

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2900+ Startups & Scaleups

RAISED OVER €500MILLION



33 Countries

TRAINED 42,000+ PEOPLE

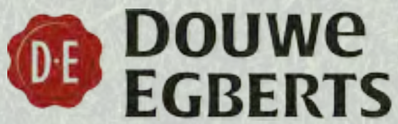








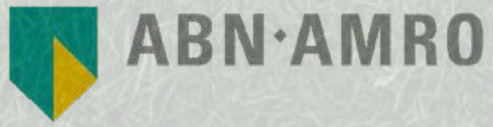

















We are all trying to
CONVINCE BUSY PEOPLE

The Presenter



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!


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy
David Beckett
@best3minutes
Best 3 Minutes


5
Steps to Preparing your Winning Pitch
5
5


DAVID BECKETT
PITCH TO WIN
THE TOOLS THAT HELP STARTUPS AND CORPORATE INNOVATION TEAMS SCRIPT, DESIGN, AND DELIVER WINNING PITCHES
DAVID BECKETT
VAMN


THE
POWER
OF THREE


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!



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!



Who are we pitching to?

Why are we pitching?

What should we pitch?


Pitching in
THE USA



The Expectation…
BOOM!



Students in the USA trained early in

PUBLIC SPEAKING

The essentials of

CULTURAL DIFFERENCE: EUROPE vs USA



Europe

PESSIMISTIC

USA

OPTIMISTIC

Europe

PESSIMISTIC

PROCESS

USA

OPTIMISTIC

VISION


"IT'S NOT WHERE
YOU'RE COMING FROM:
IT'S WHERE YOU'RE
GOING THAT COUNTS"

Europe

PESSIMISTIC

PROCESS

PROOF

OBJECTIVE

USA

OPTIMISTIC

VISION

STATEMENT

PERSONAL

Europe

PESSIMISTIC

"Ambition?"

An uncomfortable relationship

USA

OPTIMISTIC

"AMBITION!"

It's burned into the culture


WHY USA IS NO.1 🇺🇸
That's why
11K
Dislik
254
Shar
Remi
@SimonBrodkin
Subscribe
Why USA is No.1 🇺🇸 #standupcomedy
#funny #usa
Original sound
Shorts
Subscriptions

Europe

PESSIMISTIC

"Success?"

An uncomfortable relationship

USA

OPTIMISTIC

"SUCCESS!"

It's burned into the culture



SEAN PERCIVAL

Silicon Valley Investor





SEAN PERCIVAL

Investors invest in **conviction**, so if you don't have **energy** and **passion** we're probably **not going to invest.**

Avoid conditionals
MAKE IT PRESENT



Eigenlijk, willen we,
misschien, proberen,
een beetje…
weet je?

Avoid conditionals
MAKE IT PRESENT



Hopefully

We're trying to build…

Possibly, if all goes well…

One of the leading…



We do, We are

We have built…

We will be…

The Leader!

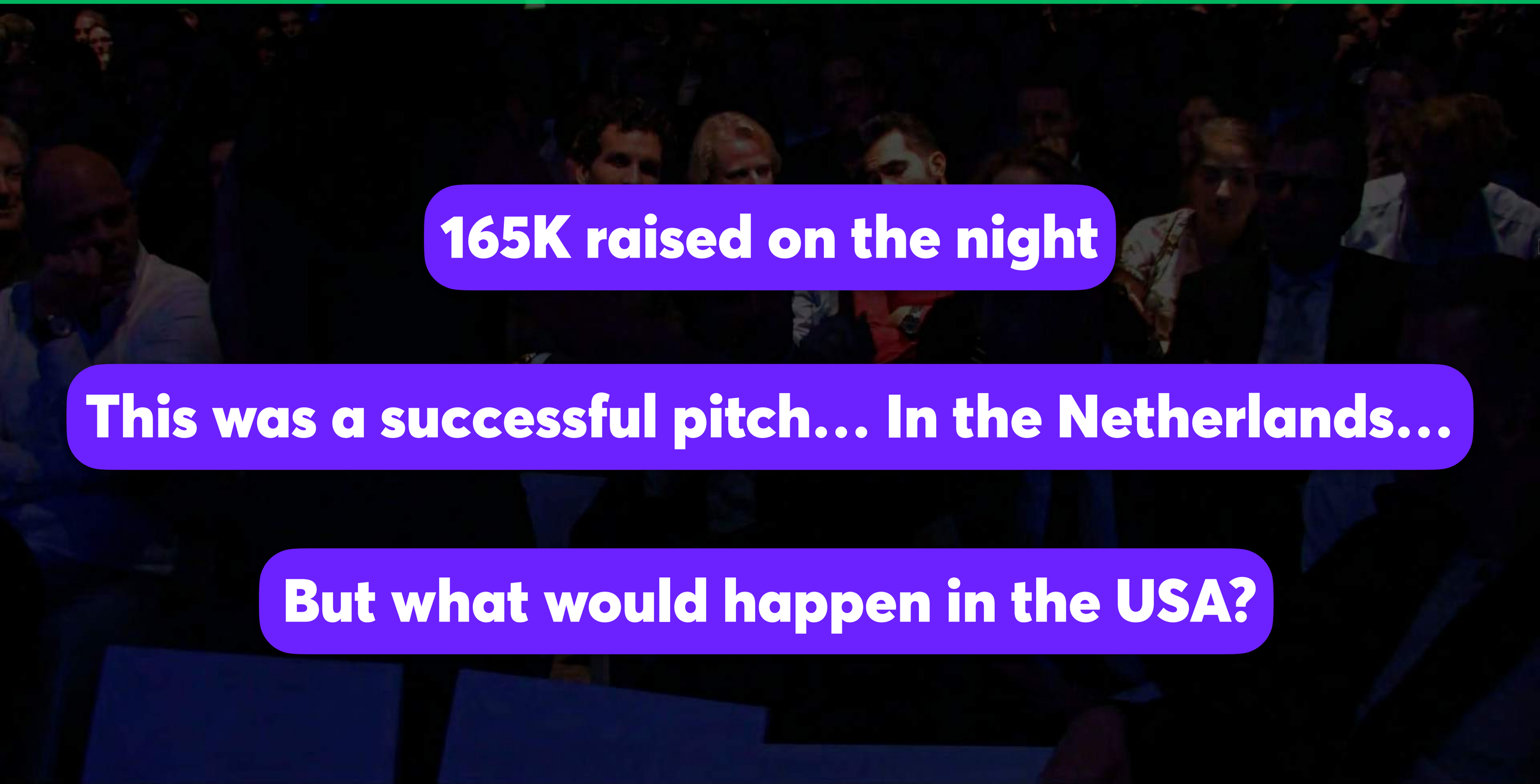
Here's what it looks like...



Here's what we can't do in the USA...



And by the way… here was the result in NL



165K raised on the night

This was a successful pitch… In the Netherlands…

But what would happen in the USA?


Pitching in
THE USA



The Expectation…
BOOM!

The most frequent pitch
YOU WILL EVER MAKE


2




25 Seconds - 4 sentences
THE HANDSHAKE PITCH
The Question...
"WHAT DO YOU DO?"

The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They understand **EVERYTHING...?**

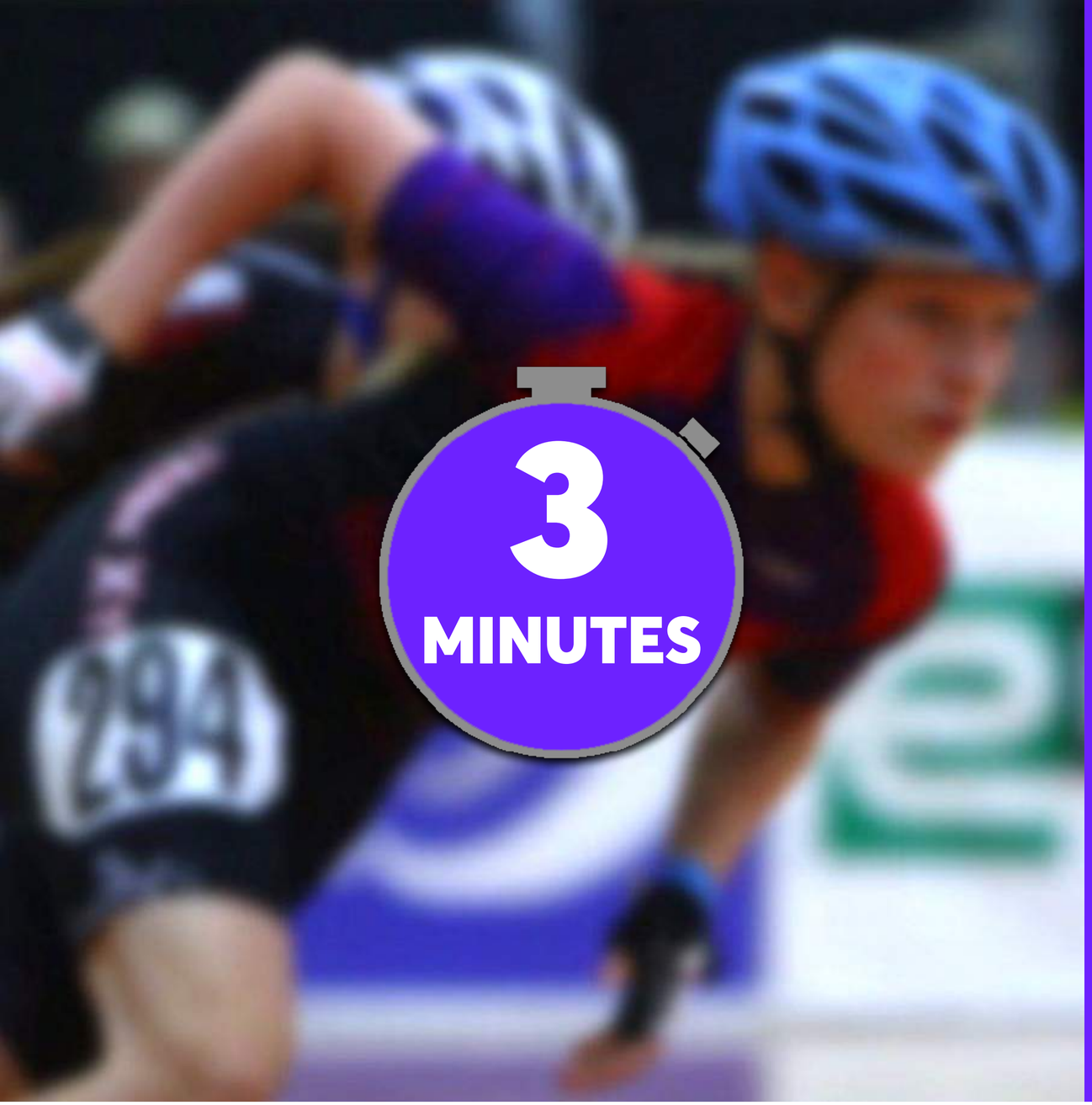
The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They ask **Questions**



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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

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…"

best3minutes.com/acstcomp

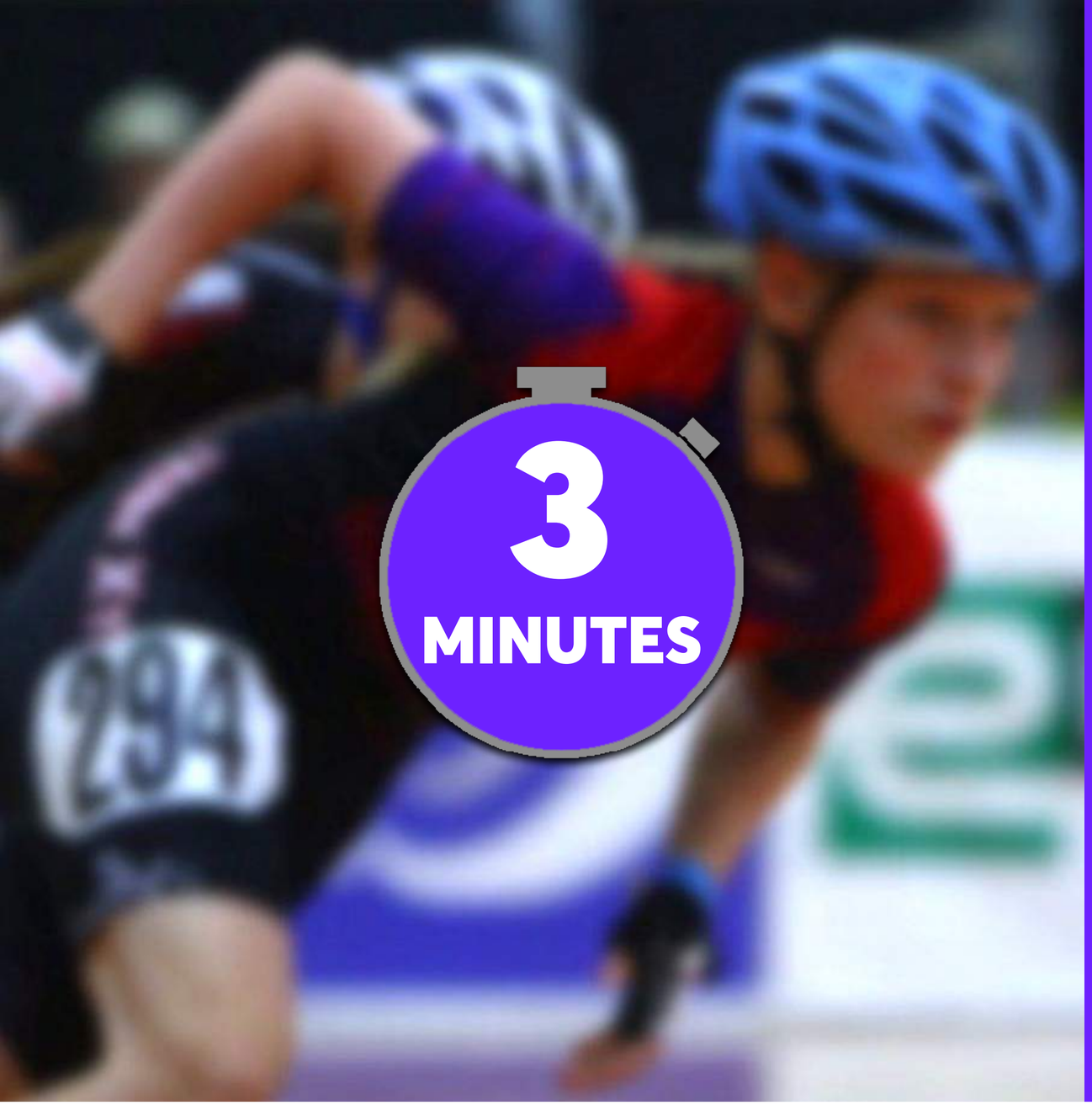
How to talk about
CUSTOMER PAINS

"They're increasingly frustrated because..."

"The future is scary because..."

"They can't adjust because
they lack the skills and knowledge..."

best3minutes.com/acstcomp



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



ACTION STEP

Write down your Handshake Pitch:
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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

best3minutes.com/acstcomp



7 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:**

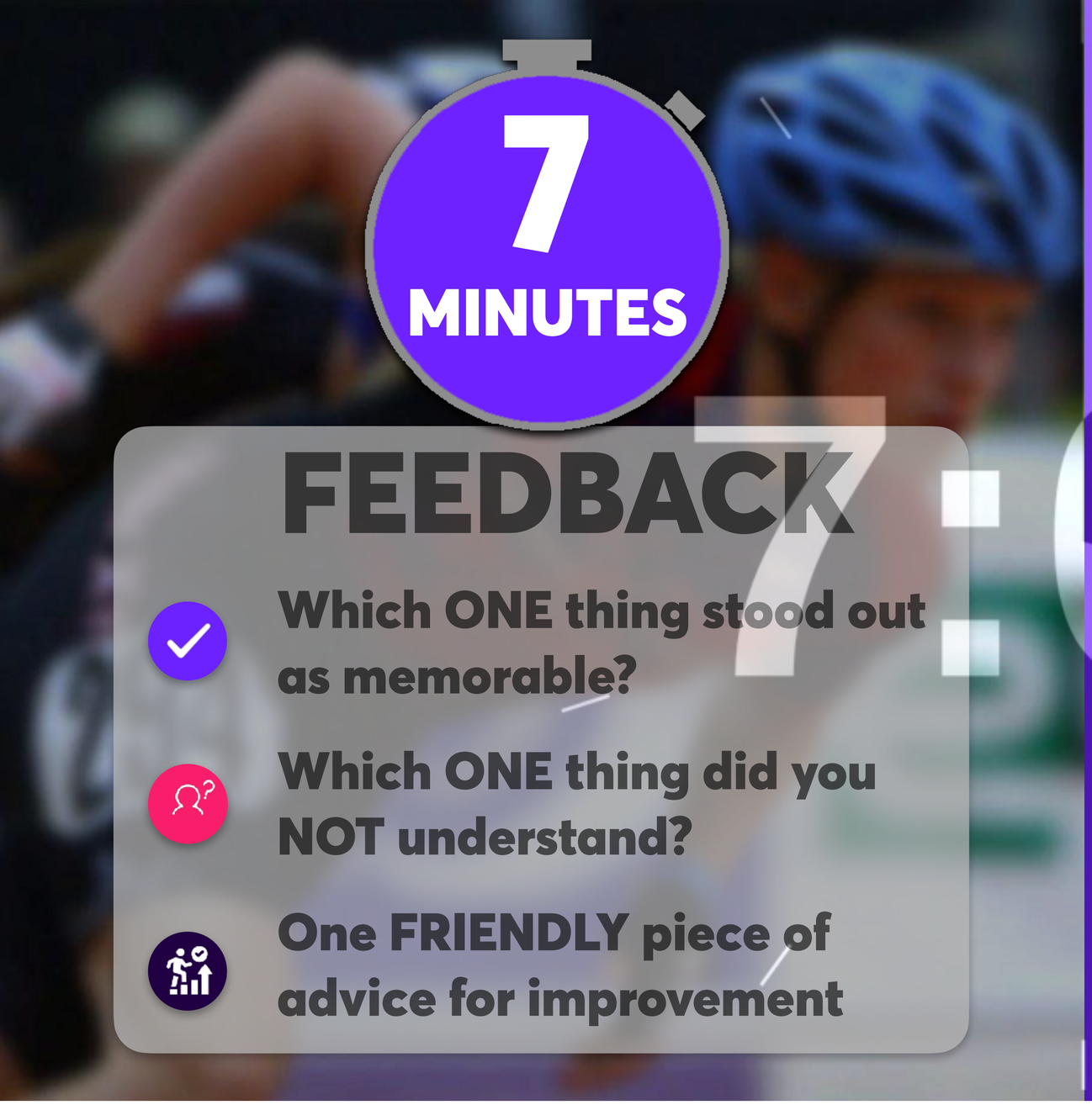
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



7 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:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


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


TOOLS



Prepare you for your

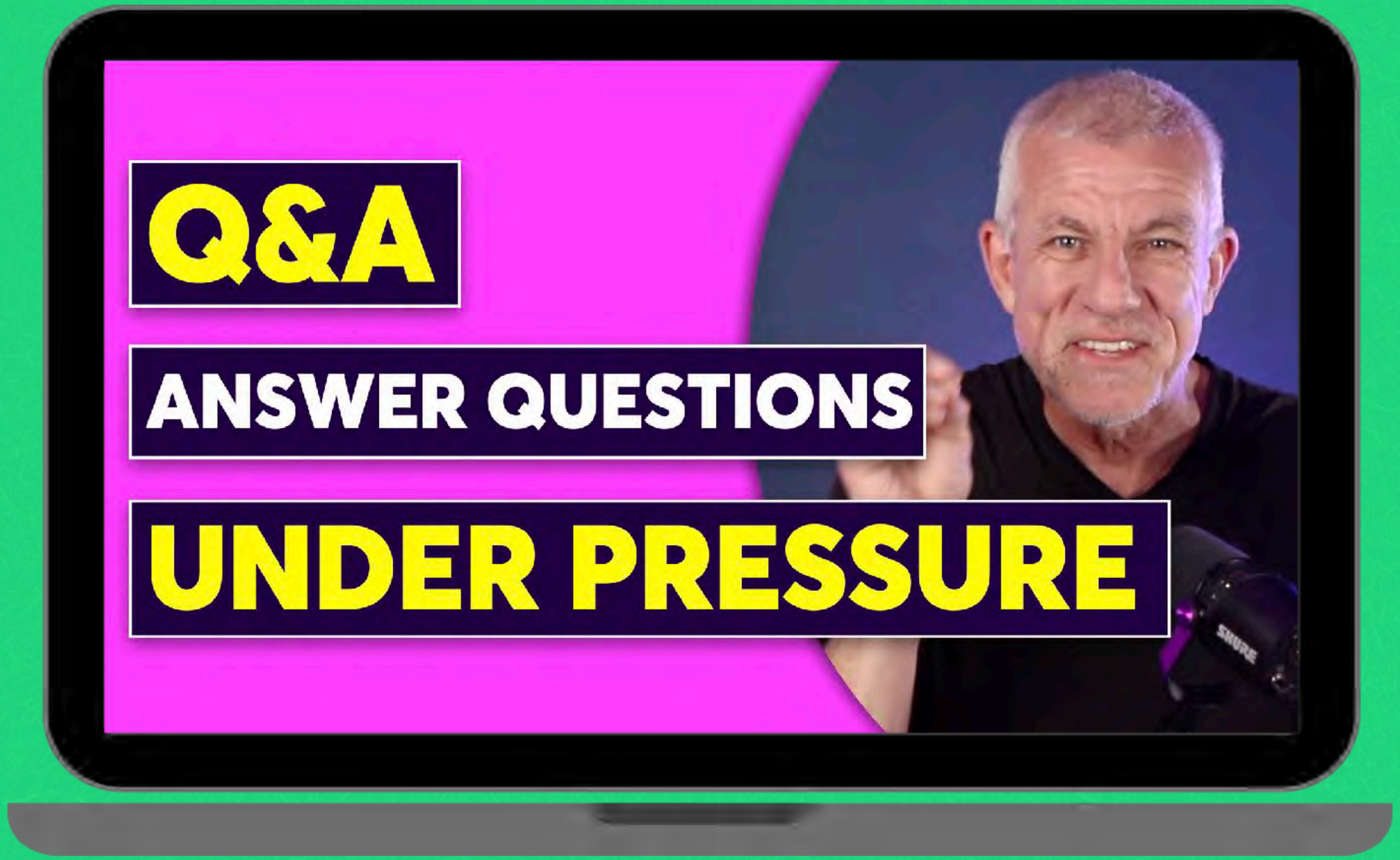
TIME-PRESSURED PITCH



PITCH



Q&A

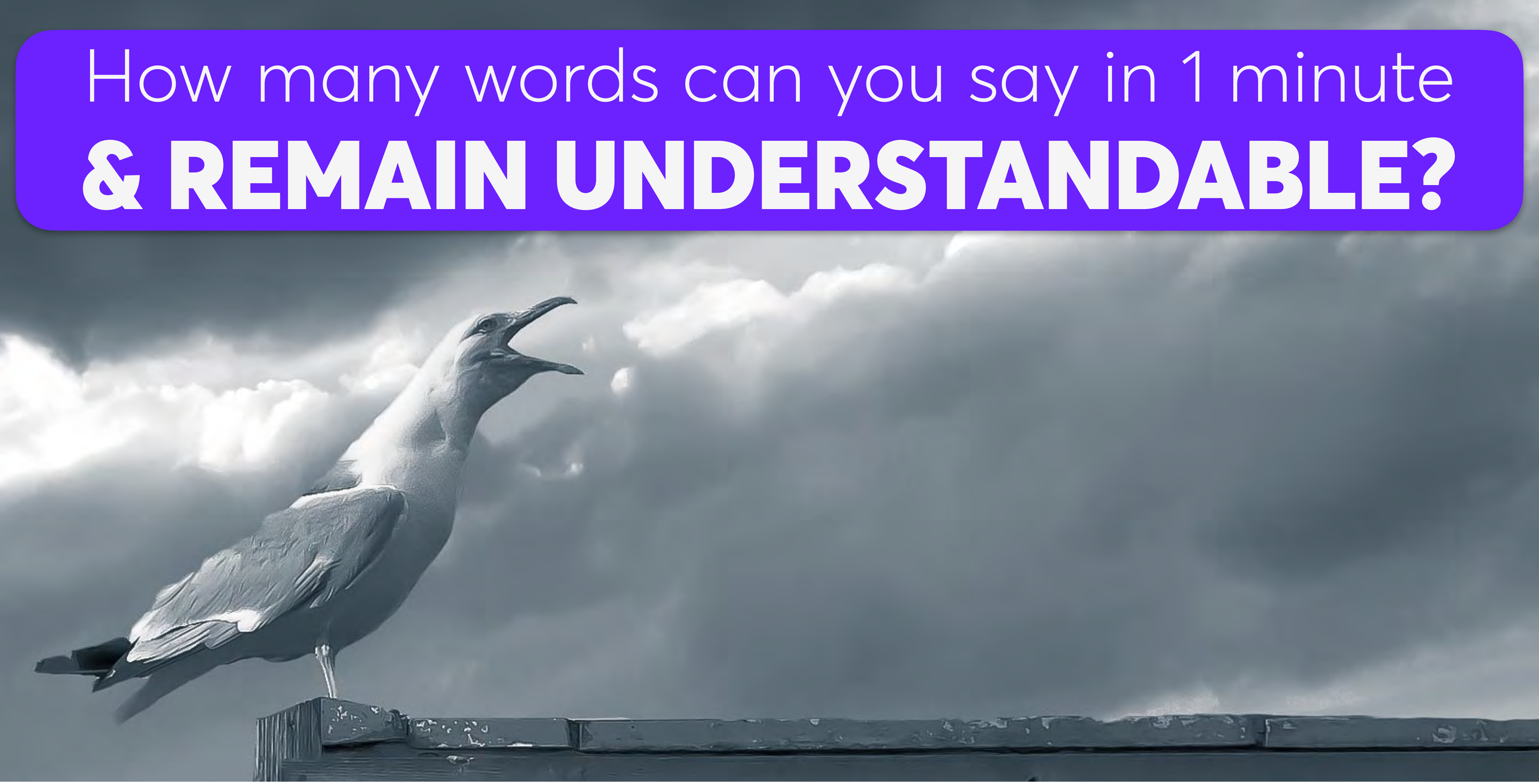


best3minutes.com/acstcomp

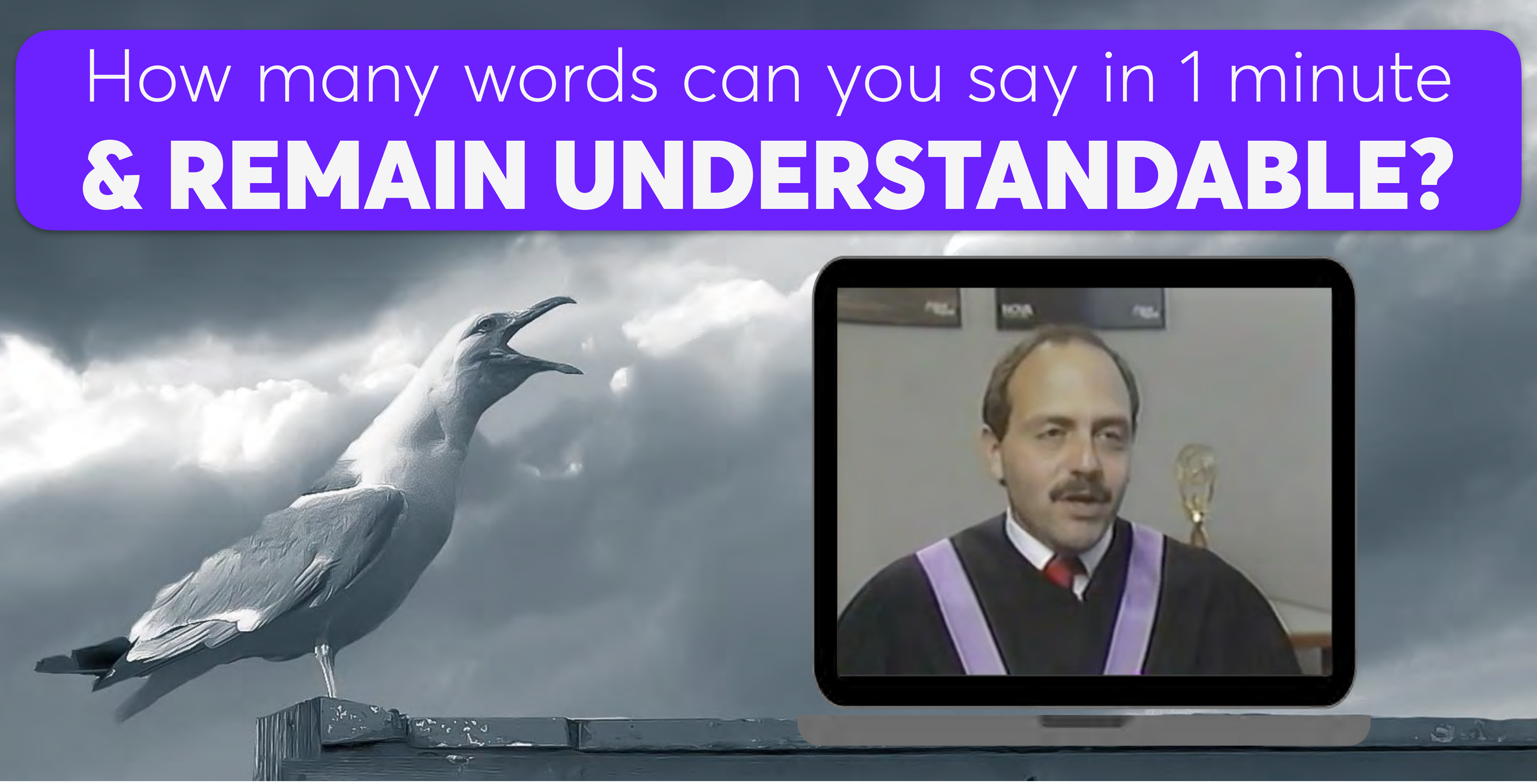


Let's talk about **SPEED**

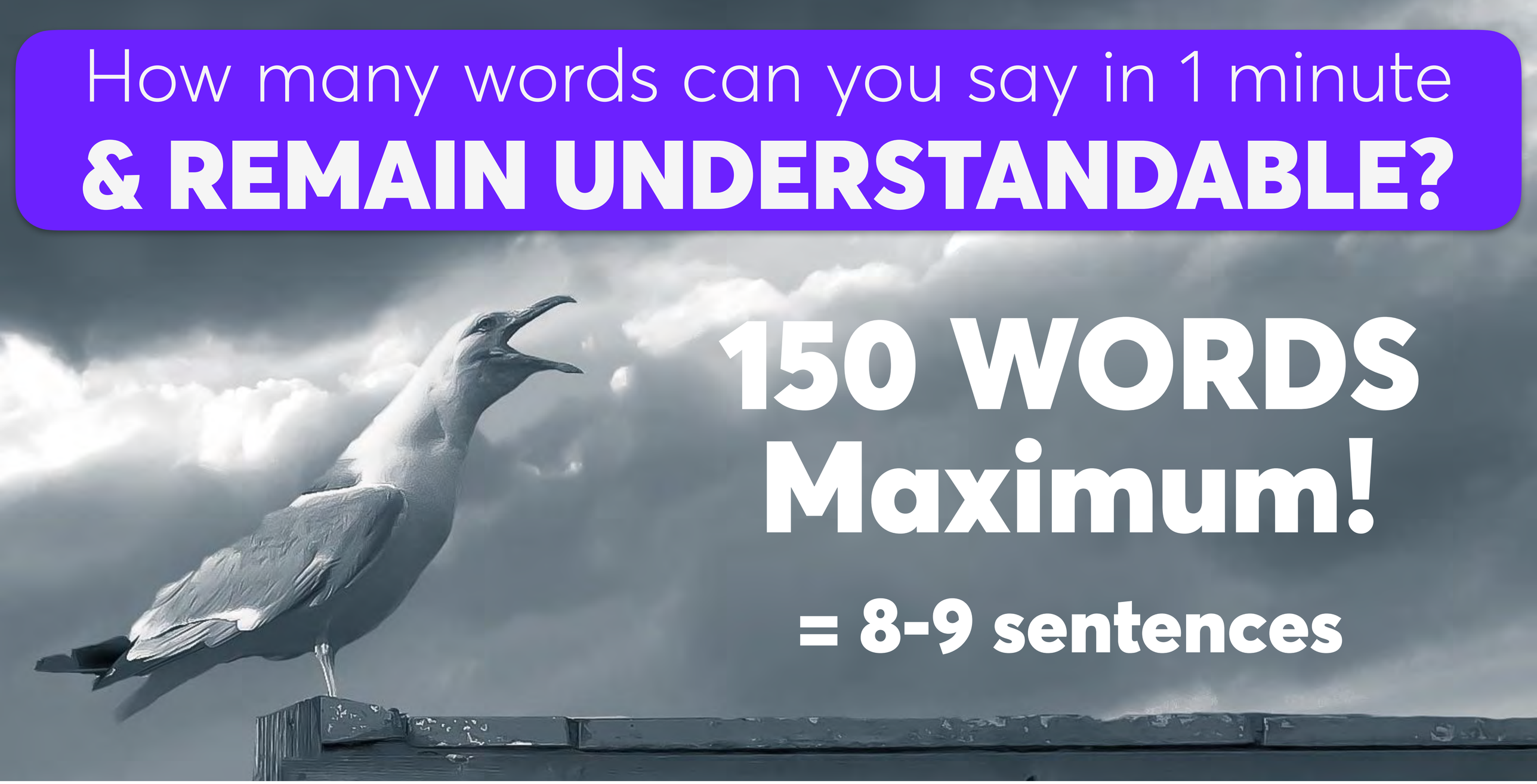
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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



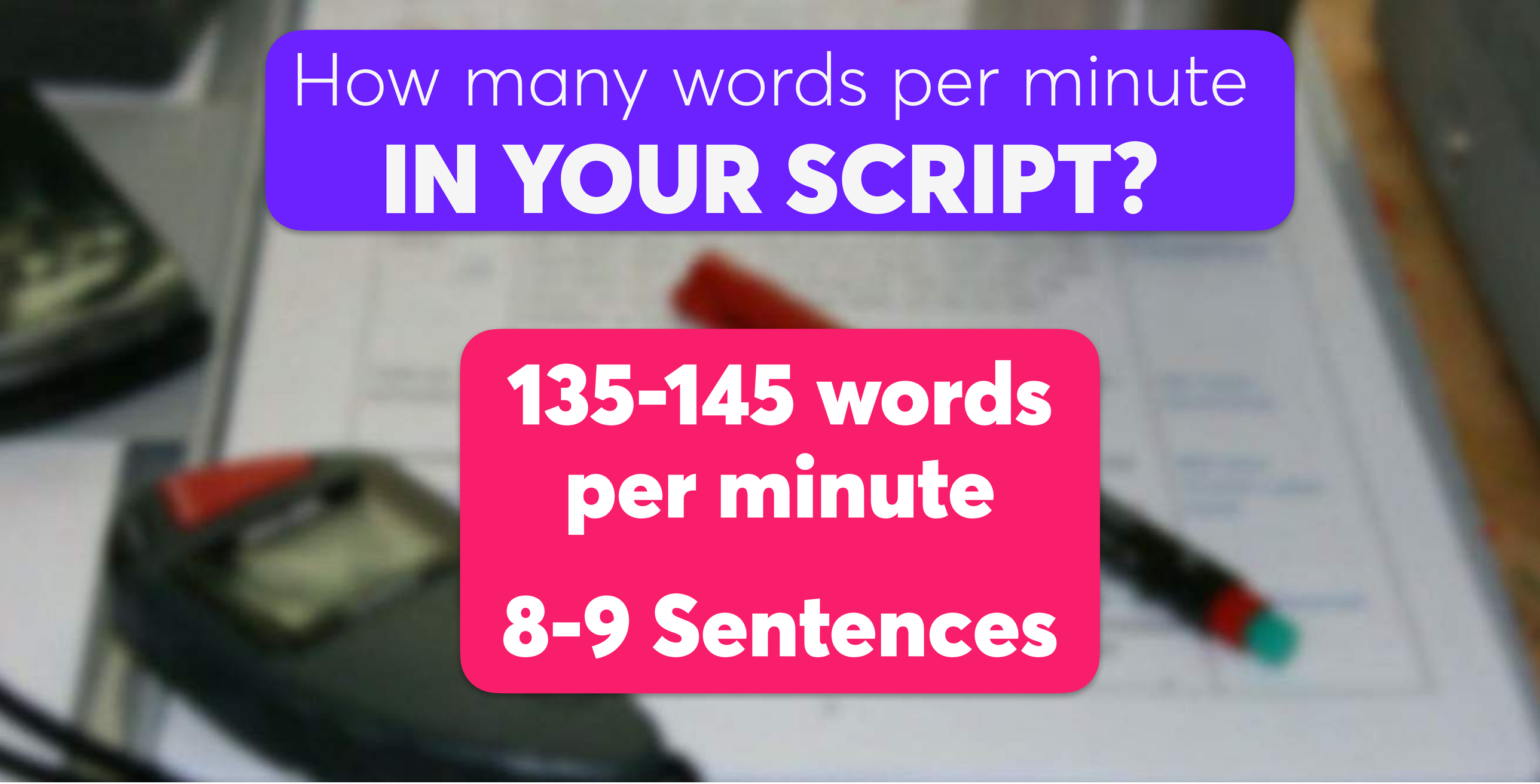
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= 8-9 sentences


143
Words/min


How many words per minute
IN YOUR SCRIPT?
135-145 words per minute
8-9 Sentences


TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

STORYLINE
with Post-It Notes

Opening



THE POWER OF THREE

Closing



The Open-3-Close© Pitch Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

JURY CRITERIA

1. Scientific & Technological Novelty

2. Defensibility and Competitive Positioning

3. Value Proposition and Market Validation

4. Traction and Early Validation

5. Team Strength and Support Network

6. Scalability & Path to Market

Oh, and of course, **quality of pitch!** 🤣



Make a profile of your audience

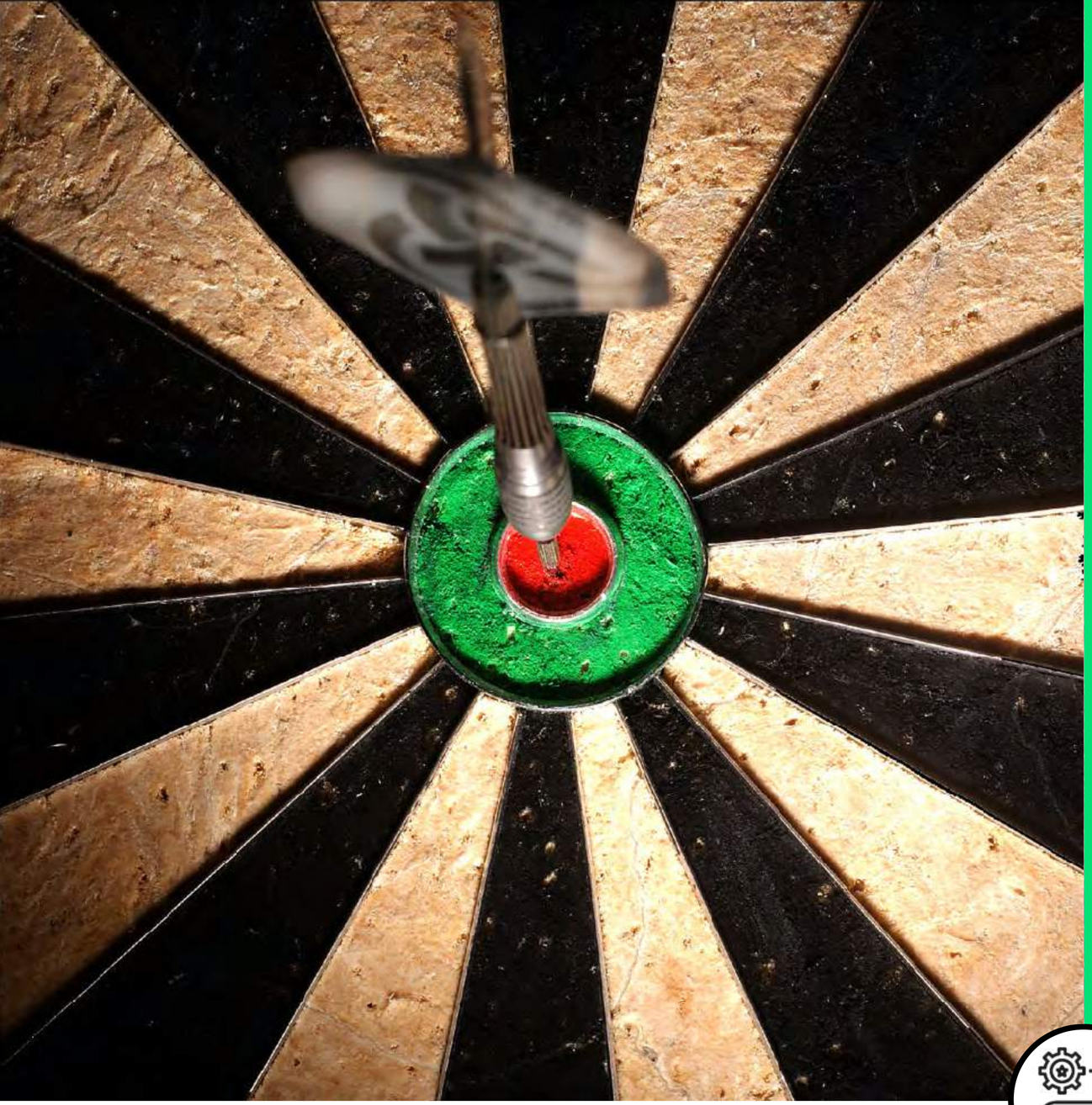
Fillable pdf downloads available

best3minutes.com/acstcomp

The Open-3-Close© Pitch Model



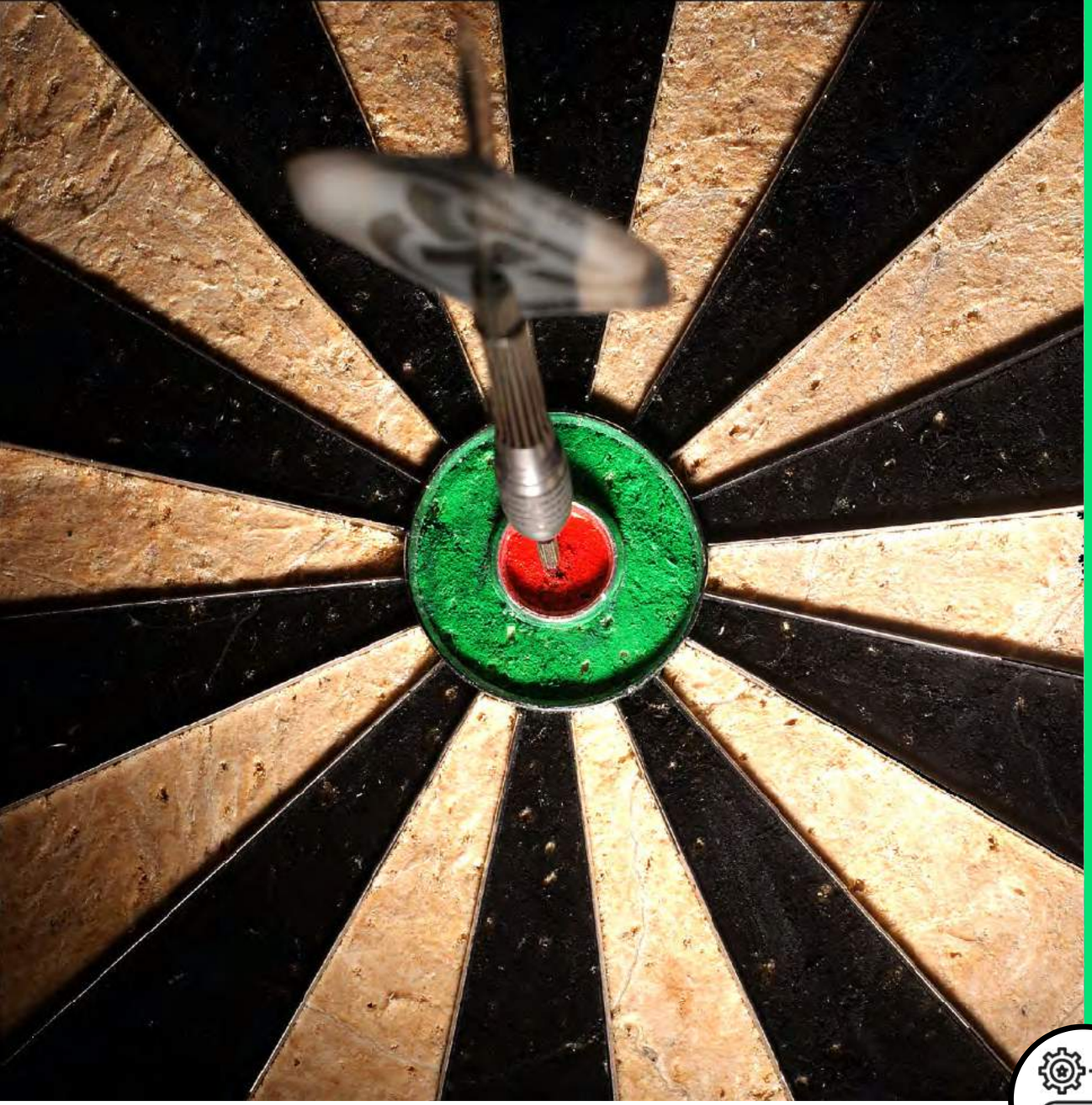




WHAT'S YOUR OBJECTIVE?

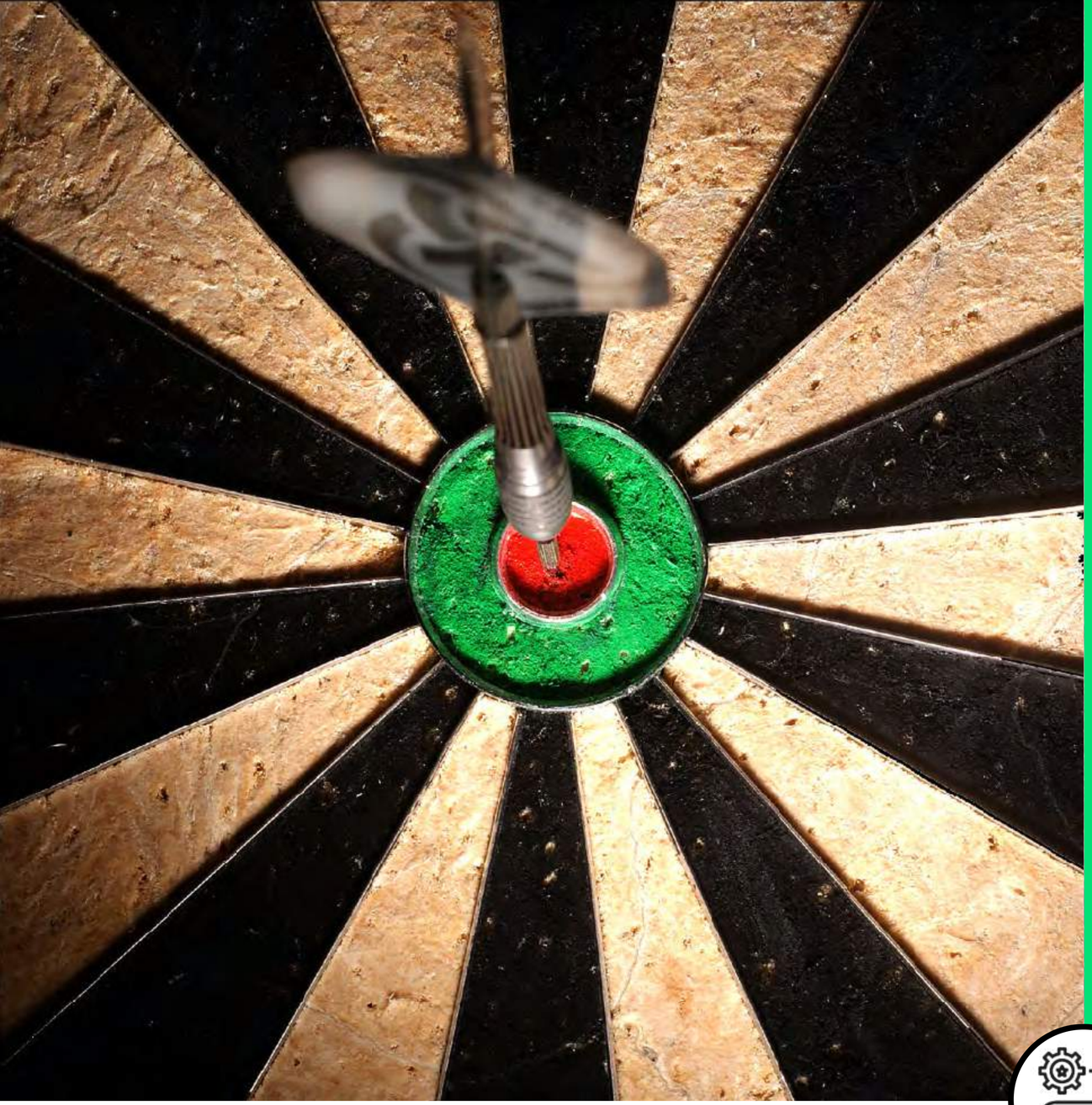
What do you want them to **do**?

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

"What could they **do** at **09:30** on a Monday morning?"



WHAT'S YOUR OBJECTIVE?

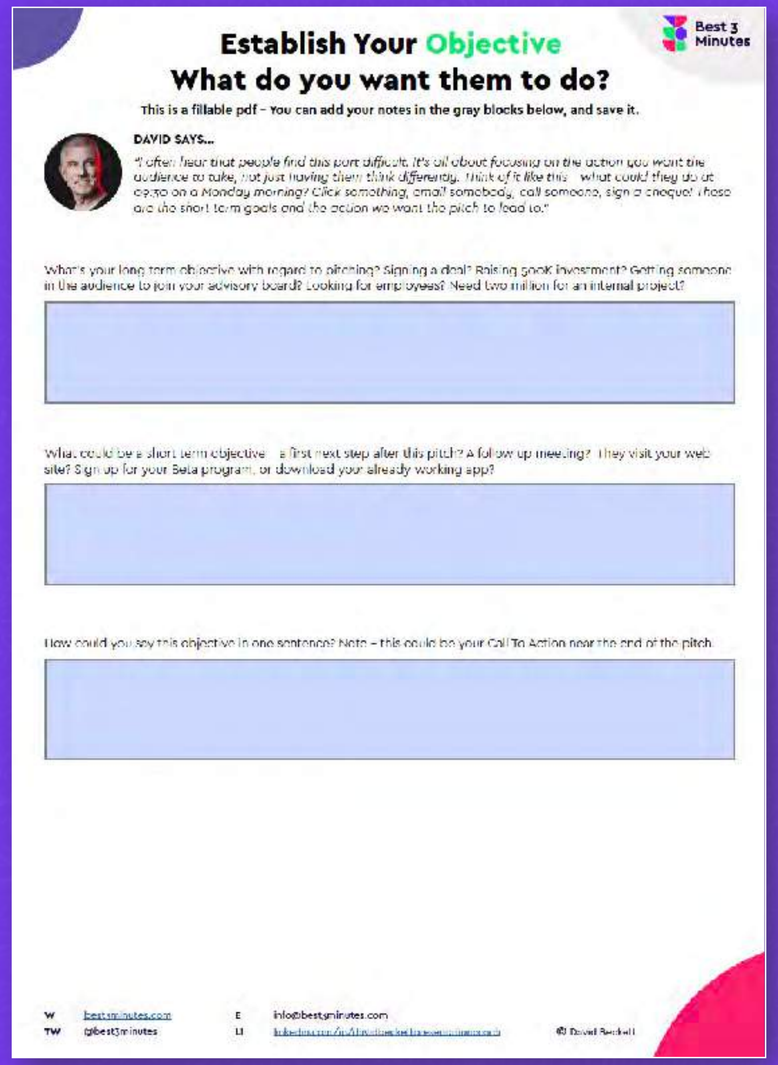
Plan a **follow up** meeting

Provide **introductions**

Visit your website

Connect on LinkedIn

Agree to a **pilot**



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

best3minutes.com/acstcomp

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



STORYLINE
with Post-It Notes

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

How long will YOU spend preparing presentations?

38 MONTHS 🤬

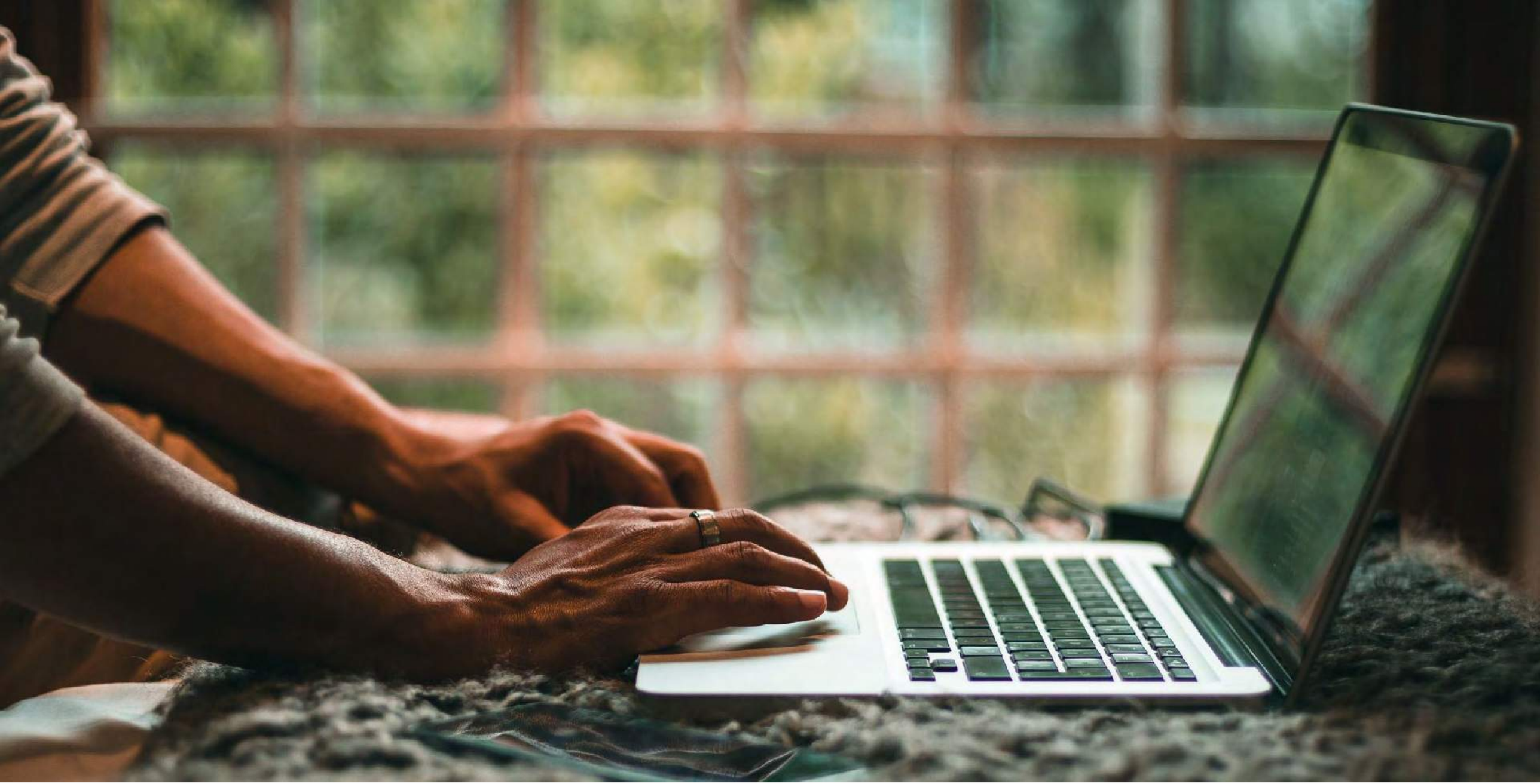




...of your working life

Best 3 Minutes

best3minutes.com




STOP!



Don't Open

POWERPOINT

Until you **know** what you are going to **say...**



Use POST-IT NOTES To Build Your Storyline



best3minutes.com/acstcomp

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

JURY CRITERIA

1. Scientific & Technological Novelty

2. Defensibility and Competitive Positioning

3. Value Proposition and Market Validation

4. Traction and Early Validation

5. Team Strength and Support Network

6. Scalability & Path to Market

Oh, and of course, **quality of pitch!** 🤣

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



SCIENTIFIC NOVELTY



TRACTION/ VALIDATION



SCALEABILITY/ PATH TO MARKET



THE TEAM





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 Berlin, Tokyo and Leiden, 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"


nuventura
04:53
04:53


ASSETA
eBay for Capital Equipment
5 seconds

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story

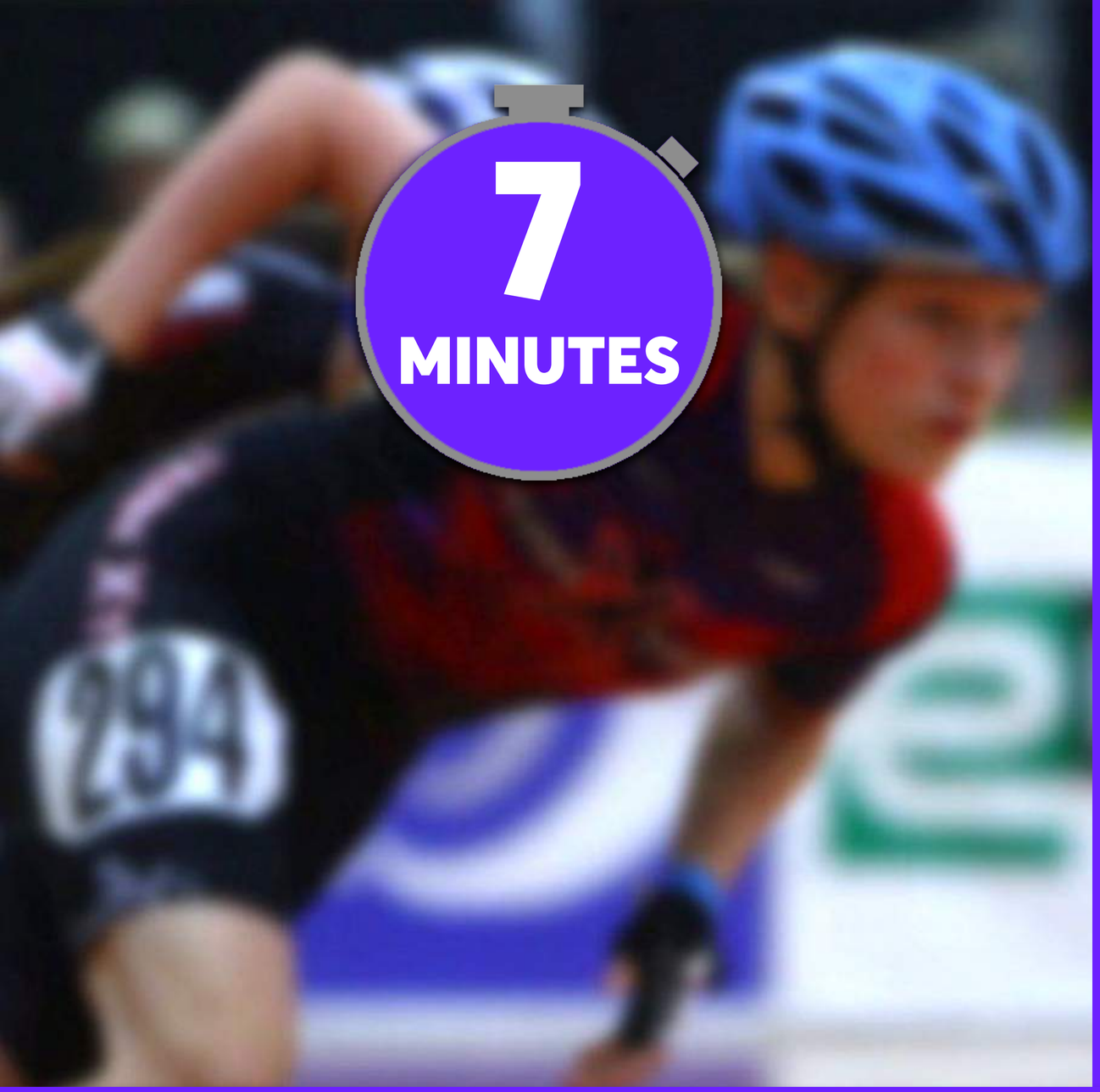


$1.4 MILLION Raised | Incredible Journey of Autistic Founder

The Pitch Show
1.86K subscribers

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





ACTION STEP

Brainstorm: about the **PAIN**

Which is **your** Pain story?
Quantified? Personal? Or both?

Who are the **customers**?

What **problems**
do they face today?

How much time, money, illness,
frustration, lost opportunity?

Don't think too much:
just write

best3minutes.com/acstcomp

Pain	Takes 20 mins every day	100 million drivers	Miss out on time with family	Drives them crazy!	30% vehicle exhaust fumes	1 year of your life looking for parking
Product						
What's Unique						
Scientific Novelty						
Traction/ Validation						
Scale-ability						
TEAM						



ACTION STEP

Brainstorm: about the **PAIN**

Which is **your** Pain story?
Quantified? Personal? Or both?

Who are the **customers**?

What **problems**
do they face today?

How much time, money, illness,
frustration, lost opportunity?

Don't think too much:
just write

best3minutes.com/acstcomp

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



SCIENTIFIC NOVELTY



TRACTION/ VALIDATION



SCALEABILITY/ PATH TO MARKET



THE TEAM





PRODUCT

How do you **solve** the problem?

What can **customers do** as a **result** of your product?



UNIQUE

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

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

Patents? Trade insights?

(Any competitors to mention?)



SCIENTIFIC NOVELTY

Underlying **Science/Tech**

Is there a **Breakthrough**?

A significant
Advancement
in its field?



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots? **Approvals stage?**

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



SCALEABILITY/ PATH TO MARKET

Which customers/ market to **start?**

Where to **scale** once established?



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

Private & Confidential

Page 12

Pick out 2-3

MEMORABLE POINTS





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



TEAM

Character?

Driven by the same **purpose**?

Young and **Hungry**?
Experienced and ready for **new** challenges?



ACTION STEP

Prepare a
120 Second pitch with
PAIN & **at least 3** of the following;

Pain,
Product,
What's Unique,
Scientific Novelty,
Traction/Validation
Scaleability
Team

120 seconds = 16-18 sentences.

Pain	Takes 20 mins every day	100 million drivers	Miss out on time with family	Drives them crazy!	30% vehicle exhaust fumes	1 year of your life looking for parking		
Product	IOT - Sensors	Blockchain	Generative AI	"Find a parking space NOW!" Button	Easy to use App	2 mins instead of 20	30% cheaper on average	Next Year: include hotel parking
What's Unique	XK tonnes reduced CO2 emissions	Make X million lives healthier	Mobility increased, connection improved	Safety due to voice best in class Voice Activation	Worldwide opportunity: 300 Million drivers			
Scientific Novelty	XK tonnes reduced CO2 emissions	Make X million lives healthier	Mobility increased, connection improved	Safety due to voice best in class Voice Activation	Worldwide opportunity: 300 Million drivers			
Traction/ Validation	10K Users	150K ARR	Partner: Q Park	Growing ave. 7% per month for last 6 months	Growing ave. 7% per month for last 6 months	Pipeline Corp customers: 200K	Pipeline Corp customers: 200K	
Scale-ability	PHD in brain analysis	Specialist in prod dev for medical industry	Known each other since college	Looking to add commercial expertise				
TEAM	Spent 15 years in parking industry	Personal Story: why so many spaces, why so many cars looking?	Last startup was a flop! Time to succeed					



ACTION STEP

Prepare a
120 Second pitch with
at least 3 of the following;

Pain,
Product,
What's Unique,
Scientific Novelty,
Traction/Validation
Scaleability
Team

120 seconds = 16-18 sentences.



ACTION STEP

TEST a short

120 Second pitch with
at least 3 of the following;

Pain,
Product,
What's Unique,
Scientific Novelty,
Traction/Validation
Scaleability
Team

120 seconds = 16-18 sentences.

best3minutes.com/acstcomp



ACTION STEP

TEST a short

120 Second pitch with
at least 3 of the following;

Pain,
Product,
What's Unique,
Scientific Novelty,
Traction/Validation
Scaleability
Team

120 seconds = 16-18 sentences.

FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

best3minutes.com/acstcomp


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


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

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

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



The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 10-15 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!

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

STORYLINE
with Post-It Notes

Opening



THE POWER OF THREE

Closing




QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Pitch tools and

RESOURCES







best3minutes.com/acstcomp









best3minutes.com/acstcomp



TABS Podcast: Pitching in the USA

best3minutes.com/acstcomp



David Beckett

Best3minutes.com

Connect with me on LinkedIn™

best3minutes.com/acstcomp

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…

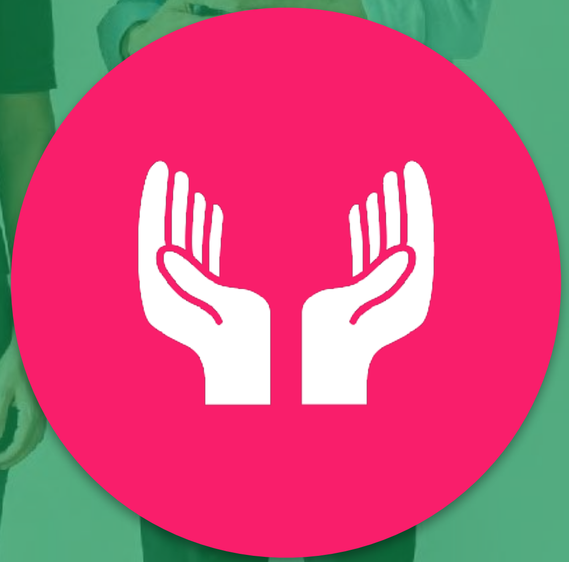
Third…"


Let's talk about
BODY LANGUAGE

The 3 Components of
BODY LANGUAGE



EYES

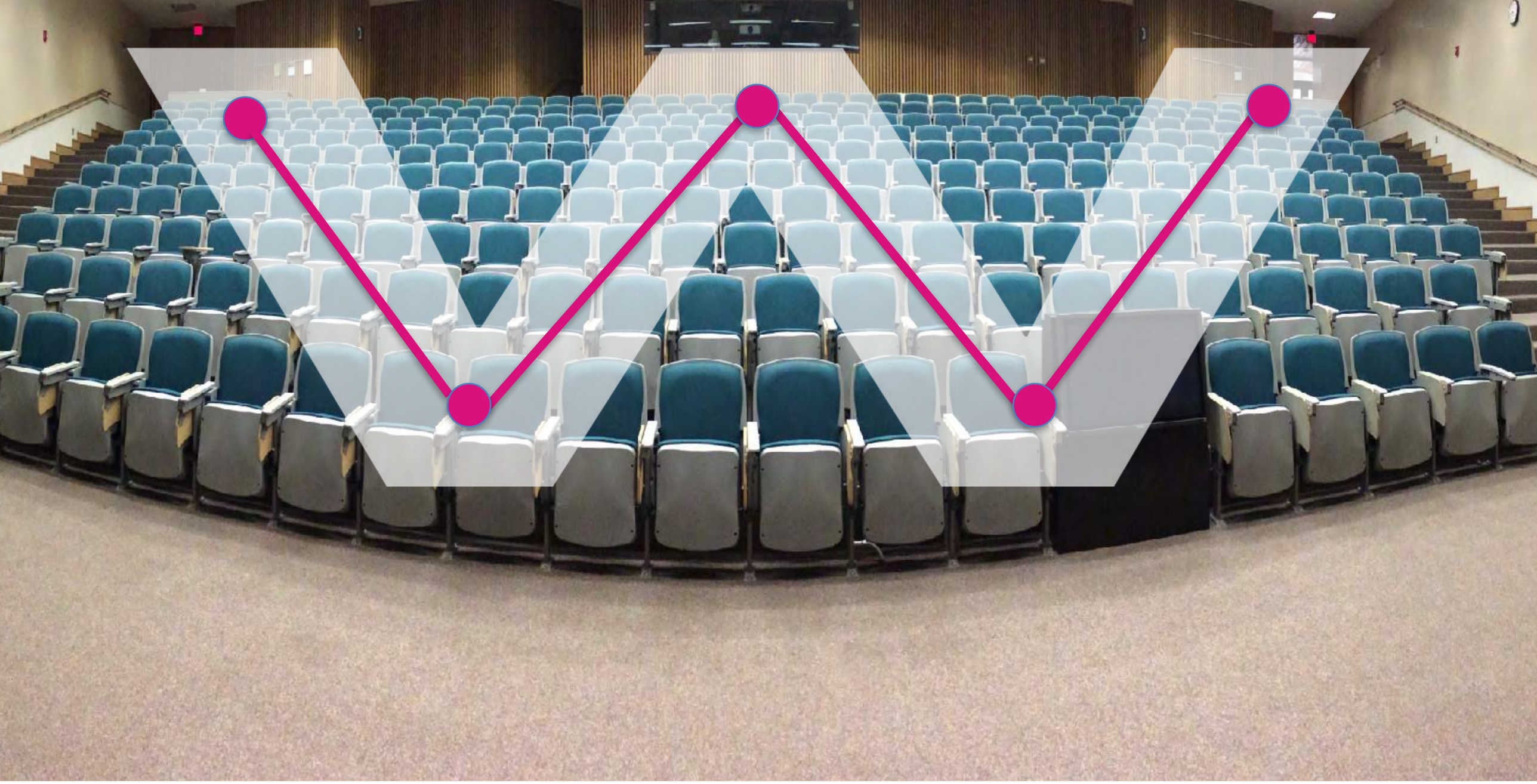


HANDS



LEGS & FEET


Look the audience
IN THE EYE





Use your hands to **EMPHASISE**

Don'ts

In Pockets



Don'ts

In Pockets

Behind Back



Don'ts

In Pockets

Behind Back

On Hips



Don'ts

In Pockets

Behind Back

On Hips

Across Body





Don'ts

In Pockets

Behind Back

On Hips

Across Body

Gripped











Do's

Put emphasis on the words that matter





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising









Do's

Put emphasis on the words that matter

Find a 'rest' position when you are not emphasising

Show the number





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising

Show the number

Separate parties into locations

Get used to

HOLDING A CLICKER




I WAS ALSO WATCHING
THE OLYMPICS



Best way to improve body language?

FILM YOURSELF PITCHING



7 MINUTES

Review Each Film Together

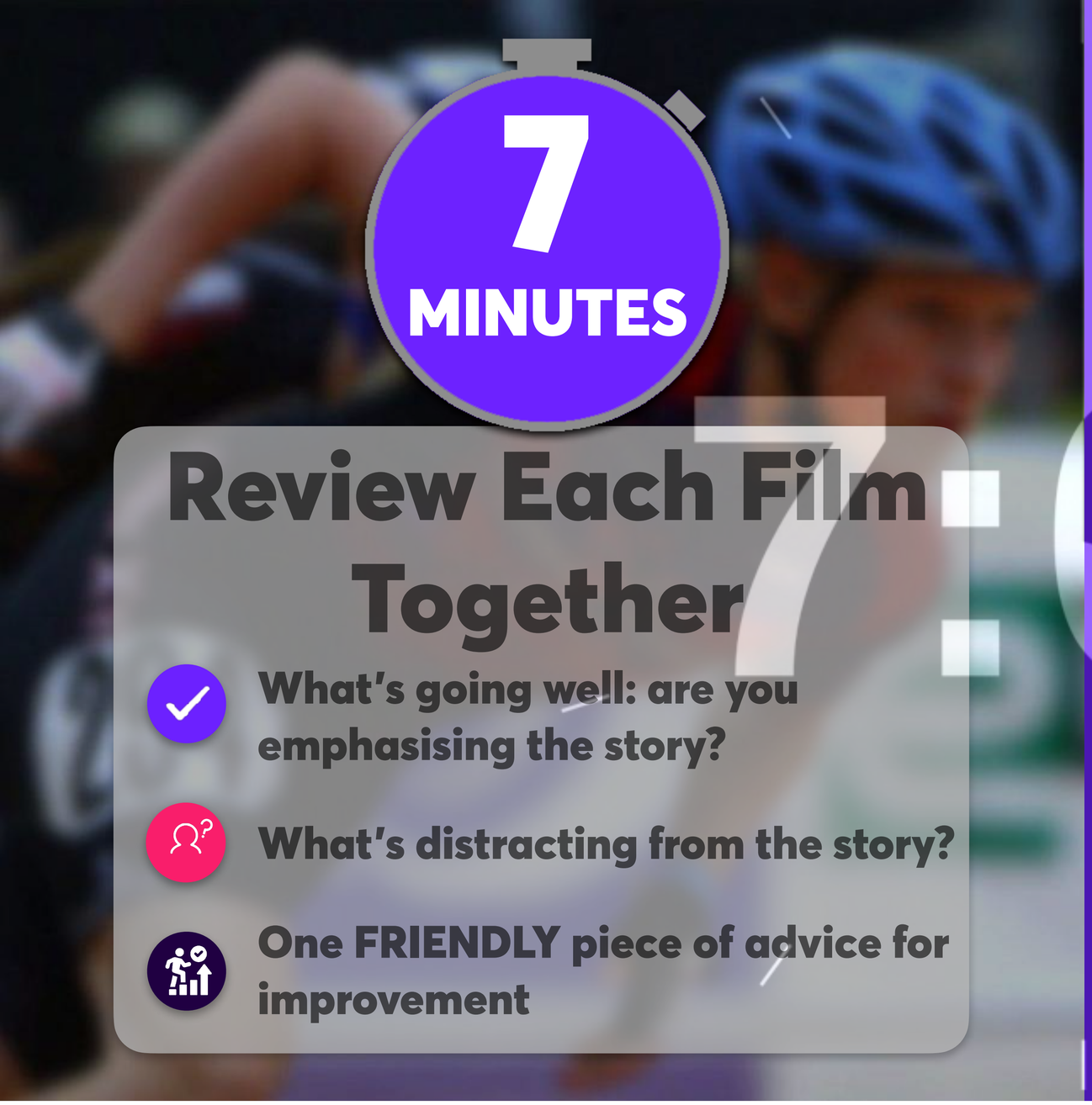
- **What's going well: are you emphasising the story?**
- **What's distracting from the story?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

In Pairs: Test & Film
your Handshake Pitch:
(Remember? 25 seconds, 4 sentences)

Focusing on

Hand Gestures



ACTION STEP

In Pairs: Test & Film
your Handshake Pitch:
(Remember? 25 seconds, 4 sentences)

Focusing on

Hand Gestures

7 MINUTES

Review Each Film Together

- **What's going well: are you emphasising the story?**
- **What's distracting from the story?**
- **One FRIENDLY piece of advice for improvement**


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




Give some **AIR** around
THE IMPORTANT POINTS

Take a *moment*...

WHEN YOU START




You have a big impact
WITH YOUR VOICE

Make it interesting with **VOCAL VARIATION**




Use your voice to
EMPHASISE
SPEED
PITCH
VOLUME


What do you want them to
THINK & FEEL?

"Antony said that his boss did not commit a fraudulent act."

"Antony **said** that his boss did not commit a fraudulent act."

"Antony said that **his** boss did not commit a fraudulent act."

"Antony said that his boss did **not** commit a fraudulent act."

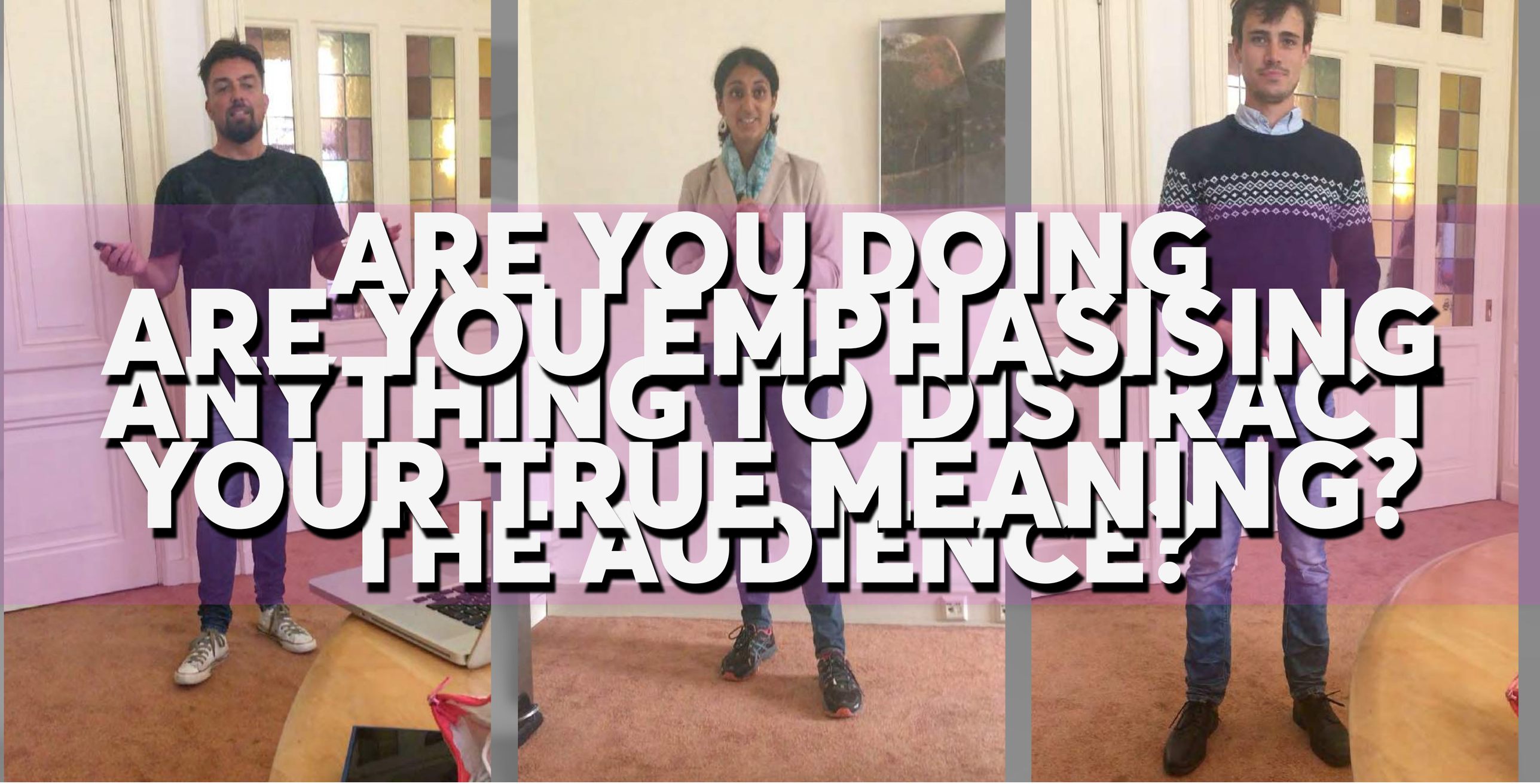
"Antony said that his boss did not commit a **fraudulent** act."


Say your key messages
OUT LOUD, IN ADVANCE



Best way to improve body language?

FILM YOURSELF PITCHING



ARE YOU EMPHASISING YOUR TRUE MEANING?