

Pitch Coach
Creator of The Pitch Canvas©
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best3minutes.com

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 #1299


We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



The Listener




12%
76%







LONG STORY

SHORT

Let's see where startups fail in the **INVESTMENT MARATHON**

12K

Cold Pitches/year



1K

First Meetings/year



80

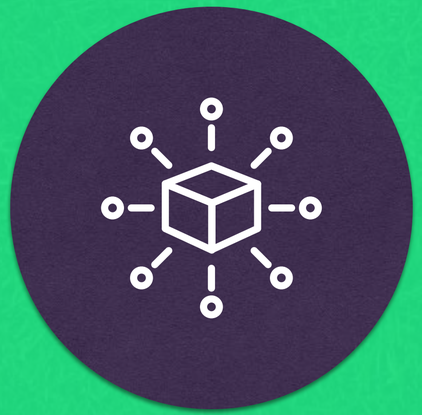
Second Meetings/year



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...**

"I put the pitcher into one of 3 MENTAL BUCKETS..."



INTERESTING!

Tell me more!



MAYBE...

Let's see...



NO!

Let's check email

You can fix what goes wrong in

THE FIRST 2 MINUTES



Give them your BEST STUFF:

the things THEY really care about

Tell them the things

INVESTORS WANT TO KNOW



Huge Unsolved Pain



Decent, Unique 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**

Ask the magic question… 🪄

What would you like to know more about?


One more thing...



Last week: 100 startups in **SAUDI ARABIA**

What's the **HUMAN STORY?**



Huge Unsolved Pain



Decent Product



Progress & Traction



Amazing Team



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