Pitch Coach
Co-developer Best3Minutes© Methode
TEDx Speech Coach

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Best3Minutes.com

Best 3 Minutes


We are all trying to
CONVINCE BUSY PEOPLE


GREAT IDEAS
NEED A VOICE



TURNING POINT?

Having a **short, sharp, clear** story makes a difference!

When talking to a (potential):

customer, partner, journalist, team member, …

using these tools can **change your future**

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION



This is a

LEARNABLE SKILL

You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
You can ask
ANY TIME



ACTION STEP

Imagine, you're at an event
and are asked:
"What do you do?"

Pitch yourself in **30 Seconds**

No Other Instructions

LET'S DO IT!

HOW LONG DID YOU NEED?

10 seconds?



"Only just got started?"

TICK... TOCK...


What did you
TALK about?

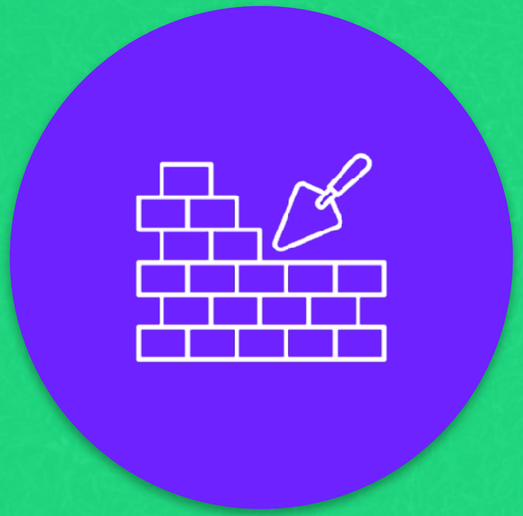


Who are we pitching to?

Why are we pitching?

What should we pitch?

What we'll cover **TODAY**



Essentials for a Winning Pitch

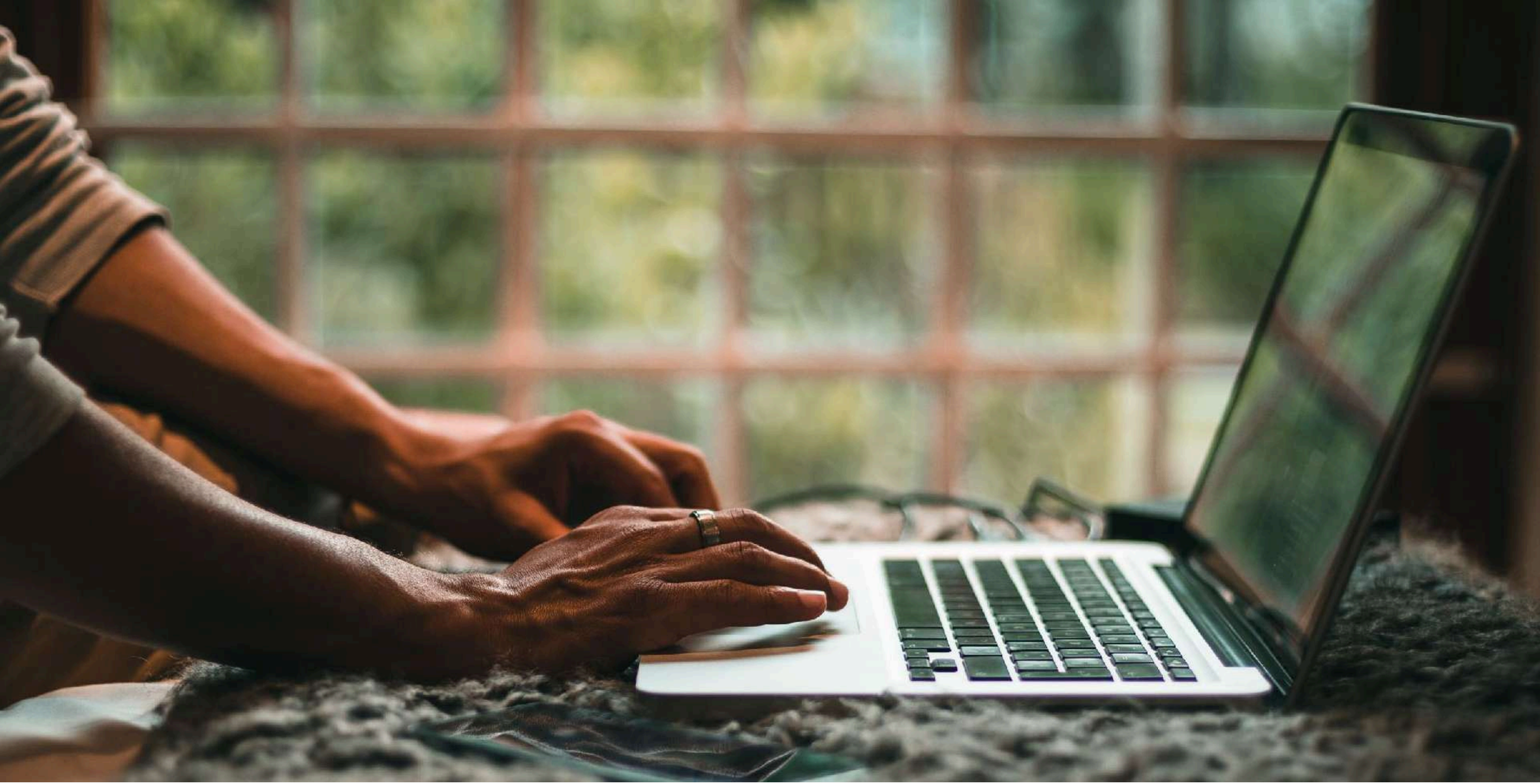


Content of Your Pitch



Level Up Your Pitch

How do we usually create **A NEW PITCH?**




Let's do some
THINKING FIRST



WHO'S YOUR AUDIENCE?

Who do you want to connect to?

What do they **CARE** about?



WHO'S YOUR AUDIENCE ON...

October 20th?
Or January 19th? (Market)

November 24th?
(Best 4 teams get to pitch)

Or January 26th?
(Demo Day)

Check & Think!



Make a profile of your audience

Fillable pdf downloads available



WHO'S YOUR AUDIENCE?

Whenever you wonder:
"Should I add this?"

The answer is right there: **your** audience

Is it **relevant** for them?



WHAT'S YOUR OBJECTIVE?

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

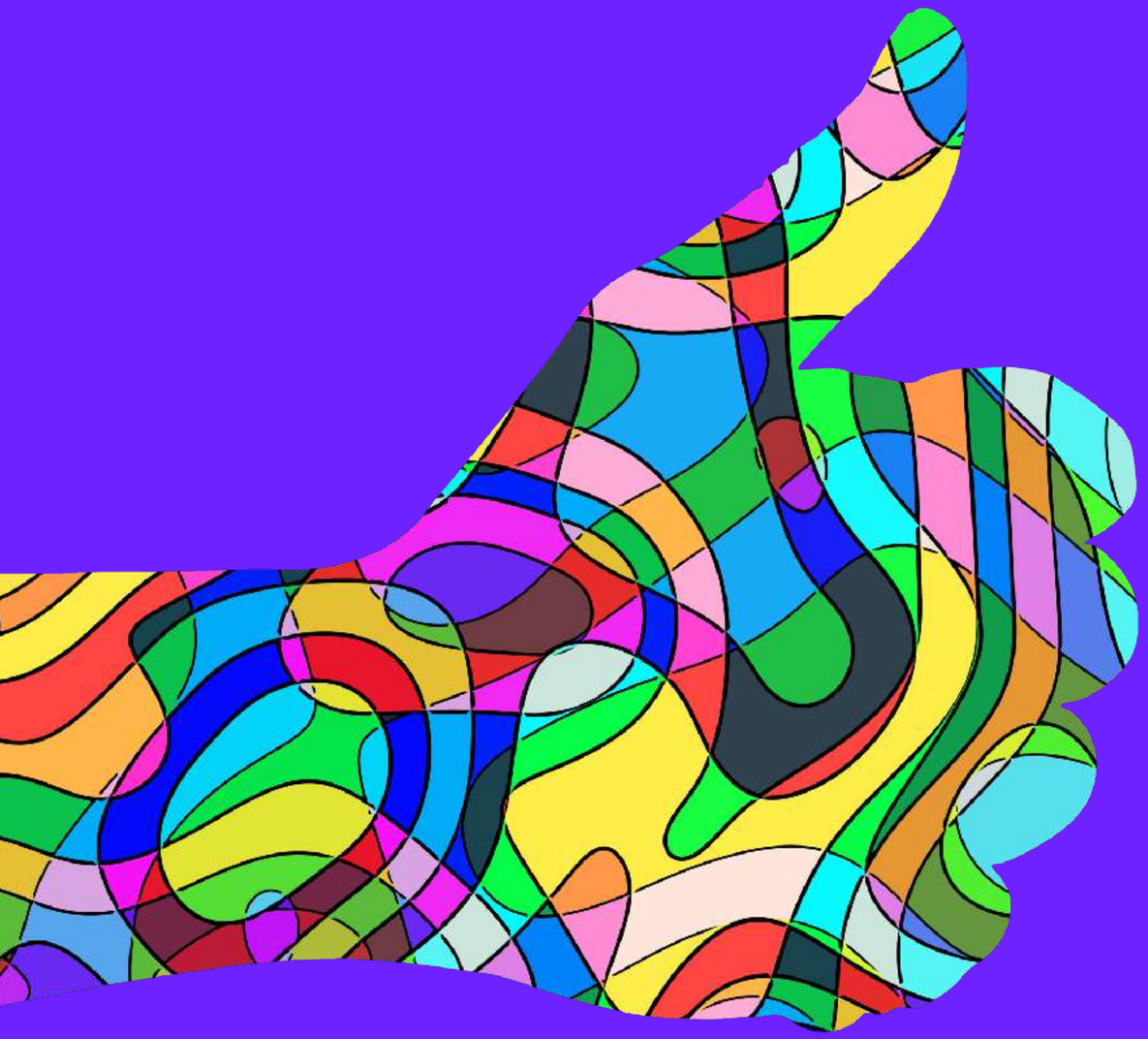
You know how they can help you best!

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

"What could they **do** at **09:30** on a Monday morning?"



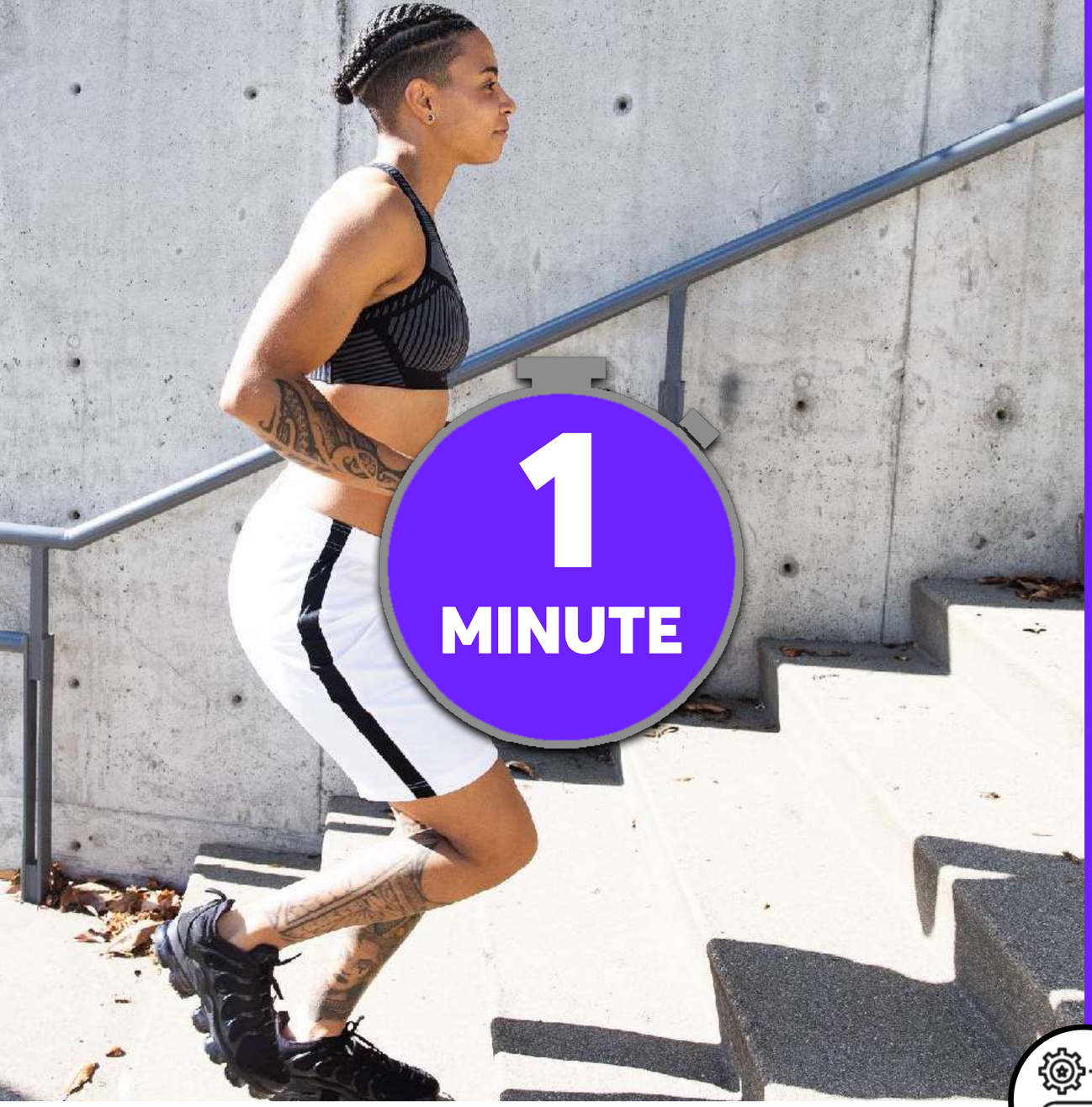
HOW CAN *THIS* AUDIENCE HELP?

Provide **introductions**?

Feedback?

Need investment?

What is your **call to action?**

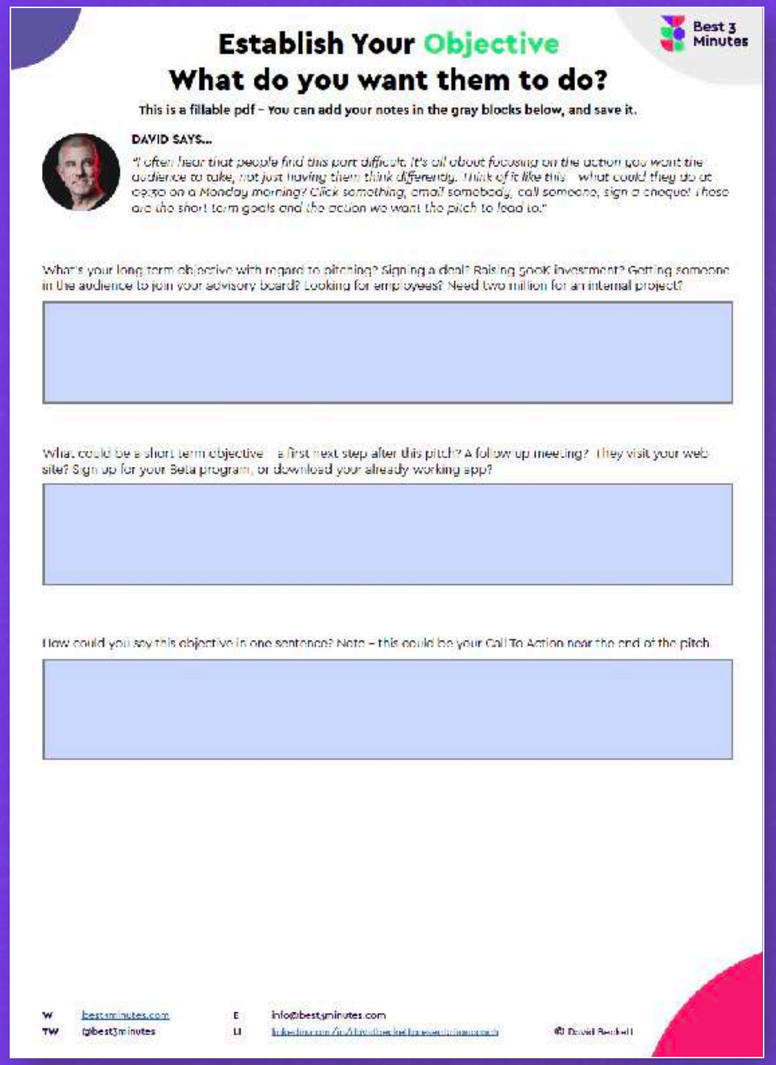


ACTION STEP

Write down in 1 minute what you want the audience **to do** after hearing your pitch

Focus on **Action** - not just thinking differently

How can they help you move forward?



Best 3 Minutes

Establish Your Objective
What do you want them to do?

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

DAVID SAYS...

"I often hear that people find this part difficult. It's all about focusing on the action you want the audience to take, not just having them think differently. Think of it like this – what could they do at 09:30 on a Monday morning? Click something, email somebody, call someone, sign a cheque! These are the short term goals and the action we want the pitch to lead to."

What's your long term objective with regard to pitching? Signing a deal? Raising 500K investment? Getting someone in the audience to join your advisory board? Looking for employees? Need two million for an internal project?

What could be a short term objective – a first next step after this pitch? A follow up meeting? They visit your web site? Sign up for your Beta program, or download your already working app?

How could you say this objective in one sentence? Note – this could be your Call To Action near the end of the pitch.

W best3minutes.com
TW @best3minutes
E info@best3minutes.com
LI [illegible]
David Beckett

Write down your Objective

Fillable pdf download available

HOW MUCH TIME DO WE GET?

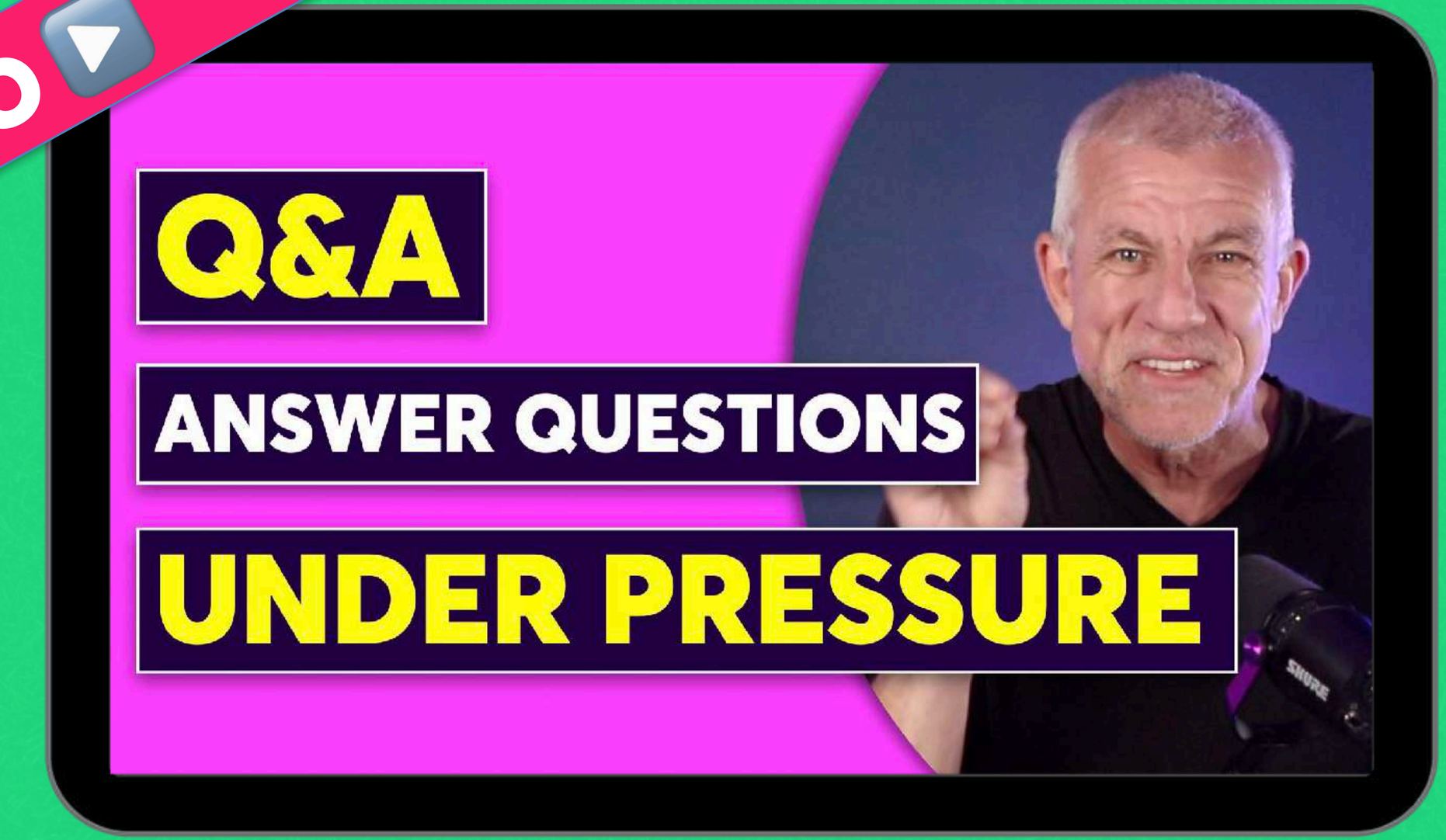


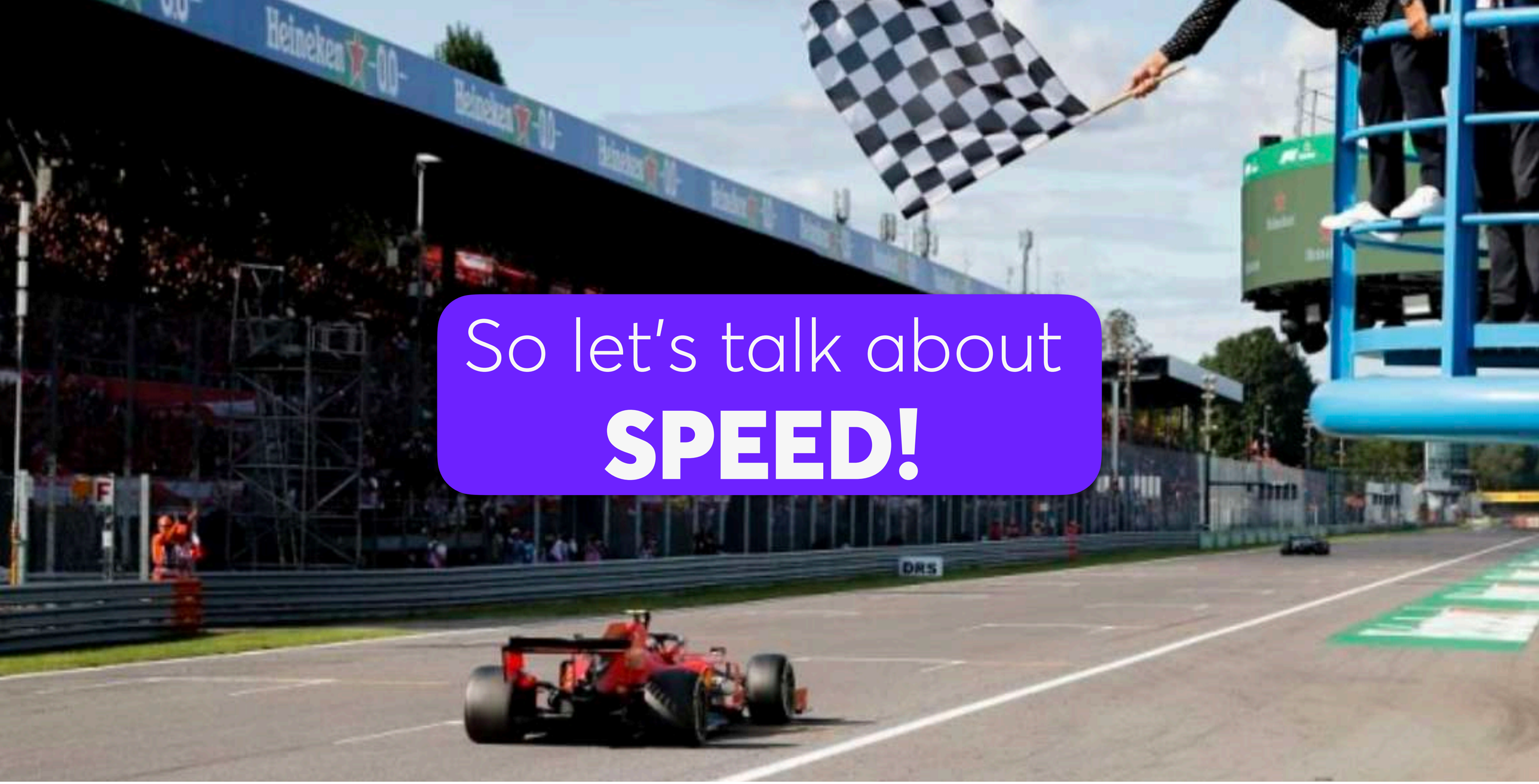
PITCH



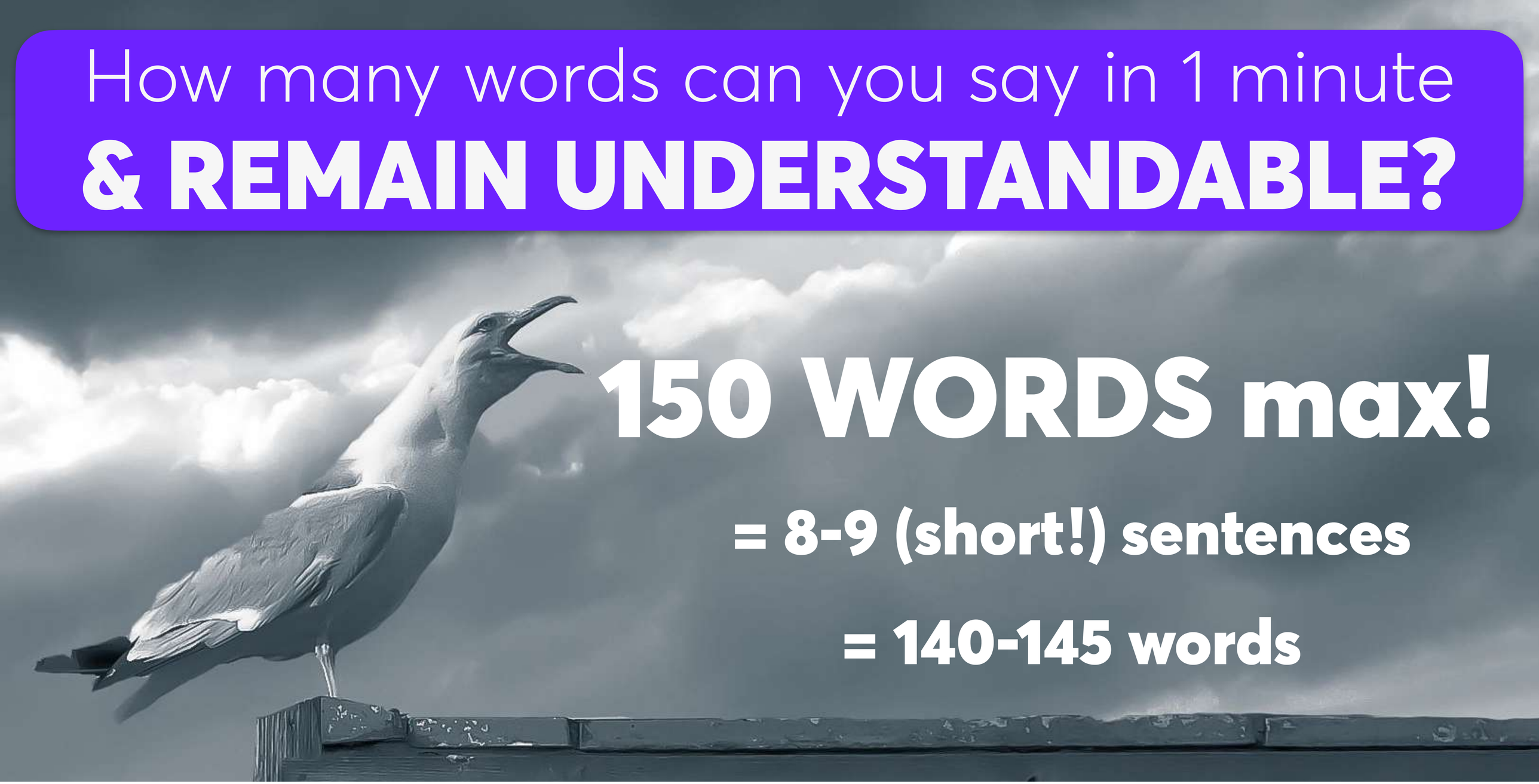
Q&A

VIDEO




So let's talk about
SPEED!

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

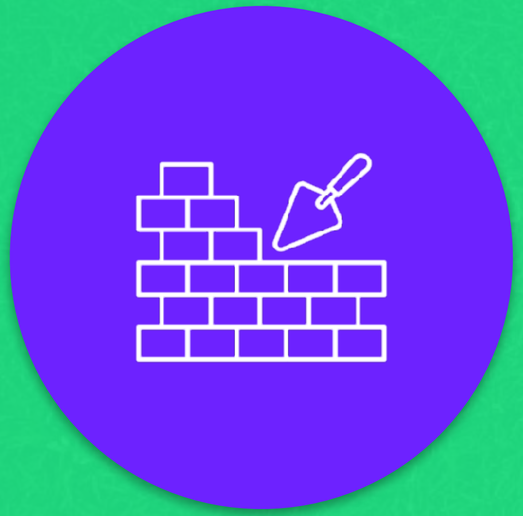


150 WORDS max!

= 8-9 (short!) sentences

= 140-145 words

What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch


We've already done some
THINKING
We've got some great
CLARITY...



Audience Who do I want to connect to, who is listening?

Goal What do I want to achieve?

Time How many minutes have I got?

Now let's get clarity on

KEY TOPICS


But first!



Do not start on your deck!

Until you **know** what you are going to **say...**



Ideally: use

POST-IT NOTES

To Build Your Storyline

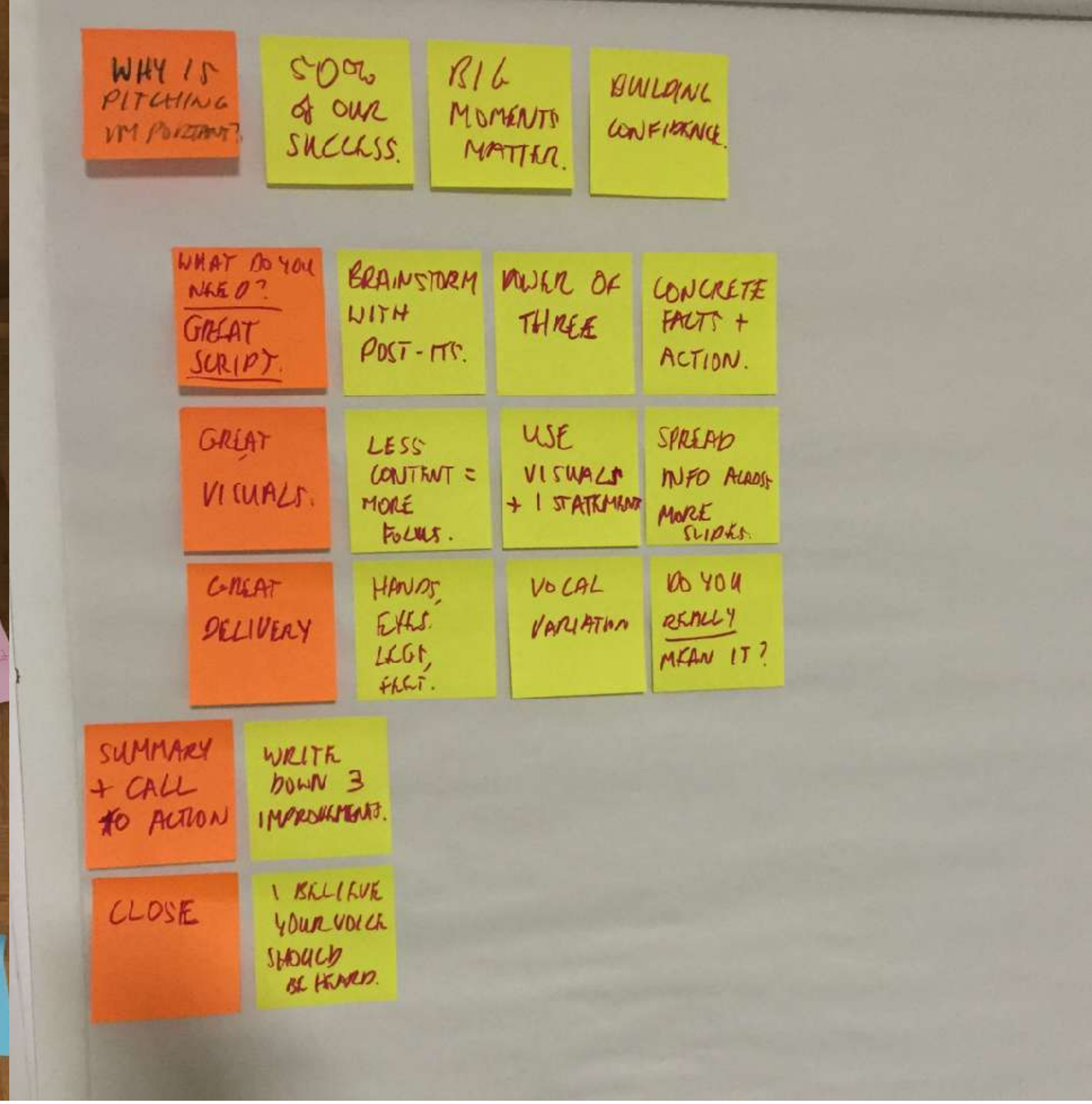

The Pitch Canvas©
Simple Statement of what change you and your product are making in the world.
Pain(+ Gain)
Product
Product Demo
What's (Unique
Customer Traction
Business Model
Investment
Team
Call To Action and End Statement
Why You?
WELCOME TO
THE PITCH CANVAS©



VIRTUAL TOOLS

miro.com

mural.co

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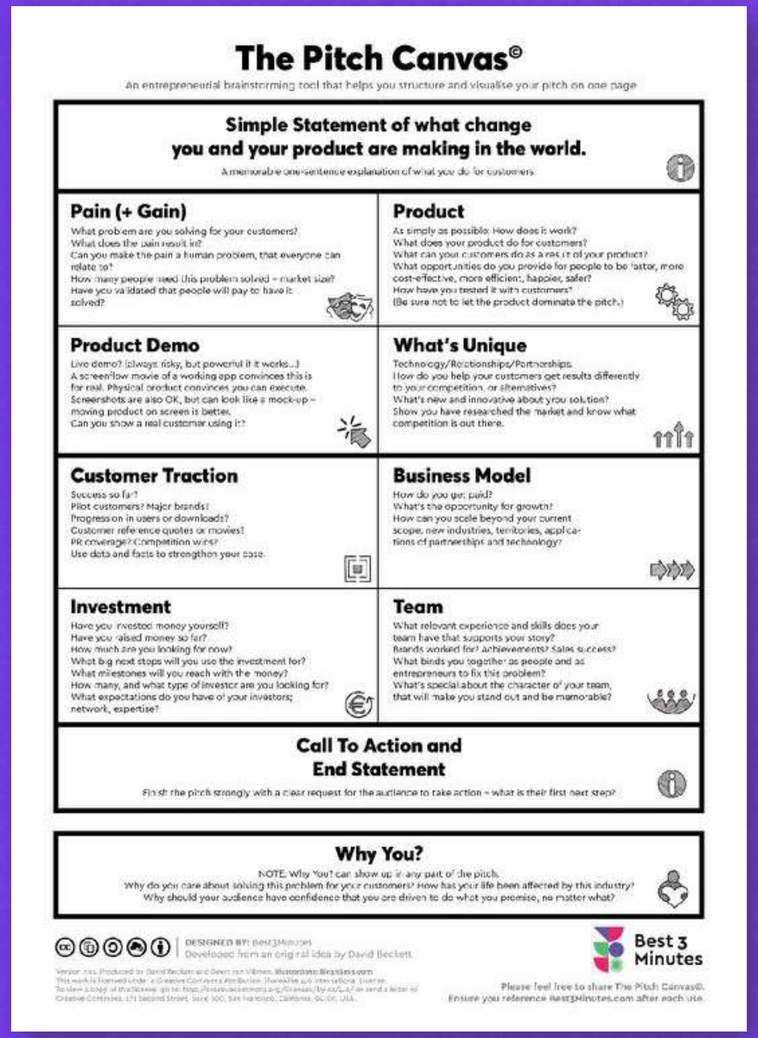


The Pitch Canvas©

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?
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

Best 3 Minutes

Please feel free to share The Pitch Canvas©.
Ensure you reference Best3Minutes.com after each use.

THE PITCH CANVAS©

Digital Copy Available

Let's focus on

6 KEY TOPICS

1



PAIN

What is the **problem** you solve?

Who are you solving it for?

The **Why** of the product



PAIN

"We built a parking app, which integrates sensors using Internet of things technology, it's all on the blockchain, and of course we use AI to…"



PAIN

"In **major cities**, like Amsterdam, Berlin & Tokyo, it takes over **100 Million drivers** over **20 minutes** to find a parking space…"



Lost time? *(Bookings)*

More cost?

Waste? *(Ashes)*

Frustration? *(Tote bag)*

(Mental) health?

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

Be specific
PUT A NUMBER ON IT

"A lot of students prefer to buy secondhand from other students"

"Plumbers often need to stop work just to pick up the phone"

"**3 out of 4** students prefer to buy secondhand from other students"

"Plumbers need to stop their work to answer the phone every **15 minutes**"


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases


nuventura
04:53
04:53



2

PRODUCT

How do you **solve** the problem?

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



2

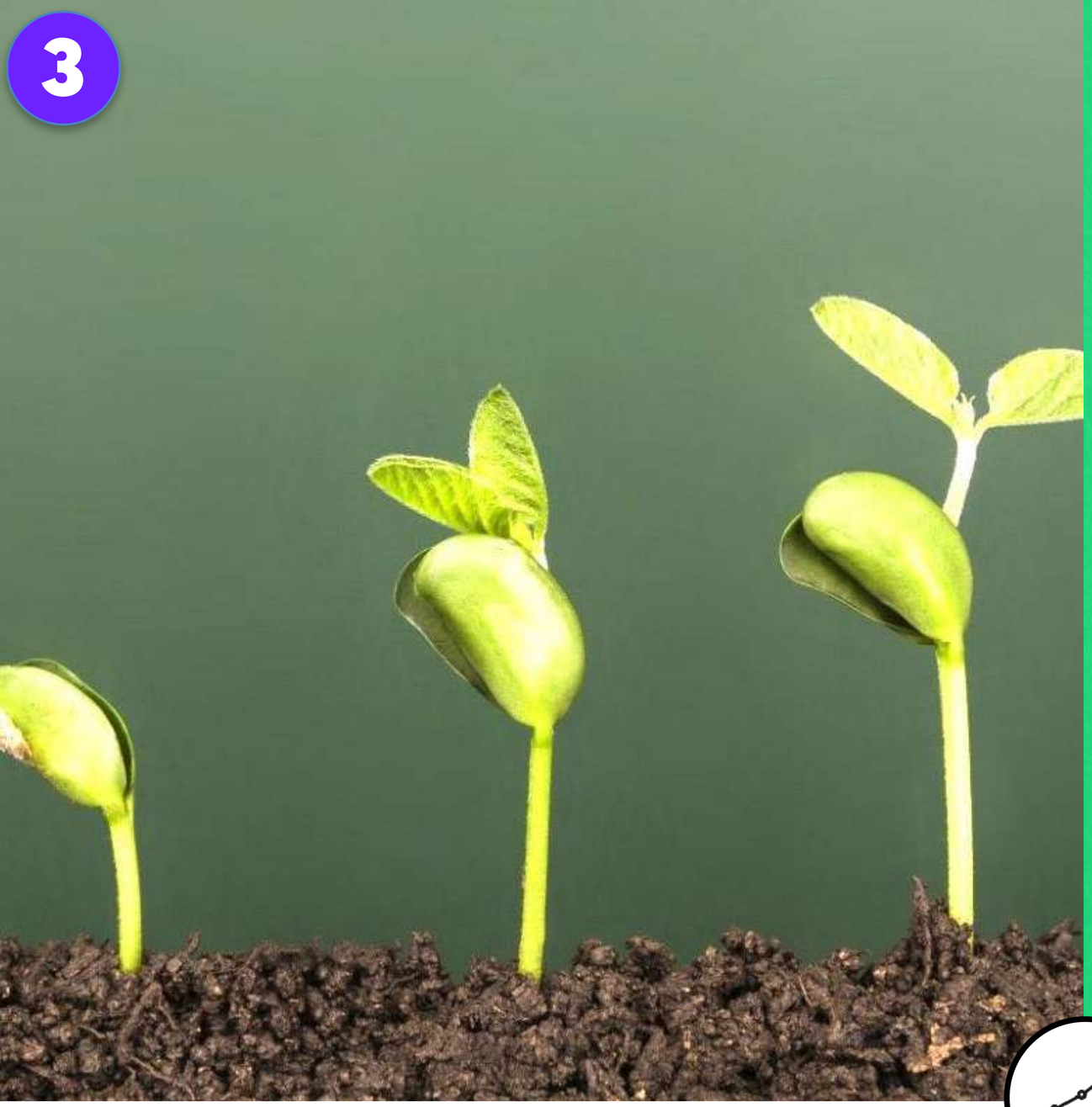
UNIQUE

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

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

(What is different to current solutions?)

3



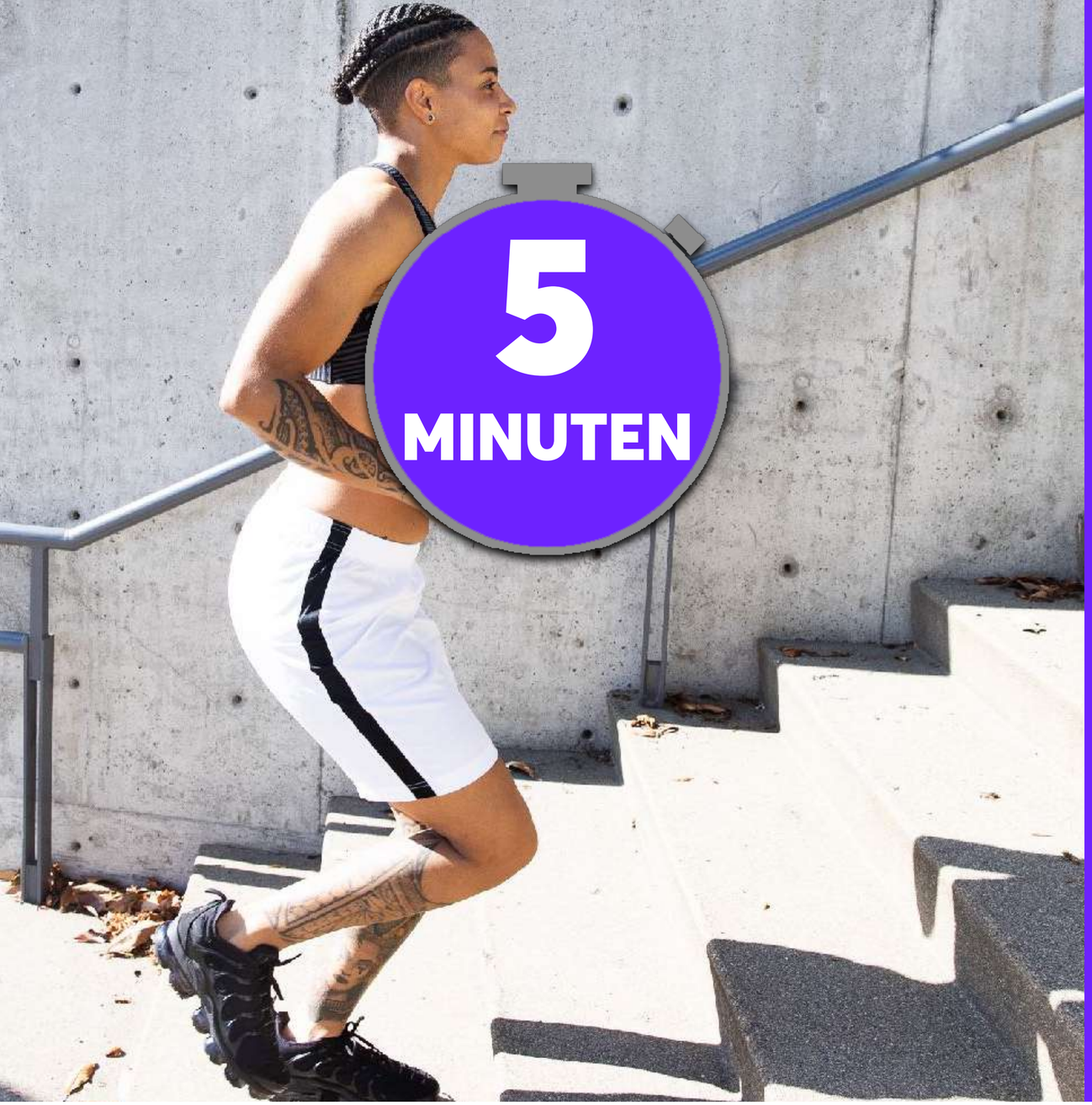
VALIDATION / TRACTION

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

Have you **tested** your solution, do you have **proof**?

(Paid) **pilots**?
Recognisable brands?

Users, revenue, **growth**?



ACTION STEP

Brainstorm: write down *at least* **10 things** about the **PAIN & PRODUCT** (your solution)

Write down *at least* 1 thing about how **UNIQUE** your idea is, and at least 3 about **VALIDATION**

Don't think too much: **just write**

Which other topics should be in

YOUR WINNING PITCH?

4



BUSINESS MODEL

How will you **earn** money?

Avoid actual **prices**:
focus on the **mechanism**

Monthly **subscription**, set up fee, transaction commission, etc

4



EARNINGS MODEL

How will you **earn** money?

Avoid actual **prices**:
focus on the **mechanism**

Monthly **subscription**, set up fee, transaction commission, etc

5



TEAM

Who will make it happen?

Complimentary **Skills**?

Driven by the same **purpose**?

6



WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!



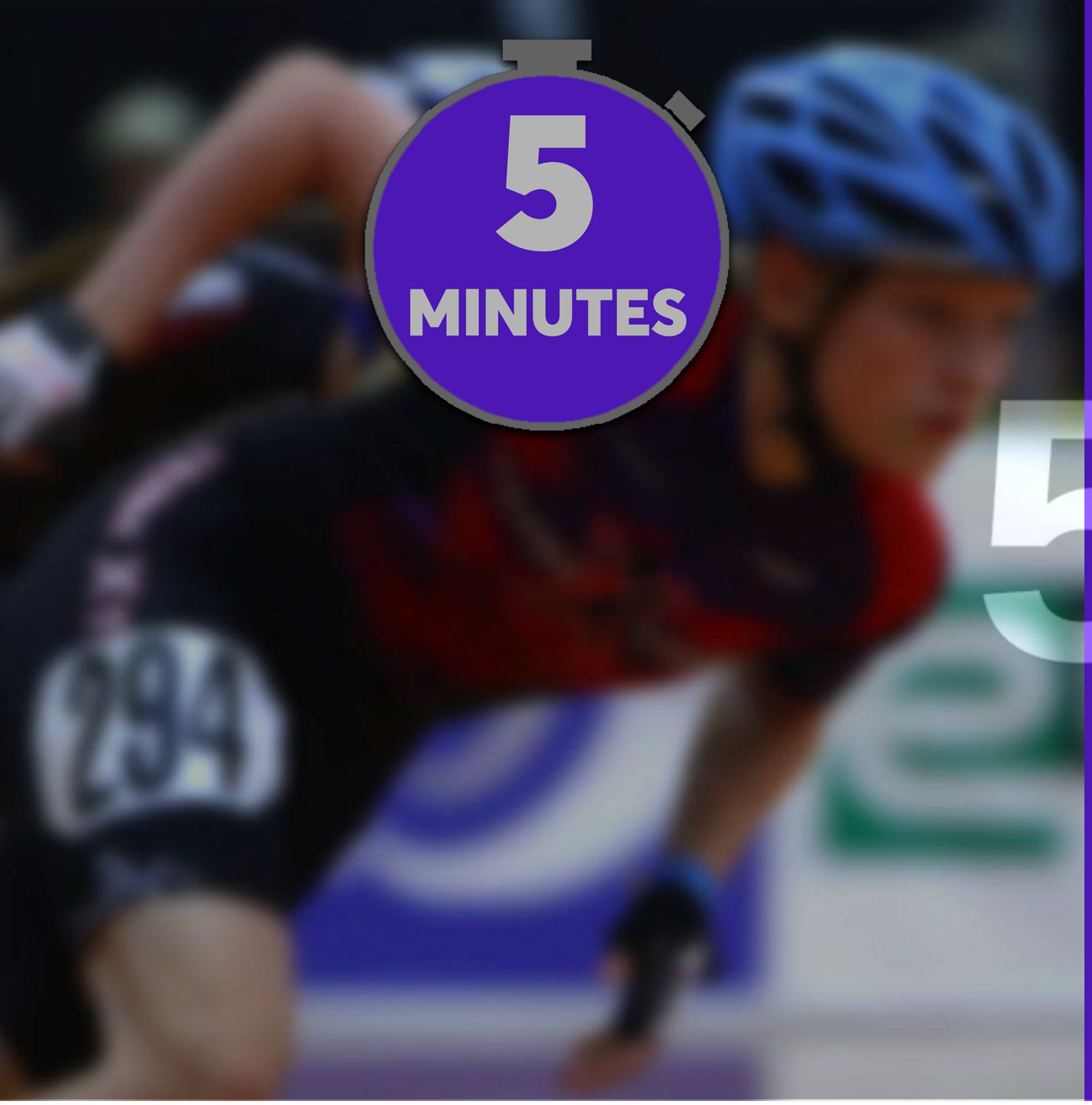
ACTION STEP

Prepare a **60-90 Second** pitch with 3 or 4 of the following;

Pain (=problem), Product (=solution), Unique, Validation, Why You

Note: individually

60-90 seconds = 9-13 sentences



ACTION STEP

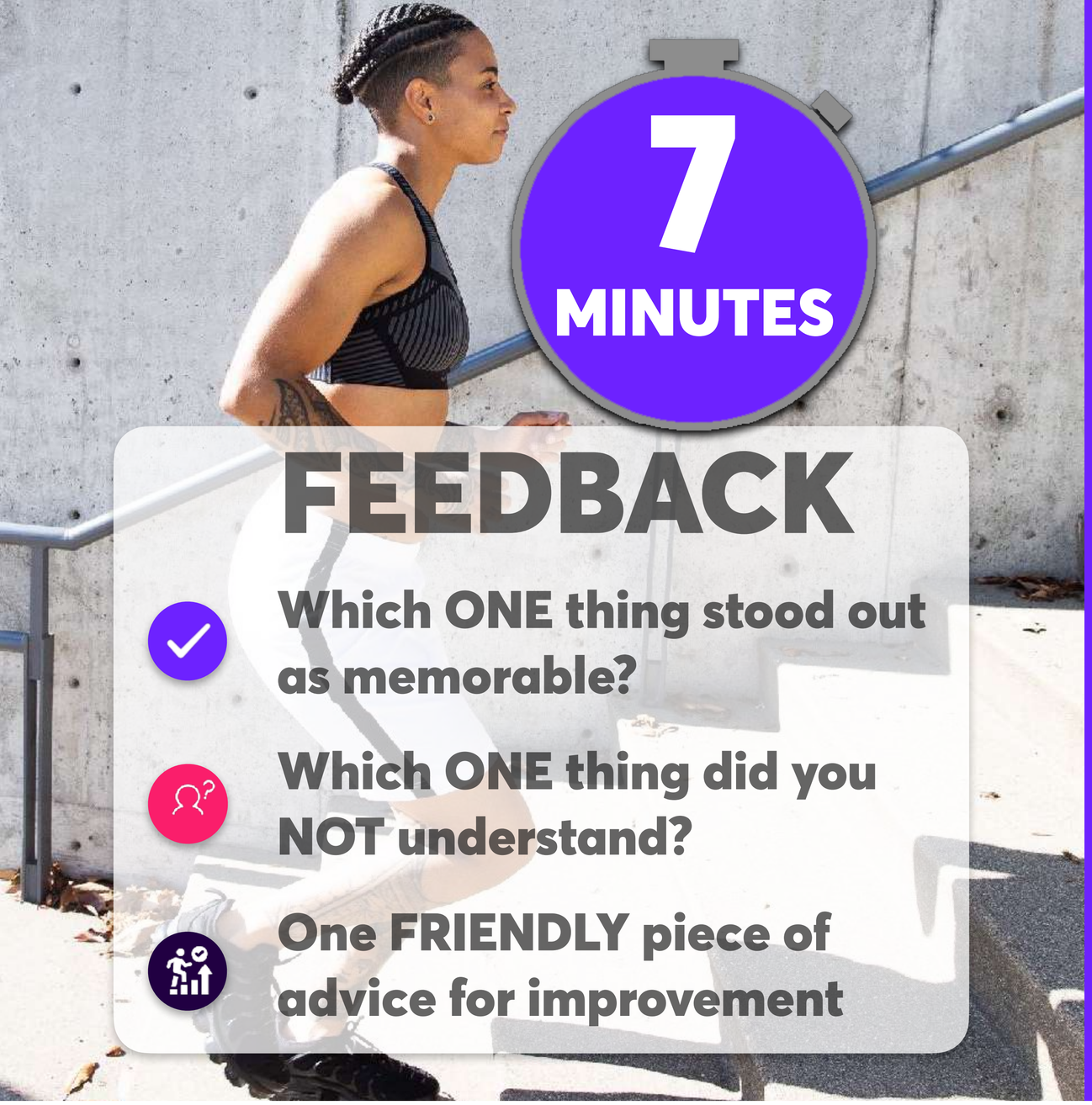
Prepare a **60-90 Second** pitch with 3 or 4 of the following;

Pain (=problem), Product (=solution), Unique, Validation, Why You

Note: individually

60-90 seconds = 9-13 sentences


Let's put the thinking
INTO ACTION!



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 short
60-90 Second pitch with only
3-4 of the following;

Pain, Product, Unique,
Validation, Why You

Let's give constructive feedback!


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


You've just gone through a
REPEATABLE PROCESS



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What
stood **out**?



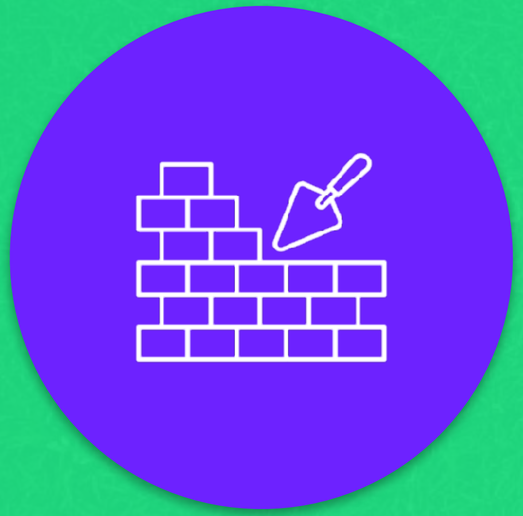
What did you
not understand?



Friendly advice
for improvement


For every part of your pitch
REPEAT THE PROCESS

What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch


Make the first word count
OPEN POWERFULLY



The first 20 seconds buys

ATTENTION



A professionally planned opening from
The Great Bubble Barrier


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

Simply

BE PROFESSIONAL





Making your story

FOCUSED & MEMORABLE


The Power of
THREE

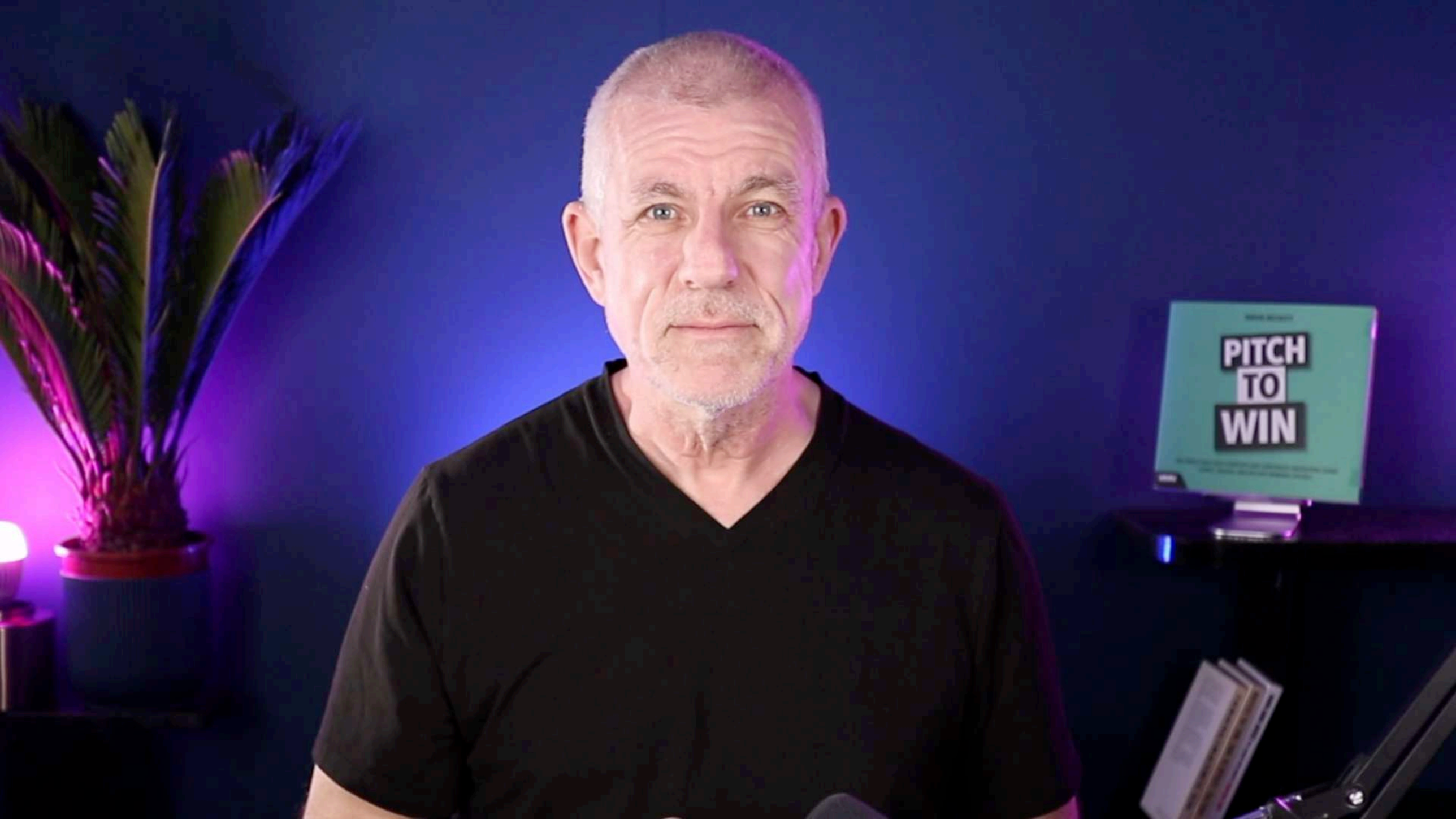
What happens if I say…

“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

The Power of Three is a

PUBLIC SPEAKING TOOL



Break your product into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE

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 20-30 SECONDS

THANK YOU!

=

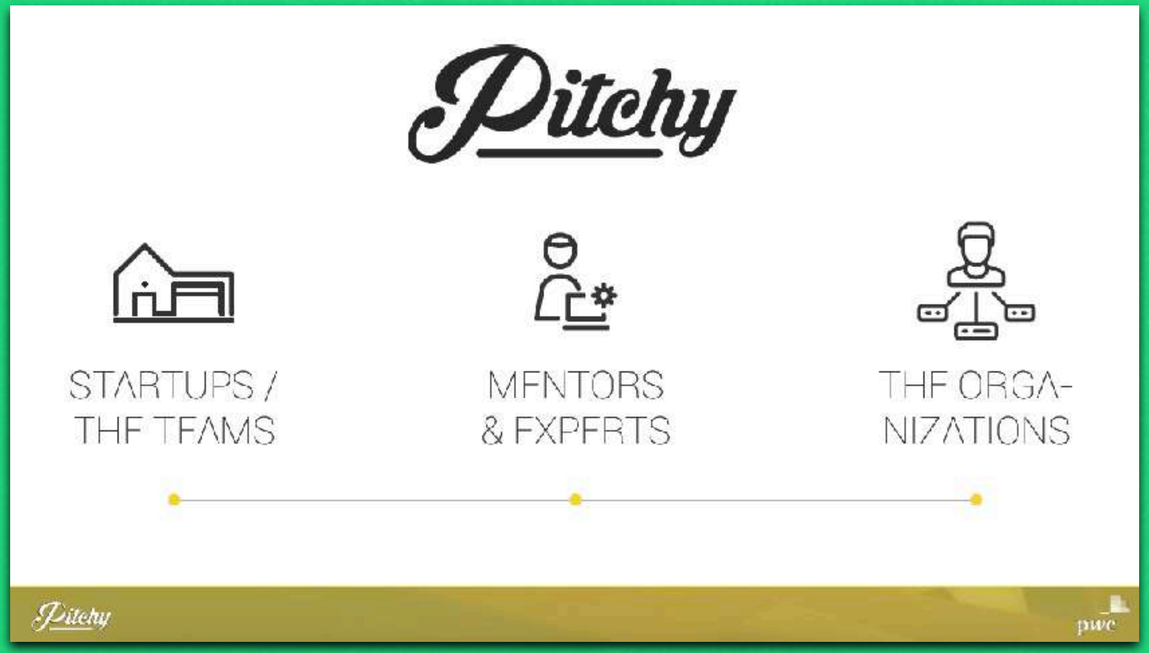
I've finished, you can clap now!

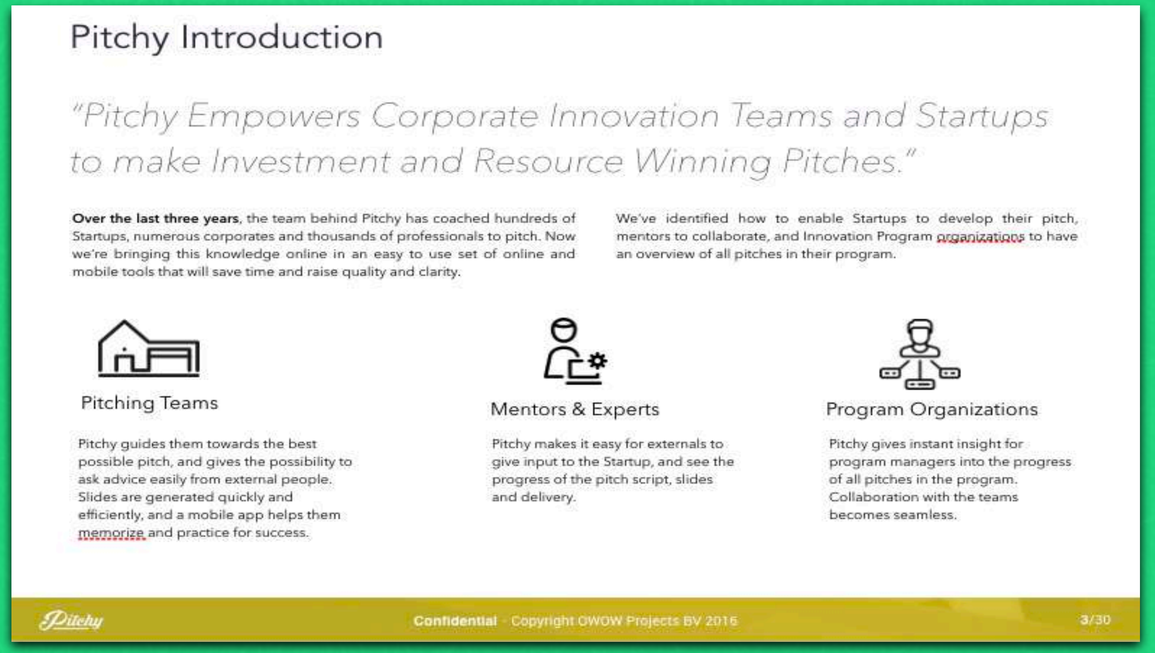

One more thing...

Before we finish…
A word on your **SLIDE DECK**

Why can't we use loads of text?
Because you want them to **listen**

If needed, create 2 slide decks
1 TO PRESENT, 1 TO SEND





Which speaker has your **ATTENTION?**





Pitch tools and **RESOURCES**





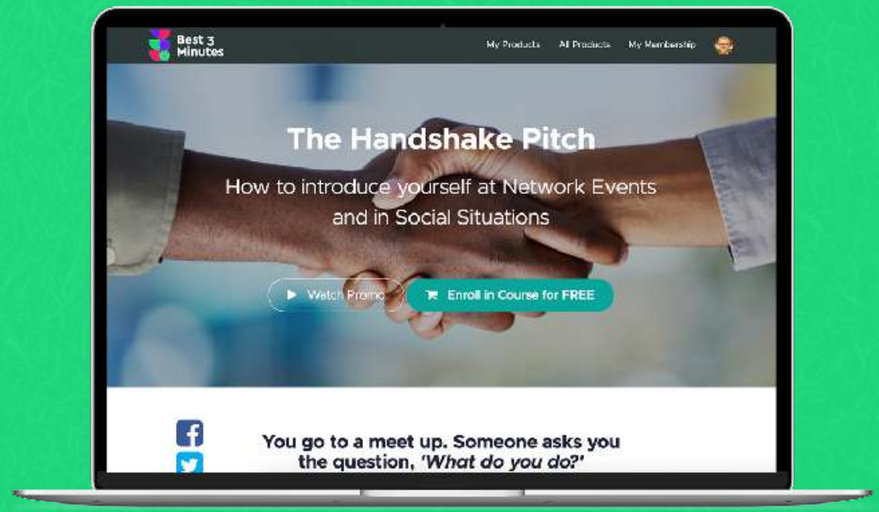


Best3Minutes.com/MinorEntr-26









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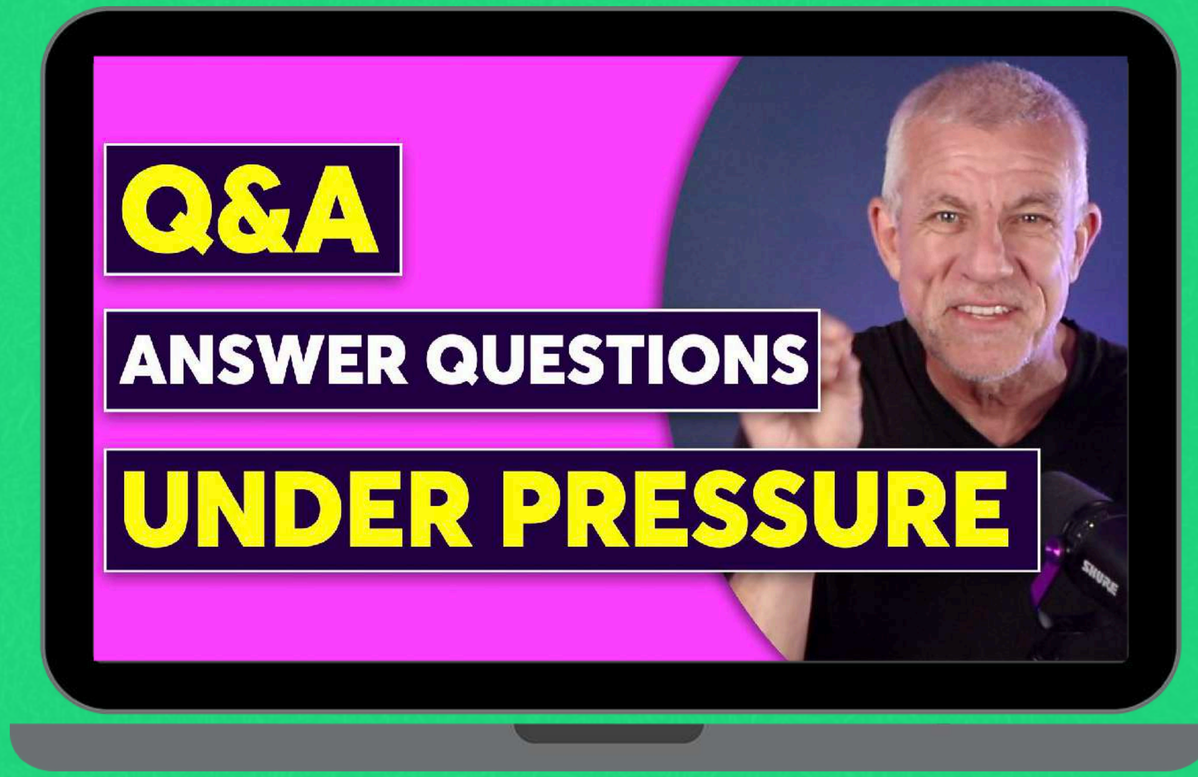
Podcast



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