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

David Beckett

best3minutes.com

Best 3 Minutes

Coached **3000+** Startups & Scaleups



Trained **40,000+** Professionals

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amazon
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IKEA
vodafone
tnw


Coached 350+ NL Startups & Scaleups
TO PITCH IN THE USA


We are all trying to
CONVINCE BUSY PEOPLE



This is a **DO** workshop

not just a think session



ACTION STEP

this means
I'm going to ask you
to do something!



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!



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No Other Instructions

LET'S DO IT!



Who are we pitching to?

Why are we pitching?

What should we pitch?

PITCHING IN THE USA



PITCHING ON THE BOOTH





Pitch Your Company at a Congress

How to adapt your pitch to your audience

1. Short opening to grab attention
2. Qualify: who are they?
3. Target pitch to their interests

1 Have a 5-Sentence, 30-second Opening Pitch Ready To Go!

- What do you do?
- What problem are you solving?
- Who are you solving it for?
- Have you got any traction? Customers, growth.
- What's unique about your solution?

2 Ask a Qualifying Question - Who Are They?

- What's your interest here at the event?
- What brought you to our stand?
- How does what I've shown match your interest?

3 Have a Following 1 Minute Pitch Ready for Each Group

CUSTOMER	PARTNER	JOURNALIST	INVESTOR
Demo the unique and high value aspects of the product.	Demo the unique and high value aspects of the product.	Why the journalist should write about it? New, first, unique etc.	Demo the product, then more traction - why customers love it.
Tell what customers love about the product.	Share what partners love about the product.	Availability? Where, when?	Why is your team able to make this happen?
Explore their needs; how do they see this fitting their goals?	Explore how they see partnership opportunities.	Pricing. 'Starts from', Free, with paid additional features.	Raised investment already? How much? Raising now? How much, what will you spend it on and what milestone will that help you reach?
Team, what skills will help them succeed?	Team, what skills will help them succeed?	Demo the product if they have time.	

FINISH ALL PITCHES WITH A CLEAR NEXT STEP/CALL TO ACTION

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Best 3 Minutes

One Page Guide

PITCH AT A CONGRESS

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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…

Hopefully, if all goes well…

One of the leading…



We do, We are

We have built…

We will be…

The Leader!

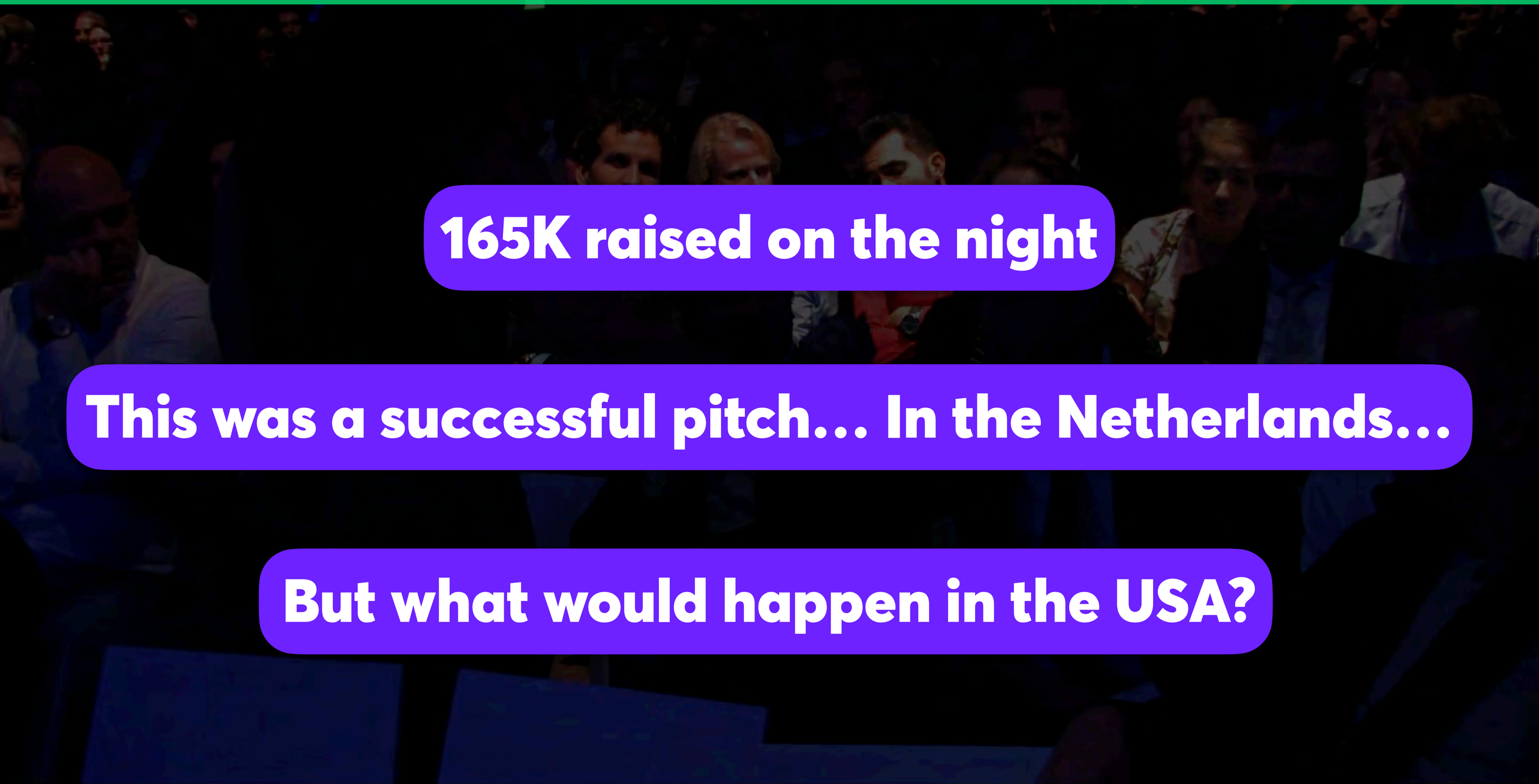
Here's what it looks like...



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!

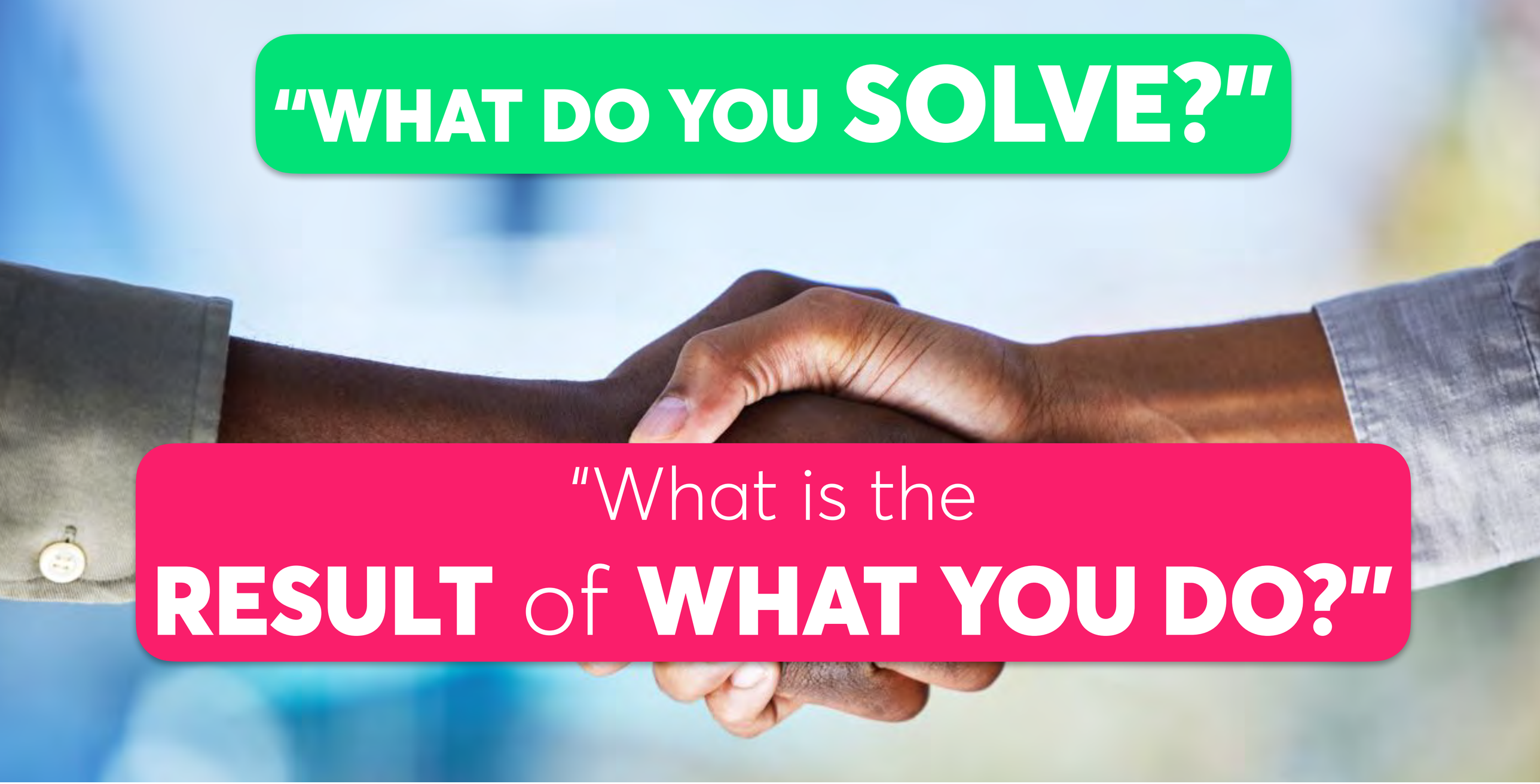
The most frequent pitch
YOU WILL EVER MAKE


2




33 Seconds - 5 sentences
THE HANDSHAKE PITCH
The Question...
"WHAT DO YOU DO?"


The Question...
"WHAT DO YOU"
"WHAT DO YOU SOLVE?"


"WHAT DO YOU SOLVE?"
"What is the
RESULT of WHAT YOU DO?"



ACTION STEP

Write down your Handshake Pitch:

33 seconds, 5 sentences

What **pain** are you **solving**? How **big** is it?

What kinds of **customers**?
Who do you solve it for?

What **improves** as a result of your product - and by **how much?**

What **traction/proof** shows it's working?

What's your highest **ambition**?
Why are you doing this?



PAIN

"We built a platform
which uses node-based
crm-scrambling,
and it's all on
the blockchain,
& we use open Api's to…"



PAIN

"Last year in Europe over 10,000 companies suffered serious data hacks that cost over 100,000 euros to fix - all because of one simple problem..."

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT





Lost time?

More cost?

Complex steps?

Patient discomfort?

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"



ACTION STEP

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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:
33 seconds, 5 sentences

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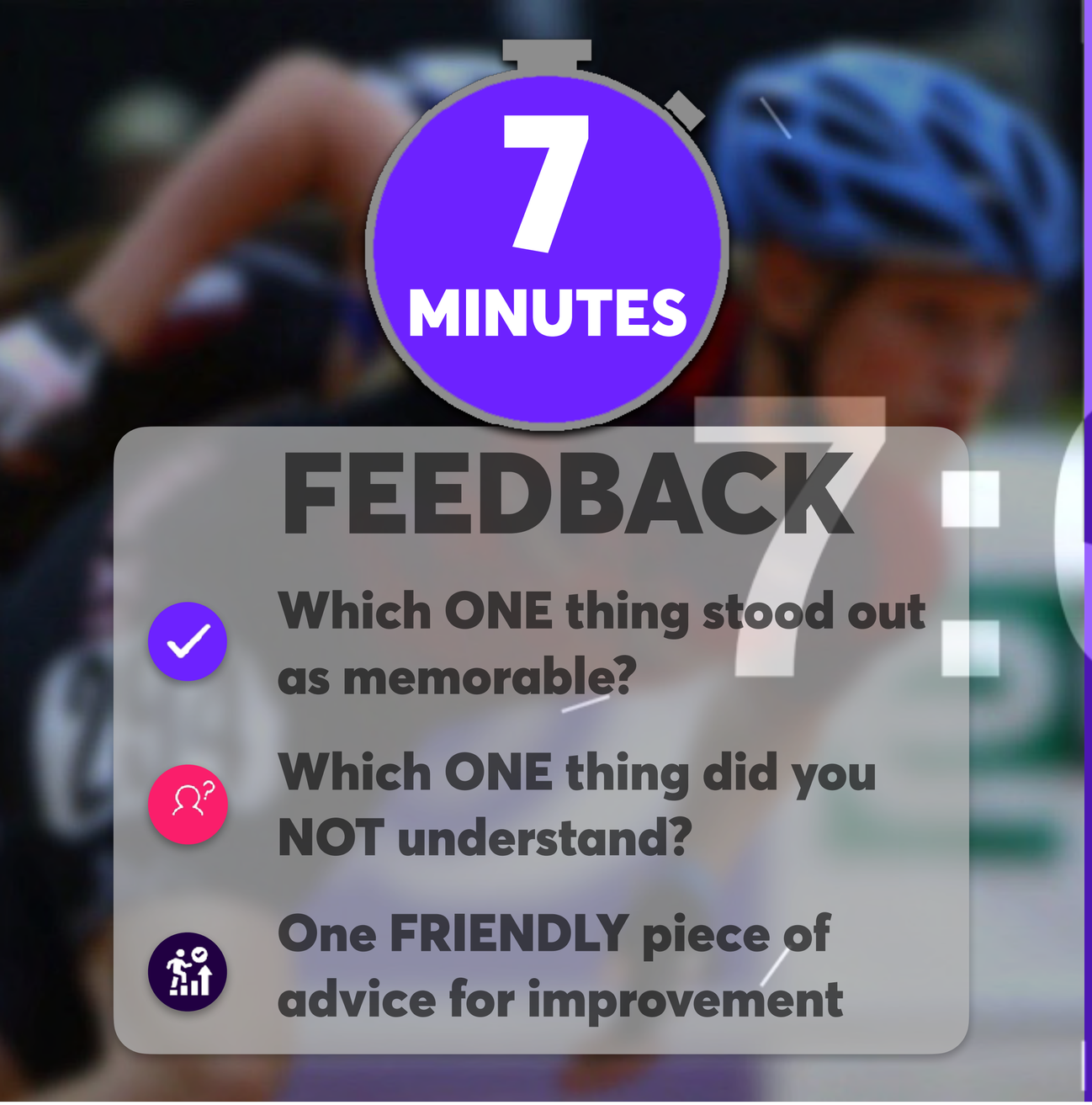
Why are you doing this?



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33 seconds, 5 sentences

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Who do you solve it for?

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What's your highest **ambition**?
Why are you doing this?


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

Pitch tools and
RESOURCES







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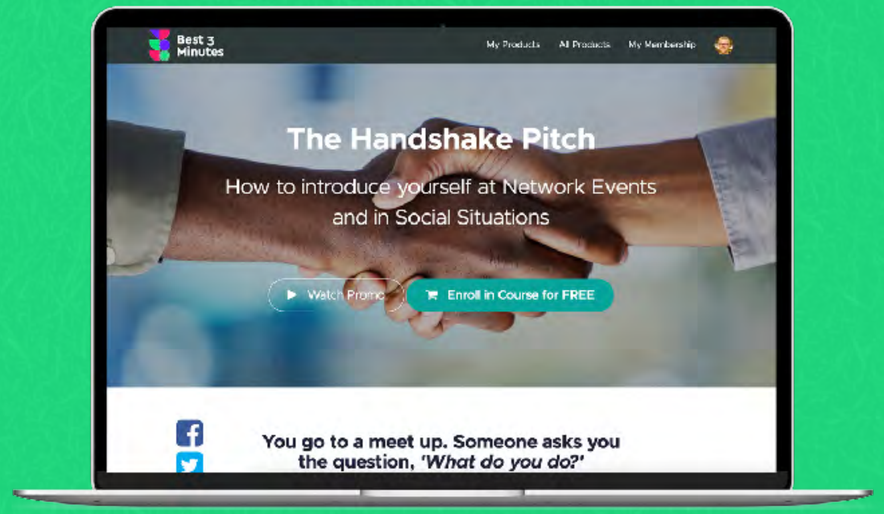

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PODCAST:
Pitching in the USA

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