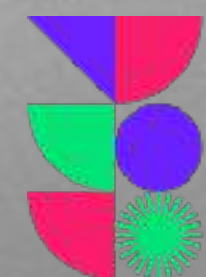


Pitch Coach
Co-developer Best3Minutes© Method
TEDx Speech Coach

Sheila Schenkel

Best3Minutes.com



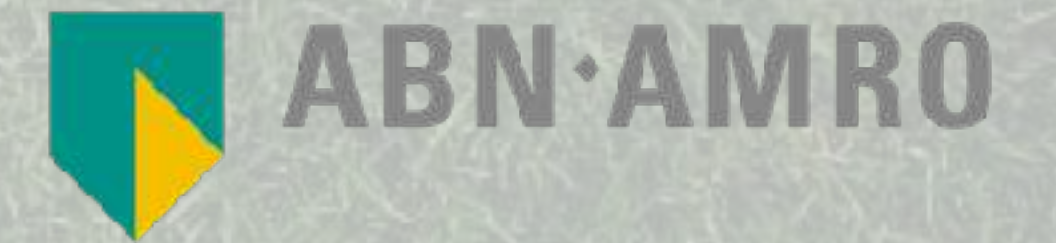
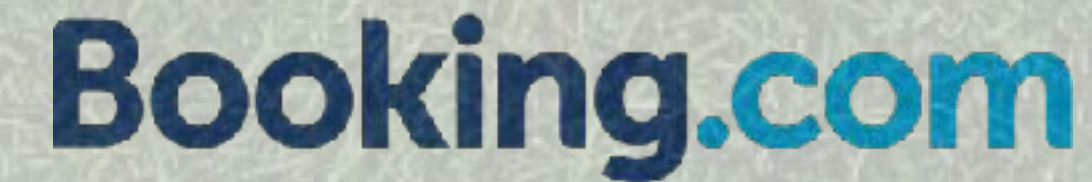
Best 3
Minutes



**GREAT IDEAS
NEED A VOICE**

33 Countries

TRAINED 41,000+ PEOPLE



Coached 3000+ Startups & Scaleups
RAISED OVER €500MILLION

This is a
LEARNABLE SKILL



TURNING POINT?

Having a **short, sharp, clear** story makes a difference!

When talking to a (potential):
**customer, partner, journalist,
team member, ...**

using these tools can **change
your future**

Of course, this is a TEDX event: slightly different

“Your talk should be driven by an **idea** and not sell
from the stage”

“No commercial, political/inflammatory, religious
agendas”

Check the **Content & Copyright** Guidelines!



ACTION STEP

Imagine, you're at an event
and are asked:

"Tell me about you?"

Pitch yourself in **30 Seconds**
(no one can hear you!)

No Other Instructions

LET'S DO IT!

HOW LONG DID YOU NEED?

10 seconds?



Only just
got started?

TICK... TOCK...

What did you
TALK about?





Who are we pitching to?

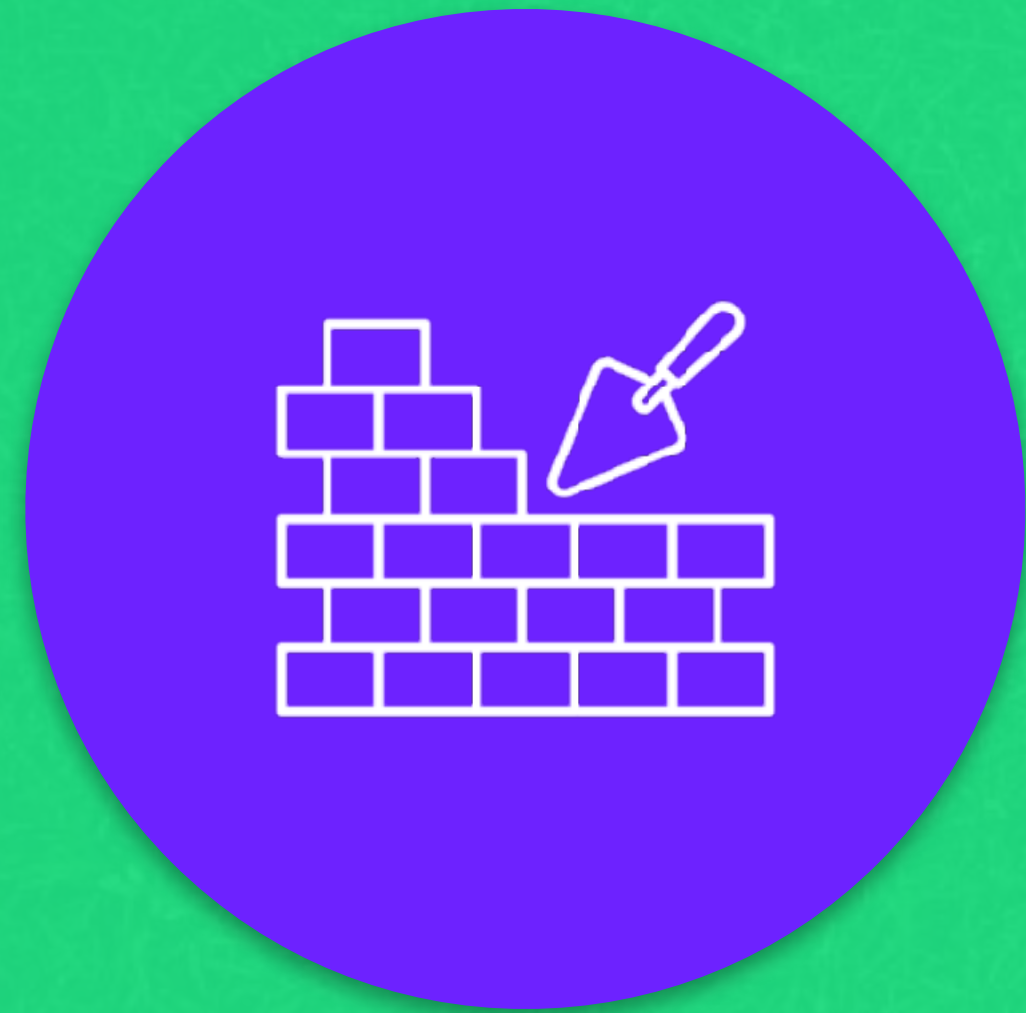


Why are we pitching?



What should we pitch?

What we'll cover **TODAY**



**Essentials for
a Winning Pitch**



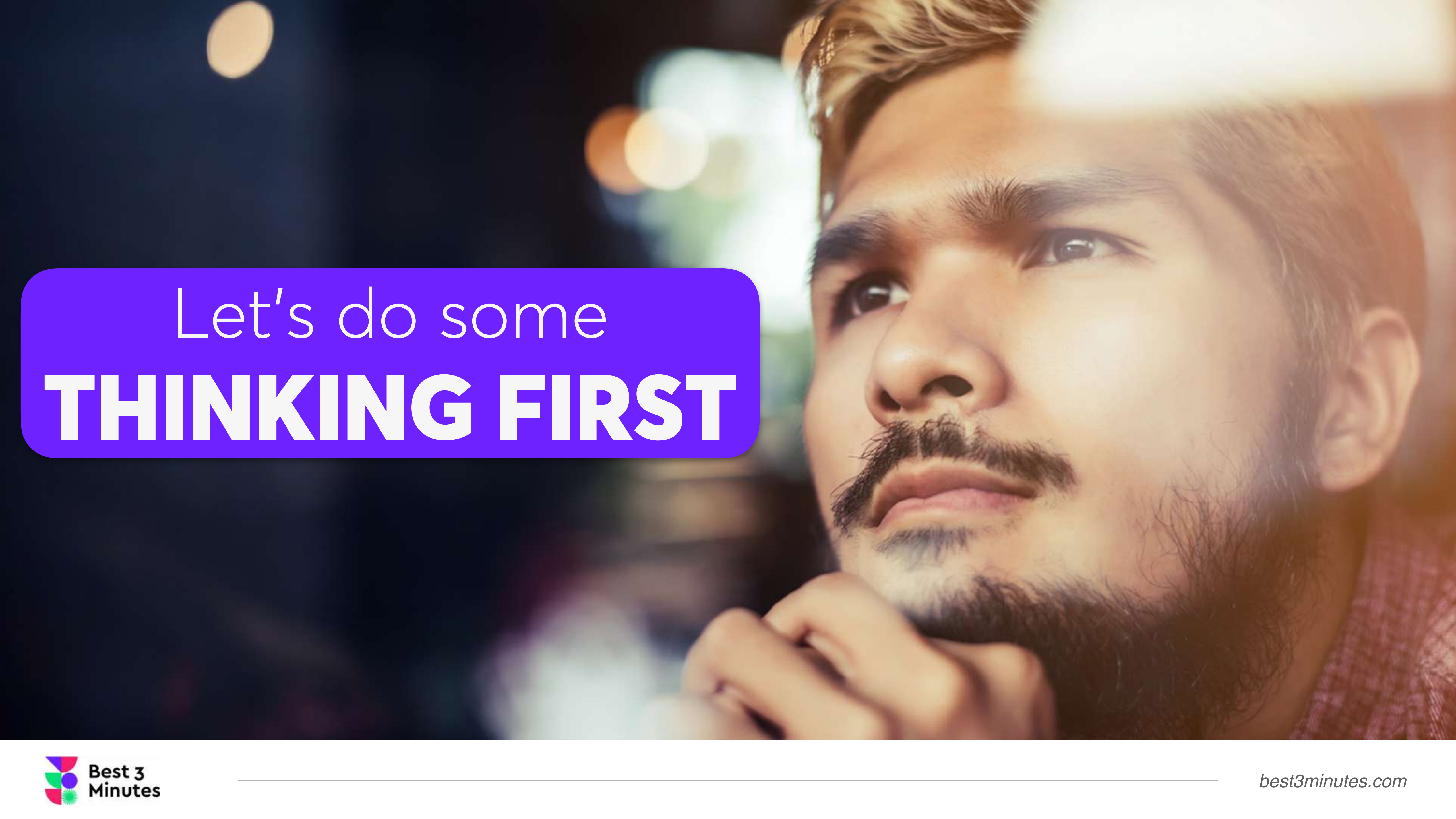
**Content of
Your Pitch**



**Level Up
Your Pitch**

How do we usually create
A NEW PITCH?





Let's do some

THINKING FIRST

For now: Focus on June 26th

Live Pitch for a Jury

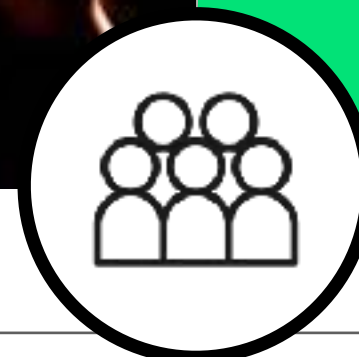
Tip Also use these tools
for any other pitch in the future!

Perhaps on the TEDxAmsterdam main stage?



WHO'S YOUR AUDIENCE?

What do
they **CARE**
about?





WHO'S YOUR AUDIENCE?

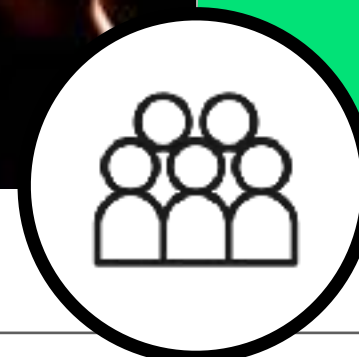
What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, **Social**?

Same **background**? (Jargon)

What might be their biggest **objection**?





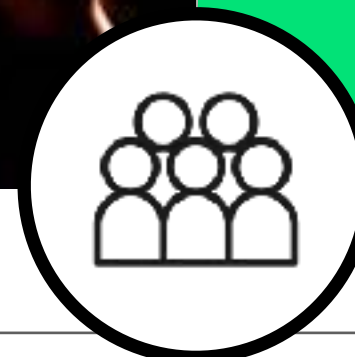
WHO'S YOUR AUDIENCE?

June 26th:

Curated audience that can...

"...support the pioneers;
potential partners, experts,
investors, city officials,..."

You can also suggest a guest!



Why a Jury?

...decide which 2 pioneers will speak on the
TEDxAmsterdam main stage

Definitely important?

1. What **problem** do you solve/prevent?
 2. What **impact** does/will your solution make; what **positive change** do you bring the world around you?
 3. The **future**: what are your **next steps** to make lasting **impact**? Is it scalable? How will you grow?
- Oh, and also, your pitch: clear, engaging, confident?

Inspire your audience

Make them **enthusiastic!**

Make a profile of your Audience
Investor Edition

Best 3 Minutes

This is a fillable pdf - You can add your notes in the gray blocks below, and save it.

What investments have they made already? (technology/industries, markets/sectors)? Check their website to find out, write down 3 things about where they put their money.

What do they say on their website about their in Technologies, macro trends, etc. Check <https://>

What does the investor's team look like? Are the

Does anyone in the investor's team have a blog? A video post on LinkedIn? If you can connect with it ("Hey, I saw your blog about..." "your post on LinkedIn better chance of connection.

Do they have any goals or mission statements or focused on any financial results?

What might be their biggest objective? What's

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Make a profile of your Audience
General Edition

Best 3 Minutes

This is a fillable pdf - You can add your notes in the gray blocks below, and save it.

What's their biggest challenge right now? If you ask them what's on their mind, what will they answer?

Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?

Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?

Are they creative, or more focused on numbers and data? This changes the focus and language of what you will tell.

Are they only interested in money? And if yes, is it cost saving, or growth, or profitability?

What do they already know about your offer? Make sure you don't spend too much time going over old ground - use their previous time to focus on the new stuff.

What might be their biggest objection? What's the reason they might say, "this will never work because...?"

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Make a profile of your audience

Fillable pdf downloads available

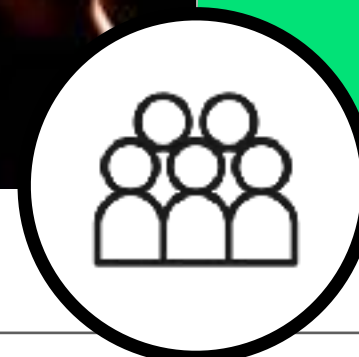


WHO'S YOUR AUDIENCE?

Whenever you wonder:
"Should I add this?"

The answer is right there: **your** audience

Is it **relevant** for them?





WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



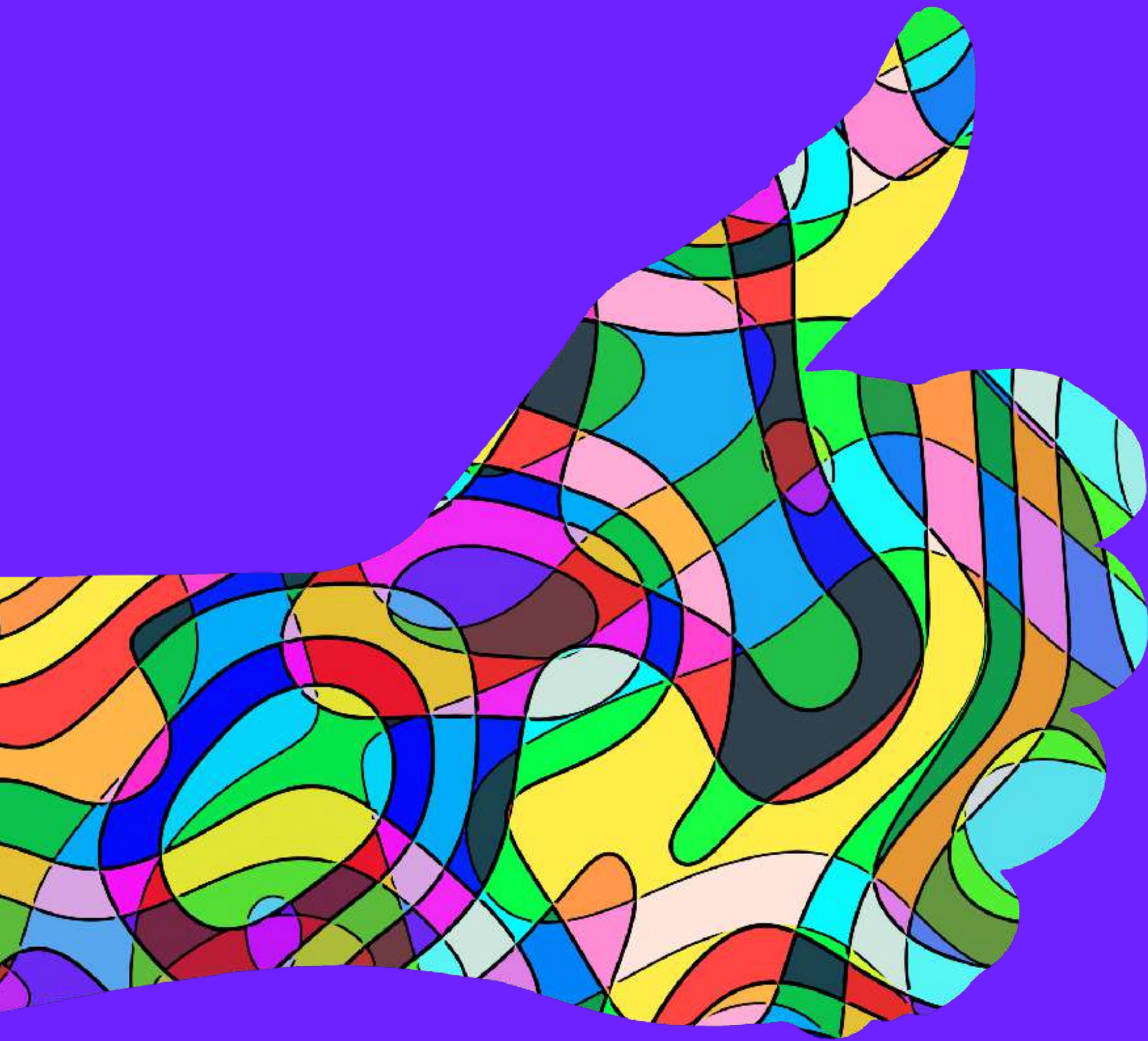


WHAT'S YOUR OBJECTIVE?

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

How can they **help** you make the next step?





How can this audience **HELP** you...

Introductions?

Become a mentor?

Advice?

Spread the word? How?

What is your **call to
action?**



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?



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 9:30 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 bank 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

HOW MUCH TIME DO WE GET?



PITCH



Q&A

VIDEO ▶

Q&A

ANSWER QUESTIONS

UNDER PRESSURE



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

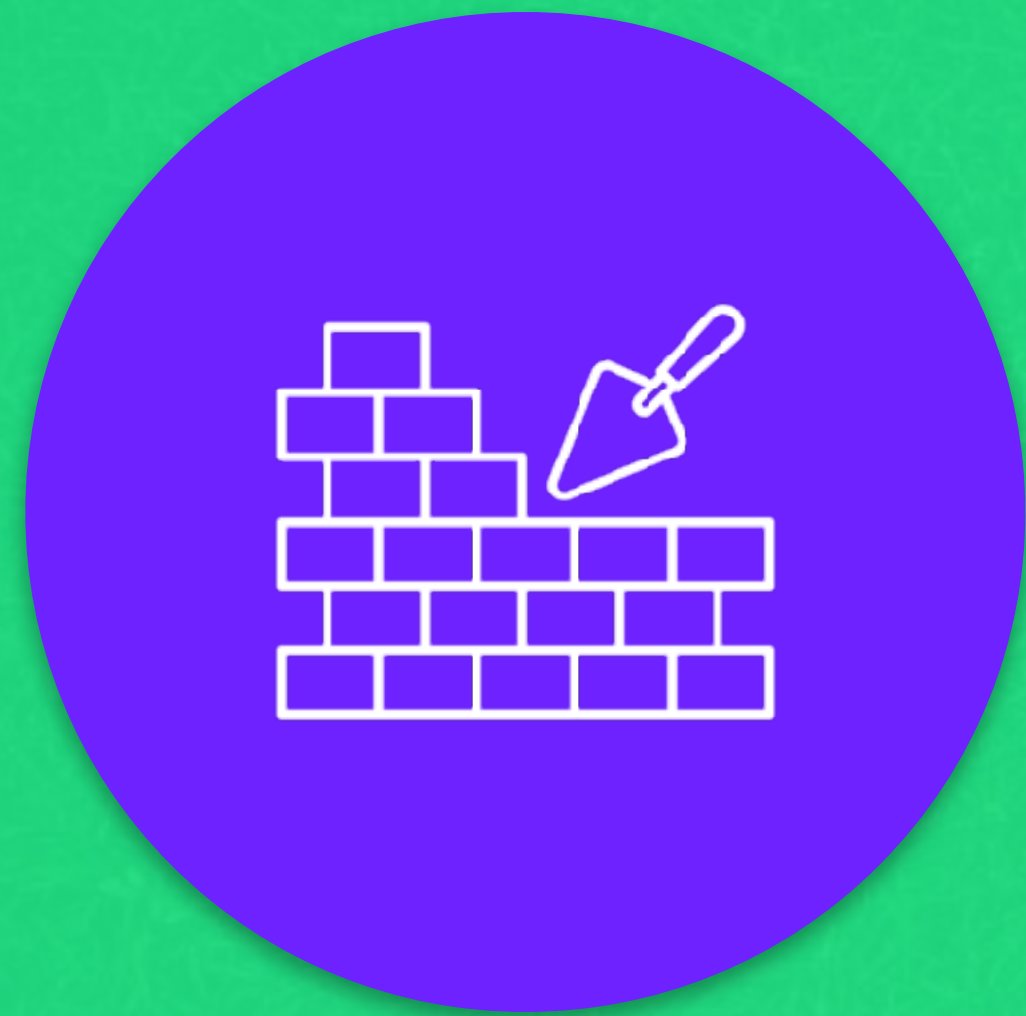


150 WORDS max!

= 8-9 (short!) sentences

= 140-145 words

What we'll cover **TODAY**



**Essentials for
a Winning Pitch**



**Content of
Your Pitch**



**Level Up
Your Pitch**



We've already done some
THINKING

We've got some great
CLARITY...



Audience Who do I want to connect to, who is listening?

Goal What do I want to achieve?

Time How many minutes have I got?

How do you create
YOUR STORYLINE?

Process
HOW?

Content
WHAT?

Don't Open **POWERPOINT**

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



Also when you
DON'T use slides...



Use

POST-IT NOTES

To Build Your
Storyline

BRAINSTORM

Get the ideas out of
your head

Take a step back:
what are the

BIG ISSUES?

Organise around

**CHAPTER
HEADINGS**

VIRTUAL TOOLS

miro.com

mural.co

WHY IS PITCHING VM IMPORTANT?	50% OF OUR SUCCESS.	RIG MOMENTS MATTER.	BUILDING CONFIDENCE.
WHAT DO YOU NEED? GREAT SCRIPT.	BRAINSTORM WITH POST-ITS.	POWER OF THREE	CONCRETE FACTS + ACTION.
GREAT VISUALS.	LESS CONTENT = MORE FOCUS.	USE VISUALS + 1 STATEMENT	SPREAD INFO ACROSS MORE SLIDES.
GREAT DELIVERY	HANDS, EYES, LEGS, FEET.	VOCAL VARIATION	DO YOU REALLY MEAN IT?
SUMMARY + CALL TO ACTION	WRITE DOWN 3 IMPROVEMENTS.		
CLOSE	I BELIEVE YOUR VOICE SHOULD BE HEARD.		

Which topics should be in
YOUR WINNING PITCH?

Process
HOW?

Content
WHAT?

The Pitch Canvas®

An entrepreneurial brainstorming tool that helps you structure and visualize 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 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 - showing 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 reviews? 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 asking 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 support its your story? Brand wins? Awards? 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 Beckert.

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

THE PITCH CANVAS®

Download FREE
via Best3minutes.com

Let's focus on 5
KEY TOPICS

1



PAIN

What is the **problem** you solve?

Who are you solving it for?

The **Why** of the product





PAIN

"We built a parking app, which integrates sensors using Internet of things technology, all on the blockchain, and obviously using AI and..."





PAIN

"In **major cities**, like Amsterdam, Berlin & Tokyo, it takes over **100 Million drivers** over **20 minutes** to find a parking space..."





Lost time?

More cost?

Environmental?

Health? Social?

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



Be specific

PUT A NUMBER ON IT



"It causes a lot of pollution"

"They have to make a lot of calls"



"It causes **X tonnes** of CO₂"

"They have to make up to **9 calls**"

Be specific

PUT A NUMBER ON IT

nuventura

Reducing Greenhouse Gases

ACTION STEP

Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers**? Who are you
solving it for?

What **problems**
do they face today?

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

Don't think too much:
just write. And remember...

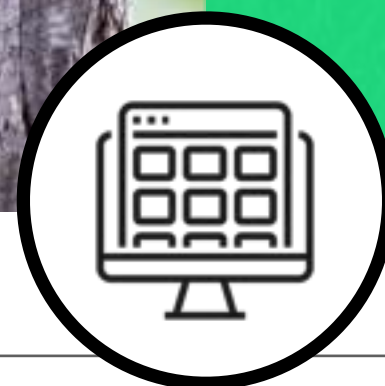
3
MINUTES

2

PRODUCT

How do you **solve** the problem?

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



UNIQUE

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

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

(What is different to current solutions?)



THE IMPACT OF YOUR SOLUTION

What **impact** do you make?

What's your vision for the **future**, your ambition?

"How **big** could this thing go?"
-if you were successful?

PROOF: TRACTION, VALIDATION

Have you **tested** your solution, do you have **proof**?

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

(Paid) **pilots**?

Recognisable brands?

Users, revenue, **growth**?



WHY YOU?

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

Why did you even start working on this issue?

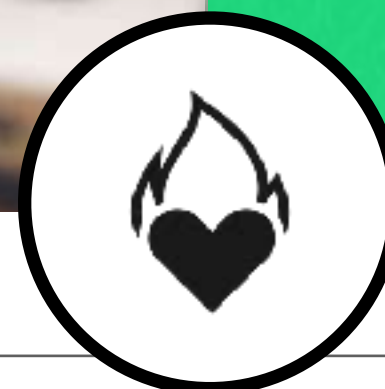


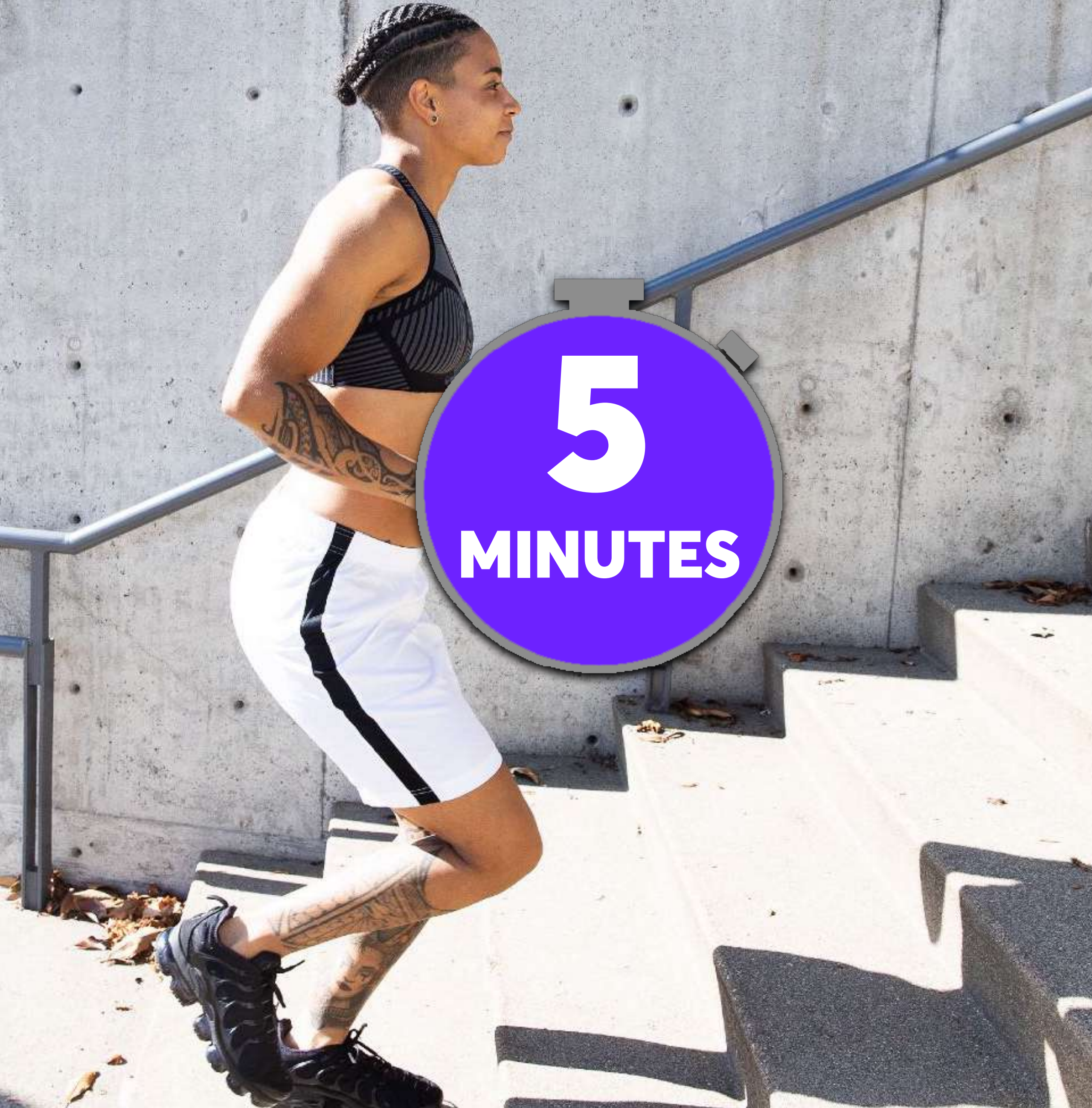


WHY YOU?

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

Your **enthusiasm**
really counts!





ACTION STEP

Brainstorm: write down at least **3 points** for each of the following;

Product (Solution; what's Unique?)

Proof (Traction/Validation)

Impact (Value)

Why you? (Motivation)

This will give you focus/**clarity**

Create a **sharpening stone**

And/or help you find your **story**

Great! Now...

LET'S MAKE IT REAL!



5
MINUTES

ACTION STEP

Prepare a 60-90 Second
pitch with 3 or 4 of the following;

Pain (=problem),
Product (=solution),
Proof (Traction/Validation),
Impact, Why You

Note: individually

60-90 seconds = 8-13 sentences

Let's put the thinking
INTO ACTION!

ACTION STEP

Test your short **60-90 Second** pitch with only **3-4** of the following;

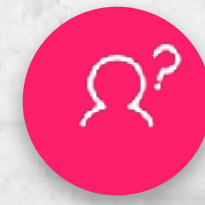
Pain, Product, Proof (Validation/
Traction), Why You, Impact
Let's give constructive feedback!

7
MINUTES

FEEDBACK



Which ONE thing stood out as memorable?



Which ONE thing did you NOT understand?



One FRIENDLY piece of advice for improvement

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 a
REPEATABLE PROCESS



Think it through



Write it down



Say it out loud



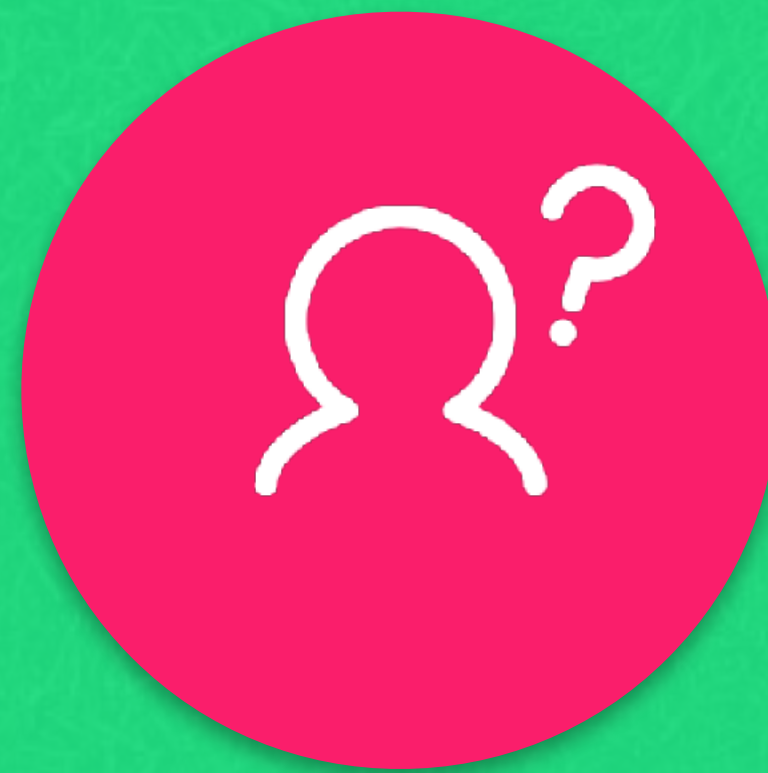
GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?

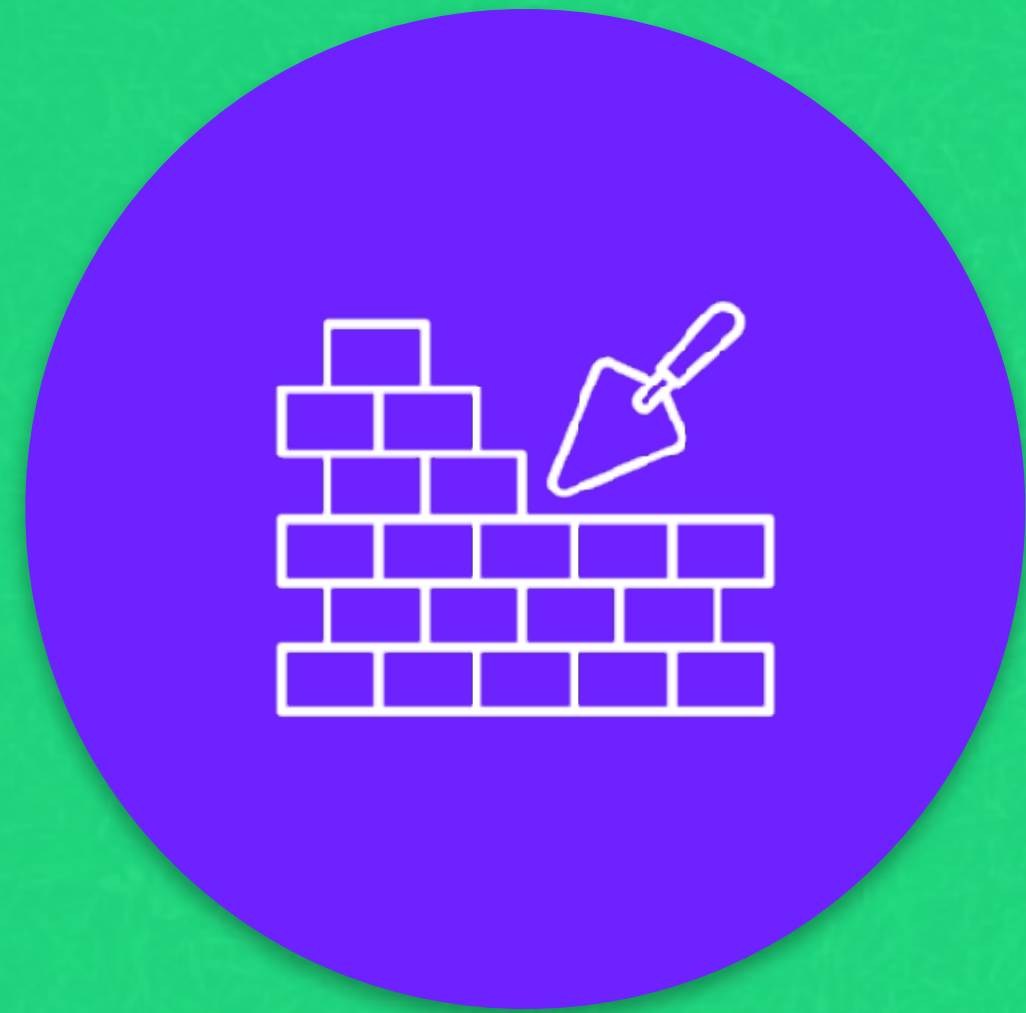


Friendly advice
for improvement



For every part of your pitch
REPEAT THE PROCESS

What we'll cover **TODAY**



**Essentials for
a Winning Pitch**



**Content of
Your Pitch**



**Level Up
Your Pitch**

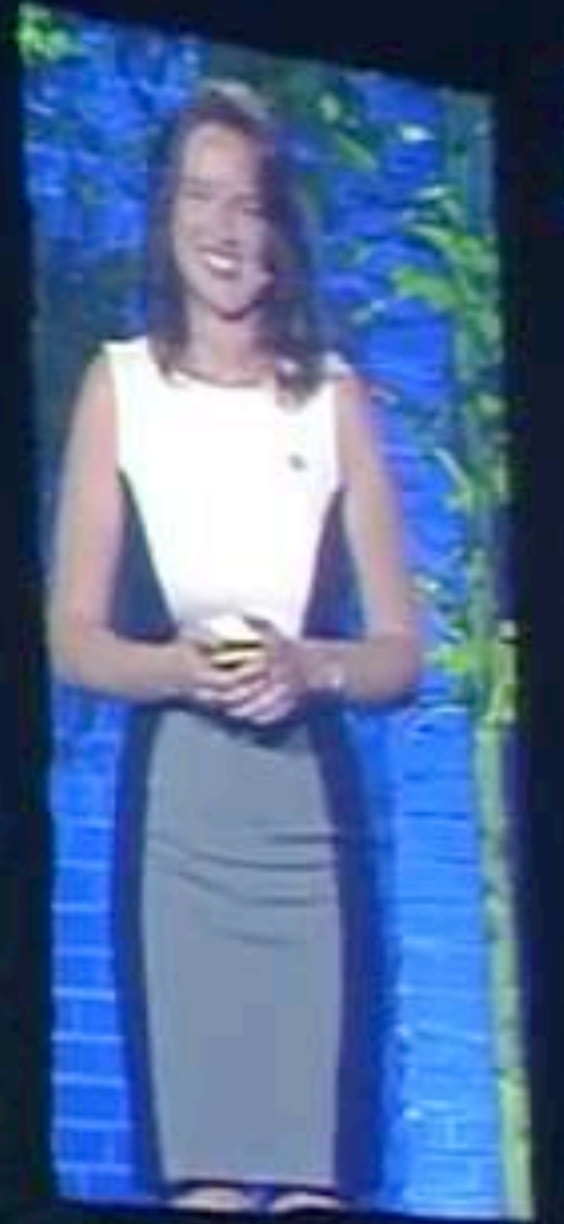
A space shuttle is shown in the process of launching, ascending vertically against a backdrop of a bright, hazy sky. The shuttle is surrounded by a large, billowing cloud of white and orange smoke and fire from its engines. The scene is captured from a low angle, emphasizing the height and power of the launch. The overall atmosphere is one of intense energy and achievement.

Make the first word count
OPEN POWERFULLY



The first 20
seconds buys

ATTENTION



A professionally planned opening from
The Great Bubble Barrier



HOMework

Think about your pitch: can you make a new opening?

Professional and Planned; give them something they will **want** or **need** to know more about

Write down your **opening 5 sentences**

Making your story
FOCUSED & MEMORABLE

The Power of **THREE**



What happens if I say...

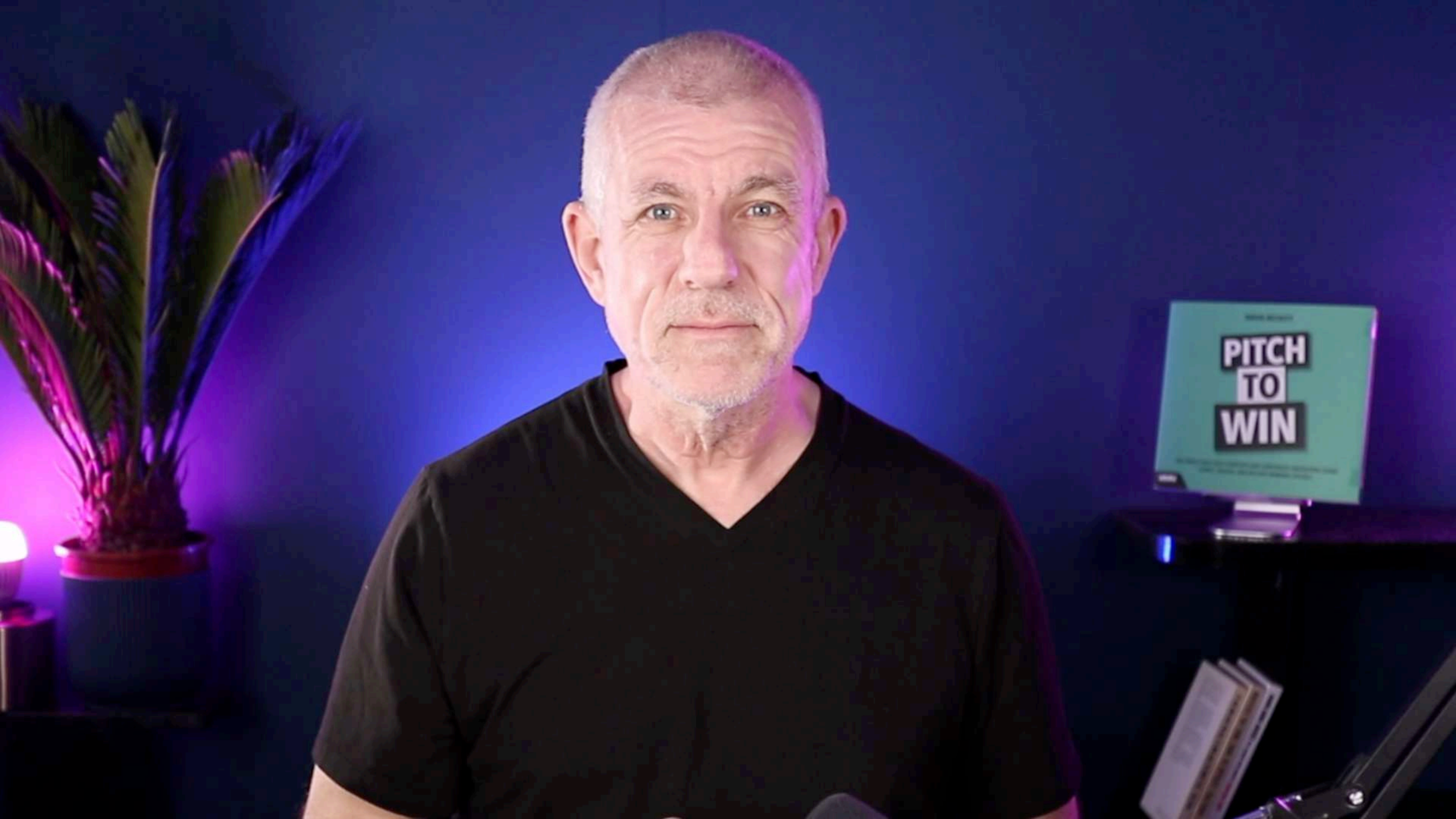
**“Hi, I’VE GOT 11 THINGS
I WANT TO TELL YOU...”**



“There are many things I could tell you,
**BUT THERE ARE 3 THINGS
I WANT YOU TO REMEMBER”**



So why
THREE?



STEVE BLAKE
**PITCH
TO
WIN**
HOW TO GET YOUR IDEA INTO THE HEARTS OF INVESTORS

Break your product into
THREE BIG QUALITIES

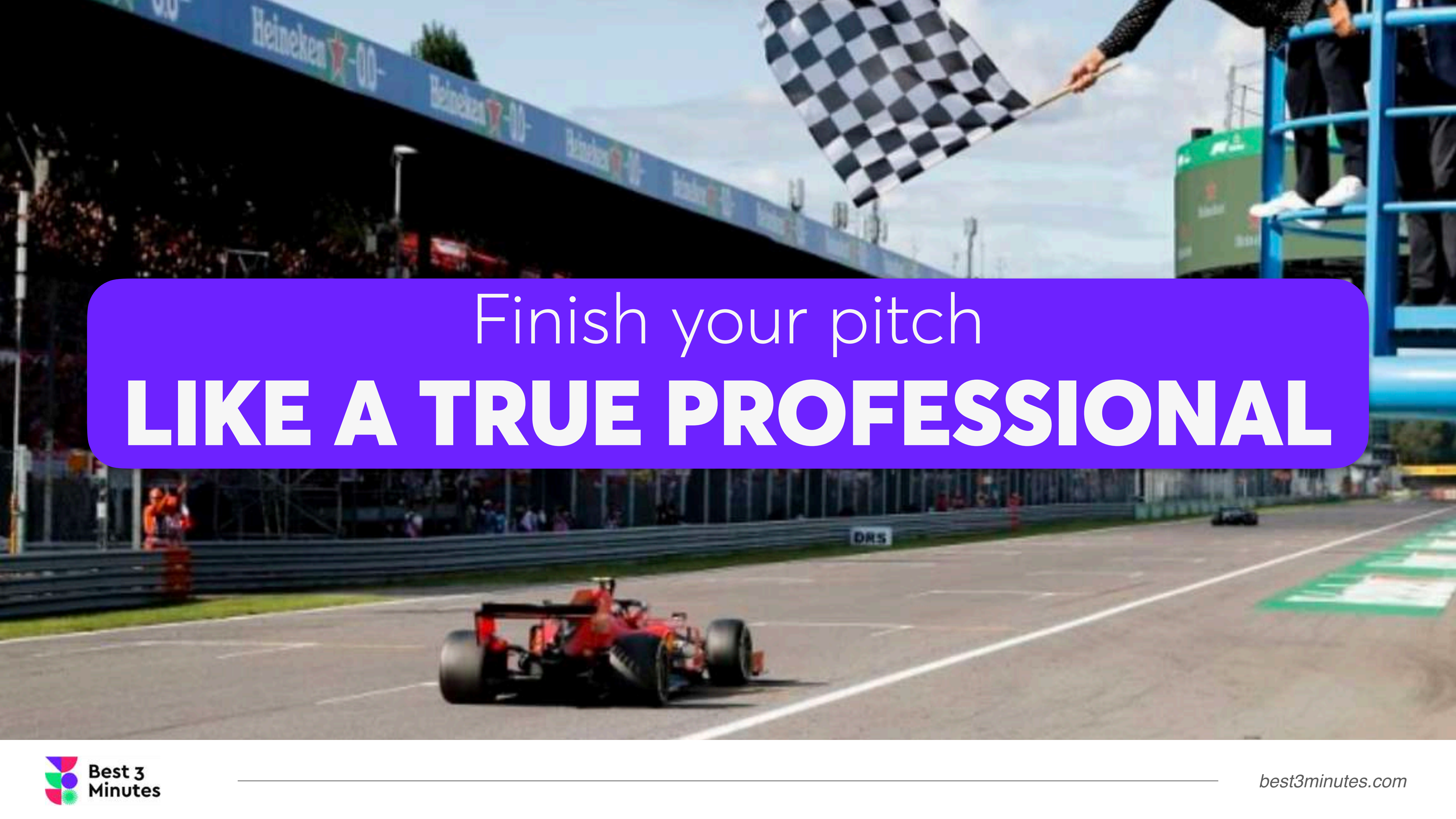
FASTER

**LOWER
COST**

**MUCH
EASIER
TO USE**

The Power of Three is a

PUBLIC SPEAKING TOOL & A MINDSET



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!

One more thing...



Before we finish...
A word on your **SLIDE DECK**

Why can't we use loads of text?
Because you want them to **listen**

If needed, create 2 slide decks
1 TO PRESENT, 1 TO SEND

Pitchy

STARTUPS / THE TEAMS

MENTORS & EXPERTS

THE ORGANIZATIONS

Pitchy pwc

Pitchy Introduction

"Pitchy Empowers Corporate Innovation Teams and Startups to make Investment and Resource Winning Pitches."

Over the last three years, the team behind Pitchy has coached hundreds of Startups, numerous corporates and thousands of professionals to pitch. Now we're bringing this knowledge online in an easy to use set of online and mobile tools that will save time and raise quality and clarity.

We've identified how to enable Startups to develop their pitch, mentors to collaborate, and Innovation Program organizations to have an overview of all pitches in their program.

Pitching Teams
Pitchy guides them towards the best possible pitch, and gives the possibility to ask advice easily from external people. Slides are generated quickly and efficiently, and a mobile app helps them memorize and practice for success.

Mentors & Experts
Pitchy makes it easy for externals to give input to the Startup, and see the progress of the pitch script, slides and delivery.

Program Organizations
Pitchy gives instant insight for program managers into the progress of all pitches in the program. Collaboration with the teams becomes seamless.

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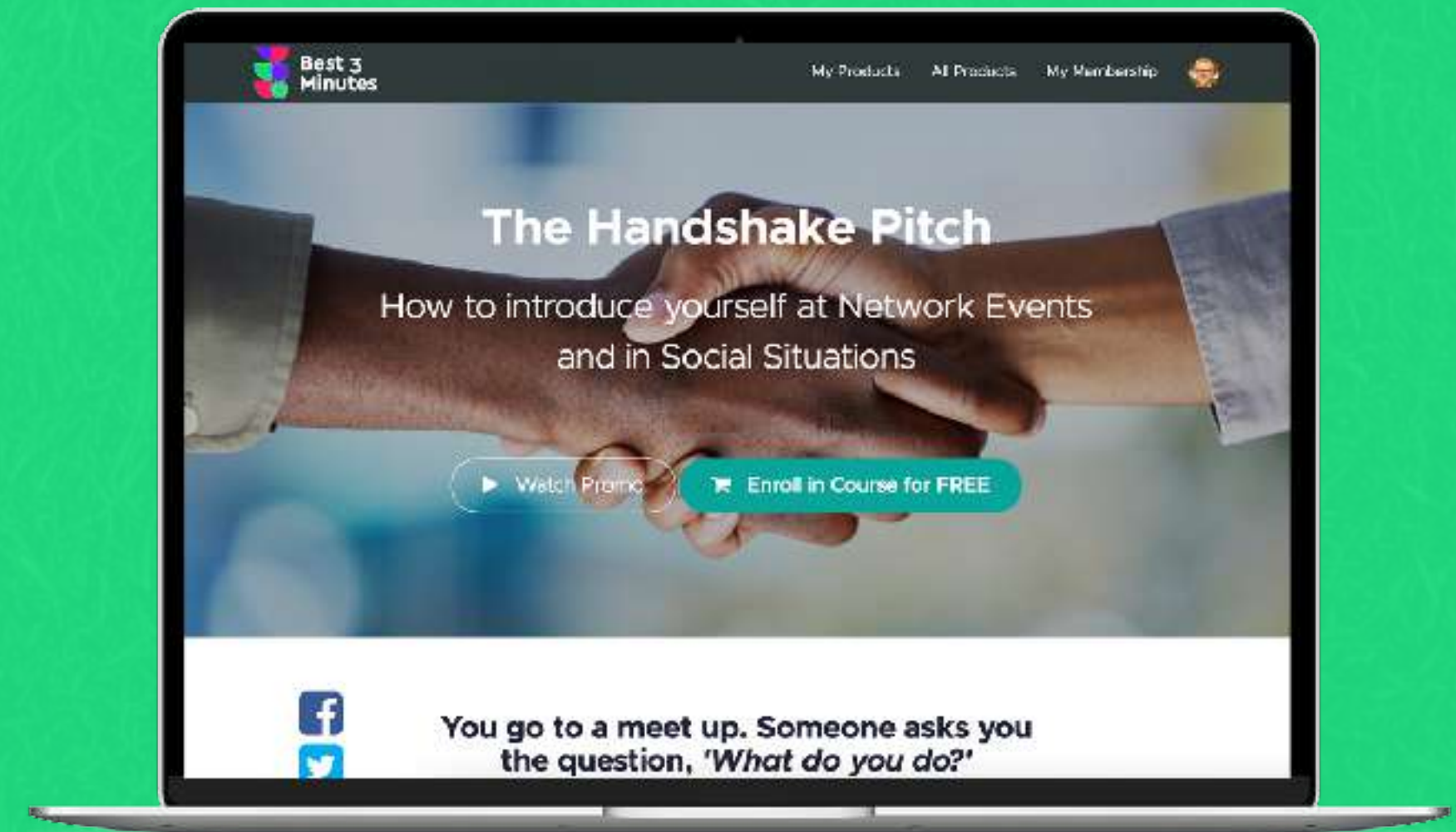
Which speaker has your **ATTENTION?**



Pitch Tools and **RESOURCES**



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Podcast



You  Videos

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