

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION



Workshop #1304

Best 3 Minutes

best3minutes.com


We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



The Listener




12%
76%







LONG STORY

SHORT

What we'll cover **TODAY**



Essential Preparation of Any Pitch



The Most Important Part of Any Pitch



Be Ready to Pitch 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!



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Who are we pitching to?

Why are we pitching?

What should we pitch?

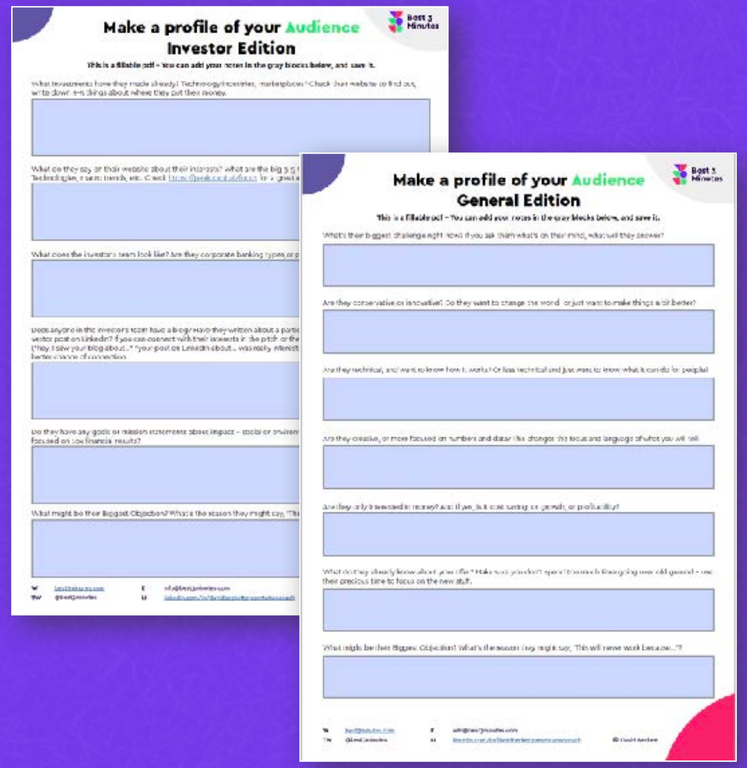
The basis of
ANY GREAT PITCH



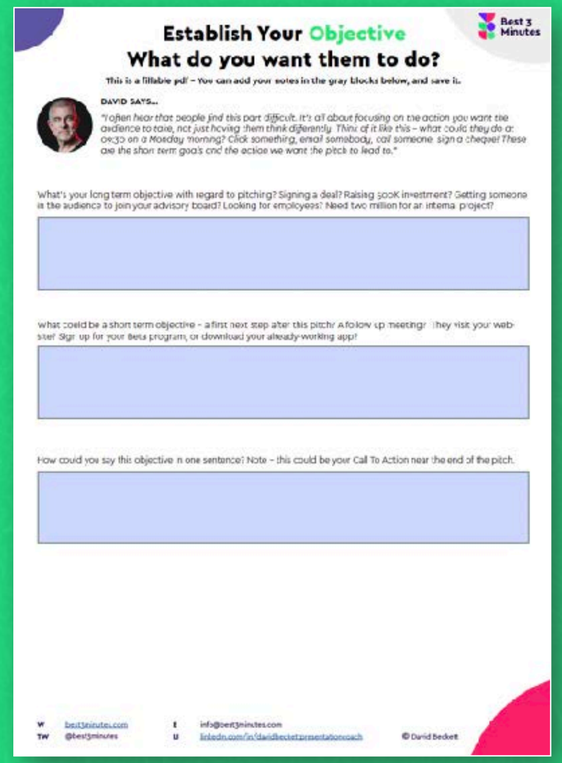
Who's the **AUDIENCE?**
What do they
CARE about?



What's the **OBJECTIVE?**
What do I
want them to DO?



Make a profile of your Audience



Establish your Objective

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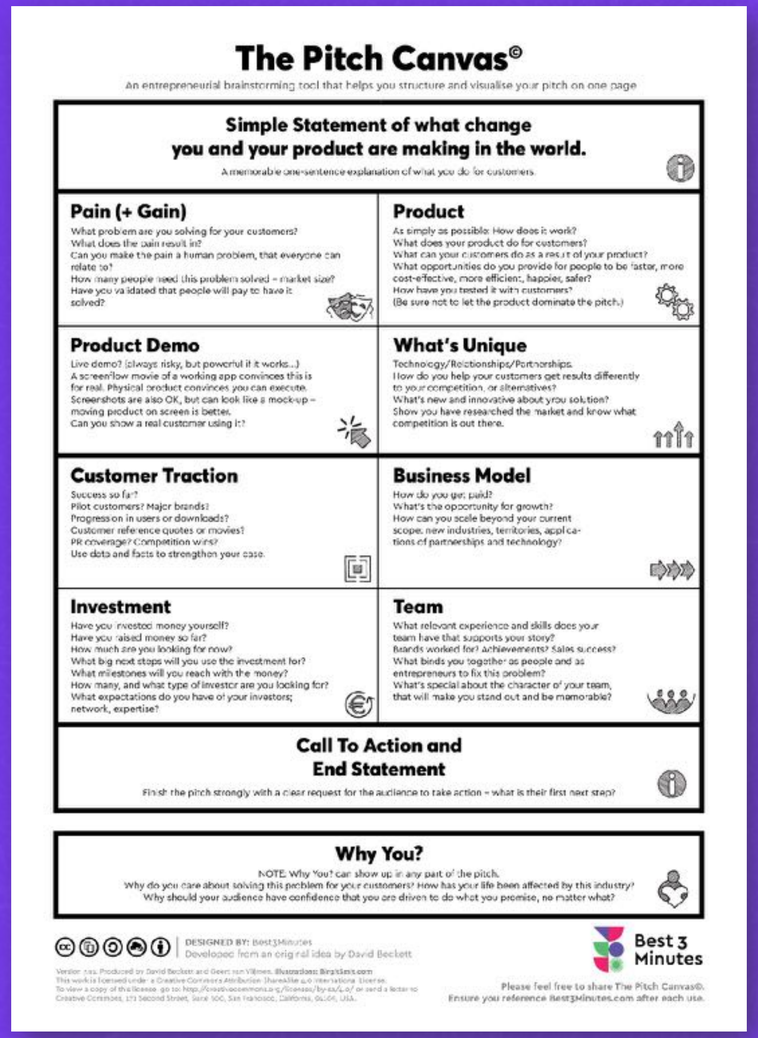
Be Ready to Pitch Any Time

Which topics should be in **YOUR WINNING 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?
Progression 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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Please feel free to share The Pitch Canvas©.
Ensure you reference Best3Minutes.com after each use.

THE PITCH CANVAS©

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PAIN

What is the **problem** you solve?

The **Why** of the product

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

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



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 Eindhoven, New York & Tokyo, over **300 Million** drivers take more than **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Put a number on it!



For impact focused startups

Co2 emissions?

Society health & wellbeing?

Materials/Energy Waste?

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

Be specific
PUT A NUMBER ON IT

"It wastes a lot of time"

"It creates unnecessary CO2"

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

"**Up to 20%** of energy is lost through inefficiency"

Be specific
PUT A NUMBER ON IT

"Many companies experience data hacks"

"**XK** companies had data hacks in the **last 3 years**"


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases


nuventura
Getting rid of SF,
04:53
04:53

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story


THE CLASSROOM OF THE FUTURE
VOXMEDIA
THE PITCH
with Josh Muccio
0:00 / 49:21
$1.4 MILLION Raised | Incredible Journey of Autistic Founder
The Pitch Show
1.86K subscribers
Subscribe
DOWNLOAD AS:
27
Share
Save


ALL RIGHT MY NAME



PERSONAL STORY

Make it small so it's
Understandable

Connect it to the
bigger market so it's
Investable



WHY YOU?

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

Your **Enthusiasm** Counts!

5



WHY YOU?

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

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story

What we'll cover **TODAY**



Essential Preparation of Any Pitch



The Most Important Part of Any Pitch



Be Ready to Pitch Any Time

The most frequent pitch
YOU WILL EVER MAKE




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


The Question...
"WHAT DO YOU [redacted]"
"WHAT DO YOU SOLVE?"


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



BE READY ANYTIME

...with 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?

What we'll cover **TODAY**



Essential Preparation of Any Pitch



The Most Important Part of Any Pitch



Be Ready to Pitch Any Time

Pitch tools and
RESOURCES







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TODAY — DAVID BECKETT

1304th pitch workshop



3000+ startups coached

45000+ people trained

35 countries

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