3 Minute Pitch Framework

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

This is a fillable pdf – You can write your script or outline in the gray blocks below, and save it.



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 how you have engaged with potential customers to test your idea? 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.



How will you earn money?
Focus on the mechanism: Monthly subscription, set up fee, transaction commission, etc



What Validation have you done? How have you tested your idea with potential customers?



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, a pilot?

Closing:

W best3minutes.com

E david.beckett@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach