

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

David Beckett

best3minutes.com

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Best 3 Minutes



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best3minutes.com


GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
Please ask
IN THE CHAT



Prepare you for your
3-MINUTE PITCH


Prepare you for ANY
TIME-PRESSURED PITCH



PITCH



Q&A

Q&A

ANSWER QUESTIONS

UNDER PRESSURE



best3minutes.com/xoffchartpitch

What we'll cover **TODAY**



Pitch Essentials



Example content for a 3-Minute Pitch

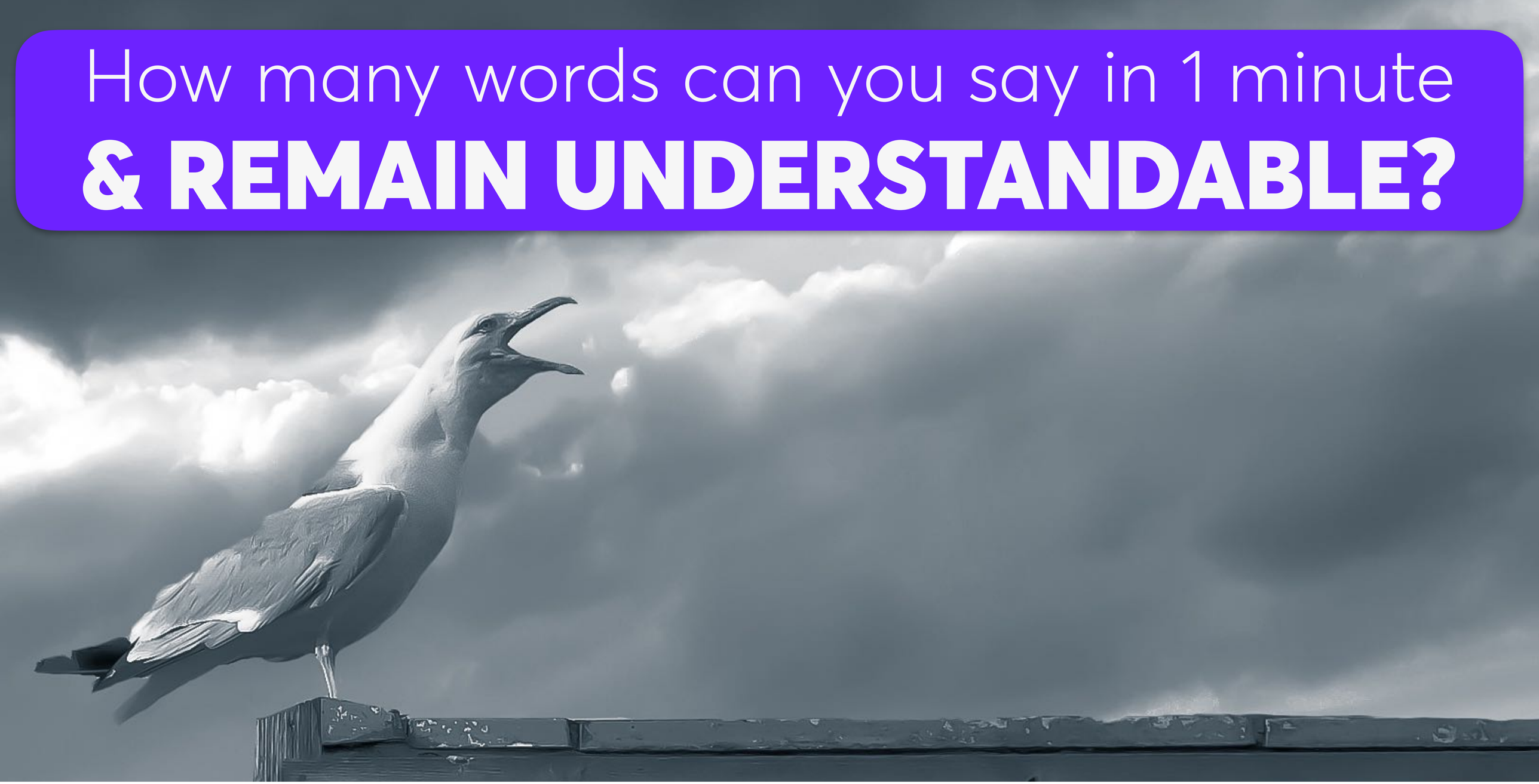


What Goes Wrong in Meetings with Investors (and How to Fix it)



Let's talk about **SPEED**

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



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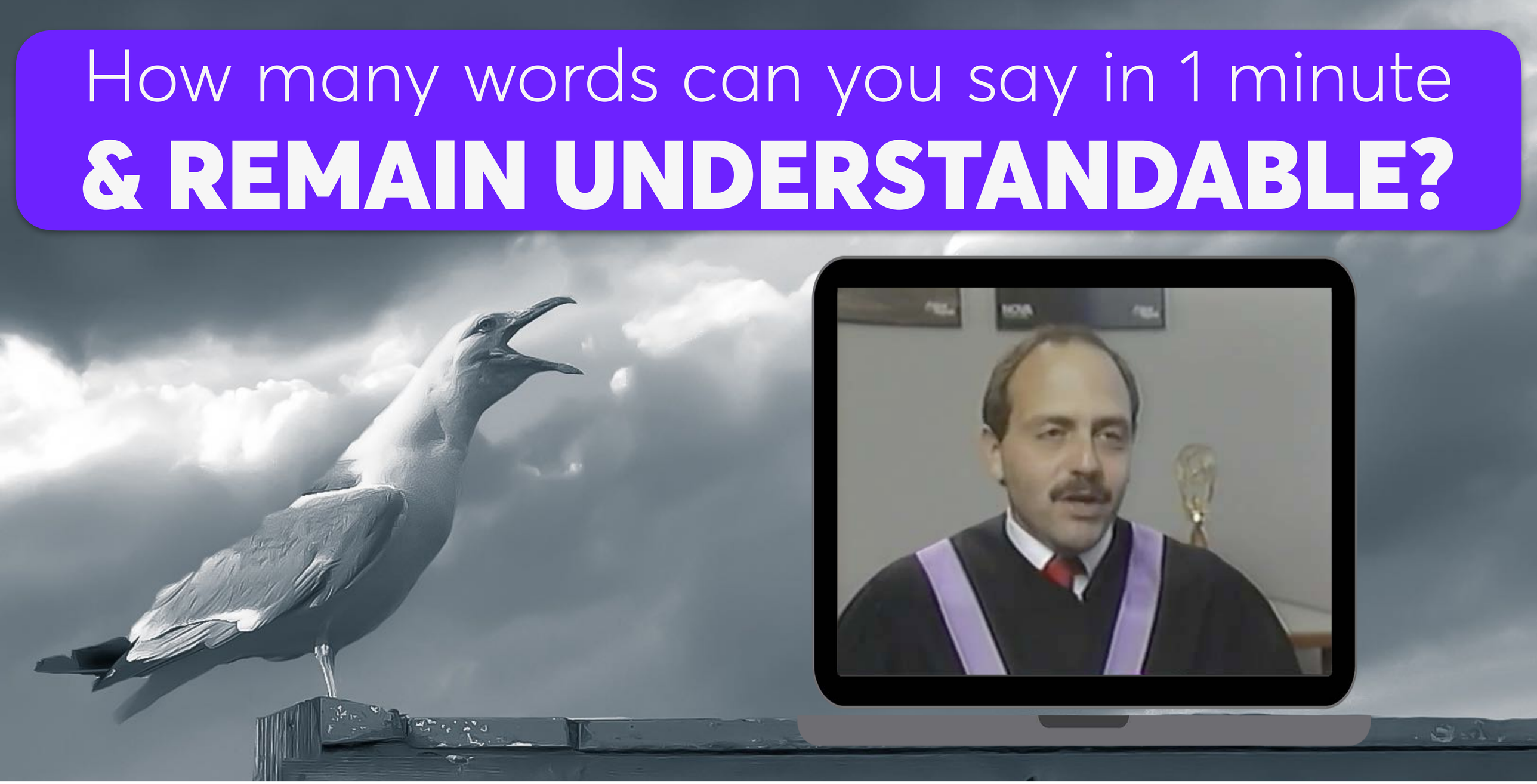

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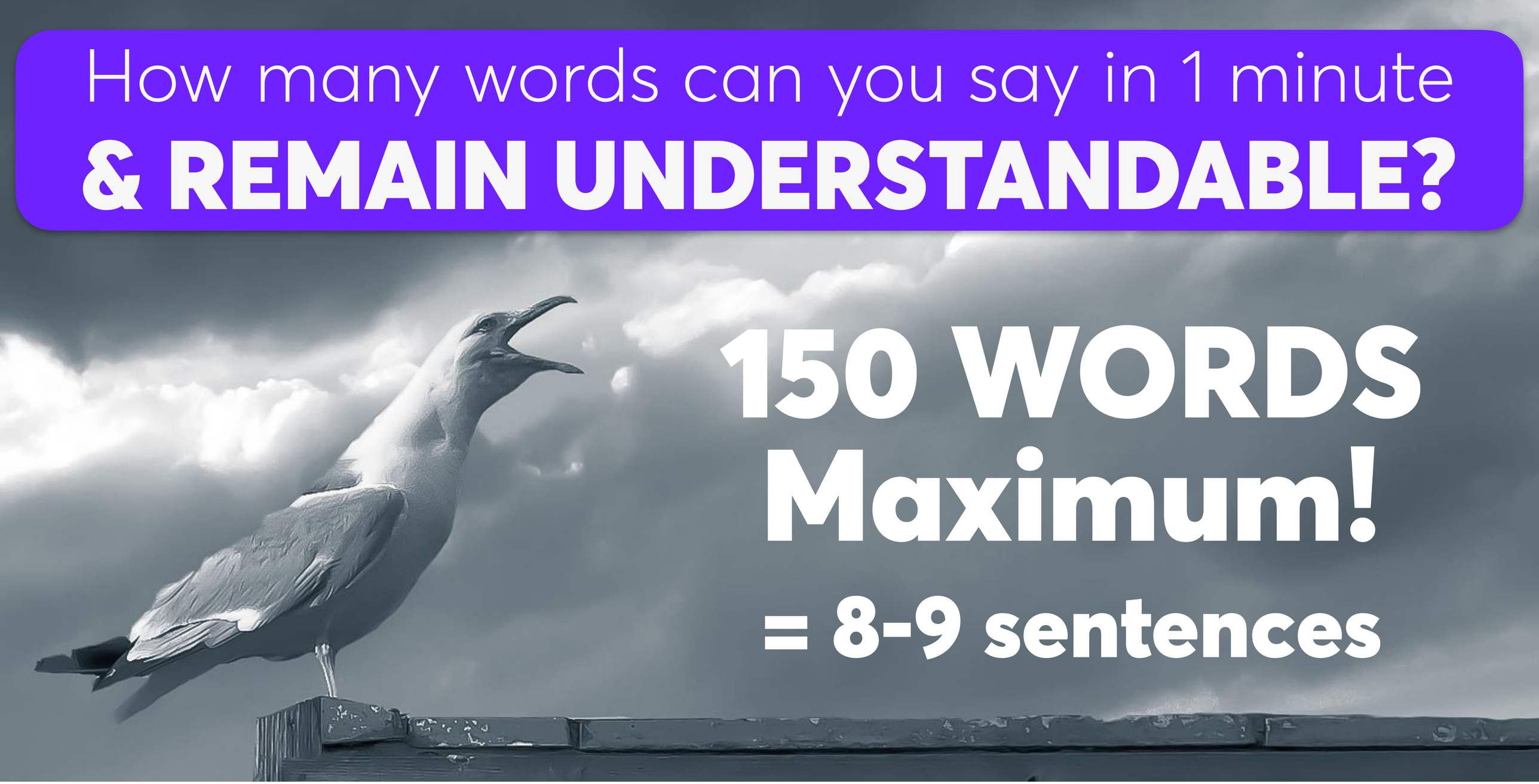
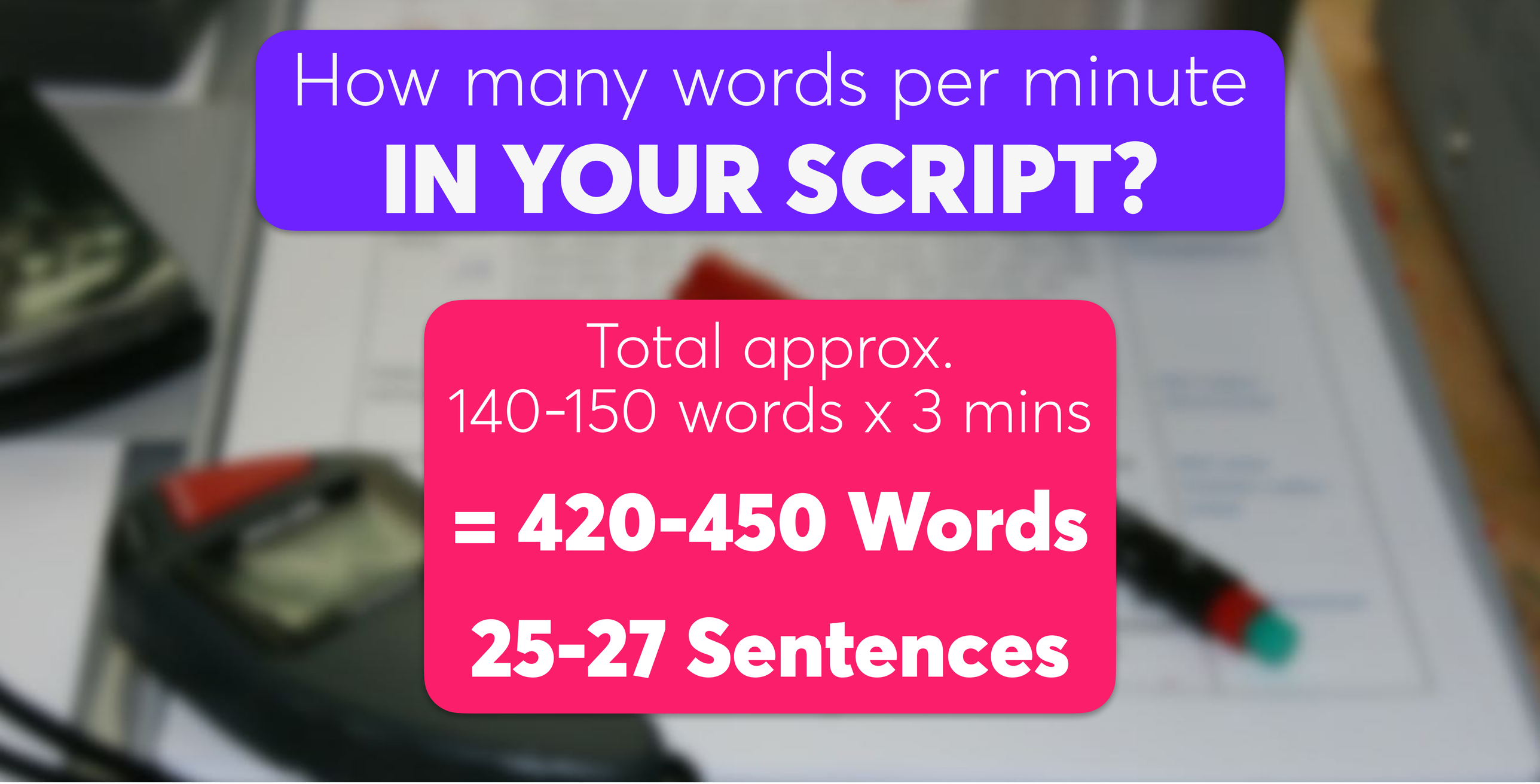


150 WORDS Maximum!

= 8-9 sentences



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

Total approx.
140-150 words x 3 mins

= 420-450 Words

25-27 Sentences

How do we usually create **A NEW PITCH?**




Let's do some
THINKING FIRST



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they **Know?**

(Technical Level)



WHO'S YOUR AUDIENCE?

Investors are looking for an **OPPORTUNITY**

Not a product...



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/xoffchartpitch



WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

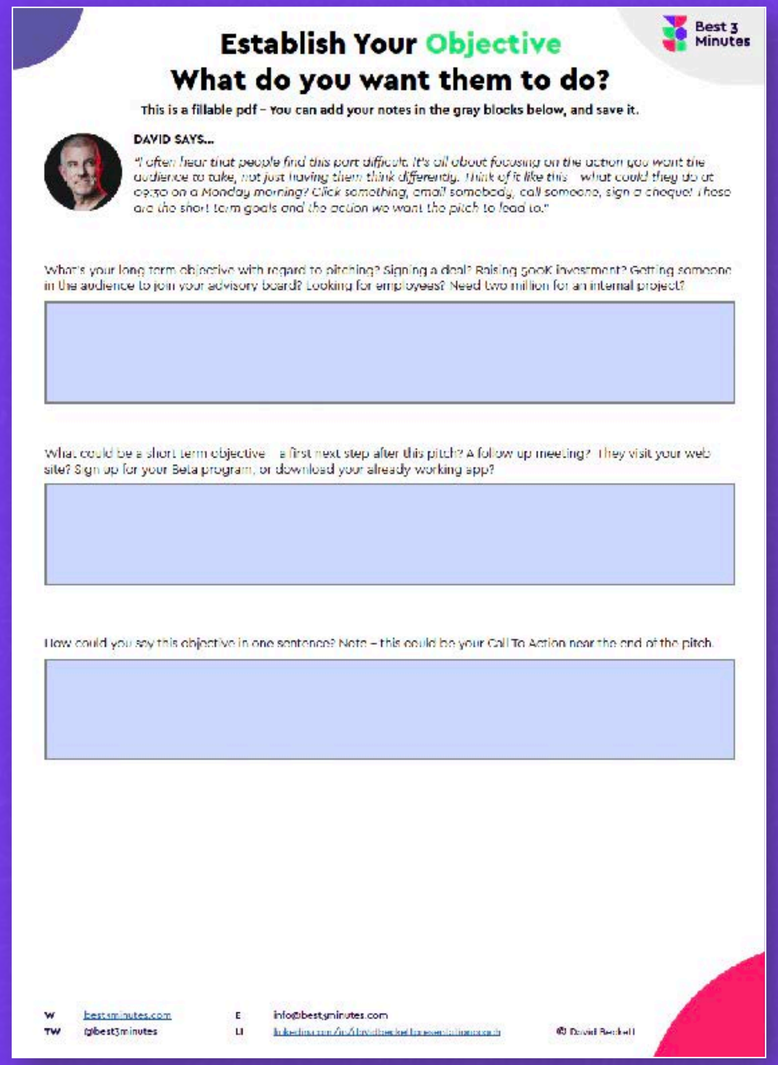
Meet after the pitch?

Money? Advice?

Agree to plan a **follow up** meeting

Provide **introductions**

Agree to a **pilot**



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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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LI [illegible]
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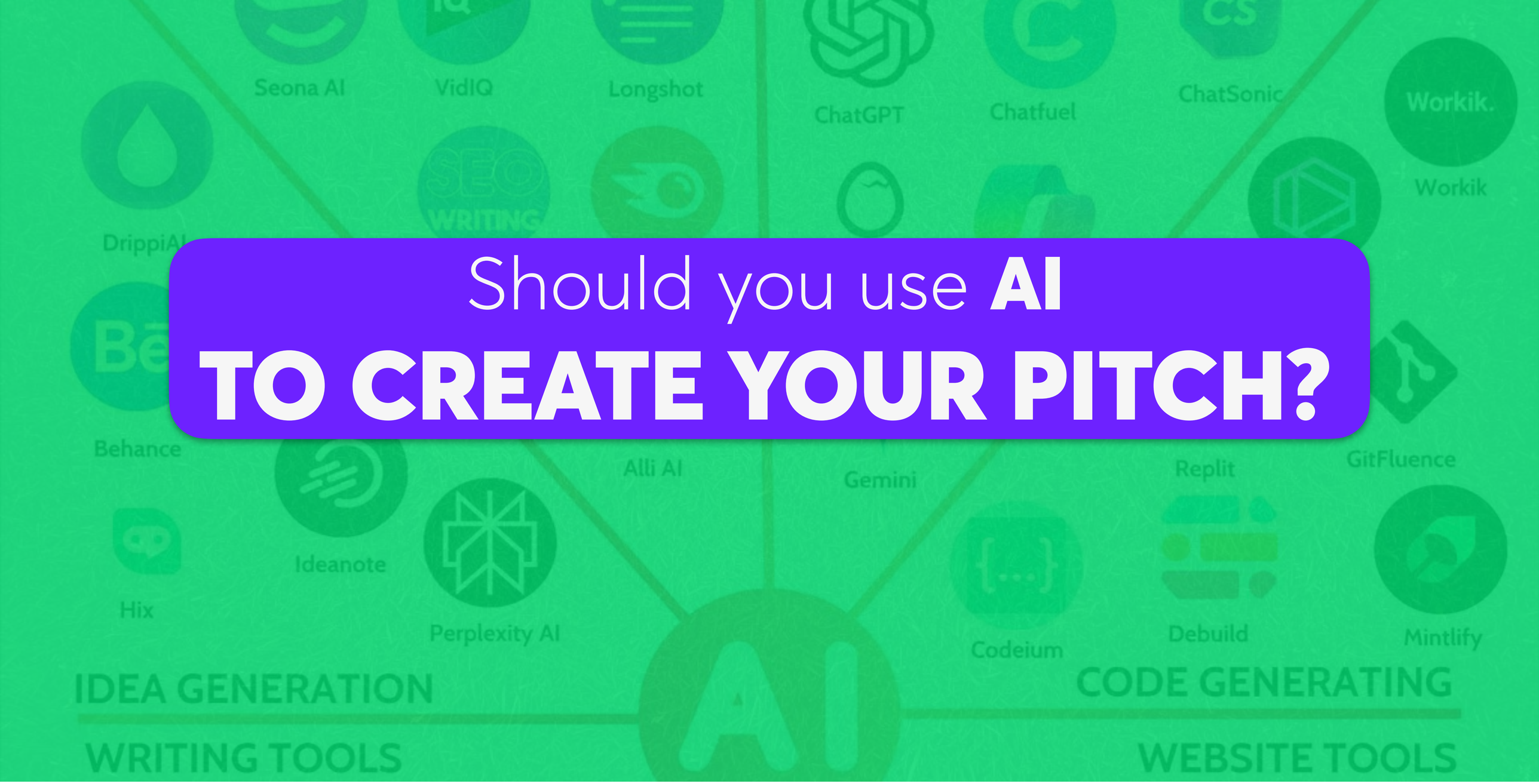
Write down your Objective

Fillable pdf download available

best3minutes.com/innopitch26



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

08-19-2026 | 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

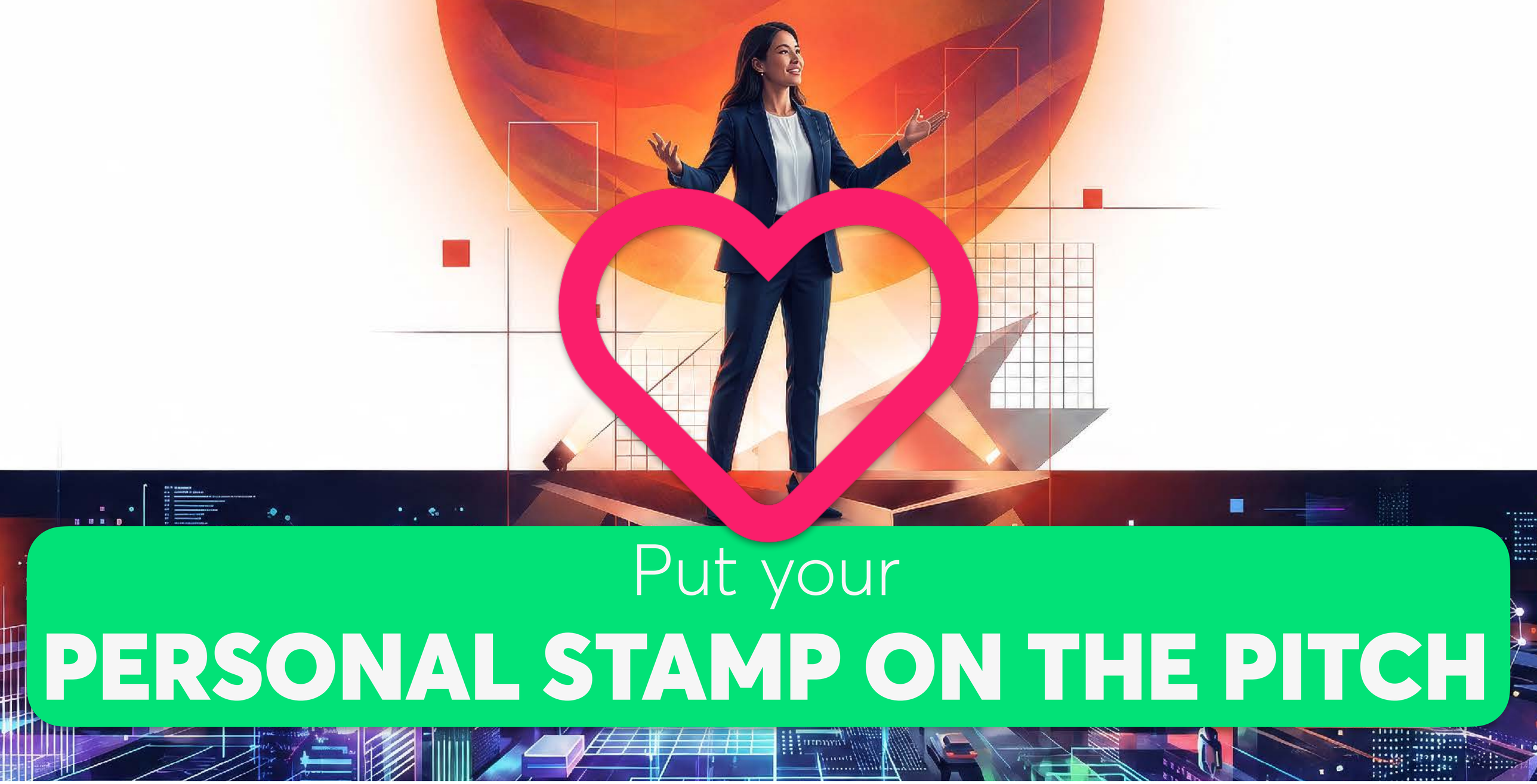


Read this article written by an INVESTOR

best3minutes.com/xoffchartpitch



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!


QUESTIONS?
Please ask
IN THE CHAT

What we'll cover **TODAY**



Pitch Essentials

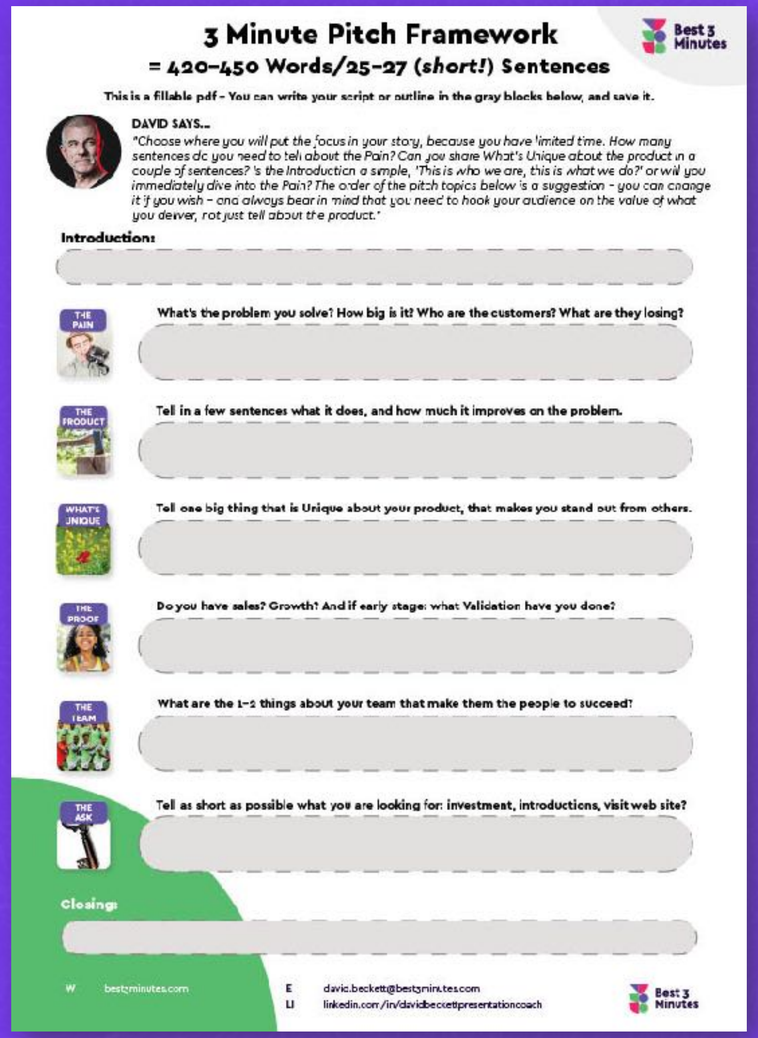


Example content for a 3-Minute Pitch



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

Which topics should be in **YOUR WINNING PITCH?**



3 Minute Pitch Framework

= 420–450 Words/25–27 (*short!*) Sentences

Best 3 Minutes

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DAVID SAYS...

"Choose where you will put the focus in your story, because you have limited time. 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? Is the Introduction a simple, 'This is who we are, this is what we do?' or will you immediately dive into the Pain? The order of the pitch topics below is a suggestion - you can change it if you wish - and always bear in mind that you need to hook your audience on the value of what you deliver, not just tell about the product."

Introduction:

What's the problem you solve? How big is it? Who are the customers? What are they losing?

Tell in a few sentences what it does, and how much it improves on the problem.

Tell one big thing that is Unique about your product, that makes you stand out from others.

Do you have sales? Growth? And if early stage: what Validation have you done?

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

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

Closing:

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LI linkedin.com/in/davidbeckettpresentationcoach

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3 MINUTE PITCH FRAMEWORK

Free to download

best3minutes.com/xoffchartpitch

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



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?



Mental health?

Energy/Material Waste?

Poor education path?

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

Be specific
PUT A NUMBER ON IT

"It wastes a lot of hours"

"Many companies experience data hacks"

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

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

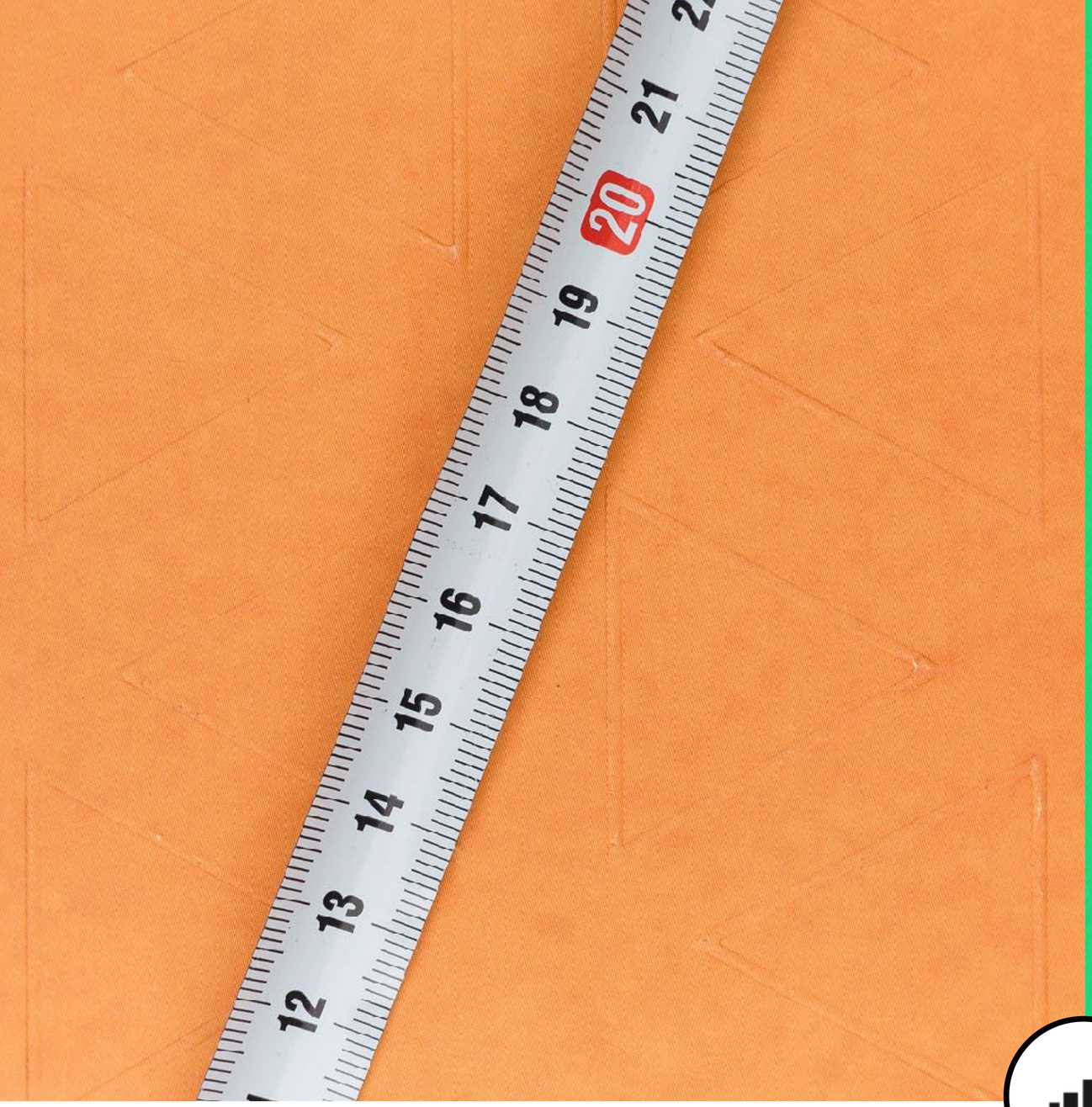
Be specific
PUT A NUMBER ON IT

"Many young people have no access to…"

"There is too much energy inefficiency "

"**45% of demographic X** have no access to…"

"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?

No TAM/SAM/SOM
Keep it Simple: 1-2 metrics



PAIN

What is the **problem** you solve?

The **Why** of the product

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



PRODUCT

How do you **solve** the problem?

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

What **improves?**
By **how much?**



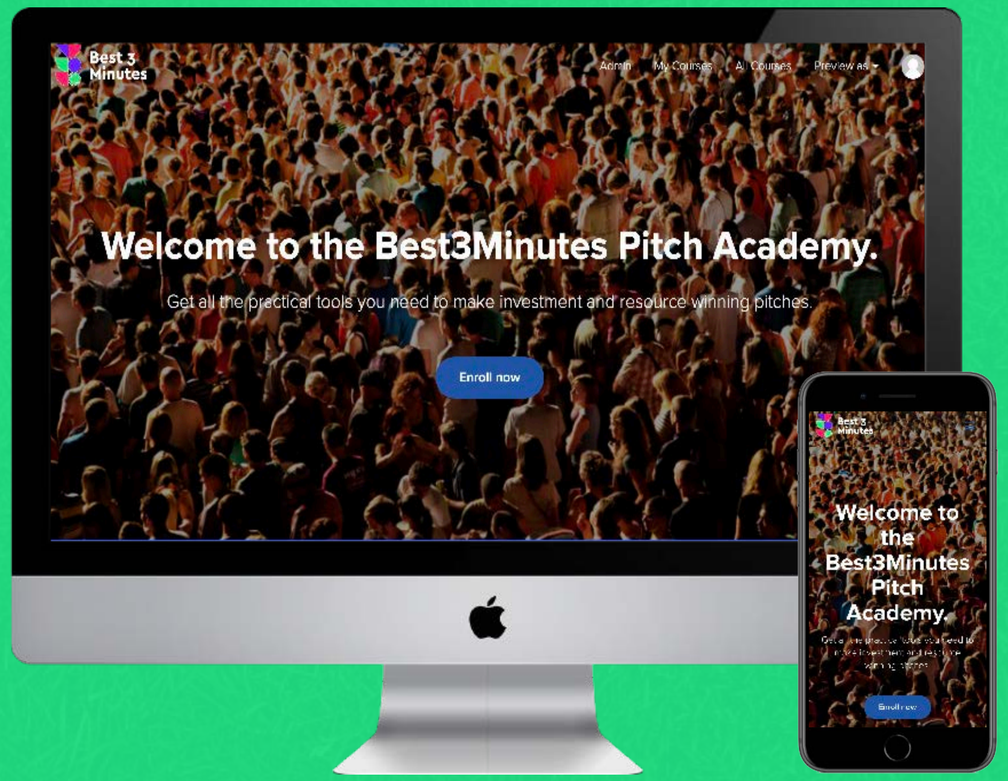
SIMPLE DEMO

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

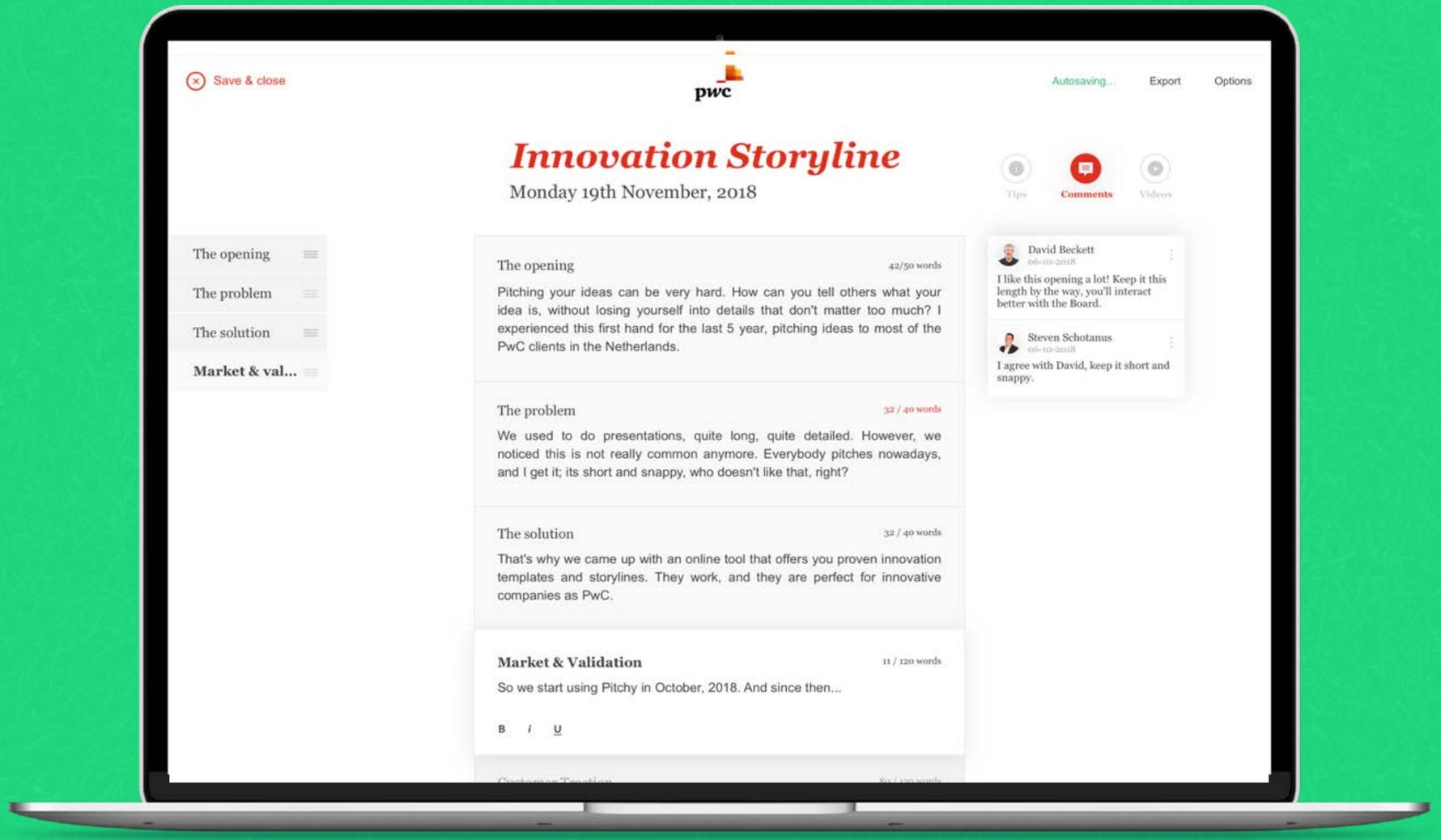
So we start using Pitchy in October, 2018. And since then...

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
Innovation Storyline
Monday 19th November, 2018
Tips
Comments
Videos
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The problem
The solution
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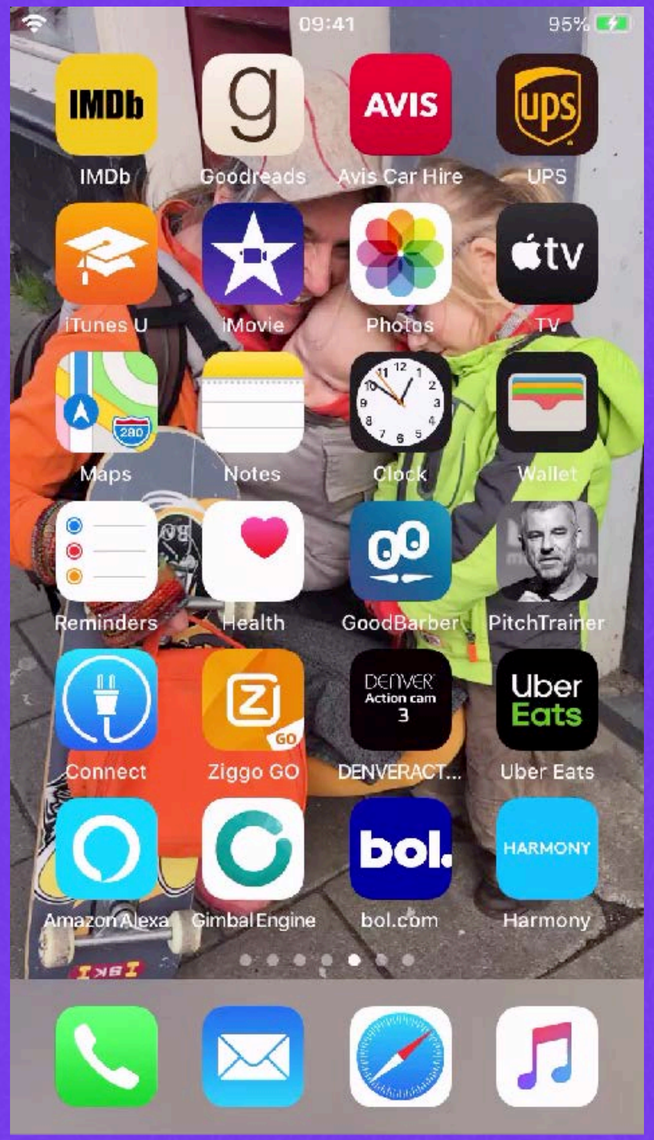
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Goodreads
Avis Car Hire
UPS
iTunes U
iMovie
Photos
TV
Maps
Notes
Clock
Wallet
Reminders
Health
GoodBarber
PitchTrainer
Connect
Ziggo GO
DENVERACT...
Uber Eats
Amazon Alexa
Gimbal Engine
bol.com
Harmony

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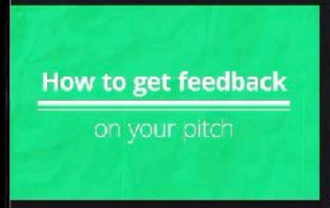
8 Pitch Tips in Five Minutes

David Beckett on 02/06/2020



How do you build your storyline?

David Beckett on 02/05/2020



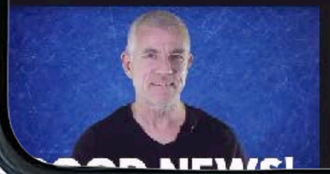
How do you get Feedback on your pitch?

David Beckett on 02/05/...



Should you memorise your pitch?

David Beckett on 02/05/...



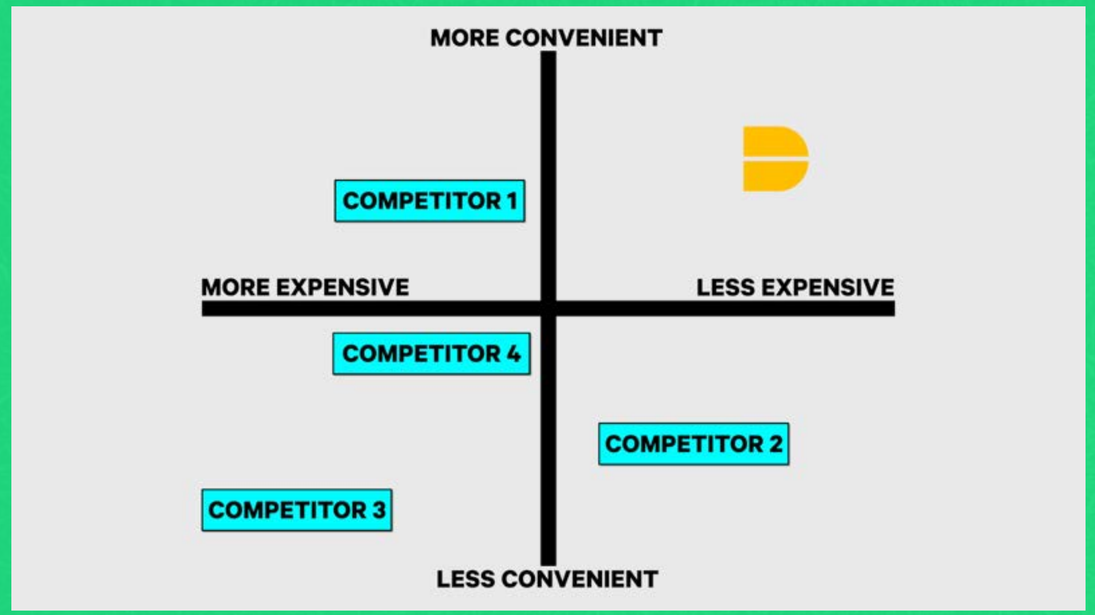


UNIQUE

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

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

(Any competitors to mention?)

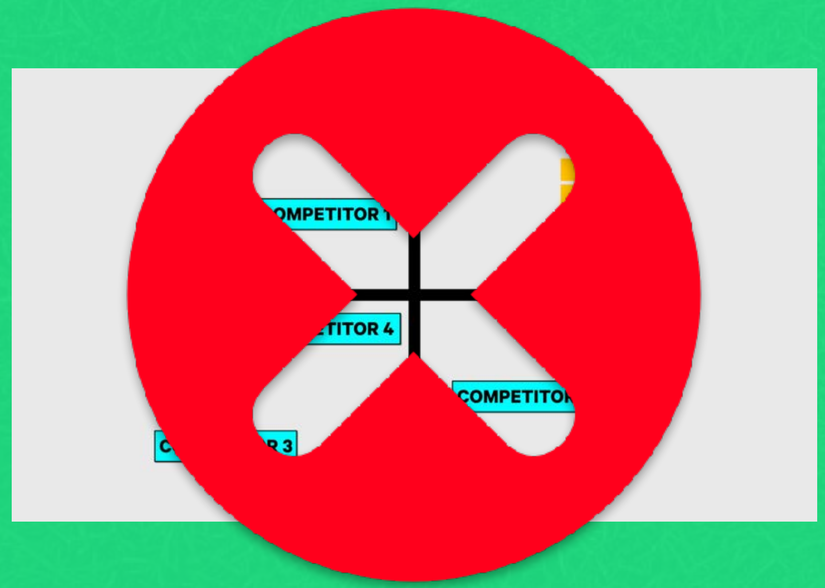


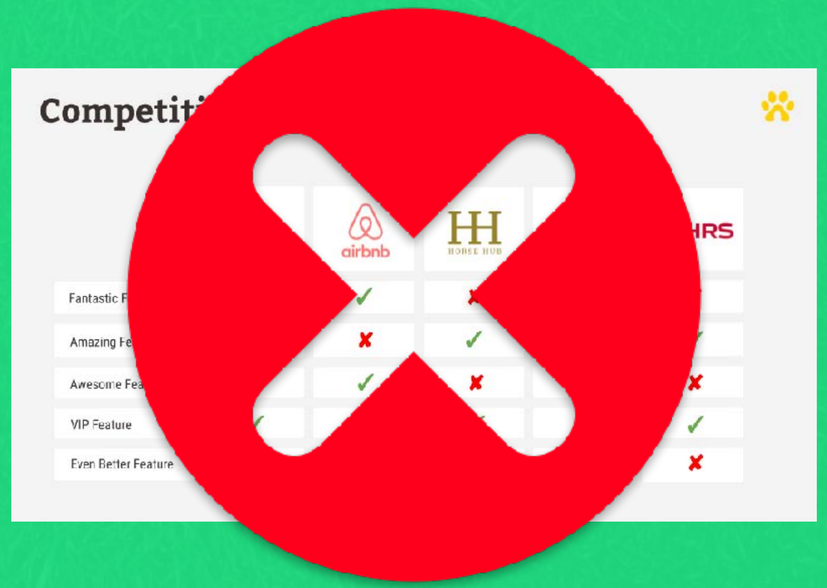
Competition - Comparison

	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

Customer **Interviews**?

Early stage **Pilots**?

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



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?



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting**?

Commitment to Pilot?

ONE LAST THING...





WHY YOU?

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



WHY YOU?

What made you
start this business?

Have you
(or someone close to you)
experienced the problem
you're solving?



WHY YOU?

What's that one thing that **makes you happy?**

A **product** feature?

An **outcome** for a **customer?**

A company **breakthrough?**



WHY YOU?

Your
Enthusiasm
Counts!

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



THE TEAM



WHY YOU?



THE ASK



Example of how to split the 25-27 Sentences

THE PAIN



5 Sentences

THE PRODUCT



6 Sentences

WHAT'S UNIQUE



2 Sentences

TRACTION/ VALIDATION



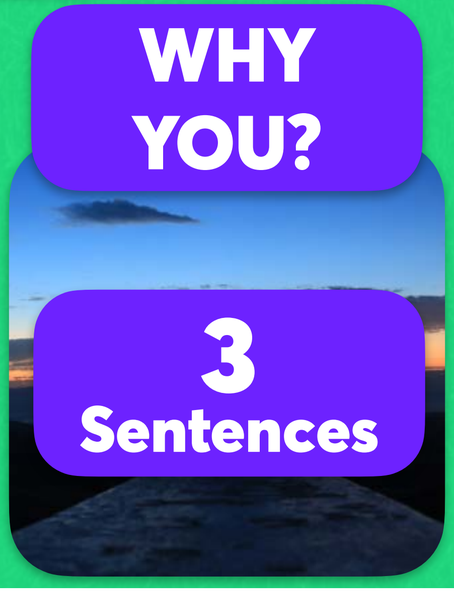
3 Sentences

THE TEAM



3 Sentences

WHY YOU?



3 Sentences

THE ASK



2 Sentences



3 Minute Pitch Framework: LEAP EAST 2026
= 420-450 Words (max!)/25-27 (*short!*) Sentences

Best 3 Minutes

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DAVID SAYS...

"Choose where you will put the focus in your story, because you have limited time. 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? Is the Introduction a simple, "This is who we are, this is what we do?" or will you immediately dive into the Pain? The order of the pitch topics below is a suggestion - you can change it if you wish - and always keep in mind that you need to hook your audience on the value of what you deliver, 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

Tell one big thing that is Unique about your product, that makes you stand out from others.

THE PROOF

Do you have sales? Growth? And if early stage: what Validation have you done?

THE IMPACT

What impact do you make on People, Society, and/or the environment?

SIMPLE FINANCIALS

Revenue 2026? Goal 2027? Bigger ambitions? Any exceptional margins? Keep it simple!

THE TEAM

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

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

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LI linkedin.com/in/davidbeckettpresentationcoach

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3 MINUTE PITCH FRAMEWORK

Free to download

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QUESTIONS?
Please ask
IN THE CHAT

What we'll cover **TODAY**

Pitch Essentials

Example content for a 3-Minute Pitch

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

92% of startups meeting Investors

DON'T GET A 2ND MEETING

Investors

TELL ME...

It already goes wrong in

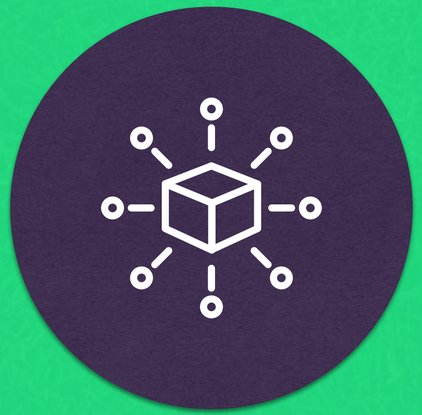
the first 2 minutes

What goes wrong in the first
2 MINUTES OF A PITCH MEETING?

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

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 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!

Meeting Tech	Pitch	Q&A
3 Mins	**25 Mins**	**5 Mins**

A **Better Plan** for a 30-Minute Meeting

Meeting Tech **3 Mins**	Pitch **3-5 Mins**	Q&A **15 Mins**	Next Steps **3-4 Mins**

Ask the magic question… 🪄

What would you like to know more about?



Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 15-20 SECONDS



What you've seen is...

(a 3-point, 1-sentence summary)



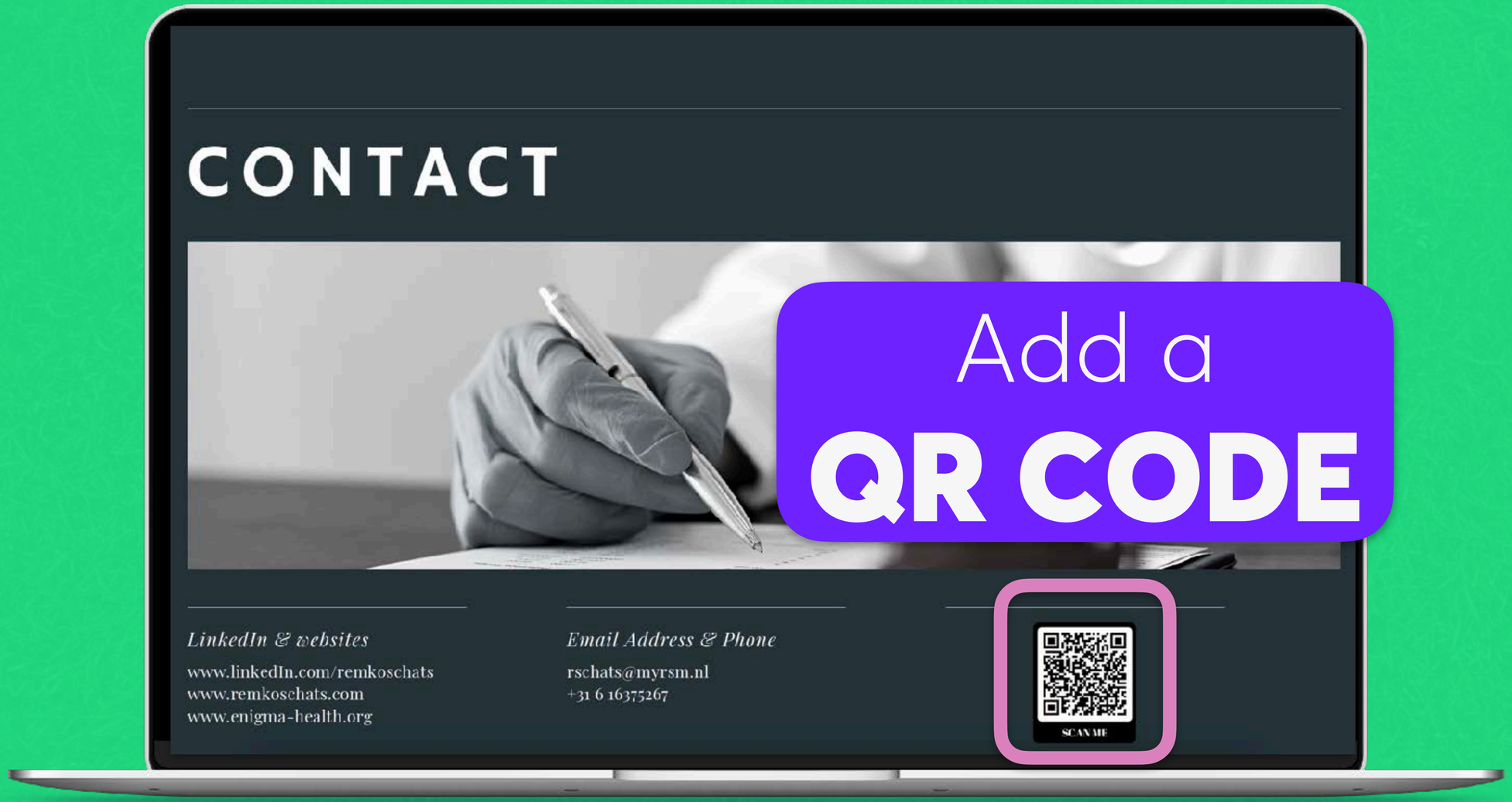
What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!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Email Address & Phone
rschats@myrsm.nl
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SCAN ME


You have a big impact
WITH YOUR VOICE


What do you want them to
THINK & FEEL?


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

Pitch tools and

RESOURCES







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David Beckett

Best3minutes.com

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