

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

David Beckett

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Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION




We are all trying to
CONVINCE BUSY PEOPLE


GREAT IDEAS
NEED A VOICE


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


THE
POWER
OF THREE


QUESTIONS?
You can ask
ANY TIME



How to make a great **HACKATHON PITCH**



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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30 Seconds to someone you
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finished, **switch**!

No Other Instructions

LET'S DO IT!



Who are we pitching to?

Why are we pitching?

What should we pitch?



How to make a great **HACKATHON PITCH**



Best3Minutes guide to your Hackathon Pitch

How long is the pitch?

You have 3 minutes pitch, 2 minutes Q&A

3 minutes is around 25 sentences! Get the story roughly straight, then do a test against the clock. There is a hard cutoff: if you talk too long, they won't let you finish!

If you fail to finish within the time available while practicing, cut out some content and try again.

How do I create my story?

Brainstorm with Post-its, not PowerPoint, to create the storyline.

Leave the software alone until you've had time to think. Get the ideas out of your head using Post-its.

Only make slides once you have the storyline clear. This will save you a lot of time, and you'll get a better overview of the flow of the story.

What do they want to hear?

Check the Judging Criteria.

1. **Innovativeness:** the originality and creativity of the solution.
2. **Level of Value Added of the Solution:** the degree to which the solution upcycles the waste stream into products of greater value.
3. **Viable Business Case:** economic feasibility of the solution, business model's sustainability, profitability potential & marketability.
4. **Impact of the Solution:** broader effects of the solution, including environmental benefits, community health improvements.

How to open the pitch?

Open Powerfully: make the first word count!

Don't waste time on 'I'm happy to have the chance to share,' etc. Get into the pitch! What are you solving? What have you done? Are YOU excited about your idea?

Practice this out loud. The first seconds are the moments of biggest stress, make sure you're ready to go!

Don't over explain details!

Use The Power of Three: stick to the headlines

The time disappears before you know it! Don't get lost in the details.

Got 7 things you want to tell them about? Break it down to the most important 3 points. Easier to understand, and to remember!

Finish like a professional.

Don't finish with a shrug of the shoulders... Finish with a bang!

The last 15 seconds are the first thing they will remember about you, your idea and your team.

Make a plan for those last 15 seconds - remind what they've seen, and why they should choose YOUR idea. Be professional to the last full stop.

Oh... One More Thing!

Why do YOU believe in this idea? Your enthusiasm counts!

Pitching is a great opportunity to share your passion for what you do. Why do you think what you and the team created matters? What's the coolest thing about what you've created?

Enjoy the moment!

Get the tools to make your winning pitch at
best3minutes.com/unhack

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E david.beckett@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach
Best 3 Minutes

One Page Guide to creating your **WINNING HACKATHON PITCH**

best3minutes.com/synhack26

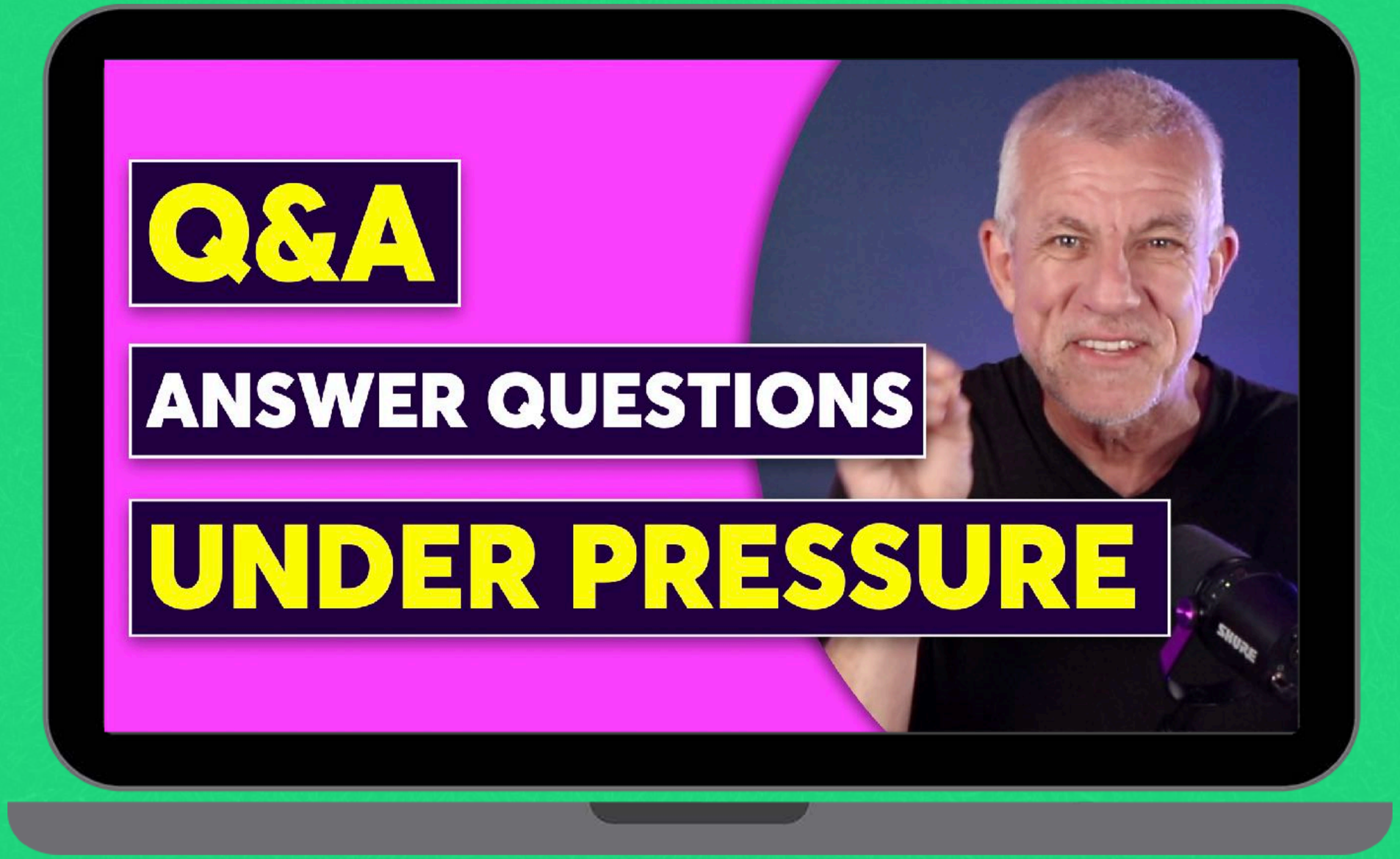
FOR THIS PITCH



PITCH



Q&A

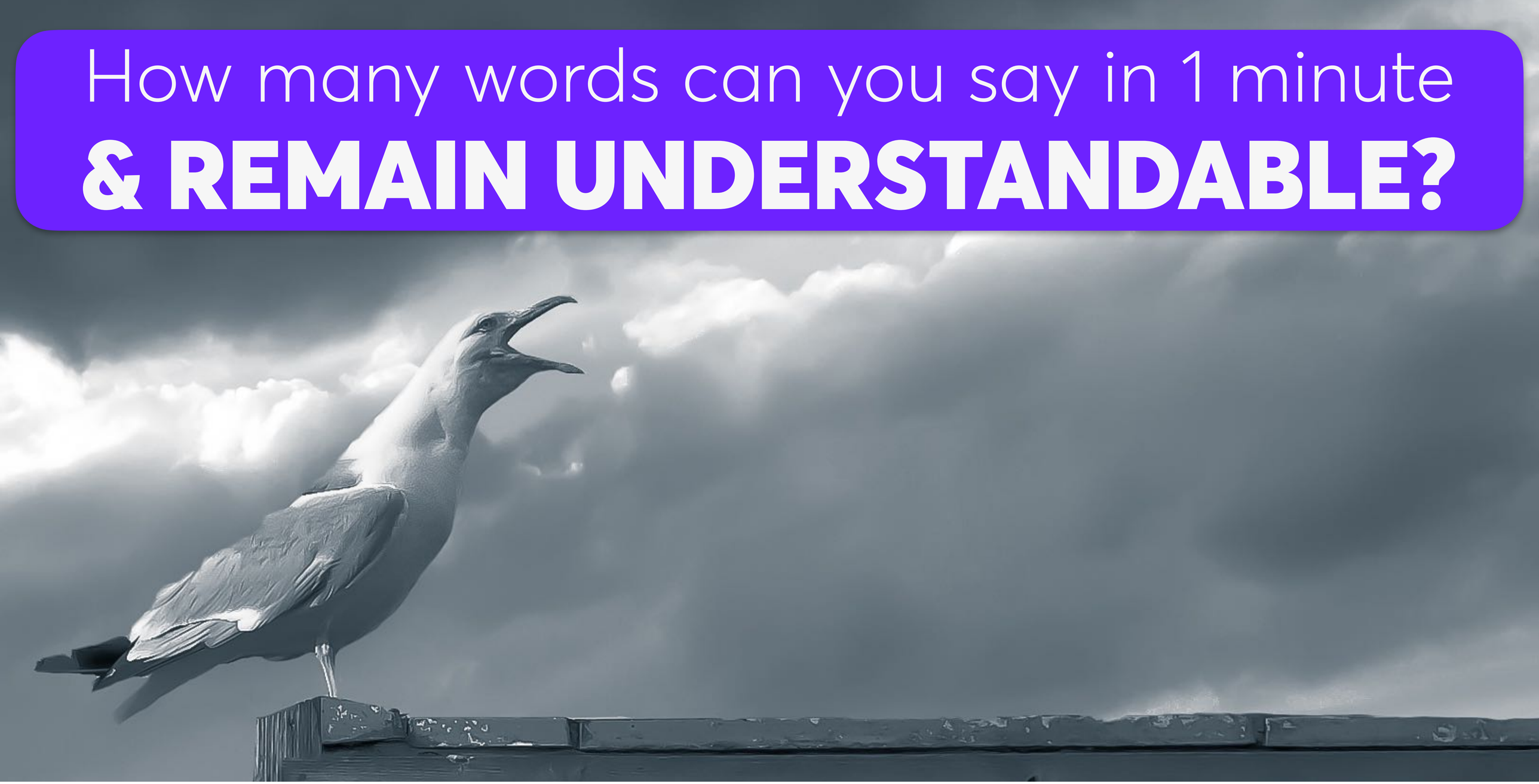


best3minutes.com/synhack26

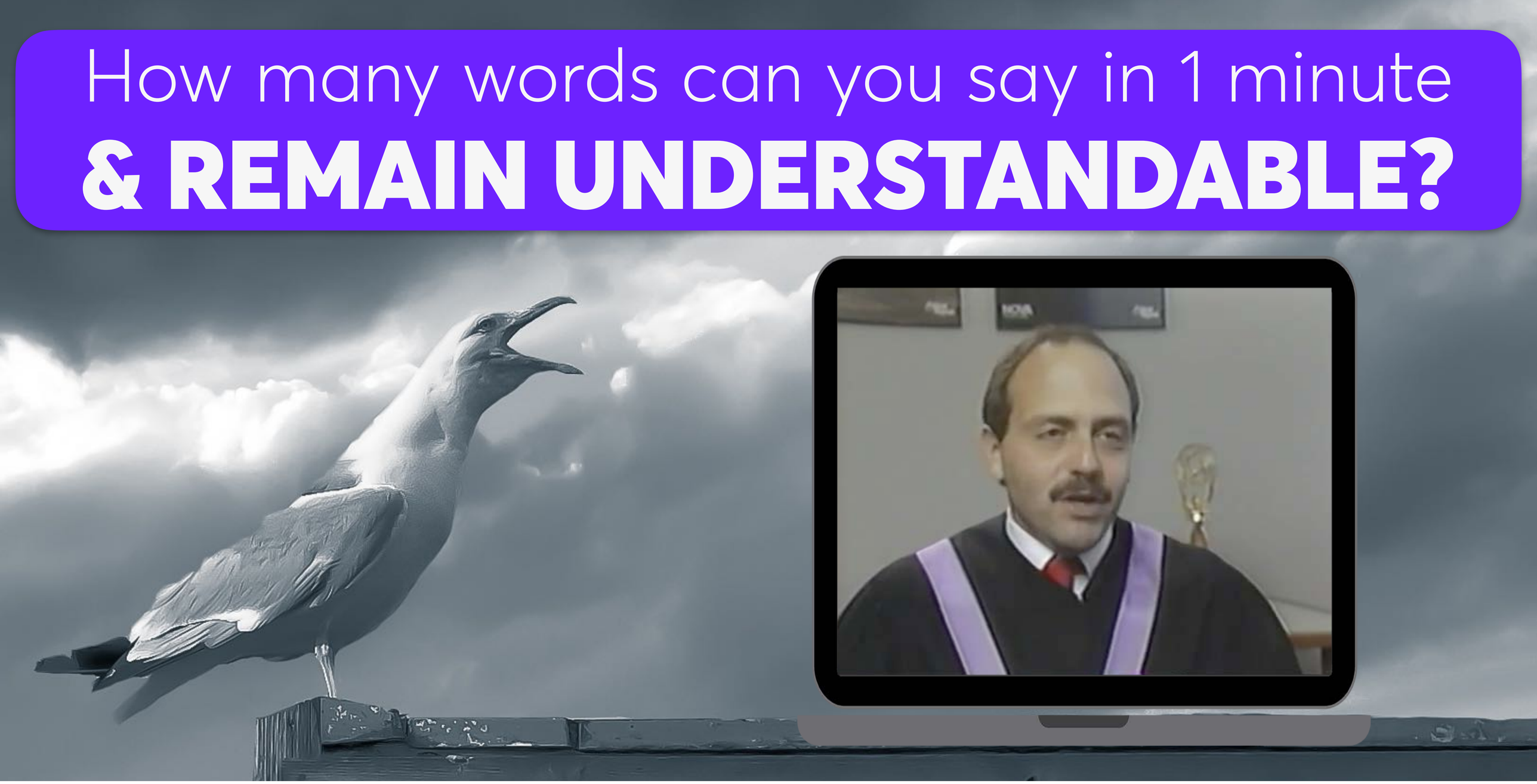


Let's talk about **SPEED**

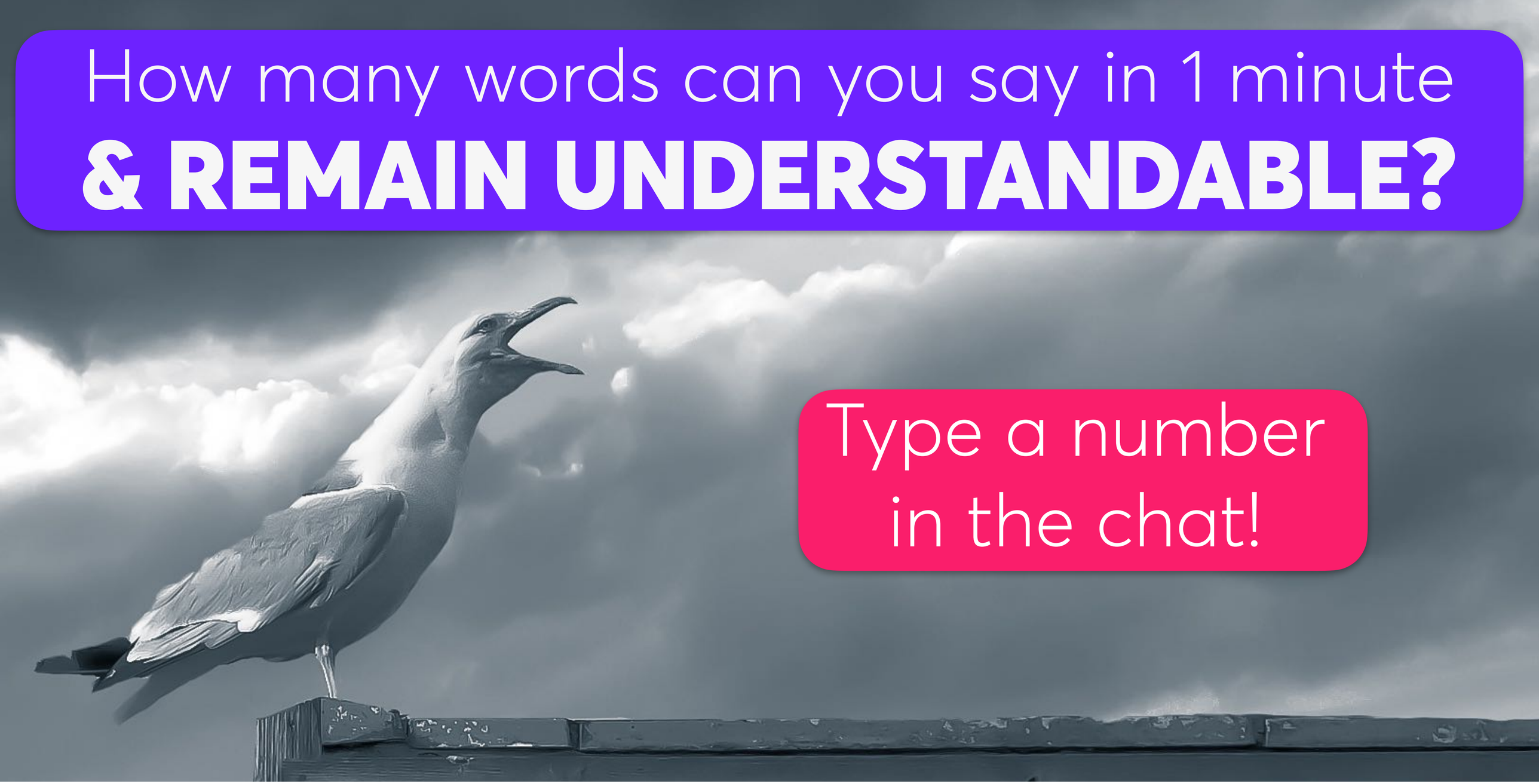
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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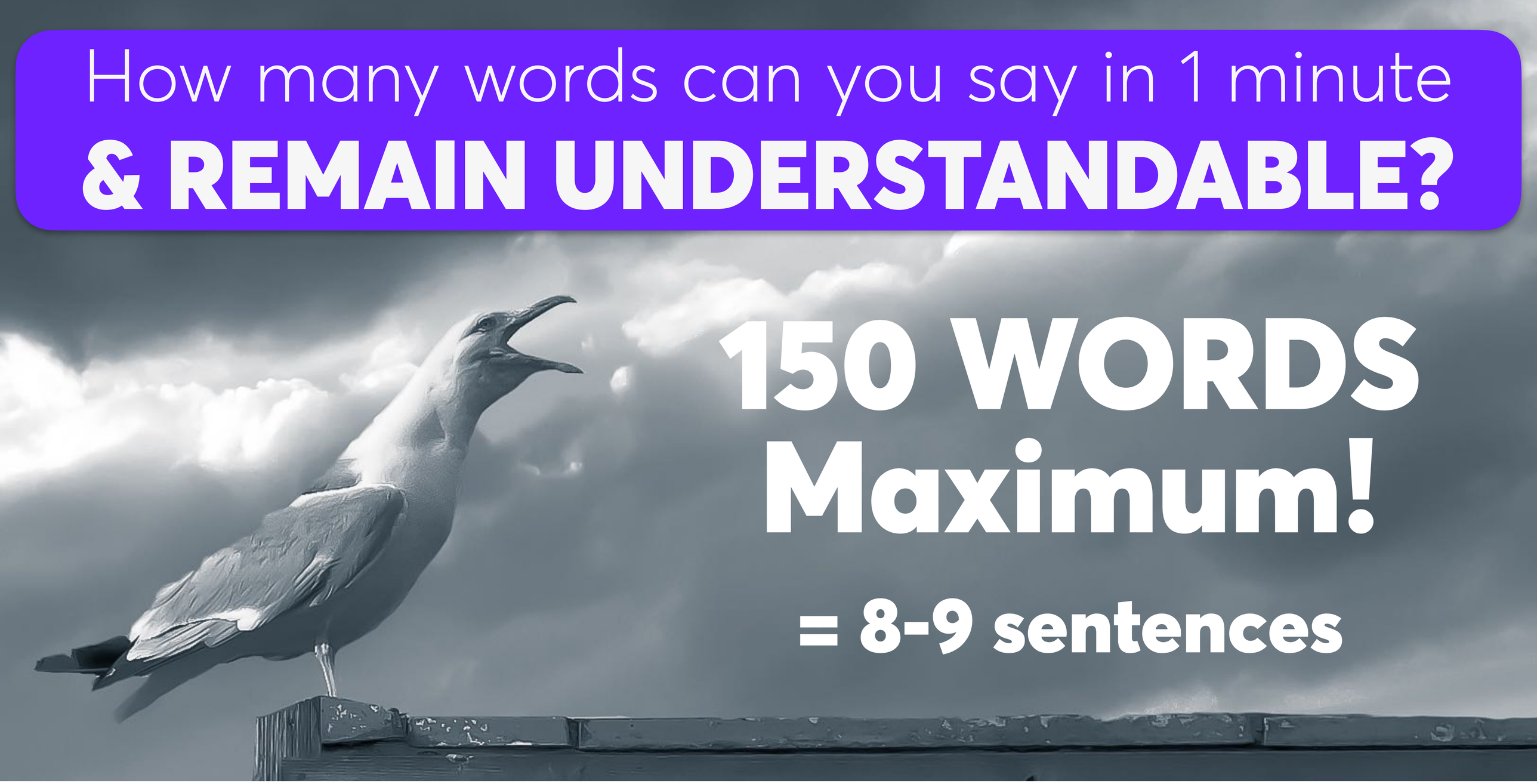


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



Type a number in the chat!

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





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

Total approx.
140-150 words x 3 mins

= 400-450 Words

25-27 SENTENCES


143
Words/min


Practice against
THE CLOCK


Decide asap
WHO WILL PITCH
This helps **focus** the mind 🧐


QUESTIONS?

How do we usually create **A NEW PITCH?**




Let's do some
THINKING FIRST



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they already **know?**

What is their **technical** level?

The Goals of this Hackathon

"How do we make energy systems resilient by default?"

Solve Big Problems

Build something great

Create Synergy: not 'beat' but 'work with'

QUESTIONS TO ANSWER DURING THE PITCH

1. User Case understanding:

Did you show you understood the case?

2. Level of Value Added of the Solution:

Does your solution solve the problem posed?

3. Product/Solution

Is it clear what it does - and what improvement it will deliver?
Is the UX/UI effective? Is the tech explained clearly?

4. Quality of Pitch

Is the story clear? Does it finish within the time?

How do you create **YOUR STORYLINE?**

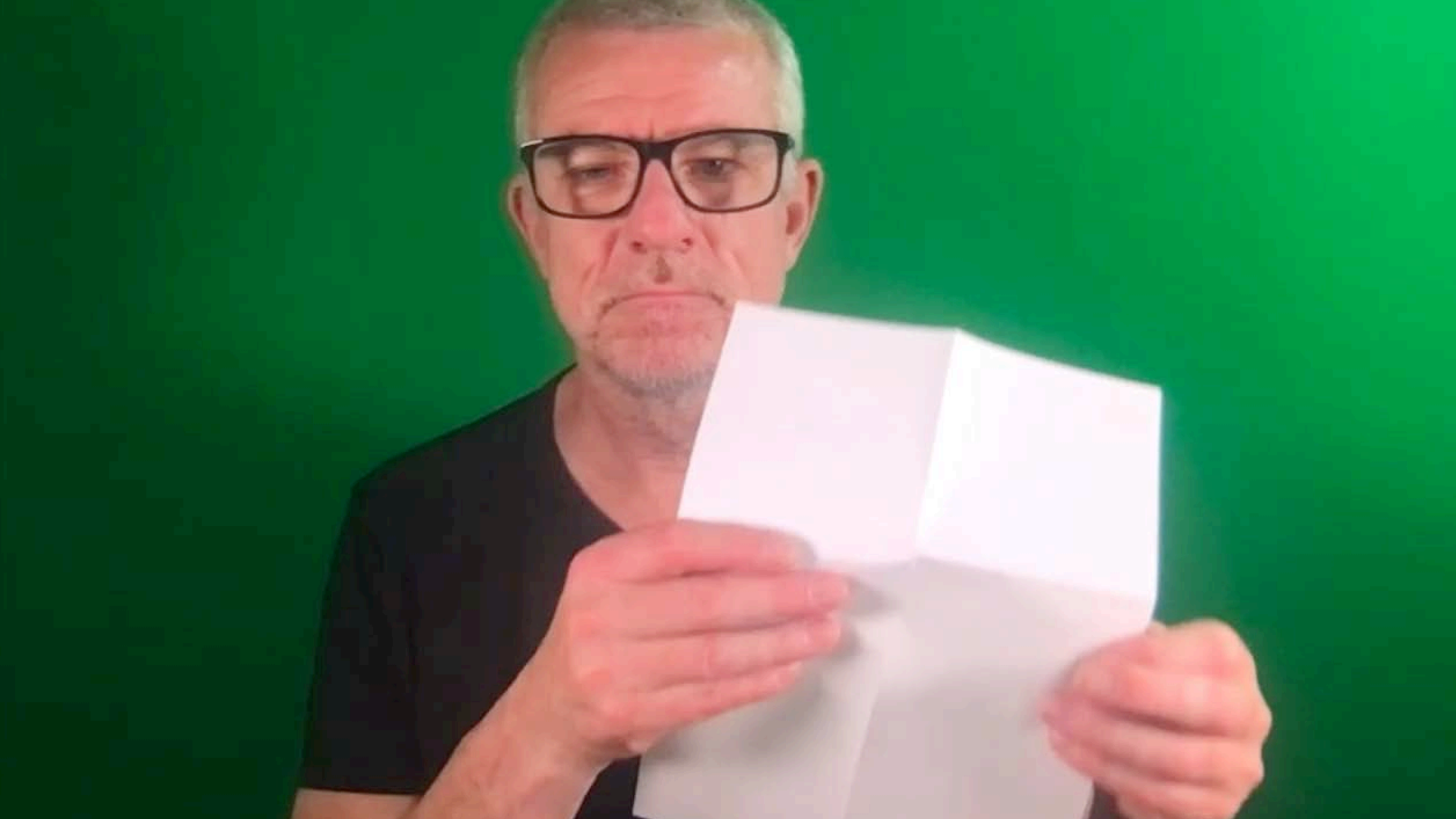



STOP!


Don't Open
POWERPOINT
Until you know what you
are going to say...

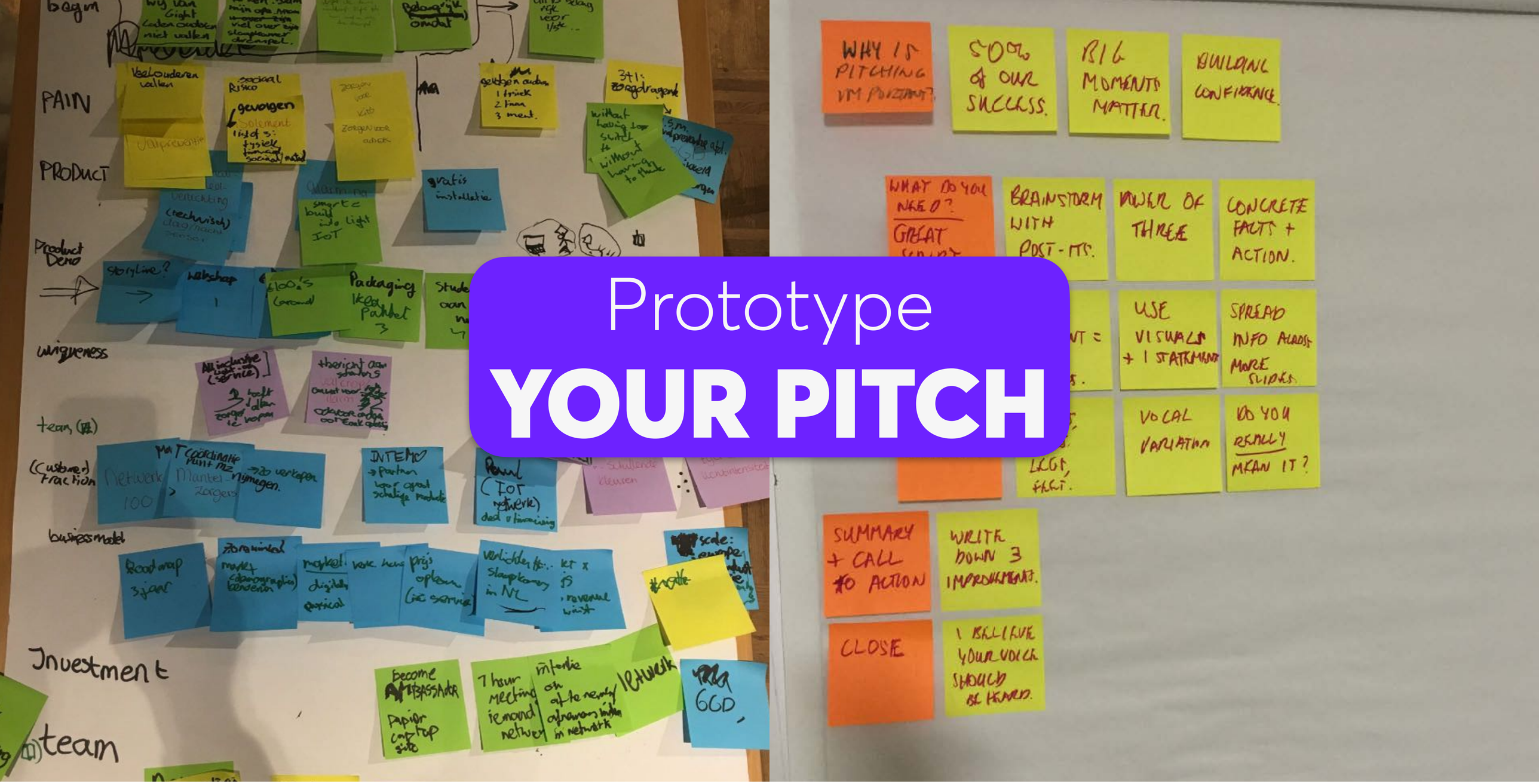


Use POST-IT NOTES To Build Your Storyline





Use POST-IT NOTES To Build Your Storyline


WHY IS PITCHING IM PORTANT?
50% of our SUCCESS.
BIG MOMENTS MATTER.
BUILDING CONFIDENCE.
WHAT DO YOU NEED?
GREAT
BRAINSTORM WITH POST-ITS.
POWER OF THREE
CONCRETE FACTS + ACTION.
USE VISUALS + 1 STATEMENT
SPREAD INFO ACROSS MORE SLIDES.
VOCAL VARIATION
DO YOU REALLY MEAN IT?
SUMMARY + CALL TO ACTION
WRITE DOWN 3 IMPROVEMENTS.
CLOSE
I BELIEVE YOUR VOICE SHOULD BE HEARD.
PAIN
PRODUCT
Product Demo
storyline?
Packaging
uniqueness
team (2)
(Customer) traction
business model
Investment
team
Prototype
YOUR PITCH



3 minute video at: **best3minutes.com/synhack26**

Which topics should be in

YOUR WINNING PITCH?

Here's what we're not going to do...

Here's our product,

here's more about our product,

here's some more information about our product

...any questions?

Here's what we ARE going to do...

Here's a **problem** that's costing this much time/money/waste/environmental impact

We have an idea for a **solution** that will reduce that pain by doing...

It's **innovative** because... and **looks like** this...

This will **reduce** time/money/waste/negative impact by...

The cost - **people/resources** - to get a **first step** up and running is...

I and the team **believe** this **matters** because...

QUESTIONS TO ANSWER DURING THE PITCH

1. User Case understanding:

Did you show you understood the case?

2. Level of Value Added of the Solution:

Does your solution solve the problem posed?

3. Product/Solution

Is it clear what it does - and what improvement it will deliver?
Is the UX/UI effective? Is the tech explained clearly?

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THE PAIN



THE PRODUCT



WHAT'S UNIQUE



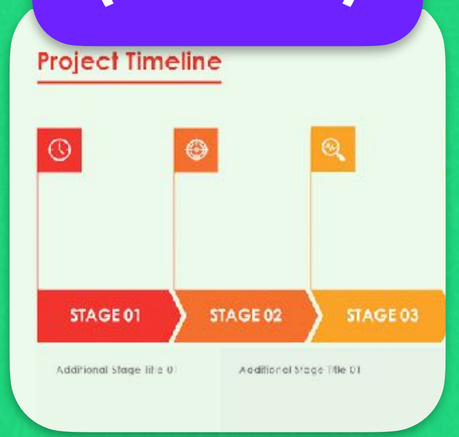
VALIDATION



SYNERGY



NEXT STEPS (SHORT!)



WHY YOU?





PAIN

What is the **problem** you solve?

Who has it?
*(potential **users**)*

The **Why** of the product



PAIN

What's the
Human Result
of the problem
you're solving?



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 New York, Amsterdam & Tokyo, it takes over **300Million drivers** over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



Co2 emissions?

Wasted energy?

Insufficient/inconsistent supply?

Damage to environment?

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

Be specific
PUT A NUMBER ON IT

"It wastes a lot of hours"

"Some countries had energy shortages already"

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

"**Spain** and **Portugal** both experienced **blackouts this year**"

Be specific
PUT A NUMBER ON IT

"Many companies experience data hacks"

"There is too much energy inefficiency"

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

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


QUESTIONS?



PRODUCT

How do you **solve** the problem?

Simply: what does it do?

What **improvement** could your proposition deliver - & **how much?**



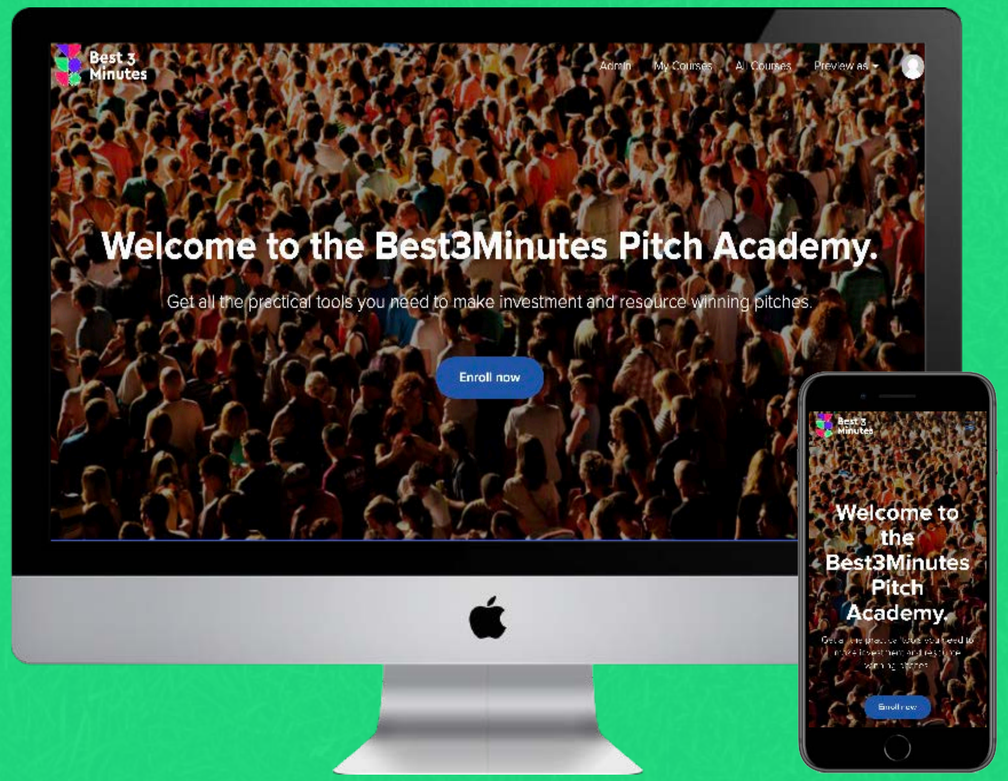
PRODUCT

What kind of **technology** is used?

Why did you choose it?

Show the **UX/UI**

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

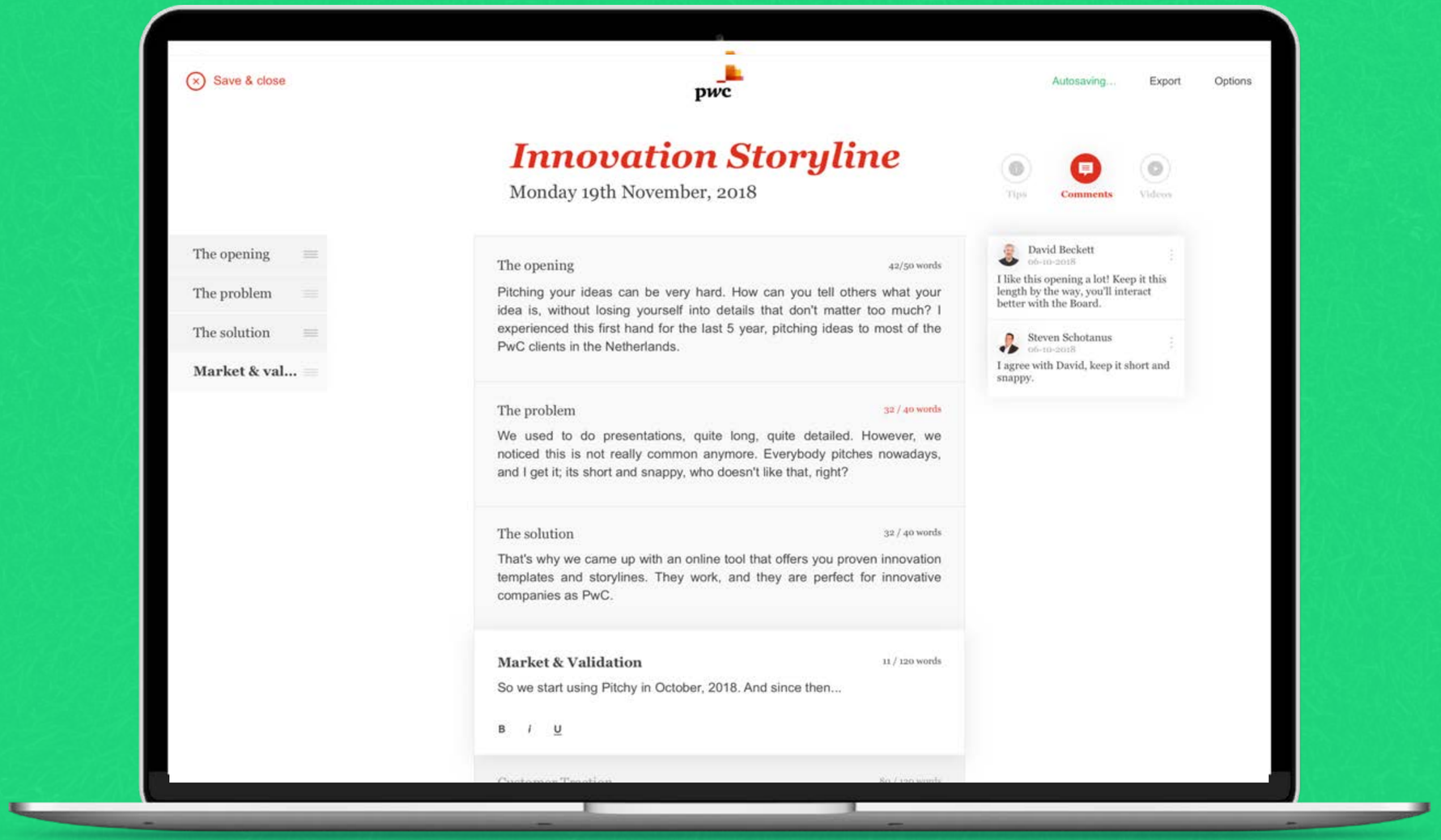
So we start using Pitchy in October, 2018. And since then...

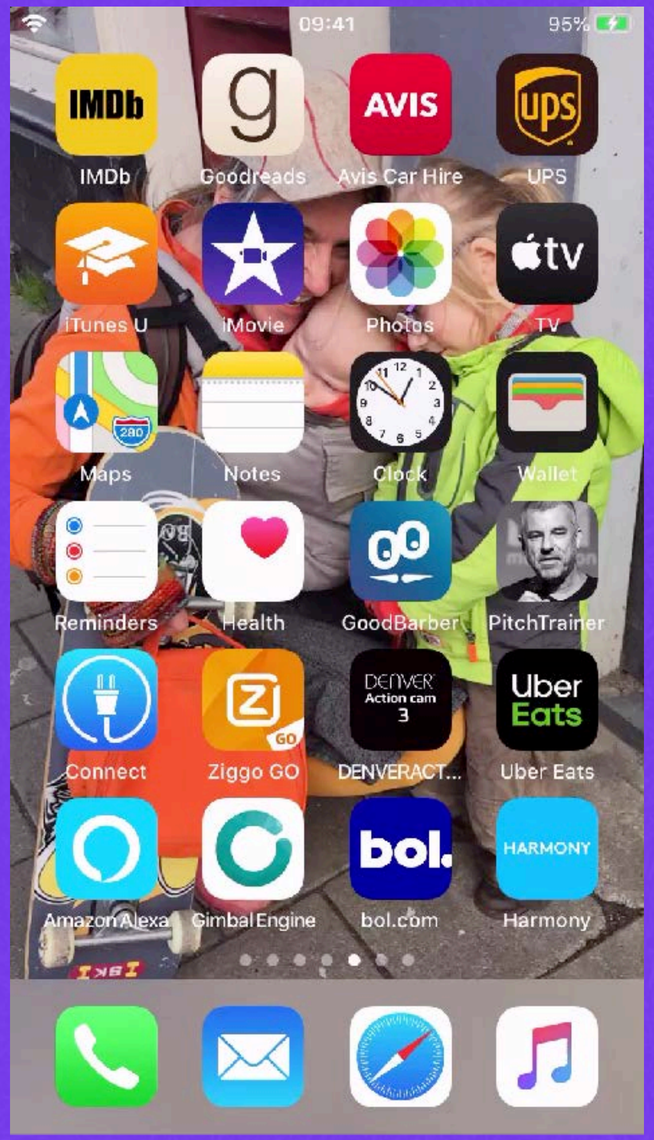
B *i* U

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
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09:41
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

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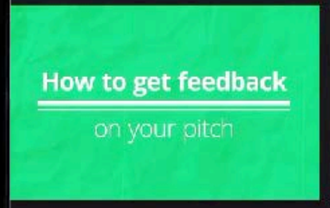
8 Pitch Tips in Five Minutes

David Beckett on 02/06/2020



How do you build your storyline?

David Beckett on 02/05/2020



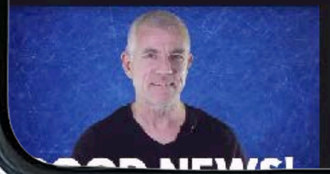
How do you get Feedback on your pitch?

David Beckett on 02/05/...



Should you memorise your pitch?

David Beckett on 02/05/...





UNIQUE

What's **Innovative** about your proposition?

How did you use **Technology** to solve the problem?



VALIDATION

Have you been able to test anything with **possible users?**

(Unlikely - but just in case...)



NEXT STEPS (SHORT!)

What happens **next**?

2-3 concrete
next steps



SYNERGY

How does this connect with/ **accelerate** other solutions at this hackathon?

ONE LAST THING...





WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



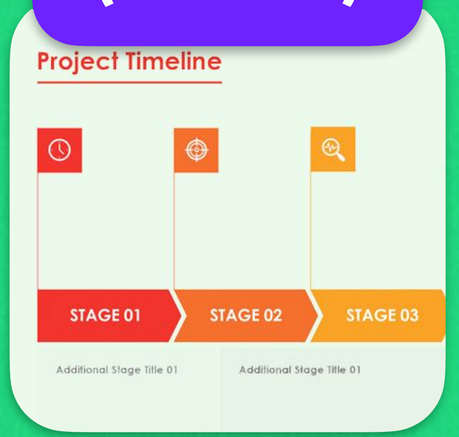
VALIDATION



SYNERGY



NEXT STEPS (SHORT!)



WHY YOU?



Example of how to split the 25-27 Sentences

THE PAIN



5 Sentences

THE PRODUCT



6 Sentences

WHAT'S UNIQUE



3 Sentences

VALIDATION



3 Sentences

SYNERGY



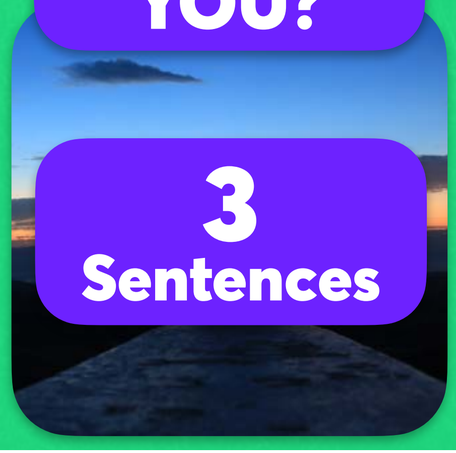
3 Sentences

NEXT STEPS (SHORT!)

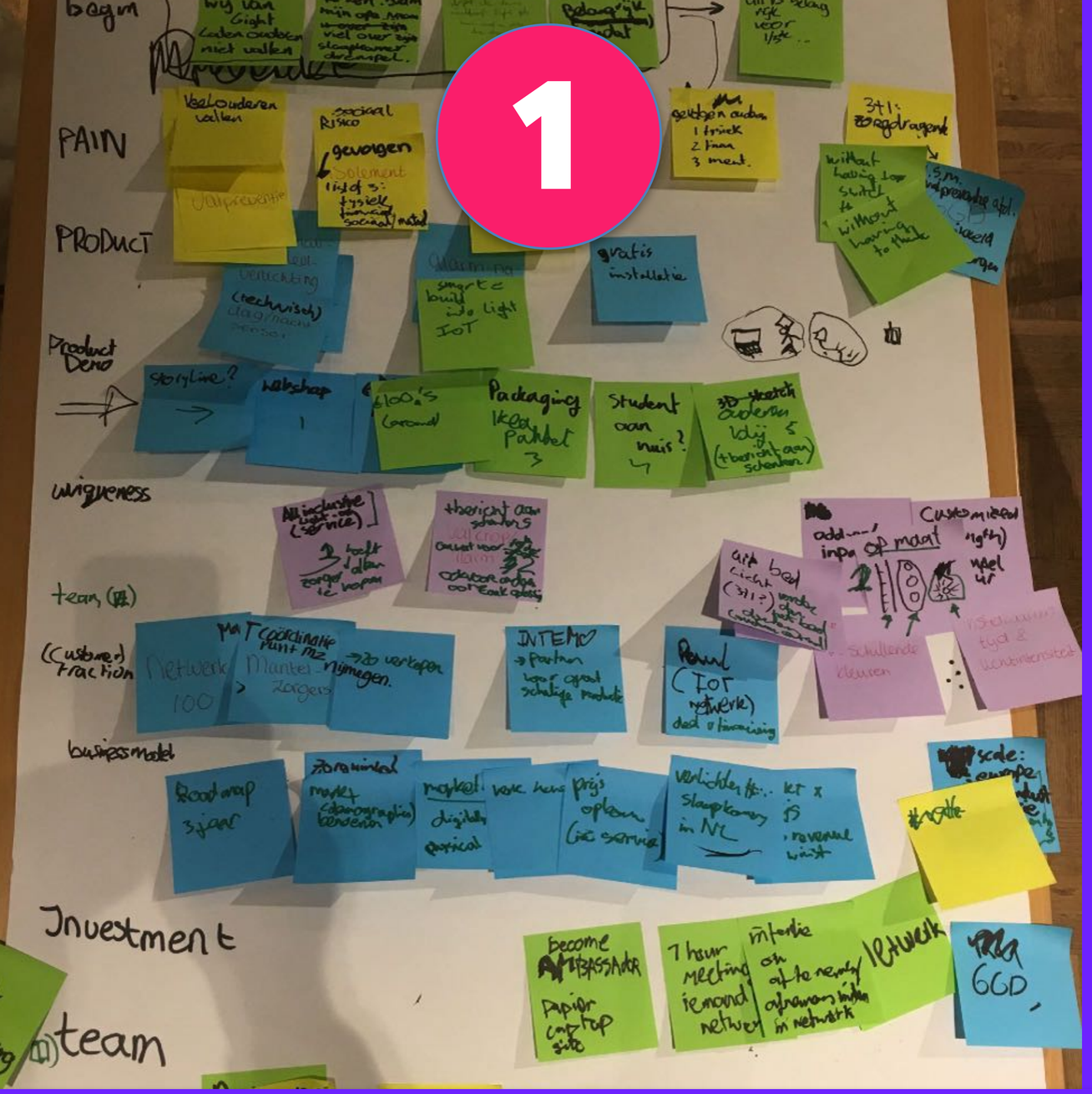


2 Sentences

WHY YOU?



3 Sentences



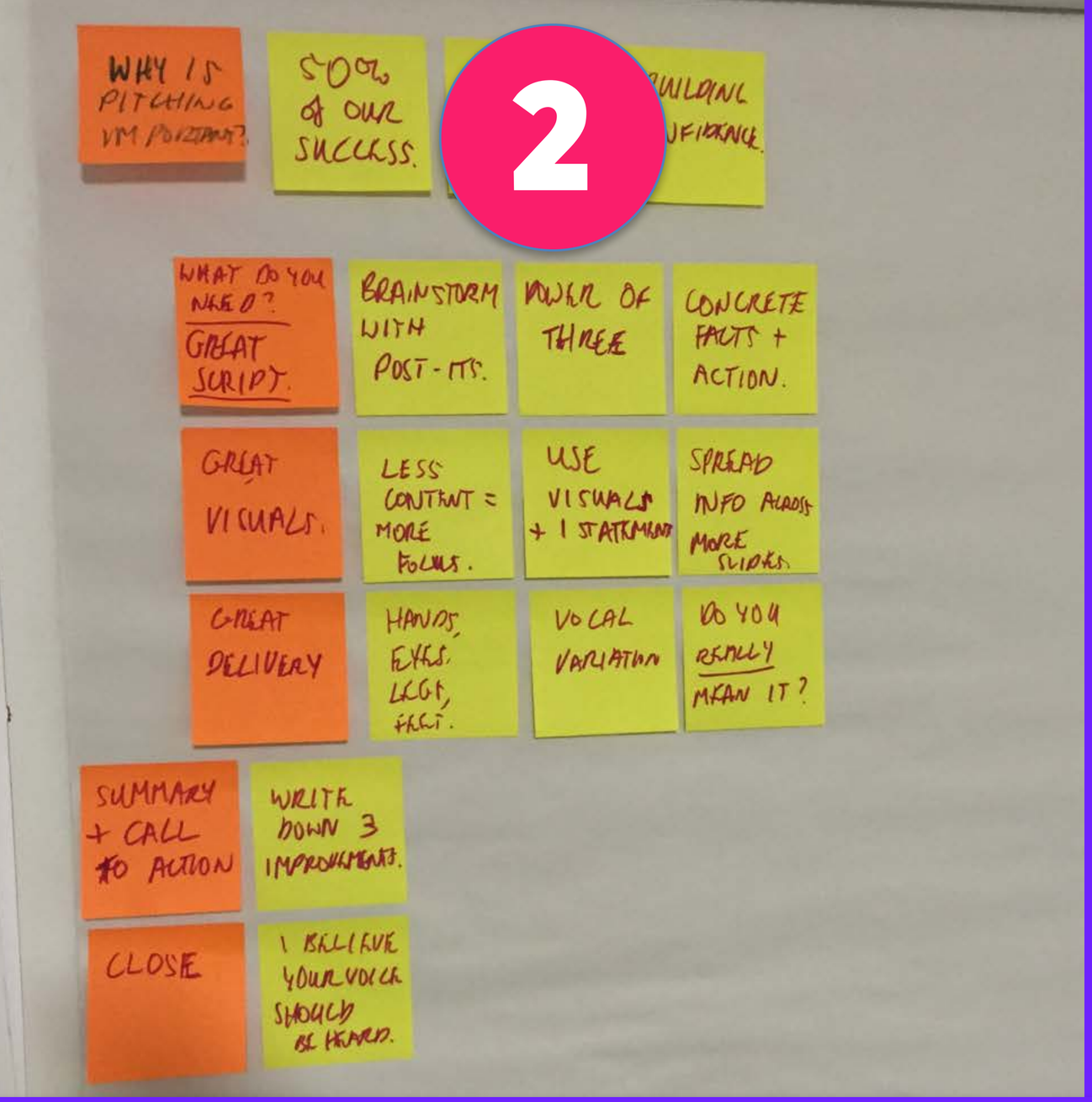
ACTION STEP

Brainstorm content on Post-Its

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write

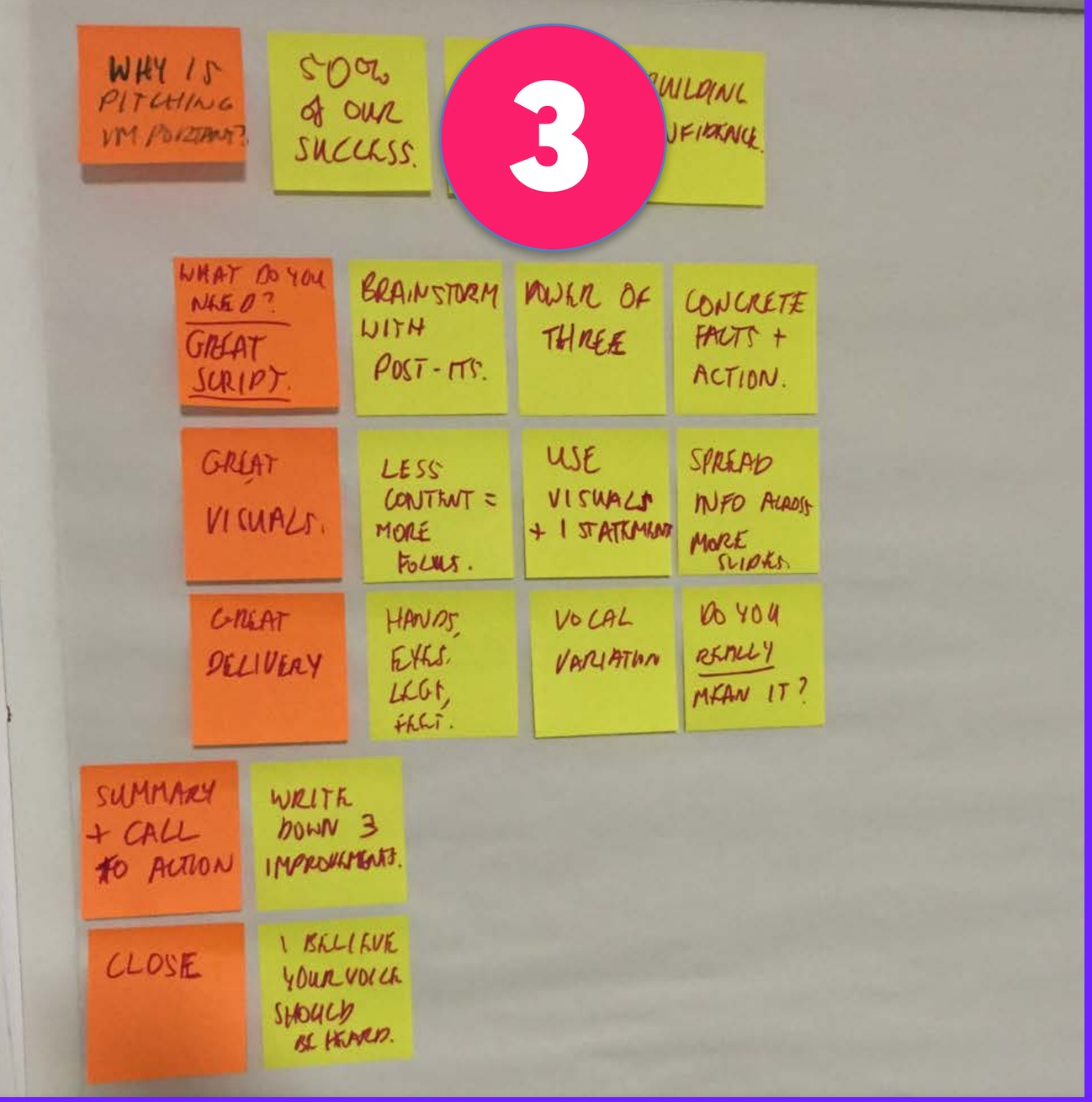
Content of Pitch slides at **best3minutes.com/synhack26**



ACTION STEP

Build a **storyline** targeting **3 mins/25 sentences**, covering each of the **key** points

Content of Pitch slides at **best3minutes.com/synhack26**



ACTION STEP

Say it **out loud** - does it flow?

Does it feel the right **order** for the information?

Will you finish **on time?**

Content of Pitch slides at **best3minutes.com/synhack26**

How do you as a team

COLLABORATE ON THE PITCH





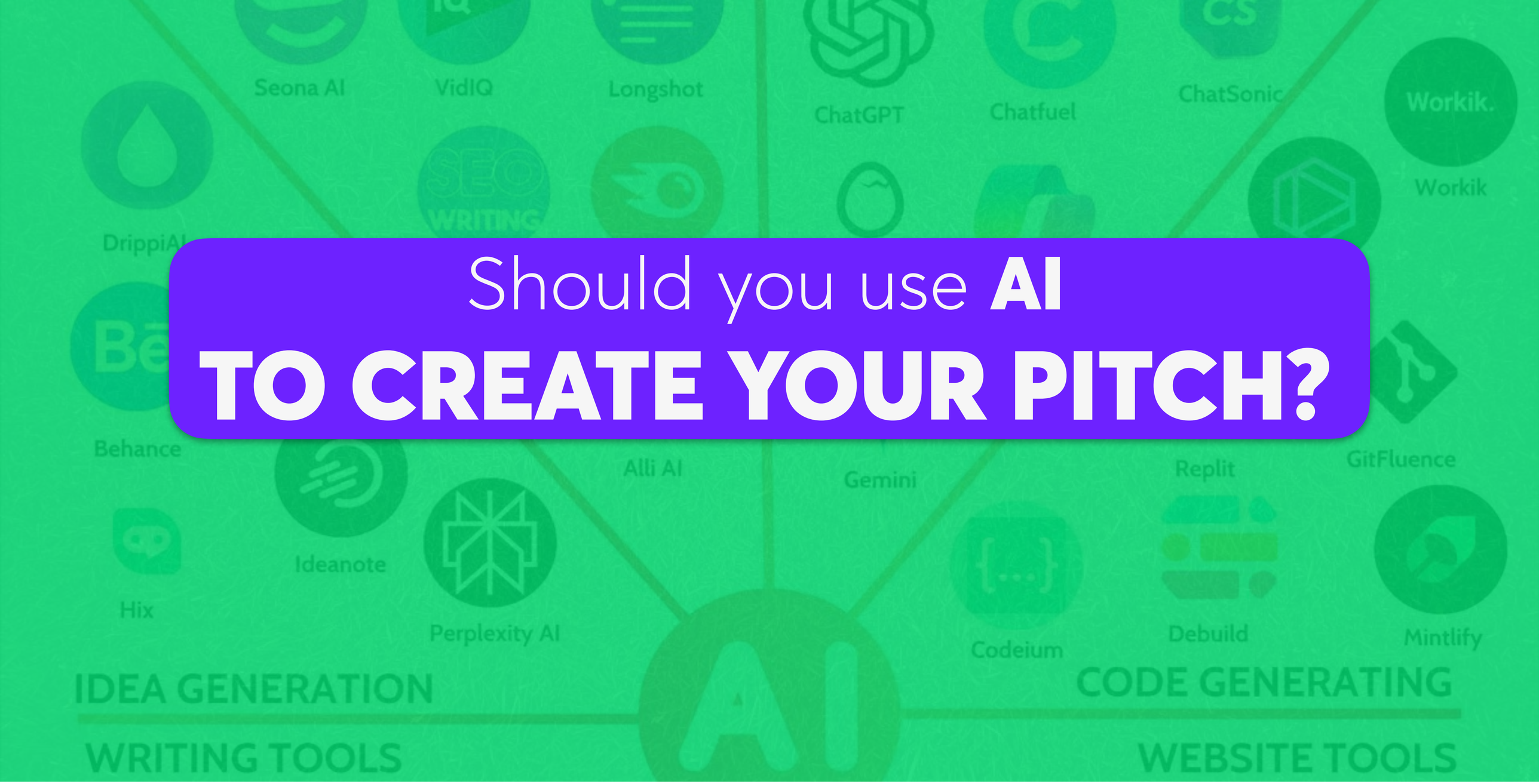
TEAM COLLABORATION

1. Brainstorm **together**

2. **Pitcher** tests out basic **storyline**

3. Cross check with **team**

4. **Pitcher** finalises



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

Making your story

FOCUSED & MEMORABLE

The Power of THREE



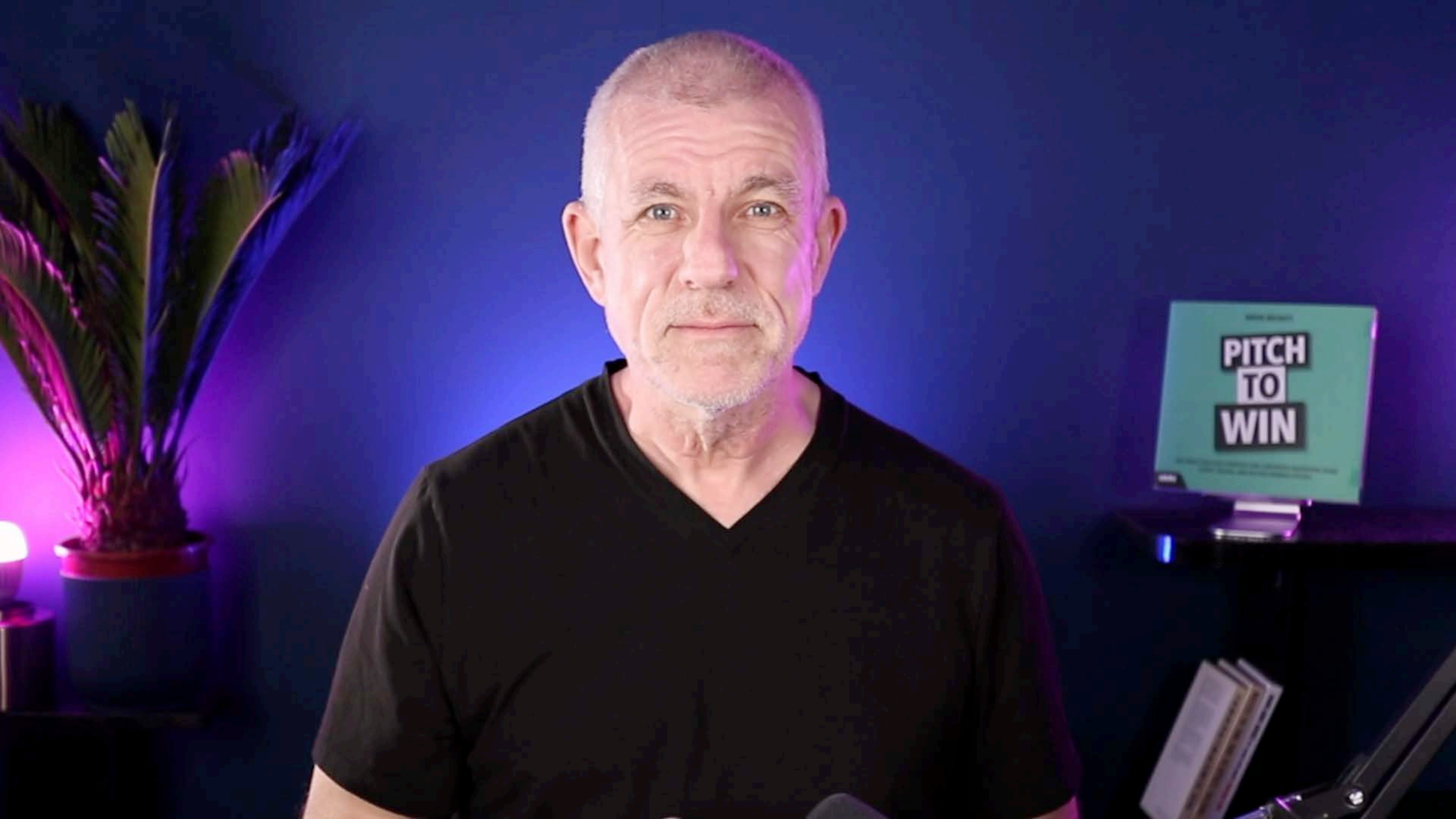
What happens if I say…

“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




You have a big impact
WITH YOUR VOICE


What do you want them to
THINK & FEEL?



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 body language?

FILM YOURSELF PITCHING


KEEP
CALM
AND
PITCH

Being nervous

IS NORMAL

3 Steps to Managing your
PUBLIC SPEAKING NERVES



1. Learn the first

60 SECONDS

2. Amy Cuddy TEDx

WONDERWOMAN





Check her TED talk at **TED.com** (just search for **Amy Cuddy**)

3. Just...

BREATHE

Pitch tools and

RESOURCES







best3minutes.com/synhack26



One Page Guide to creating your **WINNING HACKATHON PITCH**

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THE
POWER
OF THREE



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