT'S
UNIQUE**



**THE
IMPACT**



**W.I.I.F.
THEM?**



**THE
TRACTION**



**EARNINGS
MODEL**



**THE
TEAM**



**THE
ASK**



**WHY
YOU?**



Let's focus on 5
KEY TOPICS

1



PAIN

What's the
problem you're
solving?

What are those
difficulties?





PAIN

"We built a parking app, which integrates sensors using Internet of things technology, all on the blockchain, plus AI and open Api's to..."





PAIN

"In **major cities**, like Amsterdam, Berlin & Tokyo, it takes over **100 Million drivers** over **20 minutes** to find a parking space..."





Lost time?

More cost?

Waste? What kind?

Complexity? Health
issues? Environmental?

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



For impact
focused startups

Be specific

PUT A NUMBER ON IT



"A lot of surplus bread is thrown out"

"There's a huge gender gap in STEM fields"



"**X hundred kgs** of bread are thrown out"

"Of those working in STEM fields, only **X %** are women"



ACTION STEP

Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers**? Who are you
solving it for?

What **problems**
do they face today?

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

Don't think too much:
just write. And remember...

2

PRODUCT

How do you **solve** the problem?

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





UNIQUE

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

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

(What is different to current solutions?)



THE IMPACT OF YOUR SOLUTION

What **impact** do you make?
Opportunity for **growth**?

What's your vision for the
future, your ambition?

Any concrete plans, your
next steps?

VALIDATION / TRACTION

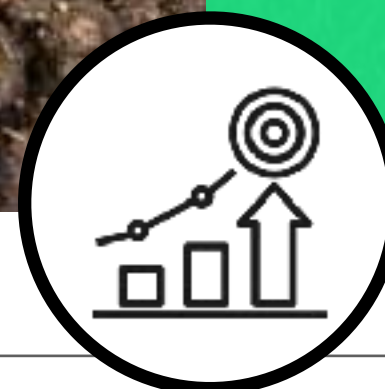
Have you **tested** your solution, do you have **proof**?

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

(Paid) **pilots**?

Recognisable brands?

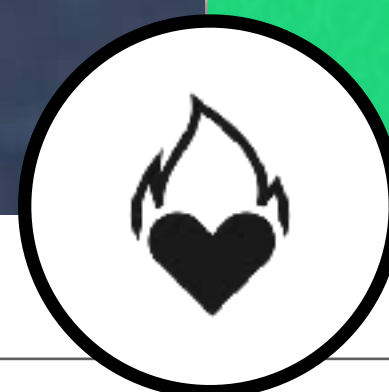
Users, revenue, **growth**?



WHY YOU?

What's your
personal motivation to
offer this proposition?

Why did you even start
working on this issue?

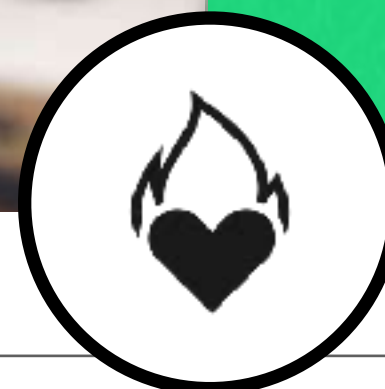




WHY YOU?

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

Your **enthusiasm**
really counts!





ACTION STEP

Brainstorm: write down *at least* **10 things** about the **PRODUCT** (=your solution) and the **IMPACT**

Write down *at least* 1 thing about how **UNIQUE** your idea is, about **VALIDATION/TRACTION** and **WHY YOU?**

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

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

Great! Now...

LET'S MAKE IT REAL!



5
MINUTES

ACTION STEP

Prepare a **60-90 Second** pitch with the 3 or 4 of the following;

Pain (=problem),
Product (=solution), Impact,
Traction/Validation, Why You

Note: individually

60-90 seconds = 9-13 sentences



Let's put the thinking
INTO ACTION!

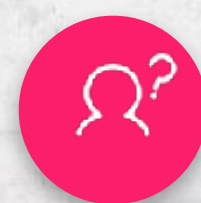


7
MINUTES

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

Pain, Product, Impact, Validation/Traction, Why You

Let's give constructive feedback!



Take one minute
TO REFLECT

Write down:

What did you **learn**?

From **receiving** and **giving** feedback?

What will you **change**?



You've just gone through a
REPEATABLE PROCESS



Think it through



Write it down



Say it out loud



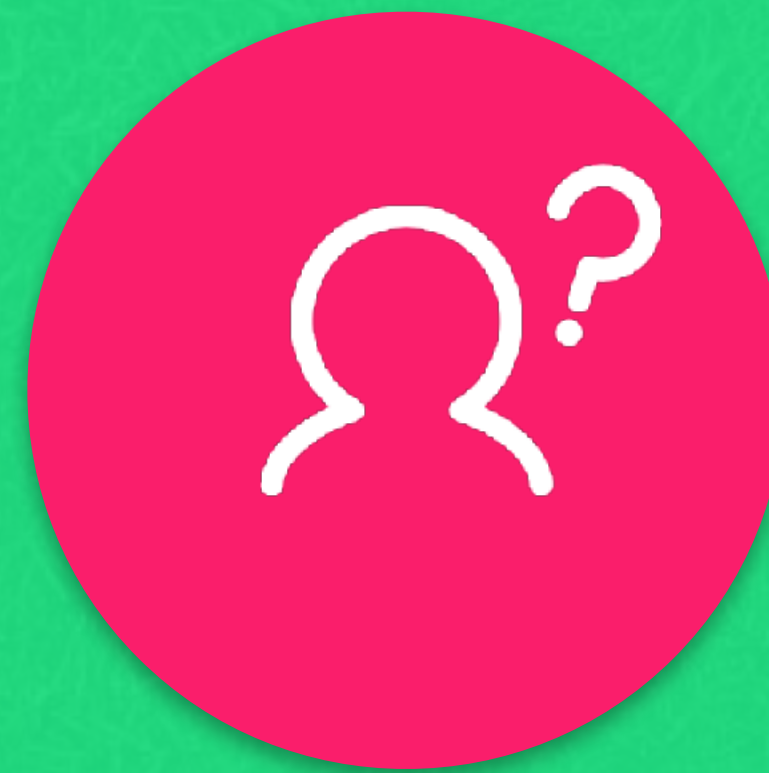
GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?



Friendly advice
for improvement



For every part of your pitch
REPEAT THE PROCESS

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



A dramatic photograph of a space shuttle launching, with a massive plume of orange and white smoke and fire at the base. The shuttle is angled upwards against a blue sky with scattered clouds. A purple rounded rectangle is overlaid on the center of the image, containing white text.

Make the first word count
OPEN POWERFULLY



The first 20
seconds buys
ATTENTION



A professionally planned opening from
The Great Bubble Barrier

Simply
BE PROFESSIONAL

SADDL



HOMework

Review your brainstorm
(your Post-its)

What could be the **opening**
of **your** pitch?

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

HOMework

Test out your
opening 5 sentences
out loud on someone else

In **pairs**: 3,5 minutes each

Give and receive **great** feedback!

You can do this via Zoom, too, and...
you're done within 15 minutes!

Making your story
FOCUSED & MEMORABLE

The Power of **THREE**



What happens if I say...

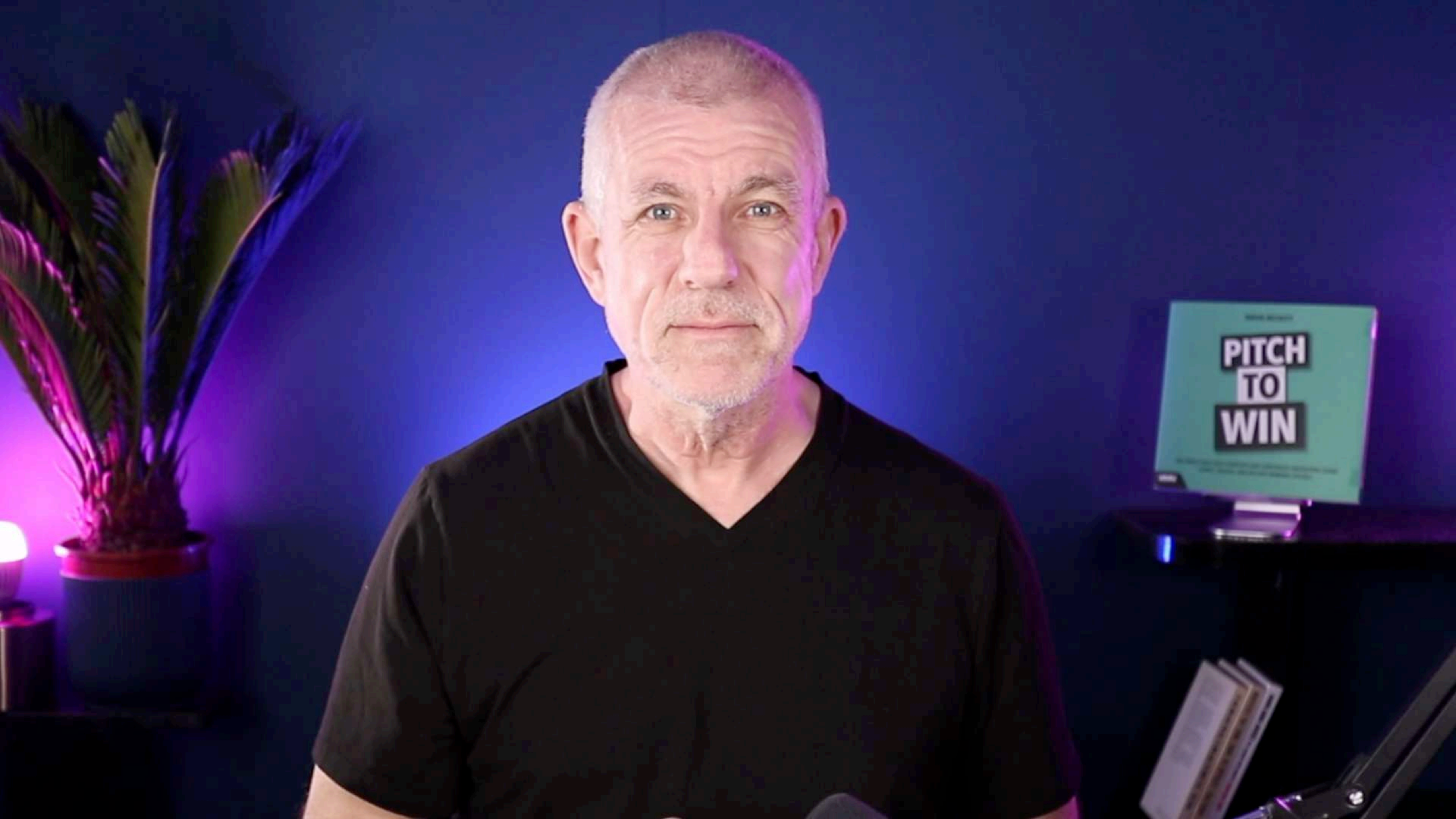
**"Hi, I'VE GOT 11 THINGS
I WANT TO TELL YOU..."**



"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 whole pitch into
THREE BIG CHAPTERS

PROBLEM

SOLUTION

FEASIBLE

Break your product into

THREE BIG QUALITIES

FASTER

**LOWER
COST**

**MUCH
EASIER
TO USE**



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!**

=

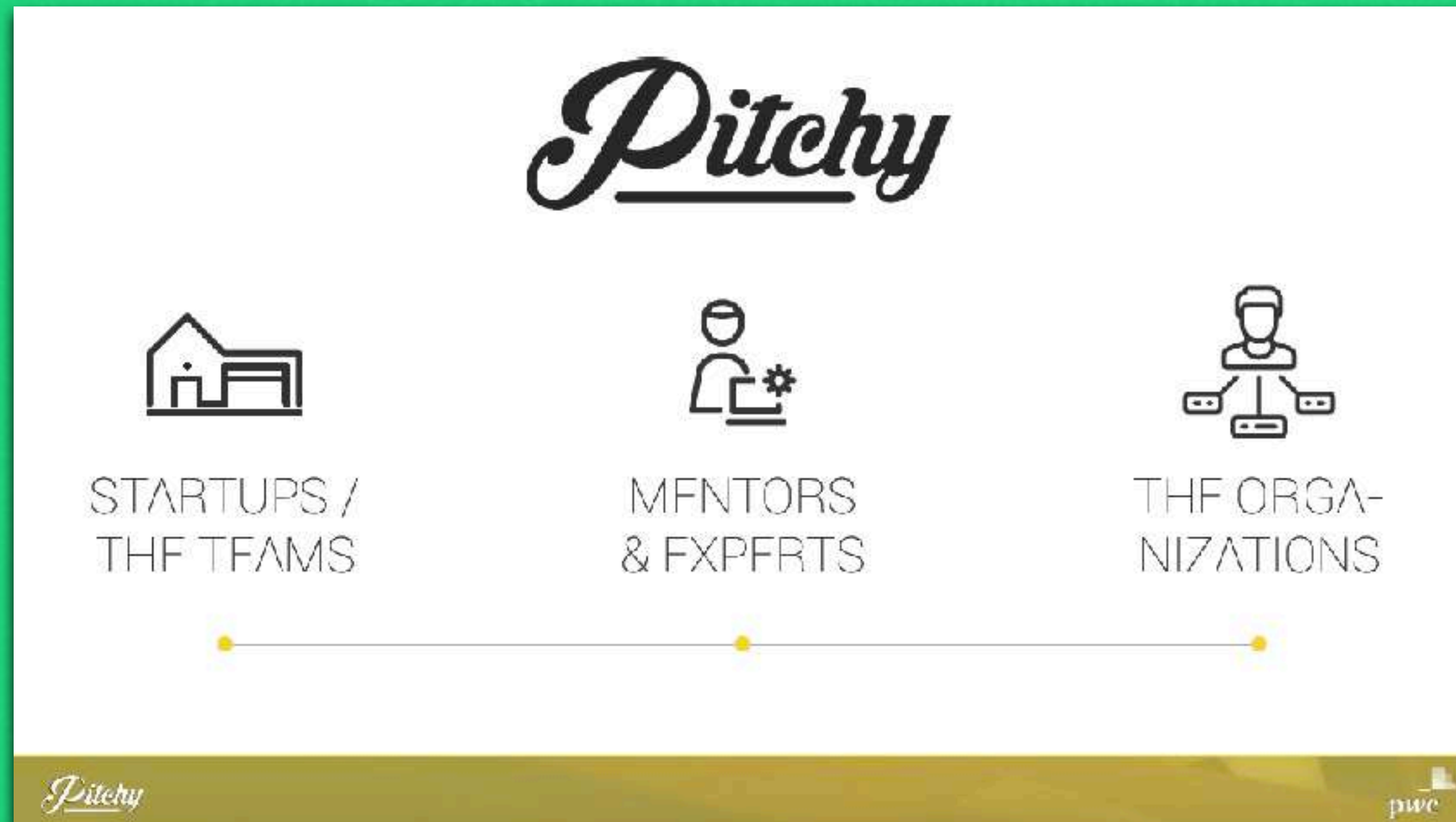
I've finished, you can clap now!

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



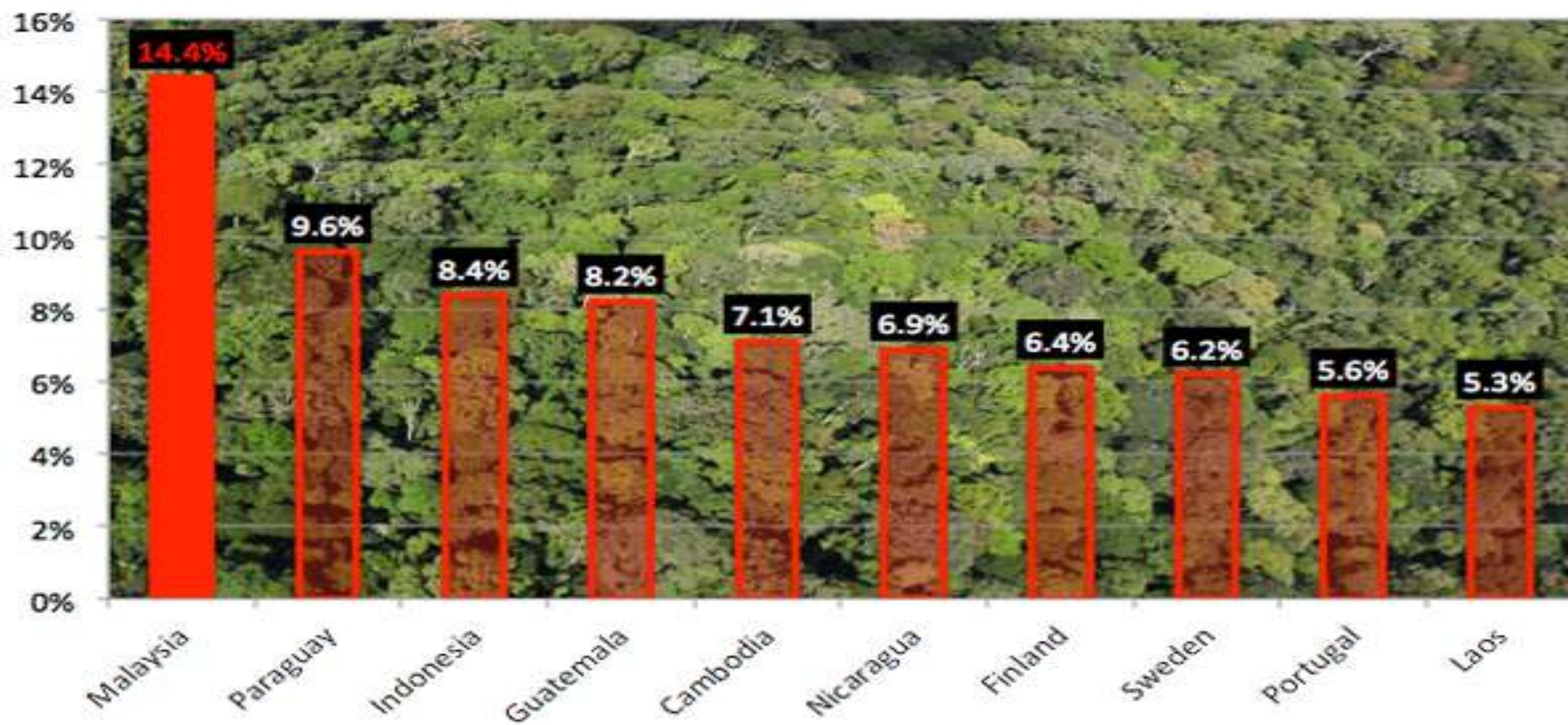
To wrap it up: a pitch for
INSPIRATION!

To show it's about clarity,
not about every single detail



Ryan Pandya (US)

Major forest countries: Highest percentage forest loss, 2000-2012





**VORTEX
GENIE 2**

IKAMAG RCT

TEMP °C

MOTOR

Test area: to EN 274-2
Specified Level 2 (AGL: 1.50 - 2.00)

Level	1	2	3	4
1	1.50	1.50	1.50	1.50
2	1.50	1.50	1.50	1.50
3	1.50	1.50	1.50	1.50
4	1.50	1.50	1.50	1.50

Test area: to EN 274-2
Specified Level 2 (AGL: 1.50 - 2.00)

Level	1	2	3	4
1	1.50	1.50	1.50	1.50
2	1.50	1.50	1.50	1.50
3	1.50	1.50	1.50	1.50
4	1.50	1.50	1.50	1.50

Test area: to EN 274-2
Specified Level 2 (AGL: 1.50 - 2.00)

Level	1	2	3	4
1	1.50	1.50	1.50	1.50
2	1.50	1.50	1.50	1.50
3	1.50	1.50	1.50	1.50
4	1.50	1.50	1.50	1.50

Powder-FREE 1
single-use examination gloves

Samper



**RYAN
PANDYA**

At Muufri, we make
Milk Without Cows

An illustration of a large blue iceberg floating in a light blue ocean under a pale sky with a few white clouds. The iceberg's tip is above the water, while its massive base is submerged. A small, flat ice floe is visible in the distance to the right.

Remember: it is a PITCH!
Not a report or attachment

Pitch: **statements**

Based on your
research / experience

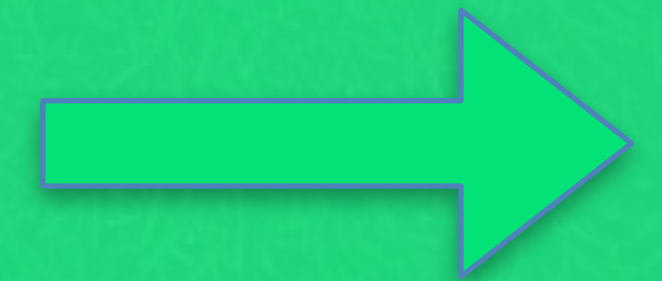


What stands between your idea and **YOUR SUCCESS?**

IDEA



SUCCESS



Being able to tell your story,
BEING ABLE TO PITCH

OPENING



MIDDLE



END



Pitch Tools and **RESOURCES**



Best3Minutes.com/TEDxImpact25

Sheila Schenkel

Best3minutes.com

Connect with me

Linked in™



Blue Moon Pitch

Written by
David Beckett

Best3Minutes.com/TEDxImpact25