

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

David Beckett

best3minutes.com

Best 3 Minutes


Coached 3000+ Startups & Scaleups
RAISED OVER €500MILLION
POSTCODE LOTTERY
GREEN CHALLENGE
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018
Workshop #1288


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!



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When the 30 seconds are
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No Other Instructions

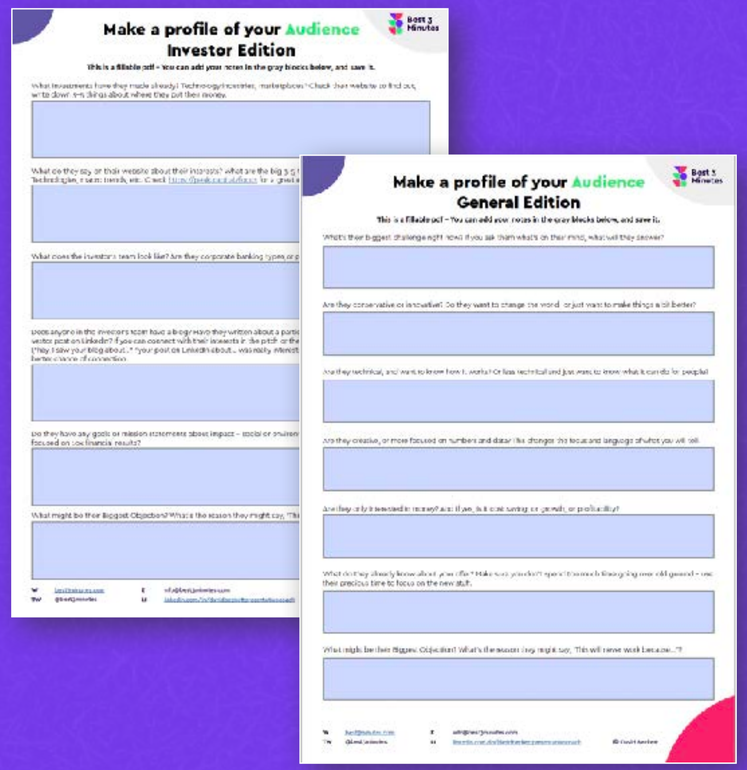
LET'S DO IT!



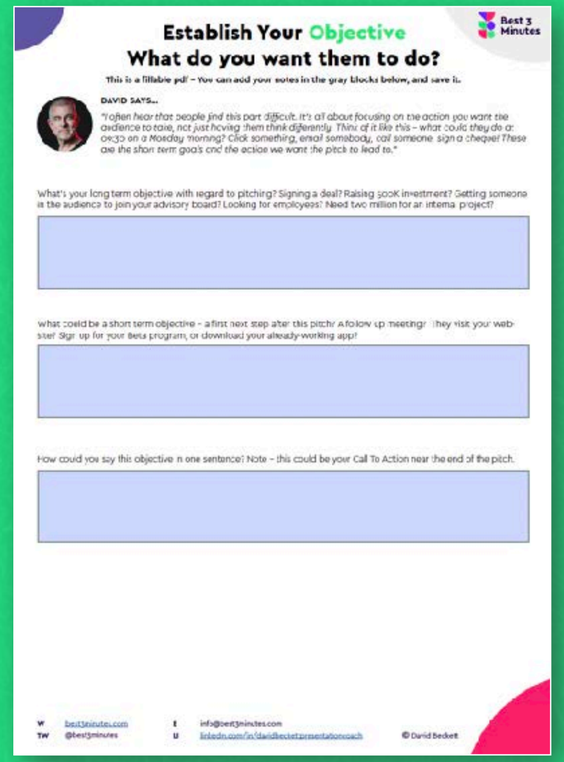
Who are we pitching to?

Why are we pitching?

What should we pitch?



Make a profile of your Audience



Establish your Objective

Best3minutes.com/stbraga26

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



What Goes Wrong in Meetings with Leadership (and How to Fix it)



How to Level Up Your Pitch

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 [redacted]"
"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**?

What **problems** do they face?

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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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?



5

ACTION STEP

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25 seconds, 4 sentences

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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:

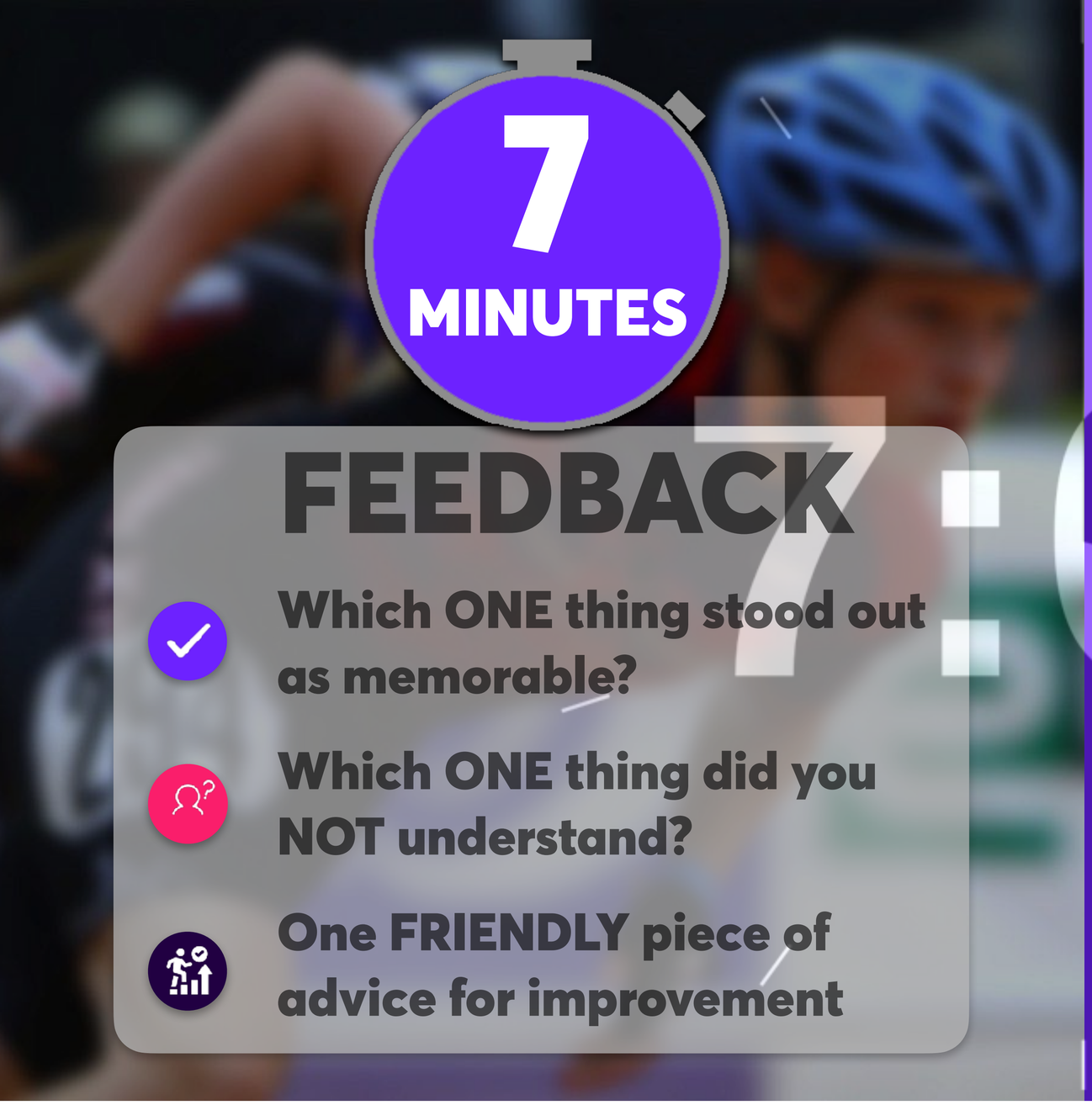
25 seconds, 4 sentences

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
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Write down:
What did you learn?
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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

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



What Goes Wrong in Meetings with Leadership (and How to Fix it)



How to Level Up Your Pitch

92% of startups meeting Investors

DON'T GET A 2ND MEETING

Investors

TELL ME...

It already goes wrong in

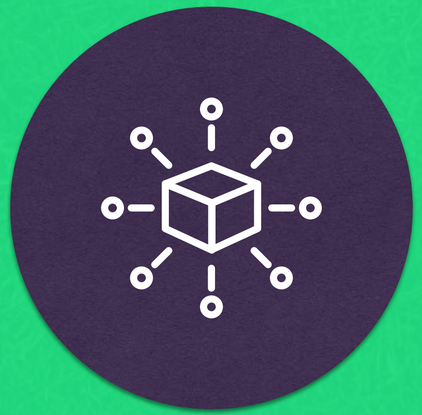
the first 2 minutes

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?

When under time pressure…

AND THAT'S ALMOST ALWAYS!



LEAD WITH
VALUE FOR **THEM**



ANSWER QUESTIONS
ON **PROCESS/HOW**

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



What Goes Wrong in Meetings with Leadership (and How to Fix it)

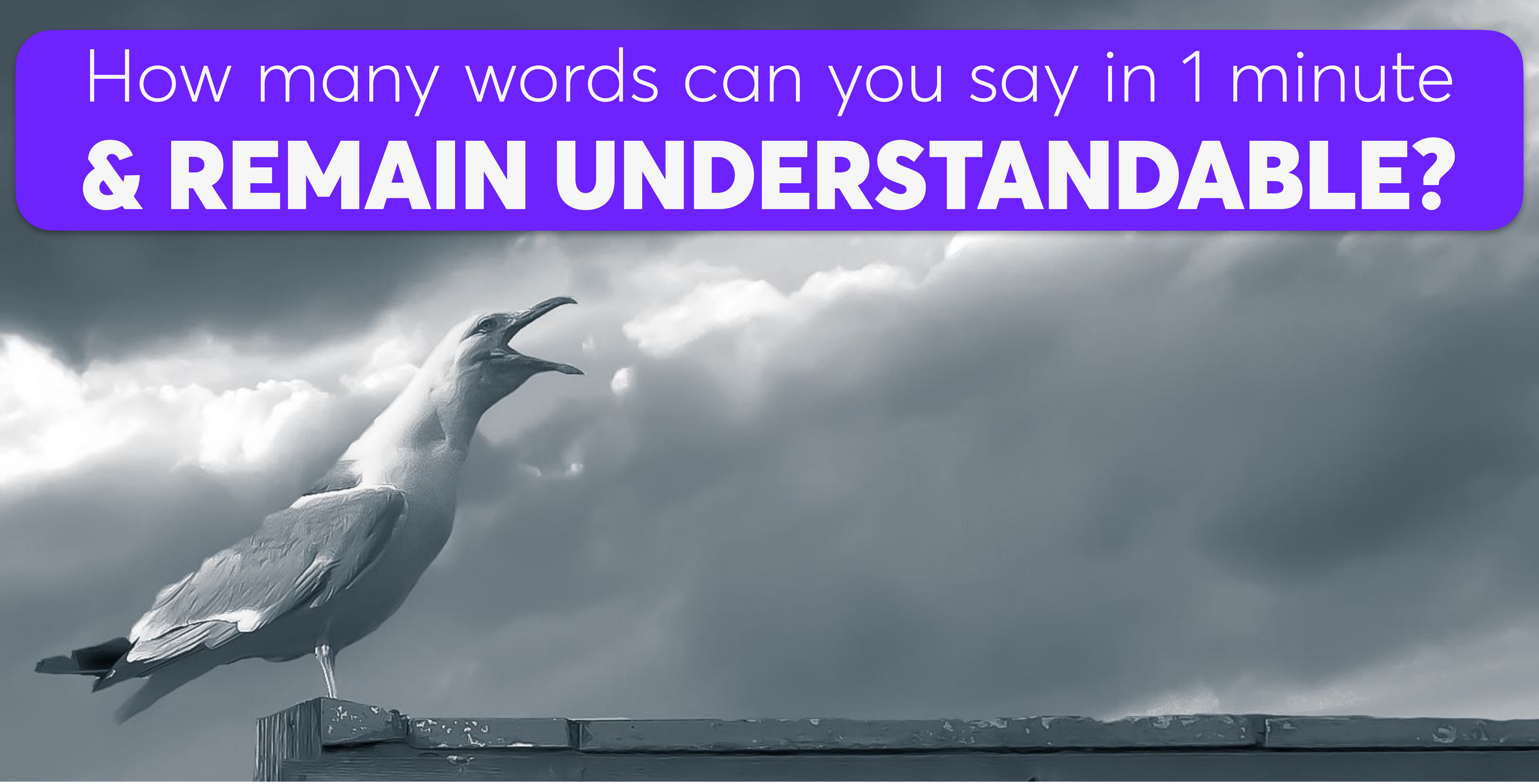


How to Level Up Your Pitch



Let's talk about **SPEED**

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



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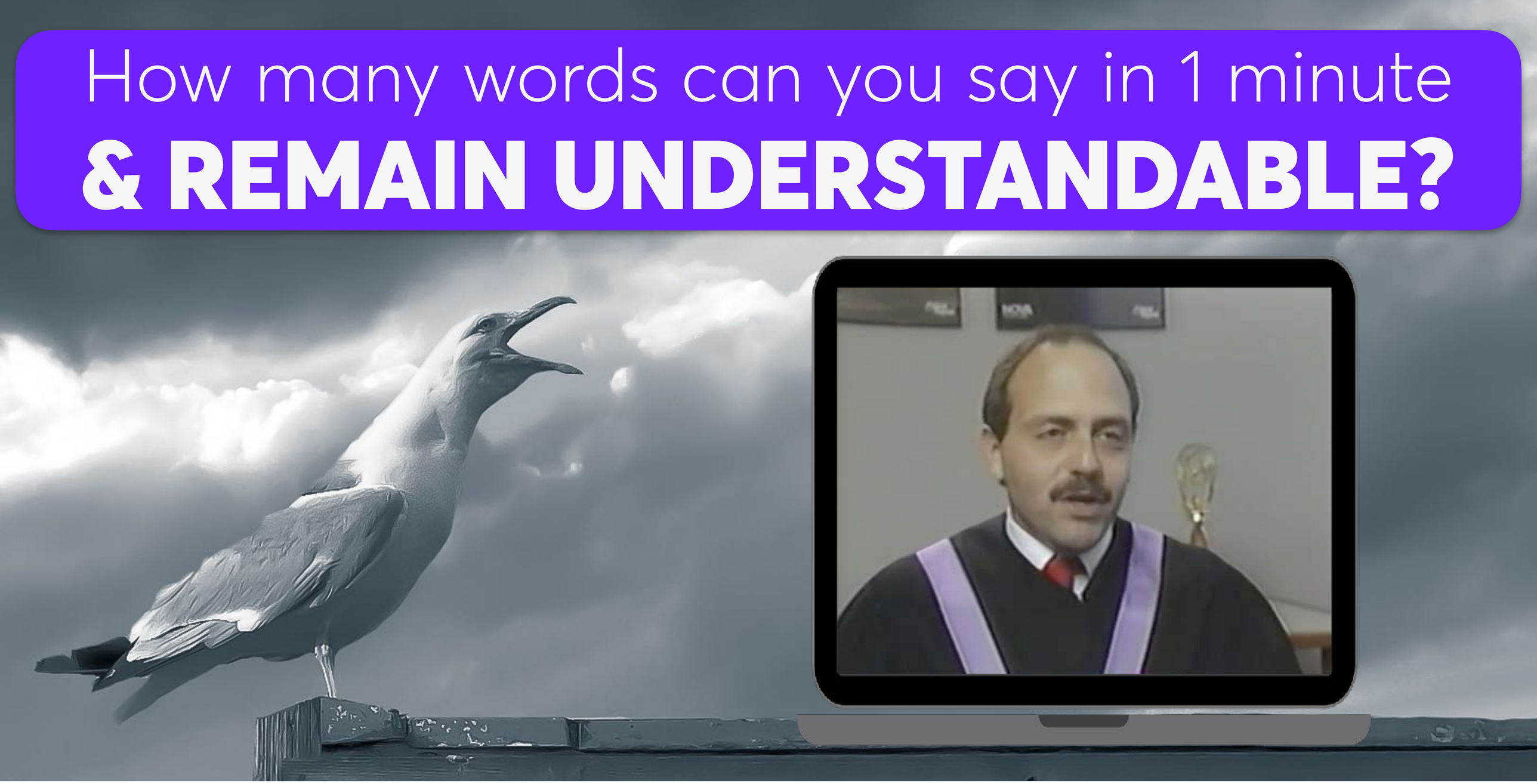

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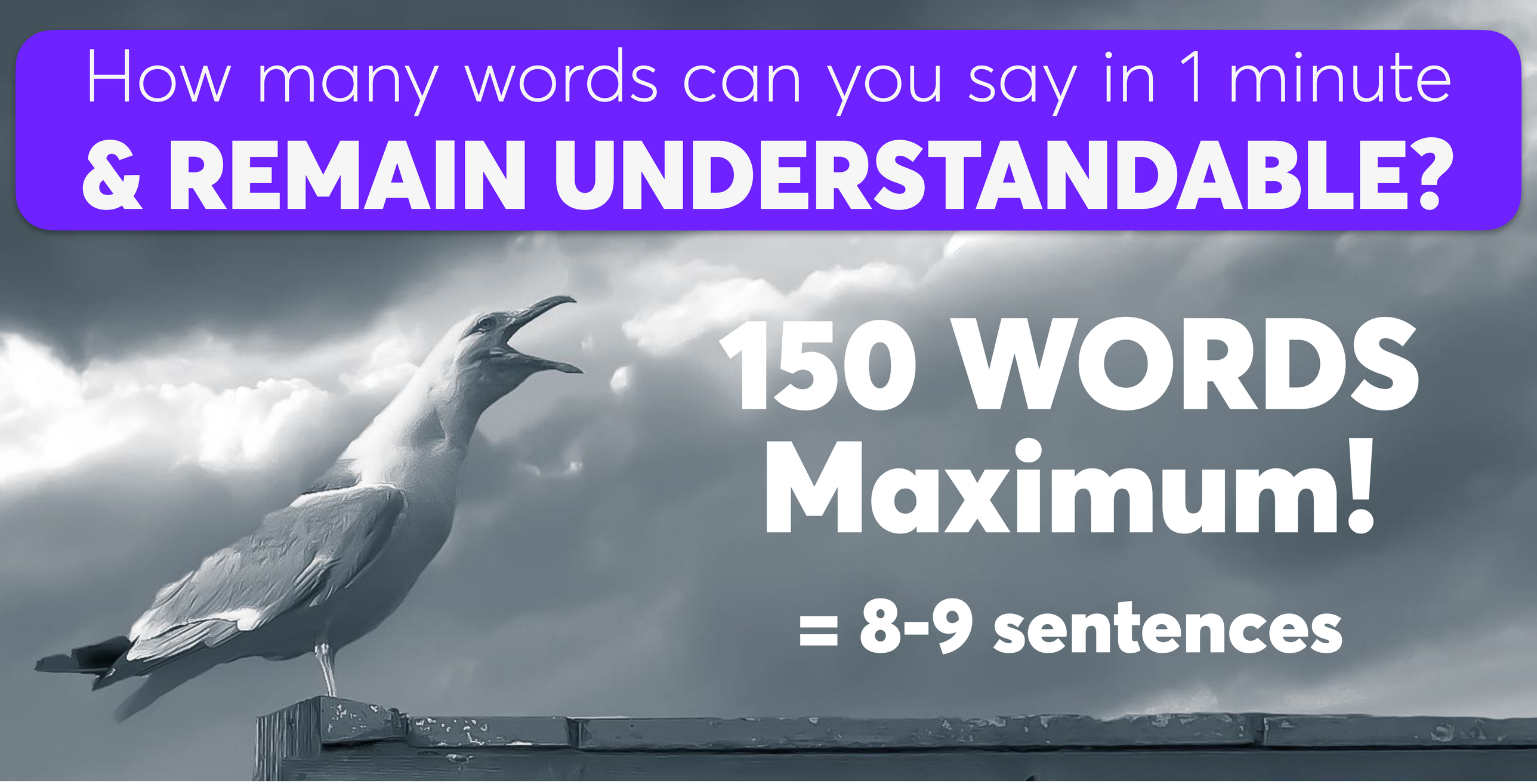
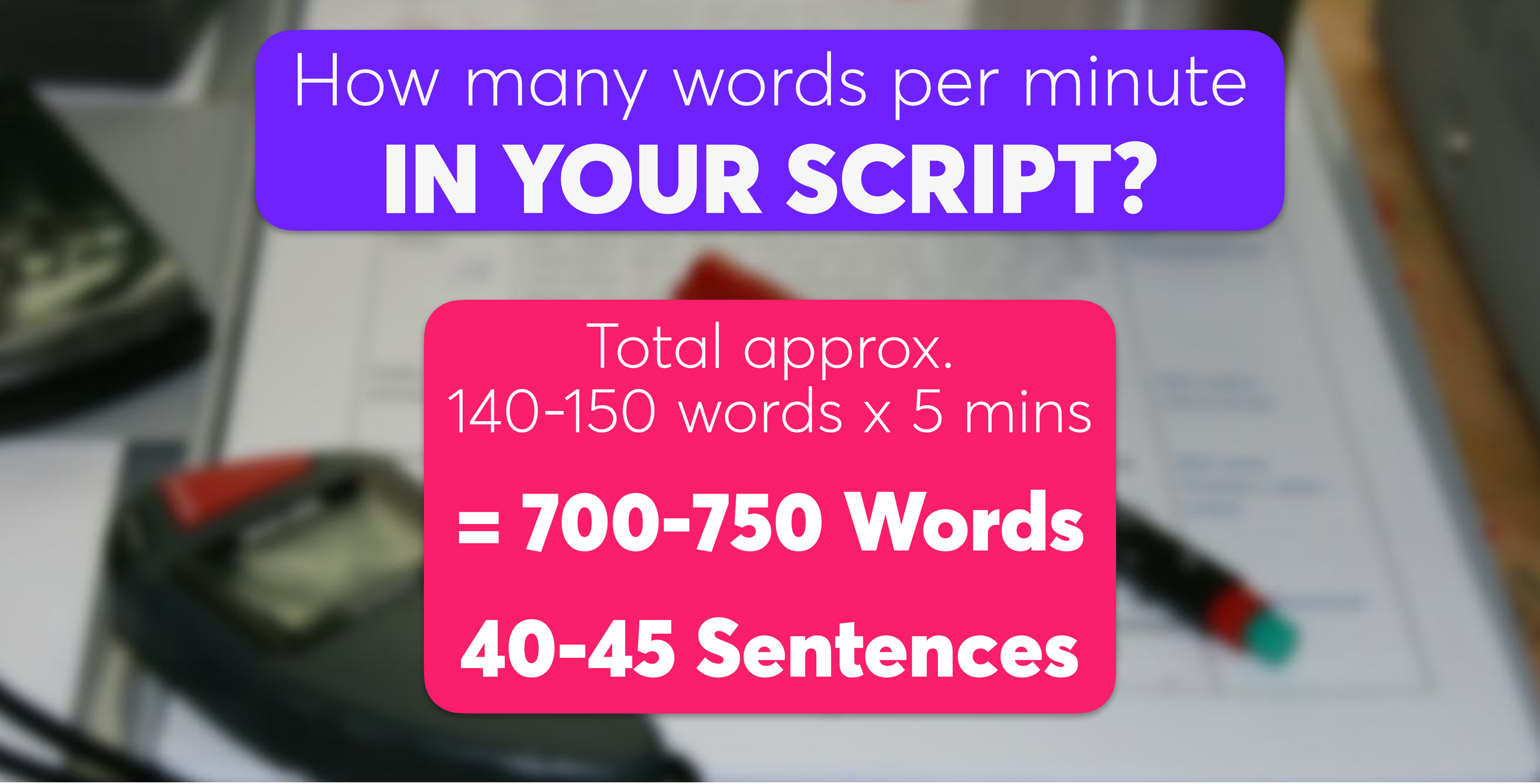




How many words per minute **IN YOUR SCRIPT?**

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

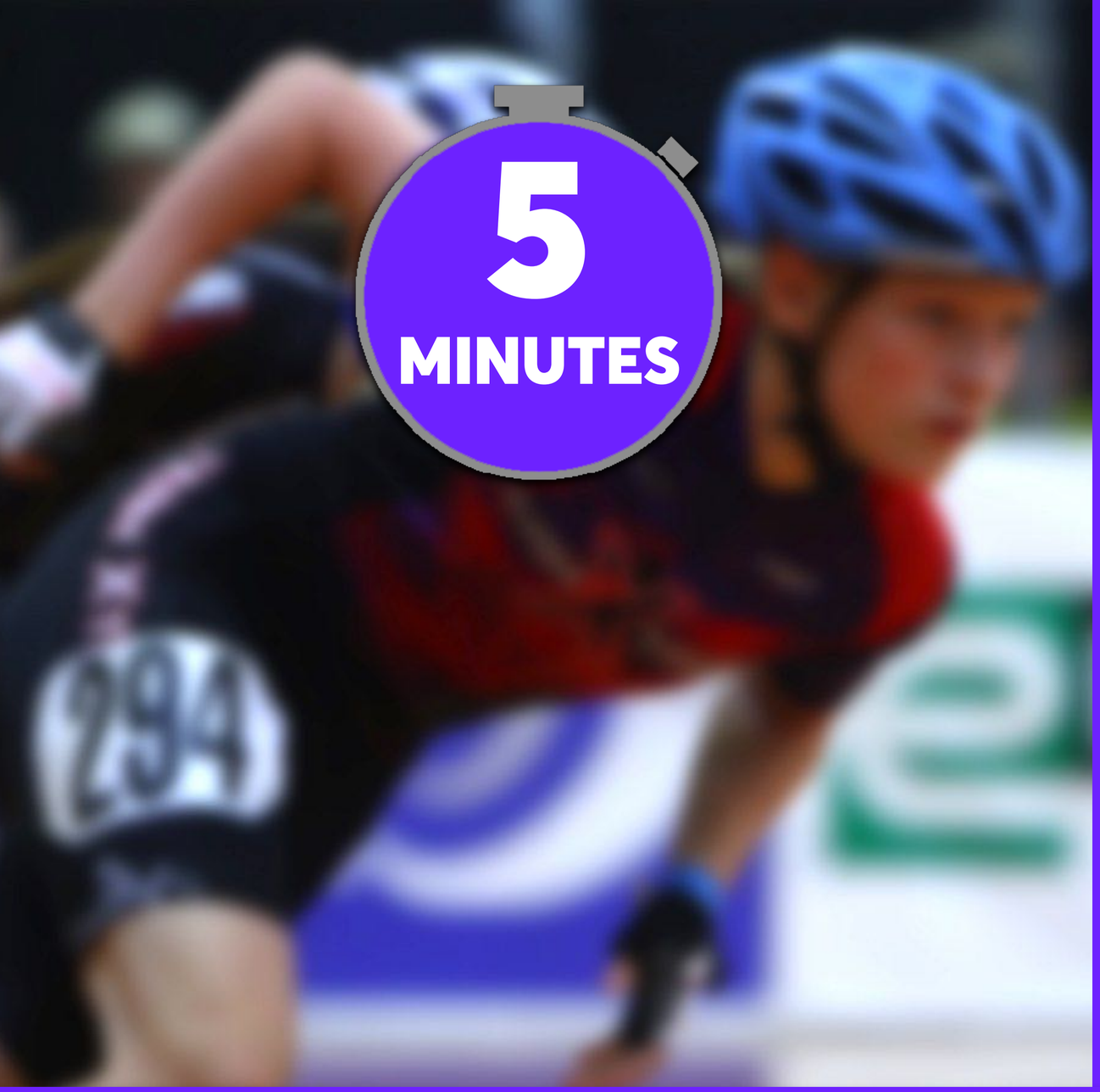
Information **flowing into** each other



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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5

ACTION STEP

TELL: your handshake pitch to one other person

Focus on;

Not too fast,
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AIR around the messaging

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

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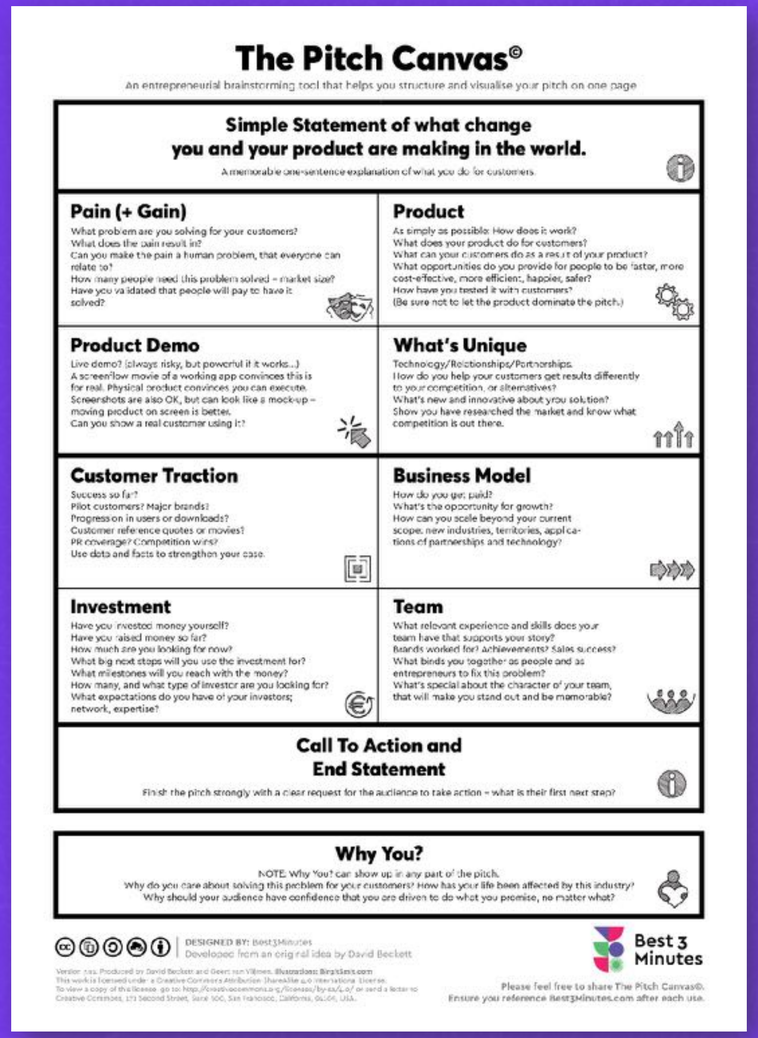
Which topics should be in **YOUR WINNING PITCH?**



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 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?
Progression 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?
Boards 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

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Ensure you reference Best3Minutes.com after each use.

THE PITCH CANVAS©

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THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



THE TEAM



THE ASK



WHY YOU?




Create a 30-40 second
PITCH OF THE PAIN!



PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

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

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



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
Braga, Berlin
& Tokyo,
over **300 Million** drivers
take more than
20 minutes to find a
parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Put a number on it!



For impact focused startups

Co2 emissions?

Society health & wellbeing?

Quality of Life after surgery?

Quantify it:
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"

"Many patients don't comply because the current treatment is so intrusive"

"It creates **X Thousand** Tonnes CO2"

"**More than 35%** of patients don't comply due to current intrusive treatment"


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases


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


ASSETA
eBay for Capital Equipment
5 seconds

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story


THE CLASSROOM OF THE FUTURE
VOXMEDIA
THE PITCH
with Josh Muccio
0:00 / 49:21
$1.4 MILLION Raised | Incredible Journey of Autistic Founder
The Pitch Show
1.86K subscribers
Subscribe
DOWNLOAD AS:
27
Share
Save


ALL RIGHT MY NAME



PERSONAL STORY

Make it small so it's
Understandable

Connect it to the
bigger market so it's
Investable

Two kinds of

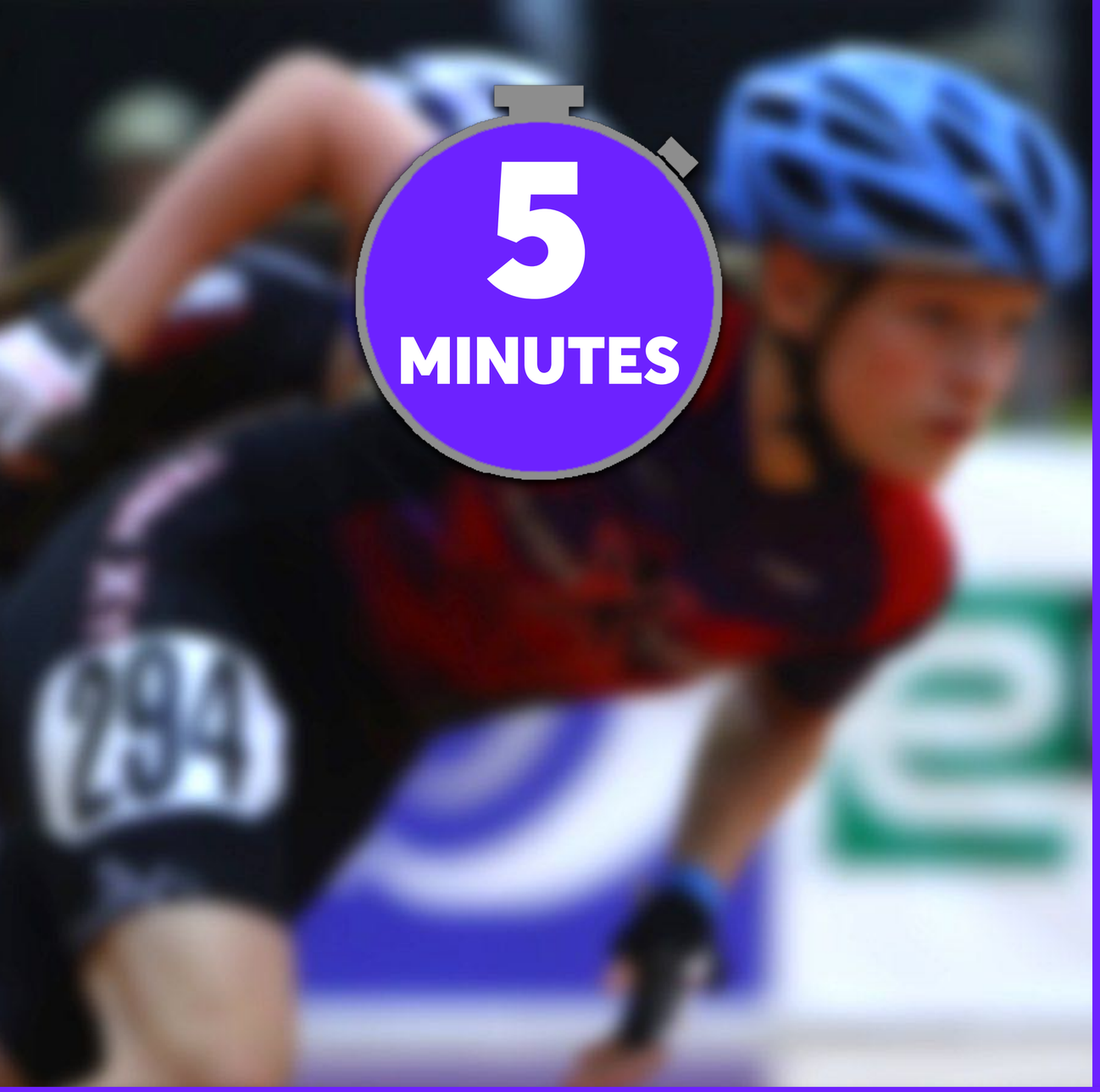
PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



ACTION STEP

Brainstorm: Write down at least **7 things** you could say about:
THE PAIN you solve

Which **people/organisations affected**?

What **problems** do they face today?

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

Do you have a **PERSONAL** story to share? Is that **WHY** you started this?

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ACTION STEP

Brainstorm: Write down at least **7 things** you could say about:
THE PAIN you solve

5

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ACTION STEP

Create a 30-40 second pitch
about **only** the **Pain**

30-40 seconds
= **5-6 sentences**

Work **fast:**
don't think too much!



ACTION STEP

Create a 30-40 second pitch
about **only** the **Pain**

30-40 seconds
= **5-6 sentences**

Work **fast:**
don't think too much!

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ACTION STEP

TEST OUT
your **30-40 Second** pitch
about the **Pain**
(5-6 sentences)

with one other person

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ACTION STEP

TEST OUT
your **30-40 Second** pitch
about the **Pain**
(5-6 sentences)

with one other person

best3minutes.com/stbraga25


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


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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



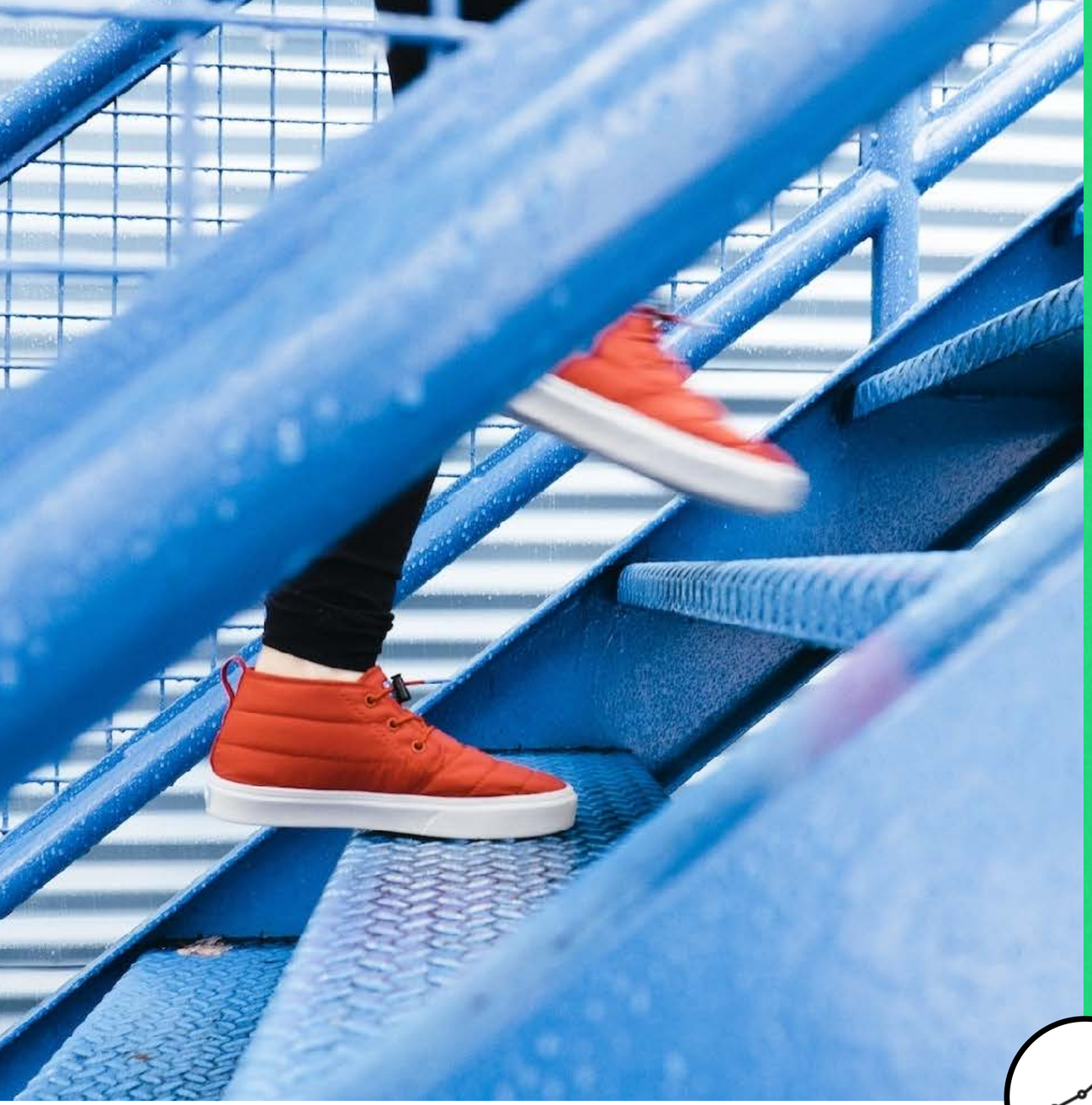
What stood out?



What did you not understand?



Friendly advice for improvement



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

Numbers of users or customers? **Growth?**



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots, Proof of Concepts, **Partnerships?**

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



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

Pick out 2-3

MEMORABLE POINTS





TEAM

Who will make it happen?

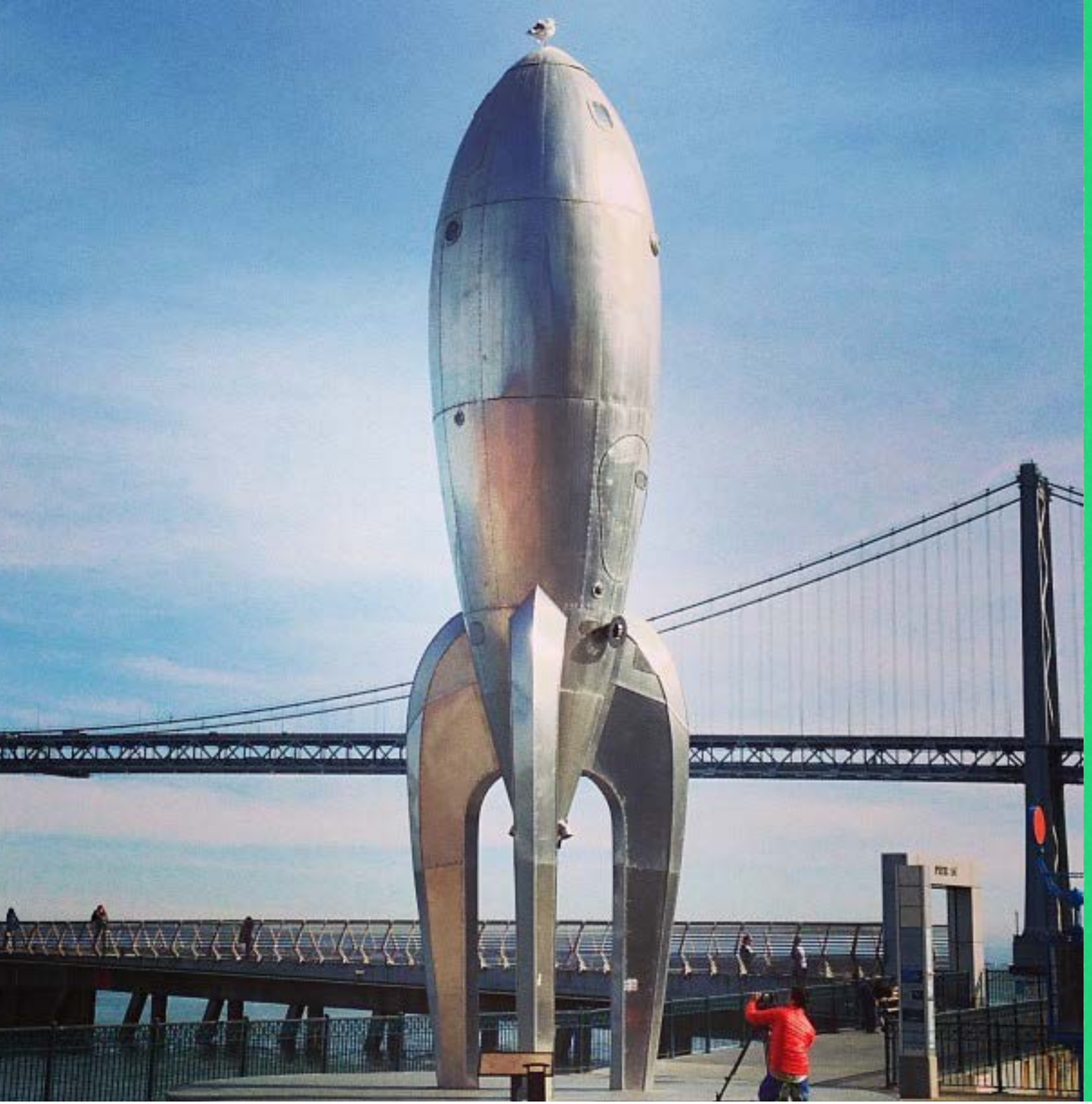
Complimentary **Skills**?
Years of Experience?
Previous startups/exits?

Shared **Purpose?**

ONE LAST THING...




Make the first word count
OPEN POWERFULLY



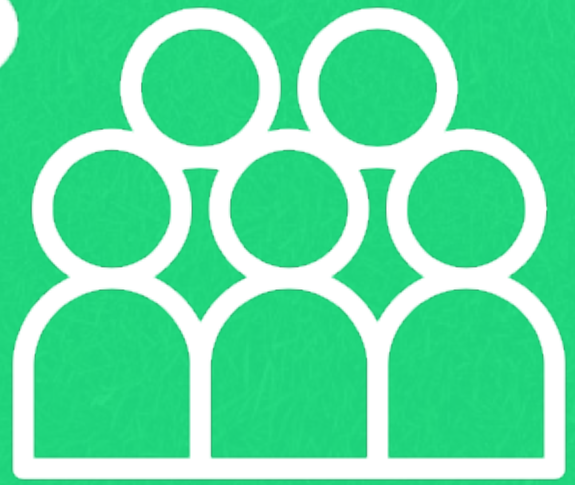
The first 20 seconds buys

ATTENTION

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

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

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



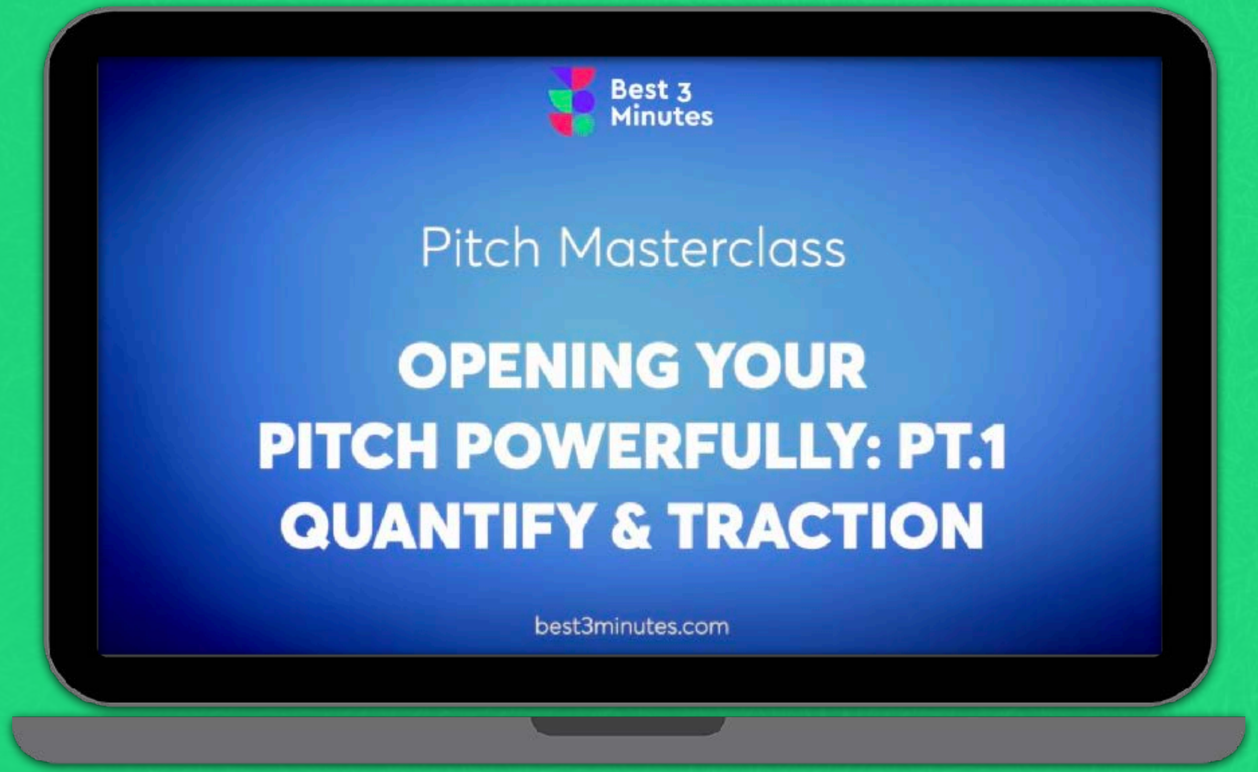


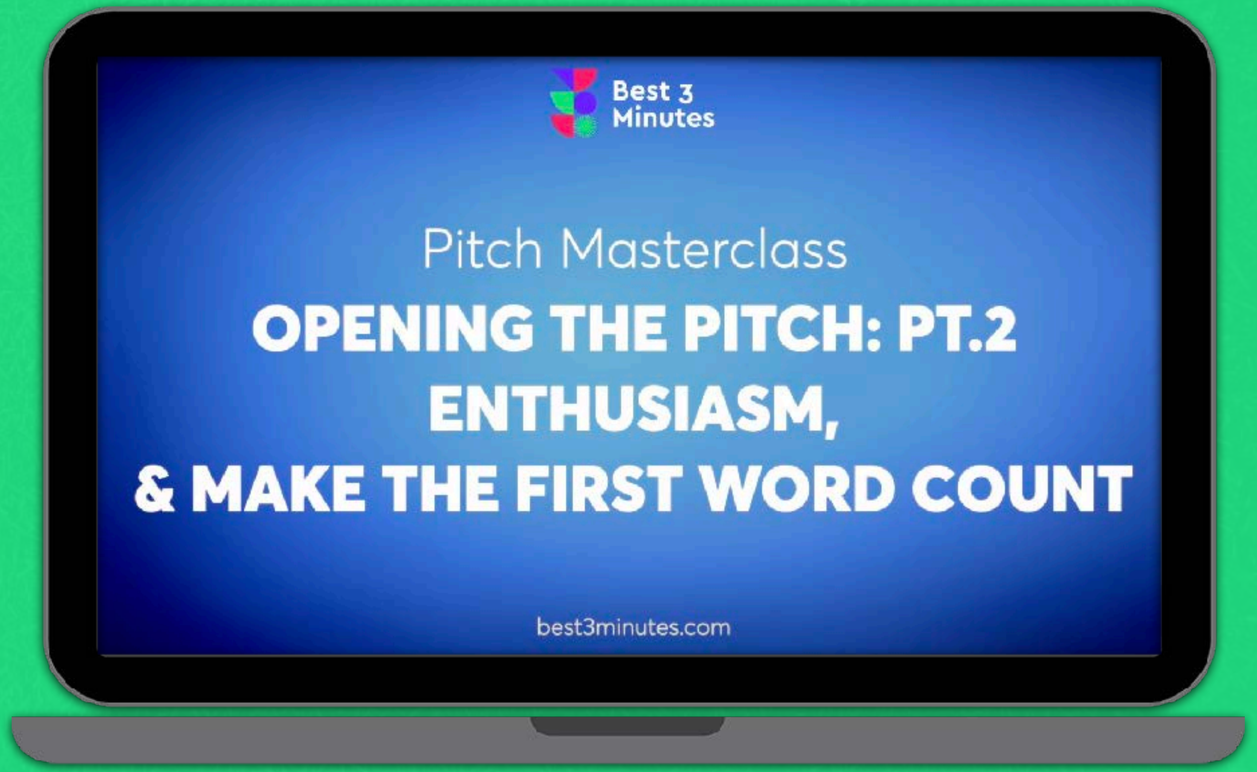
A professionally planned opening from
The Great Bubble Barrier


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

How to open your pitch

WATCH THESE TWO VIDEOS!





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Making your story

FOCUSED & MEMORABLE

The Power of THREE



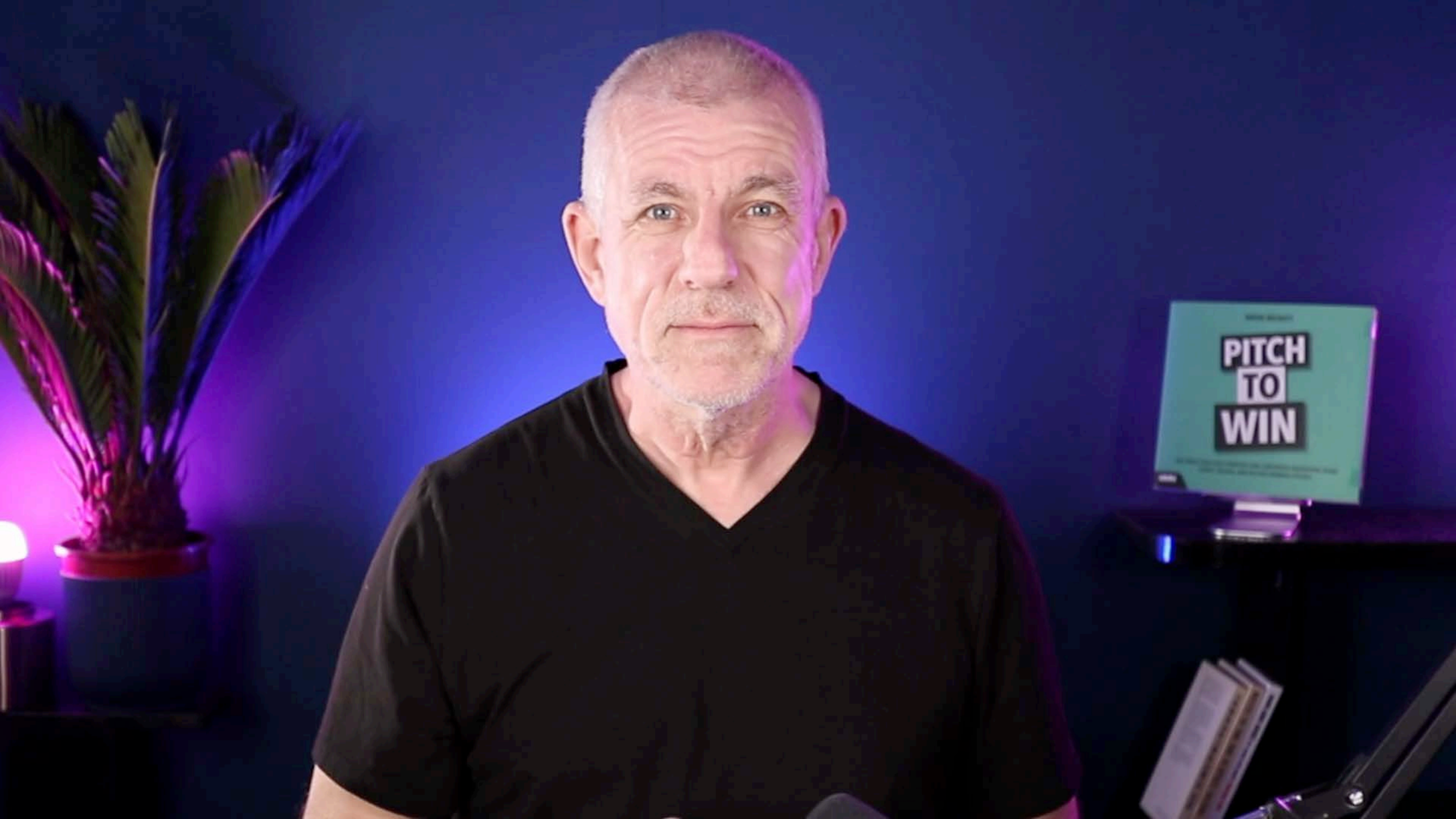
What happens if I say…

“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





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER


Make a plan for the
LAST 15 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!

Pitch tools and
RESOURCES







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David Beckett

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