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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2900+ Startups & Scale-Ups

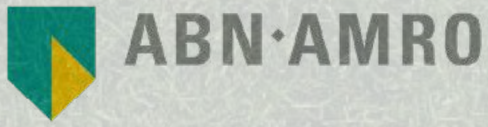
RAISED OVER €490MILLION



32 Countries

TRAINED 38,000+ PEOPLE

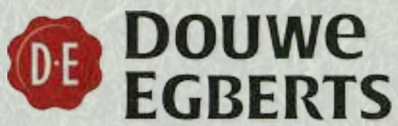

























GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



How to make a strong
HACKATHON BUSINESS CASE



WHAT CAN YOUR TEAM WIN?

GLORY!

ALL teams can get **funding**



How to make a strong
HACKATHON BUSINESS CASE



Prepare you for your
5-MINUTE PITCH

Next Workshop **3rd September**

NOTE: STILL TO BE CONFIRMED!



PITCH



Q&A



"Why do we even
NEED TO PITCH?"

"Isn't the technical solution
WHAT MATTERS?"

Your **ability** to **succeed** depends on your ability to **clarify** to **others** the **value** of what you do…

…in **no time** at all!

NOTE: STILL TO BE CONFIRMED!



PITCH

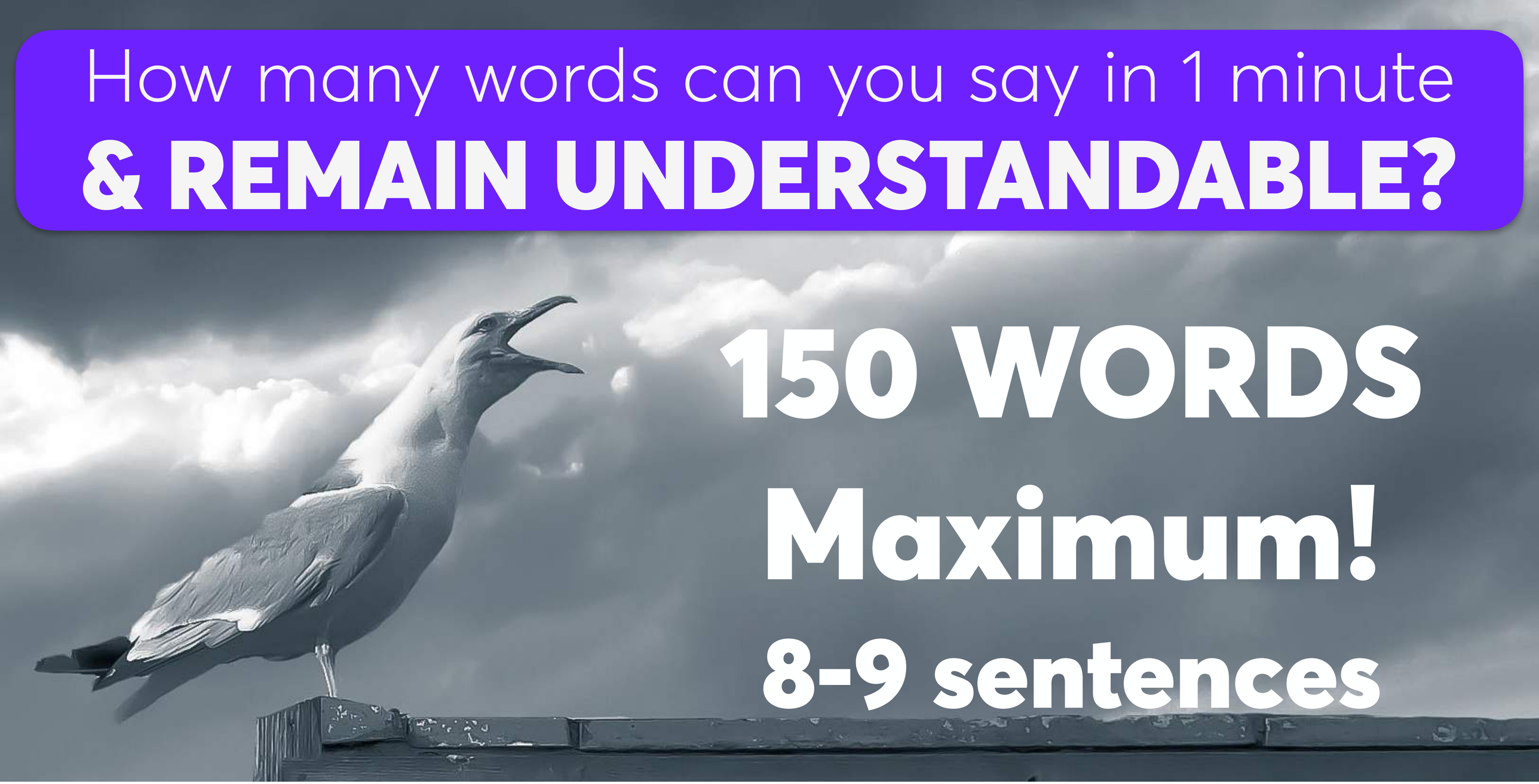


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



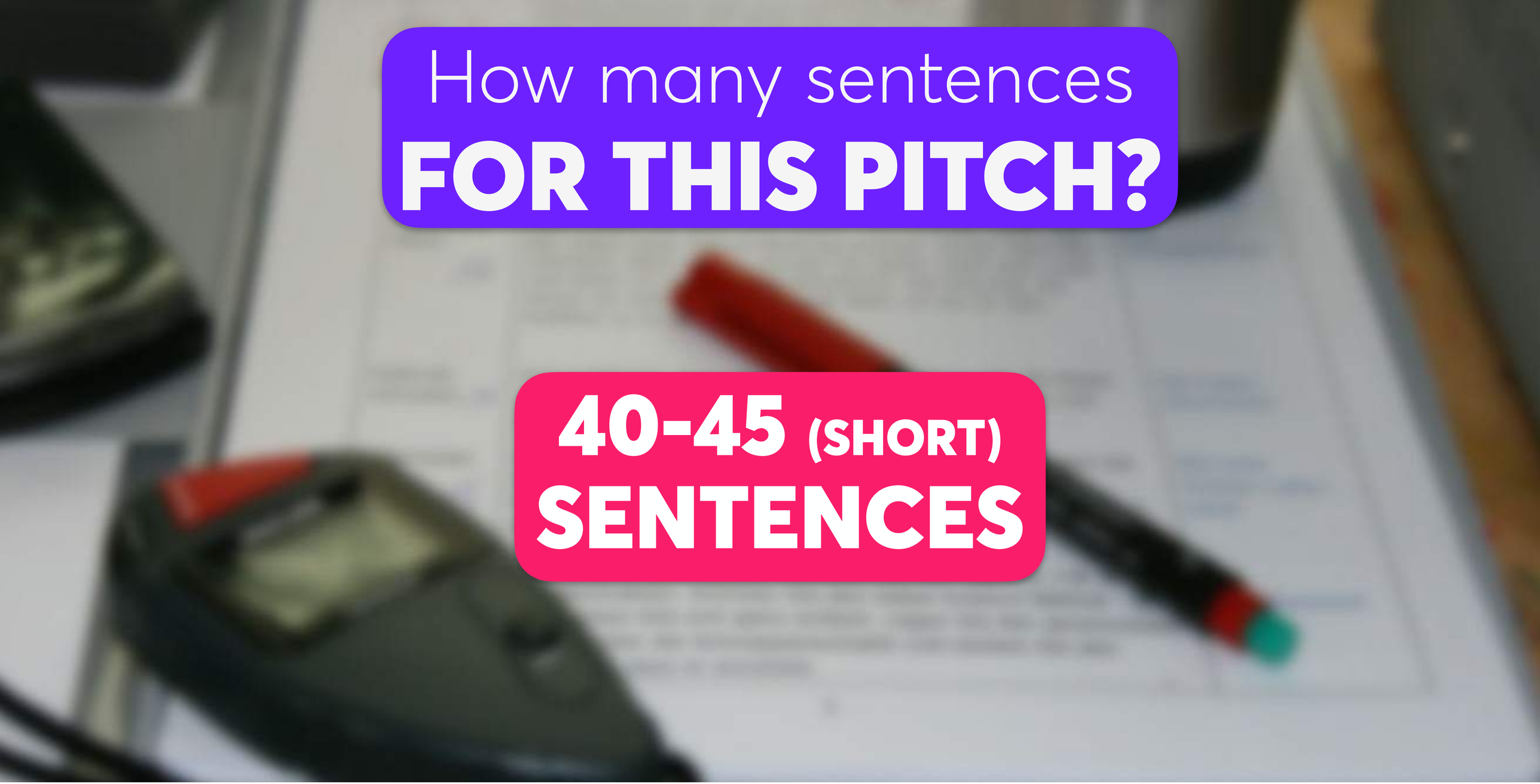
Please type a **number** in the **chat**

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



150 WORDS Maximum!

8-9 sentences

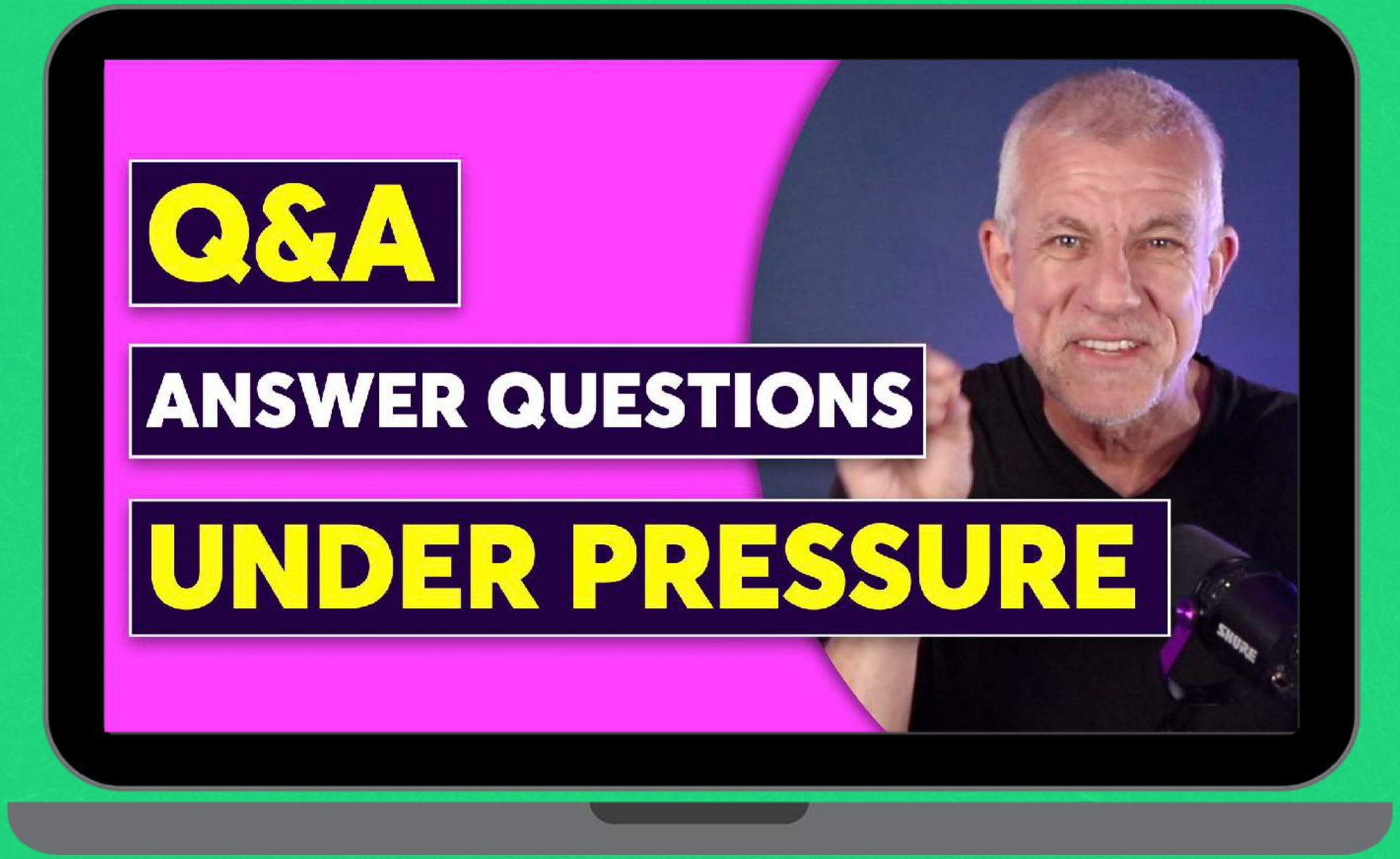

How many sentences
FOR THIS PITCH?
40-45 (SHORT)
SENTENCES

NOTE: STILL TO BE CONFIRMED!





Q&A



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How to make a strong
HACKATHON BUSINESS CASE
Insider secret:
THIS IS A PITCH TOO!



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

JURY CRITERIA

Vision

Pitch

Revenue

ROI

Risk

Innovation

Market

👉Toyota Strategy👈

Customer satisfaction

Prototype

Architecture

Implementation

UX/UI

Dataiku usage

Collibra usage

JURY CRITERIA

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QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

VISION



THE PAIN



THE PRODUCT



TOYOTA STRATEGY



WHY NOW?



ROI



INNOVATION



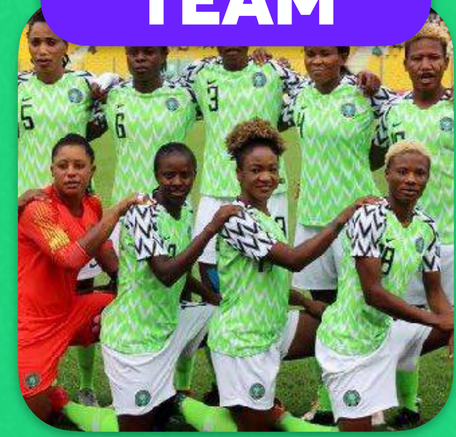
VALIDATION



WHY YOU?



THE TEAM





VISION

The **BIG IDEA** behind your proposition

What will **change?**

What will **improve?**

Why does it **matter?**



PAIN

What is the **problem** you solve?

How **big** is that problem?

The **Why** of the product: the basis of the **Vision**



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 Nijmegen, 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?



Co2 emissions?

Materials waste?

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

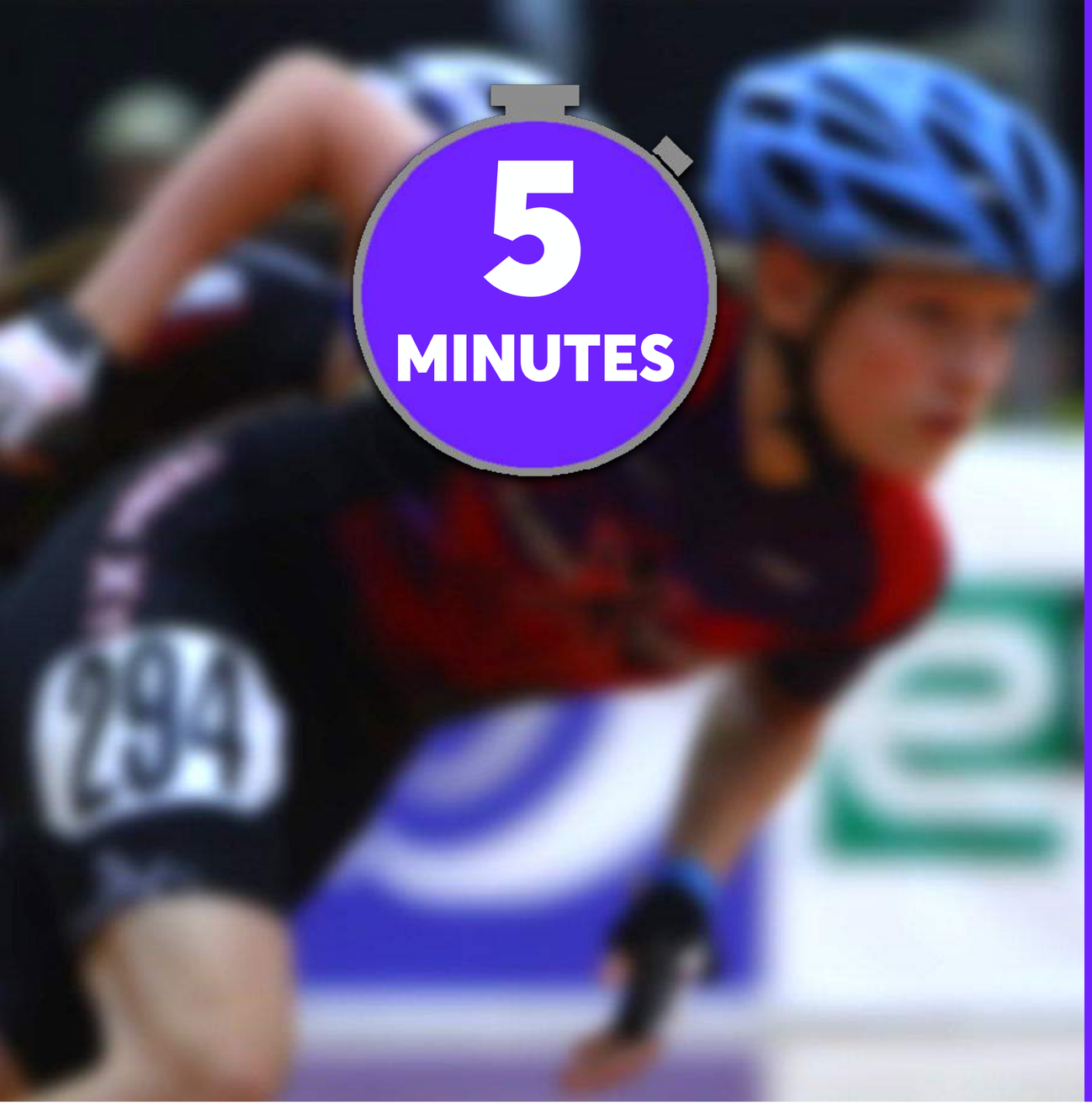
"It creates a lot of CO_2"

"There is too much energy inefficiency "

"It creates **X Million** Tonnes CO_2"

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


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



ACTION STEP

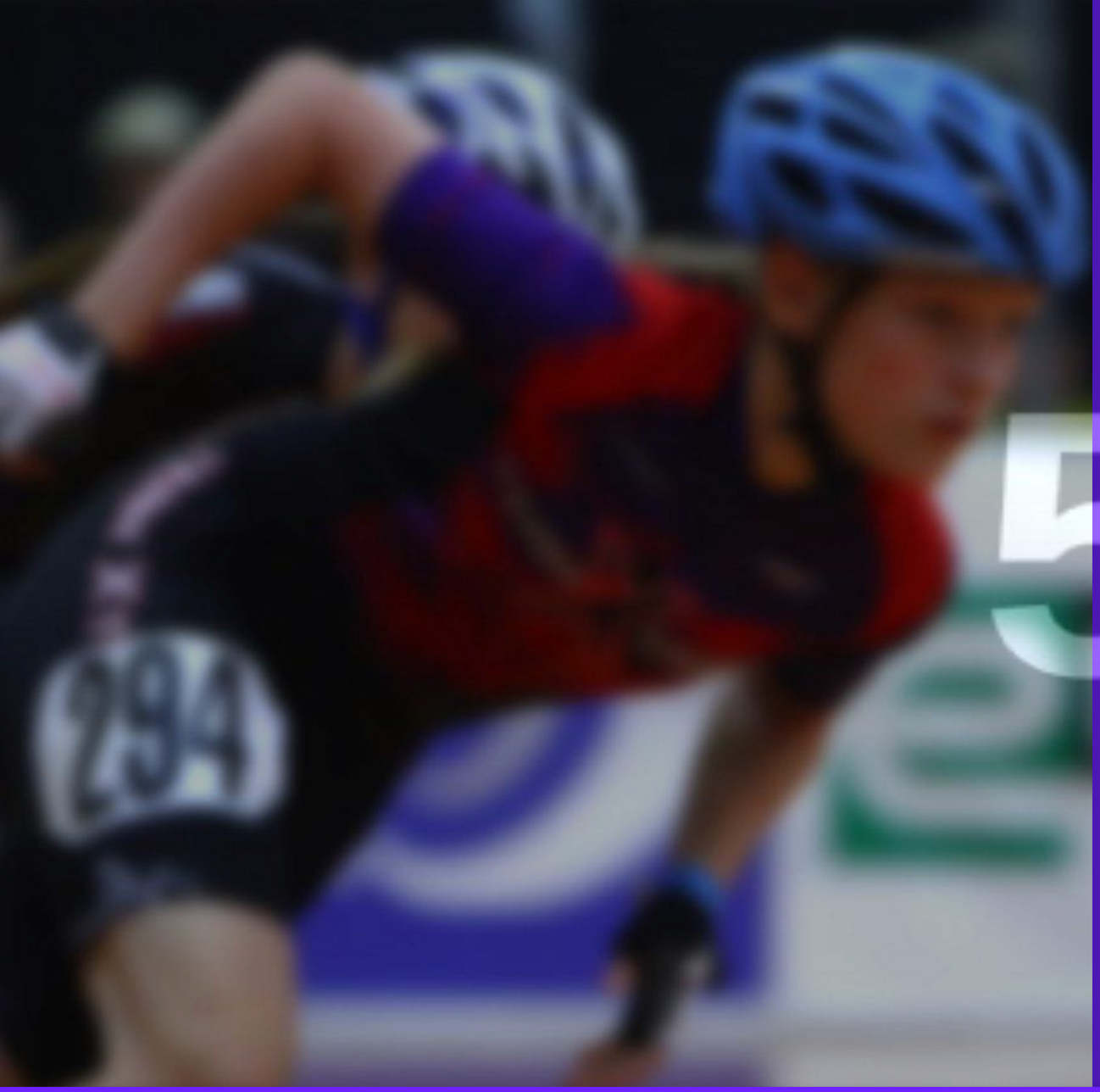
Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers**?
(Internal/External)

What **problems** do they face today?

How much time, money, material waste, lost opportunity, etc?

Don't think too much:
just write



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TOYOTA STRATEGY

How does your proposition match the **company strategy?**

How does what you propose help the **company** reach…

…its **strategic goals** and **ambitions?**



TOYOTA STRATEGY

Be **specific!**

Not:
'be more sustainable'

Instead:
'Carbon Neutrality by 2040'



WHY NOW?

What **major trend** is happening that drives **change**?

Why is this the time for **action**?

Why **this,** why **now?**



ROI (1)

What are the big **costs?**

Short term *(test)*

Longer term
(implement/scale)

Time, money people



ROI (2)

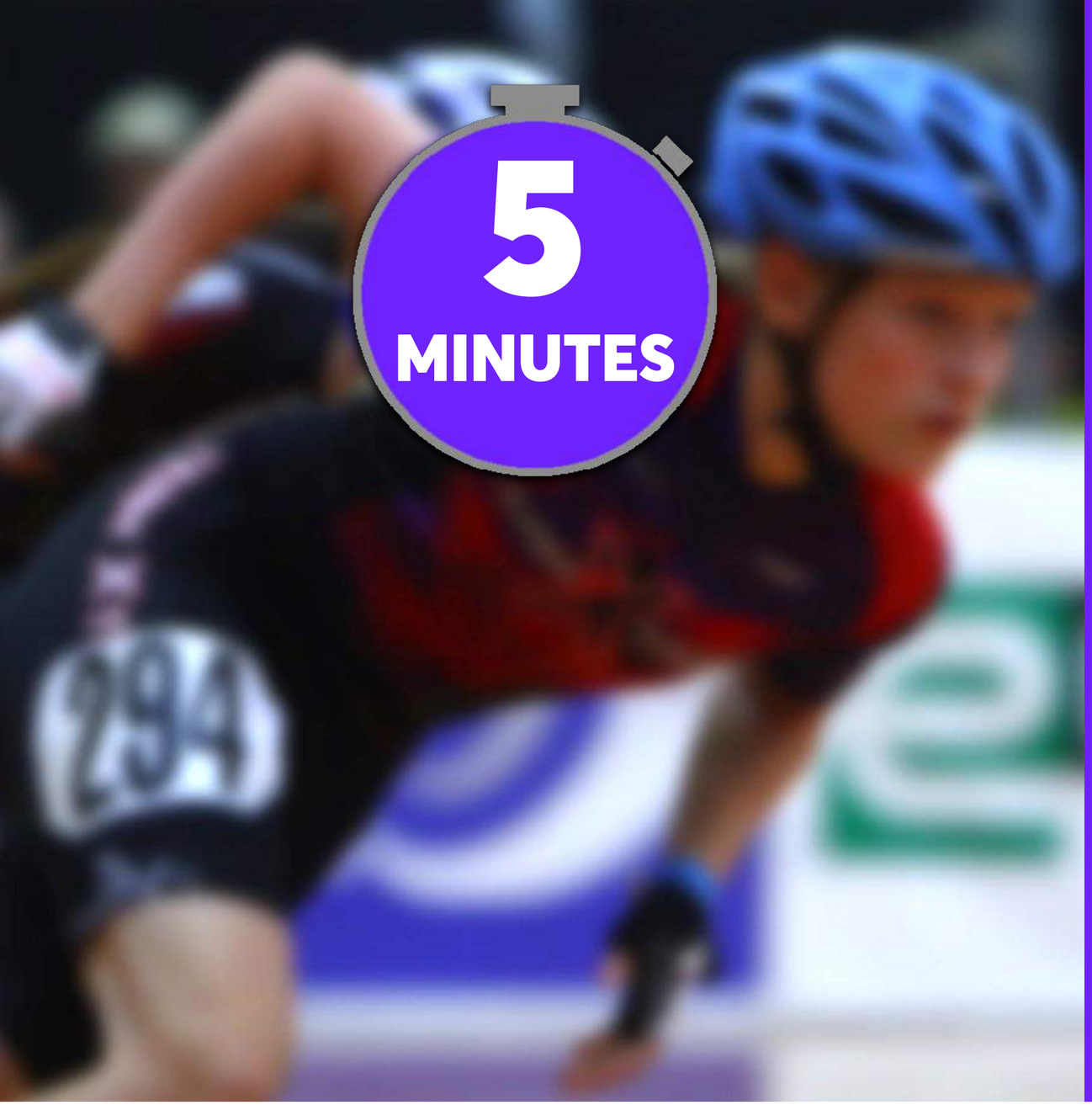
What will be the **result?**

Time saved?
Costs **reduced?**

Sales **growth?** Market **share?**
Brand enhancement?

How will you **measure?**


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



ACTION STEP

Brainstorm: write down
at least **10 things** about;

Which **aspect** of Toyota's **Strategy**
are you addressing?

Why is **NOW** the time
to act on your proposition?

What big costs will come & what **ROI**
will you be going for? How **big?**

Don't think too much:
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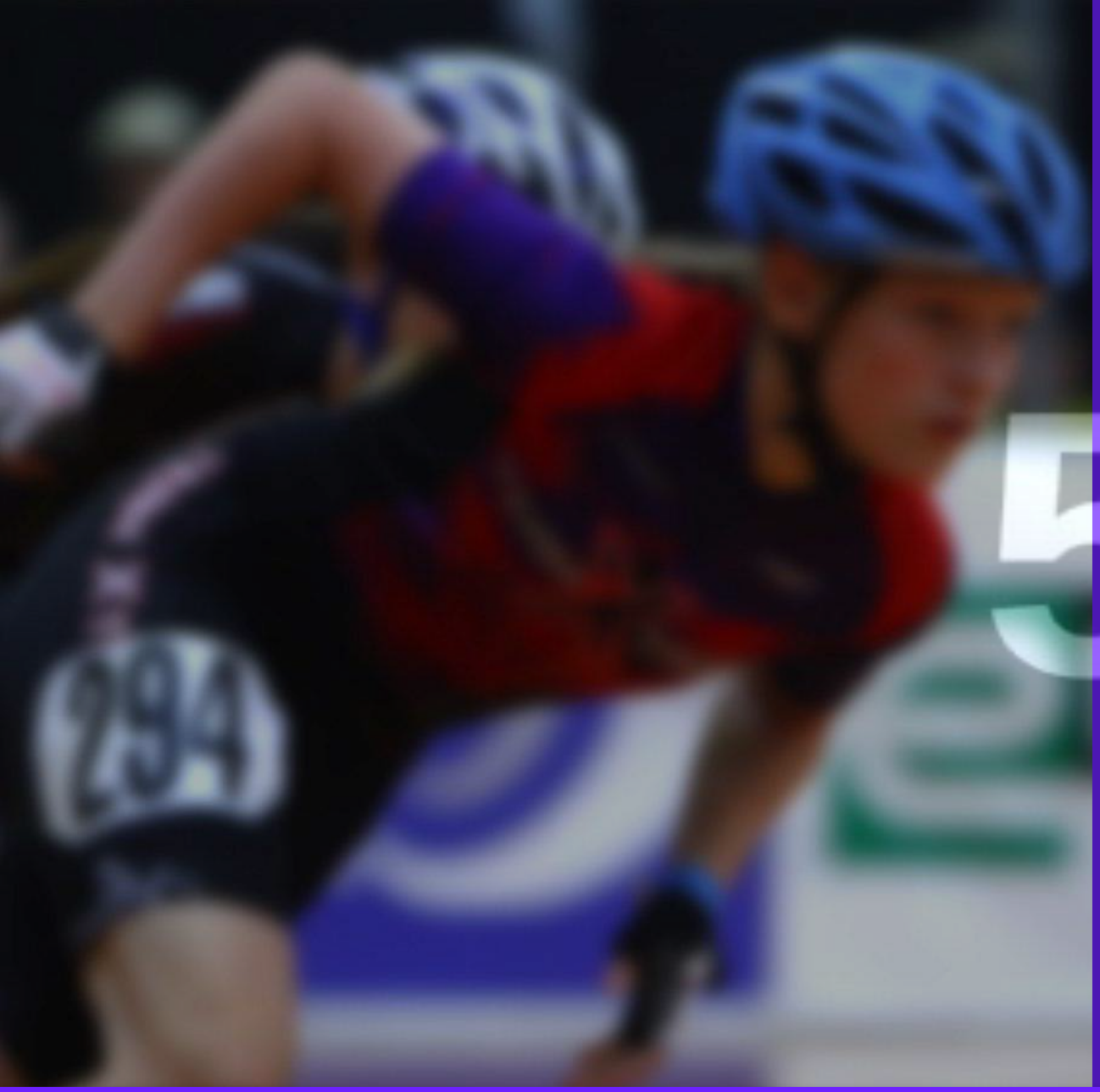

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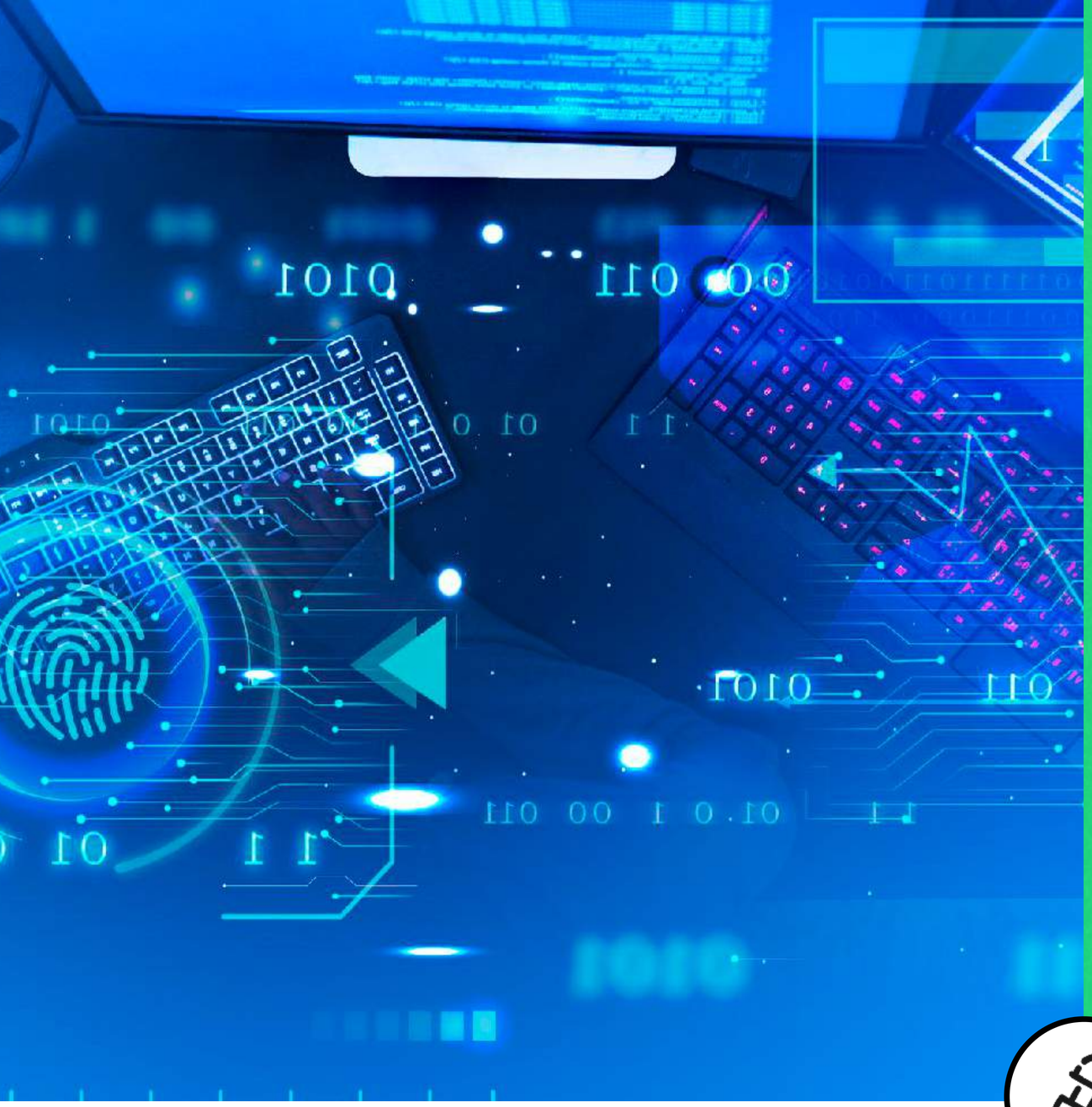


INNOVATION

What's new and **groundbreaking?**

For the **industry?**

For **Toyota?**

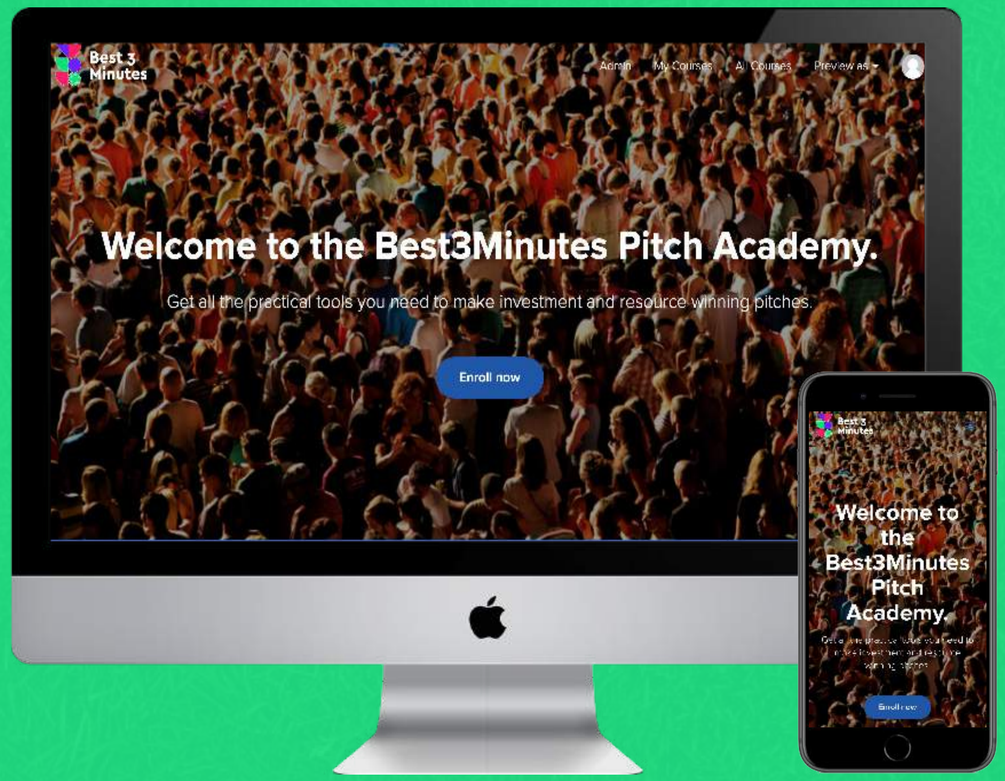


PRODUCT

How do you **solve** the **problem?**

Technology, **User Experience** explanation

Frame your product
IN A DEVICE



Save & close

pwc

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Innovation Storyline

Monday 19th November, 2018

Tips Comments Videos

- The opening
- The problem
- The solution
- **Market & val...**

The opening

42/50 words

Pitching your ideas can be very hard. How can you tell others what your idea is, without losing yourself into details that don't matter too much? I experienced this first hand for the last 5 year, pitching ideas to most of the PwC clients in the Netherlands.

The problem

32 / 40 words

We used to do presentations, quite long, quite detailed. However, we noticed this is not really common anymore. Everybody pitches nowadays, and I get it; its short and snappy, who doesn't like that, right?

The solution

32 / 40 words

That's why we came up with an online tool that offers you proven innovation templates and storylines. They work, and they are perfect for innovative companies as PwC.

Market & Validation

11 / 120 words

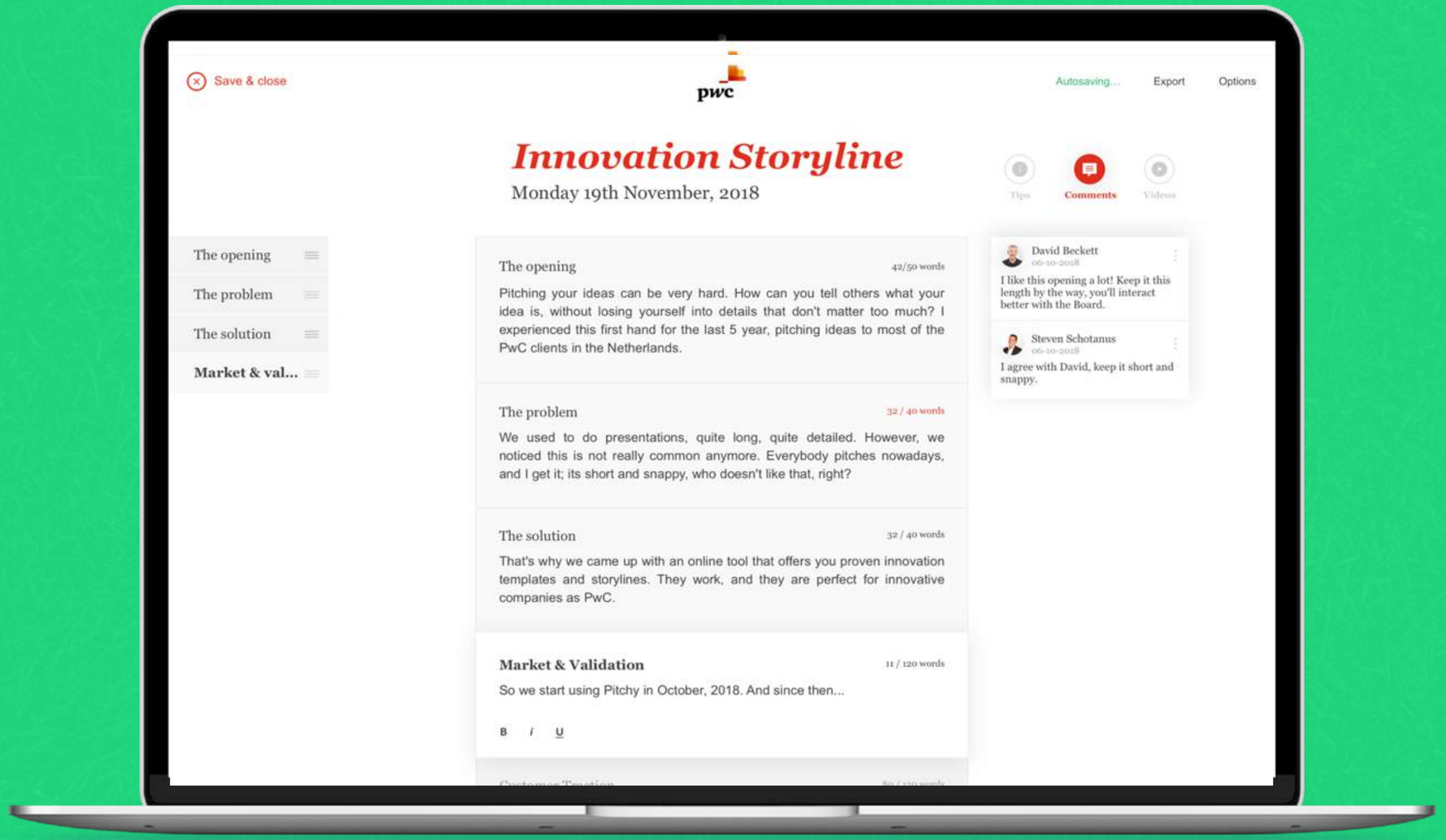
So we start using Pitchy in October, 2018. And since then...

B *i* U

Customer Traction 80 / 120 words

David Beckett
06-10-2018
I like this opening a lot! Keep it this length by the way, you'll interact better with the Board.

Steven Schotanus
06-10-2018
I agree with David, keep it short and snappy.


Save & close
pwc
Autosaving...
Export
Options
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Monday 19th November, 2018
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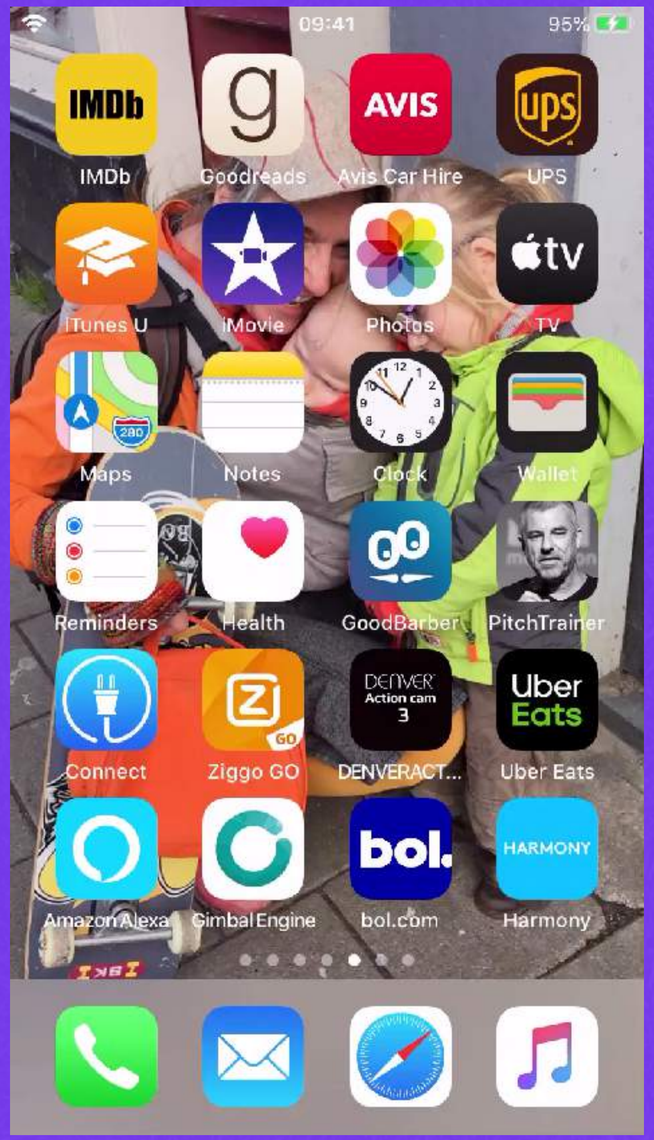

09:41
95%
IMDb
Goodreads
Avis Car Hire
UPS
iTunes U
iMovie
Photos
TV
Maps
Notes
Clock
Wallet
Reminders
Health
GoodBarber
PitchTrainer
Connect
Ziggo GO
DENVERACT...
Uber Eats
Amazon Alexa
Gimbal Engine
bol.com
Harmony

Best 3 Minutes



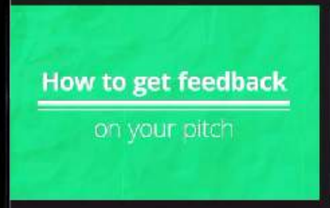
8 Pitch Tips in Five Minutes

David Beckett on 02/06/2020



How do you build your storyline?

David Beckett on 02/05/2020



How do you get Feedback on your pitch?

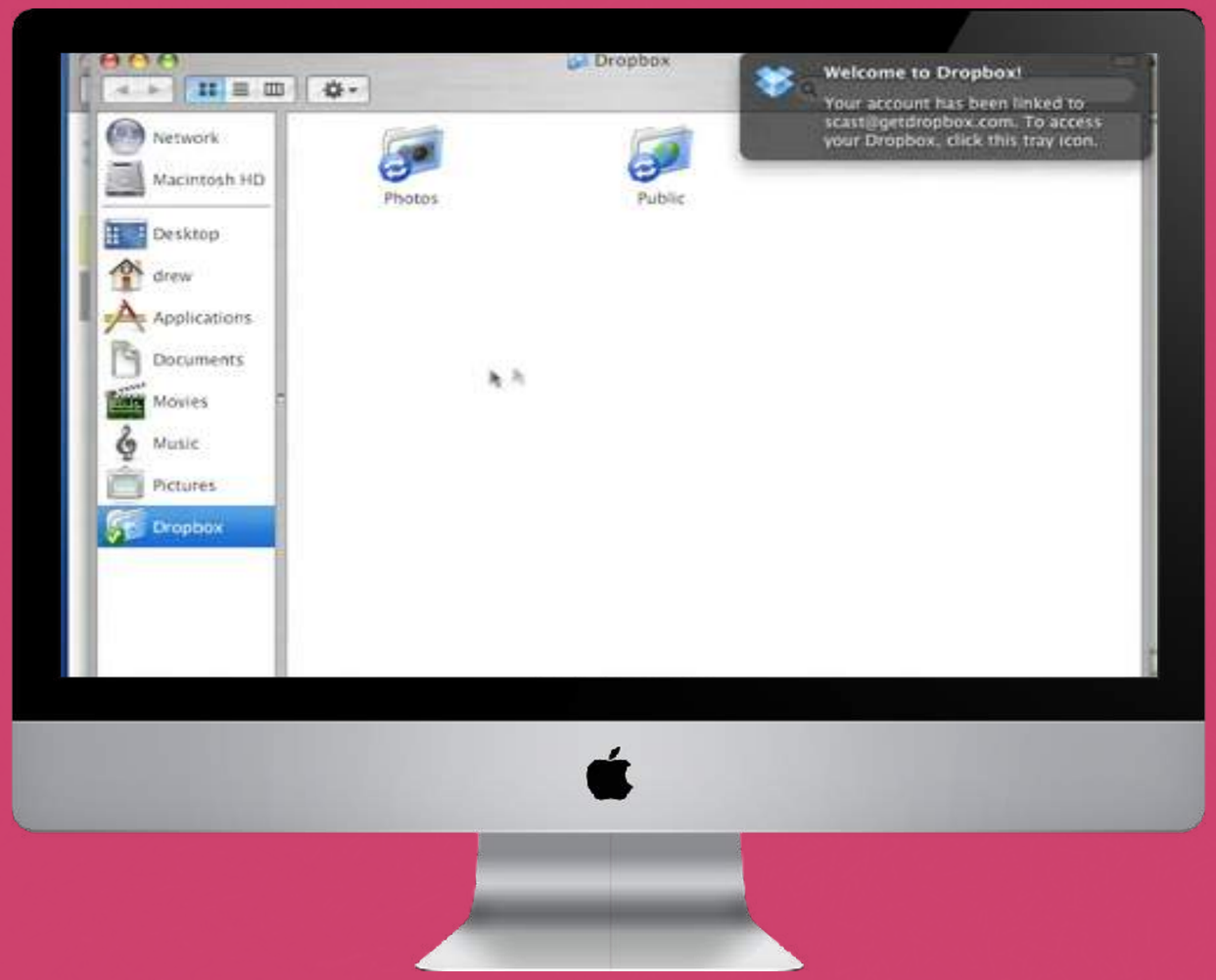
David Beckett on 02/05/...



Should you memorise your pitch?

David Beckett on 02/05/...





UX/UI

UX **appealing** to the eye,
easy to access
and navigate.

An **elderly person** would have no trouble figuring their way around.



IMPLEMENTATION

What happens **next**?

3-4 concrete immediate next steps

2-3 **longer term** steps

Teams, departments involved?

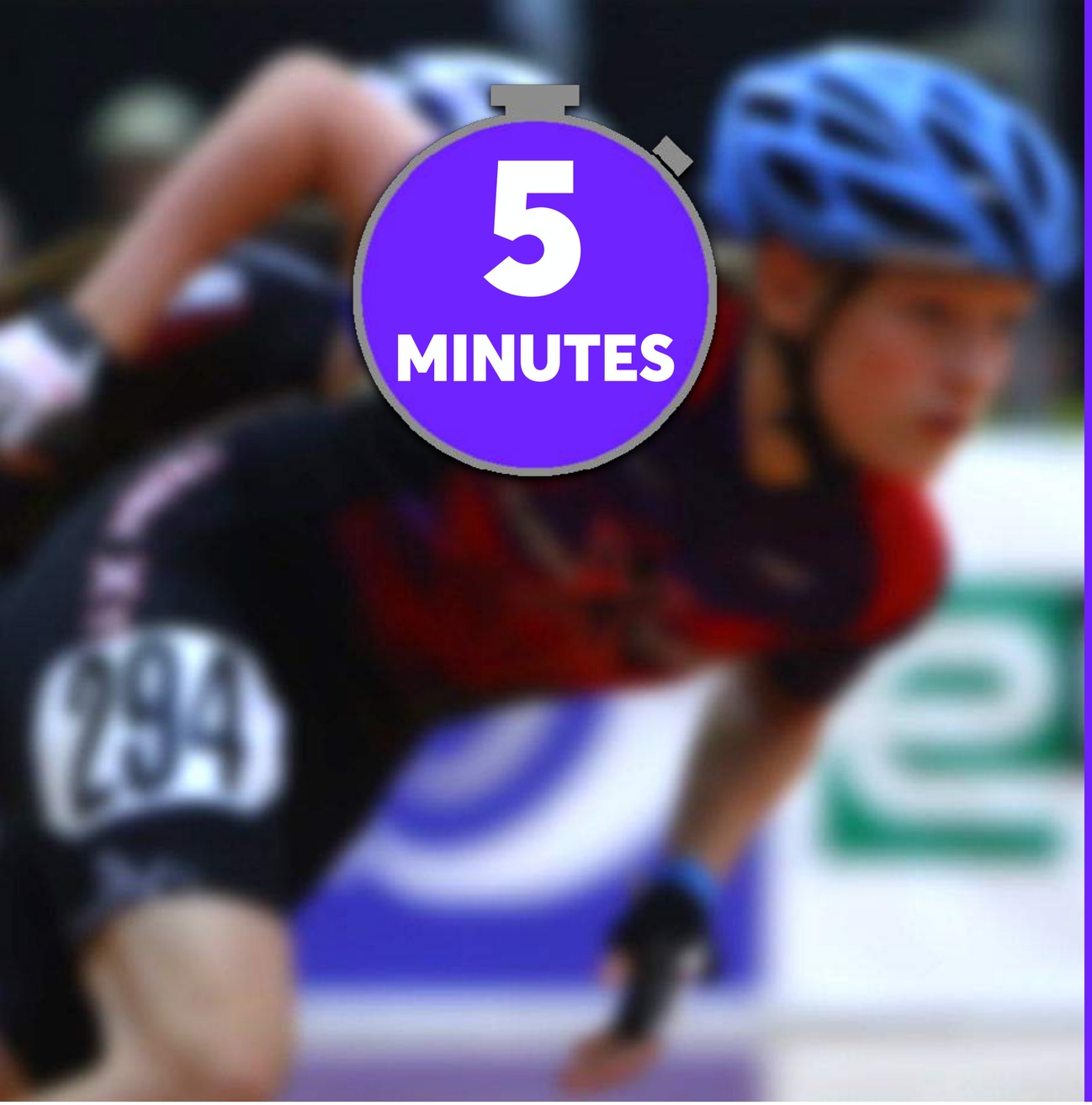


VALIDATION

Internal: who in the organisation is supporting?

External: what have we done to validate with customers?


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



ACTION STEP

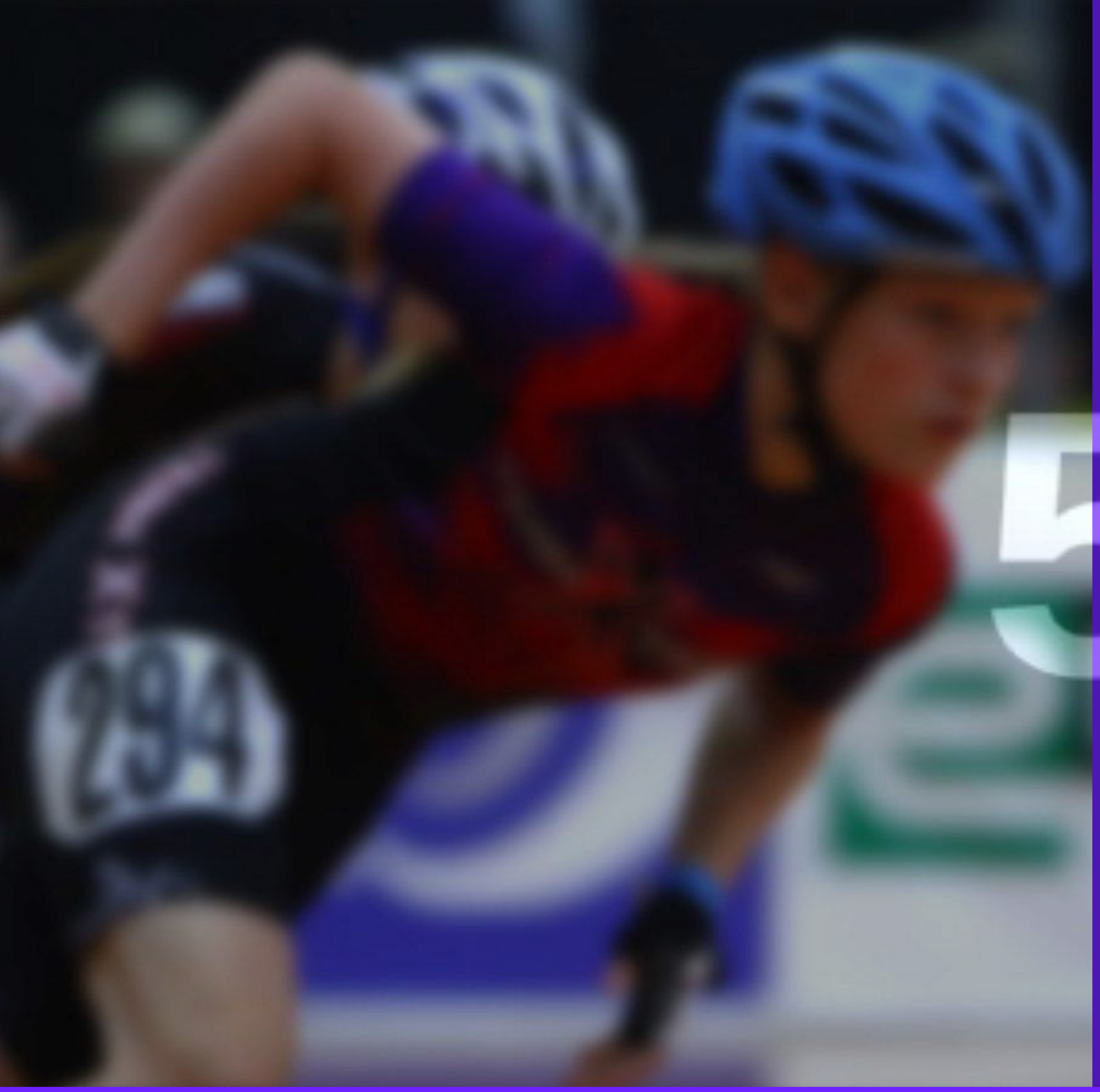
Brainstorm: write down *at least* **10 things** about;

3 key things about your **solution**

Headline Implementation: big next steps, teams/departments?

Validation: done? Or to do? With whom? Internal/external.

Don't think too much:
just write



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JURY CRITERIA

Vision

👉**PITCH**👈

Revenue

ROI

Risk

Innovation

Market

👉**Toyota Strategy**👈

Customer satisfaction

Prototype

Architecture

Implementation

UX/UI

Dataiku usage

Collibra usage



PITCH!

How **convincing** is the pitch?

Is the story well **prepared**?

Is it **complete**?

Did it finish **on time?**


Decide asap
WHO WILL PITCH
This helps **focus** the mind 🧐

ONE KEY INGREDIENT





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!

Your **ability** to **succeed** depends on your ability to **clarify** to **others** the **value** of what you do…

…in **no time** at all!



Prepare you for your
5-MINUTE PITCH

Next Workshop **3rd September**

How do you as a team
COLLABORATE ON THE PITCH




The Power of
THREE



One Page Guide to creating your **WINNING HACKATHON PITCH**

Pitch tools and

RESOURCES







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All the workshop **SLIDES**



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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

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davidbeckettpresentationcoach

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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;
tiny.cc/pitchworkshop

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TW @best3minutes LI linkedin.com/in/davidbeckettpresentationcoach

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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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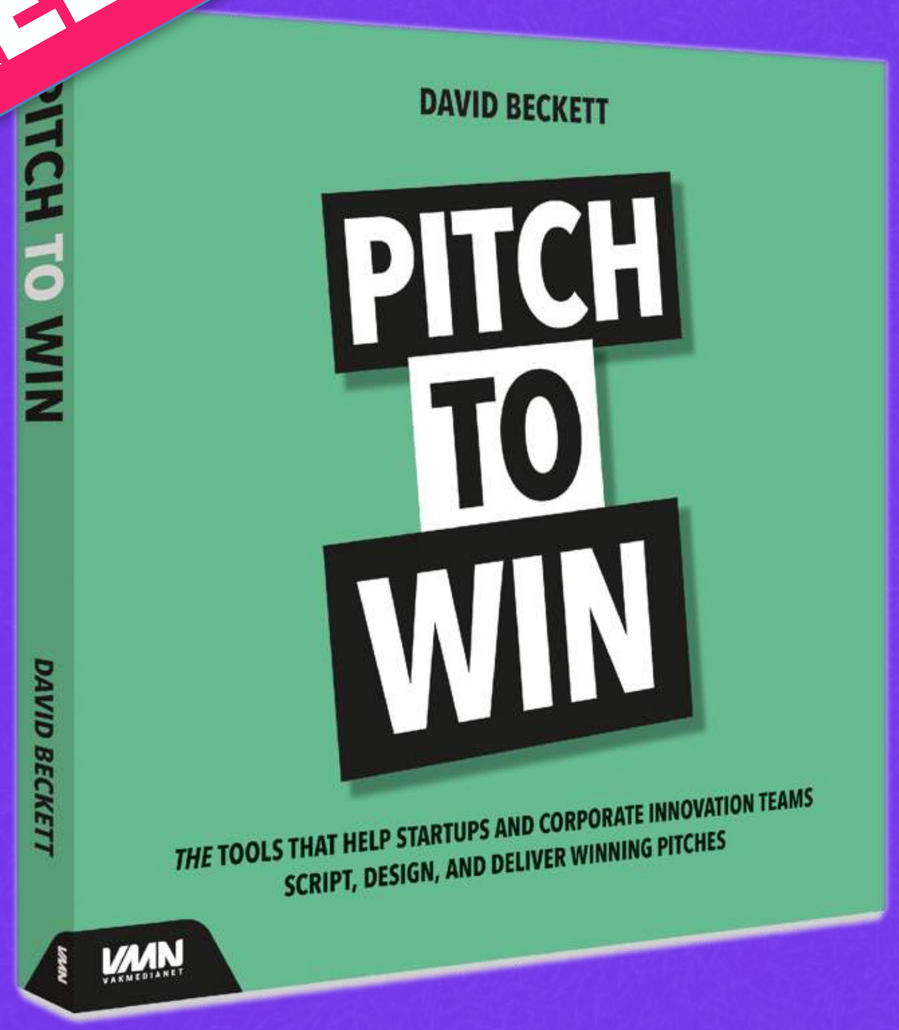

FREE AUDIOBOOK

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