

Pitch Coach
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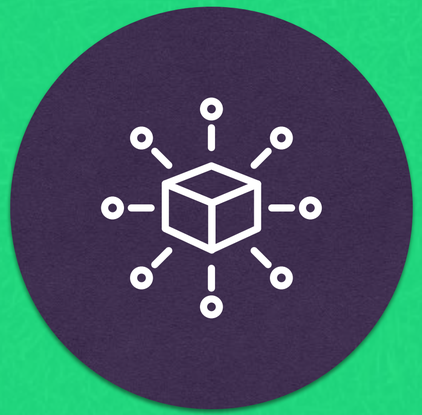
best3minutes.com

Best 3 Minutes

What goes wrong in the first
2 MINUTES OF A PITCH MEETING?



Too Much History



Too Much Product



Too Long Story

What happens in the **FIRST 2 MINUTES?**

I put the company 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 2 Minutes

Tell them the things

CUSTOMERS WANT TO KNOW



You understand their Pain



Unique Product Delivers Specific Results



Track Record; Proof; Customer Success/ Results

Tell them the things

CUSTOMERS WANT TO KNOW







And tell them **QUICK!**

You understand their Pain

Unique Product Delivers Specific Results

Track Record; Proof; Customer Success/ Results


STRUCTURING YOUR
NEXT PITCH MEETING

How we usually **plan** a 30-Minute Meeting

Pitch	Q&A
20 Mins	**10 Mins**

The **reality** of how it actually goes!

Tech	Pitch	Q&A
3 Mins	**25 Mins**	**5 Mins**

A **Better Plan** for a 30-Minute Meeting

Tech	Pitch	Q&A	Next Steps
3 Mins	**3-5 Mins**	**15 Mins**	**5 Mins**

Ask the magic question… 🪄

What would you like to know more about?

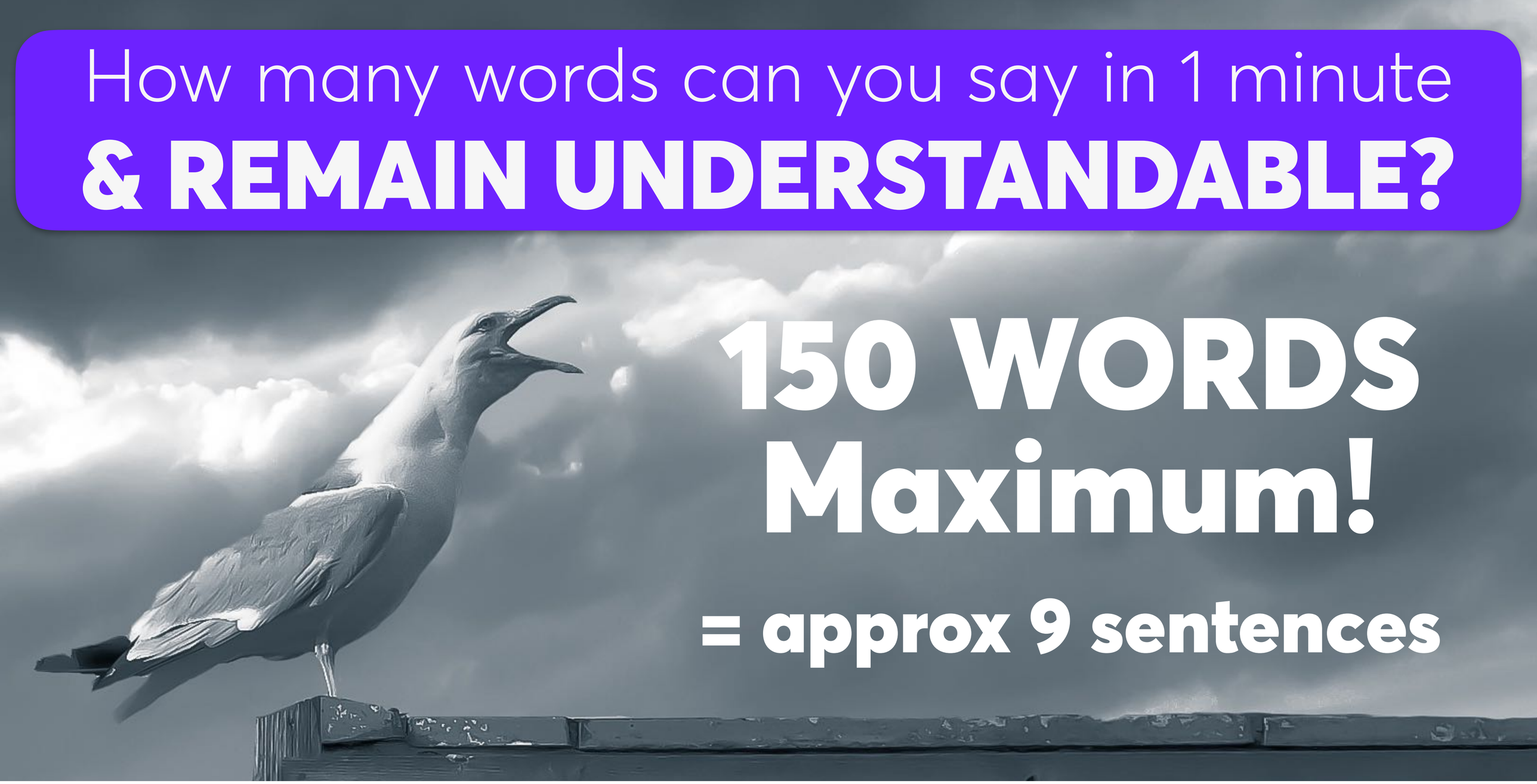
A **Better Plan** for a 30-Minute Meeting

Tech	Pitch	Q&A	Next Steps
3 Mins	**3-5 Mins**	**15 Mins**	**5 Mins**

Ask the **SECOND** magic question… 🪄

Which <u>2-3</u> things do we need to <u>change</u> for you to take another look?

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



150 WORDS Maximum!

= approx 9 sentences



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



ACTION STEP

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

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**



Make a profile of your Audience
General Edition

Best 3 Minutes

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 precious 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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Make a profile of your audience

Fillable pdf downloads available

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WHAT'S YOUR OBJECTIVE?

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

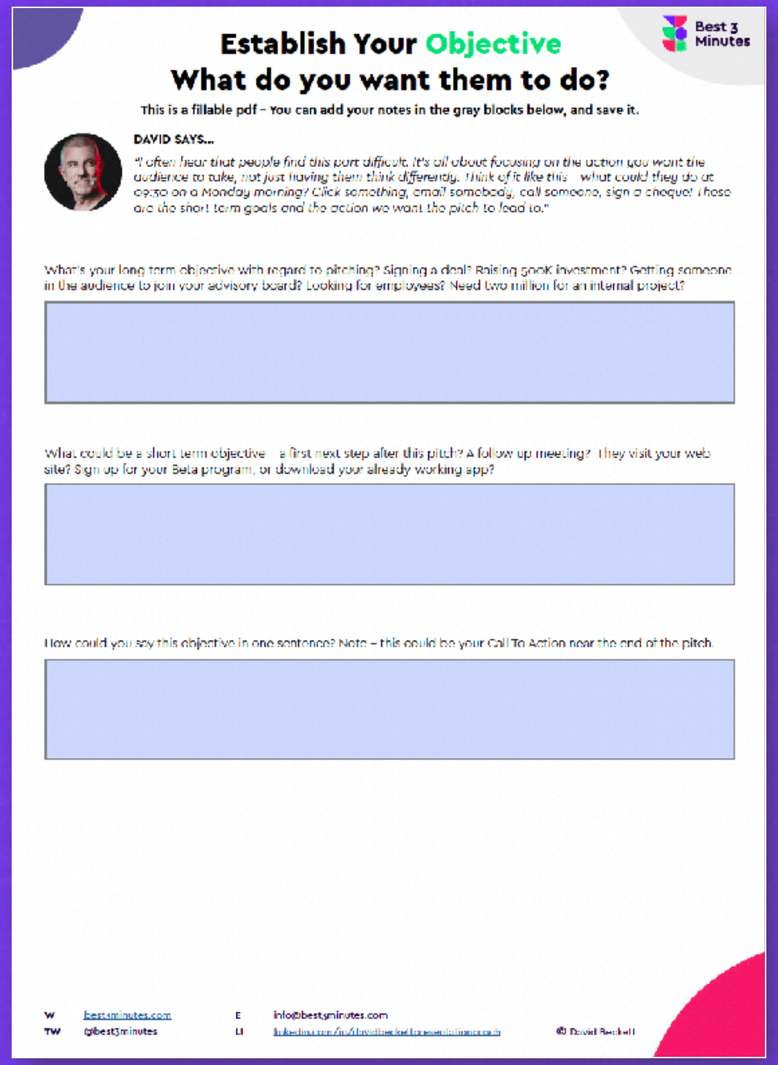
Action, not just thinking



ACTION STEP

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

Focus on **Action** - not just thinking differently



Establish Your Objective
What do you want them to do?

Best 3 Minutes

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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! Those 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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Write down your Objective

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PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

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



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, it takes over **100Million drivers** over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

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

Be specific

PUT A NUMBER ON IT



"It wastes a lot of hours"

"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 a lot of CO_2"

"There is too much energy inefficiency "

"It creates **X Thousand** Tonnes CO_2"

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