

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

David Beckett

best3minutes.com

Best 3 Minutes





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Best 3 Minutes

Coached **3000+** Startups & Scaleups



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The Pitcher



The Listener




12%
76%





This is a **DO** session

not just a
Talk & Think



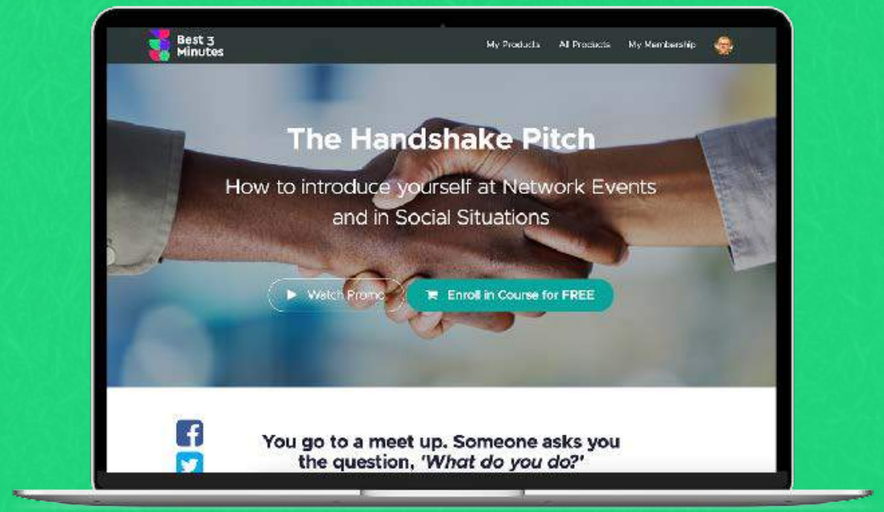
ACTION STEP

this means
I'm going to ask you
to do something!









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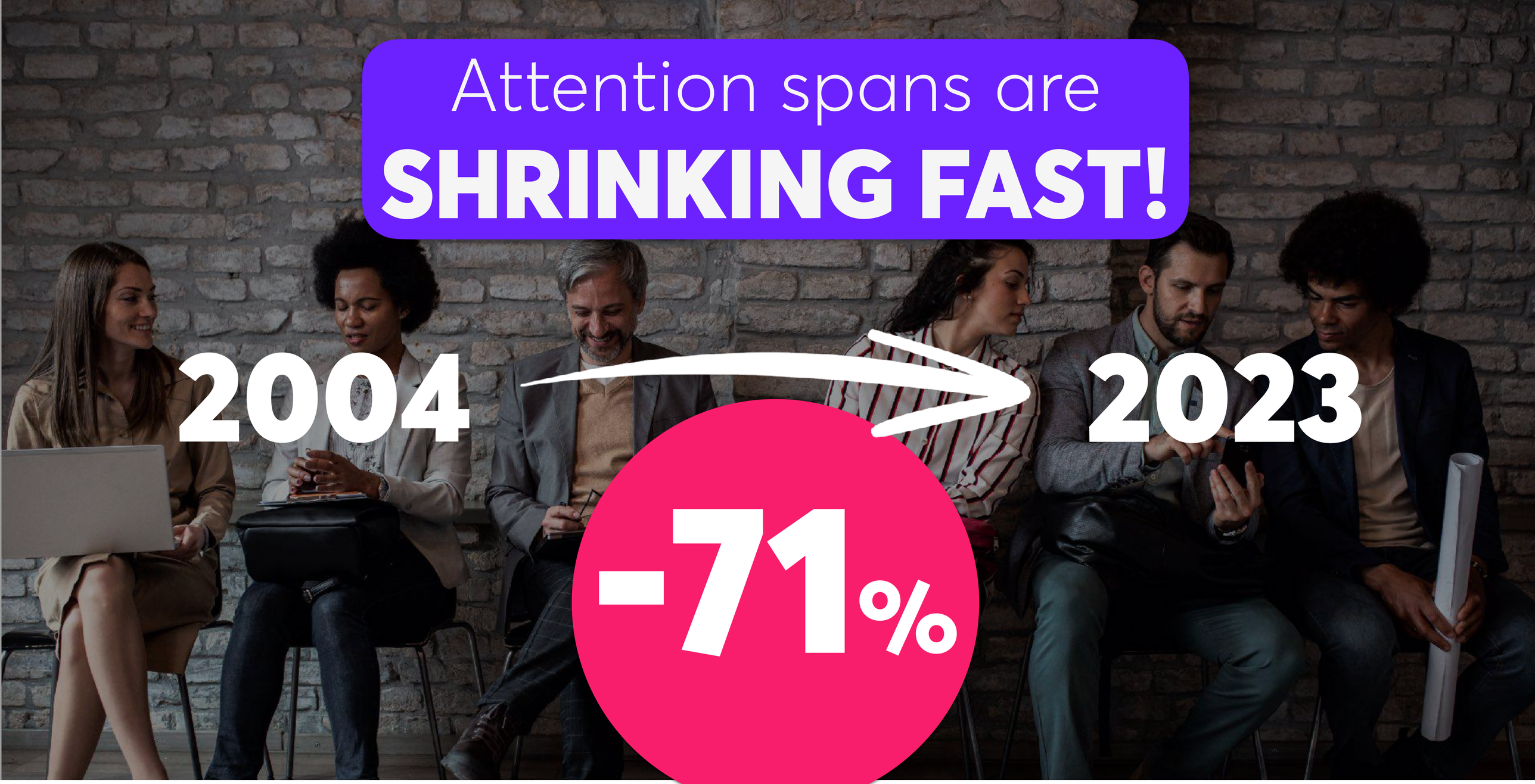
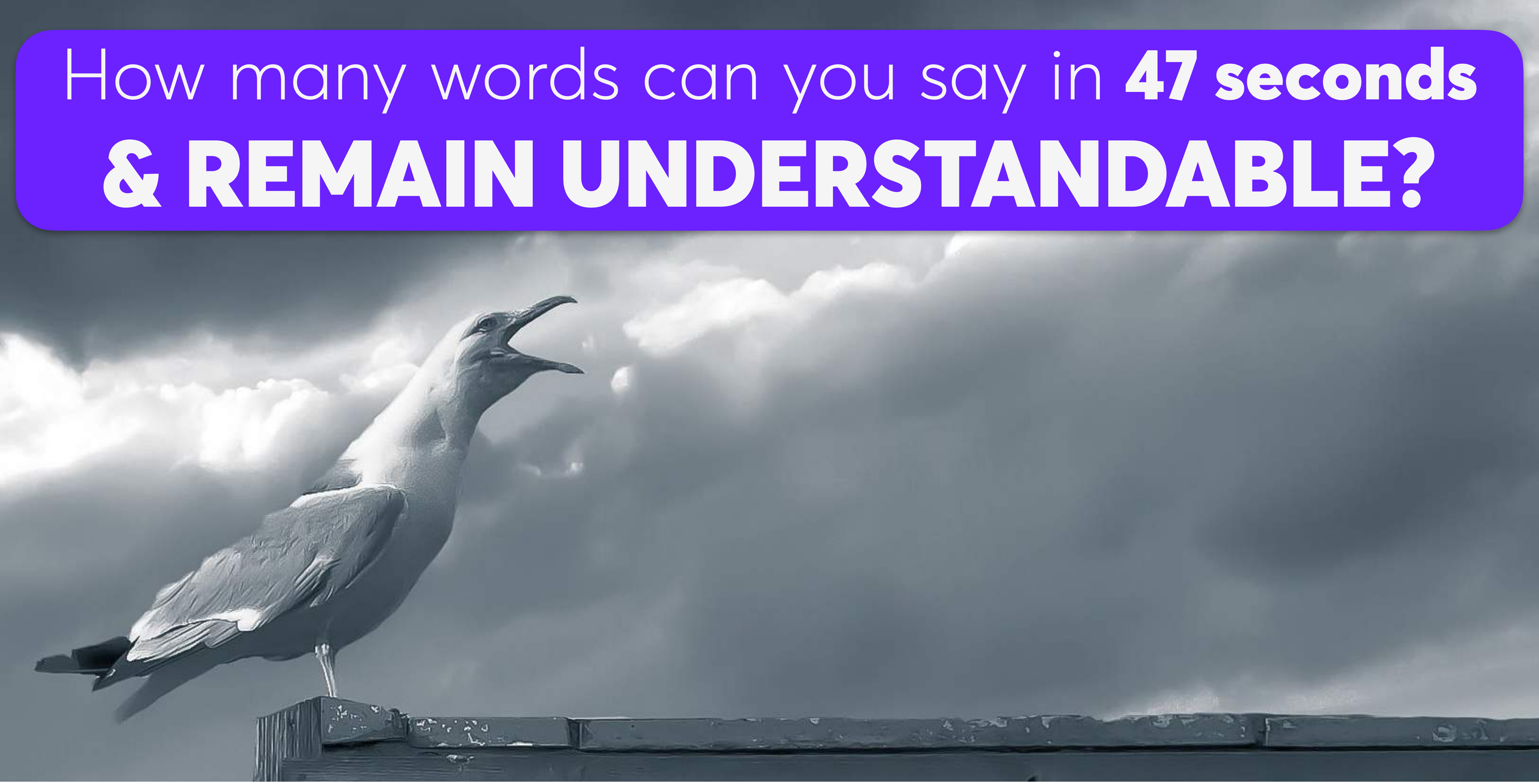
Let's talk about
TIME


Attention spans are
SHRINKING FAST!
2004
2023
-71%


Attention spans are
SHRINKING FAST!
47
seconds

How many words can you say in **47 seconds** **& REMAIN UNDERSTANDABLE?**



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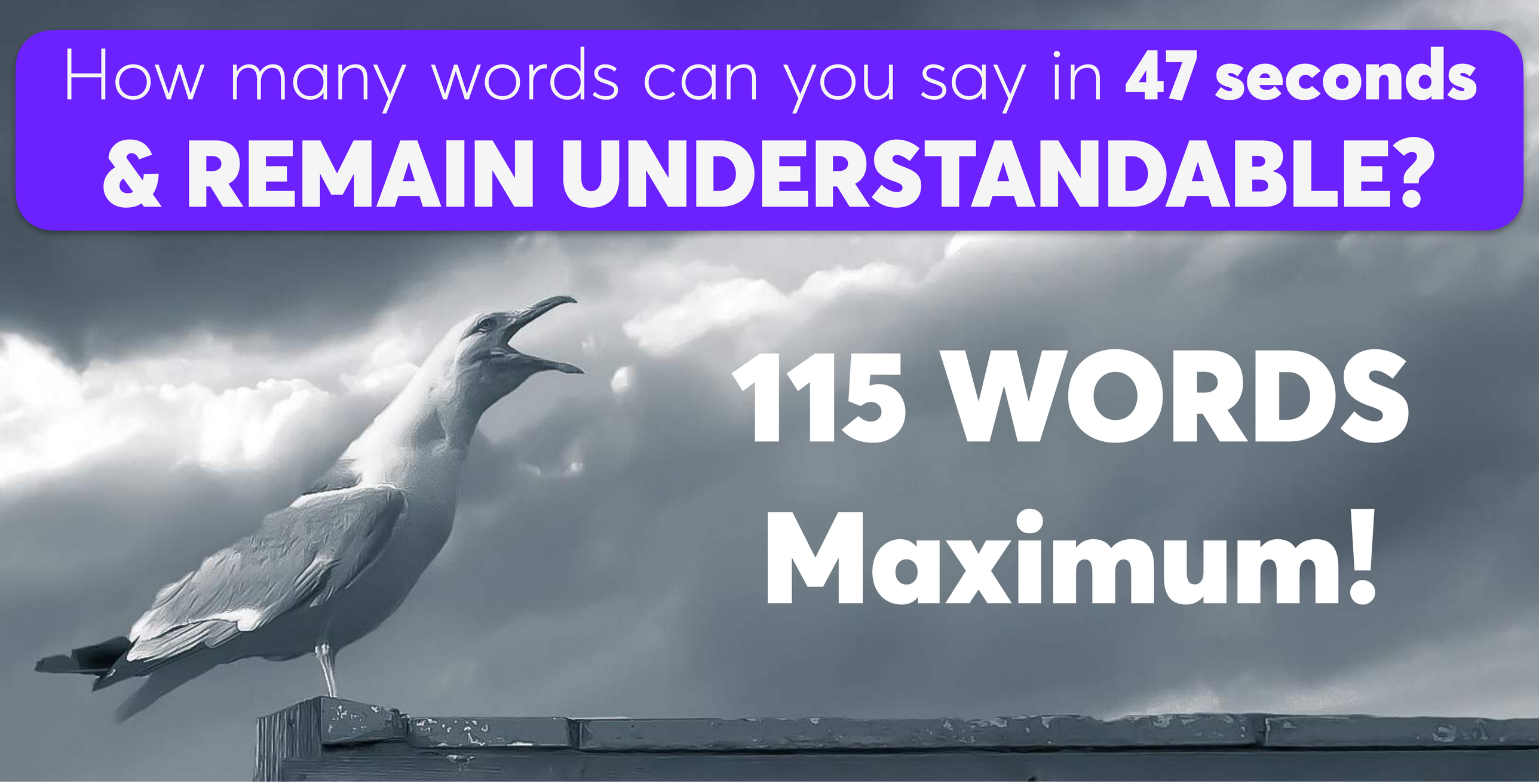
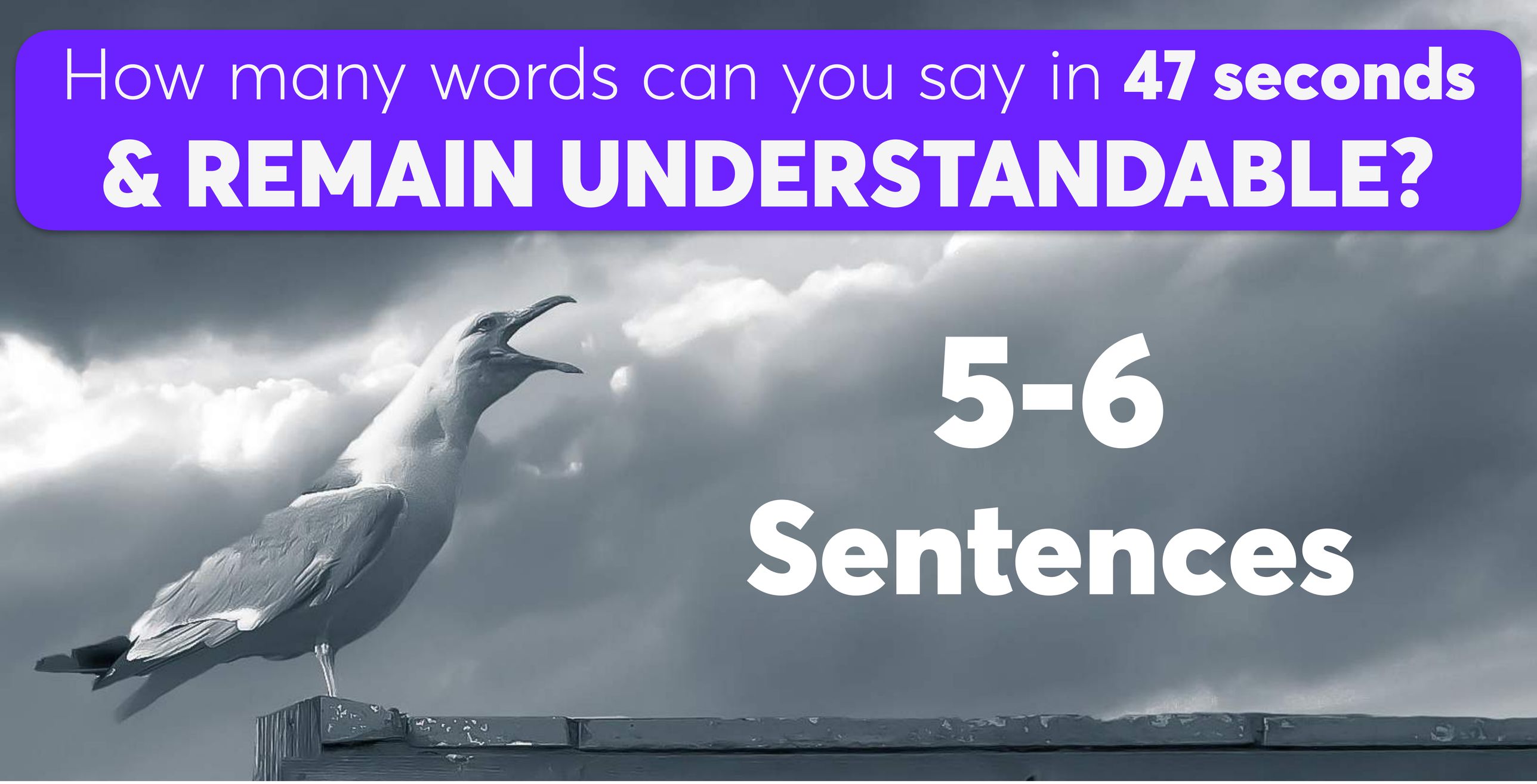


115 WORDS Maximum!

How many words can you say in **47 seconds** **& REMAIN UNDERSTANDABLE?**



5-6 Sentences

We need to shrink our message

CREATE CLARITY




TOOLS

The most frequent pitch
YOU WILL EVER MAKE


The most frequent pitch
YOU WILL EVER MAKE


2




20 Seconds - 3 sentences
THE HANDSHAKE PITCH
The Question...
"WHAT DO YOU DO?"


The Question...
"WHAT DO YOU
"
"WHAT DO YOU SOLVE?"

The basis of
ANY GREAT PITCH



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



They understand **EVERYTHING...?**

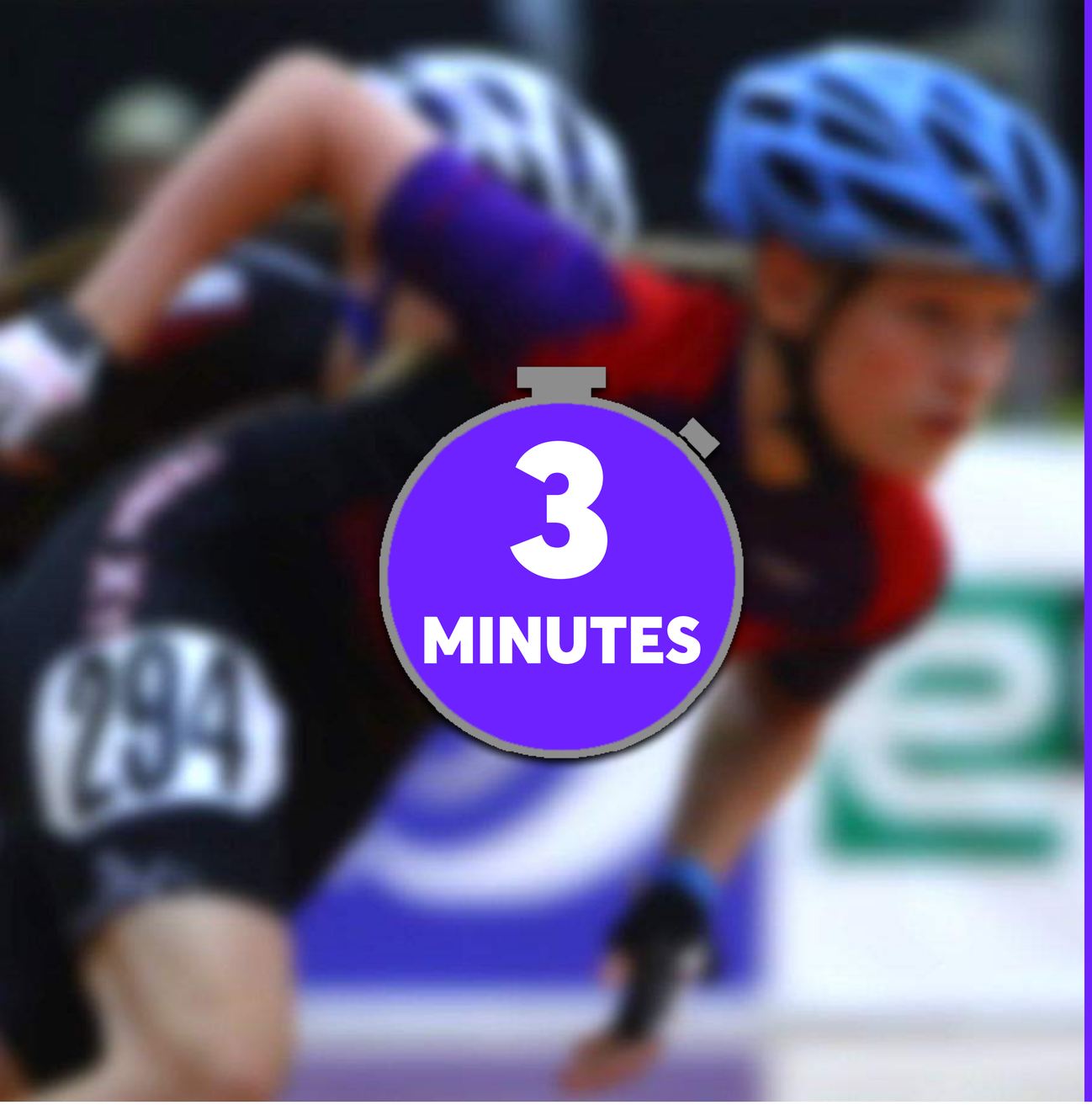
The basis of
ANY GREAT PITCH



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



They ask **Questions**



ACTION STEP

Write down your Handshake Pitch:

20 seconds, 3 sentences

Who are your **customers**?

What **problems** do they face?

What's **the RESULT** of you **solving** those problems?



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…"

One Great Story
THAT WORKS

QUANTIFIED PAIN

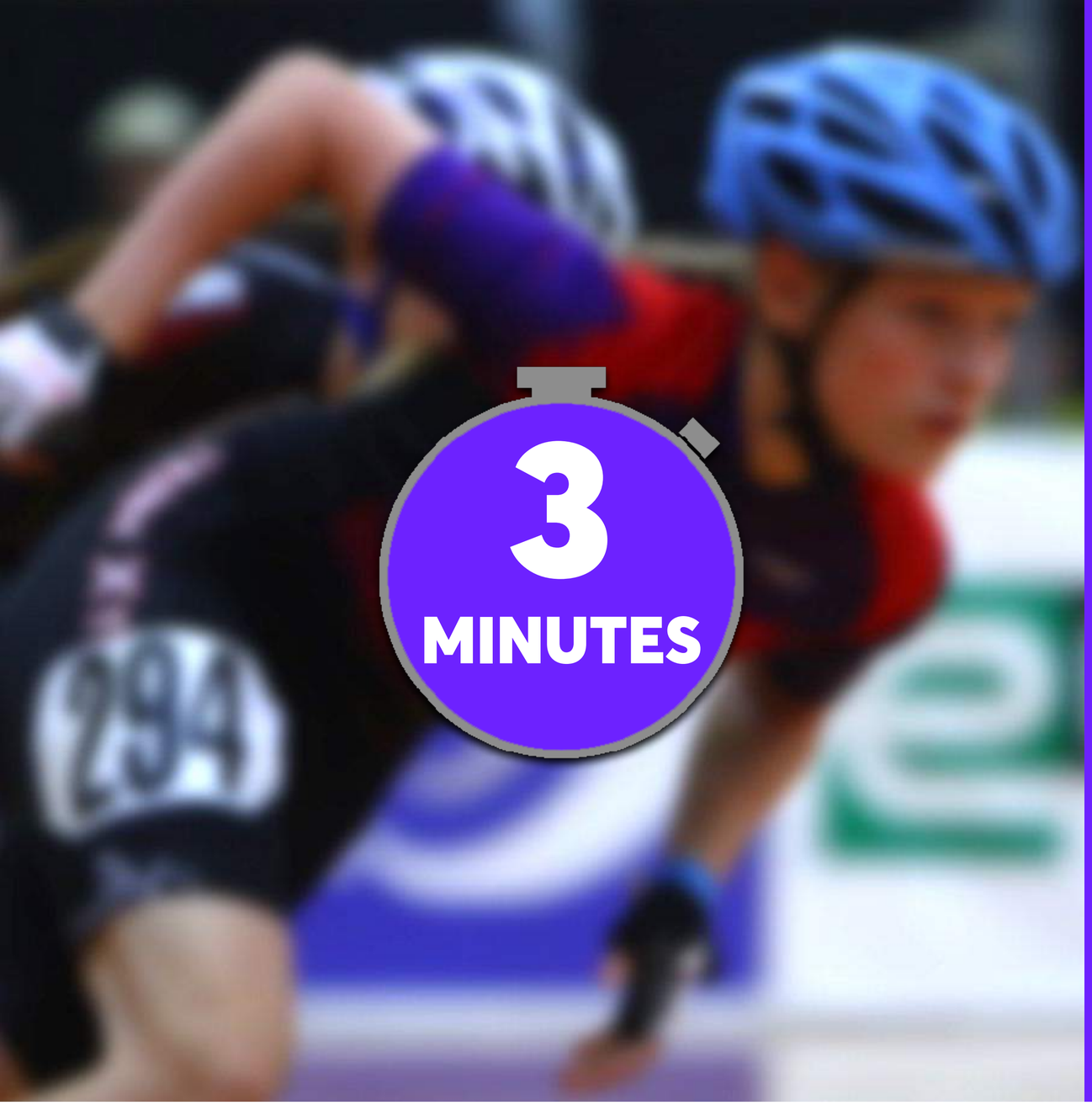


SIMPLE PRODUCT



QUANTIFIED RESULT





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20 seconds, 3 sentences

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ACTION STEP

Write down your Handshake Pitch:

20 seconds, 3 sentences

Who are your **customers**?

What **problems** do they face?

What's **the RESULT** of you **solving** those problems?



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:

20 seconds, 3 sentences

Who are your **customers**?

What **problems** do they face?

What's **unique** about how you **solve** those problems?



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:

20 seconds, 3 sentences

Who are your **customers**?

What **problems** do they face?

What's **unique** about how you **solve** those problems?


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?



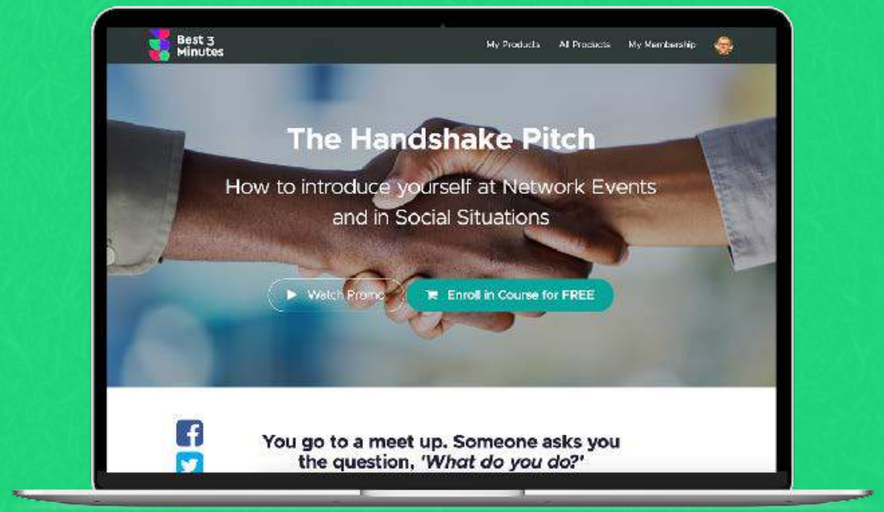
Friendly advice
for improvement


GREAT IDEAS
NEED A VOICE









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