

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

David Beckett

best3minutes.com



Best 3
Minutes

Coached 3000+ Startups & Scaleups
RAISED OVER €500MILLION



Coached New Energy Challenge Finalists

SINCE 2017





**COUNTRY
DIRECTOR**

Canon



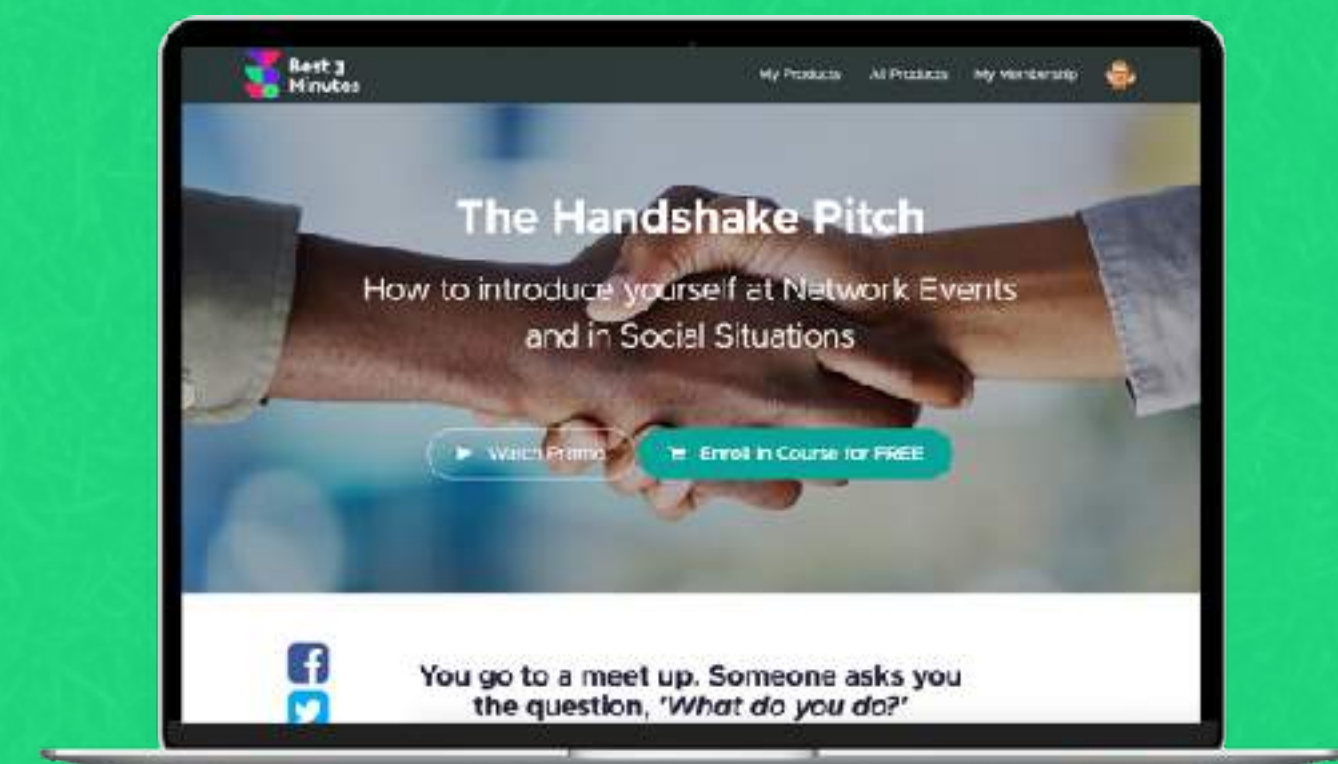
**PITCH
COACH**

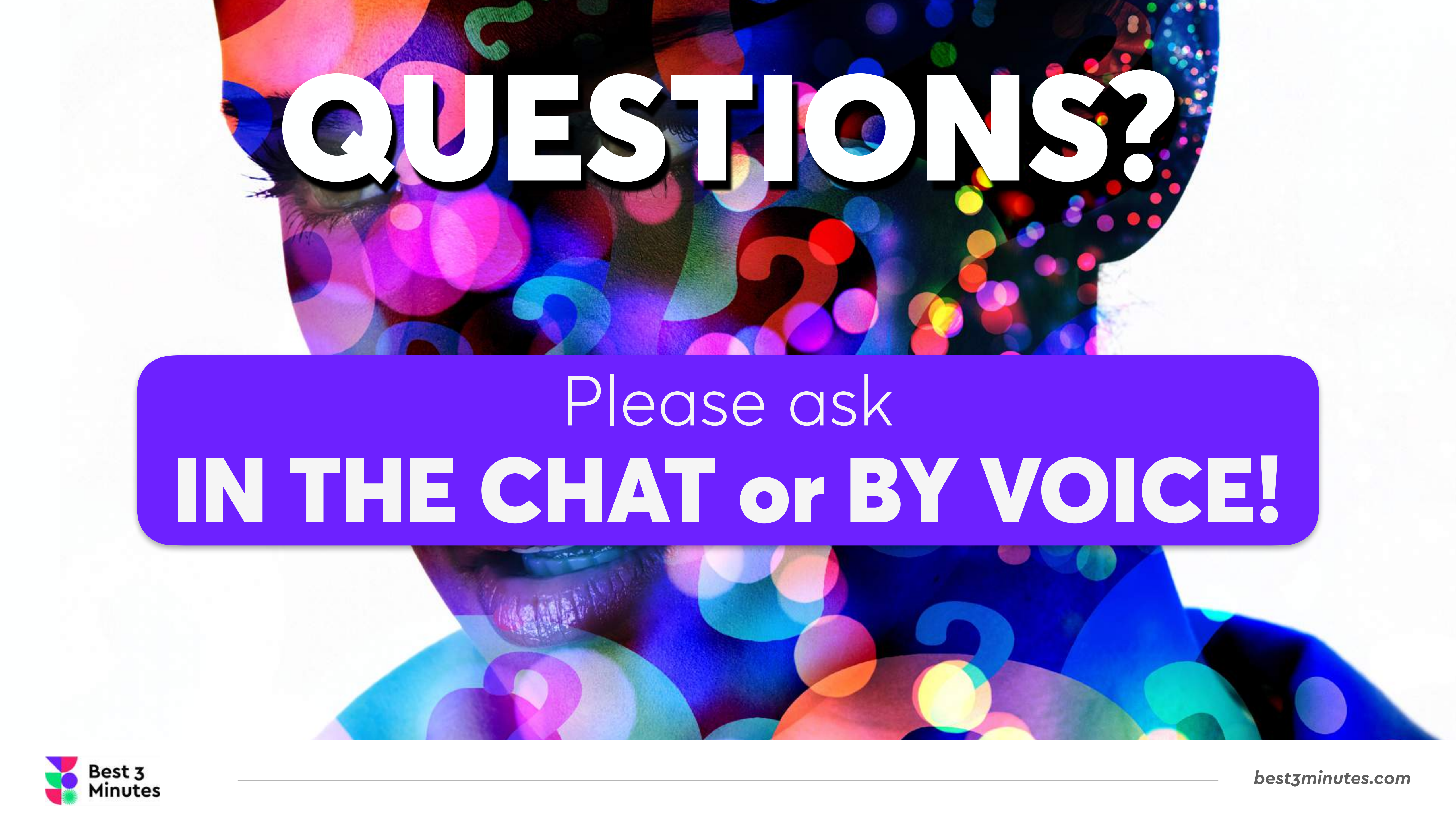


**Best 3
Minutes**

You will receive

SLIDES AND MANY MATERIALS



A close-up of a woman's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including red, blue, and green. The woman's eyes are looking down, and her lips are slightly open.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

The background of the slide is a dense, overlapping collage of numerous analog clocks. The clocks have various colored faces including white, pink, blue, green, and yellow, and are scattered across the entire frame. A large, semi-transparent purple rectangle is centered over the clocks, containing the main text.

Prepare you for your
TIME-PRESSURED PITCH

THE JURY PITCH



PITCH



Q&A





SIX TIPS FOR Q&A:

ANSWERING QUESTIONS UNDER PRESSURE

best3minutes.com

best3minutes.com/newenergychallenge

THE PUBLIC PITCH



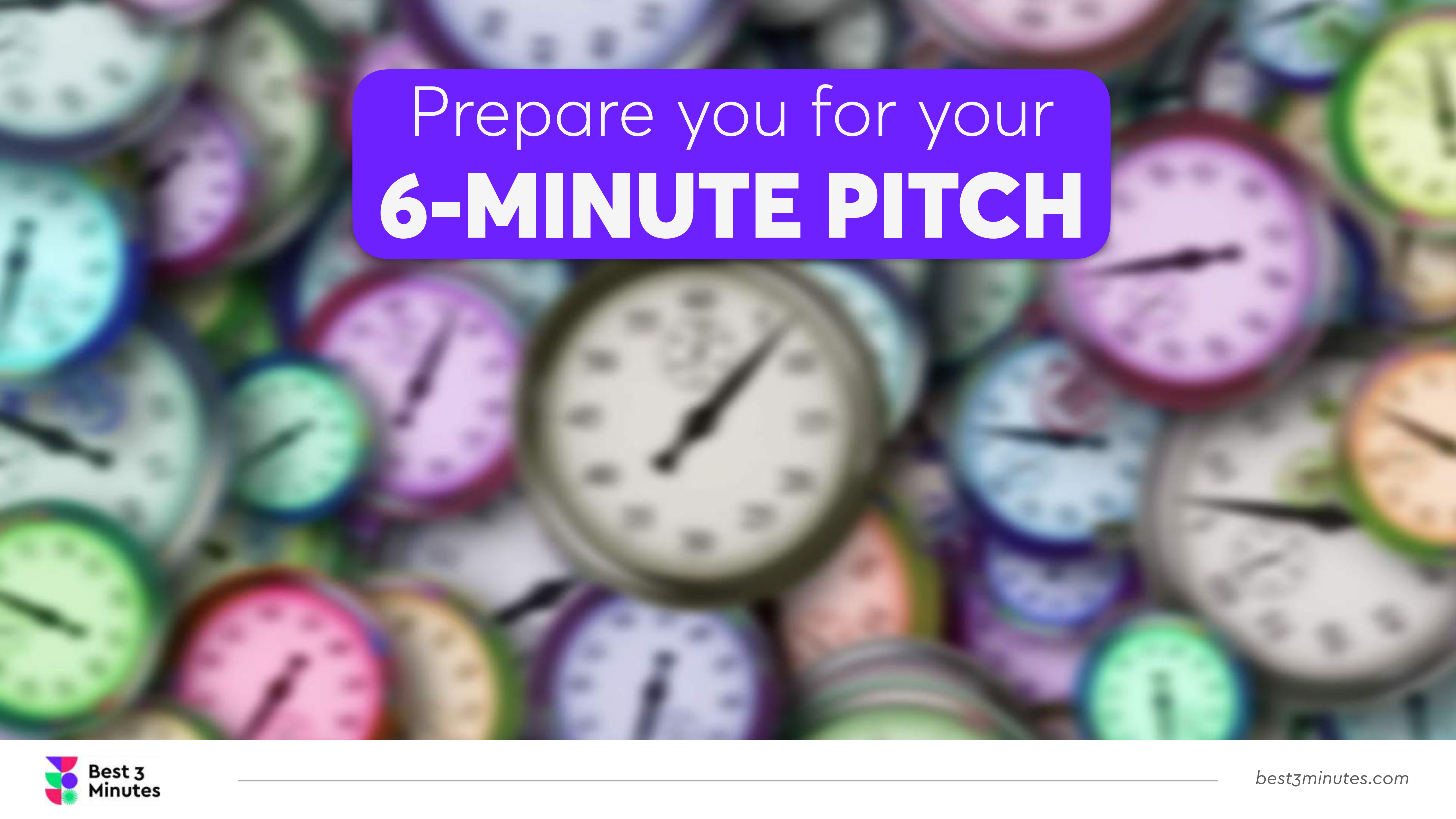
PITCH



Q&A

NOTE:

no mention of any confidential information or any topics being discussed with Shell.

The background of the slide is a dense, overlapping collage of numerous analog clocks. The clocks have various colored faces including shades of pink, blue, green, yellow, and white. They are all slightly out of focus, creating a sense of depth and a busy, time-related atmosphere.

Prepare you for your **6-MINUTE 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?**

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

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





**GUIDELINES PITCH FINALS
NEW ENERGY CHALLENGE 2025
FINALISTS**

1

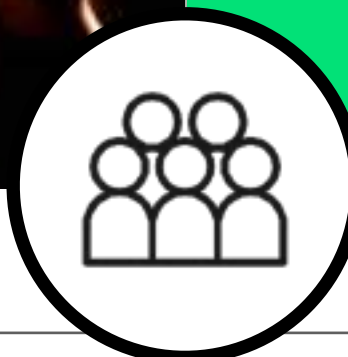
Quit Everyt

The Most Valuable Document **PITCH GUIDELINES**



WHO'S YOUR AUDIENCE?

What do
they **CARE**
about?



Who's in the
JURY?

The startups will be pitching to a Jury with representatives from various Shell departments, Rockstart, Yes!Delft and Unknown:

1. **David Kordonowy** (Head of Commercial Innovation Partnerships , Shell Gamechanger)
2. **Jermaine Saaltink** (Venture Principle, Shell Ventures)
3. **Ras Lalmy** (Managing Director, YES!Delft)
4. **Max ter Horst** (Managing Partner, Rockstart Energy Fund)
5. **Martin Luxemburg** (Director Public & Partnerships, Unknown)

Experts:

6. **Mark Klokkenburg** (Carbon Removal Technology Program Manager, Shell)
7. **Jitendra Gupta** (Team Lead GH2, LH2 and Ammonia Supply Chain, Shell)
8. **Kai Han** (Electrochemistry Researcher Hydrogen Production, Shell)
9. **Mark Meijerink** (Senior Engineer Process Evaluations RNG, Shell)

Judging Criteria

Technology/product

(business model, novelty, scalability)

Value

(competitive landscape, understanding of the risks, opportunity value)

Fit with Shell

(with Shell Ventures, GameChanger or business unit)

Team

(expertise, skillset diversity, coachability/partnership potential)

Technology and Business

3 minutes *(27 sentences)*

Problem definition

Solution and technology explanation

Product demo

Business Model

Unique Value Proposition

Impact / contribution to
the energy transition

Traction

Team

Pitching of Project Proposal

3 minutes *(27 sentences)*

Purpose & Introduction to the
Collaboration

Goal & Objectives of the
Collaboration

Proposed timeline

Technical and Resources Requirements

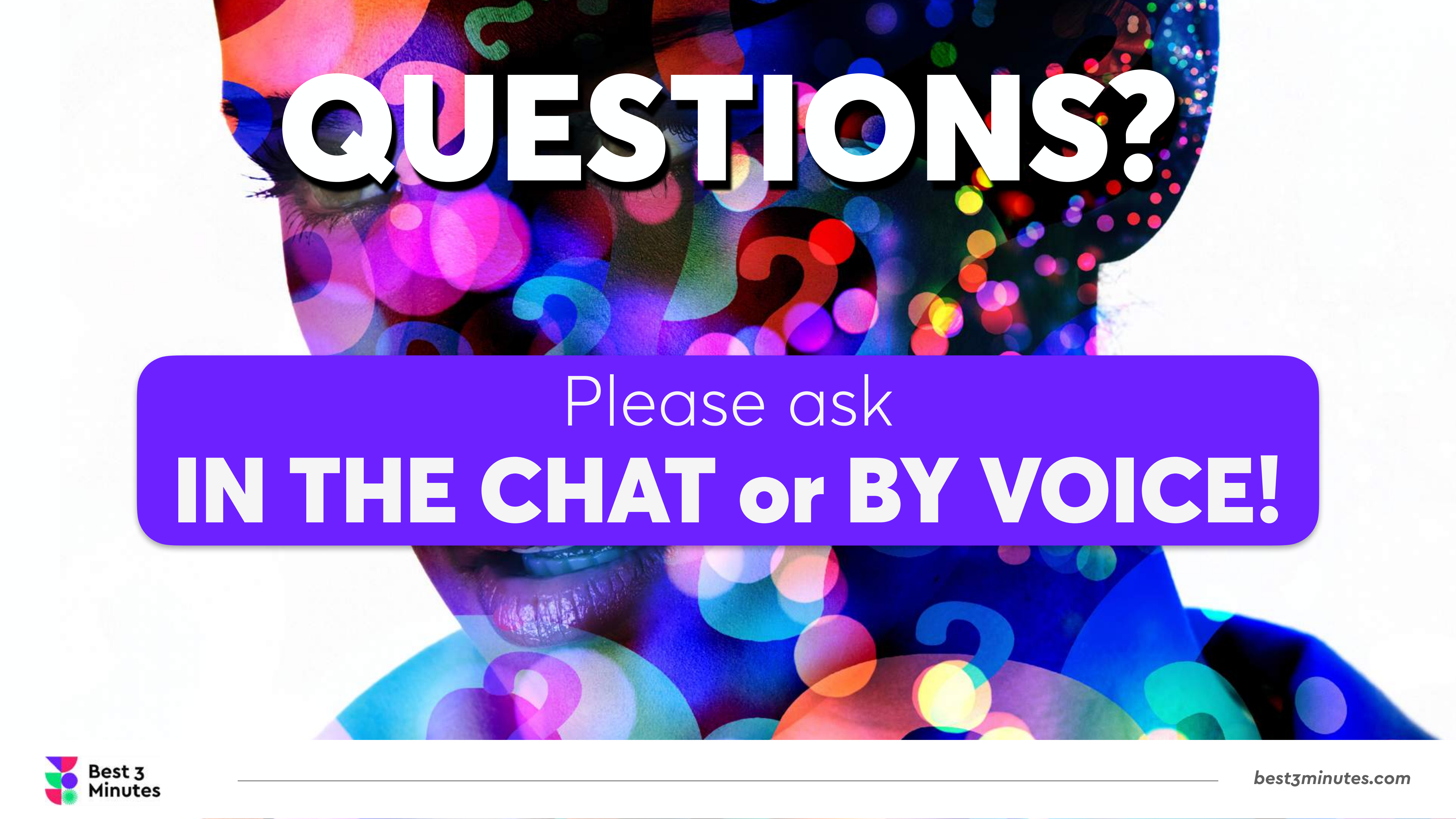
Costs of Collaboration

Risks and Mitigation

Strategic Fit with Shell/
Value add to Shell

Concluding - Why you?/Call to Action

"We have suggested the following **pitch structure**, however it is **up to the startups** what areas to **emphasise** and what areas to **just touch upon.**"

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QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

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

A man with short grey hair and black-rimmed glasses is holding a white envelope. He is wearing a black t-shirt. The background is a solid green color. A purple rounded rectangle is overlaid on the bottom center of the image, containing white text.

VIRTUAL TOOLS

miro.com

mural.co



Use

POST-IT NOTES

To Build Your
Storyline

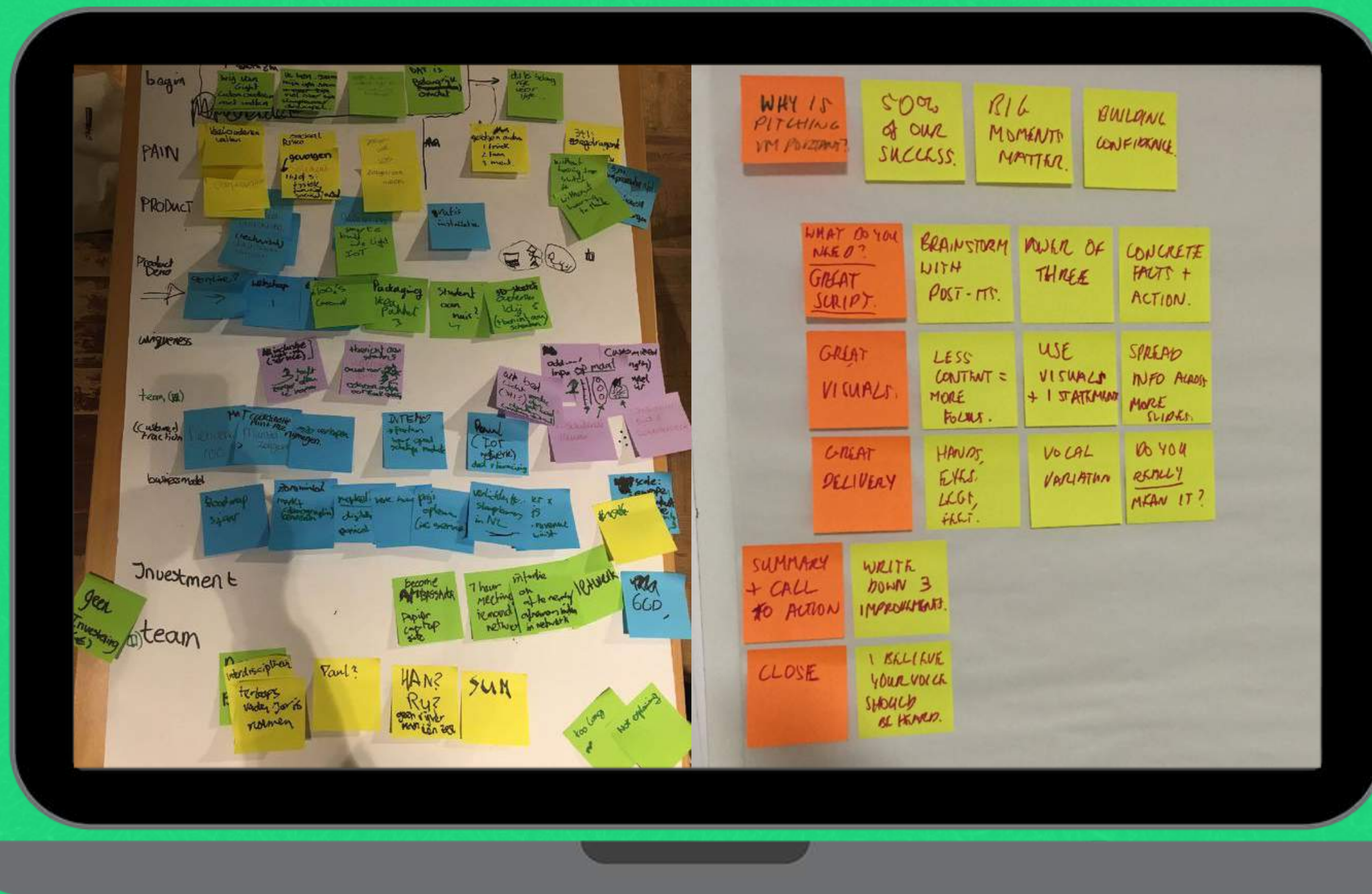


Pitch Masterclass

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

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best3minutes.com/newenergychallenge

Which topics should be in
YOUR WINNING PITCH?

Process
HOW?

Content
WHAT?



**GUIDELINES PITCH FINALS
NEW ENERGY CHALLENGE 2025
FINALISTS**

1

Quit Everyt

The Most Valuable Document **PITCH GUIDELINES**



PAIN

What is the **problem**
you solve?

The **Why** of the
product





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, Berlin & Tokyo, it takes over **100 Million drivers** over **20 minutes** to find a parking space..."





Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?





Co2 emissions?
Wasted Energy?

Damage to
environment?

Quantify it:
put a **number** on it

Be specific

PUT A NUMBER ON IT



"It creates a lot
of CO₂"

"There is too much
energy inefficiency "

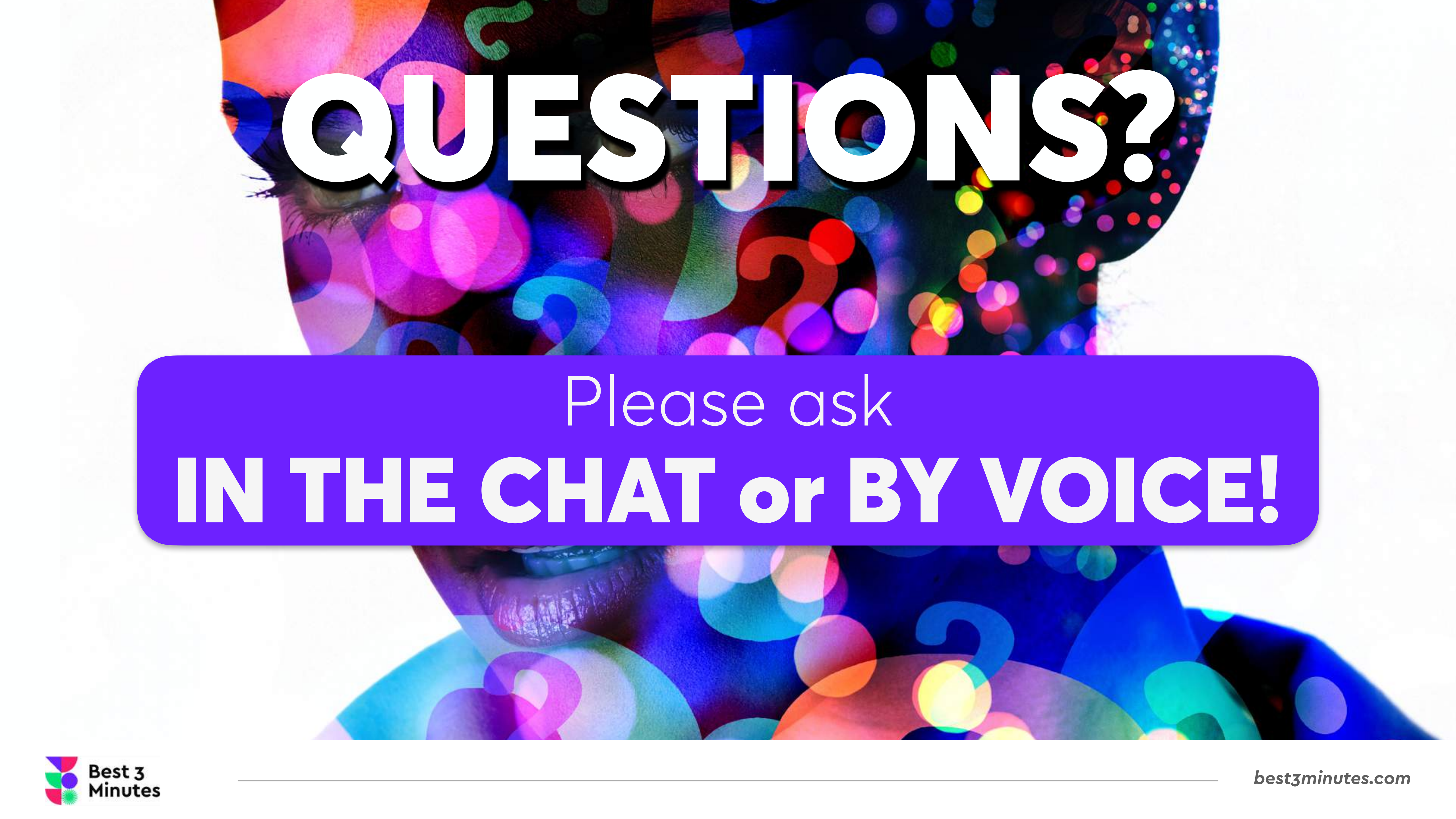


"It creates
X Million Tonnes CO₂"

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

Fabian Lemke Nuventure 2019



A woman's face is shown in profile, looking down. The image is heavily stylized with a colorful bokeh effect of out-of-focus light circles in shades of pink, purple, blue, and yellow. Large, semi-transparent question marks are overlaid on the image, particularly around the woman's face and neck.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!



PRODUCT

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product





UNIQUE

What's **special** and **new** about your proposition?

Technology,
partnerships,
co-creation?







TRACK RECORD

Partnerships?

Who's already **buying**?

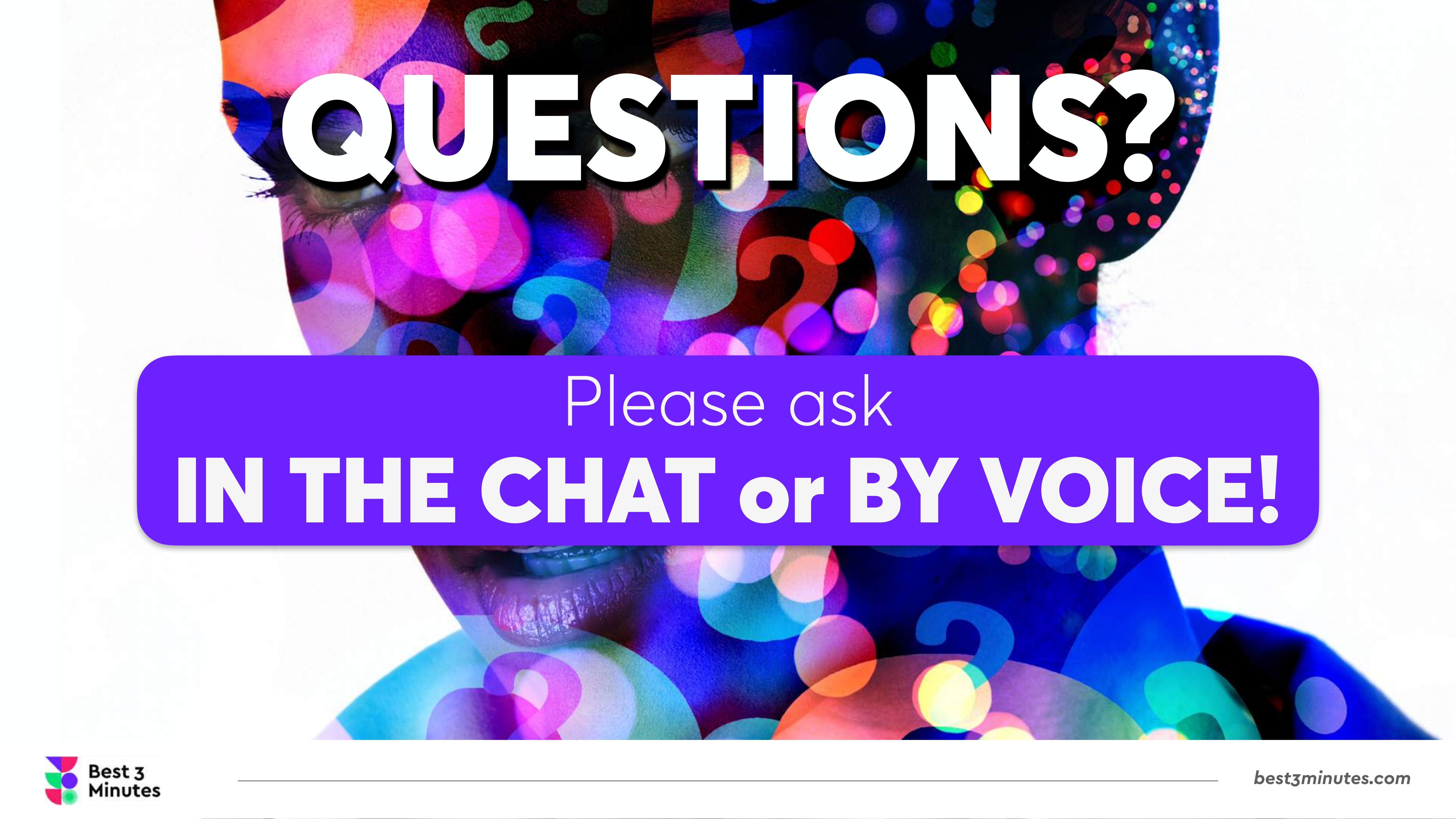
Recognisable brands?



NEW ENERGY CHALLENGE

YES!



A close-up of a woman's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in similar colors, some appearing as solid shapes and others as outlines. The woman's eyes are looking down, and her lips are slightly open, showing a smile. The overall effect is one of curiosity and engagement.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

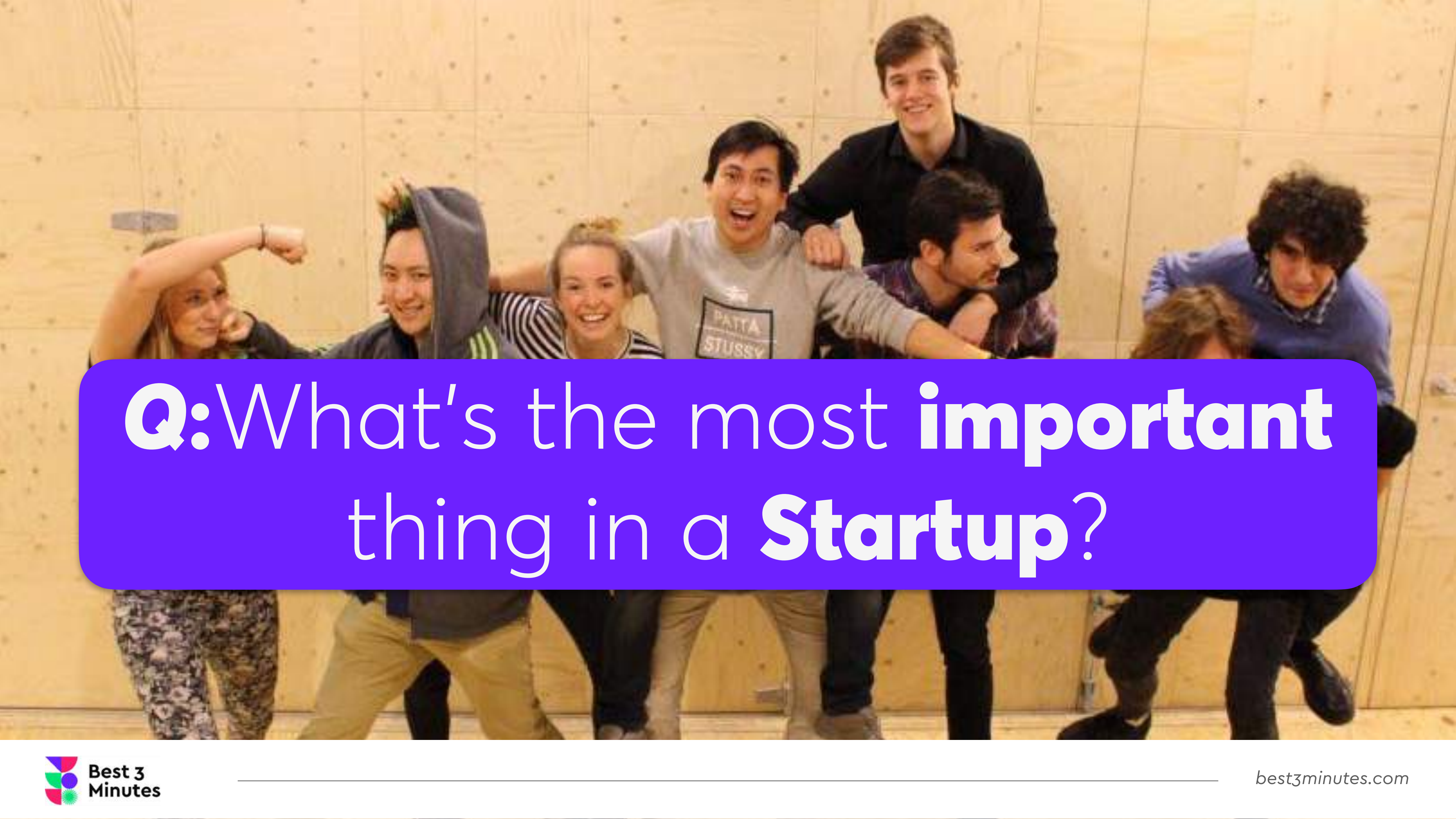


THE IMPACT OF YOUR SOLUTION

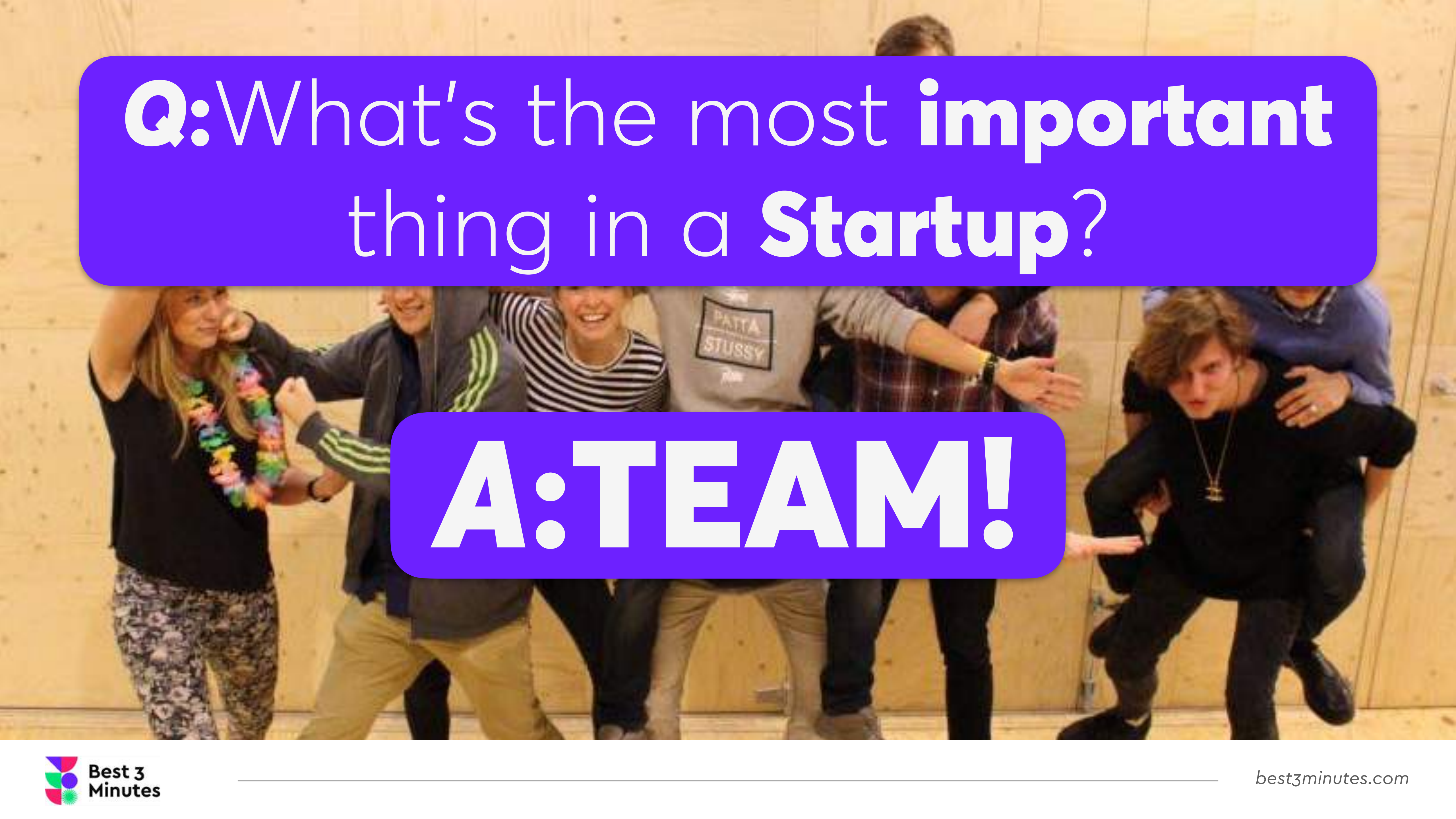
How **big** is the **Impact**
of your product

How does it
contribute to the
Energy Transition



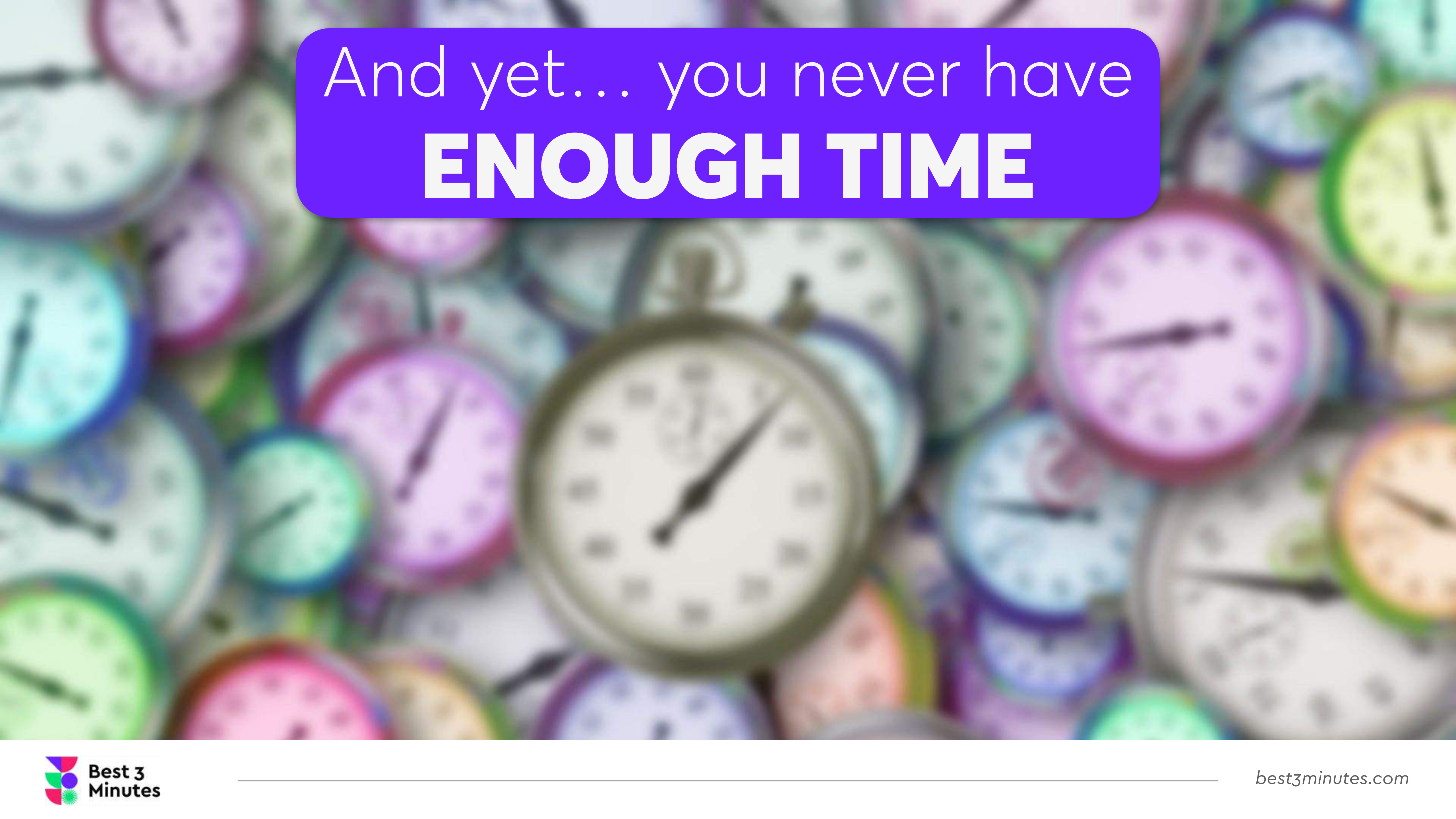


Q:What's the most **important**
thing in a **Startup**?

A group of people are gathered in a room with light-colored wooden walls. In the foreground, a woman with long blonde hair is wearing a black t-shirt and patterned pants, and a colorful lei. She is smiling and looking towards the camera. Behind her, several other people are visible, some wearing casual clothing like a grey hoodie with 'PATA STUSSY' on it. The overall atmosphere is casual and friendly.

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

eGym management team



Philip Roesch-Schlanderer | CEO
Co-Founder, 2010



Patrick Meininger | CFO
eGym, 2017

coconion Deutsche Telekom T wellingtonpartners



Martin Fichter | COO
eGym, 2017

htc flex SIEMENS



Florian Sauter | CTO
Co-Founder, 2010



Christoph Bischoff | CRO
eGym, 2019

Microsoft PAYCHEX ADP



John Ford | CEO USA
eGym, 2018

eGym

Team: Founders & Executives



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 & Zumba dance Instructor

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

Mahnoor Farishta - The Angel

Corporate Development

- Oversees Business Development
- Former Analyst - Deloitte

doctHERs

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.

Pick out 2-3

MEMORABLE POINTS





TEAM

Who will make it happen?

Complimentary **Skills**?

Years of Experience?

Previous startups/exits?



TEAM

For example:

Started with the **science**, with these experienced people

Added the **tech** team to build the platform

Building the **commercial** team now/in the coming months



ONE LAST THING...



WHY YOU?

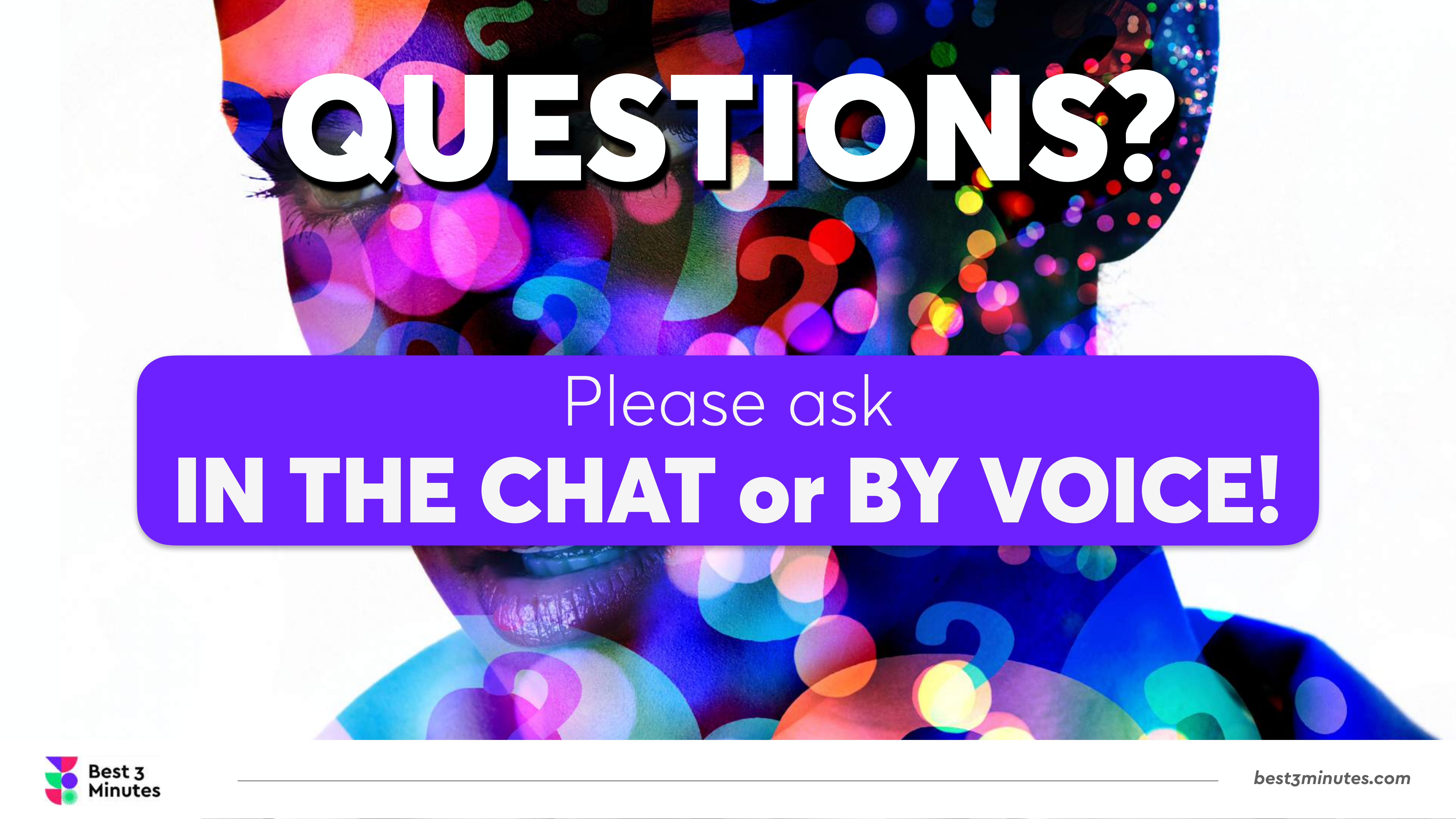
What's your
personal motivation to
offer this proposition?



WHY YOU?

What makes **you**
excited about your
proposition?

Your **Enthusiasm**
Counts!

A close-up of a woman's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including red, blue, and green. The woman's eyes are looking down, and her lips are slightly open.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

Which topics should be in
YOUR WINNING PITCH?

Which topics should be in
YOUR WINNING PITCH?

Part Two
COLLABORATION PROPOSAL



SCOPE OF THE PROPOSAL/PILOT

What will you
achieve?

Timeline?

Goals?

A man with short, light-colored hair and glasses is shown in profile, facing left. He is wearing a dark suit jacket over a light-colored shirt. A small, thin microphone is clipped to his shirt near the collar. The background is dark and out of focus, with some faint, illegible text visible at the top. A green rectangular box with white text is overlaid on the bottom left of the image.

Jurriaan Ruys
LandLife Company

PROPOSED TIMELINE

What happens when?

3-5 key **milestones**

Not too detailed!

2023
Q4

Launch First Pilot



2023
Q1

Tech Test Reaches
Stage Gate



2024
Q2

Major Tech Test
Stage Gate



TECHNICAL/ RESOURCES REQUIREMENTS

Shell employees' **time**?

Materials?

Location/Site?

How long to implement?

COSTS OF COLLABORATION

What do you **need** to
make it happen?

Not too detailed!

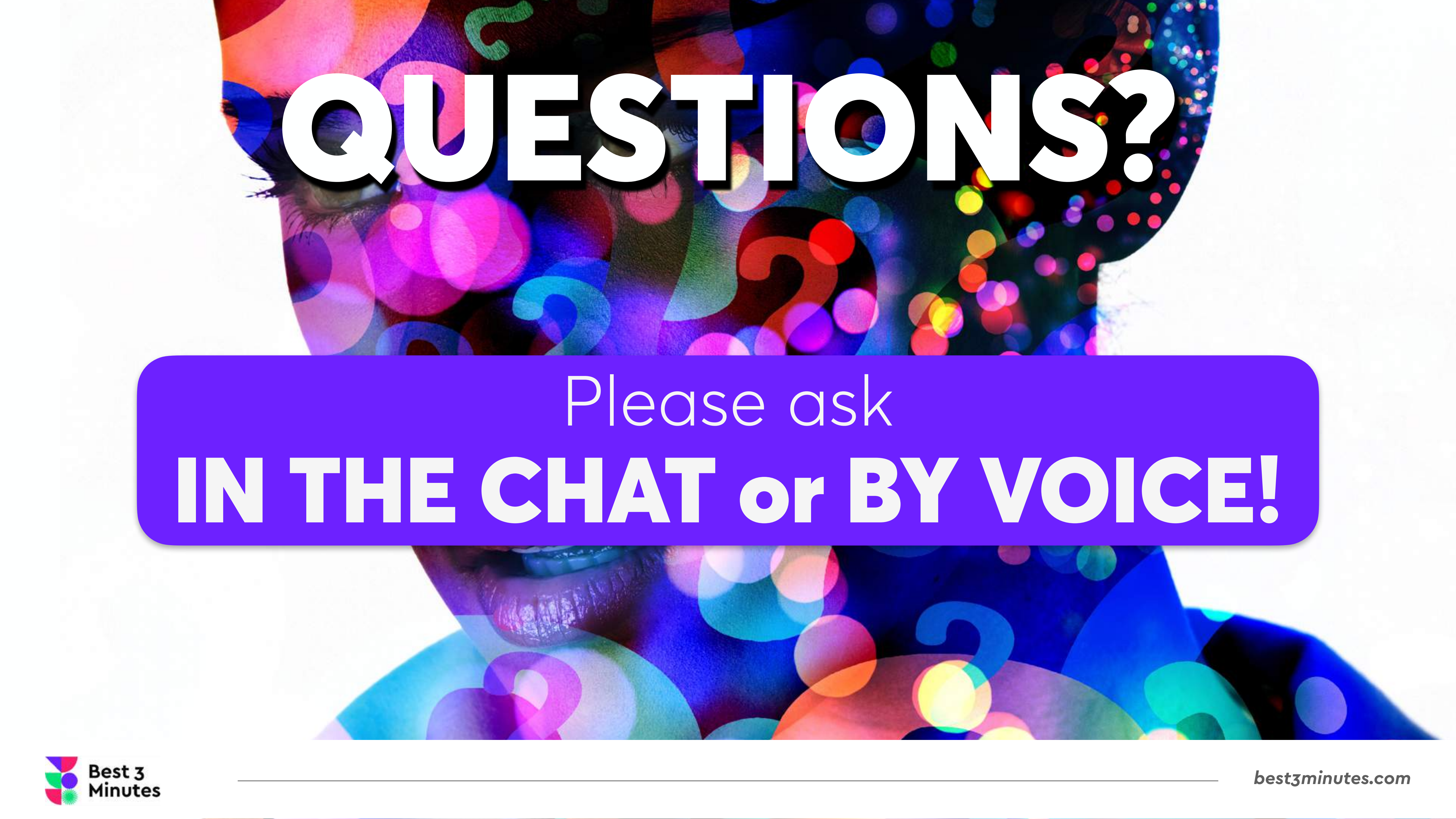
FIT WITH/VALUE ADD FOR SHELL?



How does your proposition
match Shell's **strategy** and
ambitions?

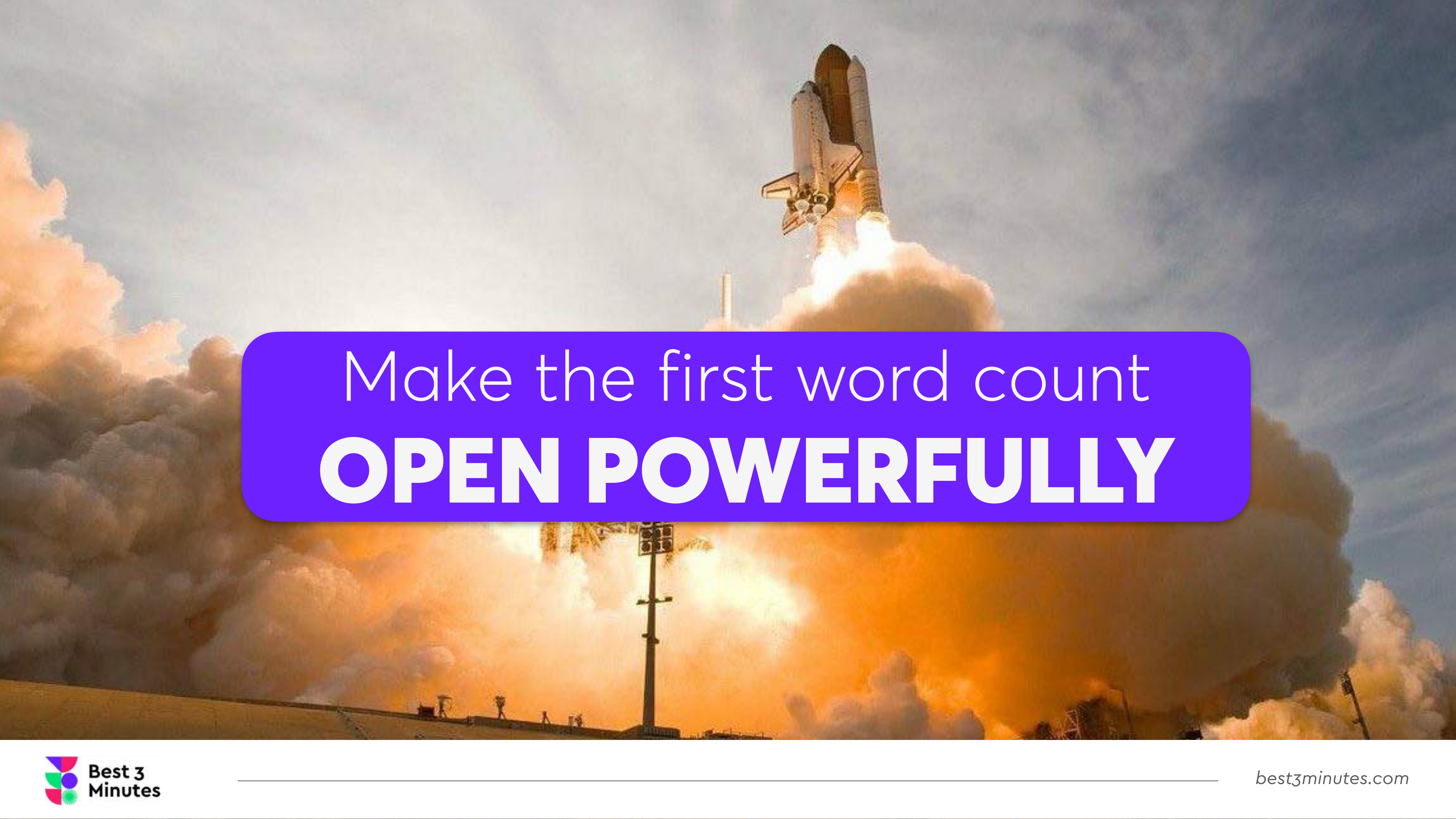
Not just 'energy transition...'

Which **specific part** of their
strategy do you help
Shell reach?

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QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

A dramatic photograph of a space shuttle launching, with a massive plume of orange and white smoke and fire at its base. The shuttle is angled upwards towards the top right of the frame. A large, semi-transparent purple rounded rectangle is centered over the image, containing white text.

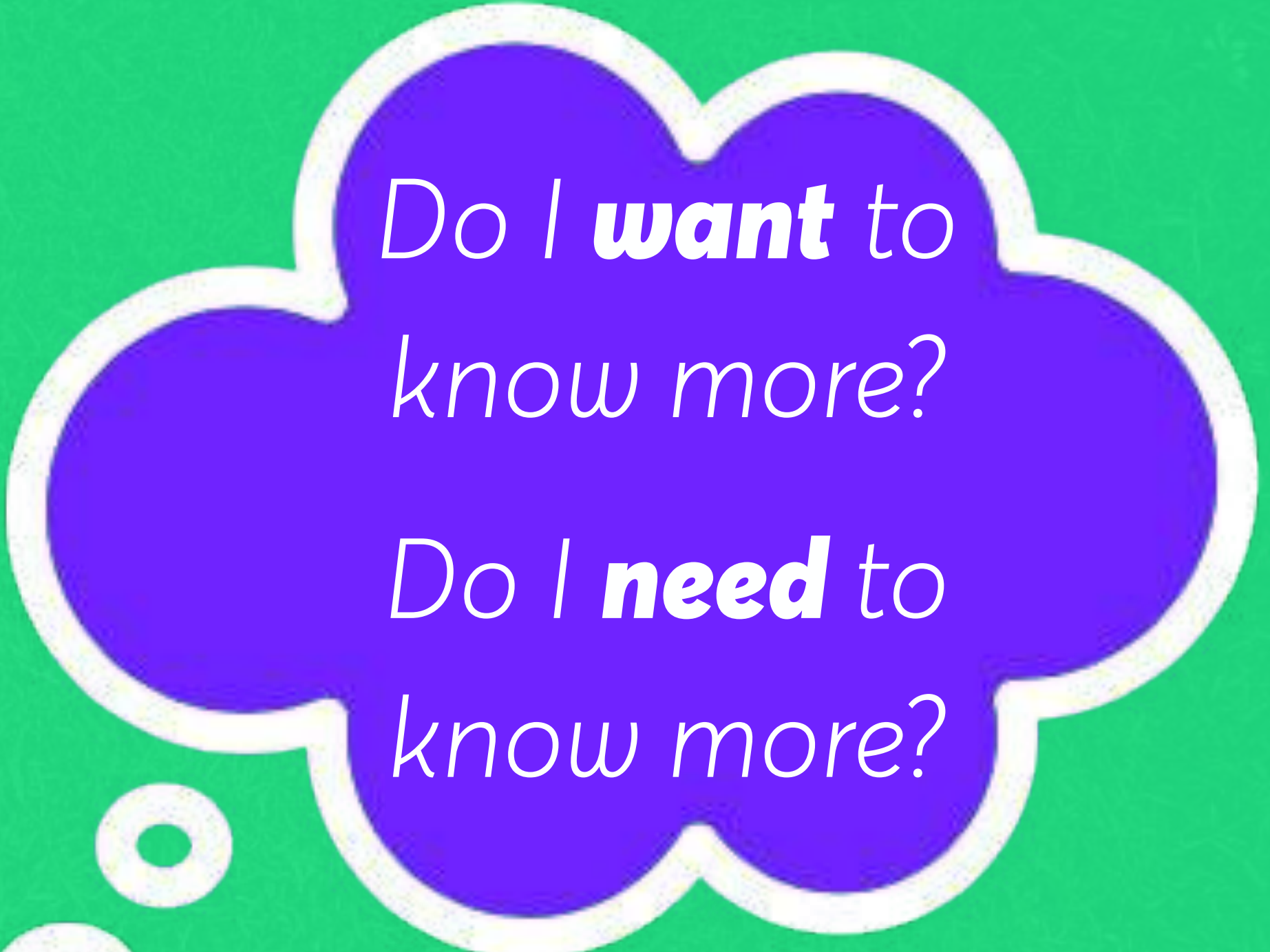
Make the first word count
OPEN POWERFULLY



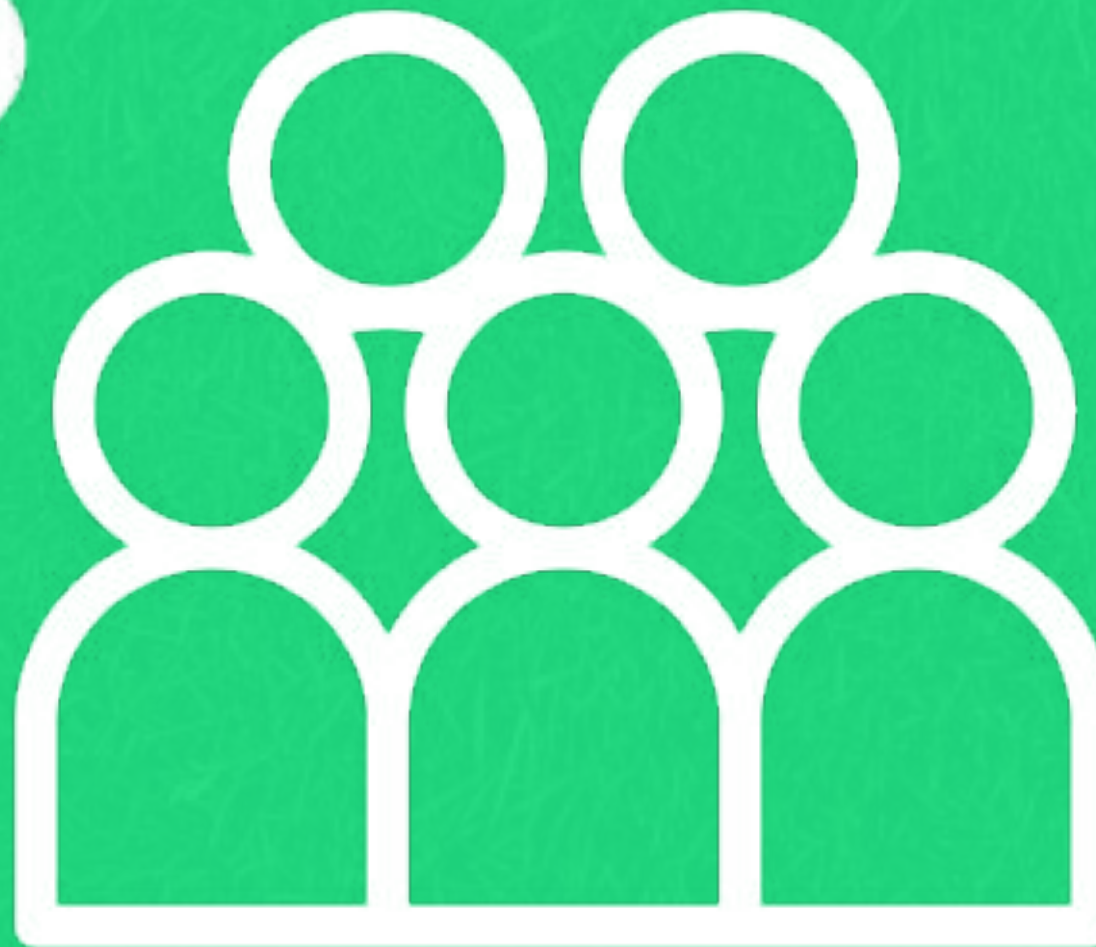
The first 20
seconds buys
ATTENTION



Is this person
professional?



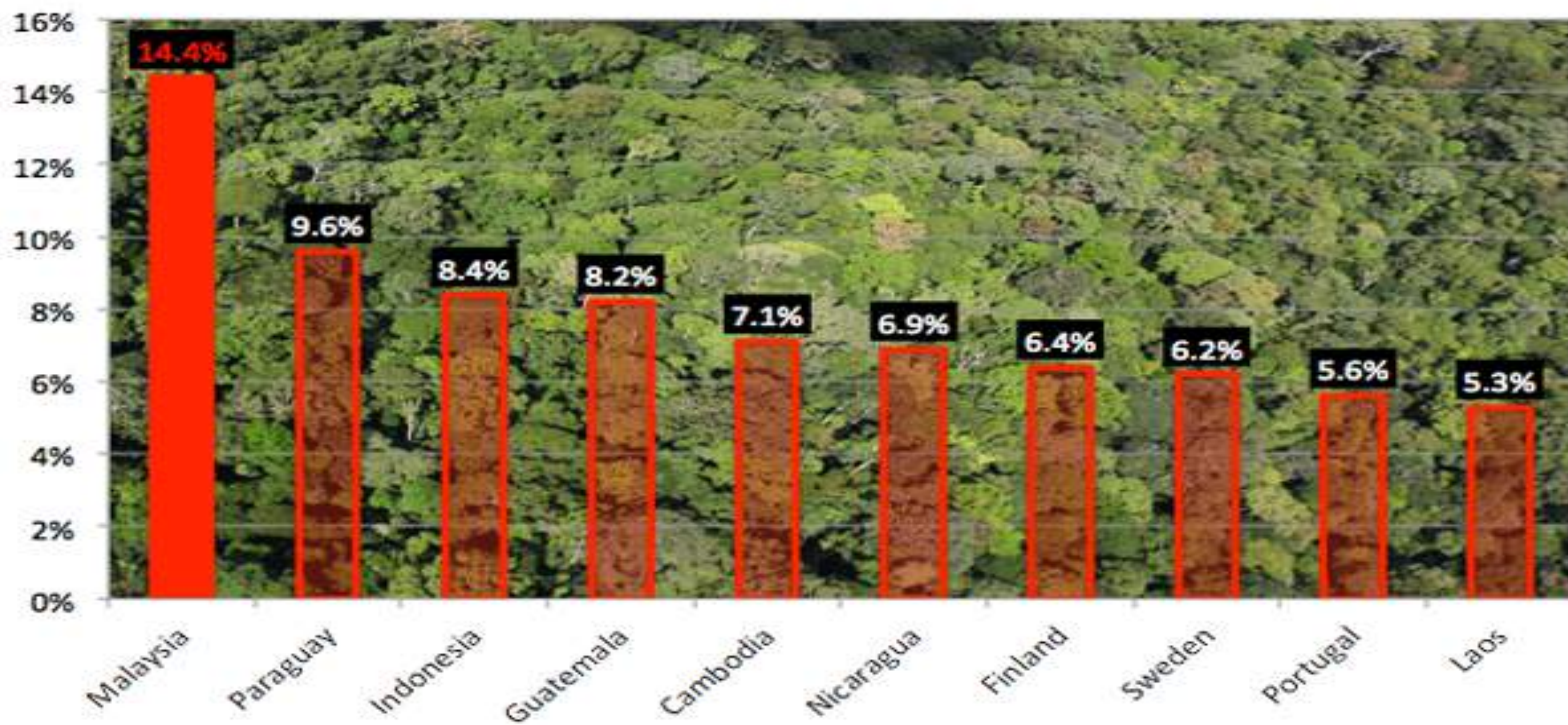
Do I **want** to
know more?
Do I **need** to
know more?

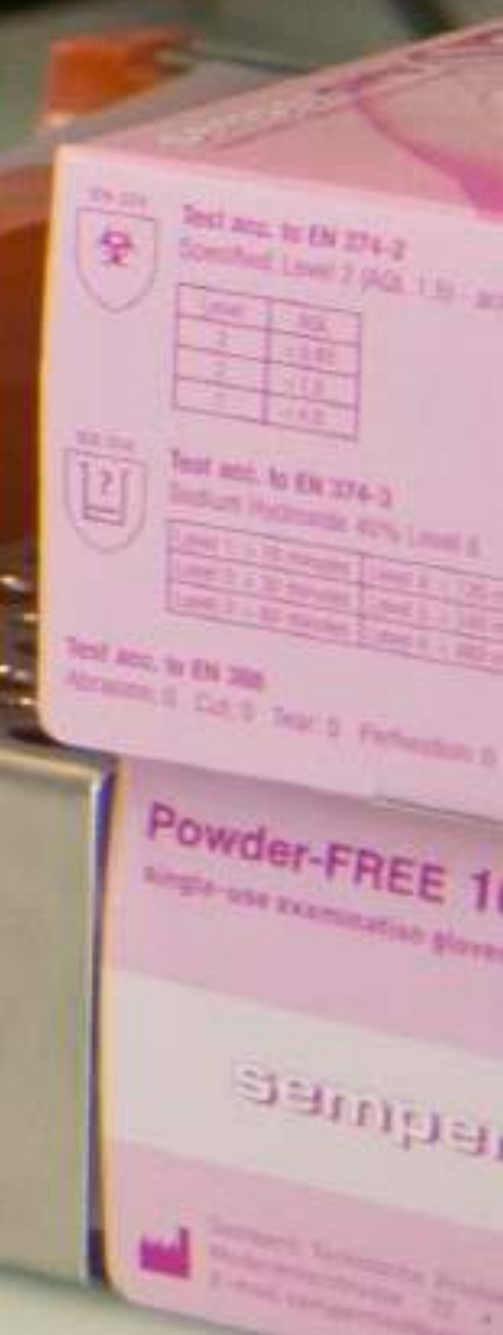




Ryan Pandya (US)

Major forest countries: Highest percentage forest loss, 2000-2012







**RYAN
PANDYA**

At Muufri, we make
Milk Without Cows



Runner-up Green Challenge 2015





A professionally planned opening from
The Great Bubble Barrier





ACTION STEP

**Think about your pitch:
can you make a new opening?**

Professional and Planned
Gives them something they
will **want** or **need** to know
more about

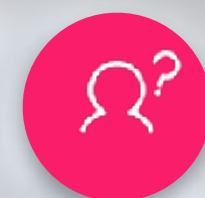
Write down your
opening 5 sentences

ACTION STEP

FEEDBACK



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



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



One **FRIENDLY** piece of advice for improvement

Test out your
opening 5 sentences
out loud on someone else



Think it through



Write it down



Say it out loud



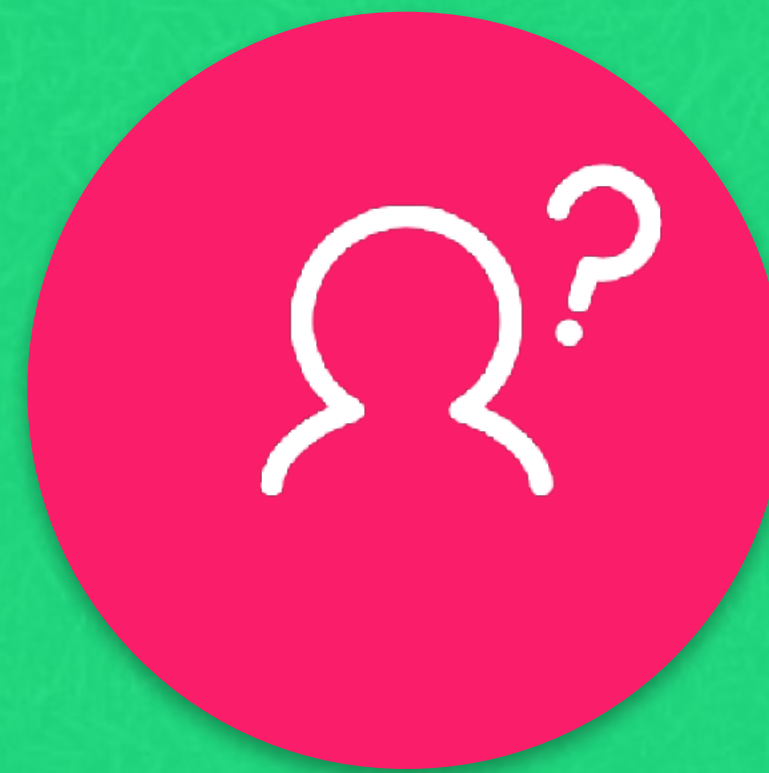
GET FEEDBACK



GET FEEDBACK



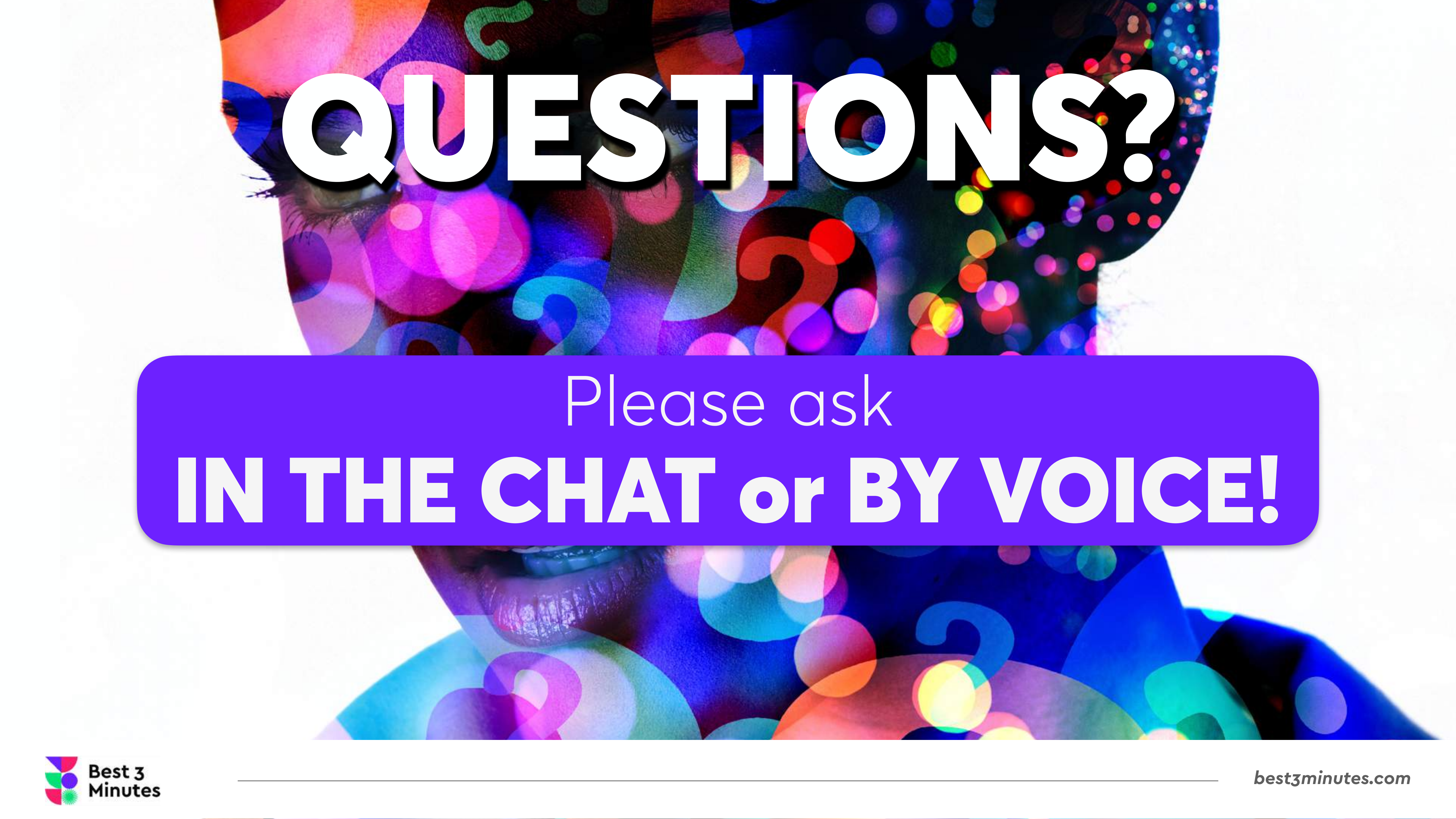
**What
stood out?**



**What did you
not understand?**



**Friendly advice
for improvement**

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QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

Making your story
FOCUSED & MEMORABLE

The Power of **THREE**

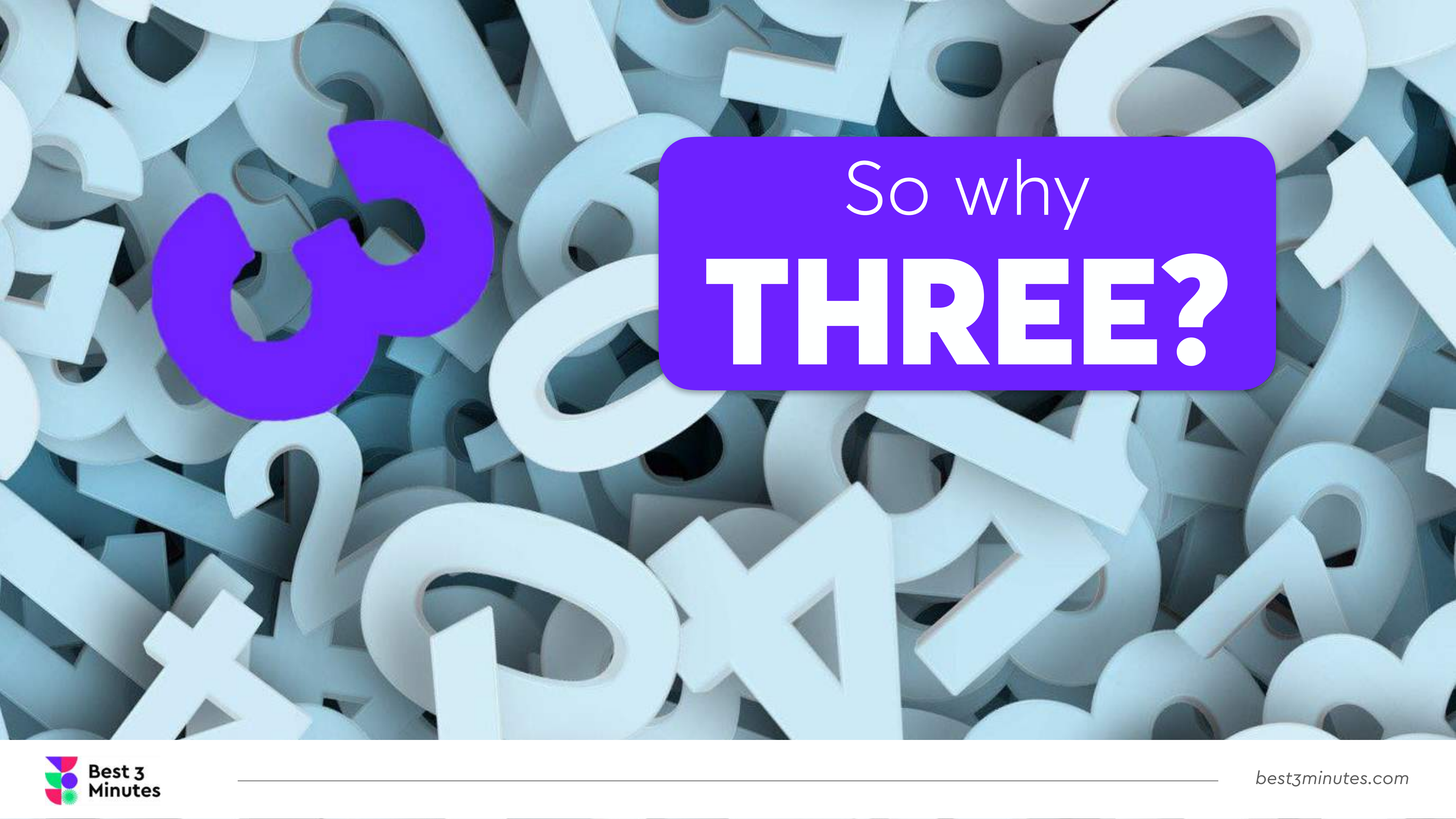


What happens if I say...

**"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?



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 down and to his left. A small microphone is clipped to his shirt. The background is a light blue wall with a dark horizontal band.

Ryan Pandya (USA)

Muufri

The Power of Three is a

PUBLIC SPEAKING TOOL & A MINDSET



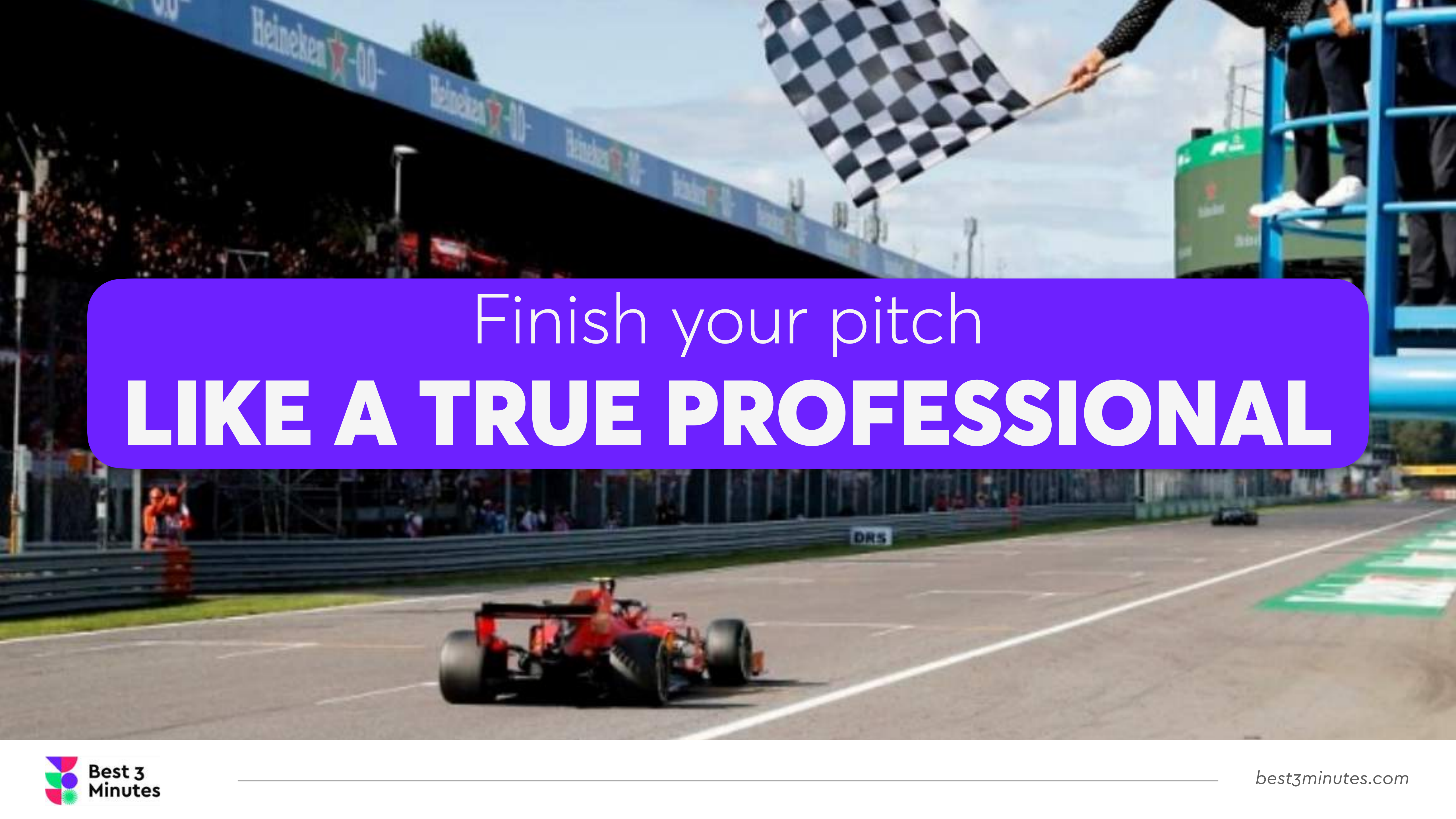
ACTION STEP

Imagine:

They will only remember
3 things of this part of the story.

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

Write down the **3 most important**
things about your proposition;
1-2 sentences per item.



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)



If we win, the impact we'll make is... (a clear call to action)

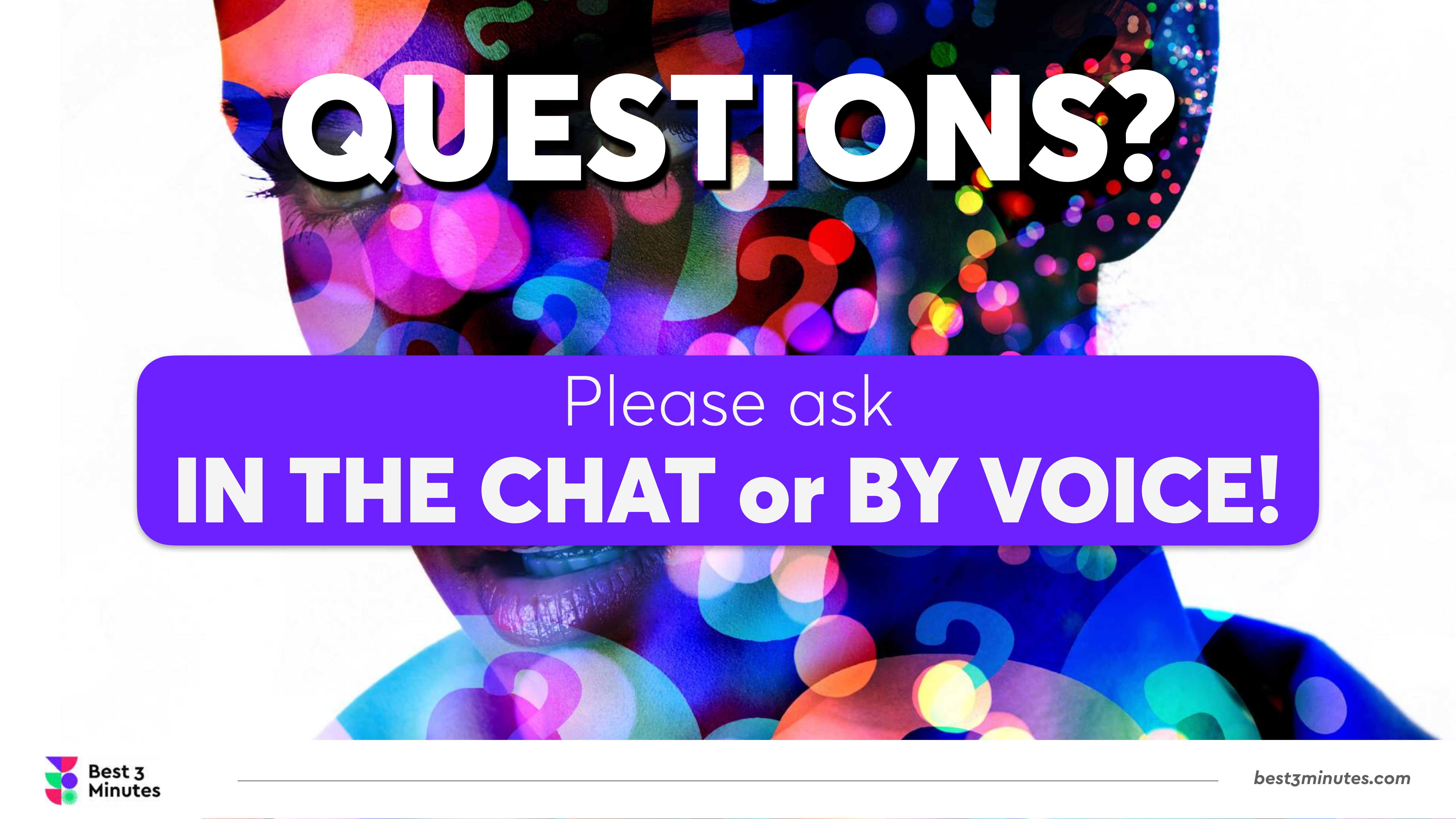
**THANK
YOU!**

=

I've finished, you can clap now!



Anne Marieke Eveleens
Great Bubble Barrier 2018

A close-up of a woman's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including red, blue, and green. The woman's eyes are looking down, and her lips are slightly open.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!



The basic principle **OF ANIMATION**

Ensure they
LOOK at

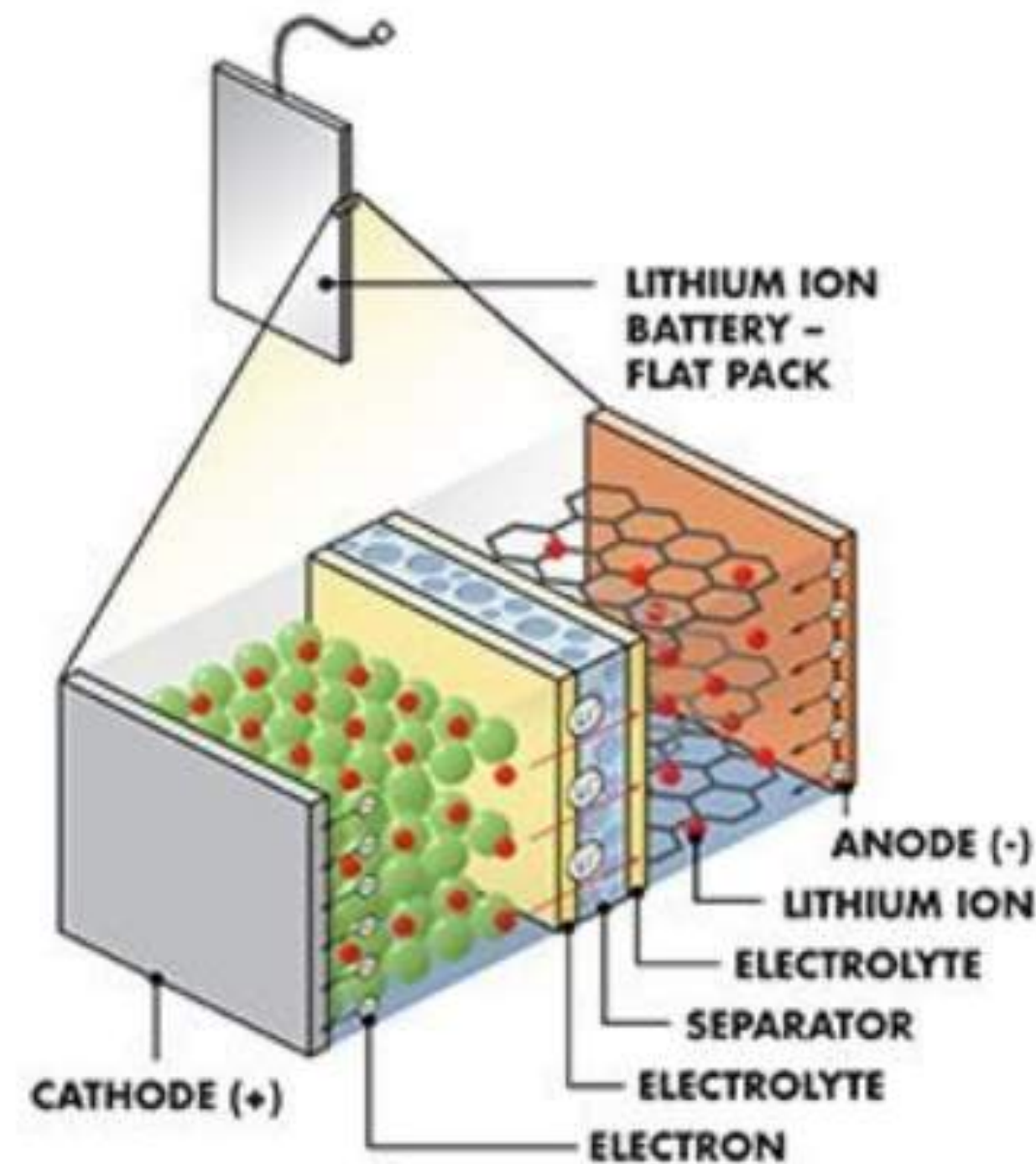
WHAT
you are talking
about

WHEN
you are talking
about it

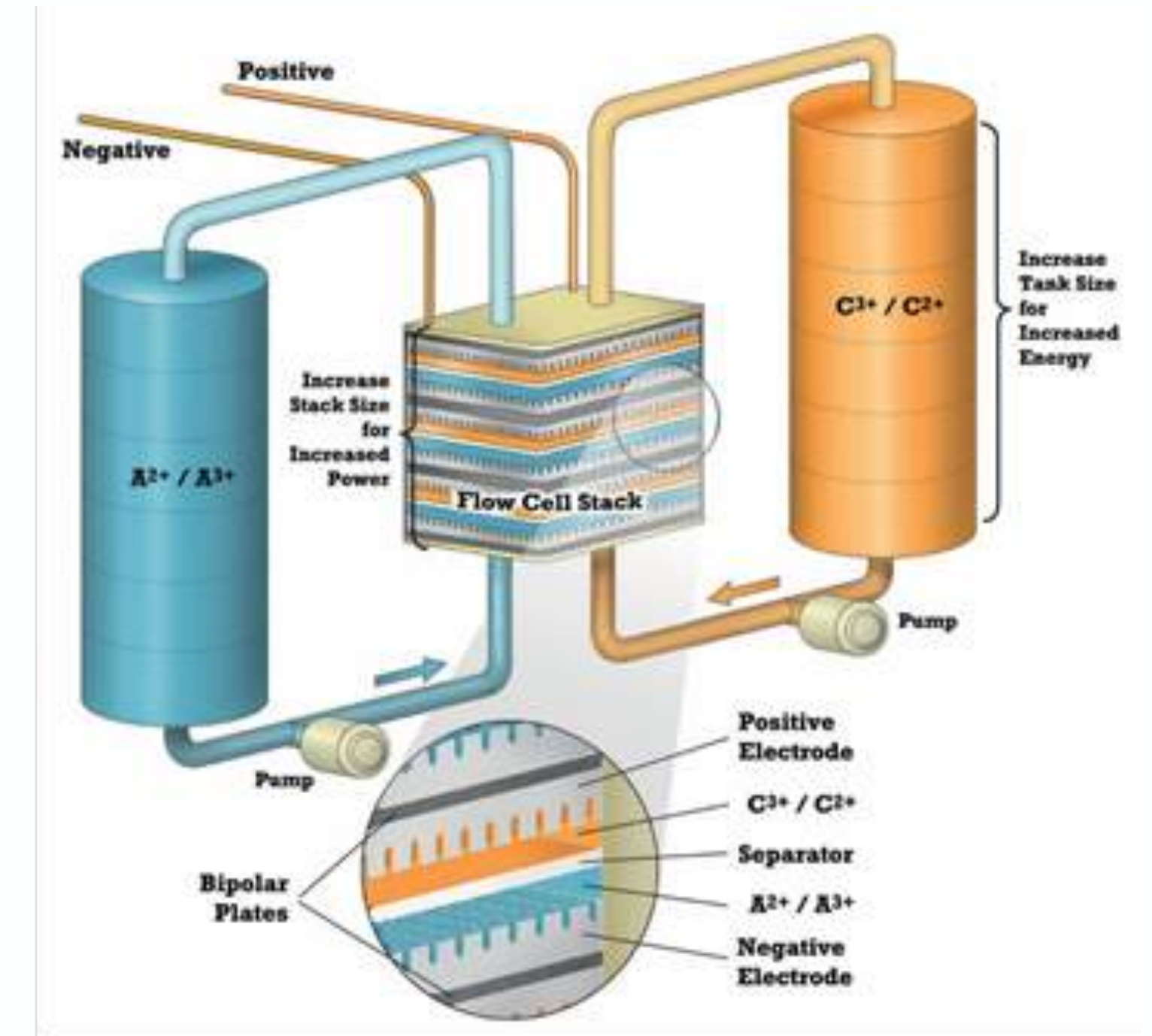
Flow Battery

- **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

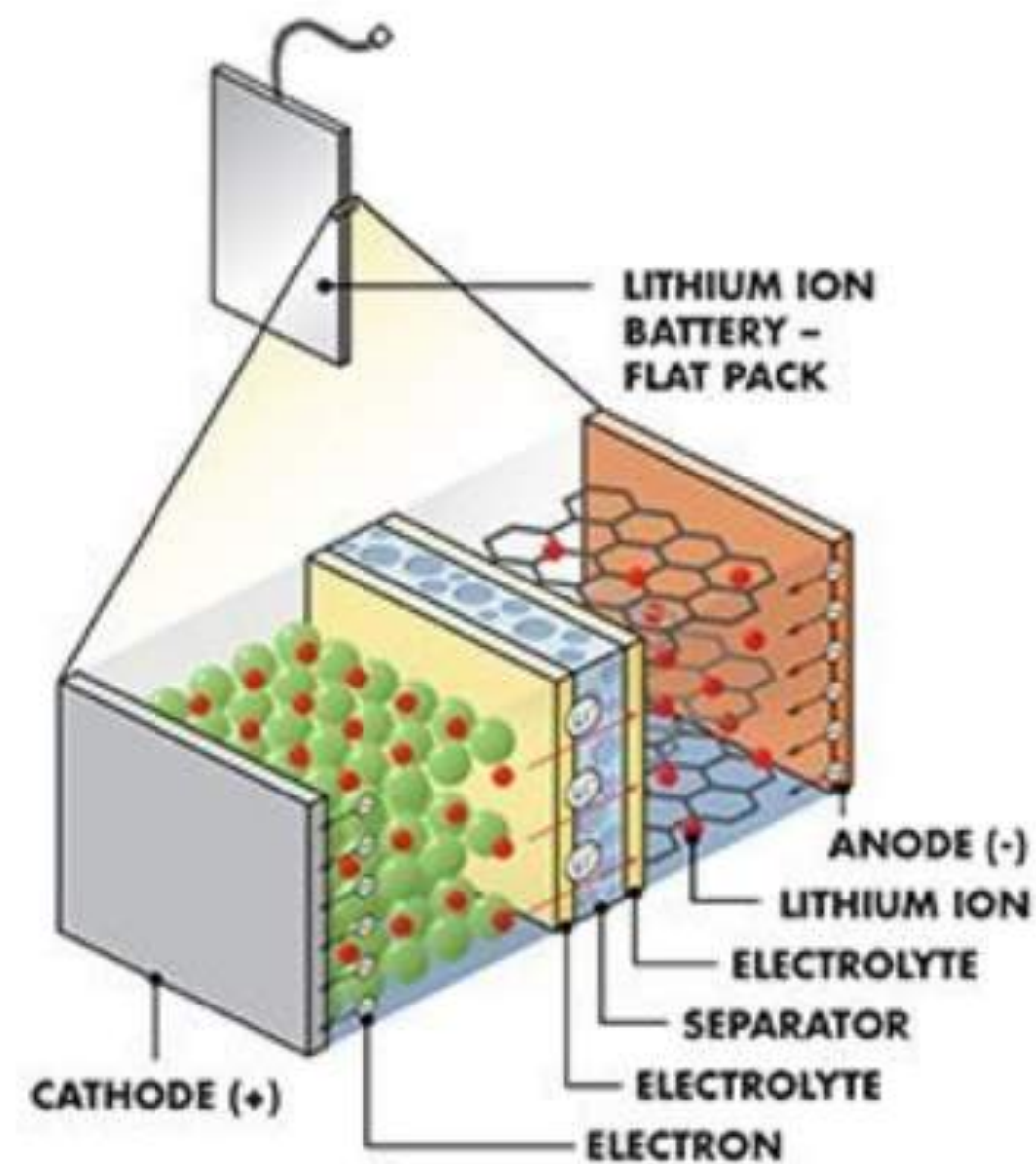


Flow

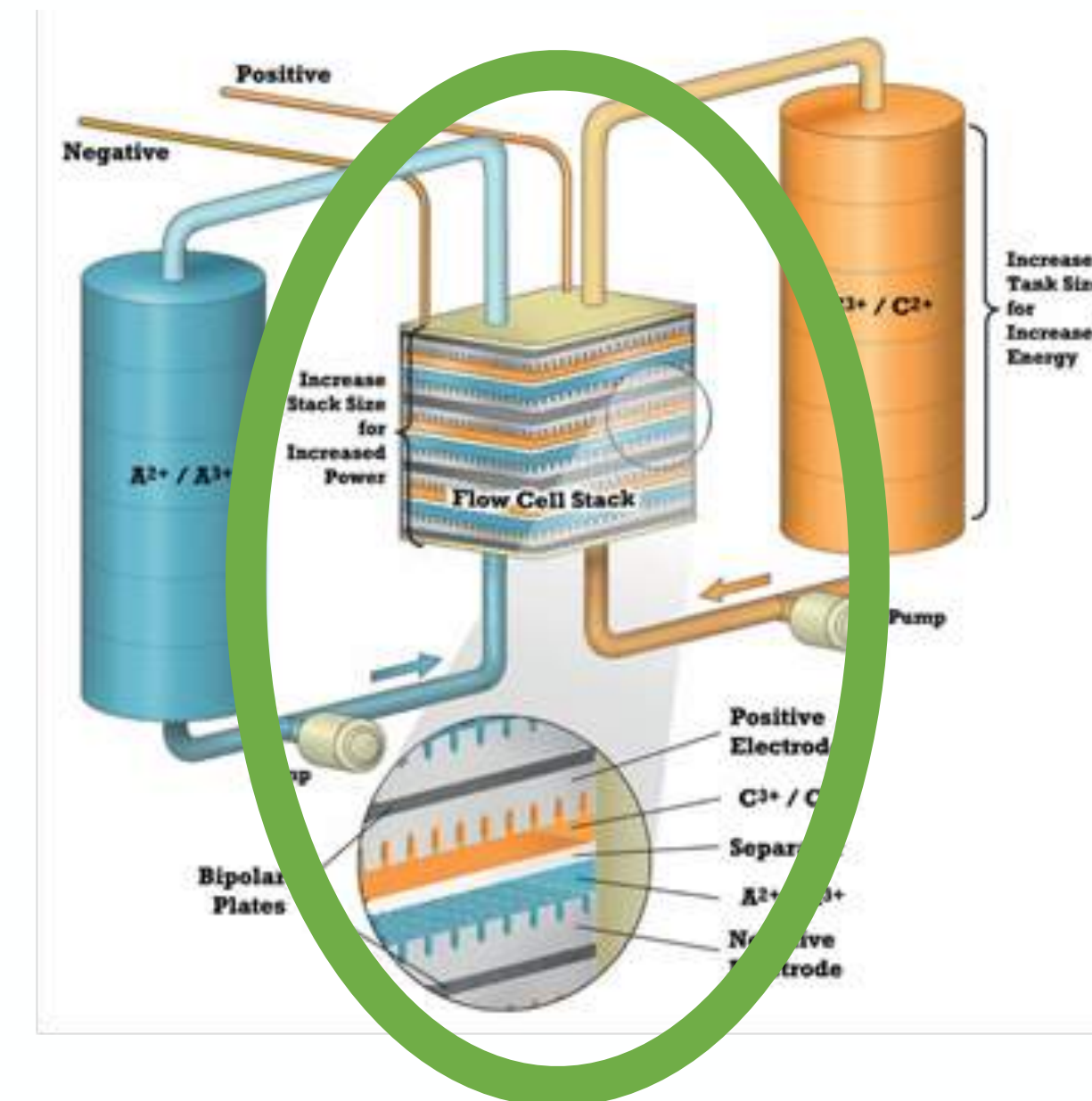


Flow Batteries have a **separate electrolyte** unit

Li ion



Flow



Major Benefits of **FLOW BATTERIES vs LI ION**

**Increases
Energy
Stored**

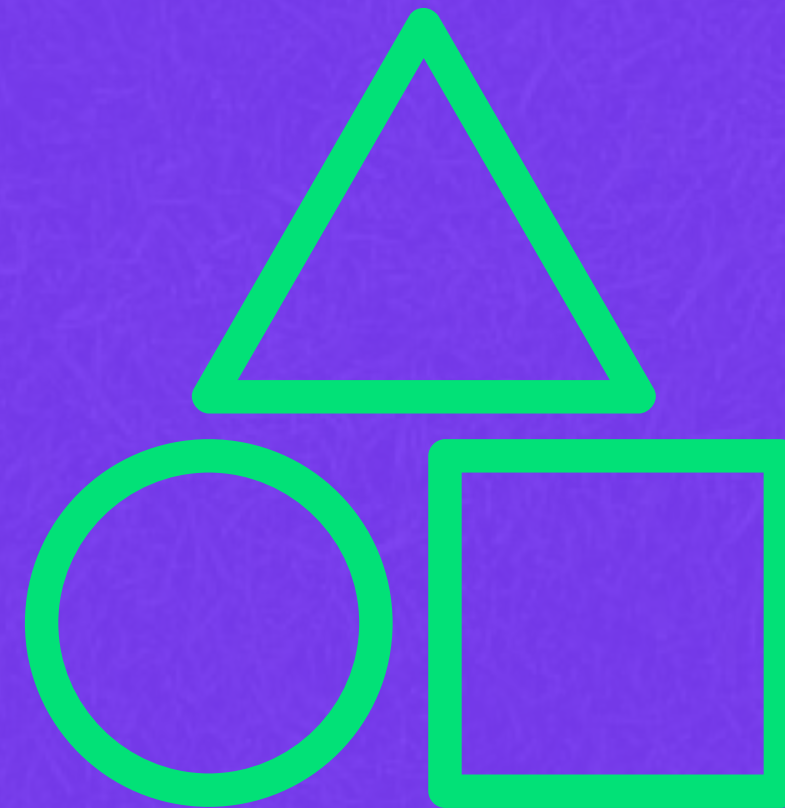
**Longer
Cycle Life**

**10-20
Year
Lifetime**

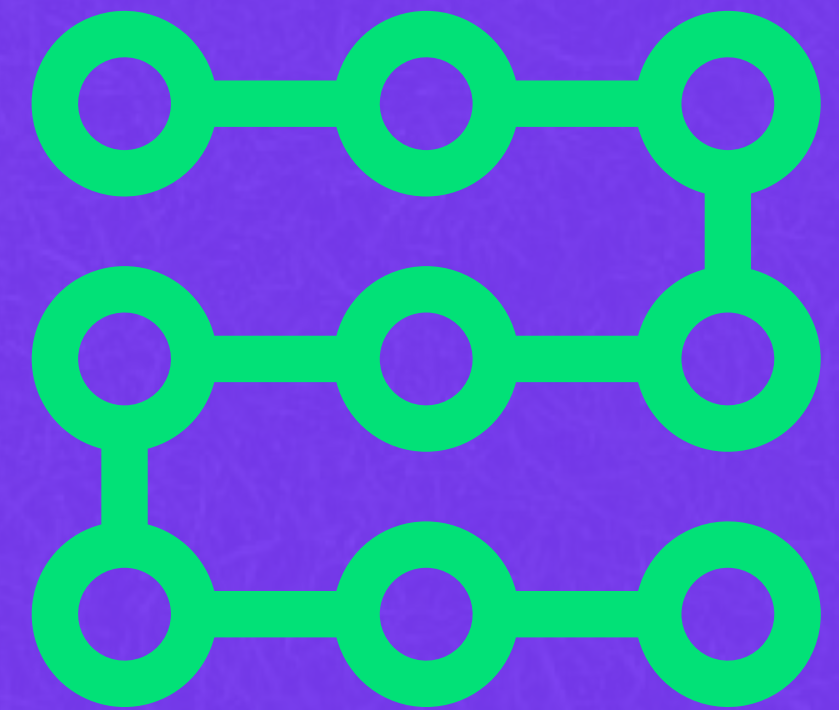
Presentation **ANIMATION**



CONSIDERED



SIMPLE



CONSISTENT

1:1 Coaching Sessions

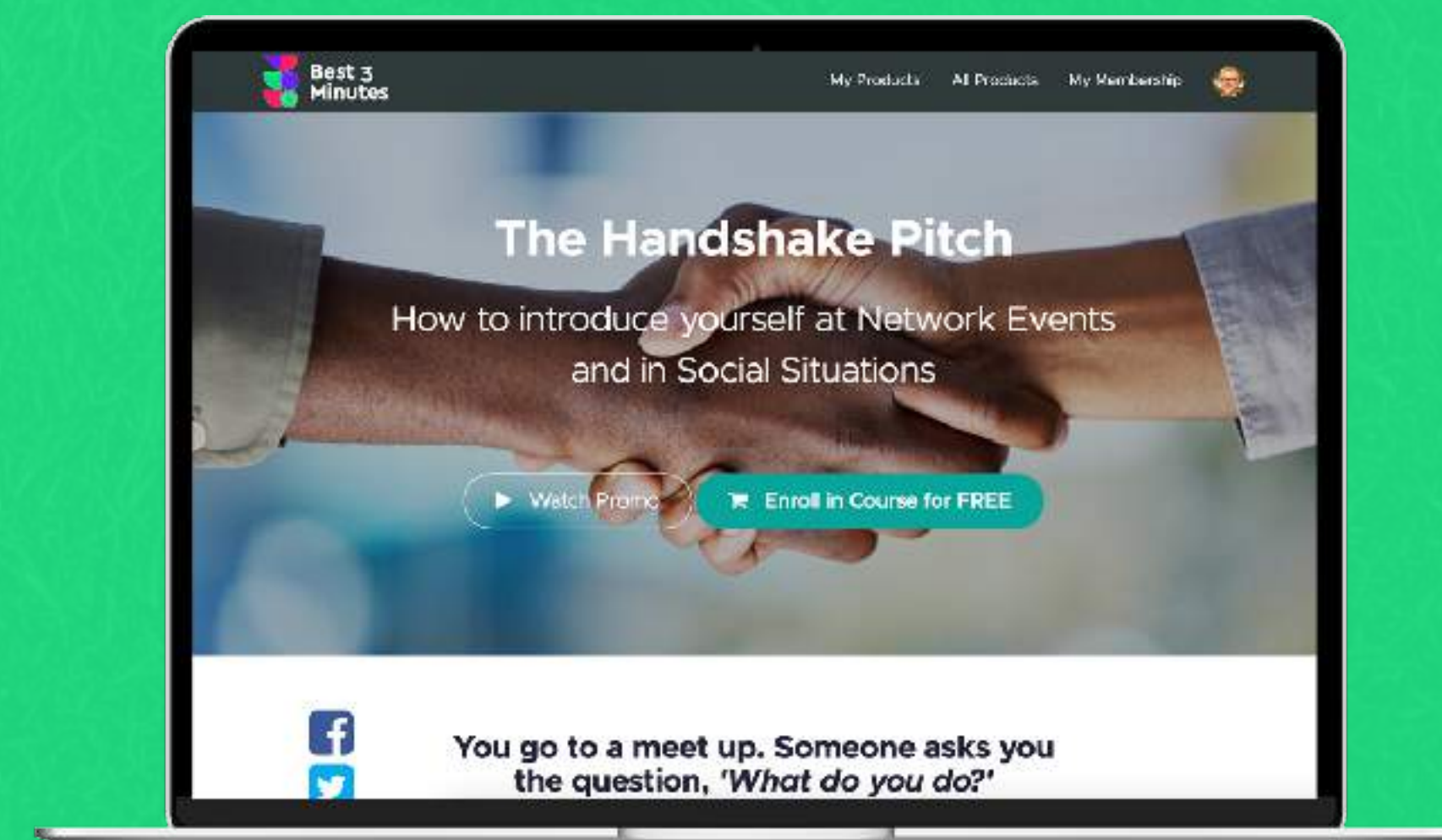
WHAT TO PREPARE?

A **draft** of your
6 minute pitch

Pitch tools and **RESOURCES**



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best3minutes.com/newenergychallenge



Podcast



You Tube Videos

best3minutes.com/newenergychallenge



David Beckett

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