

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

David Beckett

best3minutes.com

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Best 3 Minutes

Coached 2900+ Startups & Scale-Ups

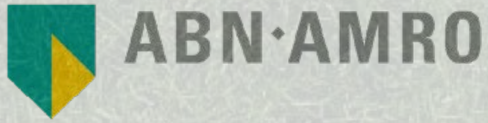
RAISED OVER €490MILLION



32 Countries

TRAINED 41,000+ PEOPLE

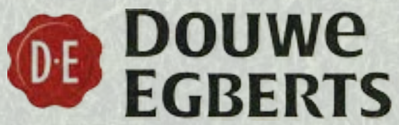

























GREAT IDEAS
NEED A VOICE

What we'll cover **TODAY**



Essentials for a winning pitch



Level Up Your Pitch



Slide Design for Non-Designers

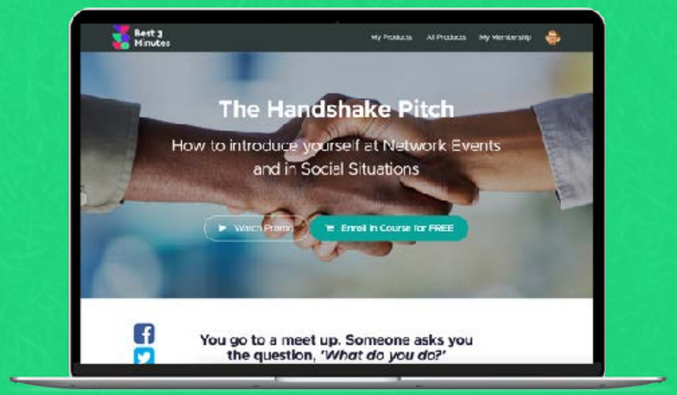
You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



MY QUESTION TO YOU...

What would you like to know
ABOUT PITCHING?

Please ask
IN THE CHAT or BY VOICE!

Best 3 Minutes

best3minutes.com



How to make a winning **HACKATHON PITCH**

Translate the **Business Case** into a **Pitch**



"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!



WHAT CAN YOUR TEAM WIN?

GLORY!

ALL teams can get **funding**



Best3Minutes guide to your Hackathon Pitch

How long is the pitch?

You have 5 minutes pitch, 3minutes Q&A

5 minutes is around 45 sentences! Get the story roughly straight, then do a test against the clock. There is a hard cutoff. If you take too long, they won't let you finish!

If you fail to finish within the time available while practicing, cut out some content and try again.

How do I create my story?

Brainstorm with Post-its, not PowerPoint, to create the storyline.

Leave the software alone until you've had time to think. Get the ideas out of your head using Post-Its.

Only make slides once you have the storyline clear. This will save you a lot of time, and you'll get a better overview of the flow of the story.

What do they want to hear?

Check the Judging Criteria.

Use the Judging Criteria as your guiding light for the pitch!

If you can match the criteria with the content of your pitch, you have a chance of winning; if you don't, there's no chance of success.

How to open the pitch?

Open Powerfully: make the first word count!

Don't waste time on 'I'm happy to have the chance to share,' etc. Get into the pitch! What are you solving? What have you done? Are YOU excited about your idea?

Practice this out loud. The first seconds are the moments of biggest stress, make sure you're ready to go!

Don't over explain details!

Use The Power of Three; stick to the headlines

The time disappears before you know it! Don't get lost in the details.

Got 7 things you want to tell them about? Break it down to the most important 3 points. Easier to understand, and to remember!

Finish like a professional.

Don't finish with a shrug of the shoulders... Finish with a bang!

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Oh... One More Thing!

Why do YOU believe in this idea? Your enthusiasm counts!

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Enjoy the moment!

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Best 3 Minutes

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

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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

PAN-E IT&D

TOYOTA EUROPEAN HACKATHON

DATA & AI

SCORING

SCORE	Functionality, User Experience, User Interface, Human Machine Interface	Value, Market Differentiator, Originality, and Innovation	Roadmap, Vision, and Clarity	Technical Assessment & Feasibility	Financial Assessment & Feasibility
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...and of course **THE PITCH!**

How **convincing** is the pitch?

Is the story well **prepared**?

Is it **complete**?

Did it finish **on time?**

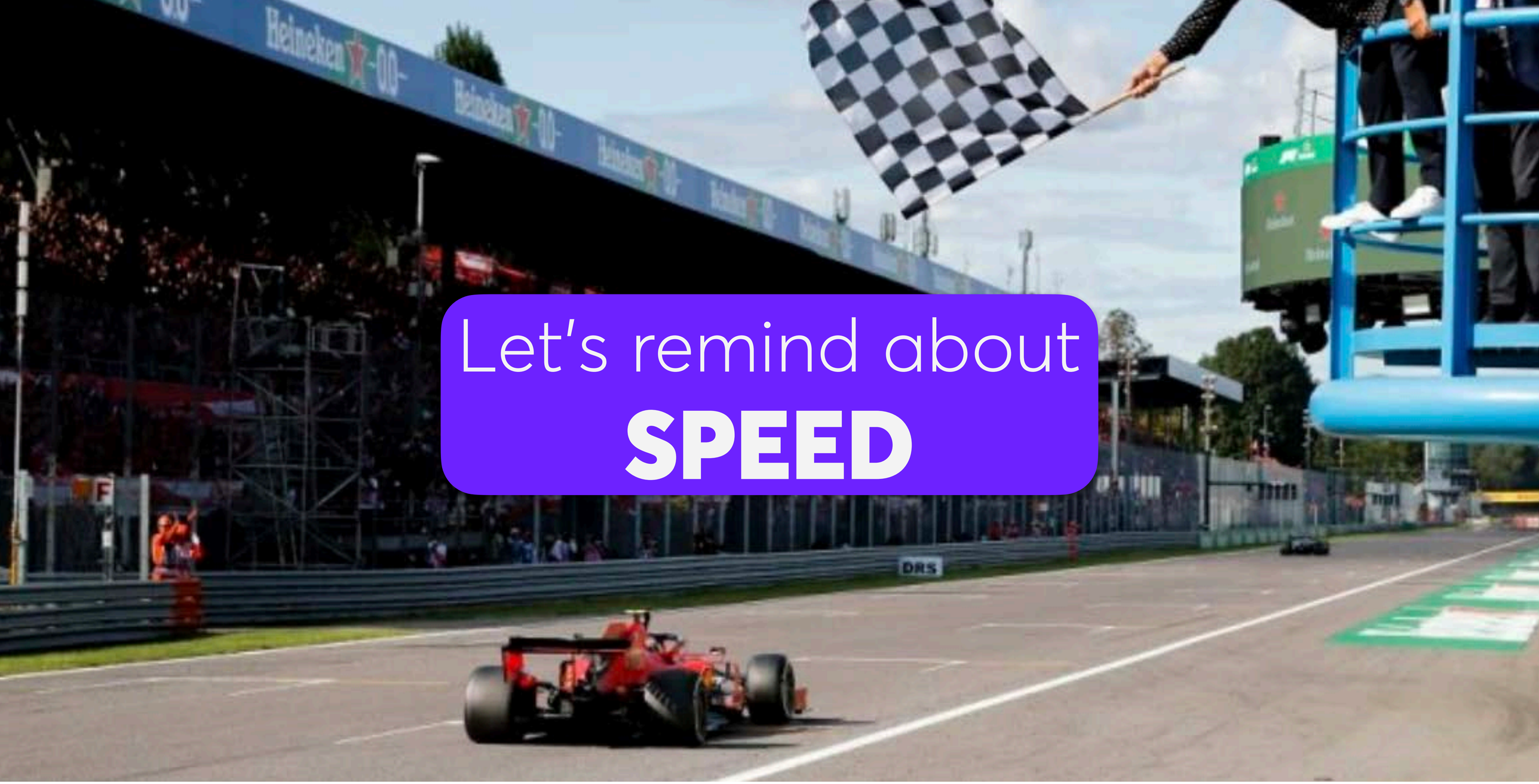

Decide asap
WHO WILL PITCH
This helps **focus** the mind 🧐
Can be **more** than 1 person



PITCH



Q&A



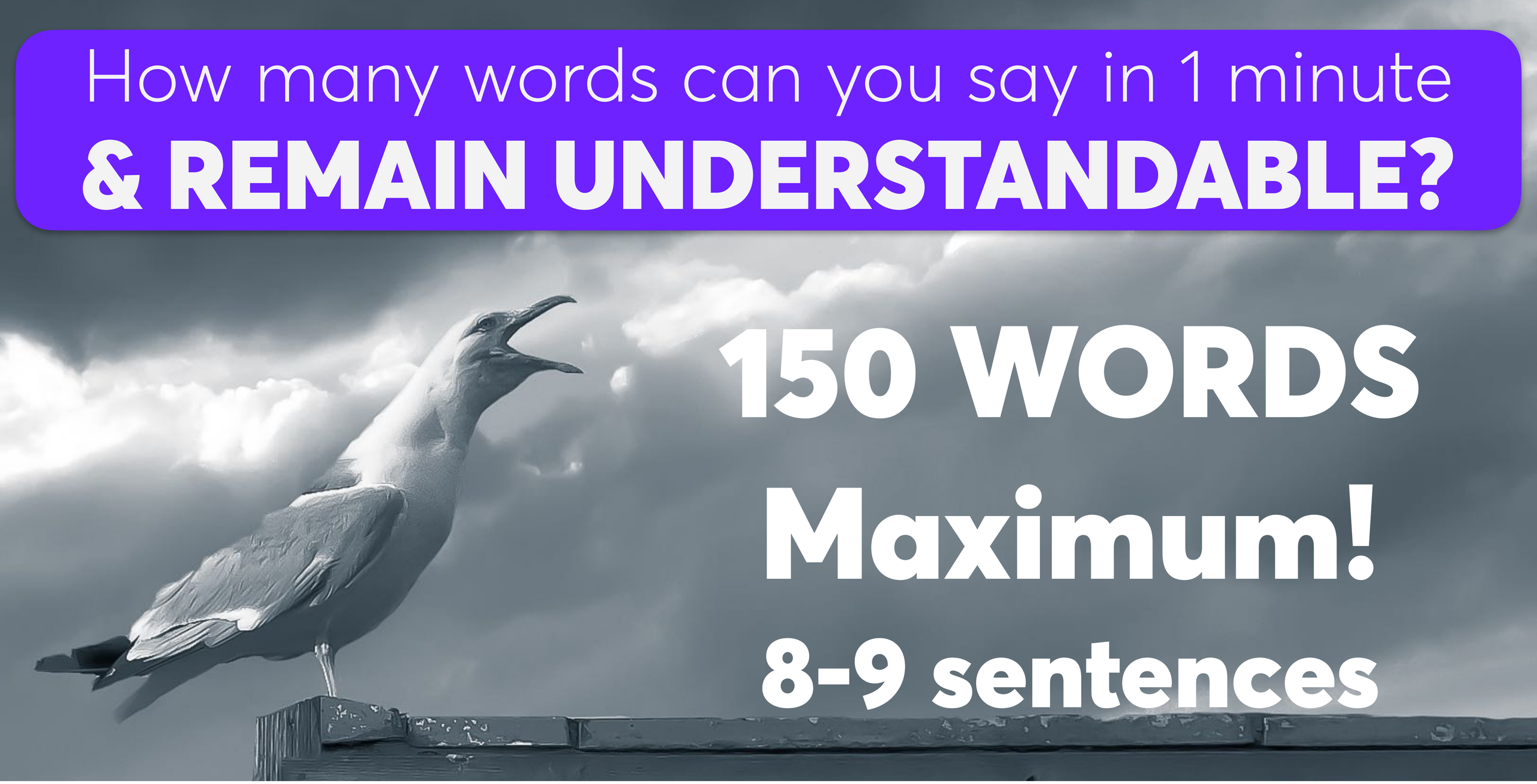
Let's remind about **SPEED**

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



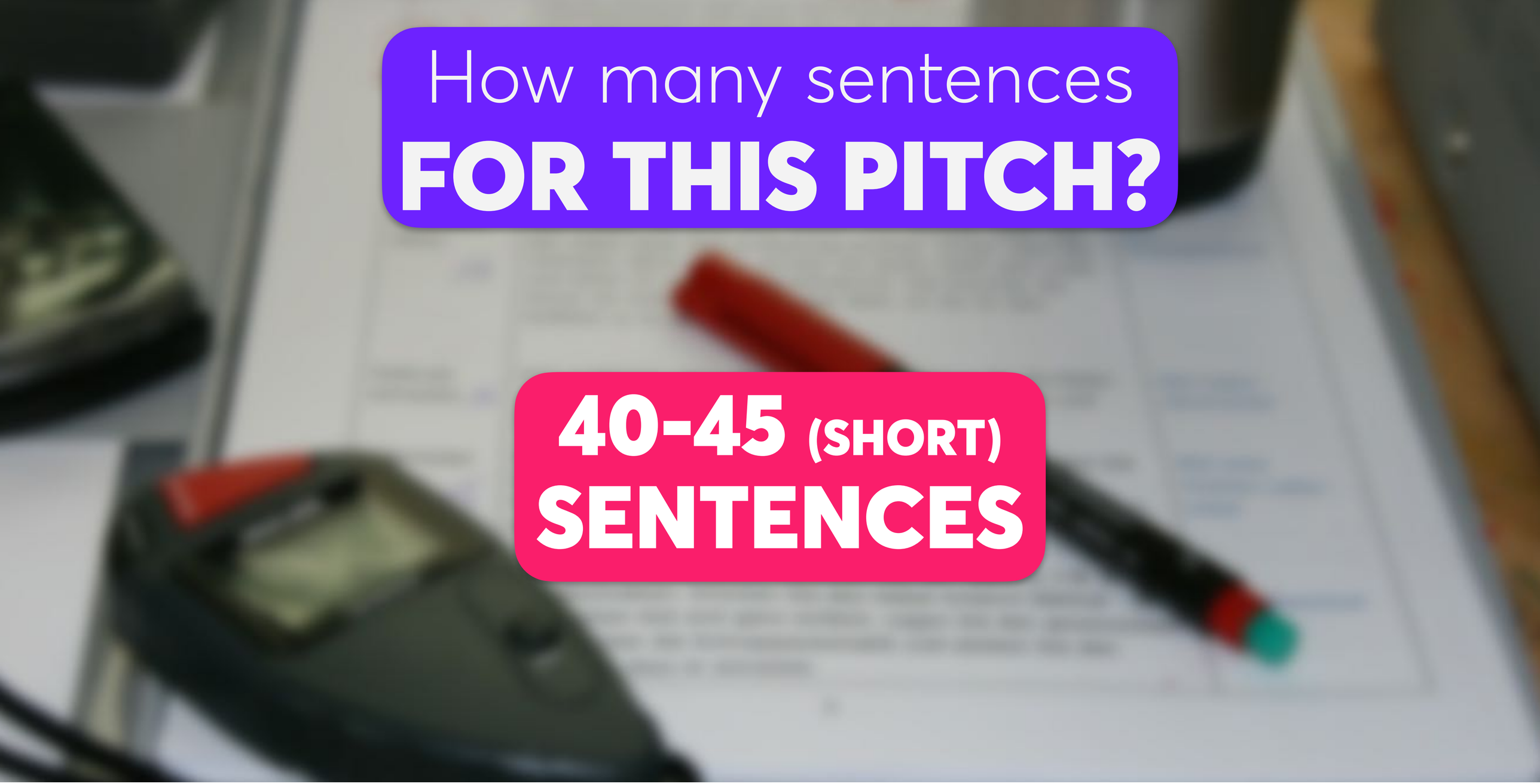
Please type a **number** in the **chat**

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



150 WORDS Maximum!

8-9 sentences

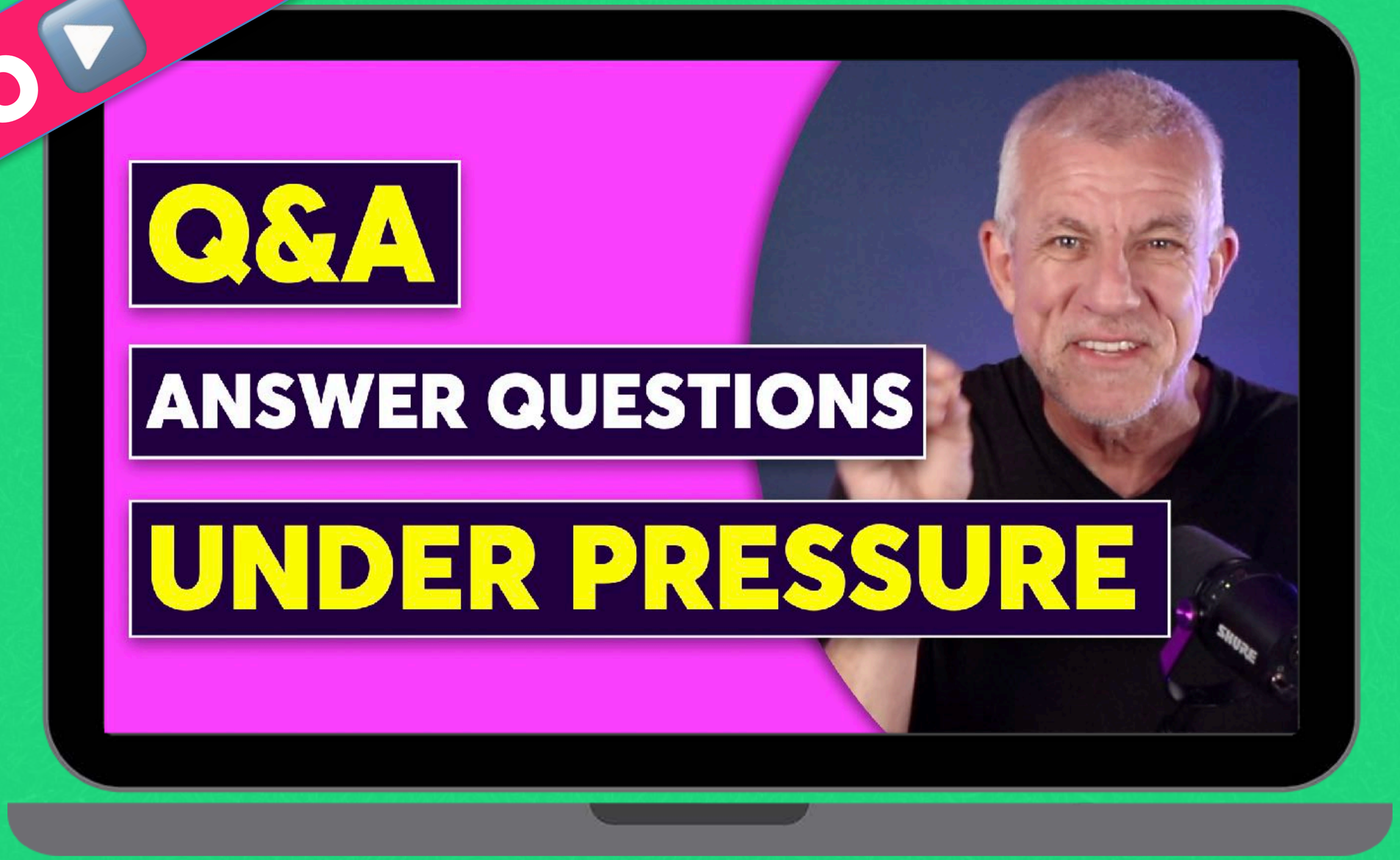

How many sentences
FOR THIS PITCH?
40-45 (SHORT)
SENTENCES





Q&A

VIDEO



Video at: **best3minutes.com/toyohack25**


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



How to build a winning HACKATHON PITCH

Process HOW?

Content WHAT?

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

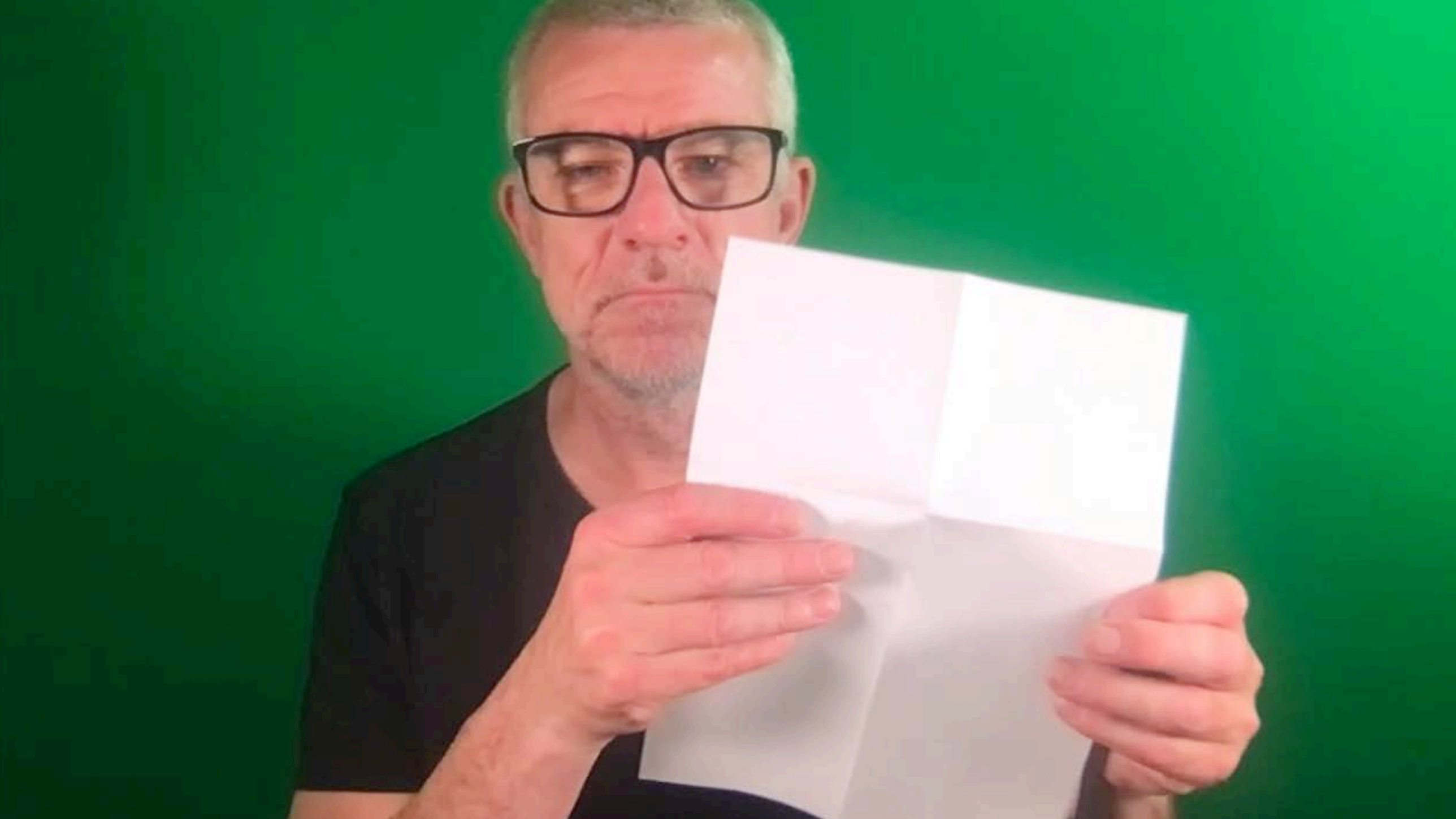



STOP!


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



Use POST-IT NOTES To Build Your Storyline



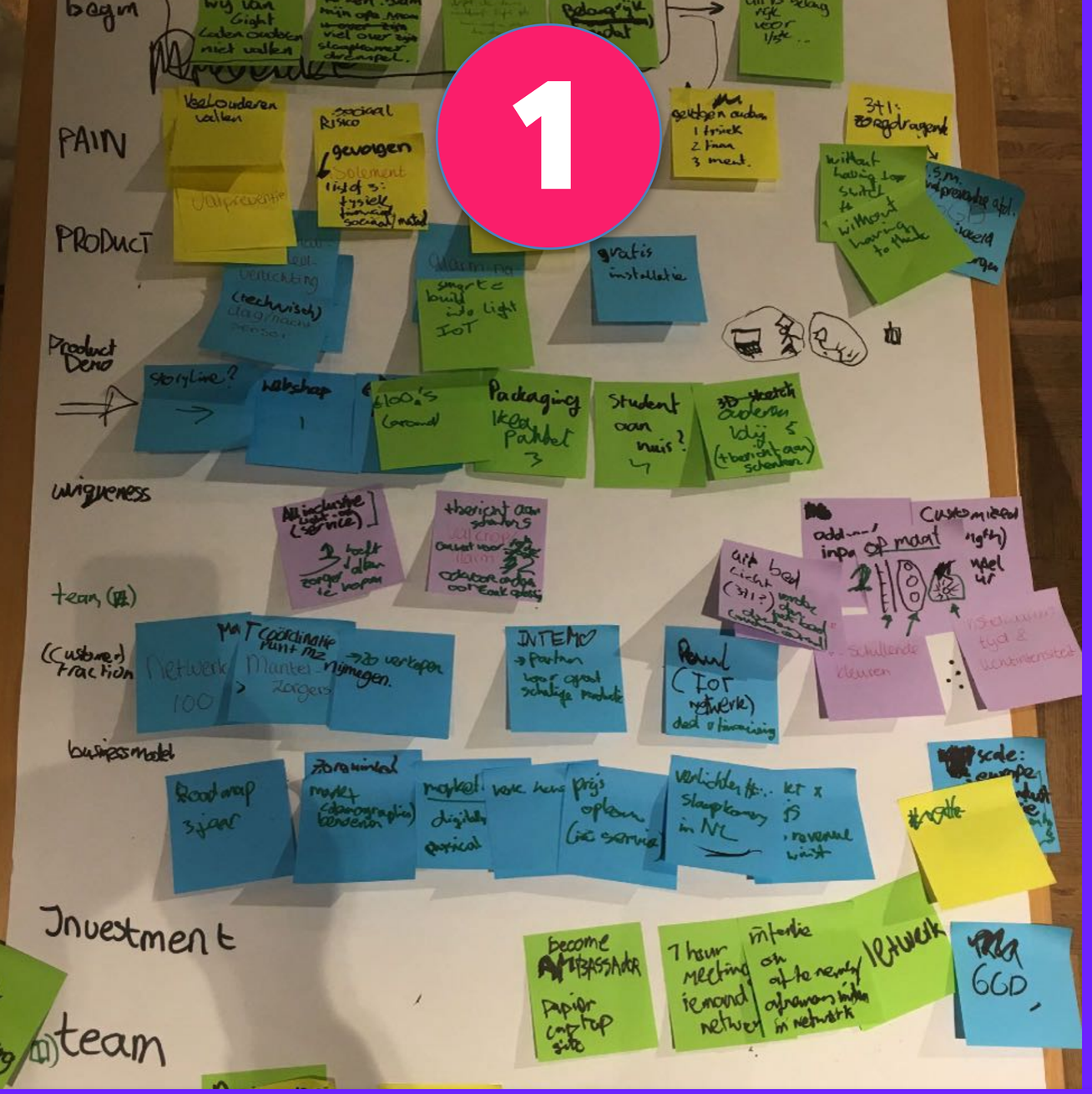


Use POST-IT NOTES To Build Your Storyline

VIDEO 🔽



3 minute video at: **best3minutes.com/toyohack25**



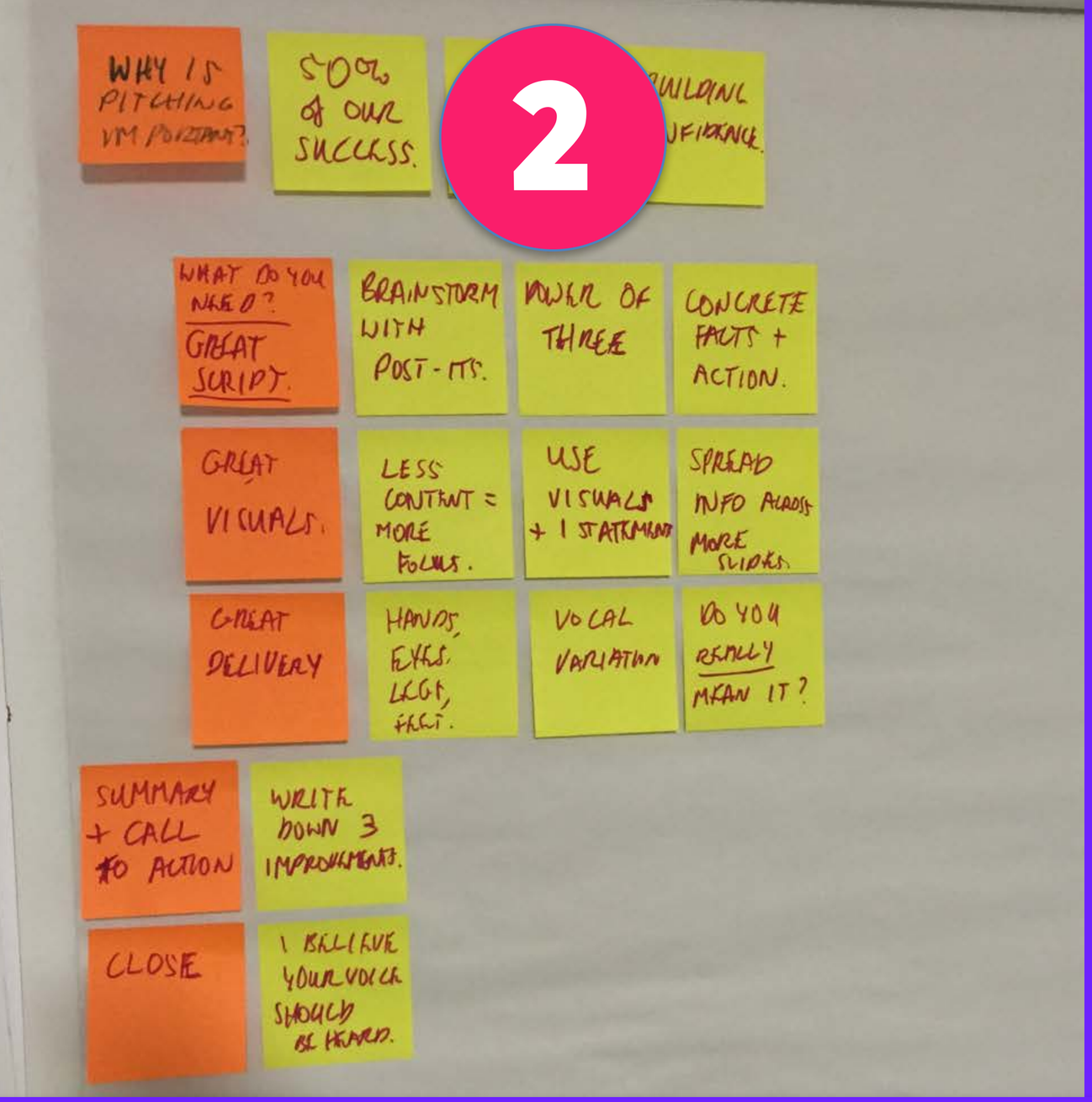
ACTION STEP

Brainstorm content on Post-Its

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write

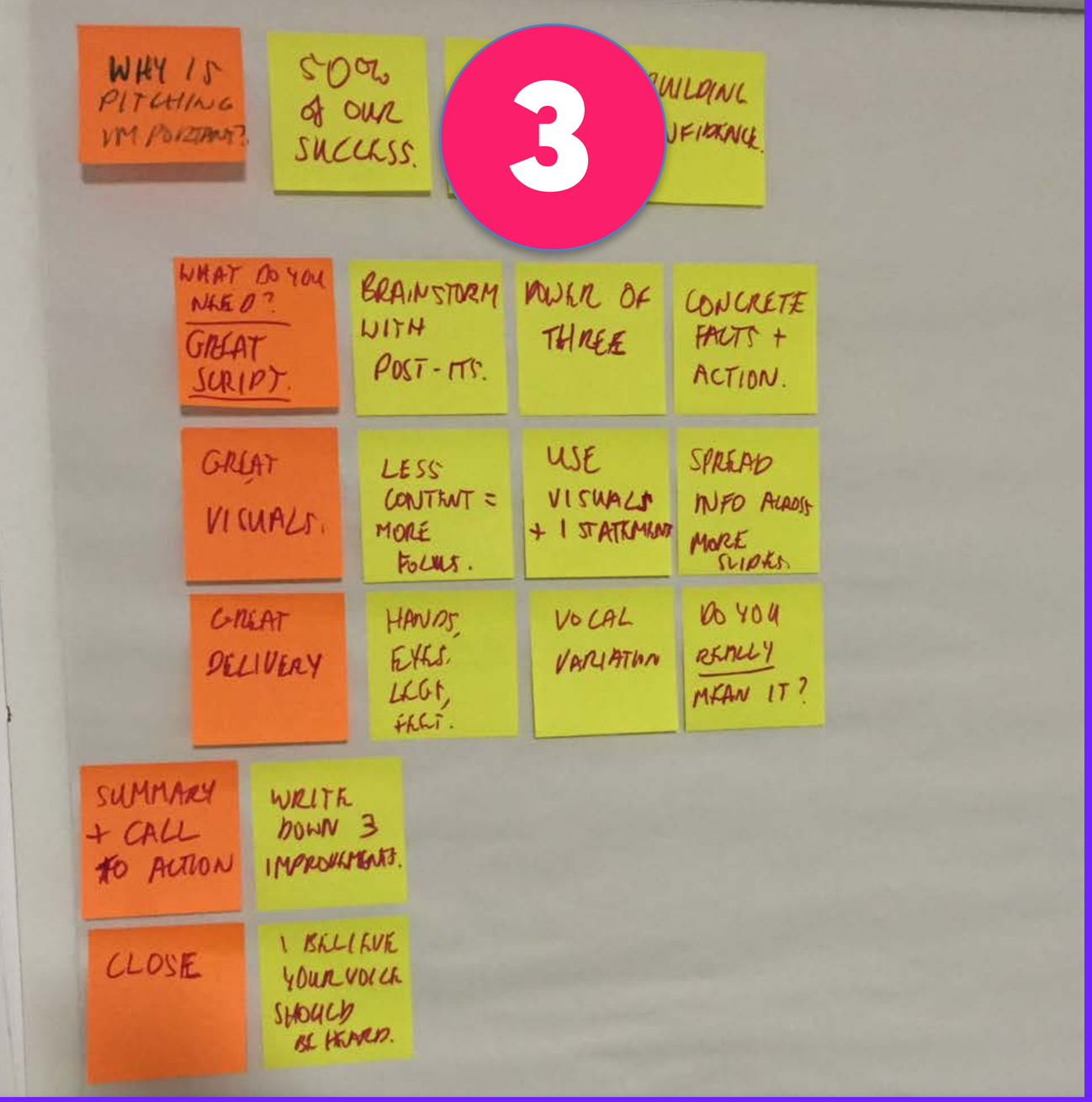
Content of Pitch slides at **best3minutes.com/toyohack25**



ACTION STEP

Build a **storyline** targeting 5 mins, covering each of the key points

Content of Pitch slides at **best3minutes.com/toyohack25**



ACTION STEP

Say it **out loud** - does it flow?

Does it feel the right **order** for the information?

Will you finish **on time?**

Content of Pitch slides at **best3minutes.com/toyohack25**



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Process HOW?

Content WHAT?



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

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VISION



THE PAIN



THE PRODUCT



TOYOTA STRATEGY



WHY NOW?



ROI



INNOVATION



VALIDATION



UX/UI



IMPLEMENT-ATION



best3minutes.com/toyohack25

VIDEO



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VISION



THE PAIN



THE PRODUCT



TOYOTA STRATEGY



WHY NOW?



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IMPLEMENT-ATION





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 Brussels, 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



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'



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?**



VALIDATION

Internal: who in the organisation is supporting?

External: what have we done to validate with customers?



Here's what we're not going to do...

Here's our product,

here's more about our product,

here's some more information about our product

...any questions?



Here's what we ARE going to do...

Here's a **problem** that's costing this much time/money/waste/negative environmental impact

We have an idea for a **solution** that will reduce that pain by doing...

This will **reduce** time/money/waste/negative environmental impact by...

It will help **Toyota** reach its **strategic goal** of X, & will give an **ROI** of...

The cost - **people/resources** - to get a **first step** up and running is...

Its UX **looks** like this, and we **tested** it by talking with...

I and the team **believe** this **matters** because...


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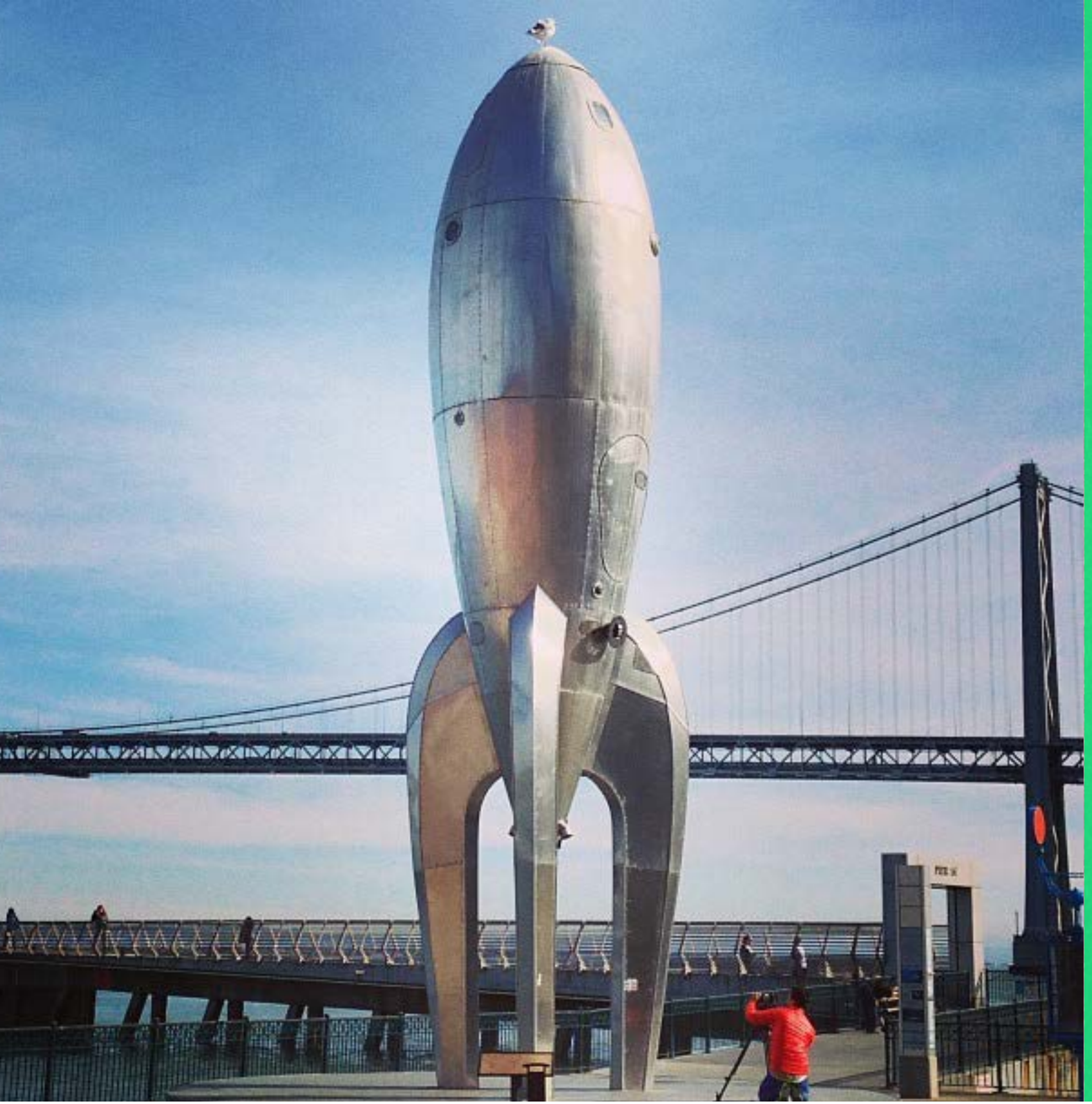
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Make the first word count
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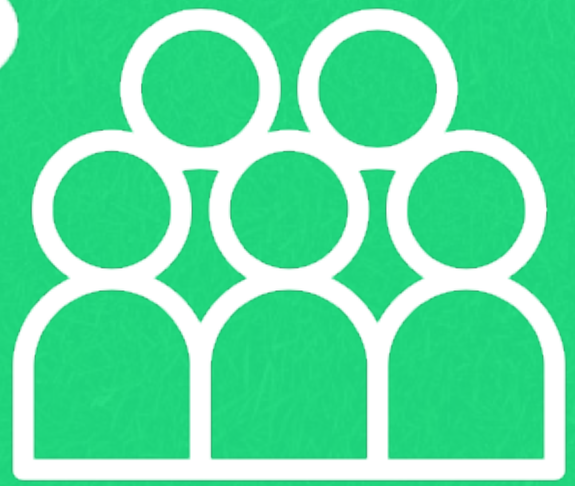


The first 20 seconds buys

ATTENTION

Is this person professional?

*Do I **want** or **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







ACTION STEP

Think about your **proposition,** and the best way to **capture attention**

Is there a **bold statement** you can make?

A **surprise** you can give?

An **opportunity** to clarify?

Write down your **opening 5 sentences**

You can **share** your ideas with your **team colleagues** later



ACTION STEP

Think about your **proposition,** and the best way to **capture attention**

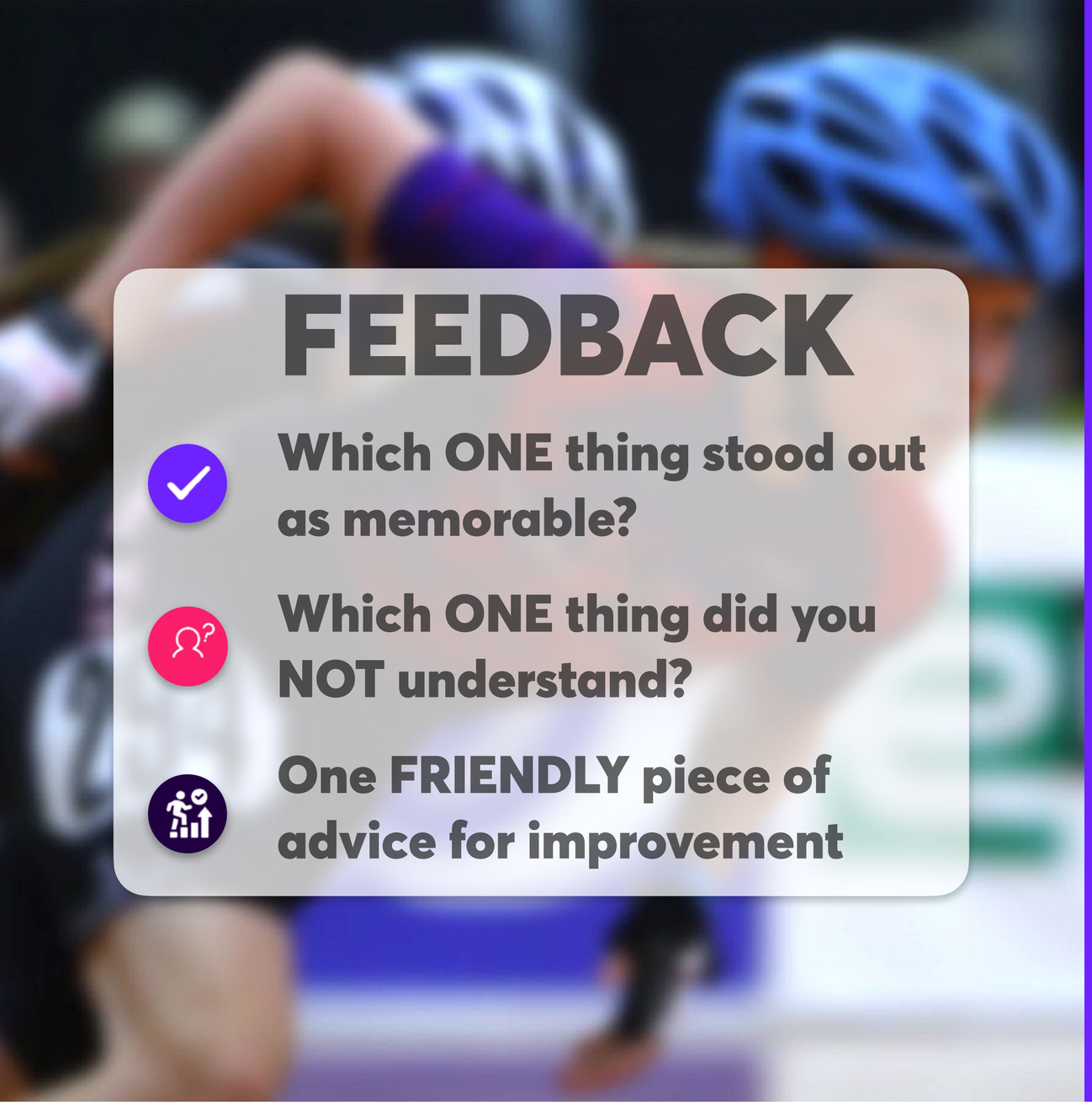
Is there a **bold statement** you can make?

A **surprise** you can give?

An **opportunity** to clarify?

Write down your **opening 5 sentences**

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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

How to **test** your
opening 5 sentences
out loud on someone else

Making your story

FOCUSED & MEMORABLE

The Power of THREE



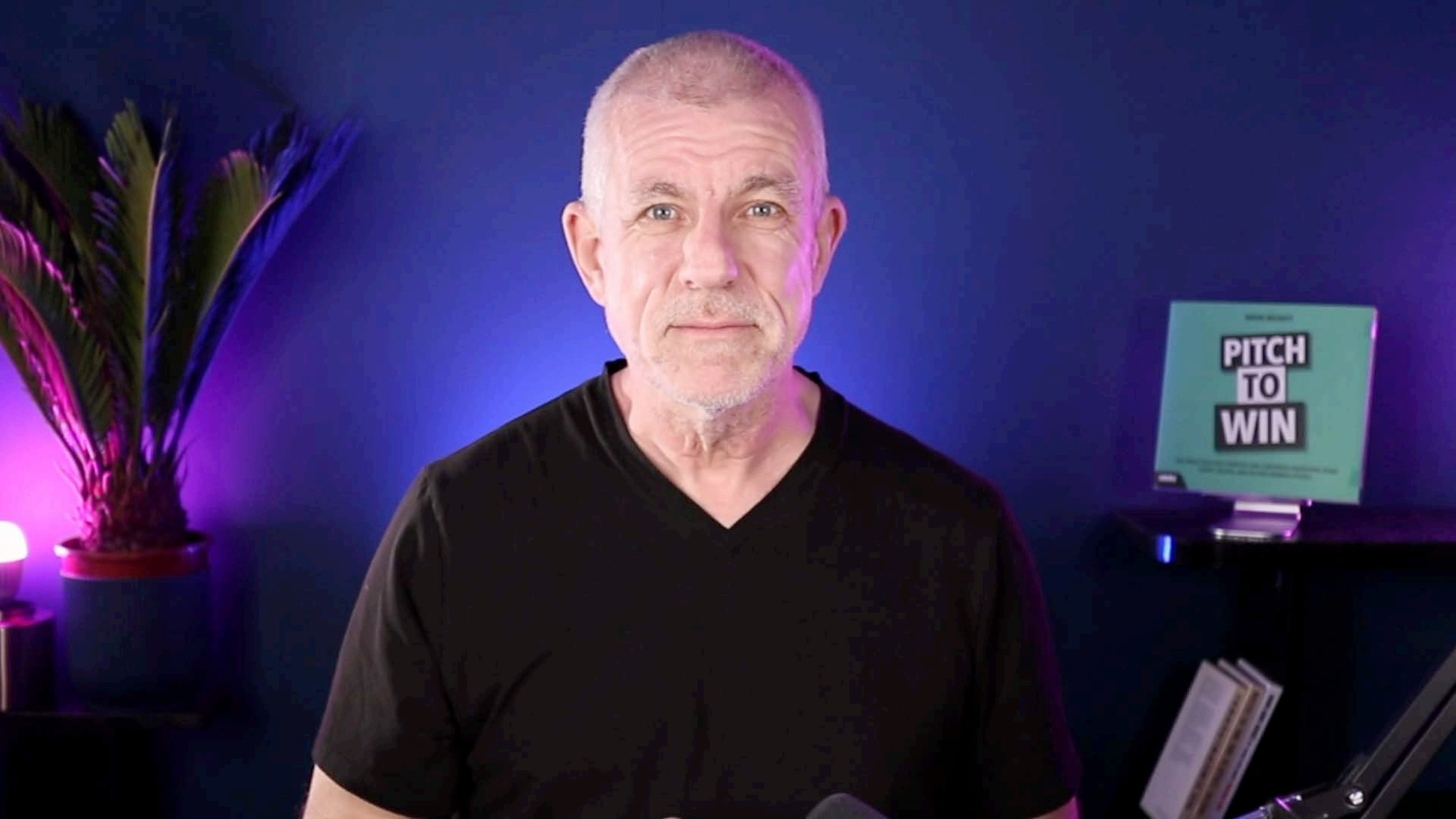
What happens if I say…

“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





ACTION STEP

Choose **one** of the following pitch topics;

Vision, Pain, ROI, Innovation

If you could only tell **three things** about your chosen topic, **what would you tell?**

Write **3 sentences** down.

You can **share** your ideas with your **team colleagues** later



ACTION STEP

Choose **one** of the following pitch topics;

Vision, Pain, ROI, Innovation

If you could only tell **three things** about your chosen topic, **what would you tell?**

Write **3 sentences** down.

You can **share** your ideas with your **team colleagues** later



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!


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Essentials for a winning pitch



Level Up Your Pitch

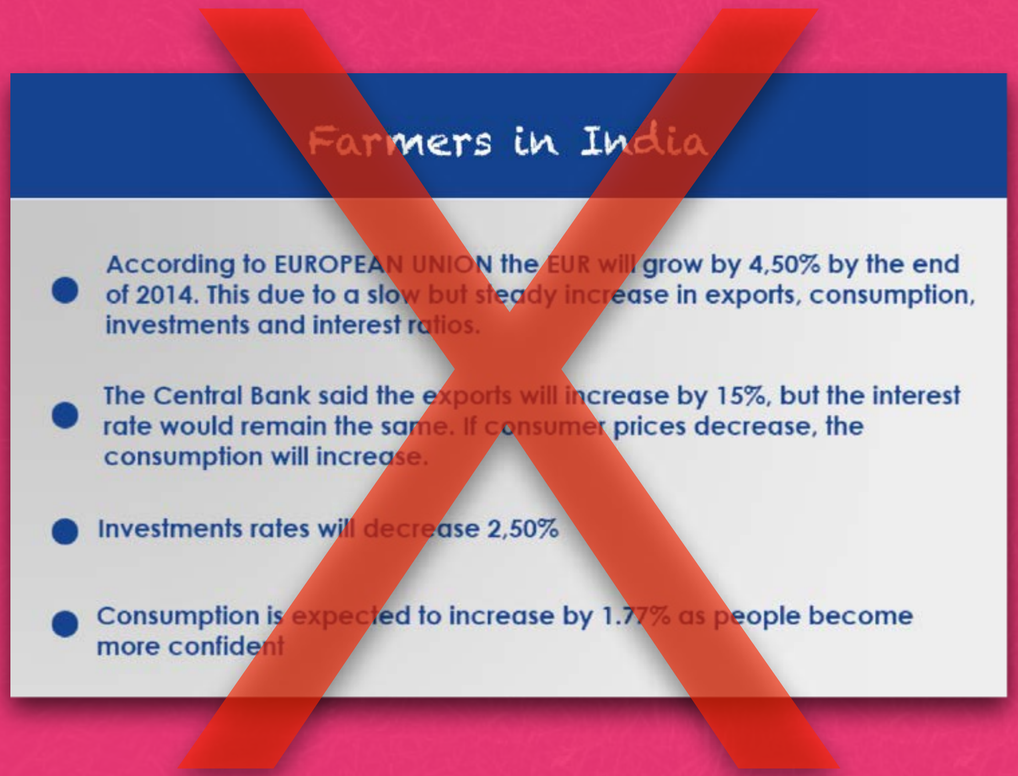


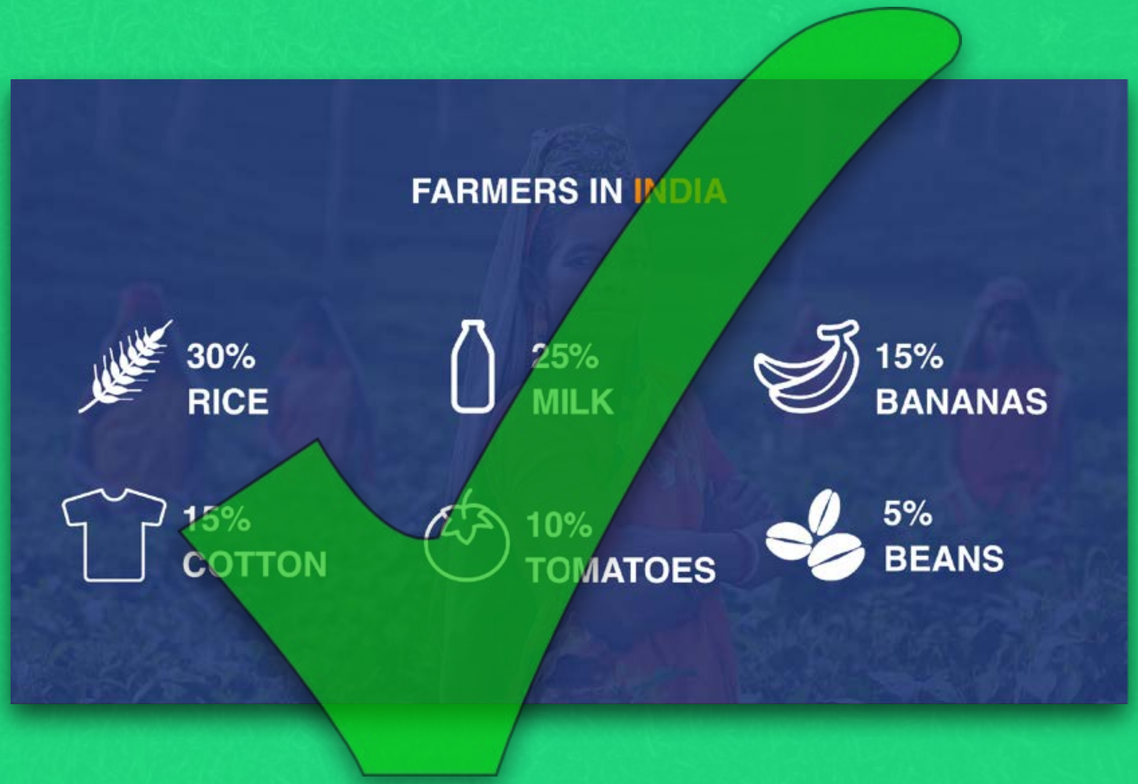
Slide Design for Non-Designers

Slide Design for NON-DESIGNERS



Keep Slides
SIMPLE & VISUAL

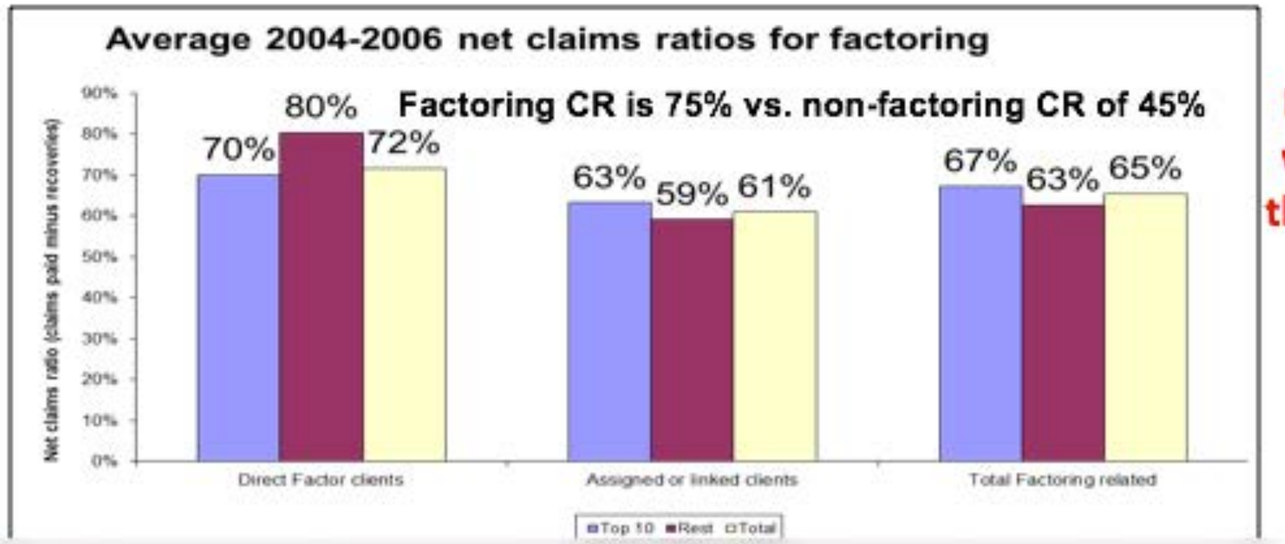




Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and strong growth that were offset by high price pressure, very high claims ratio, heavy admin and TPE consumption

- This resulted in low appetite from CENSORED :-) to expand further into this market and subsequently caused weak positioning towards factoring market



Factoring claims ratios were almost double of the non-factoring claims ratios!

Glacial Formation

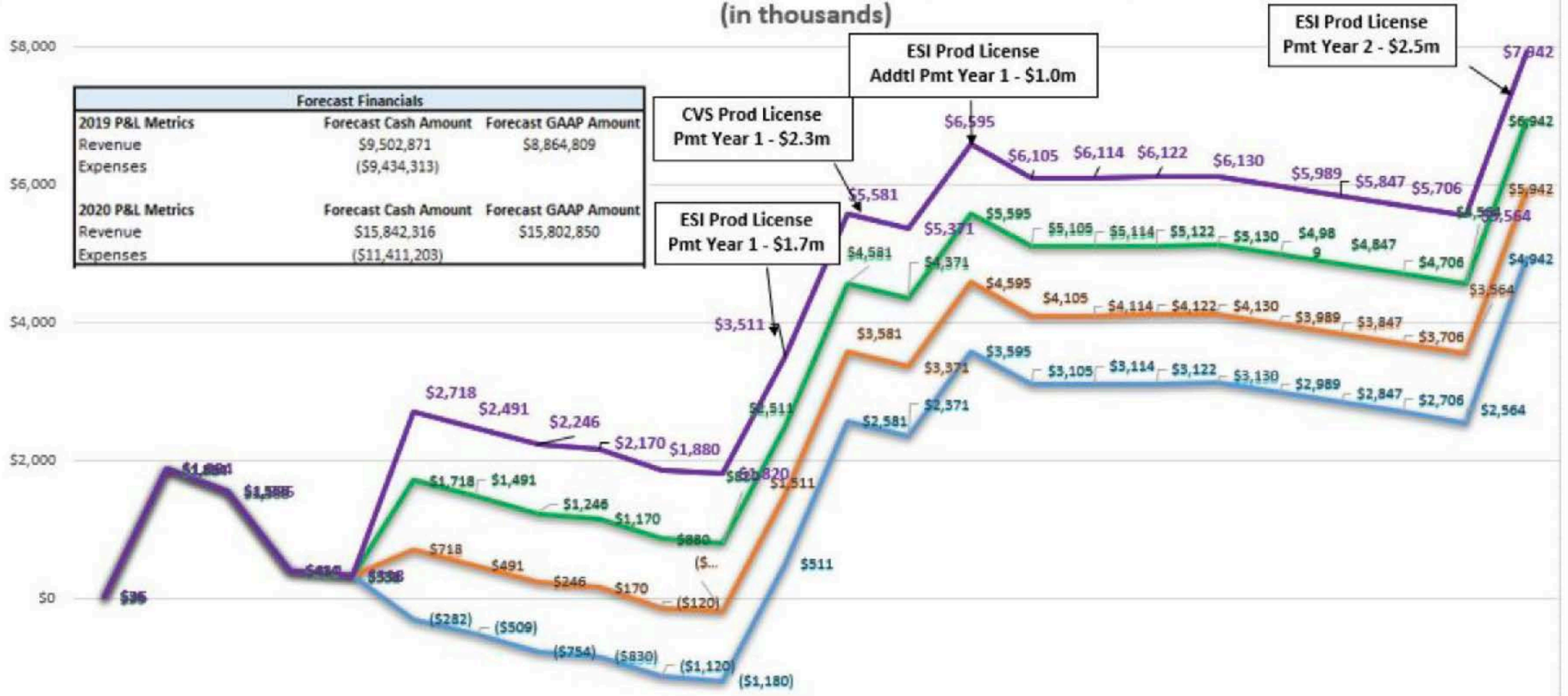
- Glaciers are created when layer upon layer of snowfall builds up and becomes compacted into a dense form of ice because of its own weight
- The weight of the resulting ice eventually becomes so heavy that gravity forces the ice mass downhill very slowly
- This movement is helped by the fact that ice at the bottom of the glacier is under intense pressure, which in turn creates heat and melts the ice enough to provide a slippery surface against the mountain surface
- As the ice begins to move down the mountain, more snow continually builds up at the glacier's source, gets converted into ice, and itself flows downward, creating an elongated, disheveled, frozen river
- Glaciers that travel down valleys between mountains gradually grind away the mountainsides by a continual process of thawing and freezing that fractures rocks, the pieces of which are plucked up and carried away
- Changing weather patterns and planet temperatures cause the glacier to grow (advance) or shrink (retreat) in cycles throughout the millennia.

ReactiveCore

2019-2020 Forecast Bank Balance with $1M, $2M or $3M Bridge Raise (in thousands)

Confidential

Forecast Financials		
2019 P&L Metrics	**Forecast Cash Amount**	**Forecast GAAP Amount**
Revenue	$9,502,871	$8,864,809
Expenses	($9,434,313)	
2020 P&L Metrics	**Forecast Cash Amount**	**Forecast GAAP Amount**
Revenue	$15,842,316	$15,802,850
Expenses	($11,411,203)	



	Jan '19	Feb '19	Mar '19	Apr '19	May '19	Jun '19	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20
Base	$36	$1,884	$1,566	$414	$338	($282)	($509)	($754)	($830)	($1,120	($1,180	$511	$2,581	$2,371	$3,595	$3,105	$3,114	$3,122	$3,130	$2,989	$2,847	$2,706	$2,564	$4,942
$1M Funding	$36	$1,884	$1,566	$414	$338	$718	$491	$246	$170	($120)	($180)	$1,511	$3,581	$3,371	$4,595	$4,105	$4,114	$4,122	$4,130	$3,989	$3,847	$3,706	$3,564	$5,942
$2M Funding	$36	$1,884	$1,566	$414	$338	$1,718	$1,491	$1,246	$1,170	$880	$820	$2,511	$4,581	$4,371	$5,595	$5,105	$5,114	$5,122	$5,130	$4,989	$4,847	$4,706	$4,564	$6,942
3M Funding	$36	$1,884	$1,566	$414	$338	$2,718	$2,491	$2,246	$2,170	$1,880	$1,820	$3,511	$5,581	$5,371	$6,595	$6,105	$6,114	$6,122	$6,130	$5,989	$5,847	$5,706	$5,564	$7,942

We cannot listen and read

AT THE SAME TIME





Our product

- It’s faster because it uses a super duper highway which moves particles at 27 mm/second compared to the current process of only 9 mm/second
- It’s lower cost because the super duper highway is made of a highly durable polymer which only needs to be 5 com in diameter compared to 10 cm of conventional tools
- It’s easier to use because we have more than fifty tutorials which walk people step by step through the process

Our product helps you save

TIME, MONEY & FRUSTRATION

FASTER

LOWER COST

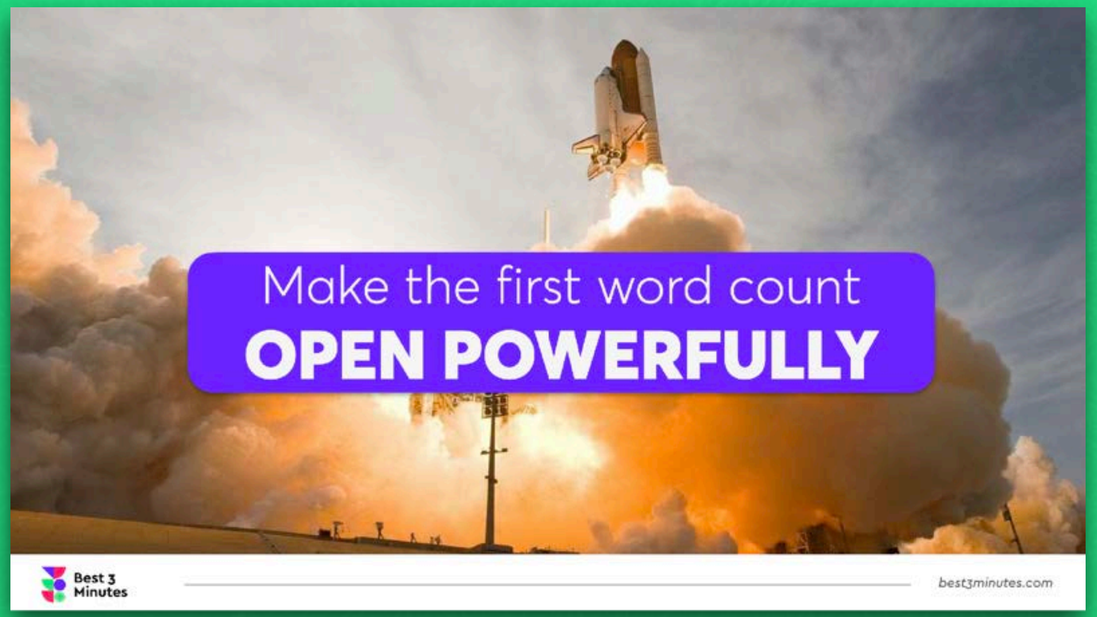
MUCH EASIER TO USE

Reduce the text to **LARGE KEY WORDS**



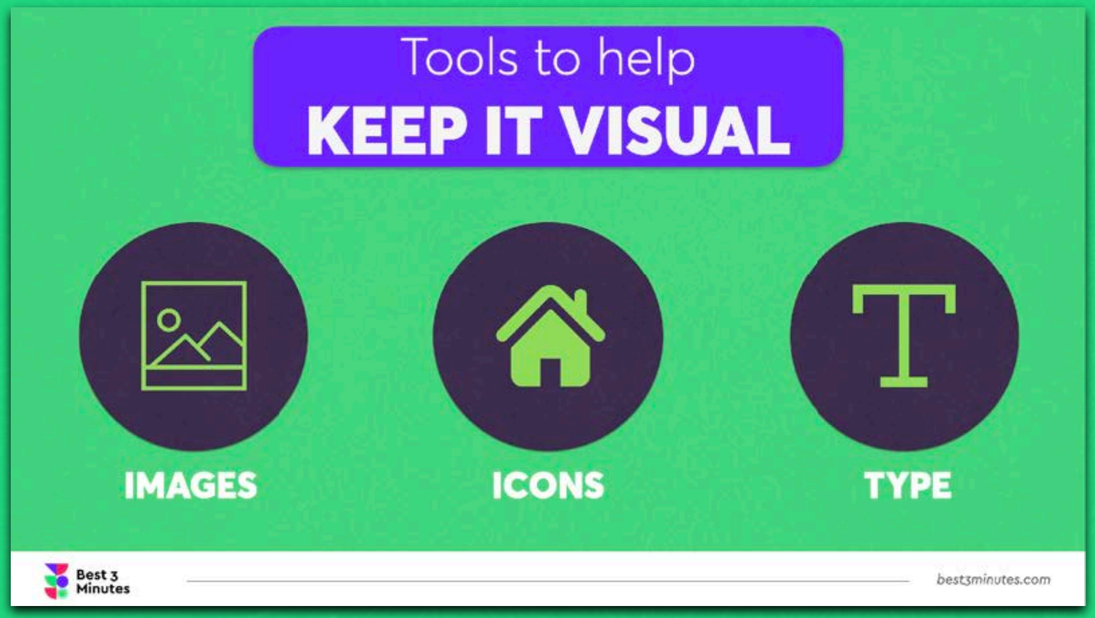


Use an
IMAGE AND A STATEMENT





Use a
THREE PART STRUCTURE






Make it
VISUAL

"How do I make it **VISUAL?"**

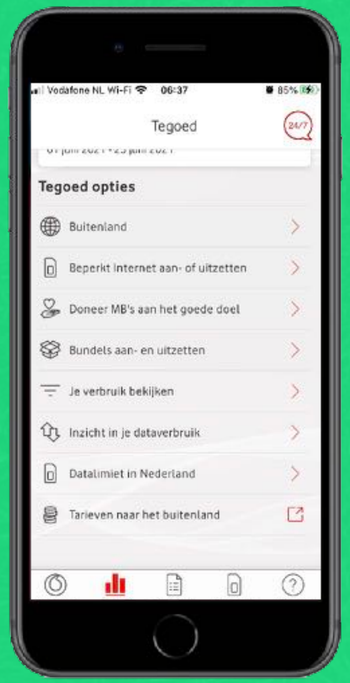


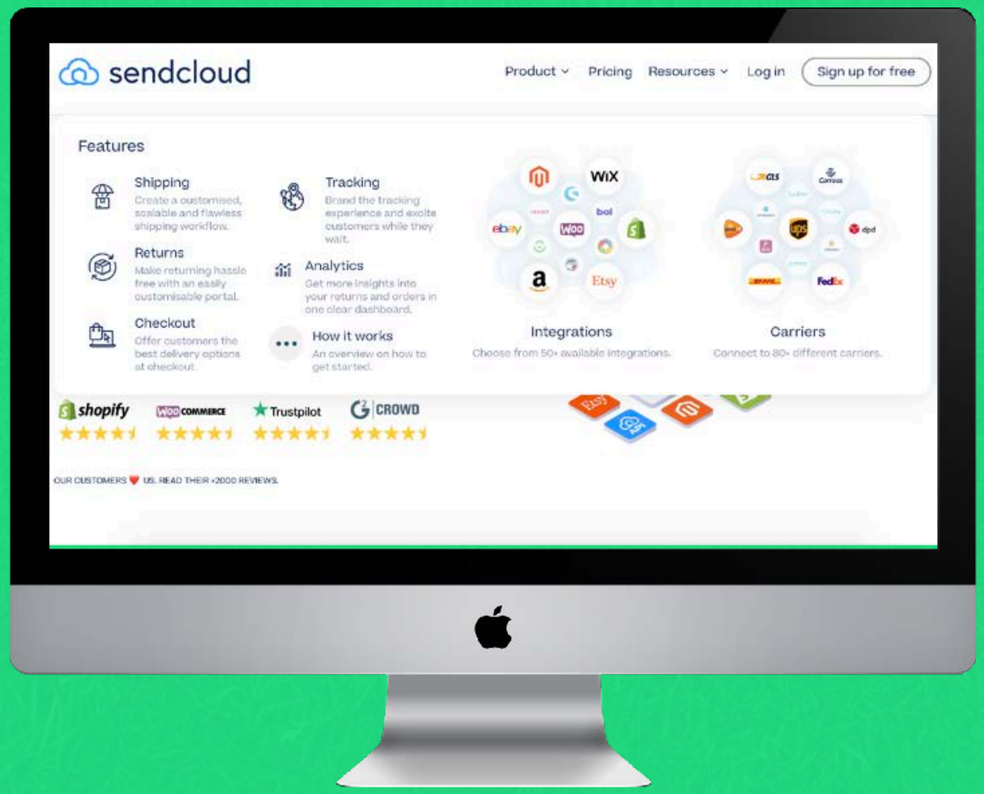
ICONS



IMAGES

Icons are **EVERYWHERE**







PROBLEM

- **Obsolete and outdated** order placement workflow;
- **Buyers waste months** doing offline meetings, calls, emails and creating RFPs;
- **No price transparency;**
- **Millennials want a change in the B2B buying habits.** Their digital behaviour is paramount in selling everything today.

2. Problem



Communication taking many hours time



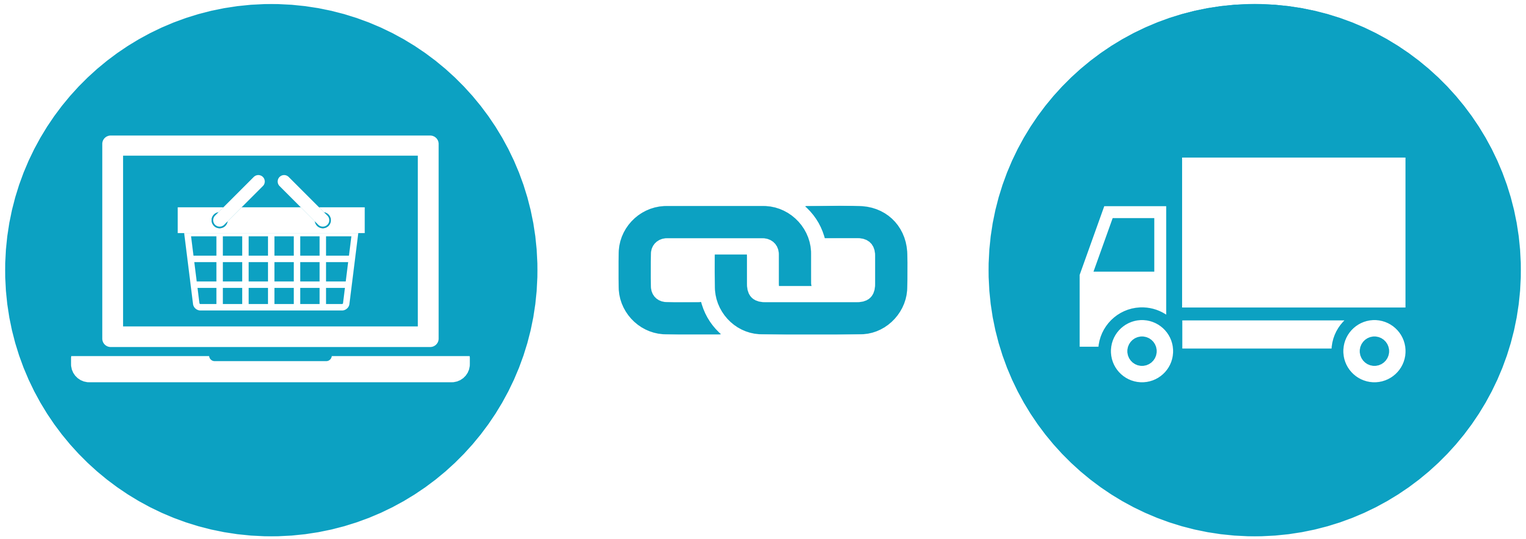
Most SMB clients have **no experience in creating RFPs**

40%

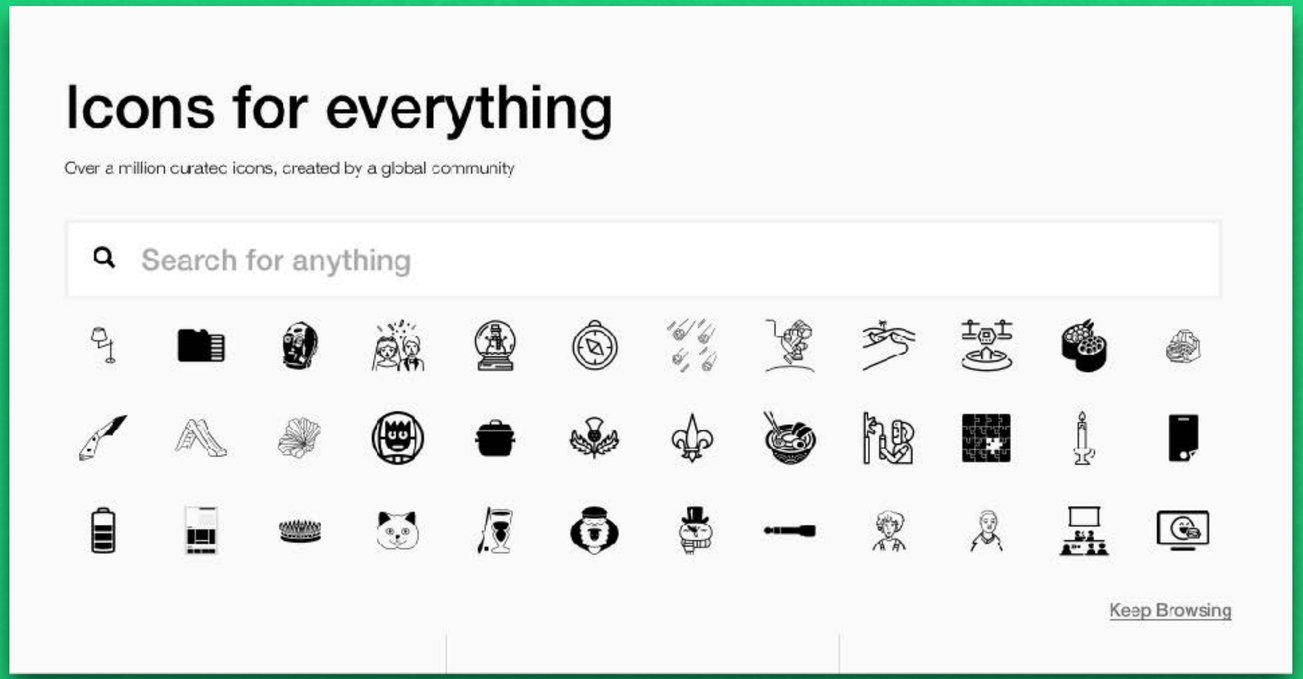
Price Quotations can vary up to **40%** with the **same functionality**

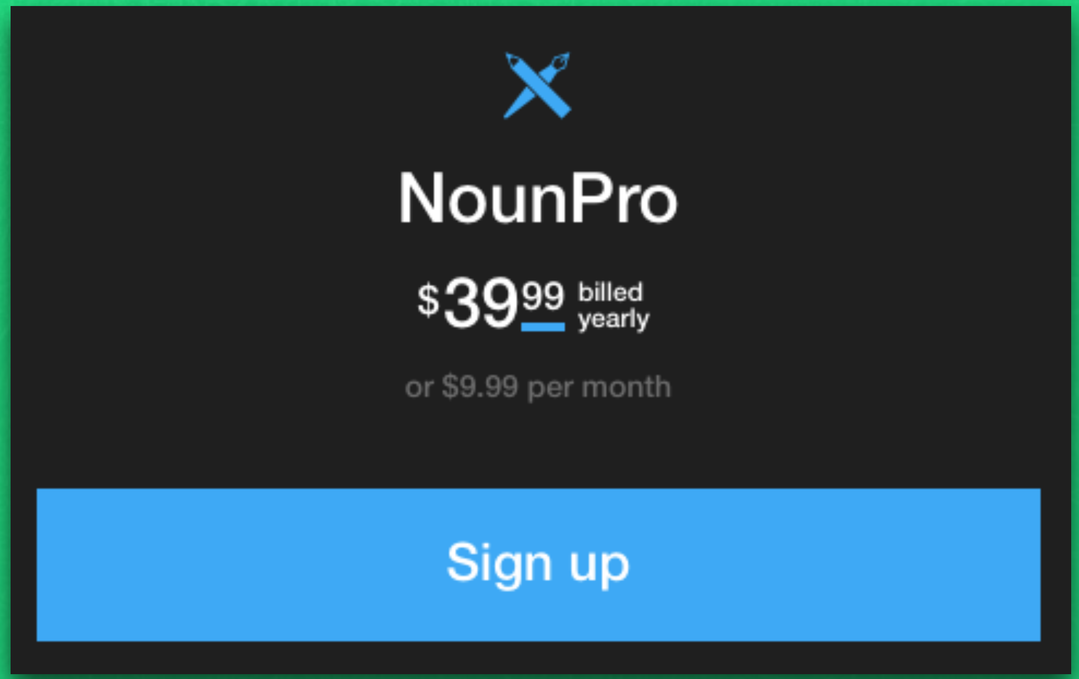
- **At Sendcloud, we are connecting webshops with shipping carriers**

SENDCLOUD



My recommendation
thenounproject.com





"How do I make it **VISUAL?"**



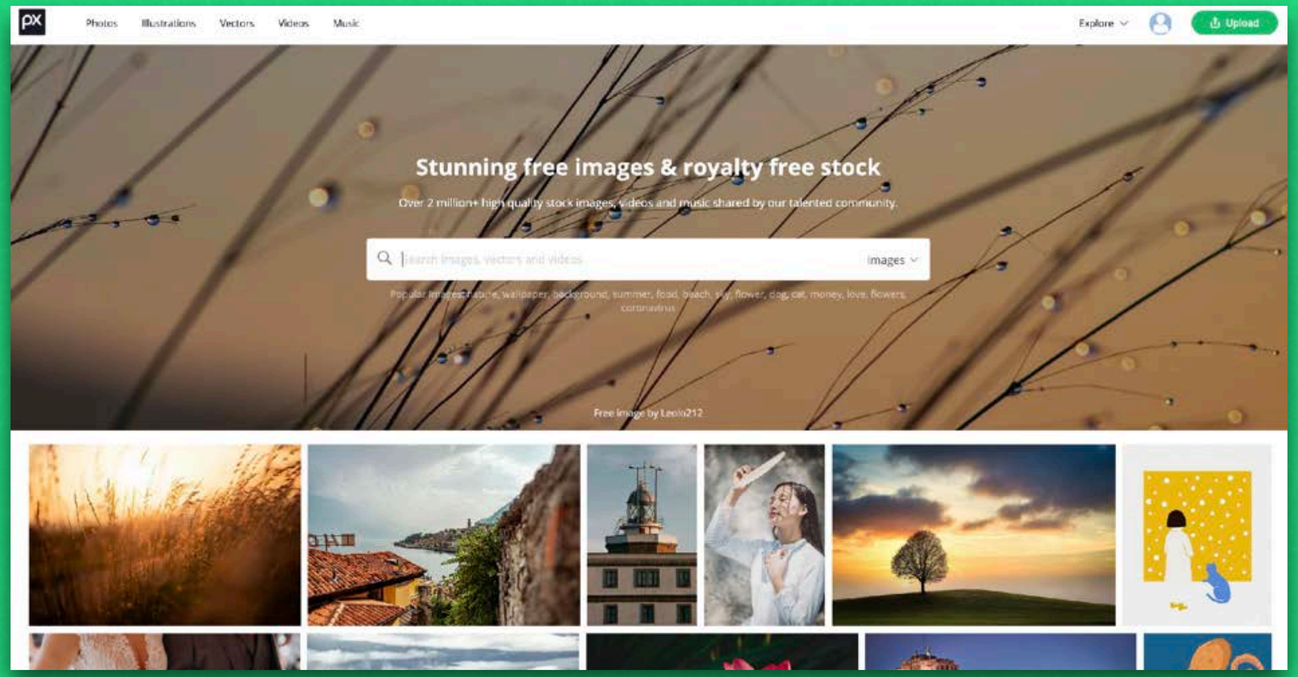
ICONS



IMAGES

Free Image Resources

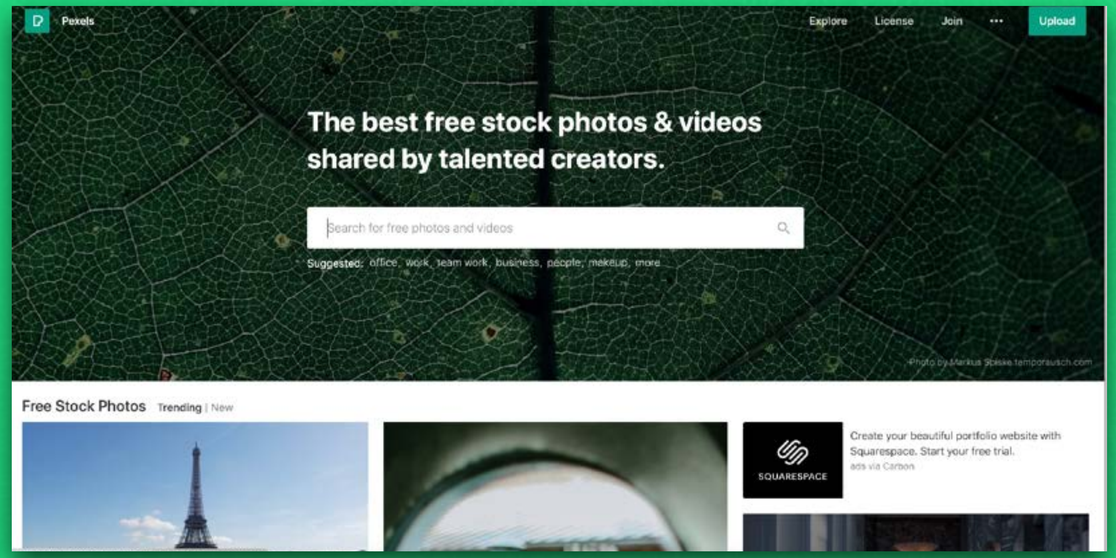
PIXABAY.COM

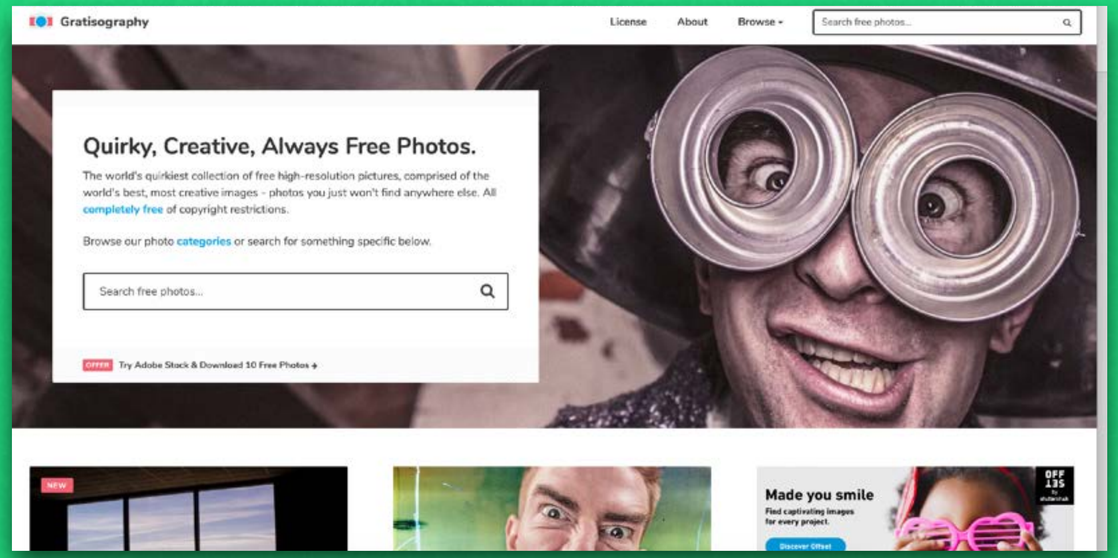


Creative Commons - Commercial Use

Free Image Resources

PEXELS, GRATISOGRAPHY





Creative Commons - Commercial Use

How to use **VISUALS**

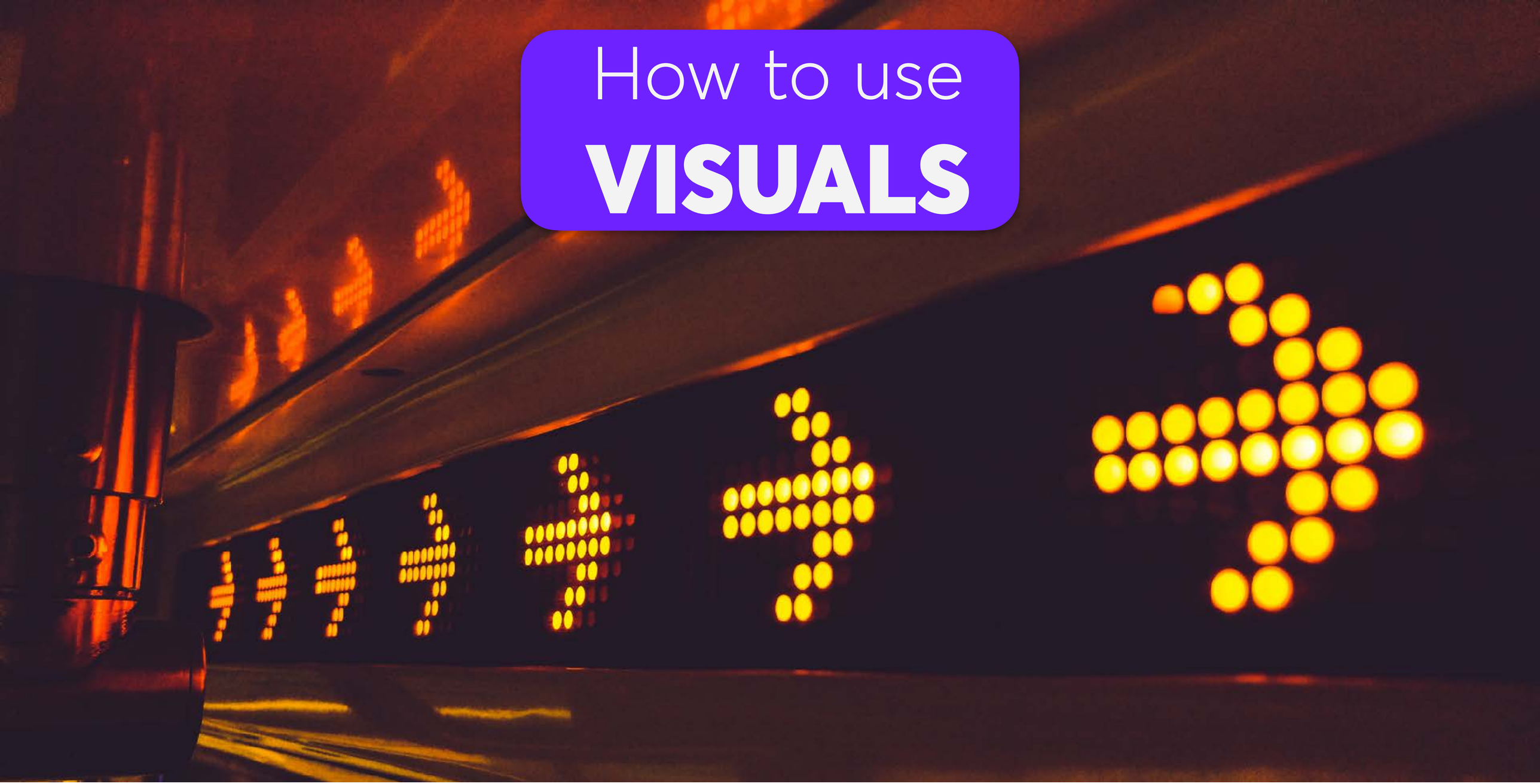




Image and **STATEMENT**


Why do we need
GREAT PITCHES?



Or make it a half image/ half text slide



An **Image** and
3 **Main** Points

Created in 1930’s - Times have changed

Car & Public Transport both needed

Bring the system into the current millennium

Drop shadows and **CURVED CORNERS**






3,60€


3,60€



Not **too many**
images at once


Don't STRETCH
THE IMAGE


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!


Going to
THE NEXT LEVEL

Take it to the **NEXT LEVEL**



How to present Data

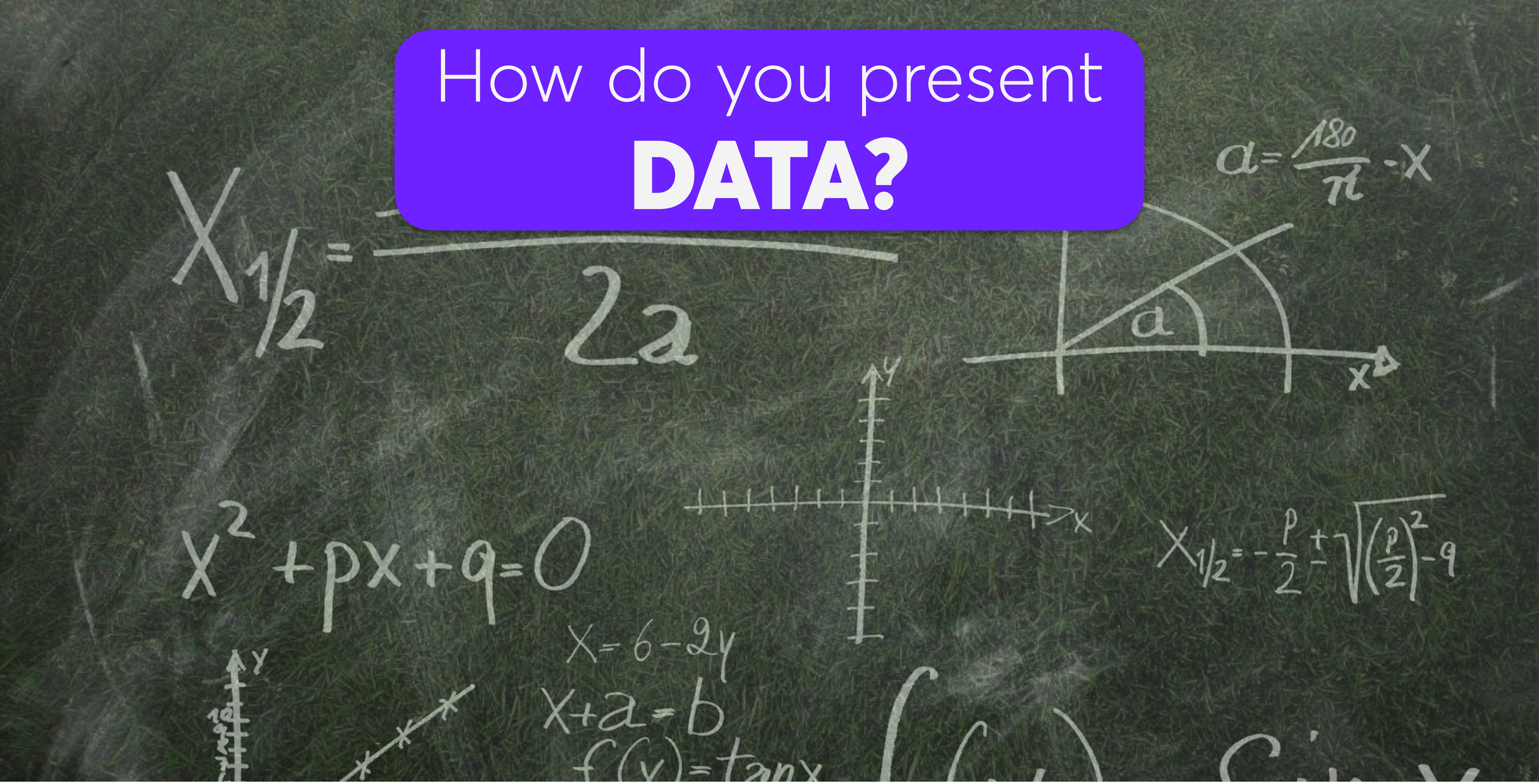


Remove all Bullet Points



How to use Animation

How do you present **DATA?**



I recommend no more than

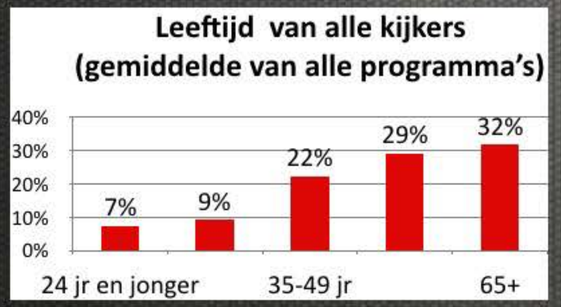
3 DATA POINTS PER SLIDE



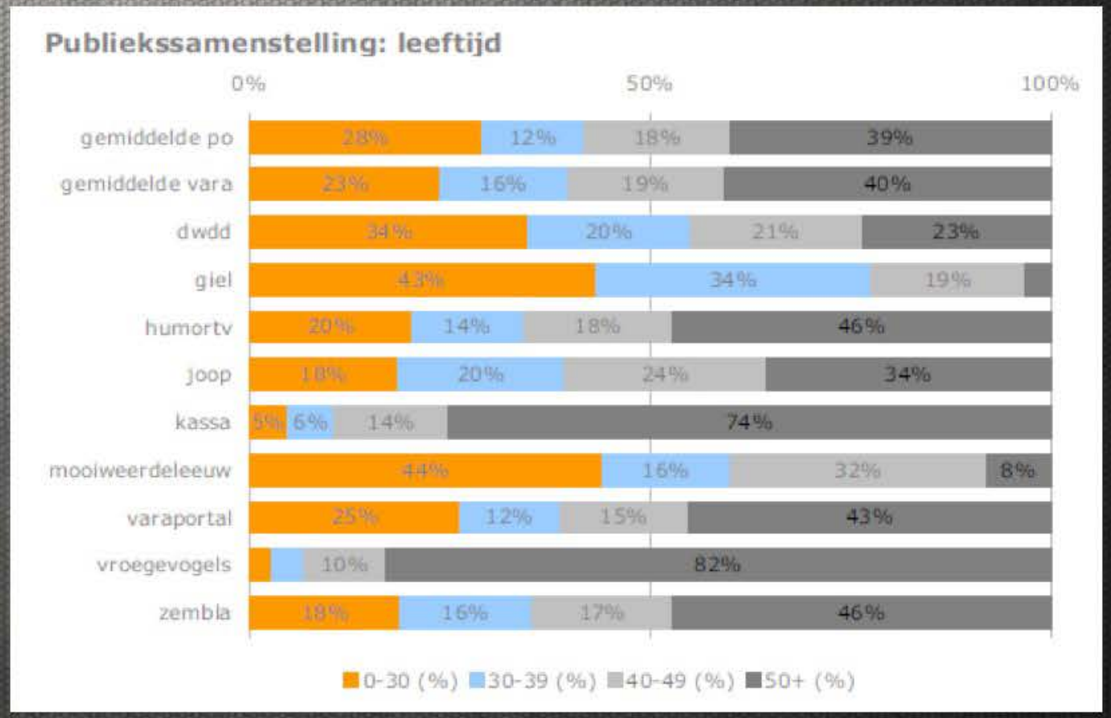
Who to Target?

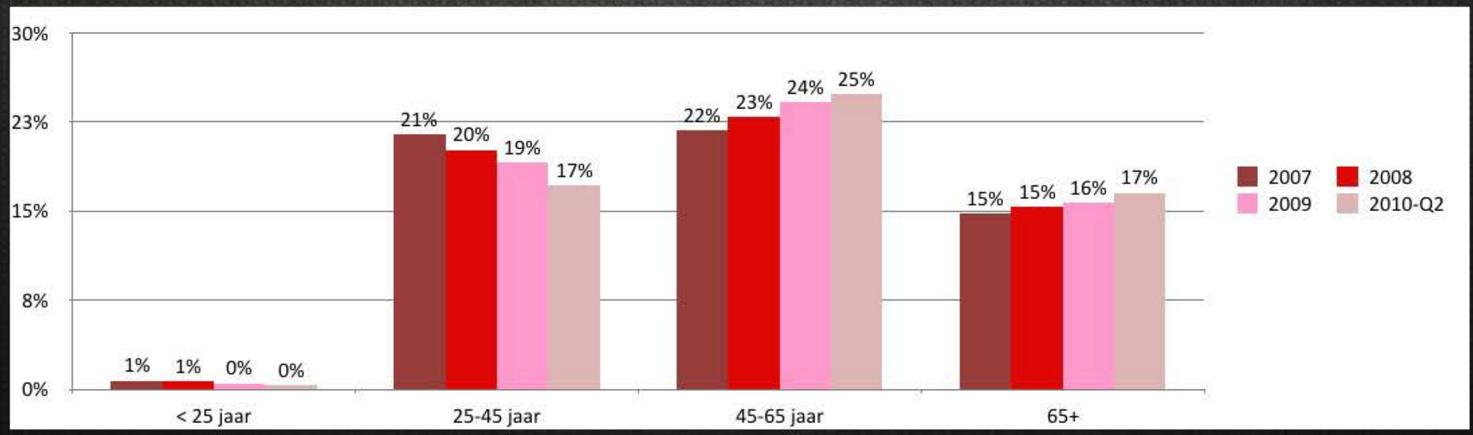
Finally they must become a member

Use the top 3-4 programs, appealing to different audiences, to leverage alliance



Forget Converting the Youth!

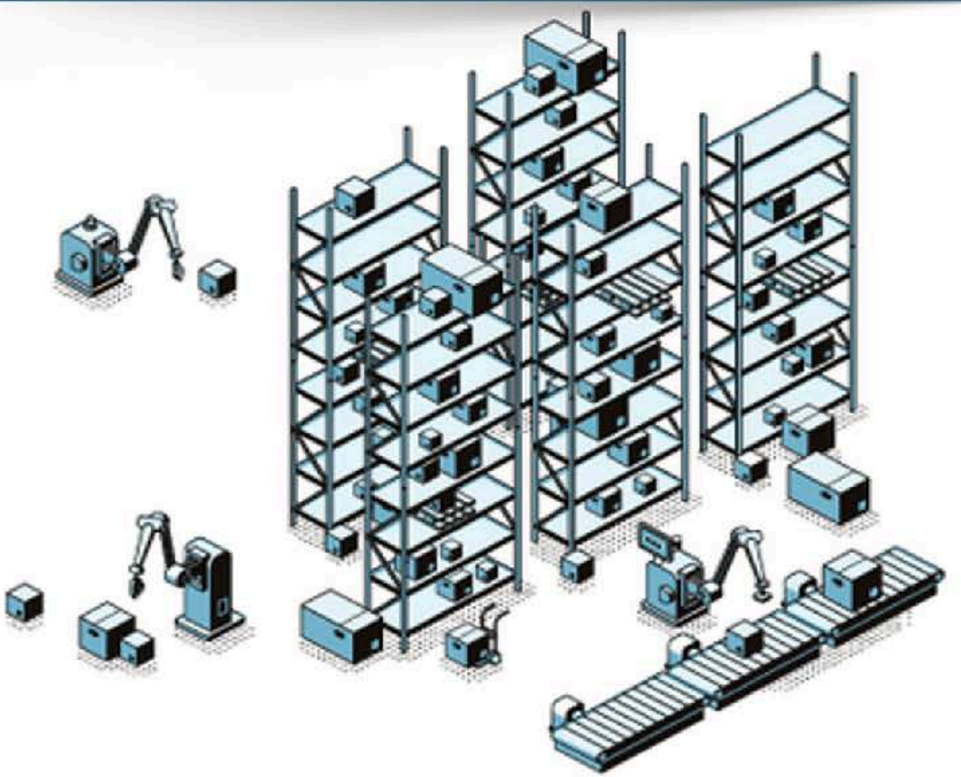




INDUSTRIAL RACKING SYSTEMS MARKET

Asia Pacific Industrial Racking Systems Market (US$ Mn), 2018





Global Industrial Racking Systems Market Share, By System Type, 2018



Global Industrial Racking Systems Market, (US$ Mn) 2018 to 2026

2018	$ 10,179.2 Mn
2026	$ 15,186.1 Mn

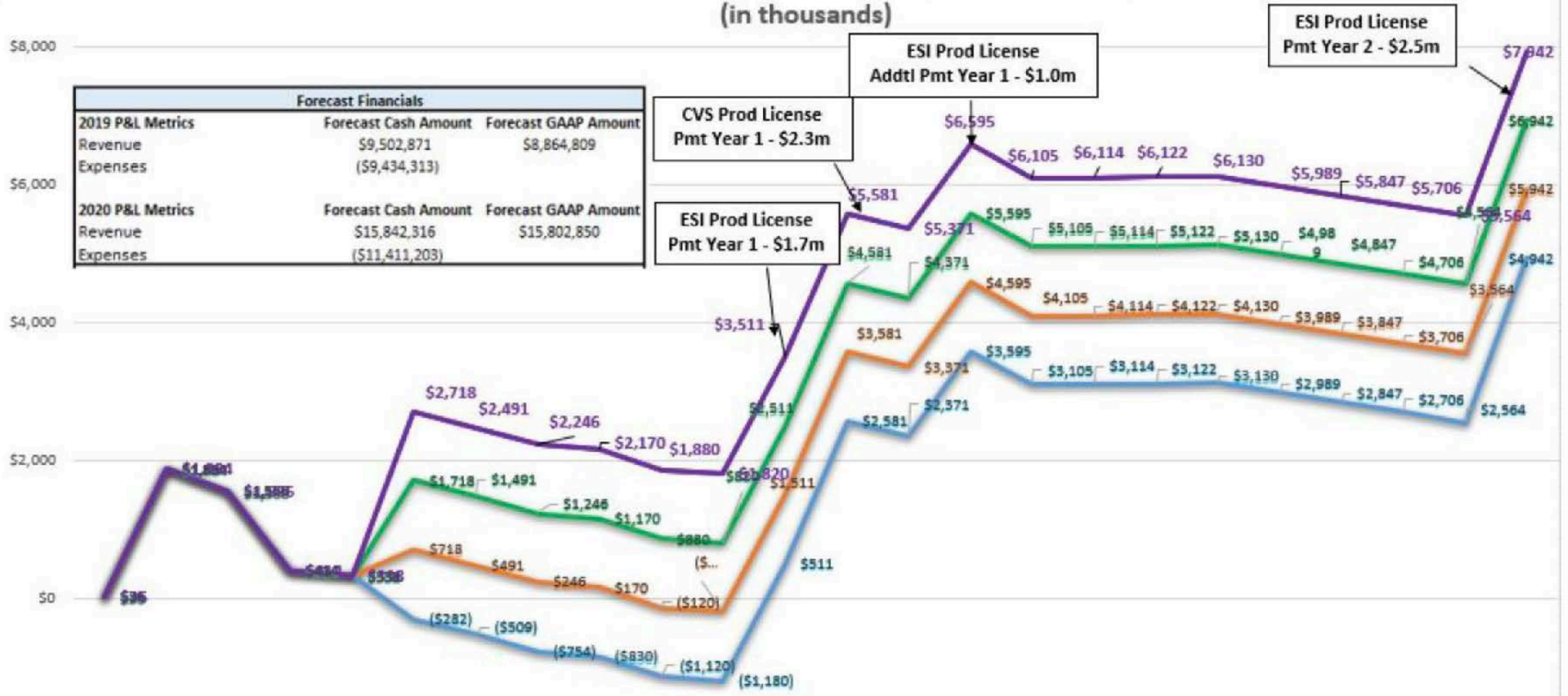
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ReactiveCore

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$1M Funding	$36	$1,884	$1,566	$414	$338	$718	$491	$246	$170	($120)	($180)	$1,511	$3,581	$3,371	$4,595	$4,105	$4,114	$4,122	$4,130	$3,989	$3,847	$3,706	$3,564	$5,942
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3M Funding	$36	$1,884	$1,566	$414	$338	$2,718	$2,491	$2,246	$2,170	$1,880	$1,820	$3,511	$5,581	$5,371	$6,595	$6,105	$6,114	$6,122	$6,130	$5,989	$5,847	$5,706	$5,564	$7,942

The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

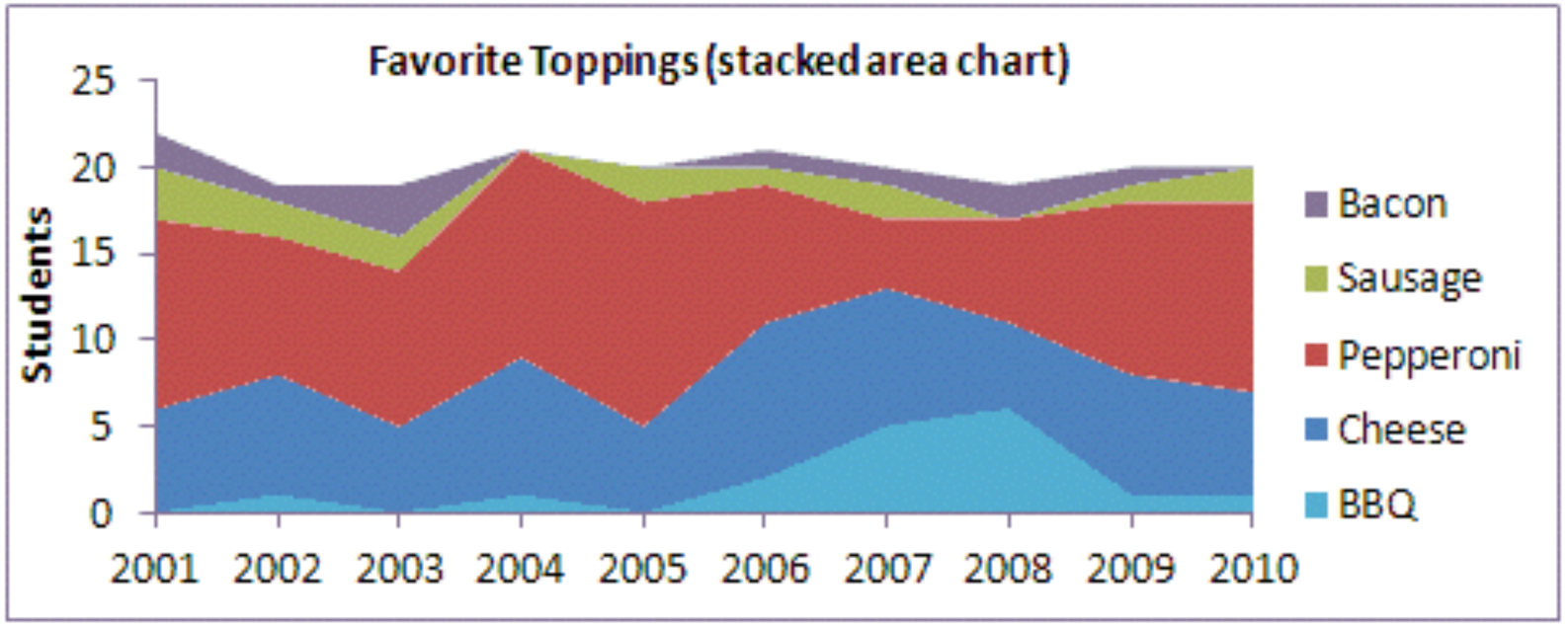
Do we want to show

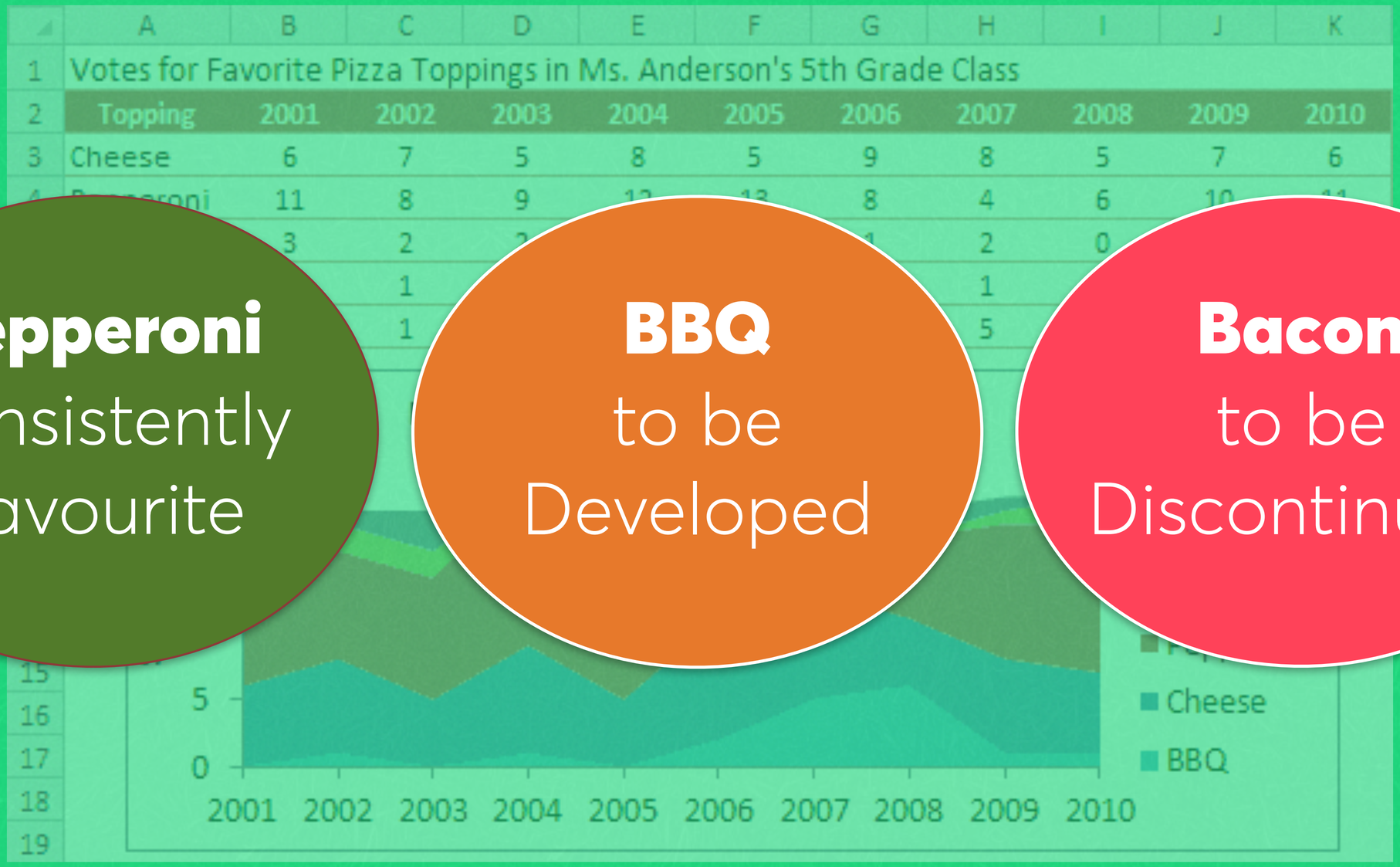
DATA OR CONCLUSIONS?





	A	B	C	D	E	F	G	H	I	J	K
1	Votes for Favorite Pizza Toppings in Ms. Anderson's 5th Grade Class										
2	Topping	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
3	Cheese	6	7	5	8	5	9	8	5	7	6
4	Pepperoni	11	8	9	12	13	8	4	6	10	11
5	Sausage	3	2	2	0	2	1	2	0	1	2
6	Bacon	2	1	3	0	0	1	1	2	1	0
7	BBQ	0	1	0	1	0	2	5	6	1	1





Pepperoni
Consistently
Favourite

BBQ
to be
Developed

Bacon
to be
Discontinued

400
ACTIVE WEBSHOPS

100.000,-
MONTHLY REVENUE

100.000
PACKAGES IN TOTAL

6%
WEEKLY GROWTH

What is the **MESSAGE?**



400
ACTIVE WEBSHOPS



100.000
PACKAGES IN TOTAL

UNITS



100.000,-
MONTHLY REVENUE



6%
WEEKLY GROWTH

REVENUE


10.000 users



3 to 6 Billion in 40 years

Agrivision 2017

pwc

GRI Empowering Sustainable Decisions

Take it to the **NEXT LEVEL**



How to present Data



Remove all Bullet Points



How to use Animation


I have a
CHALLENGE FOR YOU...



I have a CHALLENGE FOR YOU...

- See if you can
- remove all the bullet points
- from your presentation
- because they distract people
- and give the wrong impression
- of your presentation


No matter how difficult it seems
YOU CAN DO IT!

Tools to help keep it visual

- Use images to express big ideas, because people make associations with pictures much faster than with words
- Use icons to highlight key points and abstract ideas
- Use bold and size of text to emphasise the key words and messages

Tools to help
KEEP IT VISUAL

- **Images: Express big ideas**
- **Icons: Clarify abstract concepts**
- **Text: Consistency and Focus**

Tools to help
KEEP IT VISUAL

Images: Express big ideas

Icons: Clarify abstract concepts

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KEEP IT VISUAL



Images: Express big ideas



Icons: A Clarify abstract concepts



Text: Consistency and Focus

Best 3 Minutes best3minutes.com


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Take it to the **NEXT LEVEL**



How to present Data

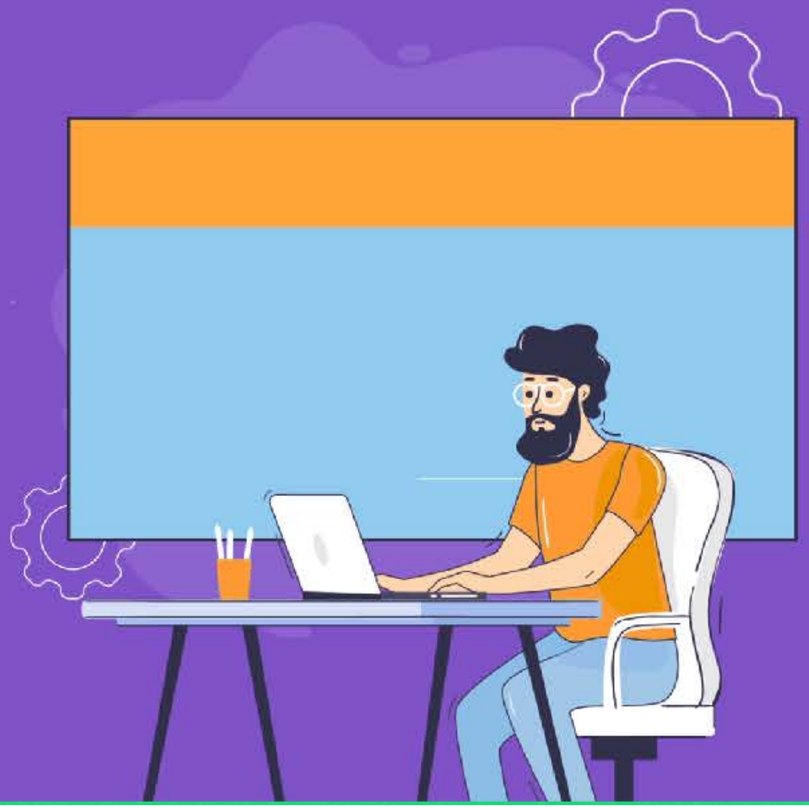


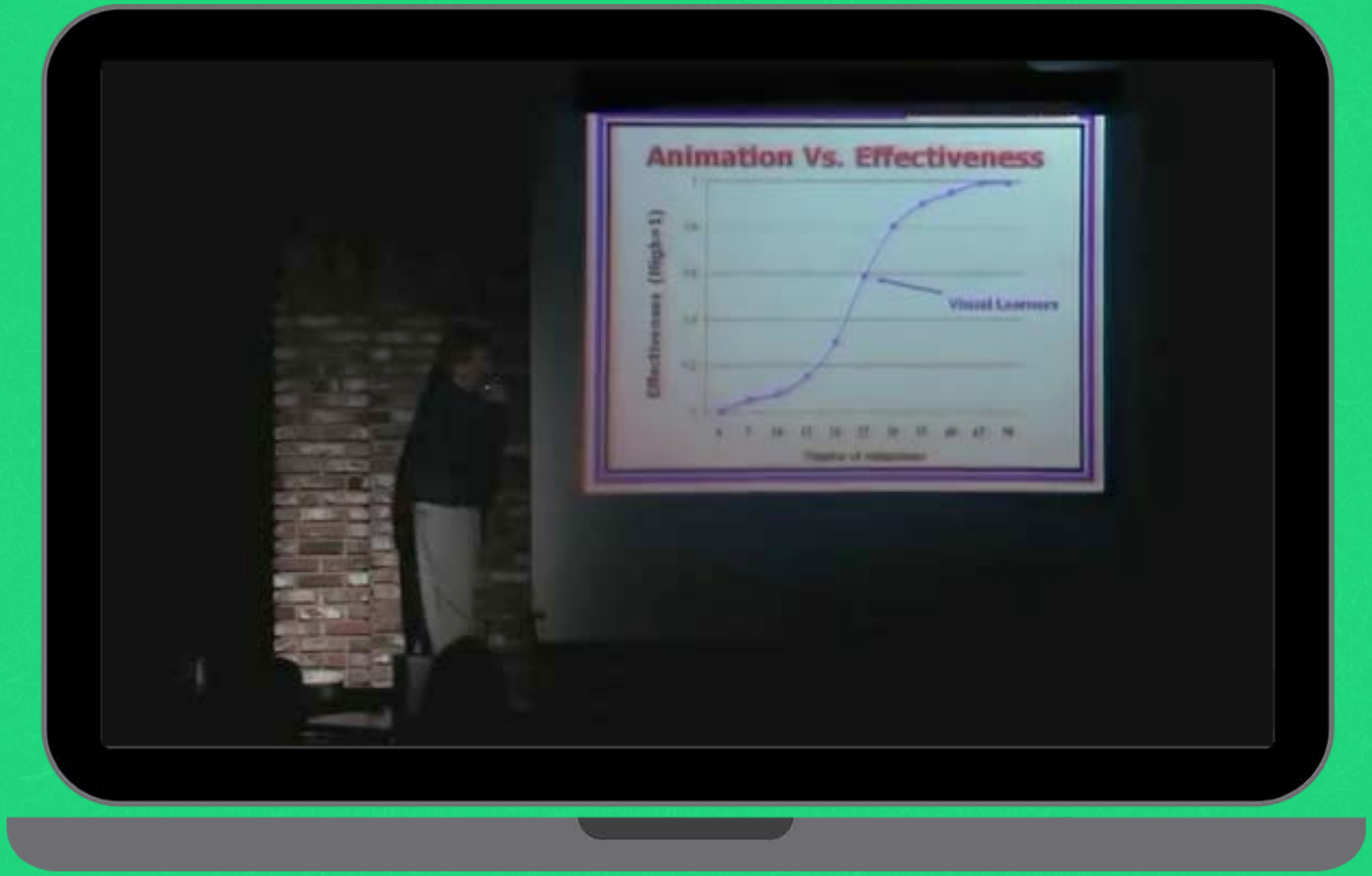
Remove all Bullet Points



How to use Animation

Should you use **ANIMATION?**




Animation Vs. Effectiveness
Visual Learners


The Microsoft "Live" Platform
People Network
Search Network
Ad Network
Windows Live
Office Live
LIVE
Other Experiences from Microsoft & Others
Windows
Office
XBOX
Other Software
Microsoft-based Devices
Other Devices

The basic principle
OF ANIMATION

Ensure they **LOOK** at

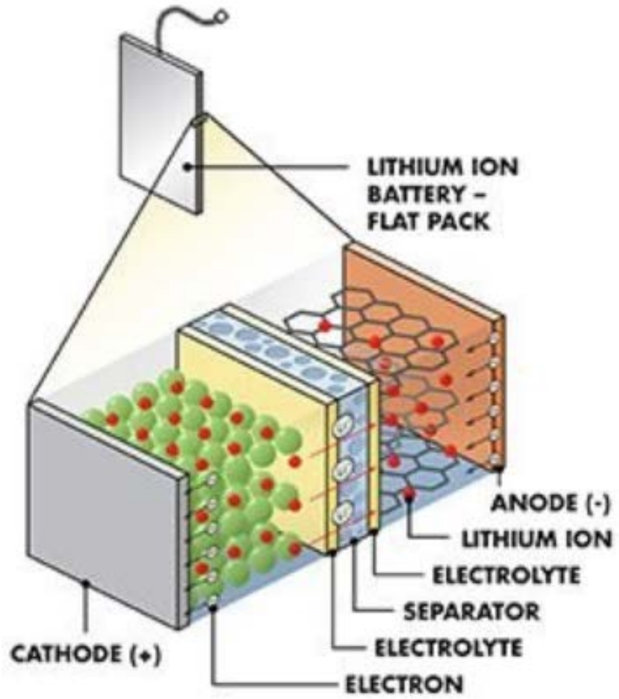
WHAT you are talking about

WHEN you are talking about it

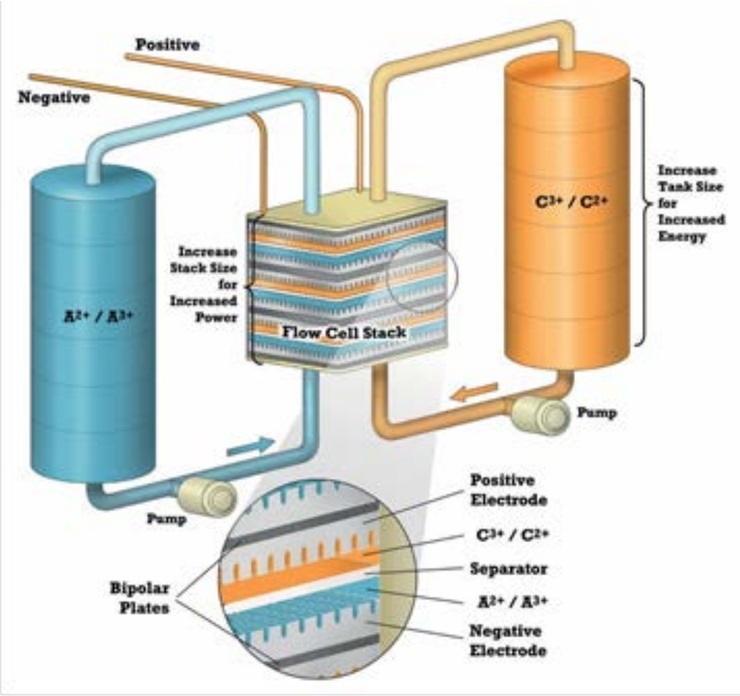
Flow Battery

- **Energy** - Increasing the amount of energy stored is just a larger tank
- **Cycle life** - deep discharge cycles, using the full capacity of the battery without damaging the system
- **Lifetime** - 10-20 year lifetime

Li ion

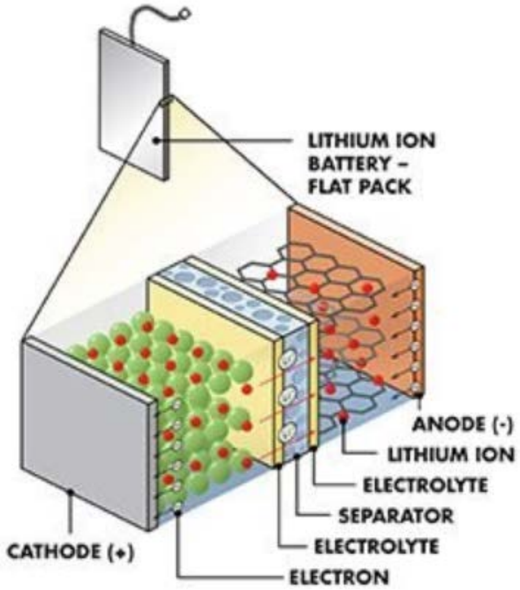


Flow

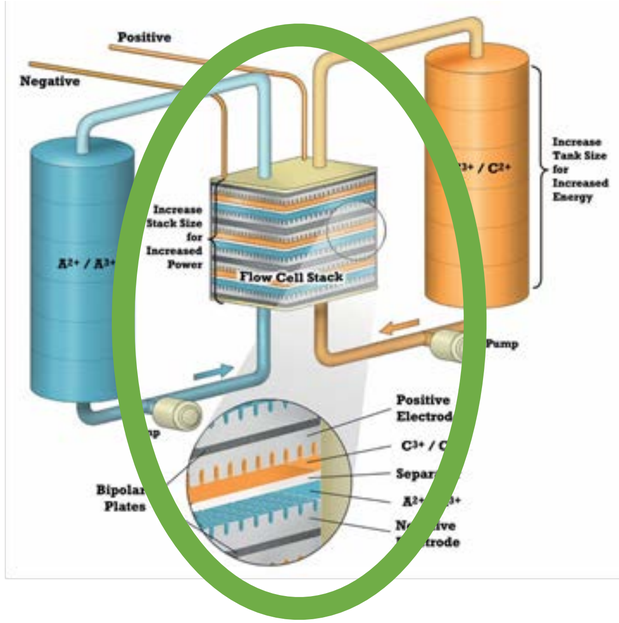


Flow Batteries have a **separate electrolyte** unit

Li ion



Flow



Major Benefits of
FLOW BATTERIES vs LI ION

Increases Energy Stored

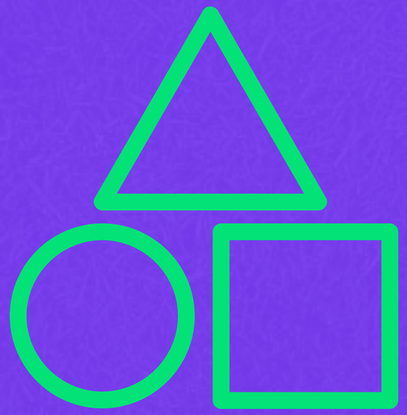
Longer Cycle Life

10-20 Year Lifetime

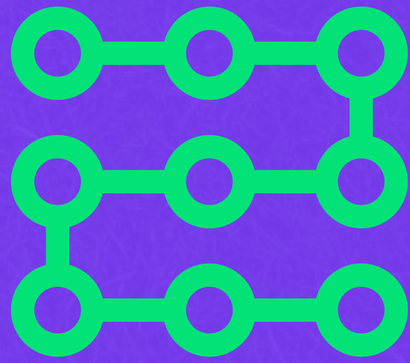
Presentation
ANIMATION



CONSIDERED



SIMPLE



CONSISTENT



How many slides **SHOULD YOU USE?**

Between 5-50 😡

A good guide: **2-3 per minute**

How do you as a team

COLLABORATE ON THE PITCH





TEAM COLLABORATION

1. Brainstorm **together**

2. **Pitcher** tests out basic **storyline**

3. Feedback from **team**

4. **Pitcher** finalises

What we've covered **TODAY**



Essentials for a winning pitch



Level Up Your Pitch



Slide Design for Non-Designers


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

Pitch tools and

RESOURCES







best3minutes.com/toyohack25



Best3Minutes guide to your Hackathon Pitch

How long is the pitch?

You have 5 minutes pitch, 3minutes Q&A

5 minutes is around 45 sentences! Get the story roughly straight, then do a test against the clock. There is a hard cutoff: if you take too long, they won't let you finish!

If you fail to finish within the time available while practicing, cut out some content and try again.

How do I create my story?

Brainstorm with Post-its, not PowerPoint, to create the storyline.

Leave the software alone until you've had time to think. Get the ideas out of your head using Post-Its.

Only make slides once you have the storyline clear. This will save you a lot of time, and you'll get a better overview of the flow of the story.

What do they want to hear?

Check the Judging Criteria.

Use the Judging Criteria as your guiding light for the pitch!

If you can match the criteria with the content of your pitch, you have a chance of winning: if you don't, there's no chance of success.

How to open the pitch?

Open Powerfully: make the first word count!

Don't waste time on 'I'm happy to have the chance to share.' etc. Get into the pitch! What are you solving? What have you done? Are YOU excited about your idea?

Practice this out loud. The first seconds are the moments of biggest stress, make sure you're ready to go!

Don't over explain details!

Use The Power of Three; stick to the headlines

The time disappears before you know it! Don't get lost in the details.

Got 7 things you want to tell them about? Break it down to the most important 3 points. Easier to understand, and to remember!

Finish like a professional.

Don't finish with a shrug of the shoulders... Finish with a bang!

The last 15 seconds are the first thing they will remember about you, your idea and your team.

Make a plan for those last 15 seconds - remind what they've seen, and why they should choose YOUR idea. Be professional to the last full stop.

Oh... One More Thing!

Why do YOU believe in this idea? Your enthusiasm counts!

Pitching is a great opportunity to share your passion for what you do. Why do you think what you and the team created matters? What's the coolest thing about what you've created?

Enjoy the moment!

Get the tools to make your winning pitch at
best3minutes.com/toyohack25

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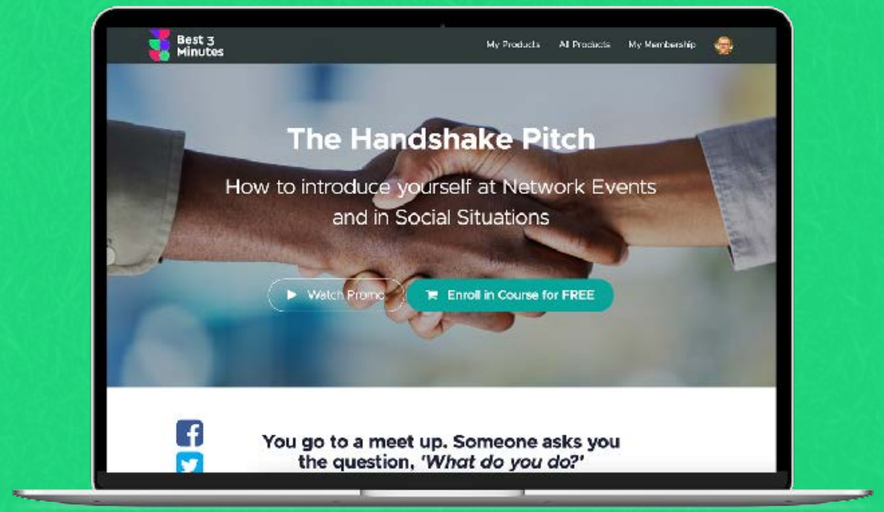
One Page Guide to creating your **WINNING HACKATHON PITCH**

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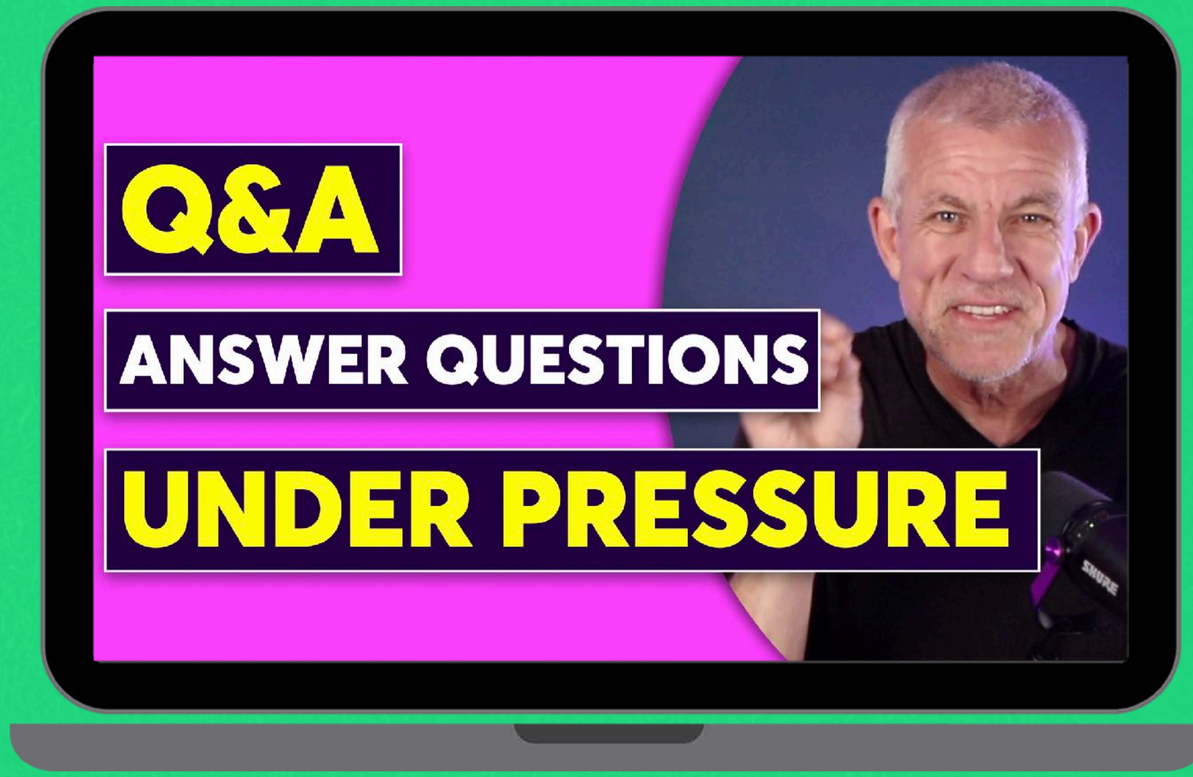








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