

Pitch Coach
Creator of The Pitch Canvas©
Co-founder Pitchy

David Beckett

best3minutes.com

Linked in

Best 3 Minutes



Best 3 Minutes

best3minutes.com


We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



The Listener




12%
76%

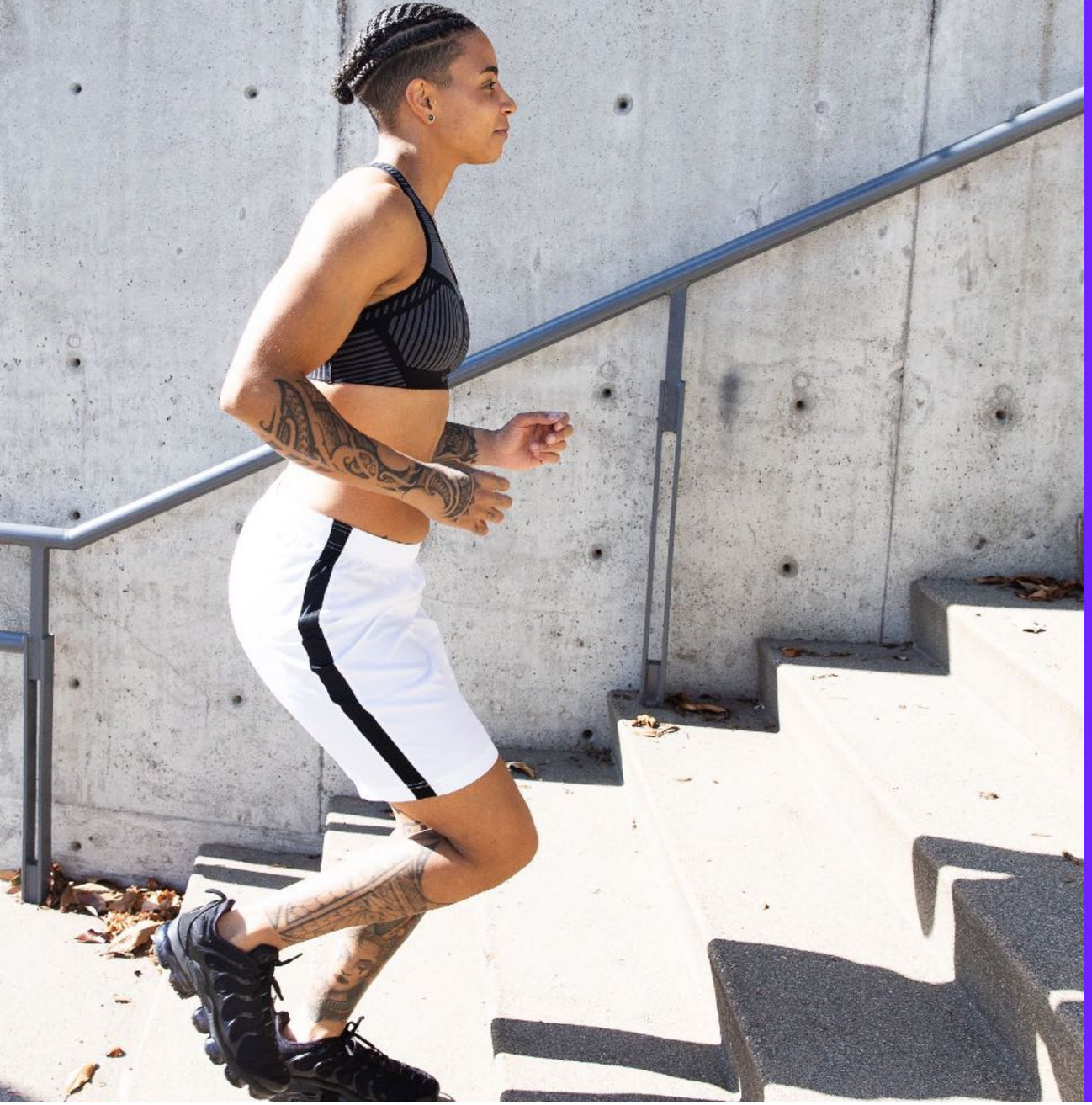






LONG STORY

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

Prepare your winning **PITCHES**





Prepare your winning
45 SECONDS PITCH




2



45 Seconds - 6 sentences

THE HANDSHAKE PITCH



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?"

One Great Story
THAT WORKS

QUANTIFIED PAIN

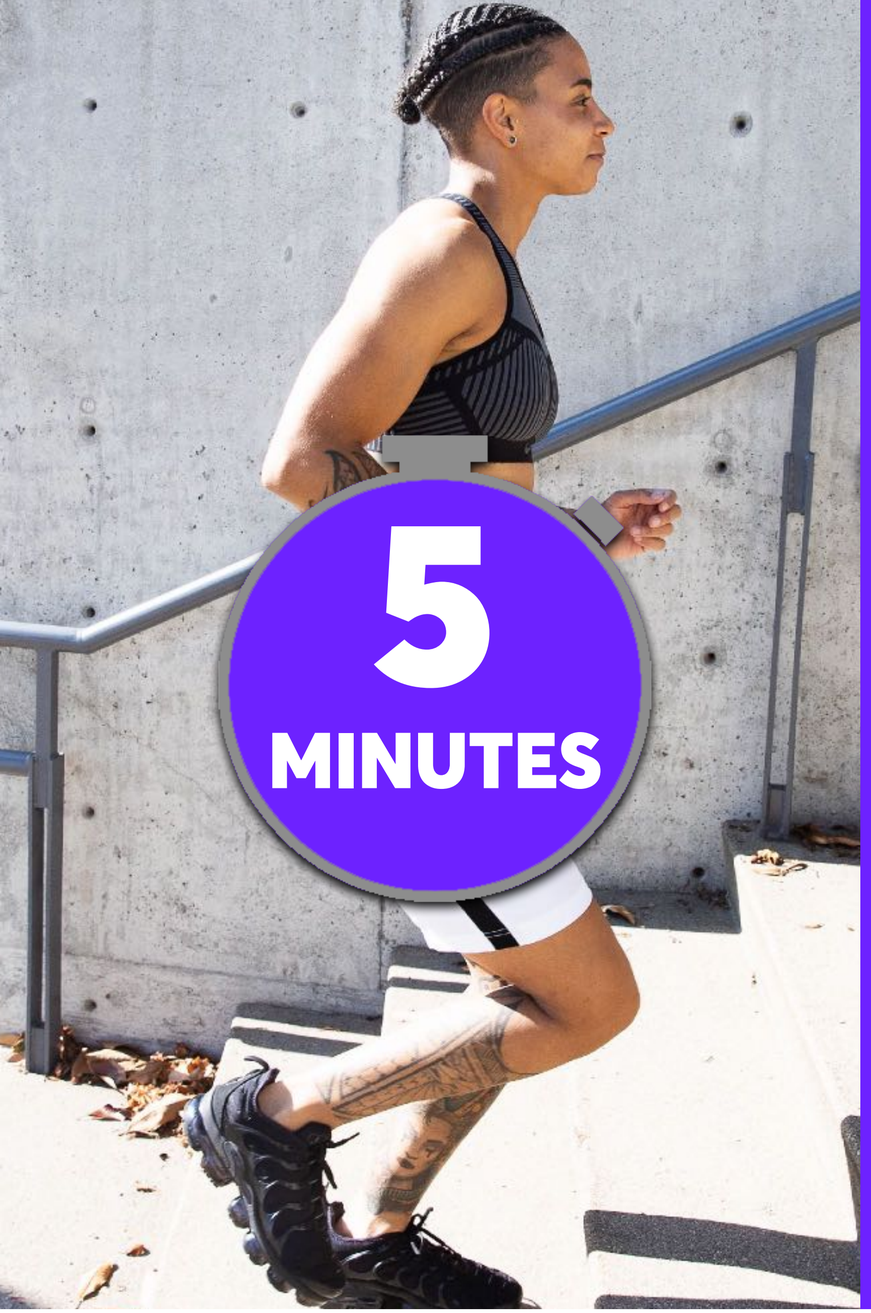


SIMPLE PRODUCT



QUANTIFIED RESULT





ACTION STEP

Write down your Handshake Pitch:

45 seconds, 6 sentences

What problem are you **solving**? How **big** is it?

What kinds of **customers** do you **solve** it for?

What **improves** as a result of your product:
and by **how much?**

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

Why are you doing this?
What's your **personal** motivation?



ACTION STEP

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45 seconds, 6 sentences

5

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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

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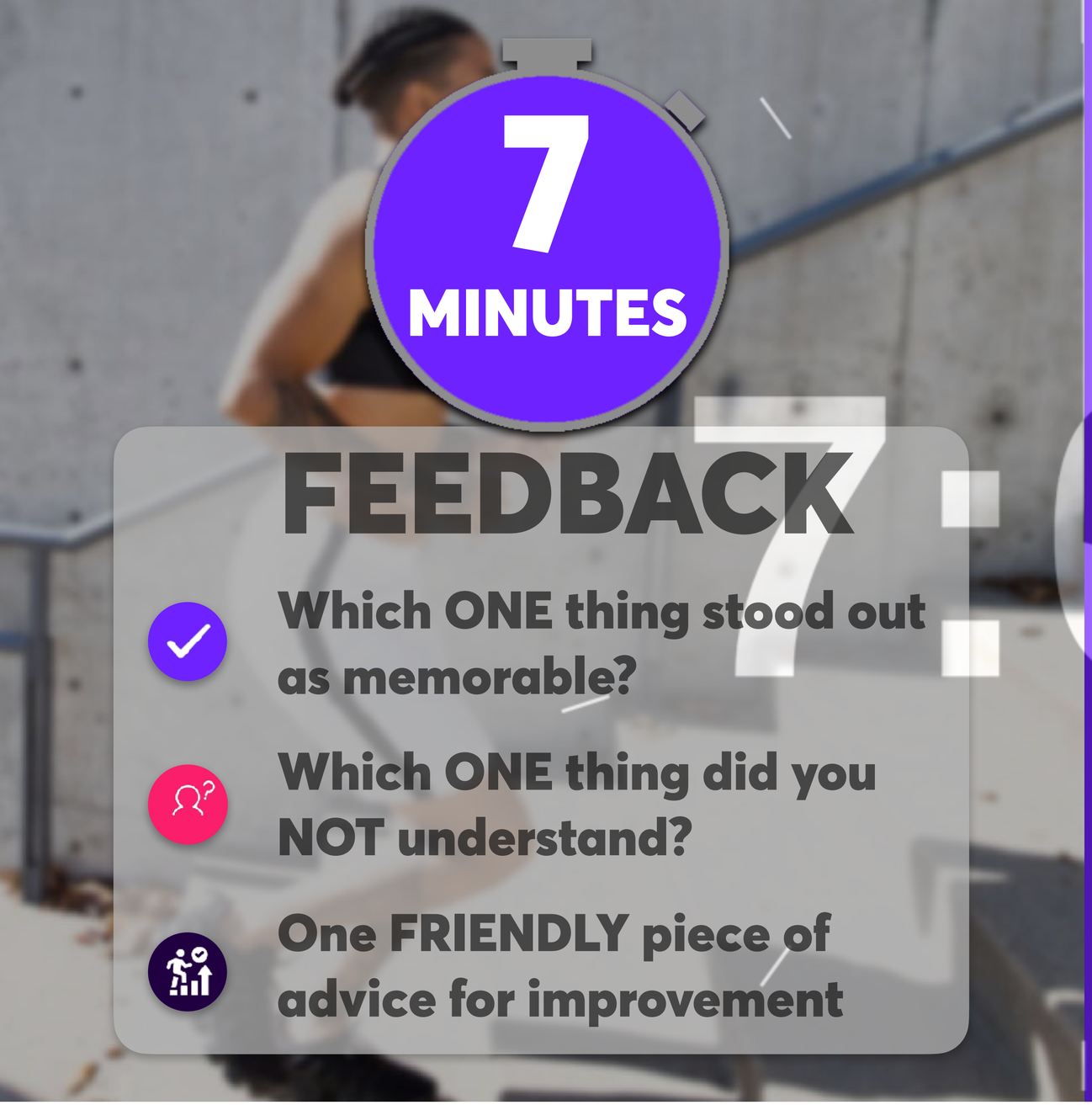

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Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


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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?

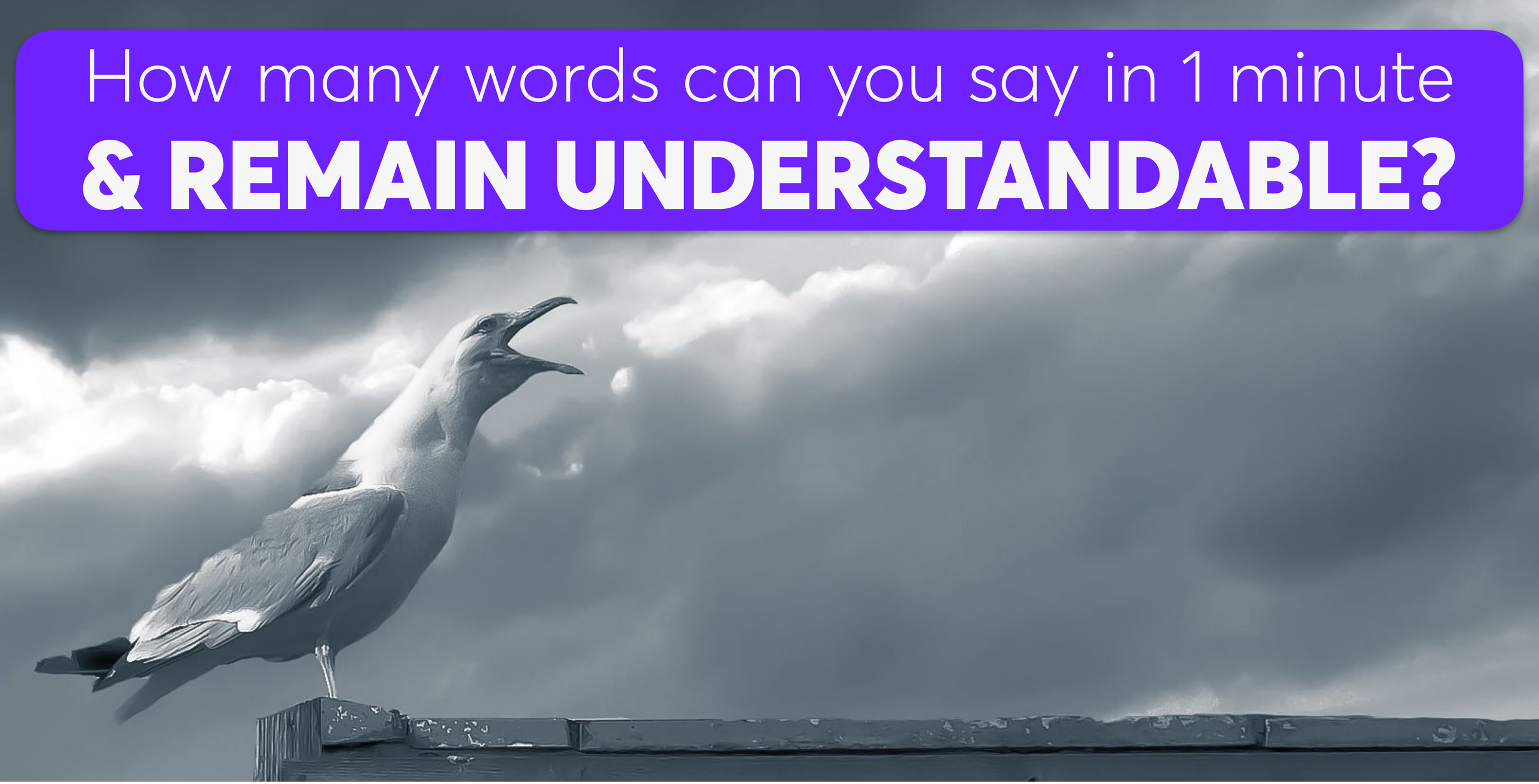


Friendly advice for improvement

Prepare your winning
3 MINUTE PITCH



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



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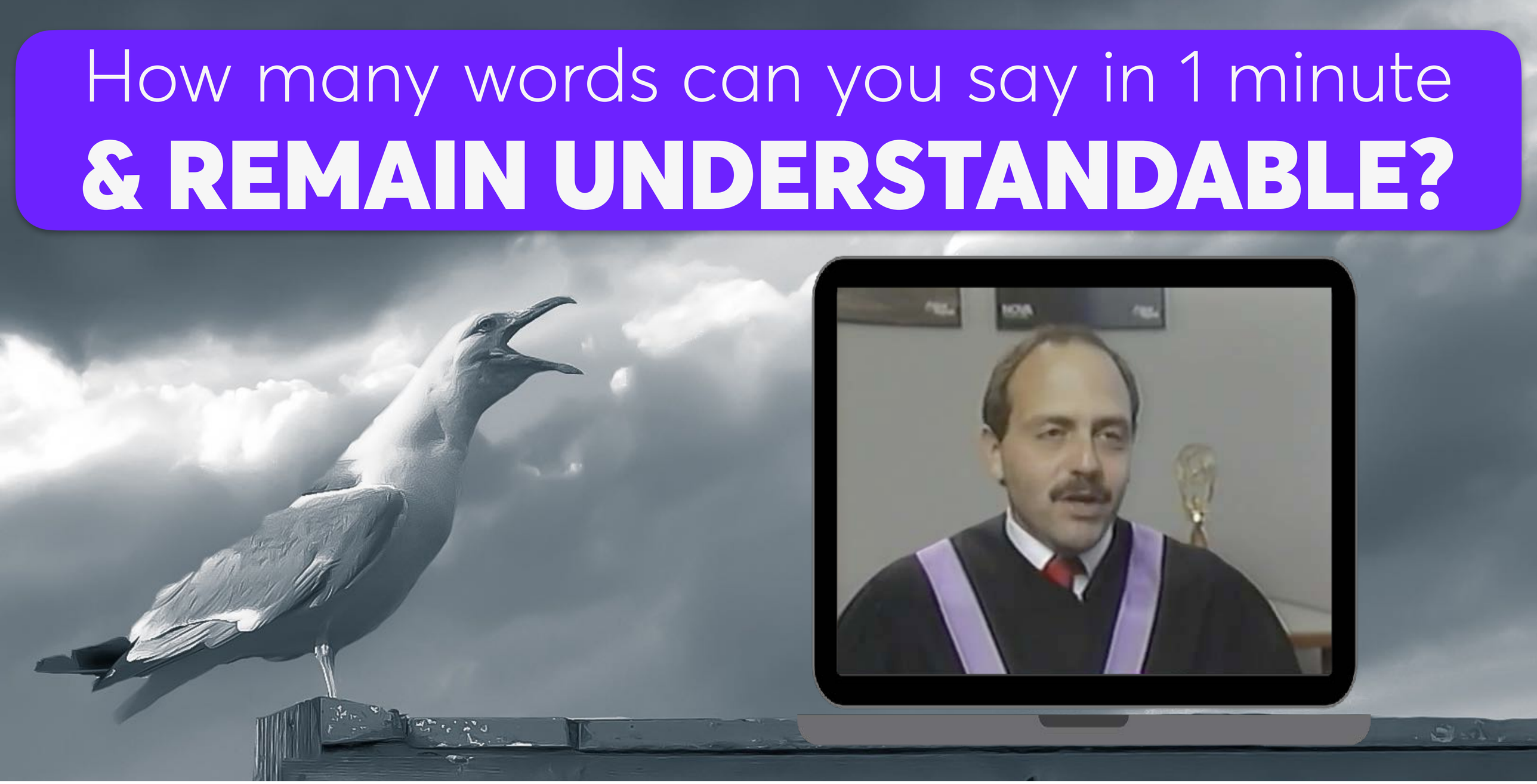

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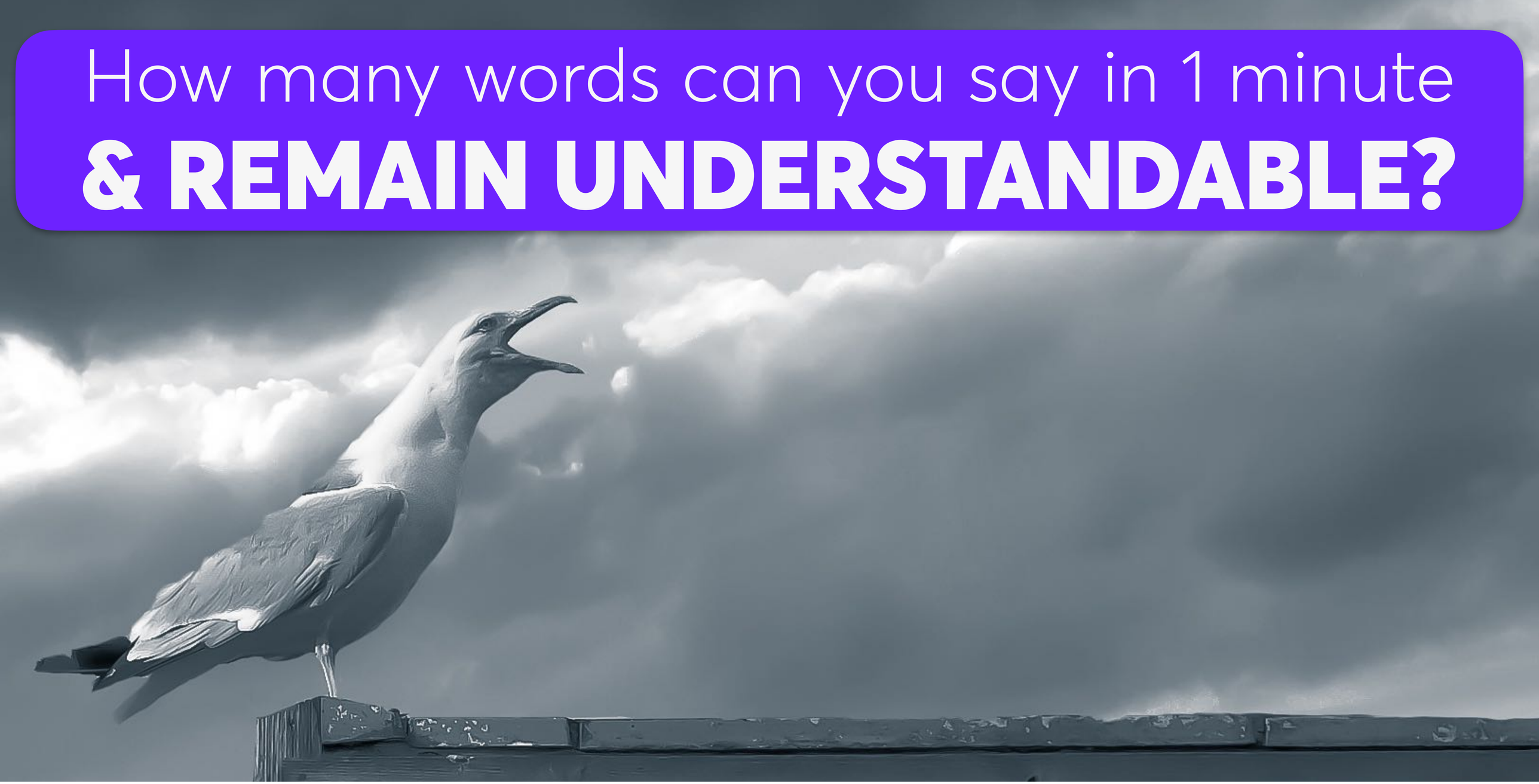

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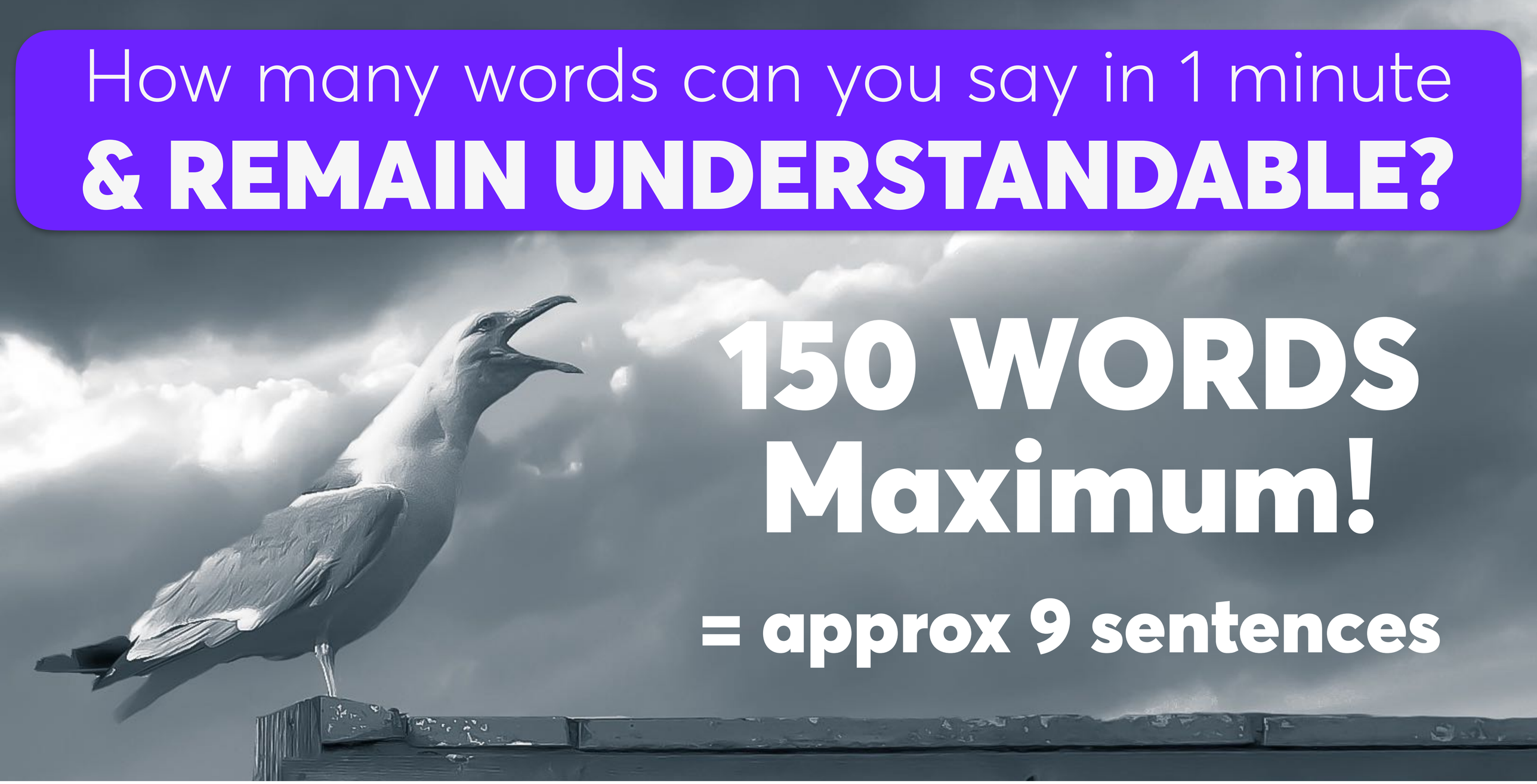
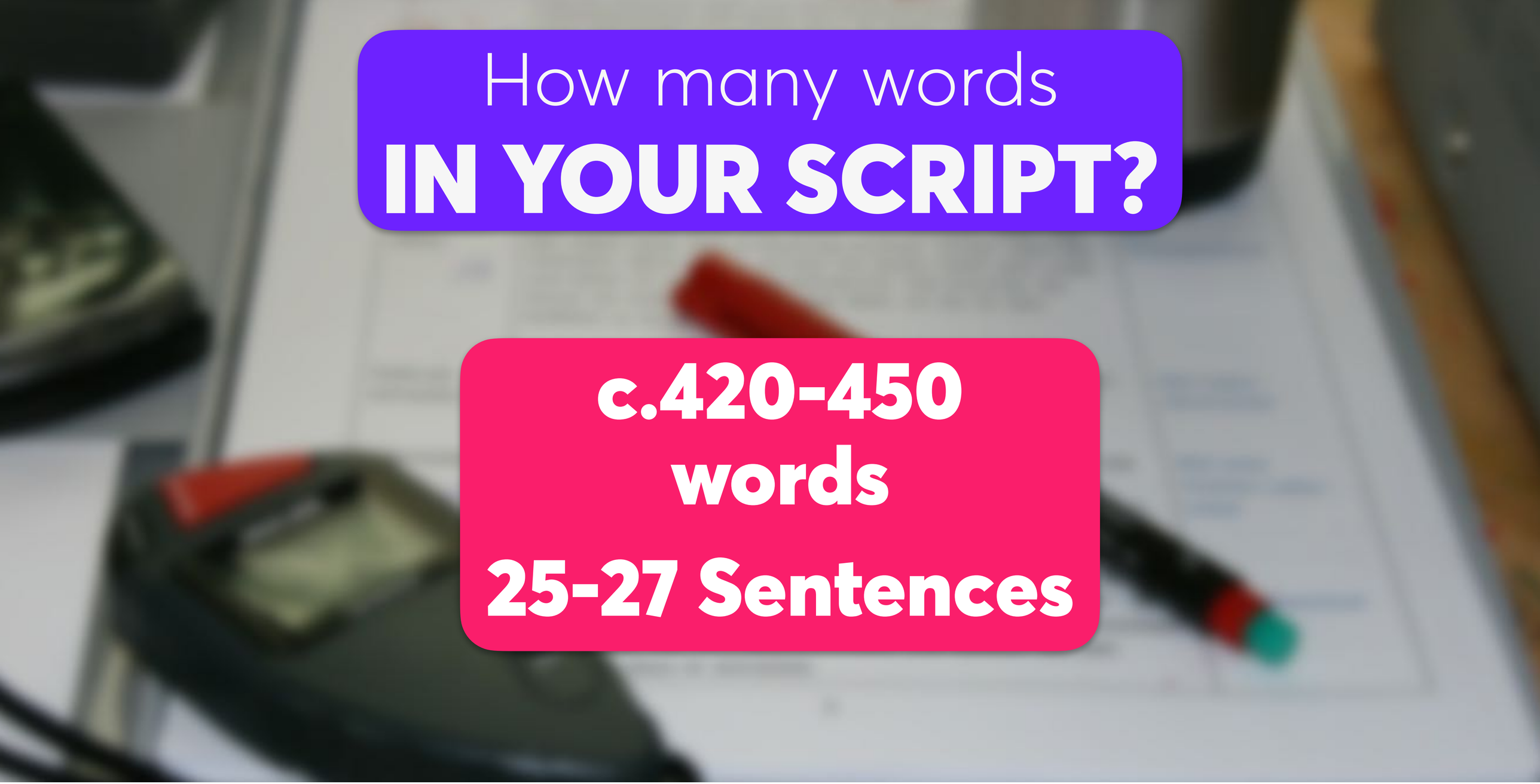


150 WORDS Maximum!

= approx 9 sentences


How many words
IN YOUR SCRIPT?
c.420-450
words
25-27 Sentences


Make the first word count
OPEN POWERFULLY

What should you **TALK ABOUT?**

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE VALIDATION



THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE VALIDATION



THE TEAM



THE ASK



WHY YOU?




What about
STORYTELLING?
Amsterdam

Two kinds of

PAIN EXPLANATIONS THAT WORK



Personal Story



Quantified Story



WHY YOU?

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

Why did you **start** this in the first place?


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
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DOWNLOAD AS:
27
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Save





SEAN PERCIVAL

Investors invest in **conviction**, so if you don't have **energy** and **passion** we're probably **not going to invest.**


Co-Founder Startupbootcamp
PATRICK DE ZEEUW
On WHY YOU?

Two kinds of

PAIN EXPLANATIONS THAT WORK



Personal Story



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One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT





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

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT





Lost time?

More cost?

Complex steps?

Patient discomfort?

Lost customers?

Bad reputation?

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"

"There is too much energy inefficiency "

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

"**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


ASSETA
eBay for Capital Equipment
5 seconds

One Great Story
THAT WORKS

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Two kinds of

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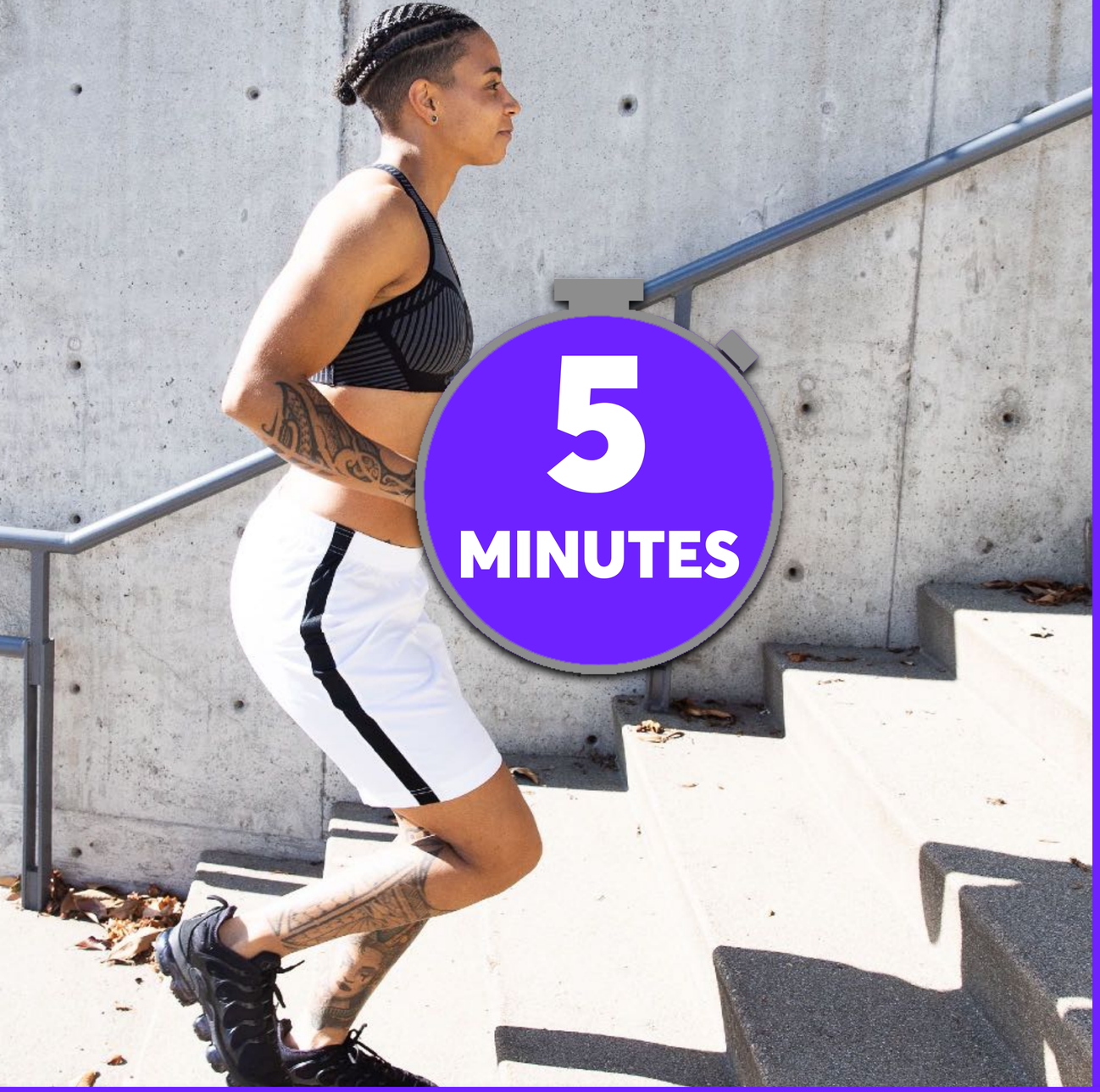

ACTION STEP

Create a 5-6 sentence/Max 40 seconds pitch about **only** the **Pain**

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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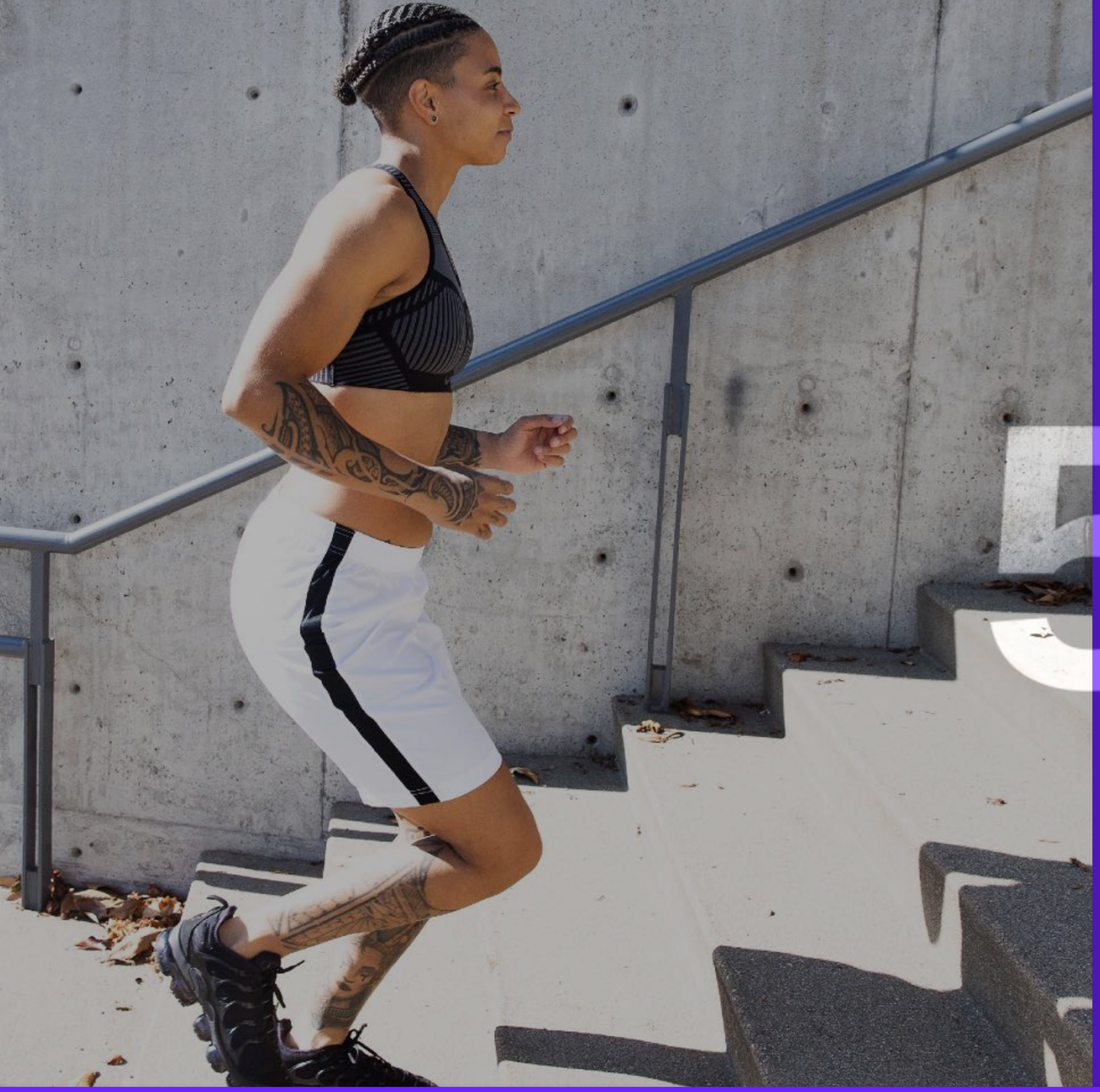

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best3minutes.com/aruksp26



ACTION STEP

TEST OUT

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

with one other person

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FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
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GET FEEDBACK



What stood out?



What did you not understand?



Friendly advice for improvement



PRODUCT

How do you **solve** the problem?

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

What **improves?**
By **how much?**



UNIQUE

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

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

(Any competitors to mention?)



EARLY STAGE VALIDATION

Customer **Interviews**?

Have you tested **Mock-Ups?**

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



TEAM

Who will make it happen?

Complimentary **Skills**?
Shared Passion?



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting**?

Commitment to Pilot?

What should you **TALK ABOUT?**

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE VALIDATION



THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE VALIDATION



THE TEAM



THE ASK



WHY YOU?



Example of how to split the 25-27 Sentences

THE PAIN



7 Sentences

THE PRODUCT



4 Sentences

WHAT'S UNIQUE



2 Sentences

THE VALIDATION



3 Sentences

THE TEAM



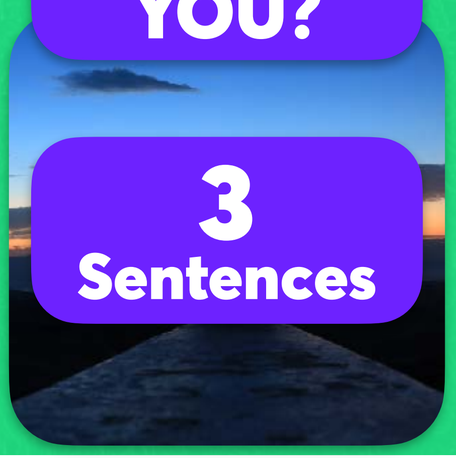
3 Sentences

THE ASK

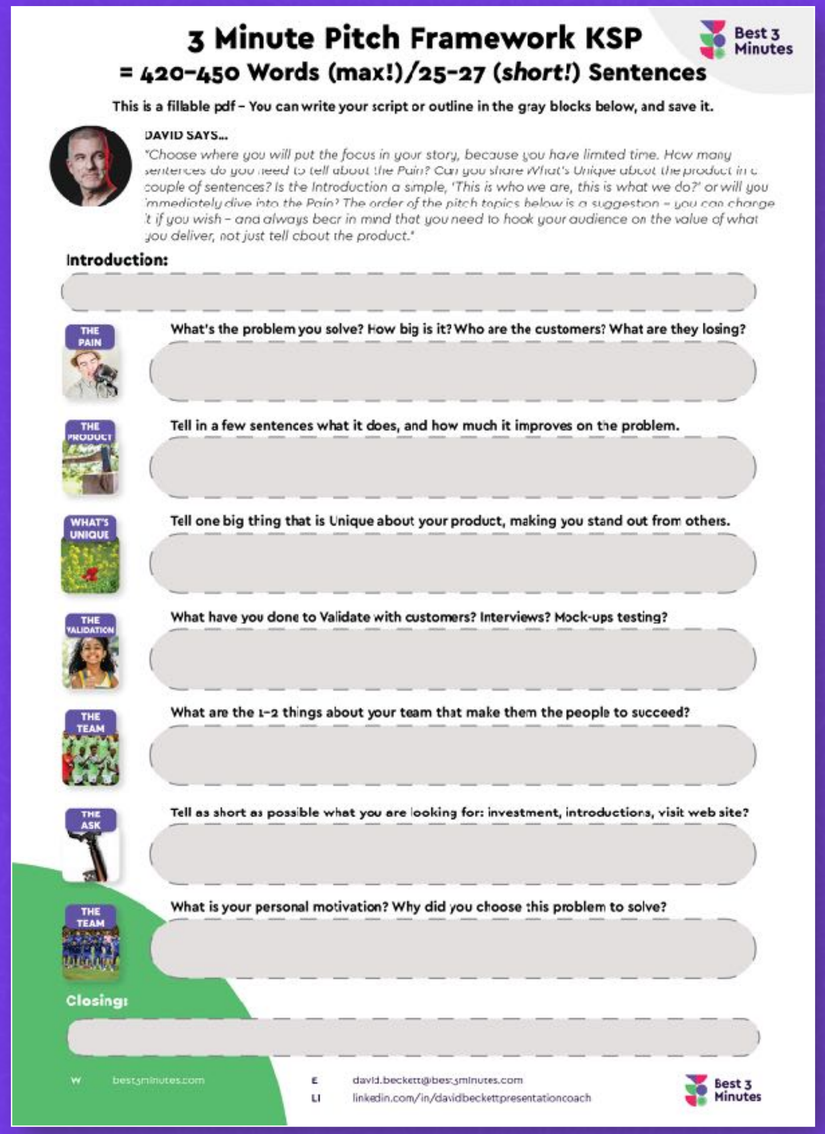


3 Sentences

WHY YOU?



3 Sentences



3 Minute Pitch Framework KSP
= 420-450 Words (max!)/25-27 (*short!*) Sentences

Best 3 Minutes

This is a fillable pdf – You can write your script or outline in the gray blocks below, and save it.

DAVID SAYS...

"Choose where you will put the focus in your story, because you have limited time. How many sentences do you need to tell about the Pain? Can you share What's Unique about the product in a couple of sentences? Is the Introduction a simple, 'This is who we are, this is what we do?' or will you immediately dive into the Pain? The order of the pitch topics below is a suggestion – you can change it if you wish – and always bear in mind that you need to hook your audience on the value of what you deliver, not just tell about the product."

Introduction:

THE PAIN

What's the problem you solve? How big is it? Who are the customers? What are they losing?

THE PRODUCT

Tell in a few sentences what it does, and how much it improves on the problem.

WHAT'S UNIQUE

Tell one big thing that is Unique about your product, making you stand out from others.

THE VALIDATION

What have you done to Validate with customers? Interviews? Mock-ups testing?

THE TEAM

What are the 1-2 things about your team that make them the people to succeed?

THE ASK

Tell as short as possible what you are looking for: investment, introductions, visit web site?

THE TEAM

What is your personal motivation? Why did you choose this problem to solve?

Closing:

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Best 3 Minutes

3 Minute Pitch Framework

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Pitch tools and
RESOURCES







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David Beckett

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