Pitch Coach
Co-developer Best3Minutes© Method
TEDx Speech Coach

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Best3Minutes.com

Best 3 Minutes


We are all trying to
CONVINCE BUSY PEOPLE


GREAT IDEAS
NEED A VOICE



TURNING POINT?

Having a **short, sharp, clear** story makes a difference!

When talking to a (potential):

customer, partner, journalist, team member, …

using these tools can **change your future**

35 Countries

TRAINED 44,000+ PEOPLE

Heineken

NETFLIX

Booking.com

ABN·AMRO

Vodafone Mobiles for Good

PHILIPS

tomtom

Unilever

pwc

Hewlett Packard Enterprise

MARS

TEDx

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION



This is a

LEARNABLE SKILL

You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
Please ask
IN THE CHAT



ACTION STEP

Imagine, you're at an event
and are asked:
"Tell me about you?"

Pitch yourself in **30 Seconds**
(no one can hear you!)

No Other Instructions

LET'S DO IT!

HOW LONG DID YOU NEED?

10 seconds?



Only just got started?

TICK... TOCK...


What did you
TALK about?

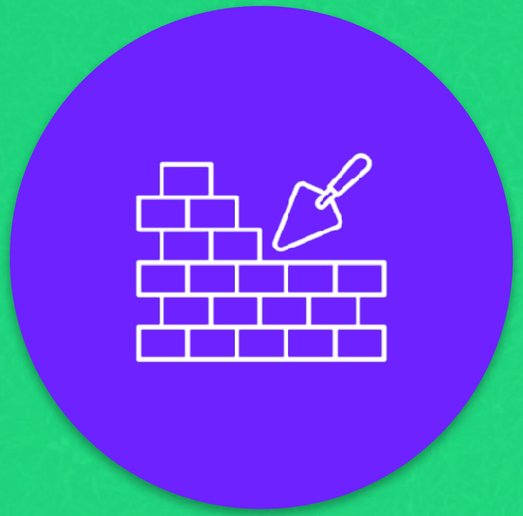


Who are we pitching to?

Why are we pitching?

What should we pitch?

What we'll cover **TODAY**



Essentials for a Winning Pitch

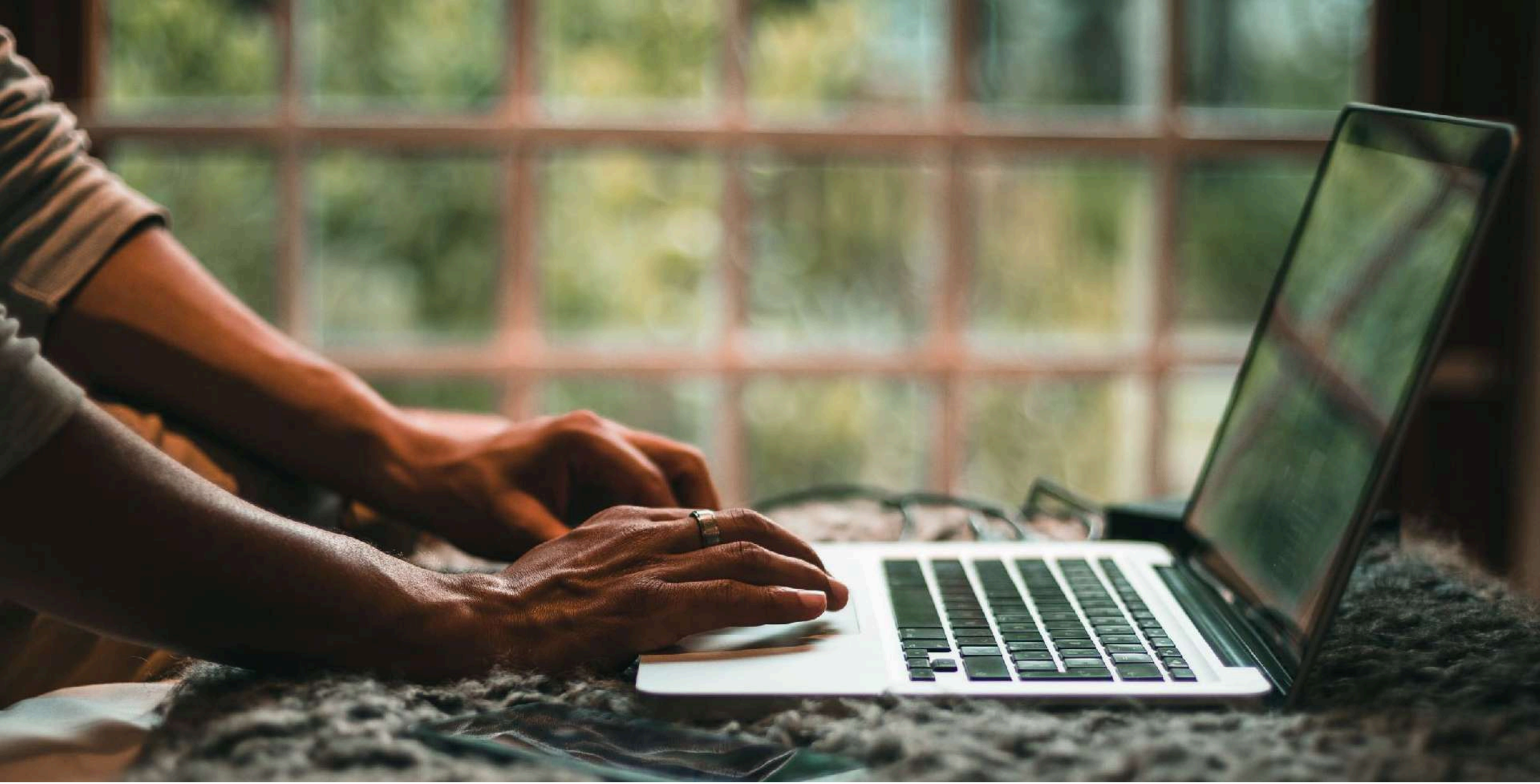


Content of Your Pitch



Level Up Your Pitch

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




Let's do some
THINKING FIRST



WHO'S YOUR AUDIENCE?

Who do you want to connect to?

What do they **CARE** about?



WHO'S YOUR AUDIENCE Nov. 18?

A **jury:** 2x 28DGTL team
& some others (ask!)

Pretend they're YOUR audience (**investors**? Possible **clients**?)

Chance to practise & get **feedback**!



Make a profile of your audience

Fillable pdf downloads available



WHO'S YOUR AUDIENCE?

Whenever you wonder:
"Should I add this?"

The answer is right there: **your** audience

Is it **relevant** for them?

IMPORTANT CRITERIA

What **specific problem** do you solve/prevent?

Your **solution**: is your idea **feasible**? **Unique**?

What **impact** do you make? (Value!)

IMPORTANT CRITERIA

How far are you, what validation/**traction** to share?

Strength of your **team**?

Milestones achieved? **Next steps** & milestones?

Oh, and the quality of your pitch! 🤣



WHAT'S YOUR OBJECTIVE?

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

You know how they can help you best!

Action, not just thinking

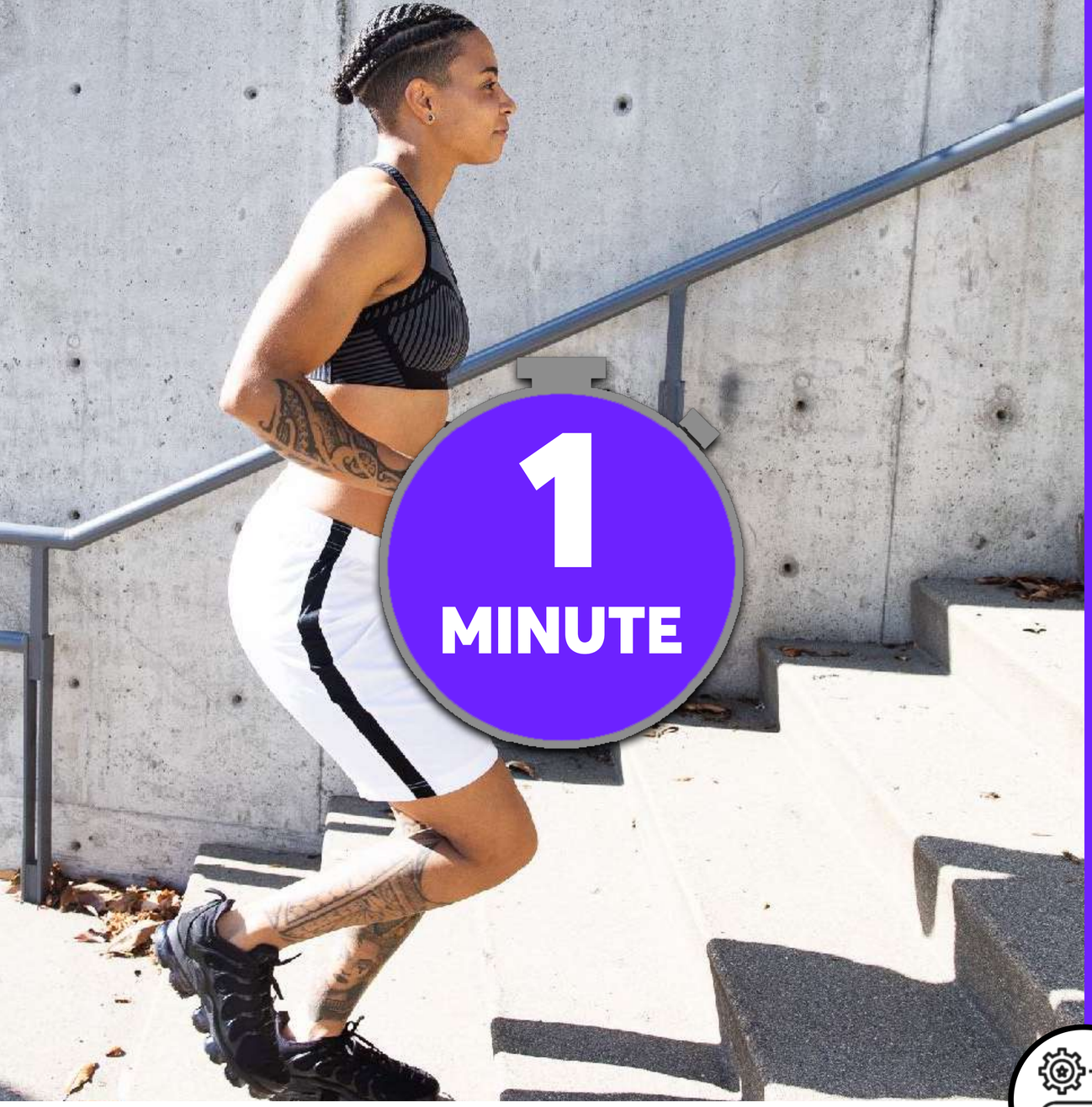


WHAT'S YOUR OBJECTIVE?

Provide **introductions?**

Letter of Intent? (Potential customers)

Funding? Something else?

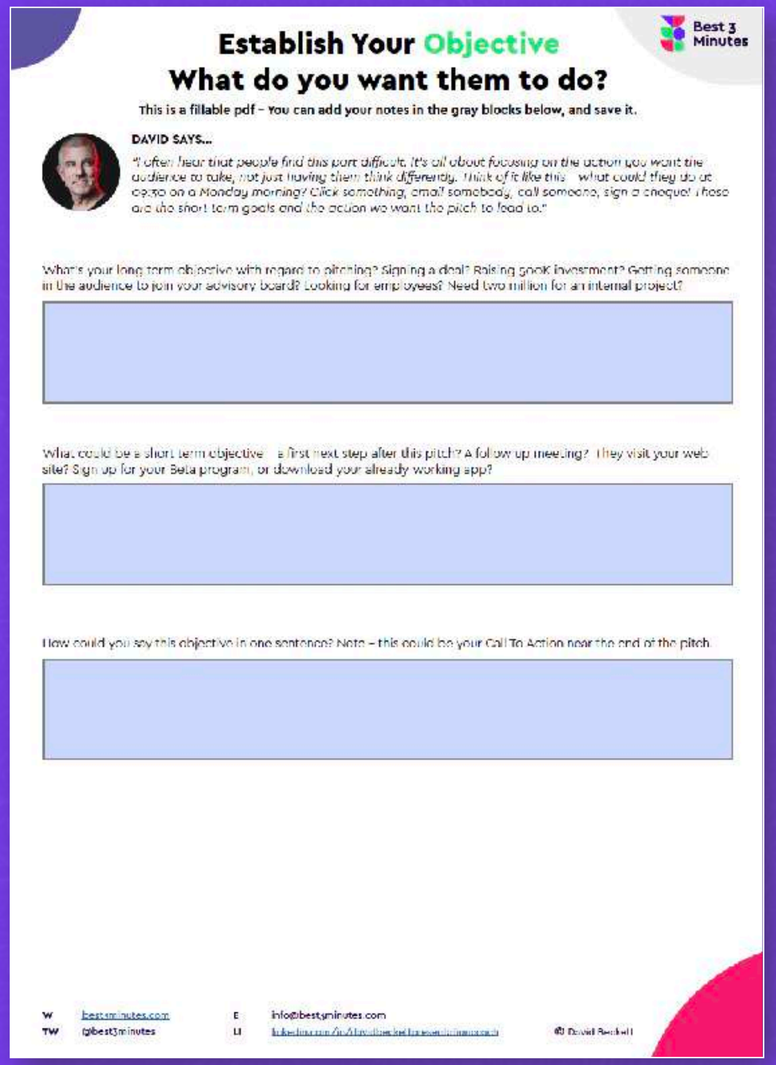


ACTION STEP

Write down in 1 minute what you want the audience **to do** after watching your live pitch

Focus on **Action** - not just thinking differently

How can they help you move forward?



Best 3 Minutes

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.

W best3minutes.com
TW @best3minutes
E info@best3minutes.com
LI [illegible]
David Beckett

Write down your Objective

Fillable pdf download available

HOW MUCH TIME DO WE GET?

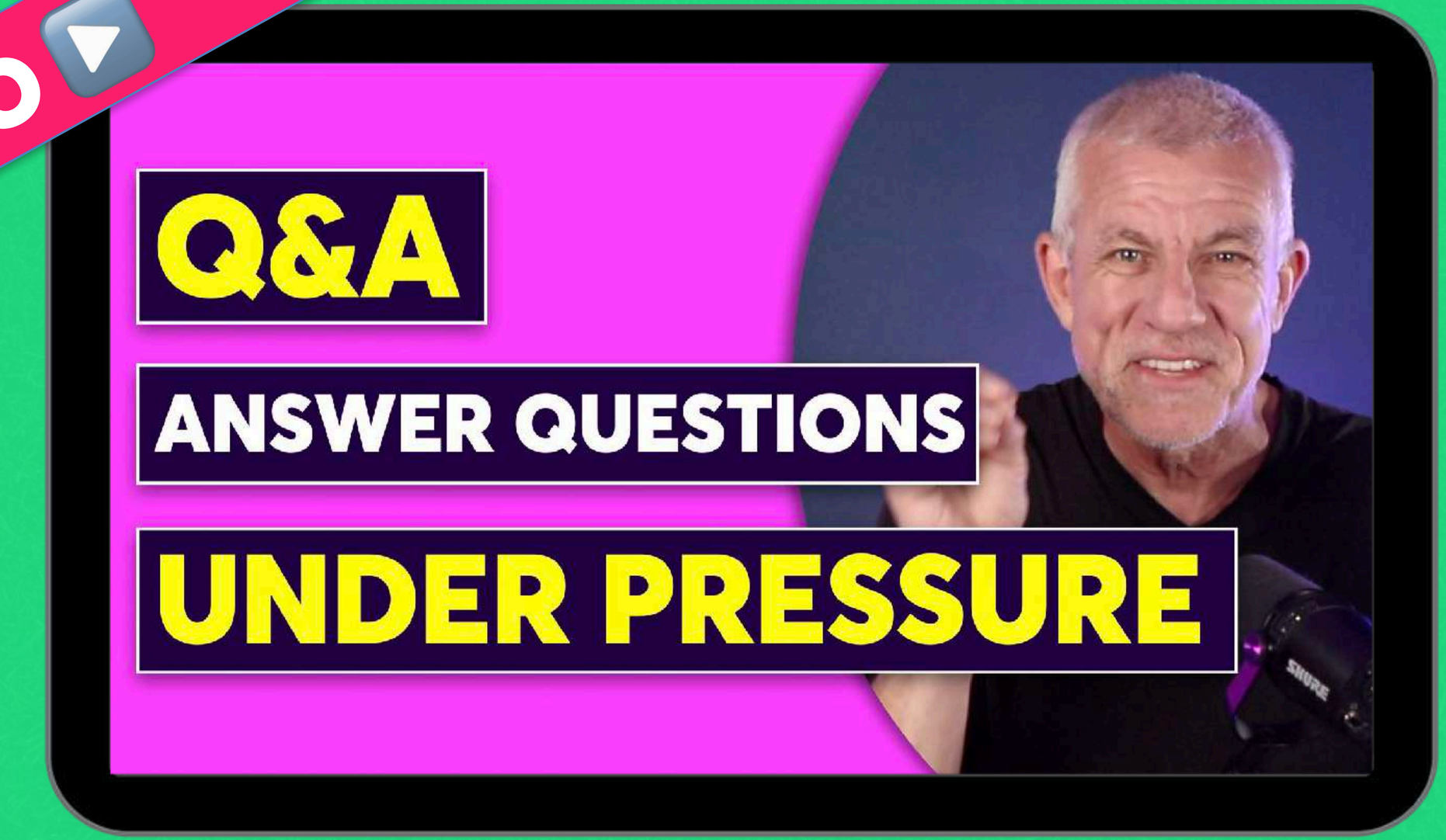


PITCH



Q&A

VIDEO

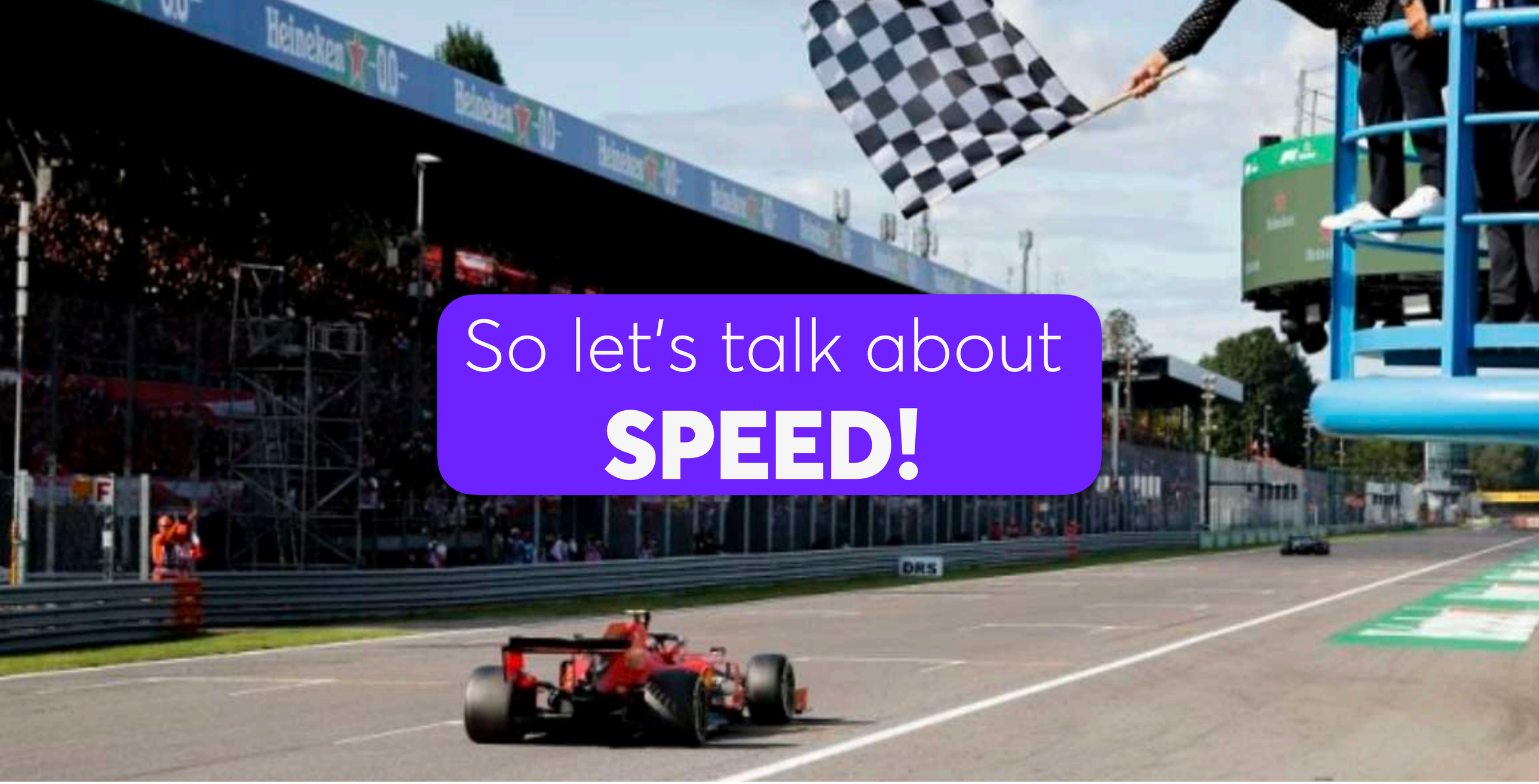




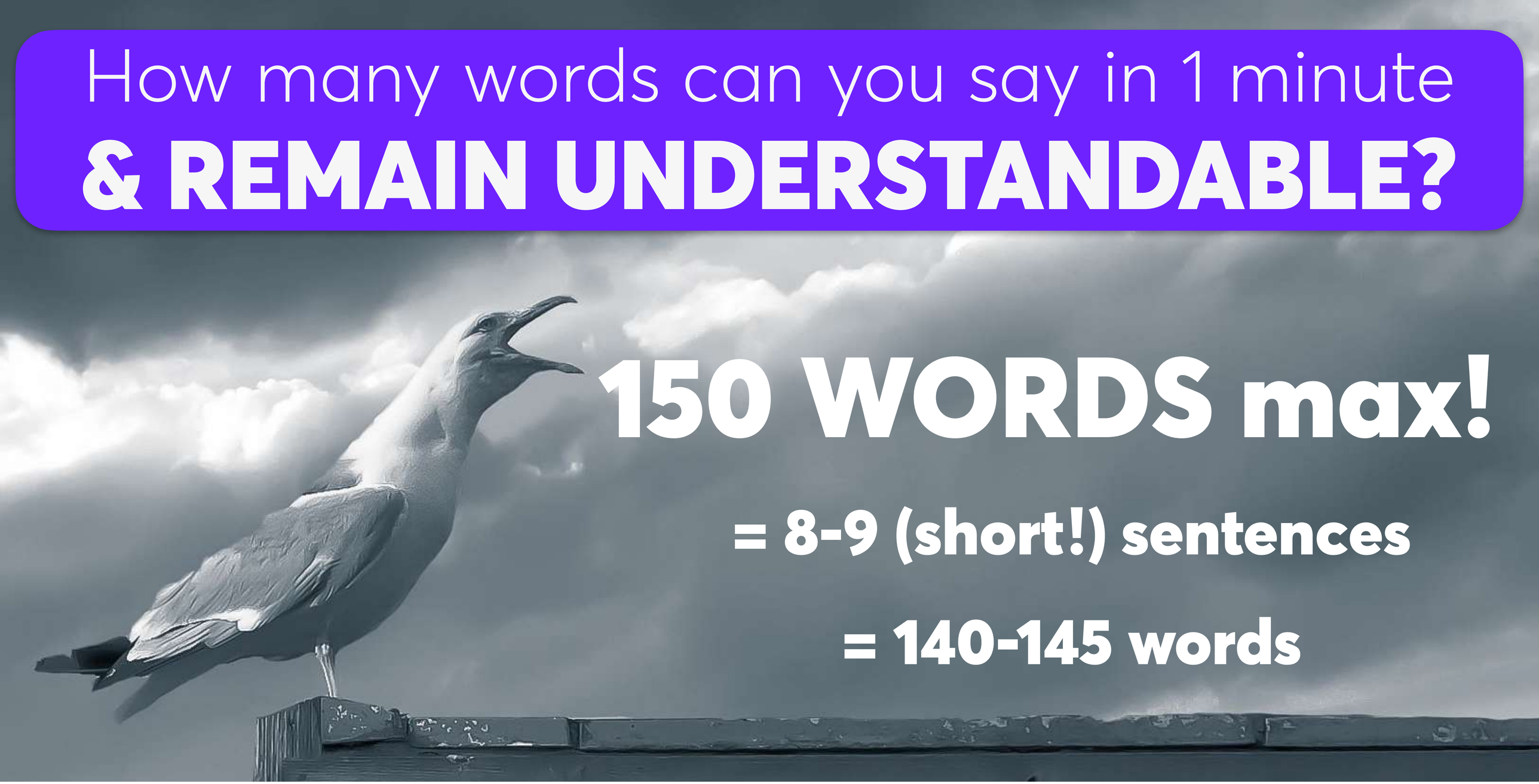
PITCH



Q&A


So let's talk about
SPEED!

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



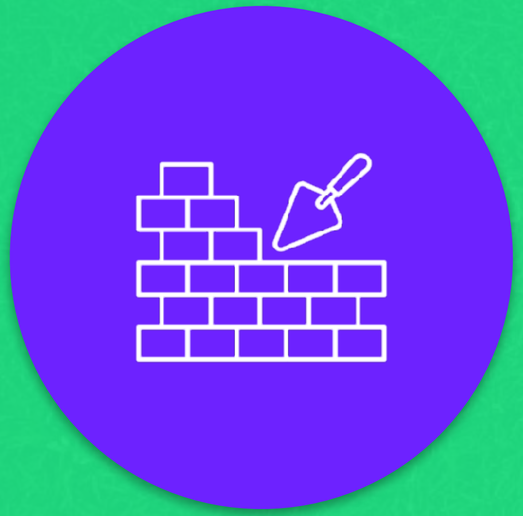
150 WORDS max!

= 8-9 (short!) sentences

= 140-145 words


143
Words/min

What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch


We've already done some
THINKING
We've got some great
CLARITY...



Audience Who do I want to connect to, who is listening?

Goal What do I want to achieve?

Time How many minutes have I got?

Now let's get clarity on

KEY TOPICS

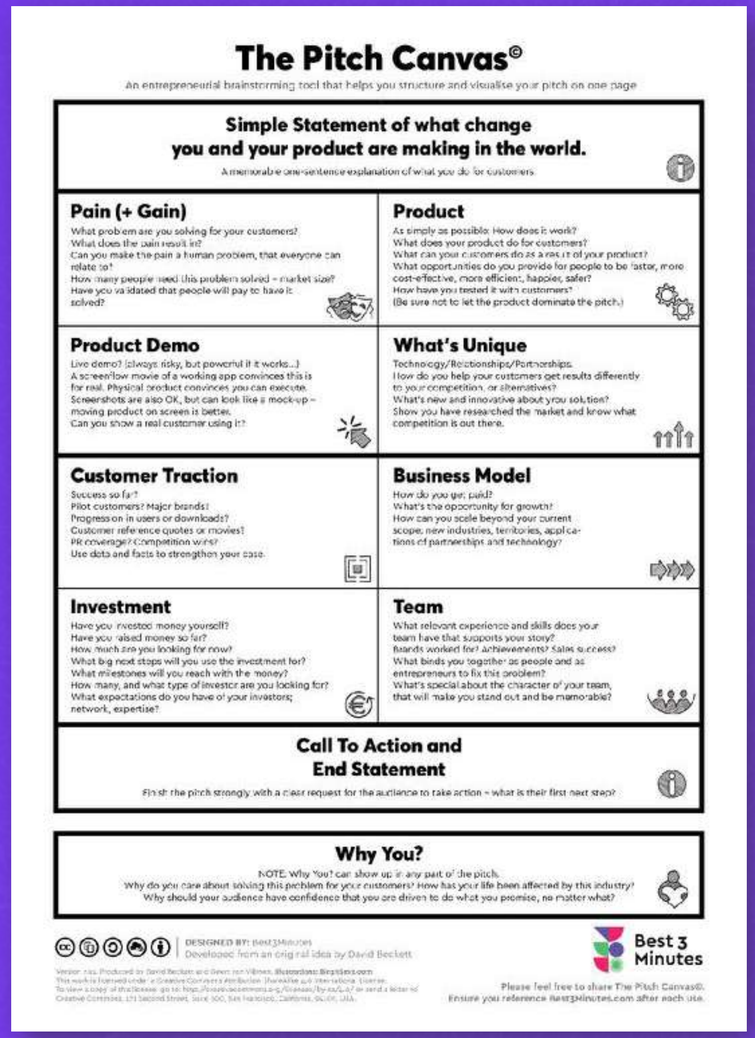
SUMMARY IMPORTANT TOPICS

What **specific problem** do you solve/prevent?

Is your **solution feasible**? What **impact** does it make? (Value!)

What **proof/team/concrete plans** do you have?

Oh, and the **quality** of 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 you 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

Best 3 Minutes

Please feel free to share The Pitch Canvas©.
Ensure you reference Best3Minutes.com after each use.

THE PITCH CANVAS©

(Digital) Copy Available

Let's focus on

KEY TOPICS

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



TRACTION/ VALIDATION



THE IMPACT



THE ASK



THE TEAM



WHY YOU?



1



PAIN

What is the **problem** you solve?

Who are you solving it for?

The **Why** of the product



PAIN

"We built a parking app, which integrates sensors using Internet of things technology, and it's all on the blockchain, and we use AI to…"



PAIN

"In **major cities**, like Amsterdam, Porto & Tokyo, it takes over **100 Million drivers** over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex systems?

(Battery/social) health?

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

Be specific
PUT A NUMBER ON IT



"It takes so much time to find a housemate"

"There is too much energy inefficiency "



"It takes up to **3,5 months** to find a housemate"

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



2

PRODUCT

How do you **solve** the problem?

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



UNIQUE

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

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

(What is different to current solutions?)

3



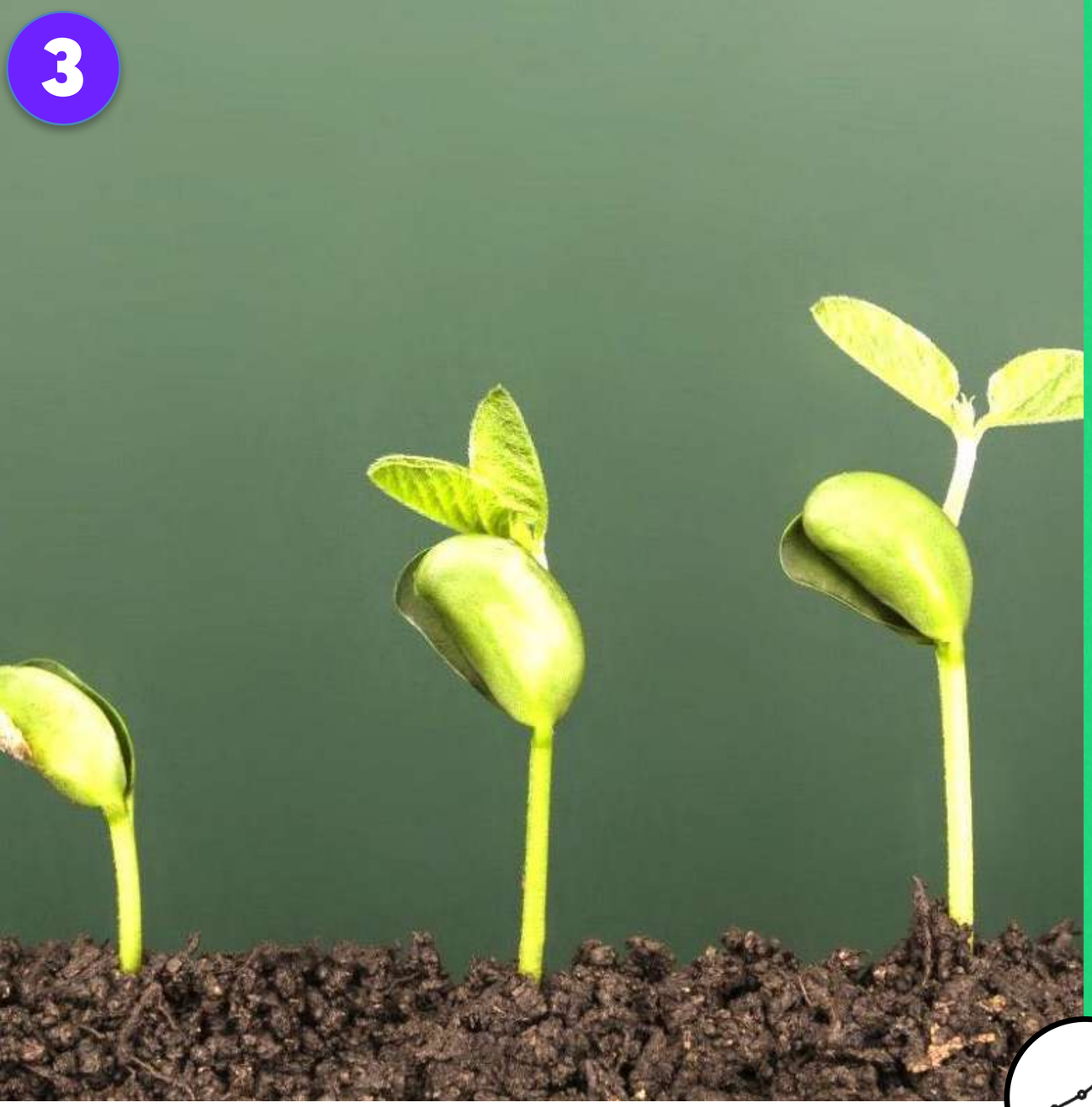
PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

Numbers of users or customers? **Growth?**

3

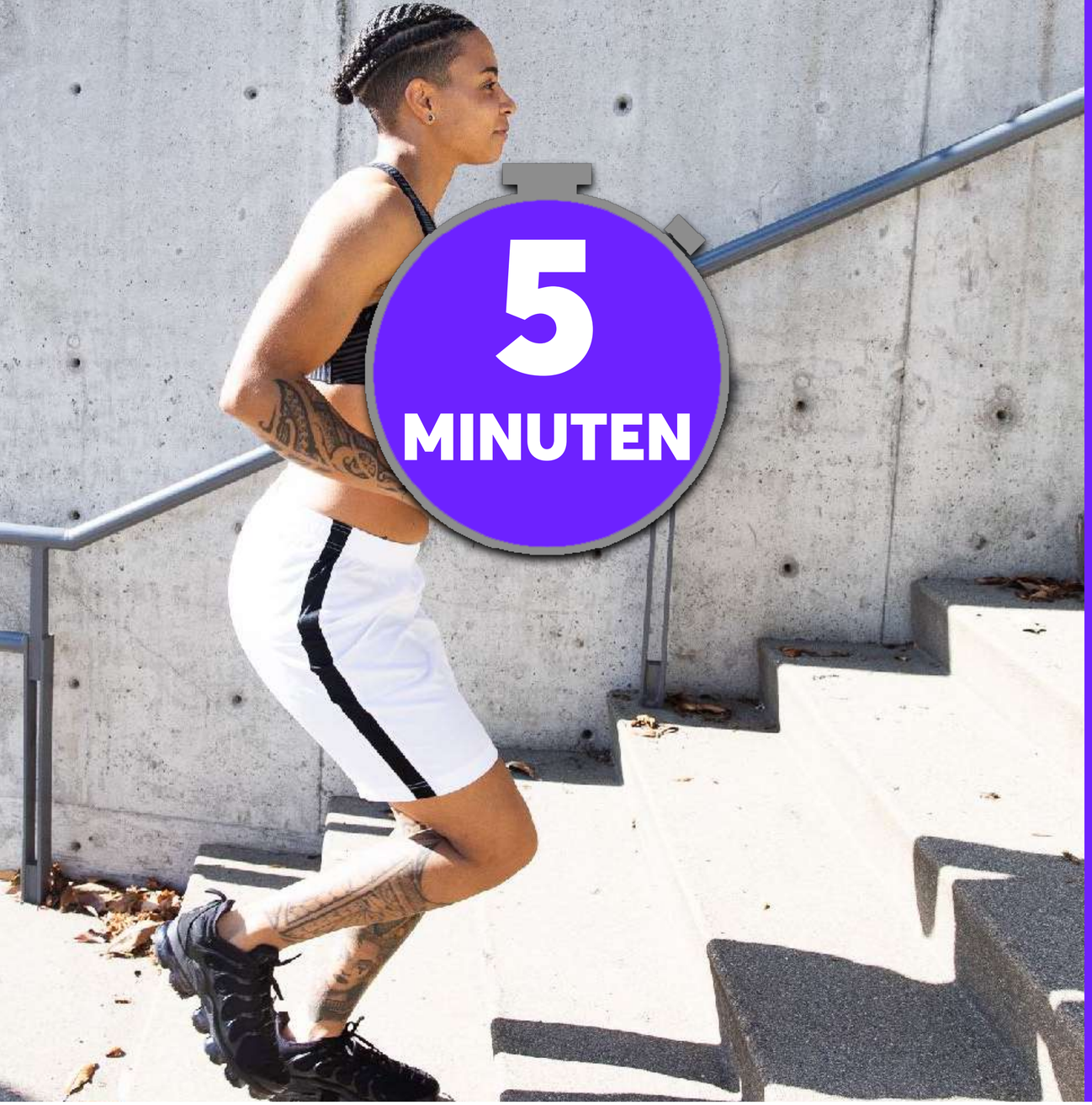


EARLY STAGE VALIDATION

Customer **Interviews**?
Online **Experiments**?

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

Have you **tested** your solution, do you have **proof**?



ACTION STEP

Brainstorm: write down *at least* **10 things** about the **PAIN & PRODUCT** (your solution)

Write down *at least* 1 thing about how **UNIQUE** your idea is, and at least 3 about **PROOF** (validation, traction)

Don't think too much: **just write**

Which other topics should be in

YOUR WINNING PITCH?



4

THE IMPACT OF YOUR SOLUTION

"How **big** could this thing go?"

What's the **biggest** impact you could make if you were successful?

5



WHAT DO YOU NEED?
= CALL TO ACTION

Follow Up **Meeting**?

Feedback - on what?

Advice? **Introductions**?

Or… Something else?



INVESTMENT

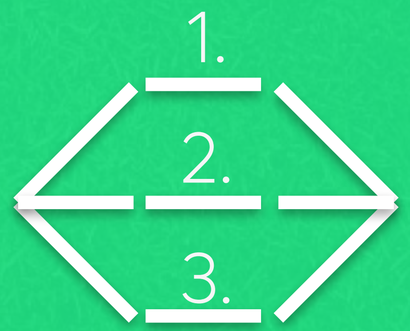
THE INVESTMENT FUNNEL

Invested Cash Yourselves?

Raised Money Already?

Raising how much now?

We'll spend it on;



Milestone X



MILESTONE

Where will the investment/support **bring** you?

MVP? Pilots? **Sales?** Users?

6



TEAM

Who will make it happen?

Complimentary **skills**?

Driven by the same **purpose**?

Are you **coachable**?

6



WHY YOU?

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

Why did you **start** this in the first place?



6

WHY YOU?

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

Your **enthusiasm** counts!



ACTION STEP

Prepare a **60-90 Second** pitch with 3 or 4 of these topics;

Pain (problem), Product (solution), Unique, Proof (validation/traction), Why you?

Note: individually

60-90 seconds = 9-13 sentences



10 min. break

Set a timer! #phone


Let's put the thinking
INTO ACTION!



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 **60-90 Second** pitch with the following;

Pain,
Product, What's Unique
Validation/Traction
Why You

In **pairs**: 5 minutes each

Let's give constructive feedback!


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


You've just gone through a
REPEATABLE PROCESS



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?

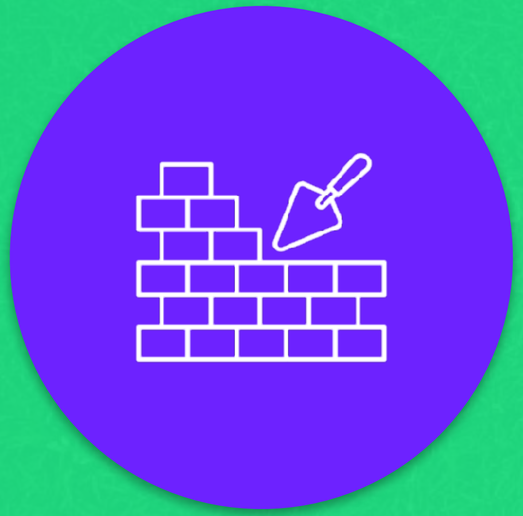


Friendly advice
for improvement


For every part of your pitch
REPEAT THE PROCESS


QUESTIONS?

What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch


Make the first word count
OPEN POWERFULLY



The first 20 seconds buys

ATTENTION



A professionally planned opening from
The Great Bubble Barrier

Simply

BE PROFESSIONAL



Making your story

FOCUSED & MEMORABLE


The Power of
THREE

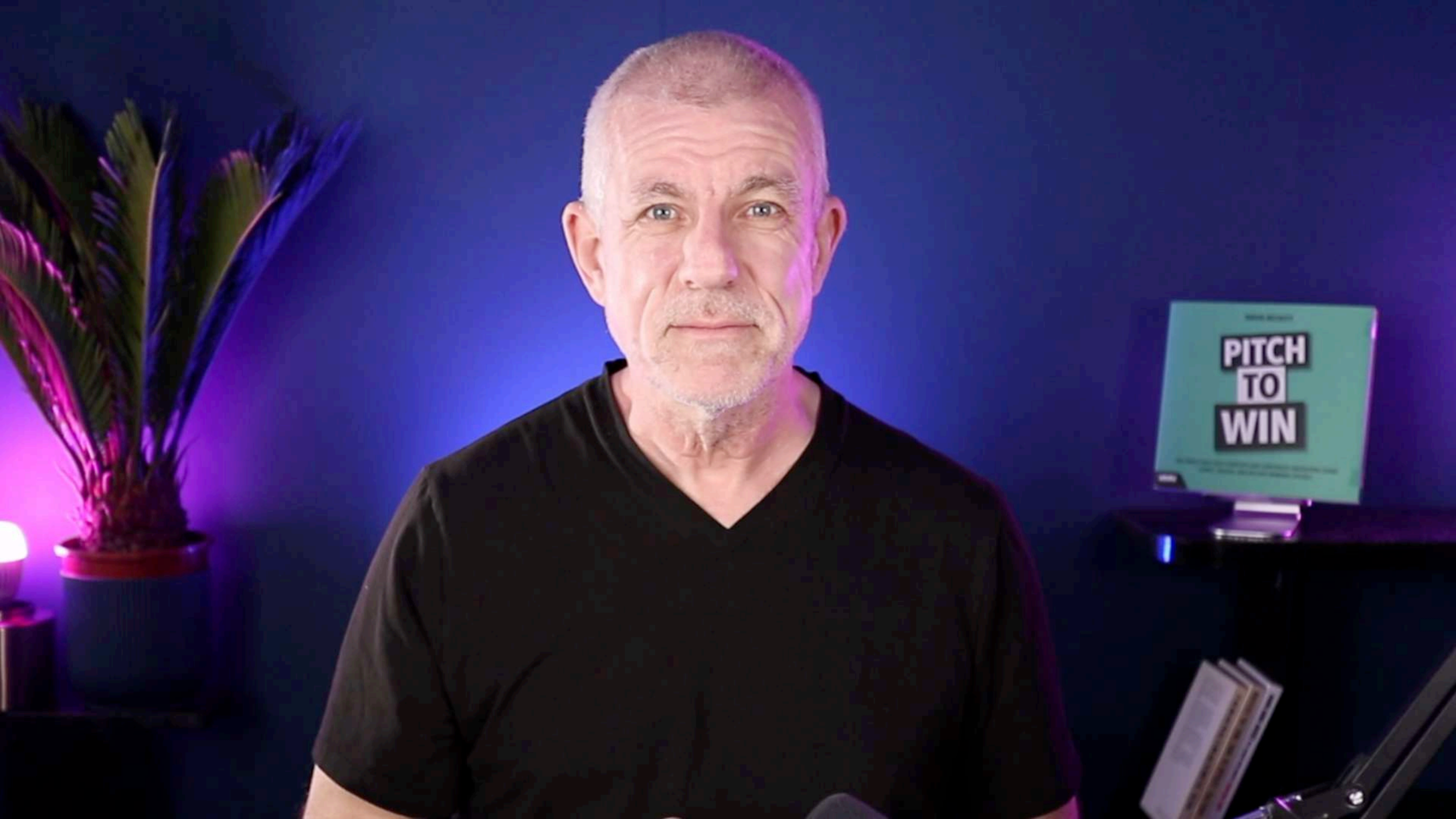
What happens if I say…

“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?


PITCH
TO
WIN

The Power of Three is a

PUBLIC SPEAKING TOOL



Break your product into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE

The Power of Three is a

PUBLIC SPEAKING TOOL & A MINDSET





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 20-30 SECONDS

THANK YOU!

=

I've finished, you can clap now!



5 min. break

Set a timer! #phone

Your pitch on November 18 will be **ONLINE**!





Online Presentation Checklist

Think of this as an online event.
The preparation, professionalism and structure of the meeting,
as well as the content of the presentation, influence how the customer perceives you and the team.

Tech Check 15-30 Mins in Advance.

Camera at the right, your internet connection is good, screen sharing works, everything is as expected.

Turn off all notifications and close all apps.

Ensure there are no distractions, so that you can focus on your message and the audience.

Use Laptop/desktop computer, not phone.

Less likely to go wrong, portrait/landscape and background problems often occur with phones.

Don't look down on your audience.

Adjust the camera so that you look directly into the camera. This creates a feeling of eye contact.

Have good lighting: make your face

Set up a desk lamp to light up your face. Avoid heavy backlight (draw the curtains or close

Turn your video on, and ask them to switch on too.

Seeing each other creates a bond. In meetings with a few people, ask them to switch on too.

Make sure your face is not too big on camera!

A big face can cause claustrophobia and fatigue. Target a similar head and shoulders

Tidy up your backgrounds: put focus on you.

Have a neutral background, remove all distractions and use a virtual background if possible.

Buy a Pop-Up Gr
far an Inst
tidy-up to you

A pop-up green screen is a cheap and effective way to tidy up your background. Position it behind you, and connect

Online Presentation FAQ

How do I connect with my audience?

Ensure you don't just broadcast what you think is important. Give the audience something every 8-10 minutes.

Welcome them on arrival

It's all love to hear our own name! Say their name and welcome them to the meeting or event.

Run Polls

Simple is best. Ha! Use Chelse Prize (optional). Yes/No questions and 'What's your biggest challenge with ...'

Q&A

The most effective way to connect with your audience. See below for how to manage questions.

How do I manage questions?

Questions give the audience a chance to re-set their attention, ask what's on their mind and get new energy.

Inform how and when they can ask questions

Tell them at the beginning if you will take questions during the presentation, or all at the end (I recommend during).

Take questions by chat rather than by voice

When speaking, people sometimes ramble. If they have to type it into the chat, usually they cover it in full.

Come out of the presentation to answer questions

Exit the presentation so they can focus on you. Write or answer questions. This creates more of a personal bond with you.

How to put energy in when presenting to a computer!

Your voice has a big impact on how much energy they feel from you.

Get connected to the story and your content

Remind yourself: why does this matter to you? What is your message? What do you want people to walk away with at the end?

Record yourself. Listen out for energy and emphasis

Which words or key messages really matter? What do you think and feel? Are you conveying that? How try again.

Practice the opening 3-5 minutes out loud

Saying things out loud in advance helps you to find out if the story in your head sounds the same when you speak.

How do I know if they like the presentation?

When face to face, we can 'sense' the audience and how they are reacting to the presentation.
It's harder online and how easy the do not pay attention. Online communication creates a barrier between you and the audience.
The best way to break through that barrier is to do what's been mentioned here in this video: Ask
video on, create Q&A moments, exit screen sharing, mention attendees by name, and speak with energy and passion.

W [illegible] E [illegible]
TW @best3minutes LI [illegible] © David Beckett

THE ONLINE PRESENTATION CHECKLIST

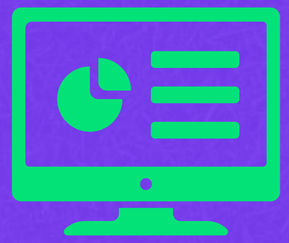
Why is it so difficult to **PRESENT ONLINE?**



When presenting we usually have
6 TOOLS AVAILABLE



WORDS



SLIDES



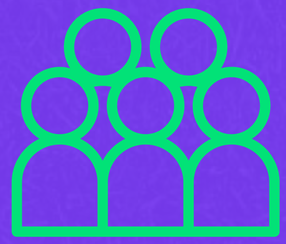
VOICE



BODY LANGUAGE



EYE CONTACT

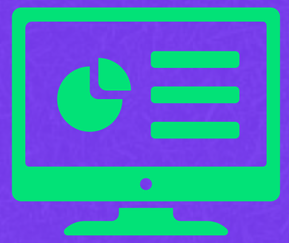


AUDIENCE

When presenting we usually have
6 TOOLS AVAILABLE



WORDS



SLIDES



VOICE



BODY LANGUAGE



EYE CONTACT



AUDIENCE



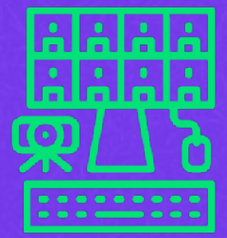
It's an imperfect medium

AND THAT'S OK!

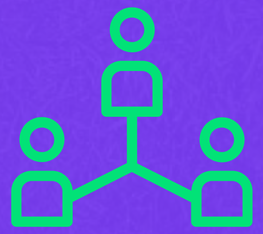
Accept a 'different experience'

ASPIRE TO A GREAT IMPACT

Three Key Aspects of **PRESENTING ONLINE?**



SETUP



ENGAGEMENT



VOICE

VIDEO ON



Sometimes it's **easier** not to be seen

Seeing each other creates a **bond**

Essential if **you** are **presenting**

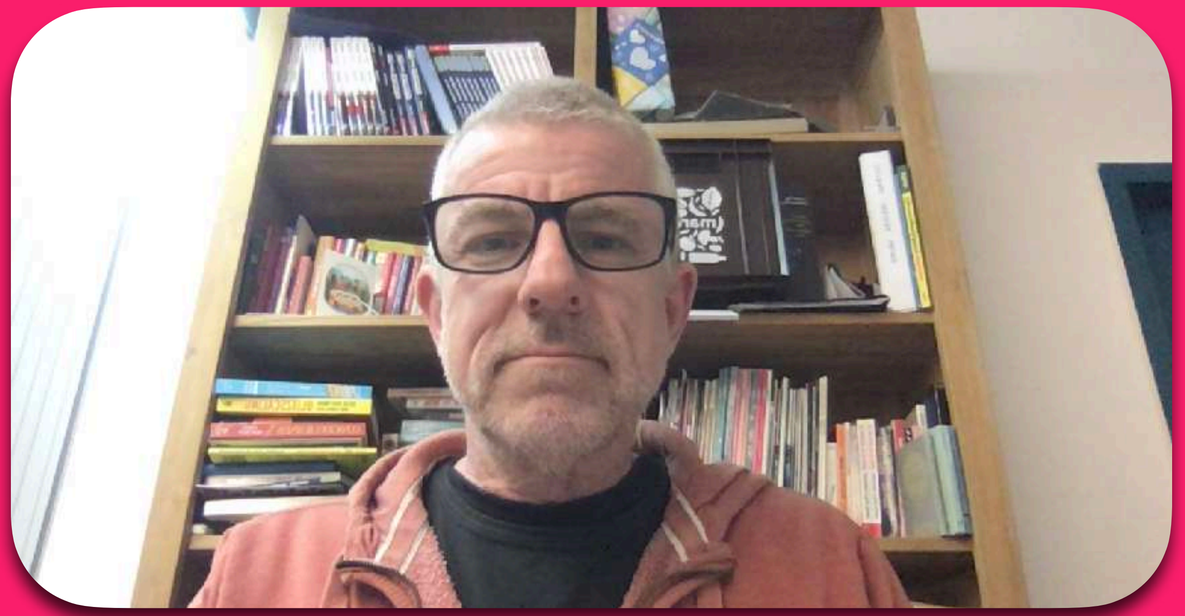
VIDEO ON

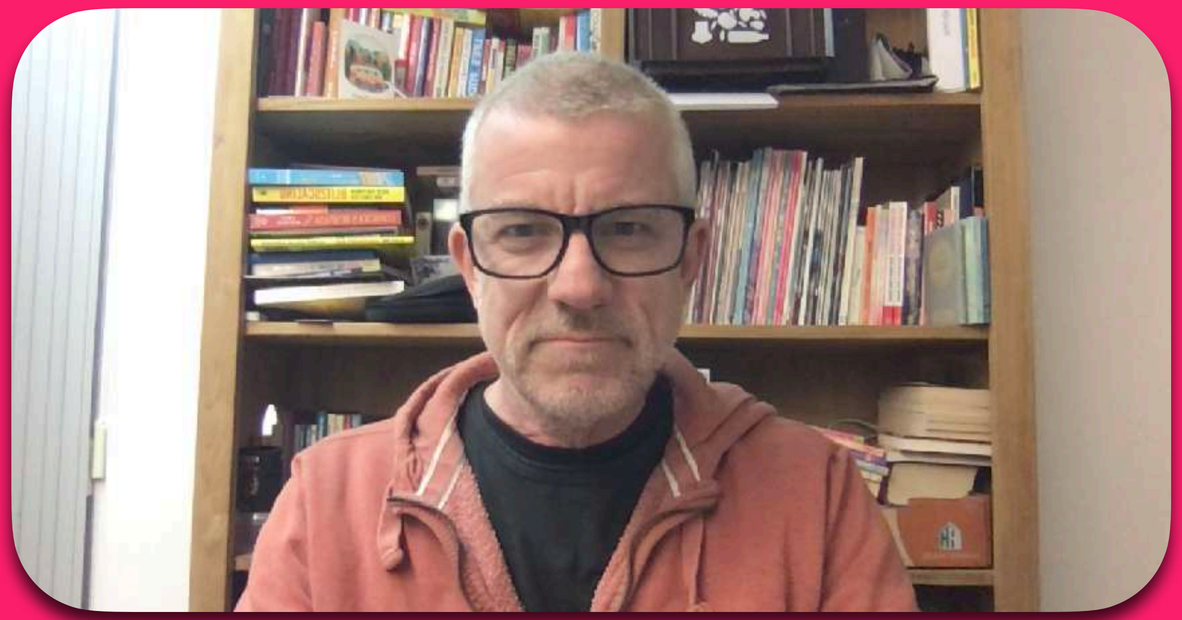


Smiles & Laughter

Gestures & Nods

Facial **Expression**





CAMERA POSITION

Avoid looking **down**
on the audience

Adjust to look
at the camera
if possible





THINK ABOUT LIGHTING...

They need to be able to see your facial **expression**

TIDY UP YOUR BACKGROUND





Keep it **clean...**

Virtual backgrounds don't always work - **test!**



CHECK SIZE OF FACE ON CAMERA

BUSINESS INSIDER

HOME » INTERNATIONAAL » AFRAID OF THE PERSON IN THE MIDDLE OF YOUR ZOOM CALL? YOU'RE NOT ALONE. RESEAR

Afraid of the person in the middle of your Zoom call? You're not alone. Researchers say large faces in video meetings can trigger a 'fight or flight' response.

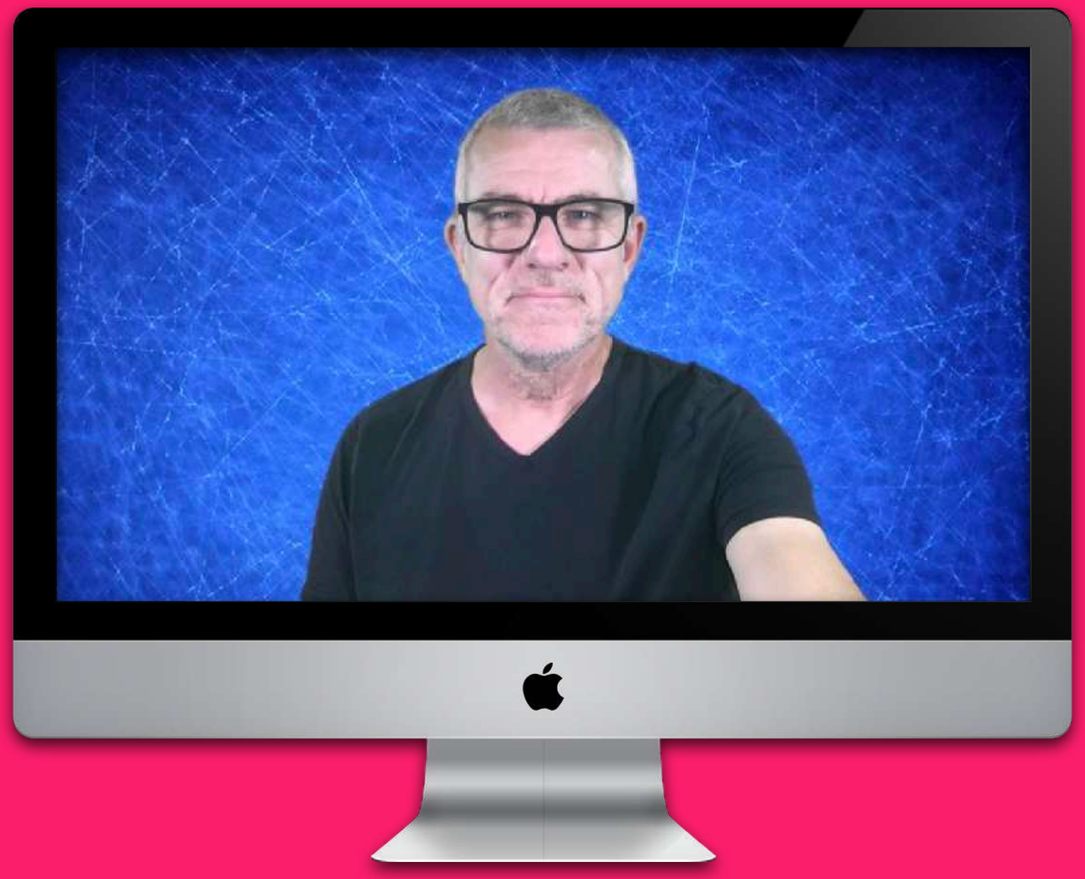


Tyler Sonnemaker

23 apr 2020

LARGE faces trigger a **Fight** or **Flight** response

HELP! SIZE OF FACE ON CAMERA



Adjust your camera so that you have a **friendly** appearance

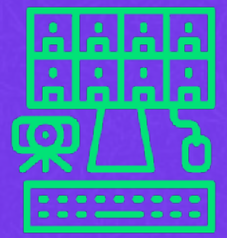
PRO TIP

USE A CLICKER!

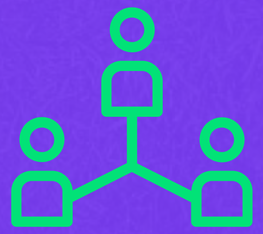


Avoids the
'click-click-click'
when moving from
slide to slide

Three Key Aspects of
PRESENTING ONLINE



SETUP



ENGAGEMENT



VOICE

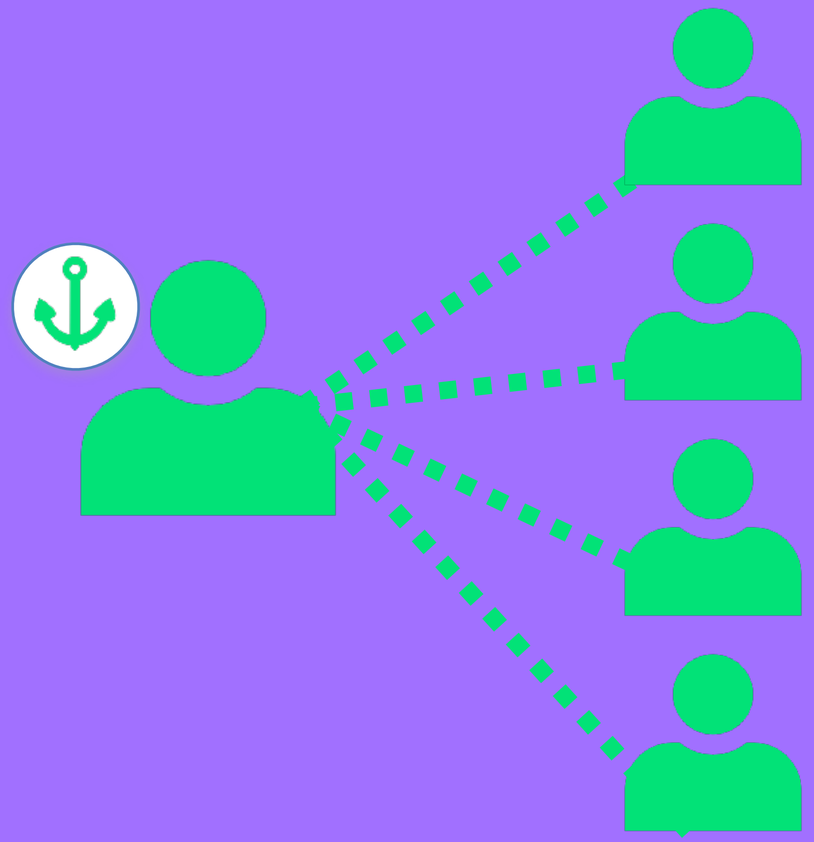

Welcome attendees
BY NAME
OPEN



Make a plan

HOW TO HANDLE QUESTIONS

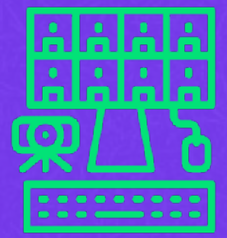
Part of a team? Have one **ANCHOR PERSON**



"Now I'd like to introduce person X, whose **role** is… and **expertise** is…

He/she/they will answer this **question**."

Three Key Aspects of
PRESENTING ONLINE



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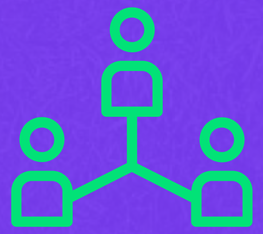


ENGAGEMENT



VOICE


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




The **No.1** Reason why our
MESSAGE LOSES IMPACT?

Well, it's, um, like, the issue of, er,
what you often hear, I mean,
with people, like, telling things,
you know, with, um, a lot of, like,

FILL WORDS

Reduce/Cut out
FILLS & HEDGES

Um, Er, Ah
Like
Kinda
Of course
You know
Obviously
Sortta
So

In my opinion
Basically
Trying to
Hoping to
I believe
I guess
Generally
About

And remember…

PACE & PITCH

NOT TOO FAST



NOT MONOTONE




Use your voice to
EMPHASISE
SPEED
PITCH
VOLUME

What do you want them to **THINK AND FEEL?**



"Antony said his boss did not commit a fraudulent act."

To improve your voice

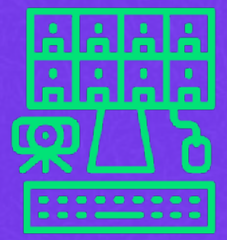
RECORD YOURSELF PRESENTING



Presenting online? I recommend **STANDING UP**



Three Key Aspects of **PRESENTING ONLINE!**



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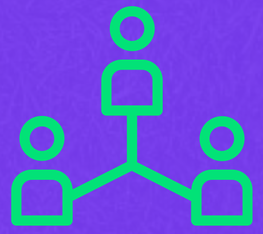


ENGAGEMENT



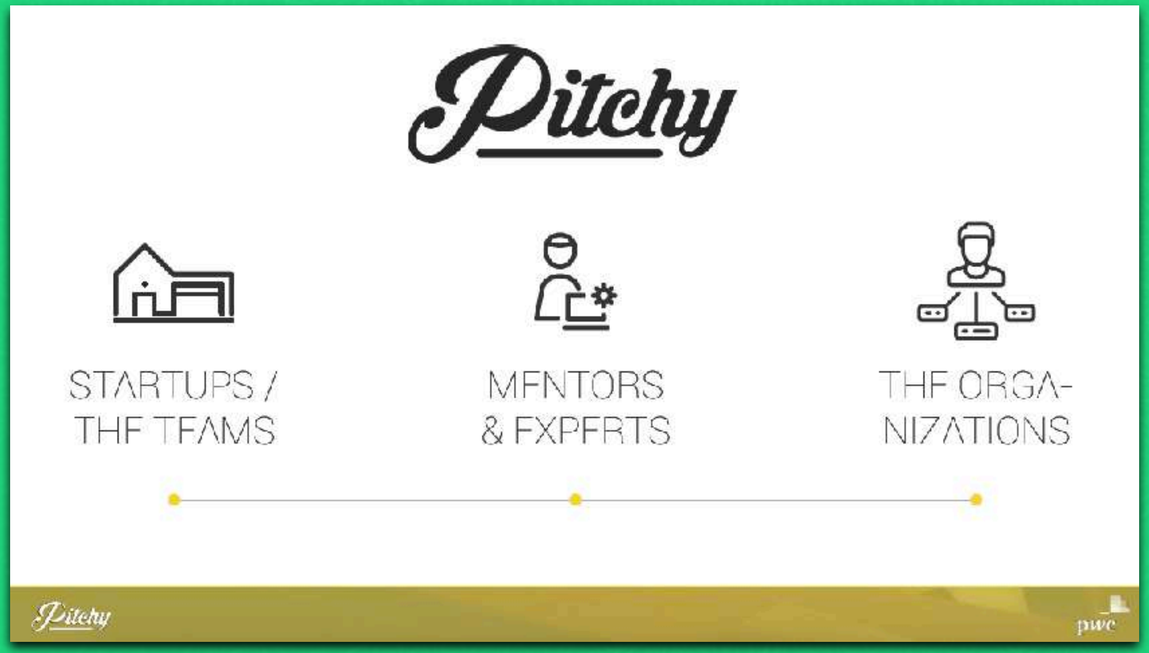
VOICE

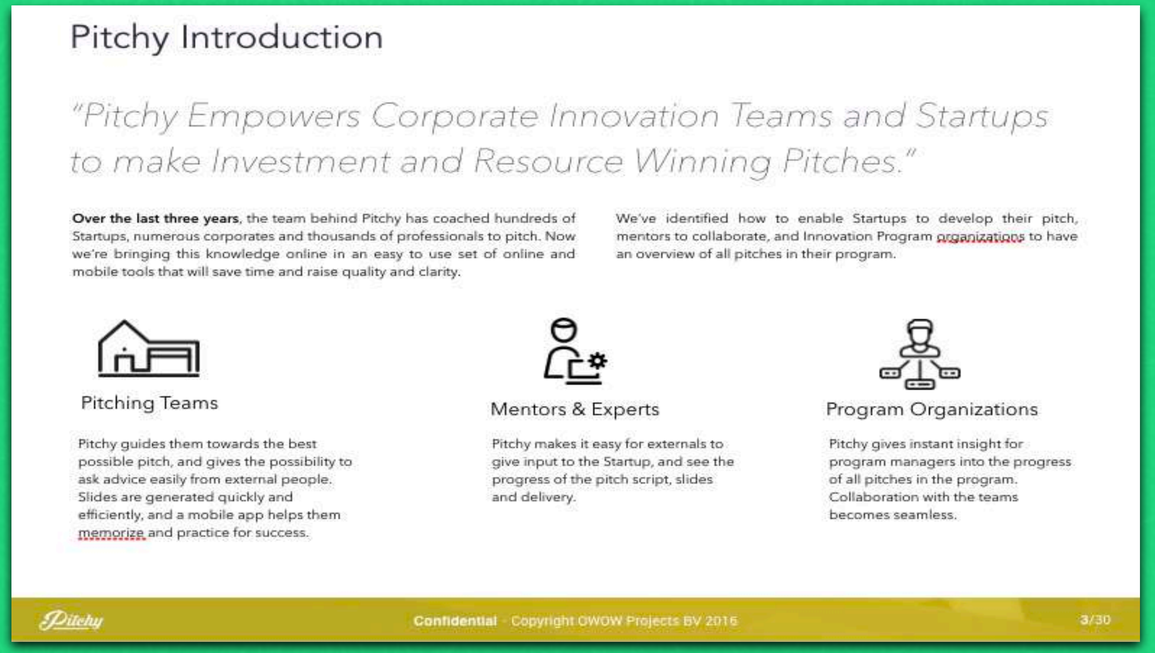

One more thing...

Before we finish…
A word on your **SLIDE DECK**

Why can't we use loads of text?
Because you want them to **listen**

If needed, create 2 slide decks
1 TO PRESENT, 1 TO SEND





Which speaker has your **ATTENTION?**





Pitch tools and **RESOURCES**







best3minutes.com/28DGTL-2026

November 13, 1:1s

25 MIN PER TEAM

09:55-10:20: Deal Lens | Deal Fit

10:25-10:50: HomeMatch | Convido

11:00-11:25: MOSQ

11:40-12:05: SupraOS

12:10-12:35: YesBAT

12:45-**13:10**: ONDWEAR

Add this to your calendar…

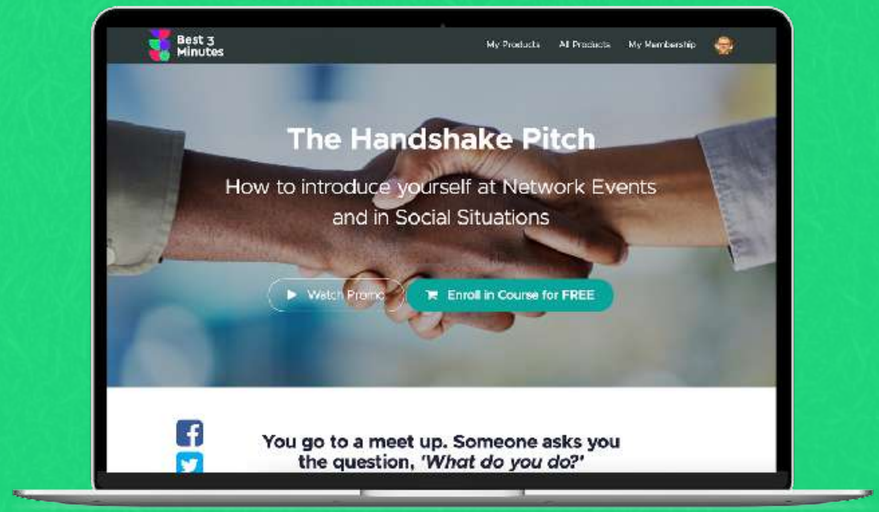
NOW 🤣

Via Zoom: same URL as for this workshop!









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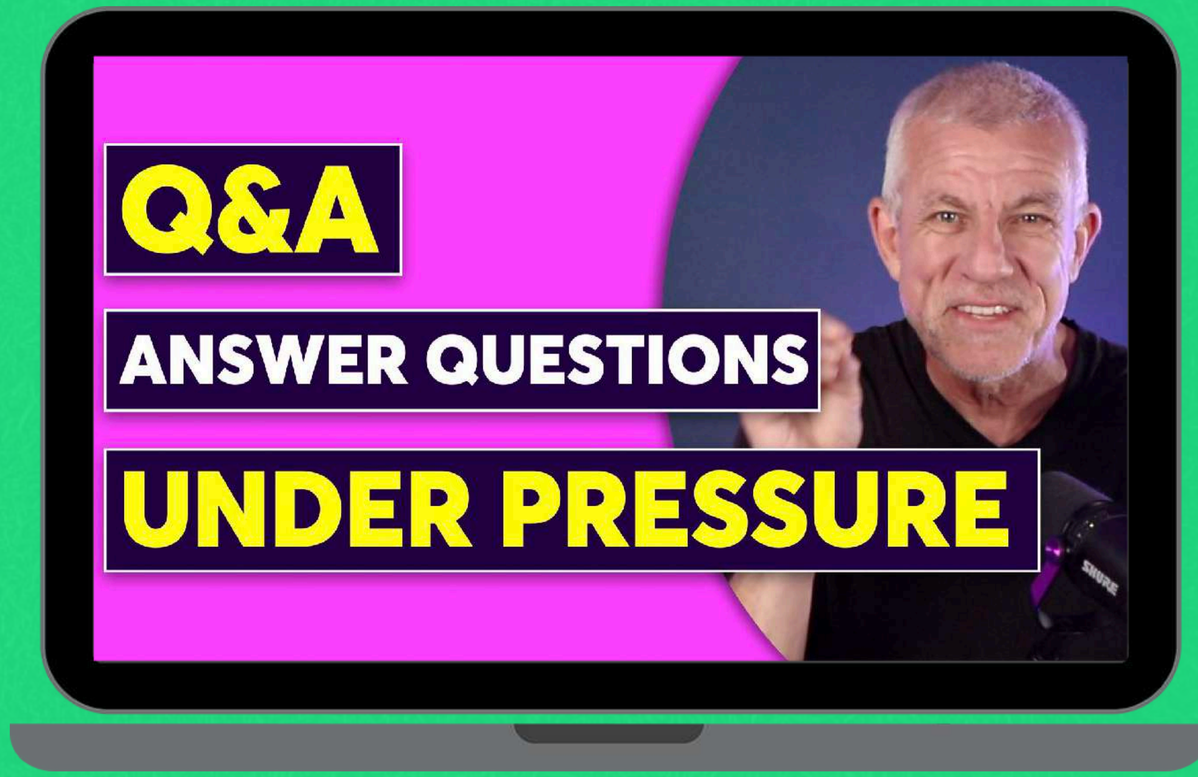
Podcast



YouTube Videos

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Sheila Schenkel

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