

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

David Beckett

best3minutes.com

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Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION




GREAT IDEAS
NEED A VOICE

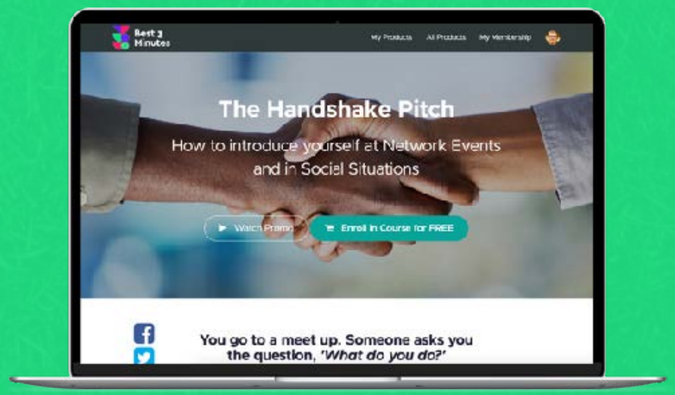
You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
Please ask
IN THE CHAT!



Prepare you for your
3-MINUTE PITCH



PITCH

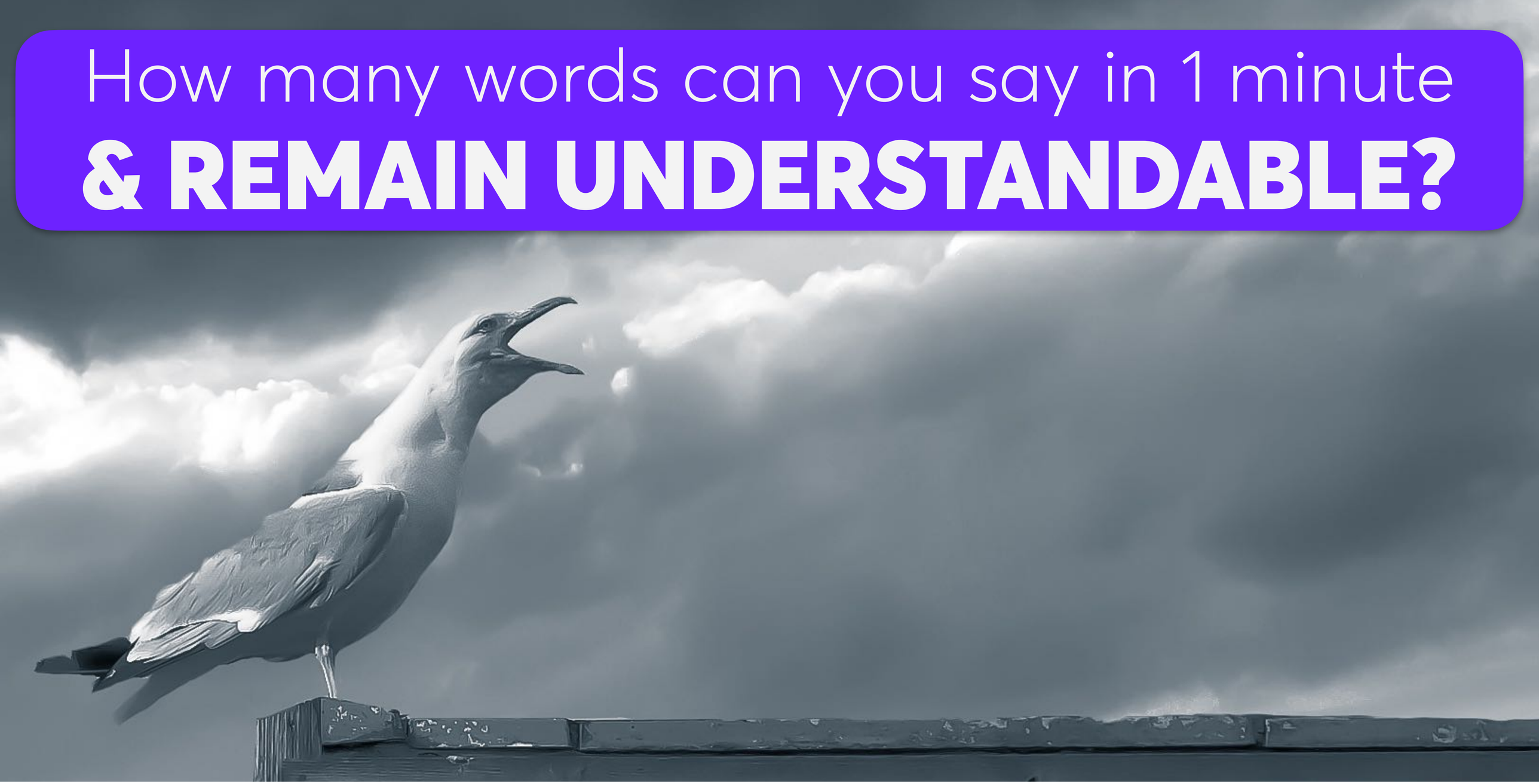


Q&A

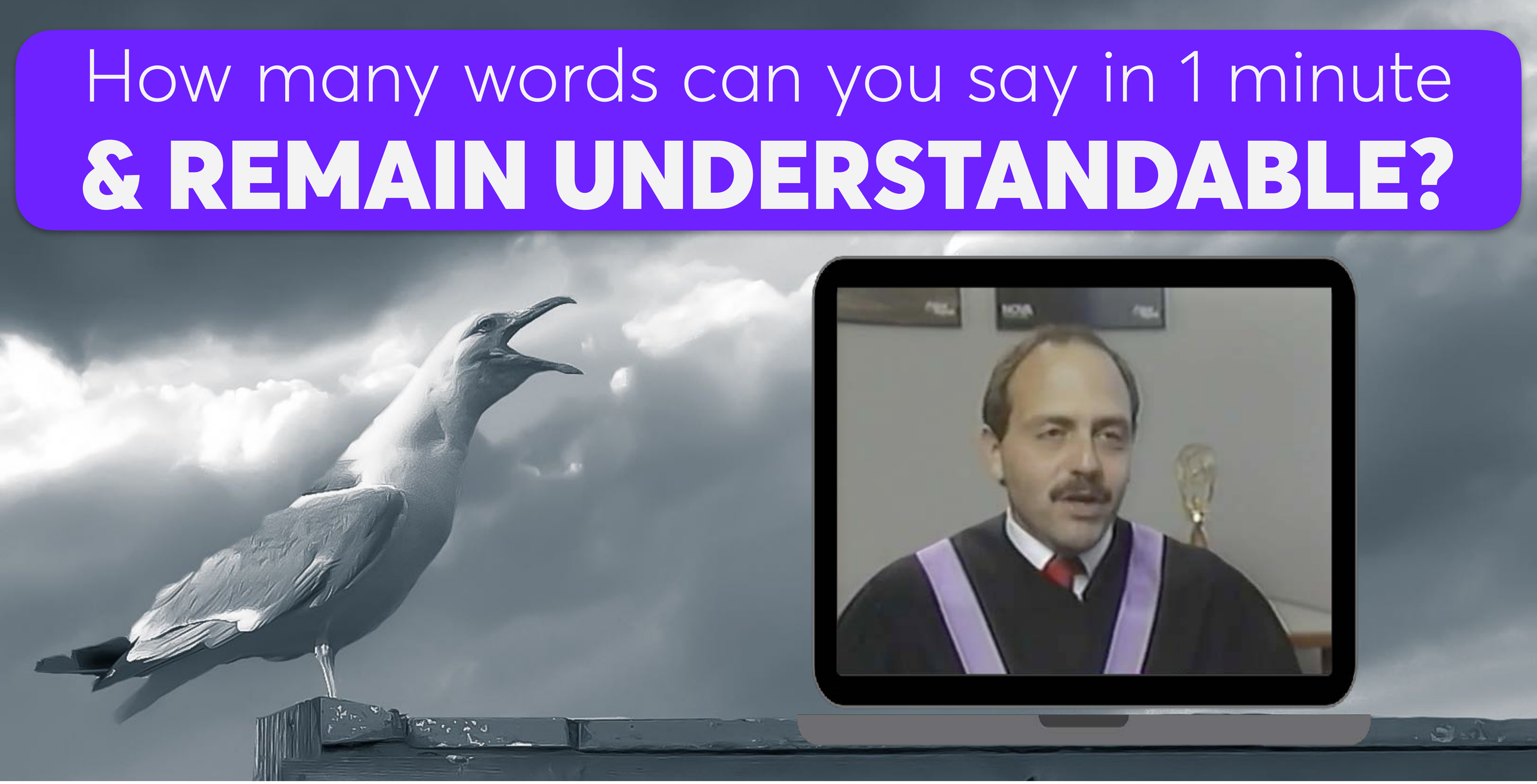


Let's talk about **SPEED**

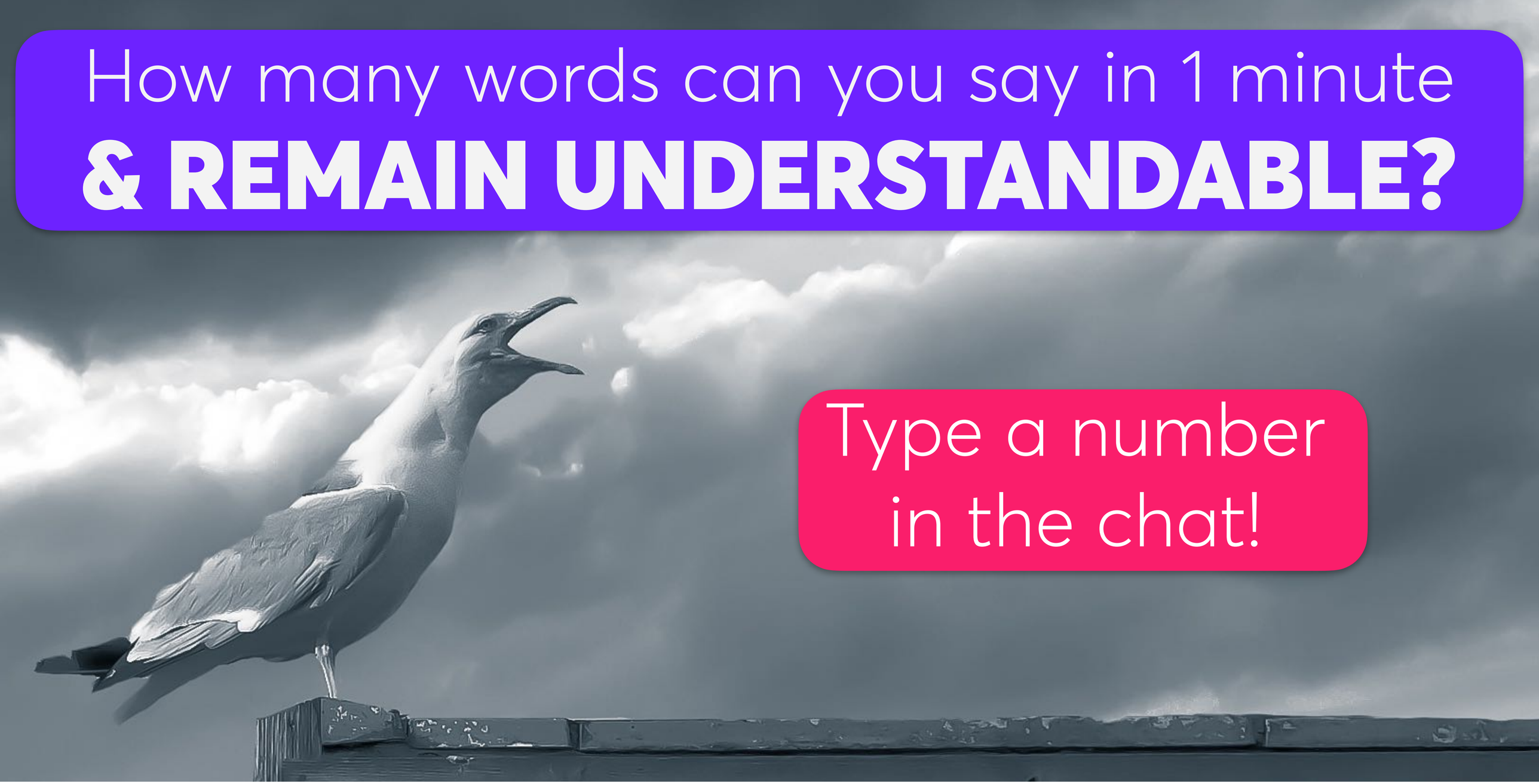
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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

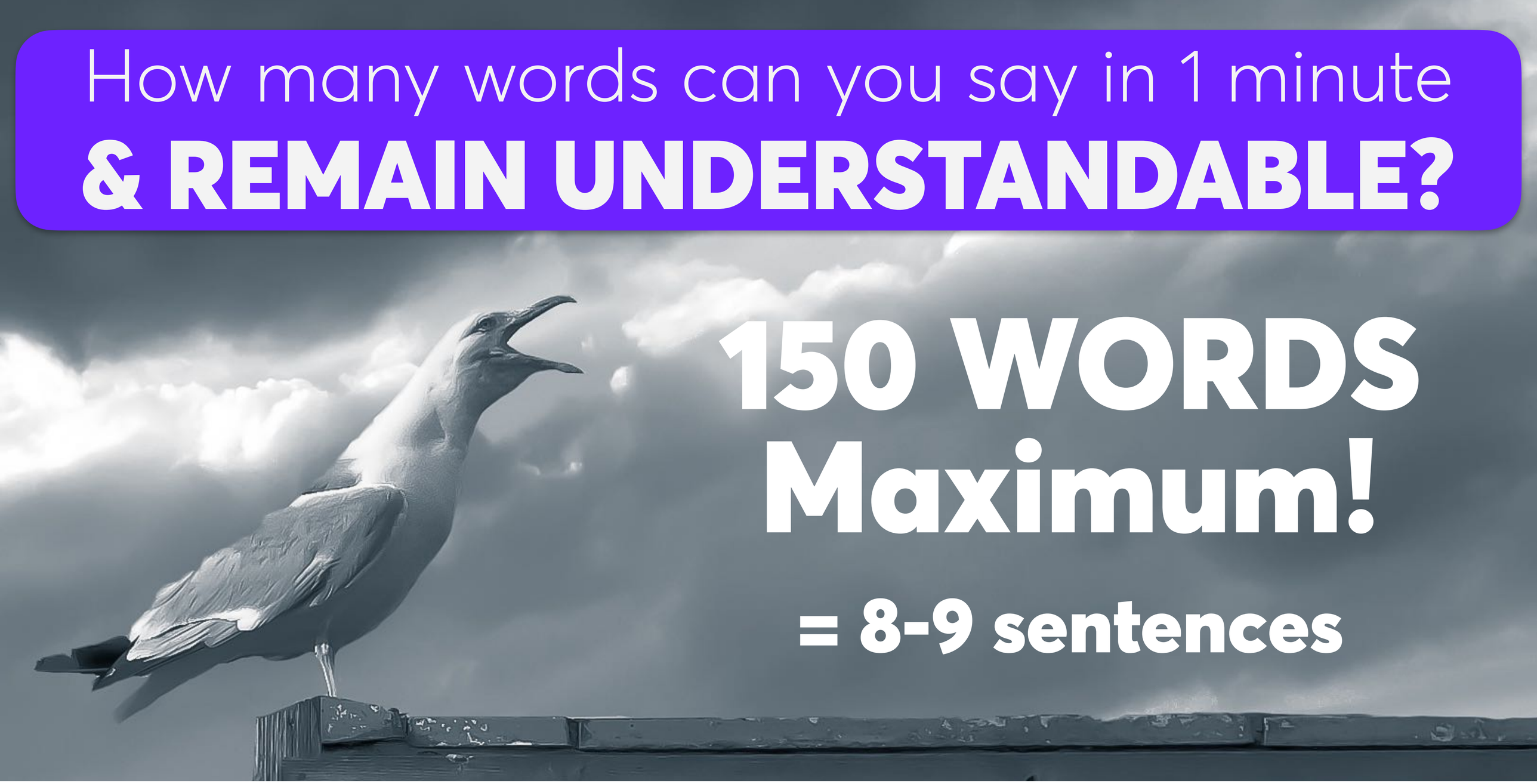


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



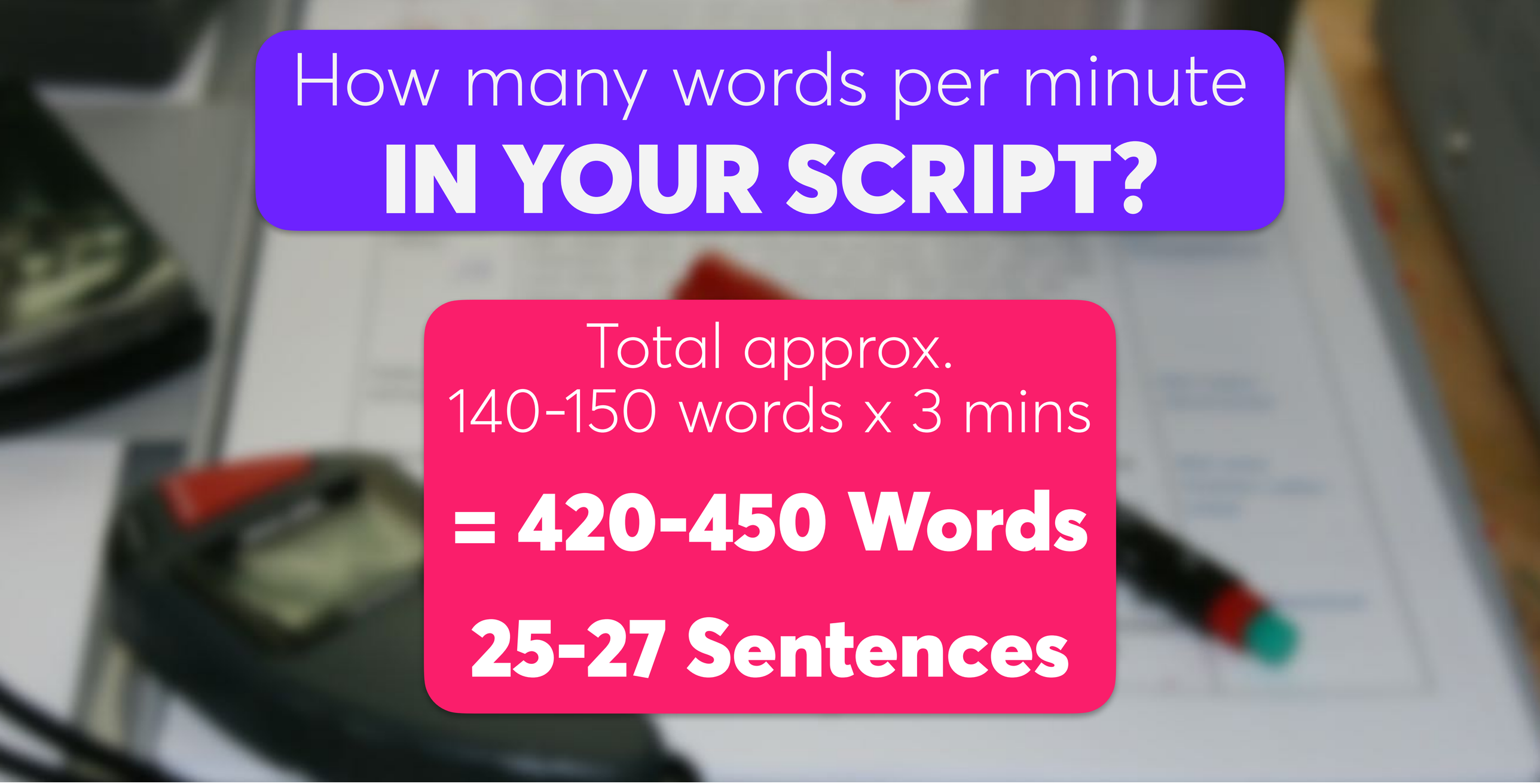
Type a number in the chat!

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



150 WORDS Maximum!

= 8-9 sentences



How many 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

Q&A

ANSWER QUESTIONS

UNDER PRESSURE



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Prepare you for your
3-MINUTE PITCH


TOOLS

The most frequent pitch
YOU WILL EVER MAKE




25 Seconds - 4 sentences
THE HANDSHAKE PITCH
The Question...
"WHAT DO YOU DO?"

25 Seconds - 4 sentences

THE HANDSHAKE PITCH

What do **you** do?

What kinds of **customers**?

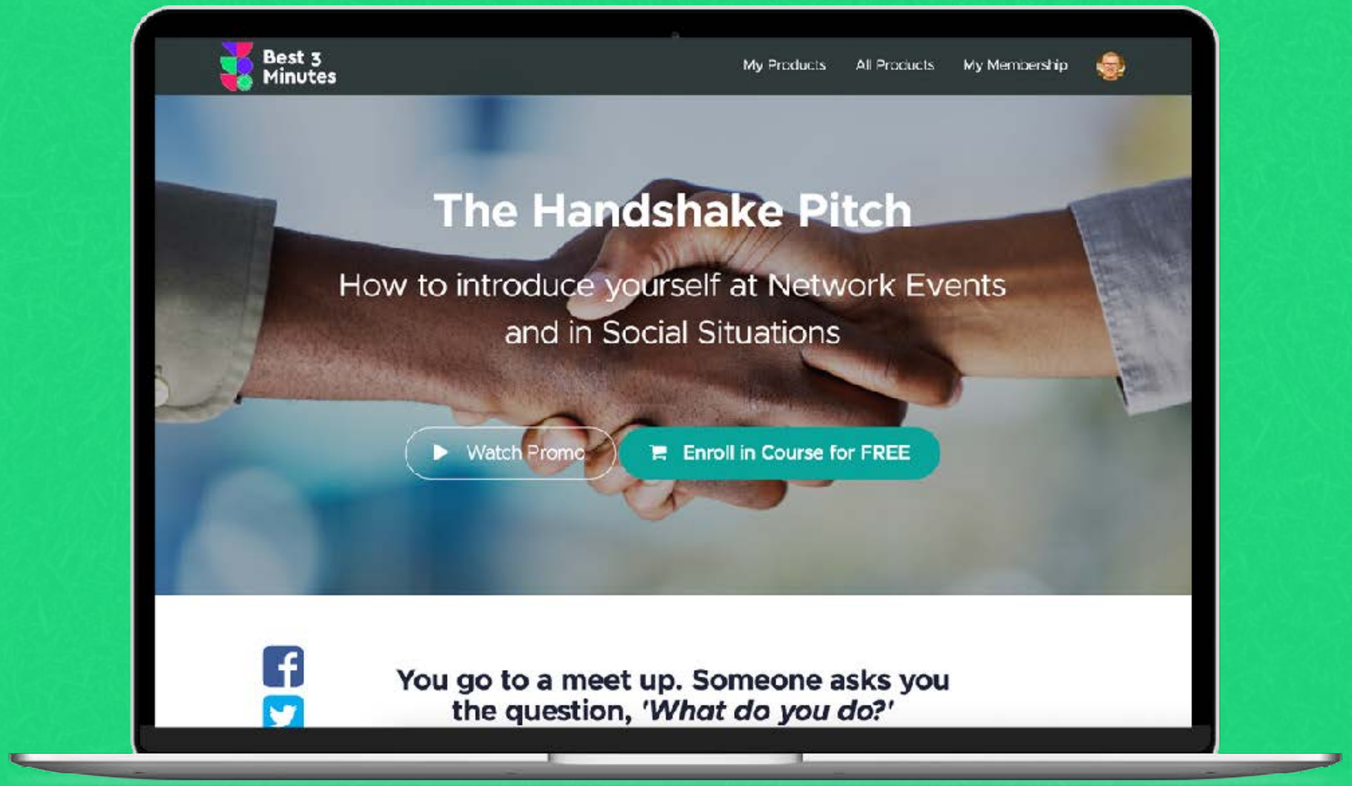
What **problems** do they face?

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

FREE

Short Online Course

YOUR INTRO PITCH



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TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

STORYLINE
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?



Make a profile of your audience

Fillable pdf downloads available

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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?

Clear Objective for this pitch

Win a Prize!

What else do you need?



WHAT'S YOUR OBJECTIVE?

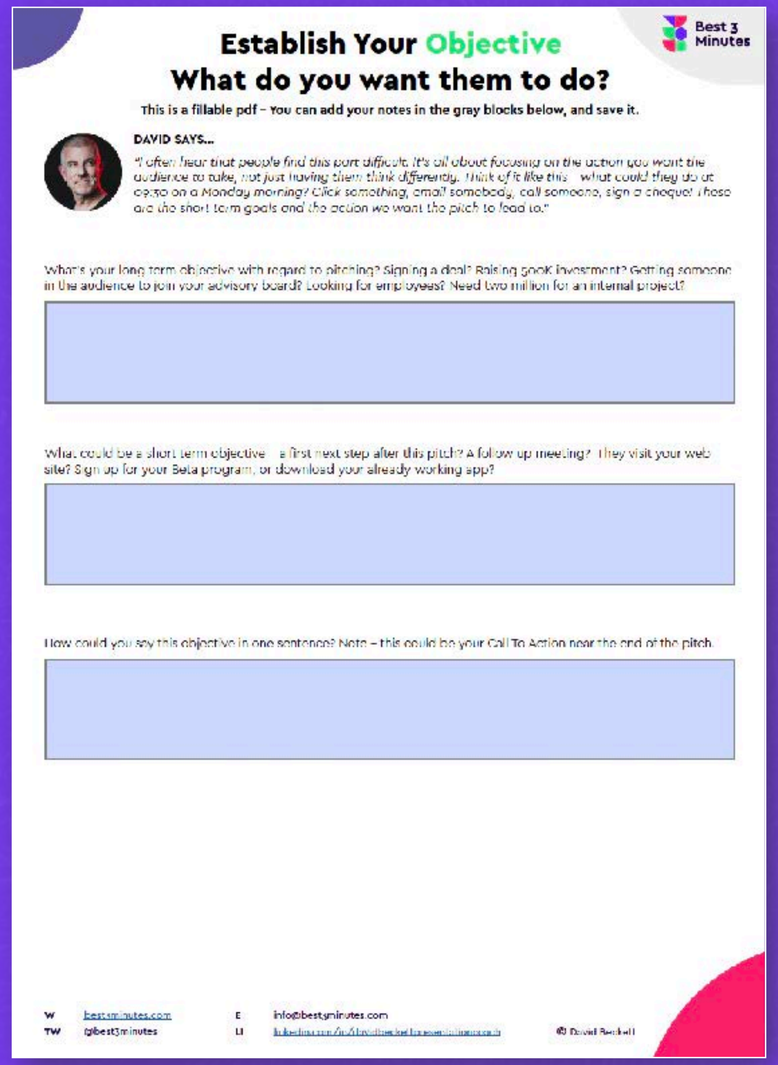
Money, advice

Agree to plan a **follow up** meeting

Provide **introductions**

Come to your **booth**

Agree to a **pilot**



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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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E info@best3minutes.com
LI [illegible]
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Write down your Objective

Fillable pdf download available

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QUESTIONS?
Please ask
IN THE CHAT!

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



STORYLINE
with Post-It Notes

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

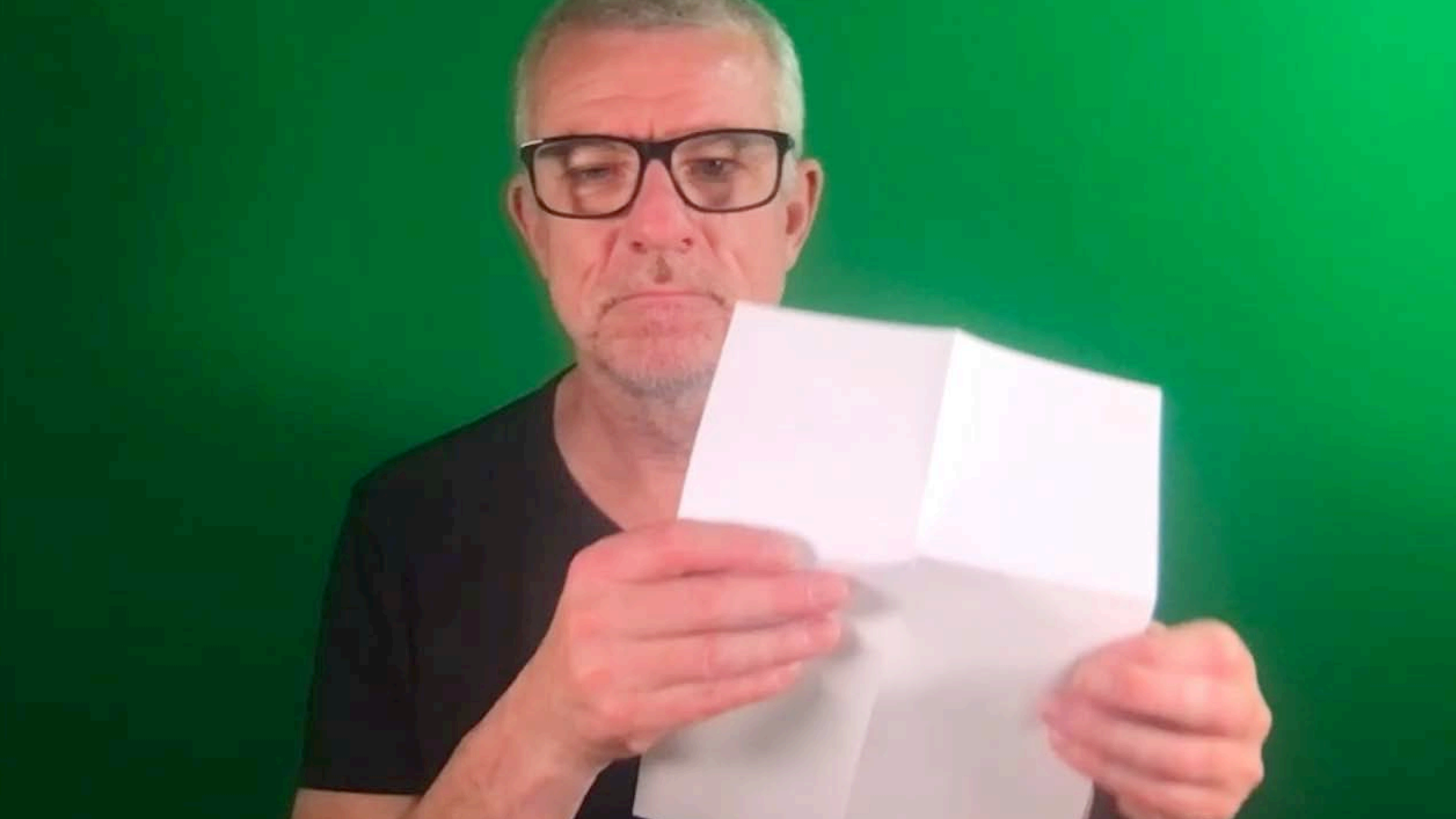



STOP!


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



Use POST-IT NOTES To Build Your Storyline





Use POST-IT NOTES To Build Your Storyline



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How do you create

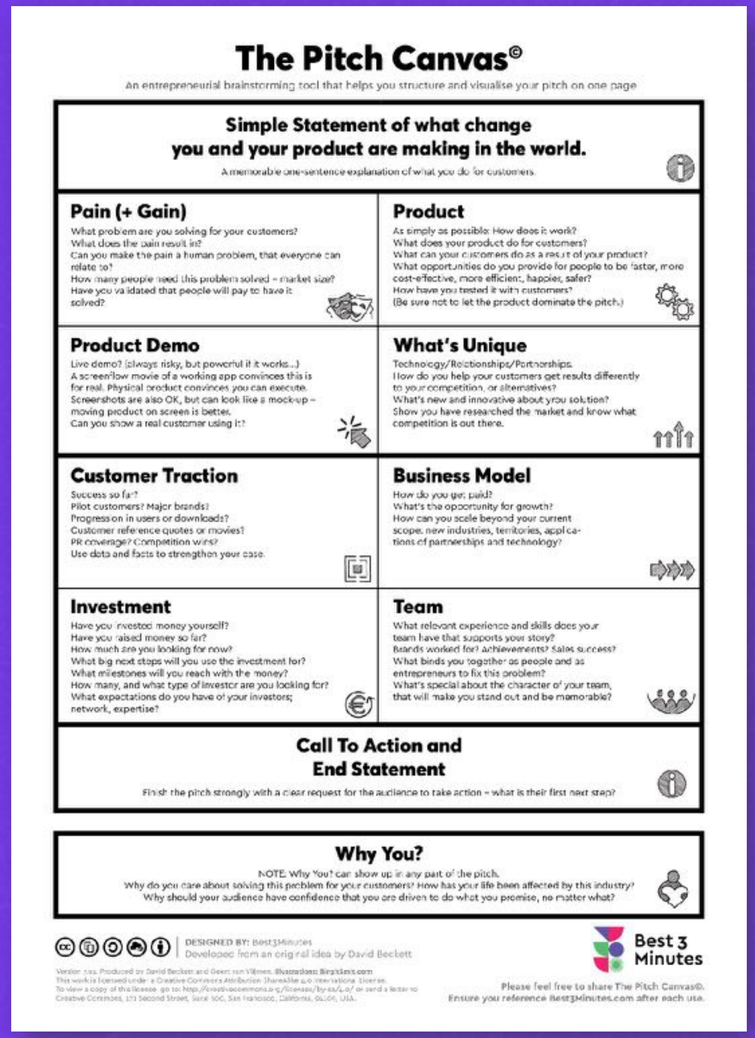
YOUR STORYLINE?

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?
Progression 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?
Boards 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©

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THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



THE ASK



THE TEAM





PAIN

What is the **problem** you solve?

The **Why** of the product

The **most important** part of **any** pitch!



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, Riyadh & Tokyo, it takes drivers over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Be specific
PUT A NUMBER ON IT



"It wastes a lot of hours"

"They have to make so many calls"



"It takes up to **72 hours**"

"They have to make up to **12 calls**"

Impact messaging

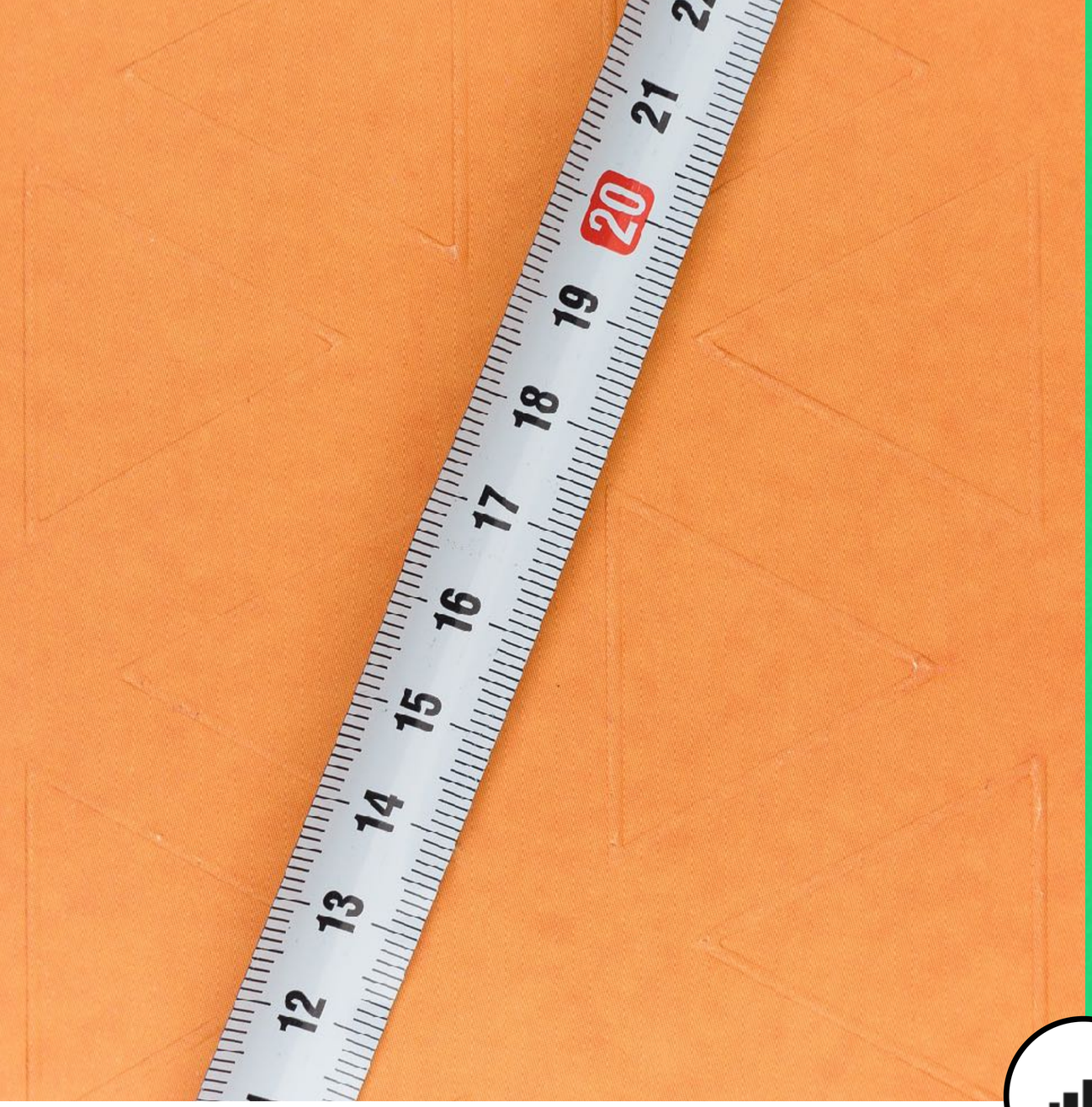
Be specific
PUT A NUMBER ON IT

"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"



MARKET SIZE: SIMPLE

A **Huge Unsolved Problem** offers an Opportunity

Keep Market Size **Simple**: 1-2 metrics



PAIN

What is the **problem** you solve?

The **Why** of the product

The **most important** part of **any** pitch!


QUESTIONS?
Please ask
IN THE CHAT!



PRODUCT

How do you **solve** the problem?

What can **customers do** as a **result** of your 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**?

Early stage **Pilots**?

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



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting**?

Commitment to Pilot?



Q:What's the most **important** thing in a **Startup**?



Q:What's the most **important** thing in a **Startup**?

A:TEAM!


And yet... you never have
ENOUGH TIME

eGym management team



Philip Roesch-Schlanderer | **CEO**
Co-Founder, 2010



Florian Sauter | **CTO**
Co-Founder, 2010



Patrick Meininger | **CFO**
eGym, 2017



Christoph Bischoff | **CRO**
eGym, 2019

Microsoft PAYCHEX ADP



Martin Fichter | **COO**
eGym, 2017

htc flex SIEMENS



John Ford | **CEO USA**
eGym, 2018

The Team

Expertise in Data, Platforms & Field Operations

Al Amin Idris • **Founder, CEO**



Al Amin leverages data to identify beneficiaries for impactful programs in Nigeria, directly impacting over 2.5 million lives.

Halima Mohammed • **Co-Founder, COO**



Halima, driven by a passion for empowering last-mile communities,

Aliyu Mukhtar Kuki • **Co-Founder, CPO**



Ali, an interior architect turned product developer, is passionately dedicated to crafting sustainable solutions for emerging markets.

Team: Founders & Executives

doctHERs



Asher Hasan - The Innovator
CoFounder/Chief Innovation Officer

- US Trained Medical Doctor/MBA (NYU)
- 2011 Asian Social Entrepreneur of the Year (WEF/SF)
- TED Fellow, MIT SOLVER,
- Former Senior Director, Medical Affairs, Amylin (CA)



Sabeen Haque - The Creative Force
CoFounder/Executive Director

- Accelerator of 200+ women-led businesses
- Social entrepreneur-in-residence: Insead
- Former VP Sales: Thomson-Reuters



Samia Dittu - The Execution-er
Head, Clinical Operations

- Medical Doctor - Family Practice
- Primary Liaison with GP/PCP Network



Komal Rizvi - The Wellness Doc
Manager, Private-Public Health Systems

- Medical Doctor
- Yoga & Zoomba dance Instructor

Mahnoor Farishta - The Angel
Corporate Development

- Oversees Business Development
- Former Analyst - Deloitte

Ting Shih
Lead Tech Partner - ClickMedix

- MIT alumnus
- Cartier Innovation Award Winner

Tanzeela Khan - The Silent Assassin
Project Manager



Salima Mohsin - The Pain Reliever
Head, Patient Care Coordination Team

- Nurse - MBA in HealthCare Management
- Leads team of nurses

Pick out 2-3

MEMORABLE POINTS





TEAM

Who will make it happen?

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



TEAM

Character?

Driven by the same **purpose**?

Young and **Hungry**?
Experienced and ready for **new** challenges?

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION

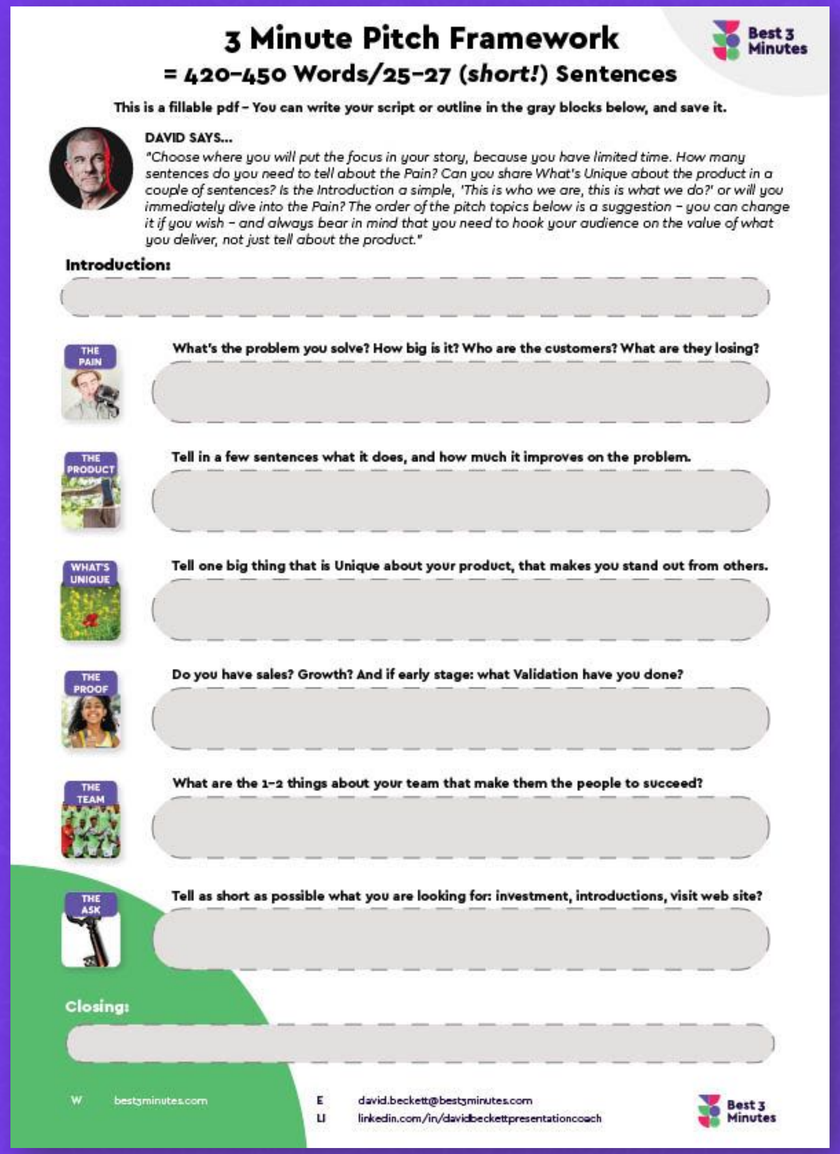


THE ASK



THE TEAM





3 Minute Pitch Framework

= 420–450 Words/25–27 (*short!*) Sentences

Best 3 Minutes

This is a fillable pdf – You can write your script or outline in the gray blocks below, and save it.

DAVID SAYS...

"Choose where you will put the focus in your story, because you have limited time. How many sentences do you need to tell about the Pain? Can you share What's Unique about the product in a couple of sentences? Is the Introduction a simple, "This is who we are, this is what we do?" or will you immediately dive into the Pain? The order of the pitch topics below is a suggestion – you can change it if you wish – and always bear in mind that you need to hook your audience on the value of what you deliver, not just tell about the product."

Introduction:

THE PAIN

What's the problem you solve? How big is it? Who are the customers? What are they losing?

THE PRODUCT

Tell in a few sentences what it does, and how much it improves on the problem.

WHAT'S UNIQUE

Tell one big thing that is Unique about your product, that makes you stand out from others.

THE PROOF

Do you have sales? Growth? And if early stage: what Validation have you done?

THE TEAM

What are the 1–2 things about your team that make them the people to succeed?

THE ASK

Tell as short as possible what you are looking for: investment, introductions, visit web site?

Closing:

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3-Minute Pitch Framework

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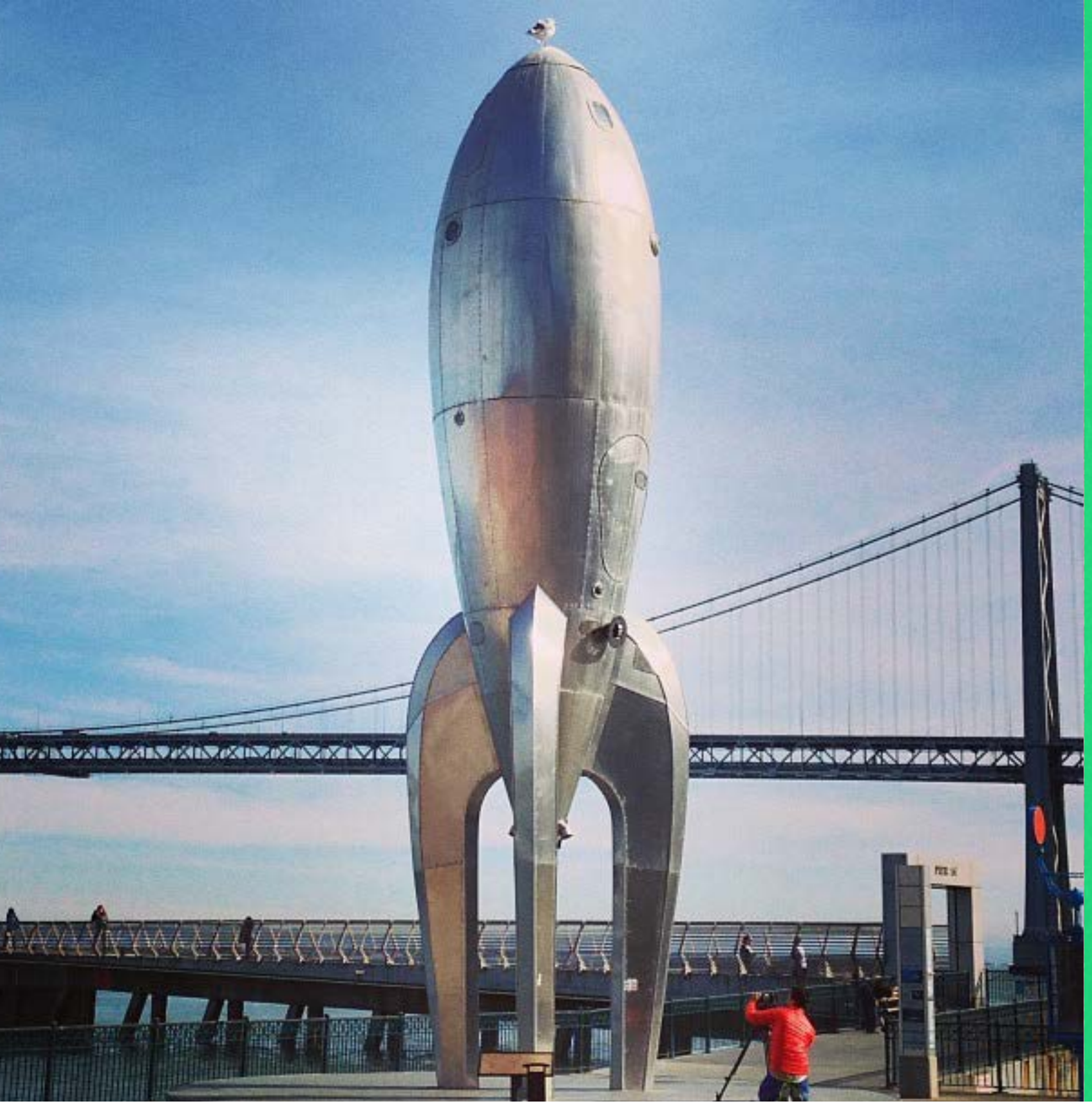
QUESTIONS?
Please ask
IN THE CHAT!


Make the first word count
OPEN POWERFULLY



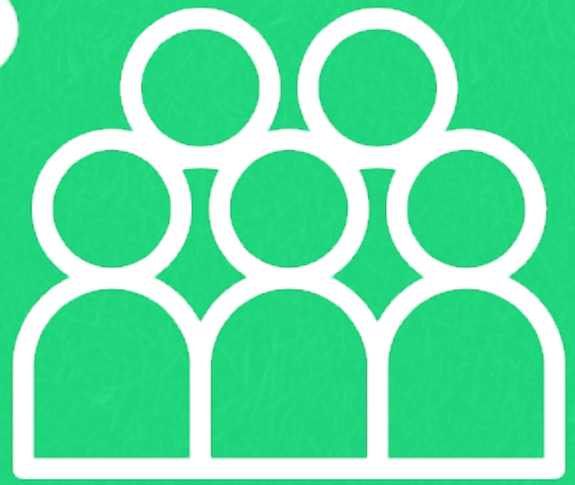
The first 20 seconds buys

ATTENTION

Is this person ***professional****?*

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

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





A professionally planned opening from
The Great Bubble Barrier


POSTCODE
LOTTERY
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018

Quantify
THE PROBLEM



mobypark

The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

Simply

BE PROFESSIONAL

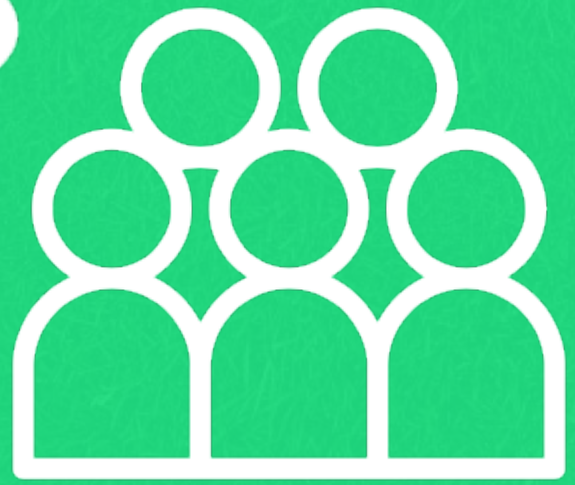
SADDL



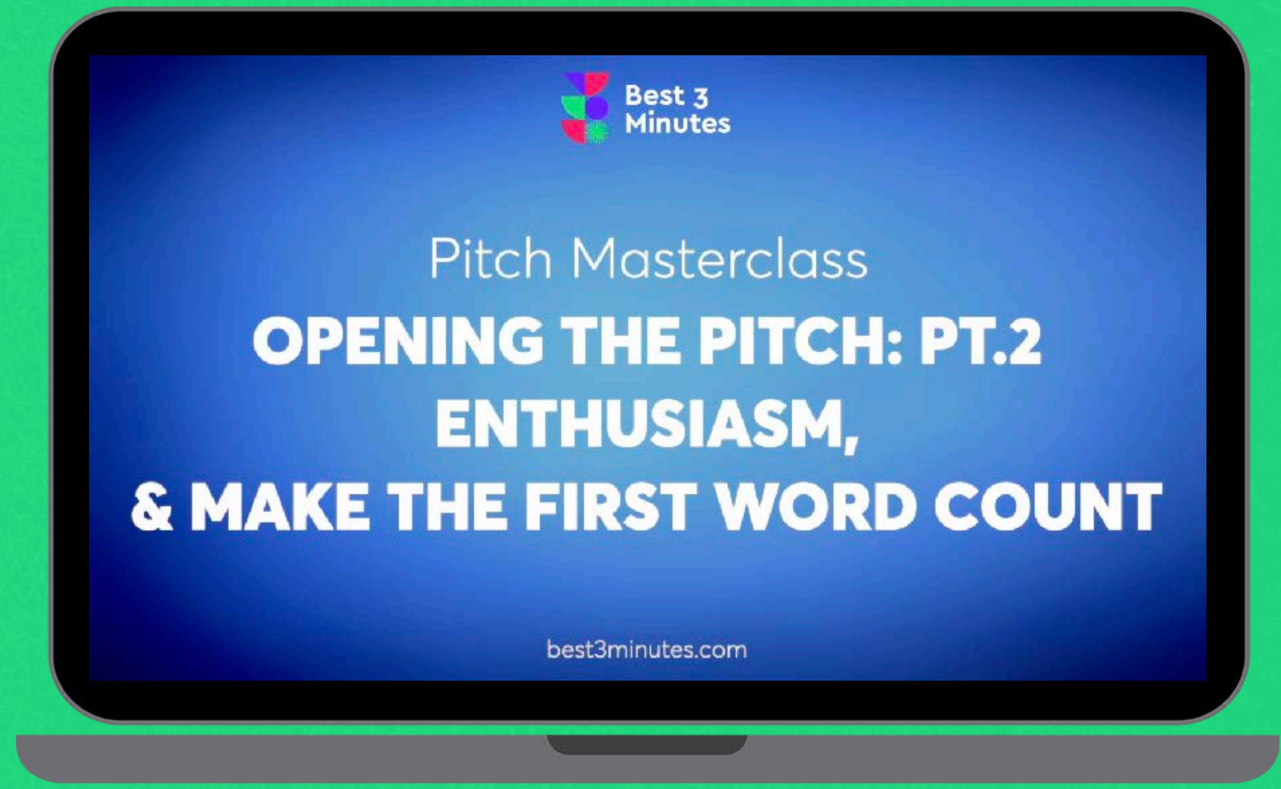
Is this person ***professional****?*

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

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







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Making your story

FOCUSED & MEMORABLE

The Power of THREE



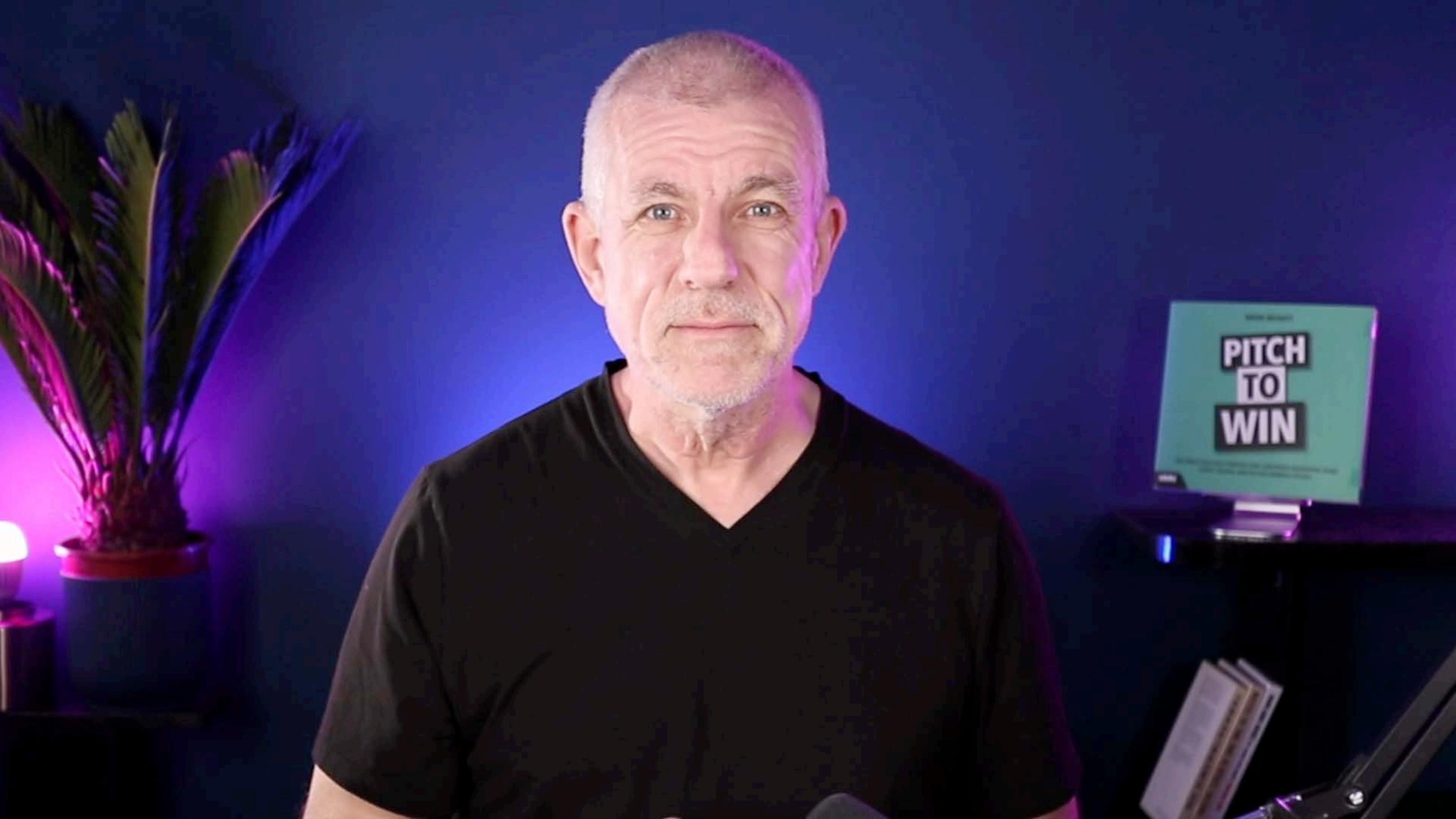
What happens if I say…

“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


You have a big impact
WITH YOUR VOICE



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




Give some **AIR** around
THE IMPORTANT POINTS



The **No.1** way to
RESET AUDIENCE ATTENTION?



Raise a Rhetorical Question

(A question you answer yourself)

Statement versus

RHETORICAL QUESTION

That's the problem, here's the solution we propose...

That's the problem: what's the solution we propose?



Best way to improve body language?

FILM YOURSELF PITCHING


QUESTIONS?
Feel free to
STAY ON THE CALL AT THE END

Pitch tools and

RESOURCES







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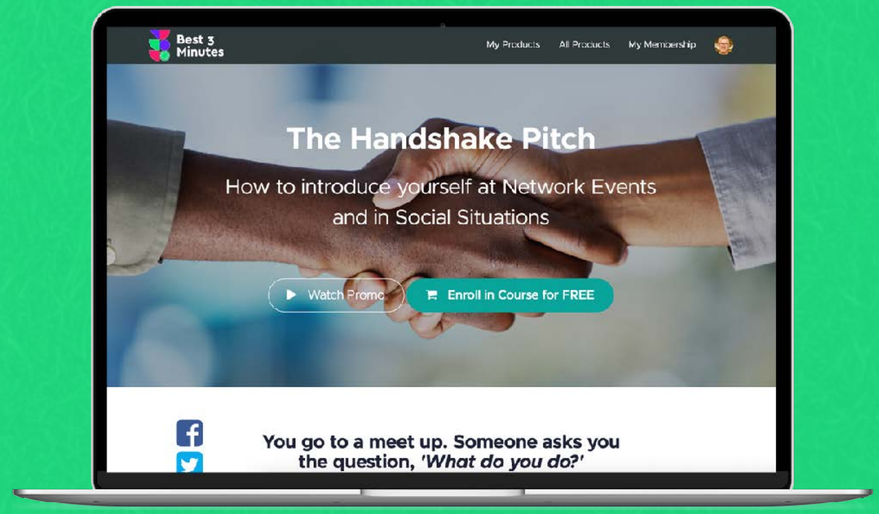

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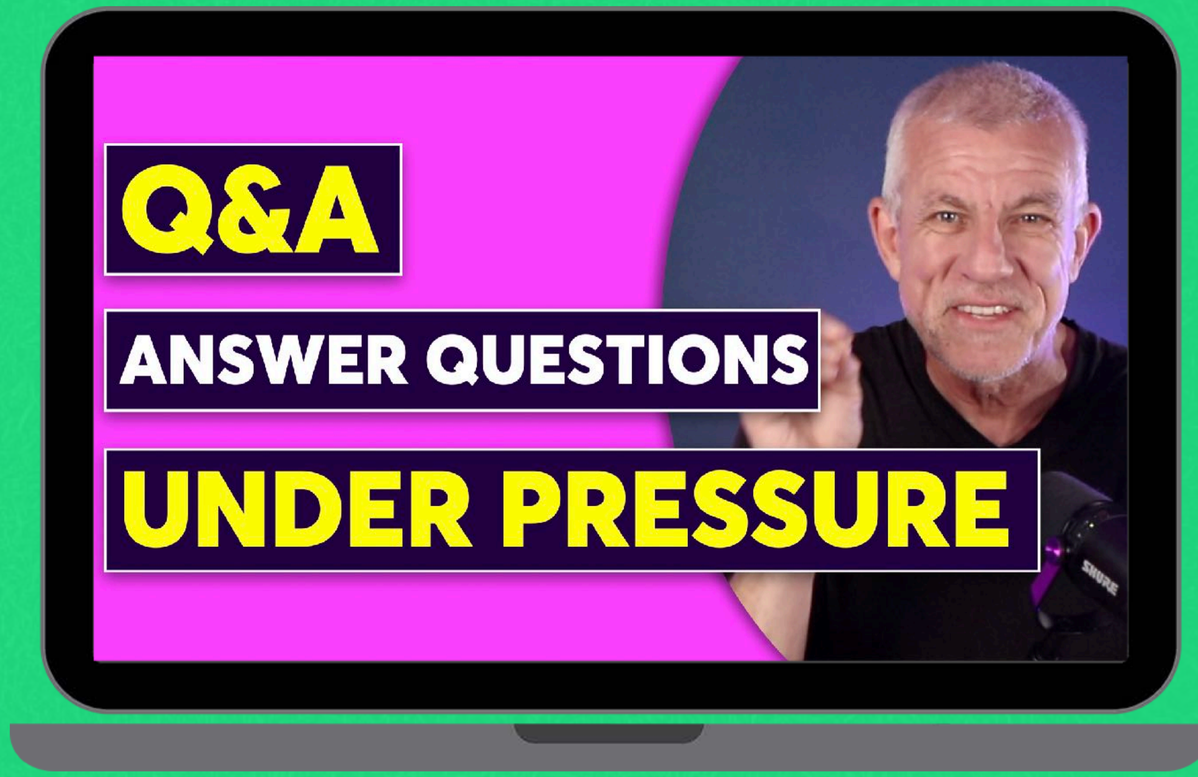
Podcast



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