

Pitch Coach
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best3minutes.com

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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 #1295


We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



The Listener




12%
76%







LONG STORY

SHORT



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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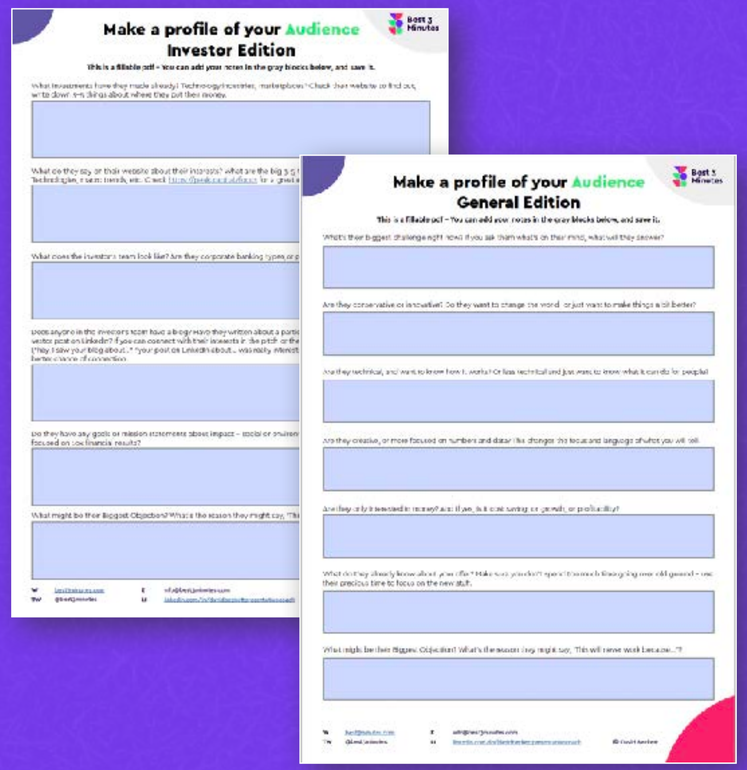
LET'S DO IT!



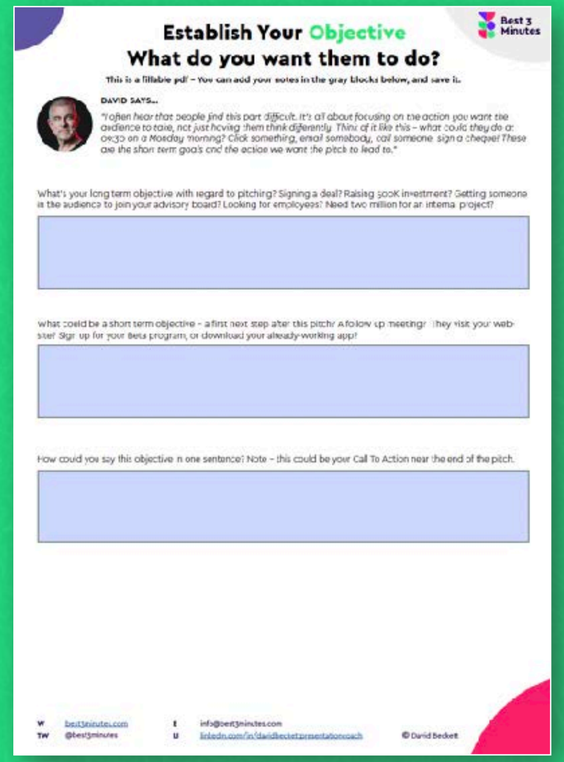
Who are we pitching to?

Why are we pitching?

What should we pitch?



Make a profile of your Audience



Establish your Objective

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

Brainstorm 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

Brainstorm your Handshake Pitch:

25 seconds, 4 sentences

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ACTION STEP

Brainstorm 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…"

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..."



ACTION STEP

Brainstorm 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?



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?

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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:

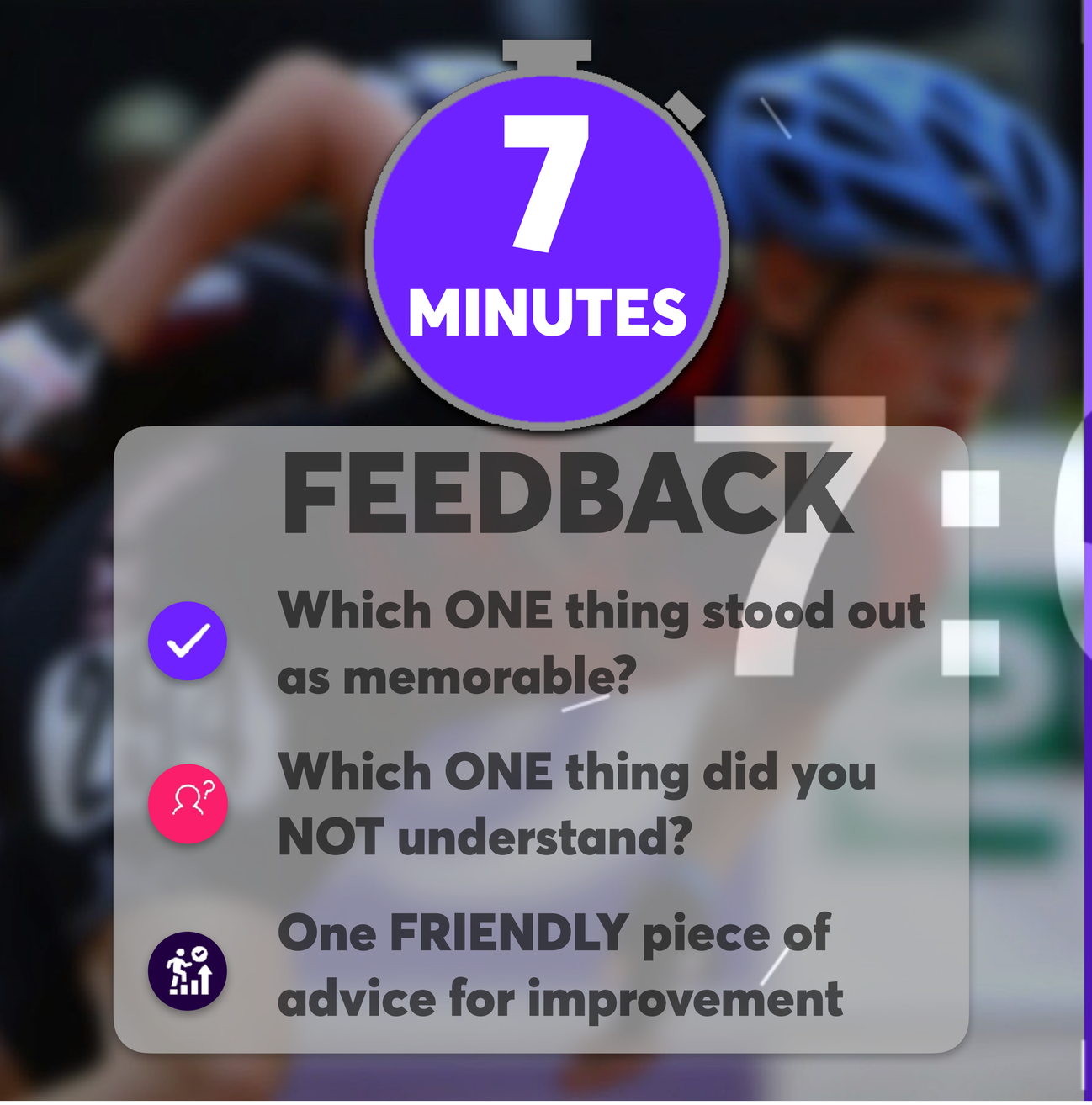
25 seconds, 4 sentences

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?



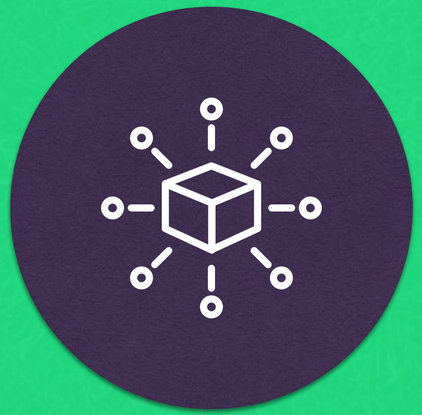
Friendly advice for improvement

What 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
CUSTOMERS WANT TO KNOW



You understand
their **Pain**



Your **Unique**
Product delivers
Specific Results



Track Record/Proof
Customer Success
& Results

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?



How to pitch at
THE CONGRESS



One Page Guide

PITCH AT A CONGRESS

best3minutes.com/rsaconf



Focus: How do you
OPTIMISE YOUR TIME?

WHO'S YOUR AUDIENCE?

Who are you **targeting** at this event?

What do **they CARE** about?

WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



Focus: How do you
OPTIMISE YOUR TIME?

1

Short Pitch to grab attention

2

Qualify: who are they?

3

Short pitch adapted to their interests

Usually 4 major

TARGET AUDIENCES

CUSTOMERS

PARTNERS

JOURNALISTS

INVESTORS



Usually 1 major

AUDIENCE TO AVOID

"Oh, I always come to this event, just to see what's happening..."



Create something they can **TAKE AWAY**

A4 or A5 leaflet

1 page,
good quality,
cheap to make

Politely but firmly

CLOSE THE CONVERSATION

"Great to meet you.

You can read more here.

Our website is on the leaflet.

Have a great day and enjoy the event!"

Pitch tools and

RESOURCES







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