

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



Workshop #1306

Best 3 Minutes

best3minutes.com


We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



The Listener




12%
76%







LONG STORY

SHORT


GREAT IDEAS
NEED A VOICE



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

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!



Who are we pitching to?

Why are we pitching?

What should we pitch?


TOOLS

The most frequent pitch
YOU WILL EVER MAKE




2




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


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


"WHAT DO YOU SOLVE?"
"What is the
RESULT of WHAT YOU DO?"

The basis of
ANY GREAT PITCH



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



They understand **EVERYTHING...?**

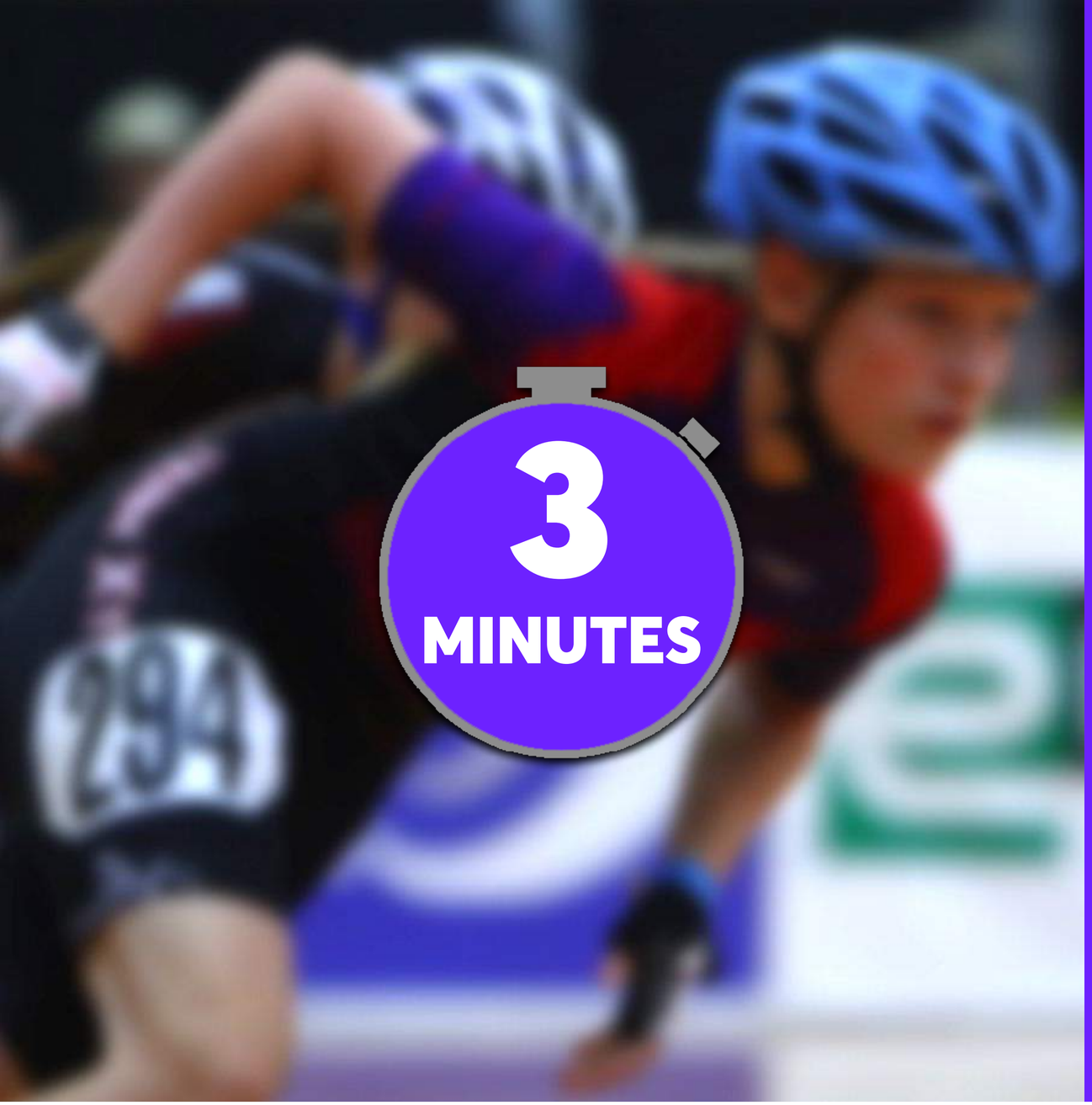
The basis of
ANY GREAT PITCH



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?

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?

How to **talk** about **CUSTOMER PAINS**

What they're **struggling** with is…

They're **losing money** every day because…

What's driving them **crazy** is…

best3minutes.com/rootcamp26

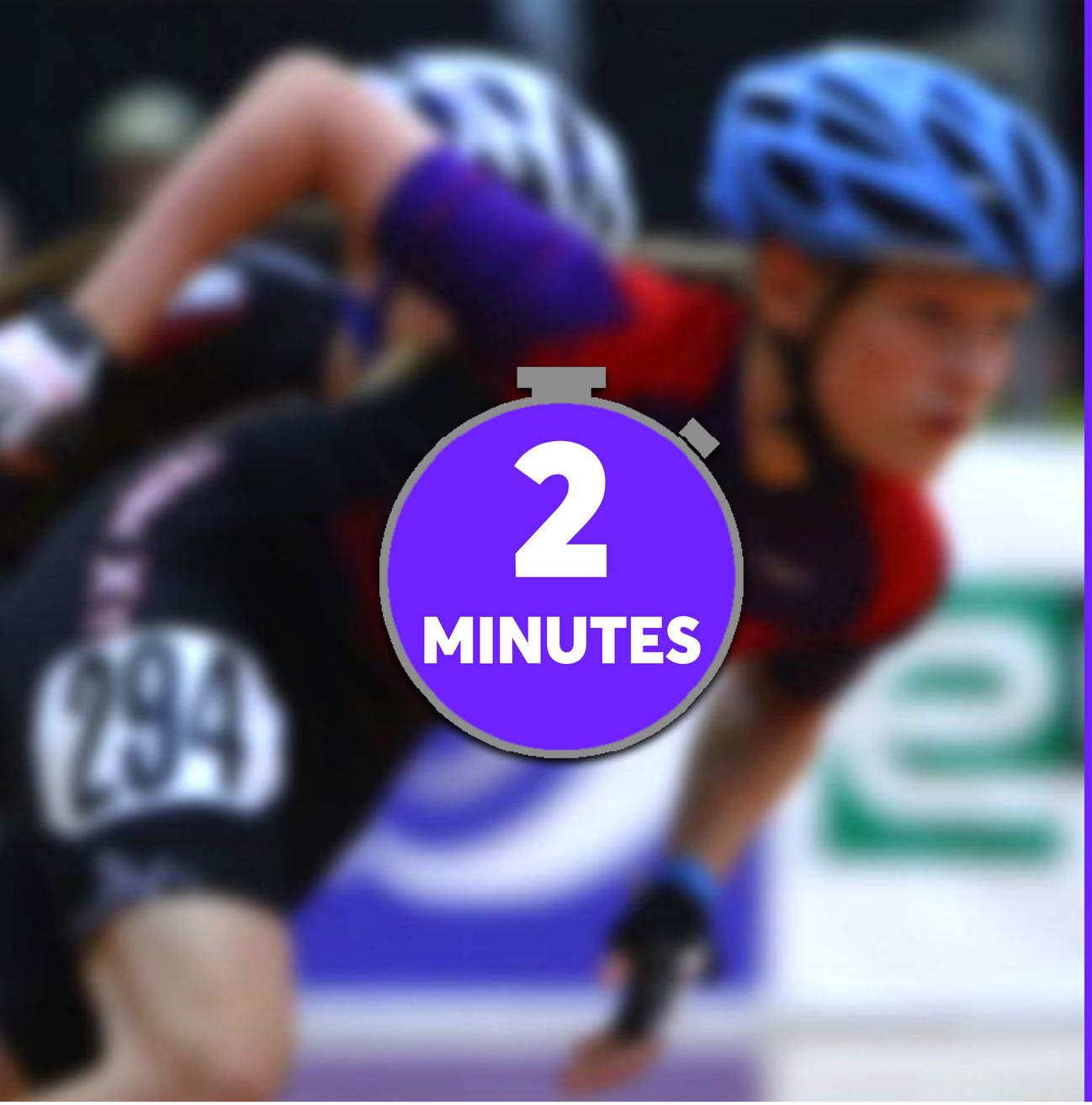
How to **talk** about **CUSTOMER PAINS**

They're increasingly **frustrated** because…

The future is **scary** because…

They **can't adjust** because they lack the skills and knowledge…

best3minutes.com/rootcamp26



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?



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:

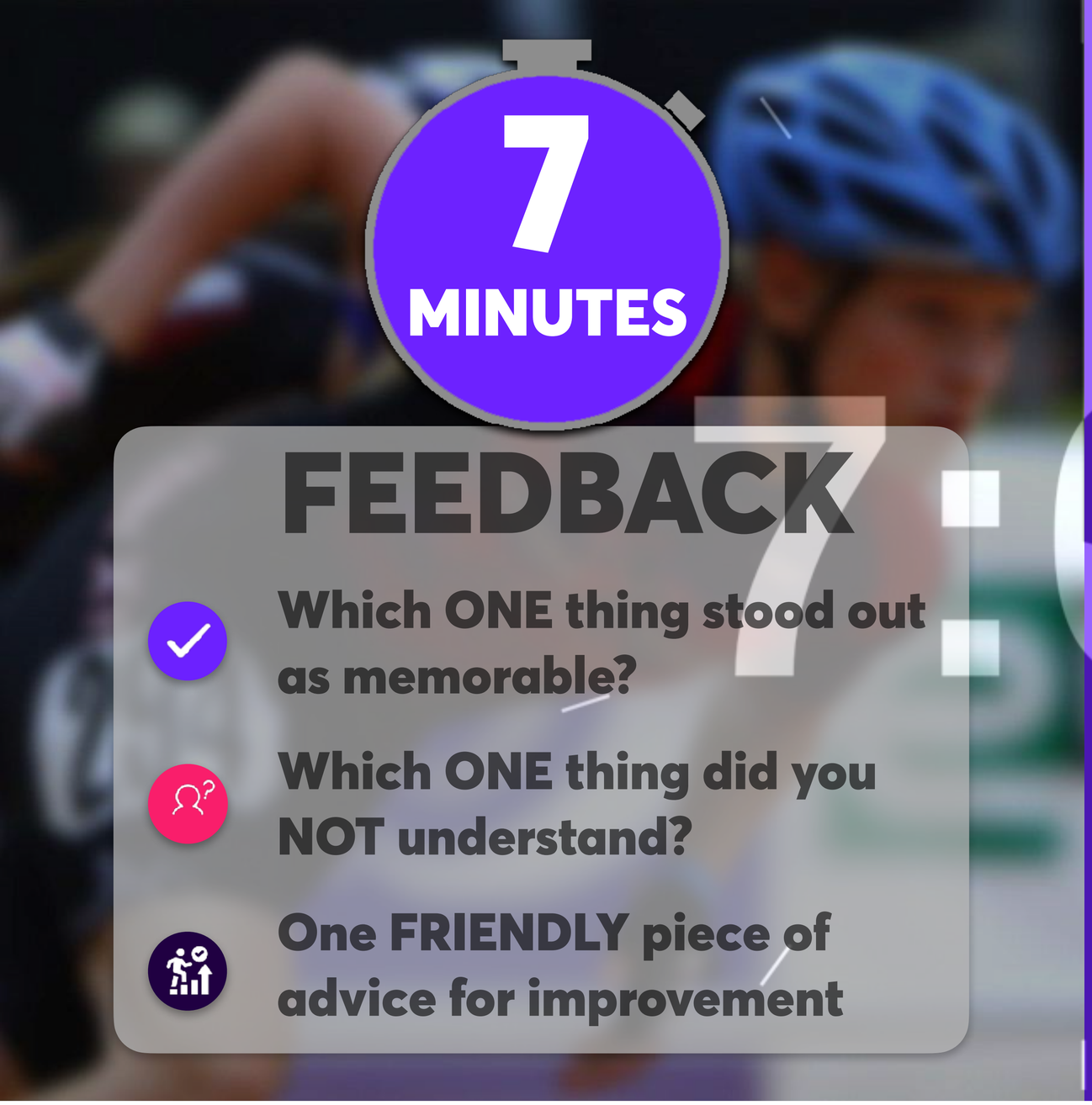
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?
(Internal/external)

What **problems** do they face?

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



ACTION STEP

Test your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**? (Internal/external)

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?


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


Prepare you for your
3-MINUTE PITCH

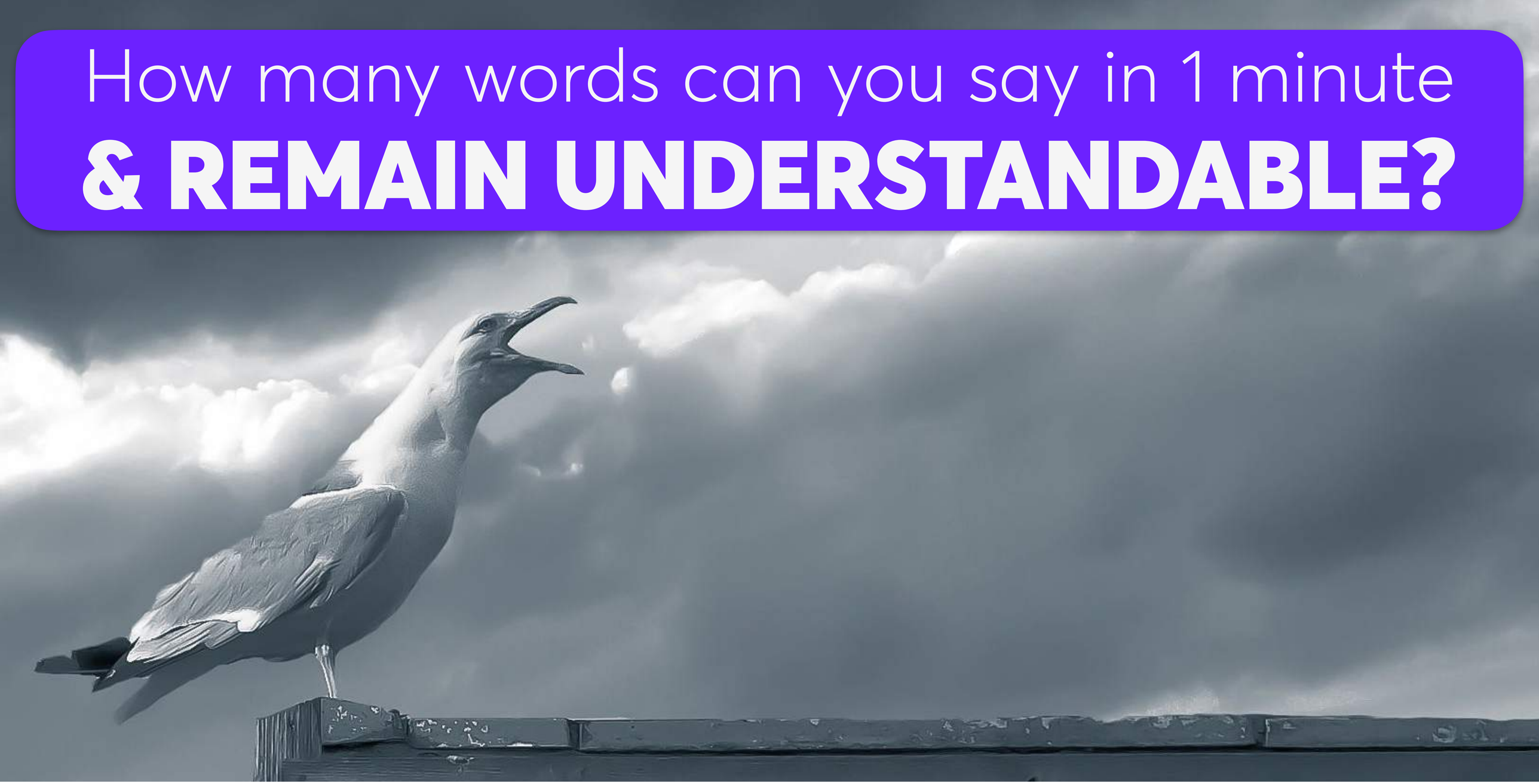


PITCH



Q&A

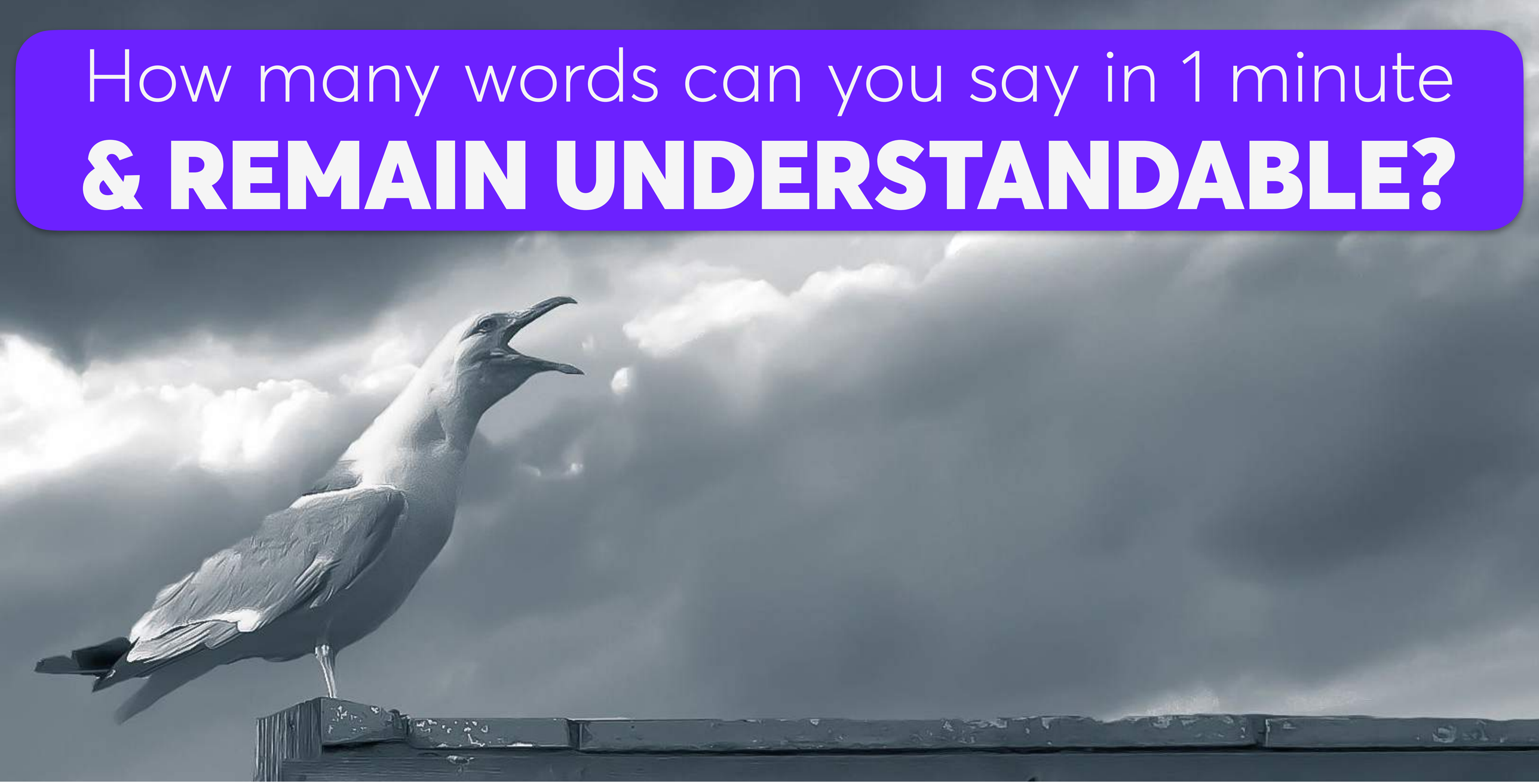
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



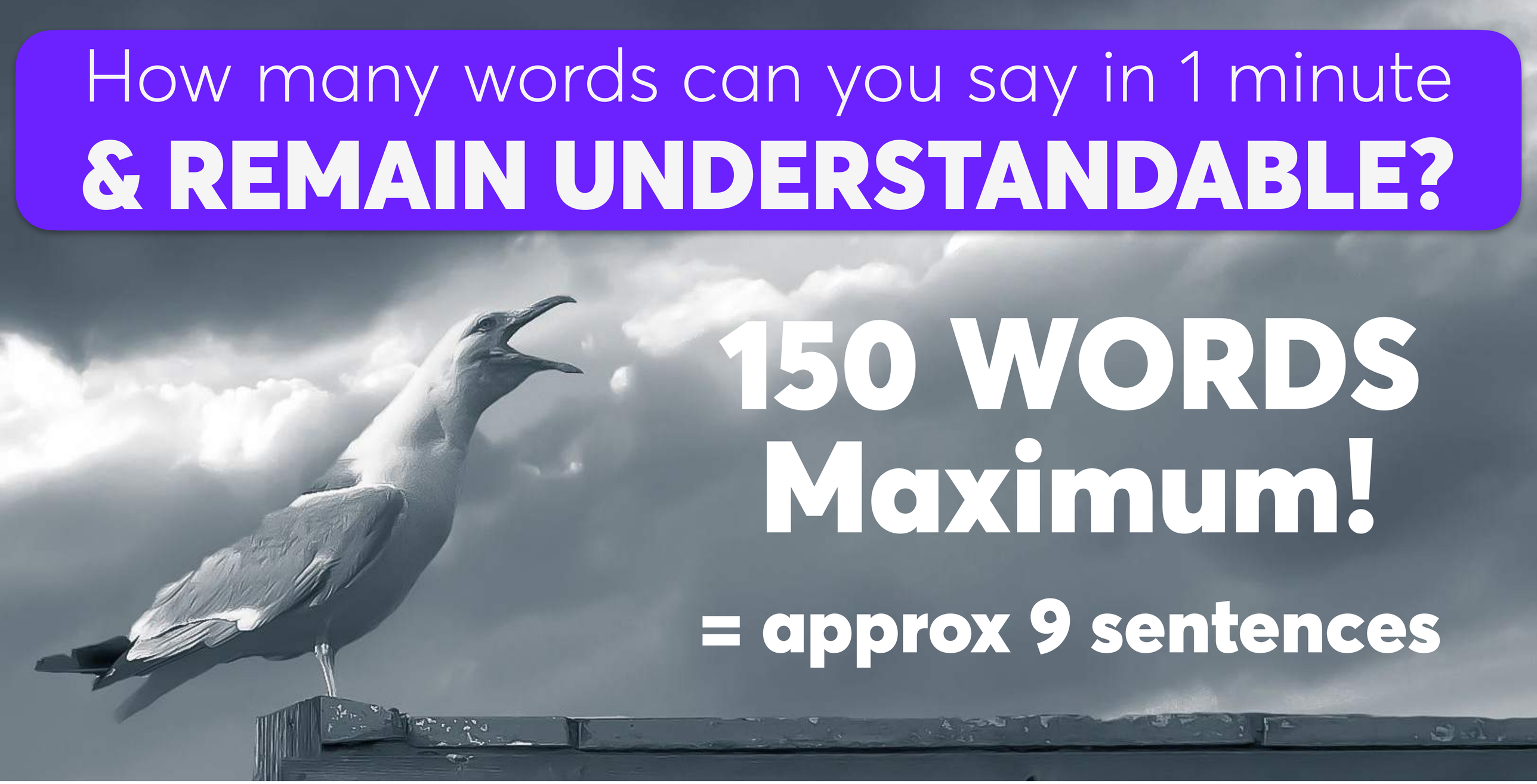
How many words can you say in 1 minute
& REMAIN UNDERSTANDABLE?



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

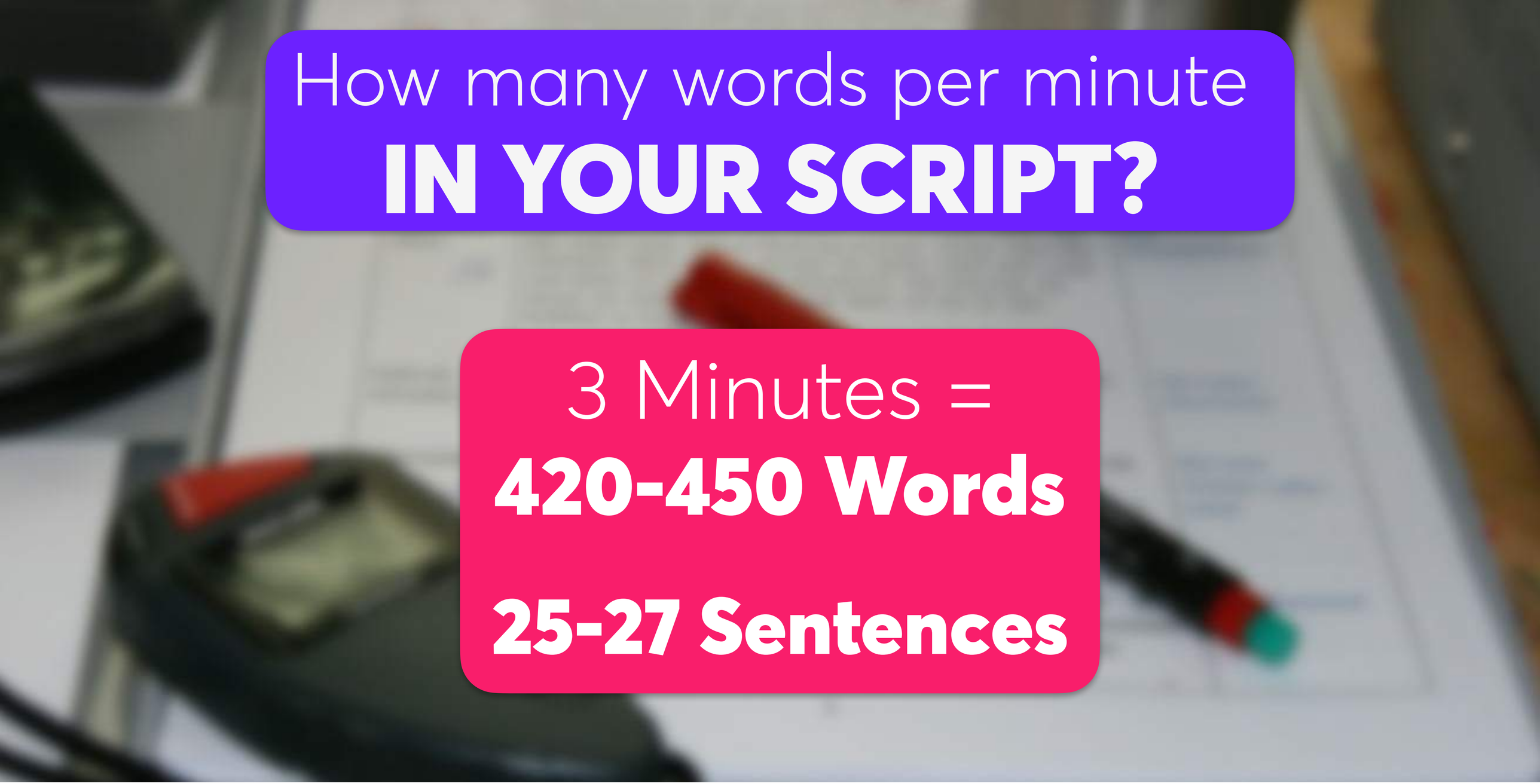


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= approx 9 sentences



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

3 Minutes =

420-450 Words

25-27 Sentences

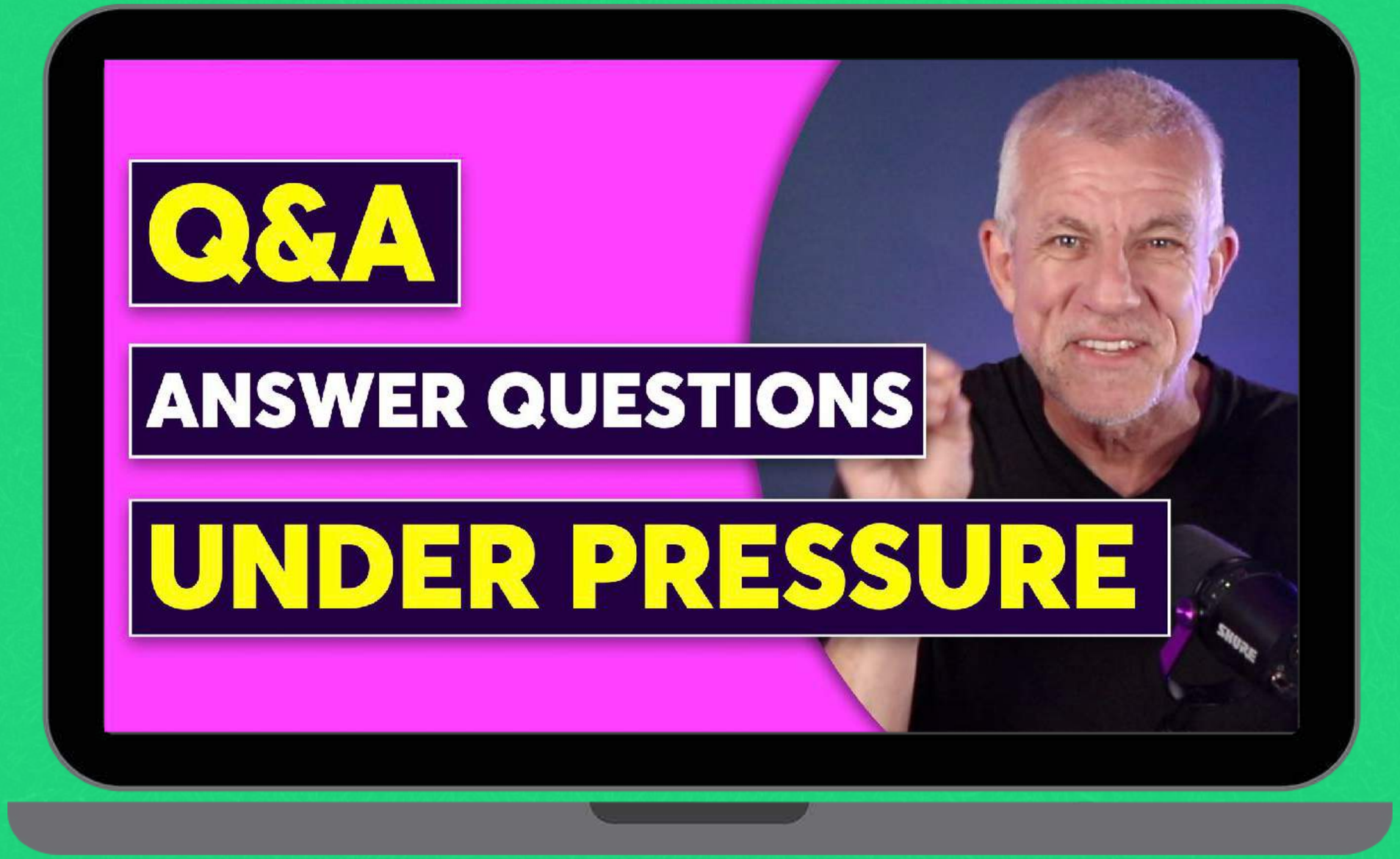

143
Words/min



PITCH



Q&A



best3minutes.com/rootcamp26

How do you create

YOUR STORYLINE?

Process

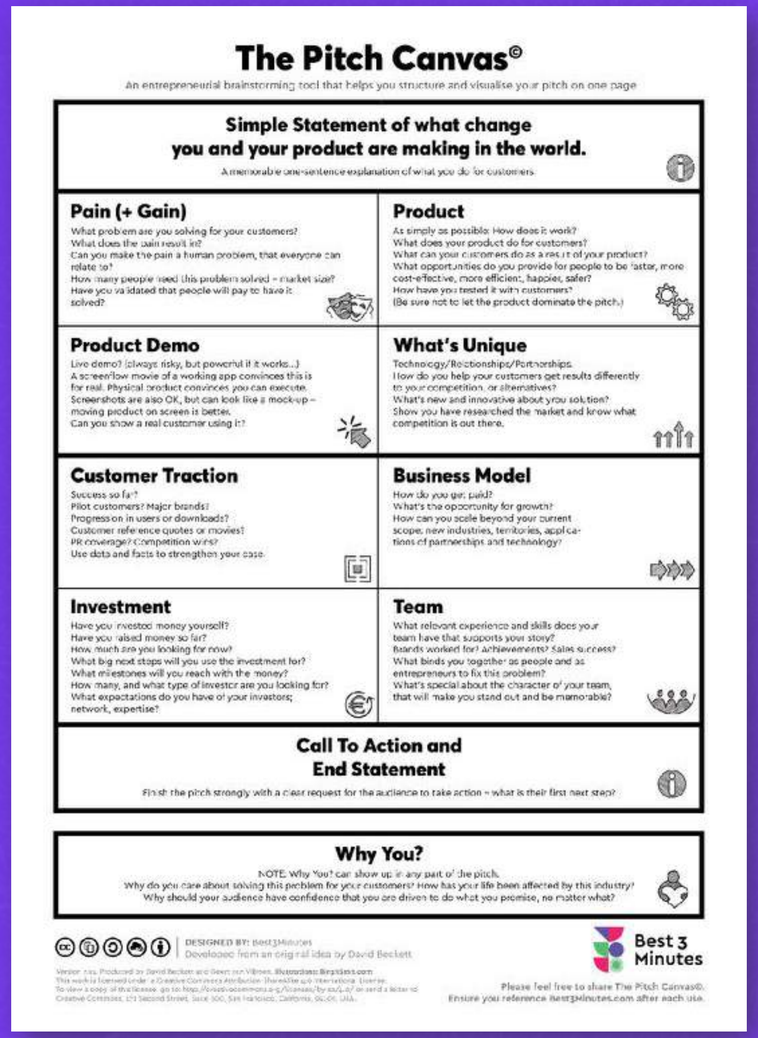
HOW?

Content

WHAT?



best3minutes.com/rootcamp26



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

Version 1.01. Produced by David Beckett and Geert van Vilsteren. Illustrations Best3min.com
This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.
To view a copy of this license, go to https://creativecommons.org/licenses/by-sa/4.0/ or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

Best 3 Minutes

Please feel free to share The Pitch Canvas©.
Ensure you reference best3minutes.com after each use.

THE PITCH CANVAS©

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?


We are surrounded by
THREES

READY, STEADY, GO!



LIGHTS, CAMERA, ACTION!



BEGINNING, MIDDLE, END



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



ACTION STEP

Imagine:
They will only remember
3 things of this part of story.

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things about your proposition;
1-2 sentences per item.

Pitch tools and
RESOURCES







best3minutes.com/rootcamp26









best3minutes.com/zicer26



David Beckett

Best3minutes.com

Connect with me on LinkedIn™

best3minutes.com/rootcamp2626