

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

David Beckett

best3minutes.com

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Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION



COACHED INNOENERGY TEAMS SINCE 2018


GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS







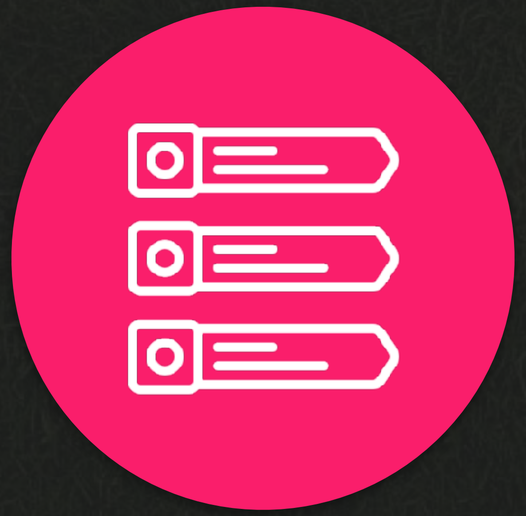



QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Pitch Essentials



Content for your 4-Minute TBB Pitch



Leveling Up your Pitch



Prepare you for your
4-MINUTE PITCH


Prepare you for ANY
TIME-PRESSURED PITCH

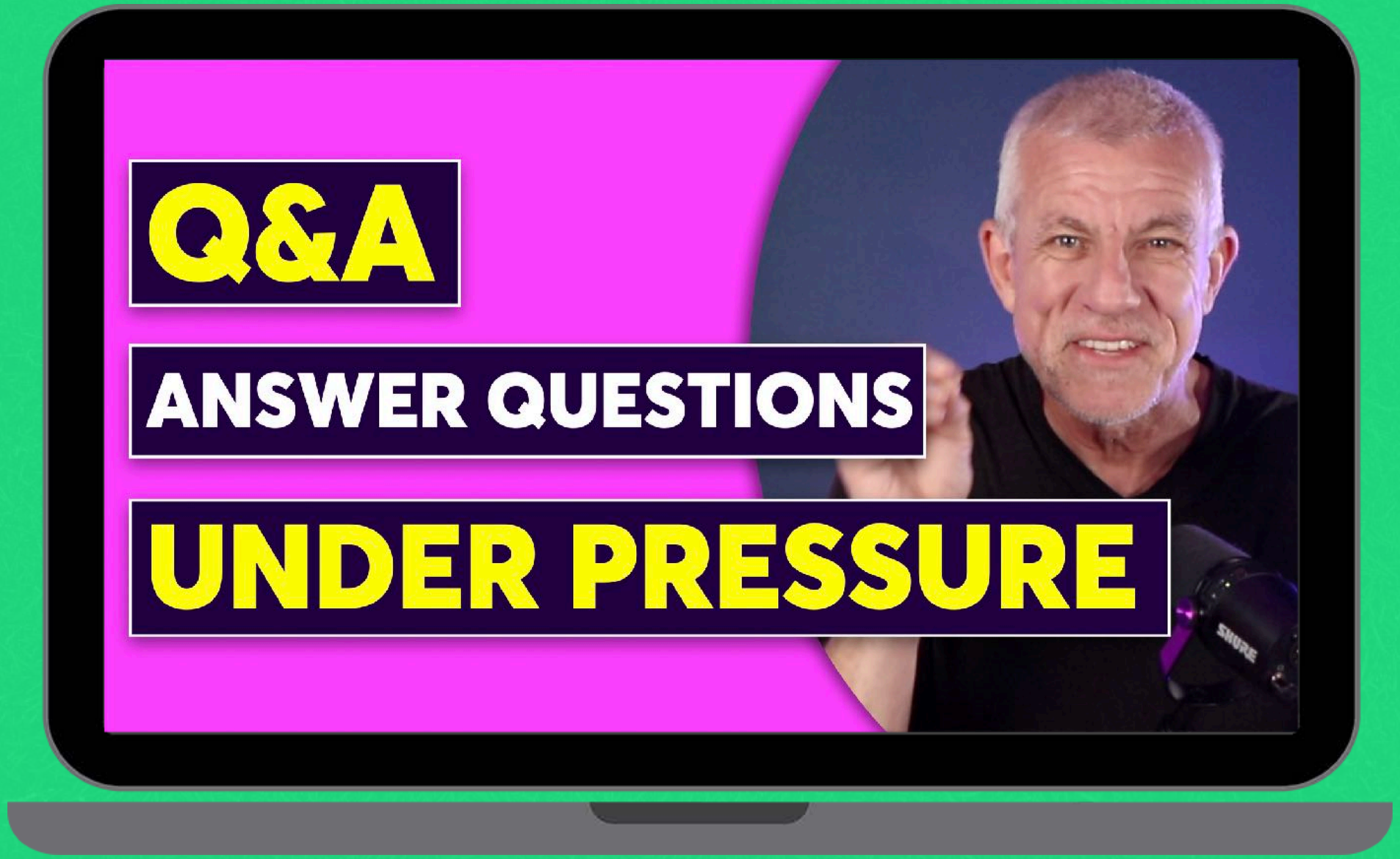


PITCH



Q&A

10 minutes in total, inc. walk-on/off



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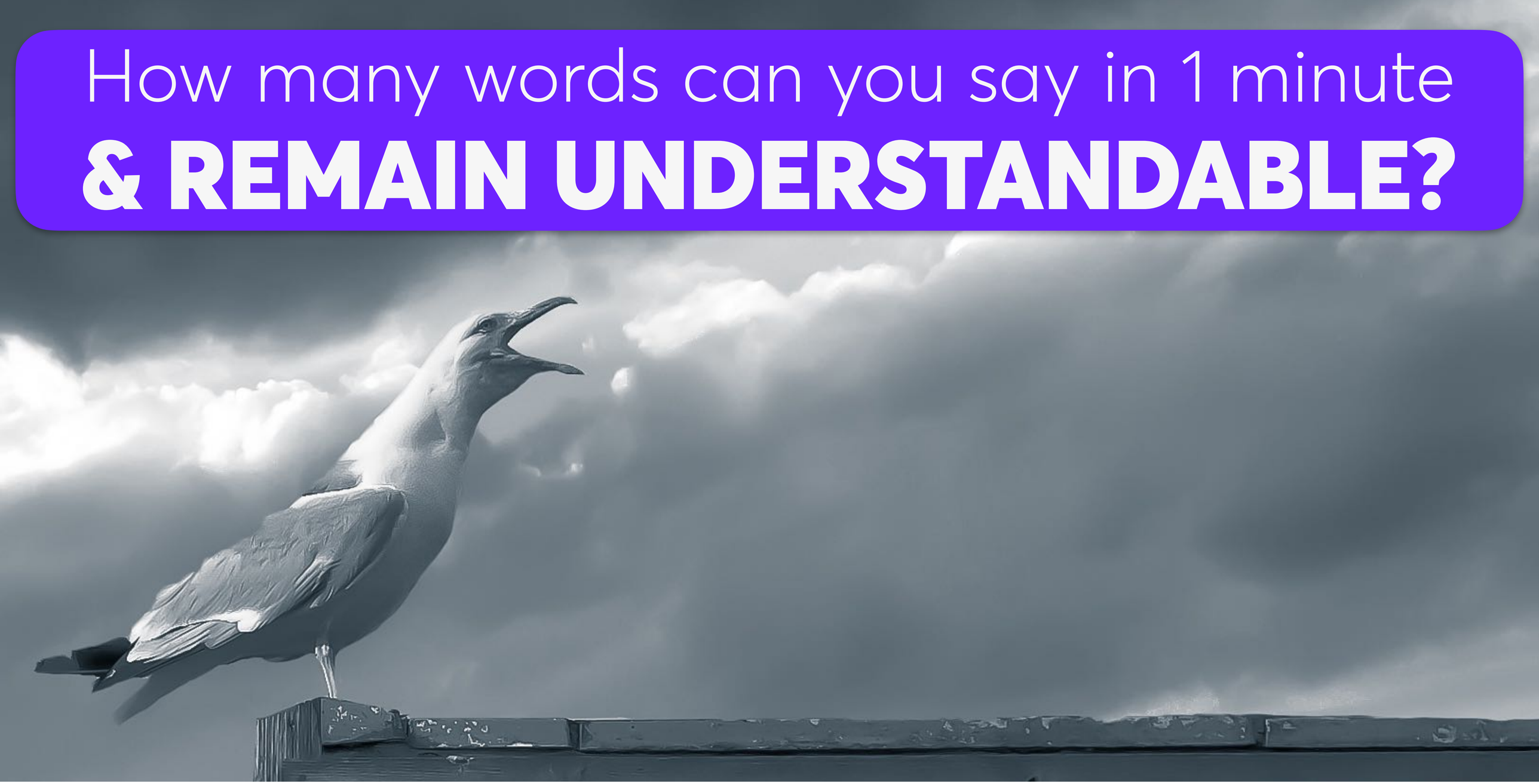
Prepare you for your
4-MINUTE PITCH



Let's talk about **SPEED**

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



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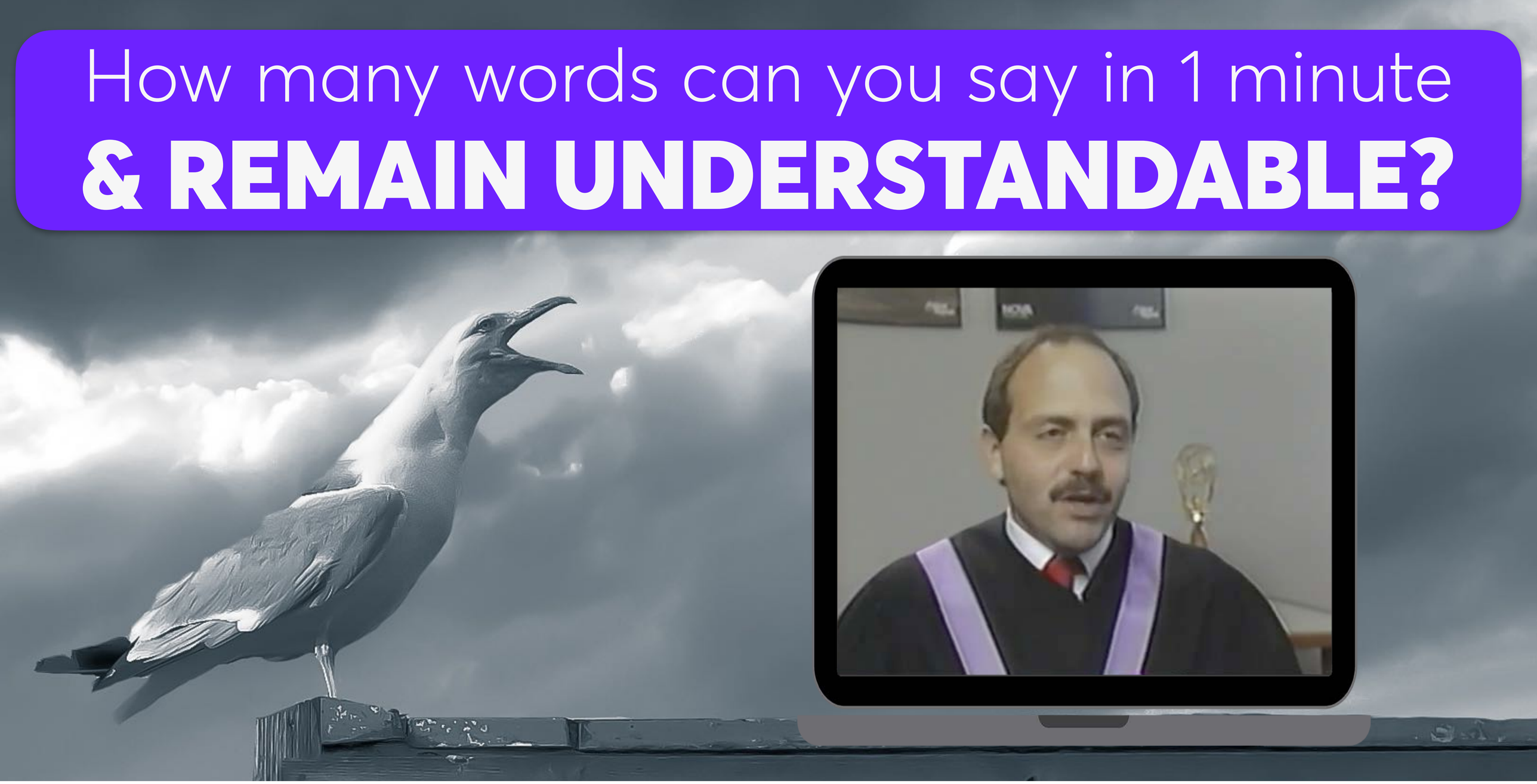

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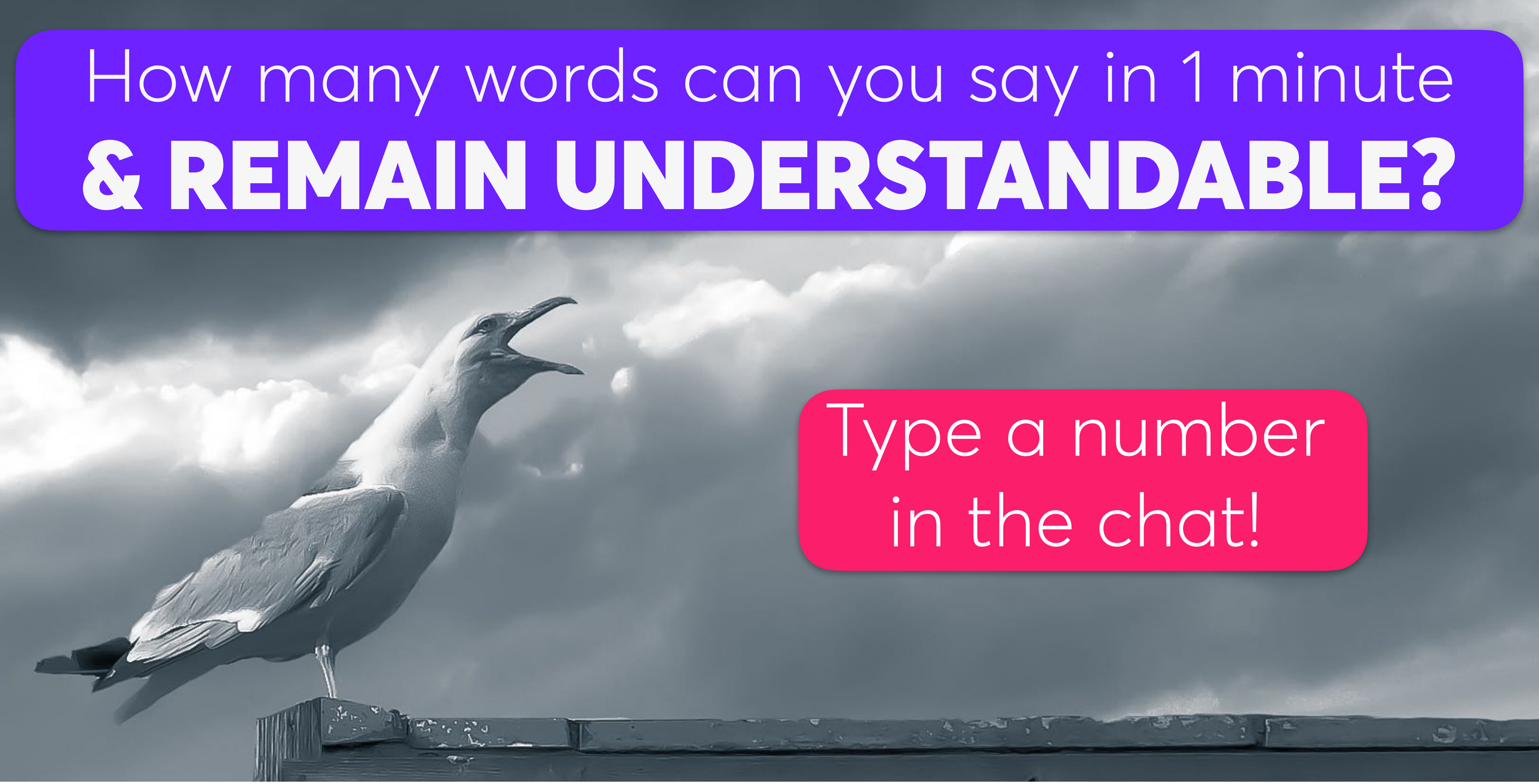
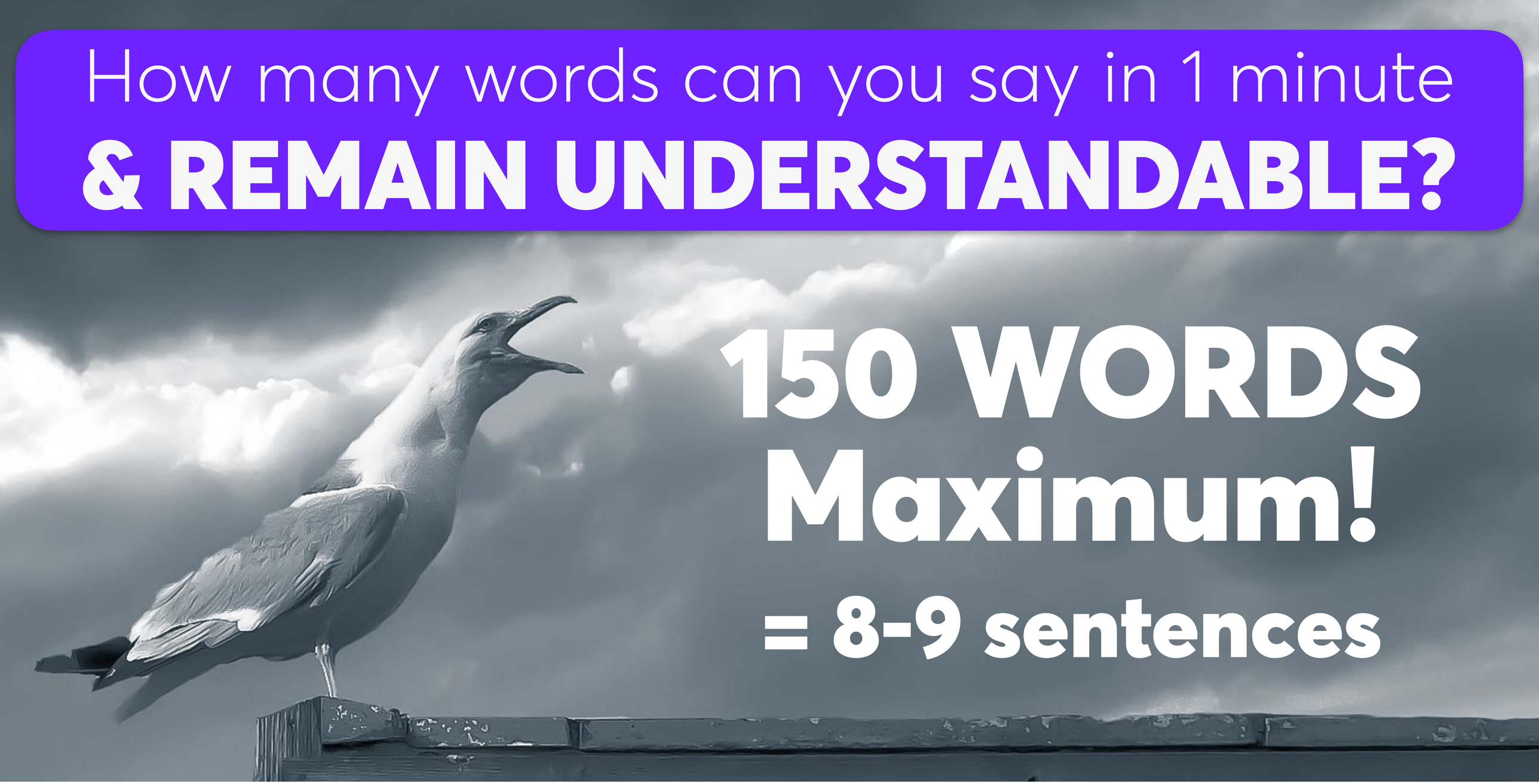


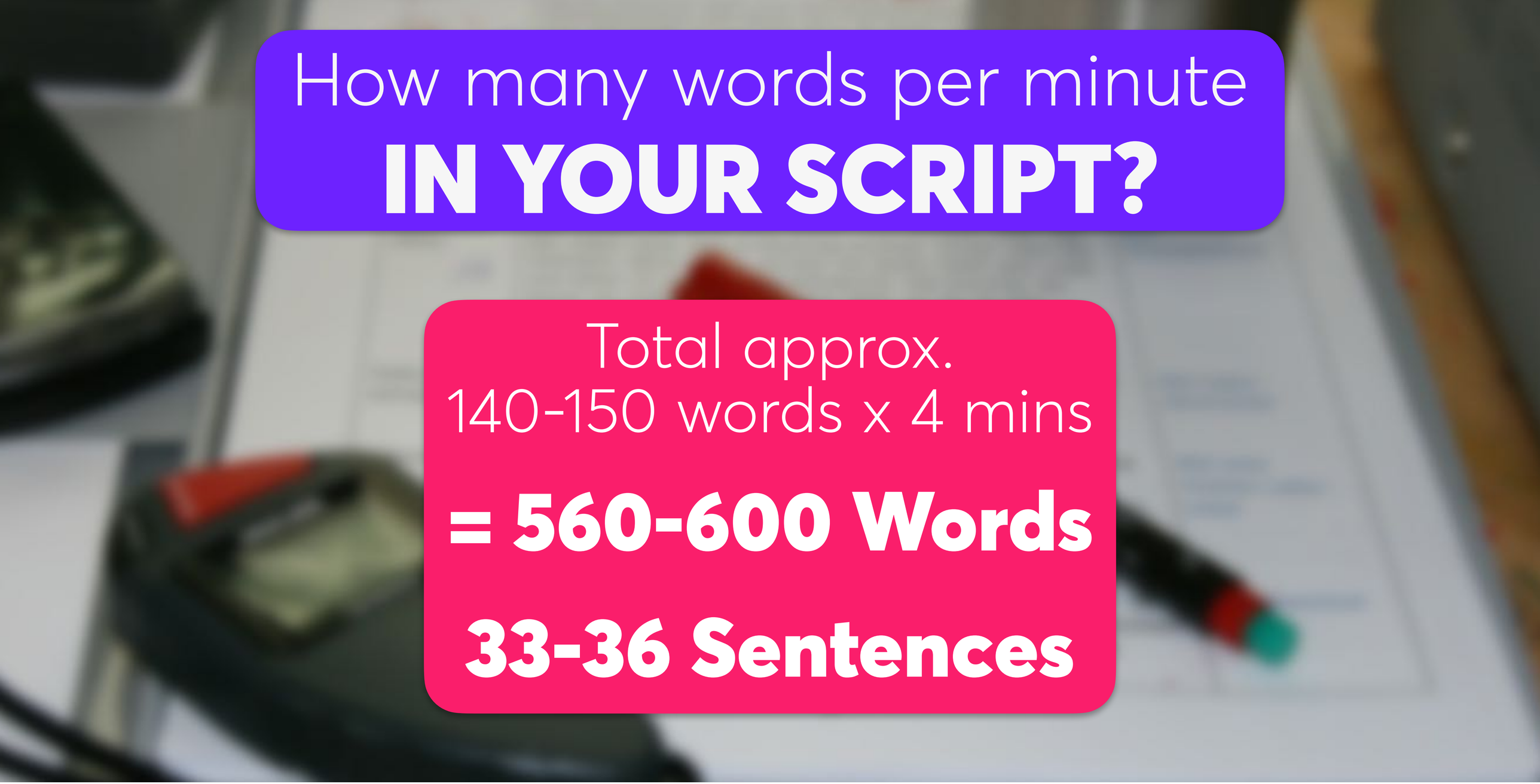
Type a number in the chat!

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 4 mins
= 560-600 Words
33-36 Sentences


143
Words/min


Prepare you for your
4-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?



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/innopitch26



WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

Clear Objective for this pitch

Win a Prize!

What else do you need?



WHAT'S YOUR OBJECTIVE?

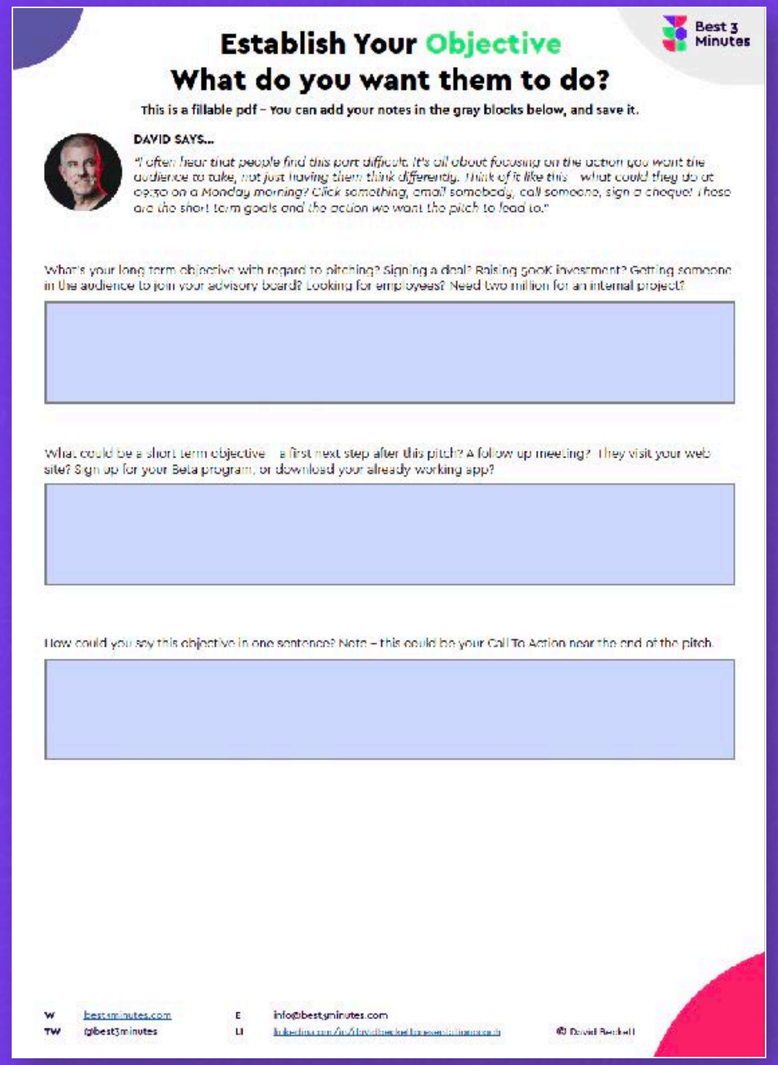
Meet after the pitch?

Money? Advice?

Agree to plan a **follow up** meeting

Provide **introductions**

Agree to a **pilot**



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.

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

Write down your Objective

Fillable pdf download available

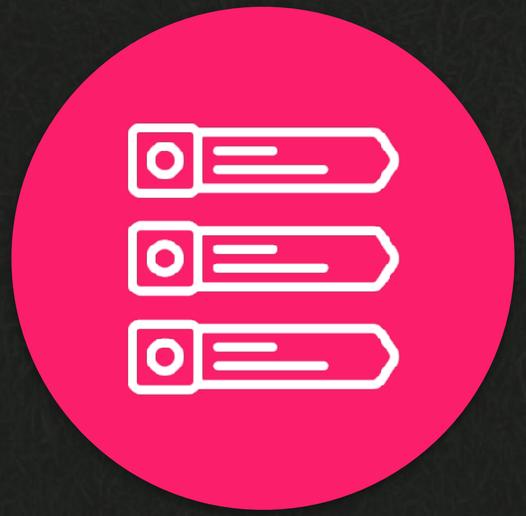
best3minutes.com/innopitch26


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Pitch Essentials



Content for your 4-Minute TBB Pitch



Leveling Up your Pitch

Which topics should be in

YOUR WINNING PITCH?

Early Stage

Consolidation

Growth



Innoenergy 4 Minute Pitch Framework

= 560-600 Words/33-36 (*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 emphasis. 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, or does it take longer? Is the Introduction a simple, 'This is who we are, this is what we do?' or will you immediately dive into the Pain? And do you have a story about your personal motivation? Remember that the order of the pitch below is a suggestion - you can change it if you wish - and always bear in mind that you need to hook them on the value of what you do, 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

What impact do you make on Society and the environment?

THE PROOF

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

BUSINESS MODEL

What's the mechanism to turn your impact into money, and return on investment?

THE TEAM

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

WHY YOU?

What's you personal motivation for doing this? Why did you choose this problem to solve?

THE ASK

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

Closing:

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TW @best3minutes
E david.beckett@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach

Best 3 Minutes

4 MINUTE PITCH FRAMEWORK

Free to download

best3minutes.com/innopitch26

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



BUSINESS MODEL



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?



Co2 emissions?

Materials/Energy
Waste?

Negative impact on the environment

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

Be specific

PUT A NUMBER ON IT

"It wastes a lot of hours"

"It creates unnecessary CO2"

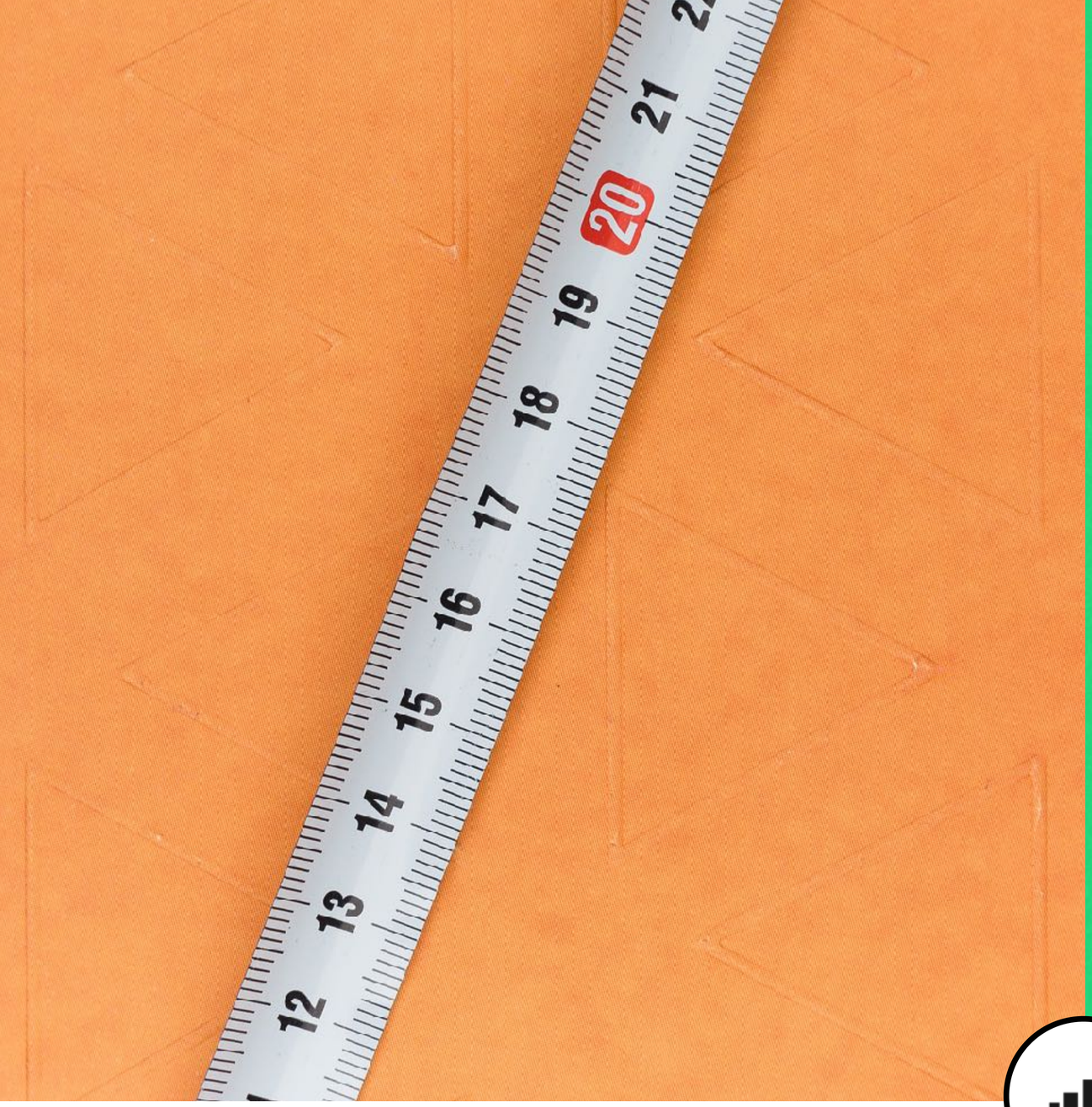
"It takes up to **72 hours**"

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

Be specific
PUT A NUMBER ON IT

"There is too much energy inefficiency "

"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?

Simple: 1-2 metrics



PAIN

What is the **problem** you solve?

The **Why** of the product

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


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



PRODUCT

How do you **solve** the problem?

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

What **improves?**
By **how much?**
What **impact** are you making?



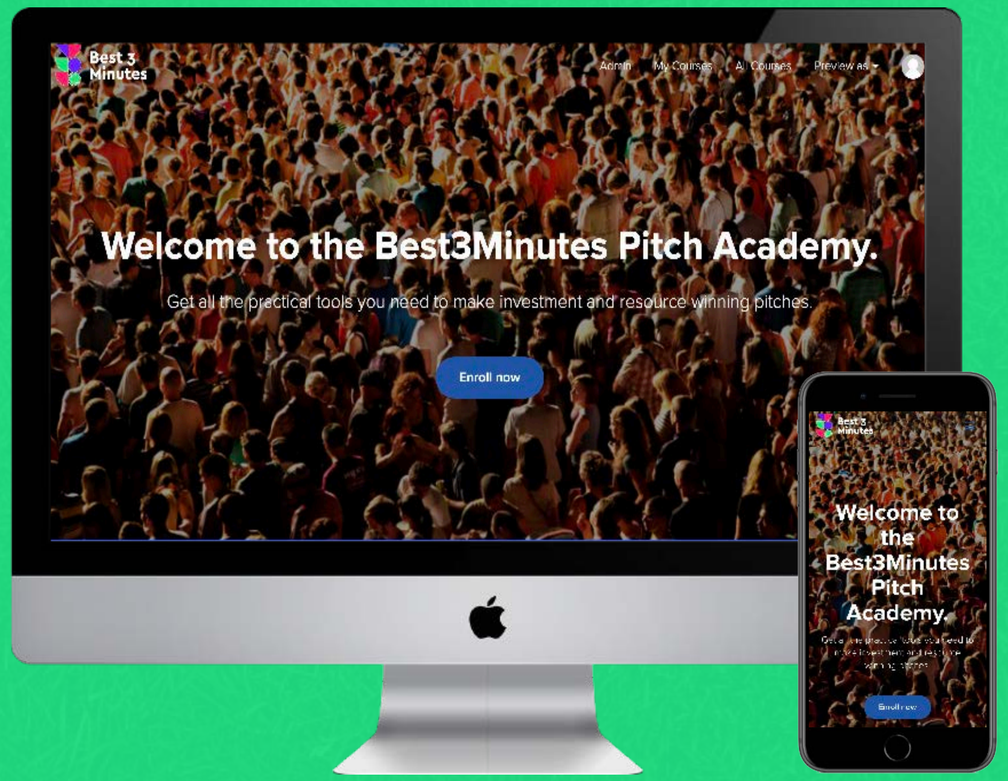
SIMPLE DEMO

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

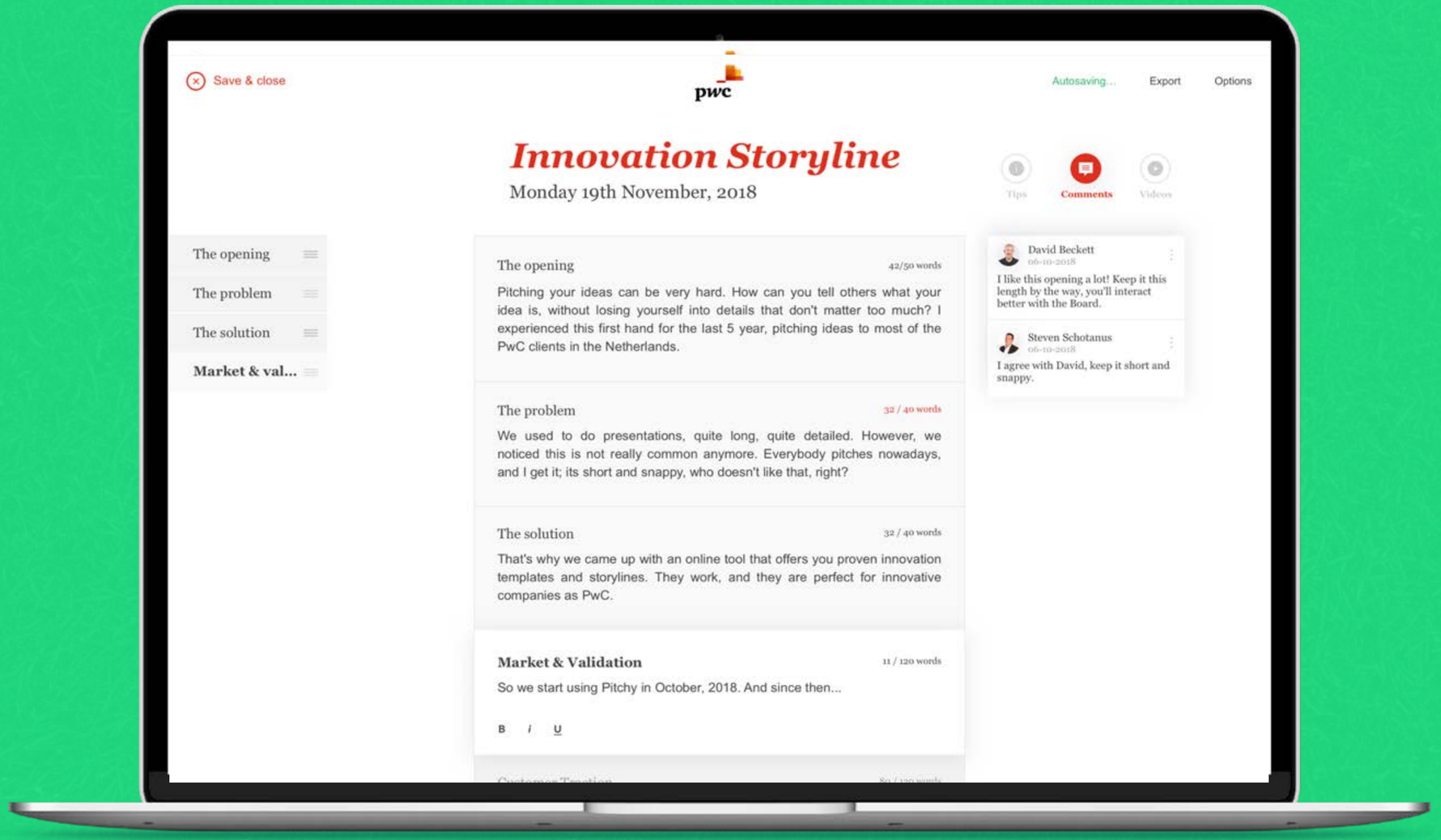
So we start using Pitchy in October, 2018. And since then...

B *i* U

Customer Traction 80 / 120 words

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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Monday 19th November, 2018
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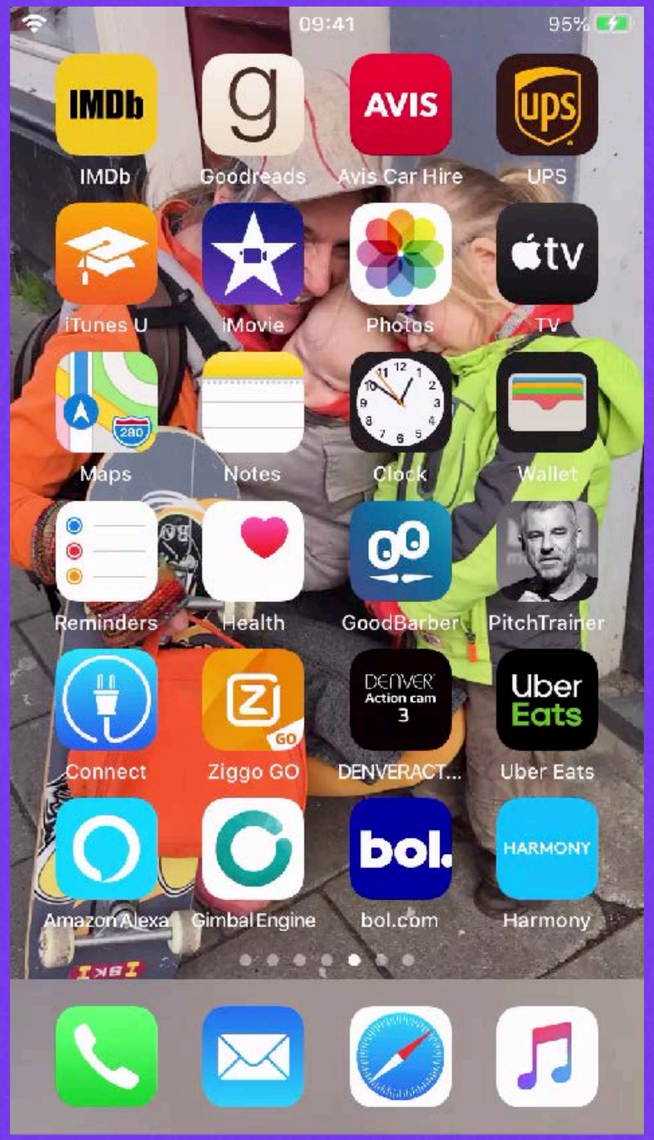
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95%
IMDb
Goodreads
Avis Car Hire
UPS
iTunes U
iMovie
Photos
TV
Maps
Notes
Clock
Wallet
Reminders
Health
GoodBarber
PitchTrainer
Connect
Ziggo GO
DENVERACT...
Uber Eats
Amazon Alexa
Gimbal Engine
bol.com
Harmony

Best 3 Minutes



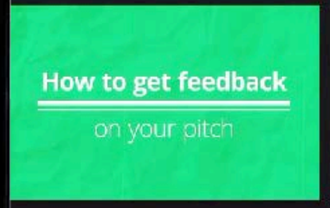
8 Pitch Tips in Five Minutes

David Beckett on 02/06/2020



How do you build your storyline?

David Beckett on 02/05/2020



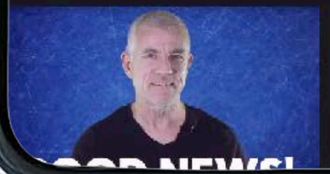
How do you get Feedback on your pitch?

David Beckett on 02/05/...



Should you memorise your pitch?

David Beckett on 02/05/...



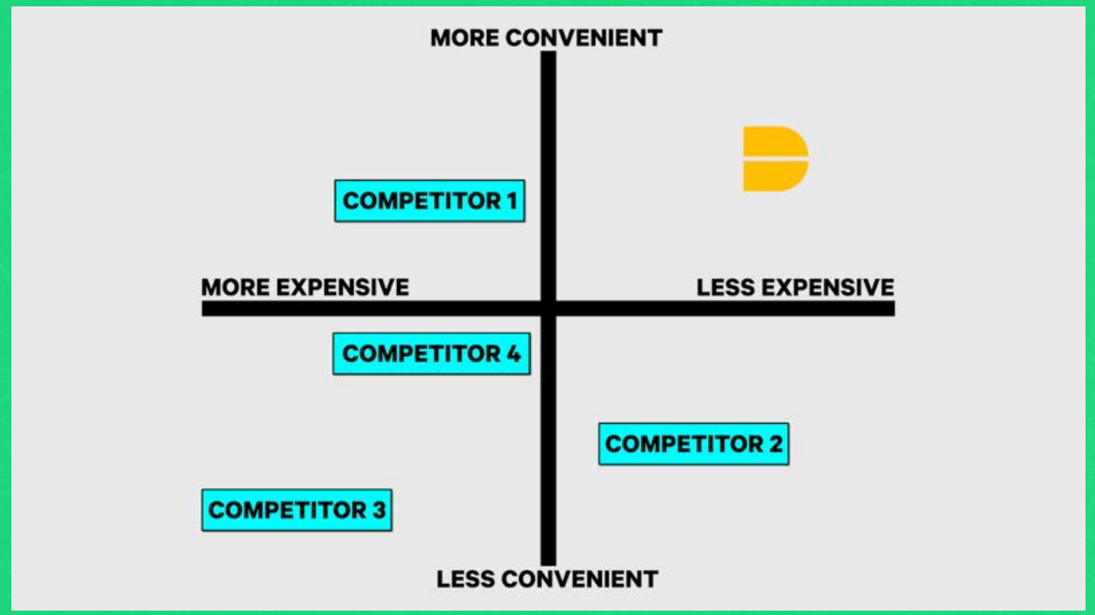


UNIQUE

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

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

(Any competitors to mention?)

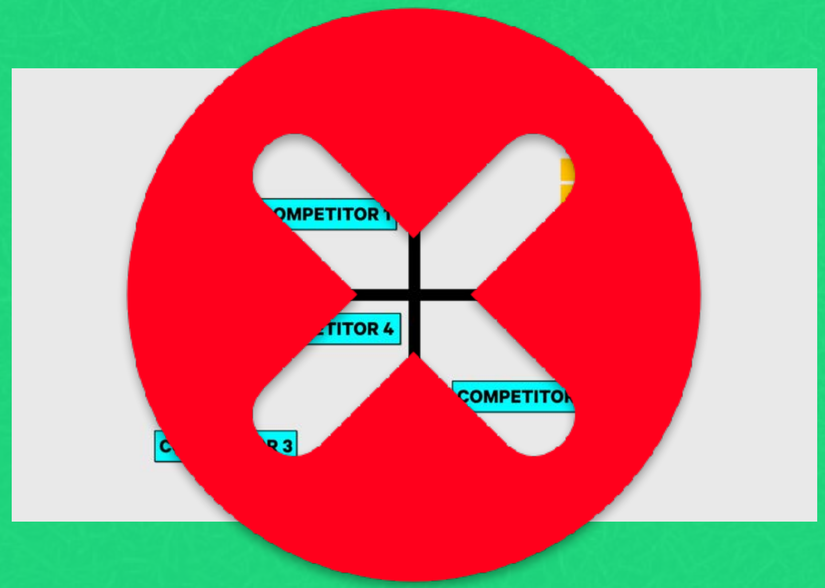


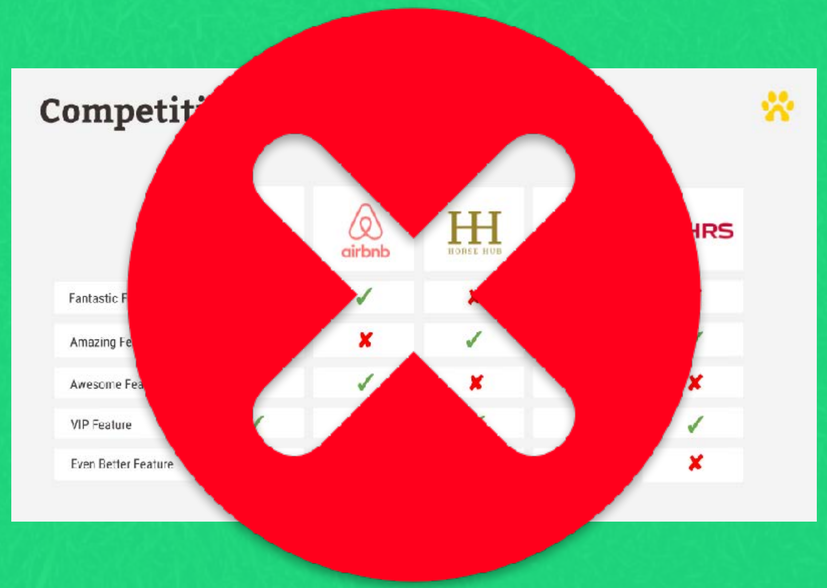
Competition - Comparison

	Doggy Hut	airbnb	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 solutions out there,

but what **we do differently is...**





TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Early stage **Pilots**?

Partnerships?

Progress on **Approvals?**

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



BUSINESS MODEL

How will you **earn** money?

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

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


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



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



Christoph Bischoff | **CRO**
eGym, 2019

Microsoft PAYCHEX ADP



Martin Fichter | **COO**
eGym, 2017

htc flex SIEMENS



John Ford | **CEO USA**
eGym, 2018

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

doctHERs



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

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?



WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Come and **meet** you after the pitch?

Looking for **Pilot** customers?

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



BUSINESS MODEL



THE TEAM



WHY YOU?



THE ASK



Example of how to split the 33-36 Sentences

THE PAIN



7 Sentences

THE PRODUCT



8 Sentences

WHAT'S UNIQUE



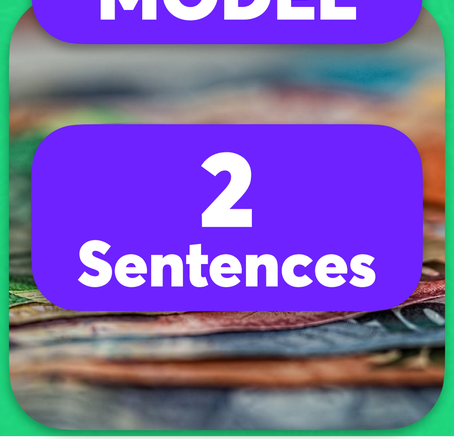
3 Sentences

TRACTION/ VALIDATION



4 Sentences

BUSINESS MODEL



2 Sentences

THE TEAM



6 Sentences

WHY YOU?



3 Sentences

THE ASK



2 Sentences



Innoenergy 4 Minute Pitch Framework

= 560-600 Words/33-36 (*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 emphasis. 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, or does it take longer? Is the Introduction a simple, 'This is who we are, this is what we do?' or will you immediately dive into the Pain? And do you have a story about your personal motivation? Remember that the order of the pitch below is a suggestion - you can change it if you wish - and always bear in mind that you need to hook them on the value of what you do, 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

What impact do you make on Society and the environment?

THE PROOF

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

BUSINESS MODEL

What's the mechanism to turn your impact into money, and return on investment?

THE TEAM

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

WHY YOU?

What's you personal motivation for doing this? Why did you choose this problem to solve?

THE ASK

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

Closing:

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

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4 MINUTE PITCH FRAMEWORK

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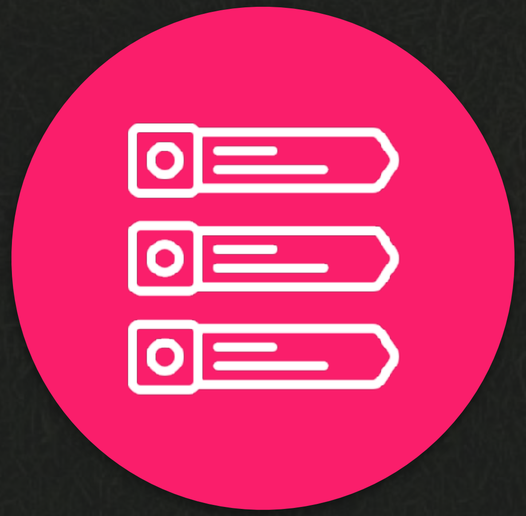


Content for your 4-Minute TBB Pitch



Leveling Up your Pitch

Making your story

FOCUSED & MEMORABLE

The Power of THREE



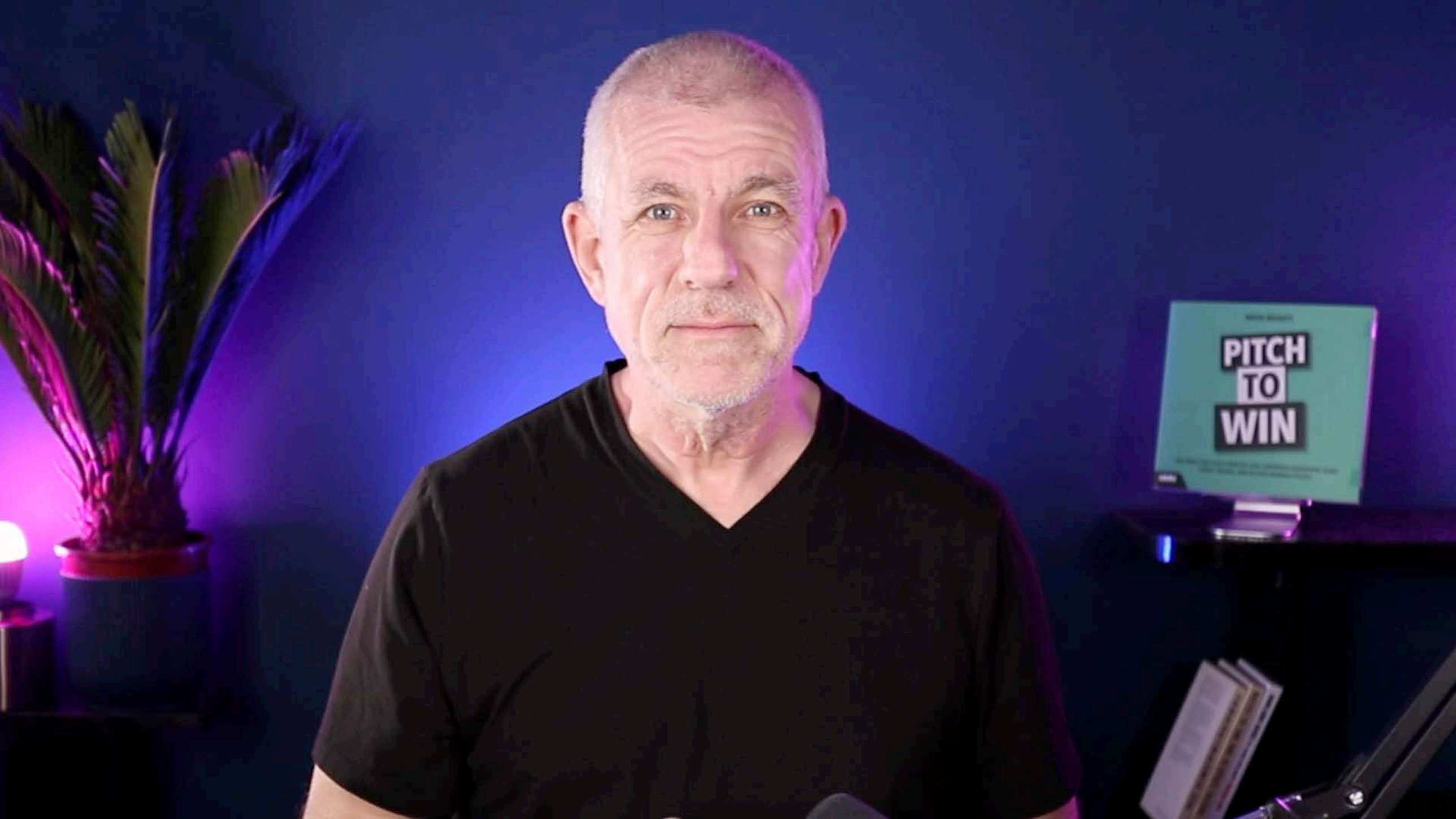
What happens if I say…

“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)



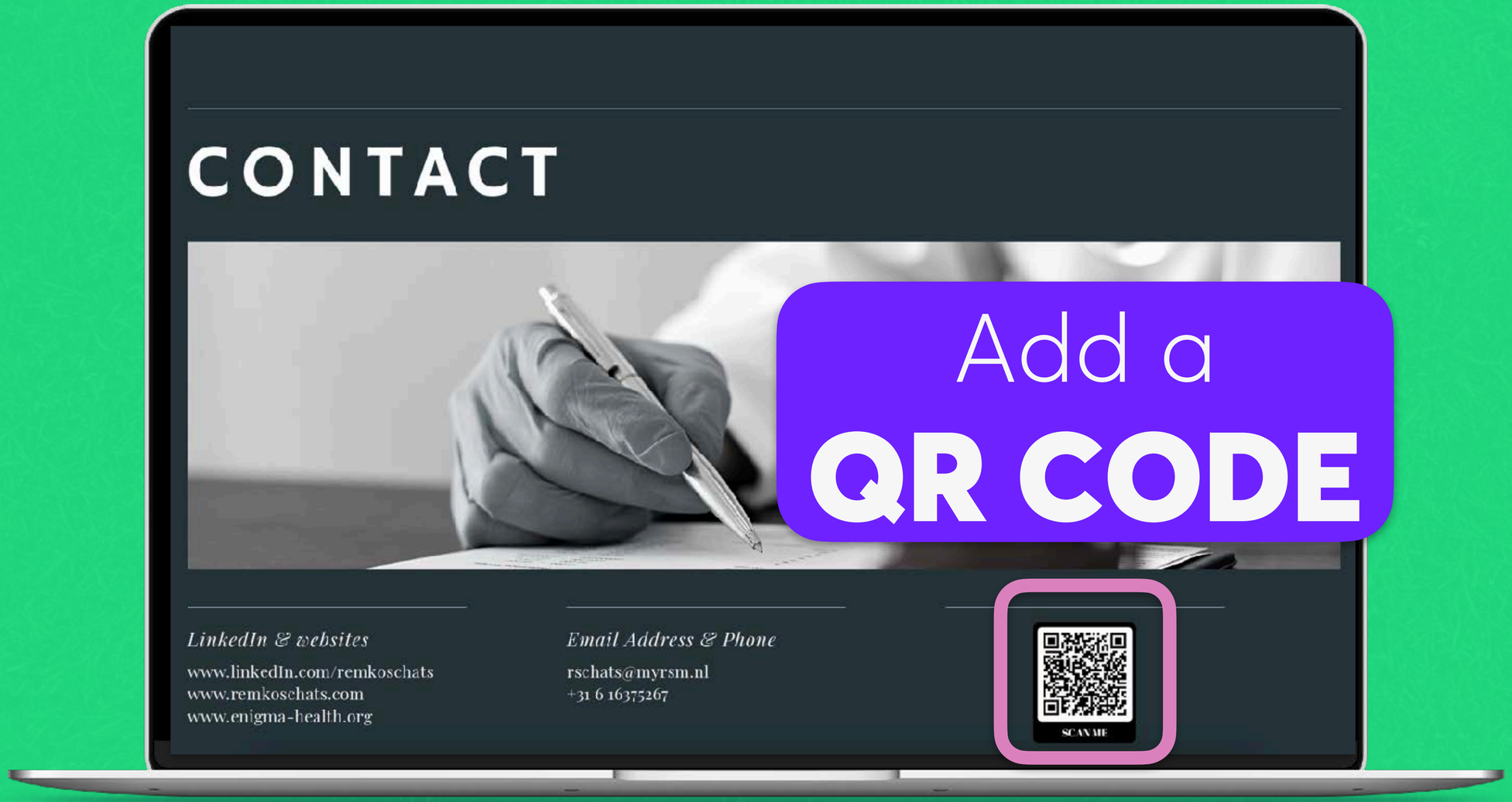
What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!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www.enigma-health.org
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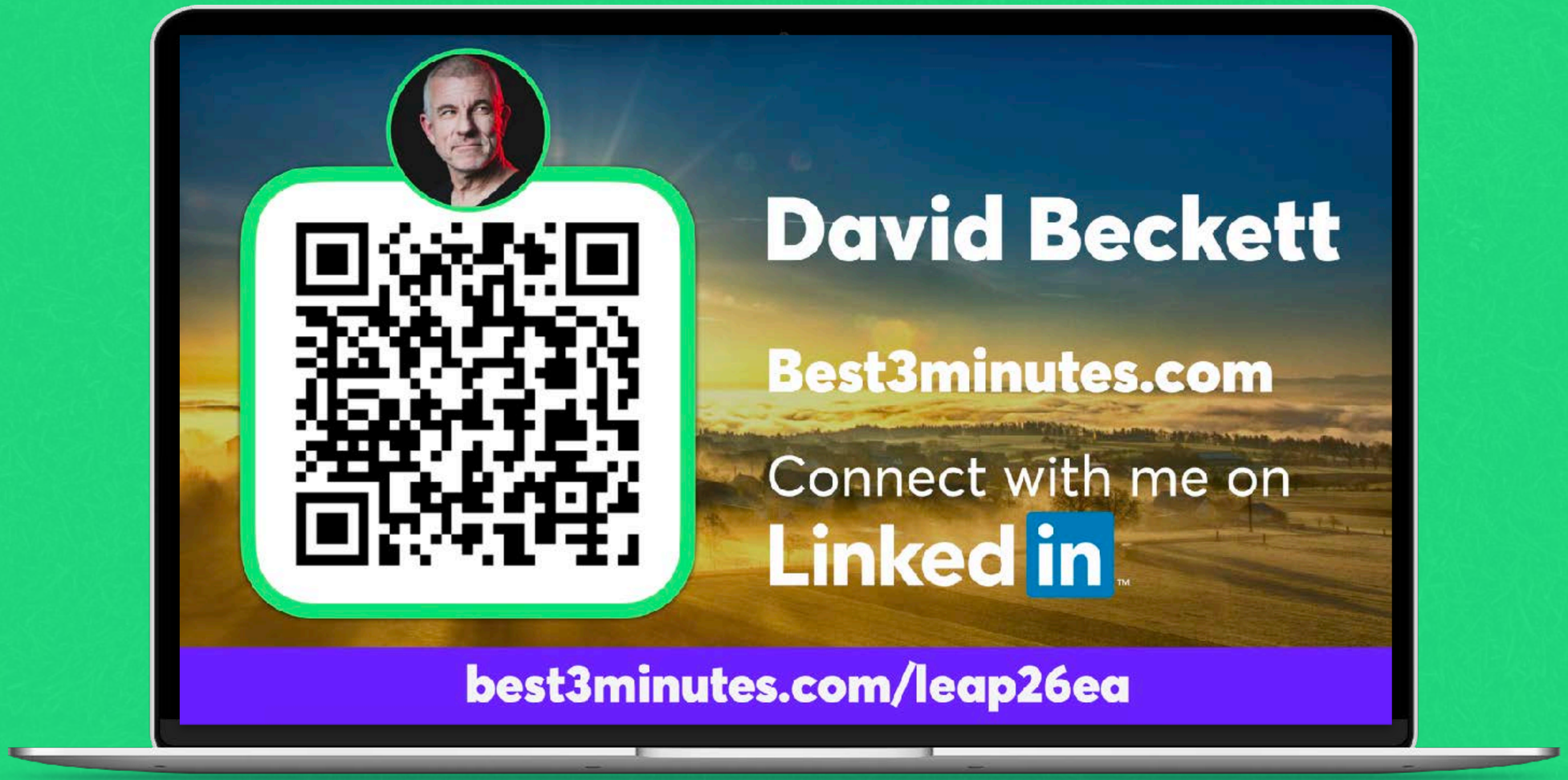
+31 6 16375267
SCAN ME


David Beckett
Best3minutes.com
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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
Canon


QUESTIONS?
Feel free to
STAY ON THE CALL AT THE END

Pitch tools and
RESOURCES







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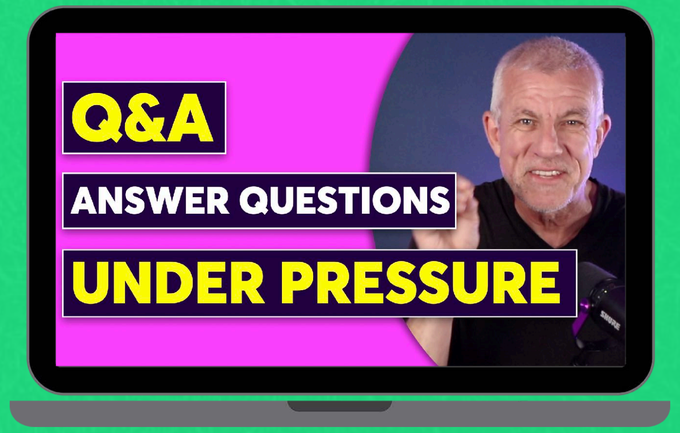
You will receive

SLIDES AND MANY MATERIALS









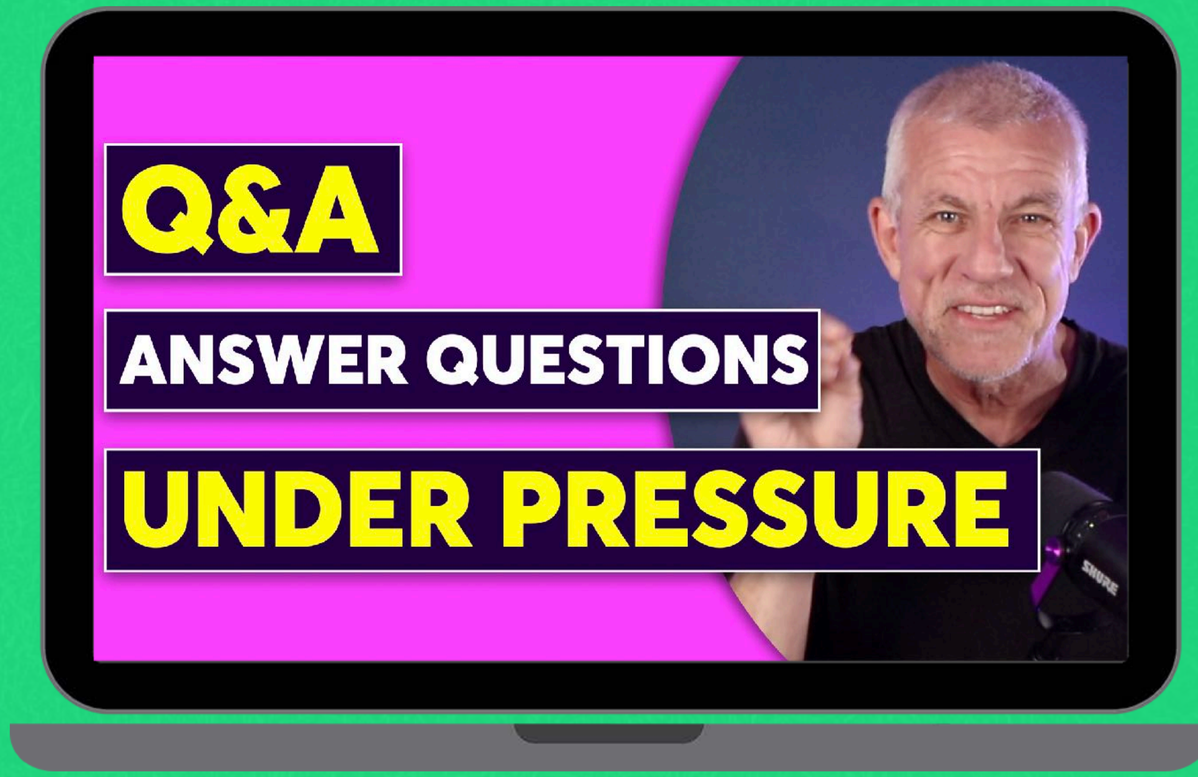








Podcast



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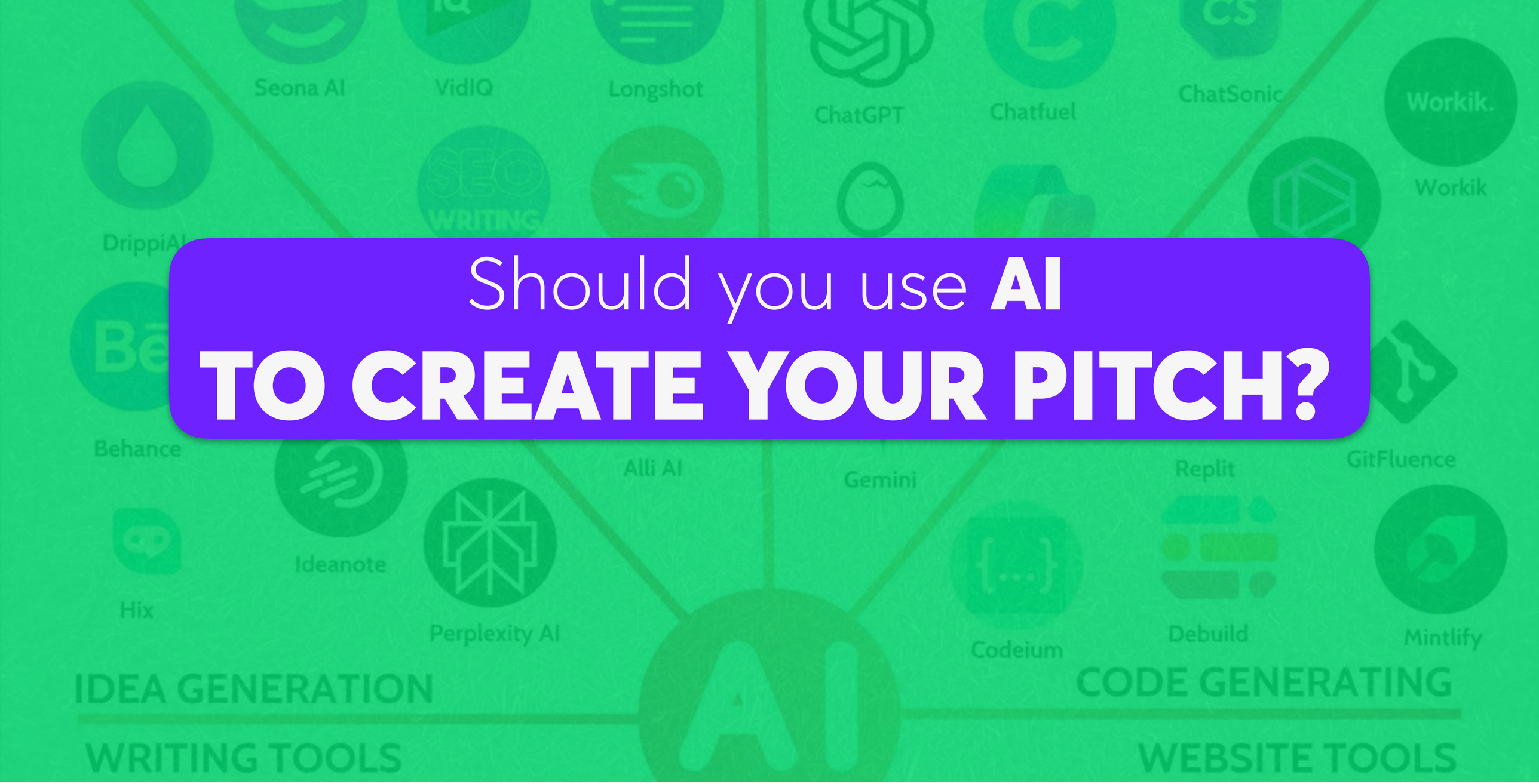


Should you use **AI** TO CREATE YOUR PITCH?


Let's do some
THINKING FIRST

8-19-2026 | TECH

Why founders should never use AI-generated pitch decks

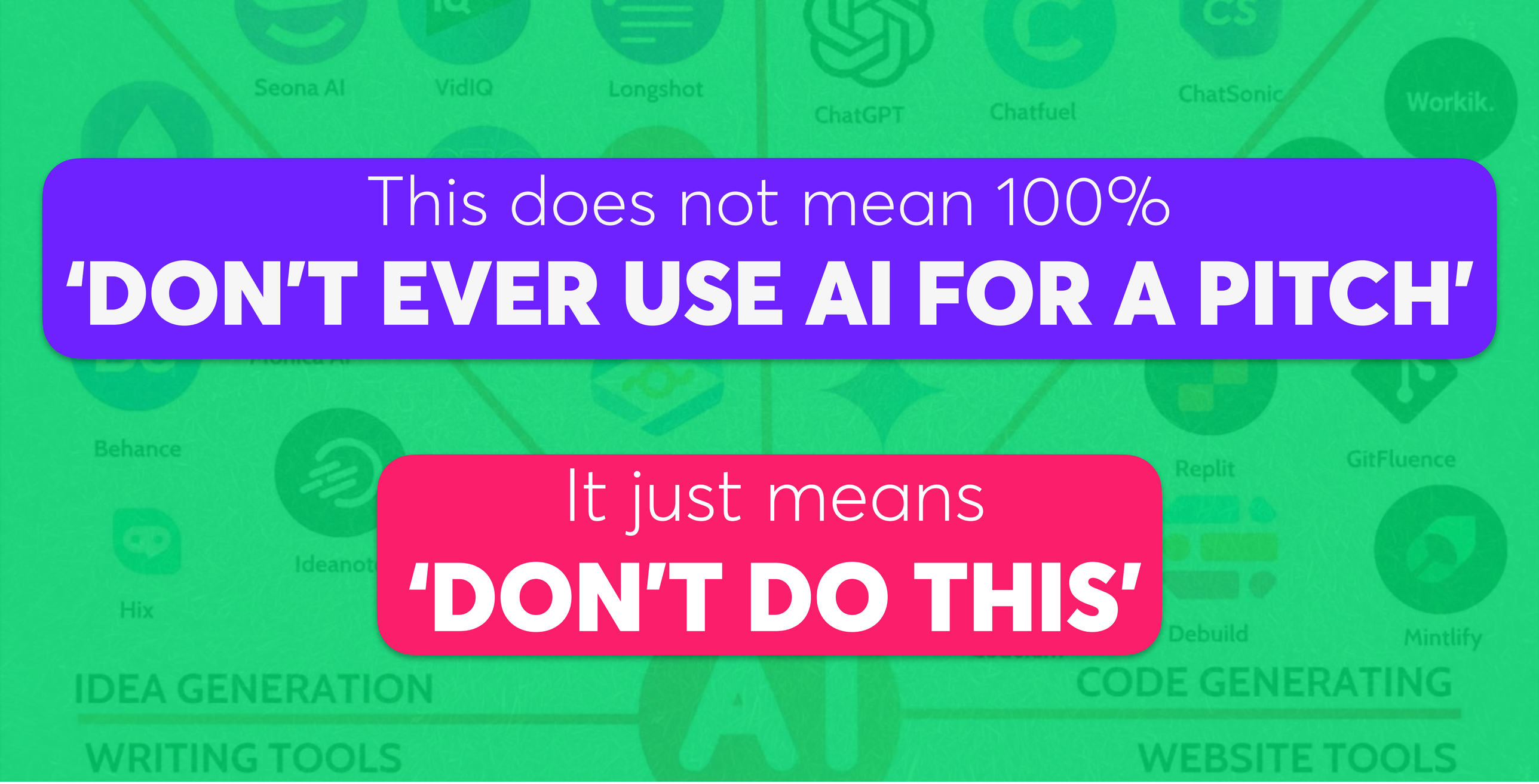
Gentle advice from a VC who's seen way too many of them.

SHARE ADD ON GOOGLE

FAST COMPANY



Read this article written by an INVESTOR



This does not mean 100%

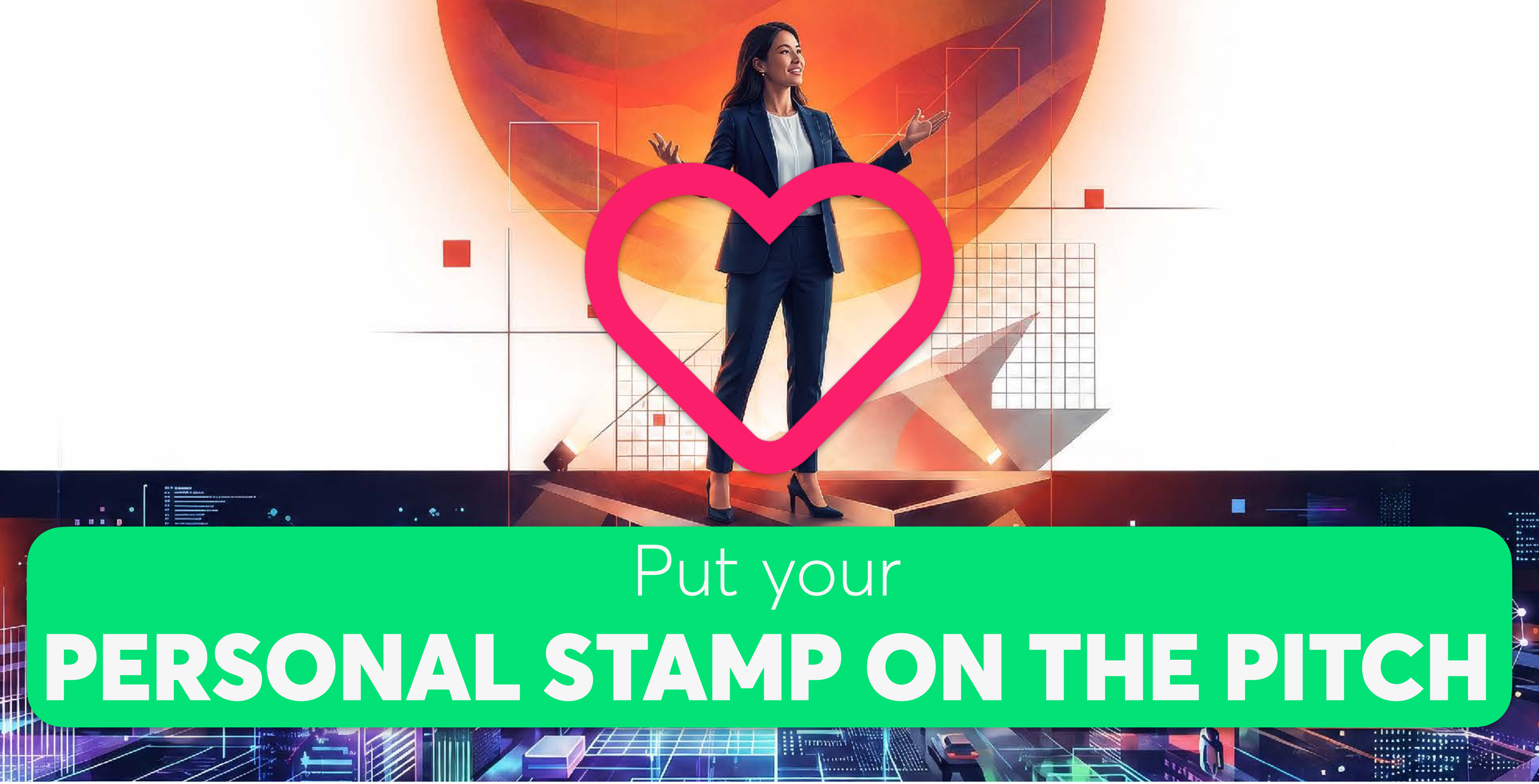
'DON'T EVER USE AI FOR A PITCH'

It just means

'DON'T DO THIS'



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



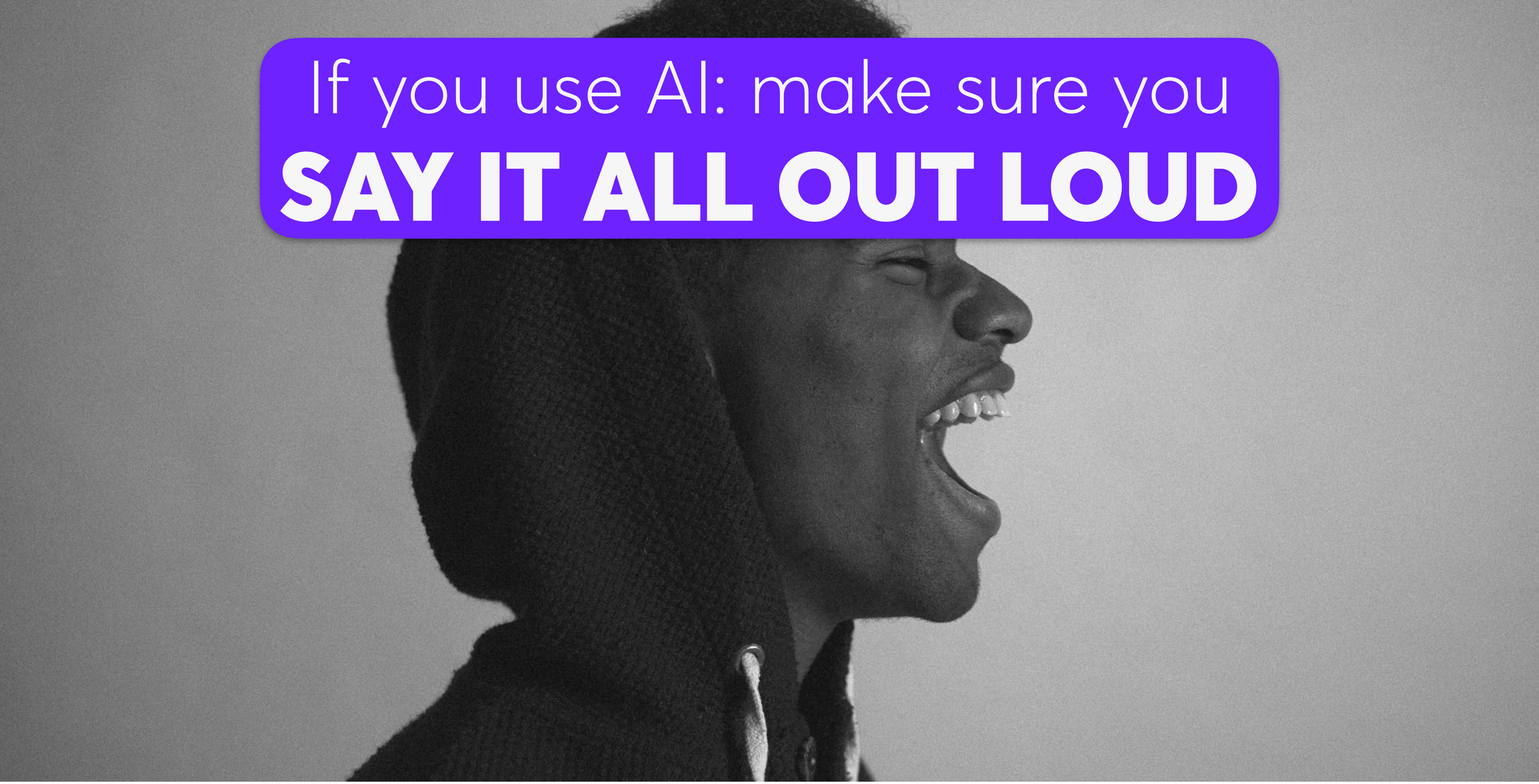
Put your

PERSONAL STAMP ON THE PITCH



WHY YOU?

This is
YOUR
Unique Story!


If you use AI: make sure you
SAY IT ALL OUT LOUD

If you use AI: make sure you

SAY IT ALL 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!**

RECOMMENDED WAYS TO TO USE AI TO CREATE YOUR PITCH

DON'T: Just ask AI to write the **complete** script

DON'T: **Outsource** your **thinking** to AI

DON'T: ask AI to **create** your **whole** deck

You won't be able to **answer questions** about the business

You won't sound **natural**

After some of your own thinking...

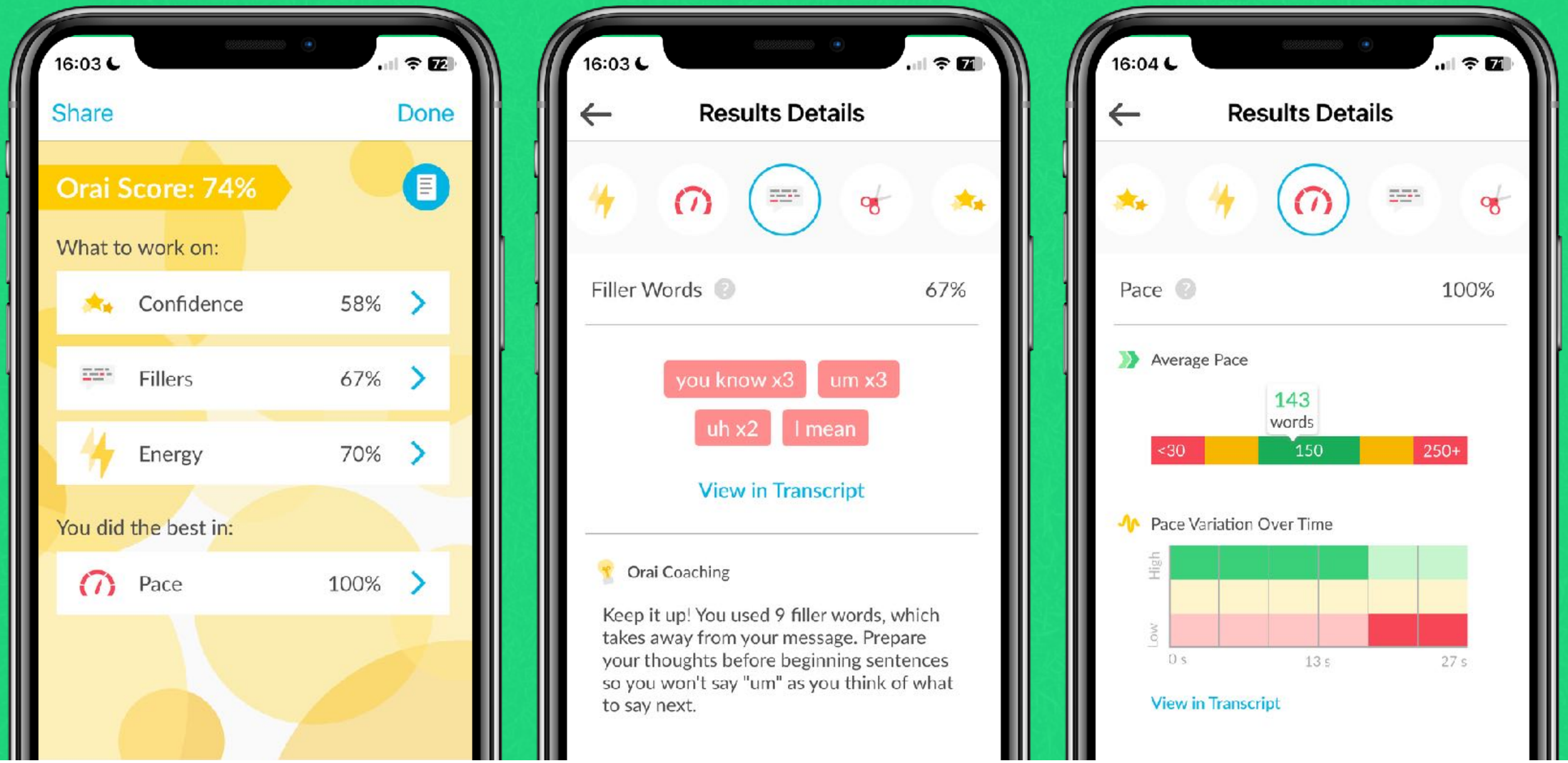
Ask AI to **reduce** a part of your story to a **certain number** of sentences

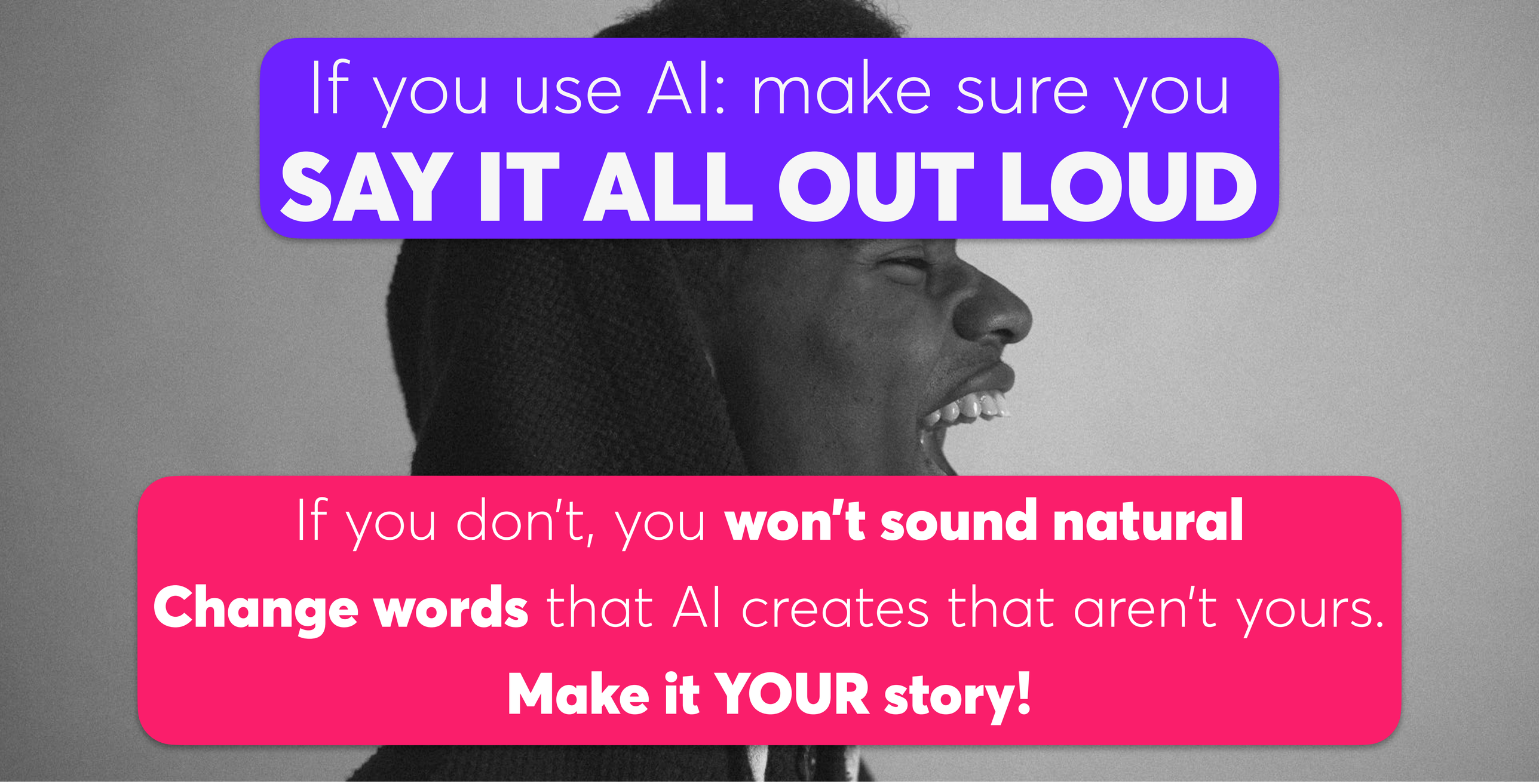
Create images for your slides

Use support tools like **Co-Pilot**

Use an app like **ORAI** to get feedback on the way you deliver it

A great tool - ORAI APP





If you use AI: make sure you

SAY IT ALL OUT LOUD

If you don't, you **won't sound natural**

Change words that AI creates that aren't yours.

Make it YOUR story!


KEEP
CALM
AND
PITCH

Manage your
PITCHING NERVES



1. Learn the first

60 SECONDS

2. Amy Cuddy TEDx

WONDERWOMAN





Check her TED talk at **TED.com** (just search for **Amy Cuddy**)

3. Just...

BREATHE