

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

David Beckett

best3minutes.com

Linked in

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 #1294


GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS











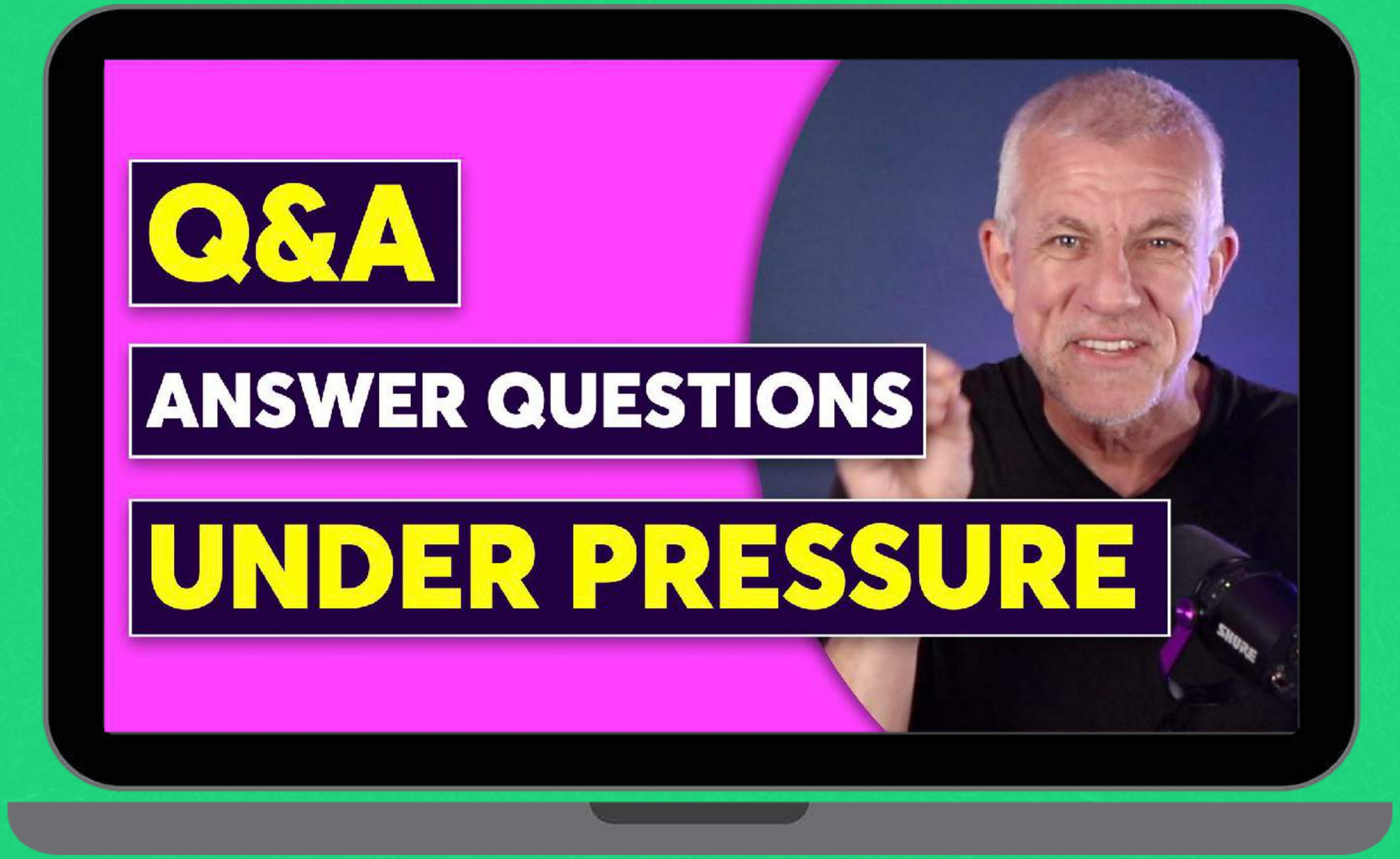
Prepare you for your
3-MINUTE PITCH



PITCH

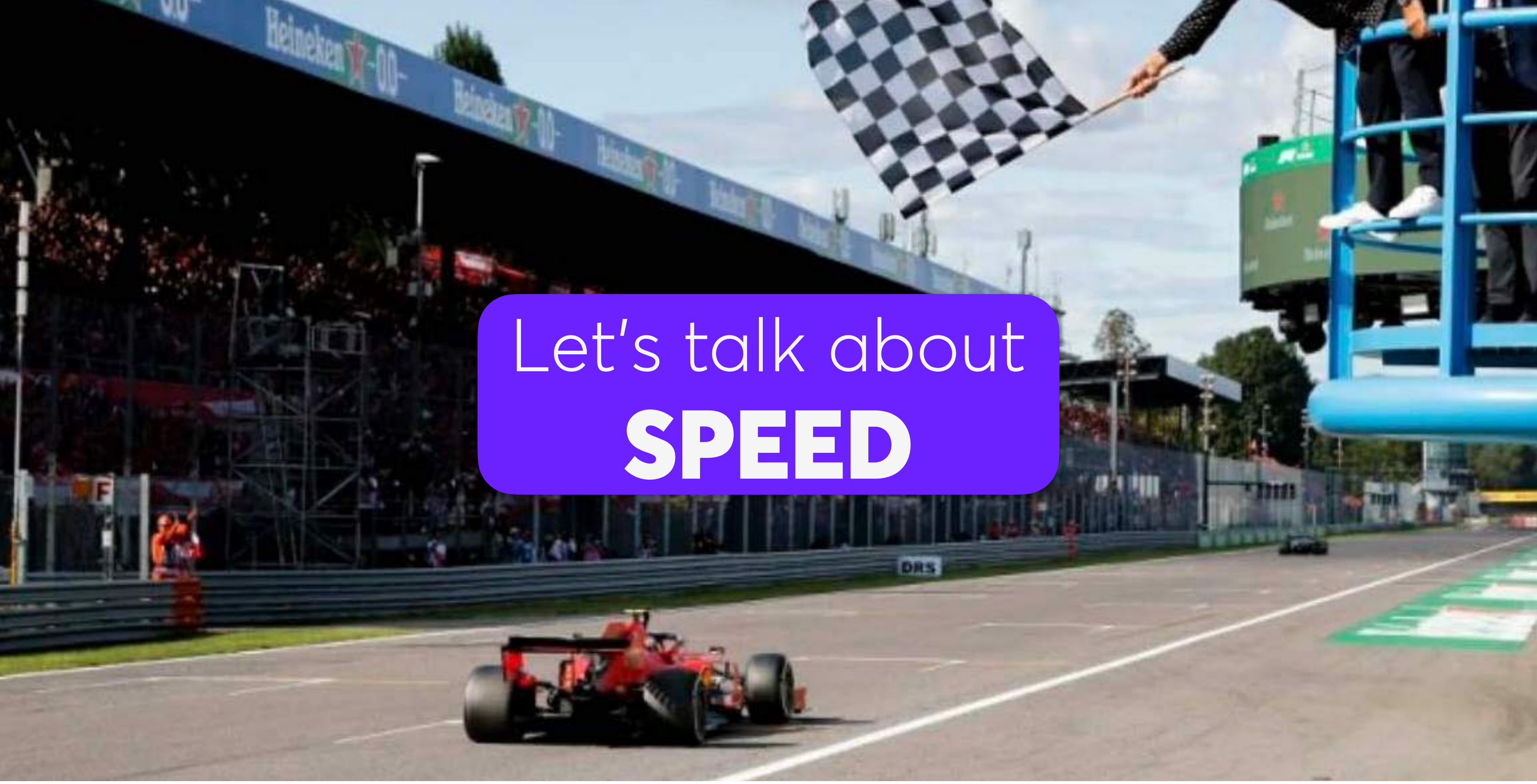


Q&A



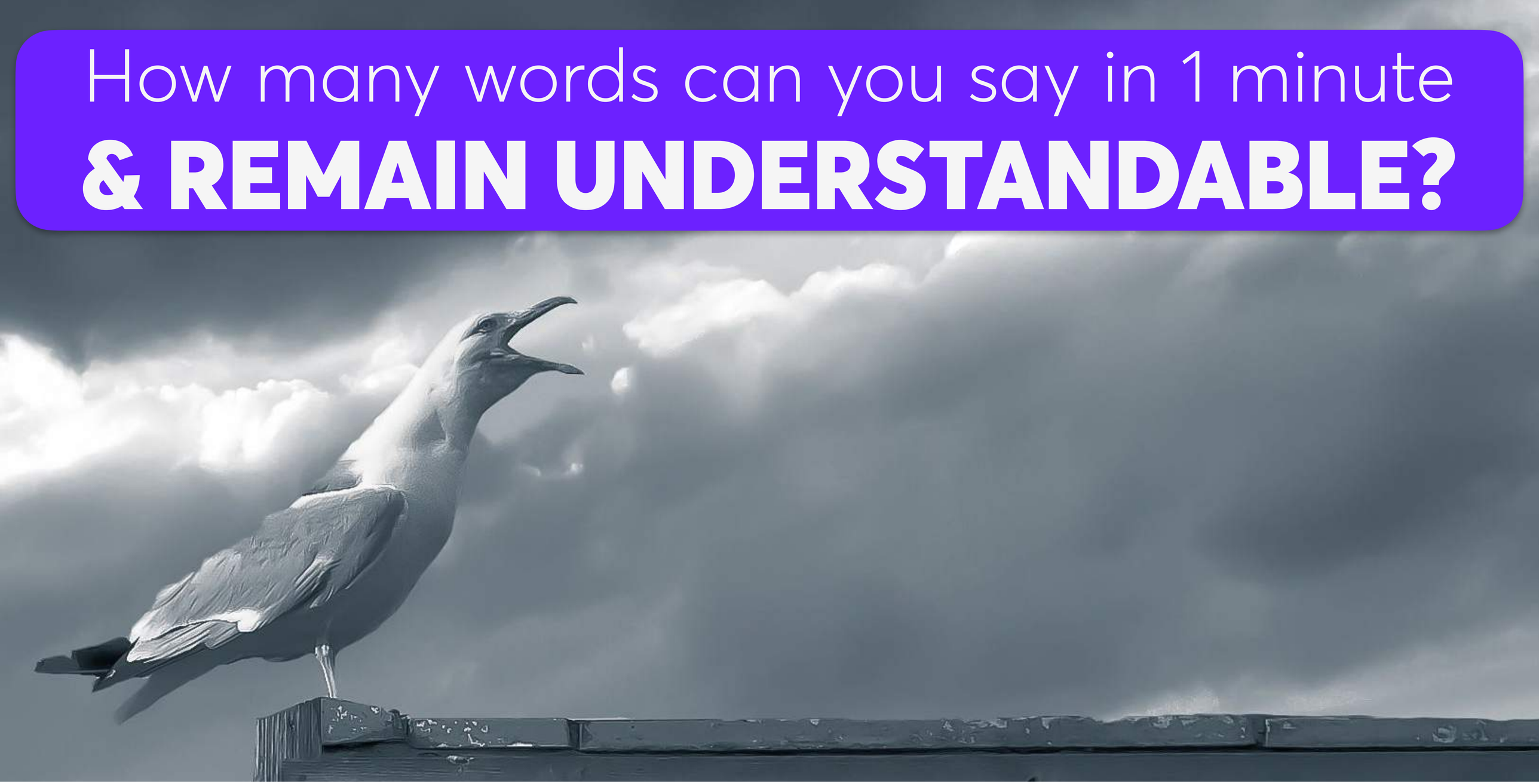
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Prepare you for your
3-MINUTE PITCH

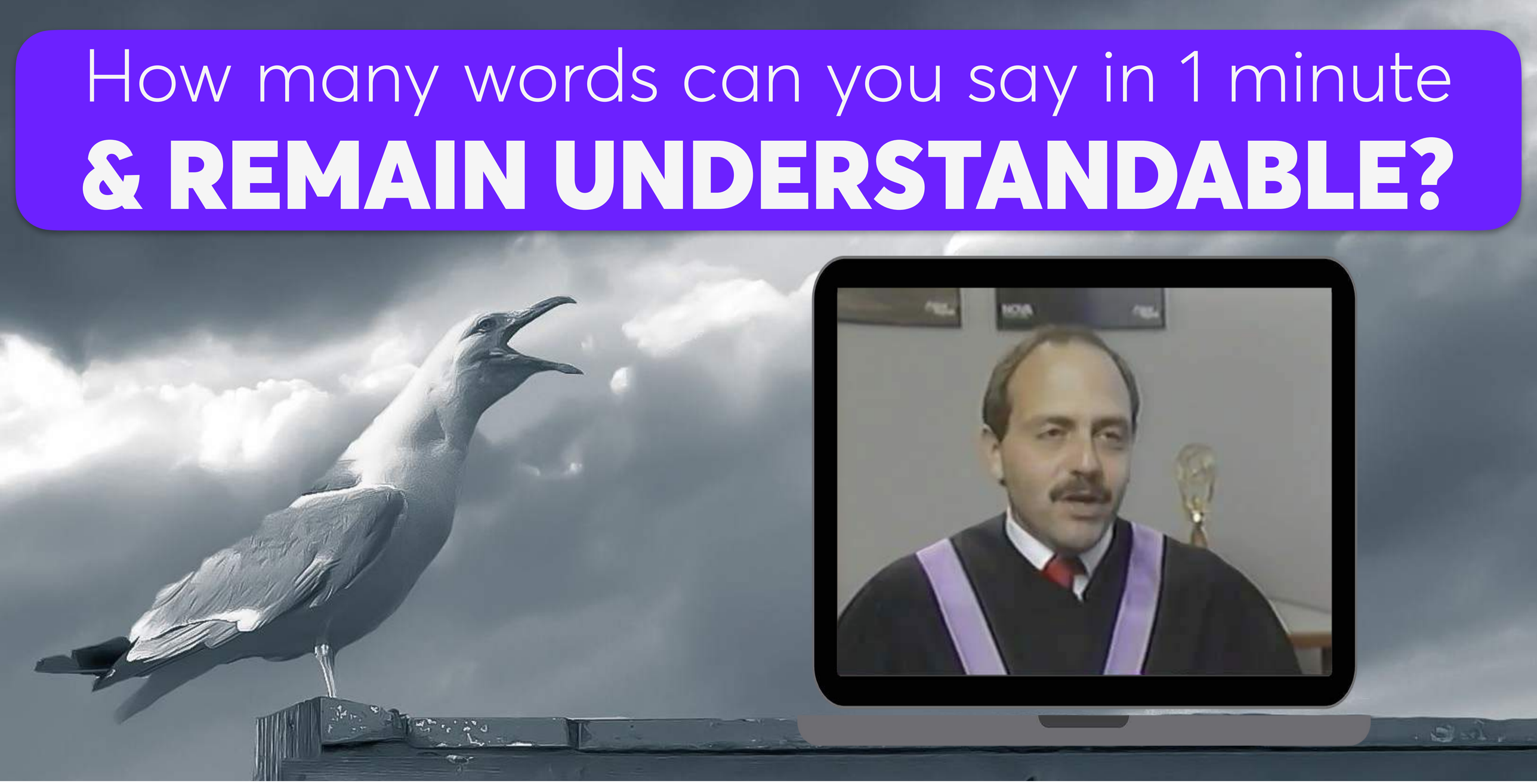


Let's talk about **SPEED**

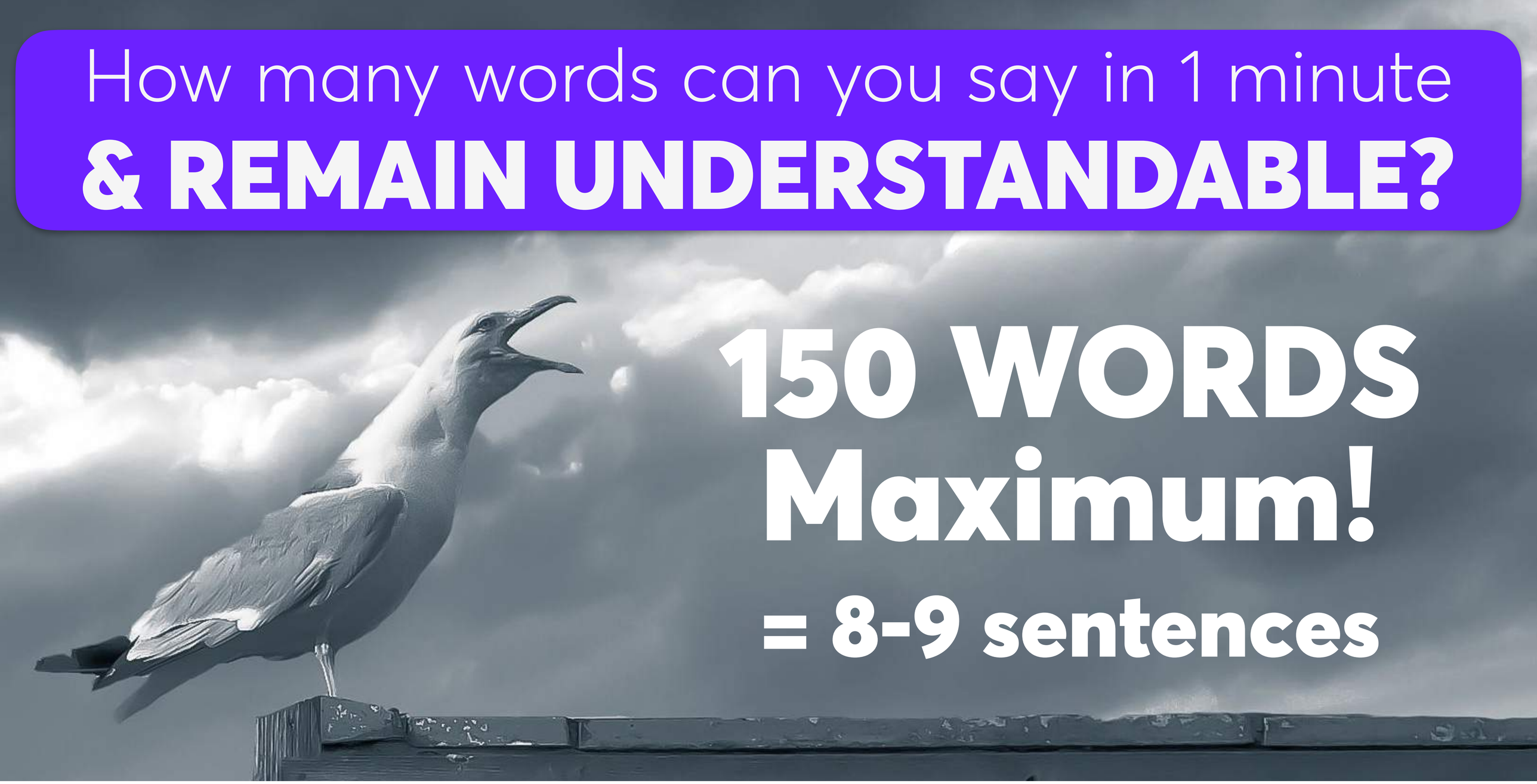
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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

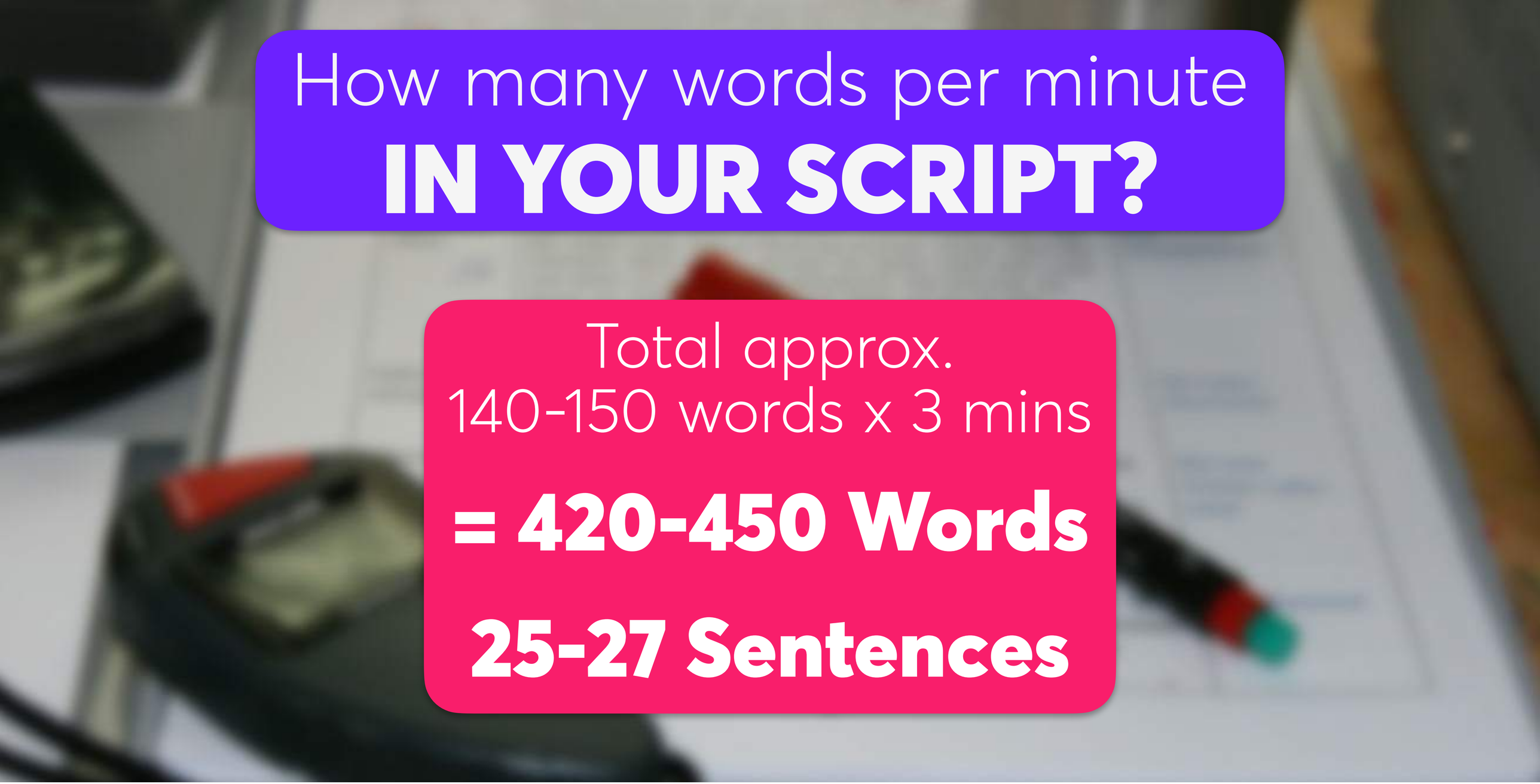


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= 8-9 sentences



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

Total approx.
140-150 words x 3 mins

= 420-450 Words

25-27 Sentences

You also need an intro

30 SECONDS: 75 WORDS



Talk about the business?
OR MAKE IT PERSONAL?

What do you **do?**

For which **Customers?**

What **Problems** they face?

What's **Unique** about your solution? ***OR:***

What **Traction** do you have?

What's your **motivation** for starting this business?

You as a **person?**

What **drives** you?

One **surprising** thing about you?


TOOLS
Prepare you for your
3-MINUTE PITCH

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 **Know?**

(Technical Level)



WHO'S YOUR AUDIENCE?

Investors are looking for an **OPPORTUNITY**

Not a product...



WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking

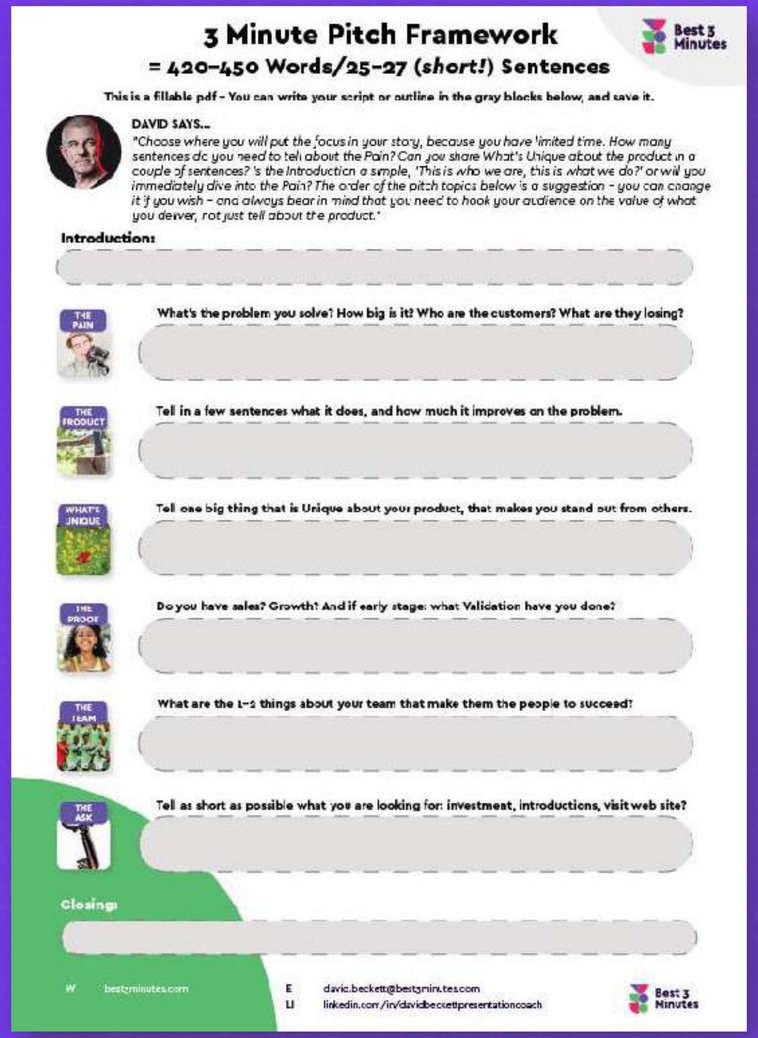


WHAT'S YOUR OBJECTIVE?

Clear Objective for this pitch

Get a follow up meeting!

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



3 Minute Pitch Framework

= 420–450 Words/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:

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

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

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

Do you have sales? Growth? And if early stage: what Validation have you done?

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

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

Closing:

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E davic.beckett@best3minutes.com

LI linkedin.com/in/davidbeckettpresentationcoach

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3 MINUTE PITCH FRAMEWORK

Free to download

best3minutes.com/vcconf26

THE PAIN



THE PRODUCT



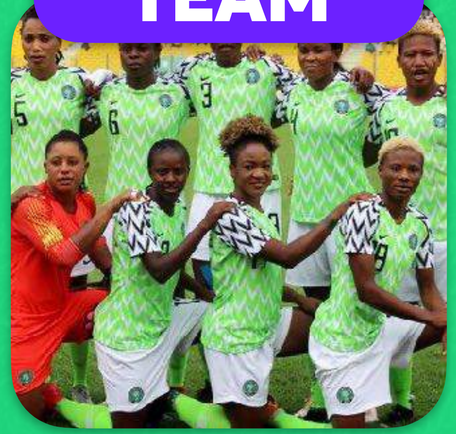
WHAT'S UNIQUE



TRACTION/ VALIDATION



THE TEAM



WHY YOU?



THE ASK





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 Hong Kong, 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?



Mental health?

Energy/Material Waste?

Poor education path?

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

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**"

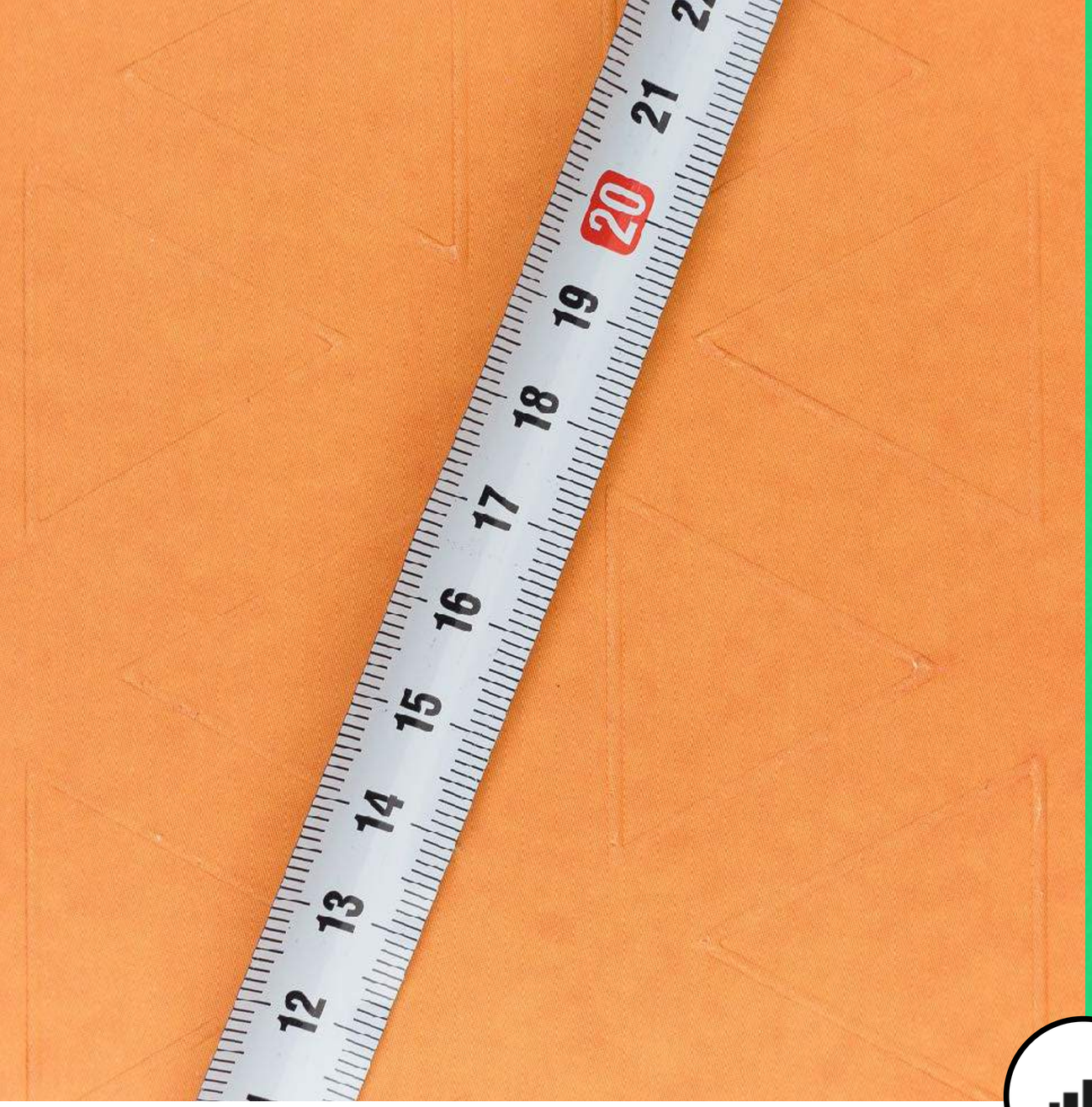
Be specific
PUT A NUMBER ON IT

"Many young people have no access to…"

"There is too much energy inefficiency "

"**45% of demographic X** have no access to…"

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



MARKET SIZE: SIMPLE

A **Huge Unsolved Problem** offers an **Opportunity**

Link Market Size to Pain: **how many** people/ organisations?

No TAM/SAM/SOM
Keep it Simple: 1-2 metrics



PAIN

What is the **problem** you solve?

The **Why** of the product

The **most important** part of **any** pitch!



PRODUCT

How do you **solve** the problem?

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

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



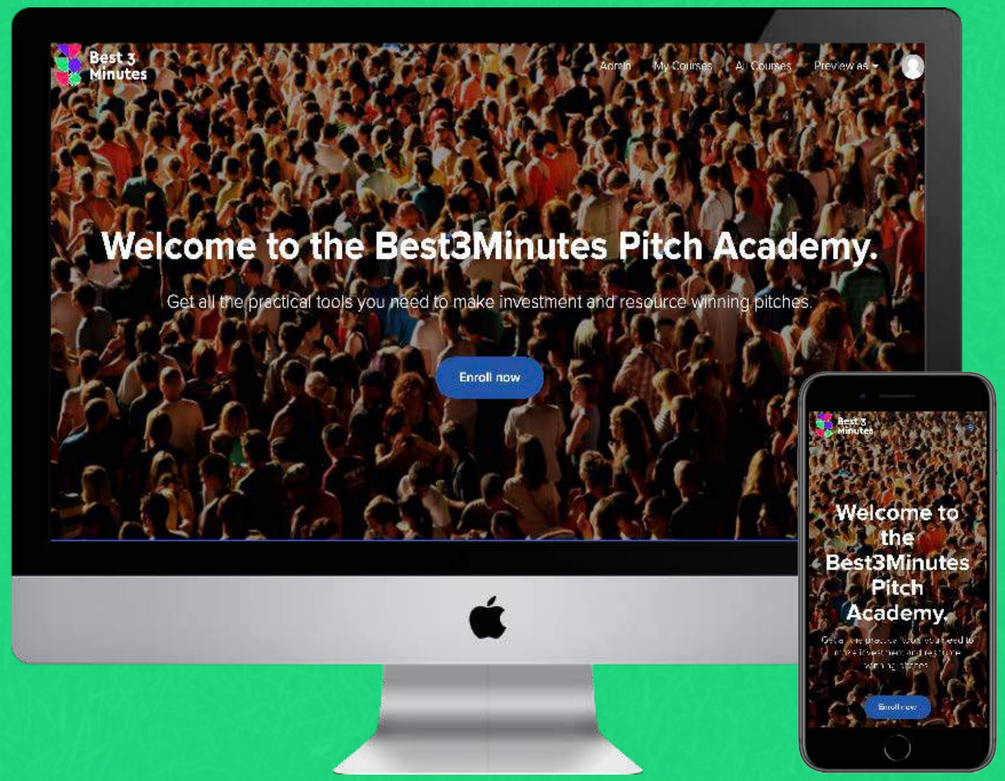
SIMPLE DEMO

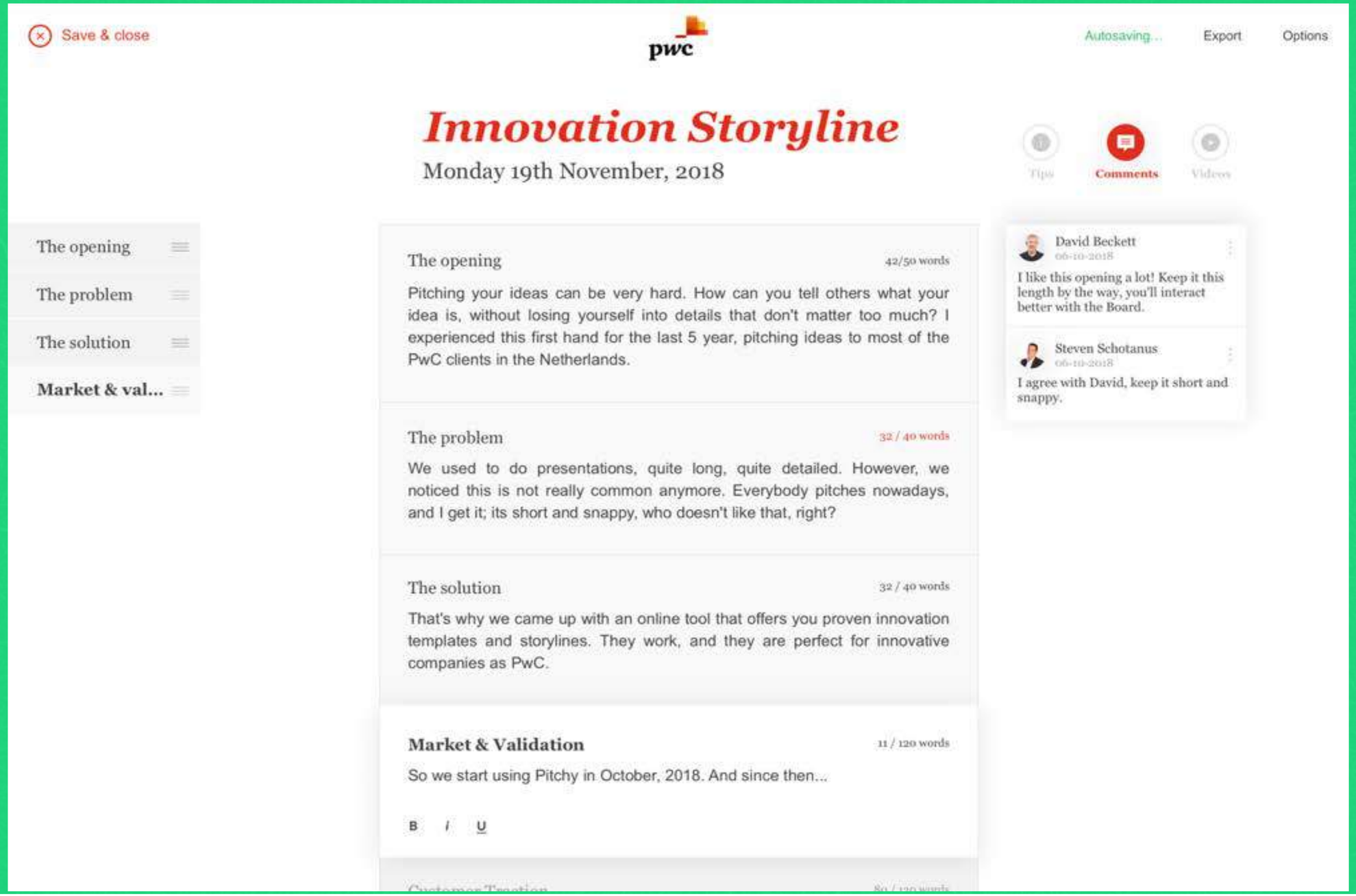
Screenshots

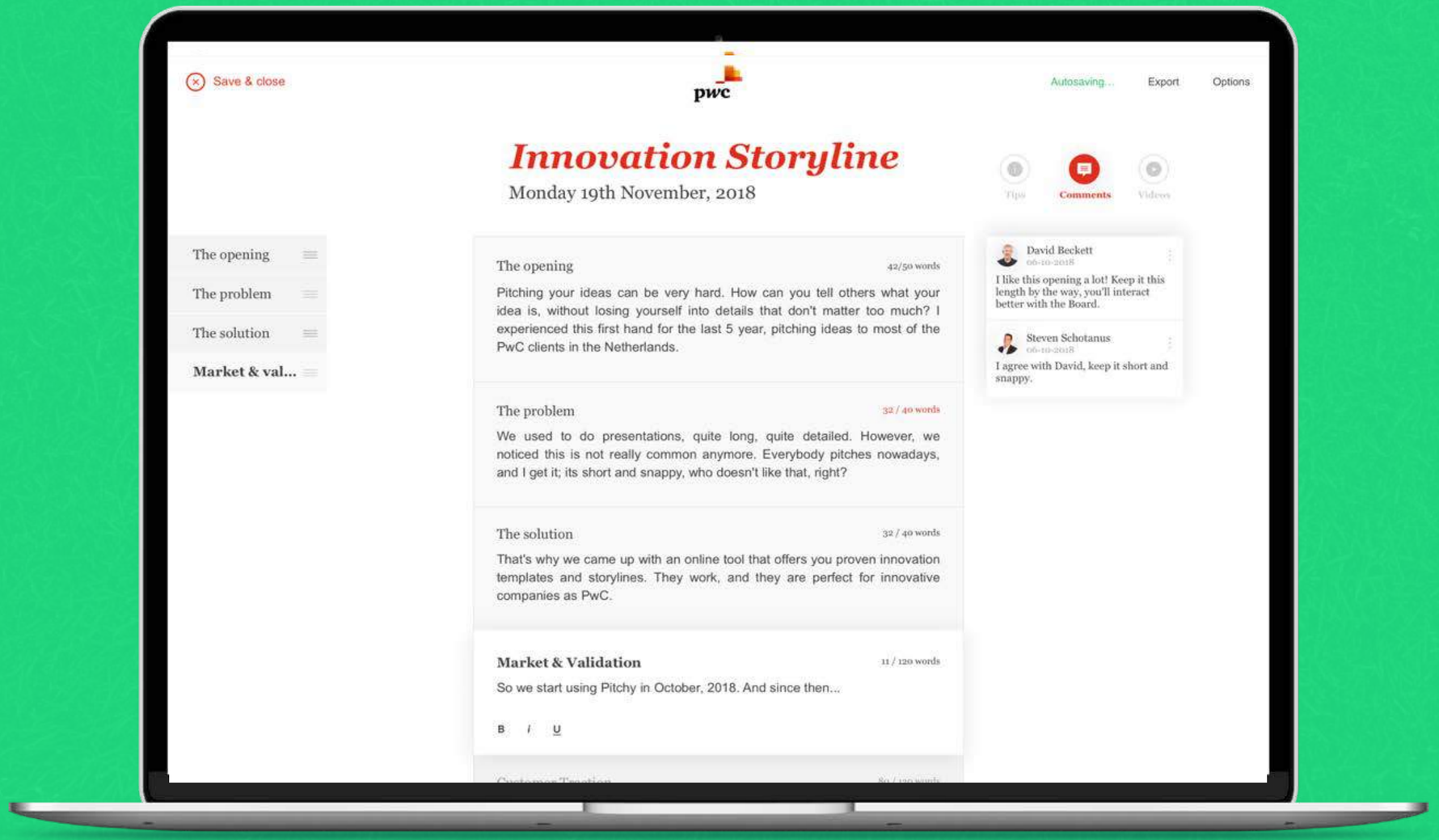
Screenflow movie

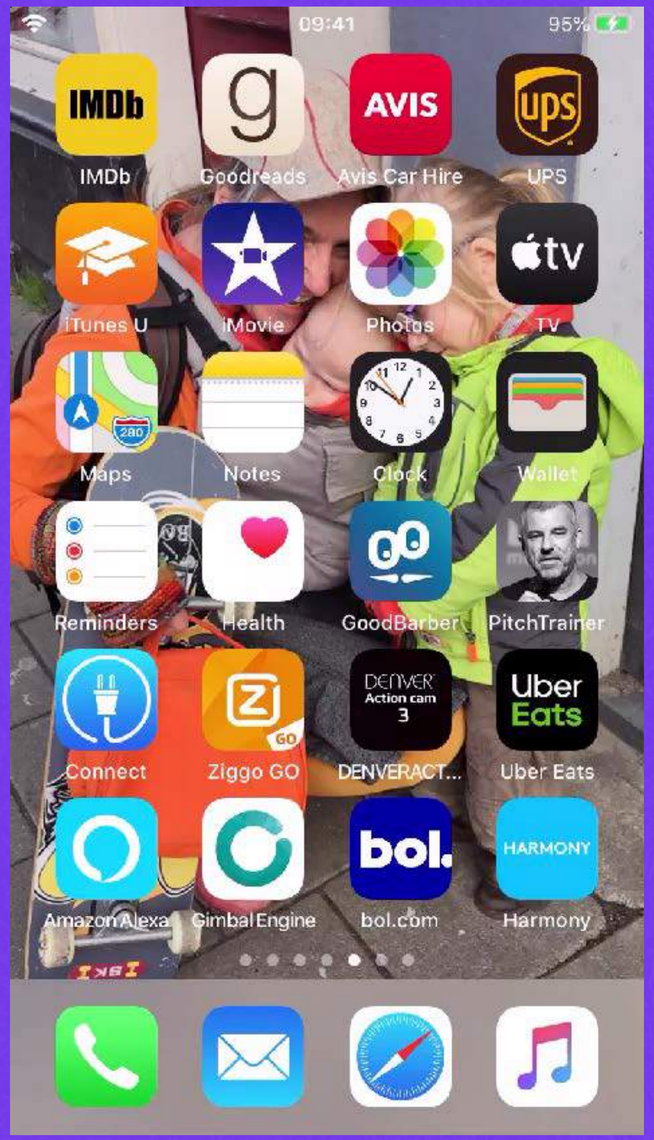
Use the demo as a **visual** to explain the **product**

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
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
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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
GimbalEngine
bol.com
Harmony

Best 3 Minutes



8 Pitch Tips in Five Minutes

David Beckett on 02/06/2020



How do you build your storyline?

David Beckett on 02/05/2020



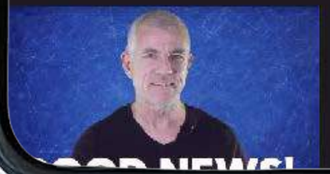
How do you get Feedback on your pitch?

David Beckett on 02/05/...



Should you memorise your pitch?

David Beckett on 02/05/...



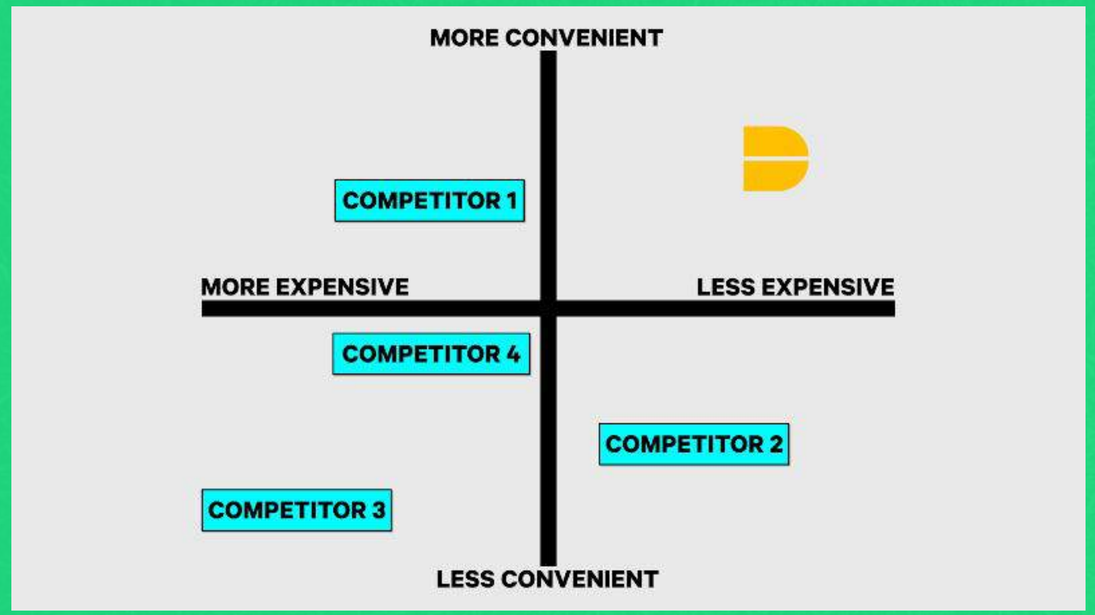


UNIQUE

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

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

(Any competitors to mention?)

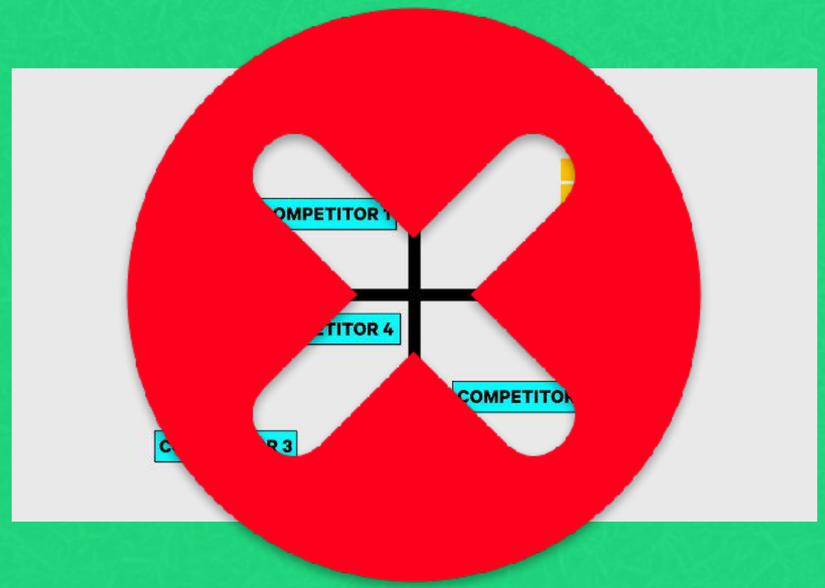


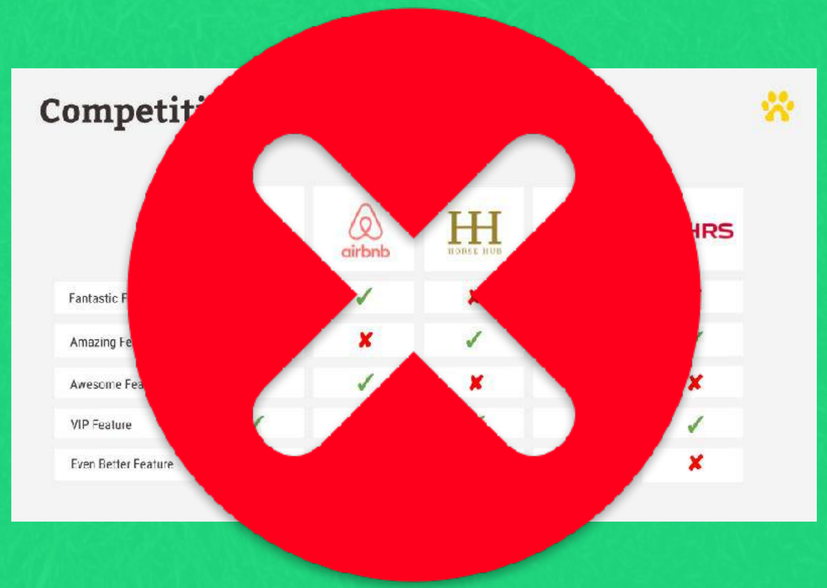
Competition - Comparison

	Doggy Hut	airbnb	HH Horse Hub	Cat In	HRS
Fantastic Feature	✓	✓	✗	✓	✗
Amazing Feature	✓	✗	✓	✗	✓
Awesome Feature	✓	✓	✗	✗	✗
VIP Feature	✓	✓	✓	✗	✓
Even Better Feature	✓	✗	✓	✓	✗

Focus on your strengths

DON'T FOCUS THEIR MINDS ON COMPETITORS!





Focus on your strengths

DON'T FOCUS THEIR MINDS ON COMPETITORS!

There are competitive solutions, but what **we do differently is...**





TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Customer **Interviews**?

Early stage **Pilots**?

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

eGym management team



Philip Roesch-Schlanderer | CEO
Co-Founder, 2010



Florian Sauter | CTO
Co-Founder, 2010



Patrick Meininger | CFO
eGym, 2017

occonion · Deutsche Telekom · wellingtonpartners



Christoph Bischoff | CRO
eGym, 2019

Microsoft · PAYCHEX · ADP



Martin Fichter | COO
eGym, 2017

HTC · flex · SIEMENS



John Ford | CEO USA
eGym, 2018

eGym

The Team

Expertise in Data, Platforms & Field Operations

Al Amin Idris • Founder, CEO



Al Amin leverages data to identify beneficiaries for impactful programs in Nigeria, directly impacting over 2.5 million lives.

Halima Mohammed • Co-Founder, COO



Halima, driven by a passion for empowering last-mile communities,

Aliyu Mukhtar Kuki • Co-Founder, CPO



Ali, an interior architect turned product developer, is passionately dedicated to crafting sustainable solutions for emerging markets.

Team: Founders & Executives

docHERs



Asher Hasan - The Innovator
CoFounder/Chief Innovation Officer

- US Trained Medical Doctor/MBA (NYU)
- 2011 Asian Social Entrepreneur of the Year (WEF/SF)
- TED Fellow, MIT SOLVER,
- Former Senior Director, Medical Affairs, Amylin (CA)



Sabeen Haque - The Creative Force
CoFounder/Executive Director

- Accelerator of 200+ women-led businesses
- Social entrepreneur-in-residence: Insead
- Former VP Sales: Thomson Reuters



Samia Dittu - The Execution-er
Head, Clinical Operations

- Medical Doctor - Family Practice
- Primary Liaison with GP/PCP Network



Komal Rizvi - The Wellness Doc
Manager, Private-Public Health Systems

- Medical Doctor
- Yoga & Zoomba dance Instructor

Mahnoor Farishta - The Angel
Corporate Development

- Oversees Business Development
- Former Analyst - Deloitte

Ting Shih
Lead Tech Partner - ClickMedix

- MIT alumnus
- Cartier Innovation Award Winner

Tanzeela Khan - The Silent Assassin
Project Manager



Salima Mohsin - The Pain Reliever
Head, Patient Care Coordination Team

- Nurse - MBA in HealthCare Management
- Leads team of nurses

Private & Confidential

Page 12

Pick out 2-3

MEMORABLE POINTS





TEAM

Who will make it happen?

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



TEAM

Character?

Driven by the same **purpose**?

Young and **Hungry**?
Experienced and ready for **new** challenges?



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting**?

Commitment to Pilot?

ONE LAST THING...





WHY YOU?

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



WHY YOU?

What made you
start this business?

Have you
(or someone close to you)
experienced the problem
you're solving?



WHY YOU?

What's that one thing that **makes you happy?**

A **product** feature?

An **outcome** for a **customer?**

A company **breakthrough?**



WHY YOU?

Your
Enthusiasm
Counts!

THE PAIN



THE PRODUCT



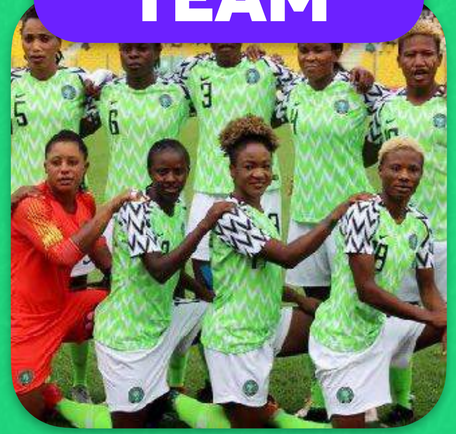
WHAT'S UNIQUE



TRACTION/ VALIDATION



THE TEAM



WHY YOU?



THE ASK



Example of how to split the 25-27 Sentences

THE PAIN



5 Sentences

THE PRODUCT



6 Sentences

WHAT'S UNIQUE



2 Sentences

TRACTION/ VALIDATION



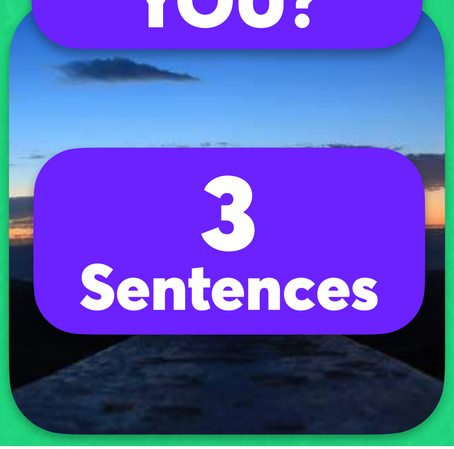
3 Sentences

THE TEAM



3 Sentences

WHY YOU?



3 Sentences

THE ASK



2 Sentences



3 Minute Pitch Framework: LEAP EAST 2026
= 420-450 Words (max!)/25-27 (*short!*) Sentences

Best 3 Minutes

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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 keep 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, that makes you stand out from others.

THE PROOF

Do you have sales? Growth? And if early stage: what Validation have you done?

THE IMPACT

What impact do you make on People, Society, and/or the environment?

SIMPLE FINANCIALS

Revenue 2026? Goal 2027? Bigger ambitions? Any exceptional margins? Keep it simple!

THE TEAM

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

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

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E davic.beckett@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach

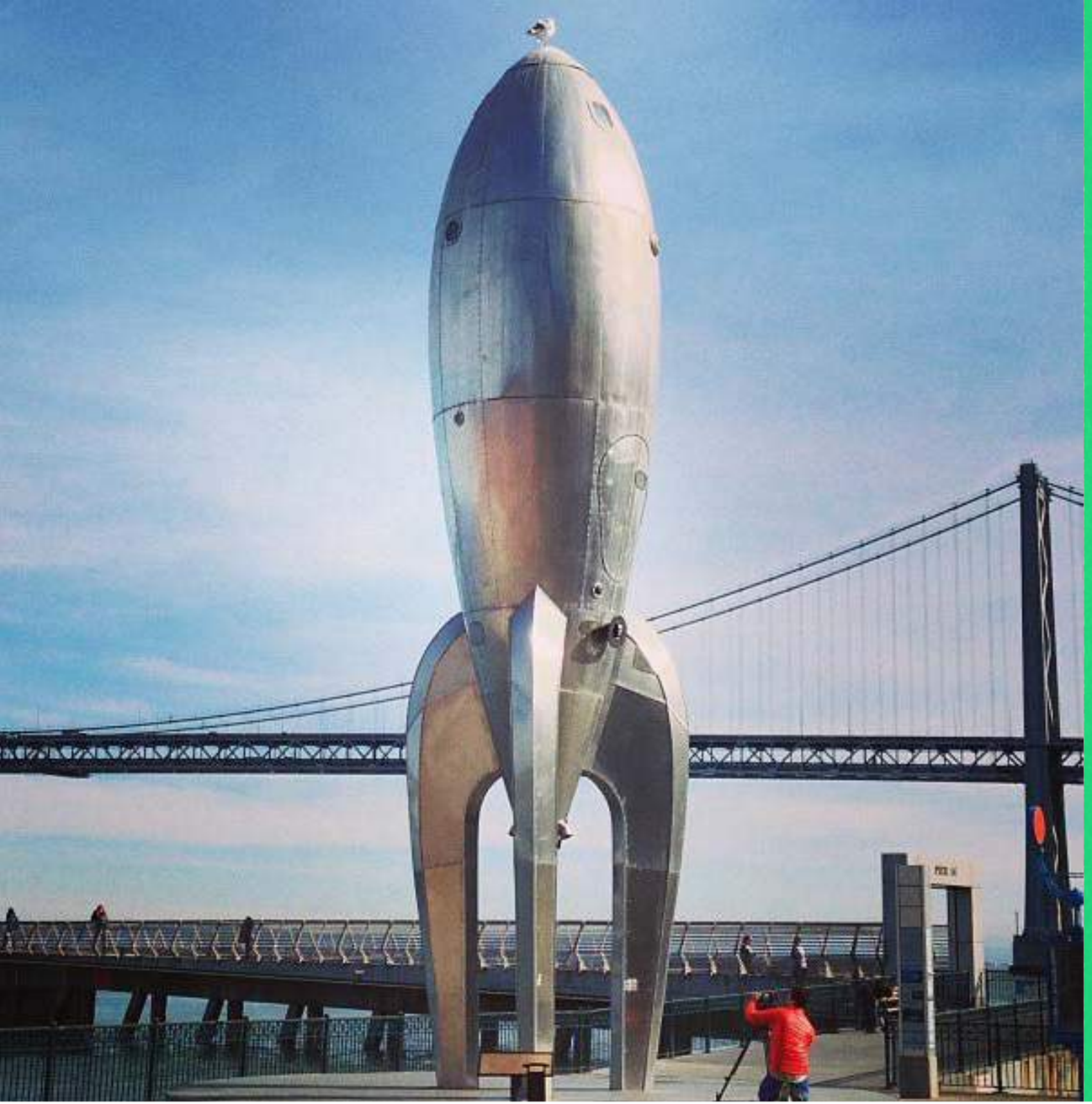
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3 MINUTE PITCH FRAMEWORK

Free to download

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Make the first word count
OPEN POWERFULLY



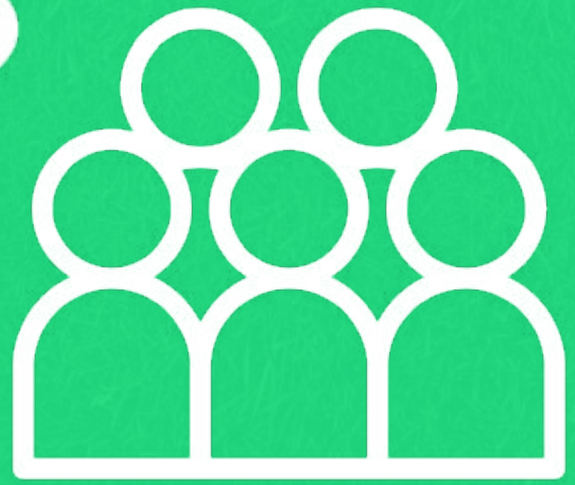
The first 20 seconds buys

ATTENTION

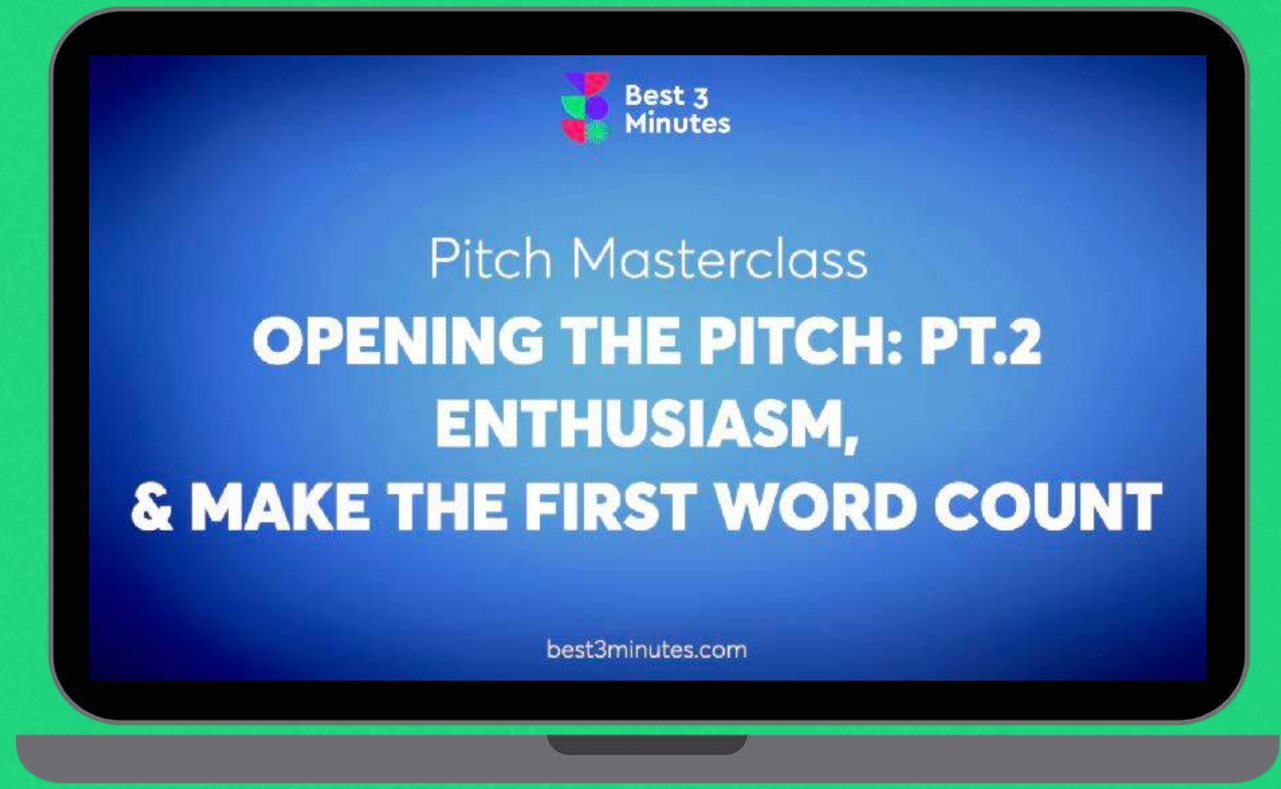
Is this person ***professional****?*

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

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







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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)

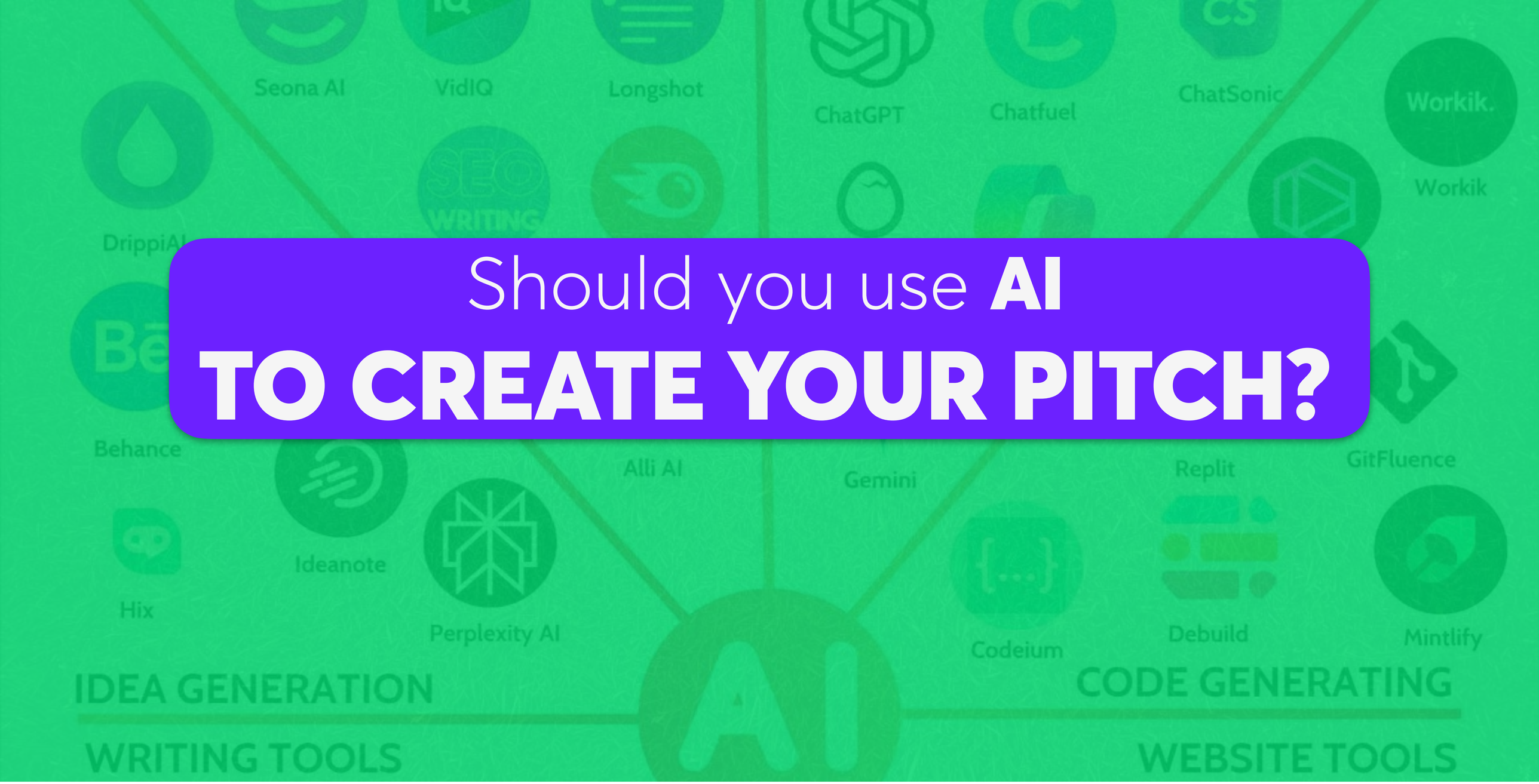
What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

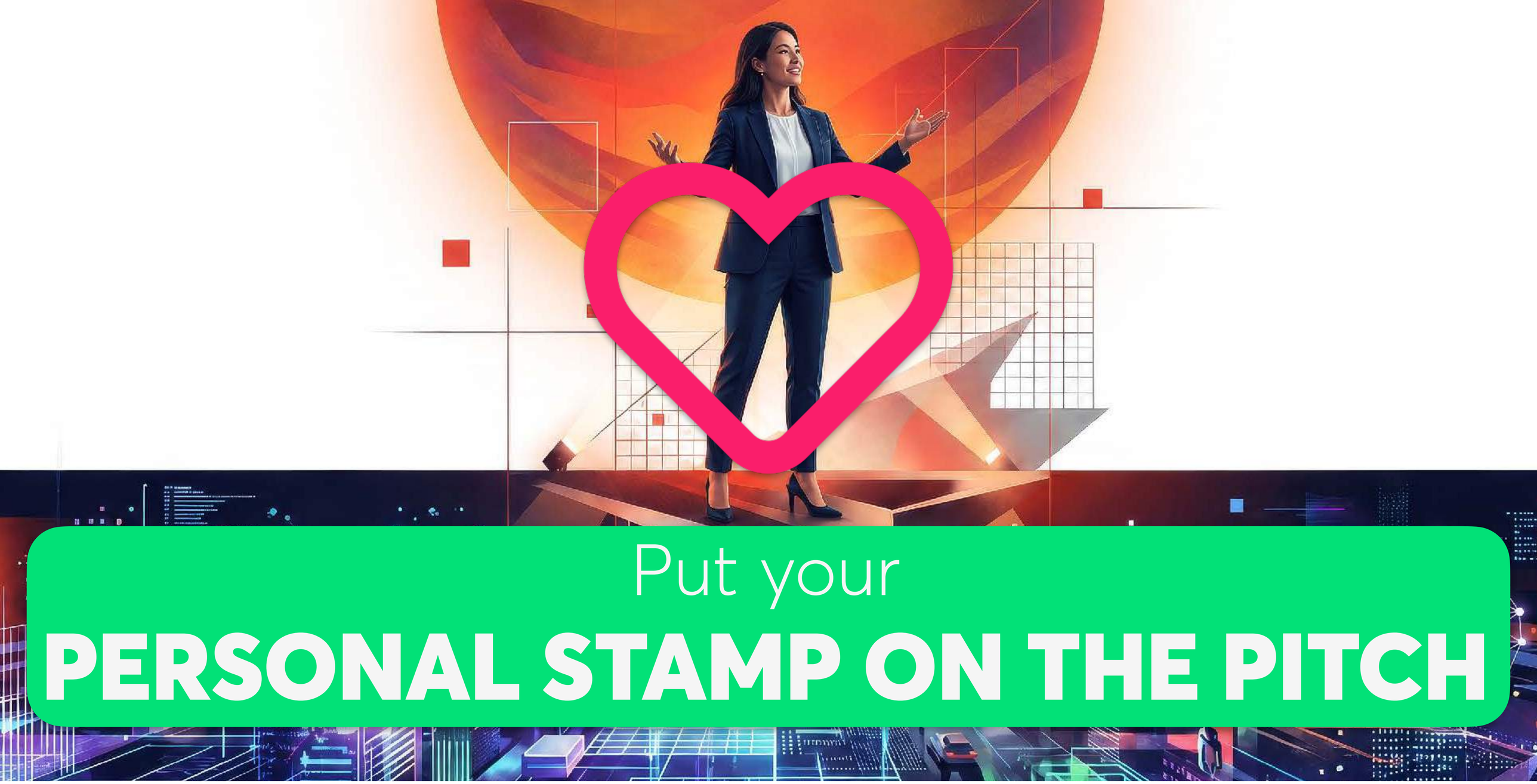
I've finished, you can clap now!



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



How do you stand out
IN A WORLD OF AI PITCHES?



Put your

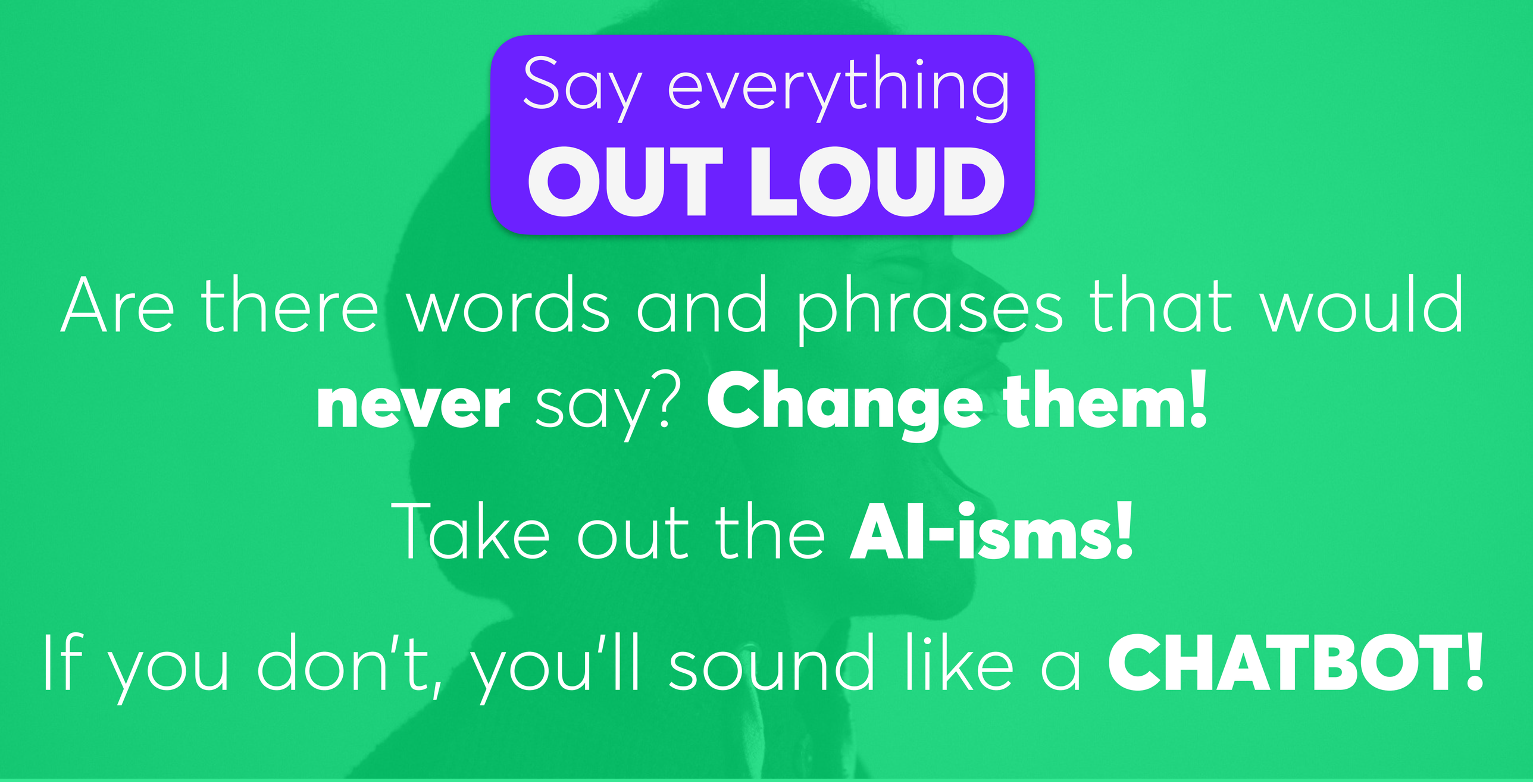
PERSONAL STAMP ON THE PITCH



WHY YOU?

This is
YOUR
Unique Story!


Say everything
OUT LOUD


Say everything
OUT LOUD
Are there words and phrases that would
never say? Change them!
Take out the AI-isms!
If you don't, you'll sound like a CHATBOT!


Let's think about
HOW TO TELL IT



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 your delivery?
FILM YOURSELF PITCHING

Pitch tools and
RESOURCES







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