

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




We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



The Listener




12%
76%







LONG STORY

SHORT


GREAT IDEAS
NEED A VOICE



This is a **DO** workshop

not just a think session



ACTION STEP

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

You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
You can ask
ANY TIME



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!



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

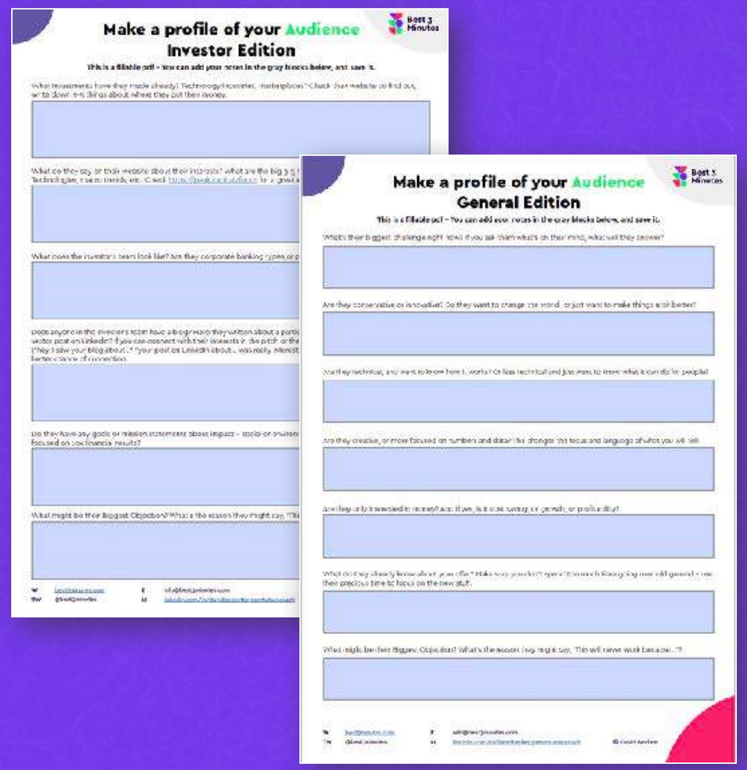
LET'S DO IT!



Who are we pitching to?

Why are we pitching?

What should we pitch?



Make a profile of your Audience



Establish your Objective

Best3minutes.com/asifxl26

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Structuring Pitch Meetings: Value First



How to Succeed at Pitch XL

The most frequent pitch
YOU WILL EVER MAKE




2




25 Seconds - 4 sentences
THE HANDSHAKE INTRO
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?"

The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They understand **EVERYTHING...?**

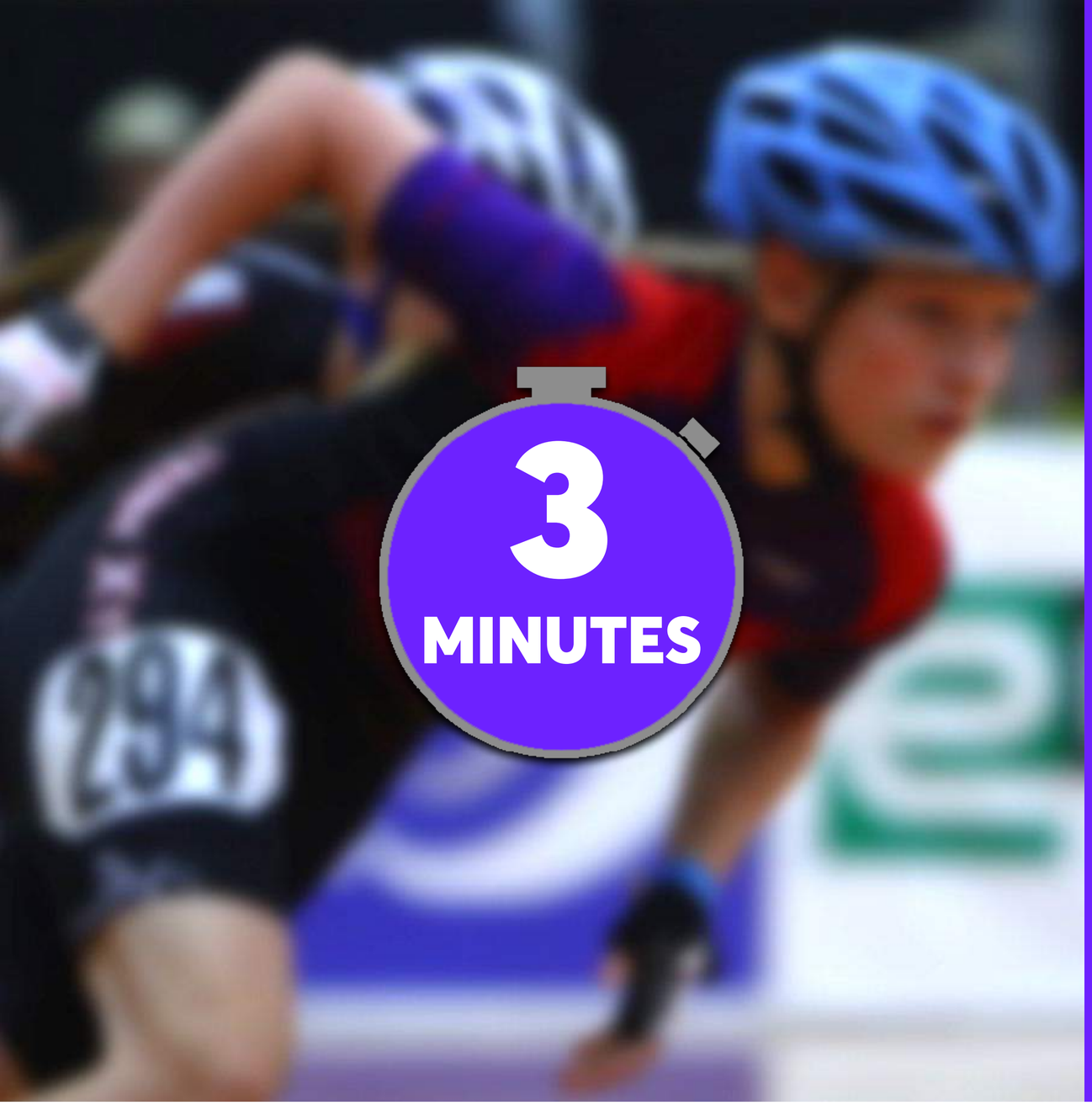
The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They ask **Questions**



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

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What's **unique** about how you solve those problems?

How to talk about
CUSTOMER PAINS

"What they are **struggling** with is…"

"They are **losing money**
every day because…"

"What's driving them **crazy** is…"

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How to talk about **CUSTOMER PAINS**

"They're increasingly **frustrated** because…"

"The future is **scary** because…"

"They **can't adjust** because
they lack the skills and knowledge…"

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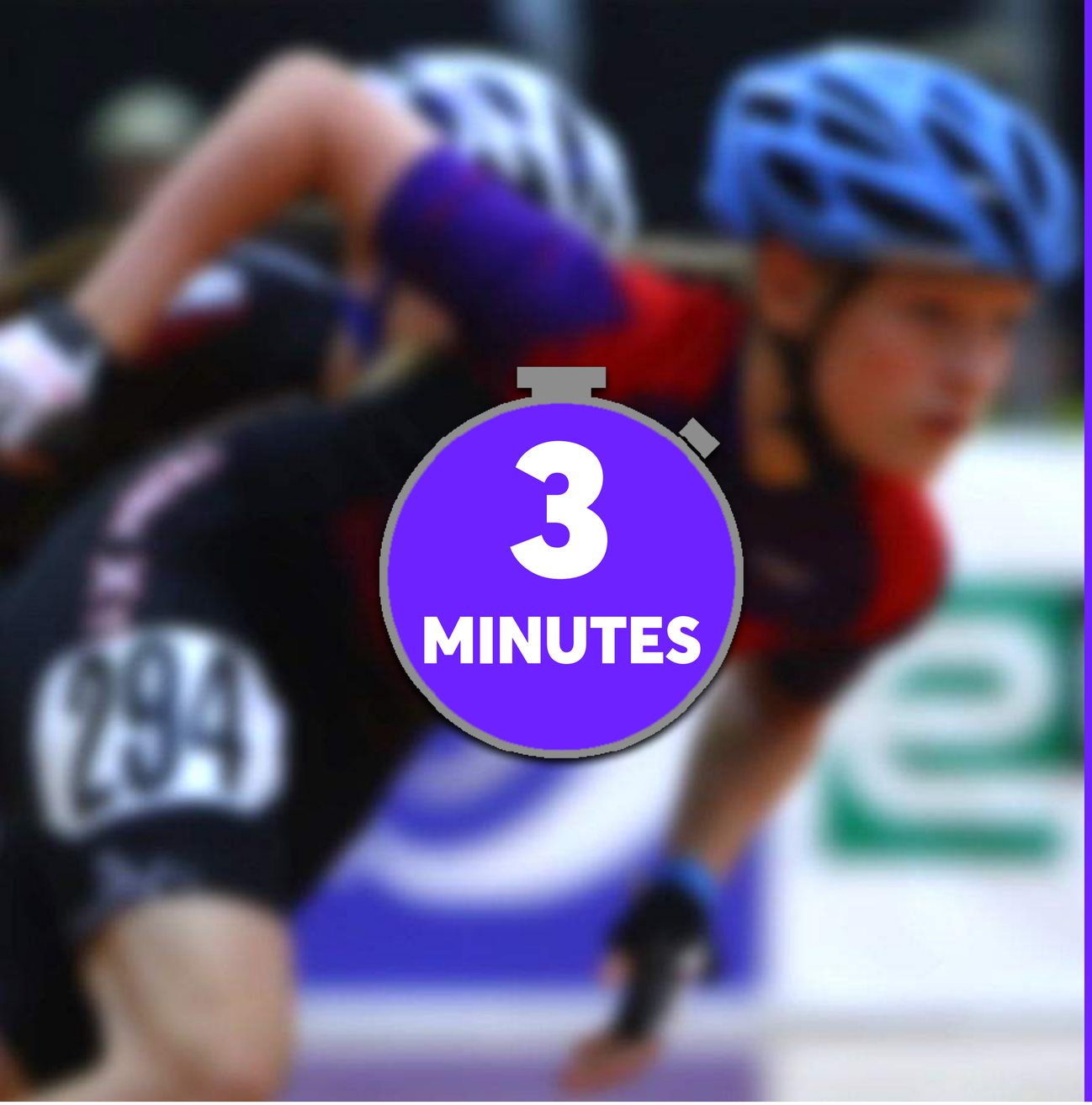

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What **problems** do they face?

What's **unique** about how you solve those problems?

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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:

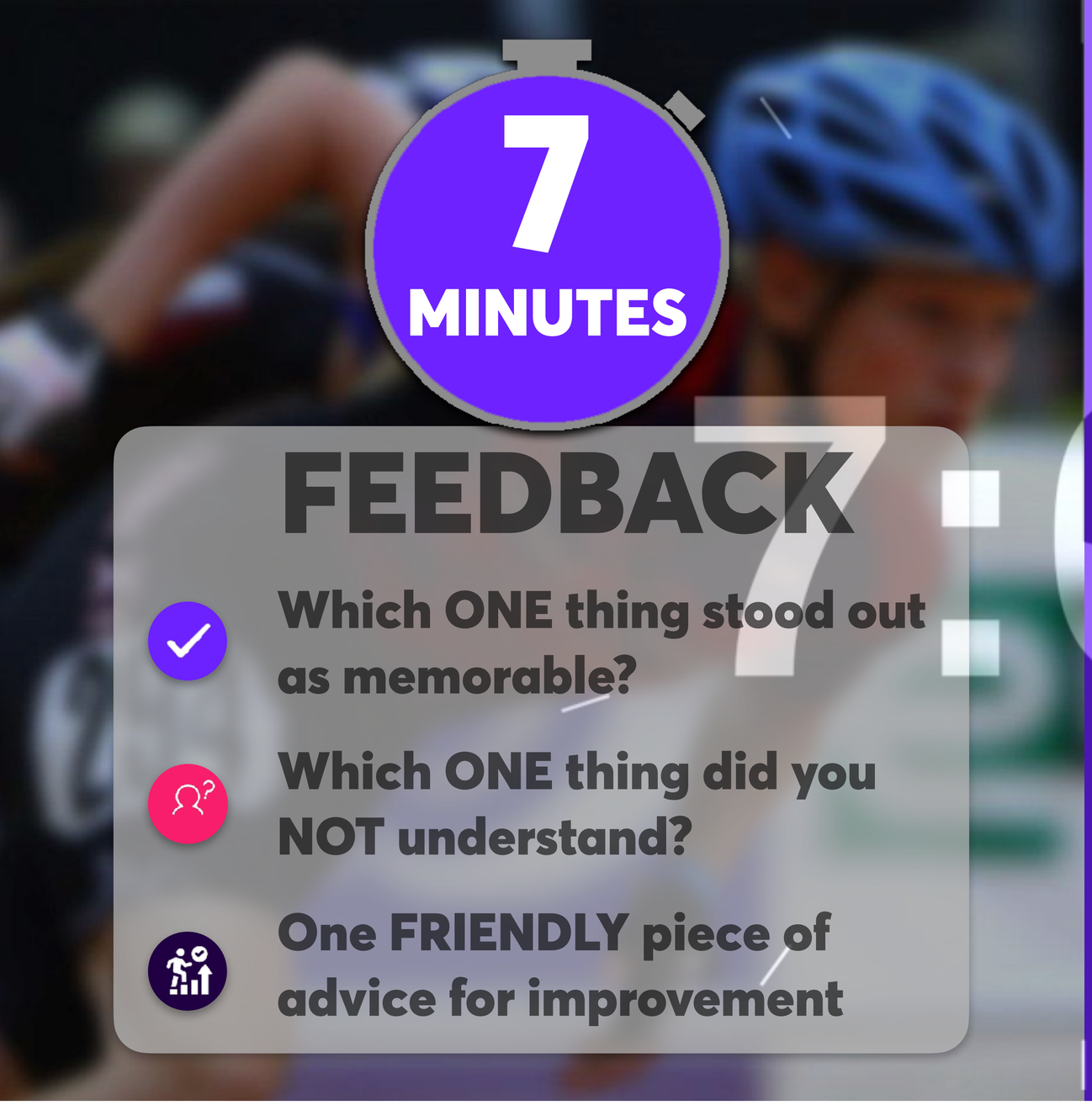
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



ACTION STEP

***Test* your Handshake Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?


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

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Structuring Pitch Meetings: Value First



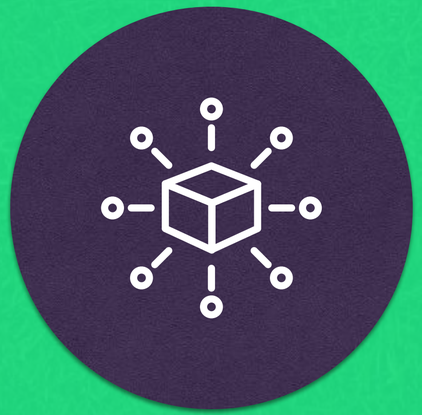
How to Succeed at Pitch XL

What goes wrong in the first
2 MINUTES OF A PITCH MEETING?

What goes wrong in the first
2 MINUTES OF A PITCH MEETING?



Too Much History



Too Much Product



Too Long Story

What happens in the **FIRST 2 MINUTES?**

I put the company into one of **3 mental buckets...**



EXCITING!

Tell me more!



MAYBE..

Let's see…



NO!

Not for me

You can fix what goes wrong in

FIRST 2 MINUTES



Give them your BEST STUFF in the first 2 Minutes

Tell them the things

INVESTORS WANT TO KNOW



Huge Unsolved Pain



Decent Product



Progress & Traction



Amazing Team

Tell them the things

INVESTORS WANT TO KNOW









And tell them **QUICK!**

Huge Unsolved Pain

Decent Product

Progress & Traction

Amazing Team


STRUCTURING YOUR
NEXT PITCH MEETING

How we usually **plan** a 30-Minute Meeting

Pitch	Q&A
20 Mins	**10 Mins**

The **reality** of how it actually goes!

Tech	Pitch	Q&A
3 Mins	**25 Mins**	**5 Mins**

A **Better Plan** for a 30-Minute Meeting

Tech	Pitch	Q&A	Next Steps
3 Mins	**3-5 Mins**	**15 Mins**	**3-5 Mins**

OUTCOME

Ask the magic question… 🪄

What would you like to know more about?

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Structuring Pitch Meetings: Value First



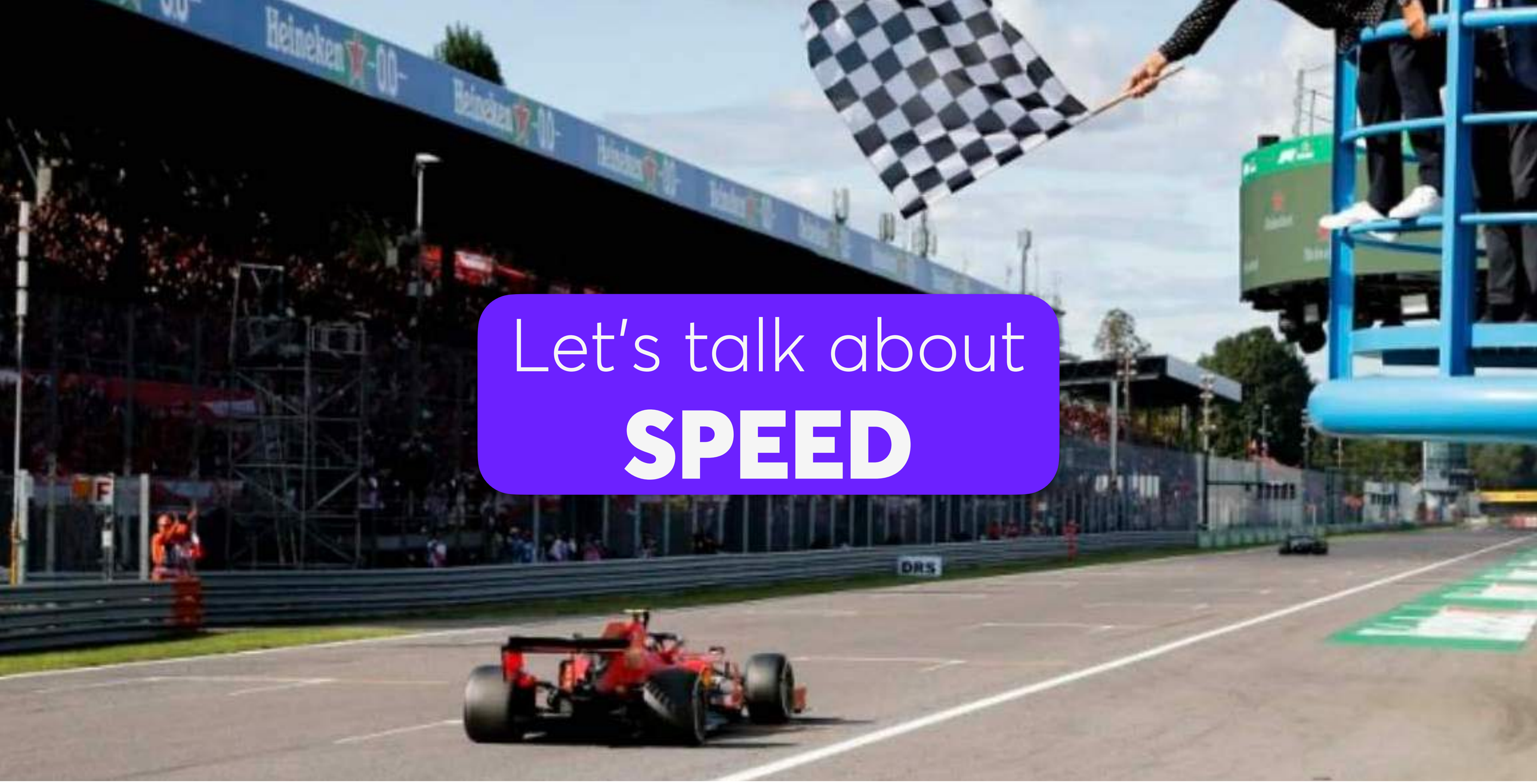
How to Succeed at Pitch XL



Prepare you for your

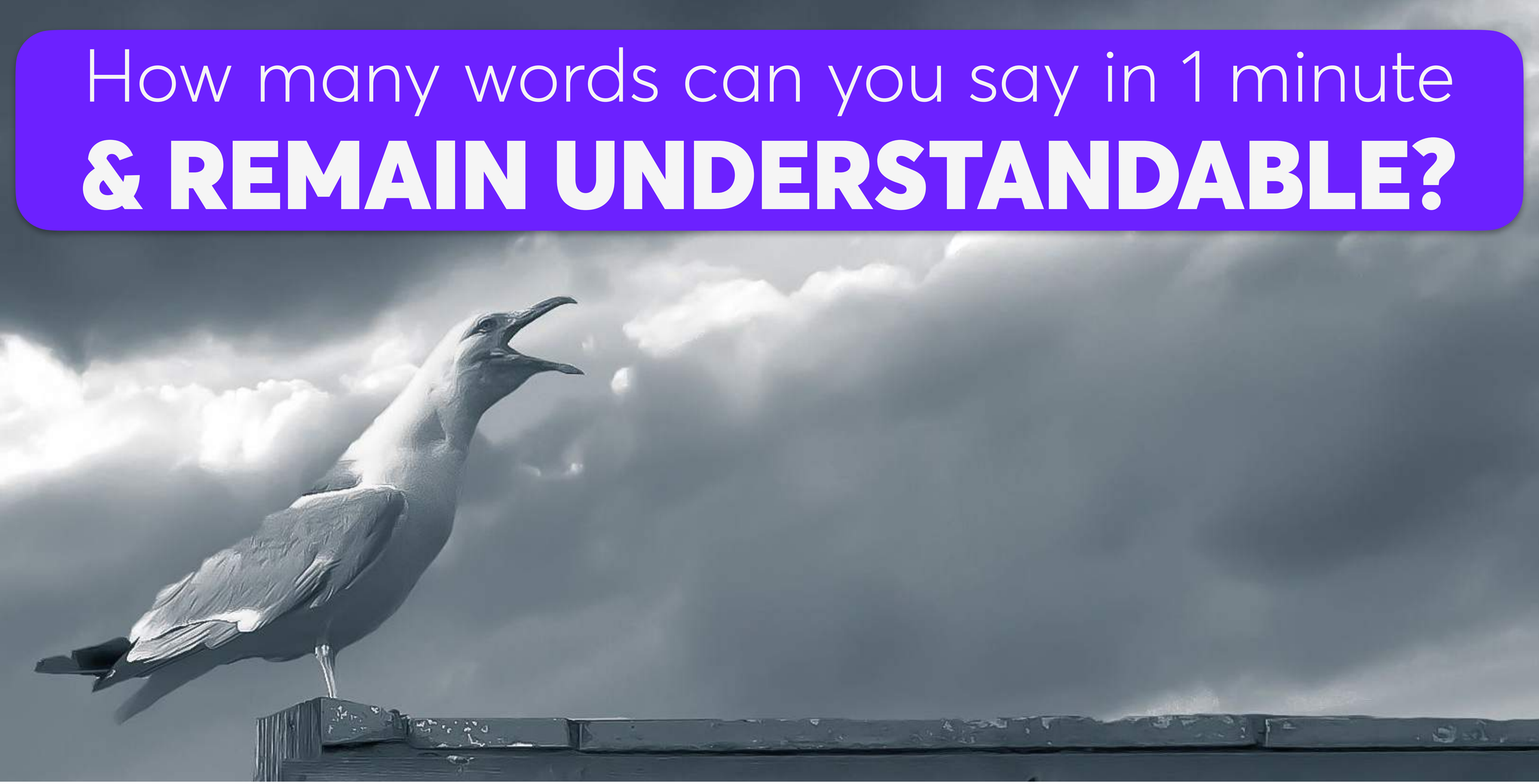
5-MINUTE PITCH


Prepare you for ANY
TIME-PRESSURED PITCH



Let's talk about **SPEED**

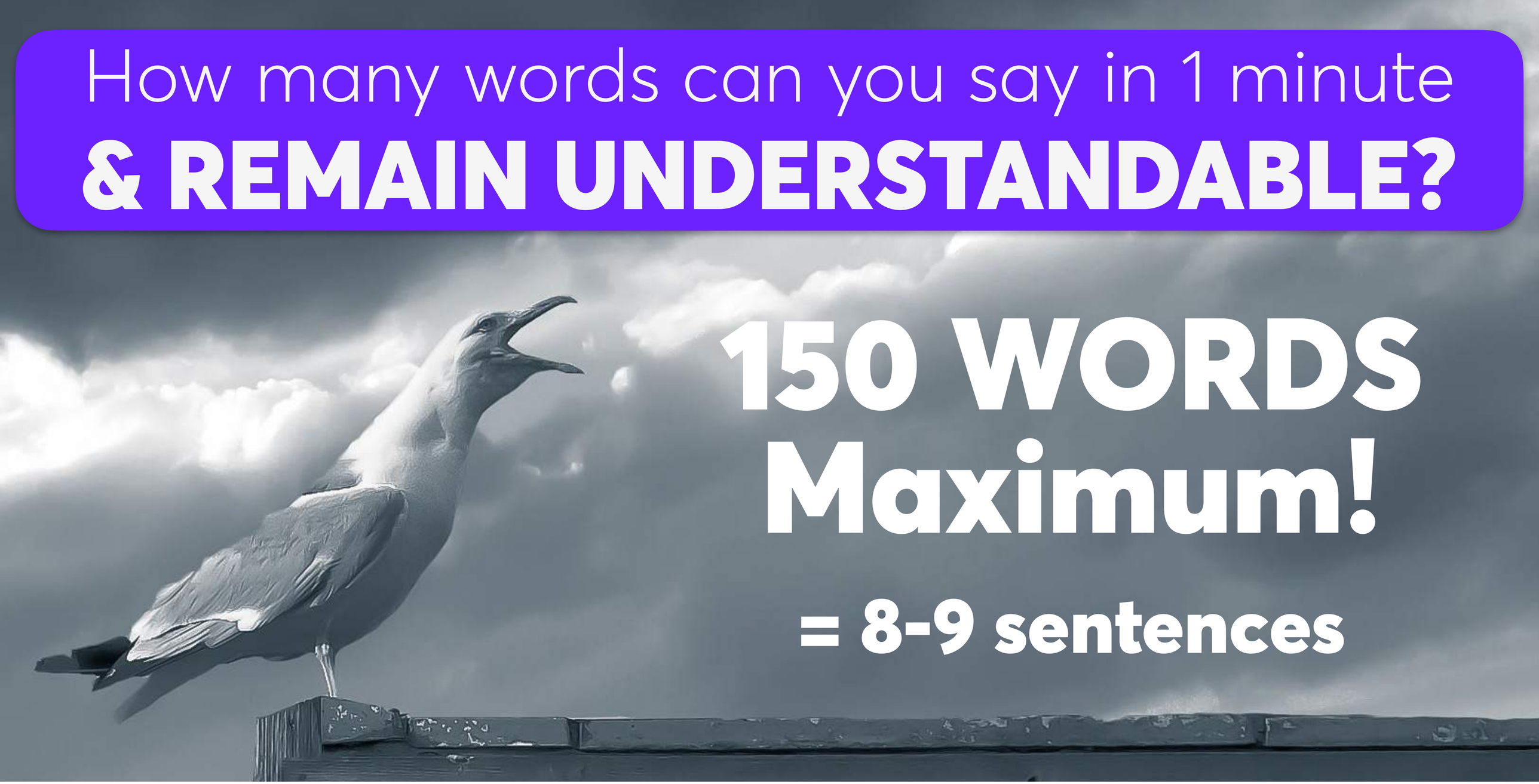
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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

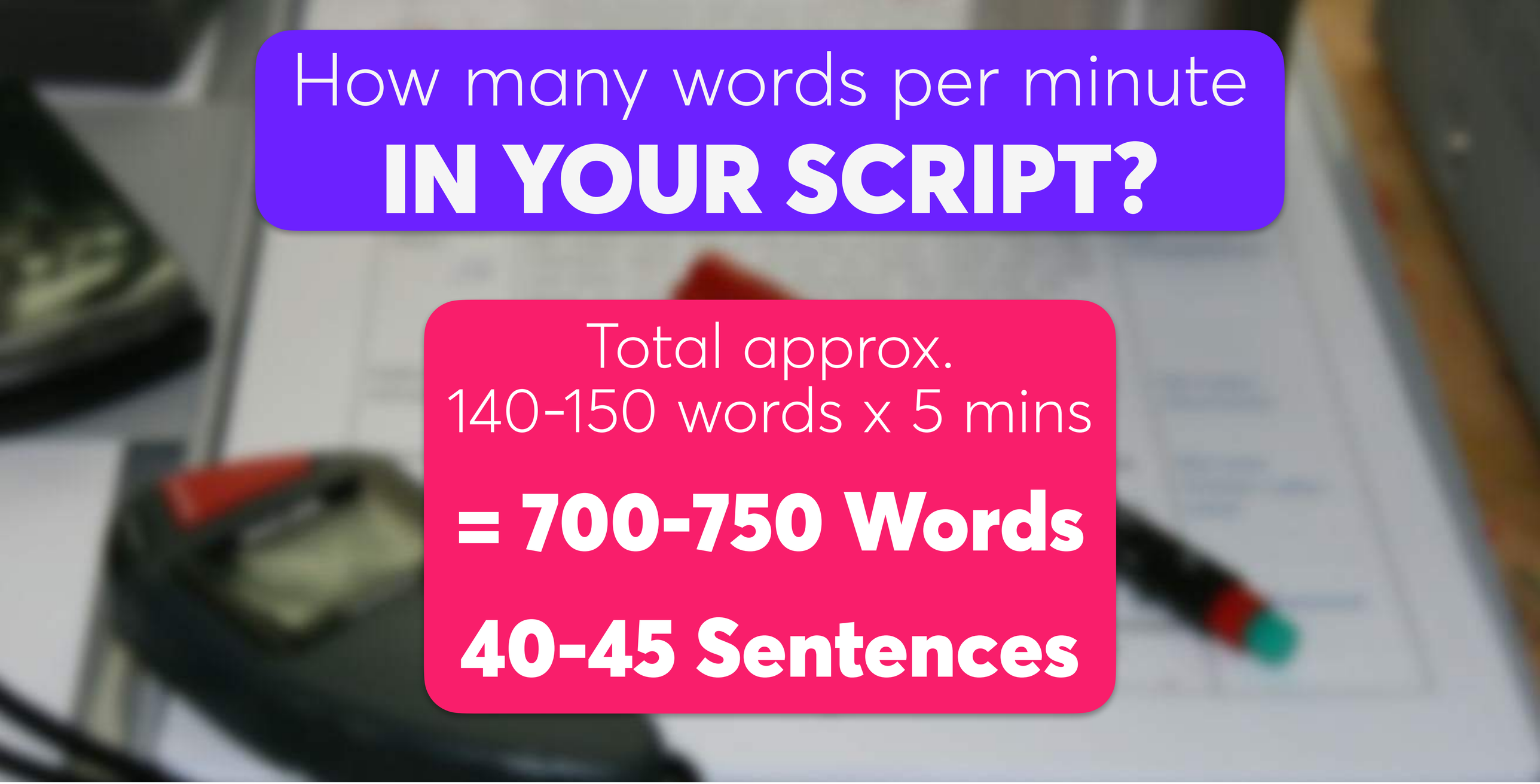


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= 8-9 sentences



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

Total approx.
140-150 words x 5 mins

= 700-750 Words

40-45 Sentences


143
Words/min



The **No.1** Reason why
PEOPLE GET CONFUSED


Not enough **AIR** around
THE IMPORTANT POINTS

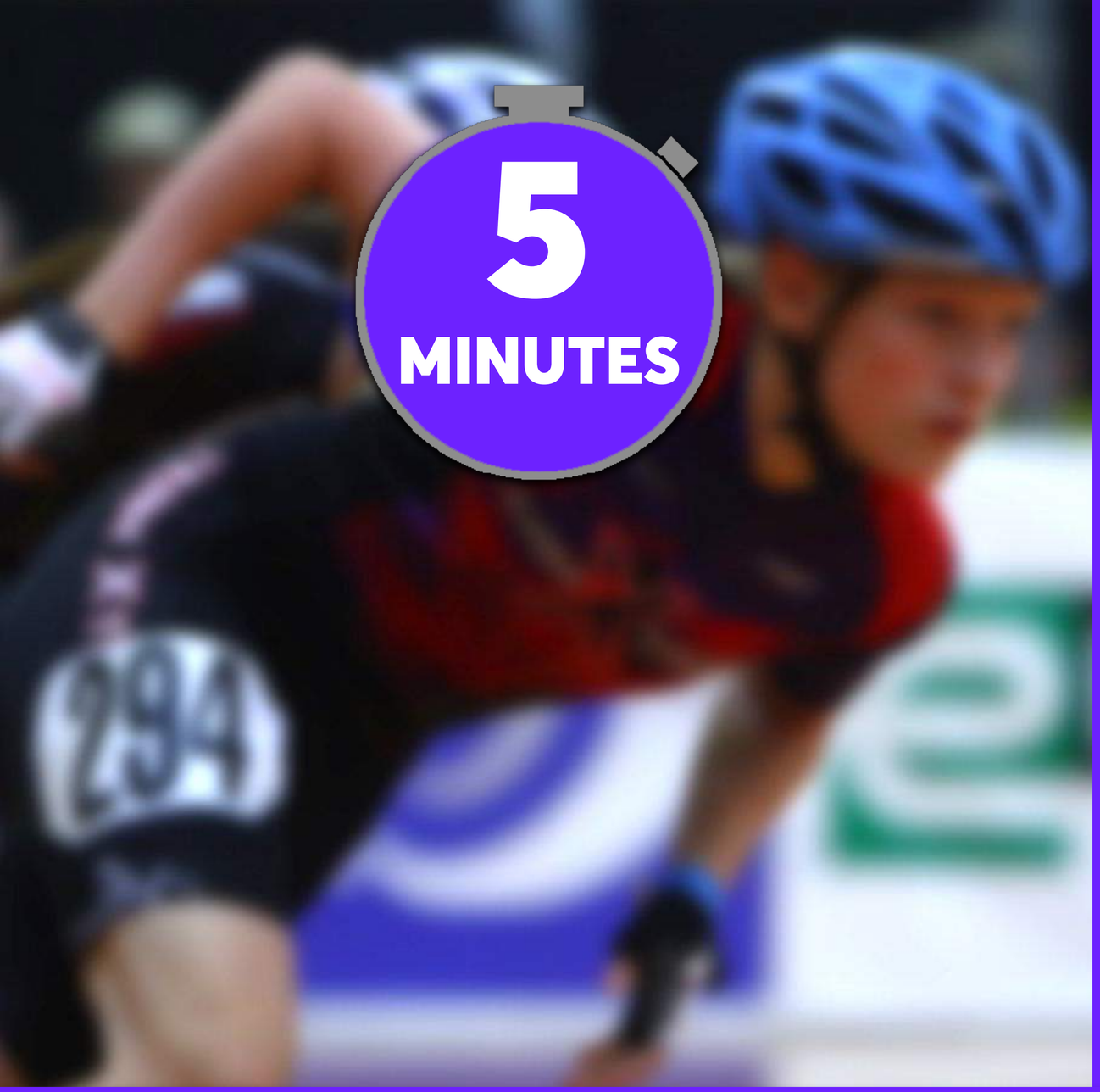
Information **flowing into** each other



AIR in-between each **separate** piece of information




Give some **AIR** around
THE IMPORTANT POINTS



ACTION STEP

TELL: your handshake pitch
to one other person

Focus on;

Not too fast,
variation in tone and speed

AIR around the messaging

Allow the listener to **process**
each piece of information

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ACTION STEP

TELL: your handshake pitch
to one other person

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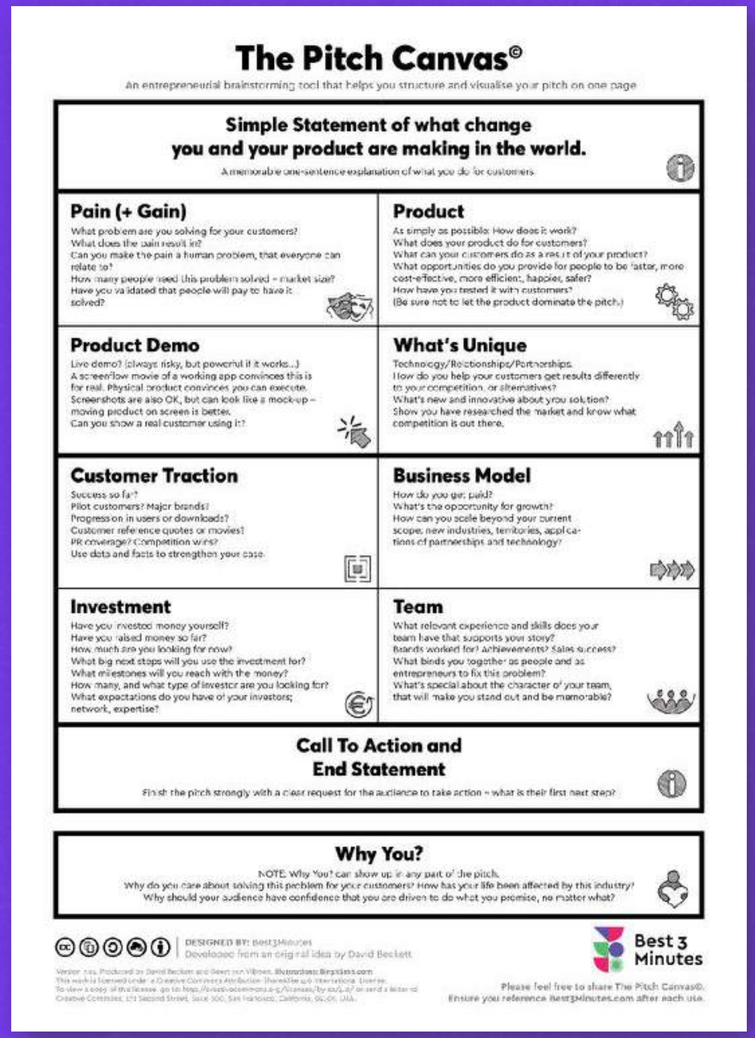
Which topics should be in **YOUR WINNING PITCH?**



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 screen/flow 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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Best 3 Minutes

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
Paris, 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?

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

"It creates a lot of CO_2"

"There is too much energy inefficiency "

"It creates **X Million** Tonnes CO_2"

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


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases


nuventura
Getting rid of SF,
04:53
04:53



WHY YOU?

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

Have you **experienced** the problem?

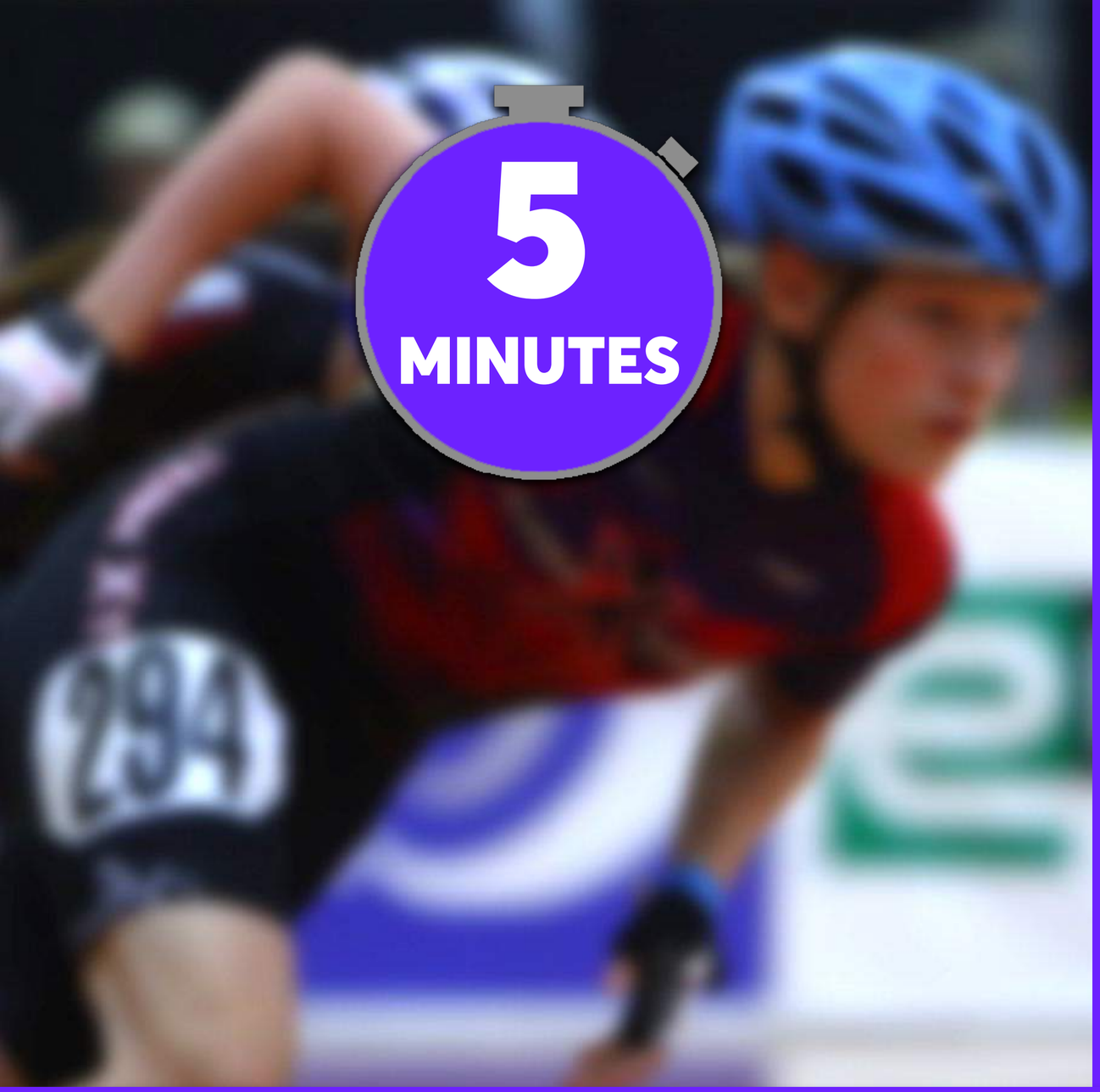

#PITCH
PITCH
TO
WIN
SHURE



WHY YOU?

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

Your **Enthusiasm** Counts!



ACTION STEP

PREPARE: a 60-90 second explanation of **THE PAIN you solve;** and **WHY YOU?**

Which **people/organisations affected**?
What **problems** do they face today?

How much time, cost, operations, waste, lost opportunity?

Is this a problem you know from **personal** experience?
What's **YOUR** story?

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ACTION STEP

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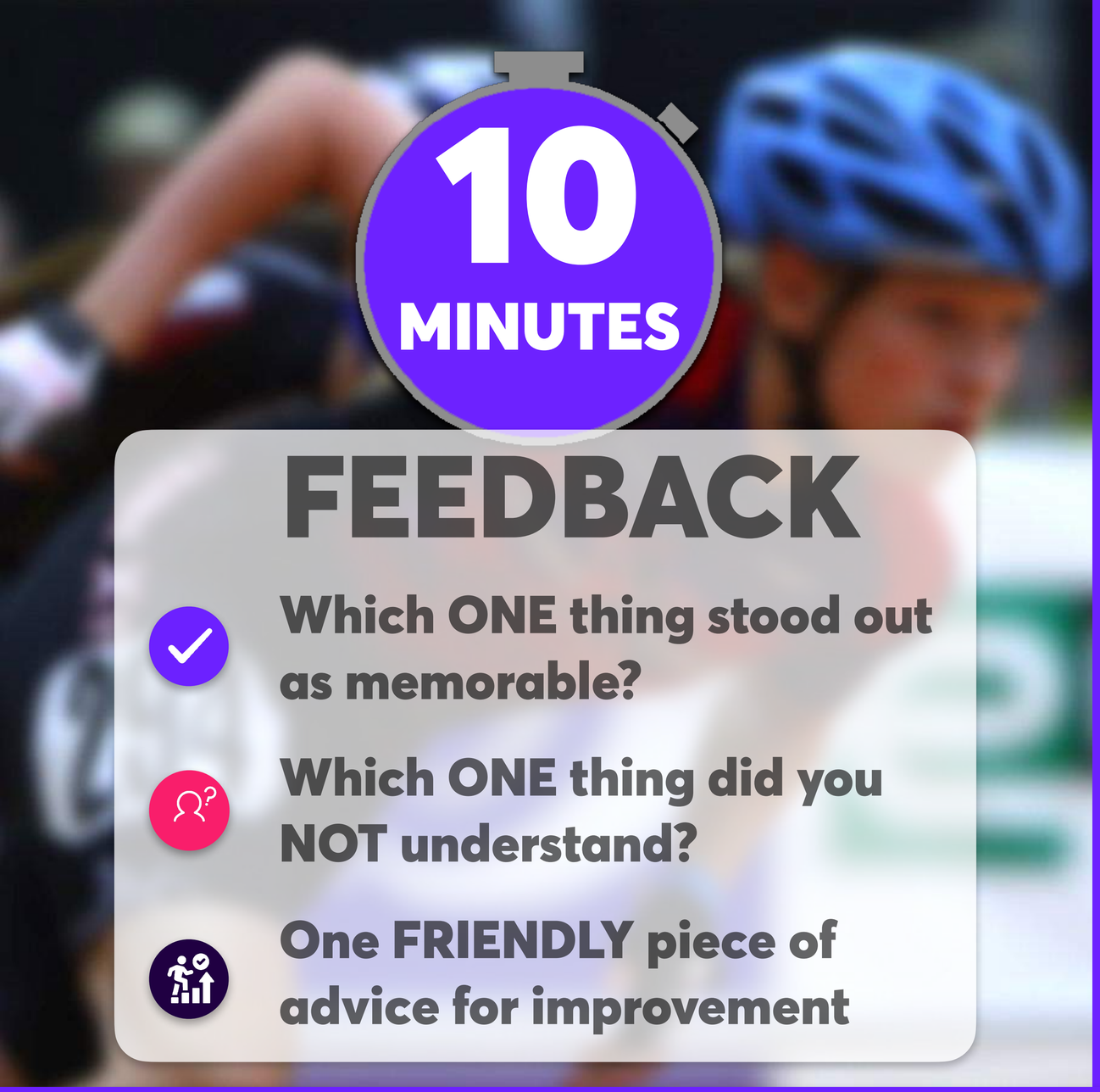

ACTION STEP

TEST your 60-90 second explanation of **THE PAIN you solve;** and **WHY YOU?**

Which **people/organisations affected**?
What **problems** do they face today?

How much time, cost, operations, waste, lost opportunity?

Is this a problem you know from **personal** experience?
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FEEDBACK

5

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

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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?



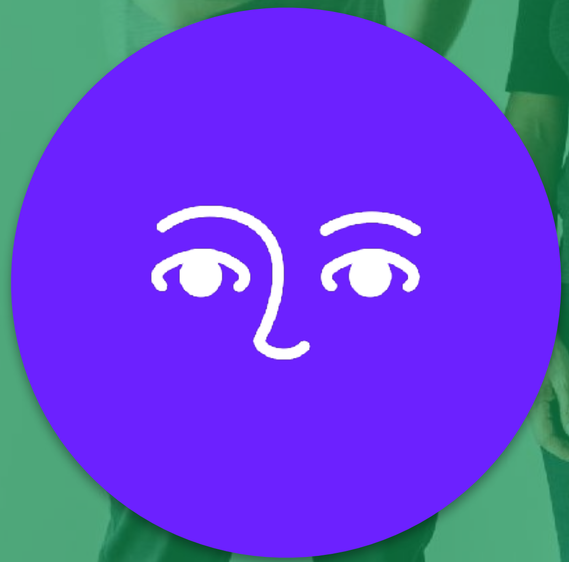
What did you not understand?



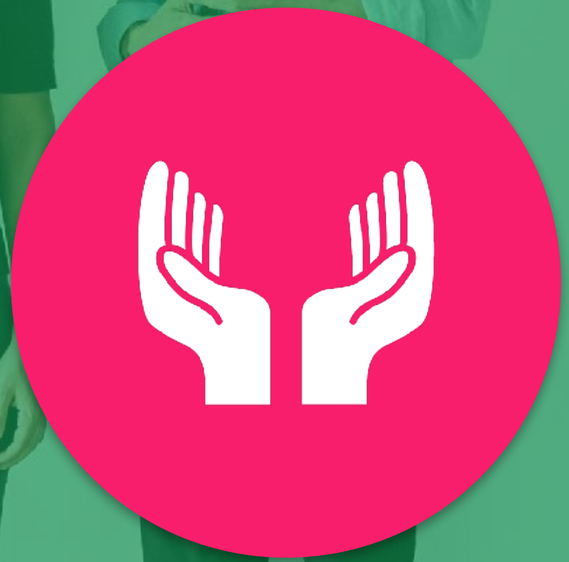
Friendly advice for improvement


Let's talk about
BODY LANGUAGE

The 3 Components of **BODY LANGUAGE**



EYES

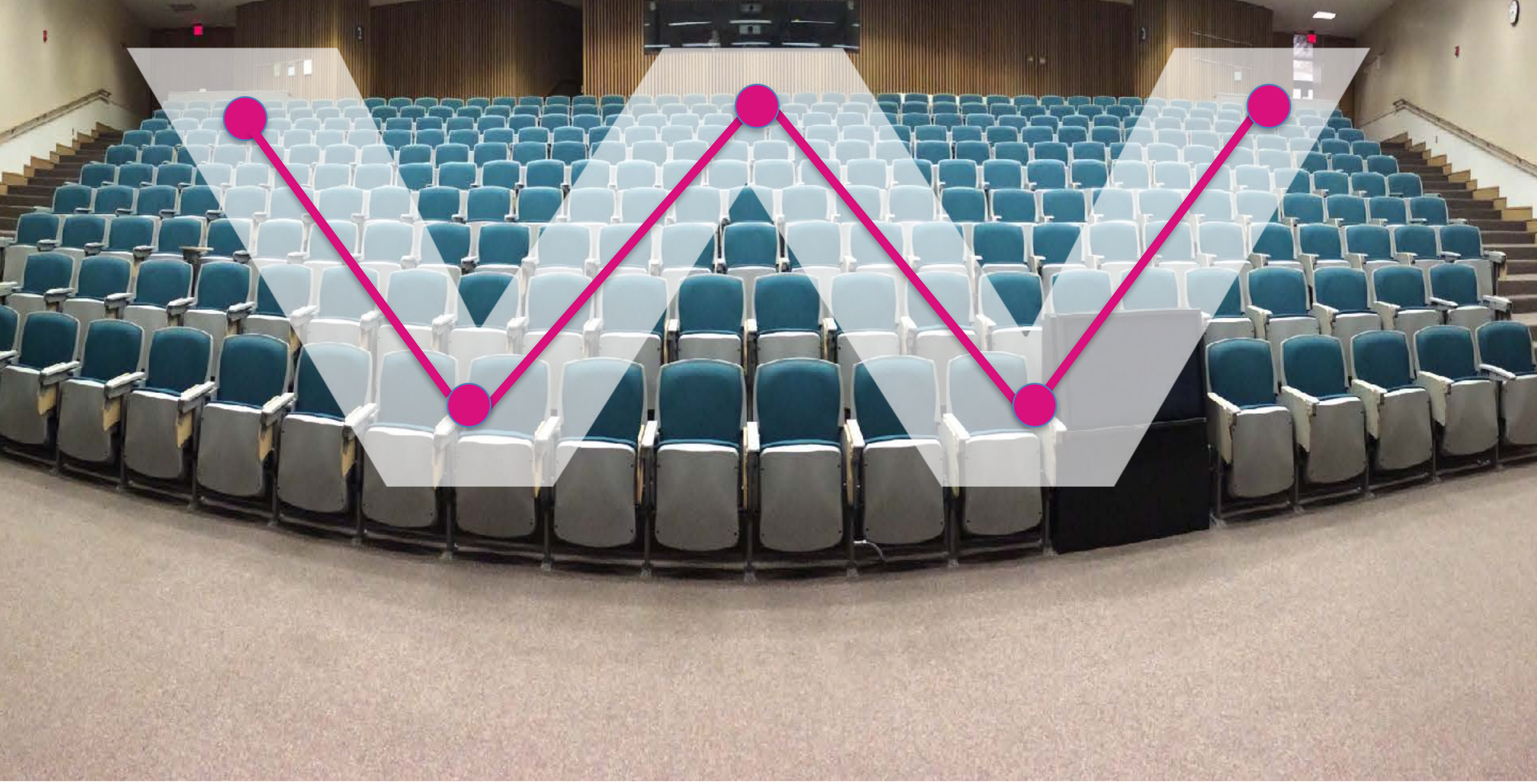


HANDS



LEGS & FEET


Look the audience
IN THE EYE





Use your hands to **EMPHASISE**

Don'ts

In Pockets



Don'ts

In Pockets

Behind Back



Don'ts

In Pockets

Behind Back

On Hips



Don'ts

In Pockets

Behind Back

On Hips

Across Body



Don'ts

In Pockets

Behind Back

On Hips

Across Body

Gripped











Do's

Put emphasis on the words that matter





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising









Do's

Put emphasis on the words that matter

Find a 'rest' position when you are not emphasising

Show the number





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising

Show the number

Separate parties into locations

Get used to
HOLDING A CLICKER




I WAS ALSO WATCHING
THE OLYMPICS



Best way to improve body language?

FILM YOURSELF PITCHING


Avoid distractions with
LEGS & FEET


Try saying the following
STANDING LIKE THIS


This is the best business proposition ever.
YOU CAN TRUST ME ON THIS ONE!


Avoid the
EXERCISE PITCH


You have a big impact
WITH YOUR VOICE

Make it interesting with **VOCAL VARIATION**




Use your voice to
EMPHASISE
SPEED
PITCH
VOLUME


What do you want them to
THINK & FEEL?

"Antony said that his boss did not commit a fraudulent act."

"Antony **said** that his boss did not commit a fraudulent act."

"Antony said that **his** boss did not commit a fraudulent act."

"Antony said that his boss did **not** commit a fraudulent act."

"Antony said that his boss did not commit a **fraudulent** act."


Say your key messages
OUT LOUD, IN ADVANCE


THE OLD VIC
AMP SIEGFRIED

Simon Adams Memorial, 22 October 2021 - David Beckett 3 Minutes talk.

Simon was one of the cool kids at school, and – believe it or not – a bit scary from a distance. Spiky hair, pithy comments and red shoes. Up close, I got to know him as an incredibly smart, slightly vulnerable and very supportive person.

We became close friends at 17 on an ill fated school trip to Normandy, where our favourite English Lit teacher went bonkers, got hammered and spent the week swearing at the kids. Simon and I spent endless hours during the trip and long summer days after, analysing this bizarre experience. We moved on to sharing music tastes, ambitions to go to Oxford and Cambridge, and he even popped round for a couple of Friday Night Dinners with my family…

Simon's creative talent got its first real spotlight the following winter, as co-producer and star of the school show, A Christmas Turkey, including a truly hilarious set of Not The Nine O'Clock News-inspired sketches.

Simon took Theatre Studies A level, and I went along with the group to watch shows at The Barbican, The National, and a rather beautiful theatre called The Old Vic. The RSC was the holy grail – Shakespeare the ultimate. Yet as his close friend and co-performer Nick White mentioned when he heard of Simon's passing, 'We thought we were going to be the next Rowan, Griff, Mel, Rik, Ade…' and that fascination with visceral comedy went hand in hand with loftier literary interests.

Simon was an enigma. He was never openly rebellious, yet a picture of him in strict school

Simon Adams Memorial, 22 October 2021 - David Beckett 3 Minutes talk.

Simon was one of the **cool kids** at school, and – believe it or not – **a bit scary from** a **distance**. **Spiky** hair, **pithy** comments and **red** shoes. **Up close**, I got to know him as an incredibly **smart**, slightly **vulnerable** and very **supportive** person.

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7 MINUTES

Review Each Film Together

- **What's going well: are you emphasising the story?**
- **What's distracting from the story?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

Test & Film
your Handshake Pitch:

Focusing on **Word Emphasis**

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



ACTION STEP

7 MINUTES

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The **No.1** Reason why our
MESSAGE LOSES IMPACT?

Well, it's, um, like, the issue of, er,
what you often hear, I mean,
with people, like, telling things,
you know, with, um, a lot of, like,

FILL WORDS

So why do Fill Words **matter?**


The **No.1** Reason why our
MESSAGE LOSES IMPACT!

3 Steps to

REDUCING FILL WORDS



Analyse & Identify

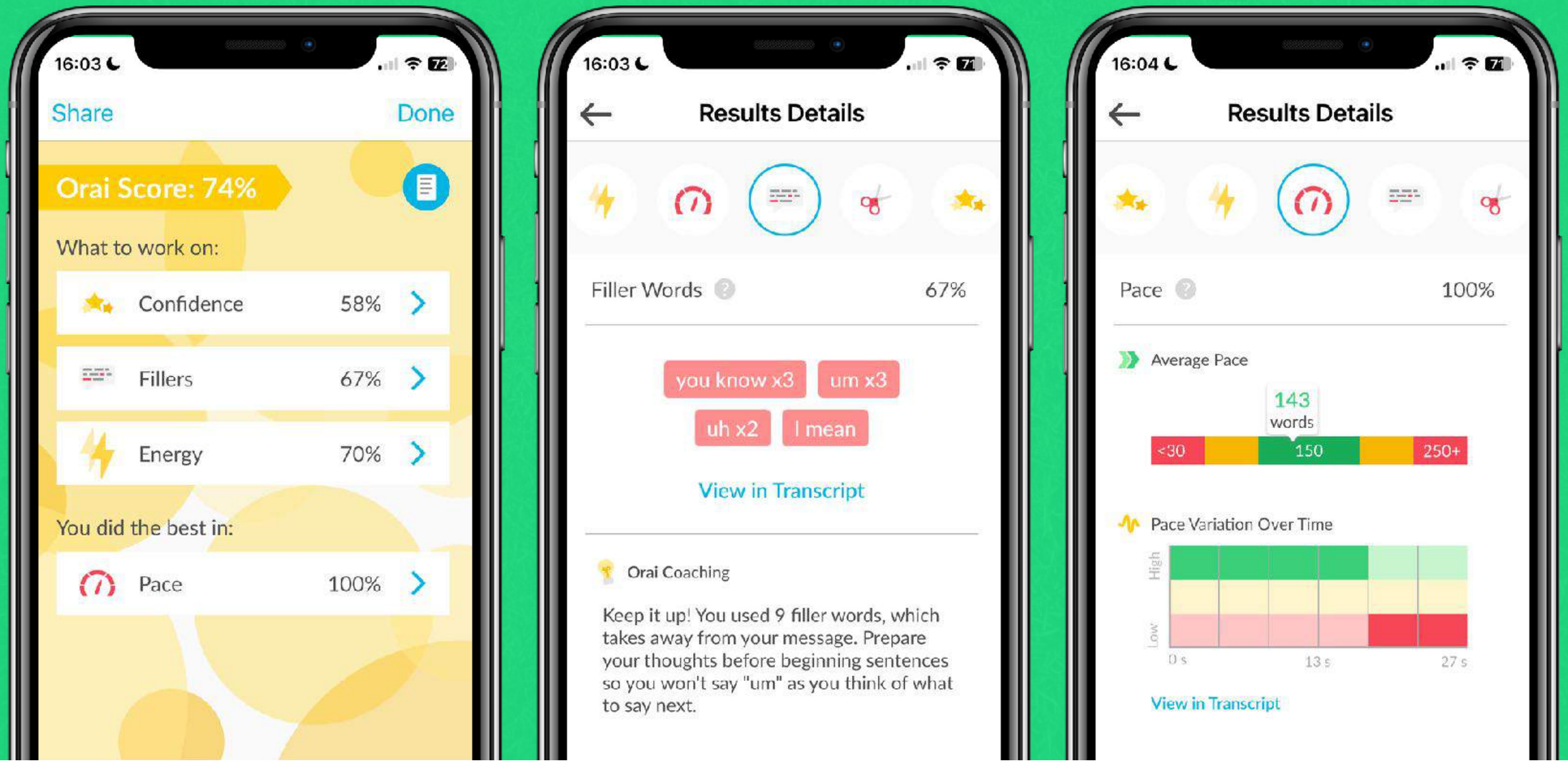


Focus on Silence



Practice & Record

A great tool - ORAI APP



Reduce/Cut out
FILLS & HEDGES

Um, Er, Ah
Like
Kinda
Of course
You know
Obviously
Sortta
So

In my opinion
Basically
Trying to
Hoping to
I believe
I guess
Generally
About

Quick tips to reduce filler words

Focus on finishing your words, and finishing your sentences

Optimum number is 1 'um' or 'er' per minute

Most common filler moments; beginning or end of sentences, transitioning to a next point, and answering a question

Take a half second before starting any communication: a presentation, a demo, an answer to a question

Close your mouth when starting to answer a question

3 Steps to

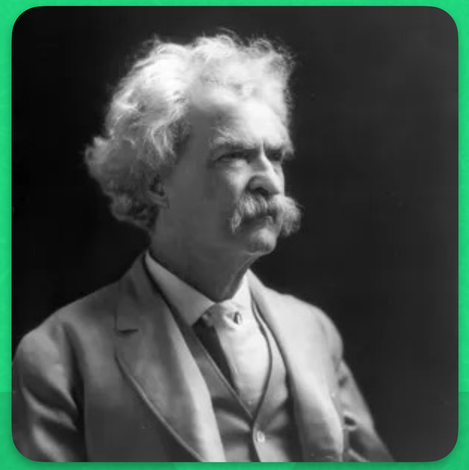
REDUCING FILL WORDS



Analyse & Identify



Focus on Silence



No word was ever as effective as a rightly timed **pause.**

Mark Twain

3 Steps to

REDUCING FILL WORDS



Analyse & Identify



Focus on Silence



Practice & Record

3 Steps to
REDUCING FILL WORDS



Analyse & Identify



Focus on Silence



Practice & Record

REPEAT THE WHOLE PROCESS!

Pitch tools and
RESOURCES







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David Beckett

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Most important thing about **any** communication is…



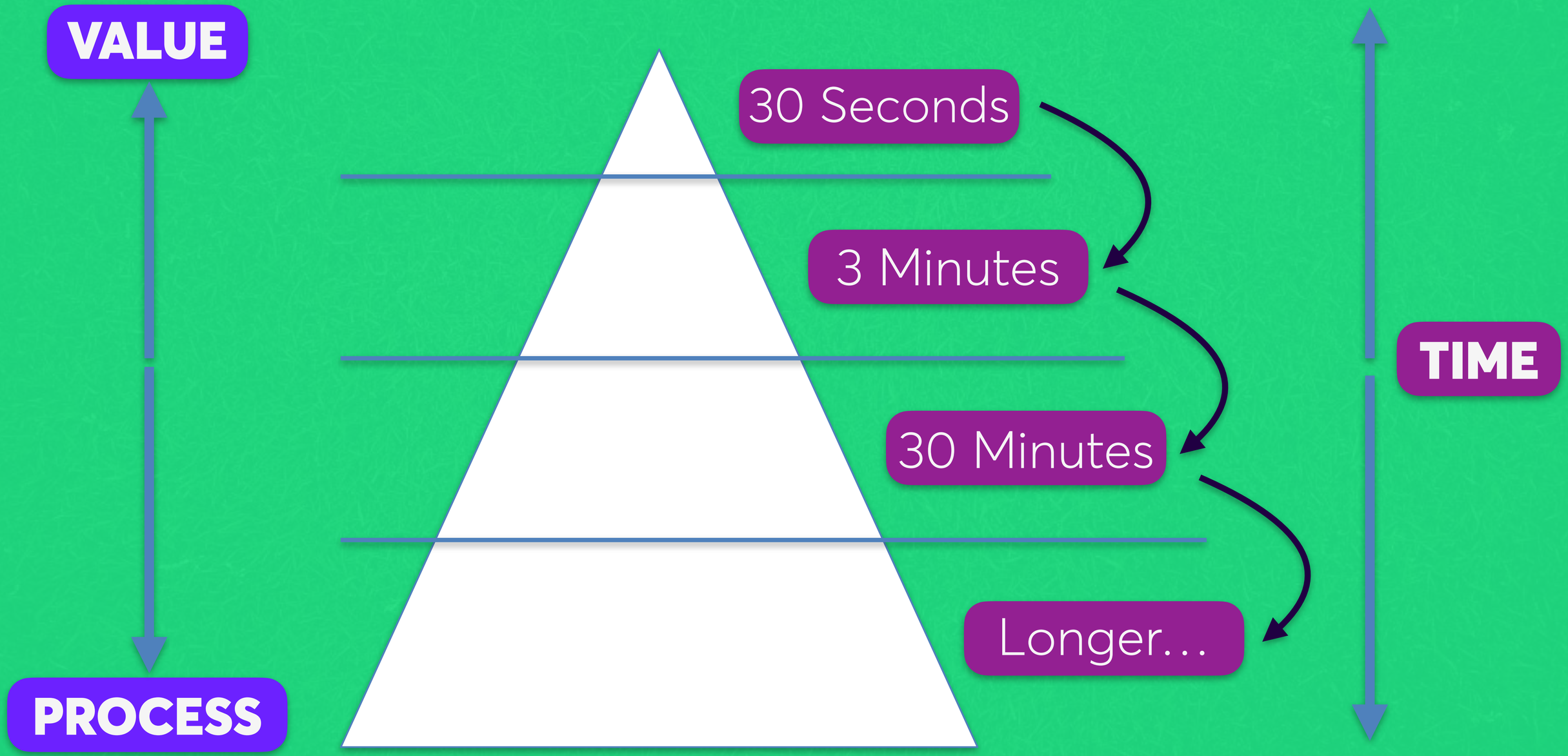
WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they **KNOW**? (Technical Level)

But almost as important…

The Content We Tell Depends On Time Available



VALUE



What **problem** we solve

Who has the problem

The **improvement** delivered

PROCESS



How we do it

The **process**, **tools** and **technology** we use to deliver the Value



VALUE FIRST PROCESS NEXT

In most cases, our goal is to get the audience to say or think:

"Wow, that's amazing. **HOW** do you do that?"

(except when process is specifically **requested**)

Quantifying and
being **Specific** instead of general
builds **Credibility**

Be specific

PUT A NUMBER ON IT

"It wastes a lot of hours"

"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

"Many companies experience data hacks"

"There is too much energy inefficiency"

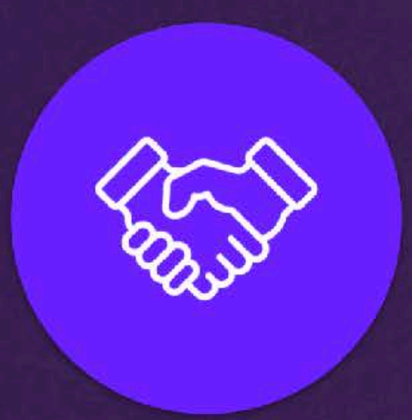
"**XK** companies had data hacks in the **last 3 years**"

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

Structuring content helps
build **credibility**;
gives you a **framework**;
helps the audience **follow** your message

3 first steps to become

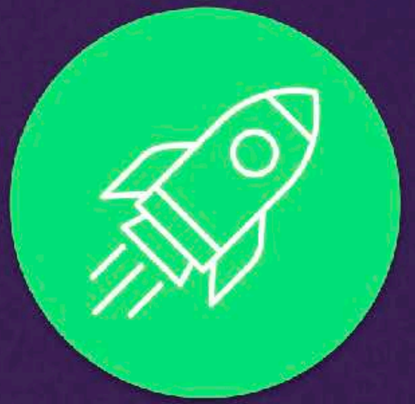
Clear. Measured. Decisive. Direct.



Content & Structure



Way of Telling



Mindset & Nerves

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3 types of structure

THAT REALLY WORK

3

Steps or Topics

2

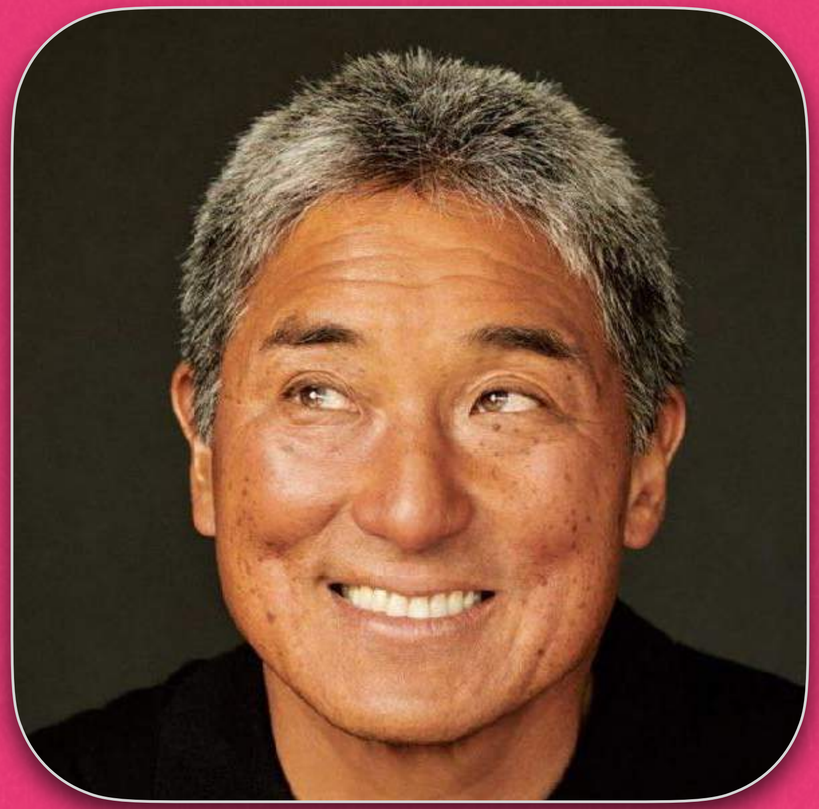
Options or Viewpoints

1

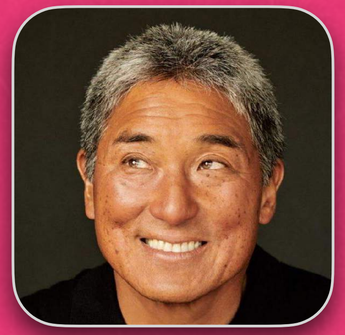
Big Thing

Also works really well in Q&A

How do you pitch **IN AN EMAIL?**



Guy Kawasaki



The 5-Sentence Email

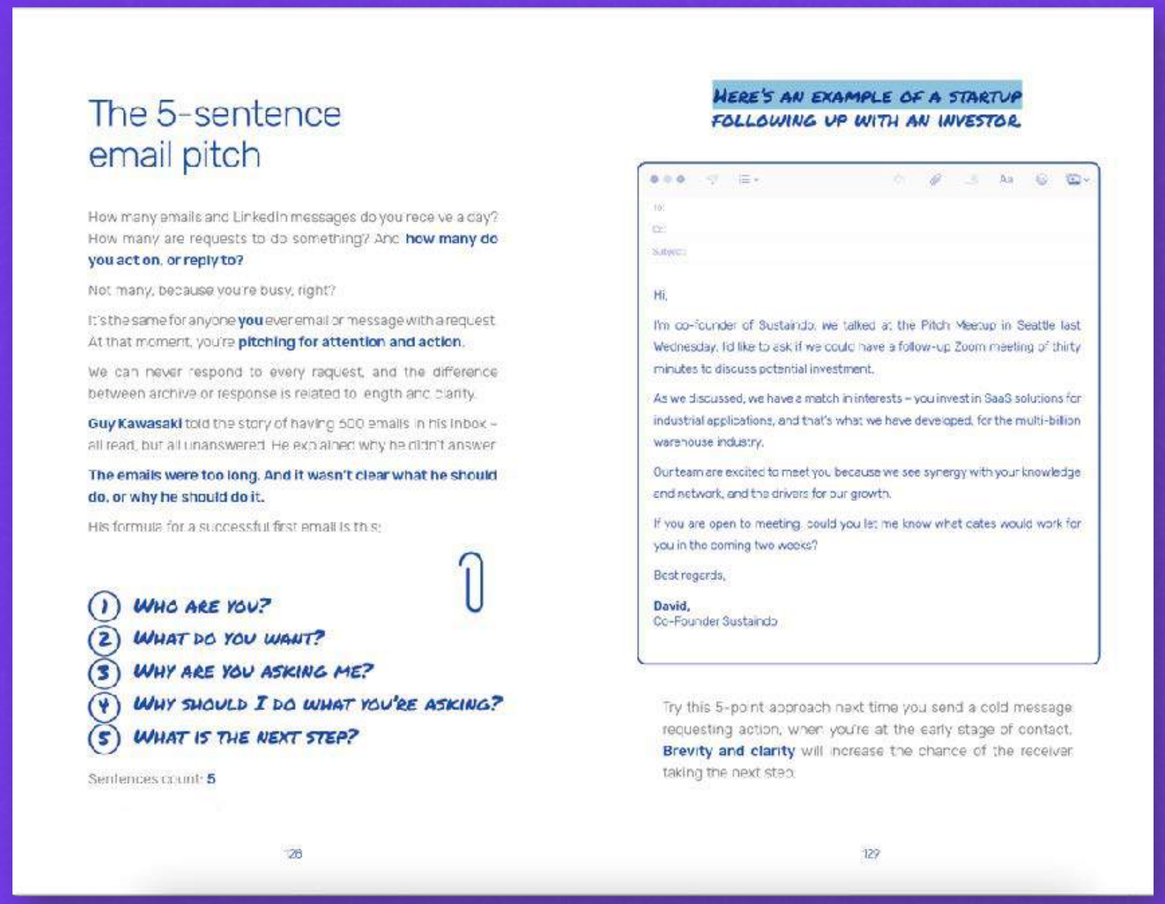
Who are you?

What do you want?

Why are you asking me?

Why should I do what you're asking?

What is the next step?



The 5-sentence email pitch

How many emails and LinkedIn messages do you receive a day? How many are requests to do something? And **how many do you act on, or reply to?**

Not many, because you're busy, right?

It's the same for anyone **you** ever email or message with a request. At that moment, you're **pitching for attention and action.**

We can never respond to every request, and the difference between archive or response is related to length and clarity.

Guy Kawasaki told the story of having 500 emails in his inbox – all read, but all unanswered. He explained why he didn't answer:

The emails were too long. And it wasn't clear what he should do, or why he should do it.

His formula for a successful first email is this:

1. WHO ARE YOU?
2. WHAT DO YOU WANT?
3. WHY ARE YOU ASKING ME?
4. WHY SHOULD I DO WHAT YOU'RE ASKING?
5. WHAT IS THE NEXT STEP?

Sentences count: **5**

HERE'S AN EXAMPLE OF A STARTUP FOLLOWING UP WITH AN INVESTOR.

To:
Cc:
Subject:

Hi,

I'm co-founder of Sustaindo, we talked at the Pitch Meetup in Seattle last Wednesday. I'd like to ask if we could have a follow-up Zoom meeting of thirty minutes to discuss potential investment.

As we discussed, we have a match in interests – you invest in SaaS solutions for industrial applications, and that's what we have developed, for the multi-billion warehouse industry.

Our team are excited to meet you, because we see synergy with your knowledge and network, and the drivers for our growth.

If you are open to meeting, could you let me know what dates would work for you in the coming two weeks?

Best regards,

David,
Co-Founder Sustaindo

Try this 5-point approach next time you send a cold message requesting action, when you're at the early stage of contact. **Brevity and clarity** will increase the chance of the receiver taking the next step.

From the book

BLUE MOON PITCH

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