

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2900+ Startups & Scaleups

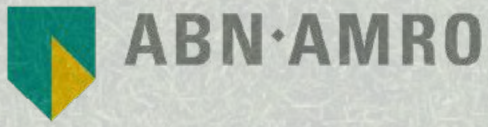
RAISED OVER €500MILLION



32 Countries

TRAINED 41,000+ PEOPLE

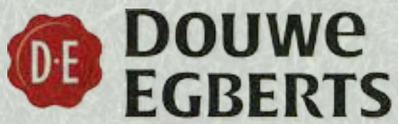






















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Lorem ipsum dolor sit amet.
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12%
76%




GREAT IDEAS
NEED A VOICE



This is a **DO** workshop

not just a think session



ACTION STEP

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

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
You can ask
ANY TIME



ACTION STEP

Pitch yourself in
30 Seconds to someone you
don't know so well

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

No Other Instructions

LET'S DO IT!



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Who are we pitching to?

Why are we pitching?

What should we pitch?


TOOLS



Prepare you for your
3-MINUTE PITCH



PITCH

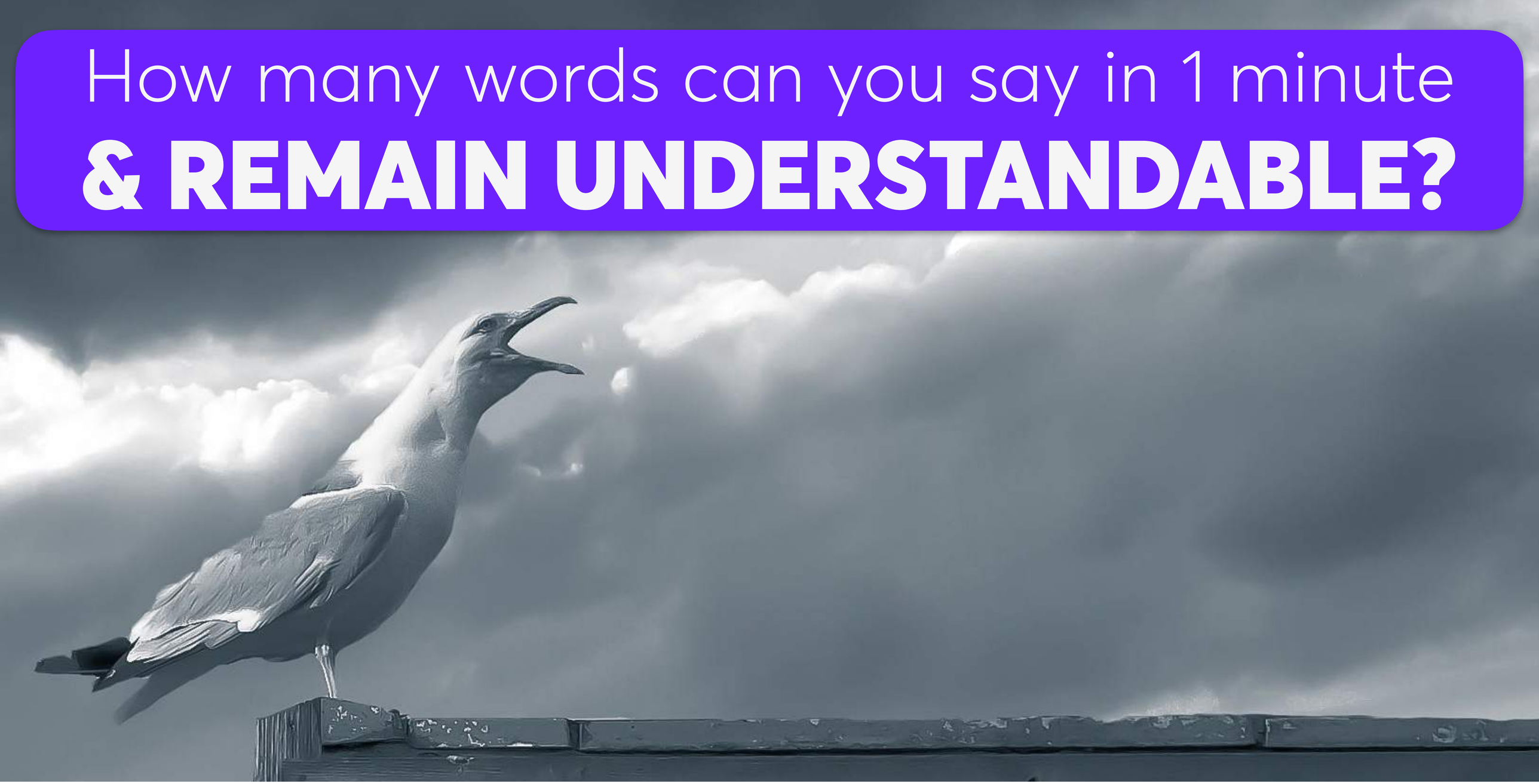


Q&A



Let's talk about **SPEED**

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



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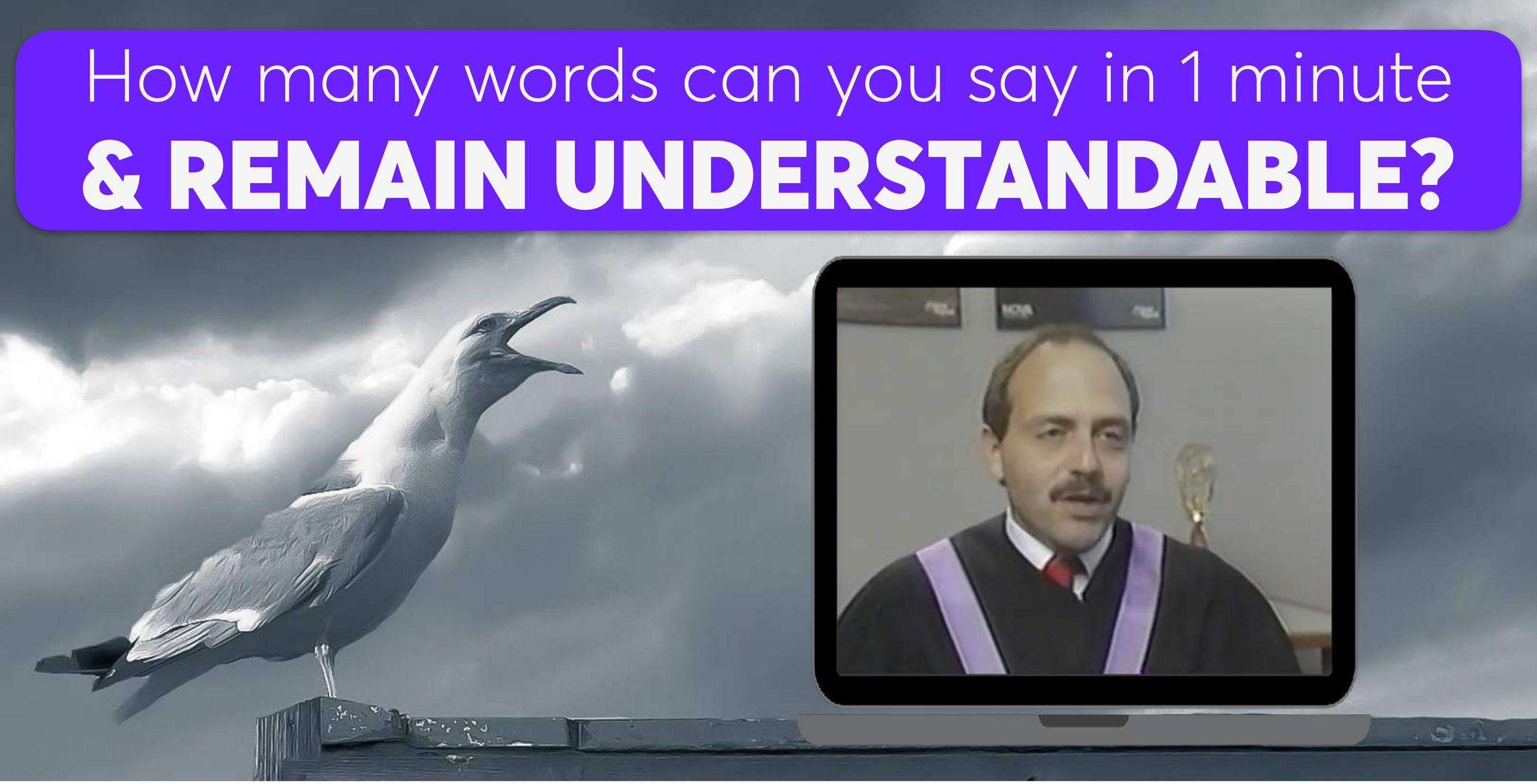

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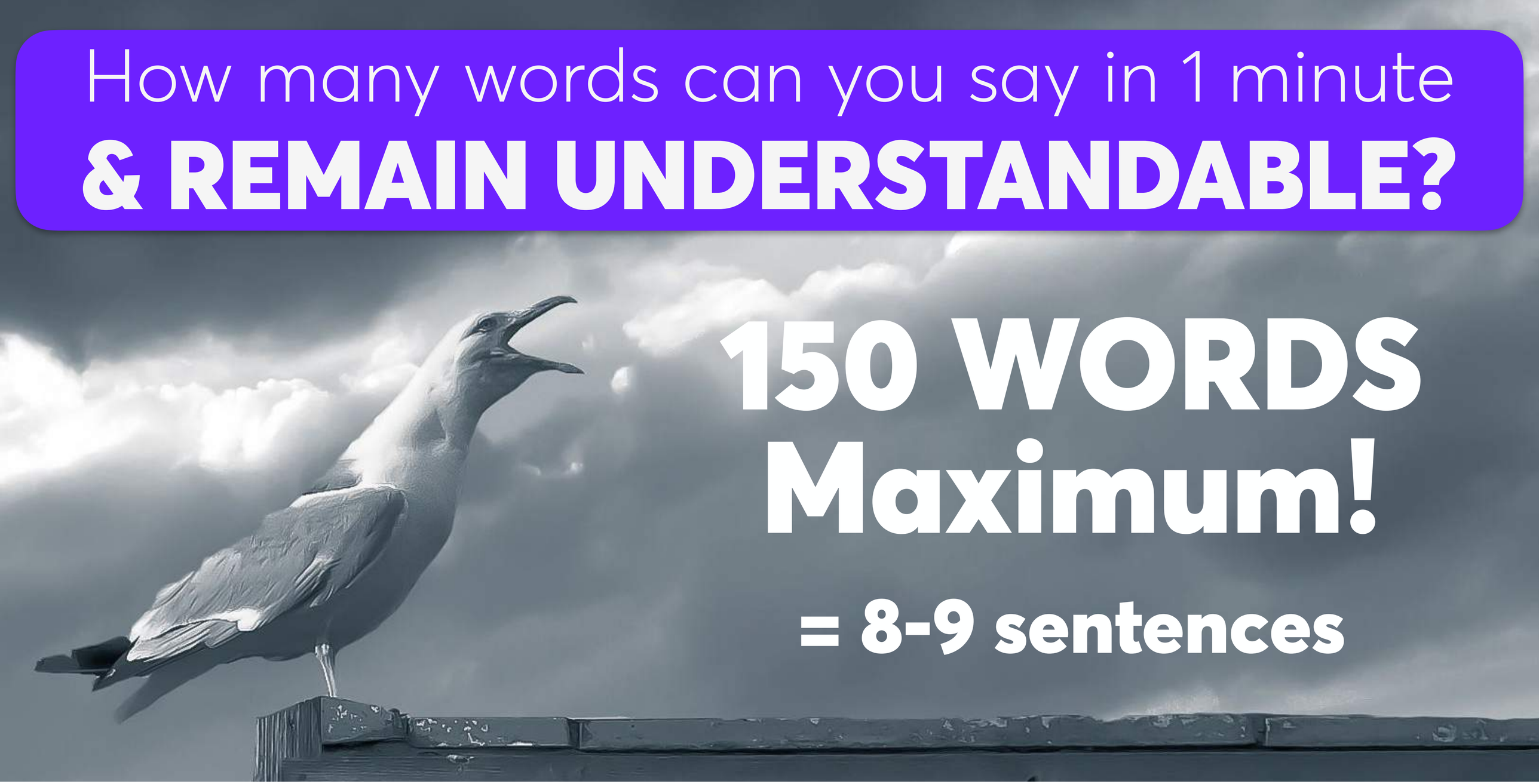
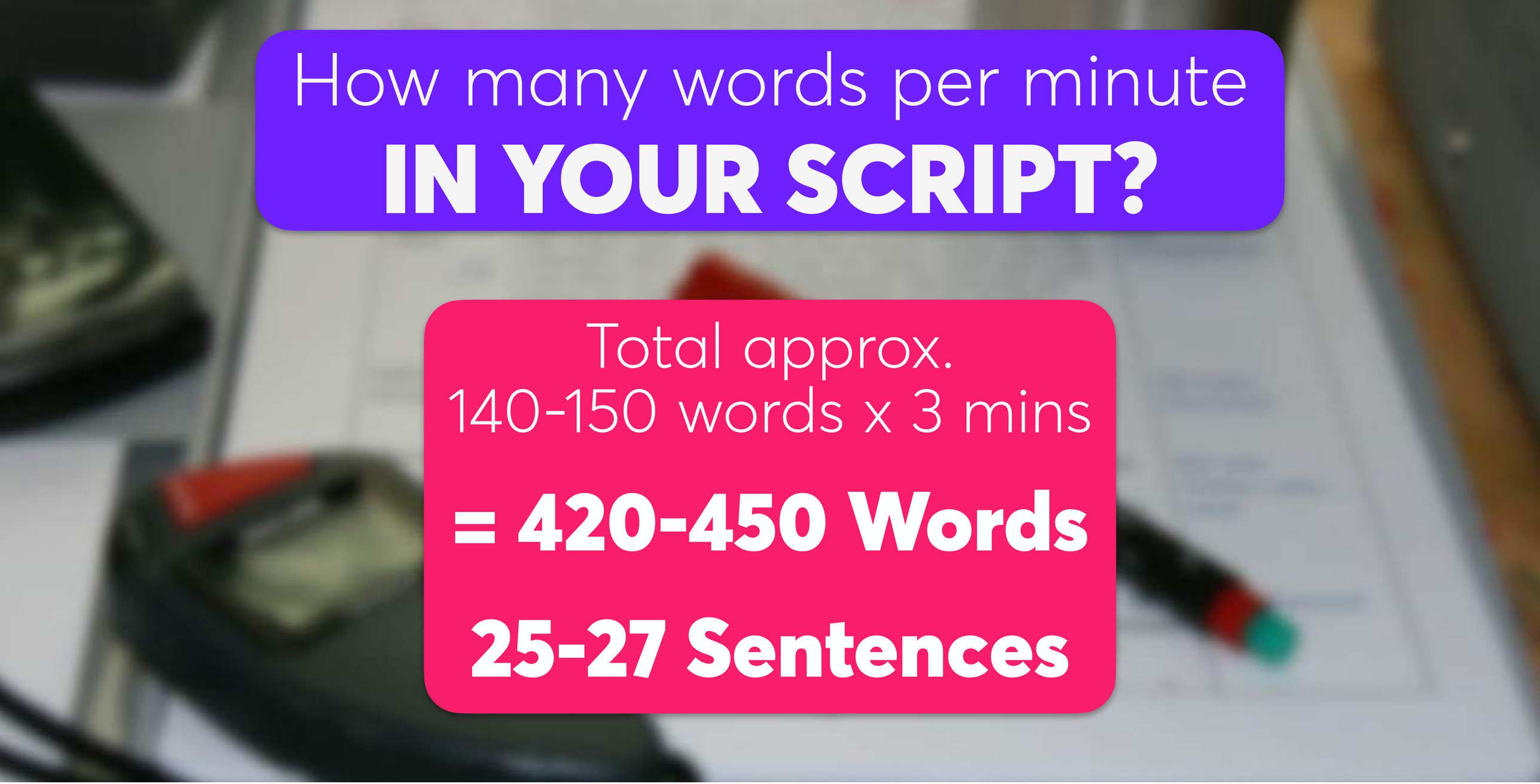


150 WORDS Maximum!

= 8-9 sentences



How many words per minute **IN YOUR SCRIPT?**

Total approx.
140-150 words x 3 mins

= 420-450 Words

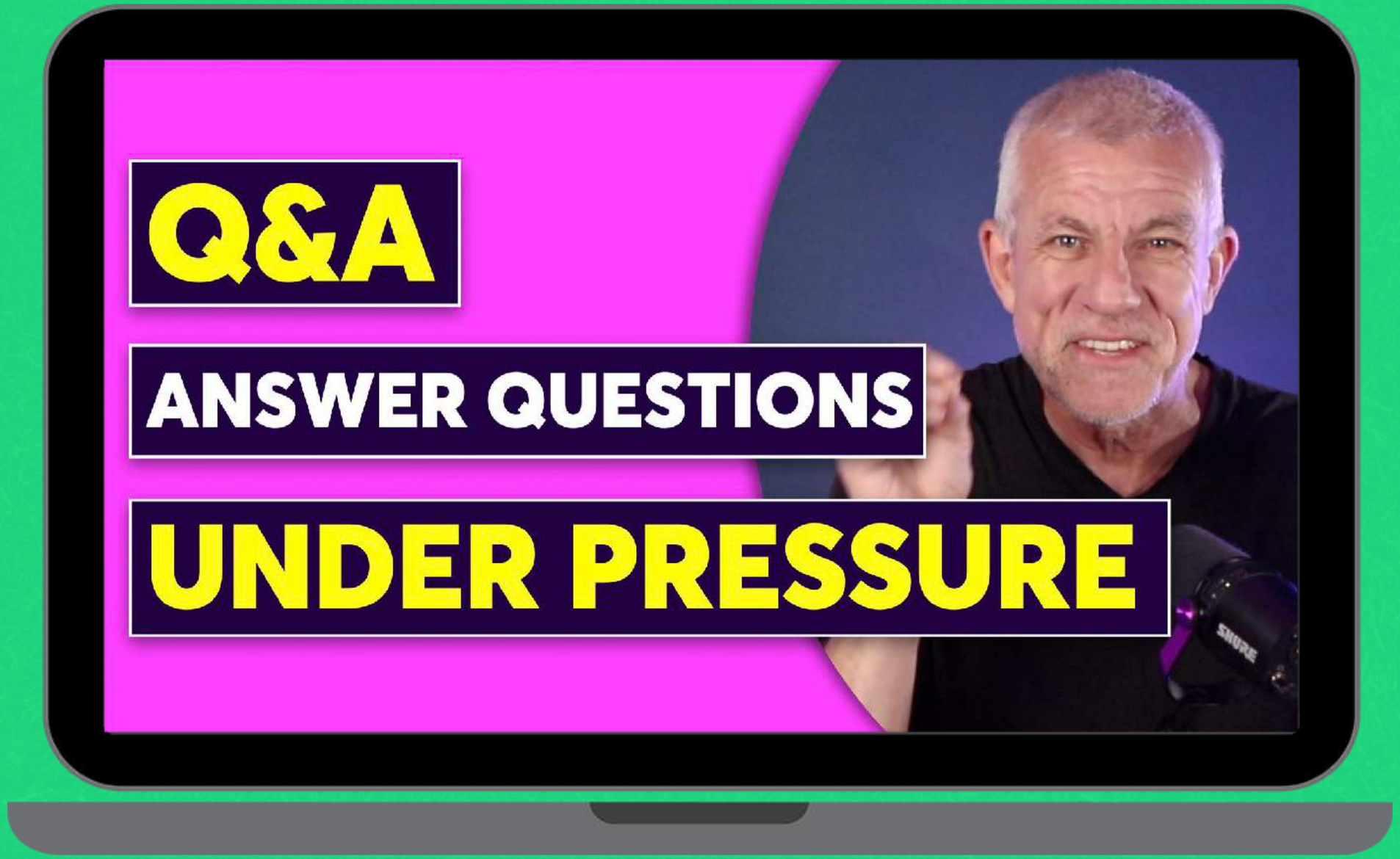
25-27 Sentences


143
Words/min





Q&A



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Let's tell your idea

IN NO TIME AT ALL!




2




25 Seconds - 4 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



THE LT/
DRAGONS DEN



They understand
EVERYTHING...?

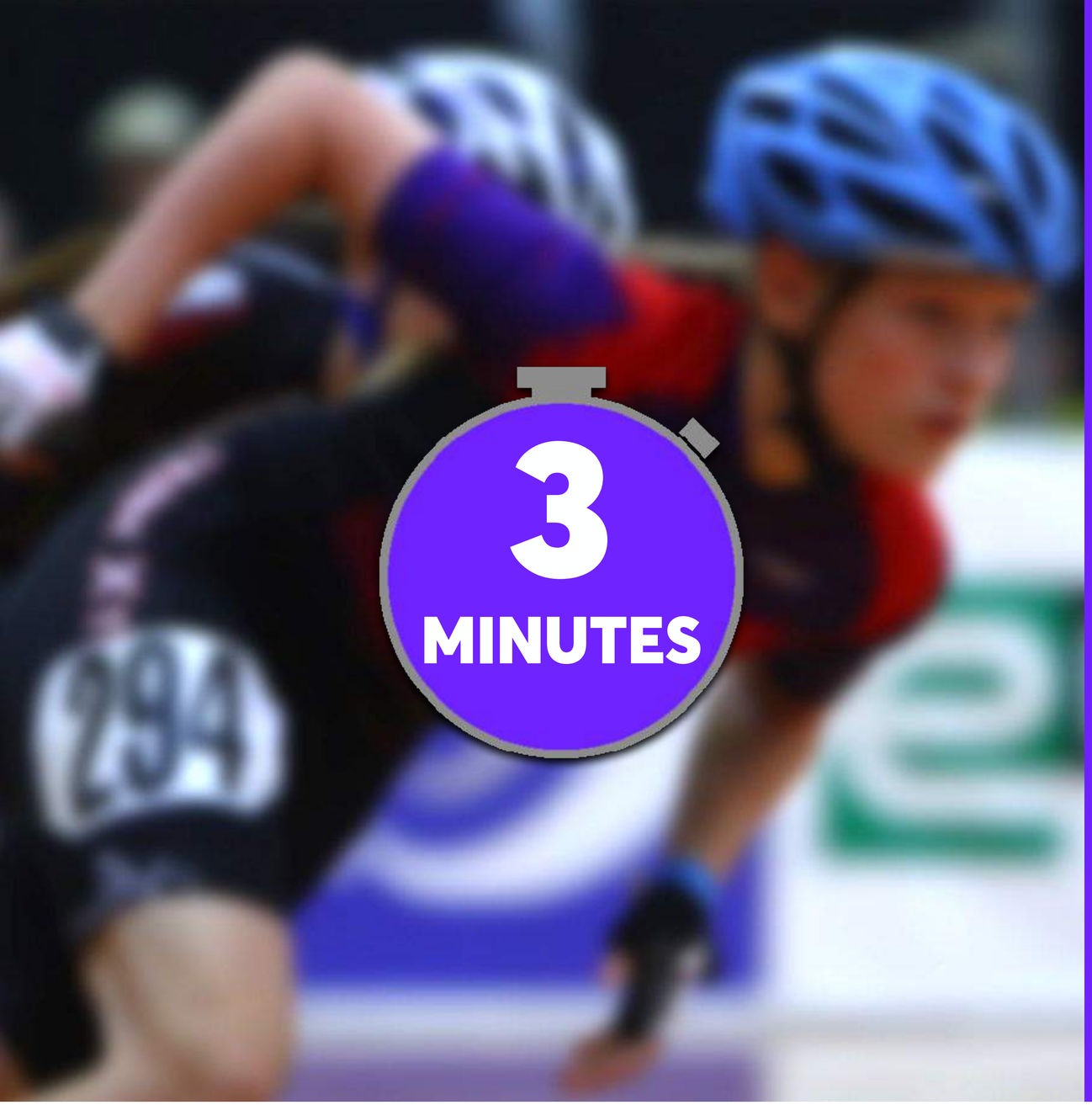
The basis of
ANY GREAT PITCH



THE LT/
DRAGONS DEN



They ask
Questions



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What is your **idea**?

For which kind(s) of **customers**?

What **problems** do they face?

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



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How to talk about
CUSTOMER PAINS

"What we/they are struggling with is…"

"They are losing money/time
every day because…"

"What's driving them crazy is…"

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How to talk about
CUSTOMER PAINS

"They're increasingly frustrated because..."

"The future is scary because..."

"They can't adjust because
they lack the skills and knowledge..."

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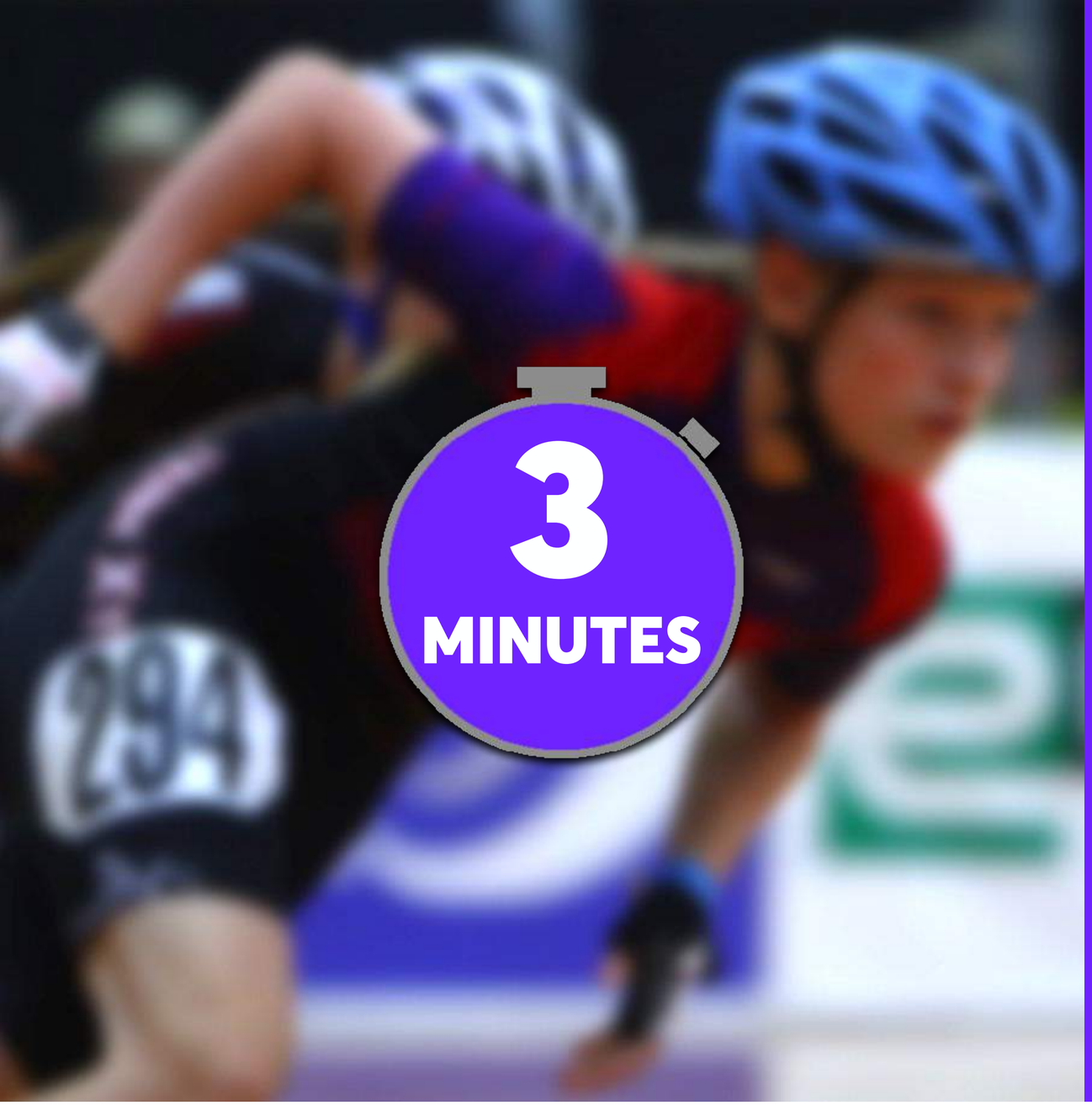

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7 MINUTES

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 Handshake Pitch:

25 seconds, 4 sentences

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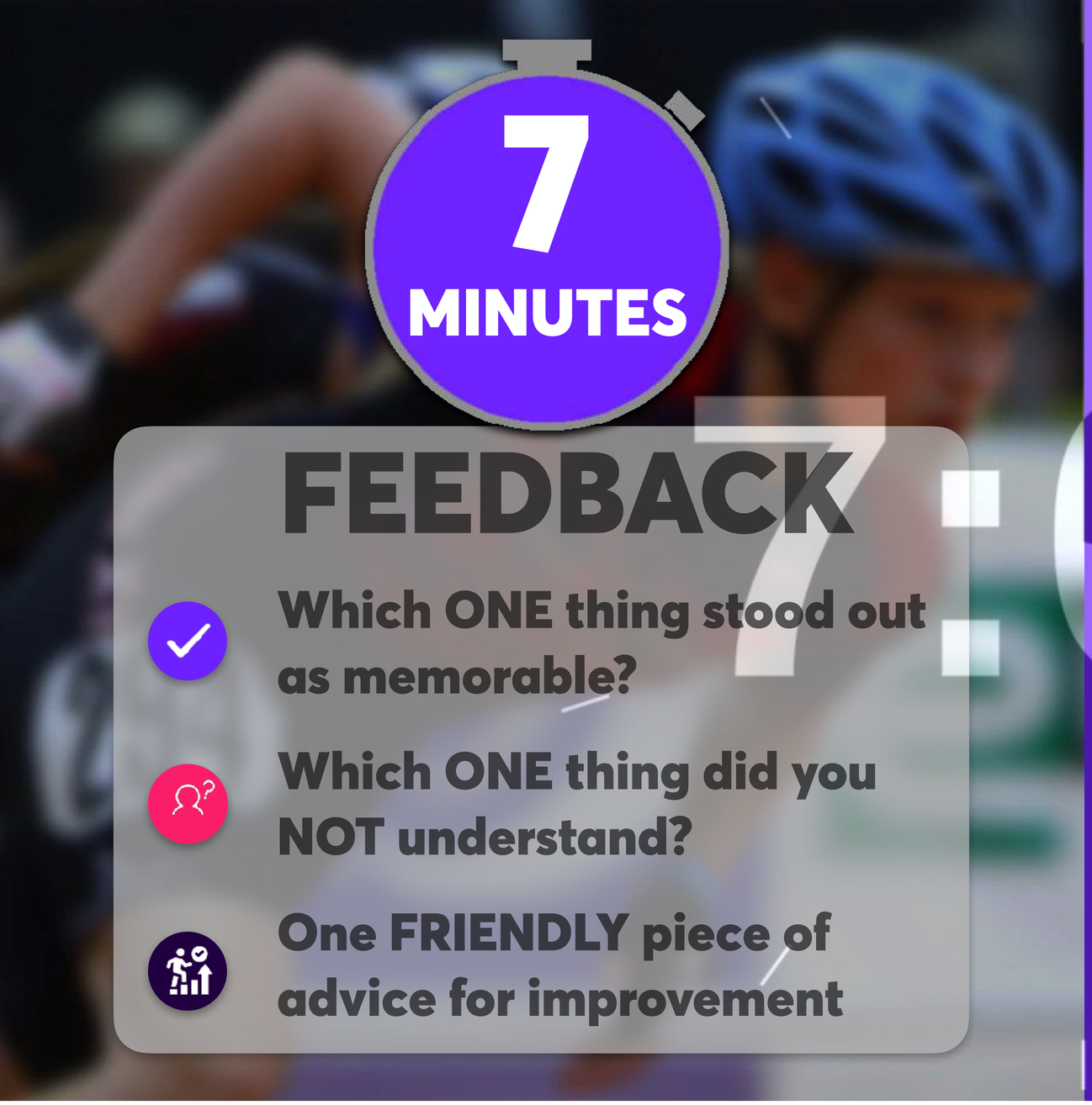

FEEDBACK

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Take one minute
TO REFLECT
Write down:
What did you learn?
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Anyone want to share
WHAT YOU LEARNED?


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



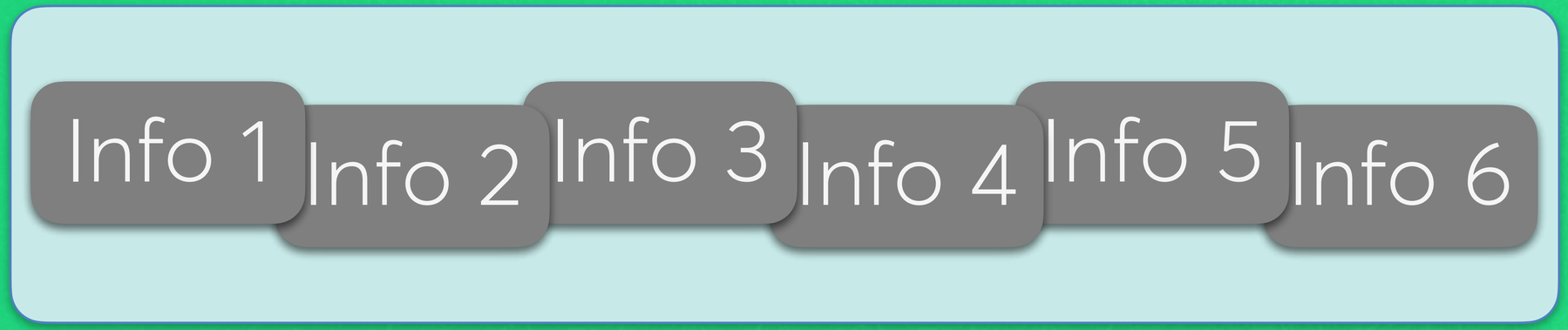
Prepare you for your
3-MINUTE PITCH



The **No.1** Reason why **PEOPLE GET CONFUSED?**


Not enough **AIR** around
THE IMPORTANT POINTS

Information **flowing into** each other



AIR in-between each **separate** piece of information



How do we usually create **A NEW PITCH?**



A **NEW WAY** to create **A NEW PITCH!**



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



Make a profile of your audience

Fillable pdf downloads available

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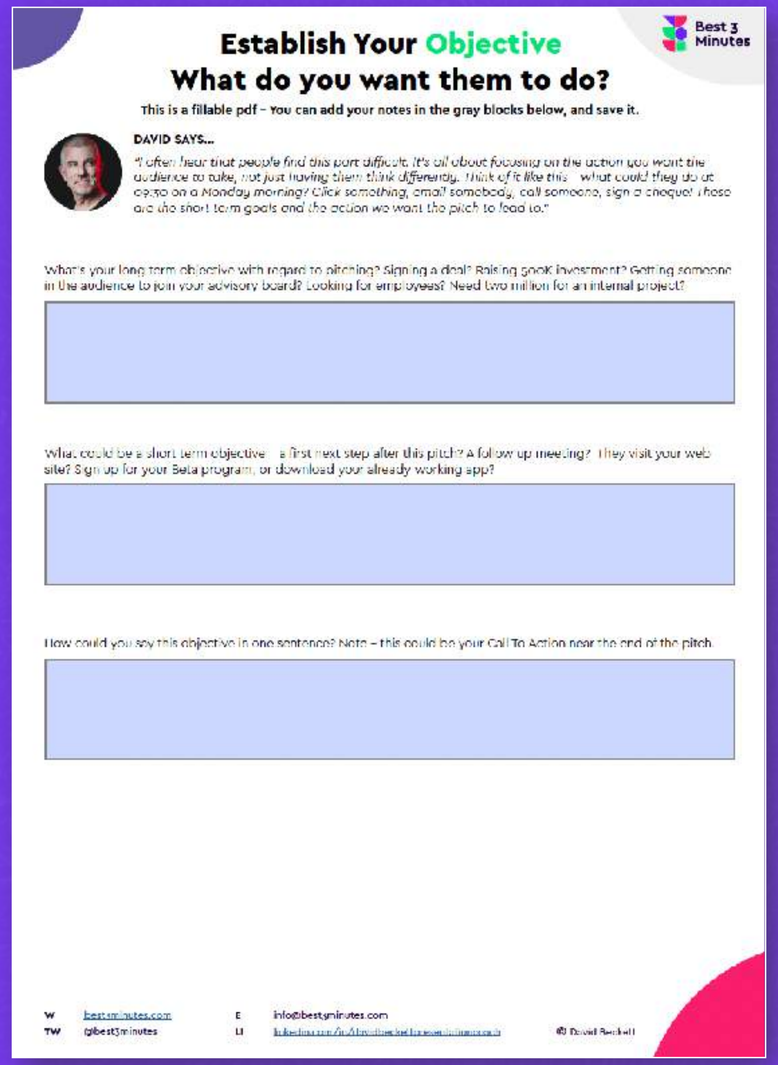
WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



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 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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LI [illegible]
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Write down your Objective

Fillable pdf download available

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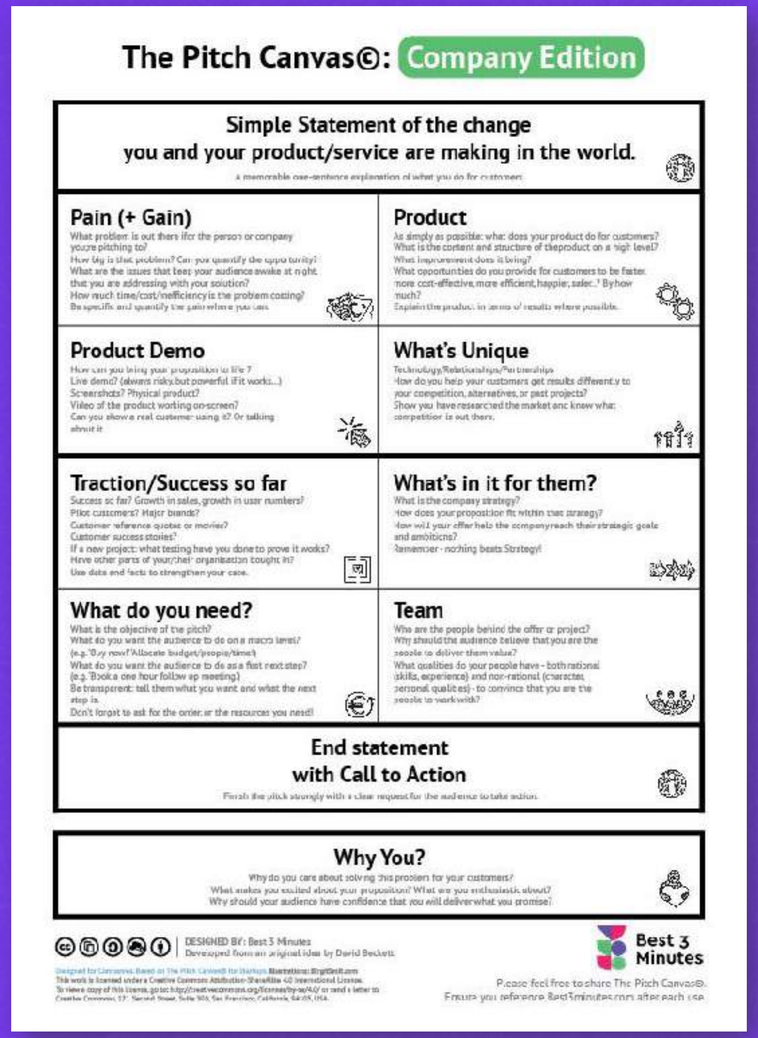
Which topics should be in **YOUR STORYLINE?**



THE PITCH CANVAS©

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THE PAIN



THE SOLUTION



WHAT'S UNIQUE



WHAT'S IN IT FOR DANONE



TRACTION/ VALIDATION



THE TEAM



THE ASK



WHY YOU?



THE PAIN



Explain the problem before the solution


Create a 30-40 second
PITCH OF THE PAIN!



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 need to move our 6 data systems into one combined system"



PAIN

"Every day I travel 1 hour by train…"

I waste **3 hours** per week

Over **100 people** struggling with the same problem

Costing the company **13,000 hours every year** - and **hundreds of thousands Euros per year**



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Put a number on it!



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 time"

"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 unnecessary CO2"

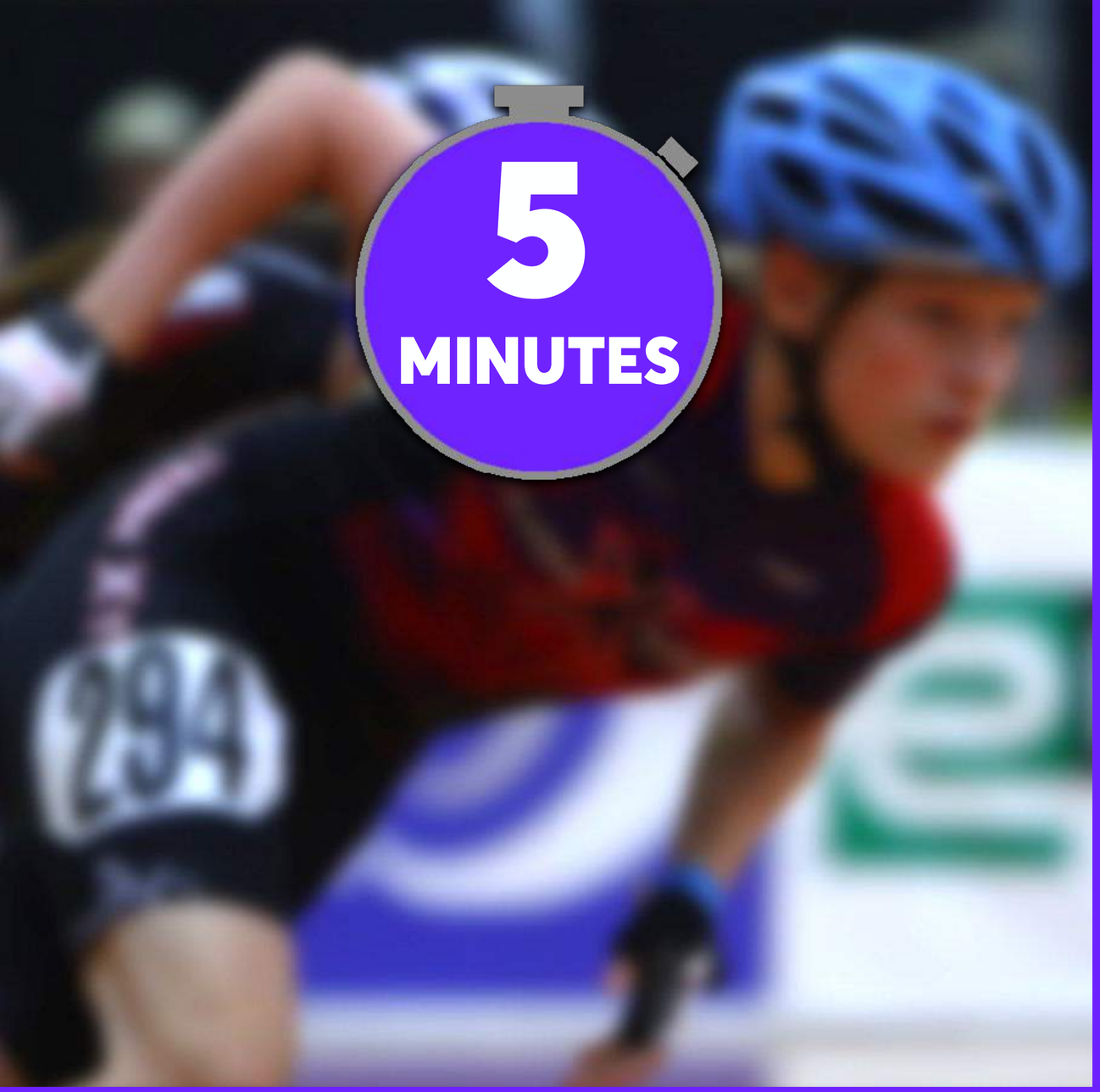
"There is too much energy inefficiency "

"It creates **X Thousand** Tonnes CO2"

"**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



ACTION STEP

Brainstorm: Write down at least **7 things** you could say about: **THE PAIN you solve**

Which **people/organisations affected**?

What **problems** do they face today?

How much time, cost, operations, waste, lost opportunity?

Quickly write down **key words** and phrases, not full sentences

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ACTION STEP

Create a 30-40 second pitch
about **only** the **Pain**

30-40 seconds = **4-5 sentences**

Work **fast:**
don't think too much!



5

ACTION STEP

Create a 30-40 second pitch
about **only** the **Pain**

30-40 seconds = **4-5 sentences**

Work **fast:**
don't think too much!

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ACTION STEP

TEST OUT
your **45- Second** pitch
about the **Pain**
(4-5 sentences)

with one other person

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your **45- Second** pitch
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TO REFLECT
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Anyone want to share
WHAT YOU LEARNED?


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


One more thing...



COMPANY STRATEGY

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

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

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

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 the **whole** story.

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

Write down the **3 most important**
things about your proposition;
1 sentence per item.



ACTION STEP

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3 things of the **whole** story.

5

Which **3 things** would you tell,
that you really want them to
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Write down the **3 most important**
things about your proposition;
1 sentence per item.

First Time

NO Hand Gestures

Second Time

Call out the numbers





ACTION STEP

Tell the 3 big things in **3 sentences** to someone else;

"There are three things I want to tell you;

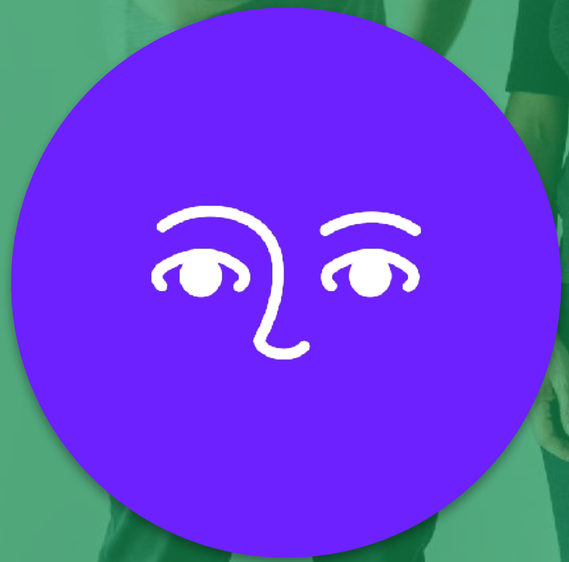
First…

Second…

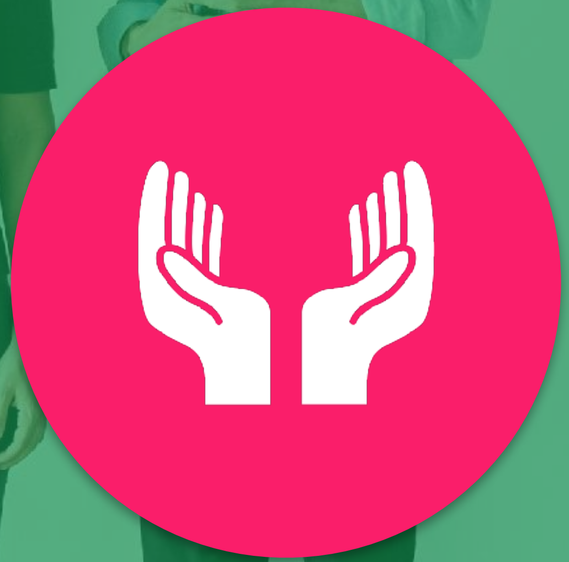
Third…"


Let's talk about
BODY LANGUAGE

The 3 Components of **BODY LANGUAGE**



EYES

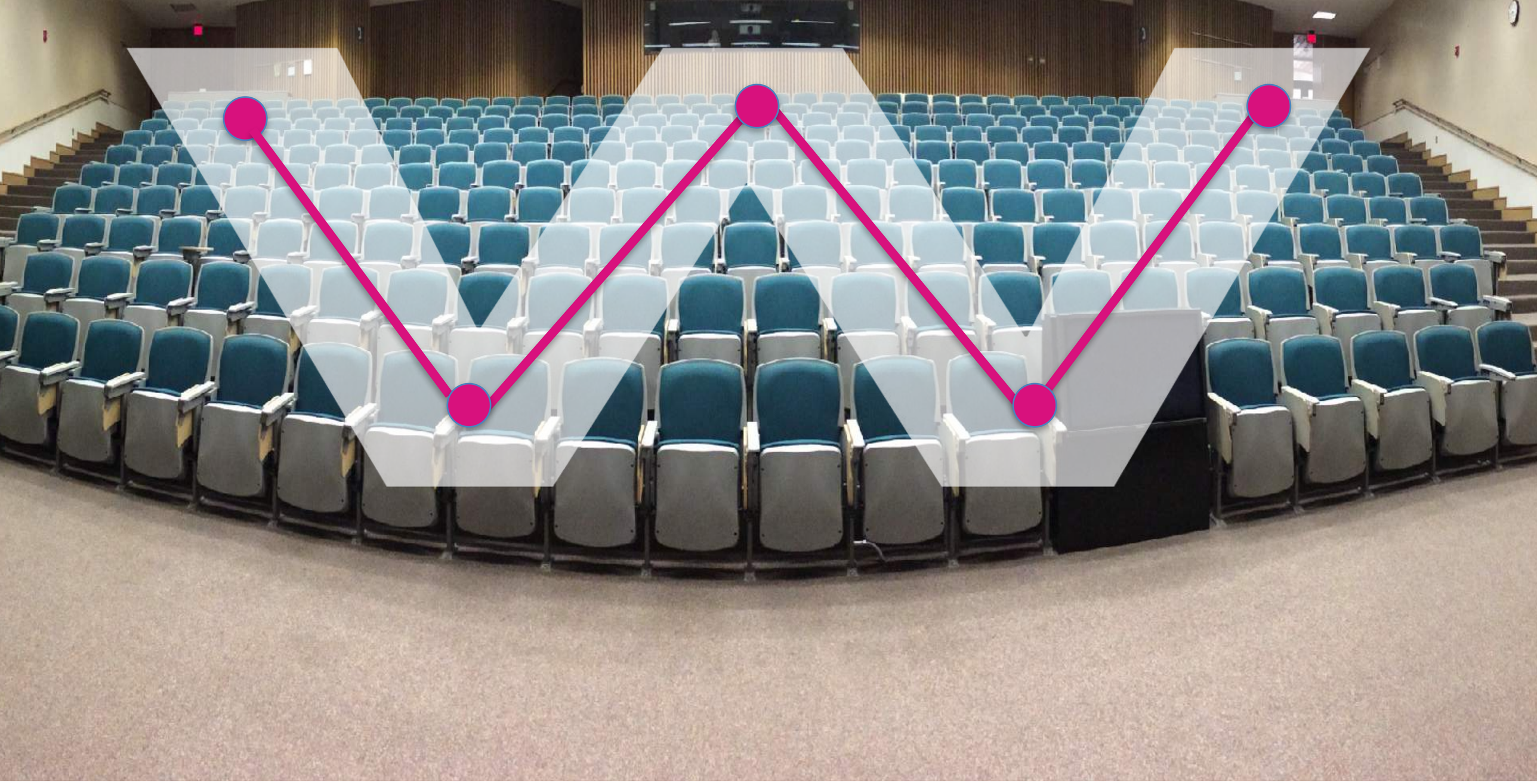


HANDS



LEGS & FEET


Look the audience
IN THE EYE





Use your hands to **EMPHASISE**

Don'ts

Behind back



Don'ts

Behind back

In Pockets



Don'ts

Behind back

In Pockets

On Hips



Don'ts

Behind back

In Pockets

On Hips

Across Body



Don'ts

Behind back

In Pockets

On Hips

Across Body

Gripped



Do's

Show the number













Do's

Show the number

Separate parties into locations









Do's

Show the number

Separate parties into locations

Put emphasis on the words that matter





Do's

Show the number

Separate parties into locations

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising

Get used to
HOLDING A CLICKER




Avoid distractions with
LEGS & FEET


Try saying the following
STANDING LIKE THIS


This is the best business proposition ever.
YOU CAN TRUST ME ON THIS ONE!


Avoid the
EXERCISE PITCH



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)



What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!

THANK YOU!

=

I've finished, you can clap now!


KEEP
CALM
AND
PITCH

Manage your
PITCHING NERVES



Best 3 Minutes

1. Learn the first

60 SECONDS

2. Amy Cuddy TEDx

WONDERWOMAN





Check her TED talk at **TED.com** (just search for **Amy Cuddy**)

3. Just...

BREATHE

Pitch tools and

RESOURCES







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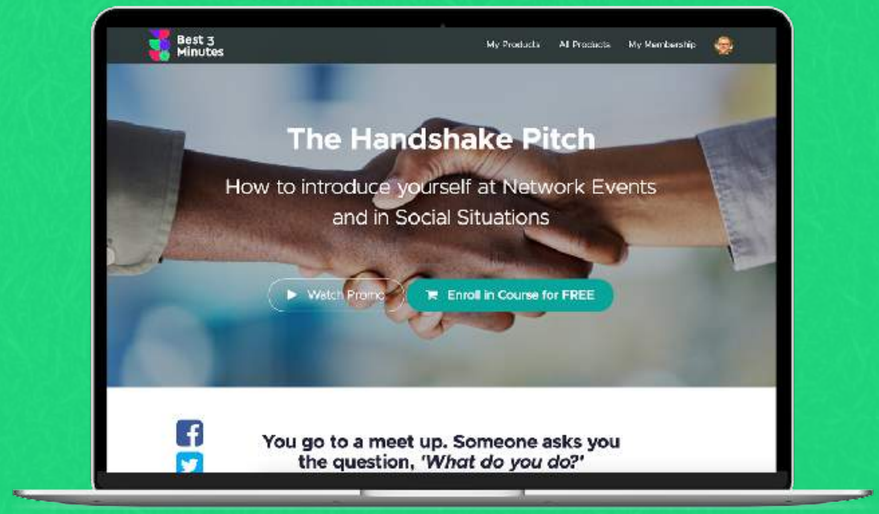

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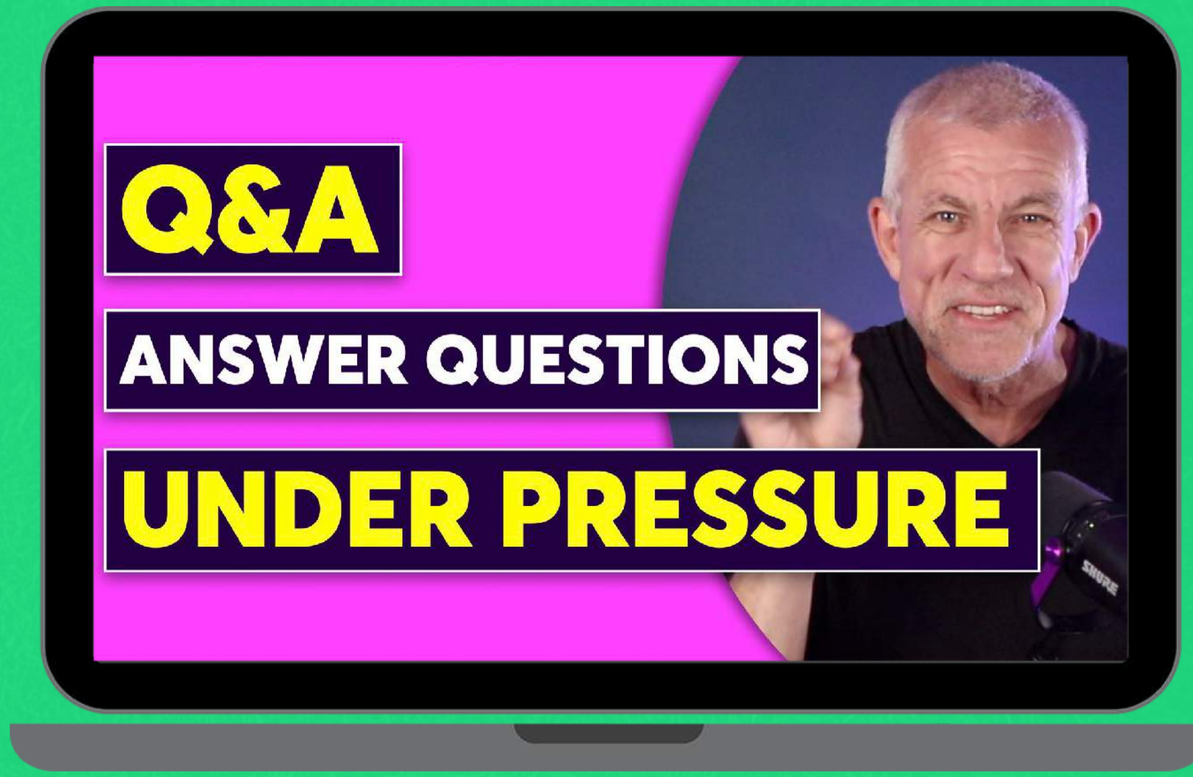
Podcast



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