

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

David Beckett

best3minutes.com

Linked in

Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION




Coached 350+ NL Startups & Scaleups
TO PITCH IN THE USA

What we'll cover **TODAY**



Managing Time



Content of Your Pitch



Level Up Your Pitch

What we'll cover **TODAY**



Pitching in the USA


GREAT IDEAS
NEED A VOICE

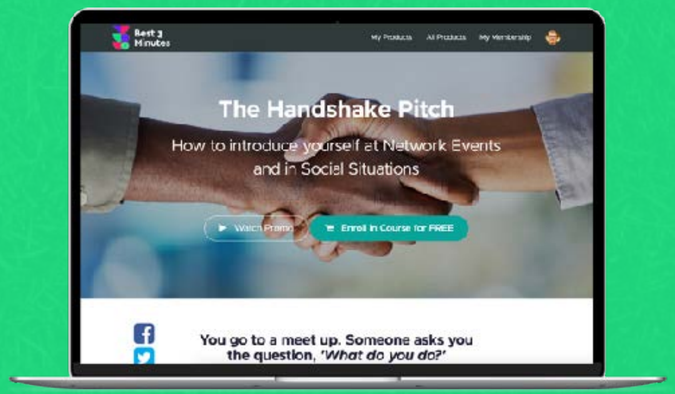
You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!


Pitching in
THE USA



The Expectation…
BOOM!



Students in the USA trained early in **PUBLIC SPEAKING**

The essentials of

CULTURAL DIFFERENCE: EUROPE vs USA



Europe

PESSIMISTIC

USA

OPTIMISTIC

Europe

PESSIMISTIC

PROCESS

USA

OPTIMISTIC

VISION


"IT'S NOT WHERE
YOU'RE COMING FROM:
IT'S WHERE YOU'RE
GOING THAT COUNTS"

Europe

PESSIMISTIC

PROCESS

PROOF

OBJECTIVE

USA

OPTIMISTIC

VISION

STATEMENT

PERSONAL


Americans love
A
Y
Example stories
COMING UP

Europe

PESSIMISTIC

"Ambition?"

An uncomfortable relationship

USA

OPTIMISTIC

"AMBITION!"

It's burned into the culture

Europe

PESSIMISTIC

"Success?"

An uncomfortable relationship

USA

OPTIMISTIC

"SUCCESS!"

It's burned into the culture



SEAN PERCIVAL

Silicon Valley Investor





SEAN PERCIVAL

Investors invest in **conviction**, so if you don't have **energy** and **passion** we're probably **not going to invest.**


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Avoid conditionals
MAKE IT PRESENT



Hopefully

We're trying to build…

If it works out, maybe…

One of the leading…



We do, We are

We have built…

We will be…

The Leader!

Here's what it looks like...

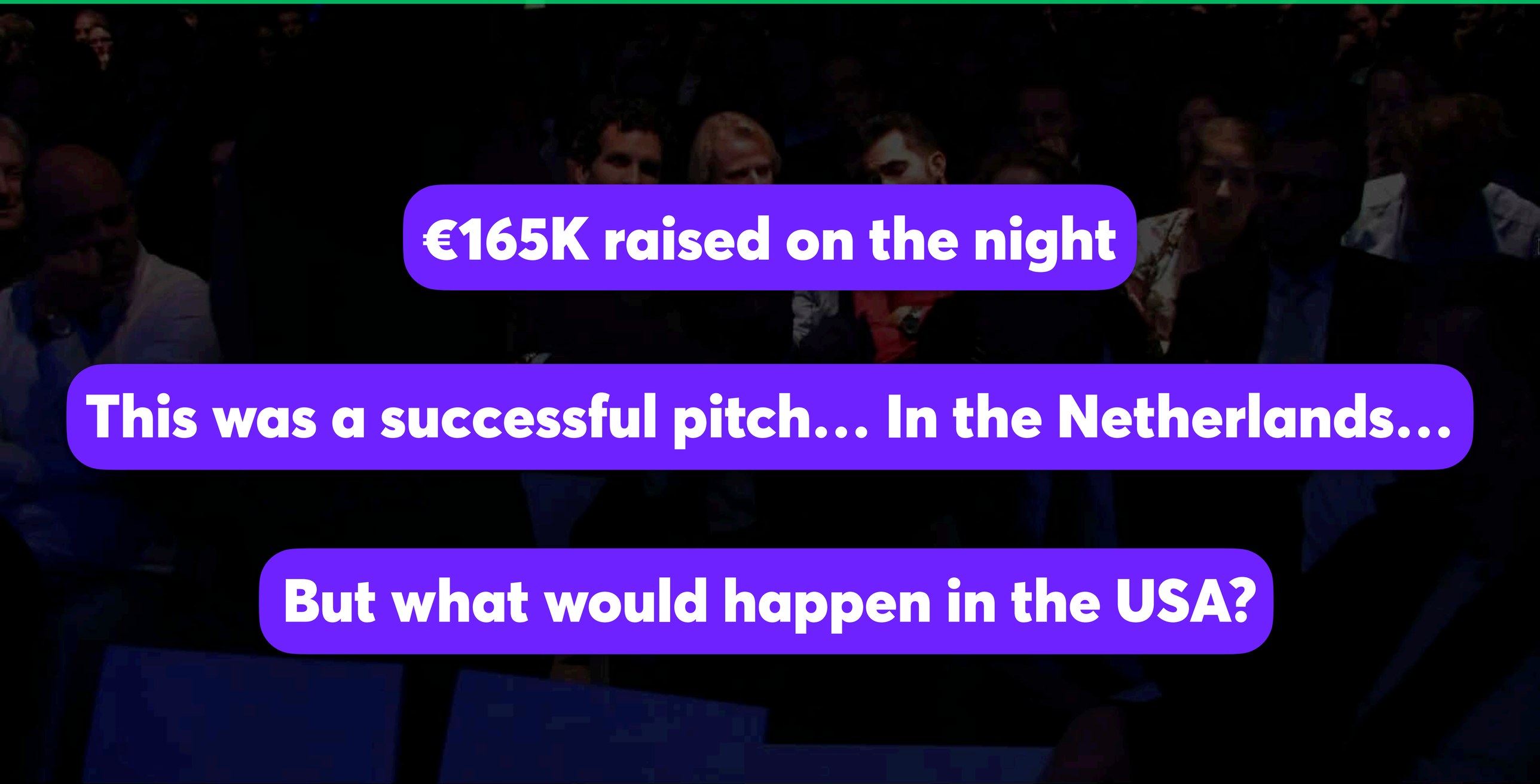



UtahState

Here's what we can't do in the USA...



And by the way… here was the result in NL



€165K raised on the night

This was a successful pitch… In the Netherlands…

But what would happen in the USA?


One more thing...

European Pitching versus USA pitching

Presbourg speakers approached me - US-based speaker agency.
I sent a biography. They pimped it.

I wrote this: European Pitching.



A former Country Director at Canon, David pivoted from a 16 year senior corporate career at Canon to become Europe's leading Pitch Coach. Across a decade, he has trained over 2200 Startups and Scaleups to win over €450Million in investment. David has also trained more than 33,000 professionals at companies such as Booking.com, Tommy Hilfiger, PwC and Netflix in 29 countries, as well as over 30 TEDx speakers. David is the creator of The Pitch Canvas©, and author of the books Pitch To Win and Blue Moon Pitch. He's done business in over 40 countries, and is passionate about giving ideas a voice.

The USA speaker agency wrote this.



David Beckett is a powerhouse in the world of pitching and public speaking, renowned as Europe's leading pitch coach. Leveraging his 16 years of corporate experience, David made a bold career transition to become a transformative force in the industry. Over the course of a decade, he has successfully trained over 2200 Startups and Scaleups, facilitating them in securing an impressive €450 million in investments. David's influence extends far and wide, having also imparted his expertise to more than 33,000 professionals at esteemed companies such as Booking.com, Tommy Hilfiger, PwC, and Netflix across 29 countries. Furthermore, he has worked closely with over 30 TEDx speakers, guiding them to deliver compelling and impactful talks.

David is the brilliant mind behind The Pitch Canvas©, a groundbreaking tool that has revolutionized the art of pitching and presentations. As the author of the acclaimed books Pitch To Win and Blue Moon Pitch, David's insights and strategies have empowered countless individuals to elevate their communication skills and achieve success in various spheres. With a wealth of global business experience spanning over 40 countries, David is deeply committed to empowering others to amplify their voices, share their ideas, and make a meaningful impact in the world.

European Pitching versus USA pitching

Presbourg speakers approached me - US-based speaker agency.
I sent a biography. They pimped it.

I wrote this: European Pitching.

A former Country Director at Canon, David pivoted from a 16 year senior corporate career at Canon to become Europe's leading Pitch Coach. Across a decade, he has trained over 2200 Startups and Scaleups to win over €450Million in investment. David has also trained more than 33,000 professionals at companies such as Booking.com, Tommy Hilfiger, PwC and Netflix in 29 countries, as well as over 30 TEDx speakers. David is the creator of The Pitch Canvas©, and author of the books Pitch To Win and Blue Moon Pitch. He's done business in over 40 countries, and is passionate about giving ideas a voice.

The USA speaker agency wrote this.

David Beckett is a powerhouse in the world of pitching and public speaking, renowned as Europe's leading pitch coach. Leveraging his 16 years of corporate experience, David made a bold career transition to become a transformative force in the industry. Over the course of a decade, he has successfully trained over 2200 Startups and Scaleups, facilitating them in securing an impressive €450 million in investments. David's influence extends far and wide, having also imparted his expertise to more than 33,000 professionals at esteemed companies such as Booking.com, Tommy Hilfiger, PwC, and Netflix across 29 countries. Furthermore, he has worked closely with over 30 TEDx speakers, guiding them to deliver compelling and impactful talks.

David is the brilliant mind behind The Pitch Canvas©, a groundbreaking tool that has revolutionized the art of pitching and presentations. As the author of the acclaimed books Pitch To Win and Blue Moon Pitch, David's insights and strategies have empowered countless individuals to elevate their communication skills and achieve success in various spheres. With a wealth of global business experience spanning over 40 countries, David is deeply committed to empowering others to amplify their voices, share their ideas, and make a meaningful impact in the world.

What we'll cover **TODAY**



Managing Time



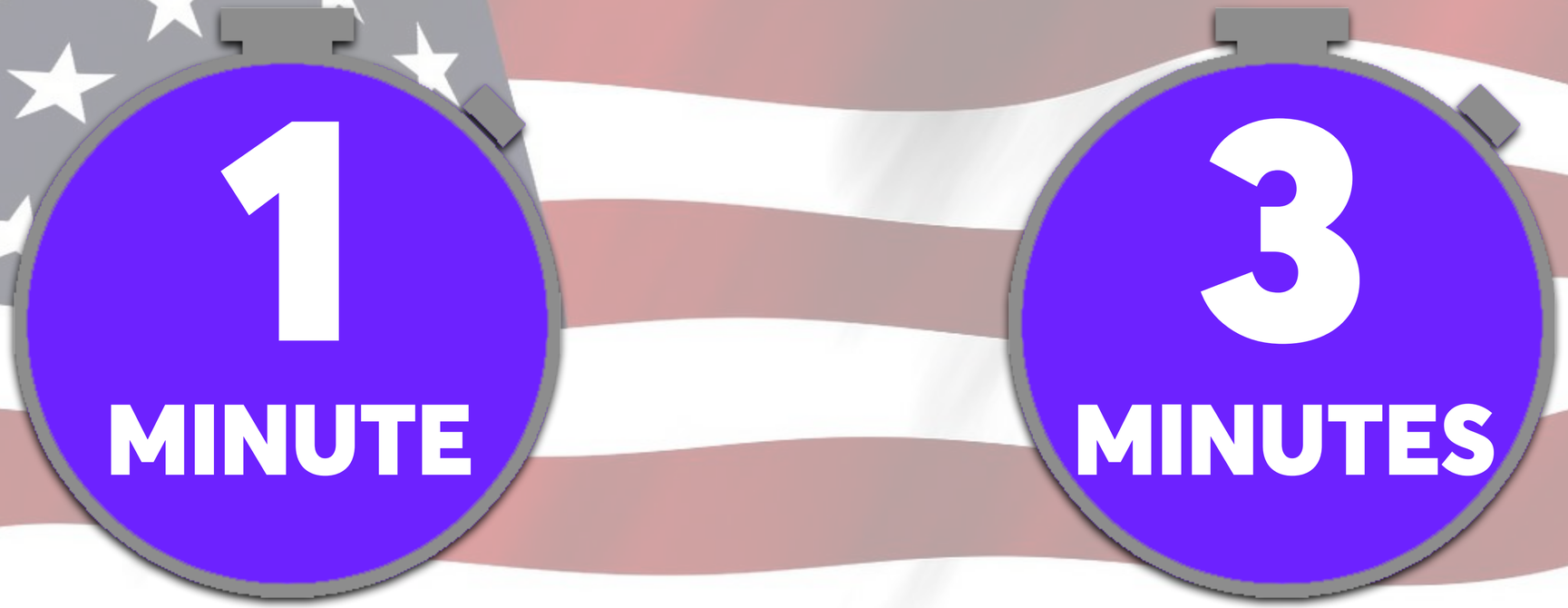
Content of Your Pitch



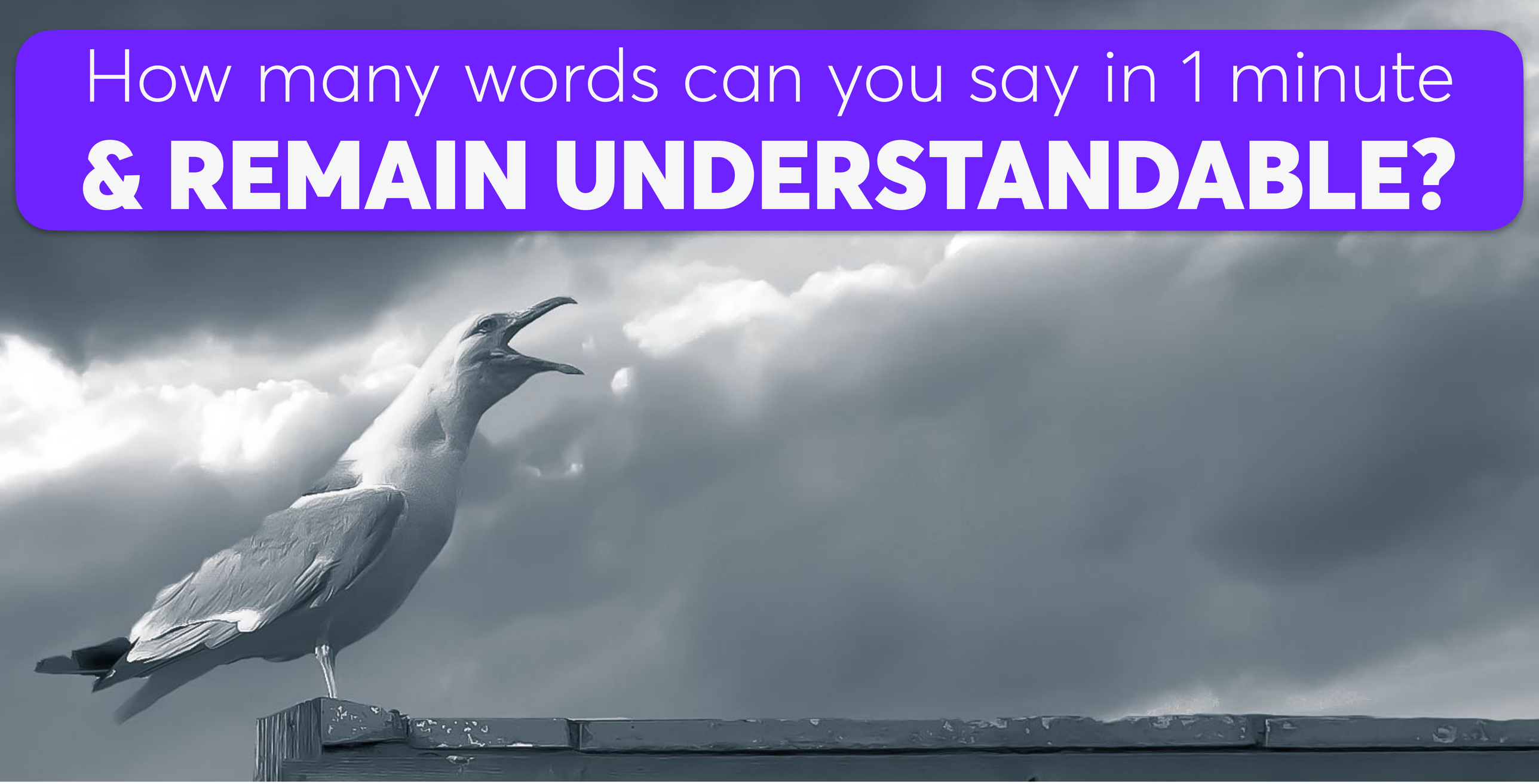
Level Up Your Pitch

Prepare your winning

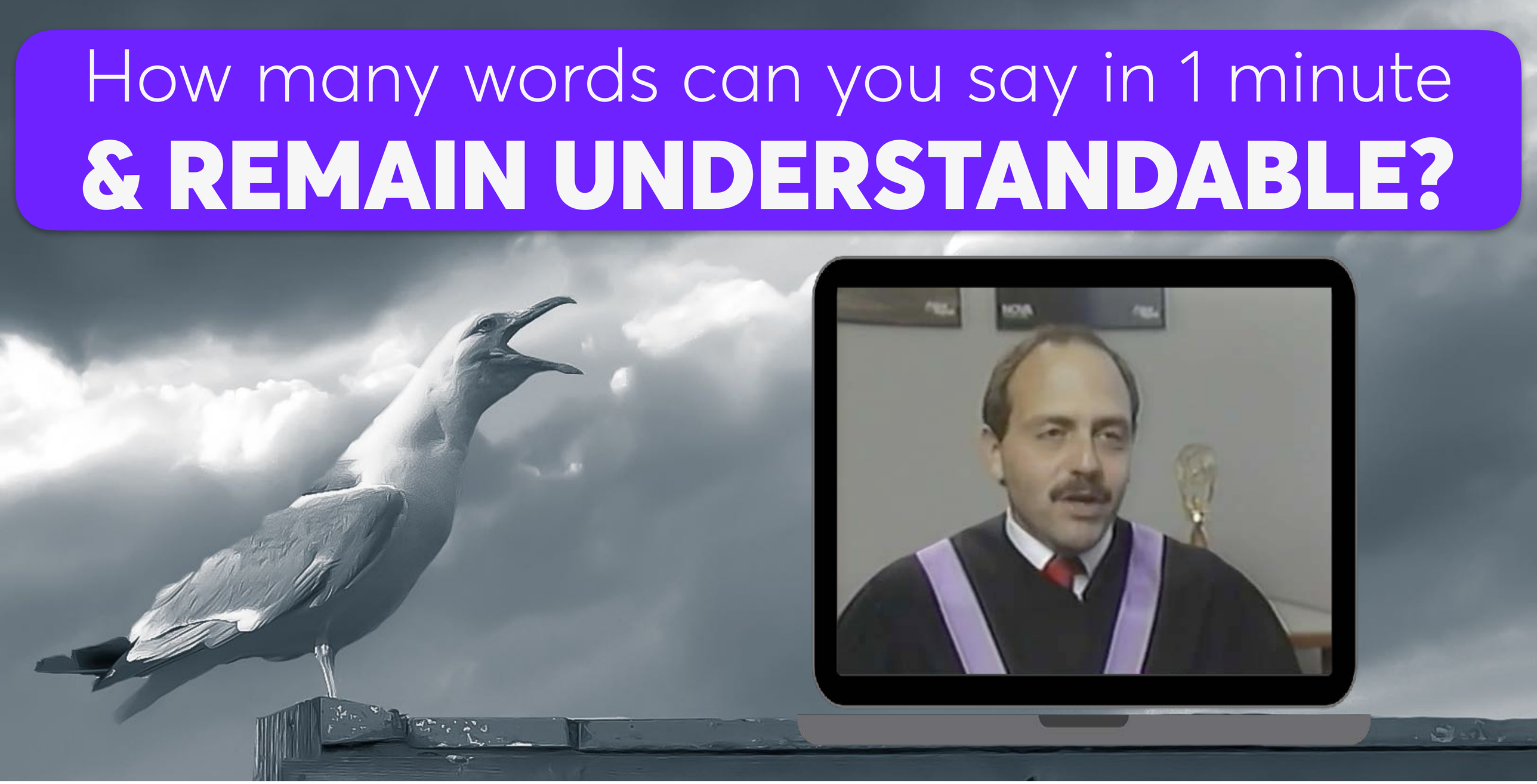
1 & 3 MINUTE PITCHES



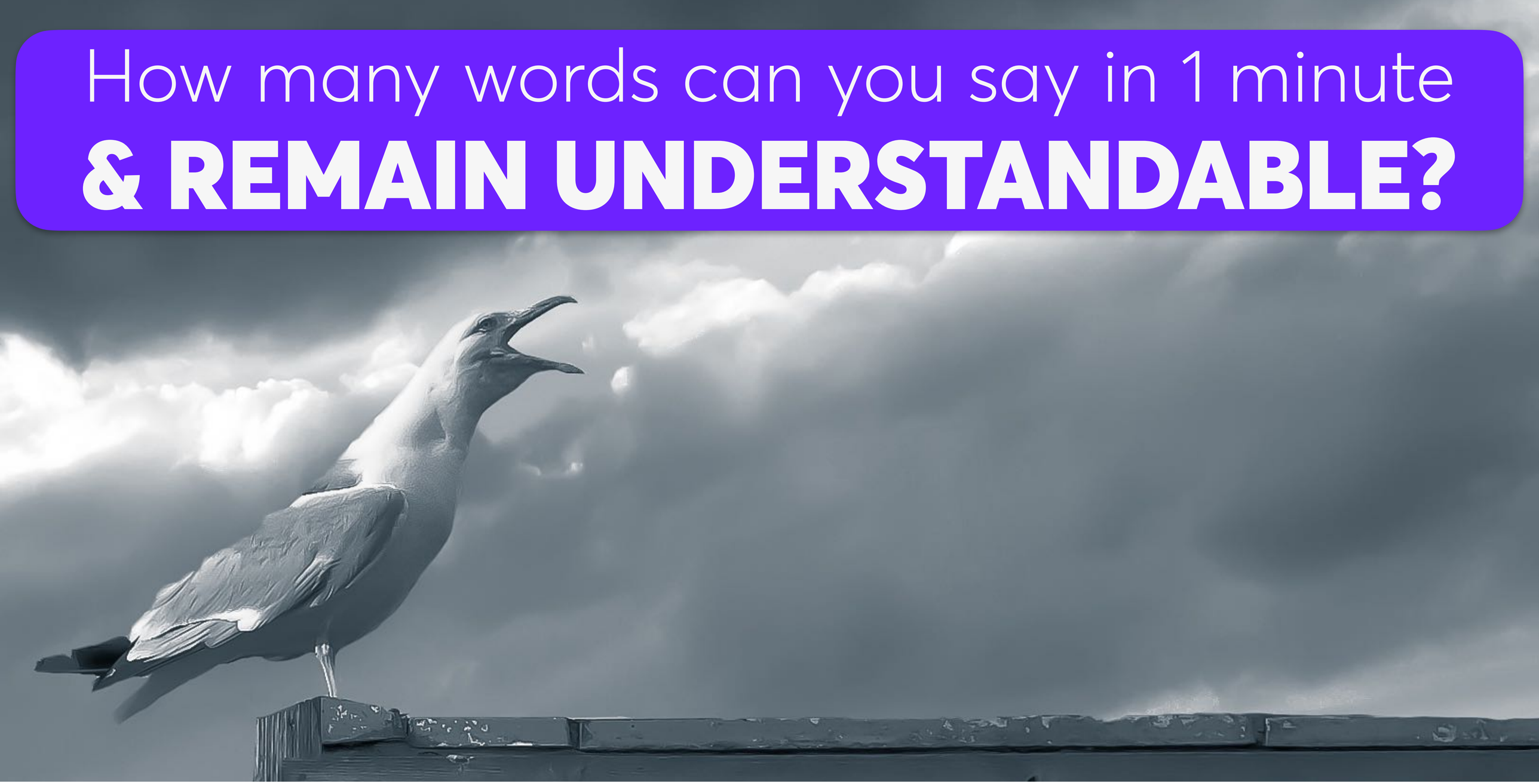
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



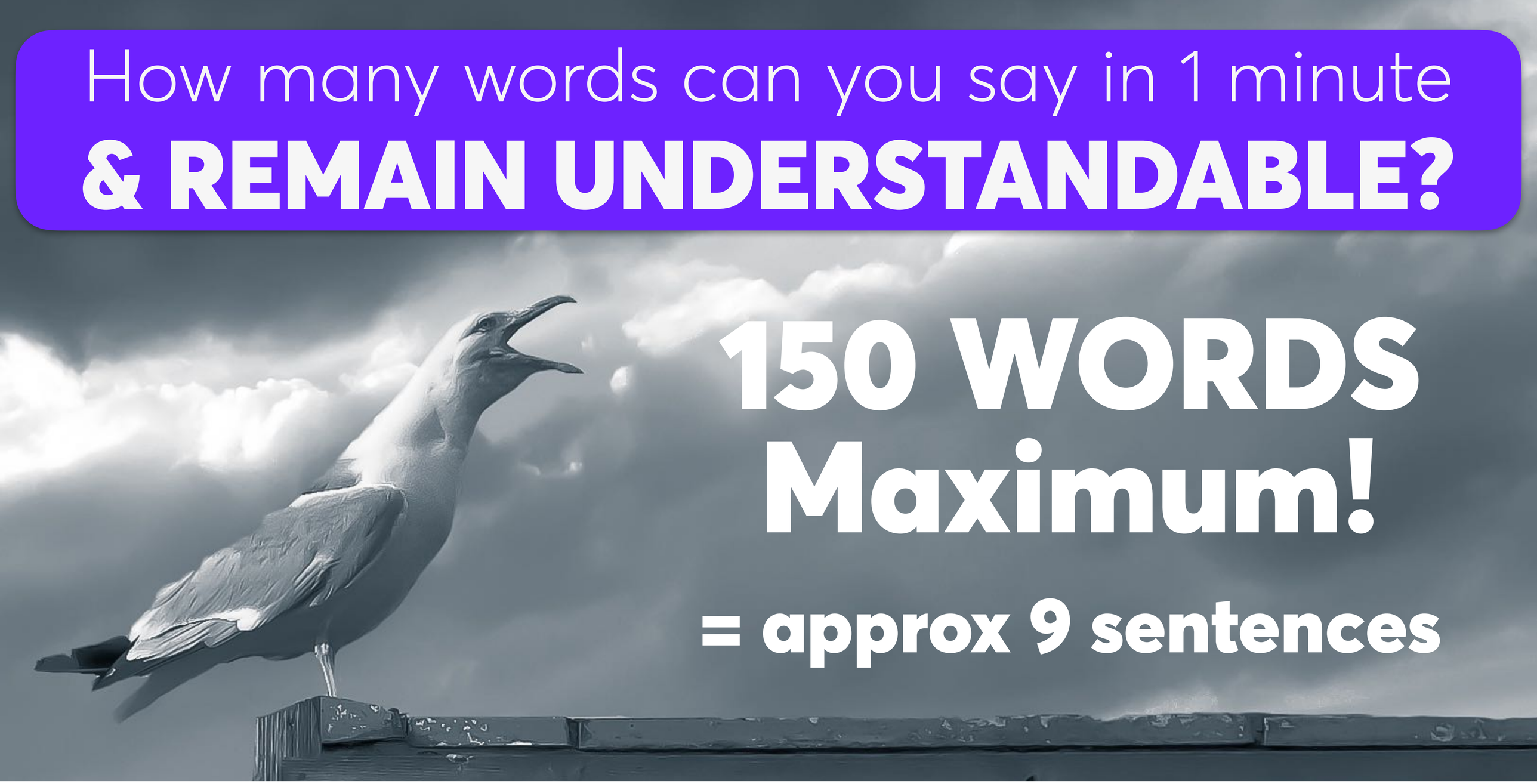
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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

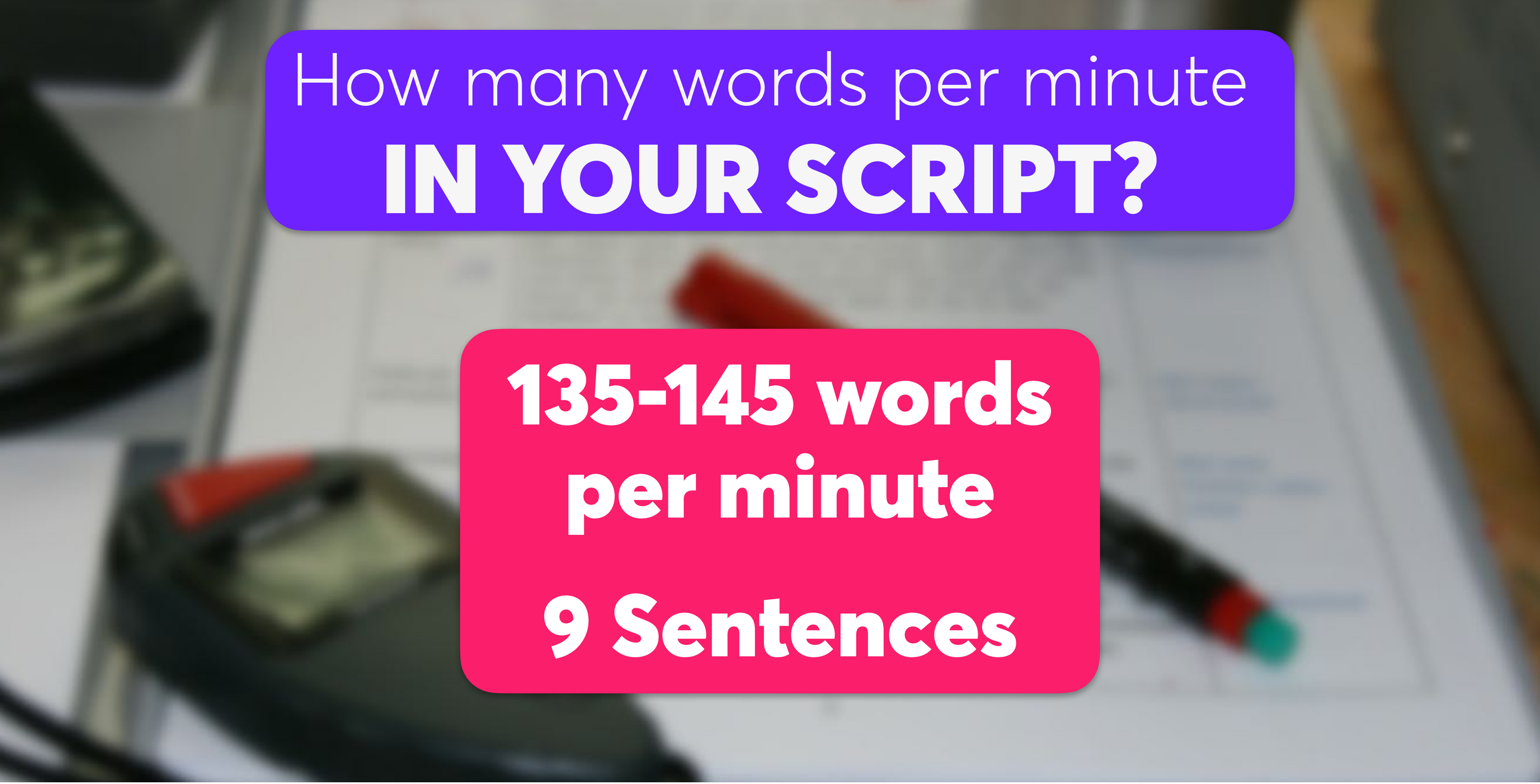


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= approx 9 sentences


How many words per minute
IN YOUR SCRIPT?
135-145 words per minute
9 Sentences


143
Words/min


203
Words/min


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Managing Time



Content of Your Pitch



Level Up Your Pitch


Prepare your winning
1 MINUTE PITCH
1
MINUTE

What should you **TALK ABOUT?**

THE PAIN



THE PRODUCT



THE PROOF



THE AMBITION



What **COULD** you **TALK ABOUT?**

WHAT'S UNIQUE



THE ASK



THE TEAM



WHY YOU?




What about
STORYTELLING?
Amsterdam

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT





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 & Tokyo, over **300 Million** drivers take more than **20 minutes** to find a parking space…"

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT





Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

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


ASSETA
eBay for Capital Equipment
5 seconds

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



WHY YOU?

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

Why did you **start** this in the first place?


THE CLASSROOM OF THE FUTURE
VOXMEDIA
THE PITCH
with Josh Muccio
0:00 / 49:21
$1.4 MILLION Raised | Incredible Journey of Autistic Founder
The Pitch Show
1.86K subscribers
Subscribe
DOWNLOAD AS:
27
Share
Save



Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



SEAN PERCIVAL

Investors invest in **conviction**, so if you don't have **energy** and **passion** we're probably **not going to invest.**


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What should you **TALK ABOUT?**

THE PAIN



THE PRODUCT



THE PROOF



THE AMBITION





PRODUCT

How do you **solve** the problem?

Simply: what does it do?

What **improvement** could your proposition deliver - & **how much?**



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots? POCs?

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


AMBITION!
"HOW BIG COULD THIS THING GO?"


Prepare your winning
1 MINUTE PITCH
1
MINUTE



ACTION STEP

Brainstorm content for;

Pain, Product,
Traction/Validation, Ambition

Quickly write down
key words and phrases,
not full sentences

best3minutes.com/staruba25



ACTION STEP

Brainstorm content for;

Pain, Product,
Traction/Validation, Ambition

Quickly write down
key words and phrases,
not full sentences

best3minutes.com/staruba25



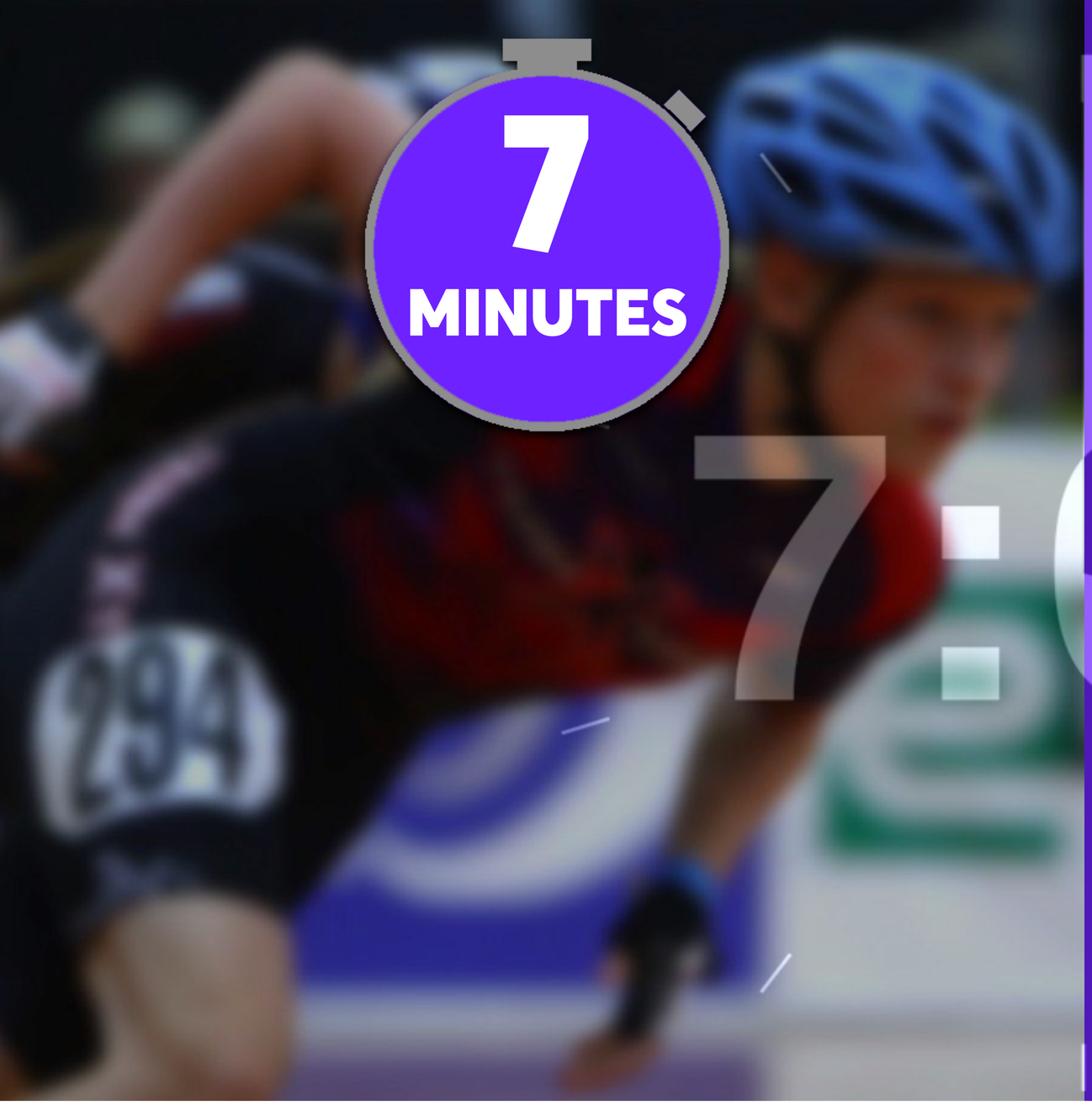
ACTION STEP

Prepare a **1-Minute pitch**
with the following;

Pain, Product,
Traction/Validation, Ambition

And add a 1-sentence
Call to Action

60 seconds = 8-9 sentences



ACTION STEP

Prepare a **1-Minute pitch**
with the following;

Pain, Product,
Traction/Validation, Ambition

And add a 1-sentence
Call to Action

60 seconds = 8-9 sentences



ACTION STEP

TEST **your 1-Minute pitch with the following;**

Pain, Product,
Traction/Validation, Ambition

And add a 1-sentence
Call to Action

60 seconds = 8-9 sentences

best3minutes.com/staruba25


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Prepare your winning

3 MINUTE PITCH



THE PAIN



THE PRODUCT



THE PROOF



THE AMBITION



WHAT'S UNIQUE



THE TEAM



THE ASK





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

Which **ONE THING** are you truly **EXCELLENT** at as a Team?


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Managing Time



Content of Your Pitch



Level Up Your Pitch

Making your story

FOCUSED & MEMORABLE

The Power of THREE



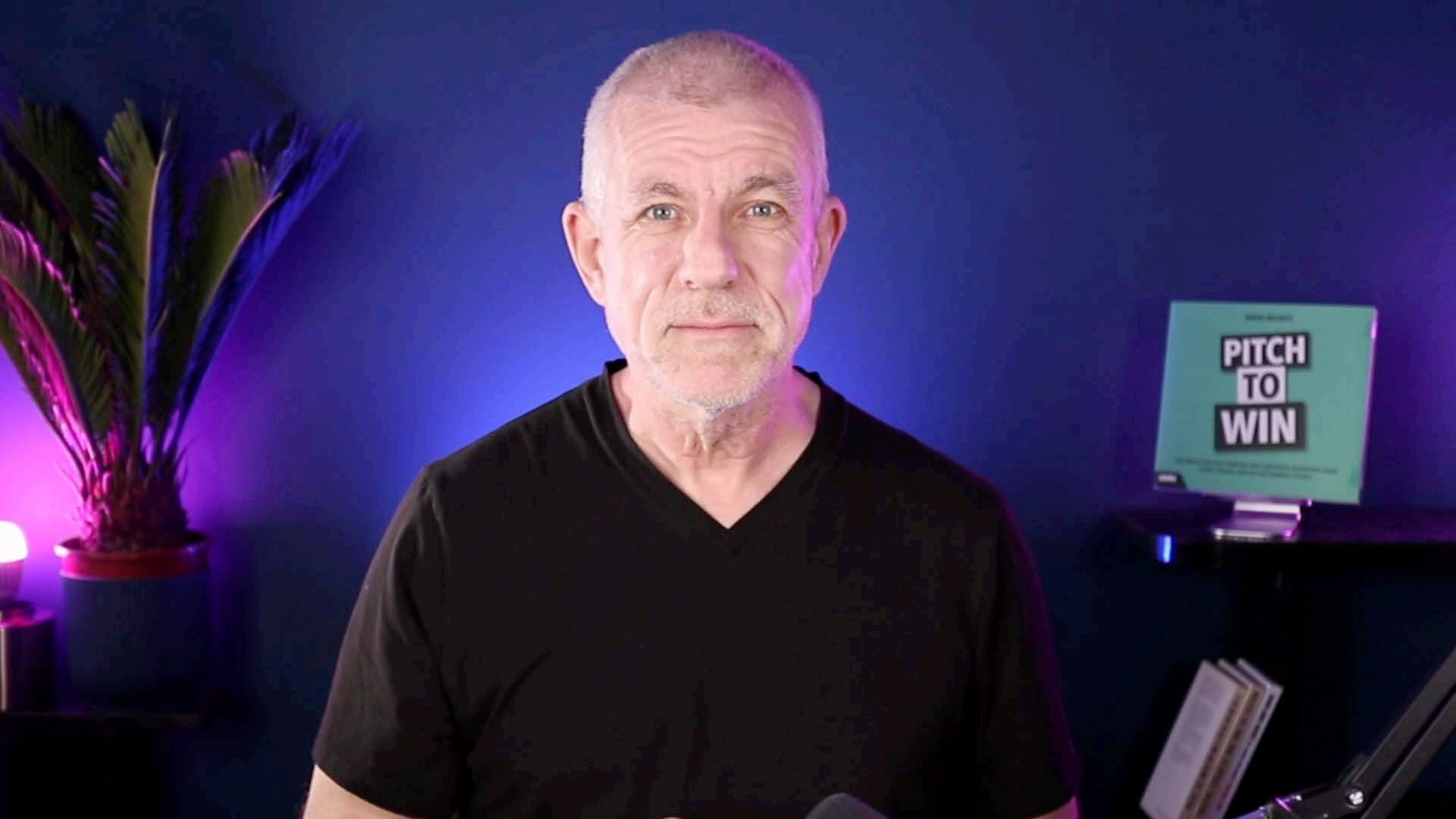
What happens if I say…

“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

The Power of Three is a

PUBLIC SPEAKING TOOL & A MINDSET




One more thing...



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





Best way to improve body language?

FILM YOURSELF PITCHING

1:1 Coaching Sessions
WHAT TO PREPARE?

A **draft** of your 1 minute pitch

We can discuss your 3 minute

Pitch tools and
RESOURCES





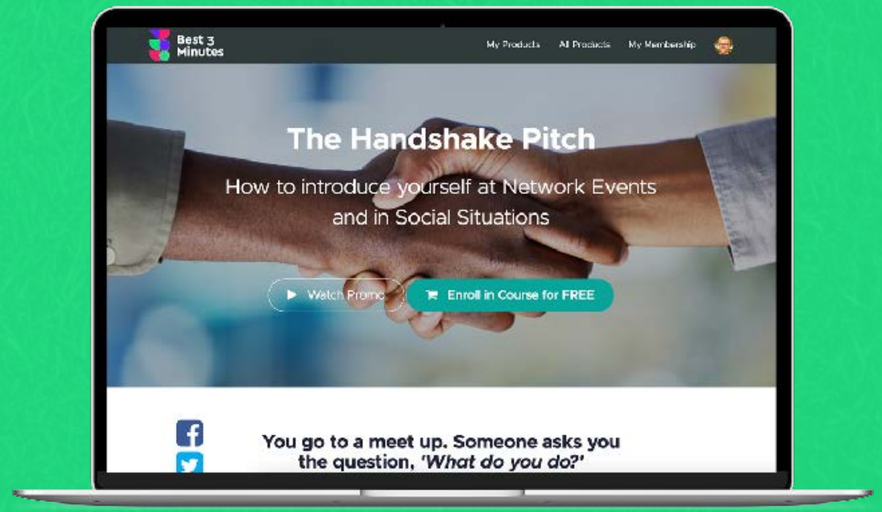


best3minutes.com/staruba25









best3minutes.com/staruba25

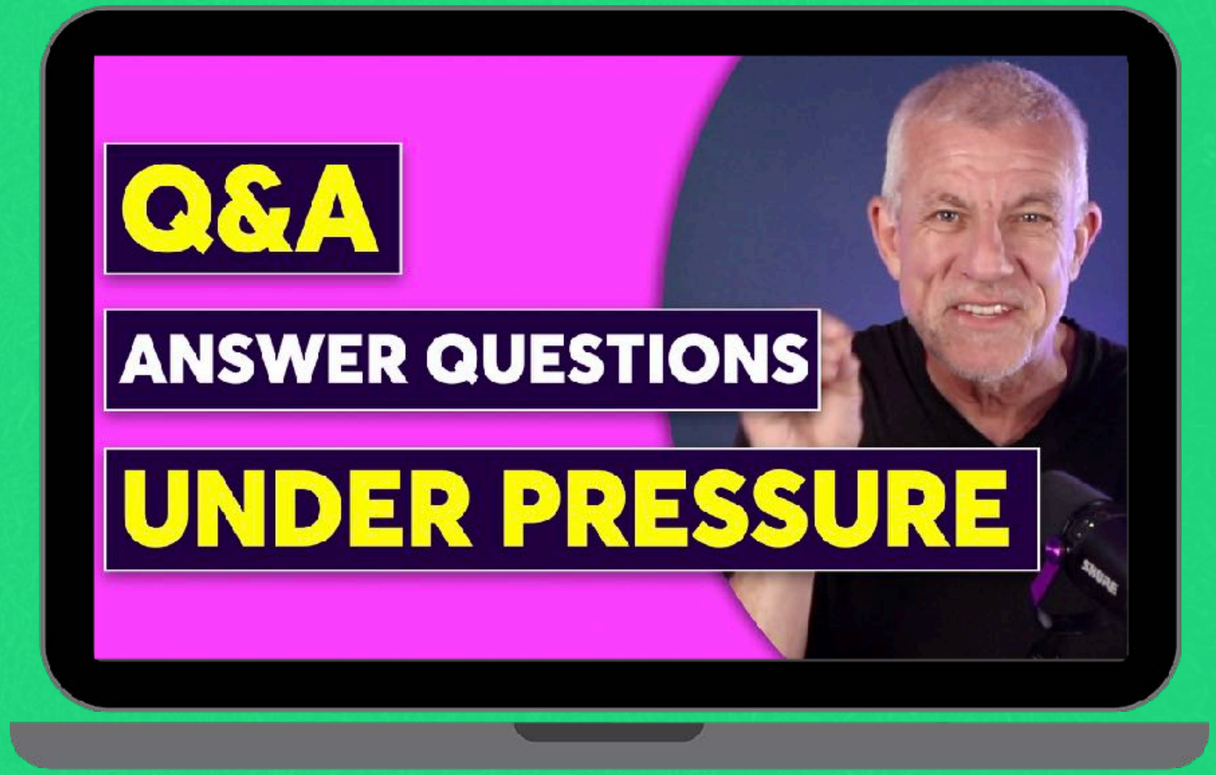








Podcast



YouTube Videos

best3minutes.com/staruba25



PODCAST:
Pitching in the USA

best3minutes.com/staruba25



David Beckett

Best3minutes.com

Connect with me

LinkedIn™

best3minutes.com/staruba25