

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




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



ACTION STEP

Pitch yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



ACTION STEP

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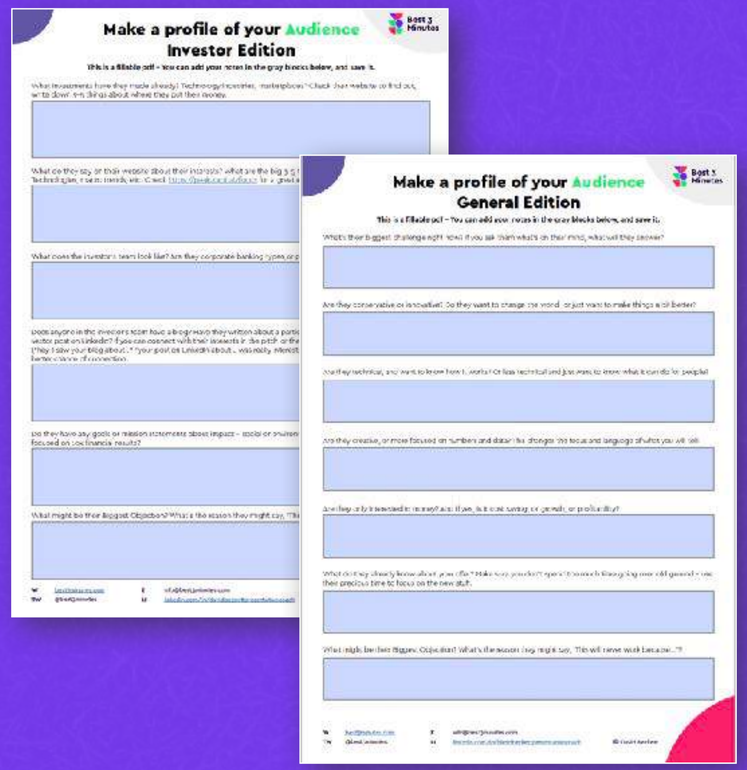
LET'S DO IT!



Who are we pitching to?

Why are we pitching?

What should we pitch?



Make a profile of your Audience



Establish your Objective

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What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



What Goes Wrong in Meetings with Customers (and How to Fix it)



How to Level Up Your Pitch


TOOLS

The most frequent pitch
YOU WILL EVER MAKE




2




25 Seconds - 4 sentences
THE HANDSHAKE PITCH
The Question...
"WHAT DO YOU DO?"




25 Seconds - 4 sentences
THE HANDSHAKE PITCH
The Question...
"WHAT DO YOU DO?"


The Question...
"WHAT DO YOU
"
"WHAT DO YOU SOLVE?"

The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They understand **EVERYTHING...?**

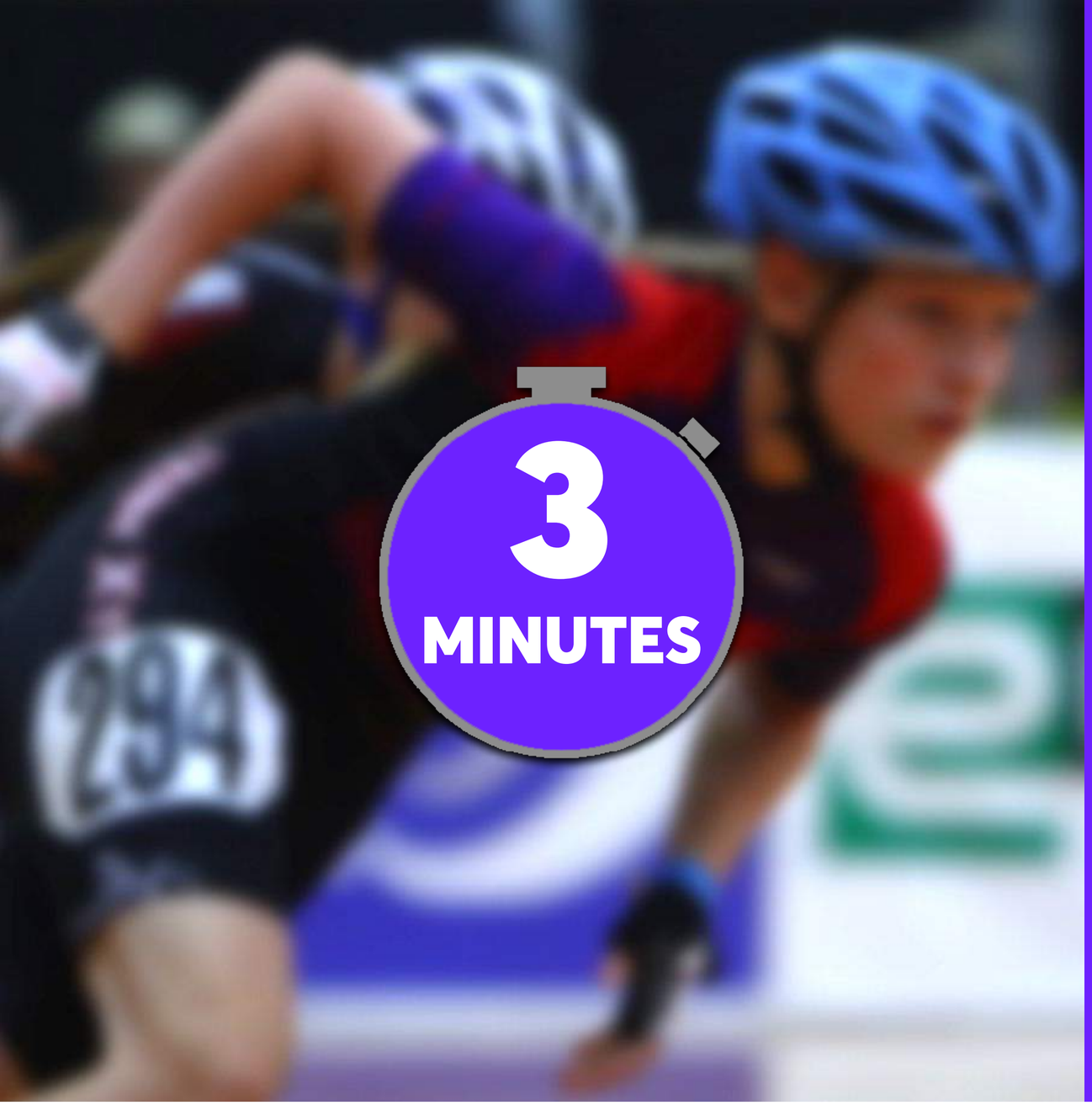
The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They ask **Questions**



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

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ACTION STEP

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25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

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

How to talk about
CUSTOMER PAINS

"What they are struggling with is…"

"They are losing money
every day because…"

"What's driving them crazy is…"

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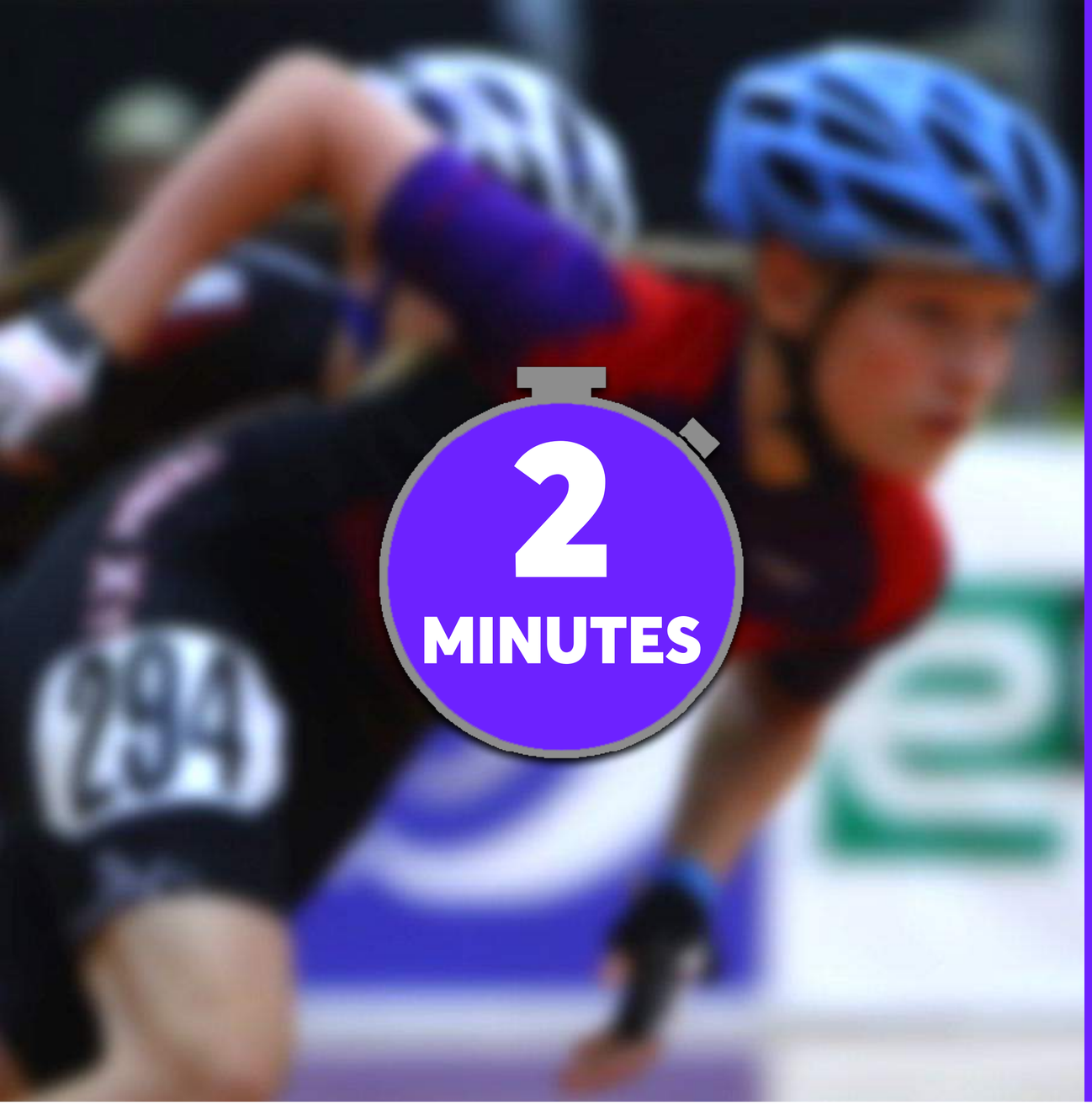
How to talk about
CUSTOMER PAINS

"They're increasingly frustrated because..."

"The future is scary because..."

"They can't adjust because
they lack the skills and knowledge..."

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ACTION STEP

***Improve* your Handshake Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



ACTION STEP

***Improve* your Handshake Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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

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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**

ACTION STEP

Test your Handshake Pitch:

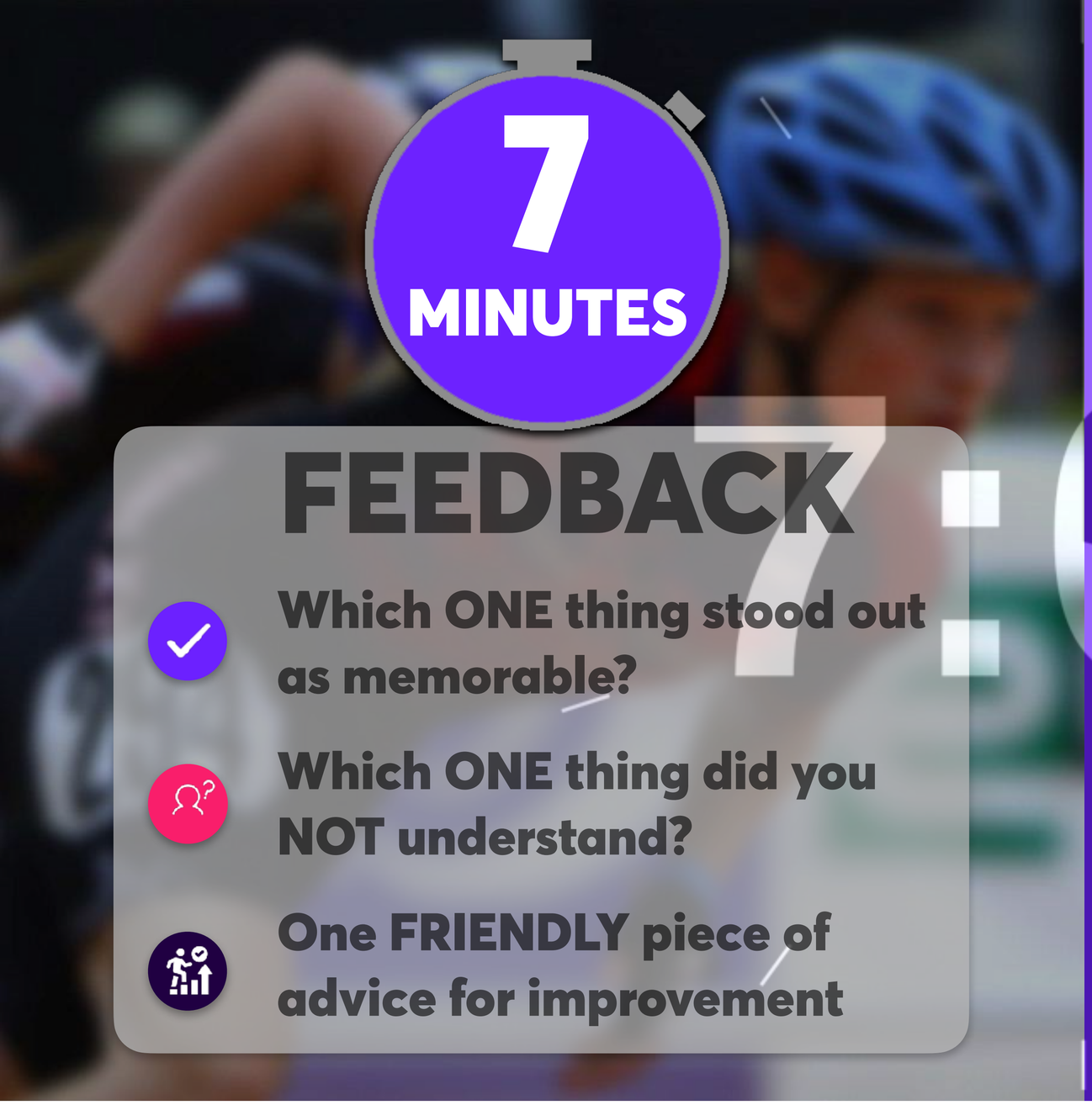
25 seconds, 4 sentences

What do **you** do?

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ACTION STEP

***Test* your Handshake Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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


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


TOOLS

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to



ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



What Goes Wrong in Meetings with Customers (and How to Fix it)

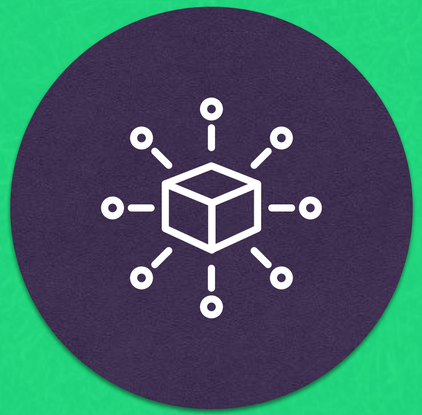


How to Level Up Your Pitch

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 startup 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
CUSTOMERS WANT TO KNOW



You understand
their **Pain**



Your **Unique**
Product delivers
Specific Results



Track Record & Proof
Customer Success
& Results

Tell them the things

CUSTOMERS WANT TO KNOW







And tell them **QUICK!**

You understand their Pain

Unique Product Delivers Specific Results

Track Record; Proof; Customer Success/ Results


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**	**3-4 Mins**

Ask the magic question… 🪄

What would you like to know more about?

What we'll cover **TODAY**



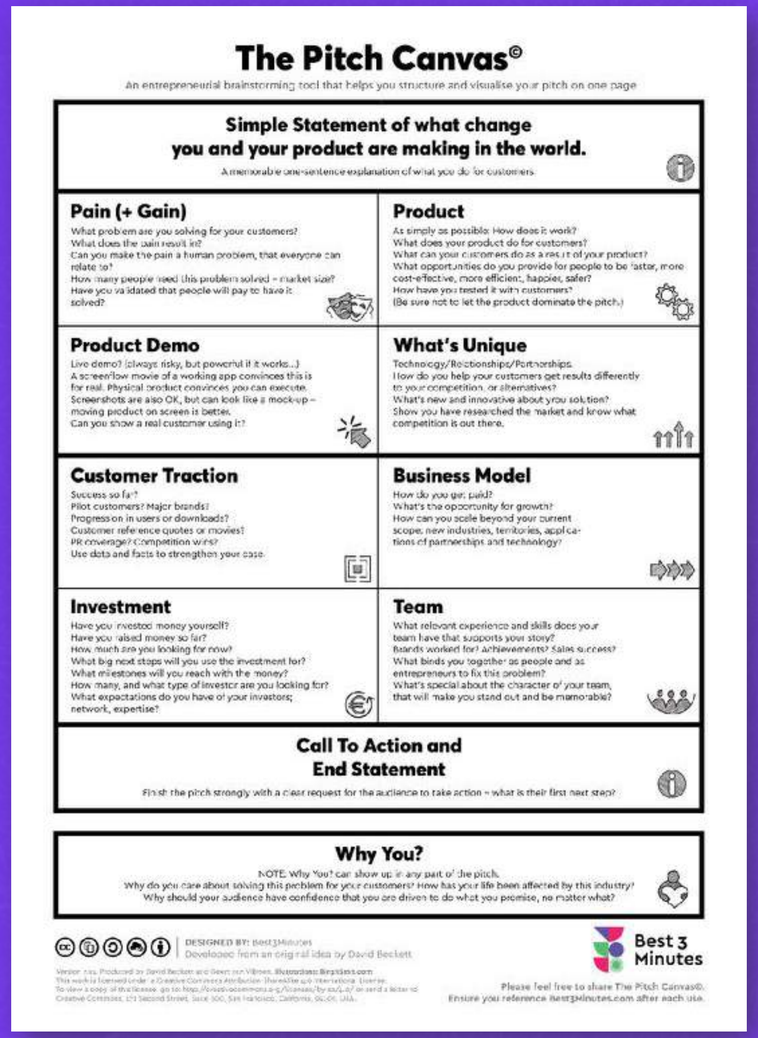
The Most Frequent Pitch You Ever Make



What Goes Wrong in Meetings with Customers (and How to Fix it)



How to Level Up Your Pitch



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?
Boards 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

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Ensure you reference best3minutes.com after each use.

THE PITCH CANVAS©

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THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE PROOF



THE TEAM



WHY YOU?



THE ASK





PAIN

What is the **problem** you solve?

What's happening **without** your solution?

The **Why** of the product



PAIN

What's the
Human Result
of the problem
you're solving?



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 Zagreb, Sydney & Tokyo it takes over **300Million** drivers over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



For impact focused startups

Co2 emissions?

Kilos of plastic?

Damage to environment?

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

Be specific
PUT A NUMBER ON IT

"It wastes a lot of hours"

"There is too much energy inefficiency "

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

"**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

How to highlight pains **TO CUSTOMERS**

"Mr Customer:

YOU'VE got a **PROBLEM**!"

How to highlight pains TO CUSTOMERS

"The companies we talk to **in this industry** are **struggling** with…

It's **costing** them X time/money/lost customers/wasted…

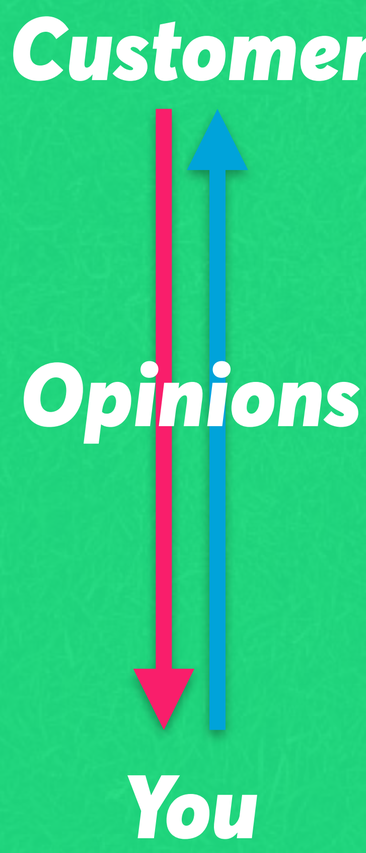
We're **helping** them by **doing**…

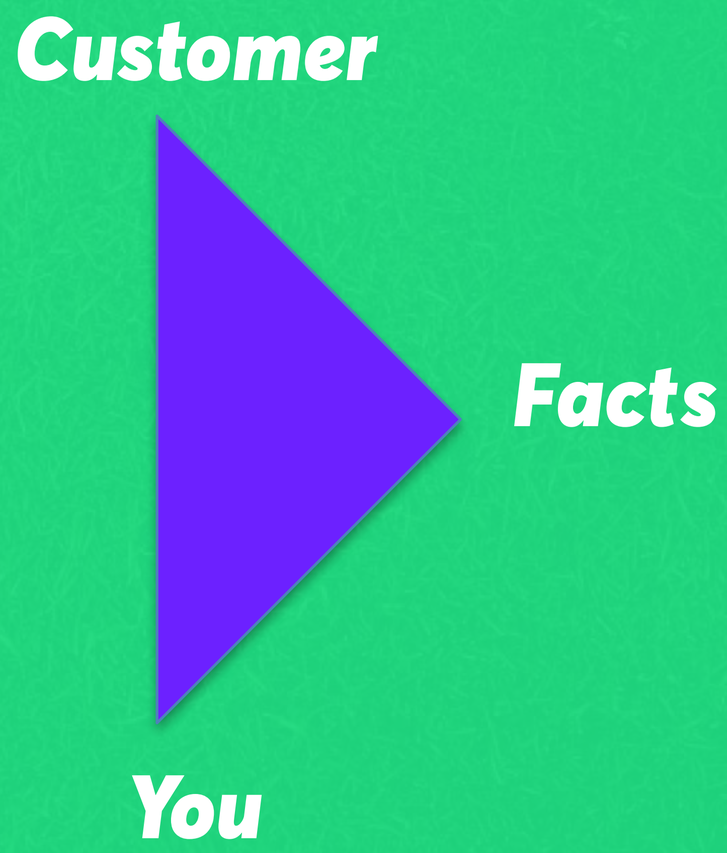
The **results** they are getting are…

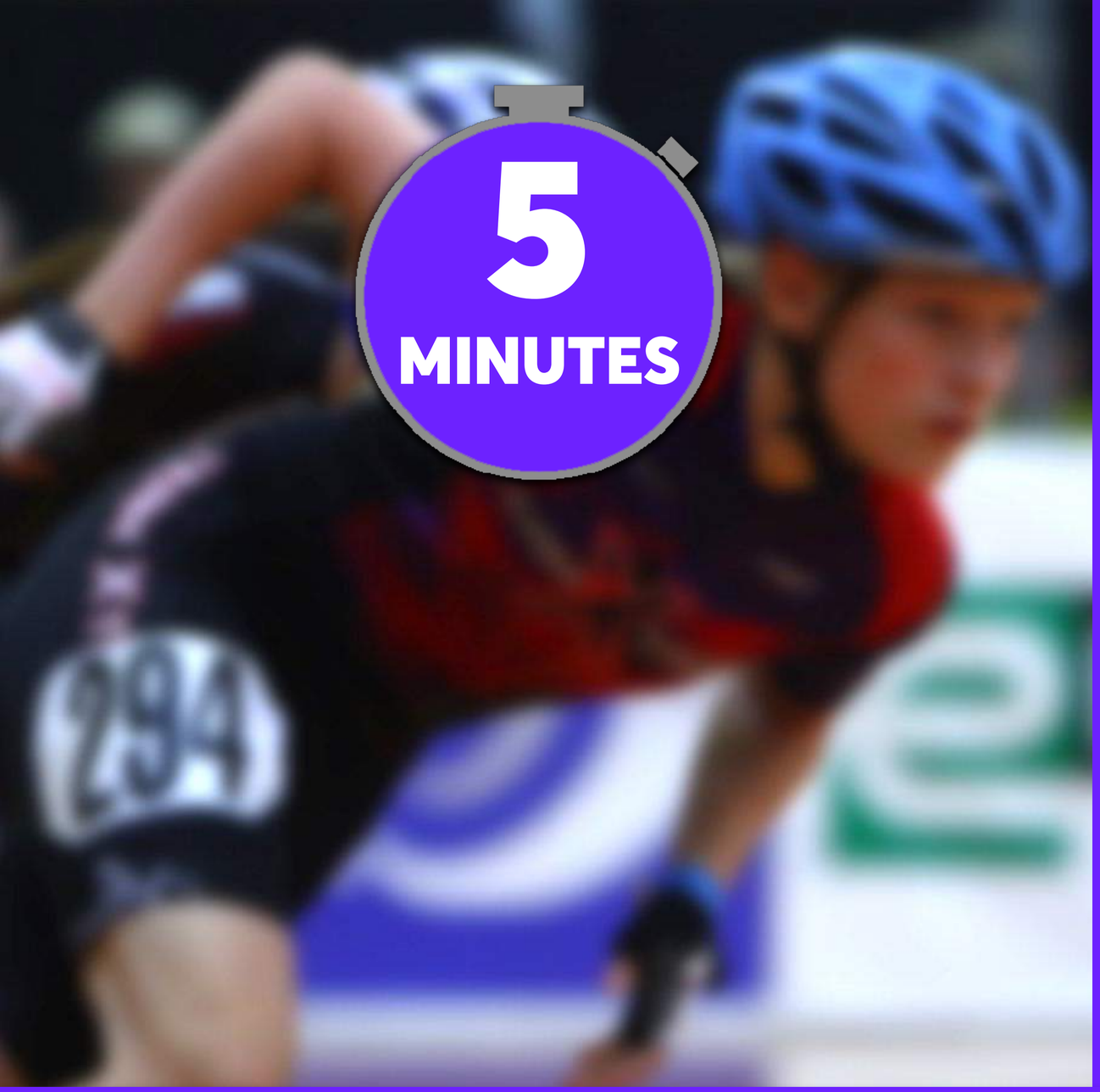
They're **saving** 30% of time/cutting waste by 20%/…"

Create a triangle

YOU BOTH OBSERVE THE FACTS







ACTION STEP

Create a 30-40 second pitch
about **only** the **Pain**

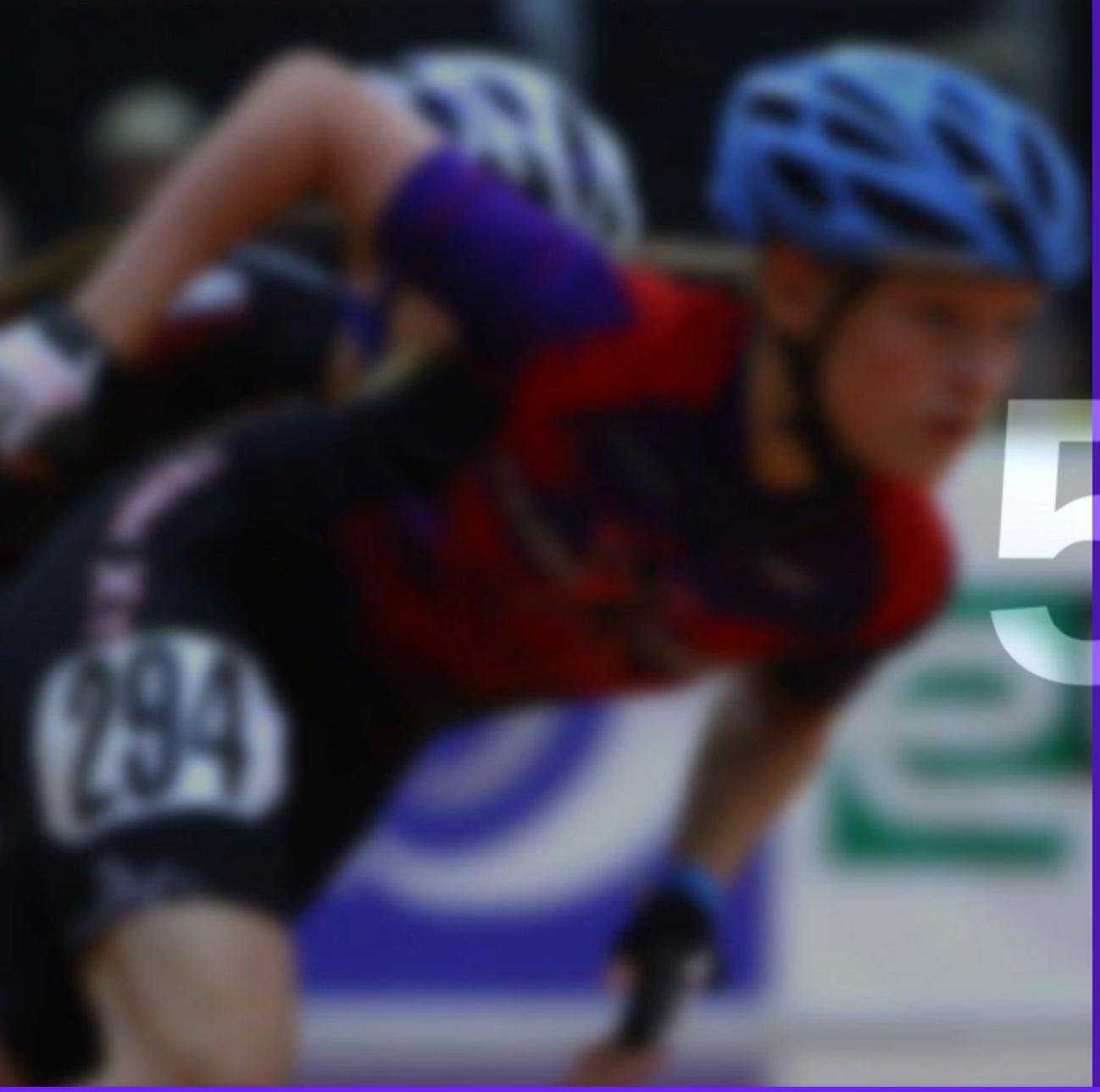
30-40 seconds
= **5-6 sentences**

Who are the **customers**?

What **problems**
do they face today?

How much time, money, frustration,
waste, lost opportunity?

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ACTION STEP

Create a 30-40 second pitch
about **only** the **Pain**

30-40 seconds
= **5-6 sentences**

Who are the **customers**?

What **problems**
do they face today?

How much time, money, frustration,
waste, lost opportunity?

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ACTION STEP

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

with one other person

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ACTION STEP

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

with one other person

best3minutes.com/zicer26


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


Take one minute
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What will you change?


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?

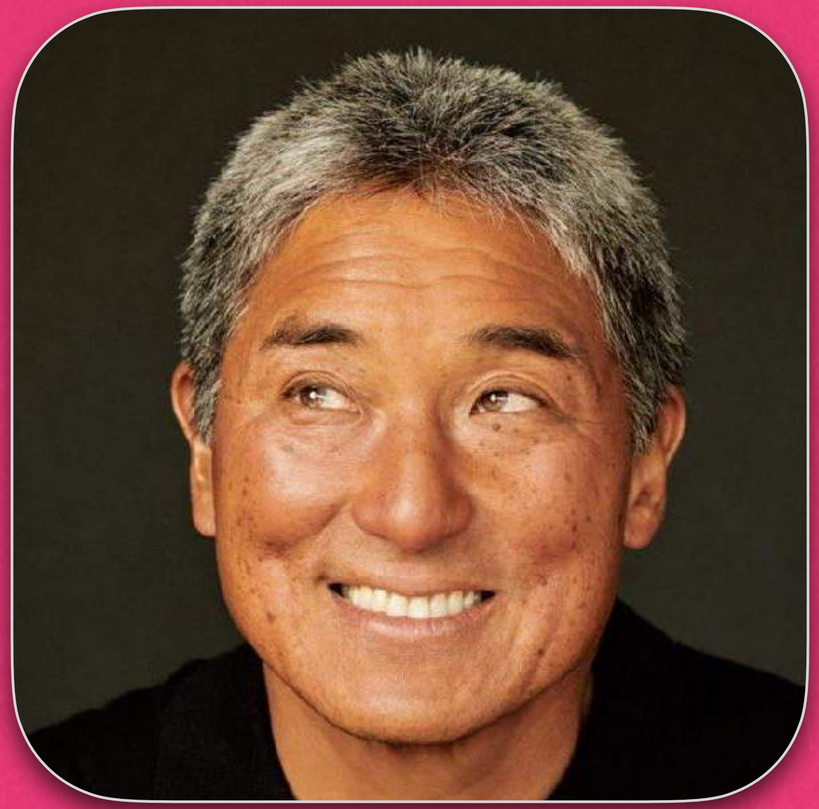


What did you not understand?

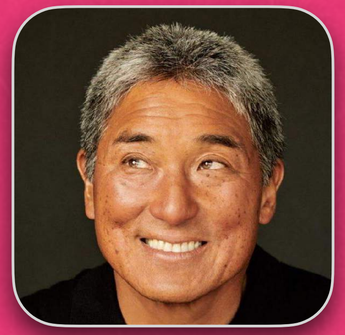


Friendly advice for improvement

How do you pitch **IN AN EMAIL?**



Guy Kawasaki



The 5-Sentence Email

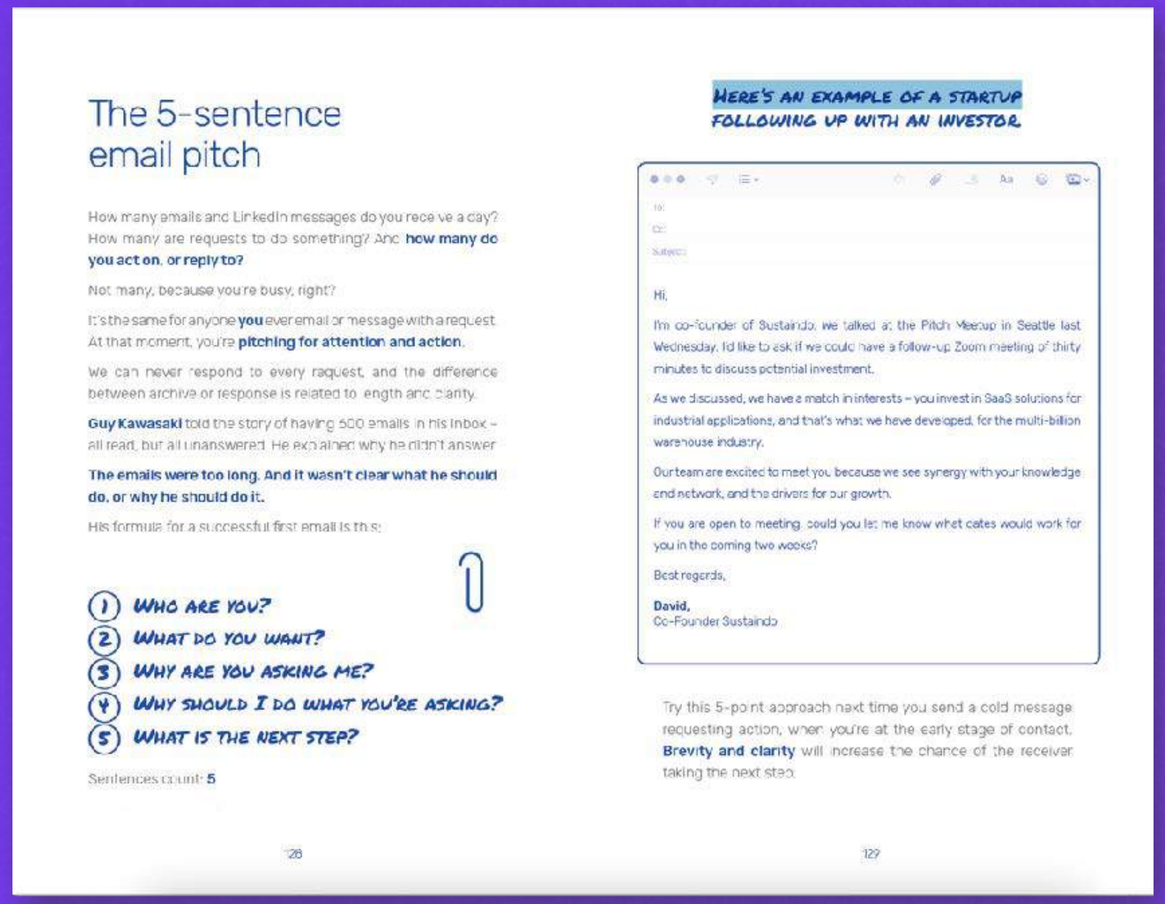
Who are you?

What do you want?

Why are you asking me?

Why should I do what you're asking?

What is the next step?



The 5-sentence email pitch

How many emails and LinkedIn messages do you receive a day? How many are requests to do something? And **how many do you act on, or reply to?**

Not many, because you're busy, right?

It's the same for anyone **you** ever email or message with a request. At that moment, you're **pitching for attention and action.**

We can never respond to every request, and the difference between archive or response is related to length and clarity.

Guy Kawasaki told the story of having 500 emails in his inbox – all read, but all unanswered. He explained why he didn't answer:

The emails were too long. And it wasn't clear what he should do, or why he should do it.

His formula for a successful first email is this:

1. WHO ARE YOU?
2. WHAT DO YOU WANT?
3. WHY ARE YOU ASKING ME?
4. WHY SHOULD I DO WHAT YOU'RE ASKING?
5. WHAT IS THE NEXT STEP?

Sentences count: **5**

HERE'S AN EXAMPLE OF A STARTUP FOLLOWING UP WITH AN INVESTOR.

To:
Cc:
Subject:

Hi,

I'm co-founder of Sustaindo, we talked at the Pitch Meetup in Seattle last Wednesday. I'd like to ask if we could have a follow-up Zoom meeting of thirty minutes to discuss potential investment.

As we discussed, we have a match in interests – you invest in SaaS solutions for industrial applications, and that's what we have developed, for the multi-billion warehouse industry.

Our team are excited to meet you, because we see synergy with your knowledge and network, and the drivers for our growth.

If you are open to meeting, could you let me know what dates would work for you in the coming two weeks?

Best regards,

David,
Co-Founder Sustaindo

Try this 5-point approach next time you send a cold message requesting action, when you're at the early stage of contact. **Brevity and clarity** will increase the chance of the receiver taking the next step.

From the book

BLUE MOON PITCH

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You have a big impact
WITH YOUR VOICE



The **No.1** Reason why
PEOPLE GET CONFUSED


Not enough **AIR** around
THE IMPORTANT POINTS

Information **flowing into** each other



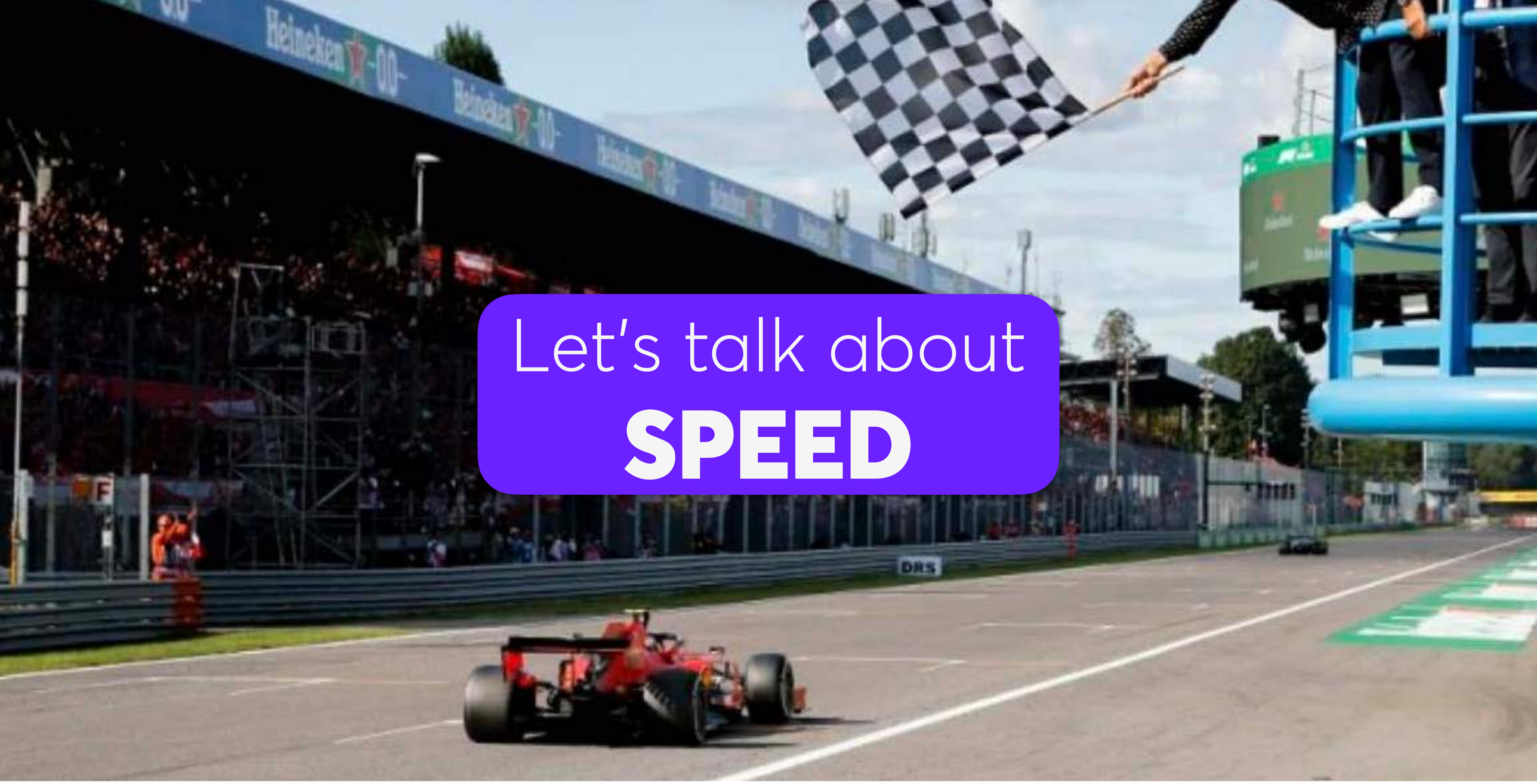
AIR in-between each **separate** piece of information




Give some **AIR** around
THE IMPORTANT POINTS

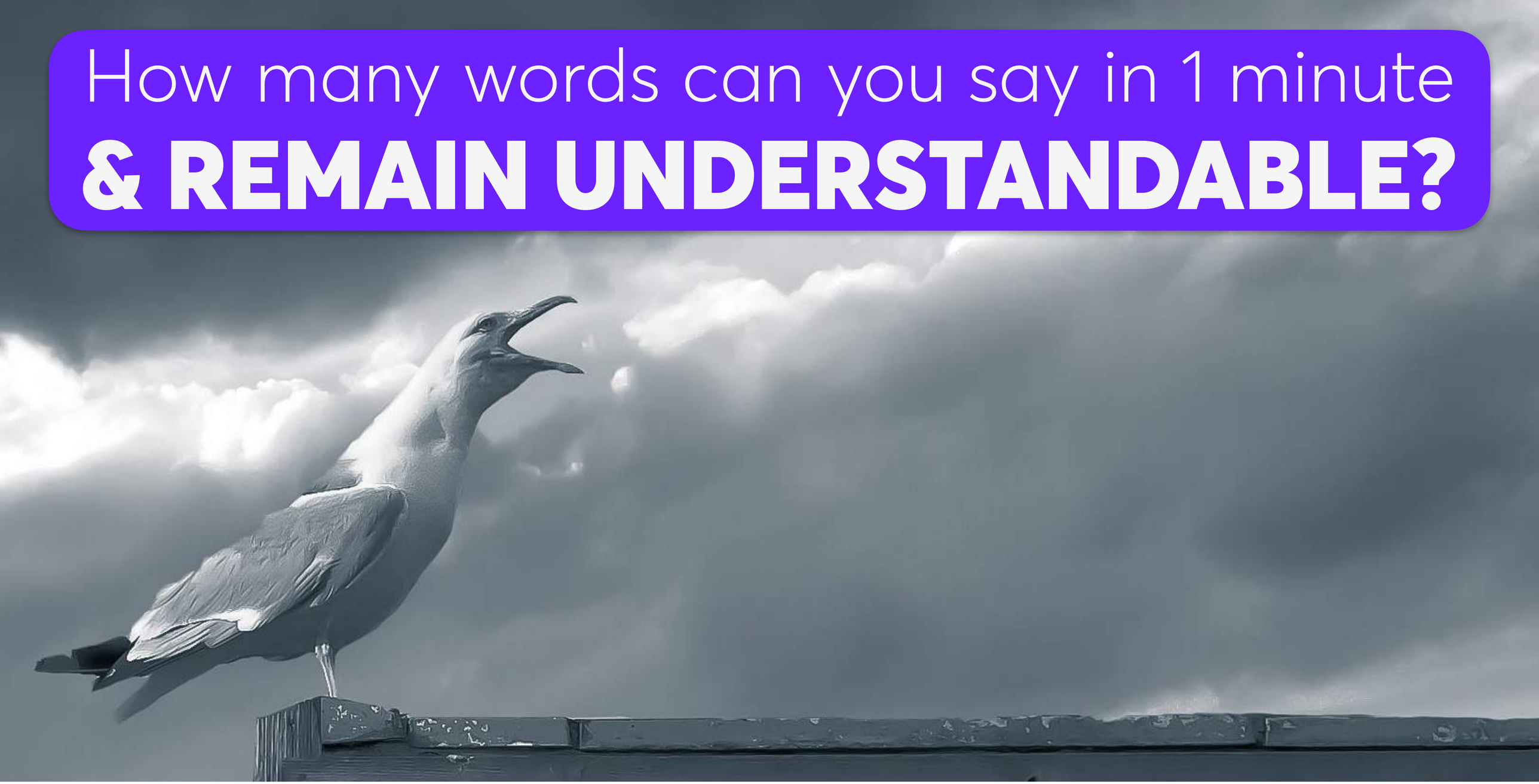


The **No.2** Reason why
PEOPLE GET CONFUSED

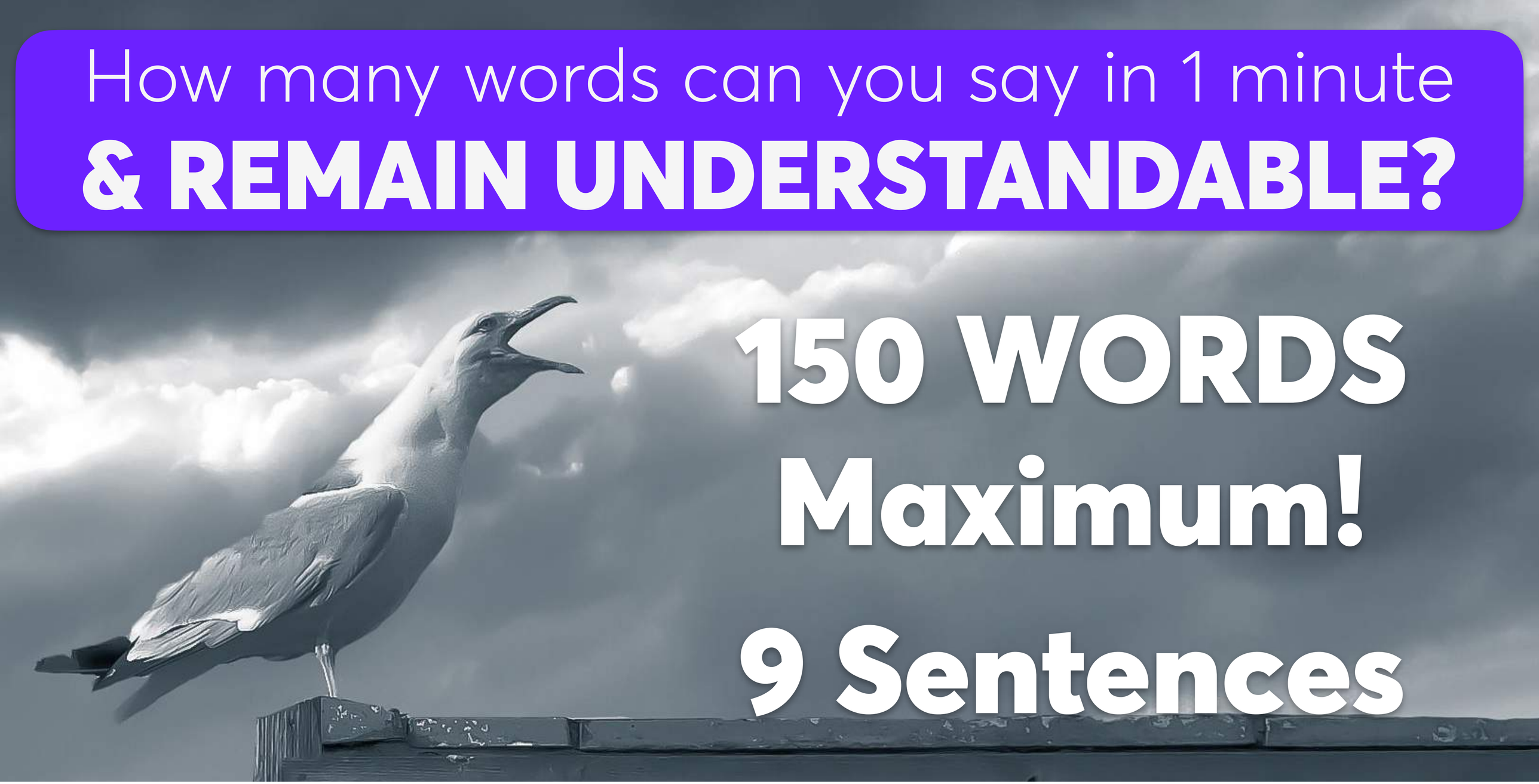


Let's talk about **SPEED**

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



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



150 WORDS Maximum!

9 Sentences


Best way to improve VOICE?
FILM YOURSELF PITCHING



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!

Pitch tools and

RESOURCES





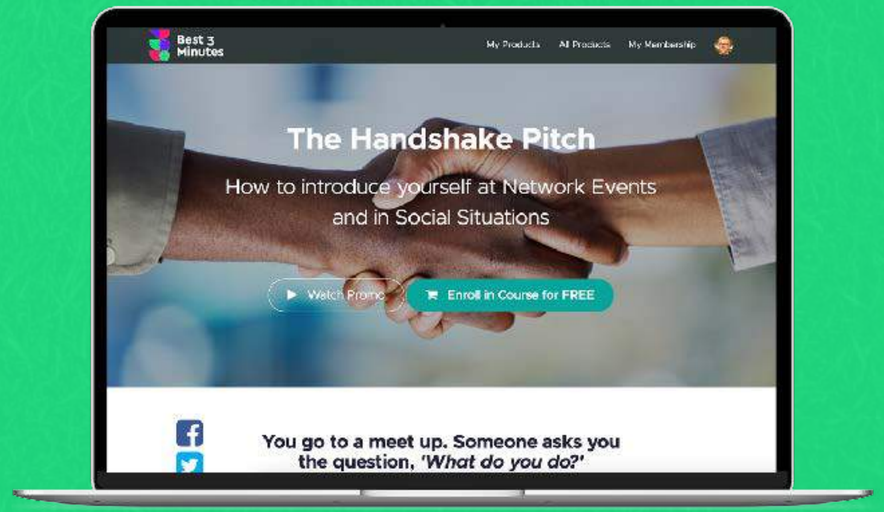


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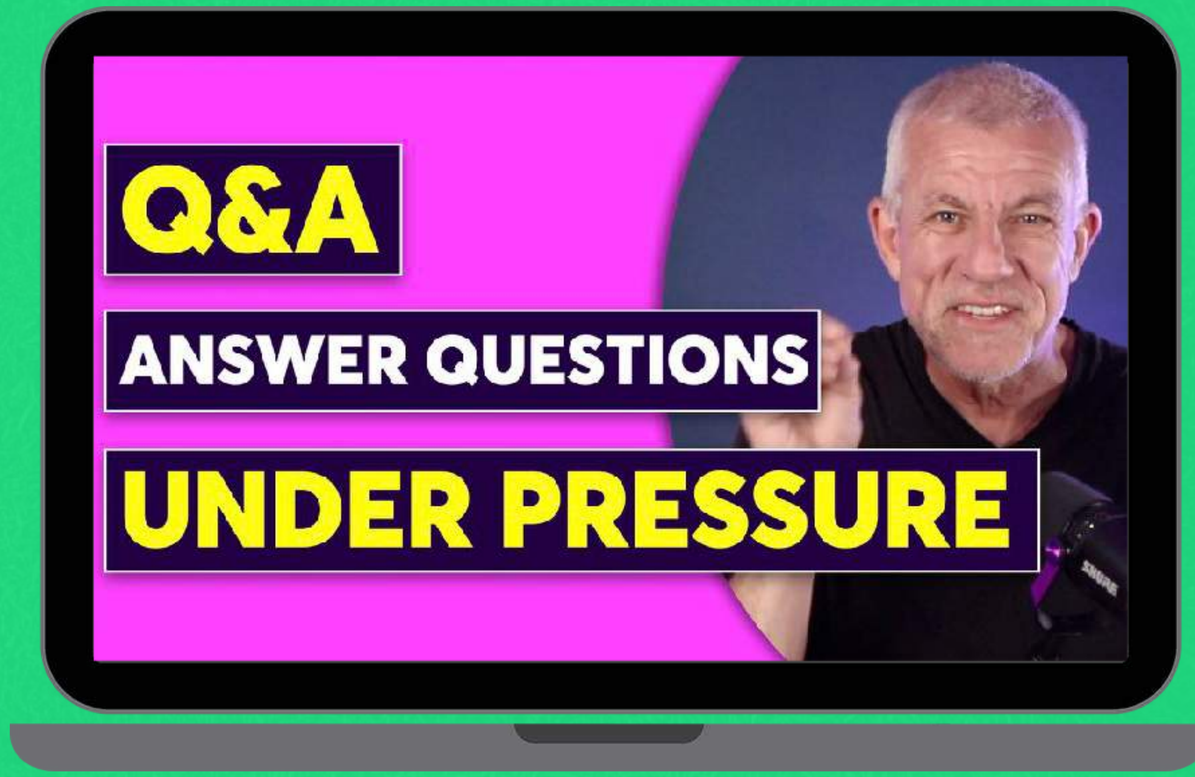








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