

Public Speaking and
Presentation Coach

TEDx Speech Coach

Creator of The Speaker Canvas©

David Beckett

best3minutes.com

Best 3
Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION





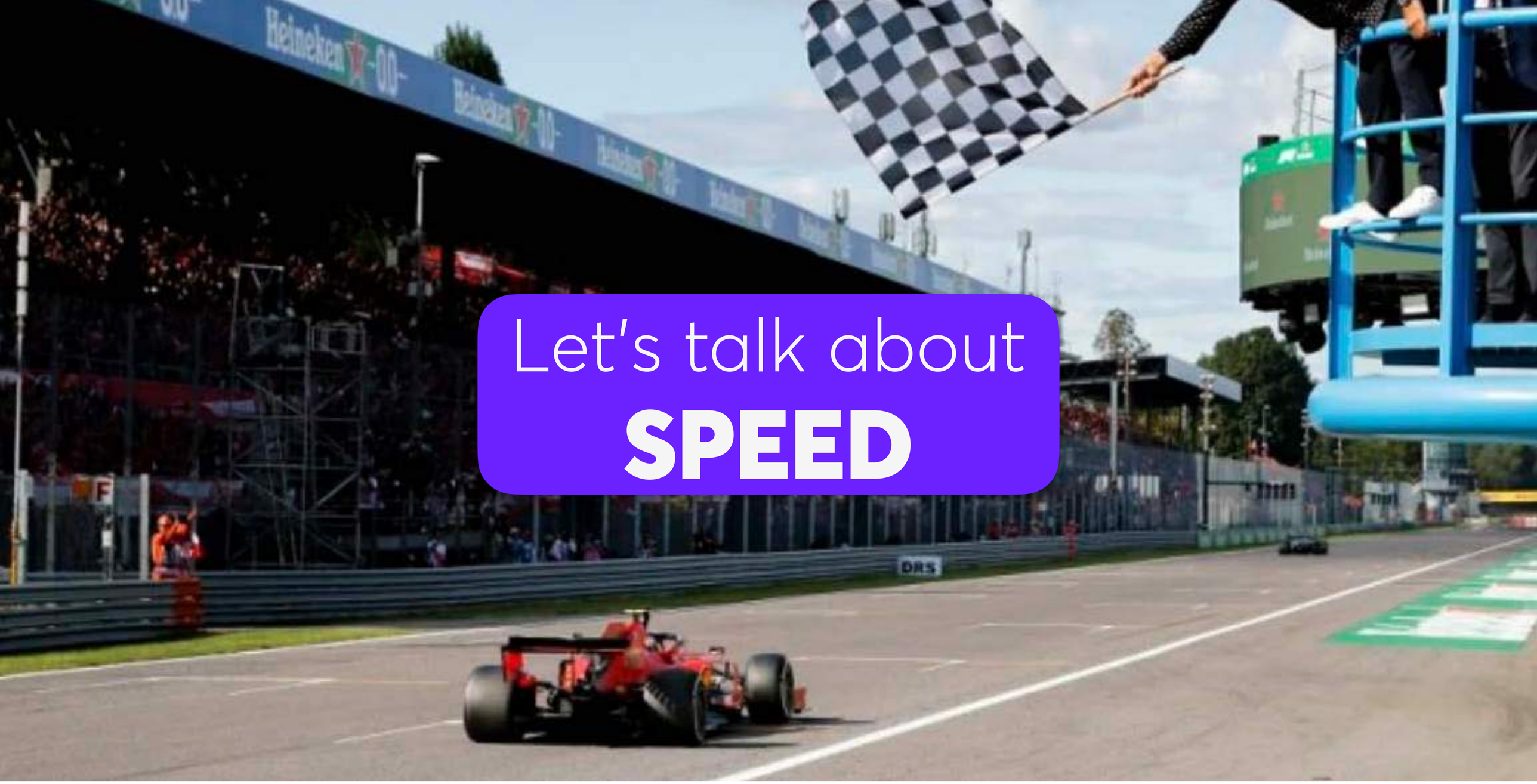
THE TASK

Prepare a

3-MINUTE PITCH

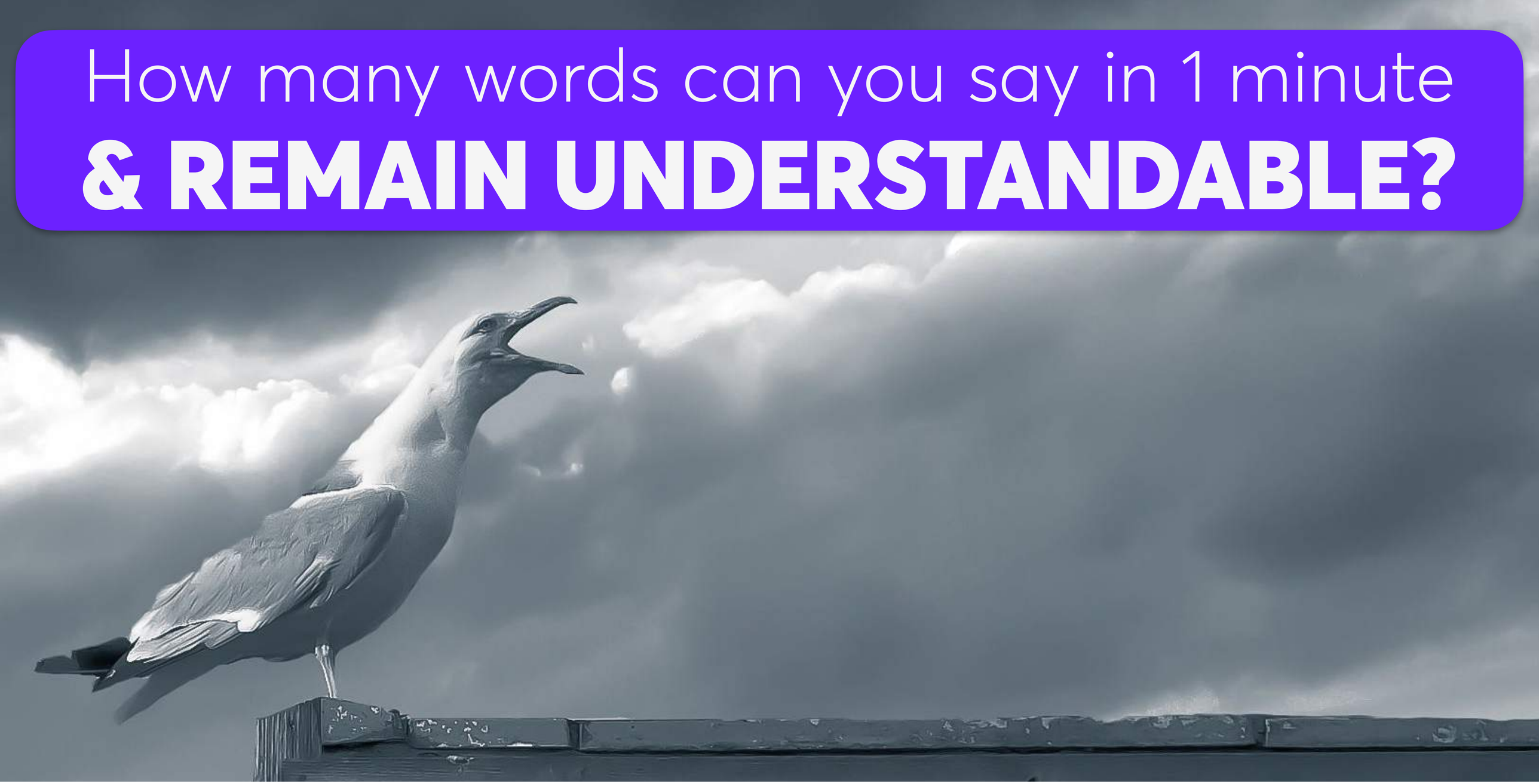
In 6 Groups

ABOUT A COLLECTION

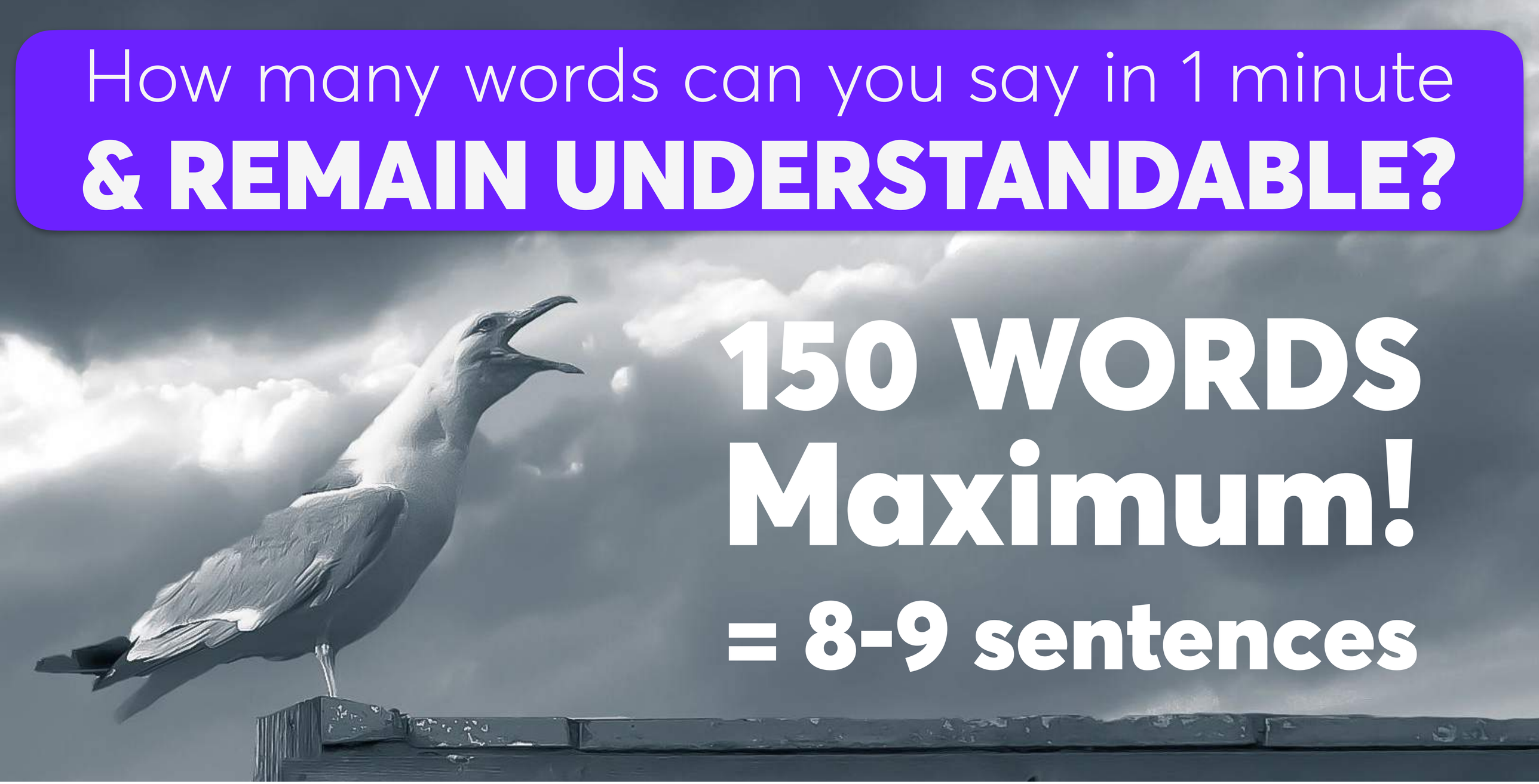


Let's talk about **SPEED**

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


143
Words/min


TOOLS

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

IDEAS FOR PITCH CHAPTERS

Product Spec

What does it Solve?

What's Unique?

What do YOU like best?

What the product shows about Parador as a BRAND

IDEAS FOR PITCH CHAPTERS

Product	Personal Story about school	Worked together for 20 years	Star 1: 2K users Star 2: 10K Star 3: 100K €1 bn/illion	Personal Story about school	Worked together for 20 years	Star 1: 2K users Star 2: 10K Star 3: 100K €1 bn/illion	Star 1: 2K users Star 2: 10K Star 3: 100K €1 bn/illion	Star 1: 2K users Star 2: 10K Star 3: 100K €1 bn/illion	
What does it solve?	Personal Story about school	Worked together for 20 years	Star 1: 2K users Star 2: 10K Star 3: 100K €1 bn/illion	Personal Story about school	Worked together for 20 years	Star 1: 2K users Star 2: 10K Star 3: 100K €1 bn/illion	Personal Story about school		
What's Unique?	Personal Story about school	Worked together for 20 years	Star 1: 2K users Star 2: 10K Star 3: 100K €1 bn/illion	Personal Story about school	Worked together for 20 years	Star 1: 2K users Star 2: 10K Star 3: 100K €1 bn/illion	Personal Story about school	Worked together for 20 years	Worked together for 20 years
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PRODUCT

What are the **key features?**

What are the **benefits?**

Tech? **Design?**
Manufacturing approach?



SOLUTION

What does it **Solve** for the customer?

What's the **Result** of the tech behind the product?



WHAT'S UNIQUE?

What's **Special** and **New** about this product?

Technology, **style,** design, **quality,** durability…

(Any competitors to mention?)



WHAT DO YOU LIKE BEST?

What makes you **Excited** about this product?

What will **Customers** love?

Why do **YOU believe** in this product?



WHAT DOES THIS PRODUCT SAY ABOUT PARADOR AS A BRAND?

Why is **Parador** the **only** company able to deliver this?

How does this product **Position** Parador?

How can you use the product to tell about **Parador: the BRAND?**

IDEAS FOR PITCH CHAPTERS

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Decide asap
WHO WILL PITCH
This helps **focus** the mind 🧐



How do you as a team

COLLABORATE ON THE PITCH



TEAM COLLABORATION

1. Brainstorm **together**

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

3. Cross check with **team**

4. **Pitcher** finalises


Product
Spent 15 years in parking industry
Worked together for 20 years
Personal Story about school
Worked together for 20 years
What does it solve?
Spent 15 years in parking industry
Spent 15 years in parking industry
Worked together for 20 years
Personal Story about school
What's Unique?
Spent 15 years in parking industry
Worked together for 20 years
Personal Story about school
Spent 15 years in parking industry
What do YOU like best?
Worked together for 20 years
Spent 15 years in parking industry
Personal Story about school
Worked together for 20 years
What it shows about Parador as a BRAND
Spent 15 years in parking industry
Personal Story about school


Product
What does it solve?
What's Unique?
What do YOU like best?
What it shows about Parador as a BRAND
Worked together for 20 years
Spent 15 years in parking industry
Personal Story about school
Worked together for 20 years
Millions of people waste more than 2 hours per week
Worked together for 20 years
Spent 15 years in parking industry
Personal Story about school
Worked together for 20 years
Personal Story about school
Star 1: 2K users Star 2: 10K Star 3: 100K 4: 1 billion
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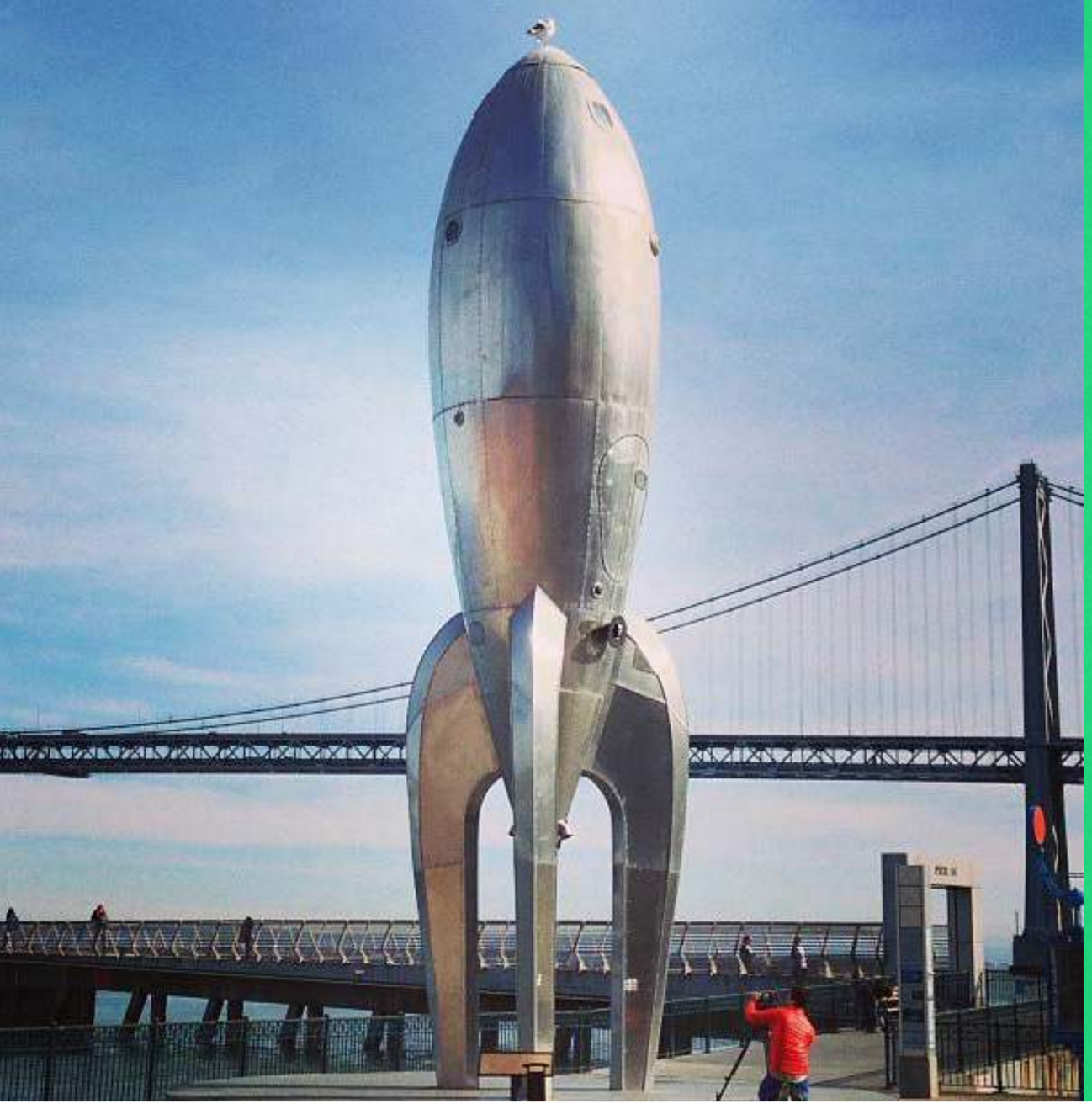
Worked together for 20 years
Millions of people waste more than 2 hours per week


Product
What does it solve?
What's Unique?
What do YOU like best?
What it shows about Parador as a BRAND
Worked together for 20 years
Spent 15 years in parking industry
Personal Story about school


Make the first word count
OPEN POWERFULLY



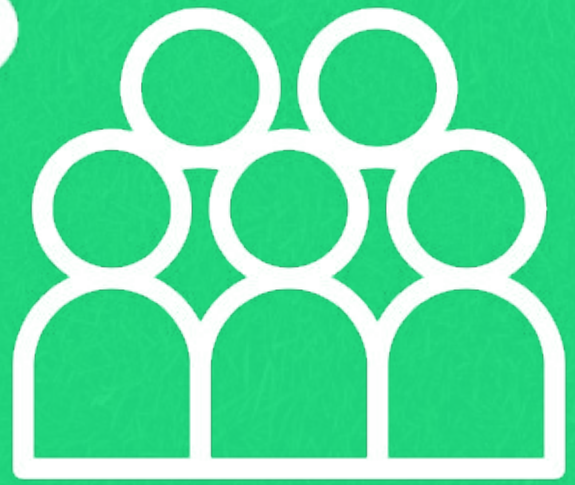
The first 20 seconds buys

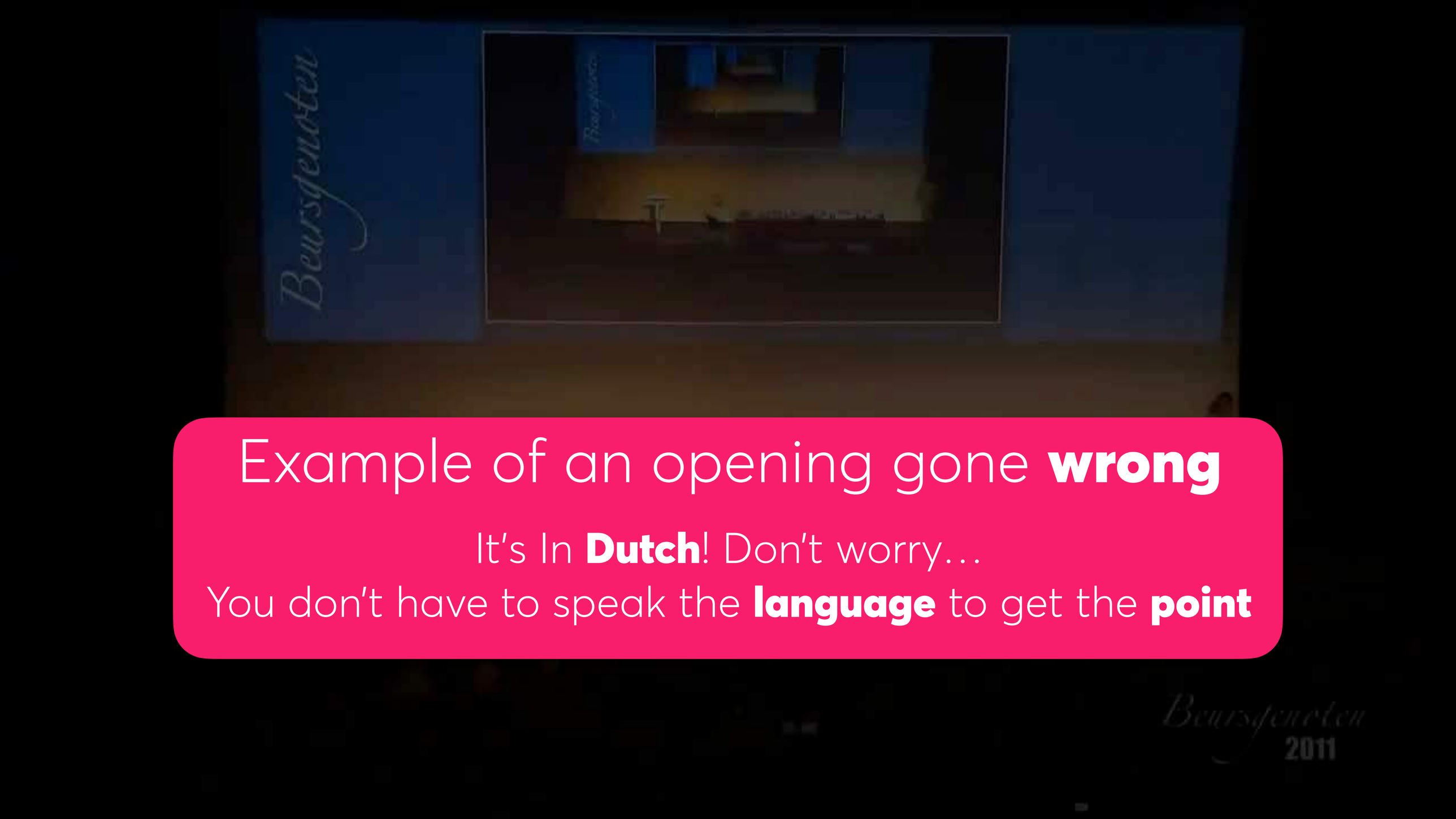
ATTENTION

Is this person ***professional****?*

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

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





Example of an opening gone **wrong**

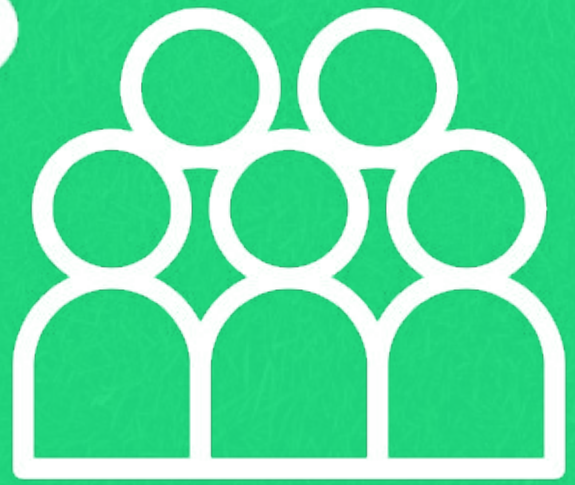
It's In **Dutch**! Don't worry…
You don't have to speak the **language** to get the **point**



Is this person ***professional****?*

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

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




One more thing...

THANK YOU!

=

I've finished, you can clap now!



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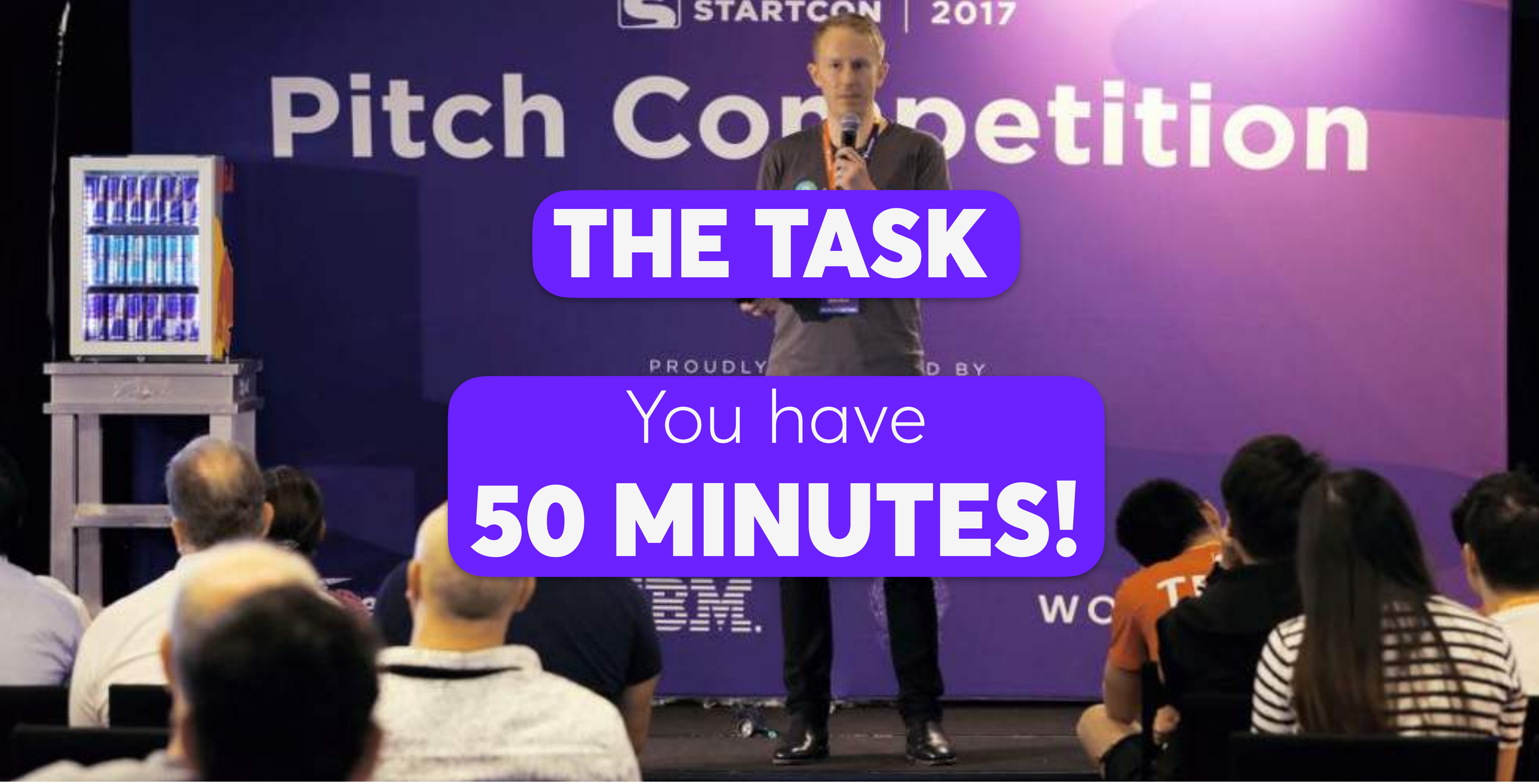
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THE TASK
You have
50 MINUTES!



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