

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

David Beckett

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Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION




We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



The Listener




12%
76%







Long Story
SHORT



This is a **DO** workshop

not just a think session



ACTION STEP

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

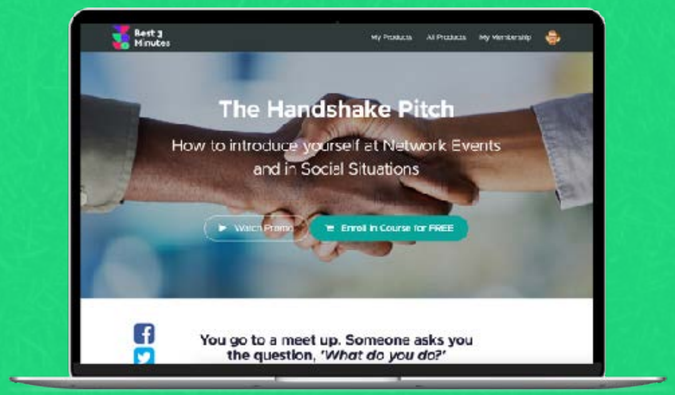
You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
You can ask
ANY TIME



ACTION STEP

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

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

No Other Instructions

LET'S DO IT!



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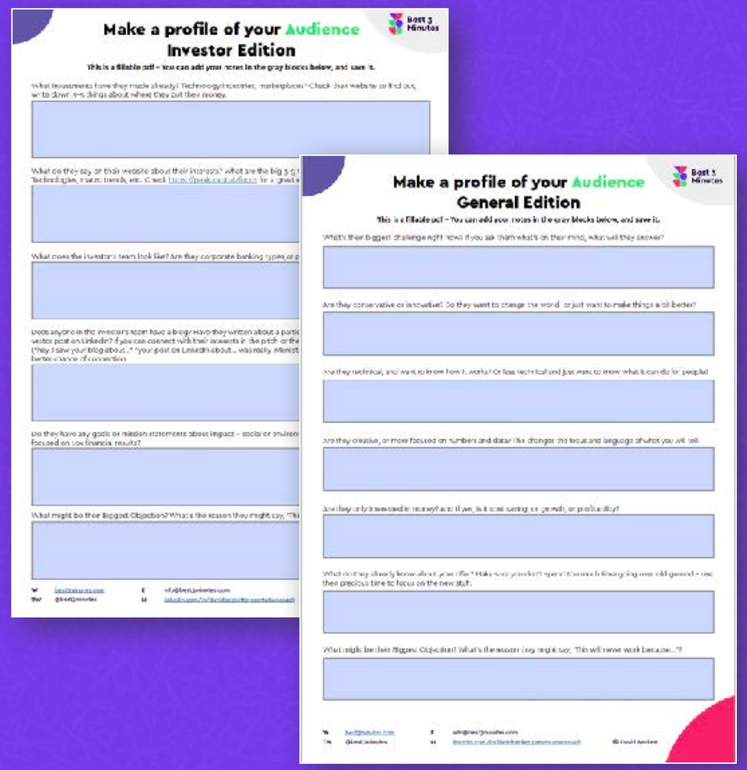
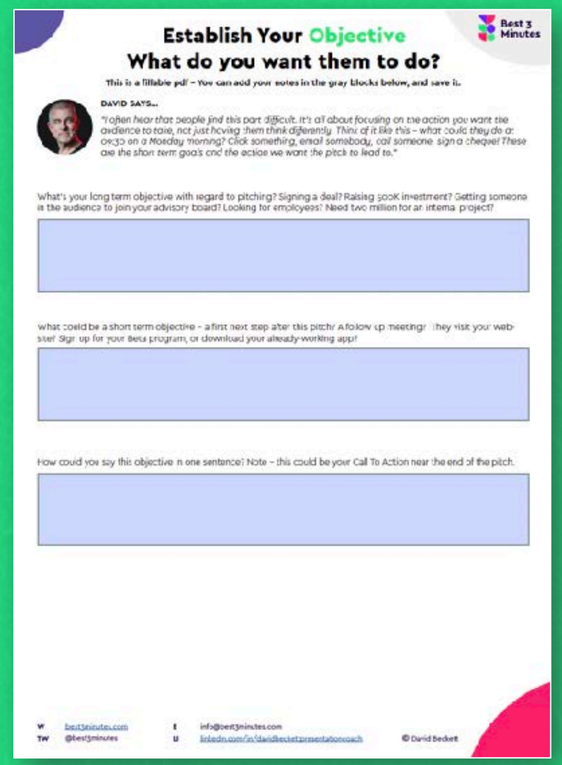
Who are we pitching to?

Why are we pitching?

What should we pitch?



Make a profile of your Audience



Establish your Objective

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How do we make a **LONG STORY SHORT?**



The Most Frequent Pitch You Ever Make



Pitch the PAIN



Level Up Your Pitch

The most frequent pitch
YOU WILL EVER MAKE




2



30-40 Seconds - 5 sentences

THE HANDSHAKE PITCH



The Question...

"WHAT DO YOU DO?"



30-40 Seconds - 5 sentences

THE HANDSHAKE PITCH



The Question…

"WHAT DO YOU DO?"


The Question...
"WHAT DO YOU [redacted]"
"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:

30-40 seconds, 5 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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

What do you **need** from the network?



ACTION STEP

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30-40 seconds, 5 sentences

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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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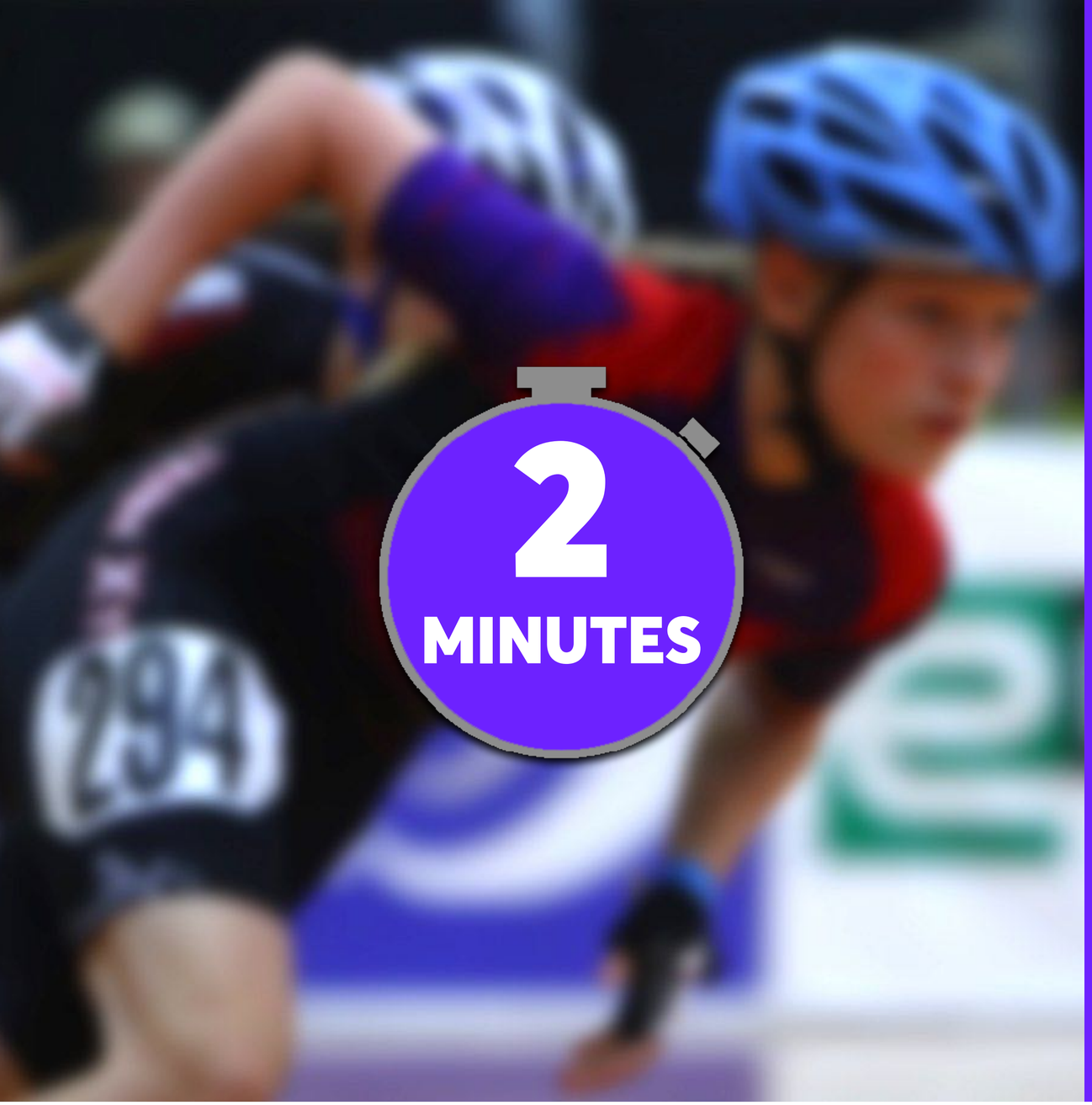

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10 MINUTES

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 your Handshake Pitch:

30-40 seconds, 5 sentences

What do **you** do?

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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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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

How do we make a **LONG STORY SHORT?**



The Most Frequent Pitch You Ever Make

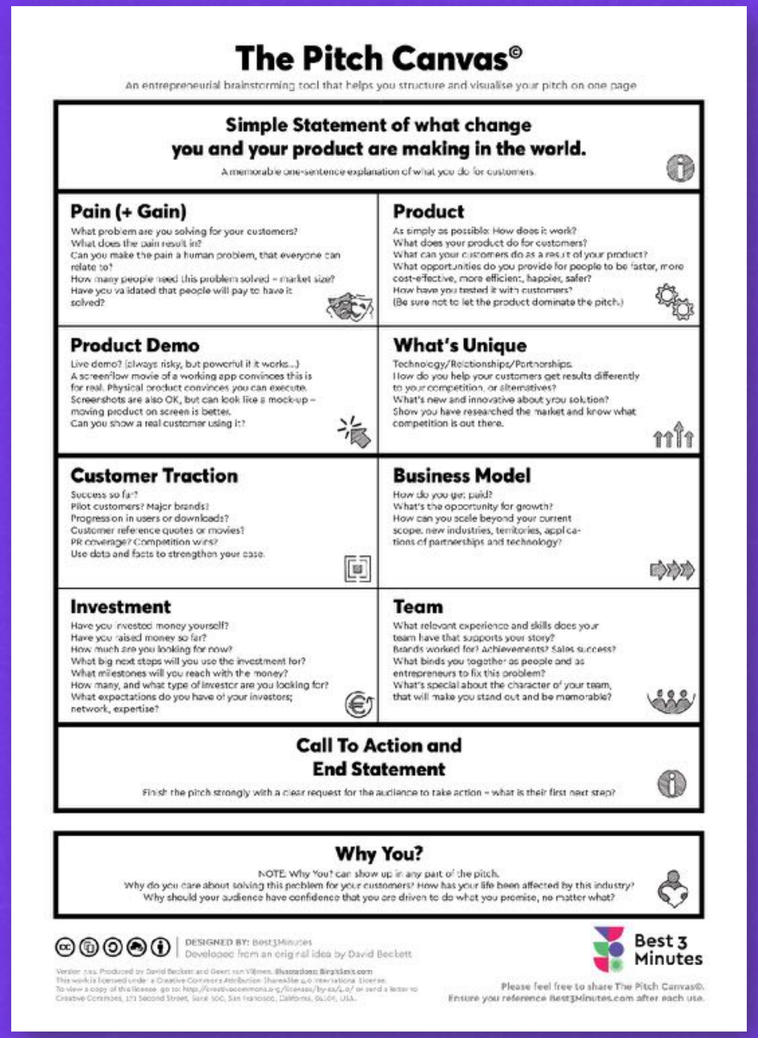


Pitch the PAIN



Level Up Your Pitch


The Question...
"WHAT DO YOU [redacted]"
"WHAT DO YOU SOLVE?"



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 screen/flow 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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THE PITCH CANVAS©

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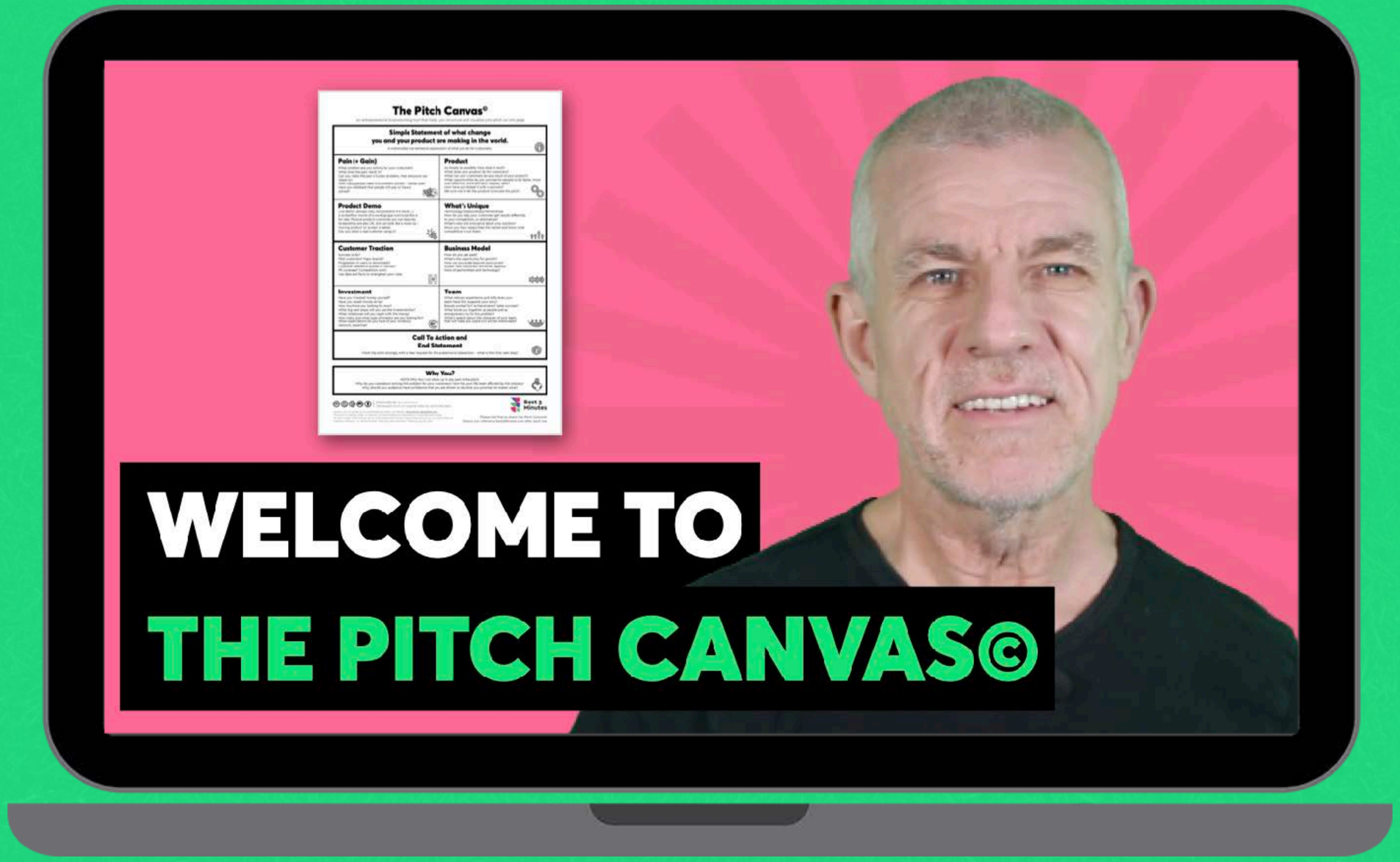

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PAIN

What is the **problem** you solve?

What's happening **without** your solution?

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 & Den Haag, it takes over **300Million** 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 CO_2"

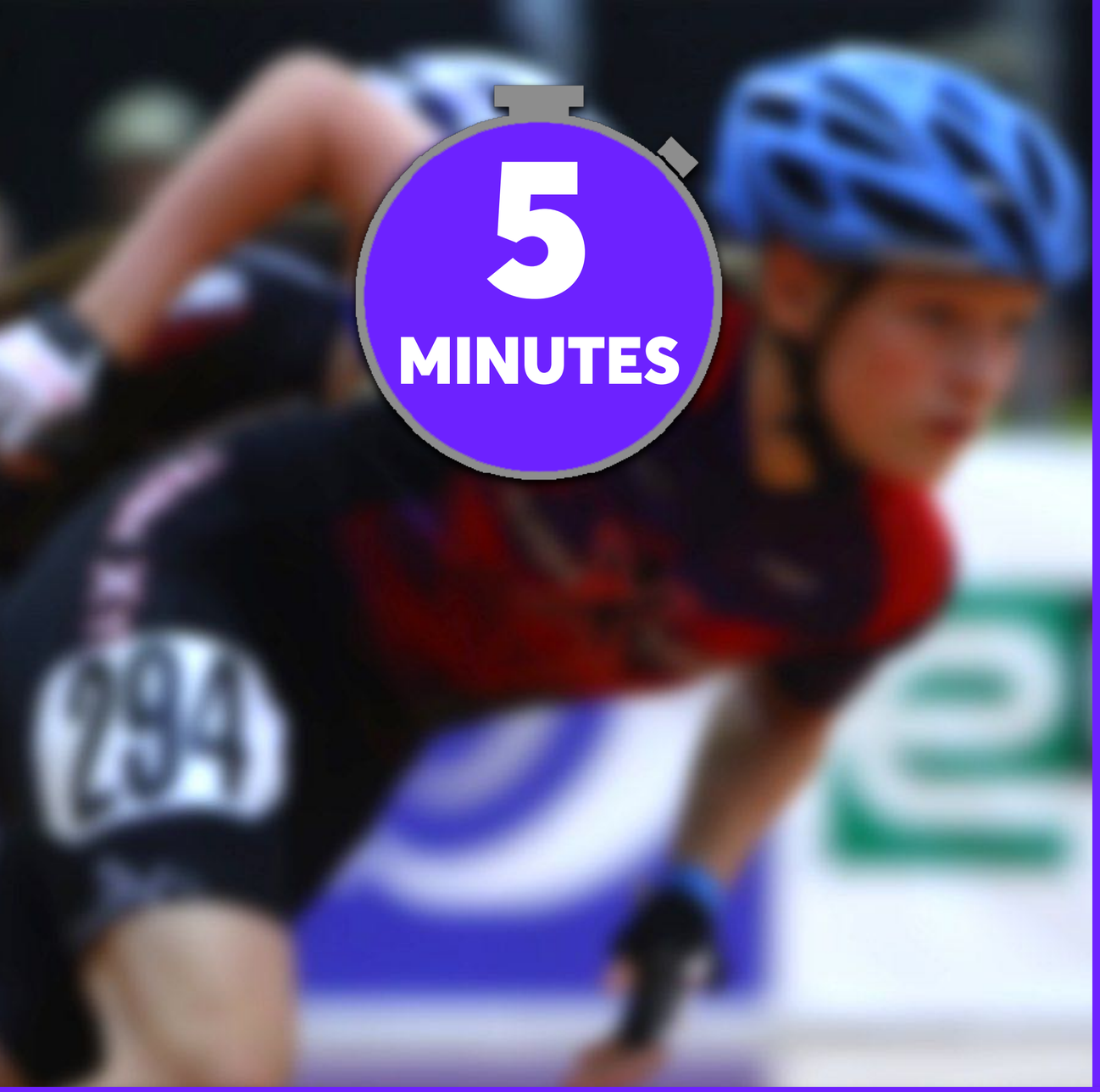
"There is too much energy inefficiency "

"It creates **X Million** Tonnes CO_2"

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


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases


nuventura
Getting rid of SF,
04:53
04:53



ACTION STEP

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

Which **people/organisations affected**?

What **problems** do they face today?

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

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

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5

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ACTION STEP

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

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

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



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about **only** the **Pain**

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ACTION STEP

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

with one other person

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GET FEEDBACK



GET FEEDBACK



What stood out?



What did you not understand?



Friendly advice for improvement

How do we make a **LONG STORY SHORT?**



The Most Frequent Pitch You Ever Make



Pitch the PAIN



Level Up Your Pitch

The Power of THREE



Making your story

FOCUSED & MEMORABLE

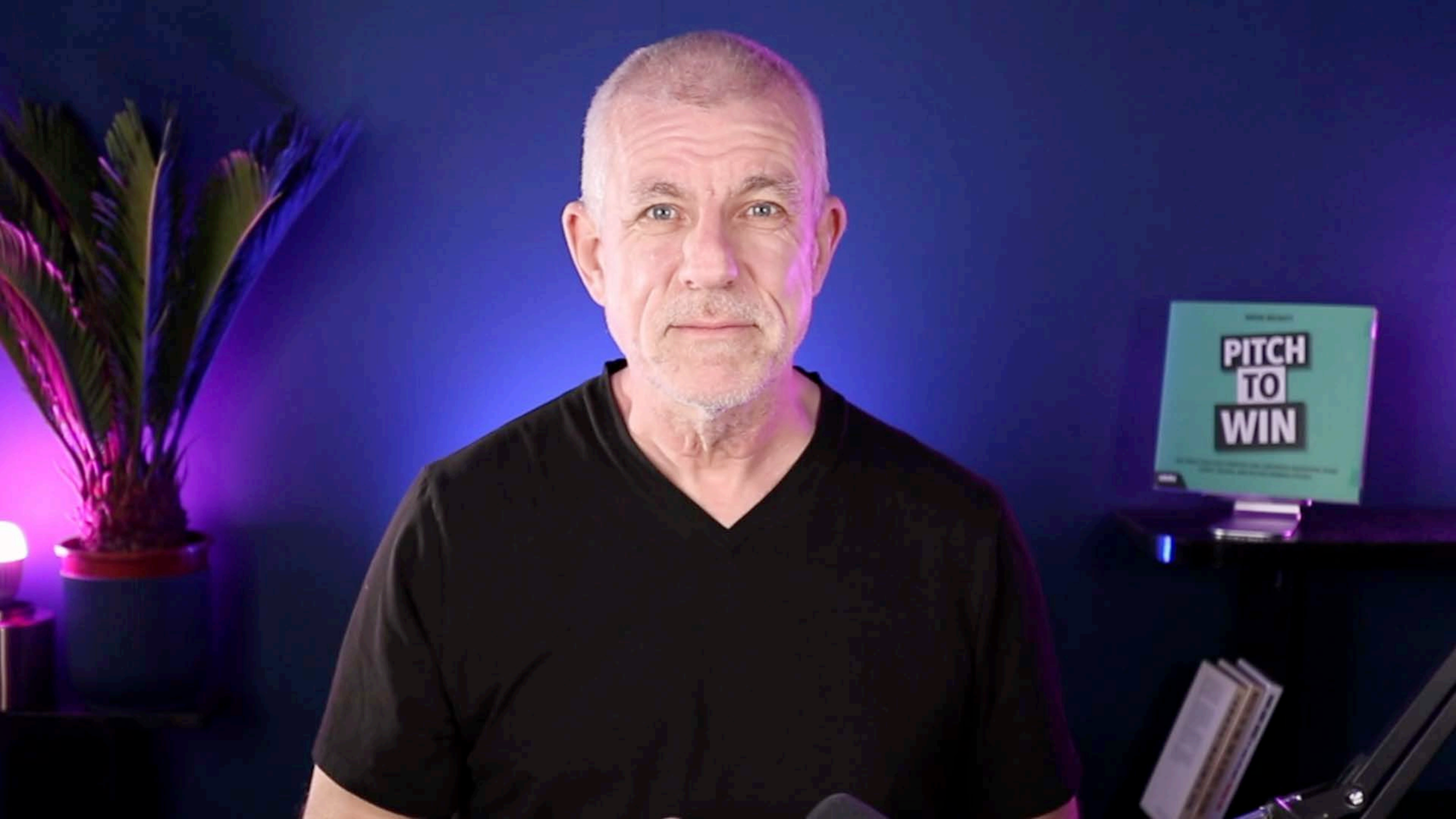
What happens if I say…

“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?


PITCH
TO
WIN

How do you apply
THE POWER OF THREE?



Break your product into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE


Ryan Pandya (USA)
Muufri



ACTION STEP

Imagine:

They will only remember
3 things of your handshake pitch.

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

Write down
1 <u>SHORT</u> sentence
per item.



ACTION STEP

Imagine:

They will only remember
3 things of your handshake pitch.

5

Which **3 things** would you tell,
that you really want them to
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Write down
1 <u>SHORT</u> 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;

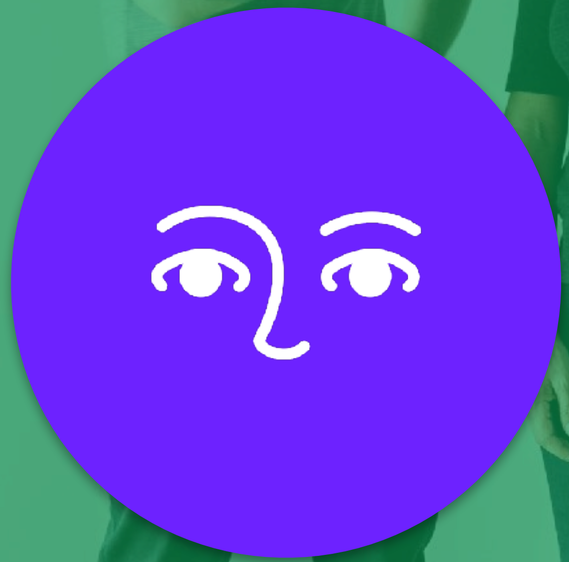
First…

Second…

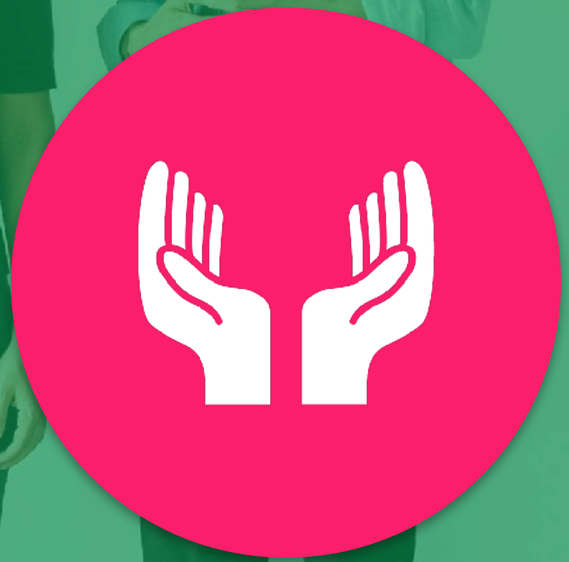
Third…"


Let's talk about
BODY LANGUAGE

The 3 Components of BODY LANGUAGE



EYES

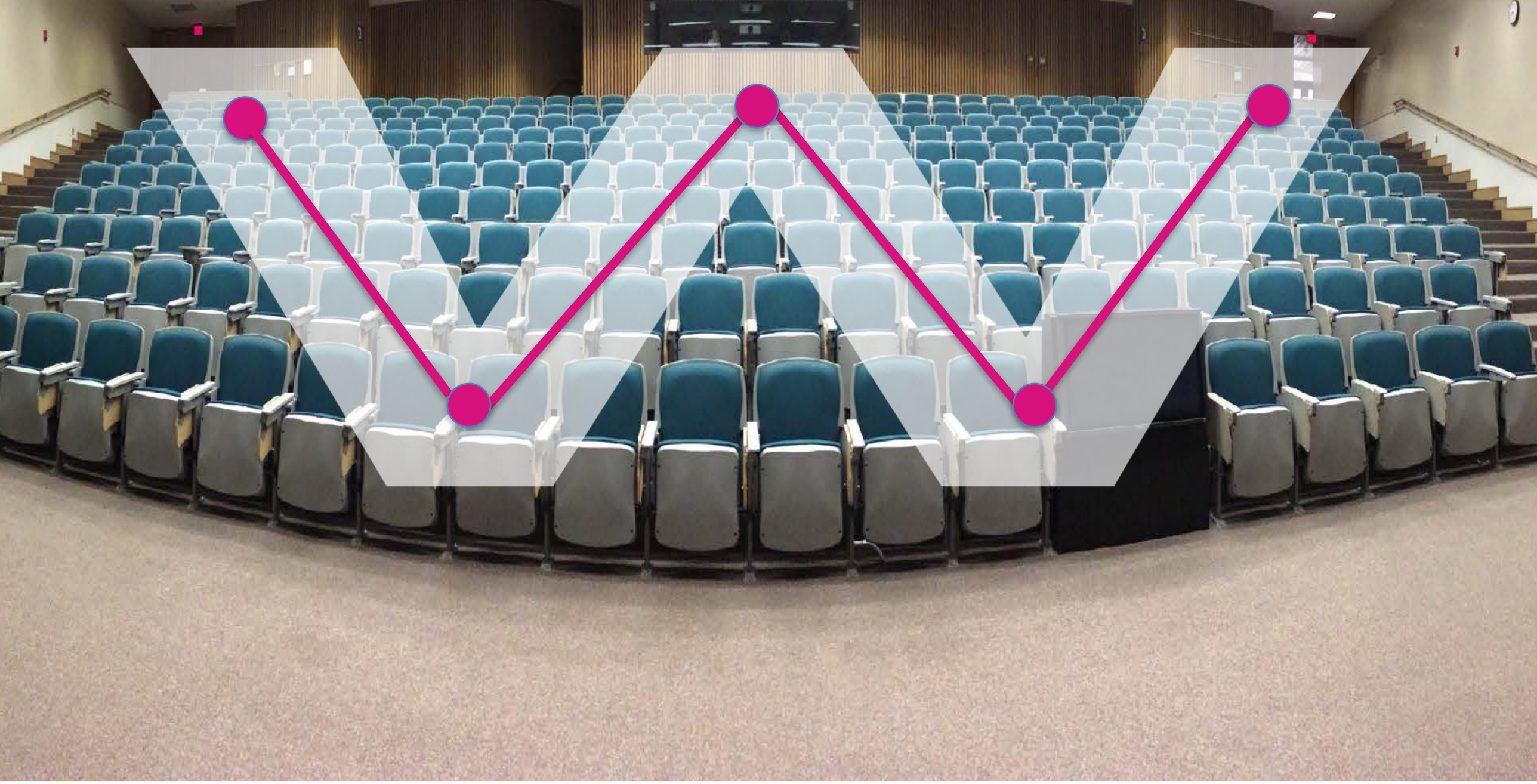


HANDS



LEGS & FEET


Look the audience
IN THE EYE





Use your hands to **EMPHASISE**

Don'ts

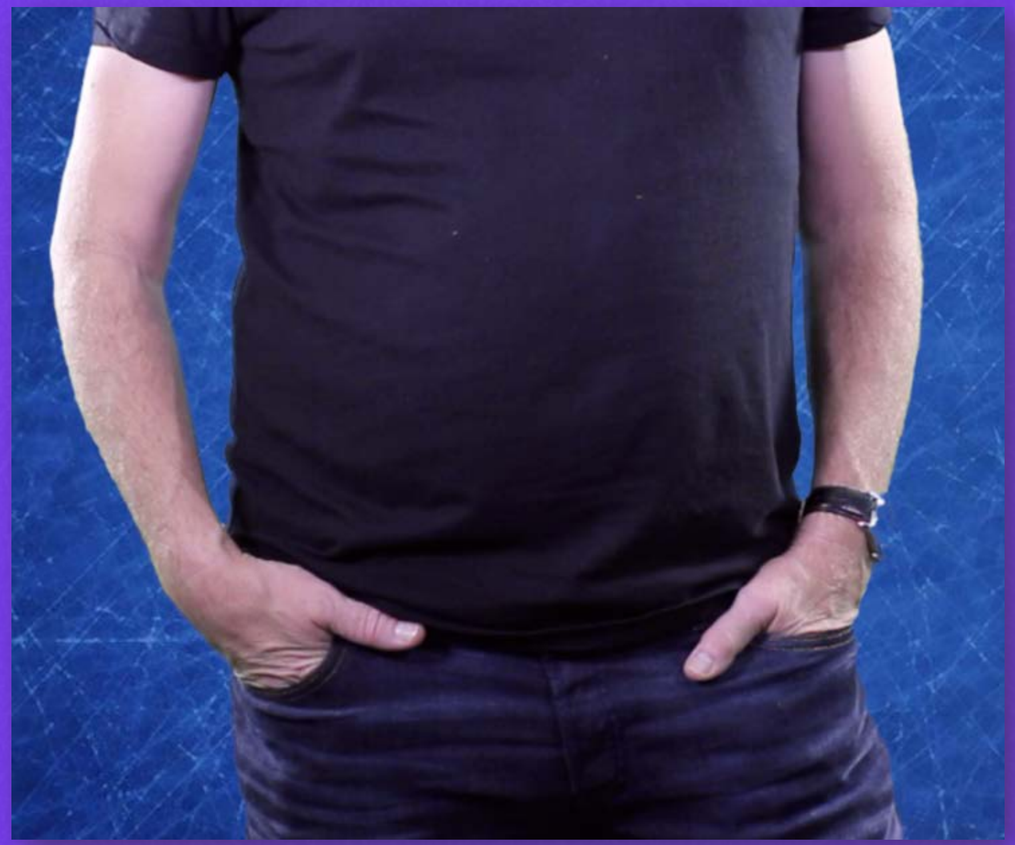
Behind back



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




I WAS ALSO WATCHING
THE OLYMPICS




Avoid distractions with
LEGS & FEET


Try saying the following
STANDING LIKE THIS


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


Avoid the
EXERCISE PITCH


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





Best way to improve body language?

FILM YOURSELF PITCHING

Pitch tools and
RESOURCES







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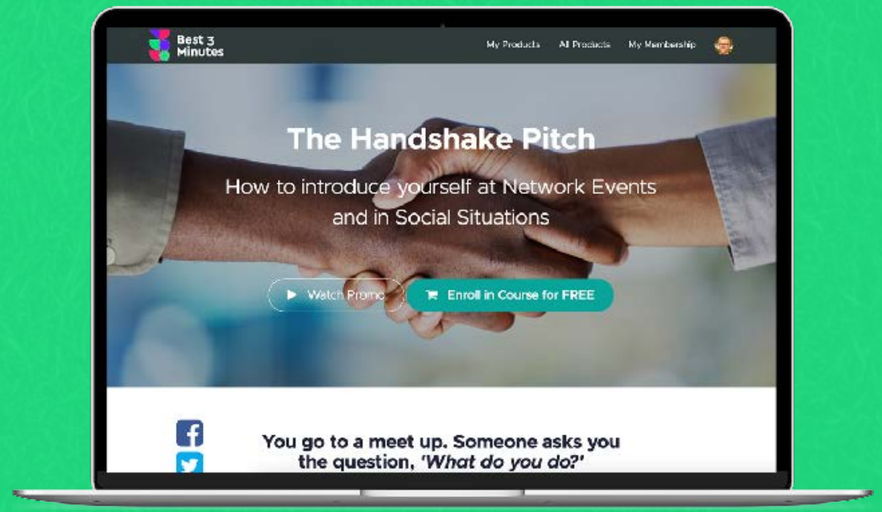

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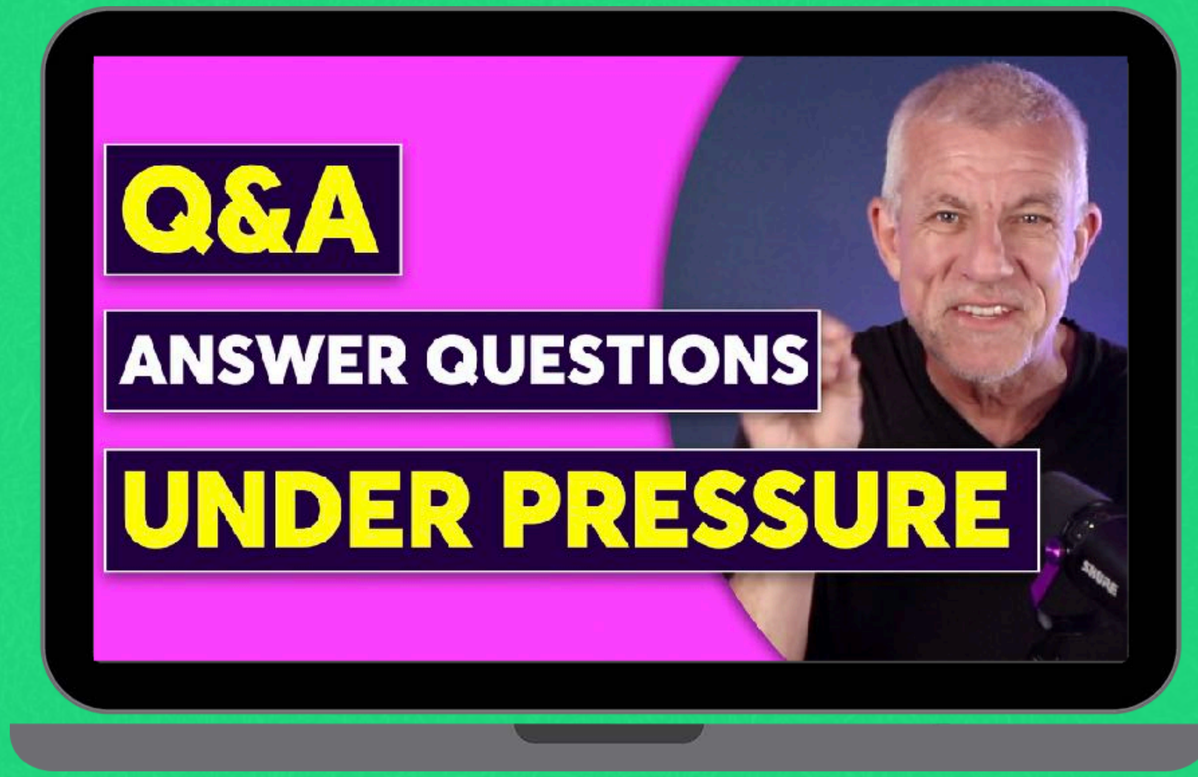
Podcast



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