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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2800+ Startups & Scaleups

RAISED OVER €490MILLION

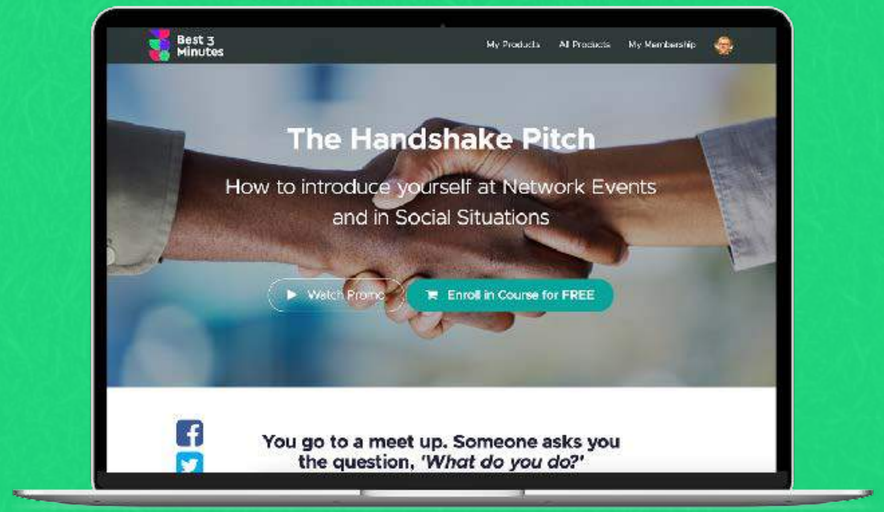



GREAT IDEAS
NEED A VOICE









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QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!


Prepare you for your
3 MINUTE PITCH

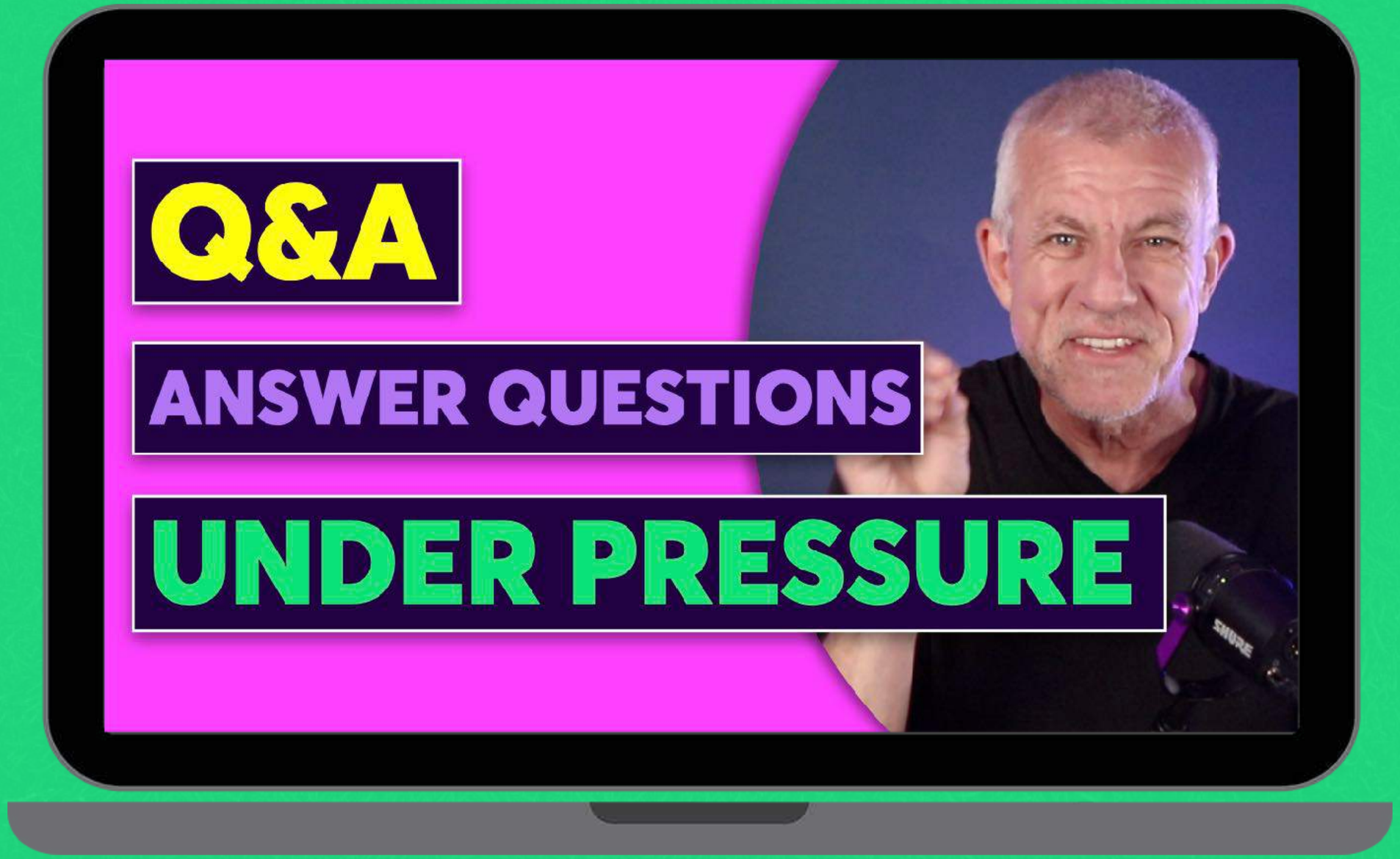


PITCH



Q&A

5 slides (excluding title & thank you slides)



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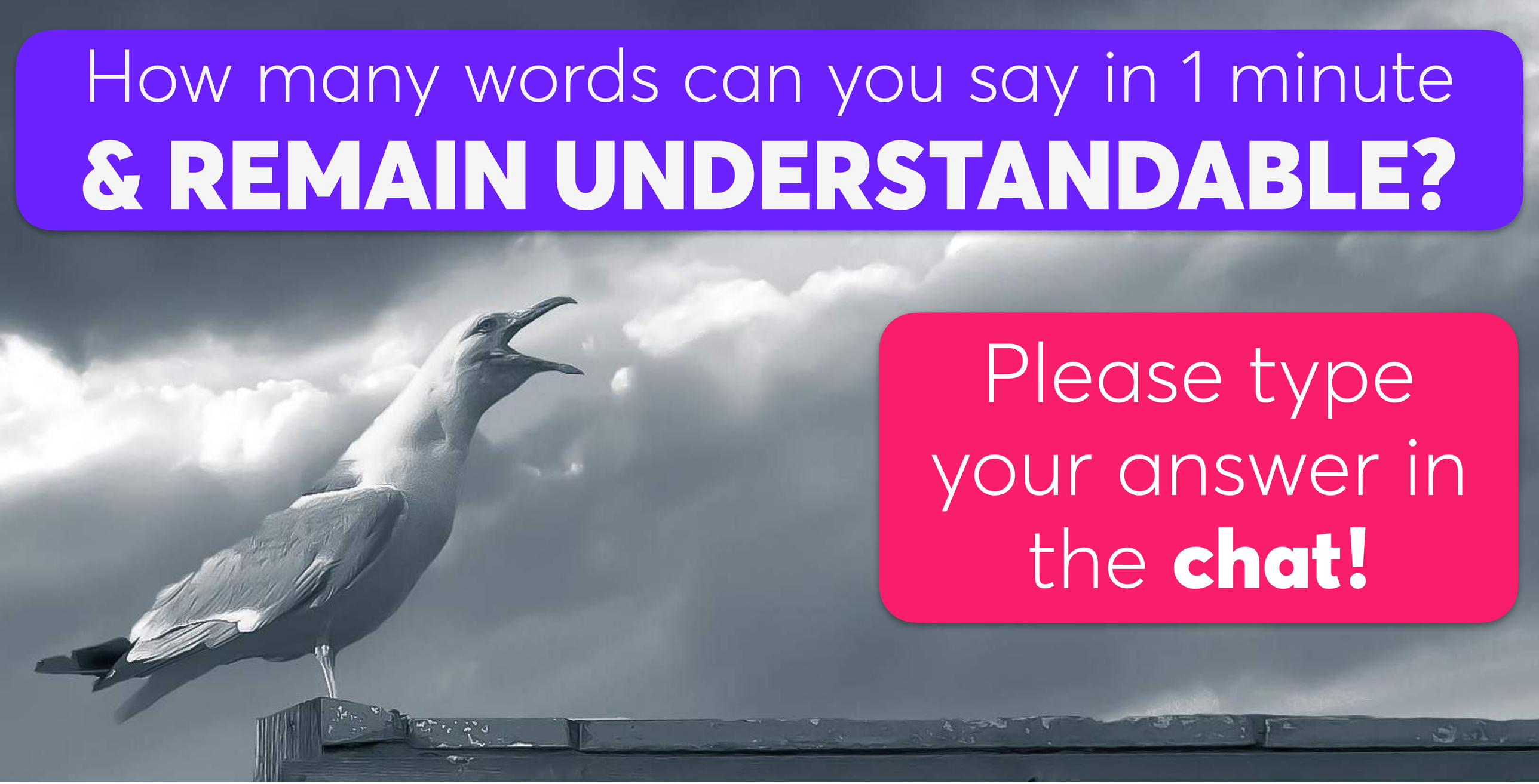
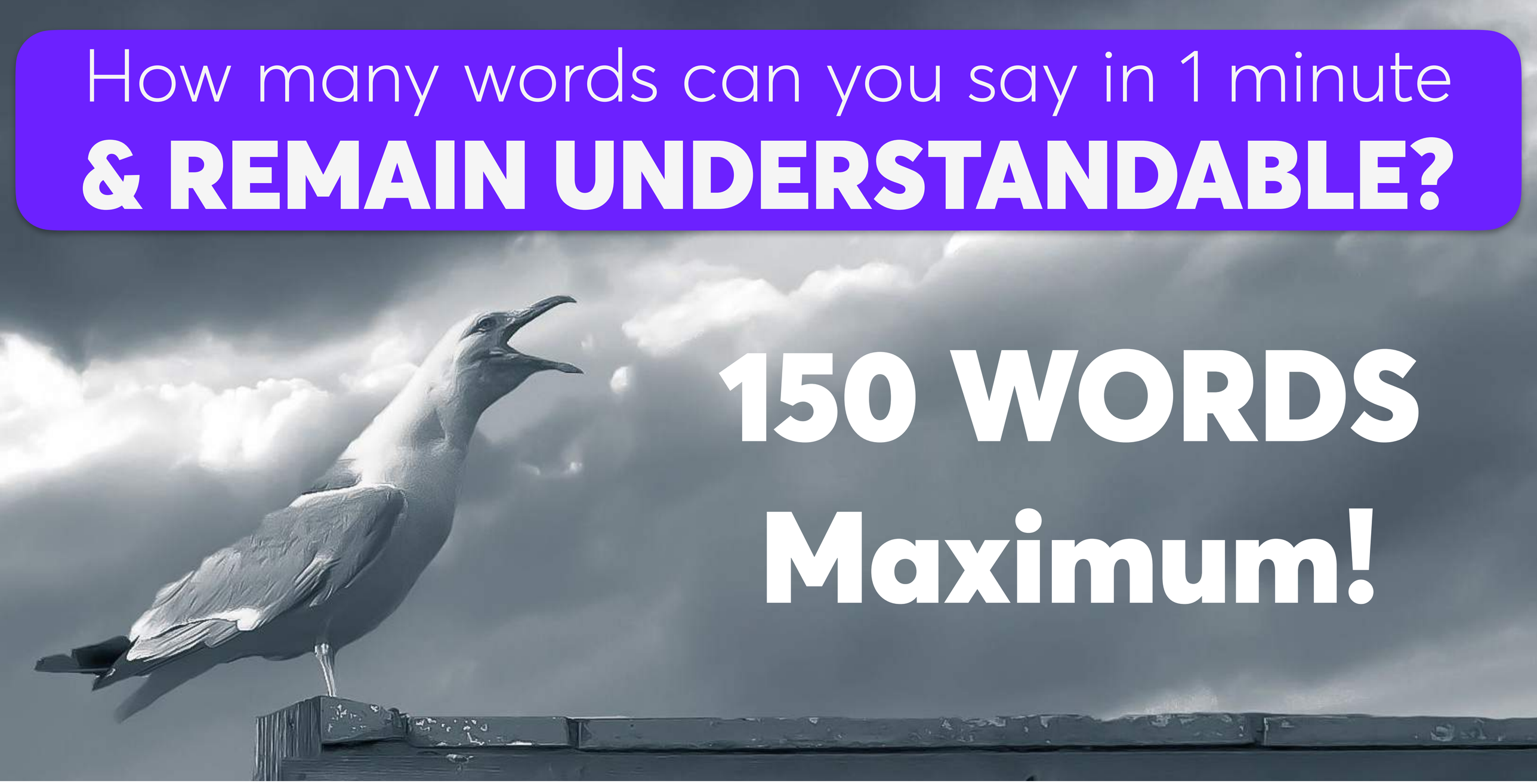
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**

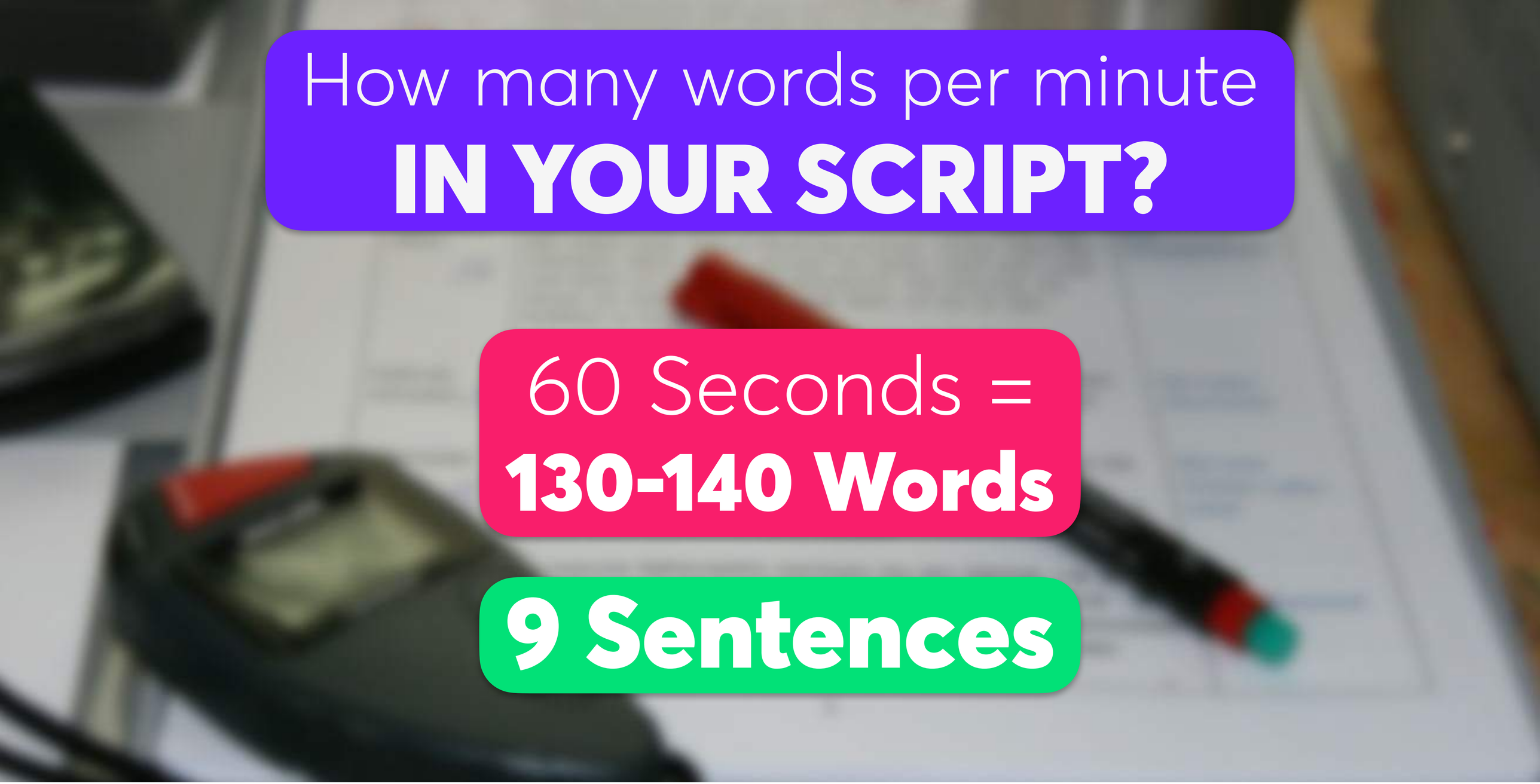


Please type your answer in the **chat!**

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



150 WORDS Maximum!


How many words per minute
IN YOUR SCRIPT?
60 Seconds =
130-140 Words
9 Sentences


TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing



The Open-3-Close© Pitch Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



WHO'S YOUR AUDIENCE?

Judges:

Dutch Founders Fund, Slingshot Ventures, CapitalT and Arches Capital.

Judging Criteria:

Quality of the pitch
Overall quality of the company.



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/tnwdb25

The Open-3-Close© Pitch Model







WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

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



WHAT'S YOUR OBJECTIVE?

Provide **introductions**

Agree to a **pilot**

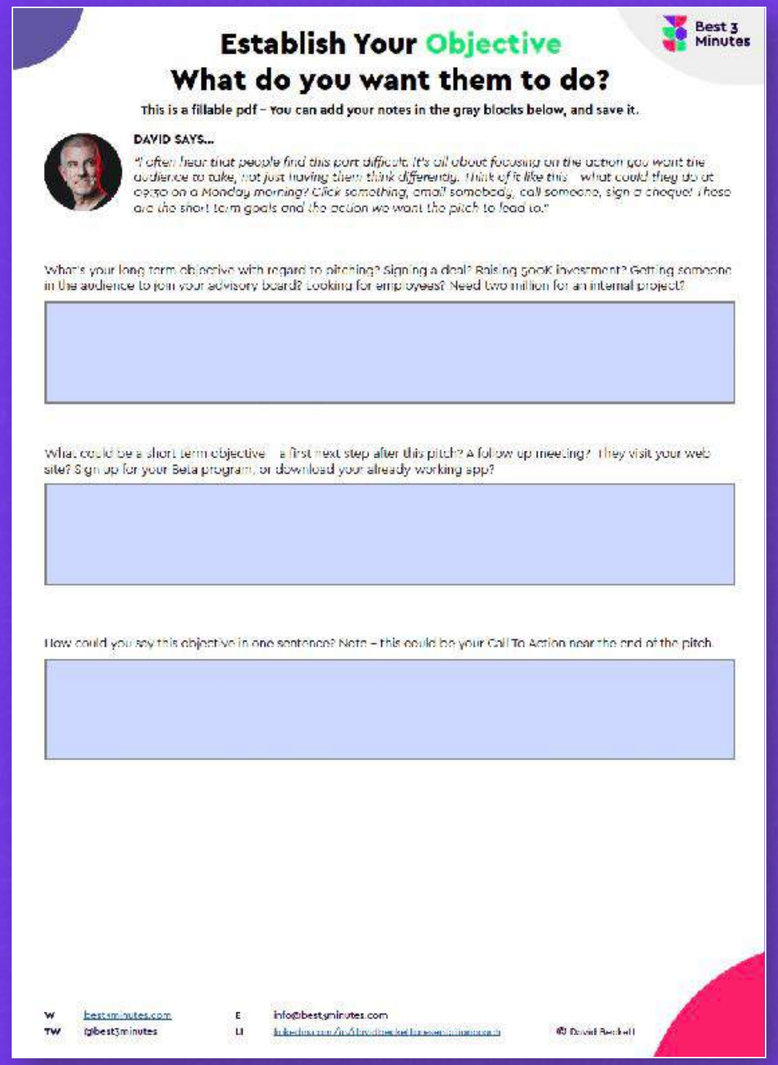
Plan a **follow up** meeting



ACTION STEP

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

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



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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 09:30 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 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

Fillable pdf download available

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QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

The Open-3-Close© Presentation Model







How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?




STOP!


Don't Open
POWERPOINT
Until you know what you
are going to say...



Use POST-IT NOTES To Build Your Storyline



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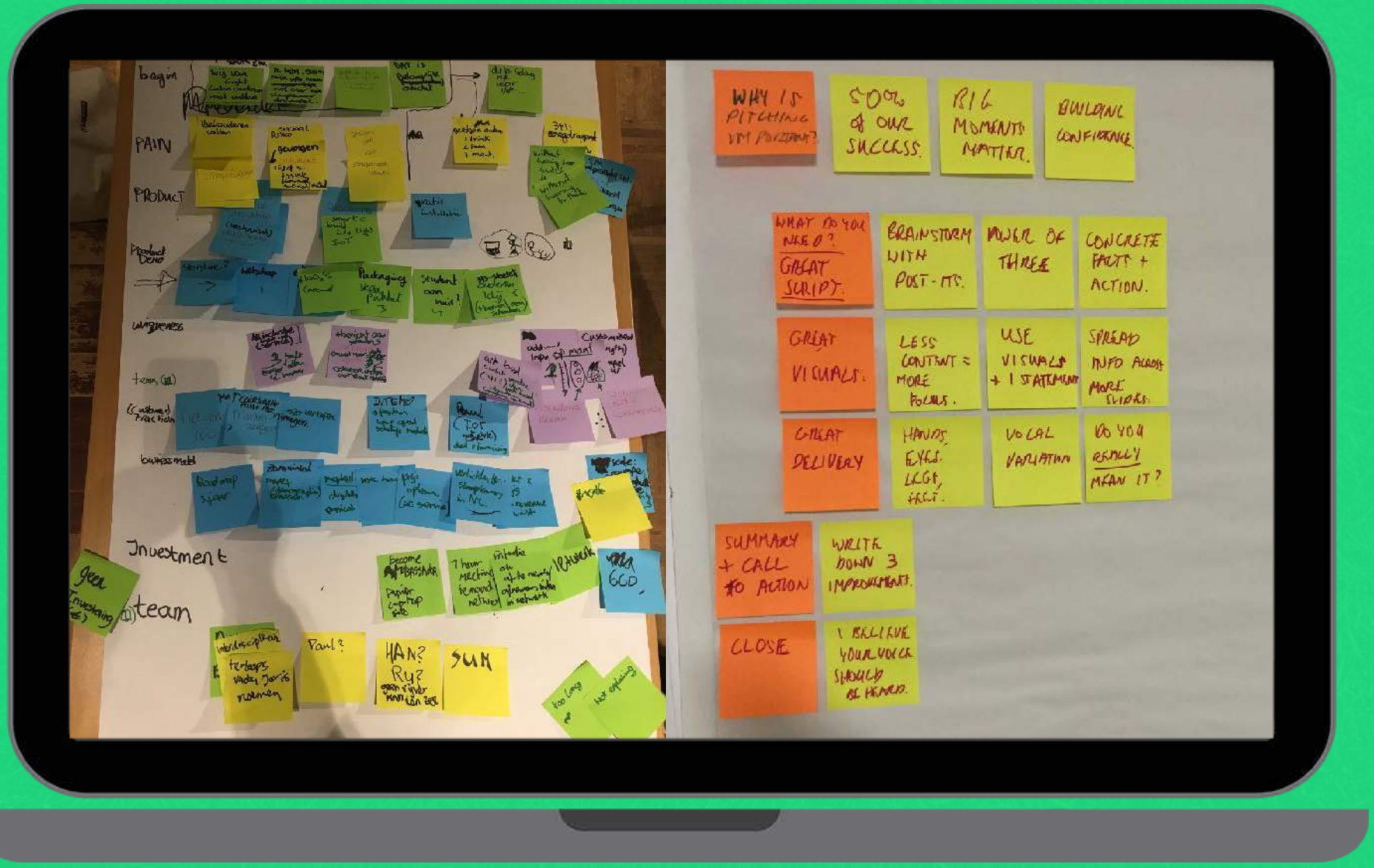

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Which topics should be in **YOUR WINNING PITCH?**

How do you create

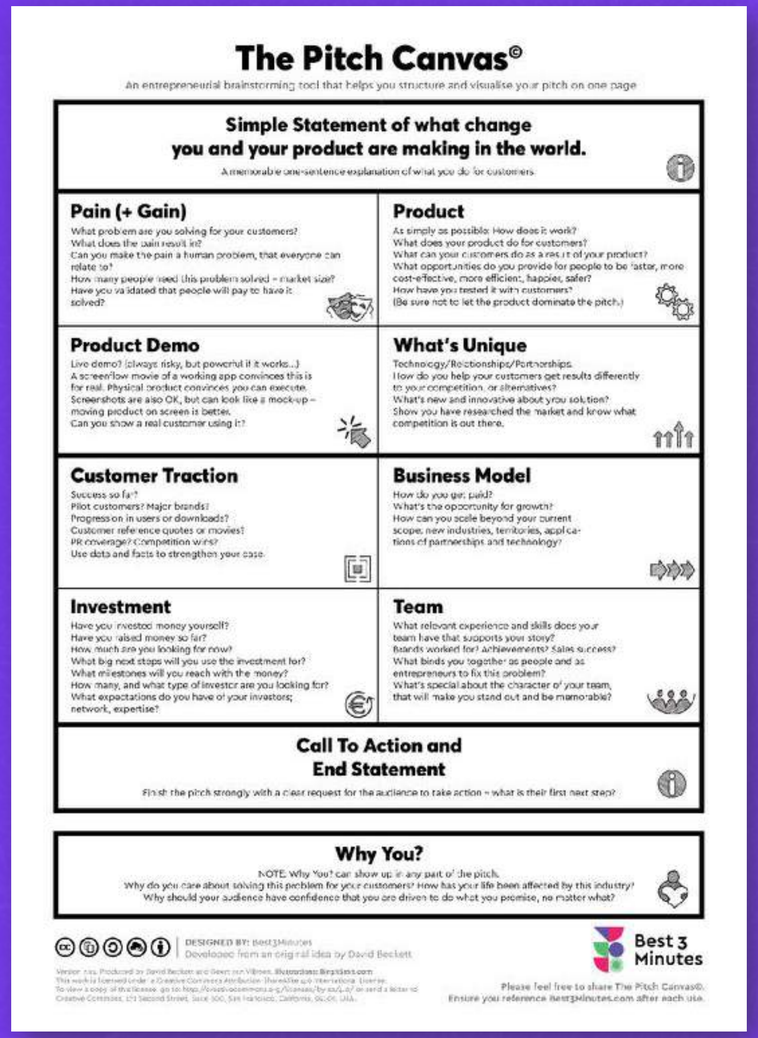
YOUR STORYLINE?

Process

HOW?

Content

WHAT?



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 – 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 your solution?
Show you have researched the market and know what competition is out there.

Customer Traction

Success so far?
Pilot customers? Major brands?
Progress on in users or downloads?
Customer reference quotes or movies?
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 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 PITCH CANVAS©

Copies available

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THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE MARKET



THE PROOF



THE ASK



THE TEAM



WHY YOU?





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 **300Million drivers** over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



For impact focused startups

Co2 emissions?

Kilos of plastic?

Damage to environment?

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

"Many companies experience data hacks"

"There is too much energy inefficiency"

"**XK** companies had data hacks in the **last 3 years**"

"**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


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



PRODUCT

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product



PRODUCT

Ask yourself…

"What can
Customers Do as a **result**
of our product?"

What **improves?**
By **how much?**

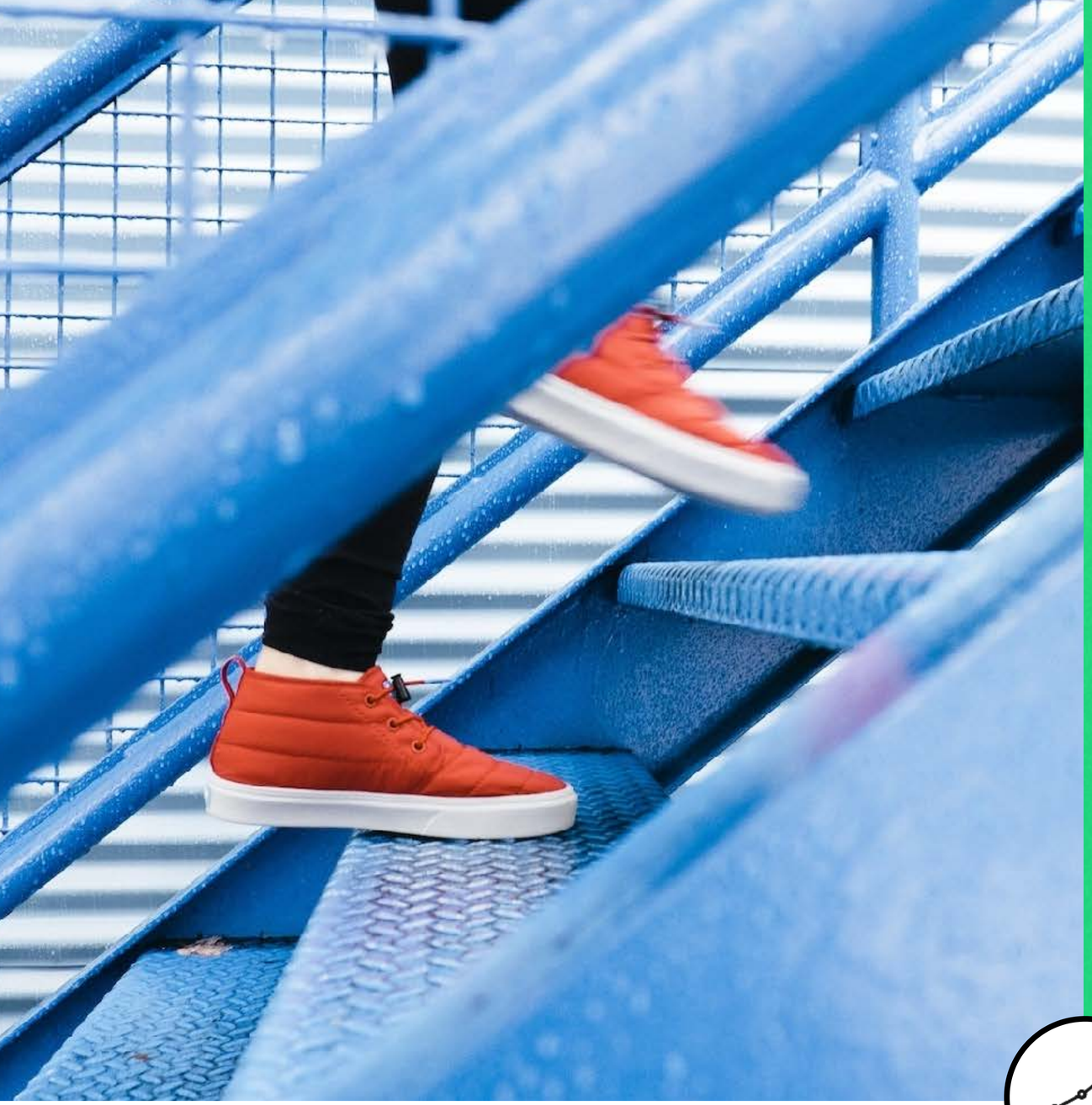


UNIQUE

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

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

(Any competitors to mention?)



TRACTION

Who's already **buying**?

Recognisable brands?

Numbers of users or customers? **Growth?**



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots? Co-development?

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



TEAM

Who will make it happen?

Complimentary **Skills**?
Years of Experience?
Previous startups/exits?

Pick out one or two

MEMORABLE POINTS



ONE LAST THING...





WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

The Open-3-Close© Presentation Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

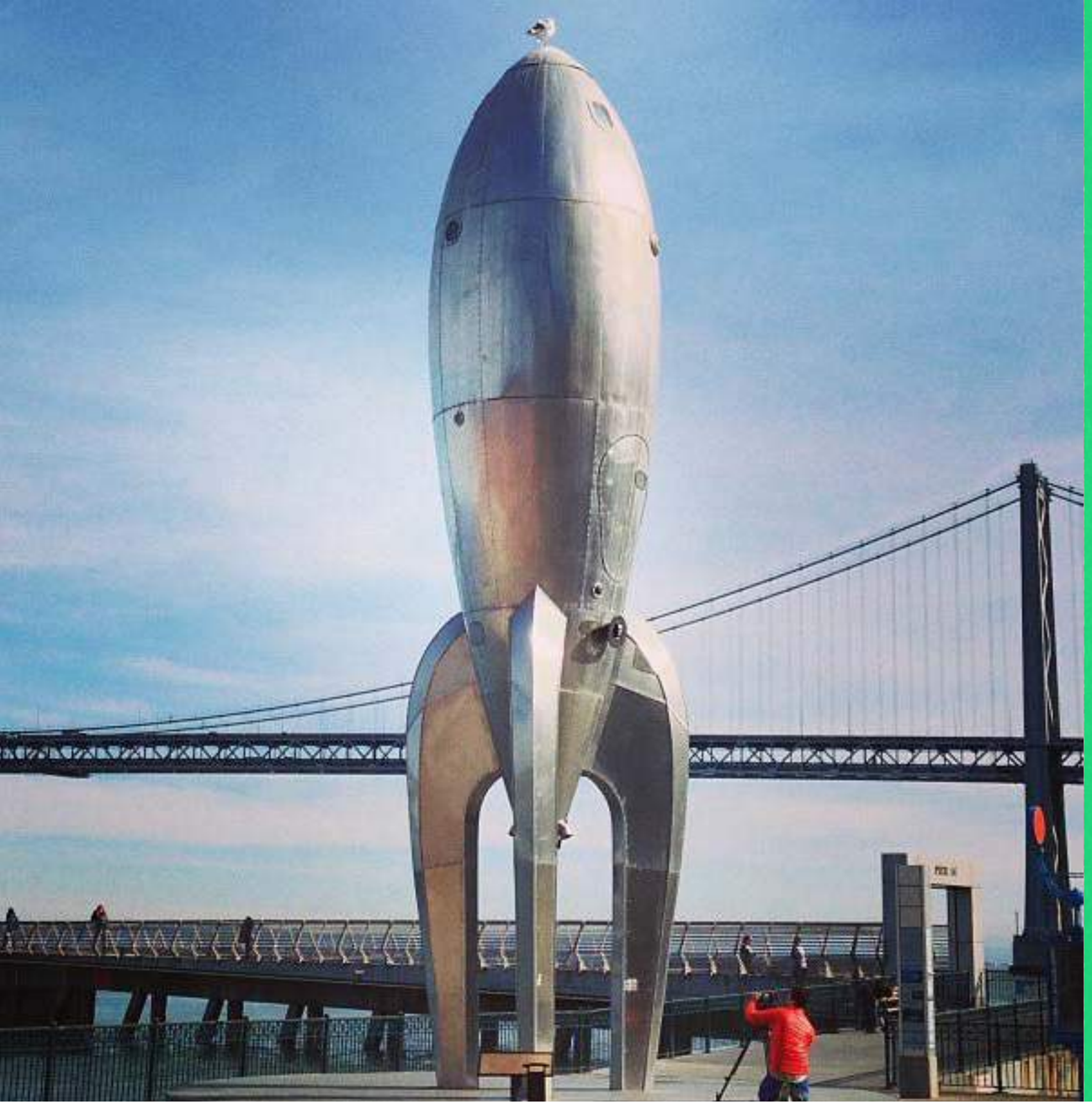
BRAINSTORM
with Post-It Notes

Opening



Best 3 Minutes


Make the first word count
OPEN POWERFULLY

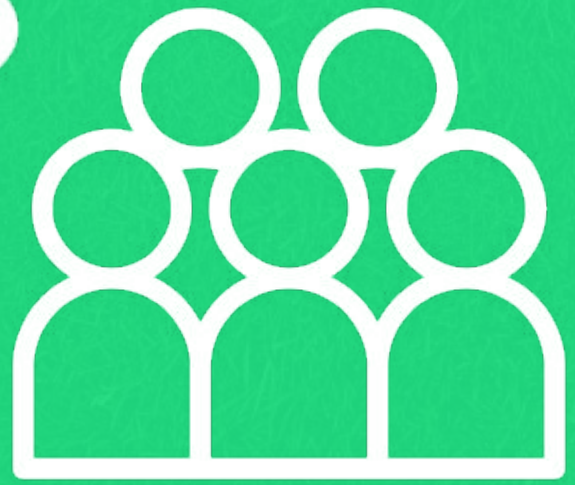


The first 20 seconds buys

ATTENTION

Is this person professional?

*Do I **want** or **need** to know more?*



Examples, and guidance on

OPENING YOUR PITCH





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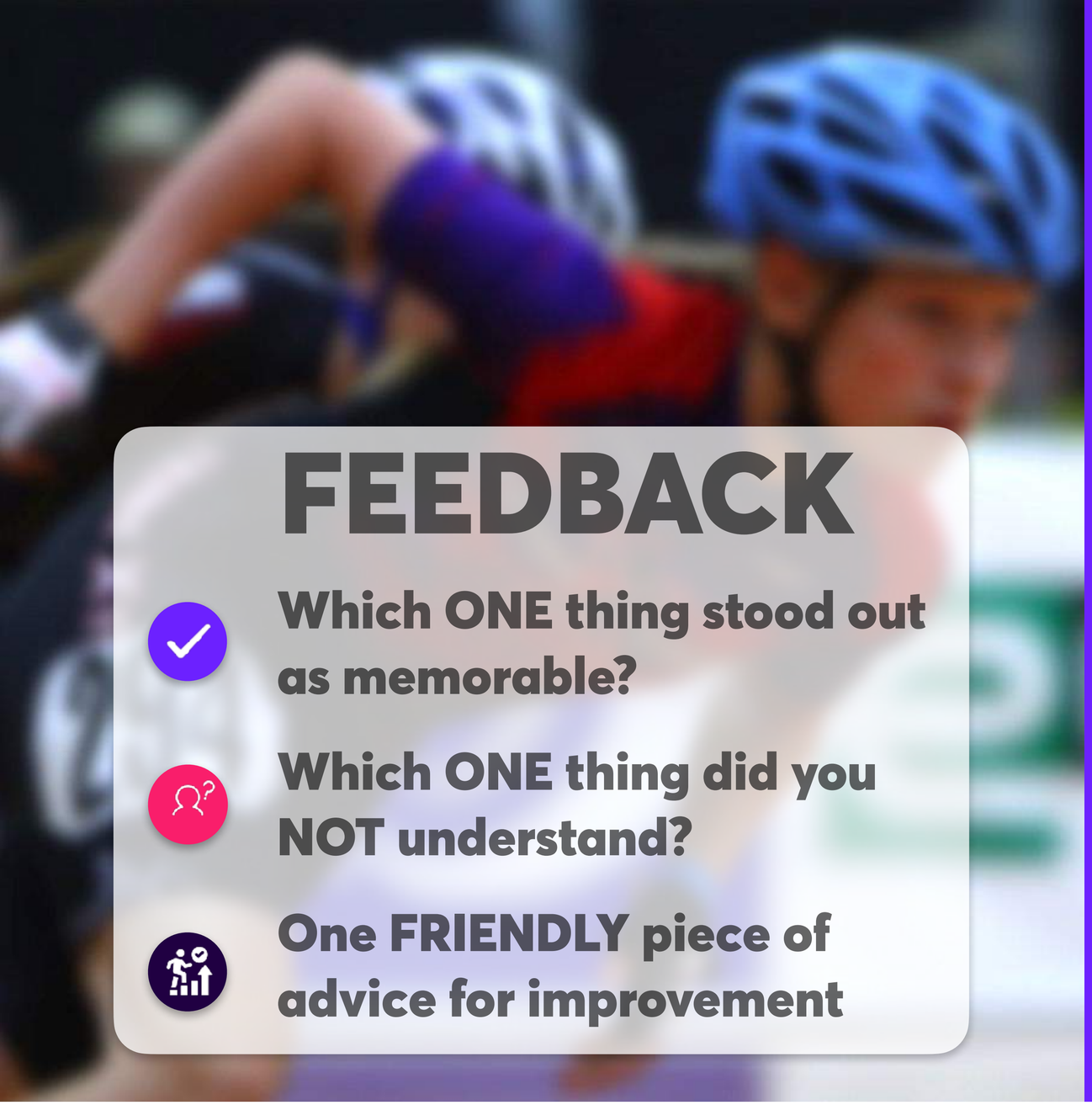
ACTION STEP

Review your brainstorm

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**

ACTION STEP

Test out your
opening 5 sentences
out loud on someone else

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Making your story

FOCUSED & MEMORABLE


The Power of
THREE

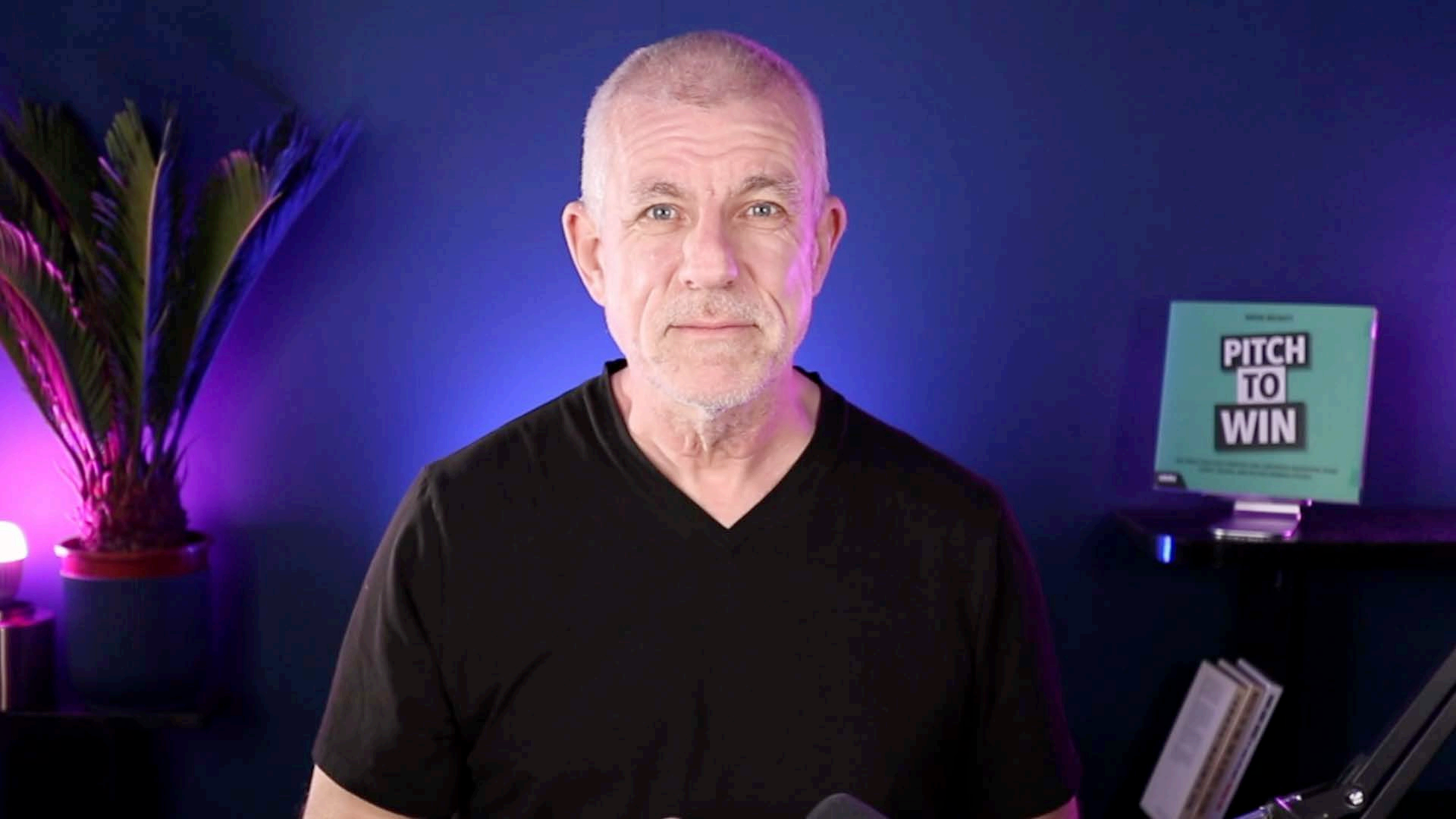
What happens if I say…

“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



ACTION STEP

Imagine:

They will only remember
3 things of this part of the pitch.

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things about this topic;
1-2 sentences per item.

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 15 SECONDS

What you've seen is...

(a 3-point, 1-sentence summary)

If we win we'll be able to...

(give them a clear reason to choose you)

THANK YOU!

=

I've finished, you can clap now!

The Open-3-Close© Pitch Model

Who is your
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Establish your
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BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing



Pitch tools and
RESOURCES







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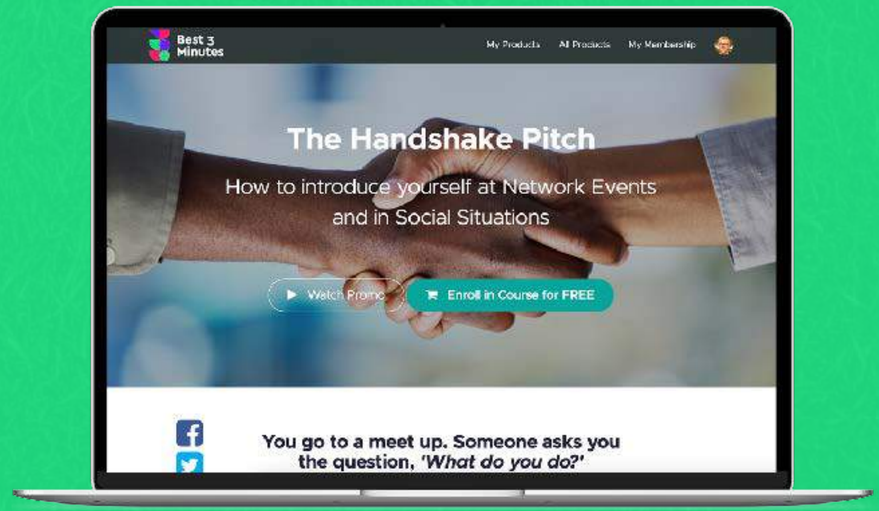

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