

Pitch Coach
Creator of The Pitch Canvas©
Author: 'Pitch To Win'

David Beckett

best3minutes.com

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Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION




99
LIFT99




GREAT IDEAS
NEED A VOICE

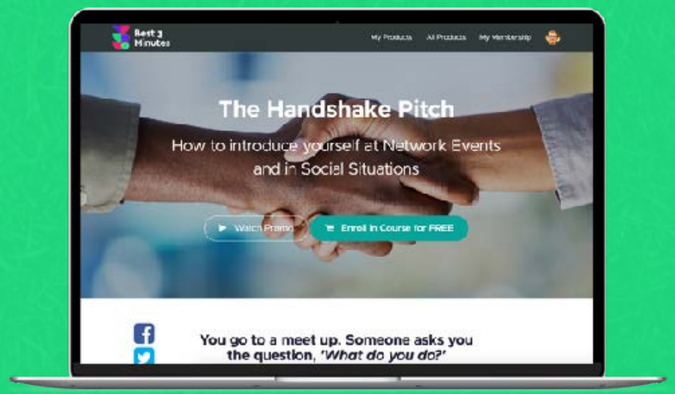
You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



Prepare you for your **5-MINUTE PITCH**

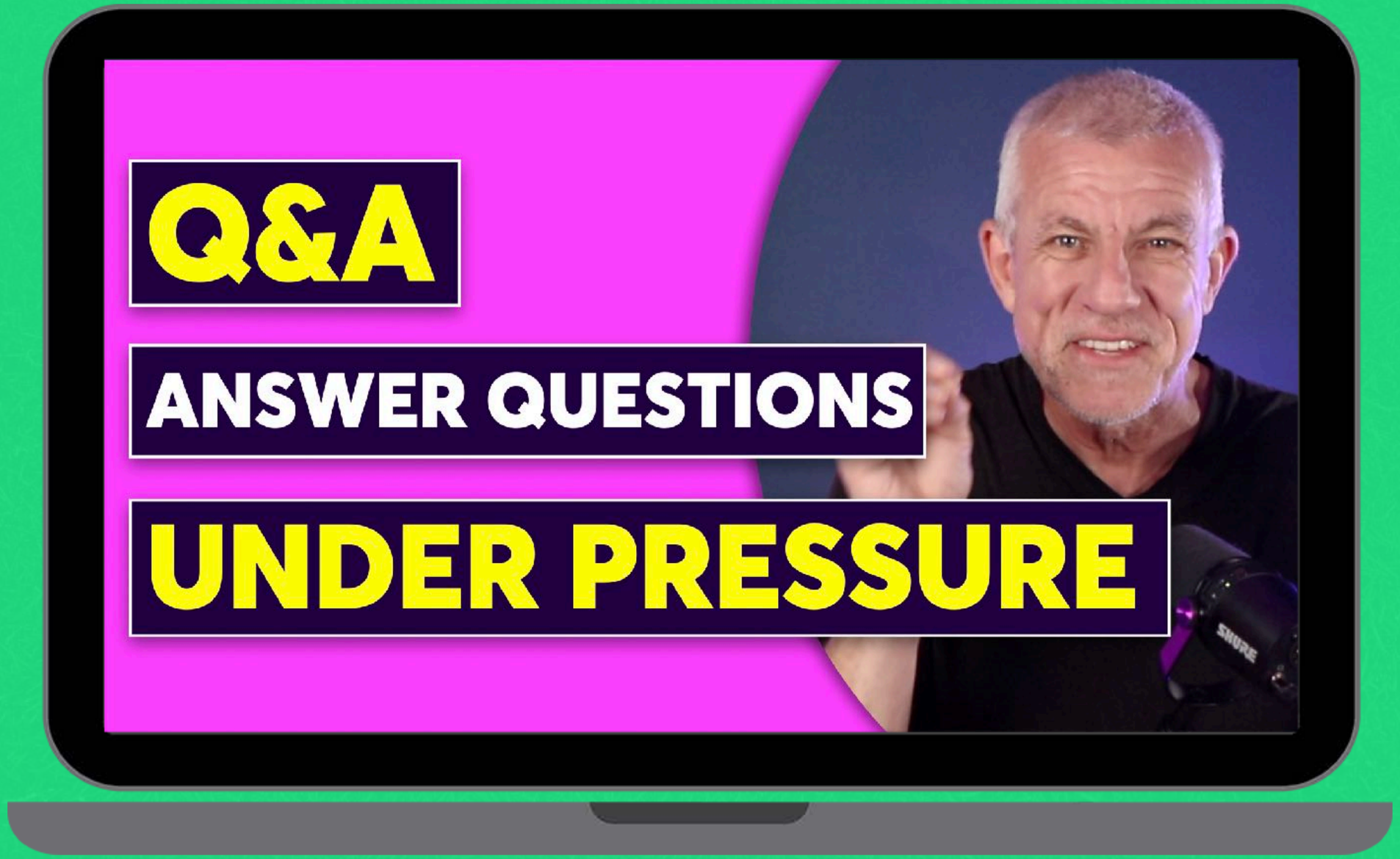

Prepare you for ANY
TIME-PRESSURED PITCH



PITCH



Q&A



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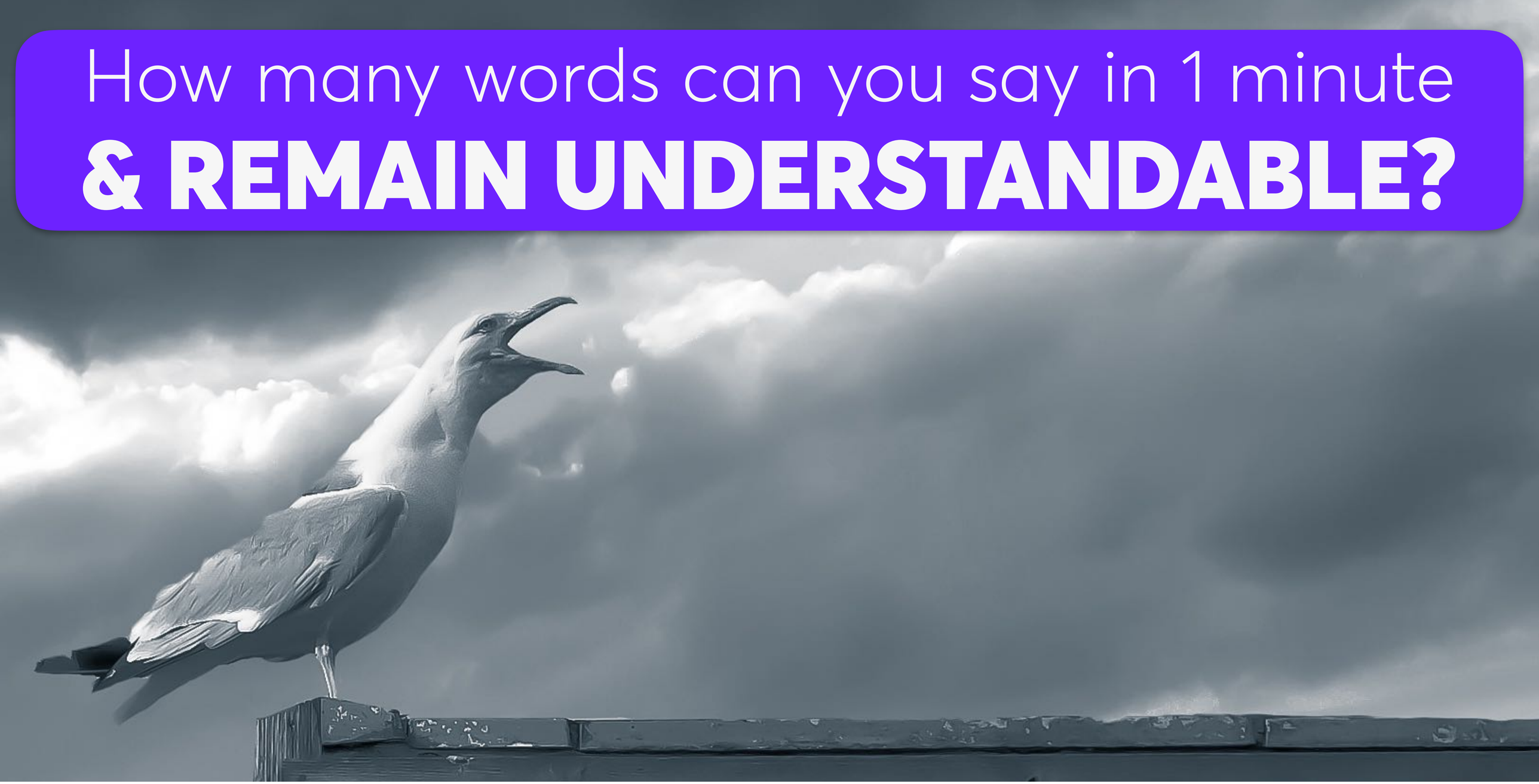
Let's talk about **SPEED**

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



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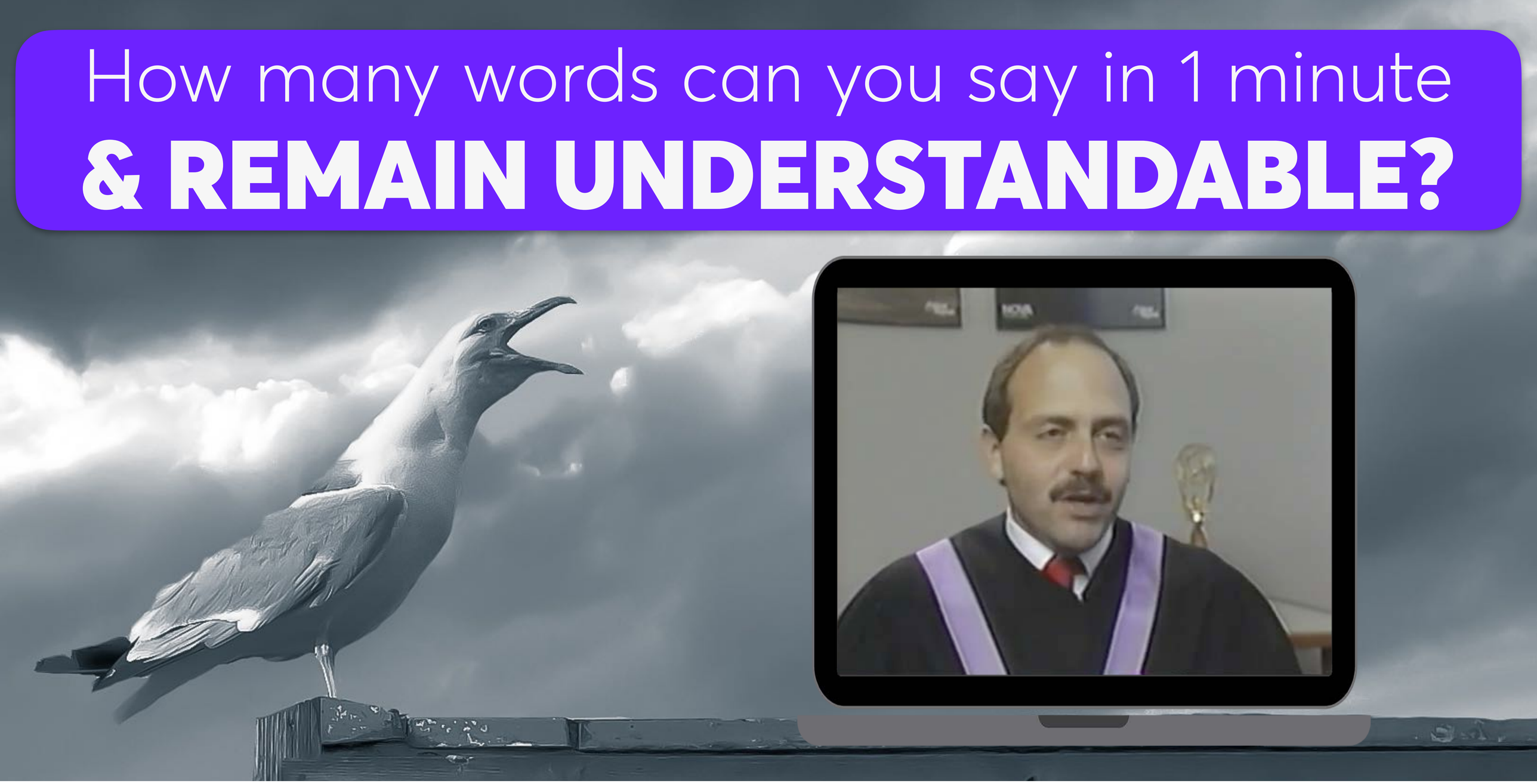

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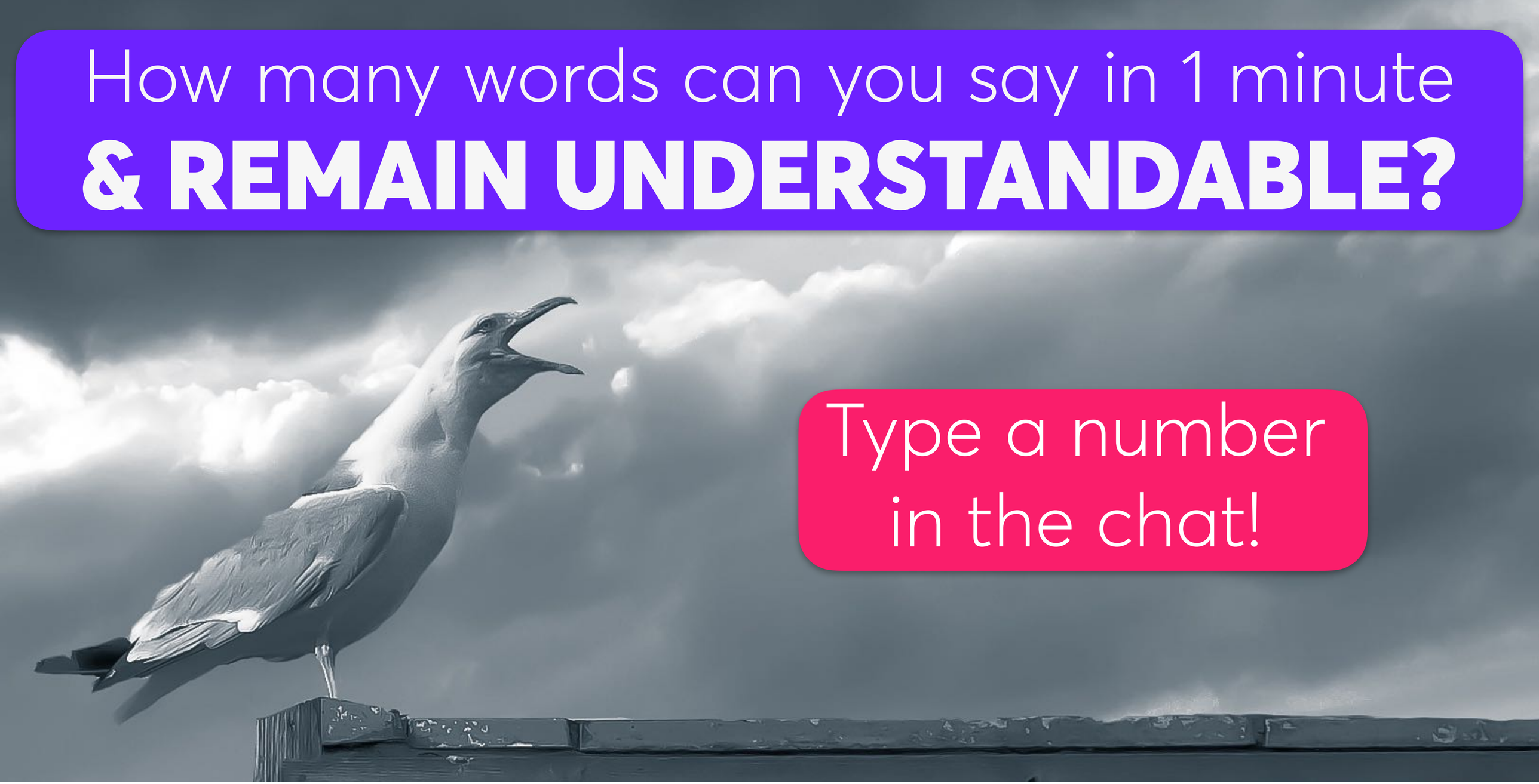
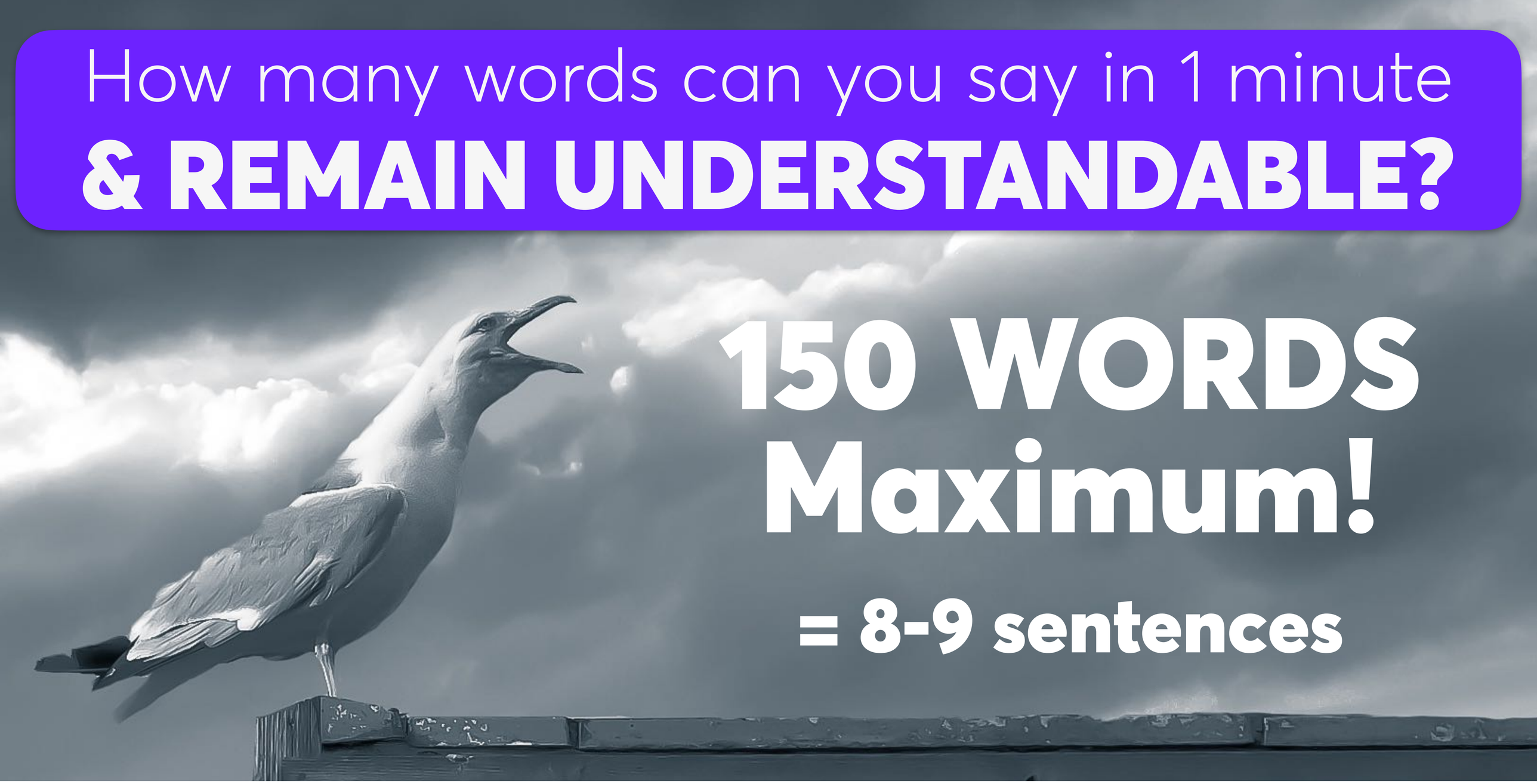
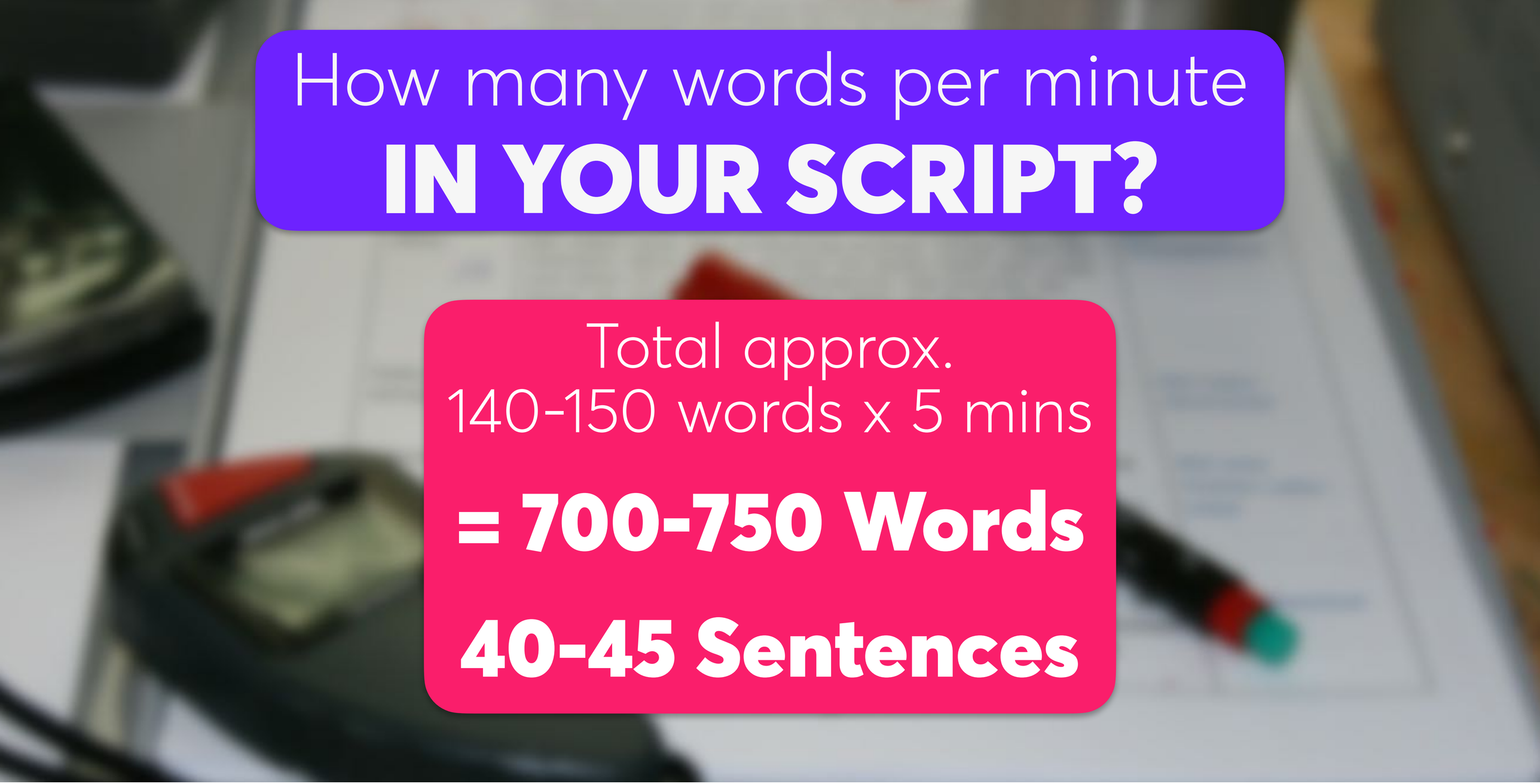


Type a number in the chat!

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





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

Total approx.
140-150 words x 5 mins

= 700-750 Words

40-45 Sentences


143
Words/min


Prepare you for your
5-MINUTE PITCH


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?



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they already **know?**
(Technical level)



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/invinbr26

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?

Clear Objective for this pitch

Win a Prize!

What else do you need?



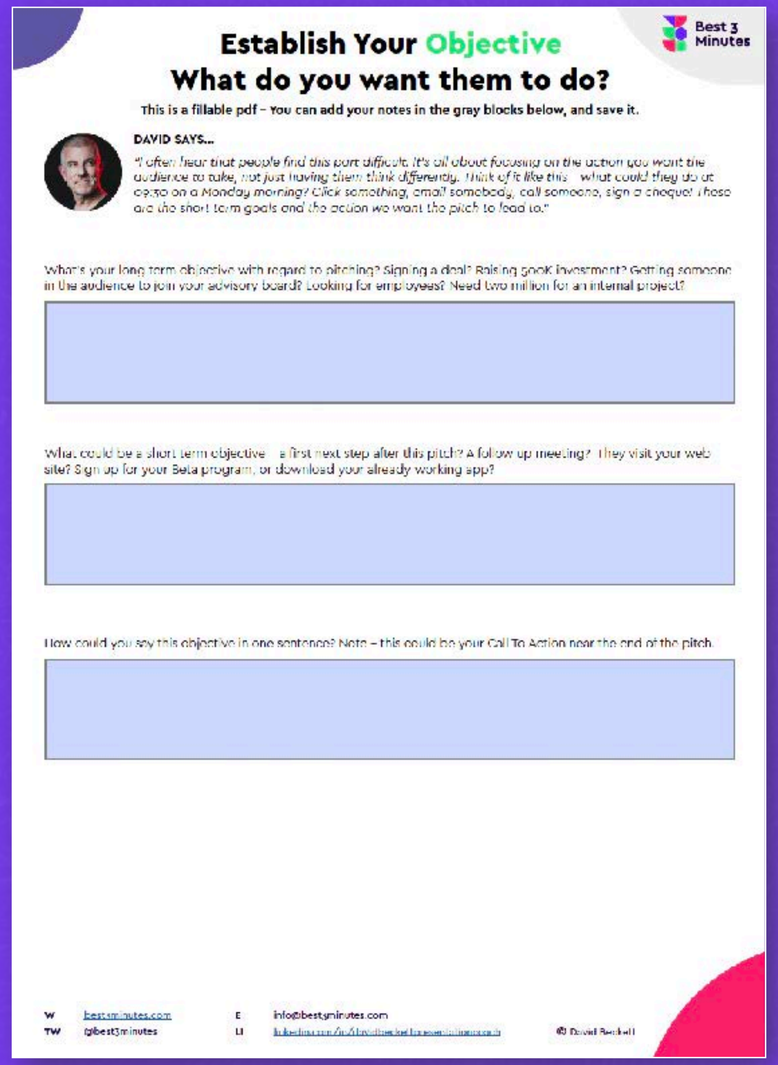
WHAT'S YOUR OBJECTIVE?

Money, advice

Agree to plan a **follow up** meeting

Provide **introductions**

Looking to run a **pilot**



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! Those 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.

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Write down your Objective

Fillable pdf download available

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QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

The Open-3-Close© Pitch Model



Who is your
AUDIENCE

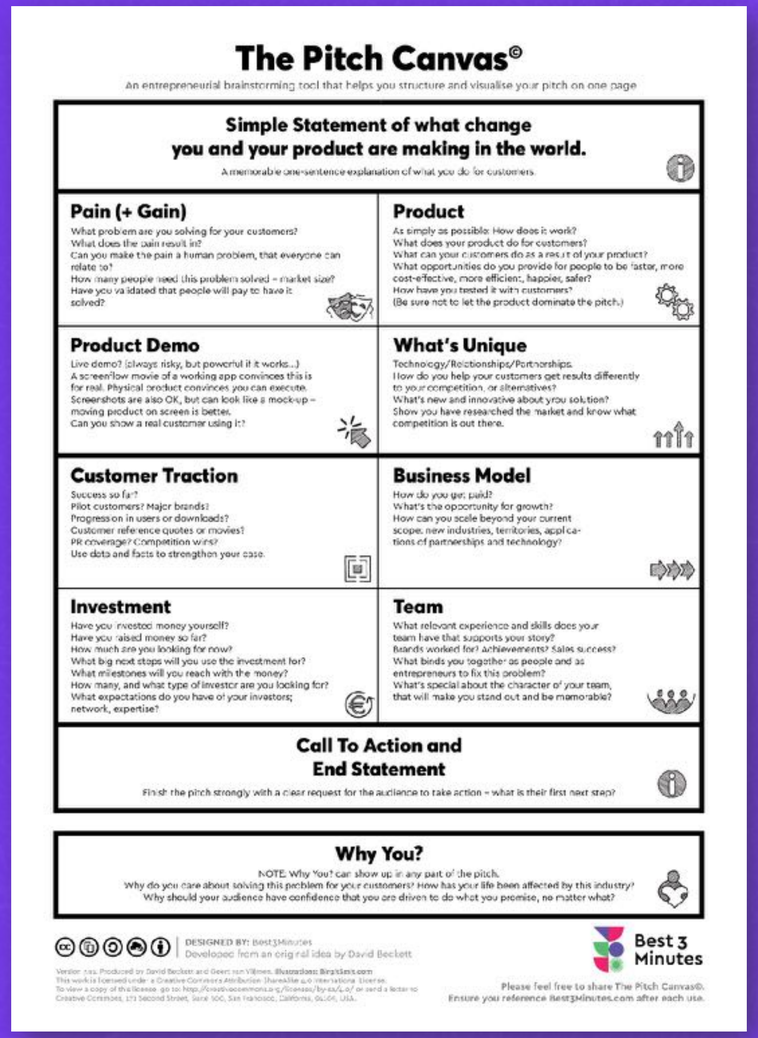


Establish your
OBJECTIVE



Build Your
STORYLINE

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 your 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?
Boards 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

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

THE PITCH CANVAS©

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THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



BUSINESS MODEL



THE TEAM



THE ASK



WHY YOU?





PAIN

What is the **problem** you solve?

The **Why** of the product

The **most important** part of **any** pitch!



PAIN

"We built a parking app,
which integrates sensors
using IOT technology,
and it's all on
the blockchain,
& we use open Api's to…"



PAIN

"In **major cities**, like
Riyadh, Berlin
& Sydney,
it takes over **300Million**
drivers over **20 minutes** to
find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



Damage, lives lost

Battlefield data unusable

Power usage in the field

Weather influencing operations

Inaccurate drone flight

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

Be specific
PUT A NUMBER ON IT

"It wastes a lot of hours"

"Too many undetected attacks"

"It takes up to **72 hours**"

"**XK** undetected attacks have happened in the **last 2 years**"

Be specific
PUT A NUMBER ON IT

"Too much data from the field is unused…"

"There is too much energy inefficiency "

"**XK** data points, only **5%** is usable"

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



PAIN

What is the **problem** you solve?

The **Why** of the product

The **most important** part of **any** pitch!


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



PRODUCT

How do you **solve** the problem?

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

What **improves?**
By **how much?**



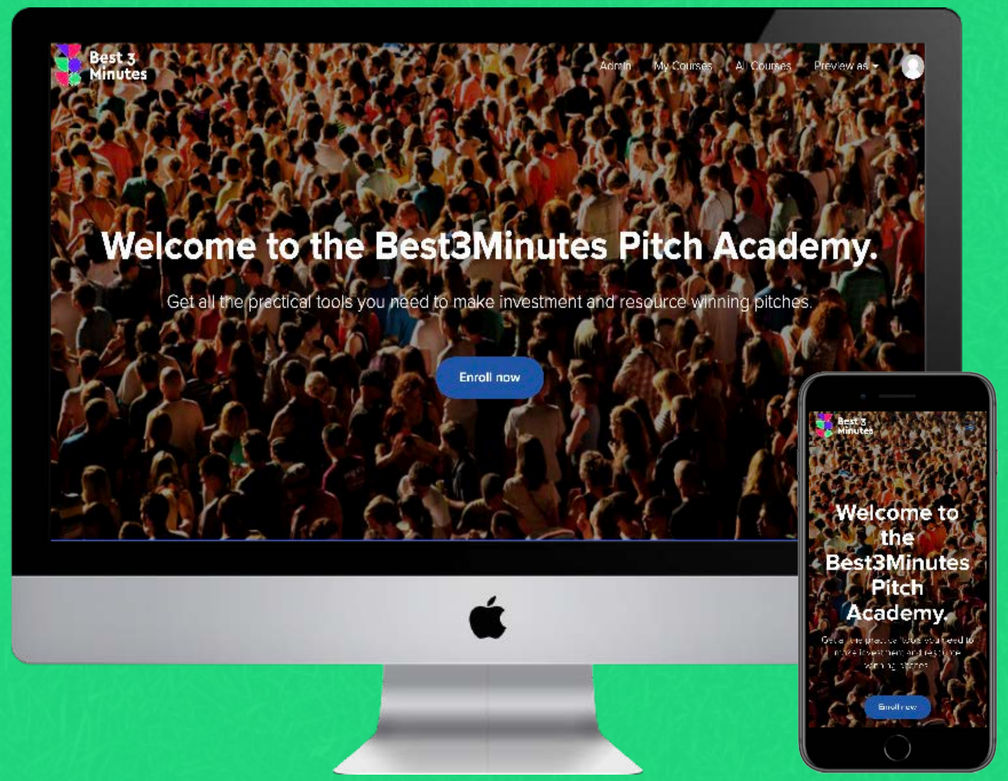
SIMPLE DEMO

Screenshots

Screenflow movie

Use the demo as a **visual** to explain the **product**

Frame your product
IN A DEVICE



Save & close

pwc

Autosaving... Export Options

Innovation Storyline

Monday 19th November, 2018

Tips Comments Videos

- The opening
- The problem
- The solution
- **Market & val...**

The opening

42/50 words

Pitching your ideas can be very hard. How can you tell others what your idea is, without losing yourself into details that don't matter too much? I experienced this first hand for the last 5 year, pitching ideas to most of the PwC clients in the Netherlands.

The problem

32 / 40 words

We used to do presentations, quite long, quite detailed. However, we noticed this is not really common anymore. Everybody pitches nowadays, and I get it; its short and snappy, who doesn't like that, right?

The solution

32 / 40 words

That's why we came up with an online tool that offers you proven innovation templates and storylines. They work, and they are perfect for innovative companies as PwC.

Market & Validation

11 / 120 words

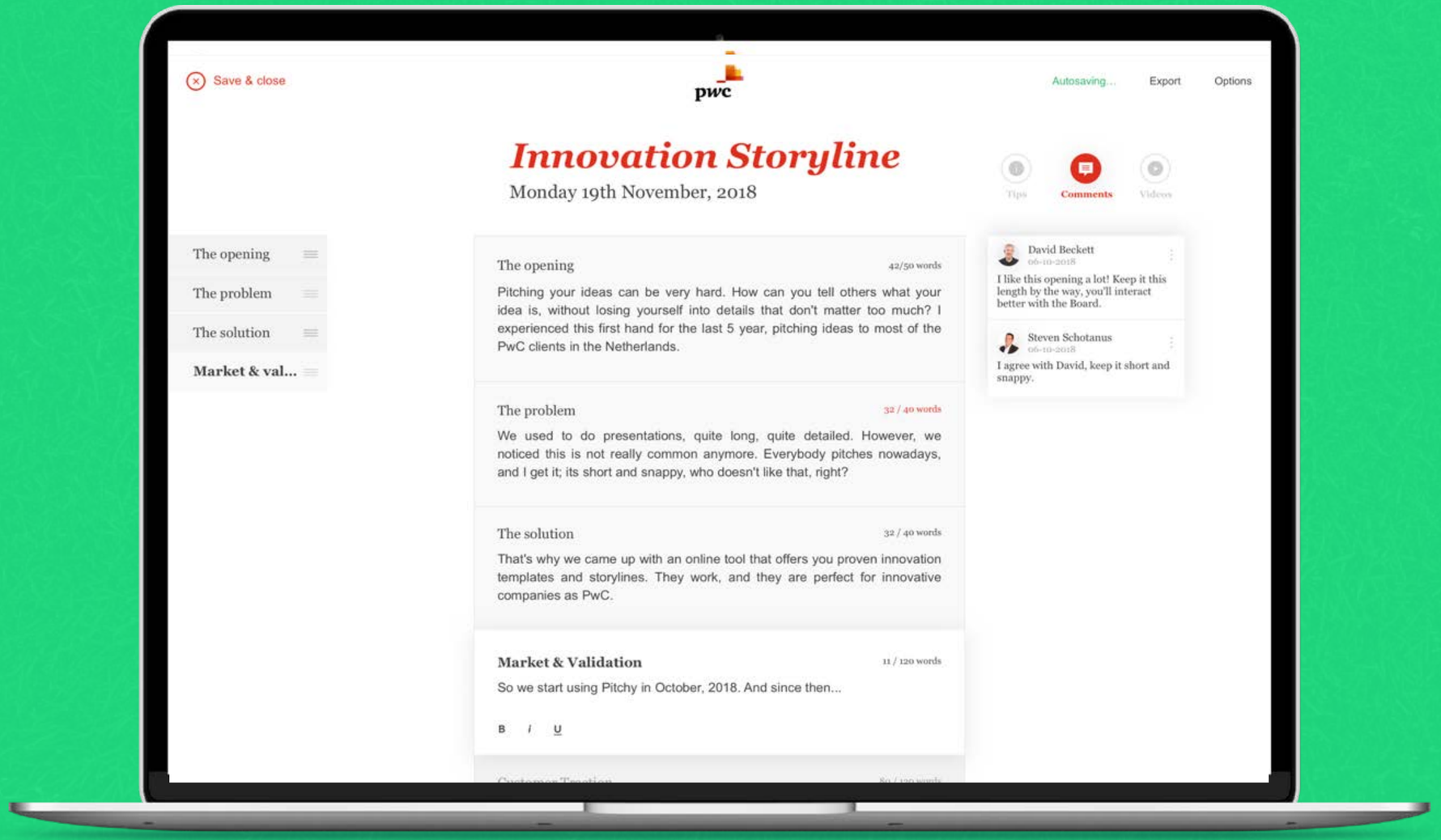
So we start using Pitchy in October, 2018. And since then...

B *i* U

Customer Traction 80 / 120 words

David Beckett
06-10-2018
I like this opening a lot! Keep it this length by the way, you'll interact better with the Board.

Steven Schotanus
06-10-2018
I agree with David, keep it short and snappy.


Save & close
pwc
Autosaving...
Export
Options
Innovation Storyline
Monday 19th November, 2018
Tips
Comments
Videos
The opening
The problem
The solution
Market & val...
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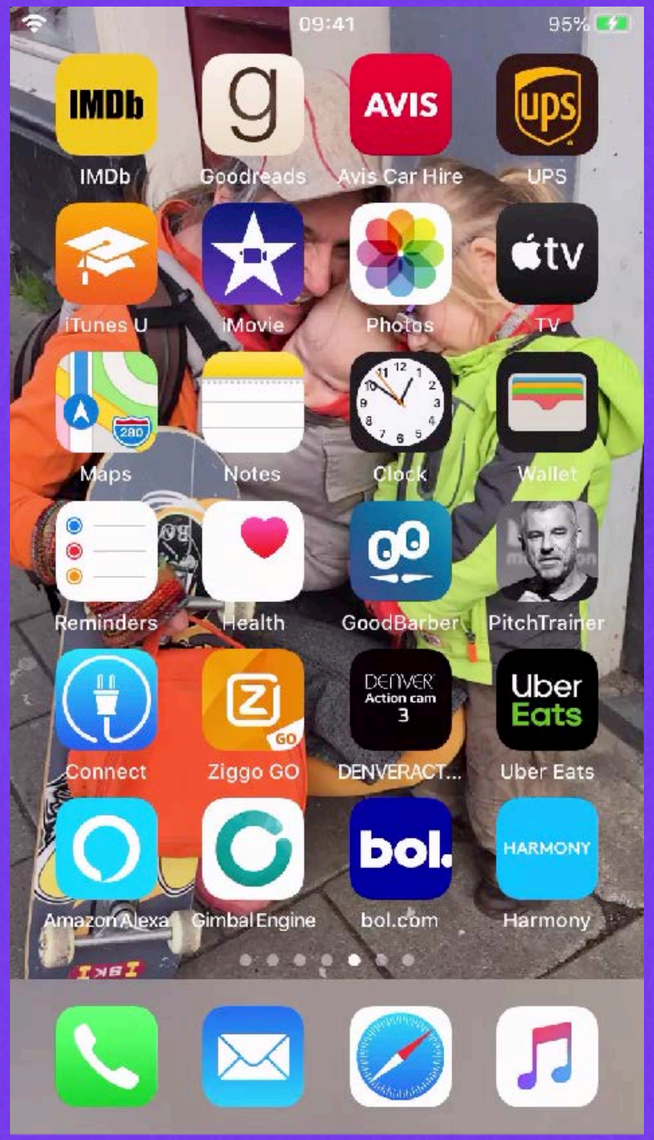
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95%
IMDb
Goodreads
Avis Car Hire
UPS
iTunes U
iMovie
Photos
TV
Maps
Notes
Clock
Wallet
Reminders
Health
GoodBarber
PitchTrainer
Connect
Ziggo GO
DENVERACT...
Uber Eats
Amazon Alexa
Gimbal Engine
bol.com
Harmony

Best 3 Minutes



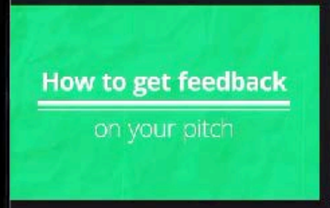
8 Pitch Tips in Five Minutes

David Beckett on 02/06/2020



How do you build your storyline?

David Beckett on 02/05/2020



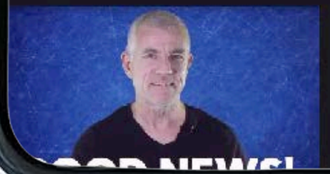
How do you get Feedback on your pitch?

David Beckett on 02/05/...



Should you memorise your pitch?

David Beckett on 02/05/...





UNIQUE

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

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

(Any competitors to mention?)



TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Customer **Interviews**?

Early stage **Pilots**?

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



BUSINESS MODEL

How will you **earn** money?

Avoid actual **prices**:
focus on the **mechanism**

Monthly **subscription**, set up fee, transaction commission, hardware plus software, etc


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



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?



TEAM

Character?

Driven by the same **purpose**?

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



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting**?

Commitment to Pilot?

ONE LAST THING...





WHY YOU?

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

Have you **experienced** the problem?



WHY YOU?

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

Your **Enthusiasm** Counts!

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



BUSINESS MODEL



THE TEAM



THE ASK



WHY YOU?



Example of how to split the 40-45 Sentences

THE PAIN



8 Sentences

THE PRODUCT



12 Sentences

WHAT'S UNIQUE



4 Sentences

TRACTION/ VALIDATION



6 Sentences

BUSINESS MODEL



2 Sentences

THE TEAM



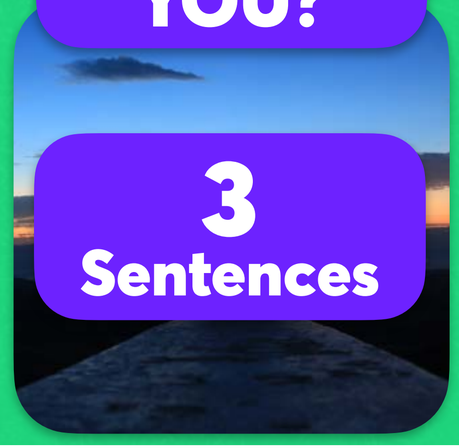
5 Sentences

THE ASK



3 Sentences

WHY YOU?



3 Sentences


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

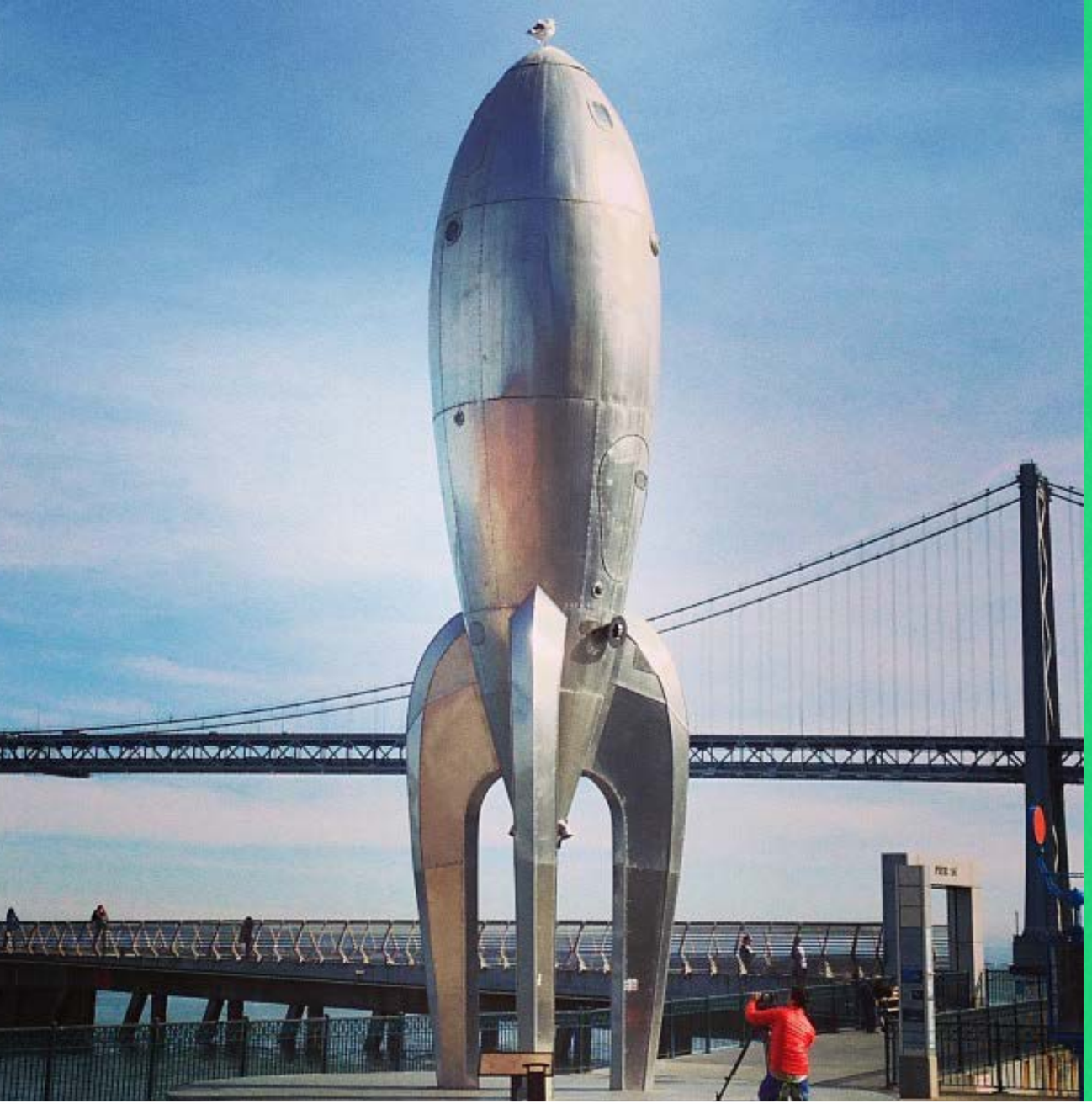
Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening




Make the first word count
OPEN POWERFULLY



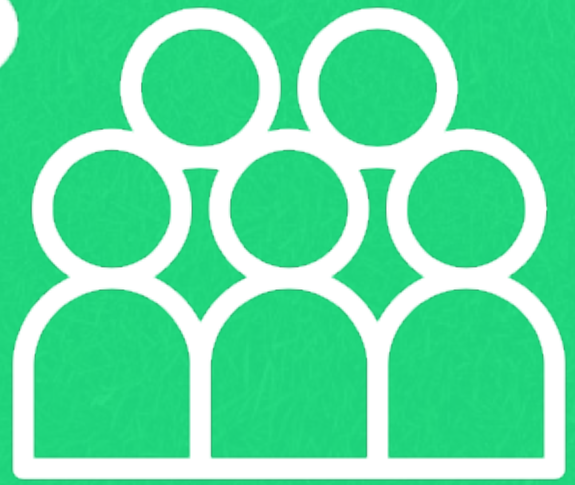
The first 20 seconds buys

ATTENTION

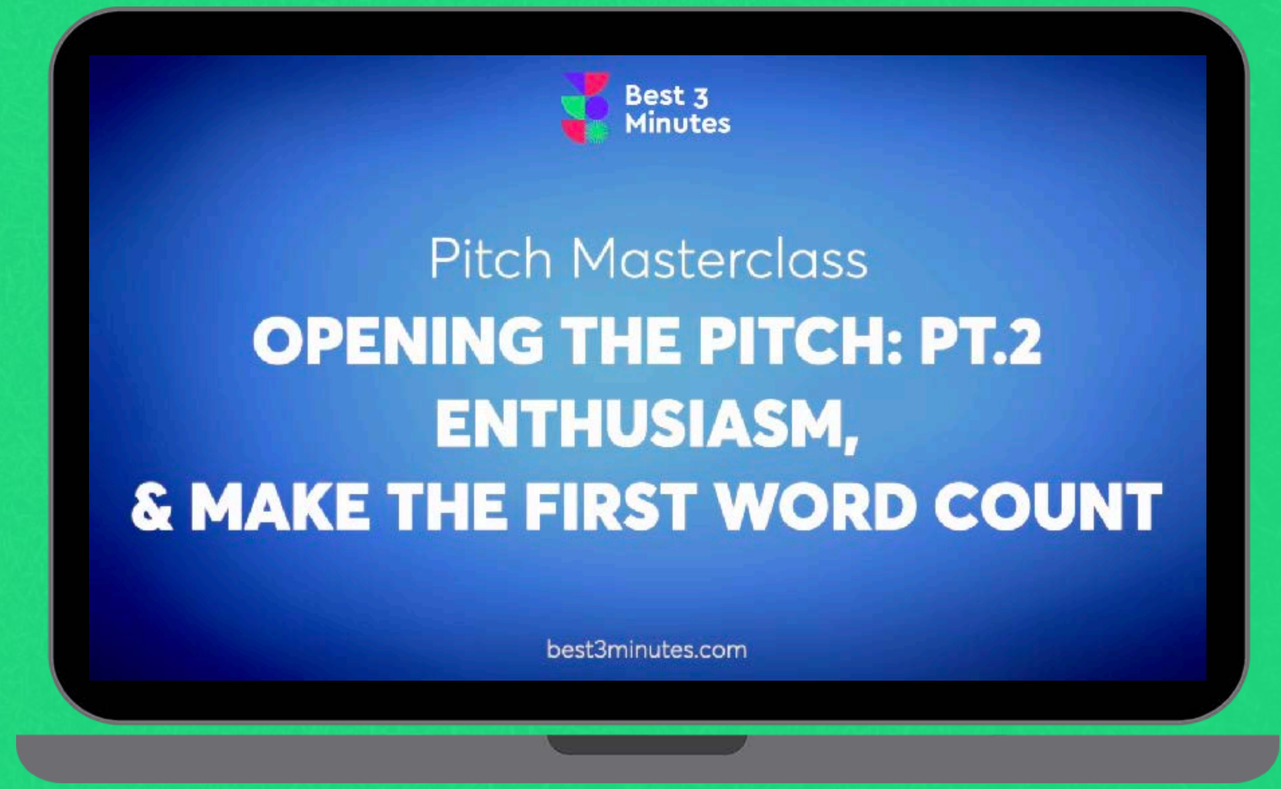
Is this person ***professional****?*

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

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







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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



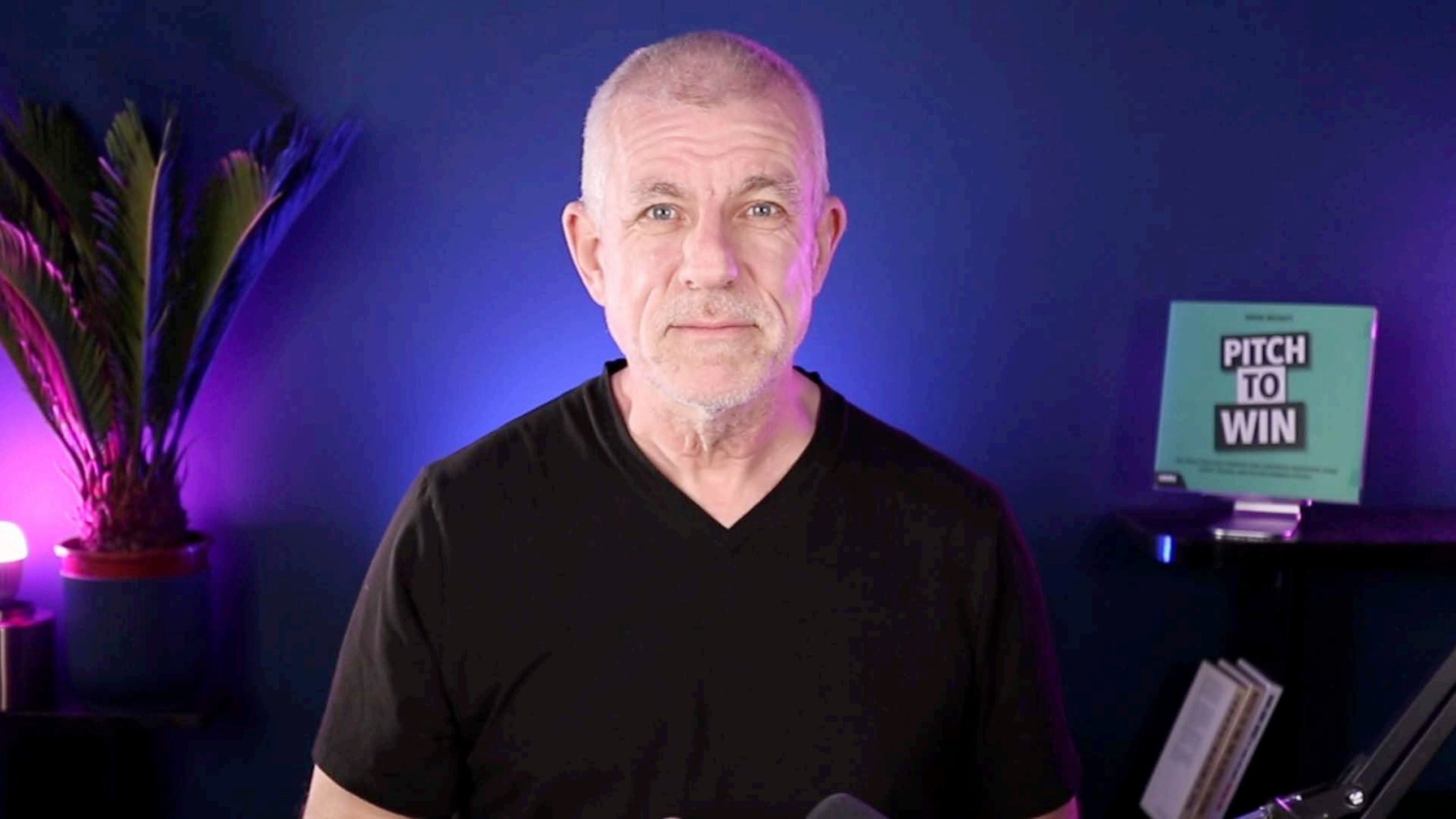
What happens if I say…

“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 20-30 SECONDS



What you've seen is...

(a 3-point, 1-sentence summary)



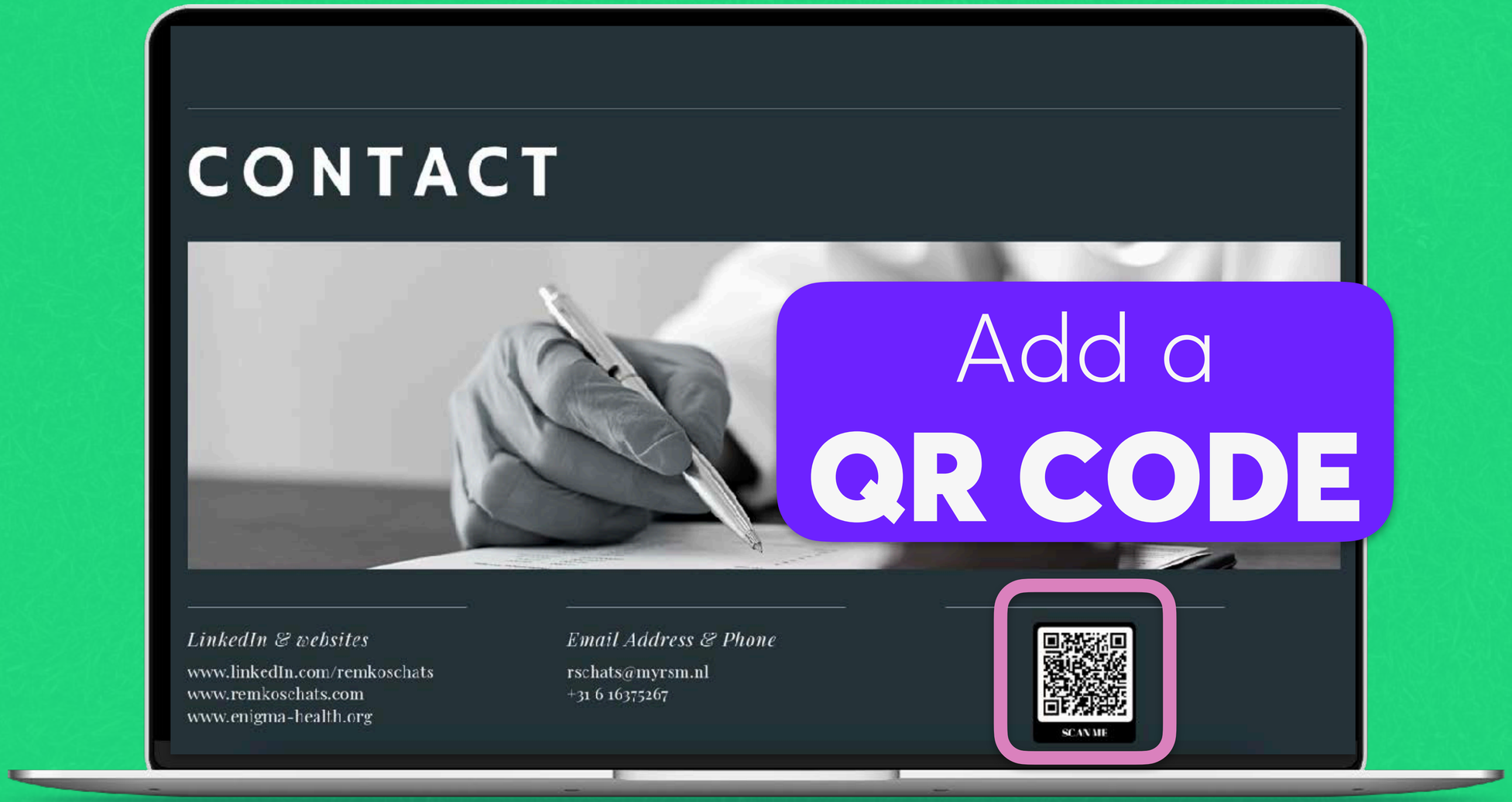
What we ask you to do is...

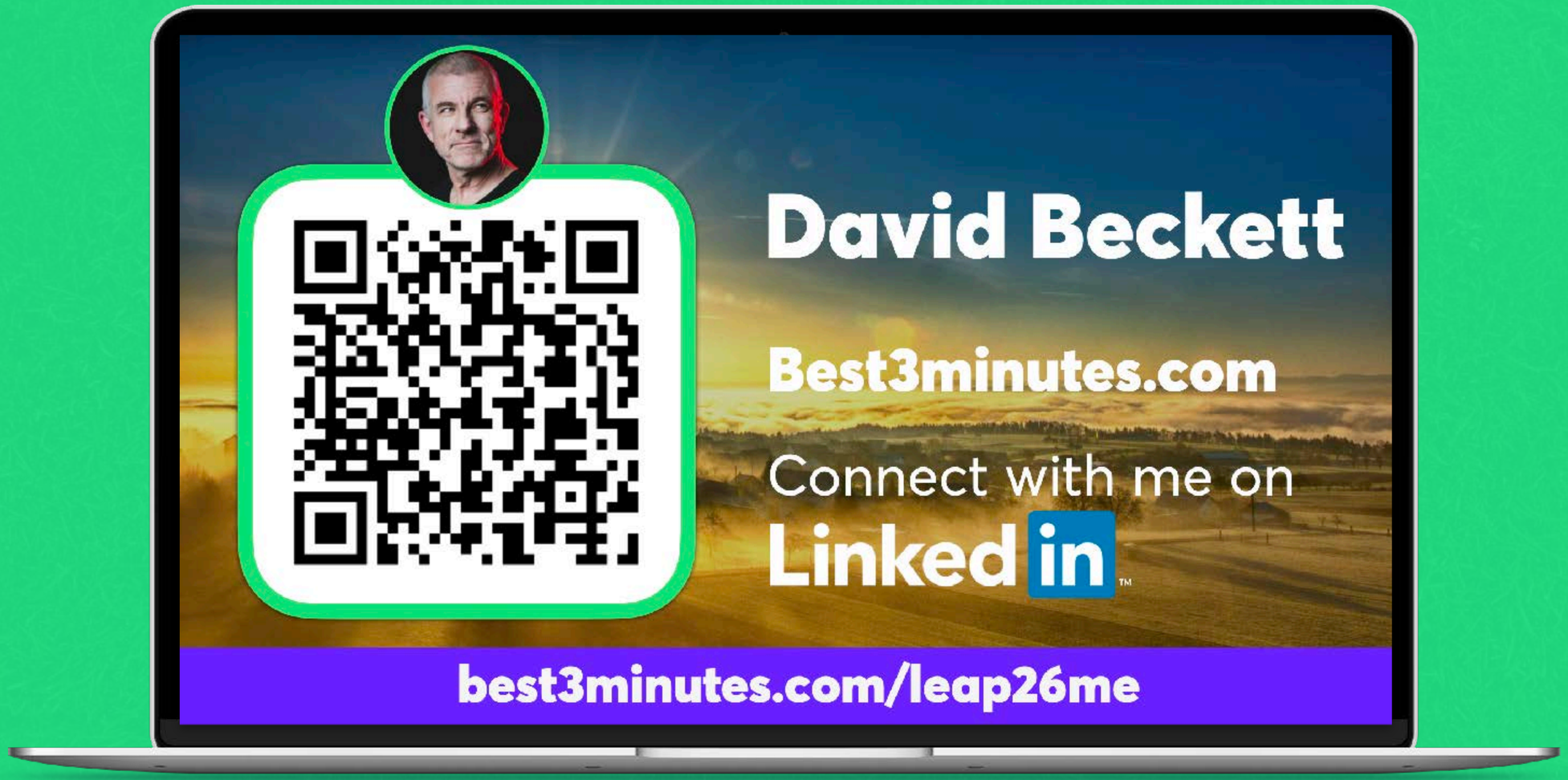
(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!


CONTACT
Add a
QR CODE
LinkedIn & websites
www.linkedIn.com/remkoschats
www.remkoschats.com
www.enigma-health.org
Email Address & Phone
rschats@myrsm.nl
+31 6 16375267
SCAN ME


David Beckett
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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 your delivery?
FILM YOURSELF PITCHING
Canon


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

Pitch tools and
RESOURCES







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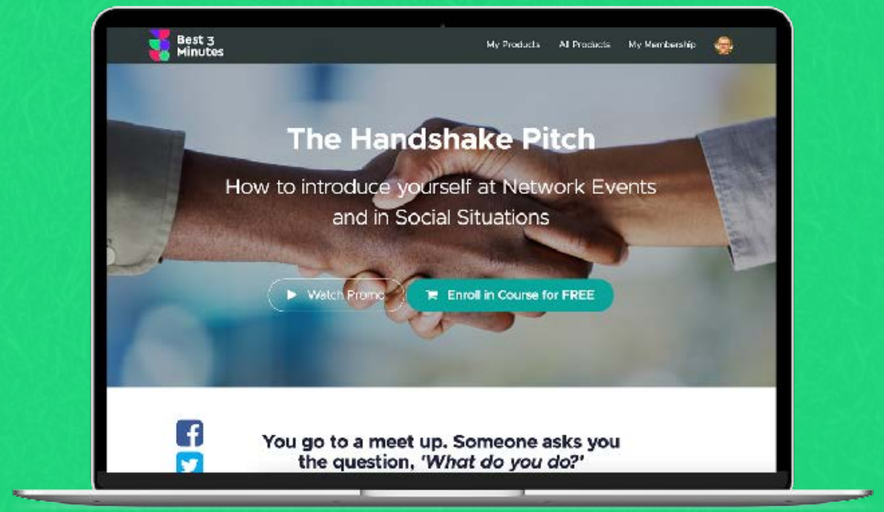

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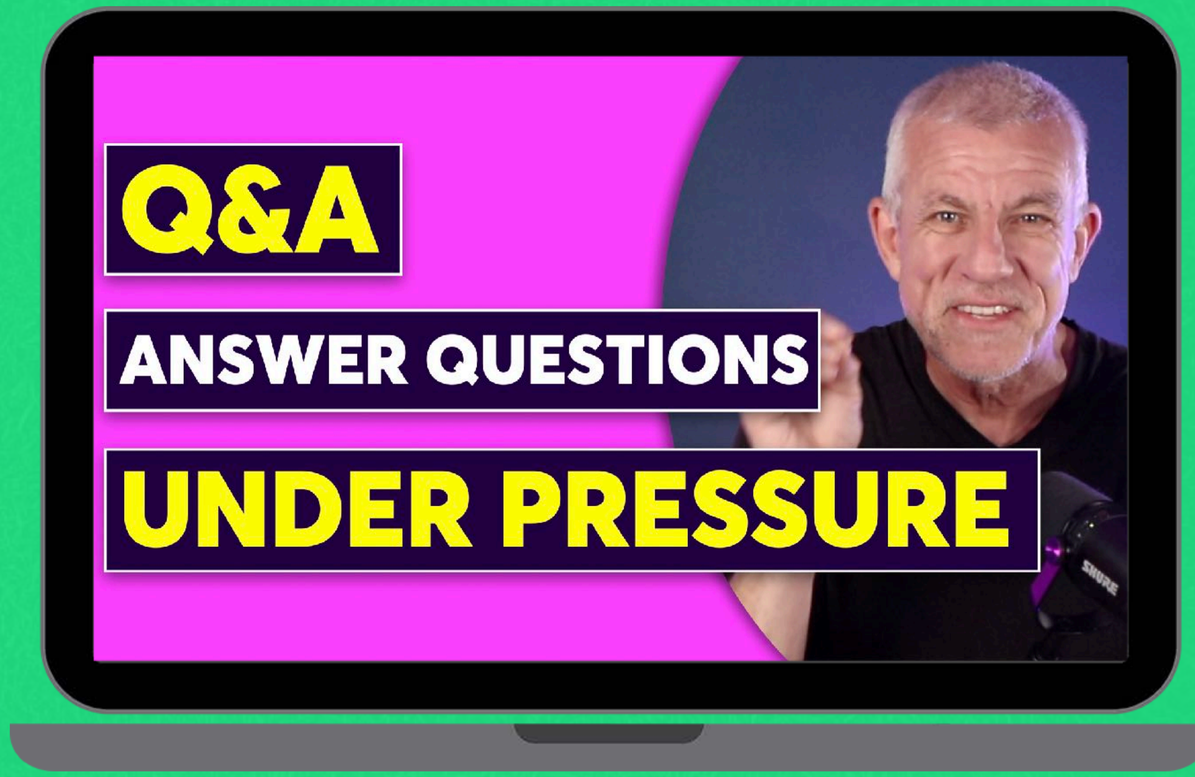
Podcast



YouTube Videos

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David Beckett

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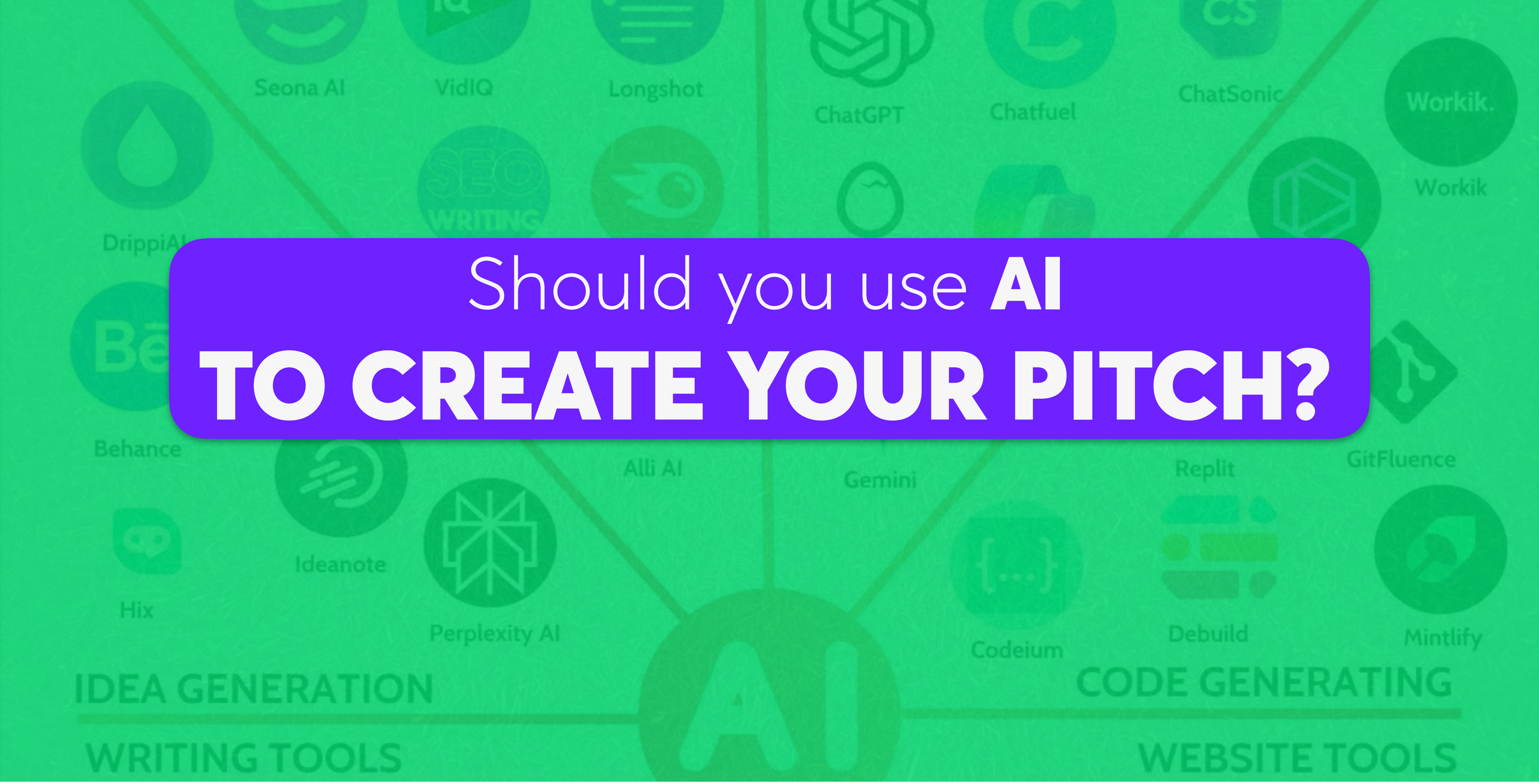


Should you use **AI** TO CREATE YOUR PITCH?


Let's do some
THINKING FIRST

RECOMMENDED WAYS TO TO USE AI TO CREATE YOUR PITCH

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**

After some of your own thinking...

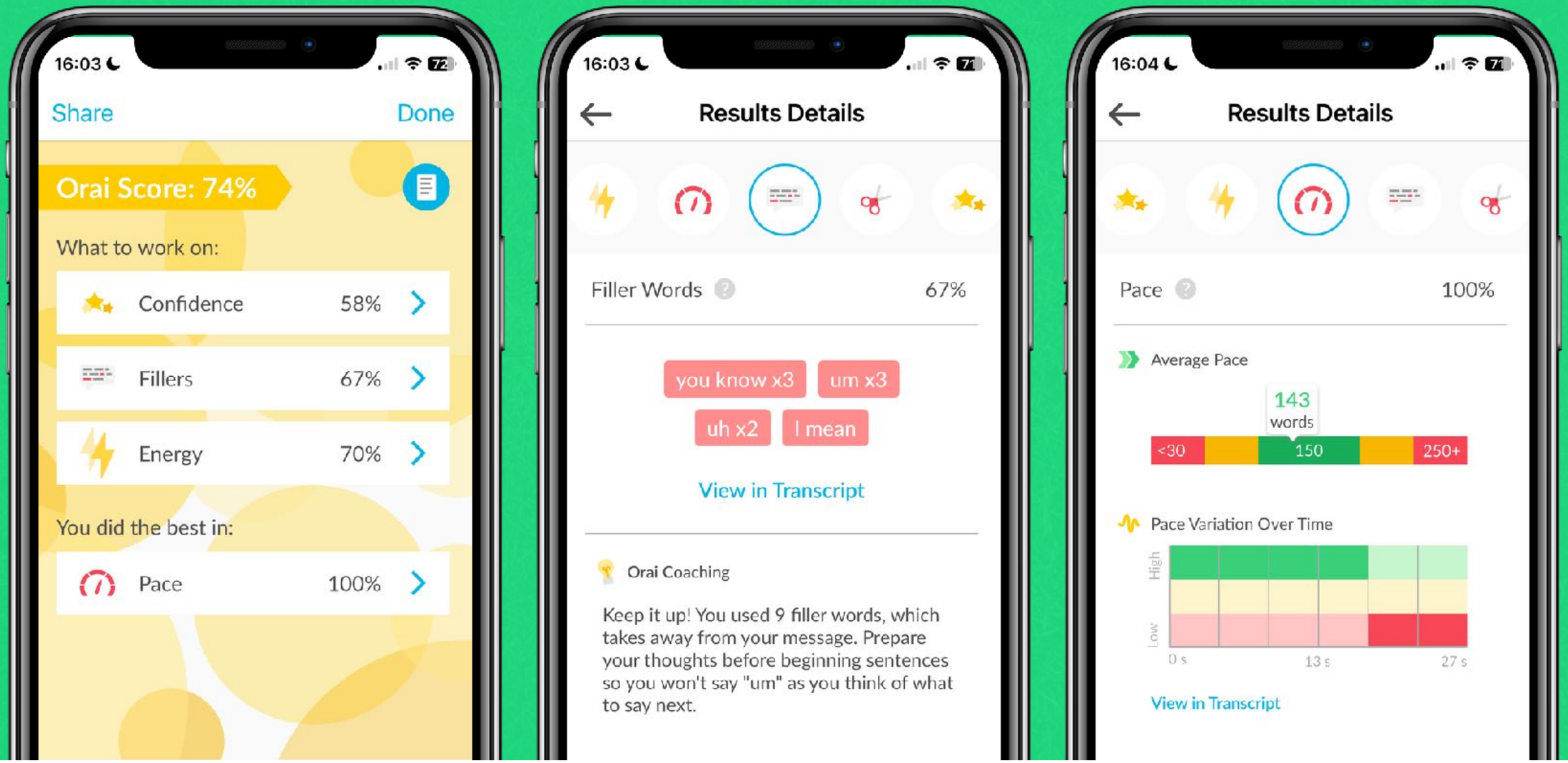
Ask AI to **reduce** a part of your story to a **certain number** of sentences

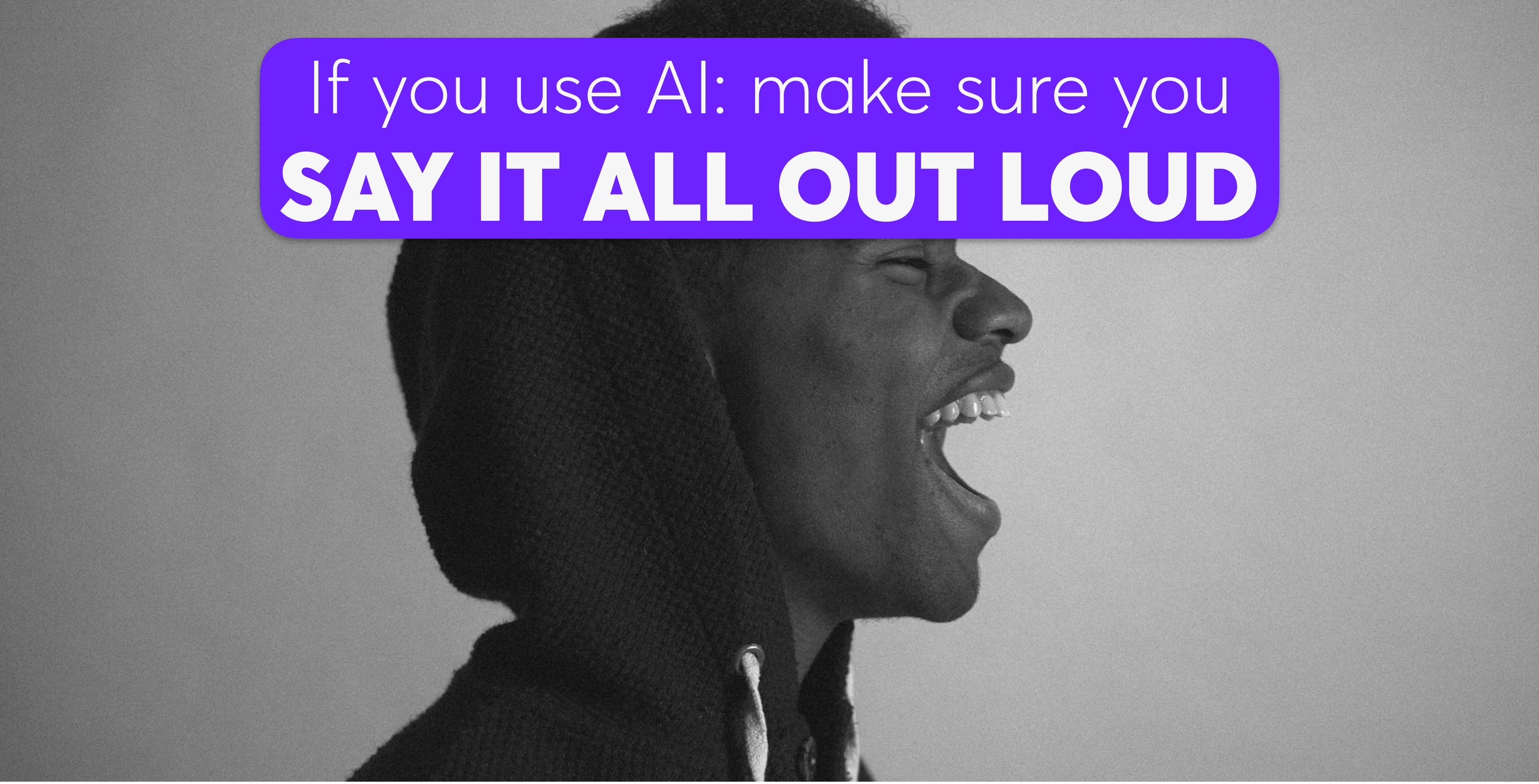
Create images for your slides

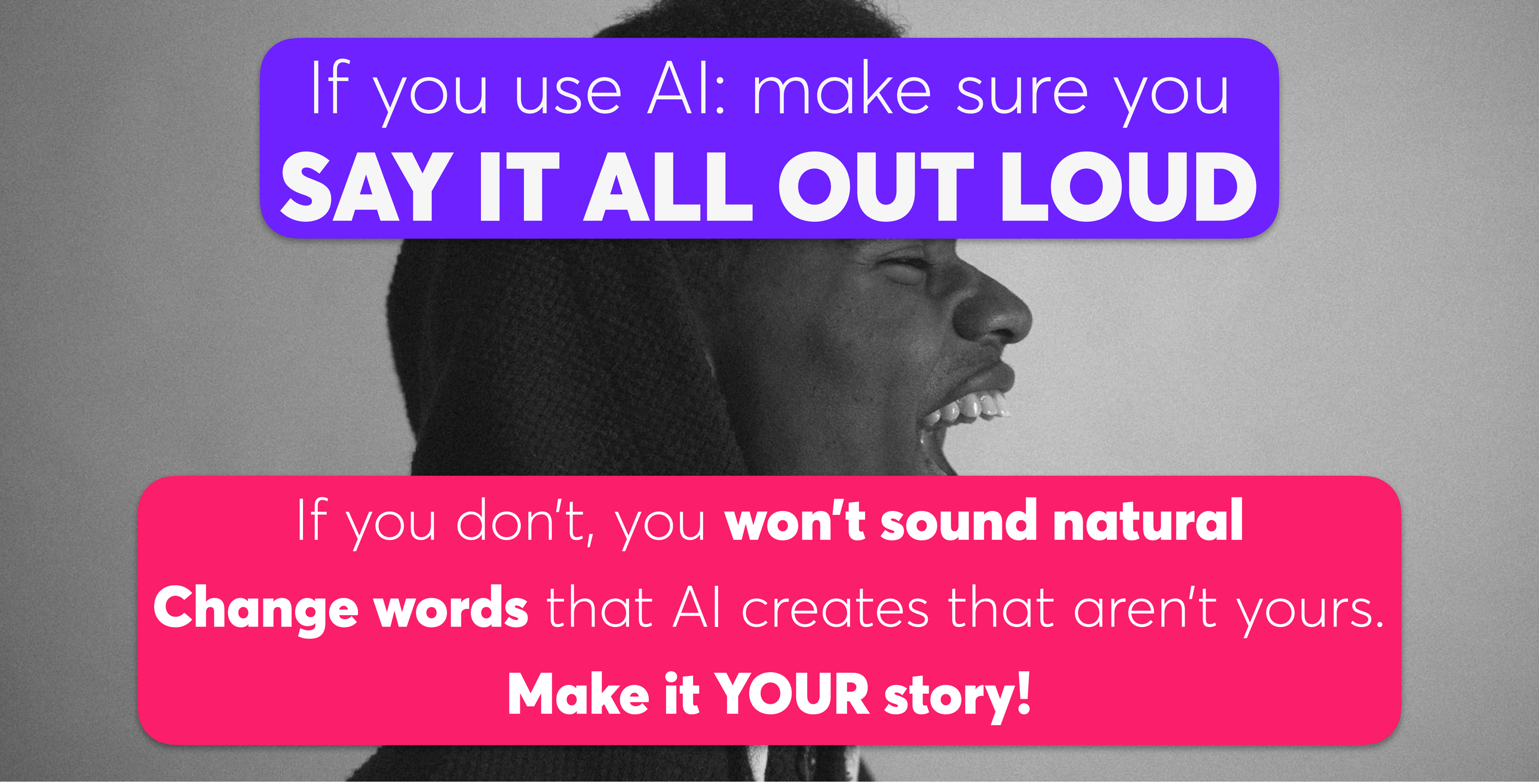
Use support tools like **Co-Pilot**

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

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!