



Linked in

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

David Beckett

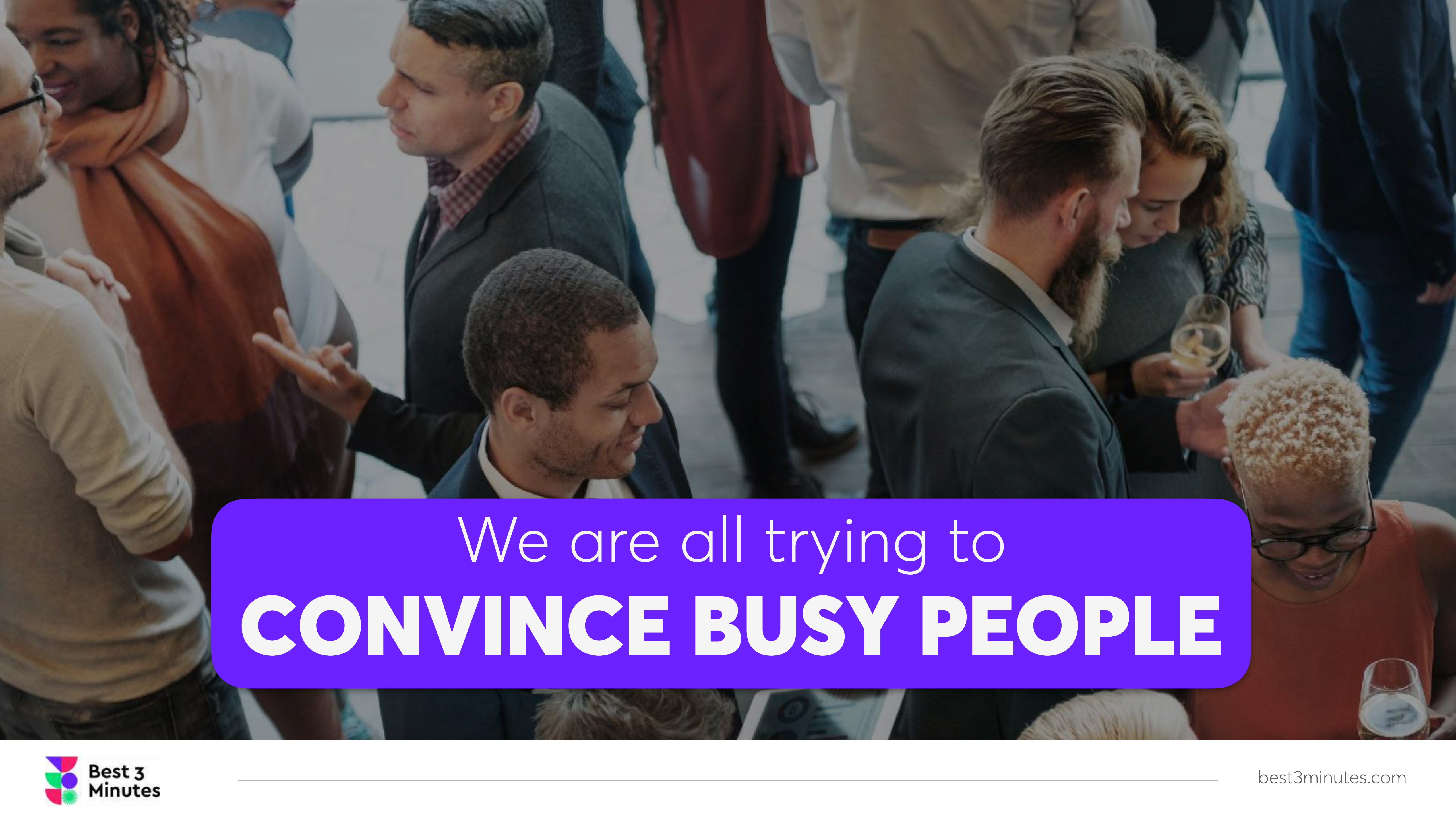
best3minutes.com



Best 3
Minutes

Coached 3000+ Startups & Scaleups
RAISED OVER €500MILLION



A diverse group of people in a social setting, possibly a networking event or conference. In the foreground, a man with a beard and a woman are looking at a tablet. Other people are visible in the background, some holding drinks. A large purple rounded rectangle is overlaid on the image, containing white text.

We are all trying to
CONVINCE BUSY PEOPLE

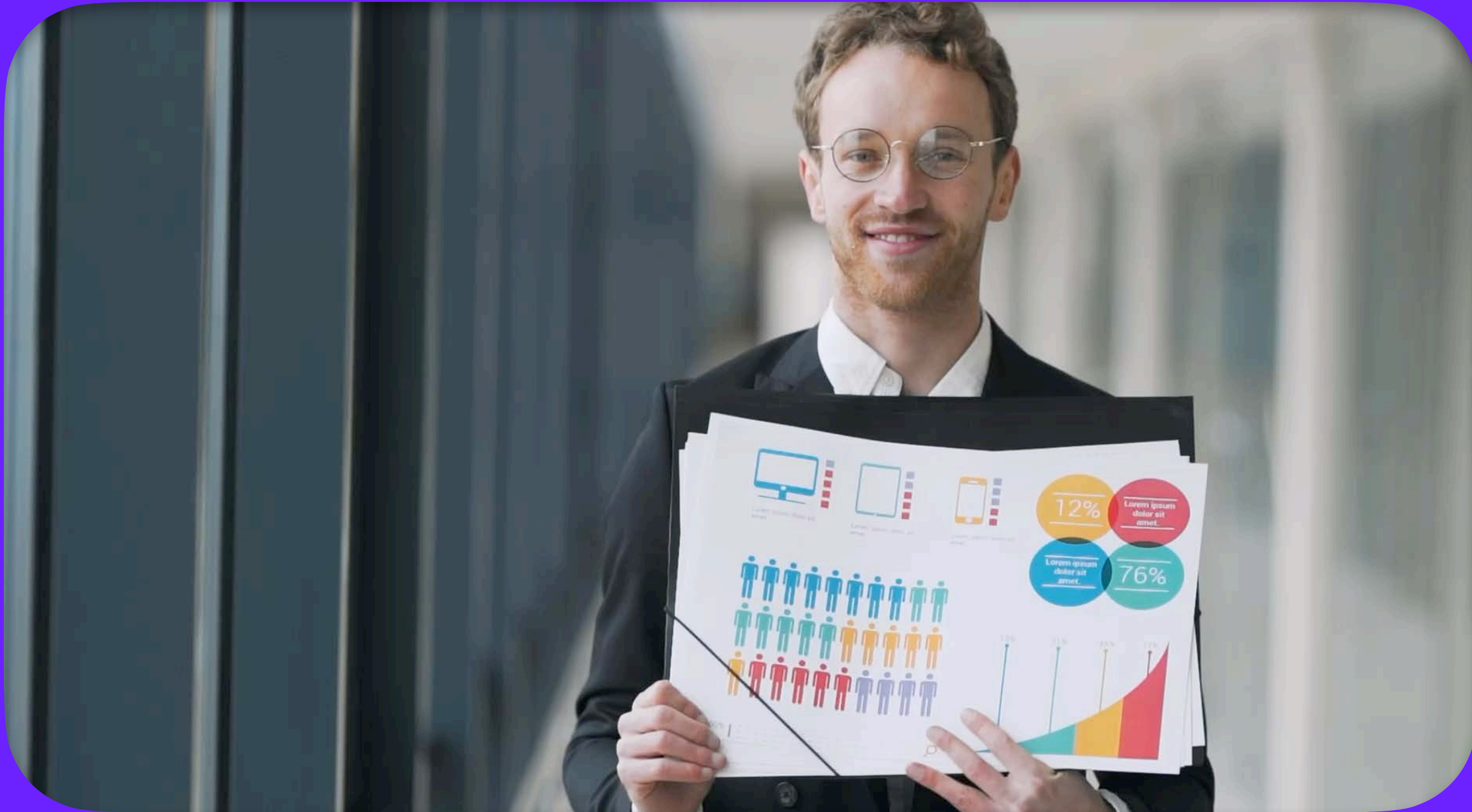
The Pitcher



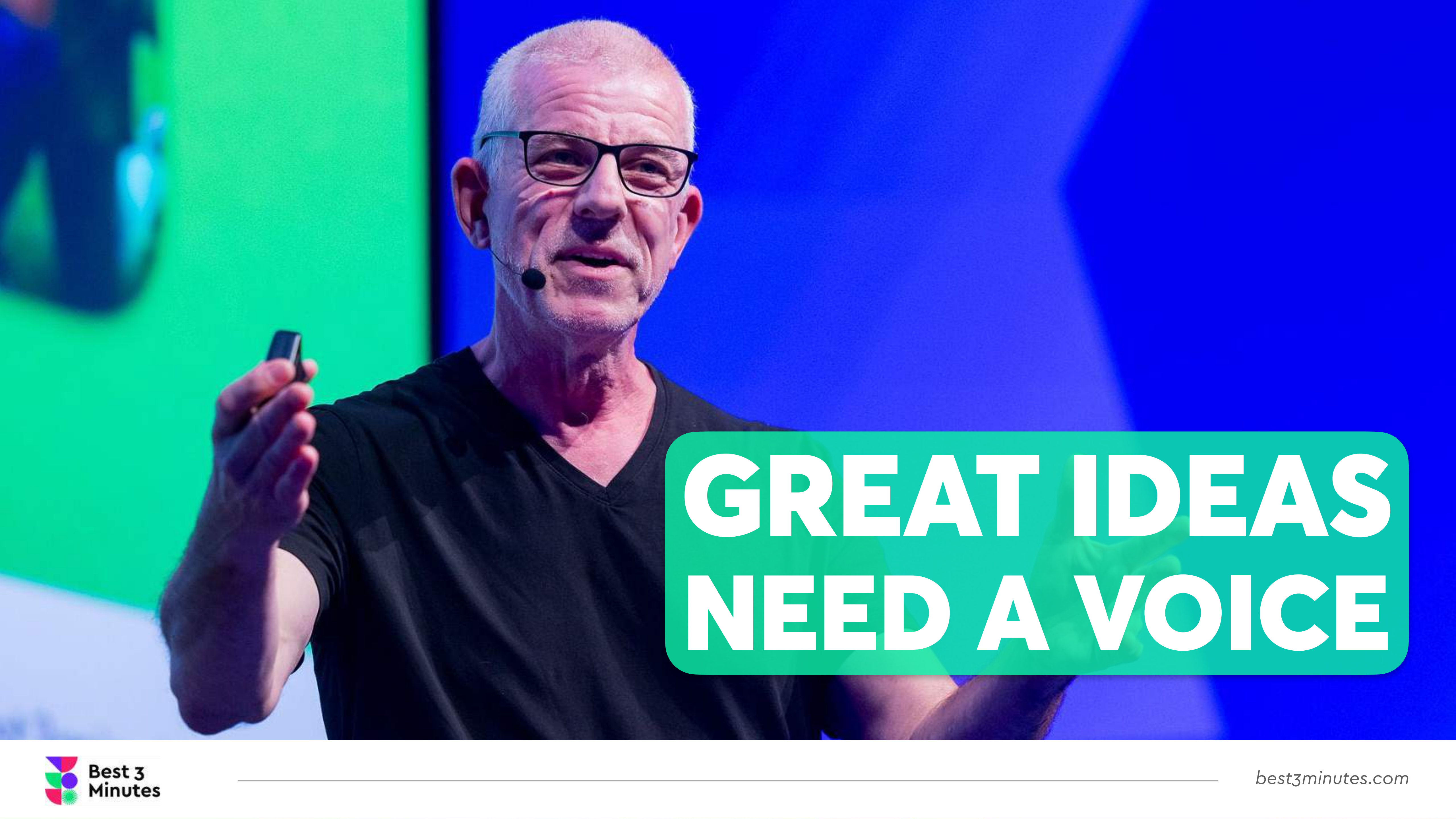
The Listener







Long Story **SHORT**

A man with short grey hair and glasses is speaking on a stage. He is wearing a black V-neck shirt and has a small microphone clipped to his shirt. He is holding a small black object in his right hand. The background is a bright blue wall with a large green screen on the left side. The text "GREAT IDEAS NEED A VOICE" is overlaid on the right side of the image in a large, bold, white font.

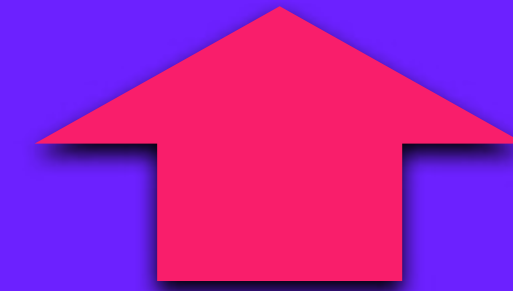
**GREAT IDEAS
NEED A VOICE**



This is a
DO
workshop
not just a think session



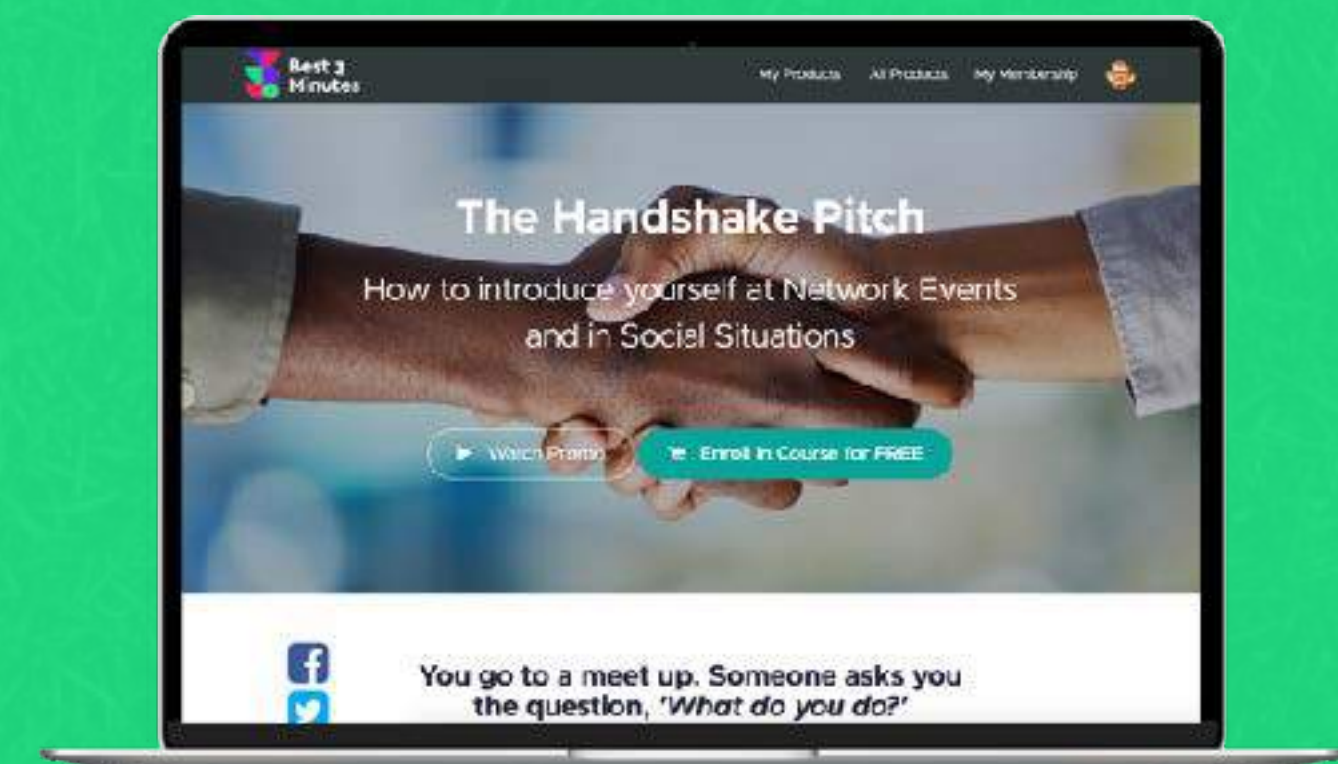
ACTION STEP

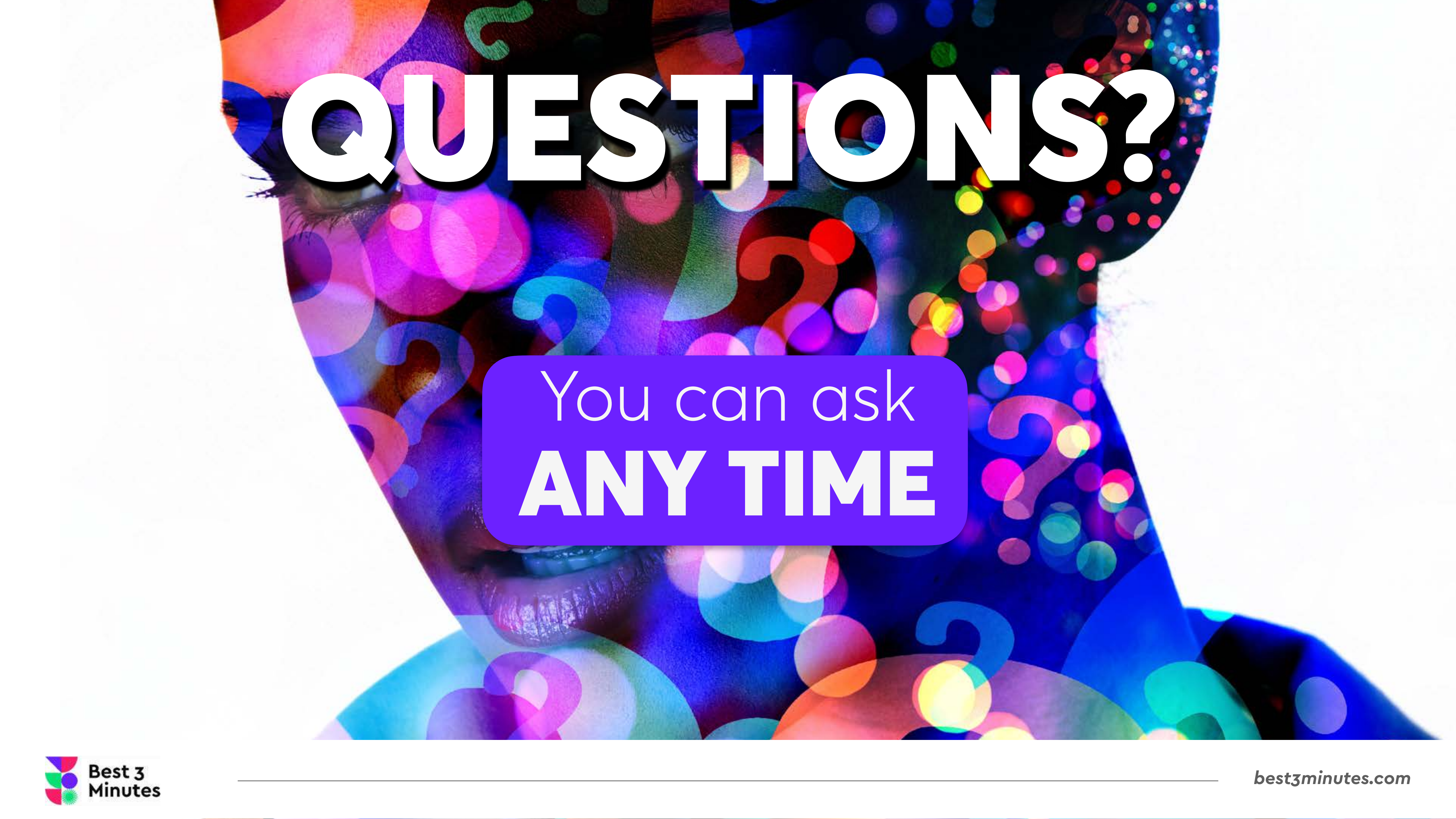


this means
I'm going to ask you
to do something!

You will receive

SLIDES AND MANY MATERIALS



A woman's face is shown in profile, facing left. The face is filled with a vibrant, abstract pattern of colorful bokeh (pink, blue, green, yellow) and several large, stylized question marks in various colors. The background is white.

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!



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!



Who are we pitching to?



Why are we pitching?



What should we pitch?

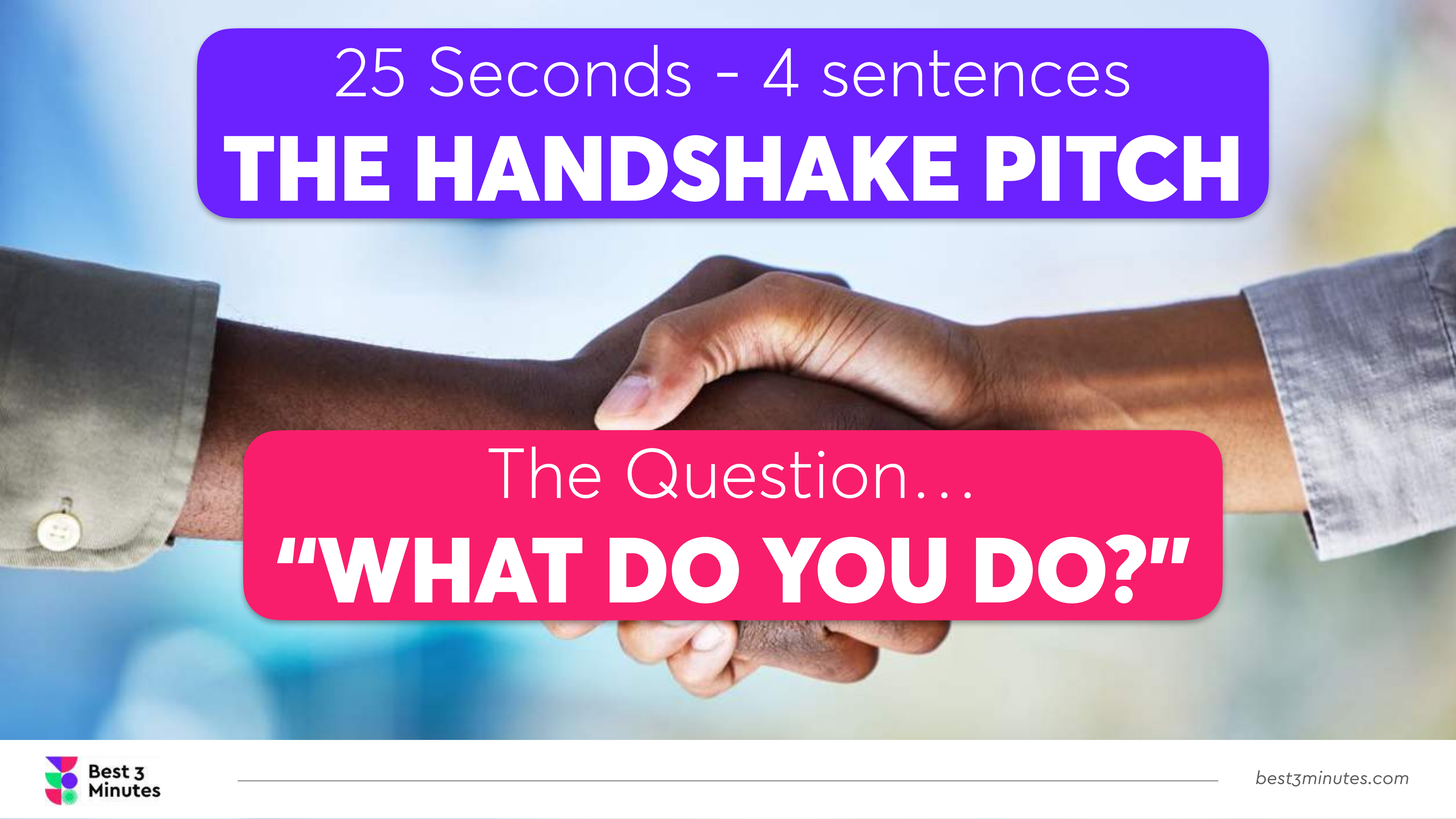
A detailed photograph of a workshop wall covered in numerous old, rusty tools. The tools are organized in rows, including various types of hammers, wrenches, pliers, and saws. The wall is made of white-painted wooden planks. A large, dark blue rounded rectangle is superimposed over the center of the image, containing the word 'TOOLS' in white, bold, sans-serif capital letters.

TOOLS

The most frequent pitch **YOU WILL EVER MAKE**







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**



Someone who **doesn't know**
much about your business



They ~~understand~~
EVERYTHING...?

The basis of **ANY GREAT PITCH**



Someone who **doesn't know**
much about your business



They ask
Questions

ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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





ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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

How to talk about **CUSTOMER PAINS**

"What they are struggling with is..."

"They are losing money
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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ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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





ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

5

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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

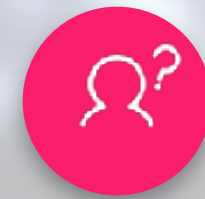
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FEEDBACK



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

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



FEEDBACK



Which **ONE** thing stood out as memorable?



Which **ONE** thing did you **NOT** understand?



One **FRIENDLY** piece of advice for improvement

ACTION STEP

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25 seconds, 4 sentences

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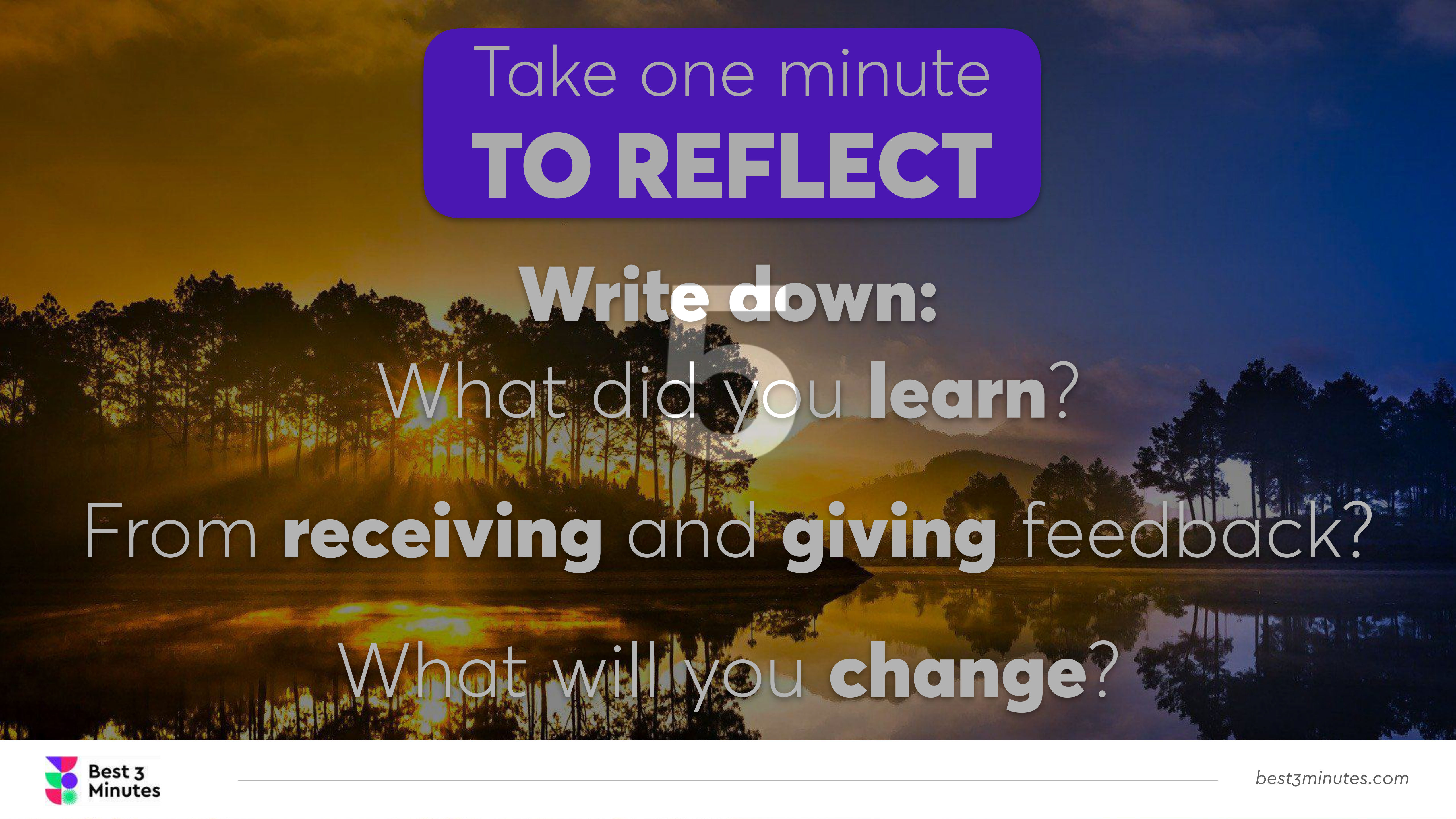
Take one minute
TO REFLECT

Write down:

What did you **learn**?

From **receiving** and **giving** feedback?

What will you **change**?



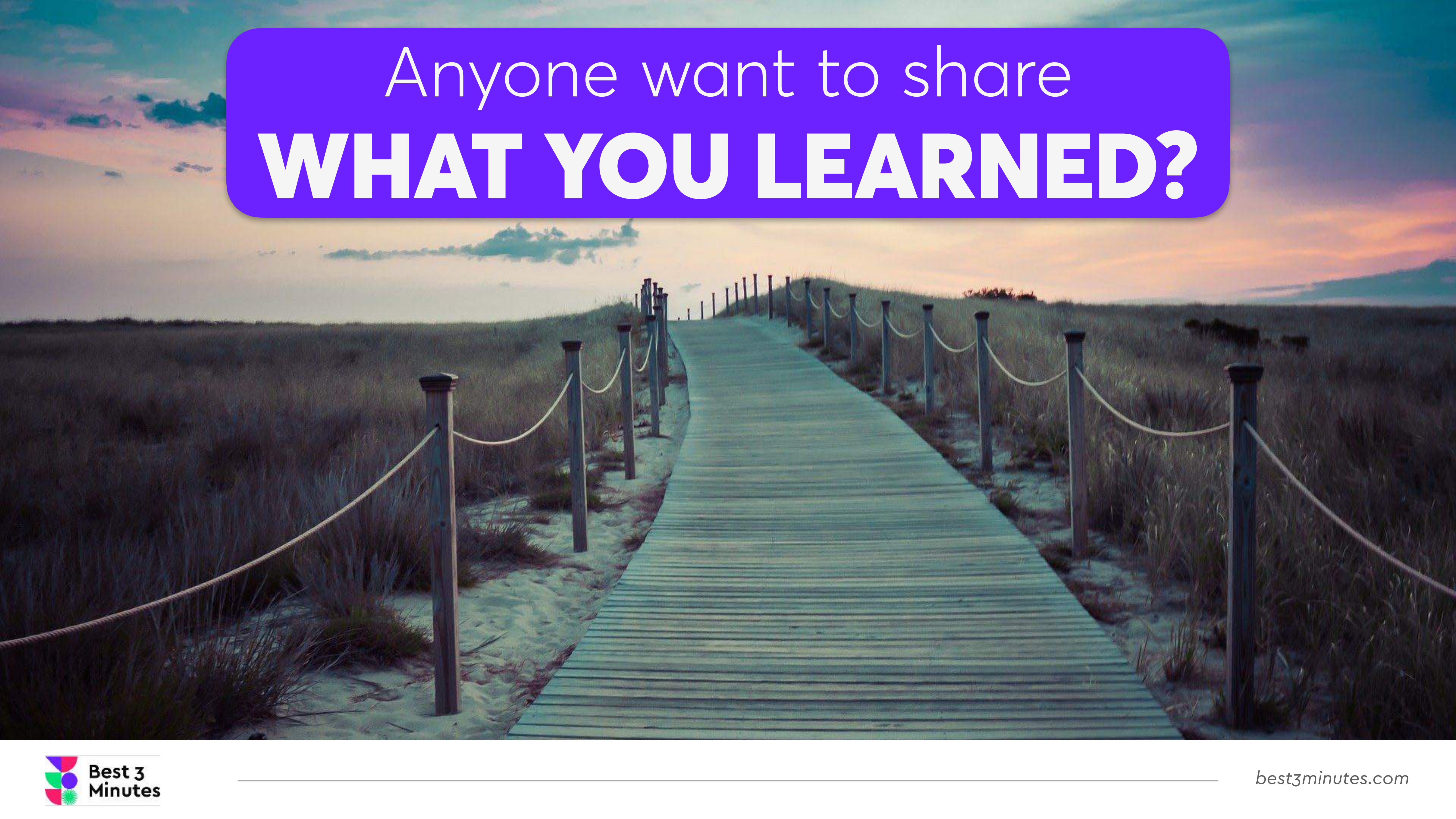
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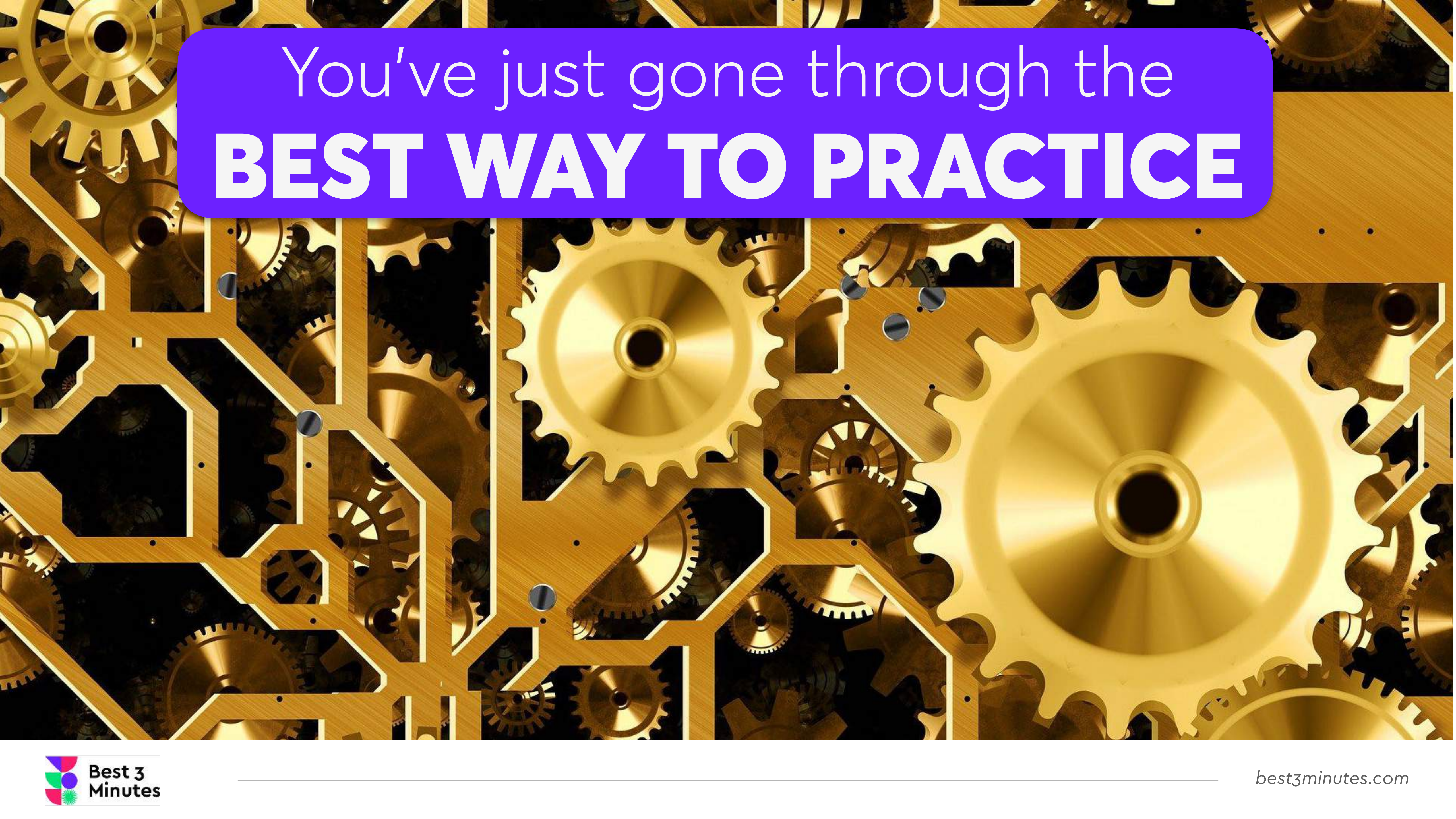
What did you **learn**?

From **receiving** and **giving** feedback?

What will you **change**?

A wooden boardwalk with rope railings leads through a grassy field at sunset. The sky is a mix of orange, pink, and blue, with some clouds. The boardwalk is made of wooden planks and is flanked by tall grass. The rope railings are made of thick, light-colored rope. The boardwalk leads towards the horizon, where the sun is setting.

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



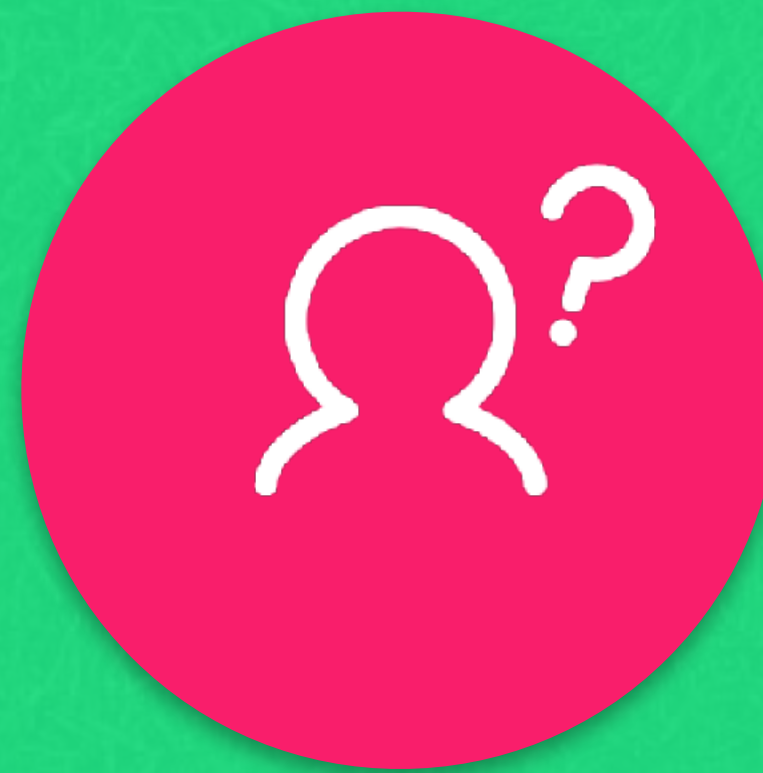
GET FEEDBACK



GET FEEDBACK



**What
stood out?**



**What did you
not understand?**



**Friendly advice
for improvement**

Prepare you for your
4-MINUTE PITCH

Round 1: **No** Q&A
Final: **4 mins** Q&A

Q&A

ANSWER QUESTIONS

UNDER PRESSURE



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The background of the entire slide is a dense, overlapping collage of numerous analog clocks. The clocks have various colored faces (pink, blue, green, yellow, white) and hands, creating a sense of time and urgency.

Prepare you for
ANY TIME-PRESSURED PITCH

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?



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

**150 WORDS
Maximum!**
= approx 9 sentences



How many words per minute
IN YOUR SCRIPT?

4 Minutes =
560-600 Words
33-36 Sentences



143
Words/min





TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model



The Open-3-Close© Pitch Model

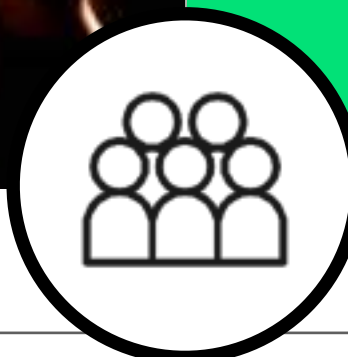


Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do
they **CARE**
about?



Pitching Sessions Guidelines TBB2024

16 and 17 October 2024. CCIB Barcelona, Spain

Pitch Guidelines issued by the organisation

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Make a profile of your Audience
Investor Edition

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

What investments have they made already? Technology industries, marketplaces? Check their website to find out, write down 3-5 things about where they put their money.

What do they say on their website about their interests? Technologies, macro trends, etc. Check <https://www.innoenergy.com/en/our-approach>

What does the investor's team look like? Are they technical, creative, or more focused on numbers and data?

Does anyone in the investor's team have a blog? A video post on LinkedIn? If you can connect with them, say your blog about your post on LinkedIn better chance of connection.

Do they have any goals or mission statements at focused on 2024 financial results?

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
General Edition

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 previous 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

best3minutes.com/innoenergy25

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 in 1 minute what you want the audience **to do** as a result of the pitch

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



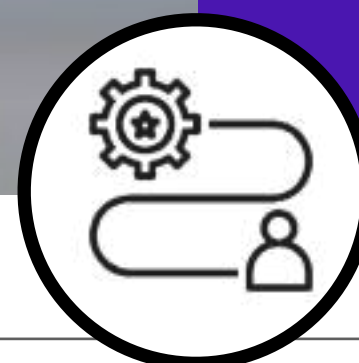


5

ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

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



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 9:30 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 bank 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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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?

How long will **YOU** spend preparing presentations?

38 MONTHS 🤨



...of your working life



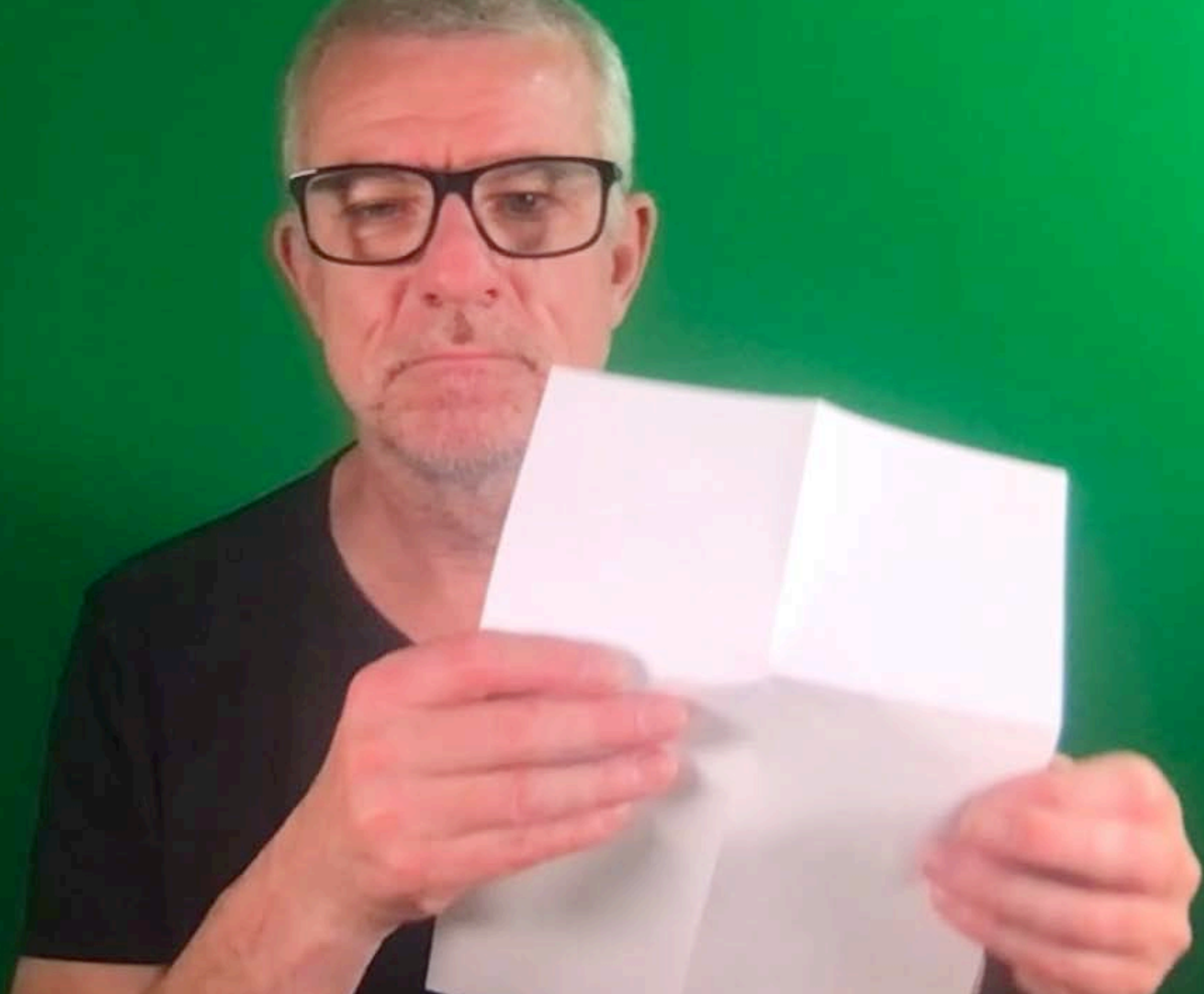
STOP!

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



Pitch Masterclass

**BUILD YOUR
PITCH STORYLINE CREATIVELY
USING POST-IT NOTES**

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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?
Progress on in users or downloads?
Customer reference quotes or movies?
PR coverage? Competition wins?
Use dots 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?
Awards won? 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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Ensure you reference best3minutes.com after each use.

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THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



THE IMPACT



BUSINESS MODEL



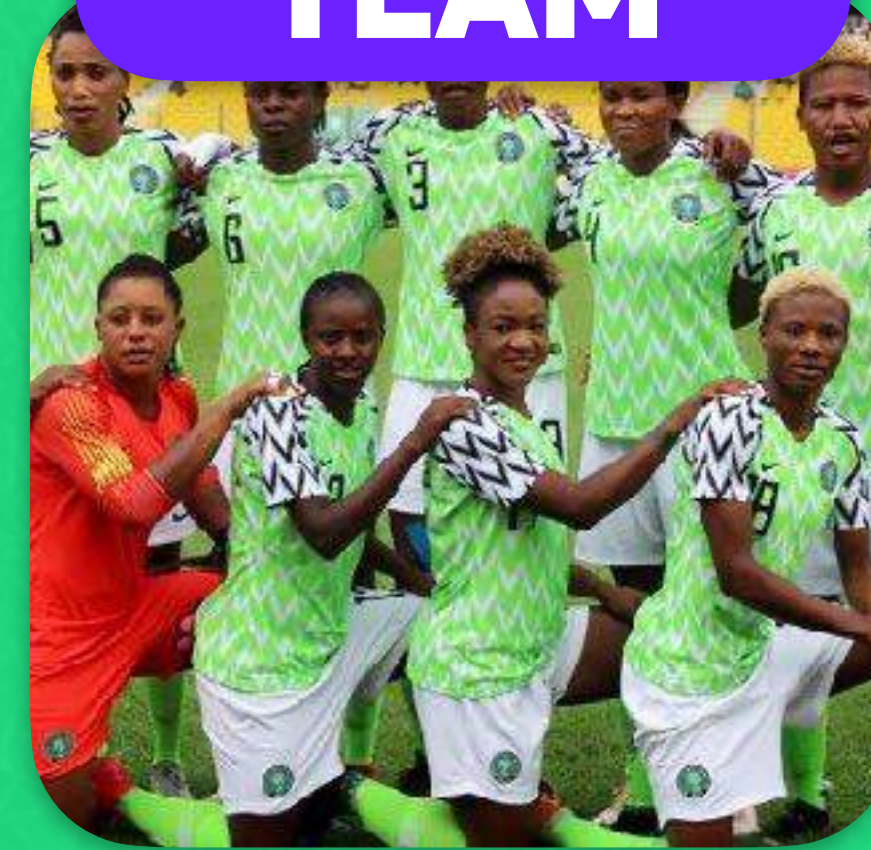
THE FINANCIALS



THE ASK/ INVESTMENT



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, New York & Eindhoven, it takes over **300 Million** 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



"It creates a lot
of CO₂"

"There is too much
energy inefficiency"



"It creates
X Million Tonnes CO₂"

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

Be specific
PUT A NUMBER ON IT

nuventura

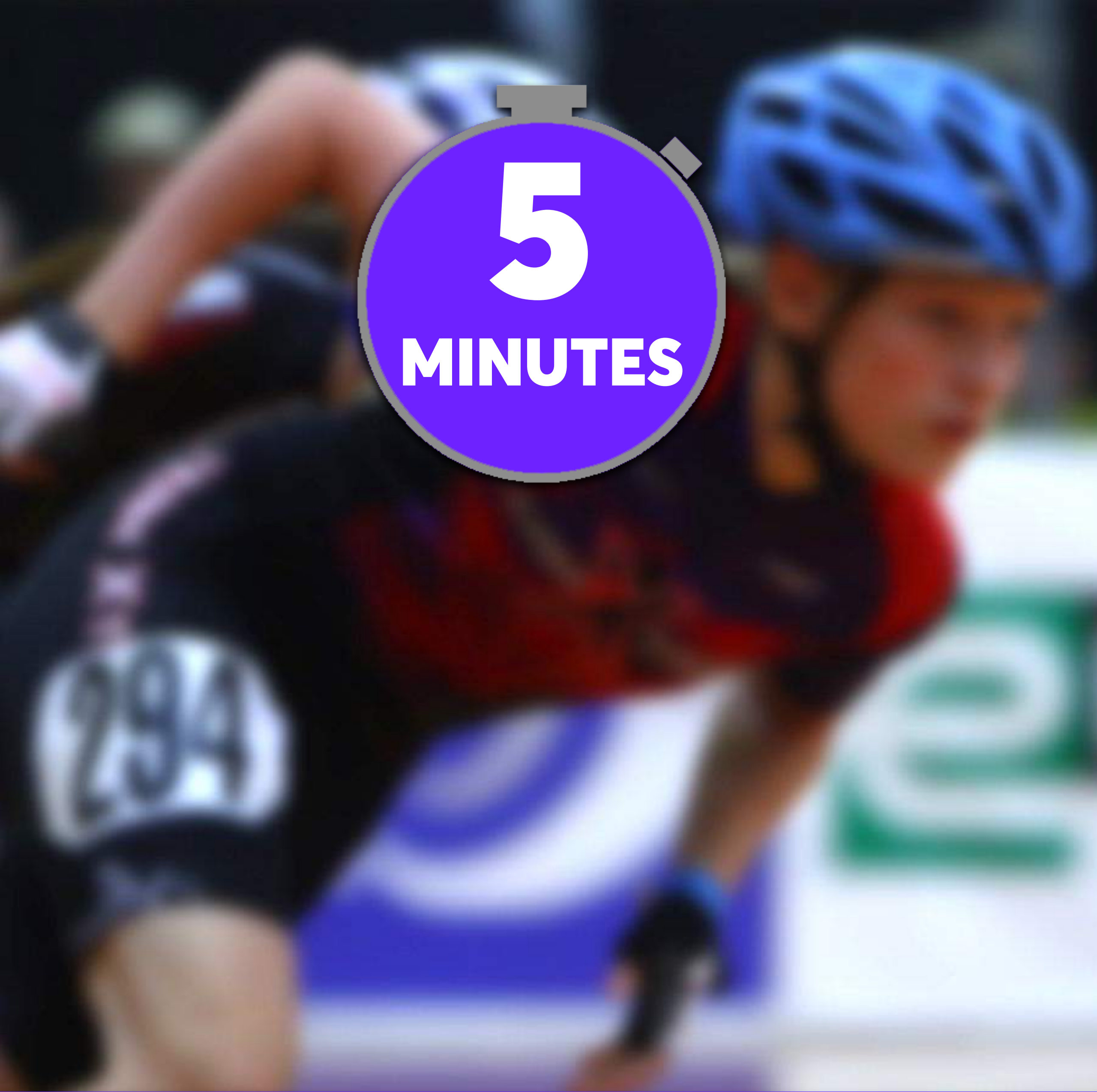
Reducing Greenhouse Gases

nuventura

Getting rid of SF₆

04:53

04:53



5
MINUTES

ACTION STEP

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

Who are the **customers**?

What **problems**
do they face today?

How much time, money, frustration,
waste, lost opportunity?

Don't think too much:
just write

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ACTION STEP

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

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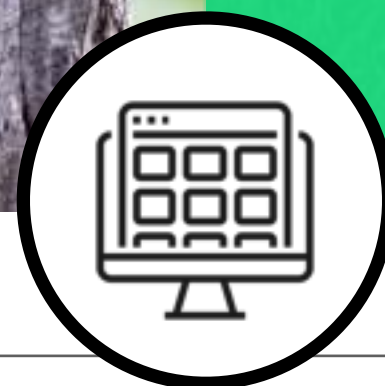
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PRODUCT

How do you **solve**
the problem?

What **improvement**
does your product
deliver - & **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**?

Online **Experiments**?

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

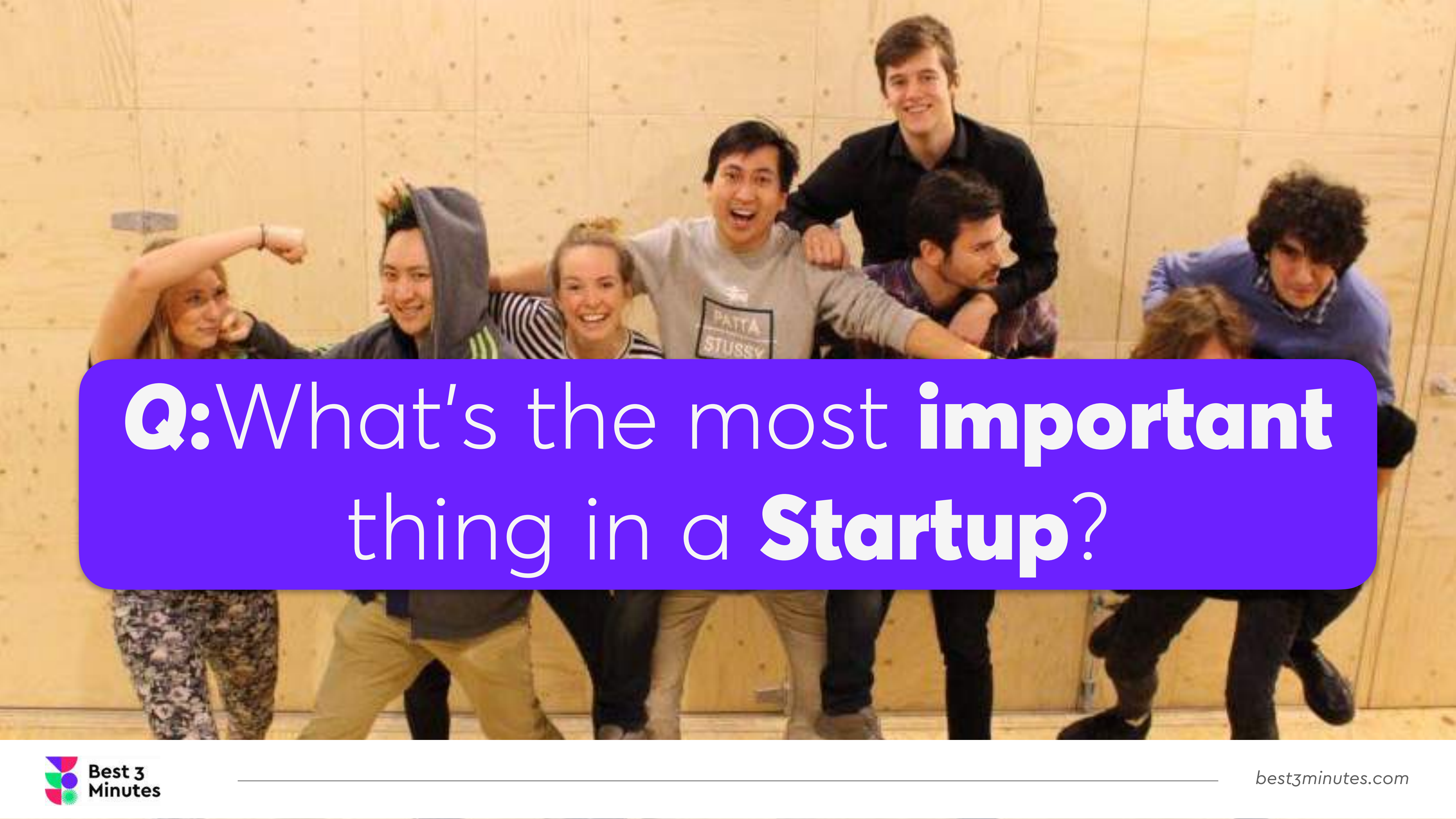




THE IMPACT OF YOUR SOLUTION

How **big** is the
market?

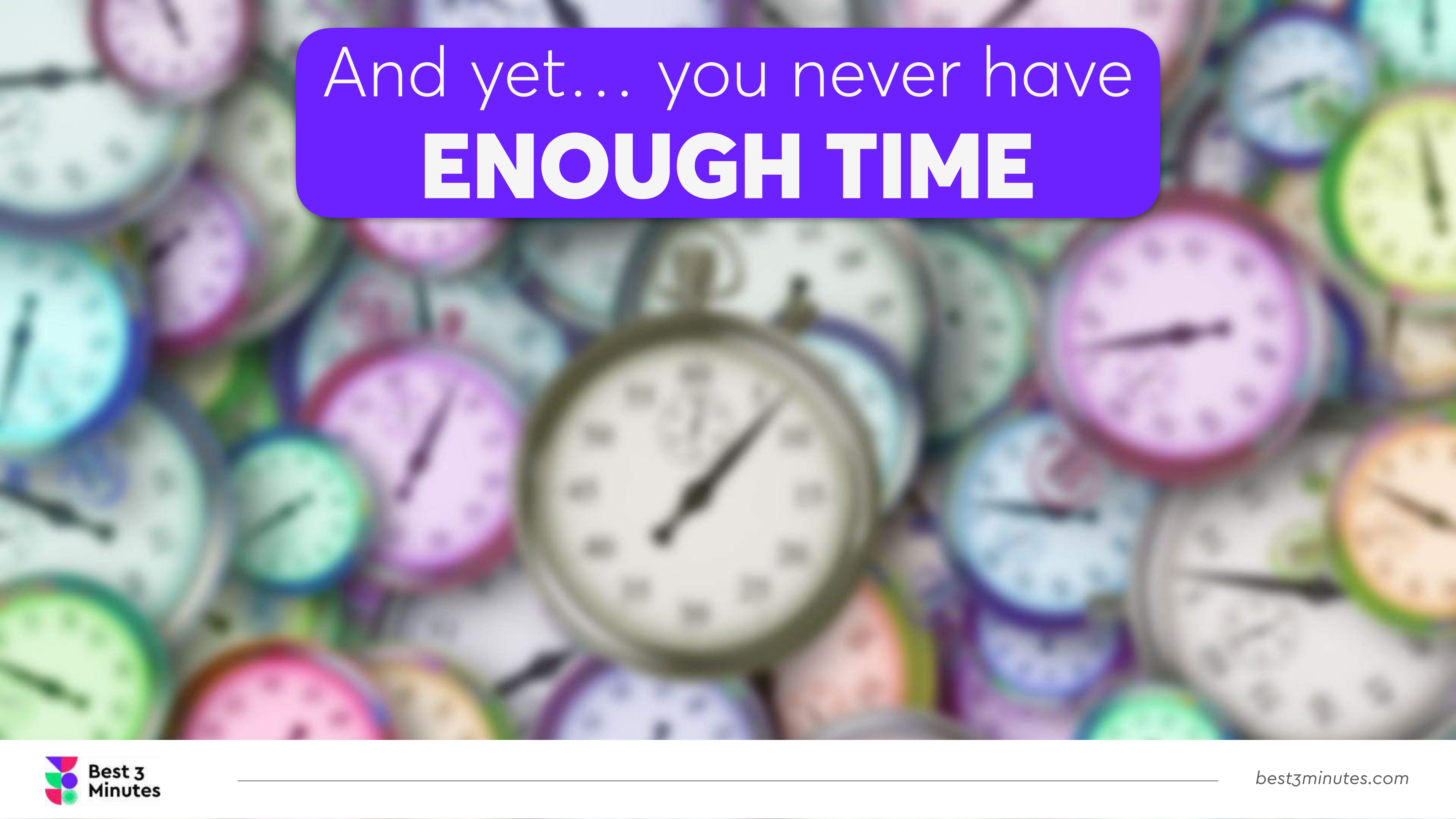
What's the **Impact**?



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

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

A:TEAM!

The background of the entire image is a dense, overlapping collage of numerous analog clocks. The clocks vary in size, color (including shades of pink, blue, green, yellow, and white), and are slightly out of focus, creating a sense of depth and repetition. A central clock is more prominent and in sharper focus than the others.

And yet... you never have
ENOUGH TIME

Pick out one or two
MEMORABLE POINTS





TEAM

Who will make it happen?

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



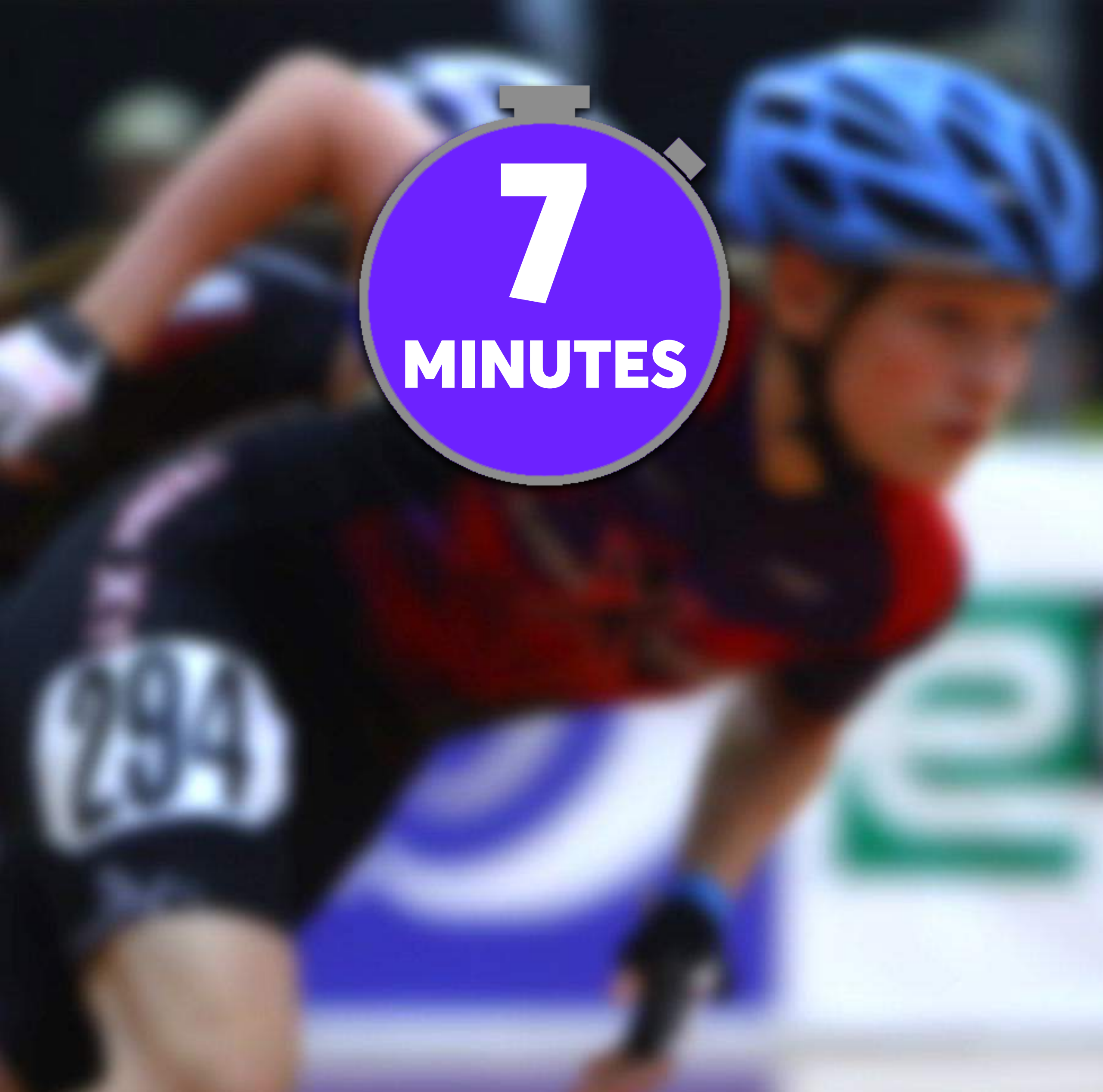
ROGIER FISCHER



Company News

**Hadrian raises €10.5M in
unsolicited seed round**





7
MINUTES

ACTION STEP

Brainstorm content for;

Product, Unique,
Traction/Validation,
Impact, Team

Quickly write down
key words and phrases,
not full sentences

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ACTION STEP

Brainstorm content for;

Product, Unique,
Traction/Validation,
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Quickly write down
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**10
MINUTES**

ACTION STEP

Prepare a 2-Minute pitch
with the following;

Pain, Product, Unique,
Traction/Validation,
Impact, Team.

And add a 1-sentence
Call to Action

120 seconds = 16-18 sentences



10
MINUTES

ACTION STEP

Prepare a 2-Minute pitch
with the following;

Pain, Product, Unique,
Traction/Validation,
Impact, Team.

And add a 1-sentence
Call to Action

120 seconds = 16-18 sentences

Welcome Back!

LET'S MAKE IT REAL!



10
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 a 2-Minute pitch
with the following;

Pain, Product, Unique,
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Impact, Team.

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Call to Action

120 seconds = 16-18 sentences

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FEEDBACK



Which **ONE** thing stood out as memorable?



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One **FRIENDLY** piece of advice for improvement

ACTION STEP

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Pain, Product, Unique, Traction/Validation, Impact, Team.

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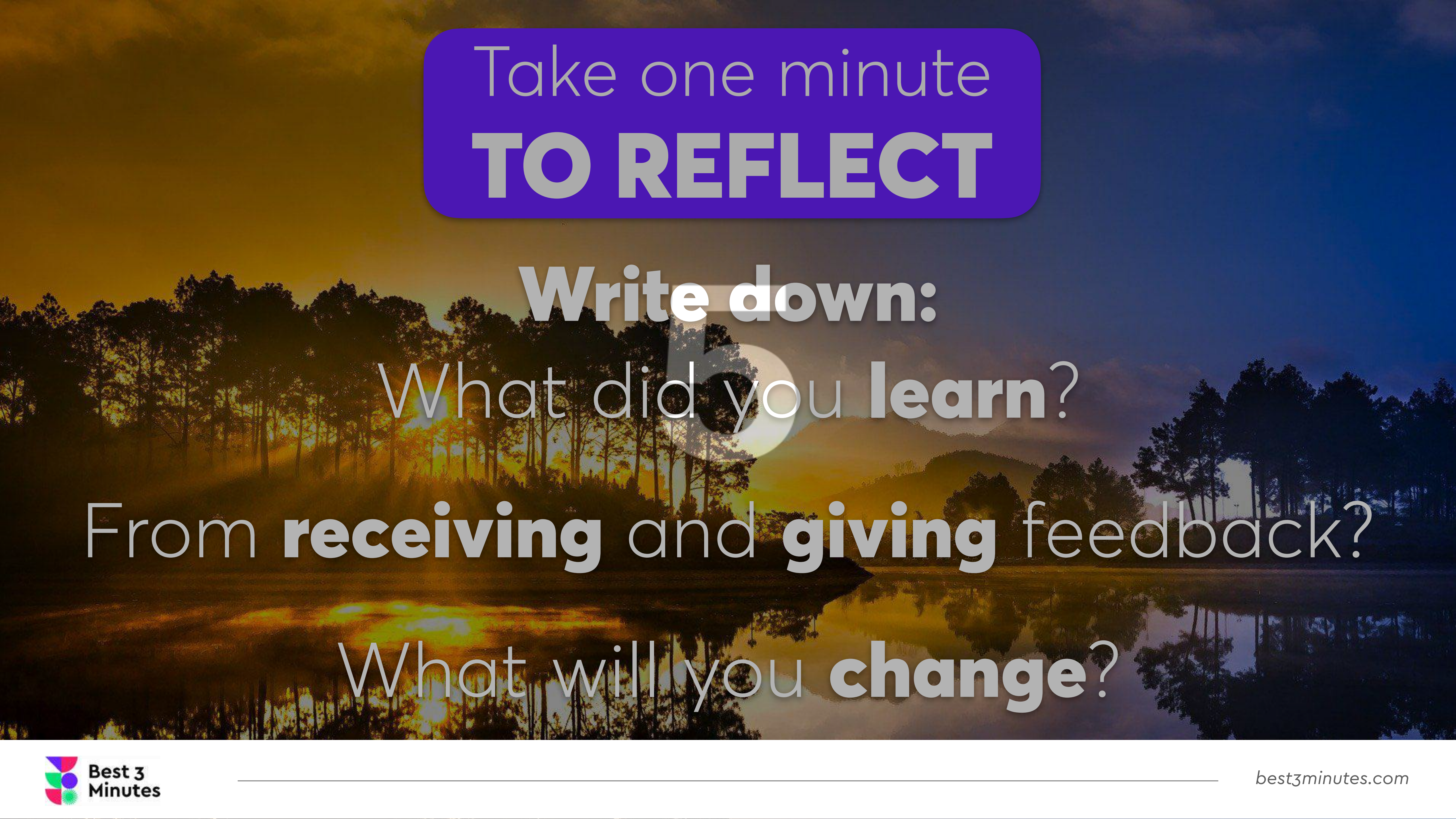
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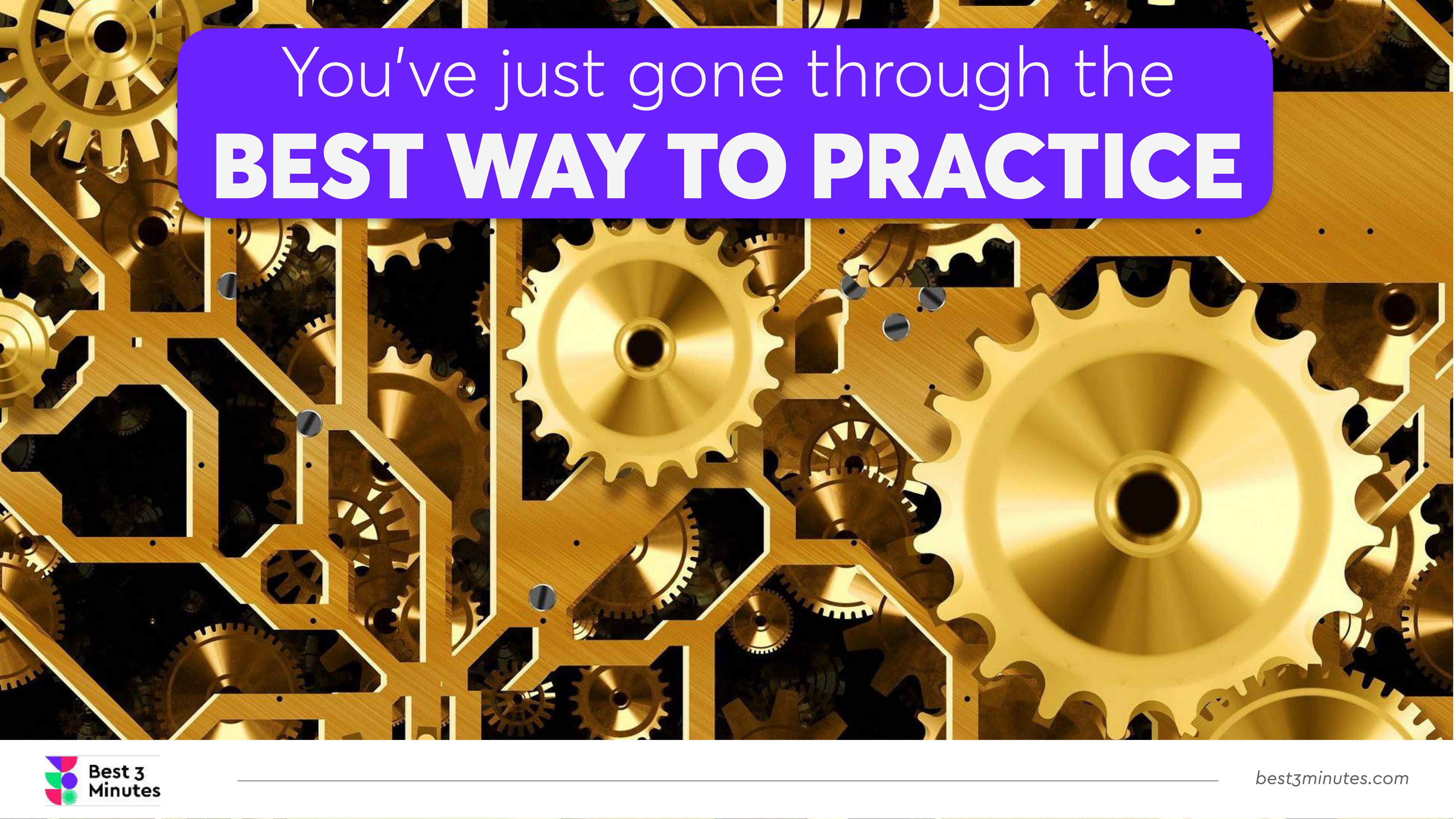
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What will you **change**?



You've just gone through the
BEST WAY TO PRACTICE



Think it through



Write it down



Say it out loud



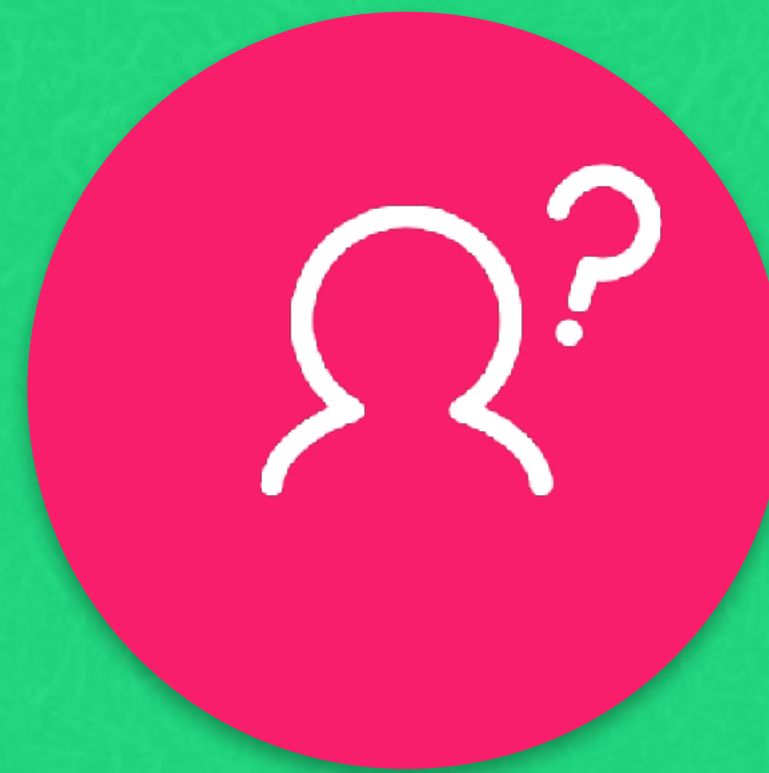
GET FEEDBACK



GET FEEDBACK



**What
stood out?**



**What did you
not understand?**



**Friendly advice
for improvement**

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



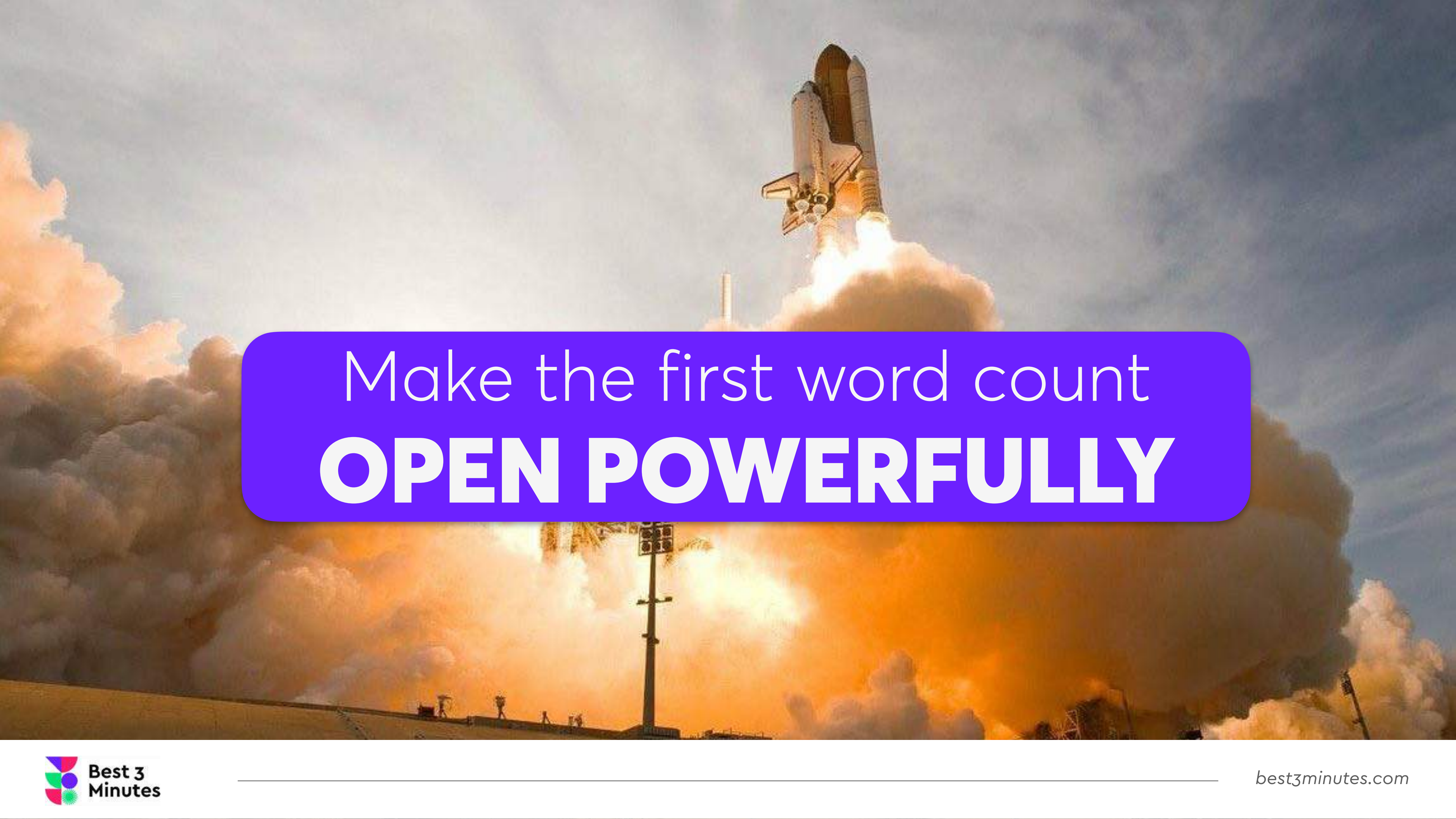
Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



A dramatic photograph of a space shuttle launching, with a massive plume of orange and white smoke and fire at the base. The shuttle is ascending vertically against a cloudy sky. A large, semi-transparent purple rounded rectangle is centered over the image, containing white text.

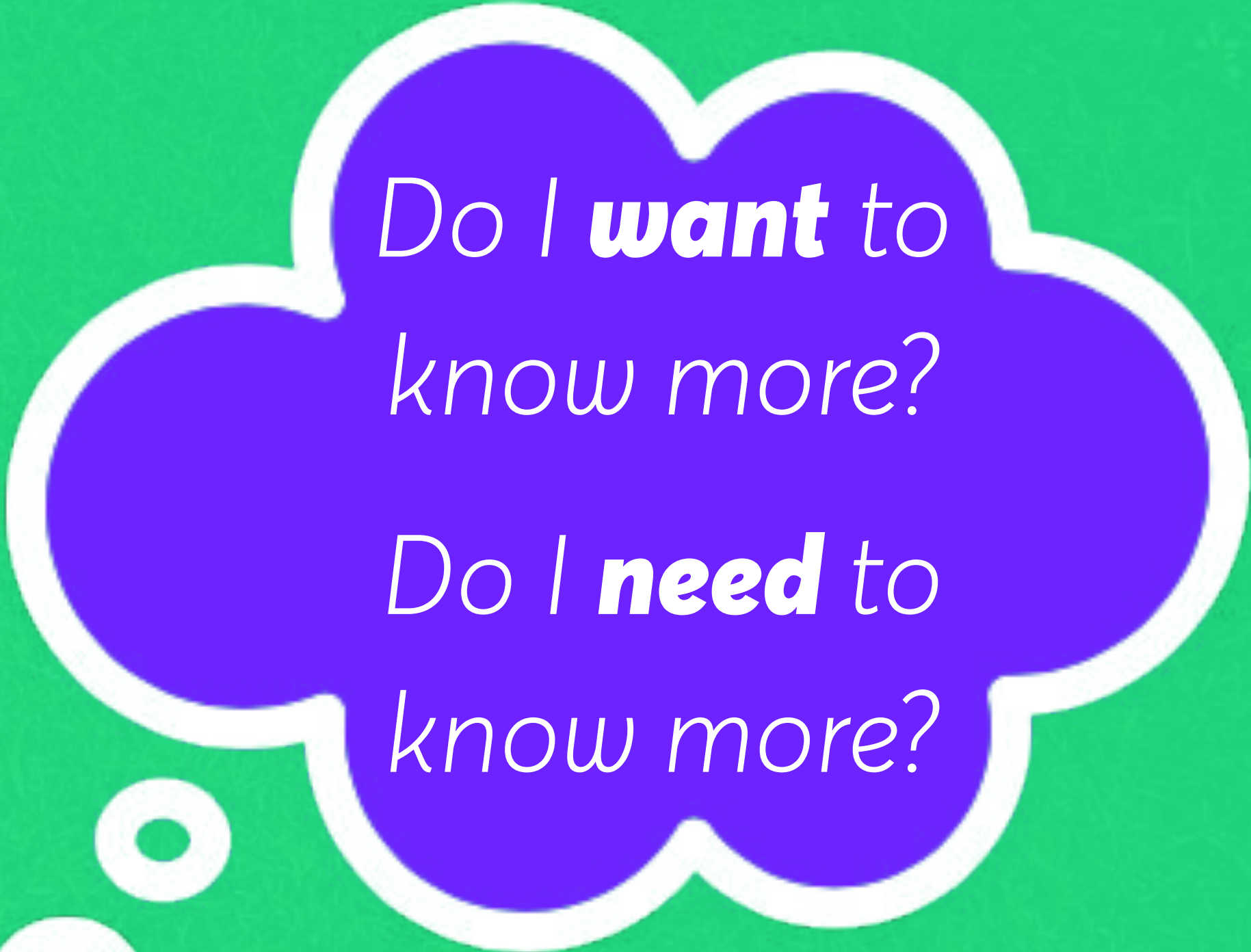
Make the first word count
OPEN POWERFULLY



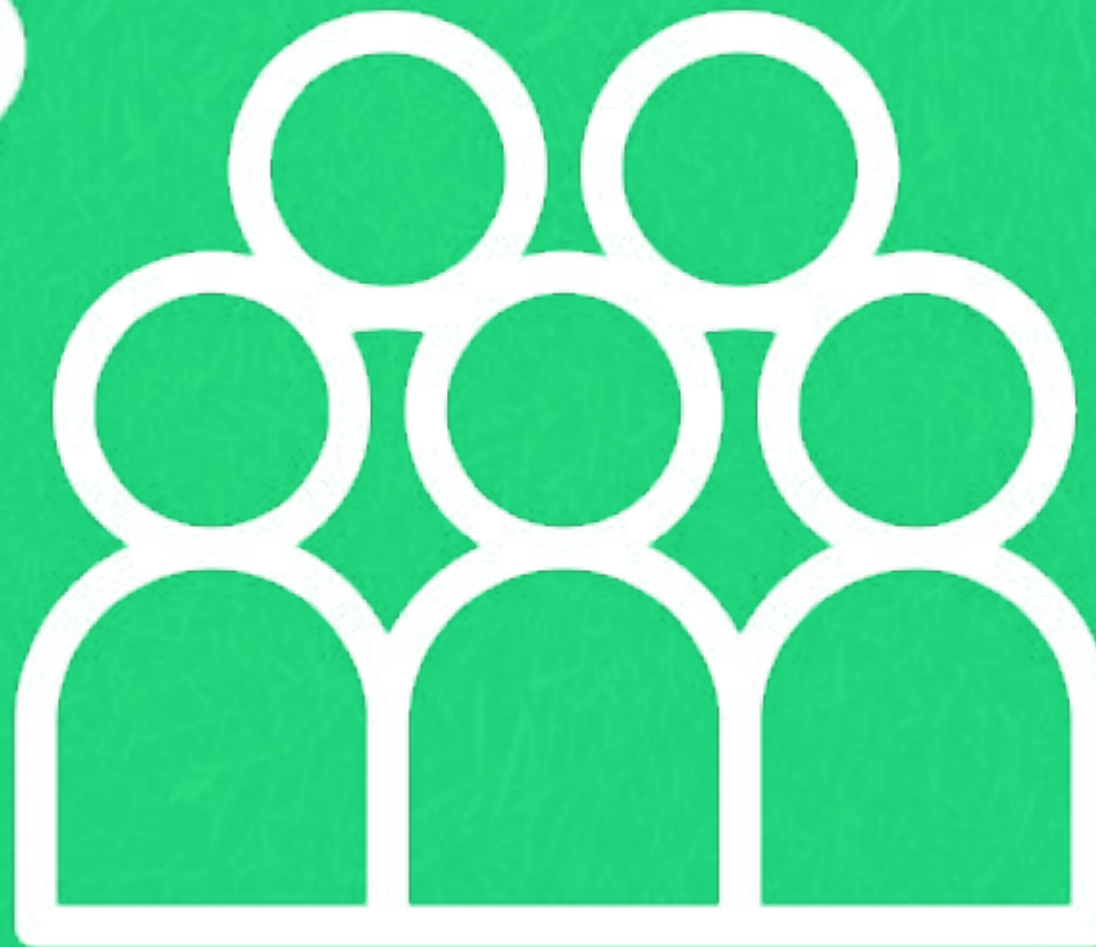
The first 20
seconds buys
ATTENTION



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

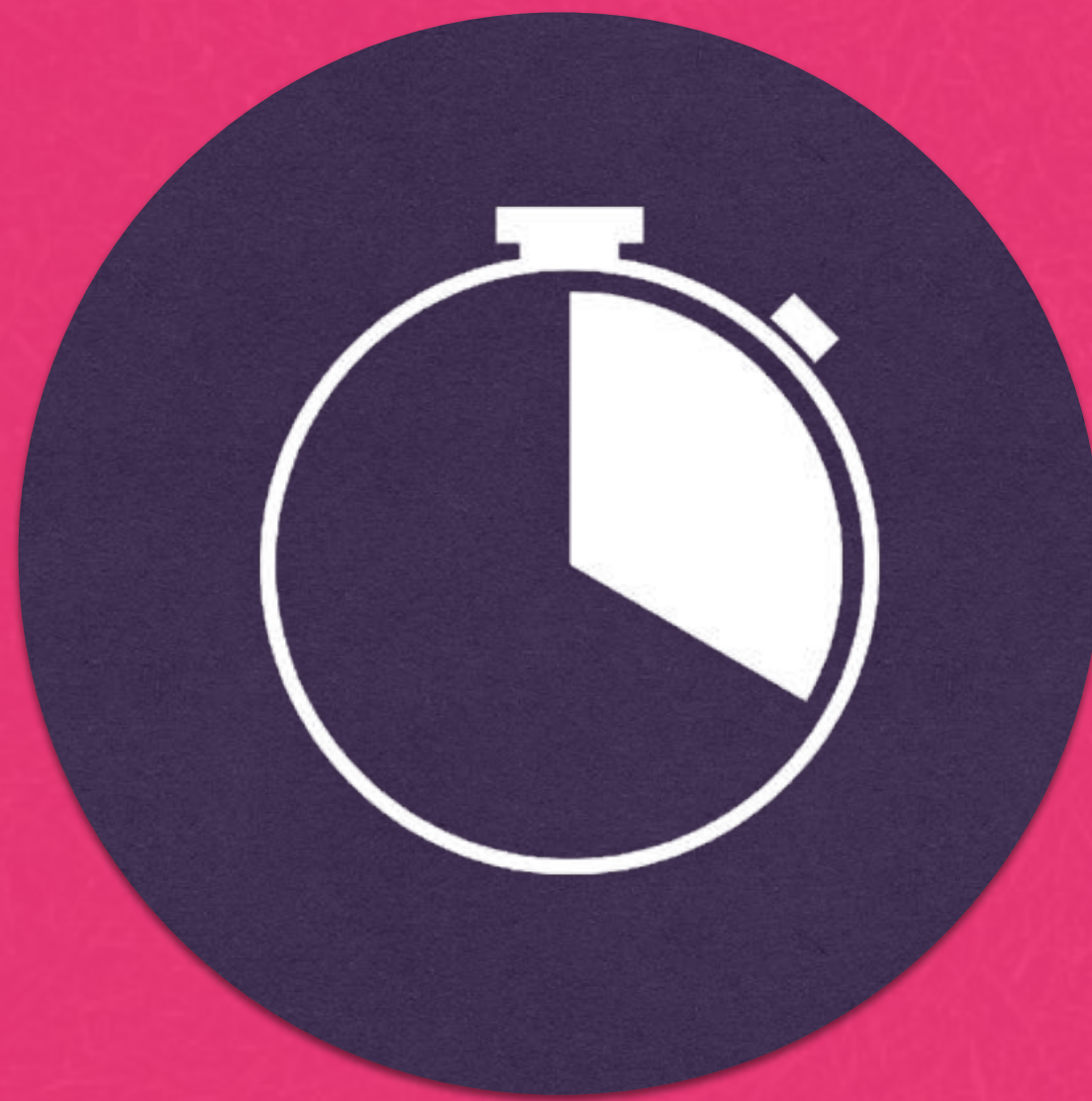


Quantify **THE PROBLEM**



mobypark

The Problem **WITH PARKING**



20 MINUTES



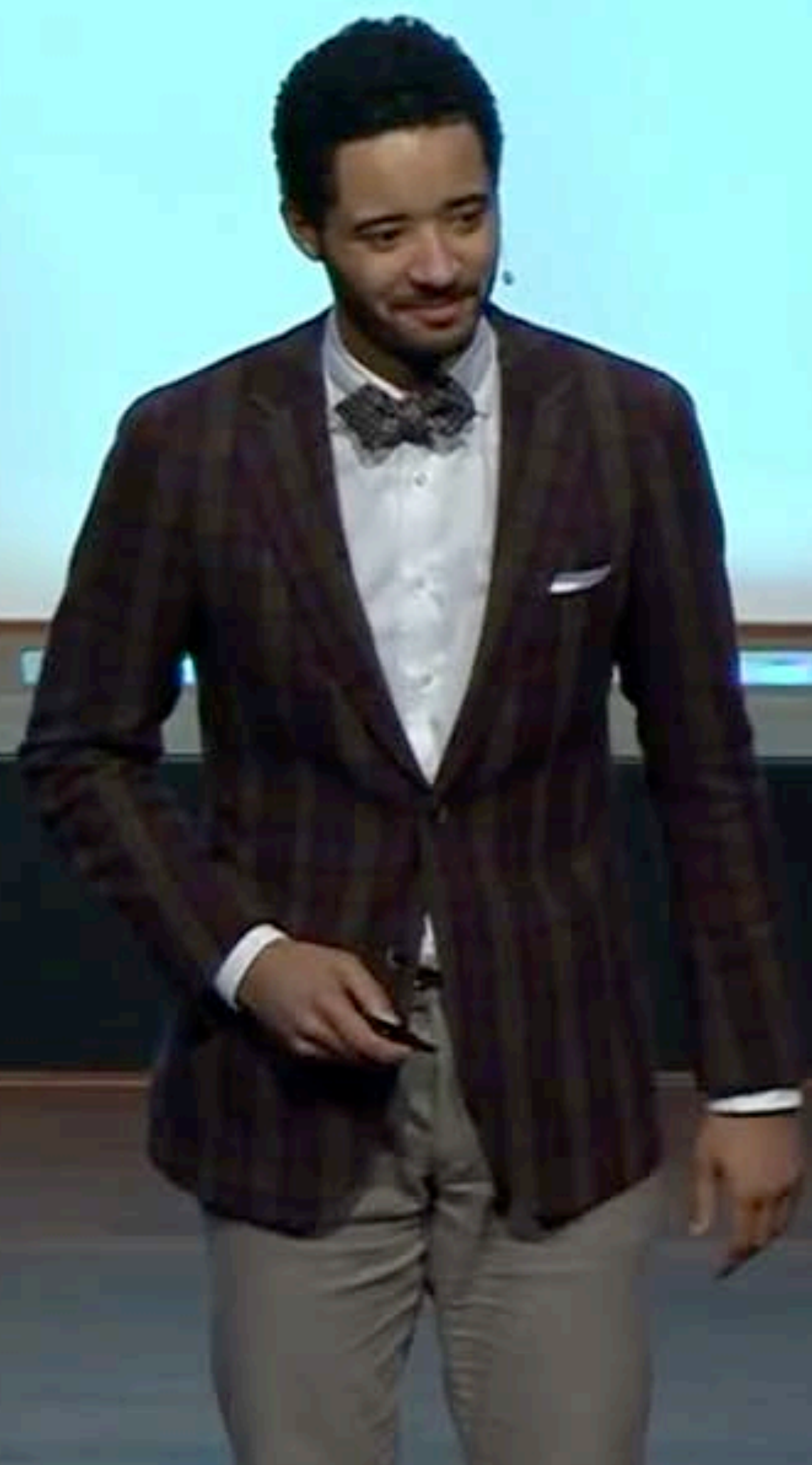
30%



1 YEAR

Simply
BE PROFESSIONAL

SADDL



*Is this person
professional?*

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

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





ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences



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

In **pairs**: 3,5 minutes each



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

In **pairs**: 3,5 minutes each



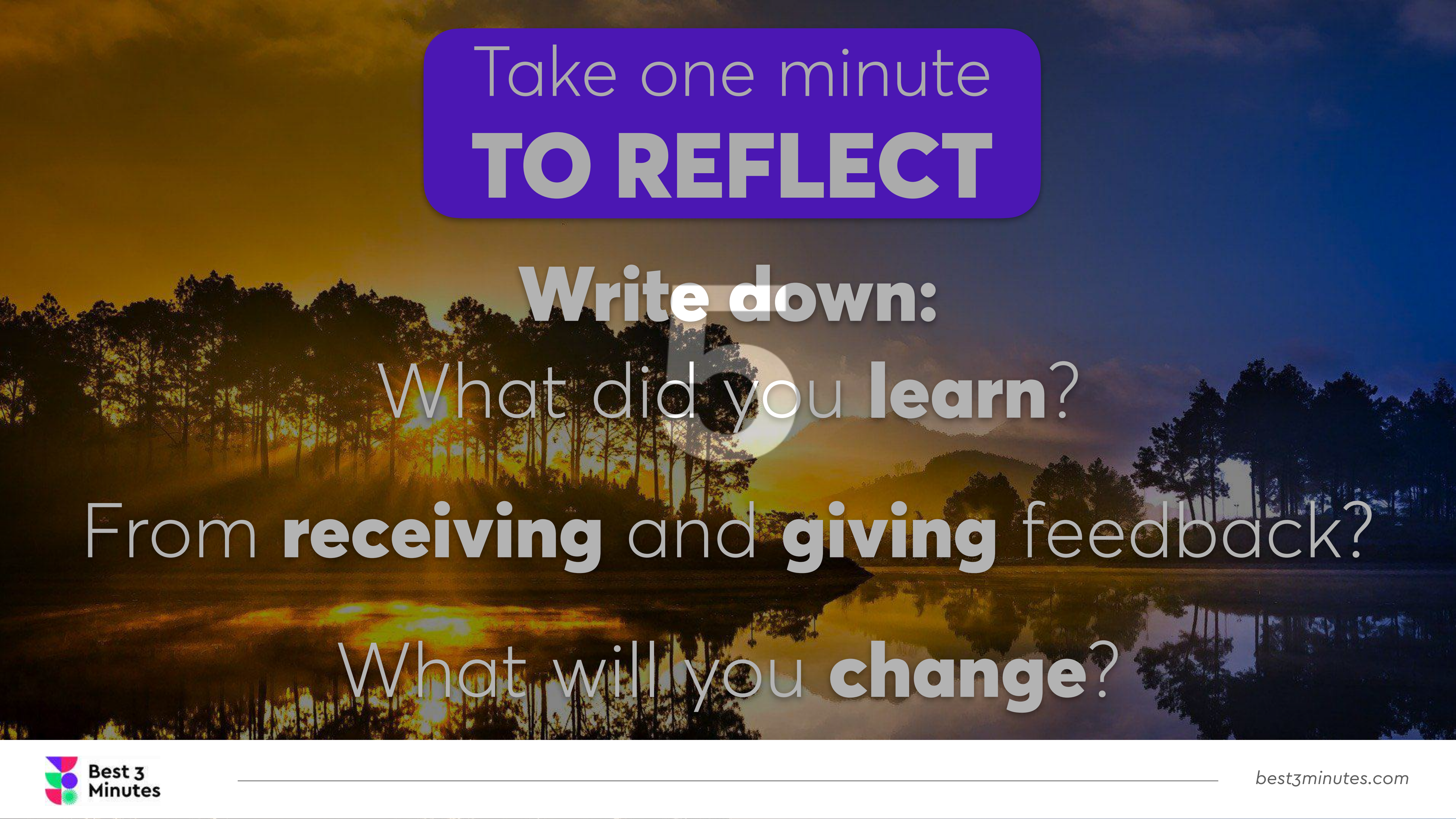
Take one minute
TO REFLECT

Write down:

What did you **learn**?

From **receiving** and **giving** feedback?

What will you **change**?



Take one minute
TO REFLECT

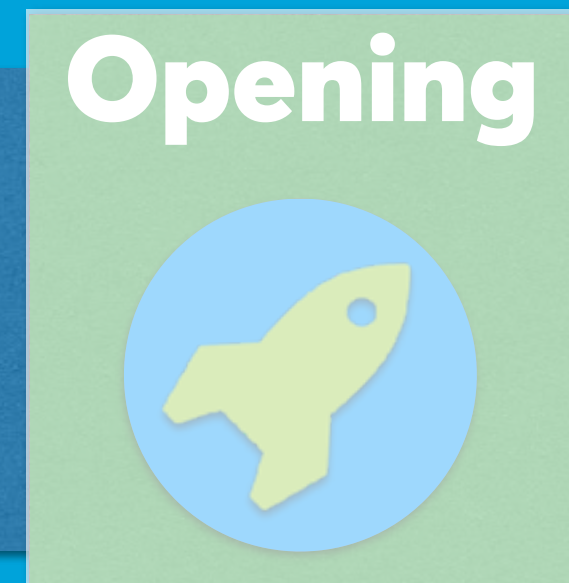
Write down:

What did you **learn**?

From **receiving** and **giving** feedback?

What will you **change**?

The Open-3-Close© Pitch Model



THE POWER OF THREE

The Power of **THREE**



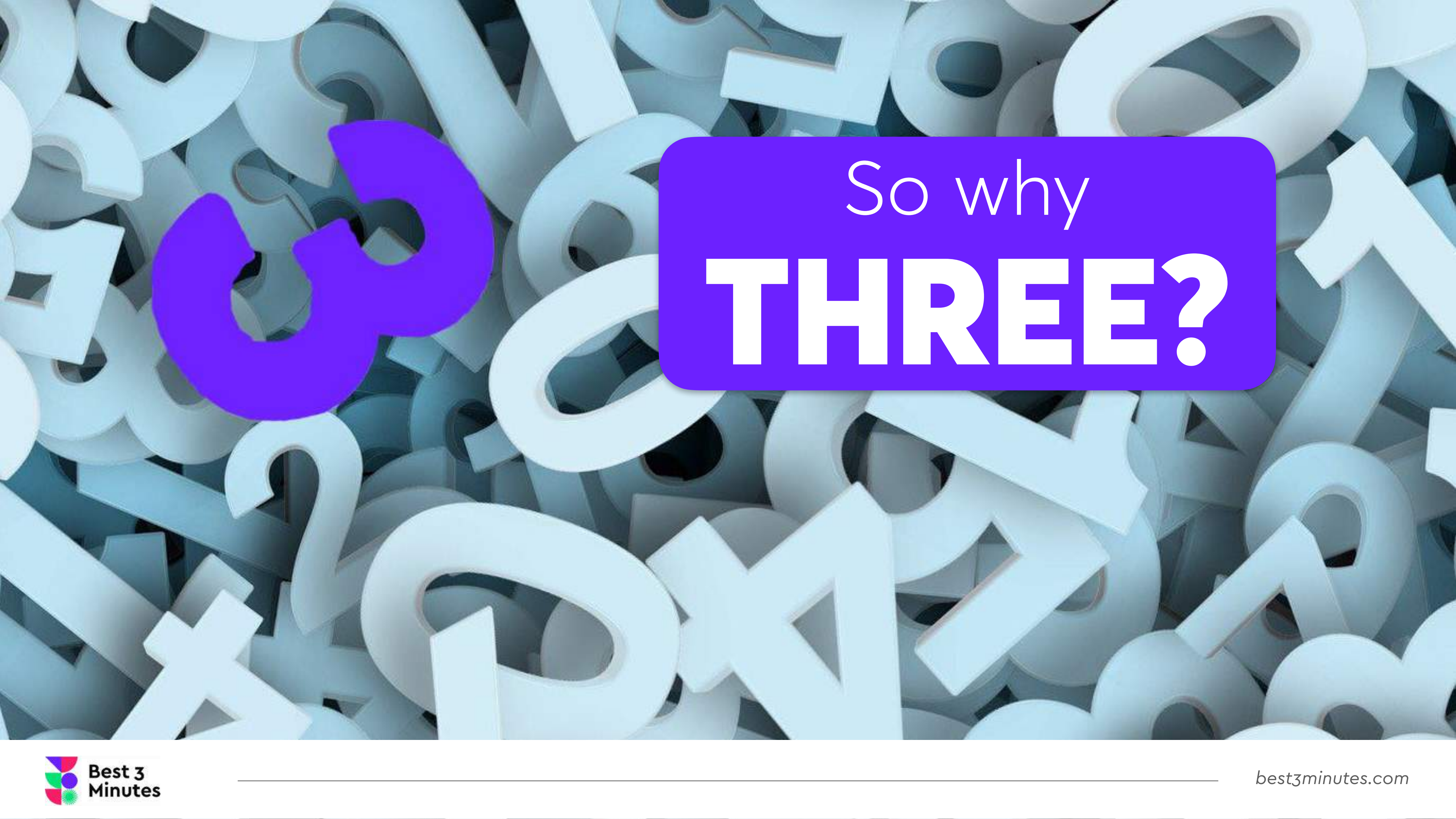
Making your story
FOCUSED & MEMORABLE

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?



How do you apply

THE POWER OF THREE?

Break your product into

THREE BIG QUALITIES

FASTER

**LOWER
COST**

**MUCH
EASIER
TO USE**

A man with dark hair, wearing a dark suit, a light purple shirt, and a striped tie, is speaking at a podium. He is looking slightly to his left. The background is a simple stage with a light blue upper half and a dark brown lower half.

Ryan Pandya (USA)

Muufri

ACTION STEP

Imagine:

They will only remember
3 things of your handshake pitch.

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

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





ACTION STEP

Imagine:

They will only remember
3 things of your handshake pitch.

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

Write down the **3 most important**
things about your work;
1 SHORT 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



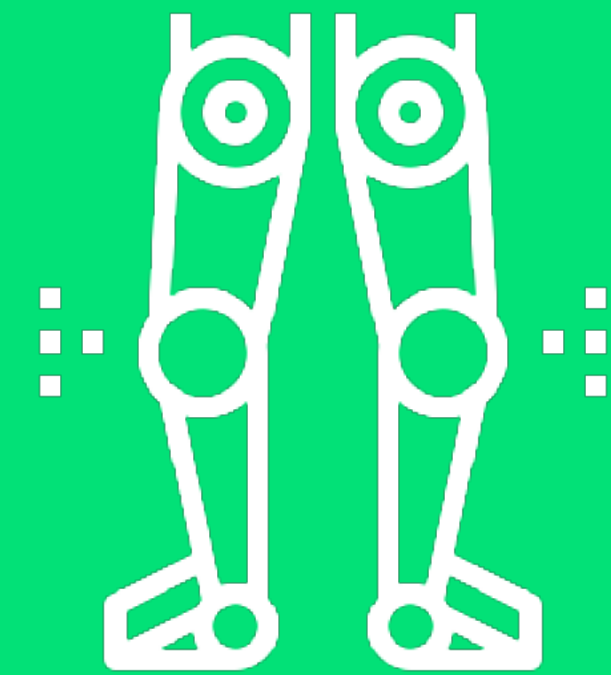
The 3 Components of **BODY LANGUAGE**



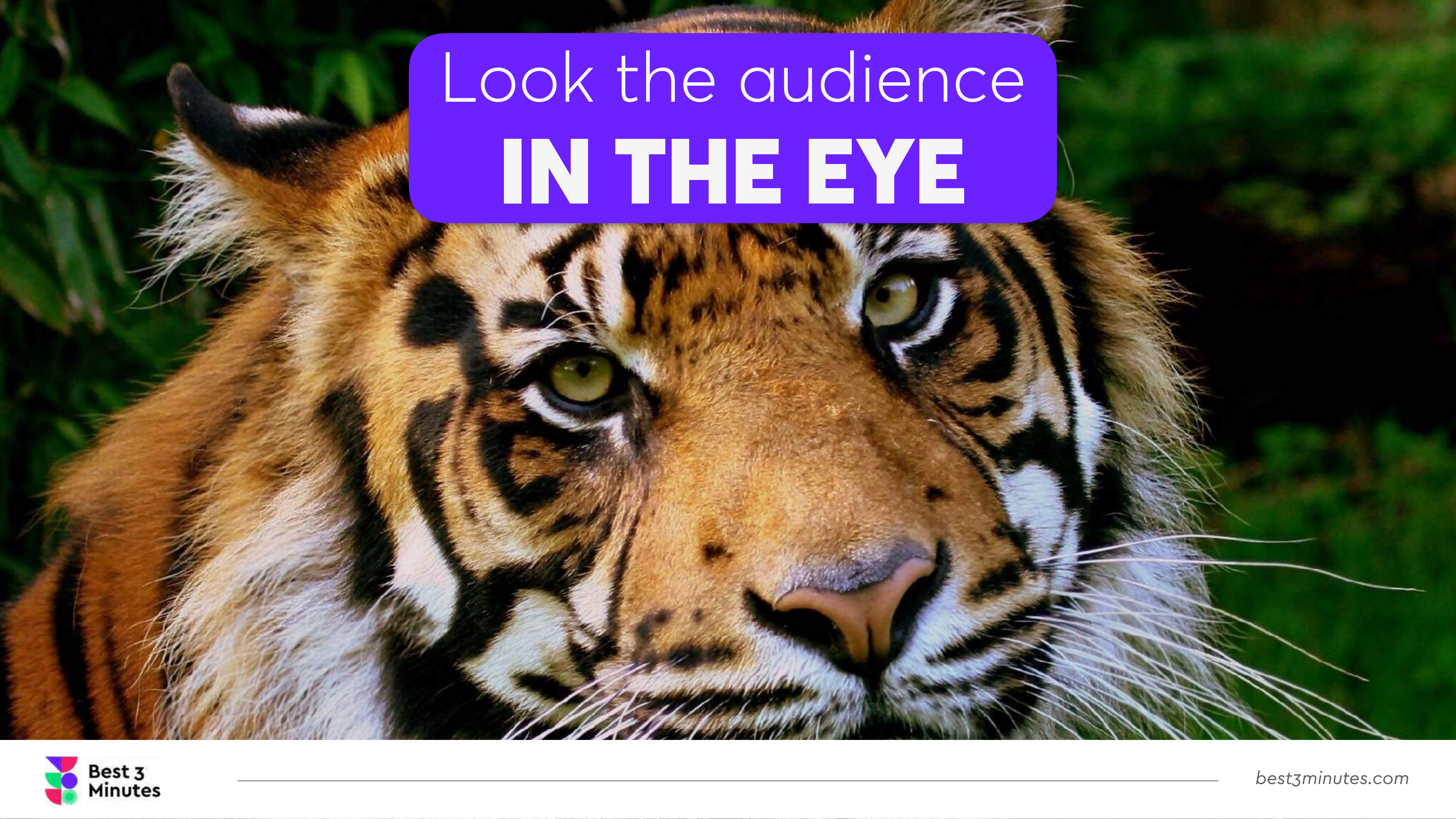
EYES



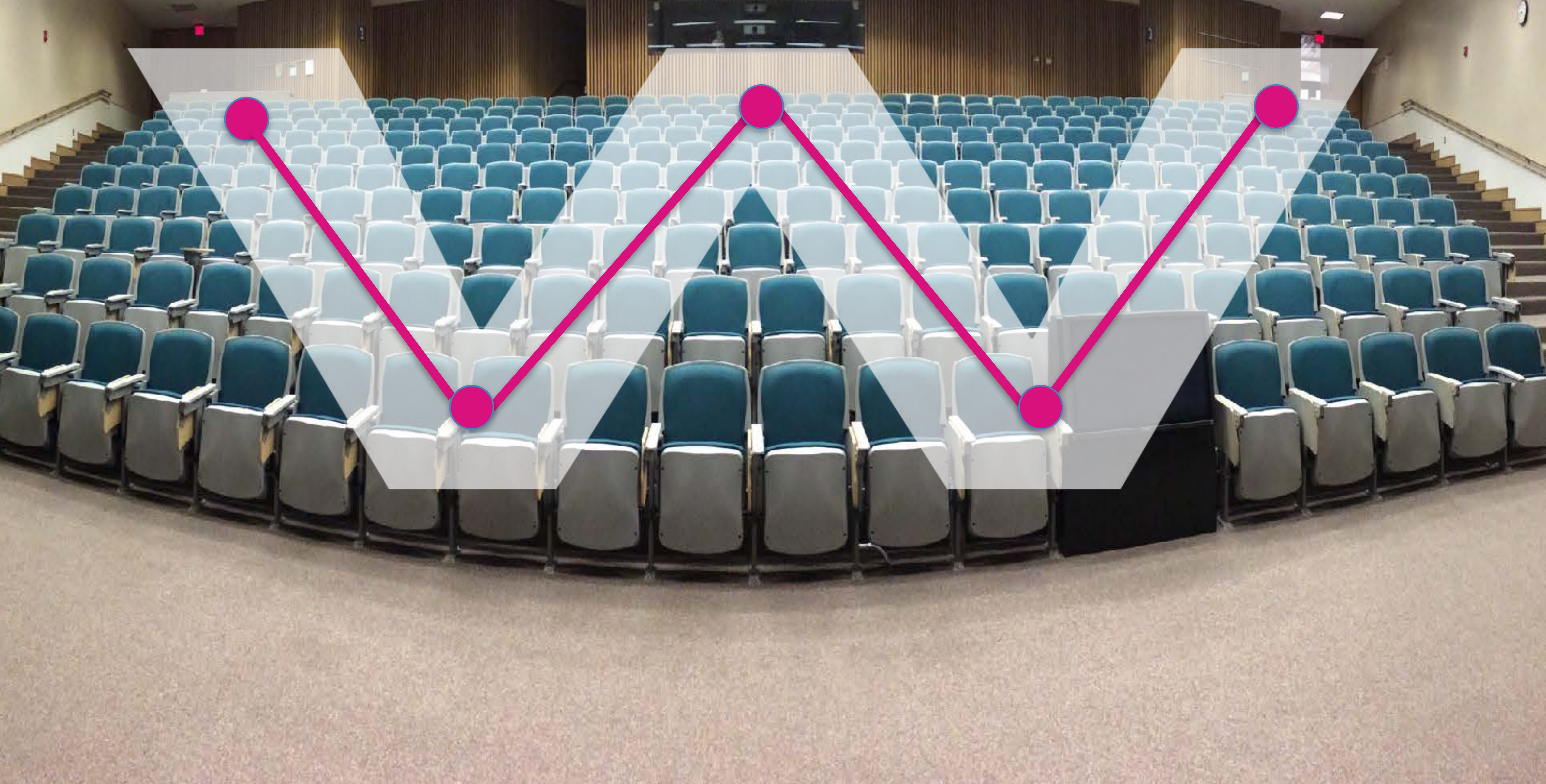
HANDS



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

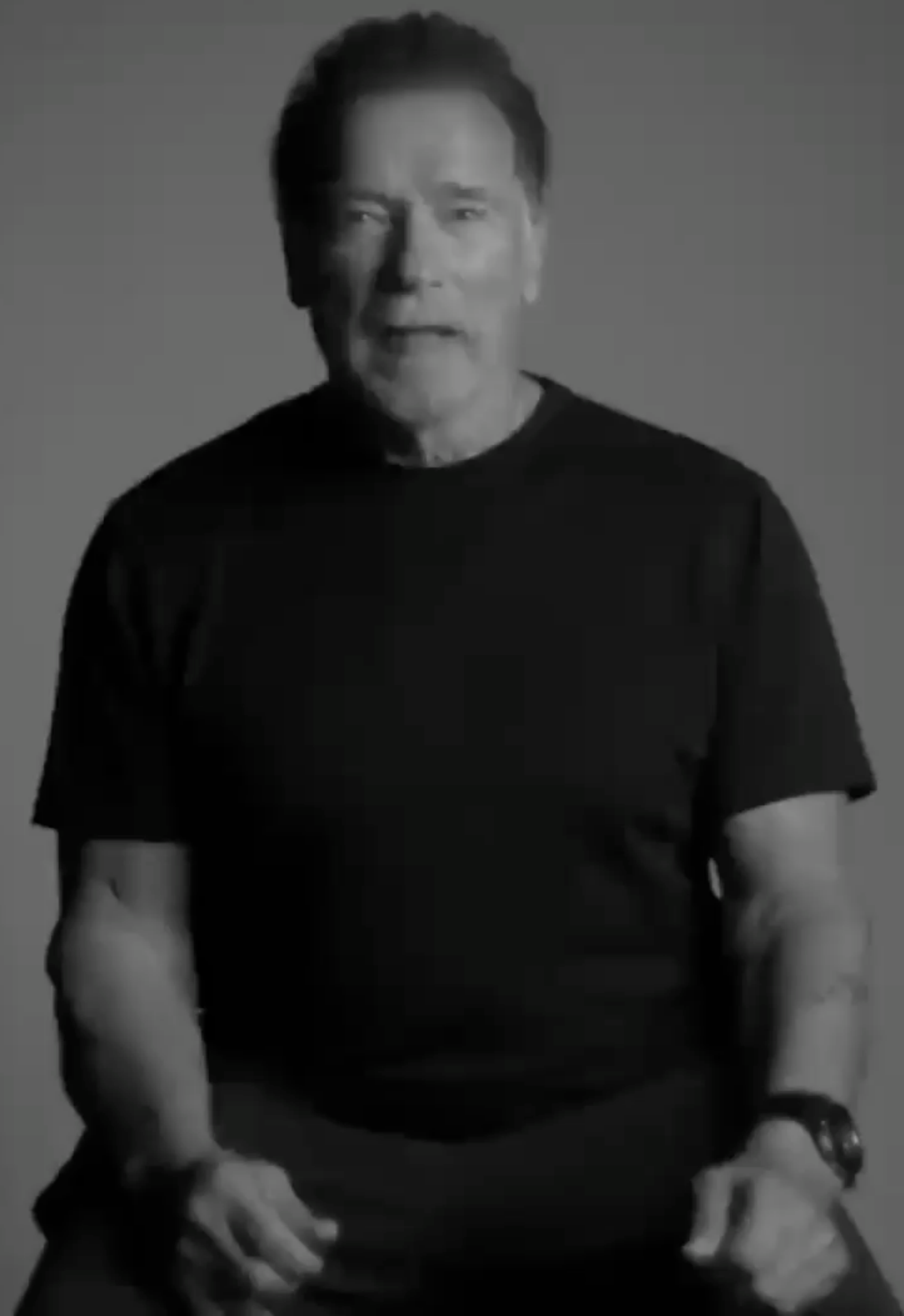
HOLDING A CLICKER



A man with dark hair and glasses, wearing a dark long-sleeved button-down shirt, stands on a stage. He is looking slightly to his right. His left hand is on his hip, and his right hand is near his waist. A shadow of him is cast on the wall behind him. In the foreground, the back of a person's head is visible on the right. On a table to the right, there is a water bottle and a coffee cup.

**I WAS ALSO WATCHING
THE OLYMPICS**







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

Not enough **AIR** around
THE IMPORTANT POINTS

Information **flowing into** each other

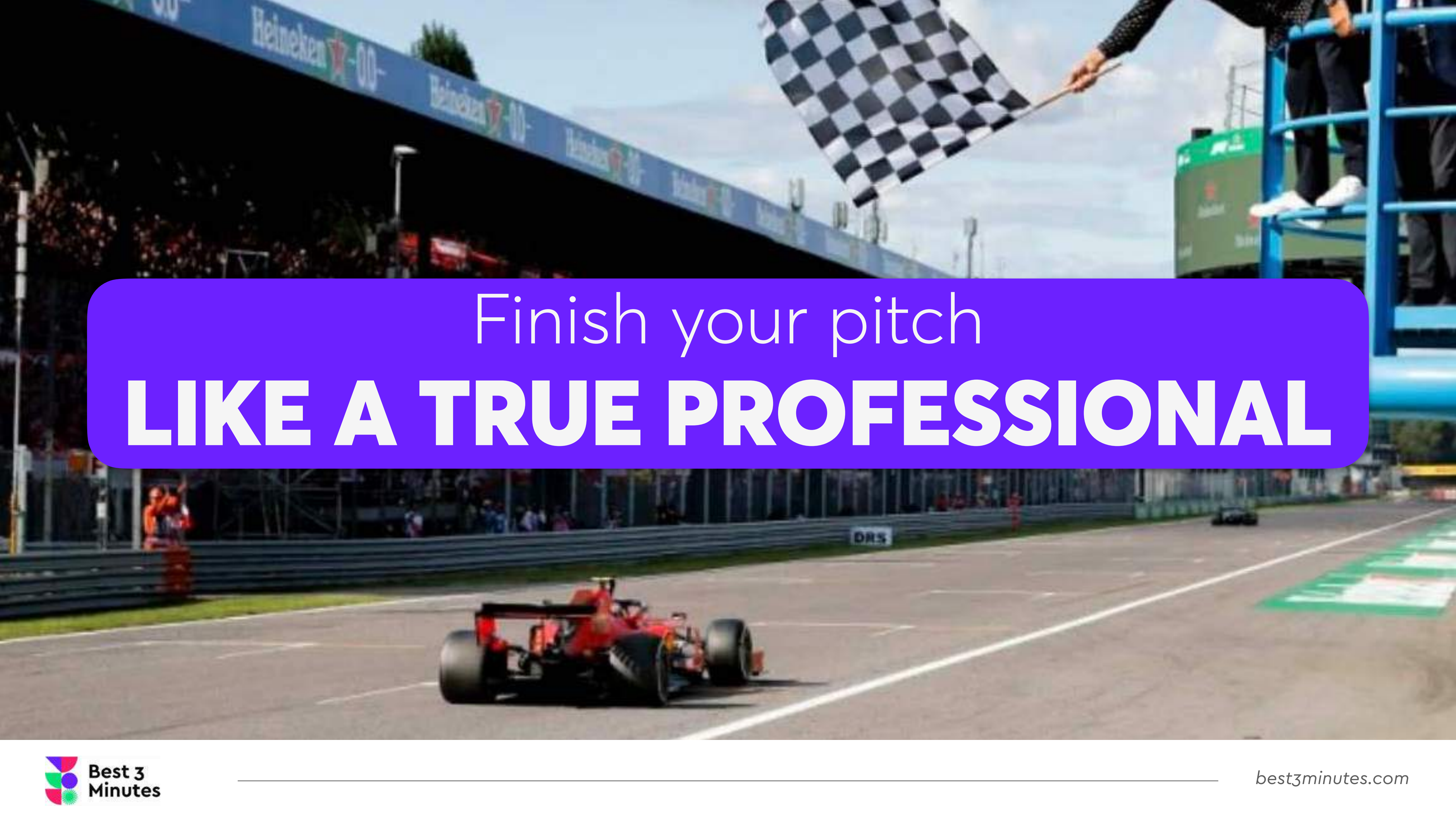
Info 1 Info 2 Info 3 Info 4 Info 5 Info 6

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

Info 1 Info 2 Info 3 Info 4 Info 5 Info 6

The Open-3-Close© Pitch Model





Finish your pitch
LIKE A TRUE PROFESSIONAL



The last thing you say is
THE 1st THING THEY REMEMBER

Make a plan for the
LAST 20-30 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)

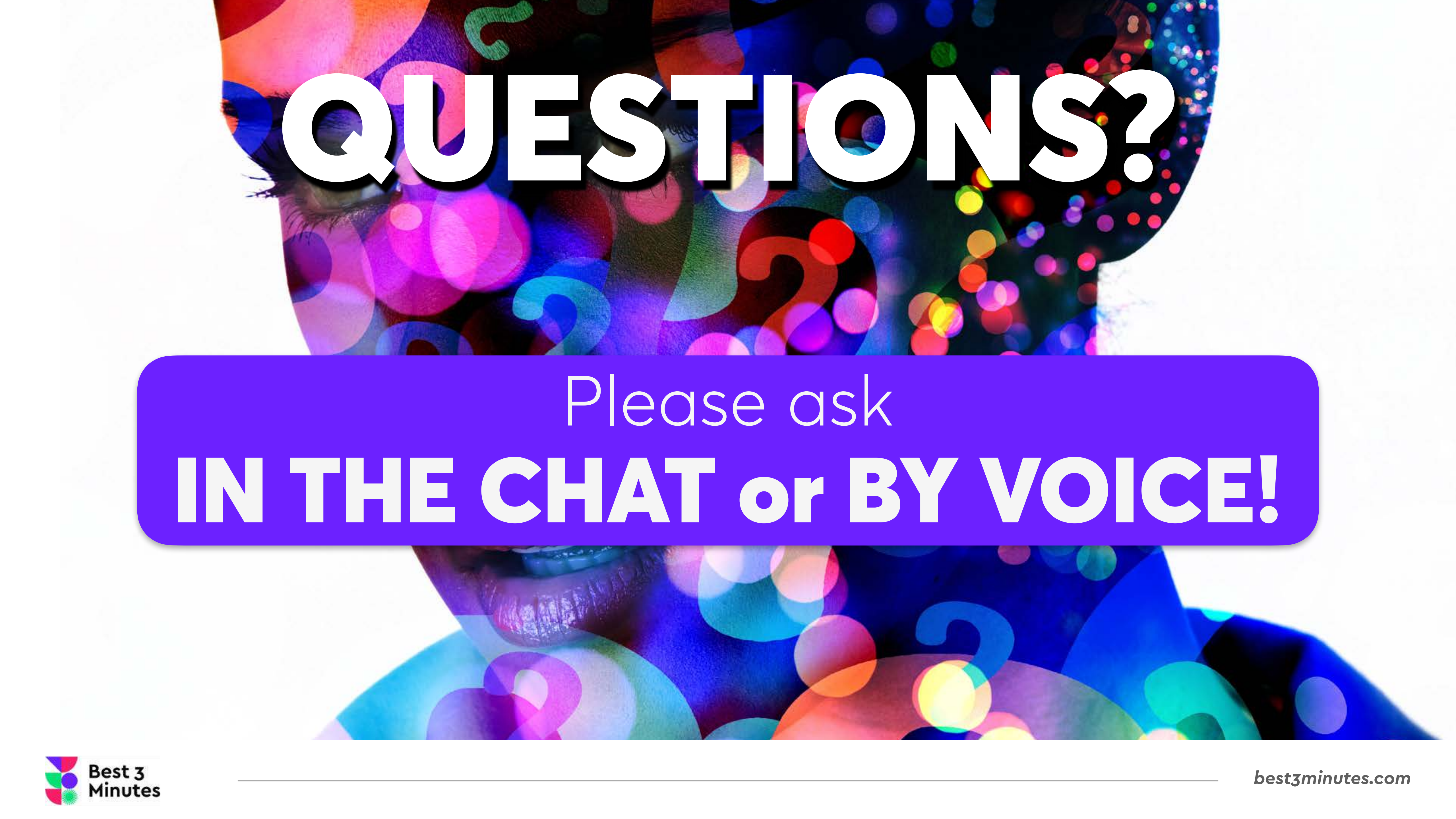
**THANK
YOU!**

=

I've finished, you can clap now!

The Open-3-Close© Pitch Model



A close-up of a woman's face, partially obscured by a large, vibrant bokeh effect of colorful circles in shades of pink, purple, blue, and yellow. Several large, semi-transparent question marks are overlaid on the image, particularly around the woman's eyes and mouth. The word "QUESTIONS?" is written in large, bold, white capital letters across the top of the image.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

Pitch tools and **RESOURCES**



best3minutes.com/innoenergy25

All the workshop **SLIDES**



best3minutes.com/innoenergy25

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
TW @best3minutes

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

David Beckett

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

W best3minutes.com
TW @best3minutes

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

David Beckett

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

W best3minutes.com
TW @best3minutes

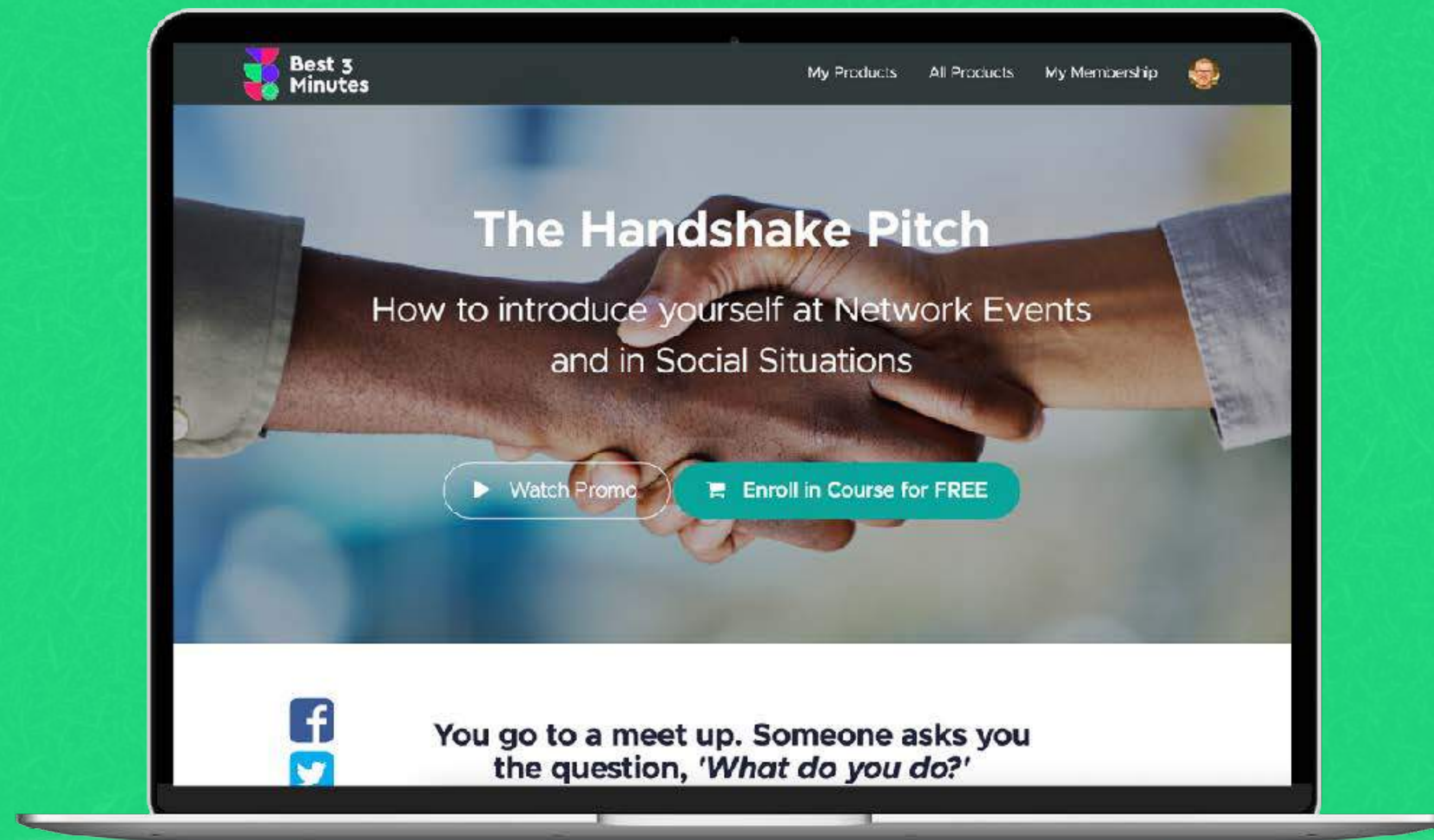
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LI linkedin.com/in/davidbeckettpresentationcoach

David Beckett

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FREE

10 Minute Online Course **YOUR INTRO PITCH**



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The Essential Pitch Podcast

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David Beckett

Best3minutes.com

Connect with me on

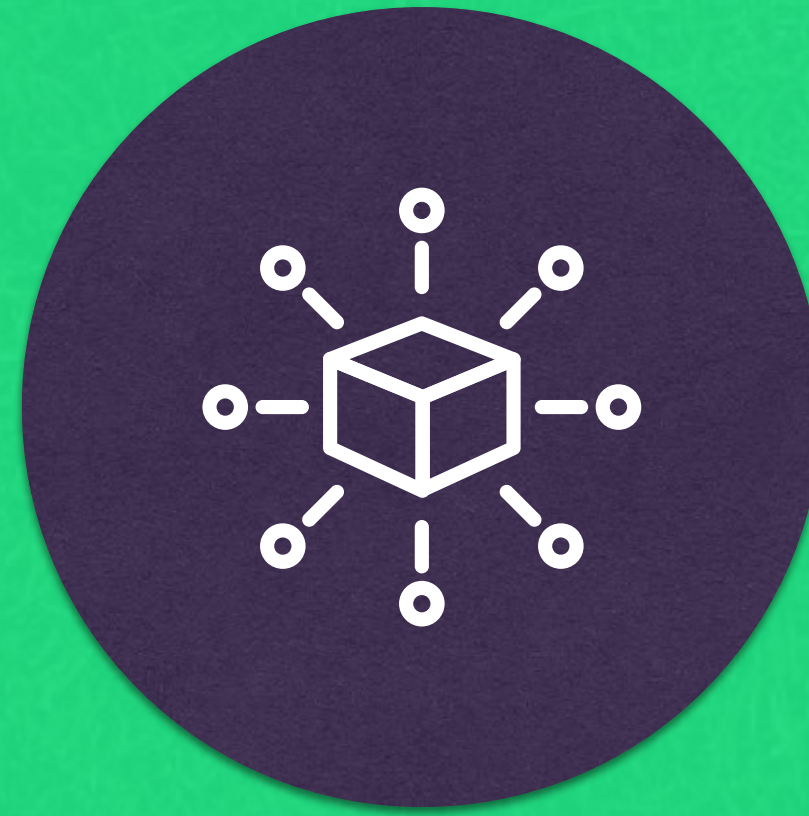
Linked in™

best3minutes.com/innoenergy25

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 startup
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

INVESTORS WANT TO KNOW



**Huge
Unsolved Pain**



**Decent
Product**



**Progress &
Traction**



**Amazing
Team**

Tell them the things
CUSTOMERS WANT TO KNOW



You understand
their **Pain**



Your **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**

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
20 Mins

Q&A
10 Mins

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

Tech
3 Mins

Pitch
25 Mins

Q&A
5 Mins

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

Tech
3 Mins

Pitch
3-5 Mins

Q&A
15 Mins

Next
Steps
5 Mins

Ask the magic question... ✨

What would you like to know more about?