

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

David Beckett

best3minutes.com

Linked in

Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION




We are all trying to
CONVINCE BUSY PEOPLE


GREAT IDEAS
NEED A VOICE

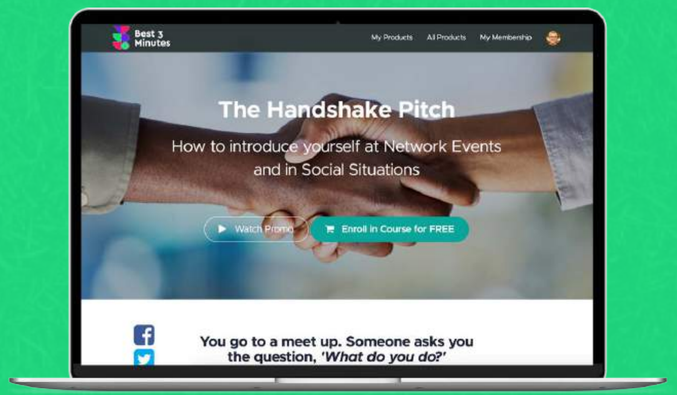
You will receive

SLIDES AND MANY MATERIALS



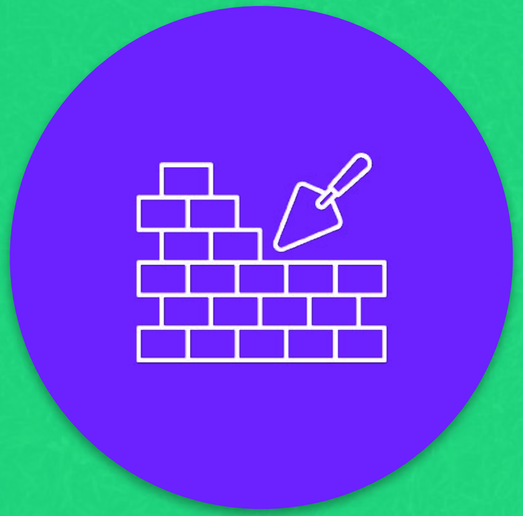







QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch

FOR THIS PITCH



PITCH



Q&A

Q&A

ANSWER QUESTIONS

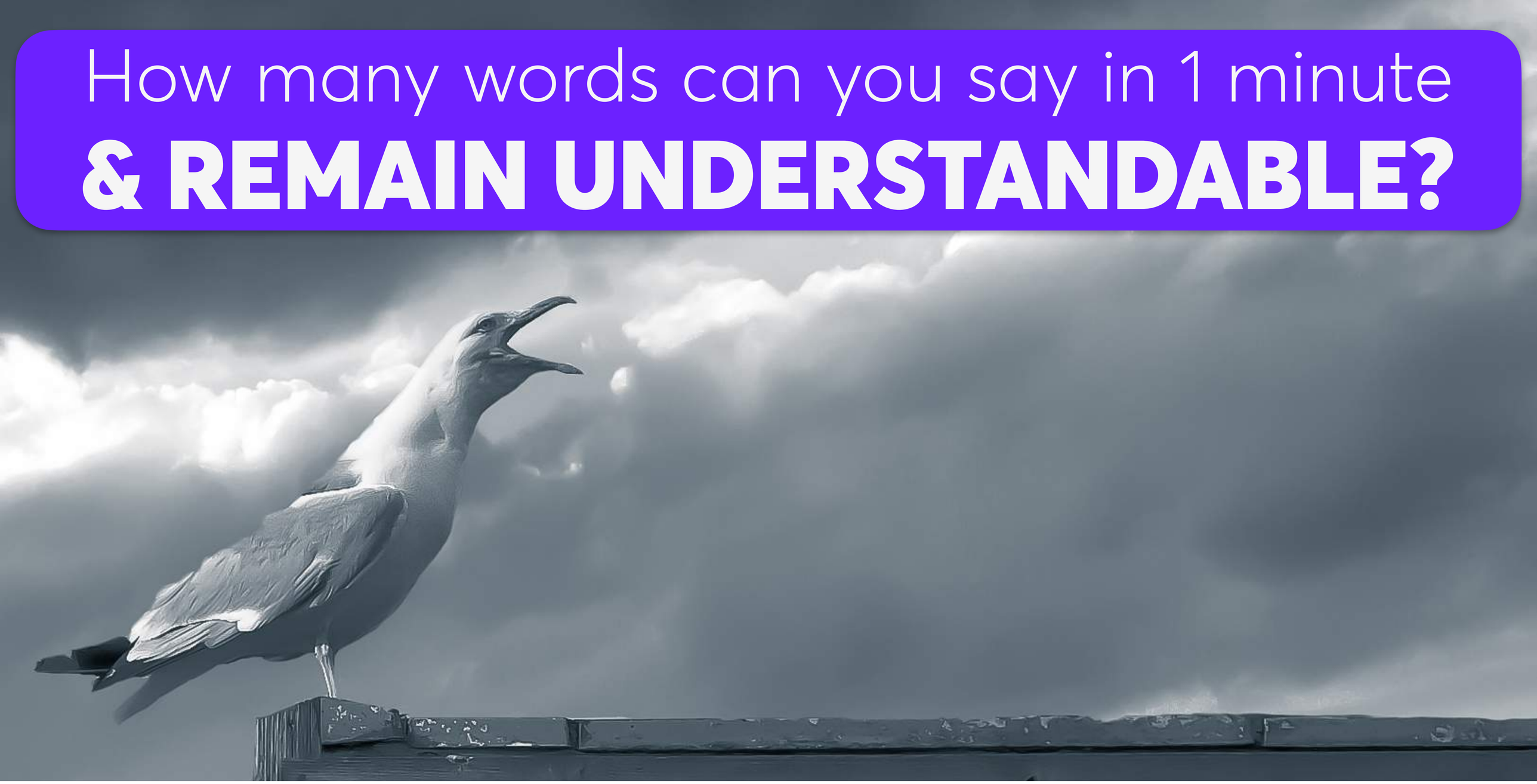
UNDER PRESSURE



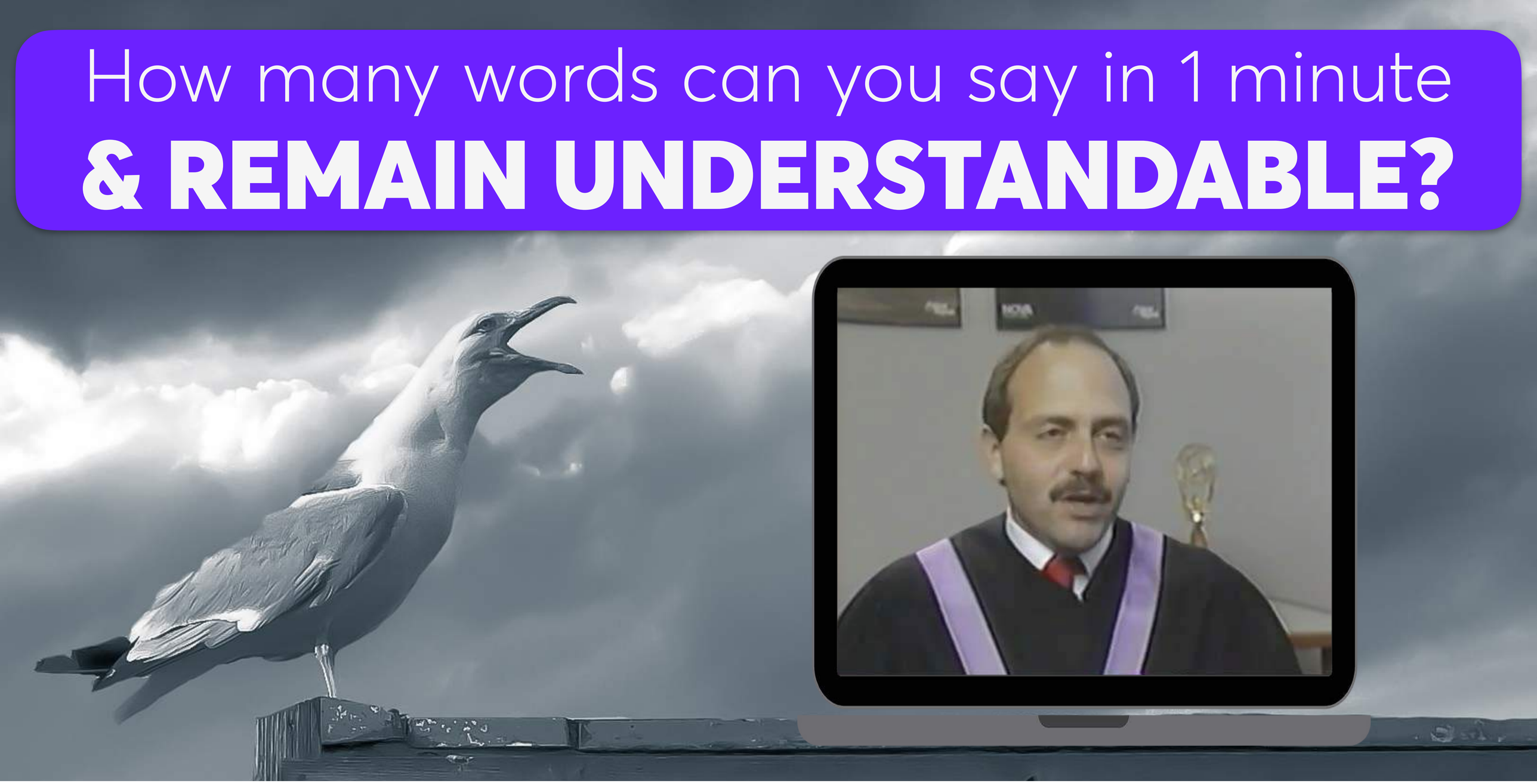
best3minutes.com/pwcraise26


Prepare you for your
5-MINUTE PITCH

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



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

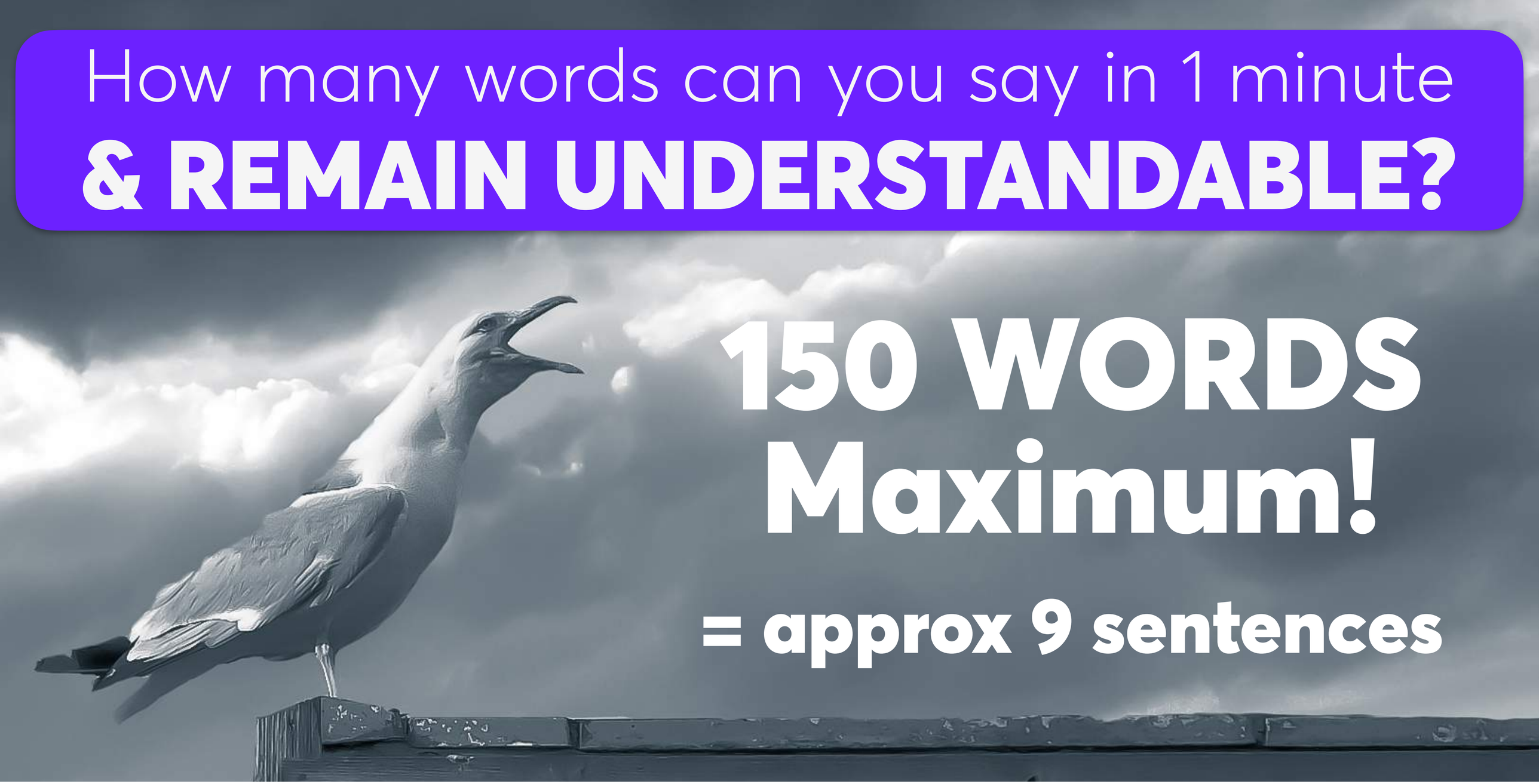


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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 PITCH?**

Total approx.
140-150 words x 5 mins

= 700-750 Words

40-45 SENTENCES


143
Words/min

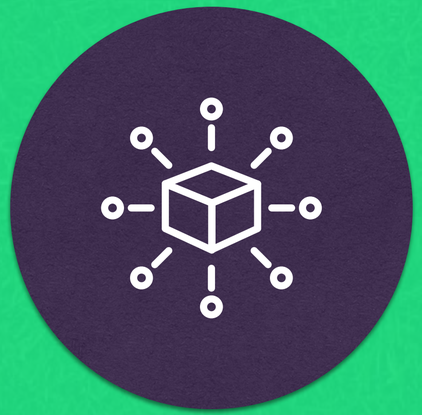

TOOLS

What goes wrong in the **FIRST 2 MINUTES OF A PITCH?**

What goes wrong in the **FIRST 2 MINUTES OF A PITCH?**



Too Much
History



Too Much
Product



Too Long
Story

What happens in the **FIRST 2 MINUTES?**

I put the startup into one of **3 mental buckets...**



EXCITING!

Tell me more!



MAYBE..

Let's see…



NO!

Not for me

You can fix what goes wrong in

FIRST 2 MINUTES



Give them your BEST STUFF in the first 2 Minutes

Tell them the things

INVESTORS WANT TO KNOW



Huge Unsolved Pain



Decent Product



Progress & Traction



Amazing Team


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

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




Let's do some
THINKING FIRST

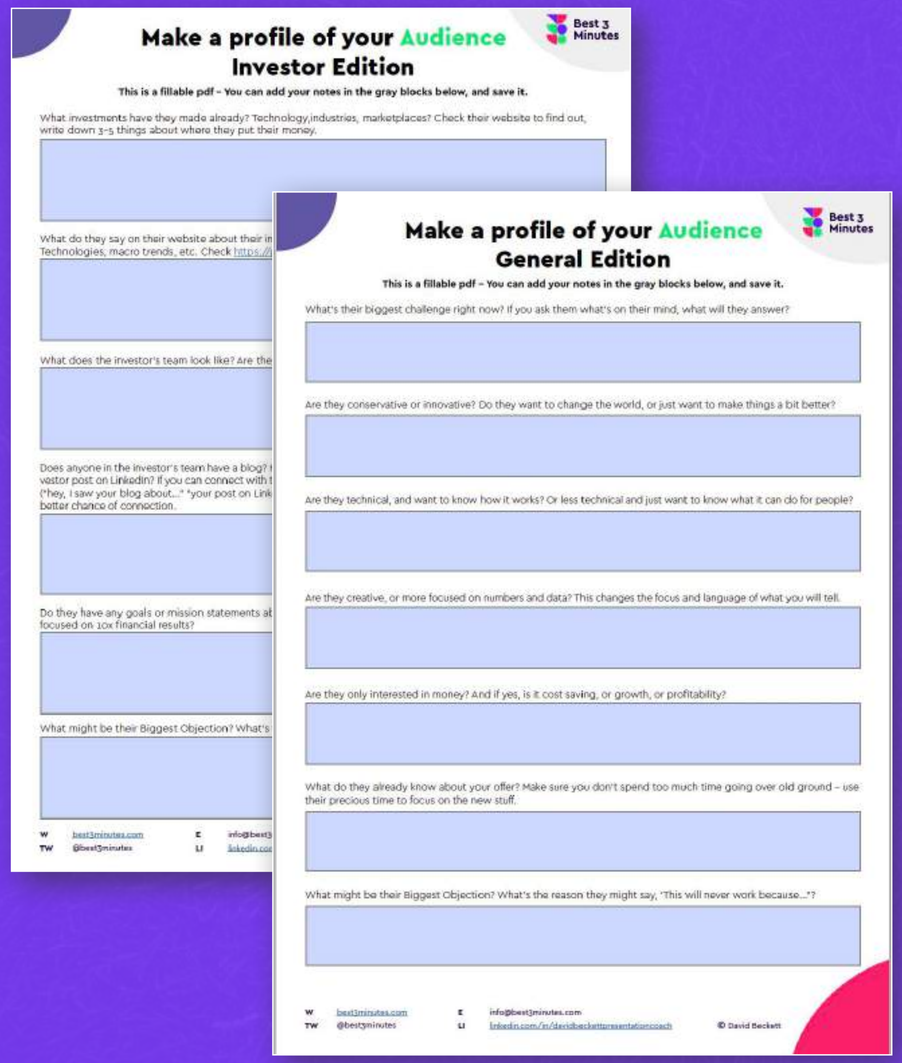


WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they already **know?**

What is their **technical** level?



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/ostadinc25



WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

Provide **introductions**

Agree to a **pilot**

Plan a **follow up** meeting

Sign a **deal!**



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently



Establish Your Objective
What do you want them to do?

Best 3 Minutes

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.

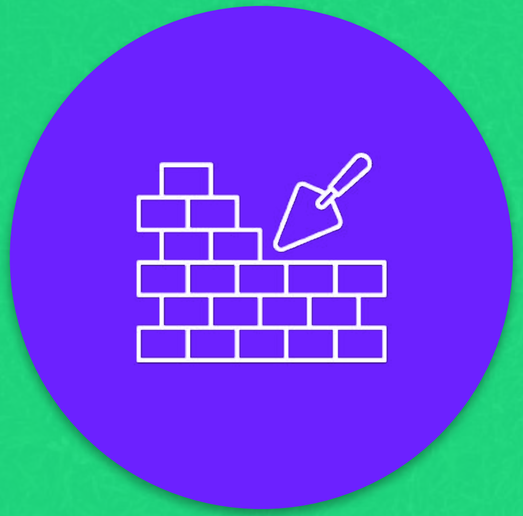
W best3minutes.com
TW @best3minutes
E info@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach
© David Beckett

Write down your Objective

Fillable pdf download available

best3minutes.com/ostadinc25

What we'll cover **TODAY**



Essentials for a Winning Pitch

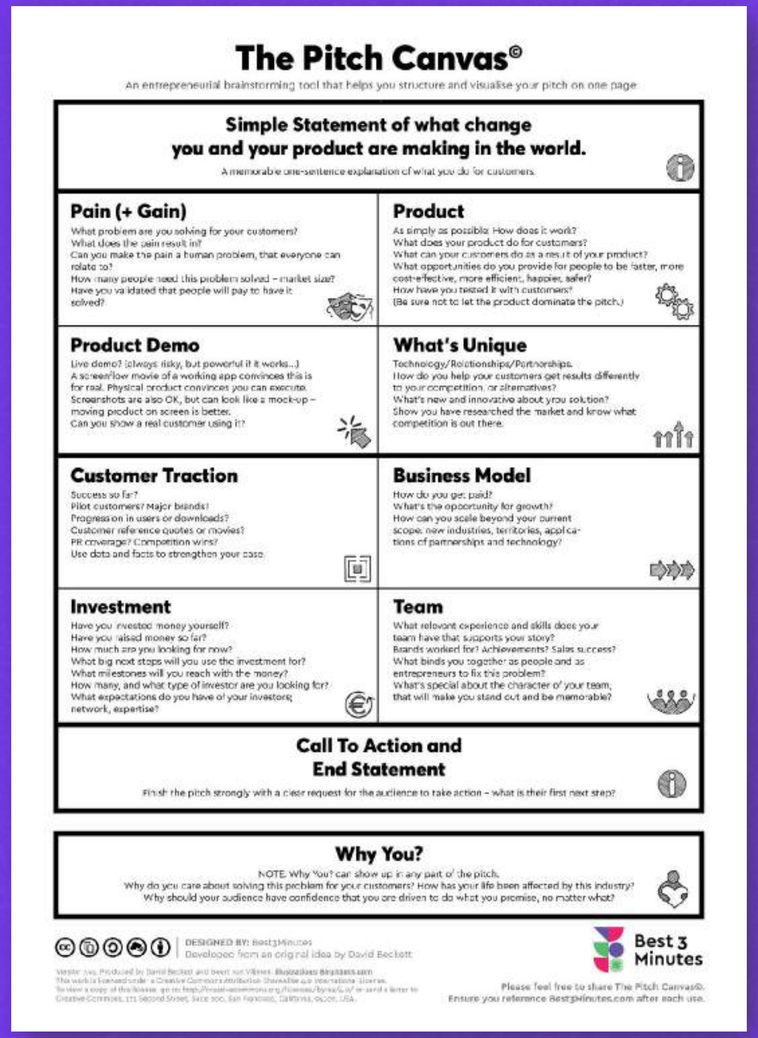


Content of Your Pitch



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 screen/low 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?
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?
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©

best3minutes.com/pwcraise26

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE IMPACT



THE PROOF



THE ASK



THE TEAM



WHY YOU?





PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

What's the
Human Result
of the problem
you're solving?

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story

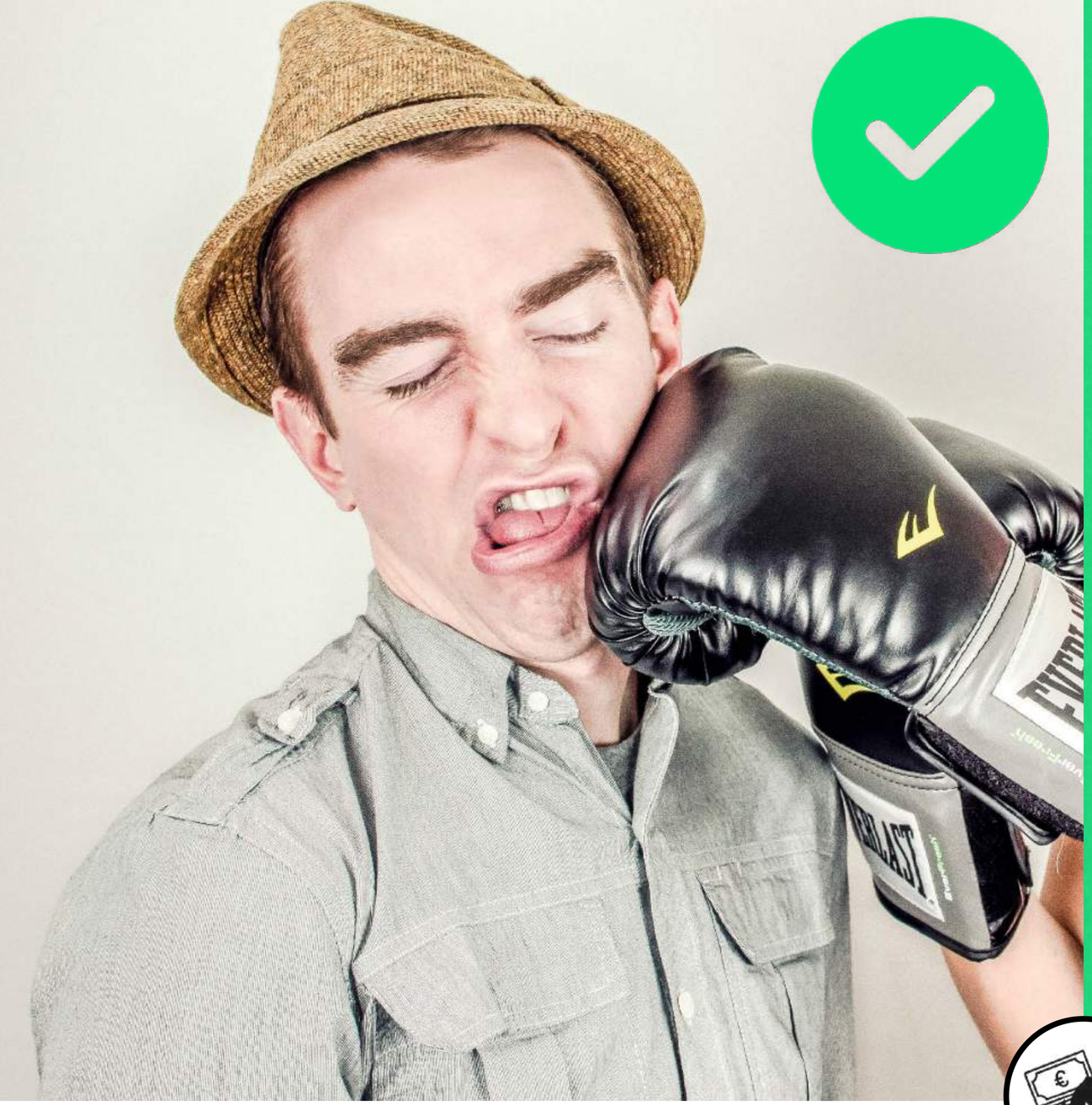


Personal Story



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, over **300 Million** drivers take more than **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Put a number on it!

Be specific
PUT A NUMBER ON IT

"It wastes a lot of time"

"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 unnecessary CO2"

"There is too much energy inefficiency "

"It creates **X Thousand** Tonnes CO2"

"**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


ASSETA
eBay for Capital Equipment
5 seconds

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



$1.4 MILLION Raised | Incredible Journey of Autistic Founder

The Pitch Show
1.86K subscribers

Subscribe | DOWNLOAD AS: ▼ | 27 | Share | Save | ...



Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

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

Customer Success Stories?



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots? POCs?

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

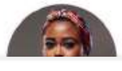
Expertise in Data, Platforms & Field Operations

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

doctHERs



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
Corporate 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?

ROGIER FISCHER



Company News

Hadrian raises €10.5M in unsolicited seed round



Pick out 2-3

MEMORABLE POINTS



ONE LAST THING...





WHY YOU?

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



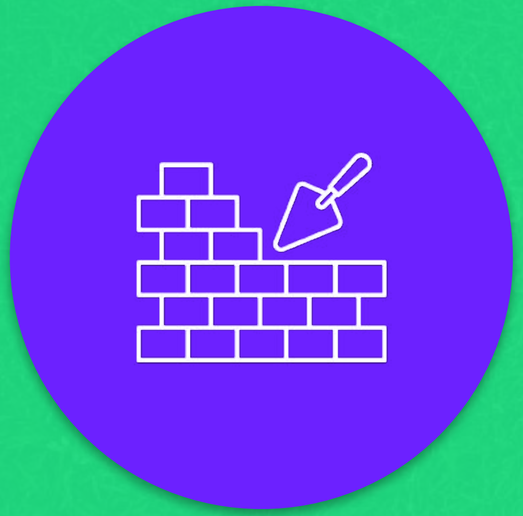
WHY YOU?

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

Your **Enthusiasm** Counts!


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

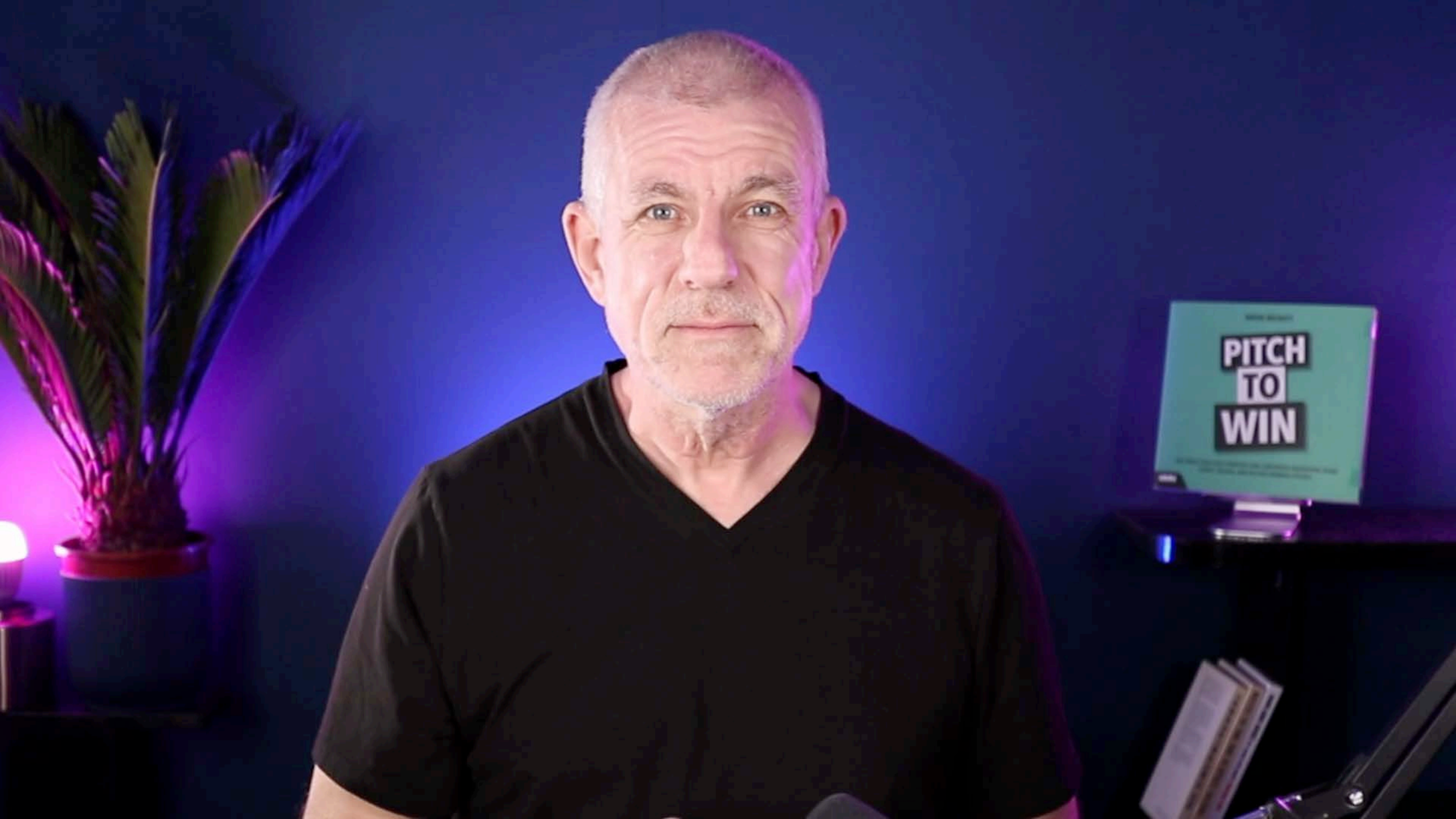
What happens if I say…

“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



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.

The Power of Three is a

PUBLIC SPEAKING TOOL & A MINDSET




You have a big impact
WITH YOUR VOICE


What do you want them to
THINK & FEEL?



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




Give some **AIR** around
THE IMPORTANT POINTS



Best way to improve body language?

FILM YOURSELF PITCHING


The **No.1** way to
RESET AUDIENCE ATTENTION?



Raise a Rhetorical Question

(A question you answer yourself)

Statement versus **RHETORICAL QUESTION**

That's the problem, here's the solution we propose…

That's the problem: **what's the solution we propose?**


I WAS ALSO WATCHING
THE OLYMPICS


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

Pitch tools and

RESOURCES





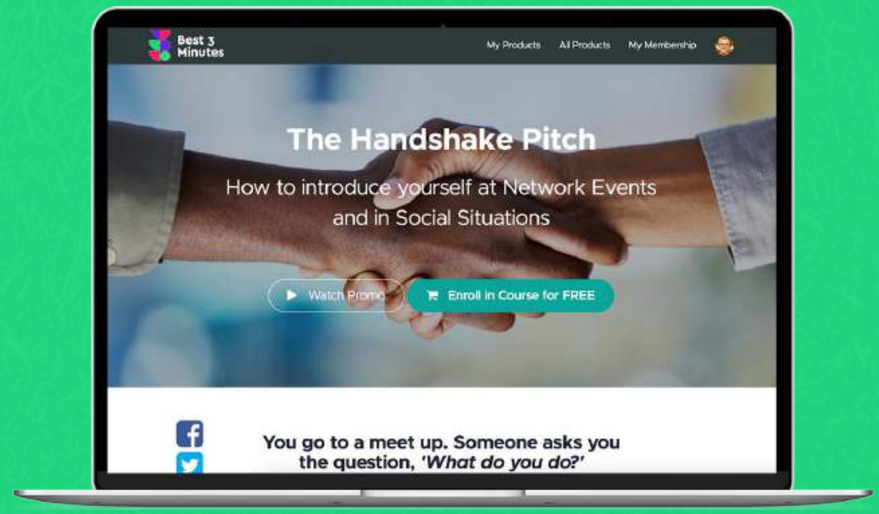


best3minutes.com/pwcraise26









best3minutes.com/ostadinc25

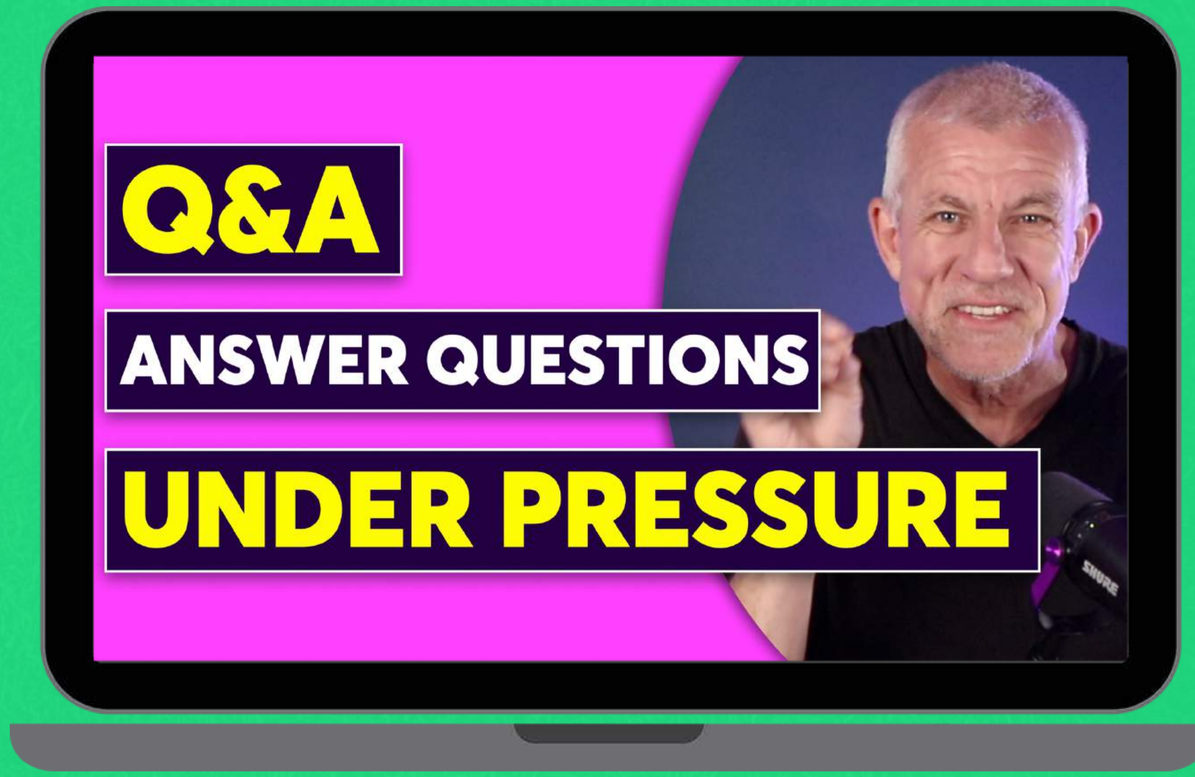








Podcast



YouTube Videos

best3minutes.com/ostadinc25

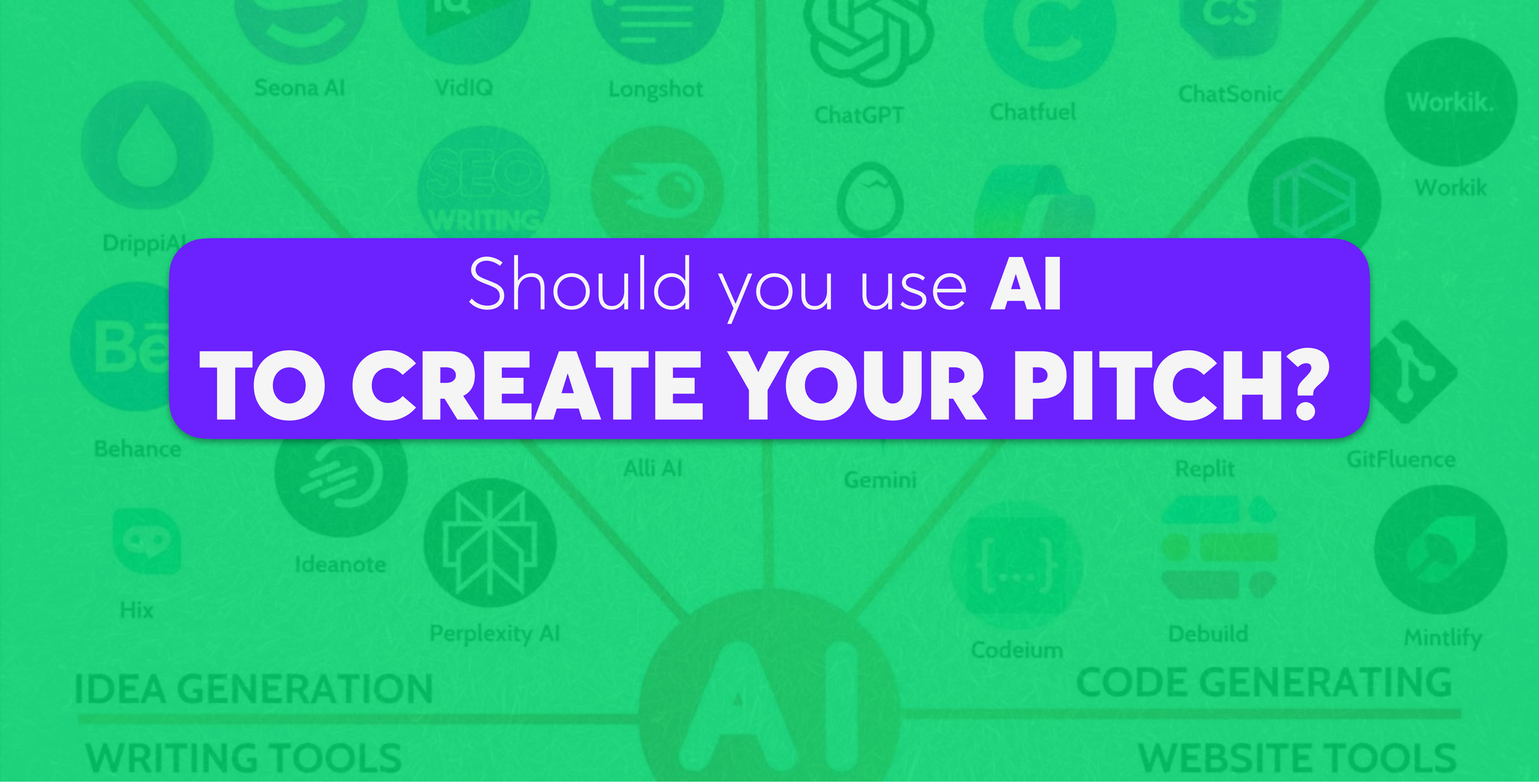


David Beckett

Best3minutes.com

Connect with me on LinkedIn™

best3minutes.com/pwcraise26



Should you use **AI** TO CREATE YOUR PITCH?


Let's do some
THINKING FIRST

RECOMMENDED WAYS TO TO USE AI TO CREATE YOUR PITCH

After some of your own thinking...

Ask AI to **reduce** a part of your story to a **certain number** of sentences

Find images for your slides

Use support tools like **Co-Pilot**

Use an app like **ORAI** to get feedback on the way you deliver it

DON'T: Just ask AI to write the complete script

DON'T: **Outsource** your **thinking** to AI

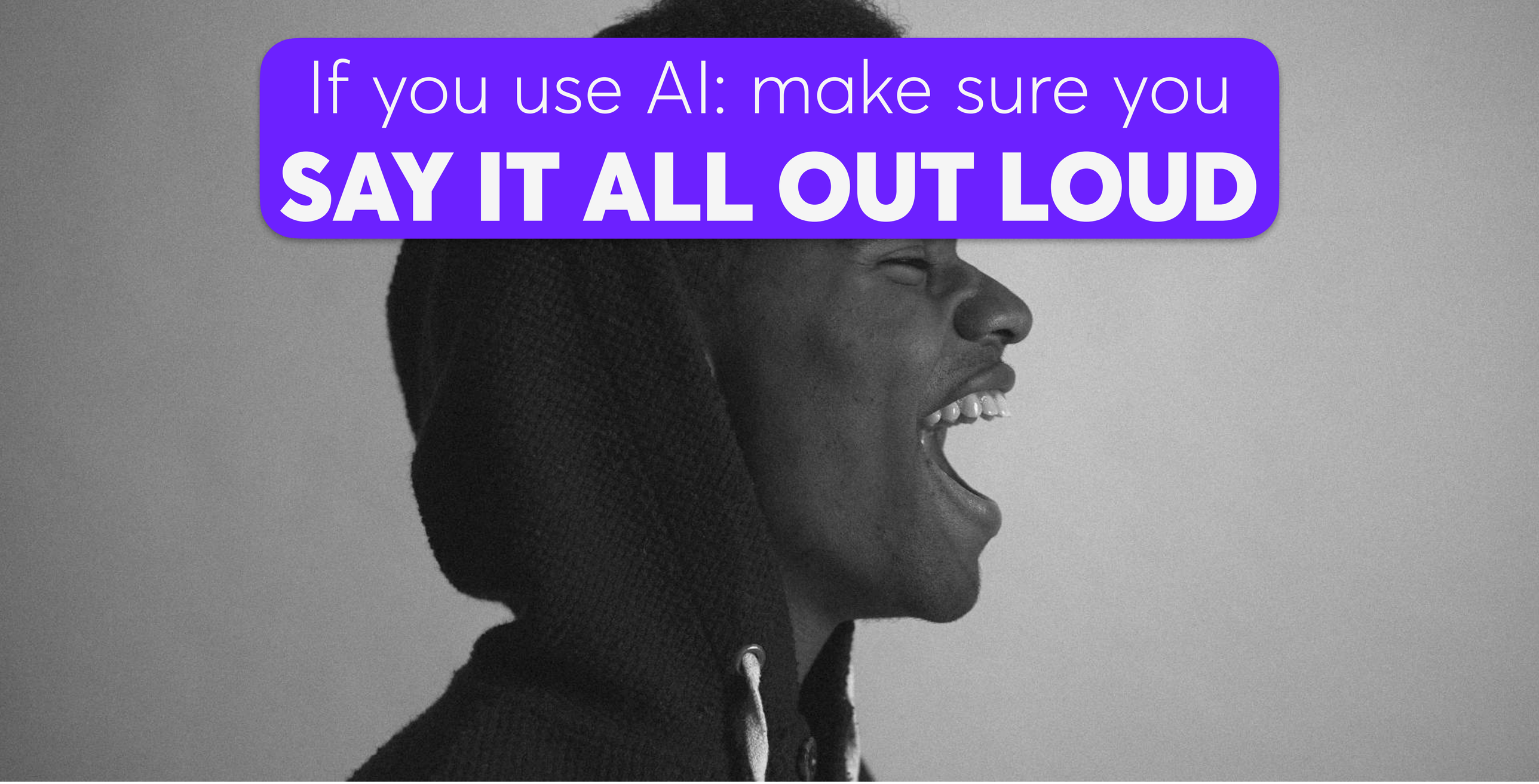
DON'T: ask AI to create your whole deck

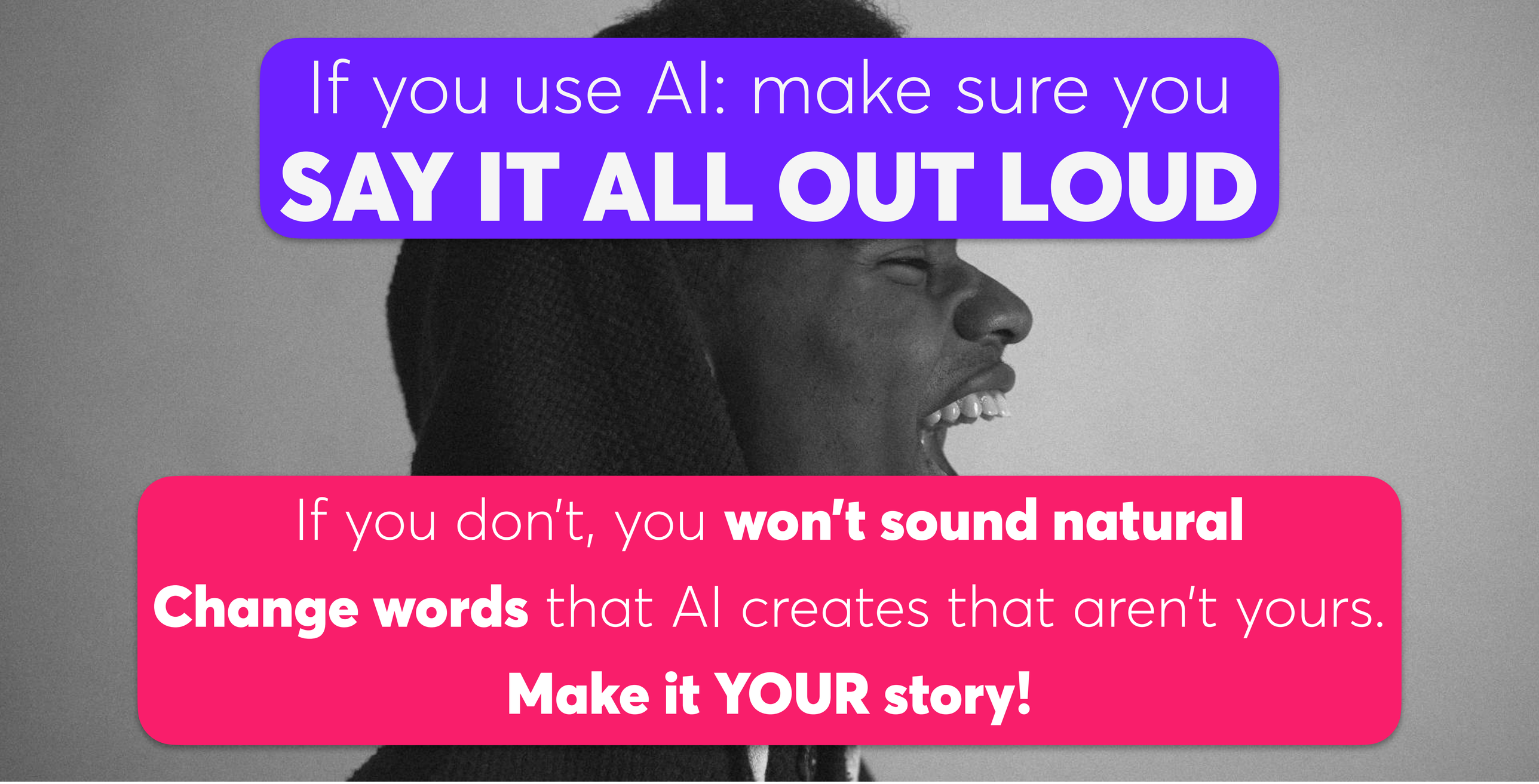
You won't be able to **answer questions** about the business

You won't sound **natural**

A great tool - ORAI APP




If you use AI: make sure you
SAY IT ALL OUT LOUD



If you use AI: make sure you

SAY IT ALL OUT LOUD

If you don't, you **won't sound natural**

Change words that AI creates that aren't yours.

Make it YOUR story!