Pitch Coach
Co-developer Best3Minutes© Method
TEDx Speech Coach

Sheila Schenkel

Best3Minutes.com

Best 3 Minutes

Coached 3000+ Startups & Scaleups

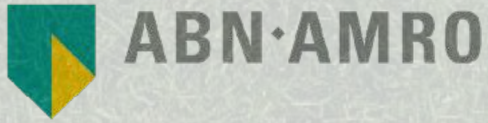
RAISED OVER €500MILLION



33 Countries

TRAINED 41,000+ PEOPLE

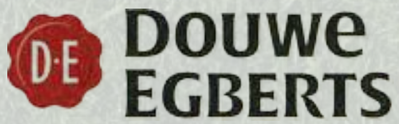

























GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS



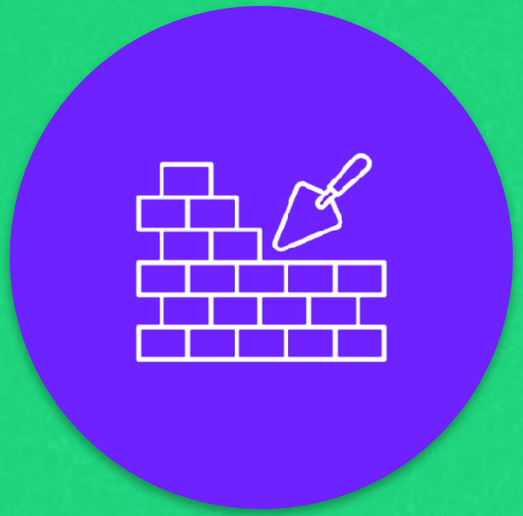







QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch



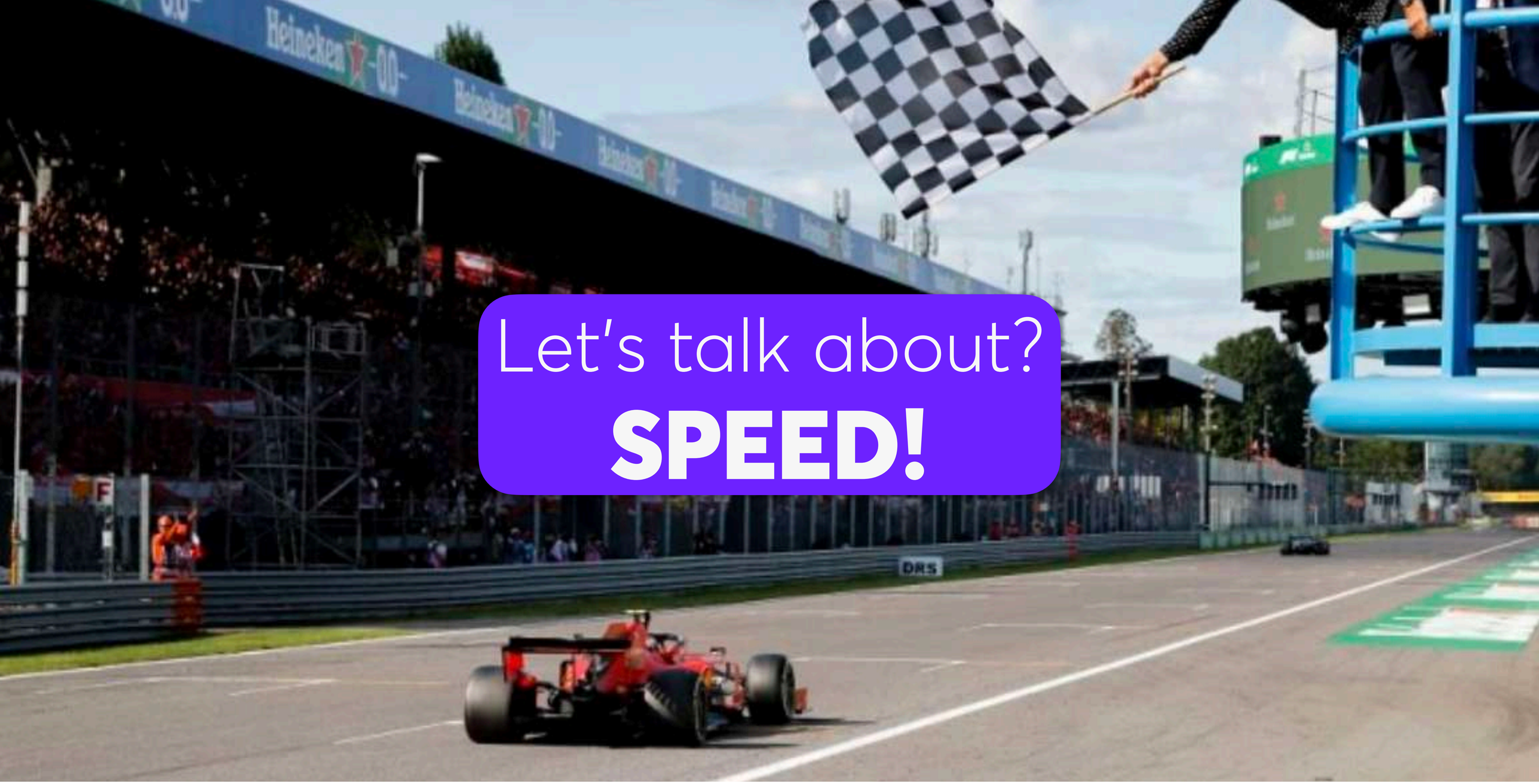
Prepare you for your
3-MINUTE PITCH



PITCH



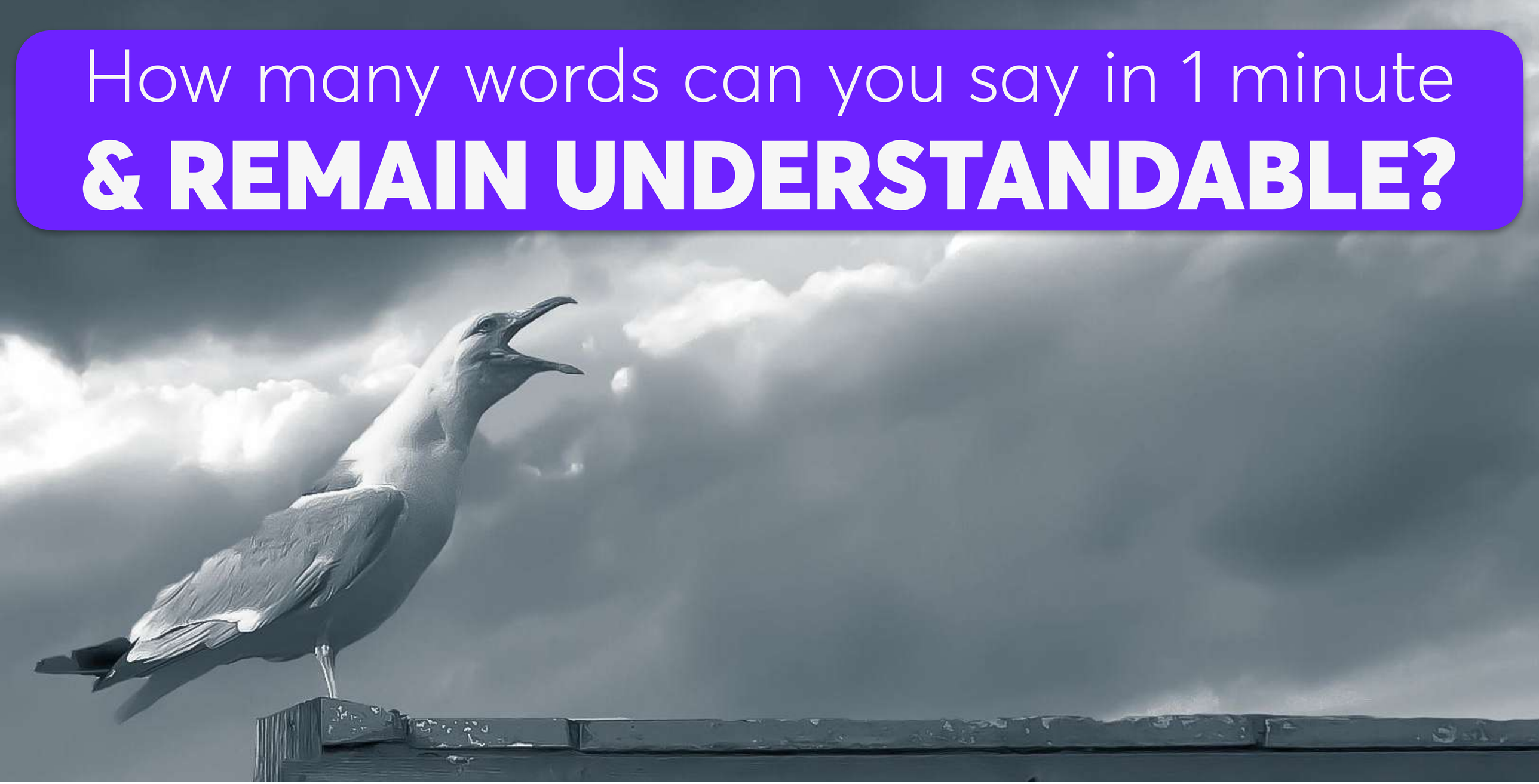
Q&A



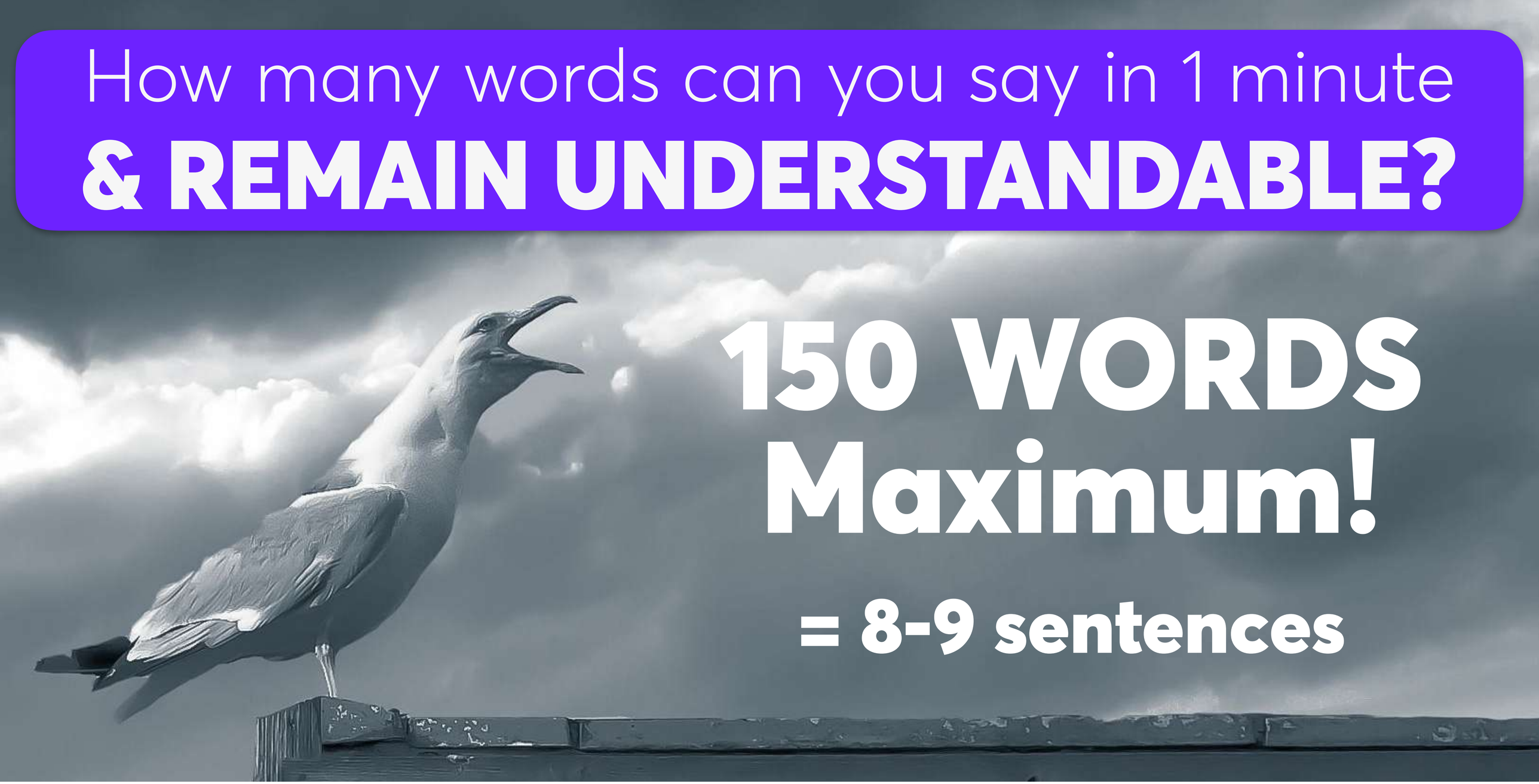
Let's talk about?

SPEED!

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

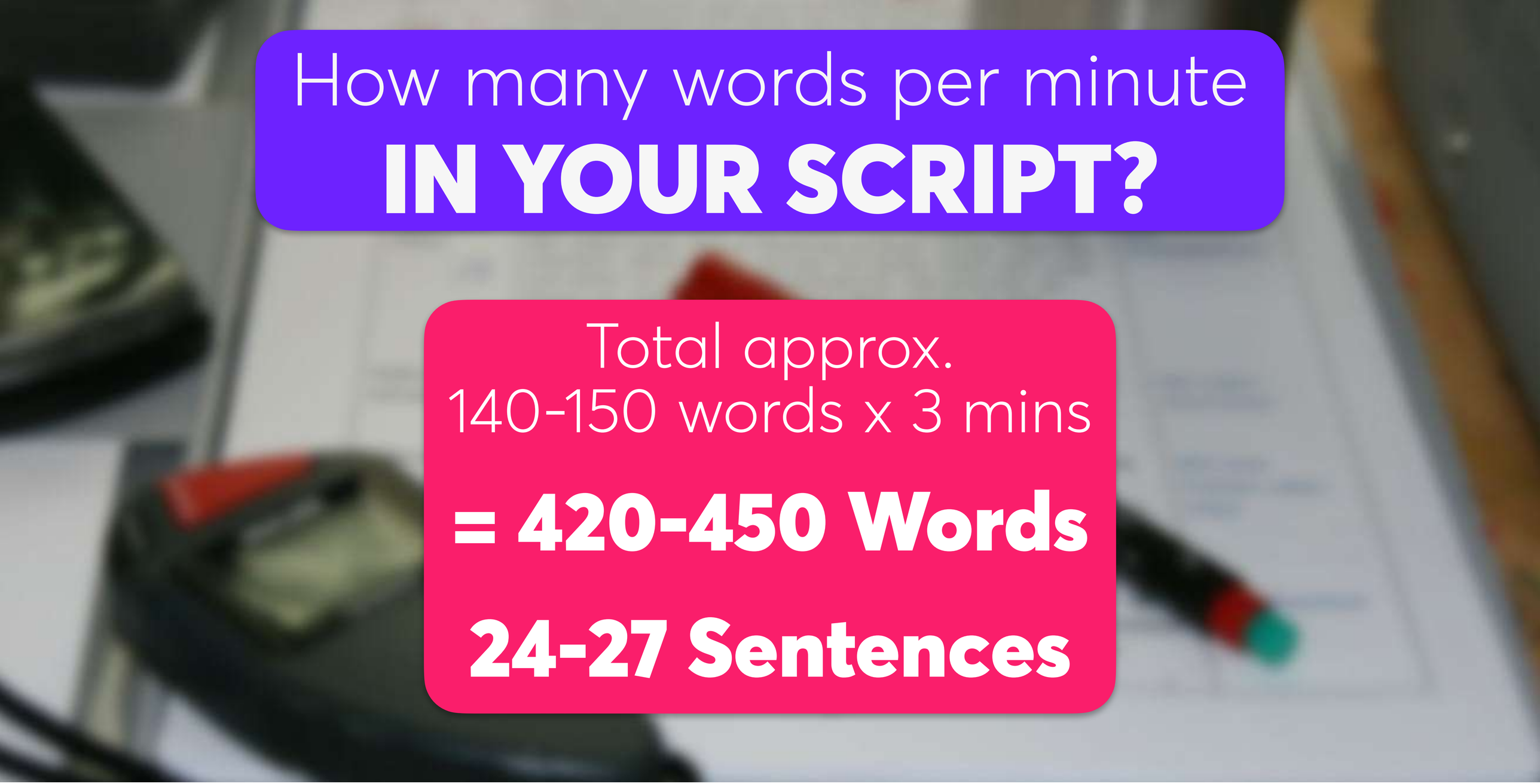


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= 8-9 sentences



How many words per minute **IN YOUR SCRIPT?**

Total approx.
140-150 words x 3 mins

= 420-450 Words

24-27 Sentences

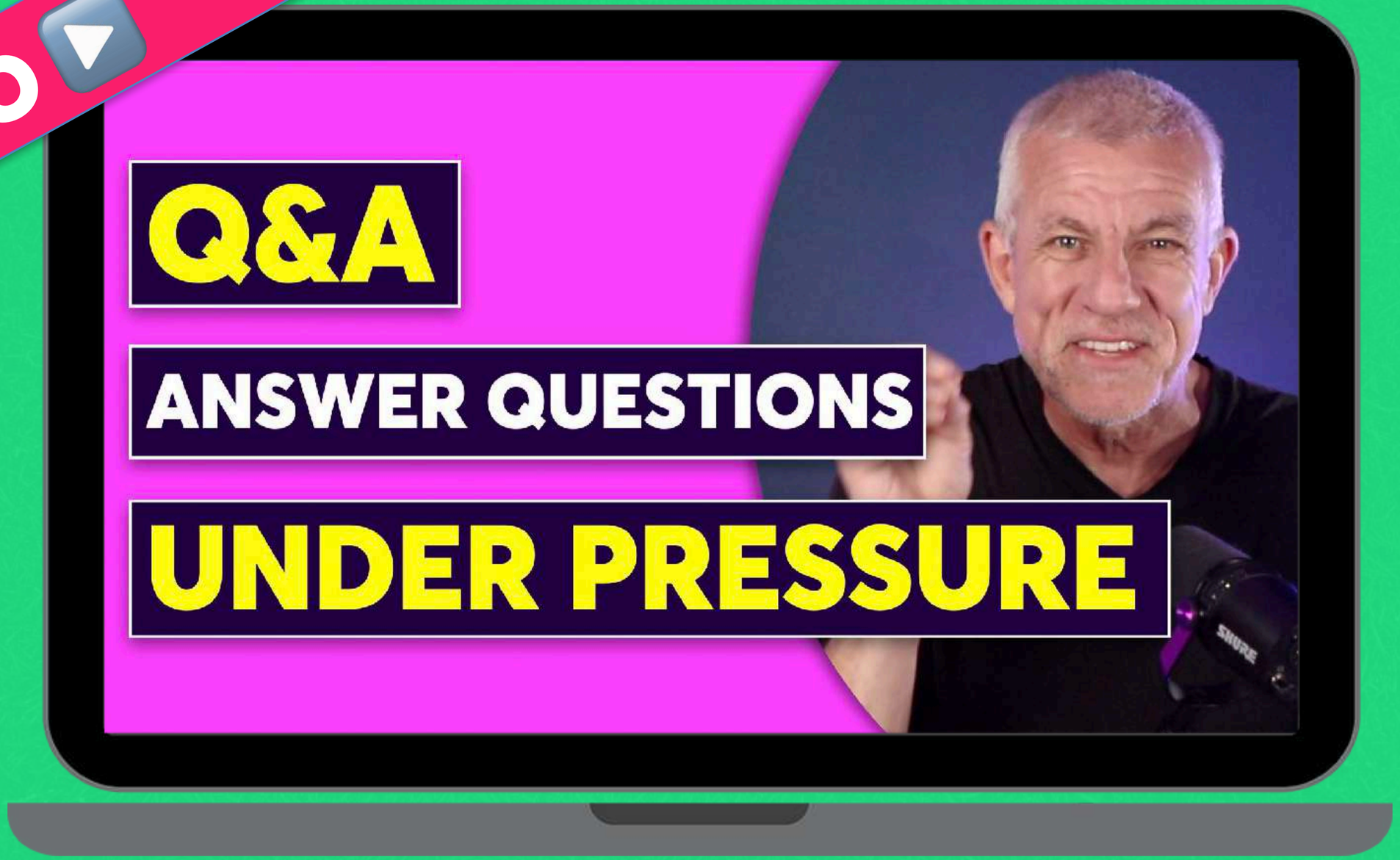

143
Words/min





Q&A

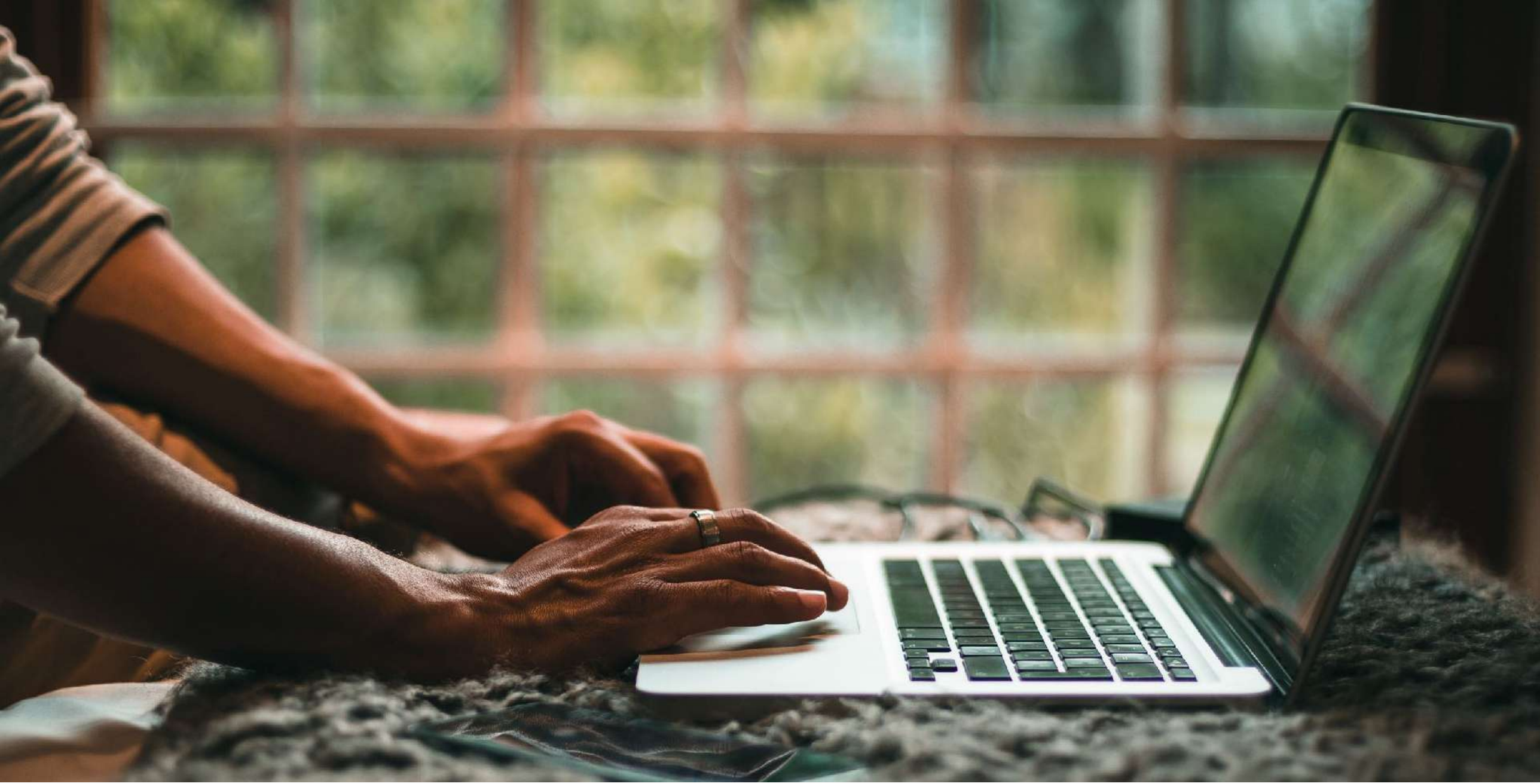
VIDEO




Prepare you for your
3-MINUTE PITCH


TOOLS

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




Let's do some
THINKING FIRST



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



Make a profile of your audience

Fillable pdf downloads available



WHAT'S YOUR OBJECTIVE?

What do you want them to **do**?

Action, not just thinking

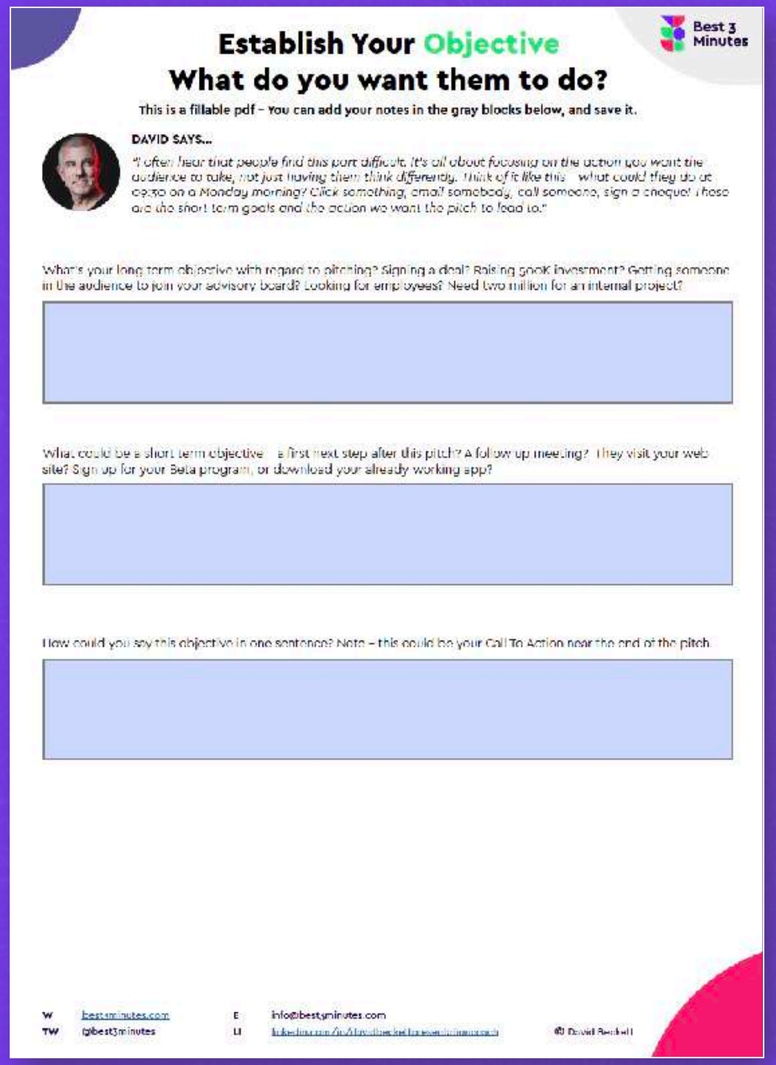


WHAT'S YOUR OBJECTIVE?

Plan a **follow up** meeting?

Visit your website?

Give an **introduction?**



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 09:30 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 500K 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.

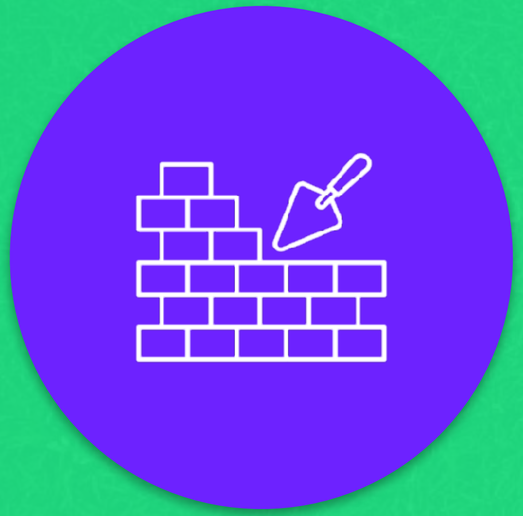
W best3minutes.com
TW @best3minutes
E info@best3minutes.com
LI [illegible]
David Beckett

Write down your Objective

Fillable pdf download available


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Essentials for a Winning Pitch

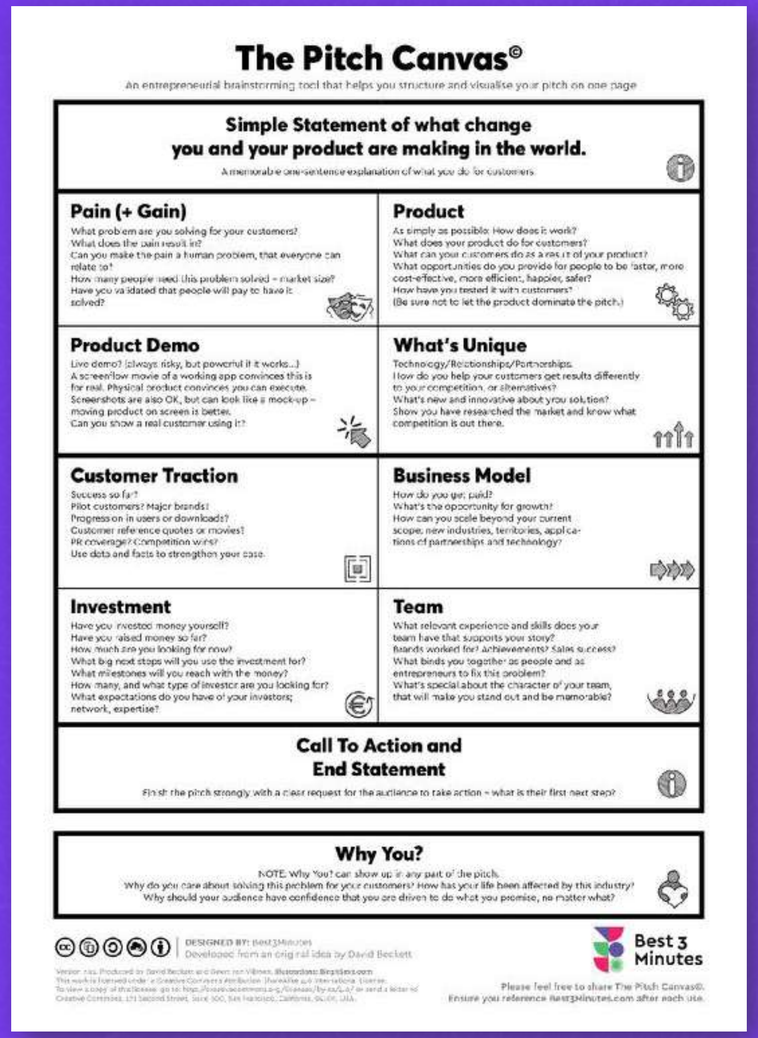


Content of Your Pitch



Level Up Your Pitch

Which topics should be in **YOUR WINNING PITCH?**



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 you 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 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?
Brands 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

Best 3 Minutes

Please feel free to share The Pitch Canvas©.
Ensure you reference Best3Minutes.com after each use.

THE PITCH CANVAS©

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE PROOF



THE TEAM



WHY YOU?



THE ASK/ INVESTMENT





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 AI to…"



PAIN

"In **major cities**, like Amsterdam, New York & London, 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 CO_2"

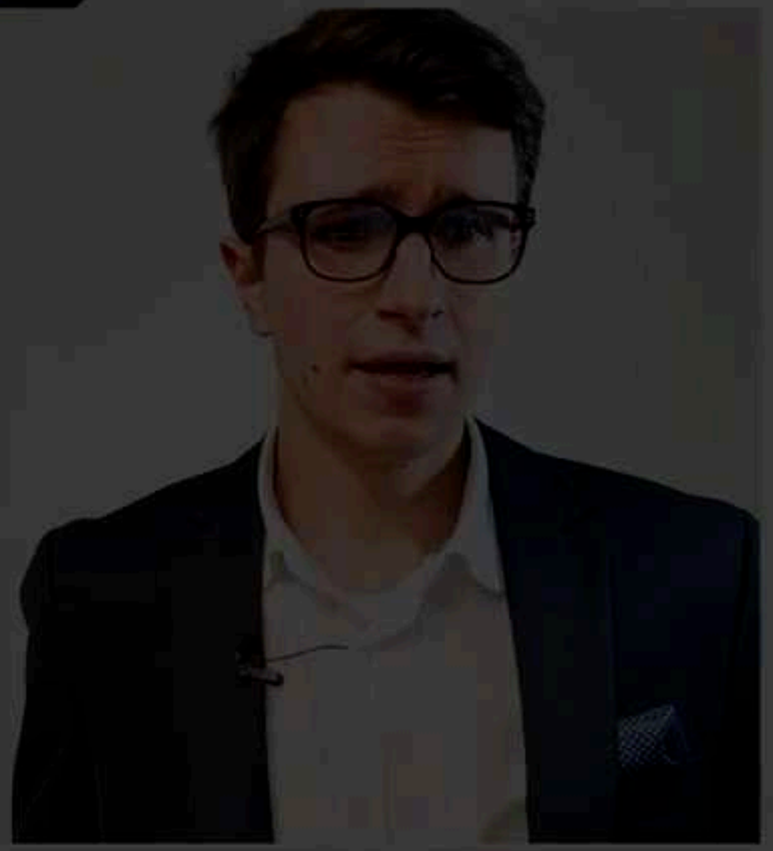
"There is too much energy inefficiency "

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

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

JOIN THE BREAKOUT ROOMS• WWW.SBCFINTECHCYBER.COM

Startupbootcamp
FinTech & CyberSecurity



Cyan Reef

Transition to Impact Economy

$15tril.
Market Gap





24x
Growth
ESG Assets

MSCI, Morningstar (2015-2020)

Cyan Reef

Marian Tarnavskyi

CYAN REEF

mtr@cyanreef.com

People have a clear ambition to make a difference

SBC


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



PRODUCT

How do you **solve** the problem?

Simply: what does it do?

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



UNIQUE

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

Technology, **partnerships**, **complete** solution?

(Any competitors to mention?)



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots?

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



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



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

docHERs



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
Corperate 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?



WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!

ONE LAST THING...





THE ASK/ INVESTMENT

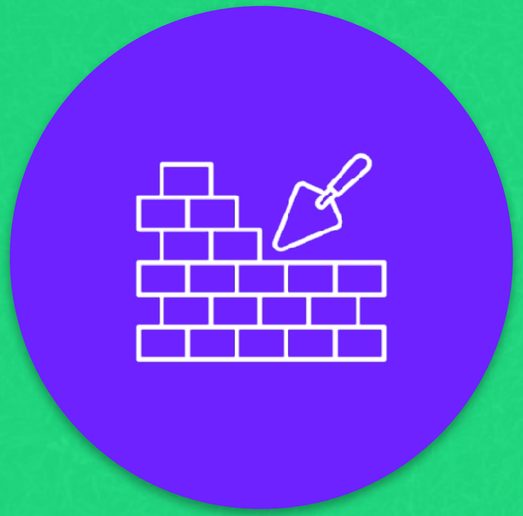
Have you raised **before**?

How much raising now?

What will you **spend** the money on?


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch

Making your story

FOCUSED & MEMORABLE


The Power of
THREE

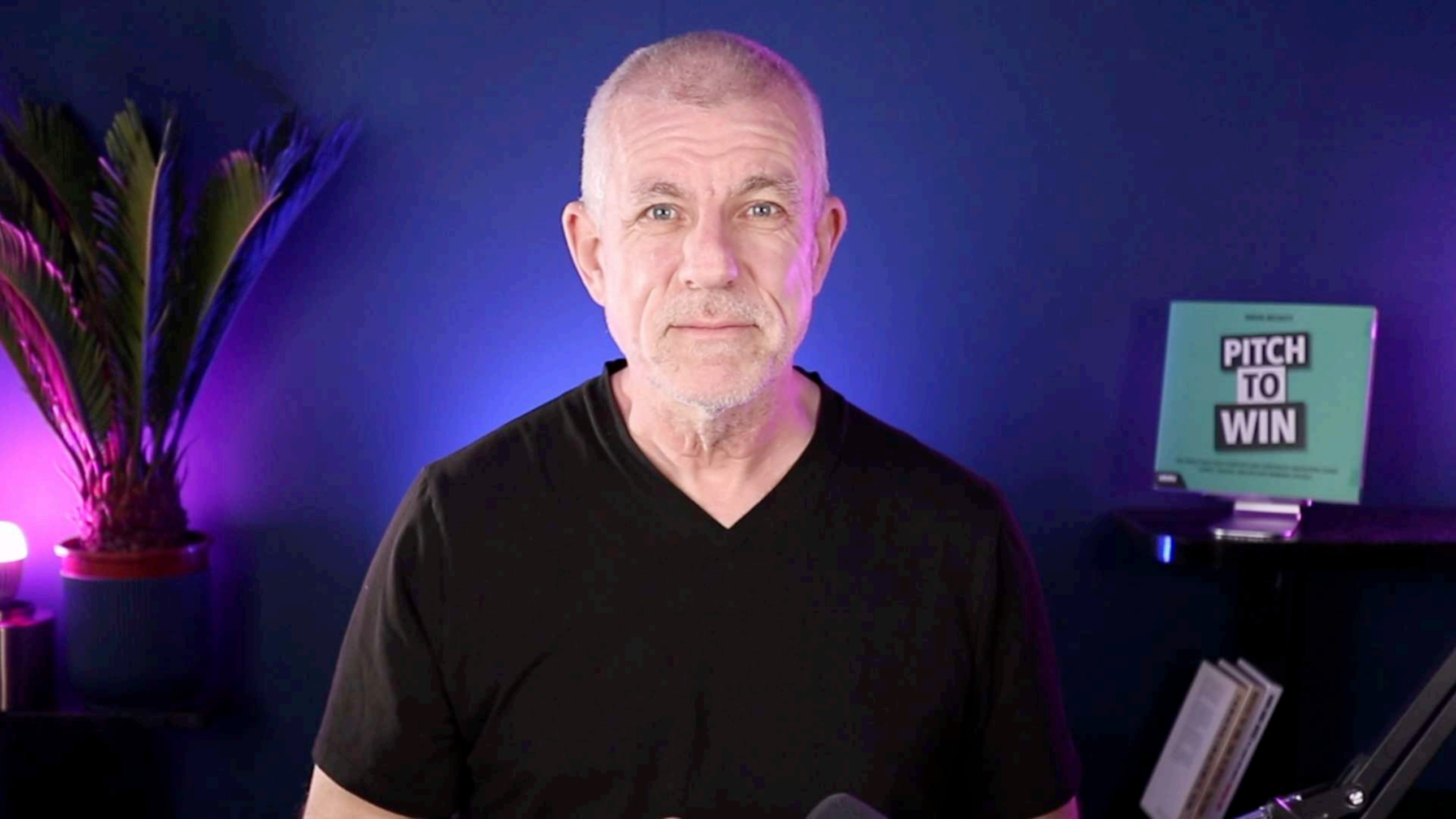
What happens if I say…

“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





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 15 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?
Feel free to
STAY ON THE CALL AT THE END

Pitch tools and **RESOURCES**





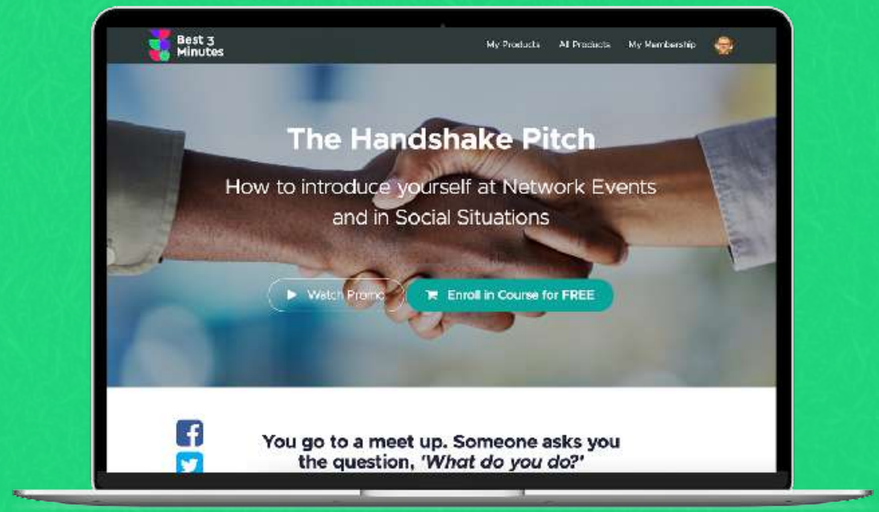


best3minutes.com/sbc25









best3minutes.com/sbc25

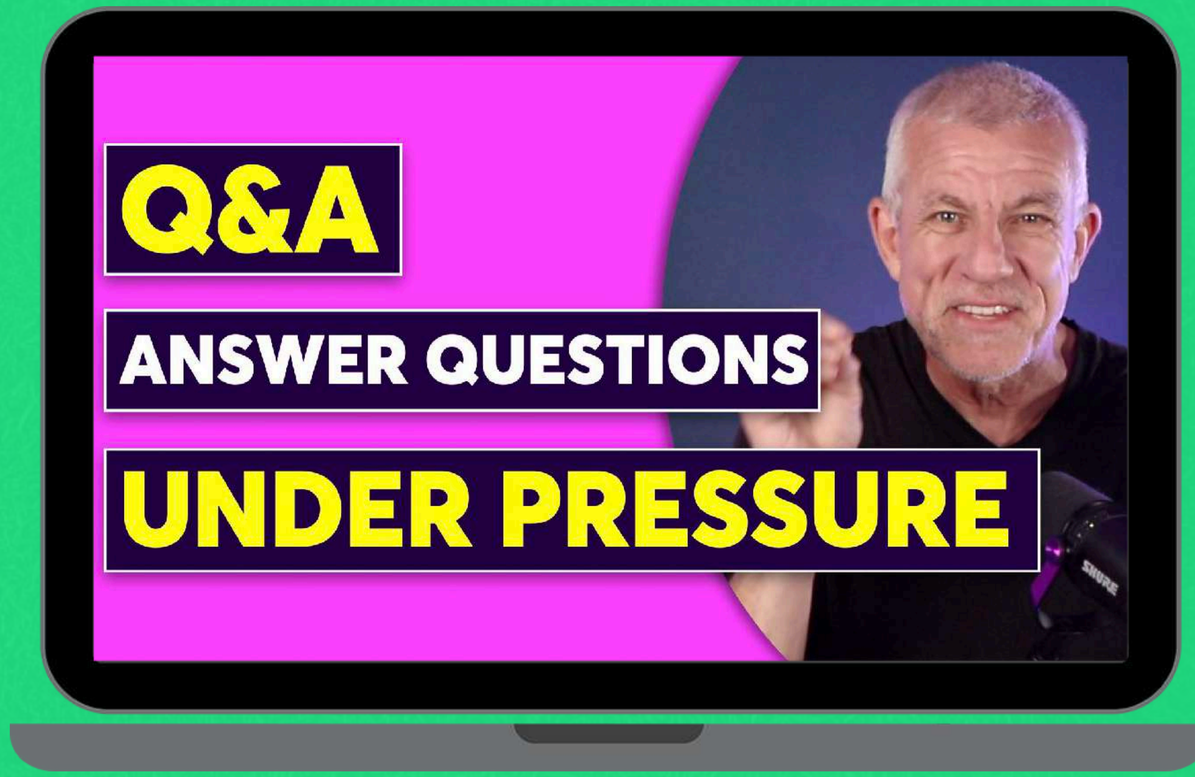








Podcast



YouTube Videos

best3minutes.com/sbc25



Sheila Schenkel

Best3minutes.com

Connect with me on LinkedIn™

best3minutes.com/sbc25