

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




GREAT IDEAS
NEED A VOICE

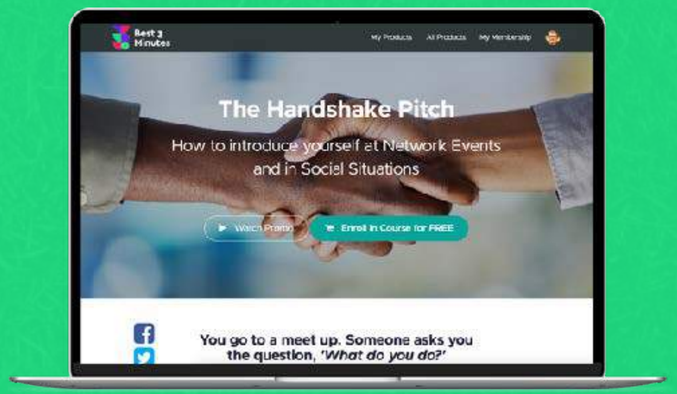
You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
Please ask
IN THE CHAT!



Prepare you for your
3-MINUTE PITCH

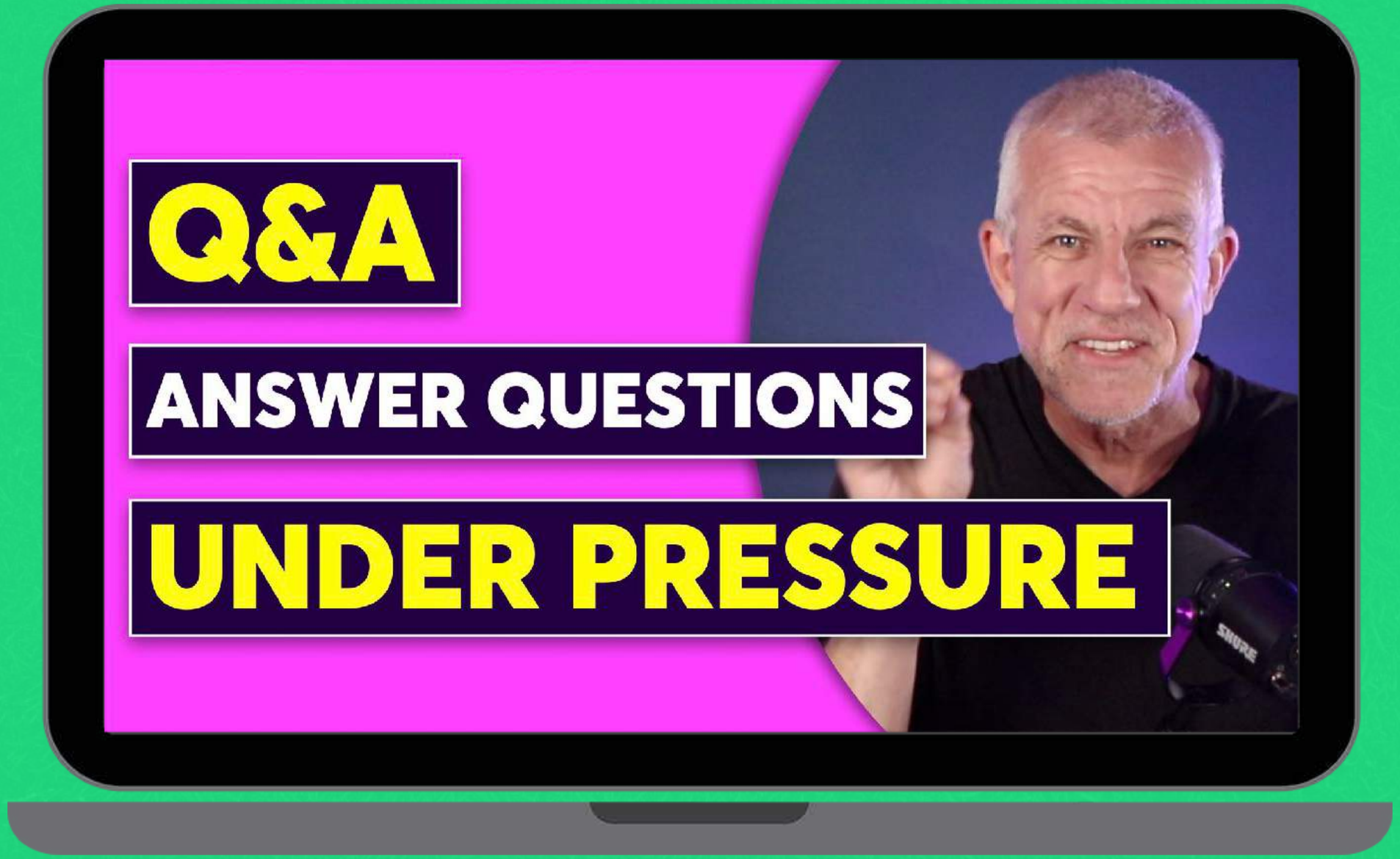

Prepare you for ANY
TIME-PRESSURED PITCH



PITCH



Q&A



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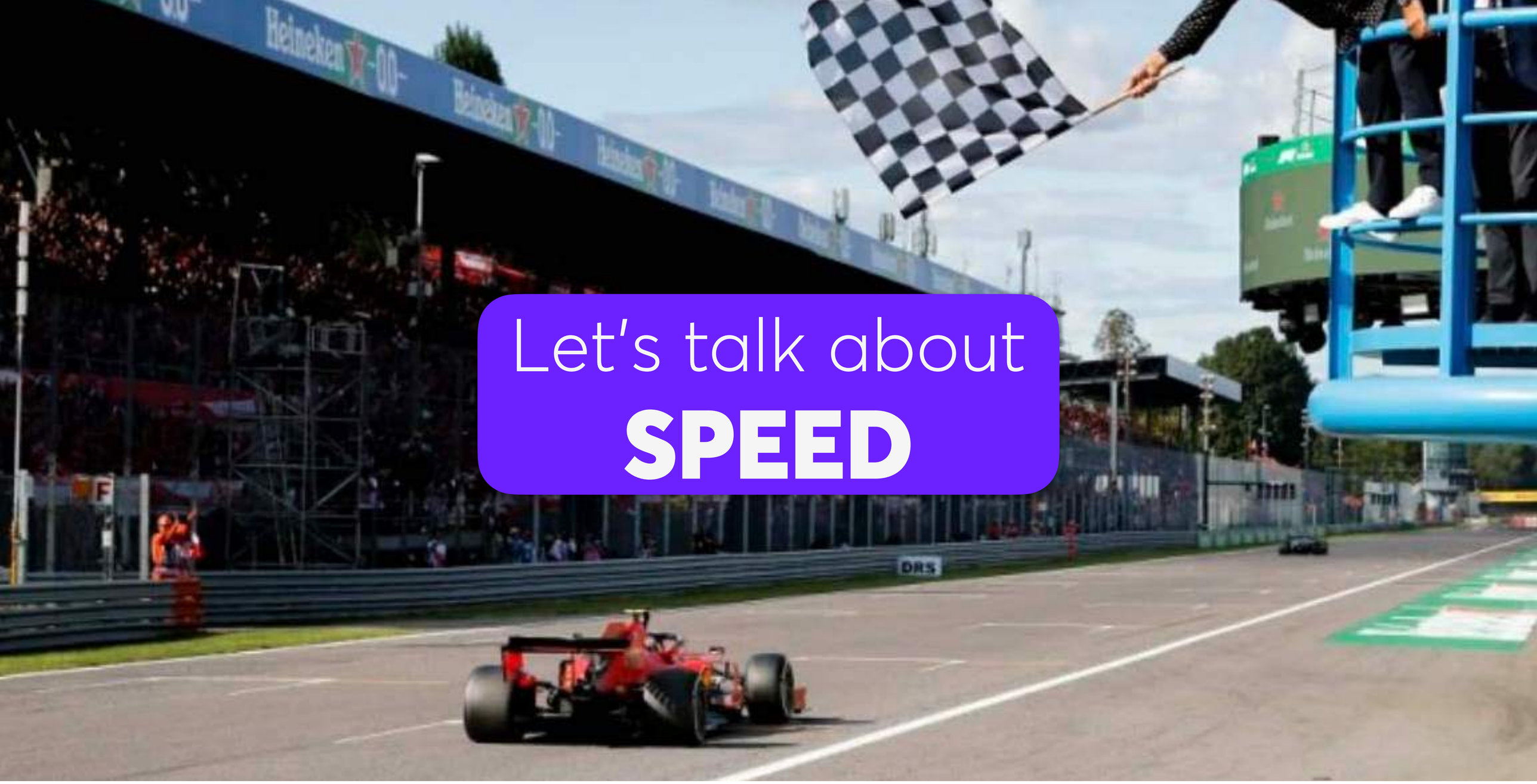
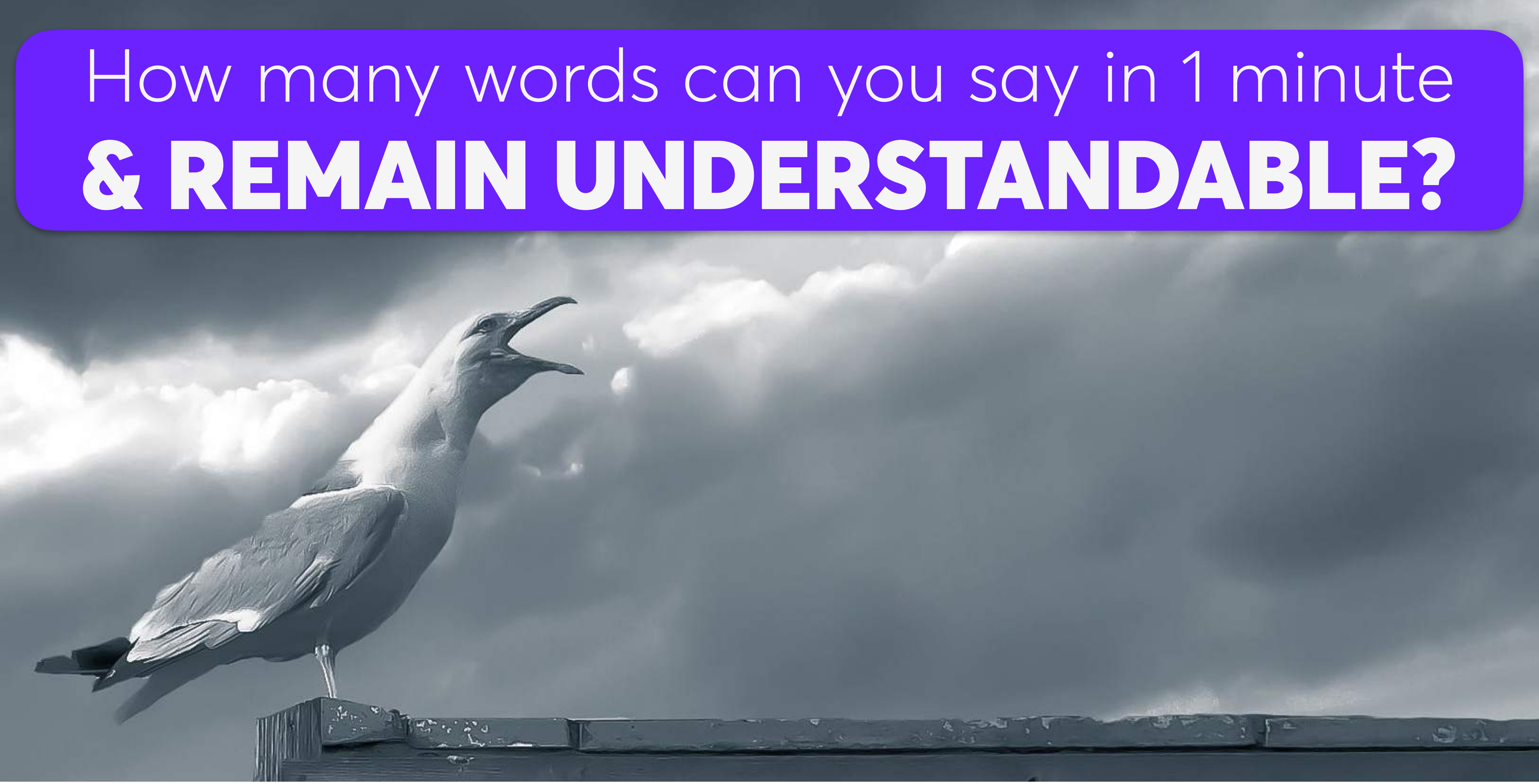


Let's talk about **SPEED**

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



How many words can you say in 1 minute
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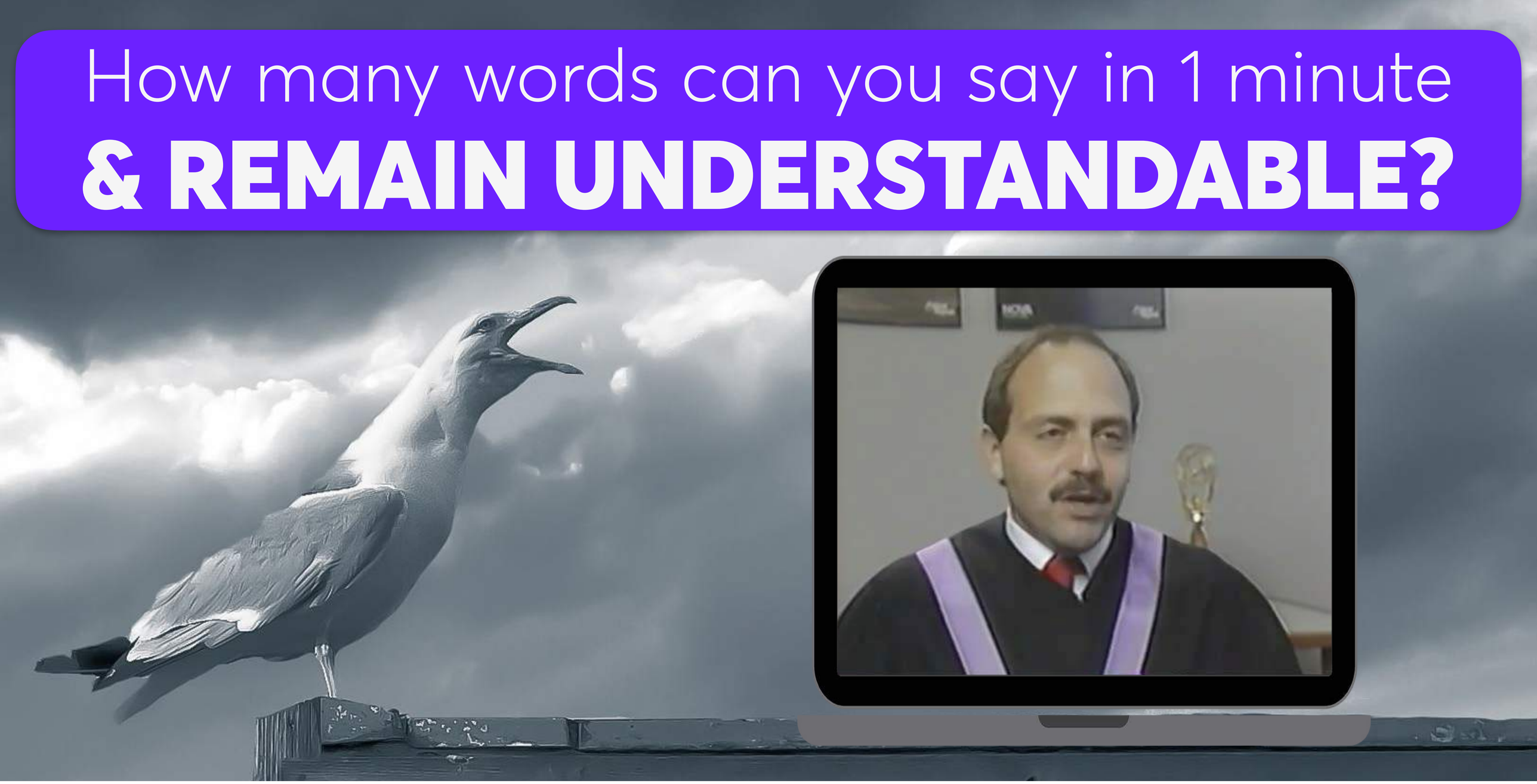

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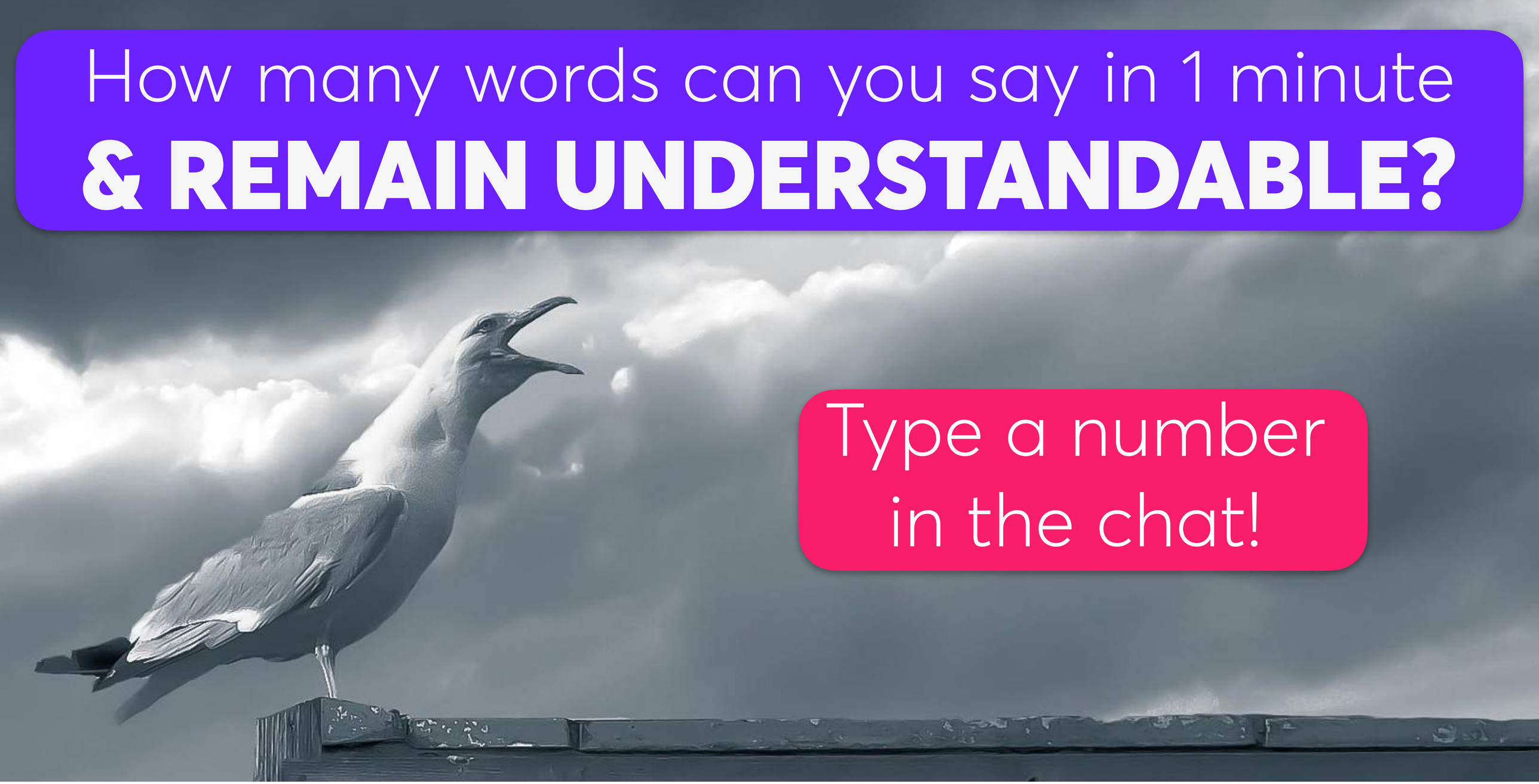
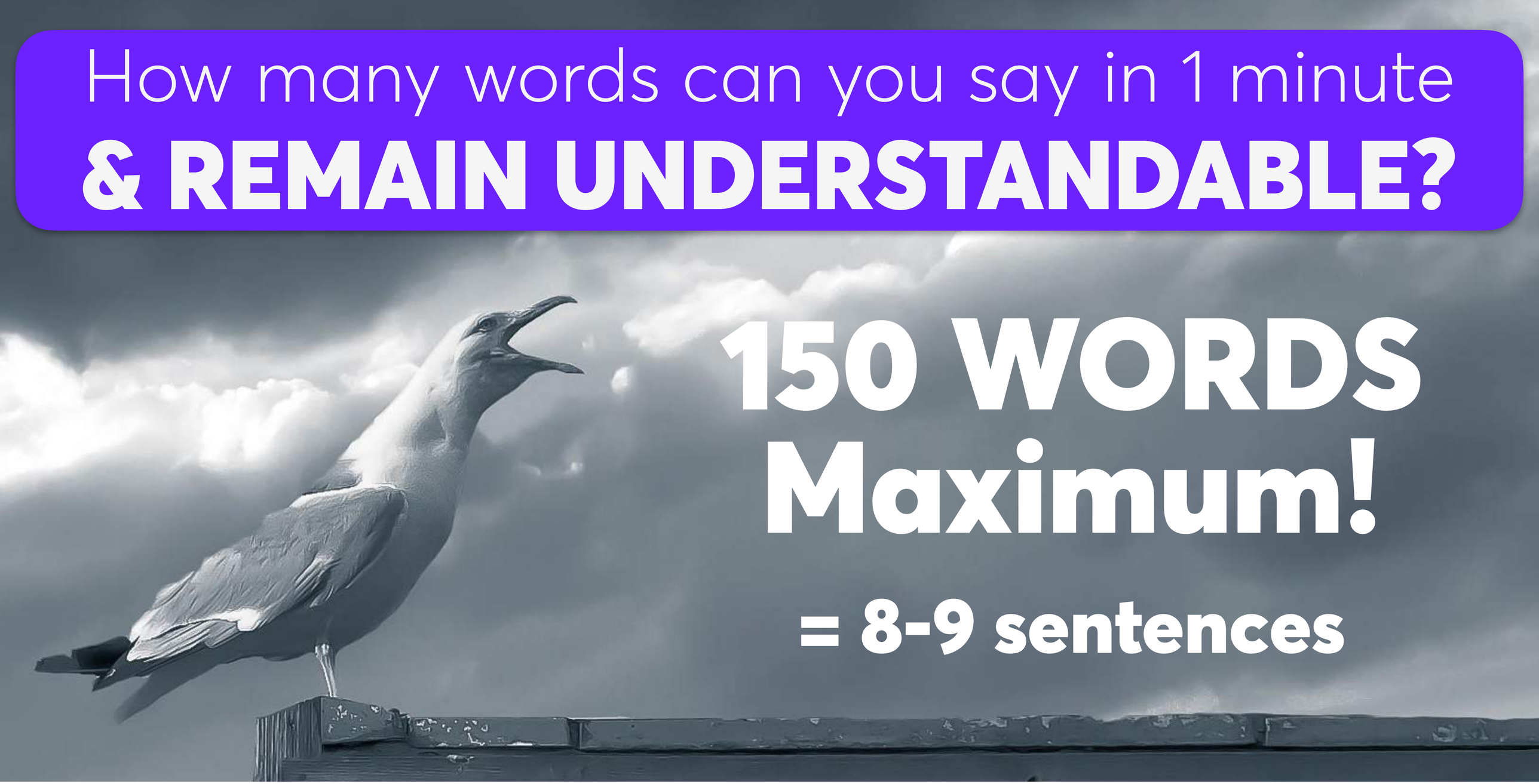


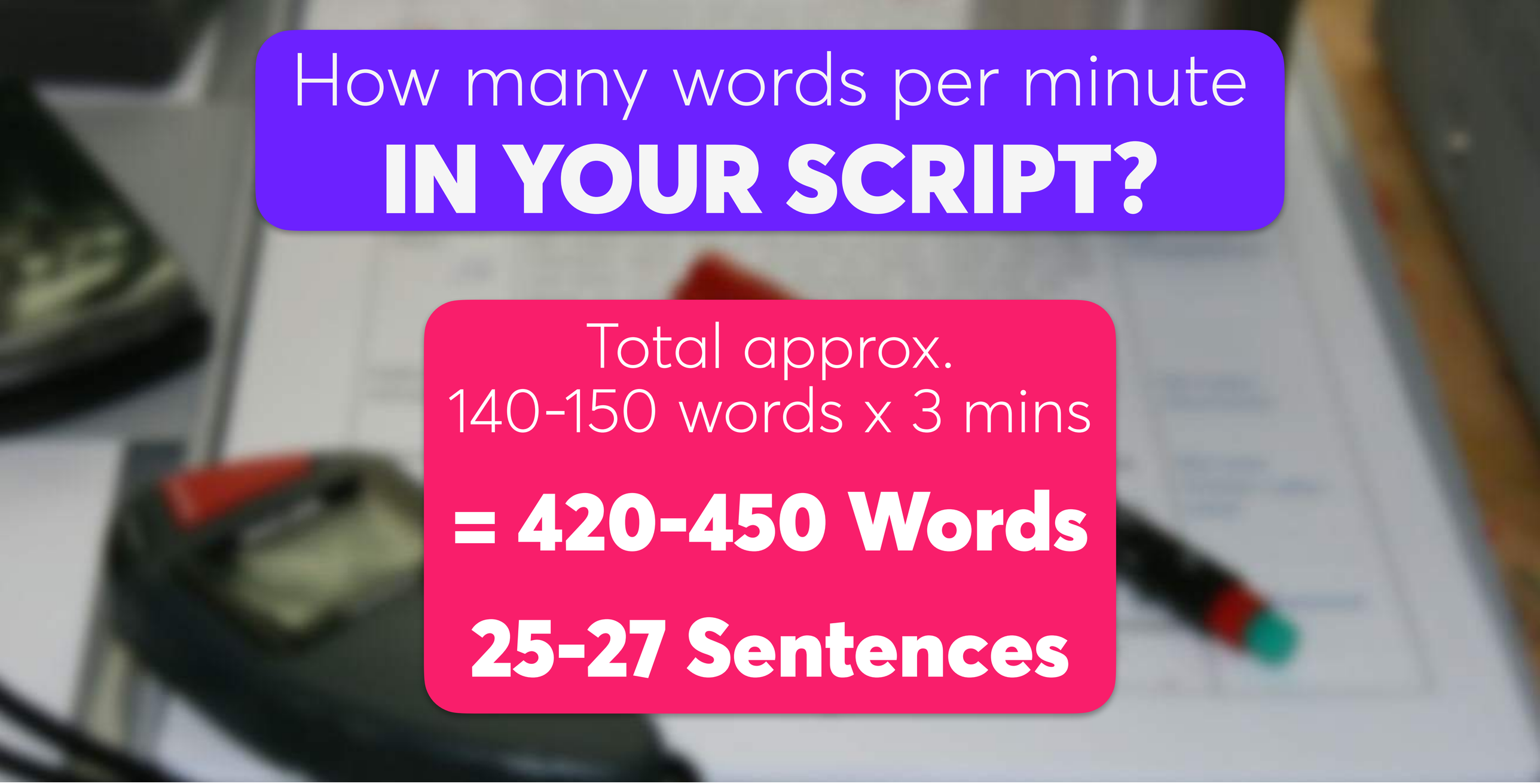
Type a number in the chat!

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



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

25-27 Sentences


143
Words/min


Prepare you for your
3-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?

Judging Criteria

Criteria	Diligence	Rating
Innovation & Creativity	Evaluation of the level of creativity and uniqueness of the innovation, idea, or technology. Does the startup offer a novel approach or solution in their sector?	1-5
Potential	Evaluation of the product/solution's functionality, scalability, including revenue growth, team expansion, and market penetration. How well can the startup grow and scale in their industry?	1-5
Functionality	Evaluation of the effectiveness and optimization of the product or solution's functionality. How well does the product perform its intended functions and solve user problems?	1-5
Financial Health	Review of key financial indicators, such as revenue, profitability, and funding status. Is the startup financially stable and capable of sustaining growth?	1-5
Impact on People & Society	How impactful is the startup? Is it helping to improve the lives of everyday individuals, and the society and environment we live in?	1-5
Team Size and Experience	Consideration of the team's size and the experience of the founders and board/advisors. Does it align with the startup's current and future operational needs?	1-5
Delivery	Evaluation of clarity, conciseness, thoroughness, tone, structure, and timing	1-5

All Judges are asked to effectively disclose any conflicts of interest should they arise



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/leap26me

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?

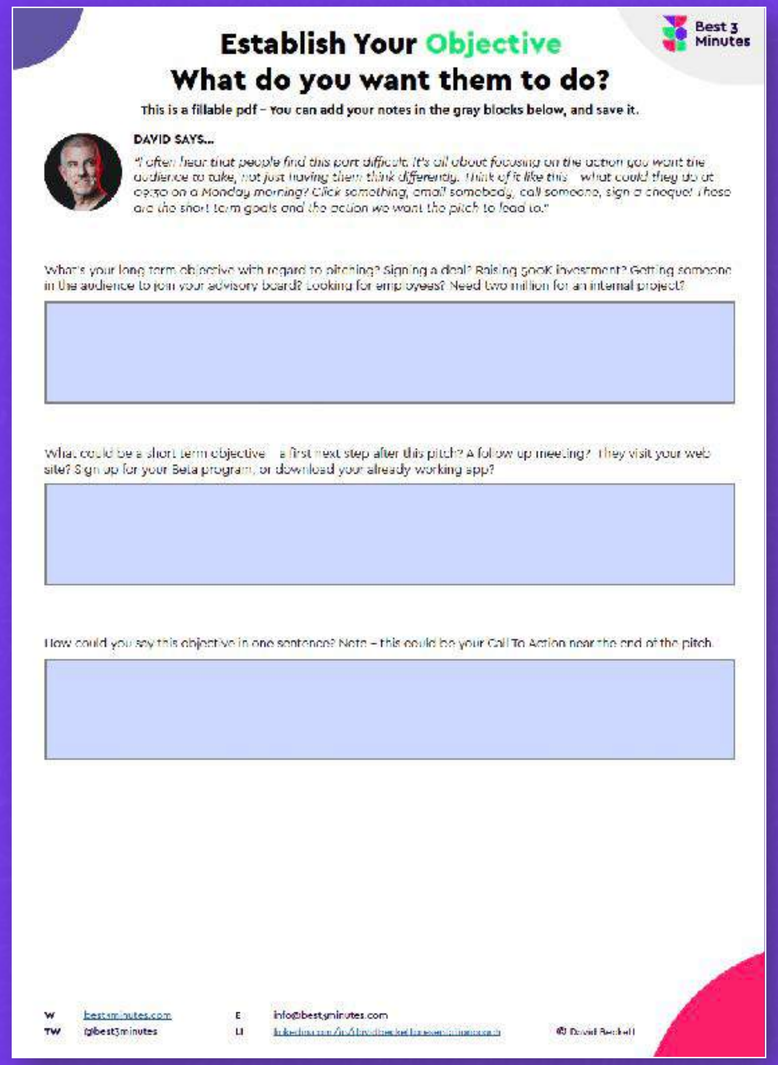
Money, advice

Agree to plan a **follow up** meeting

Provide **introductions**

Come to your **booth**

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.

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LI [illegible]
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Write down your Objective

Fillable pdf download available

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QUESTIONS?
Please ask
IN THE CHAT!

The Open-3-Close© Pitch Model



Who is your
AUDIENCE

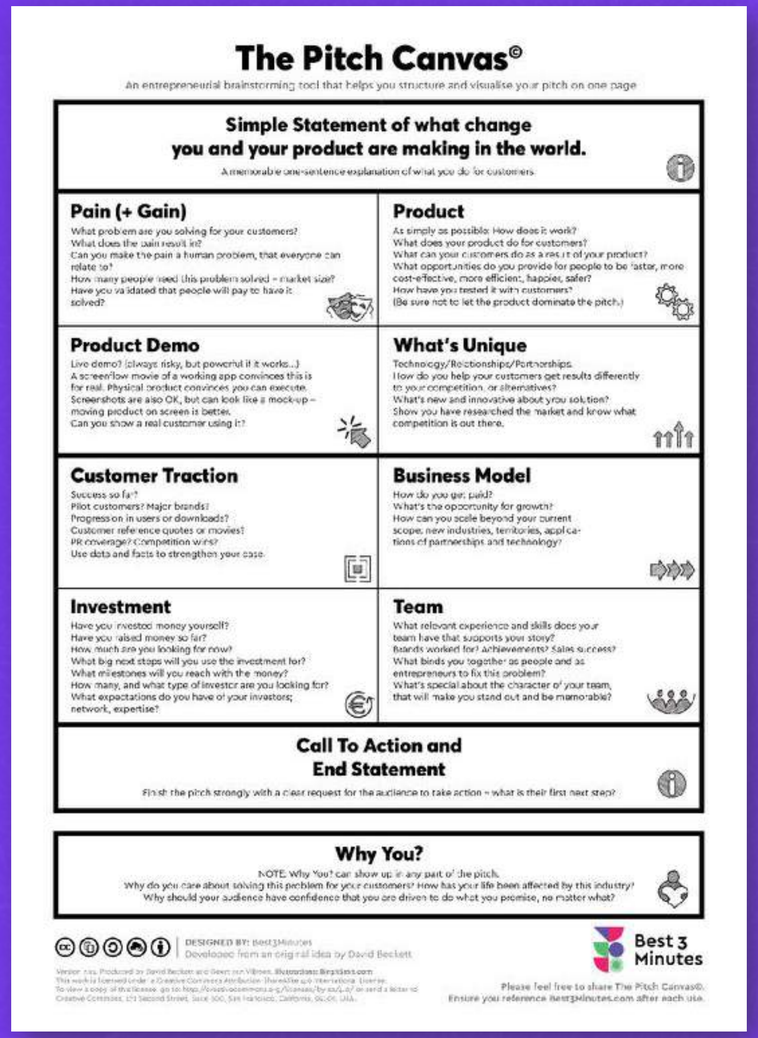


Establish your
OBJECTIVE



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?
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

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Please feel free to share The Pitch Canvas©.
Ensure you reference best3minutes.com after each use.

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THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



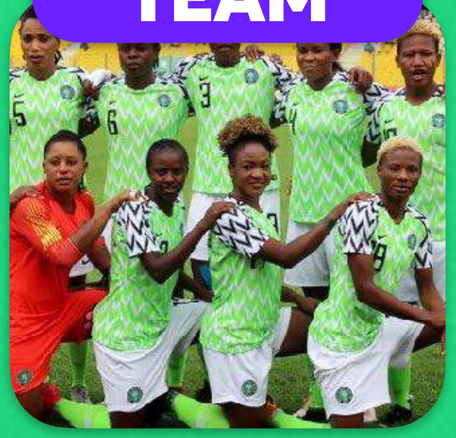
THE IMPACT



SIMPLE FINANCIALS



THE TEAM



THE ASK





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?



Mental health?

Negative societal impact?

Poor education path?

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

Be specific
PUT A NUMBER ON IT

"It wastes a lot of hours"

"Many companies experience data hacks"

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

"**XK** companies had data hacks in the **last 3 years**"

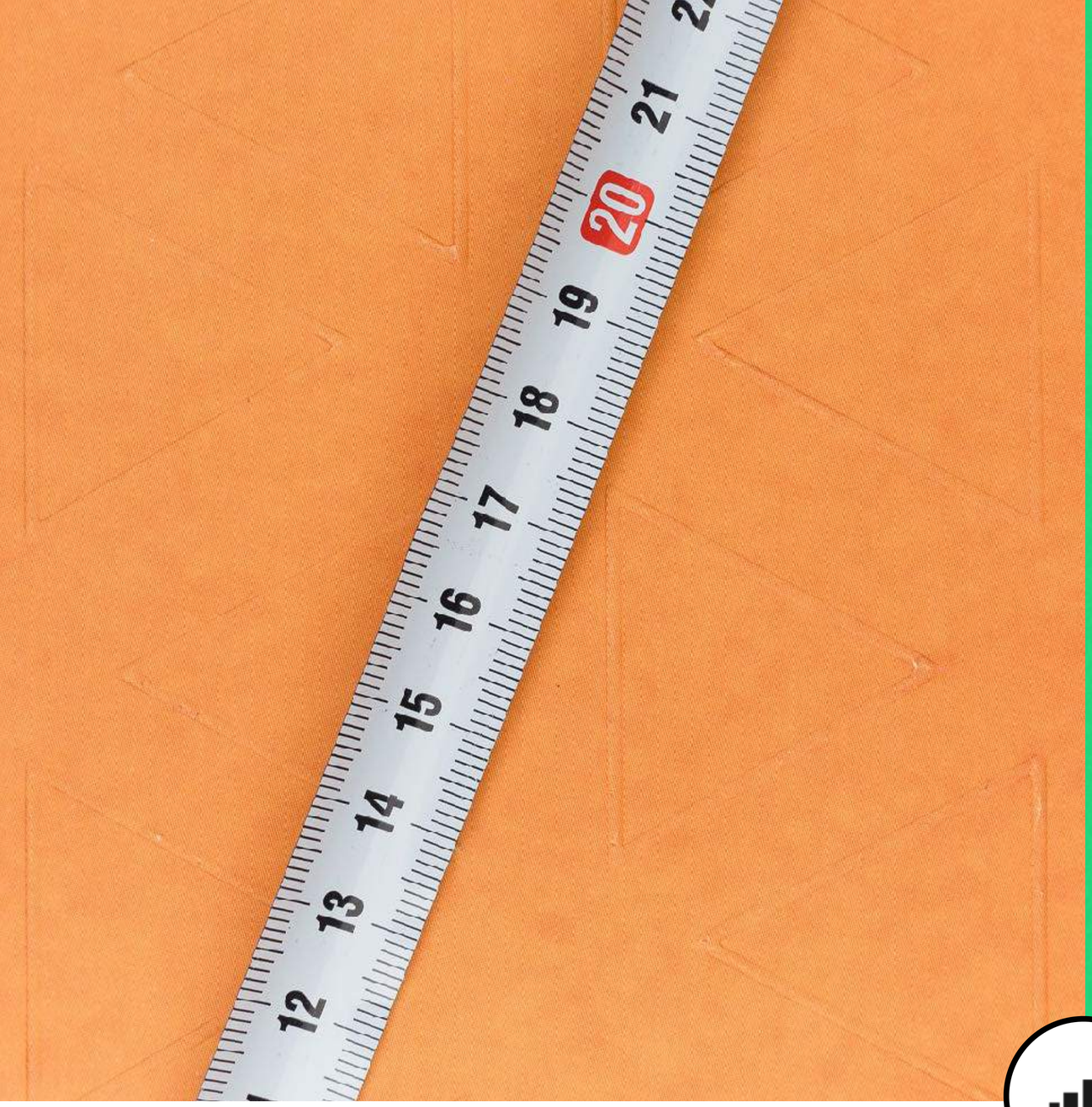
Be specific
PUT A NUMBER ON IT

"Many young people have no access to…"

"There is too much energy inefficiency "

"**45% of demographic X** have no access to…"

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



MARKET SIZE: SIMPLE

A **Huge Unsolved Problem** offers an **Opportunity**

Link Market Size to Pain: **how many** people/ organisations?

Simple: 1-2 metrics



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!



PRODUCT

How do you **solve** the problem?

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

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



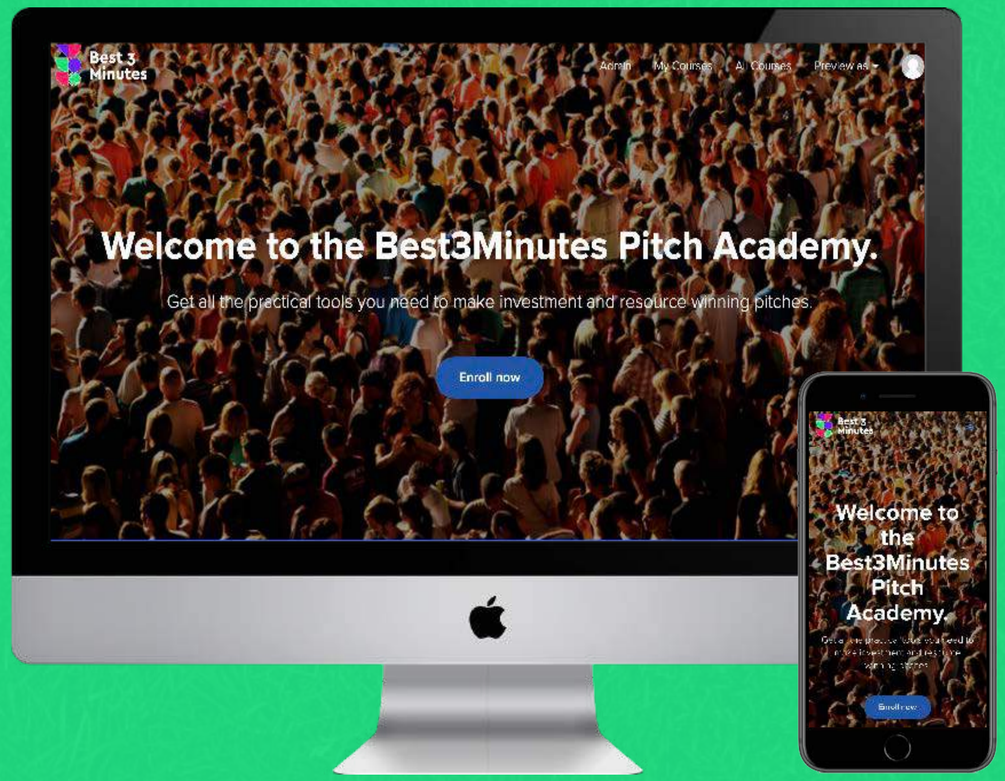
SIMPLE DEMO

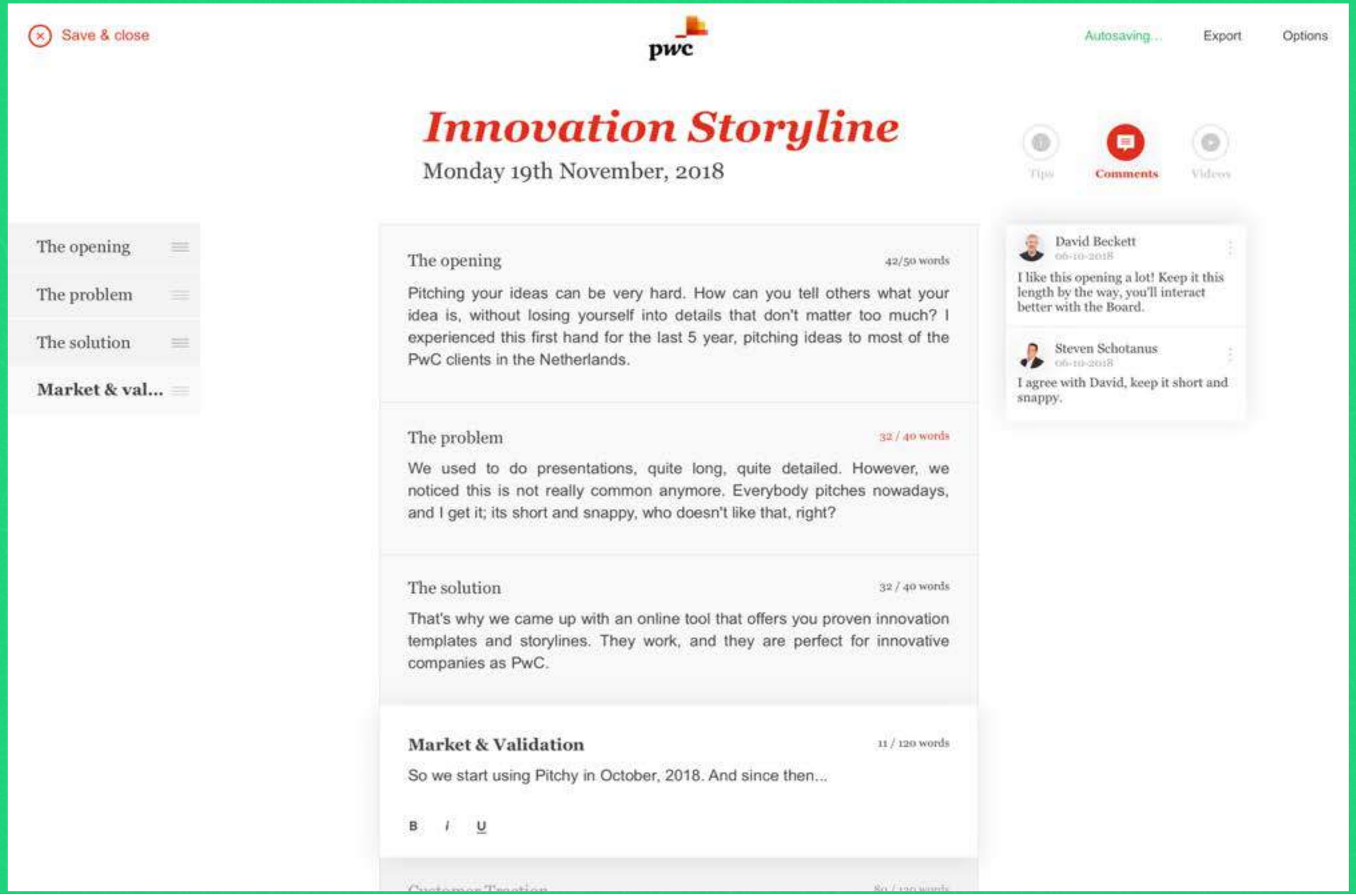
Screenshots

Screenflow movie

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

Frame your product
IN A DEVICE




Save & close
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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
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U
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.
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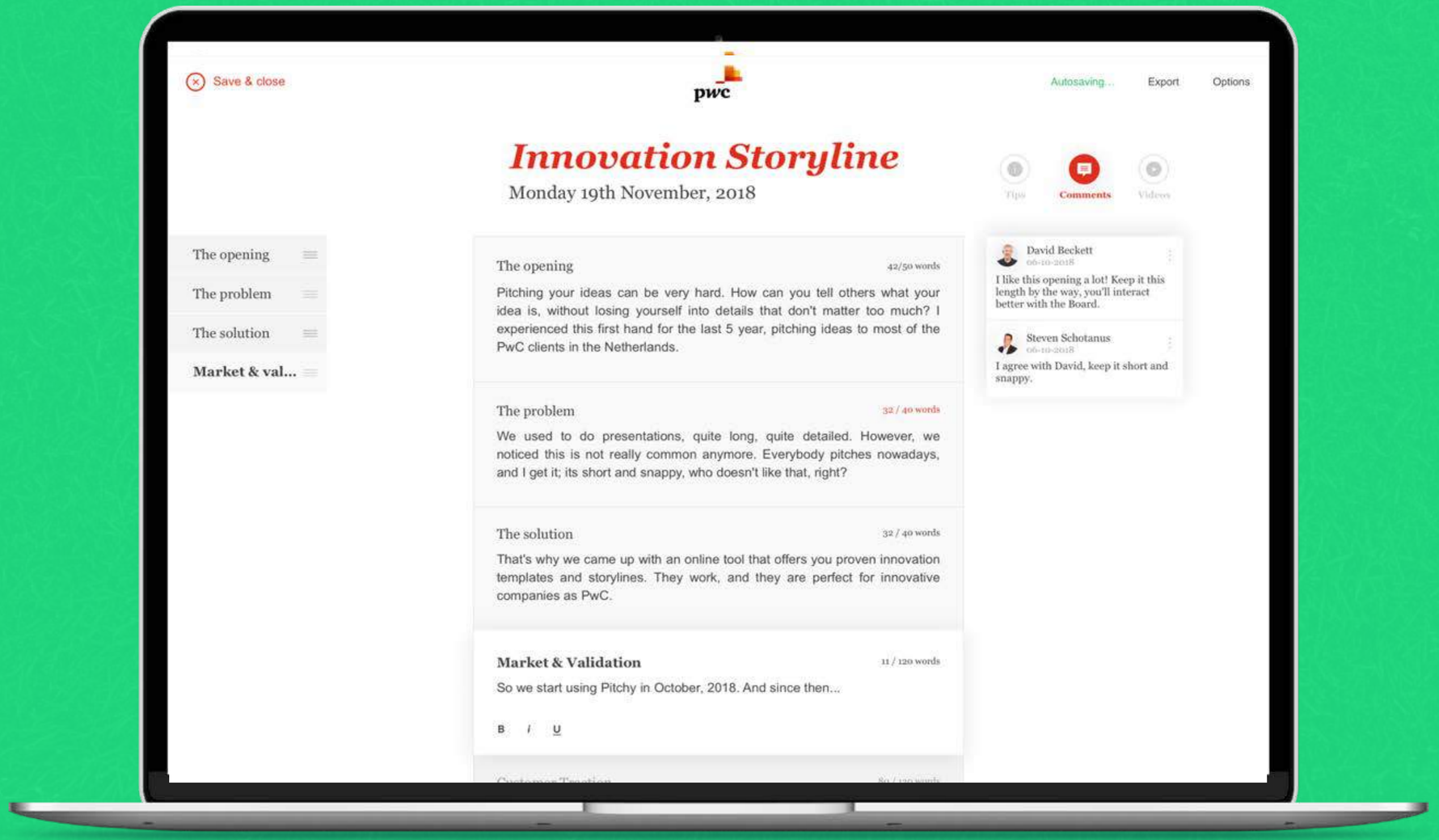
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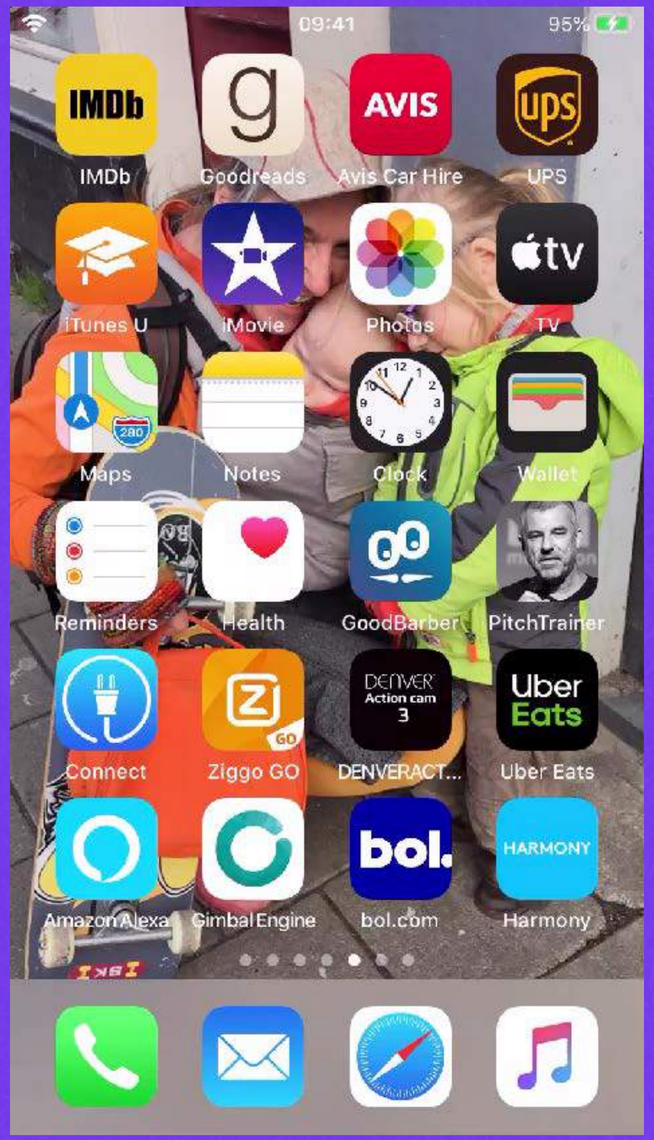
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Goodreads
Avis Car Hire
UPS
iTunes U
iMovie
Photos
TV
Maps
Notes
Clock
Wallet
Reminders
Health
GoodBarber
PitchTrainer
Connect
Ziggo GO
DENVERACT...
Uber Eats
Amazon Alexa
GimbalEngine
bol.com
Harmony

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



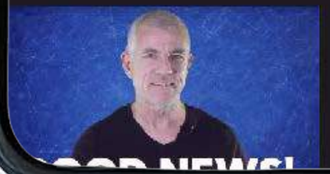
How do you get Feedback on your pitch?

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**?



IMPACT ON PEOPLE & SOCIETY

Financial **Inclusion?**

Sustainability?

Societal benefit?

How **transformative** is the product/service within the fintech industry?



SIMPLE FINANCIALS

Revenue

Have you **raised money?**

Keep it short & **simple**:
no complex
Excel/Graphs!



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

occonion · Deutsche Telekom · wellingtonpartners



Christoph Bischoff | CRO
eGym, 2019

Microsoft · PAYCHEX · ADP



Martin Fichter | COO
eGym, 2017

HTC · flex · SIEMENS



John Ford | CEO USA
eGym, 2018

eGym

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
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

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?

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



THE IMPACT



SIMPLE FINANCIALS



THE TEAM



THE ASK



Example of how to split the 25-27 Sentences

THE PAIN



5 Sentences

THE PRODUCT



4 Sentences

WHAT'S UNIQUE



2 Sentences

TRACTION/ VALIDATION



3 Sentences

THE IMPACT



3 Sentences

SIMPLE FINANCIALS



3 Sentences

THE TEAM



3 Sentences

THE ASK



2 Sentences


QUESTIONS?
Please ask
IN THE CHAT!

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

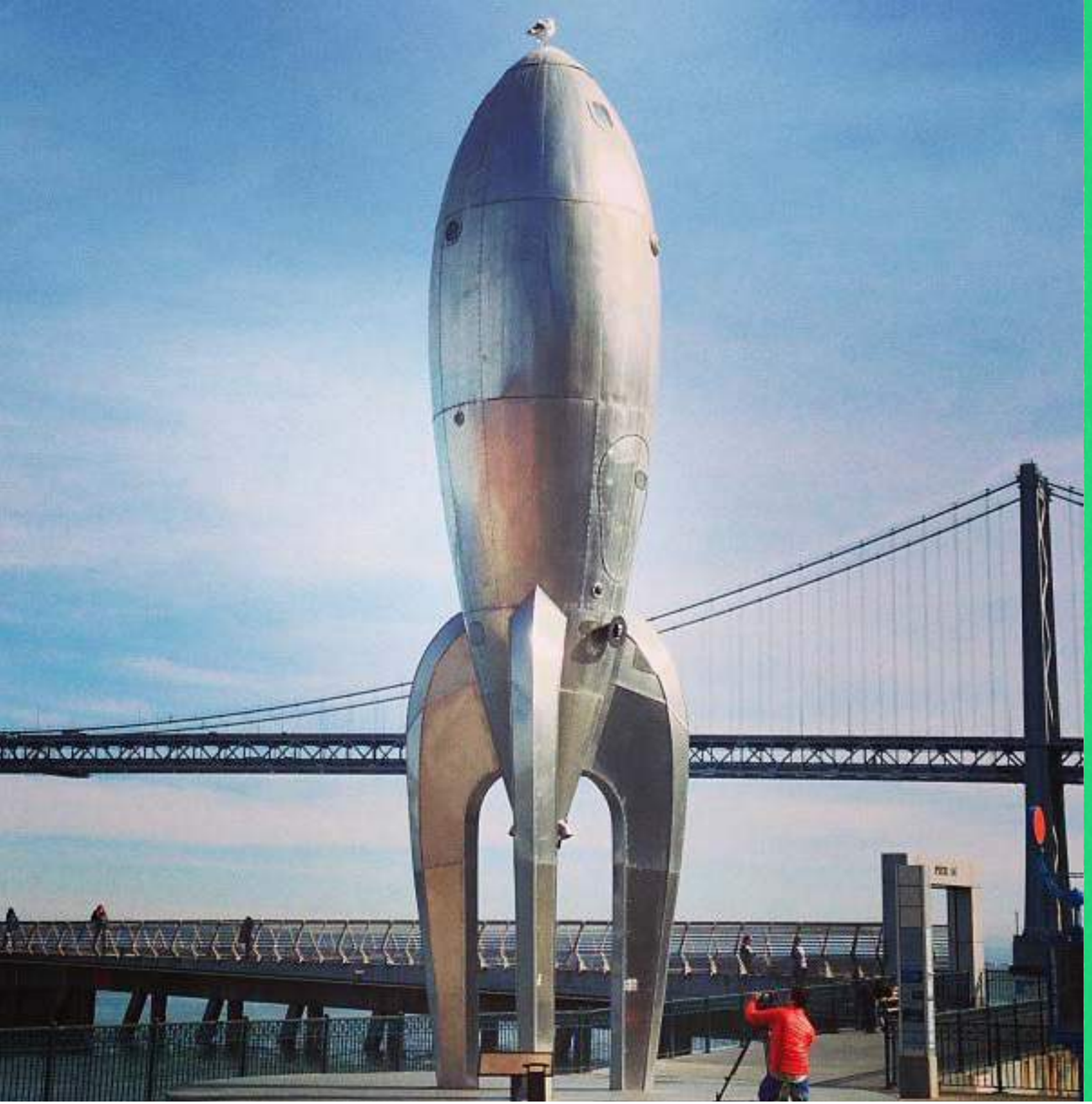
Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening




Make the first word count
OPEN POWERFULLY



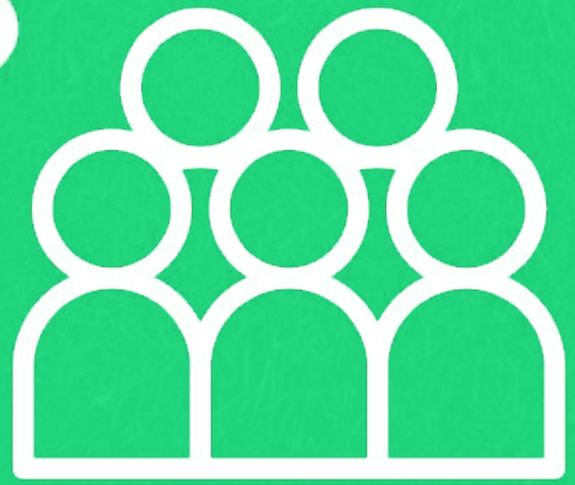
The first 20 seconds buys

ATTENTION

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

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

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





A professionally planned opening from
The Great Bubble Barrier


POSTCODE
LOTTERY
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018

Quantify
THE PROBLEM



mobypark

The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

Simply

BE PROFESSIONAL

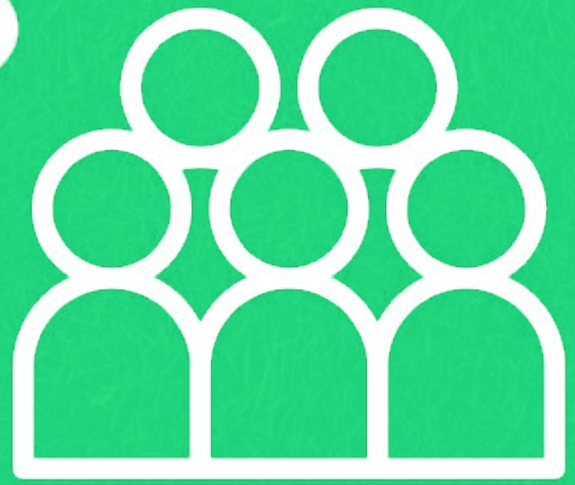
SADDL



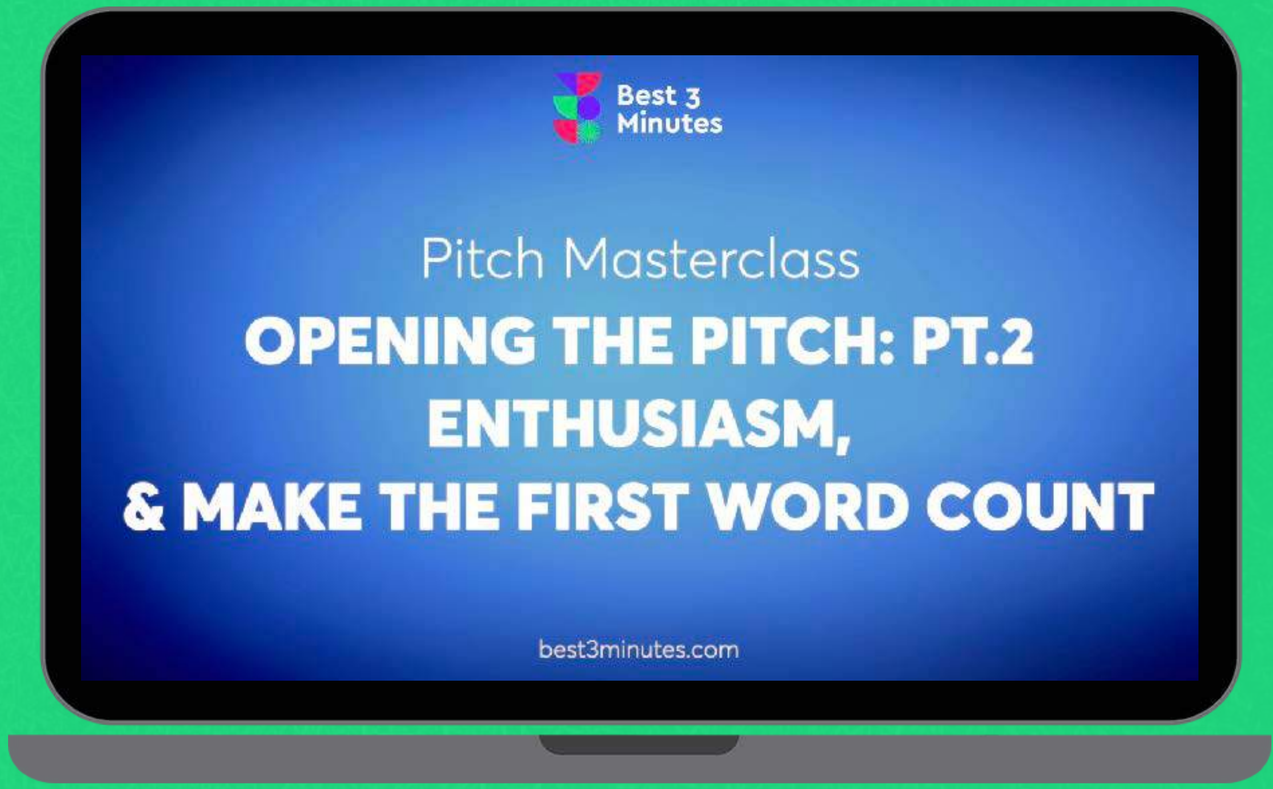
Is this person ***professional****?*

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

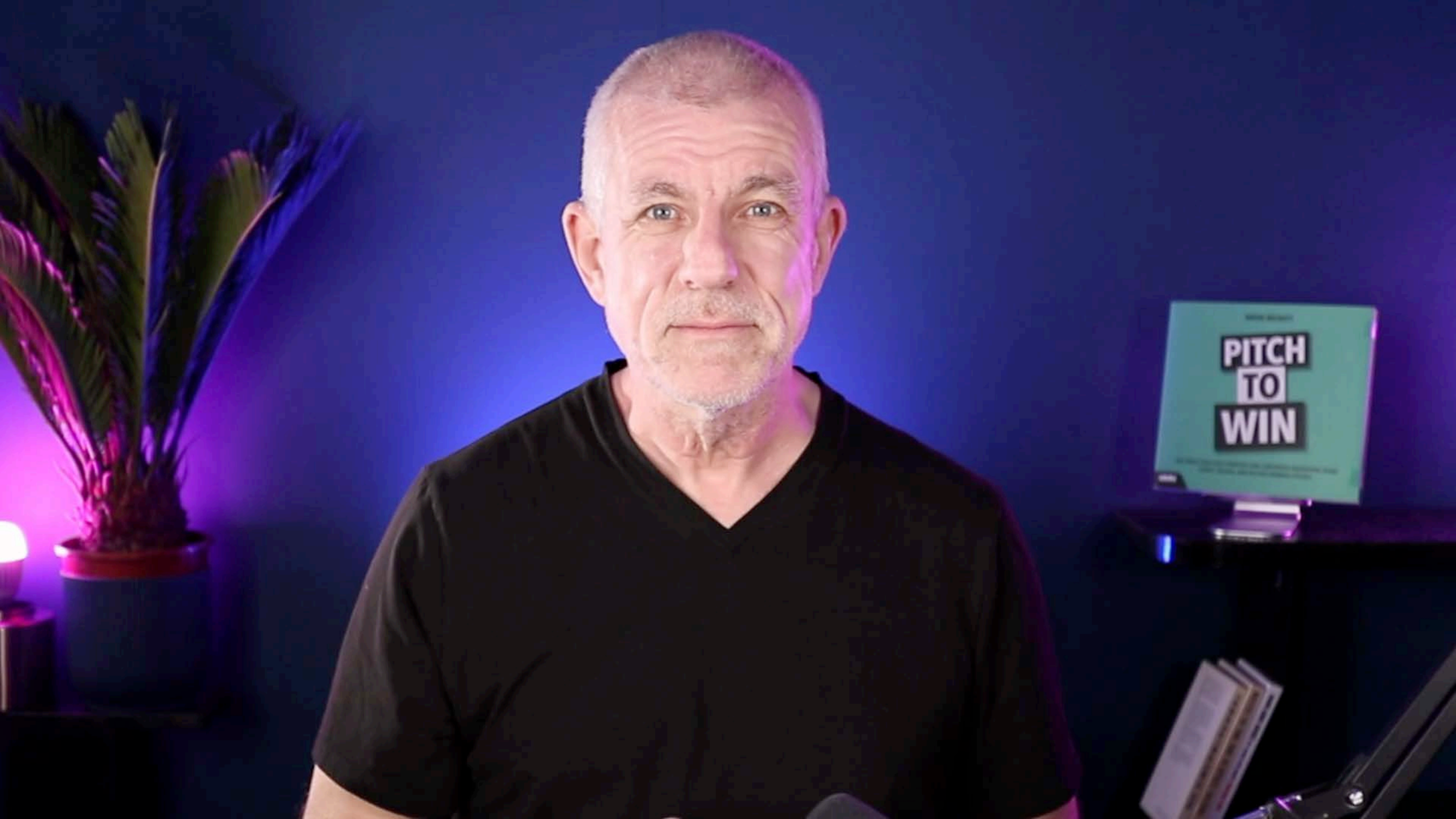
What happens if I say…

“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

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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)

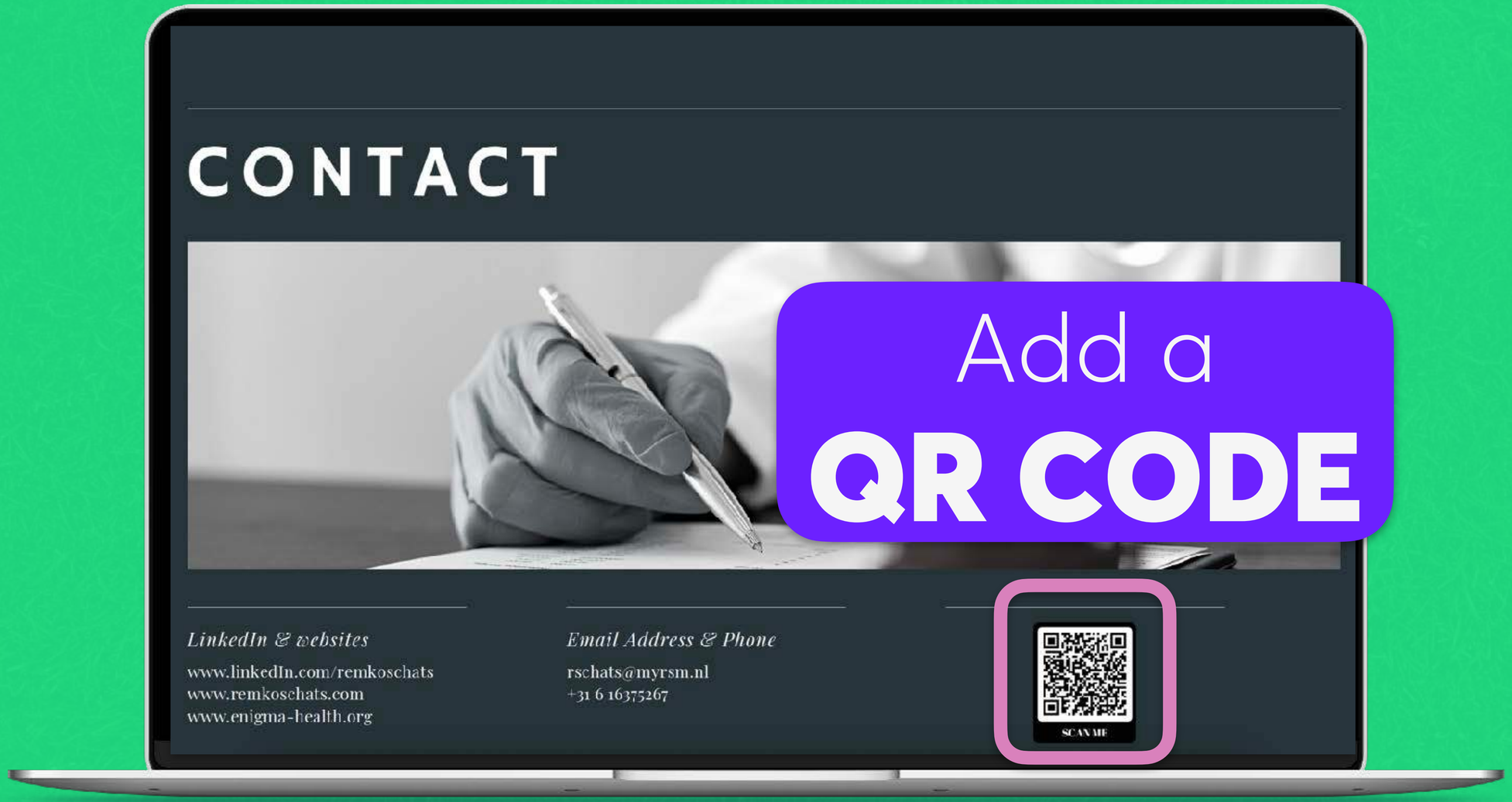
What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!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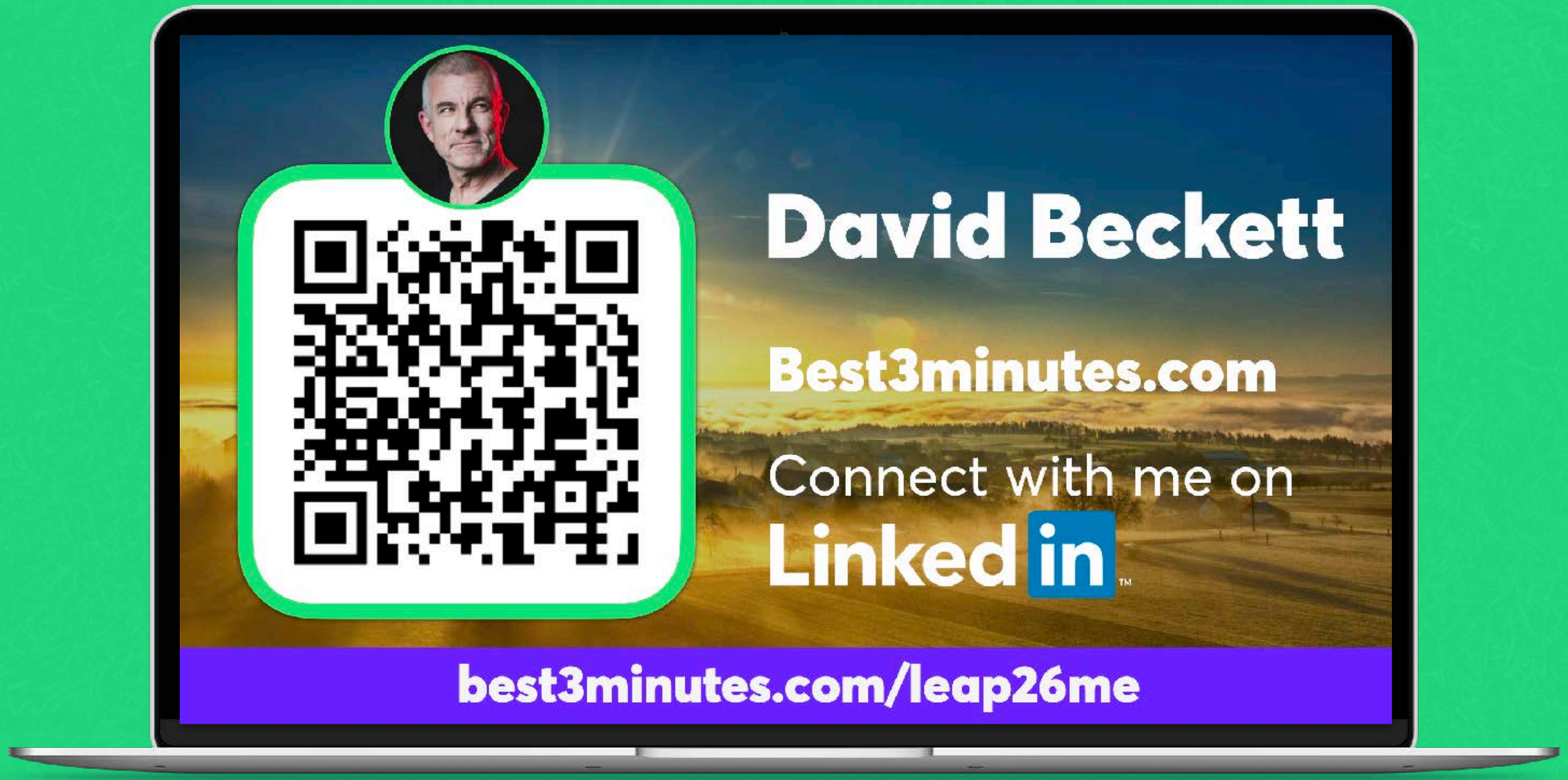
David Beckett
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The **No.1** Reason why
PEOPLE GET CONFUSED


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


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

Pitch tools and

RESOURCES







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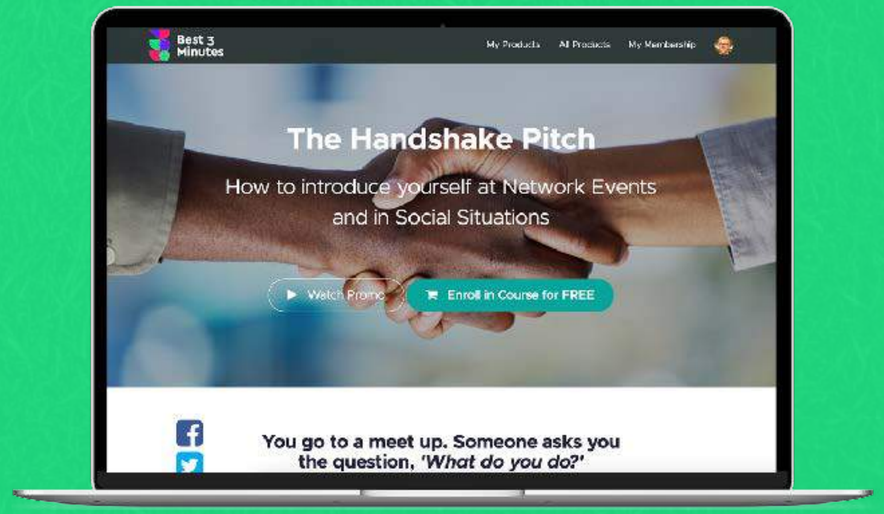

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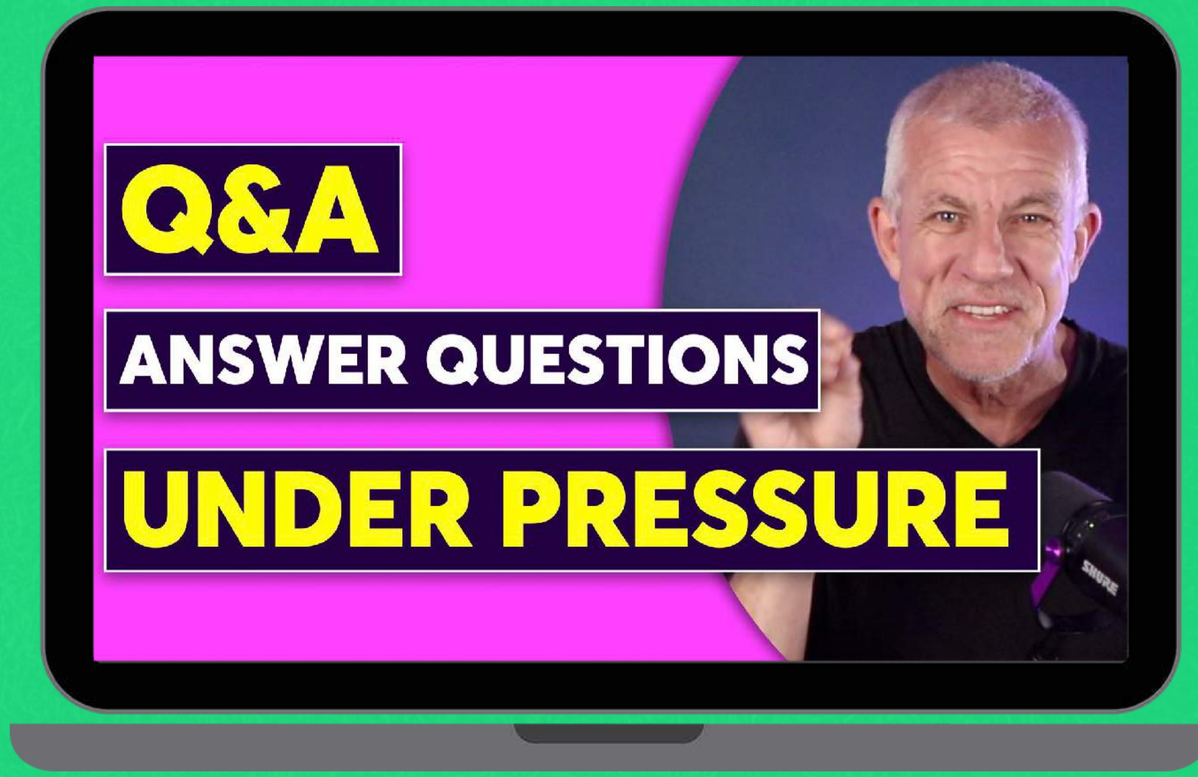
Podcast



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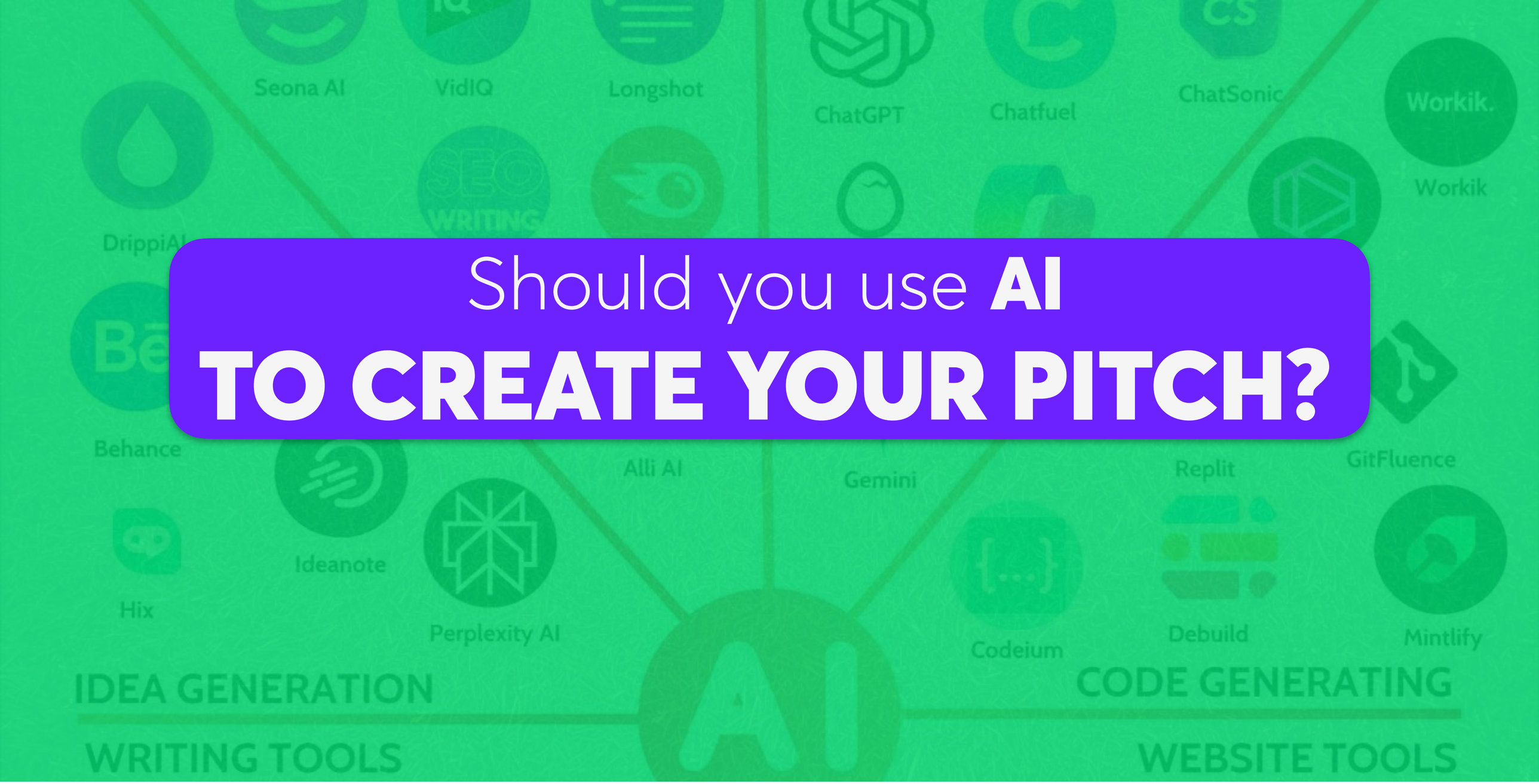


Should you use **AI**
TO CREATE YOUR PITCH?


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...

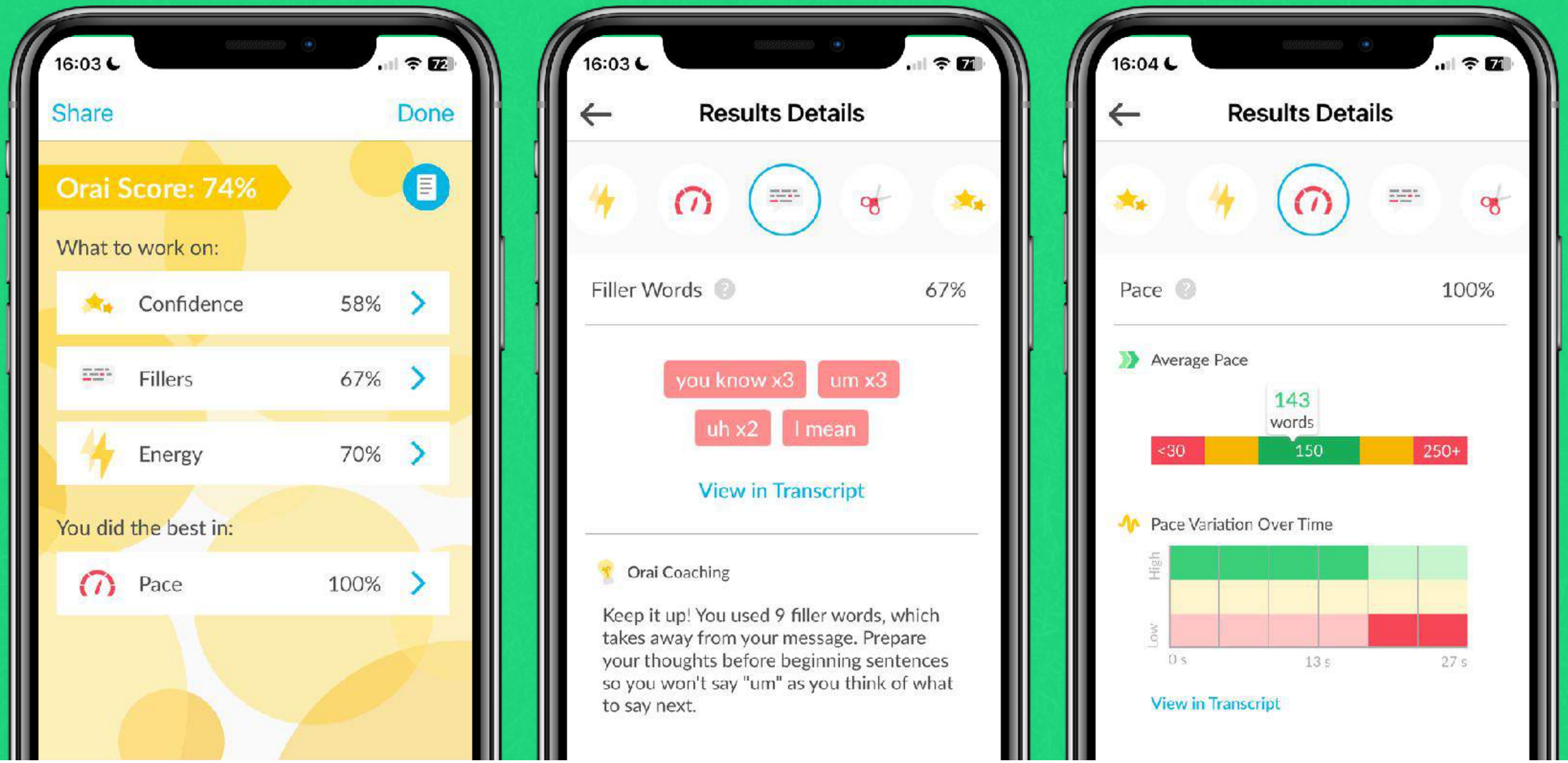
Ask AI to **reduce** a part of your story to a **certain number** of sentences

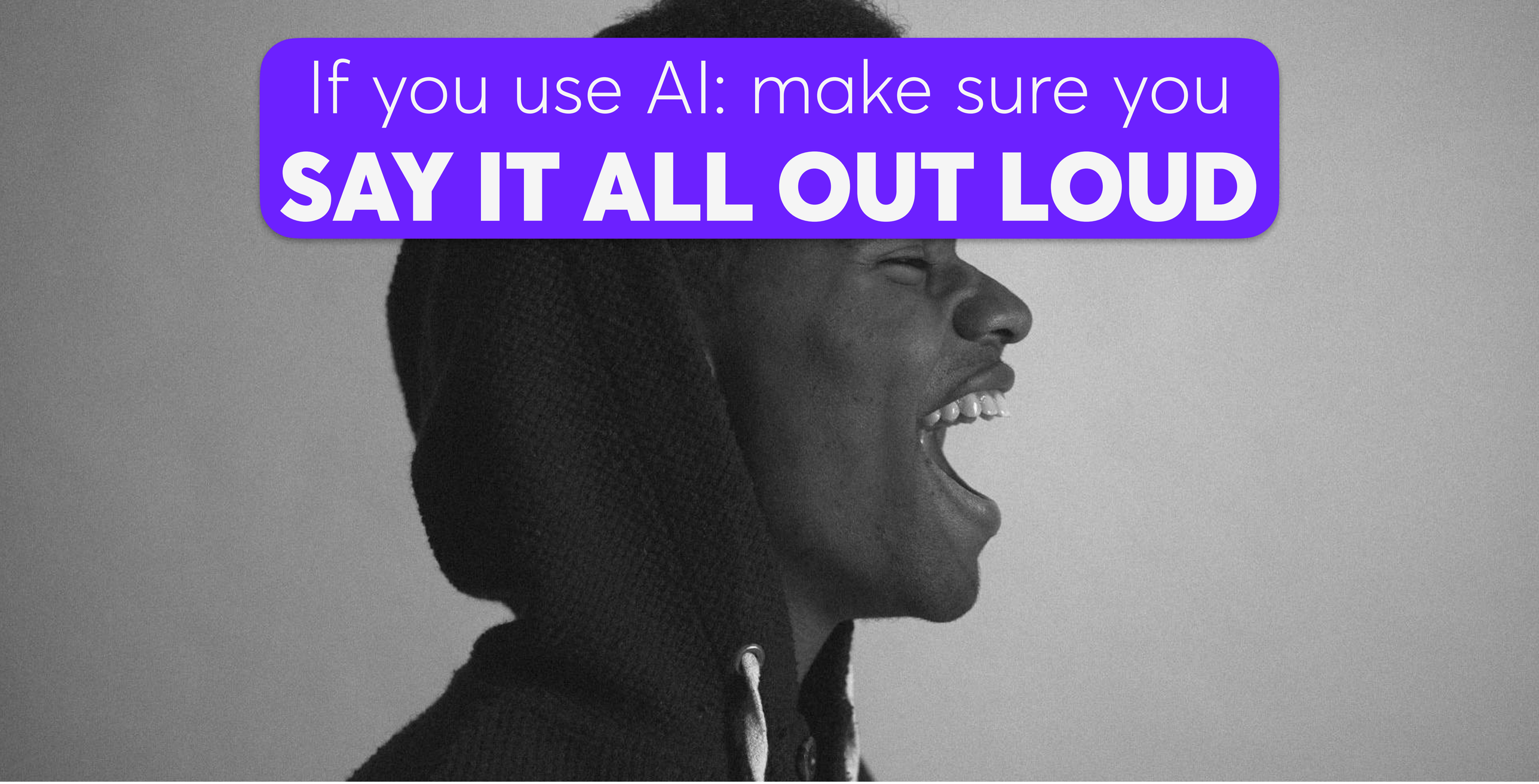
Create images for your slides

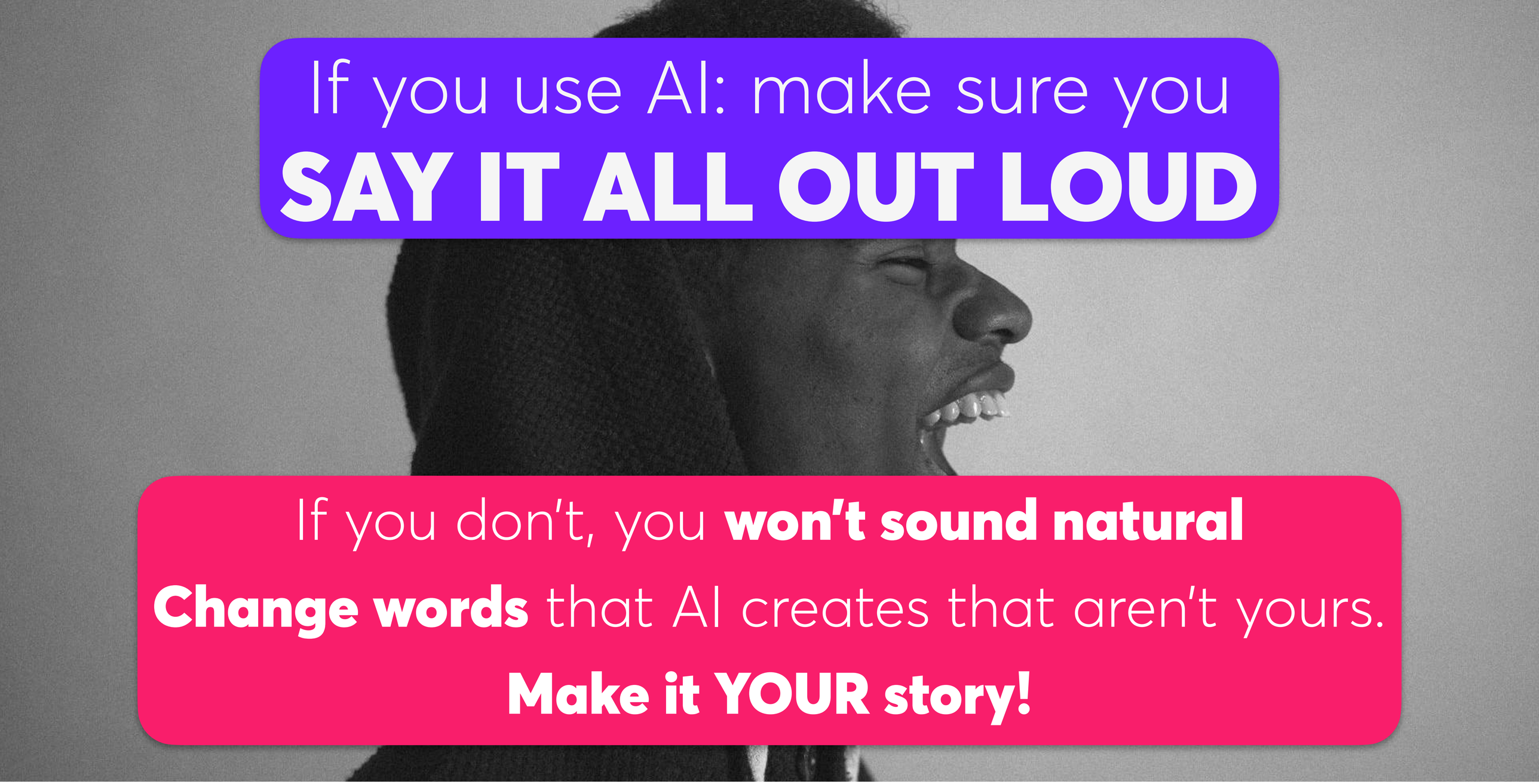
Use support tools like **Co-Pilot**

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!