

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

# David Beckett

## best3minutes.com

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GREAT IDEAS
NEED A VOICE

You will receive

# SLIDES AND MANY MATERIALS











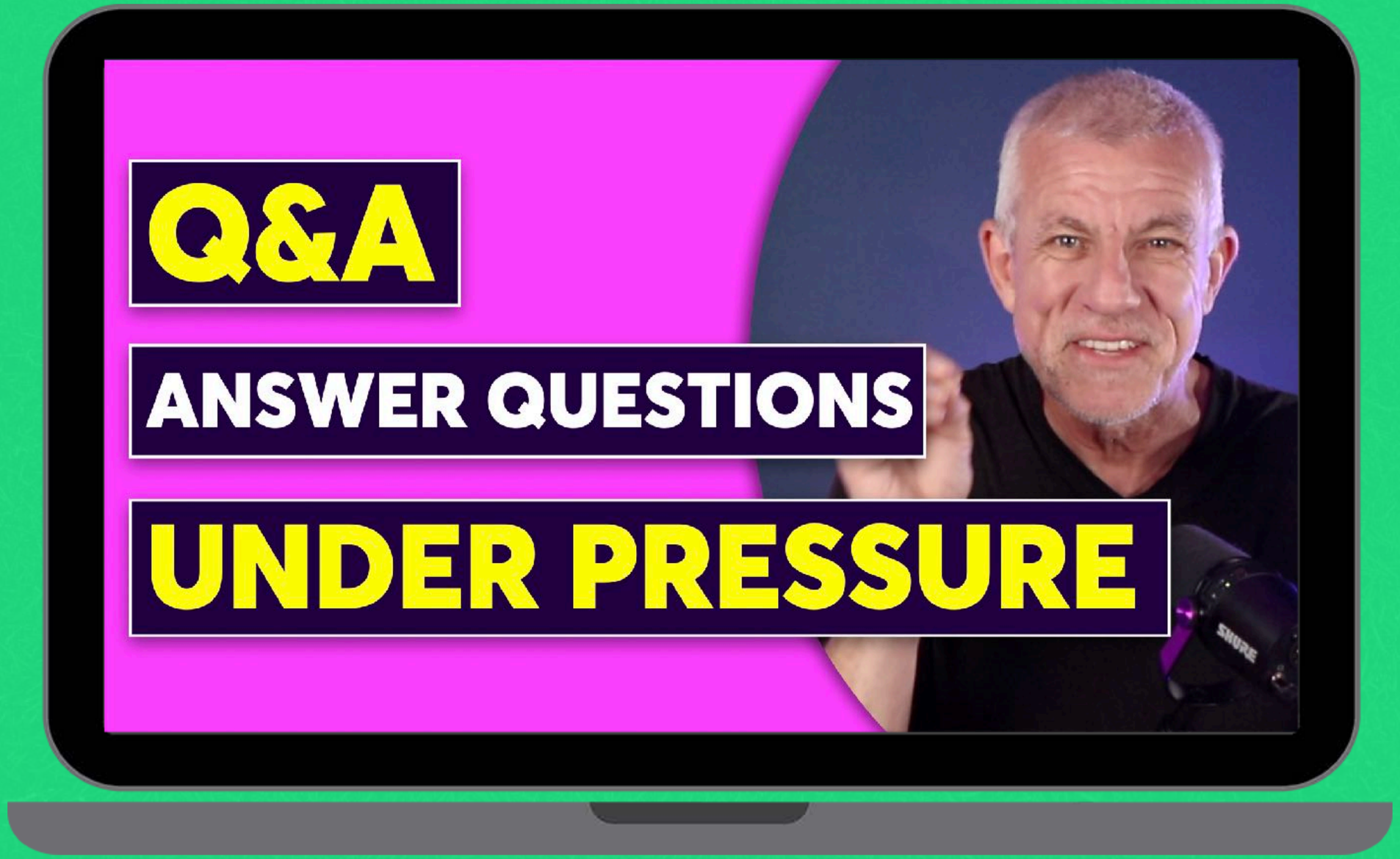


QUESTIONS?
Please ask
IN THE CHAT




# Prepare you for your
# 3-MINUTE PITCH


Prepare you for ANY
TIME-PRESSURED PITCH




best3minutes.com/rompitch

# What we'll cover **TODAY**



**Pitch Essentials**



**Example content for a 3-Minute Pitch**

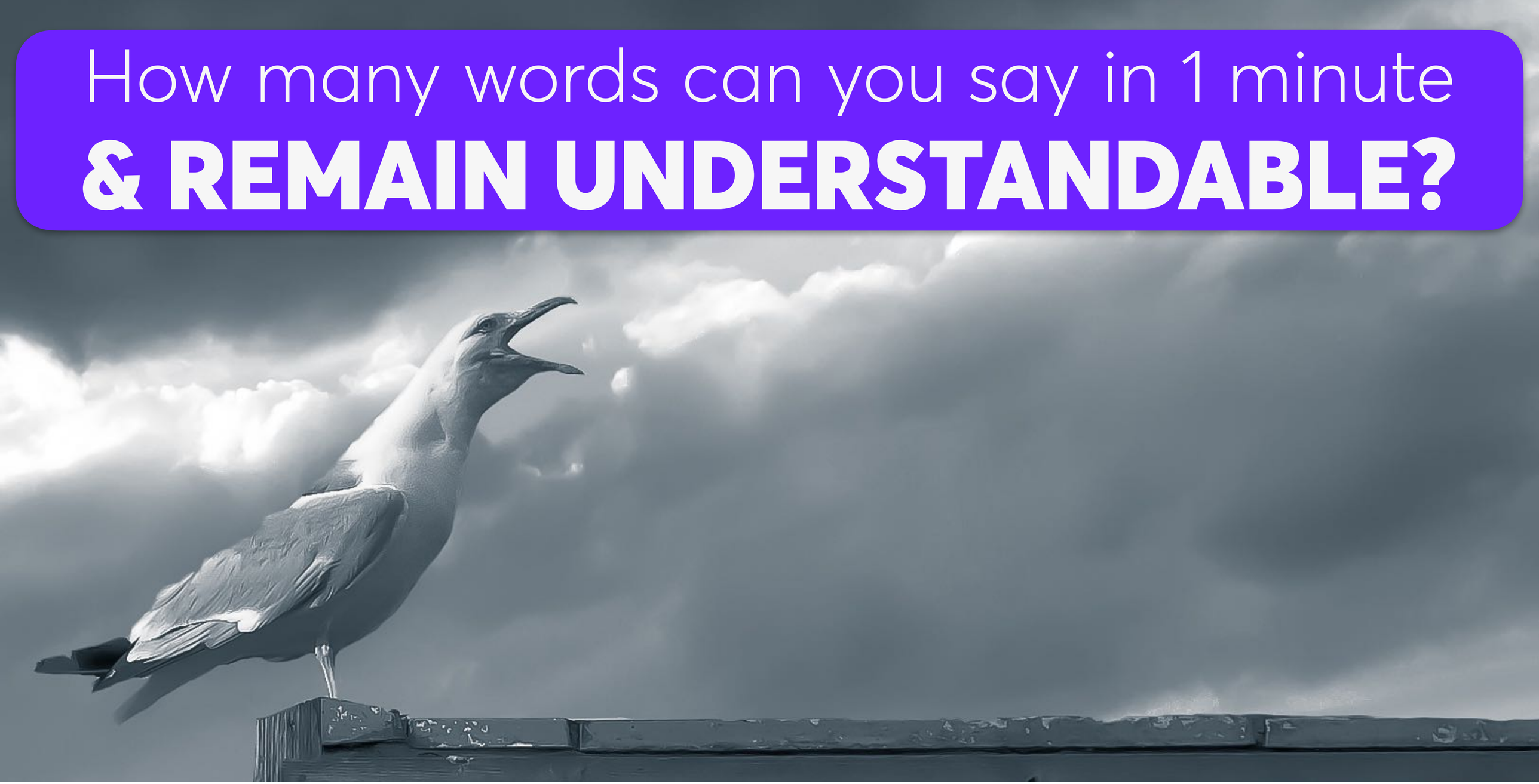


**Leveling Up your Pitch**




# Let's talk about **SPEED**

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



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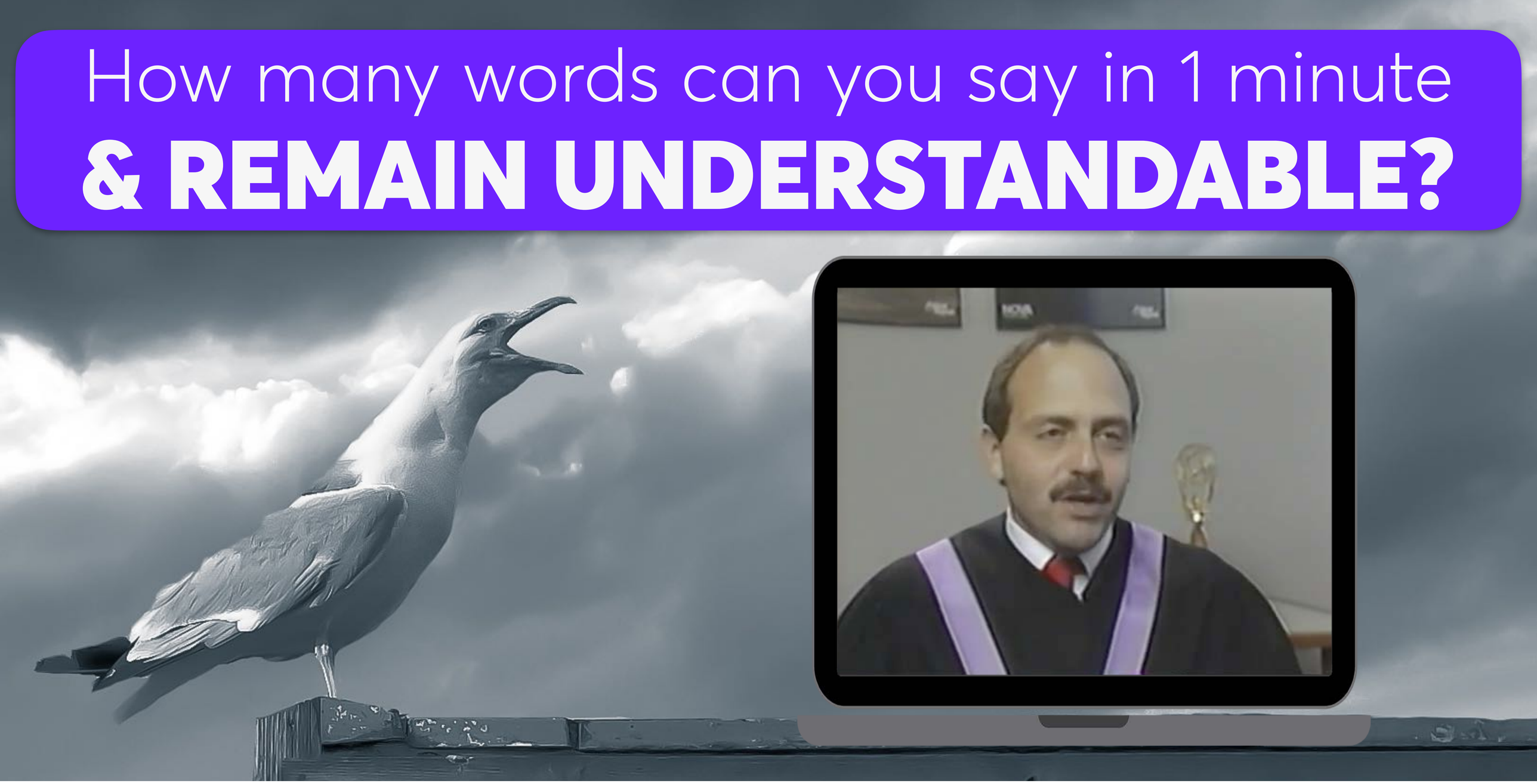

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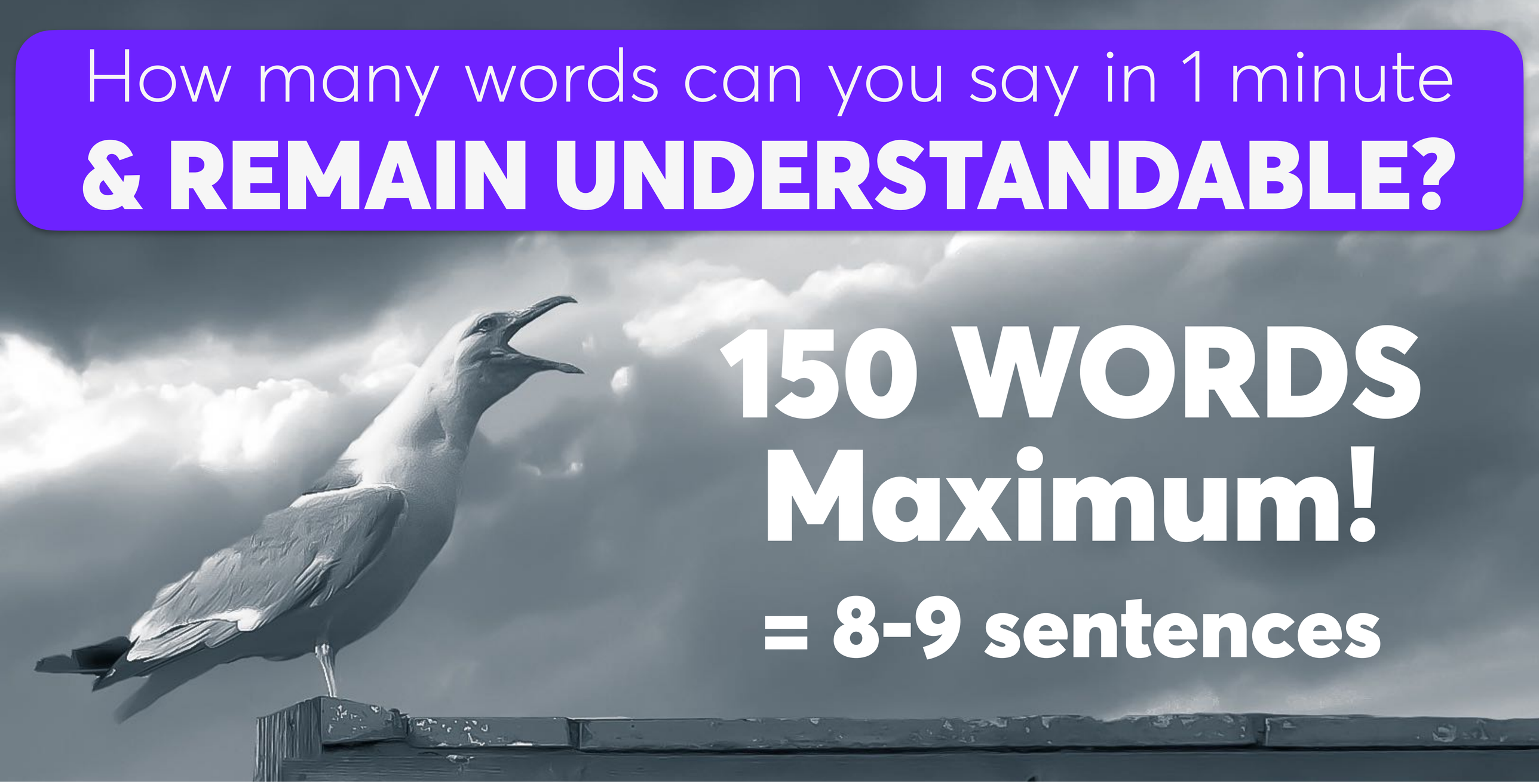
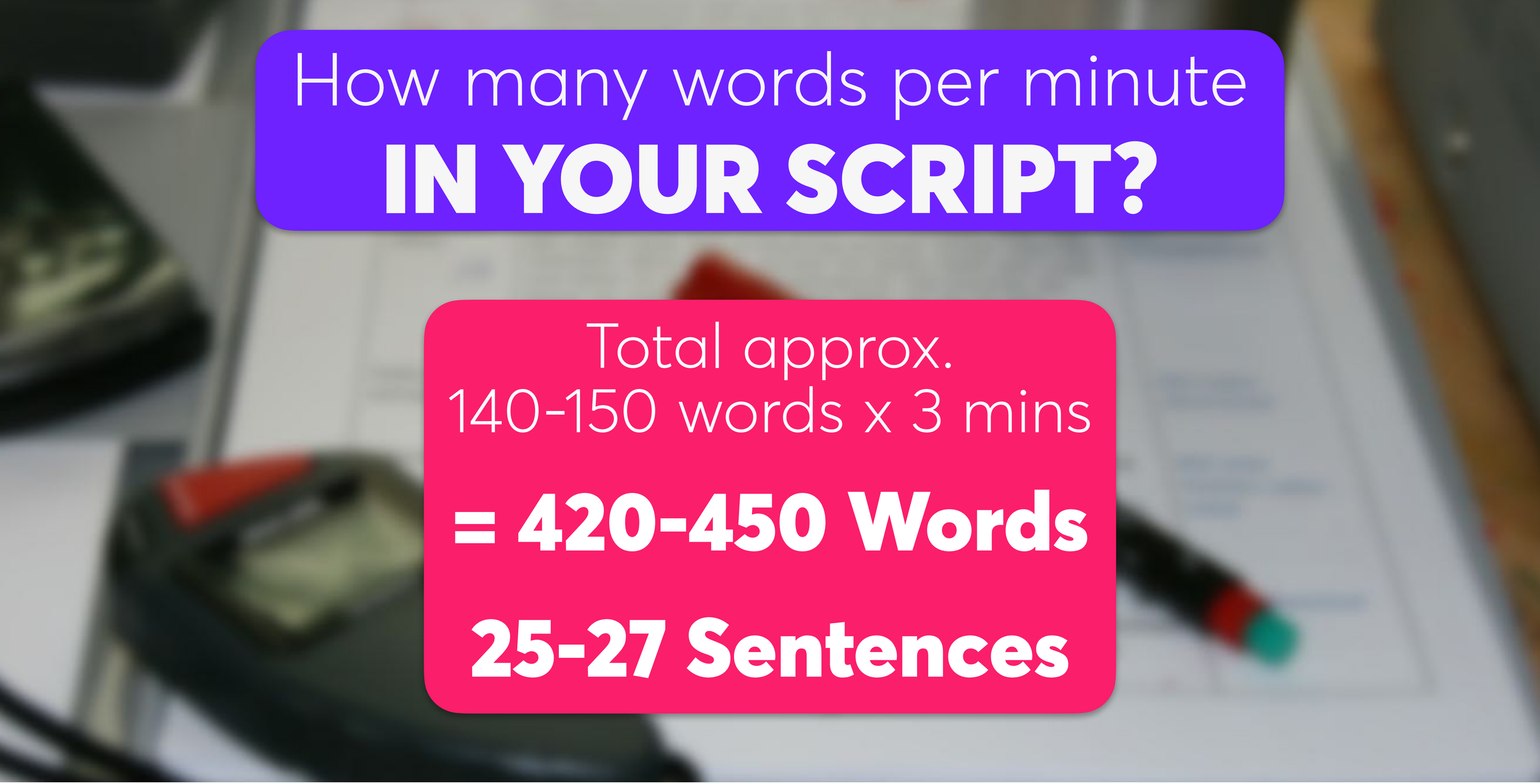


## 150 WORDS Maximum!

## = 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)




# Make a profile of your audience

Fillable pdf downloads available

**best3minutes.com/rompitch**



# WHAT'S YOUR OBJECTIVE?

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

**Action**, not just thinking



# WHAT'S YOUR OBJECTIVE?

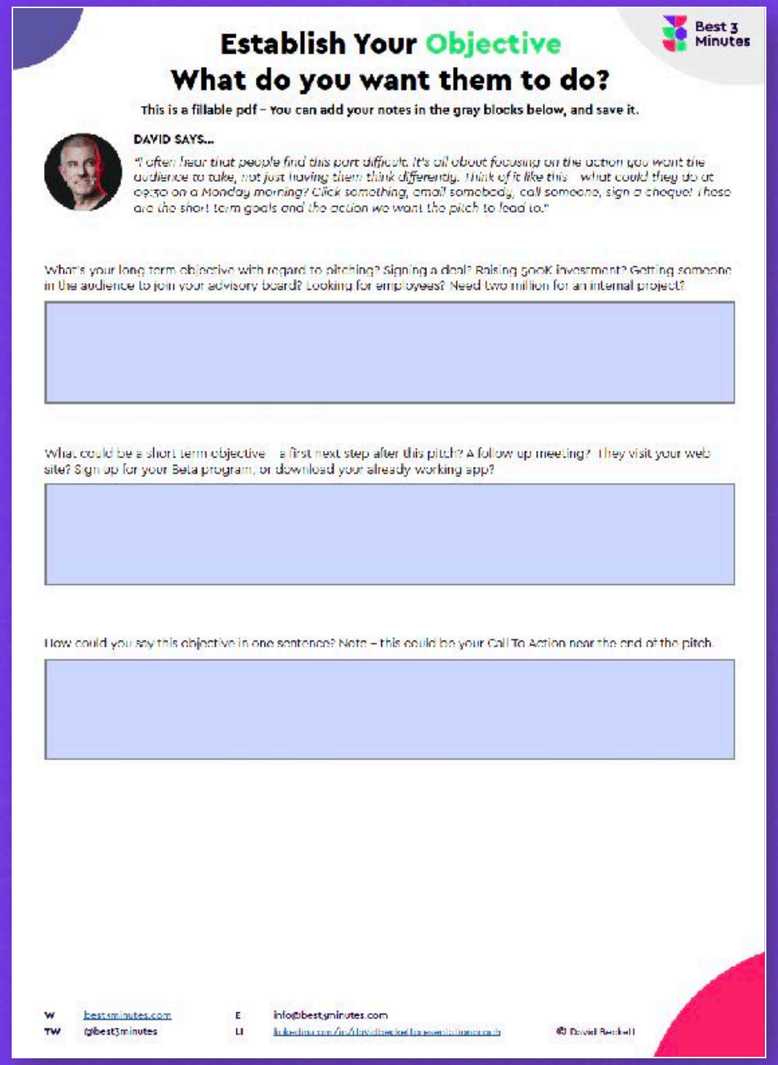
**Meet** after the pitch?

**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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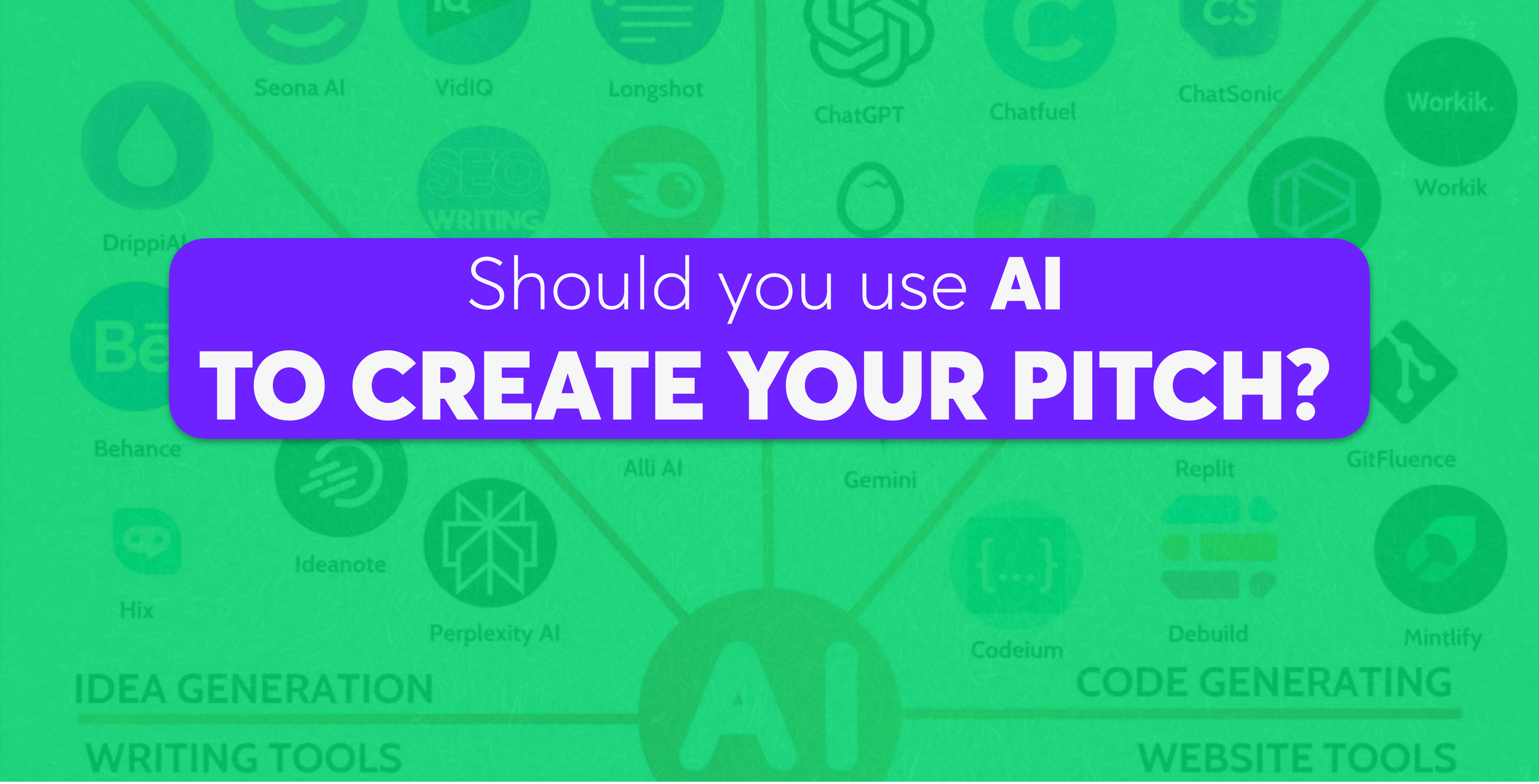
# Write down your Objective

Fillable pdf download available

**best3minutes.com/rompitch**




# 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

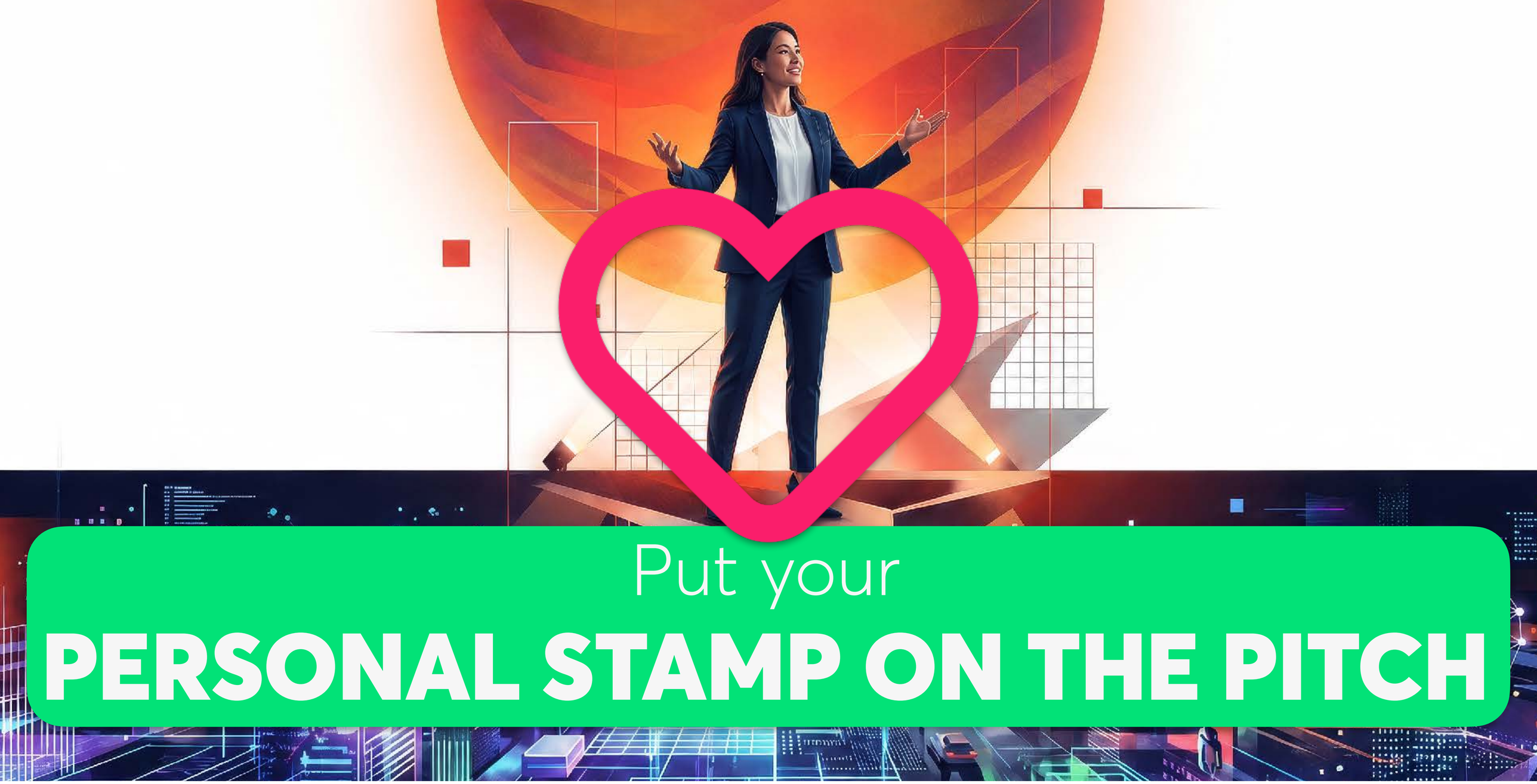


# Read this article written by an INVESTOR

best3minutes.com/rompitch



# 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**

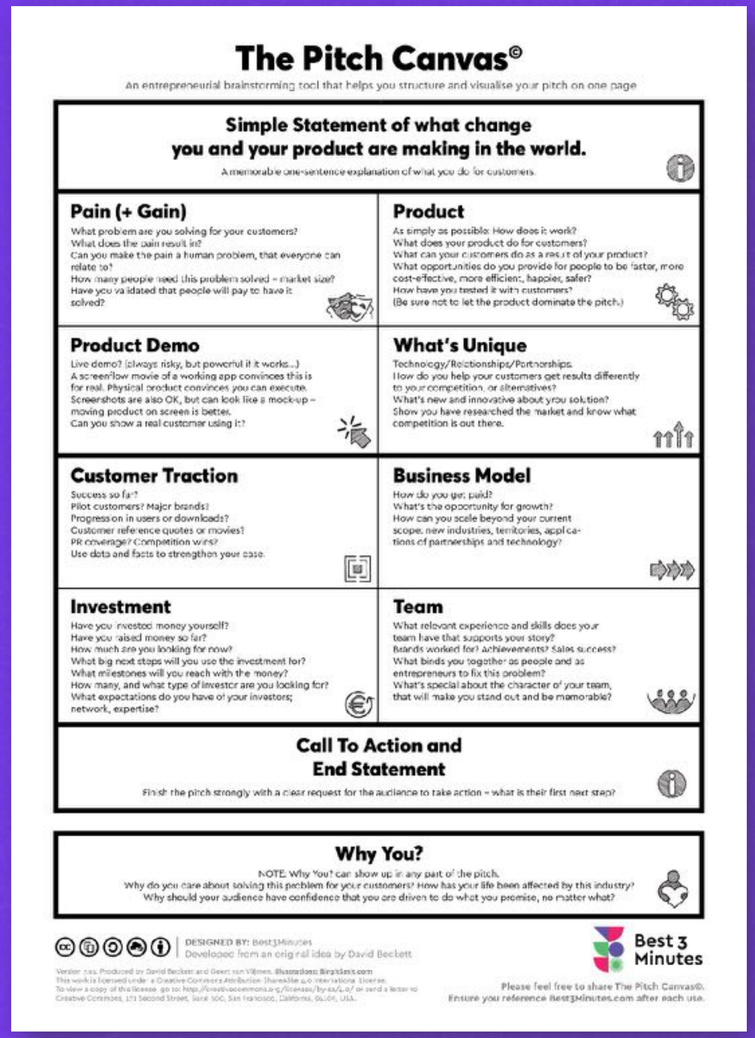


**Example content for a 3-Minute Pitch**



**Leveling Up your Pitch**

# 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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Ensure you reference Best3Minutes.com after each use.

# THE PITCH CANVAS©

Copies available

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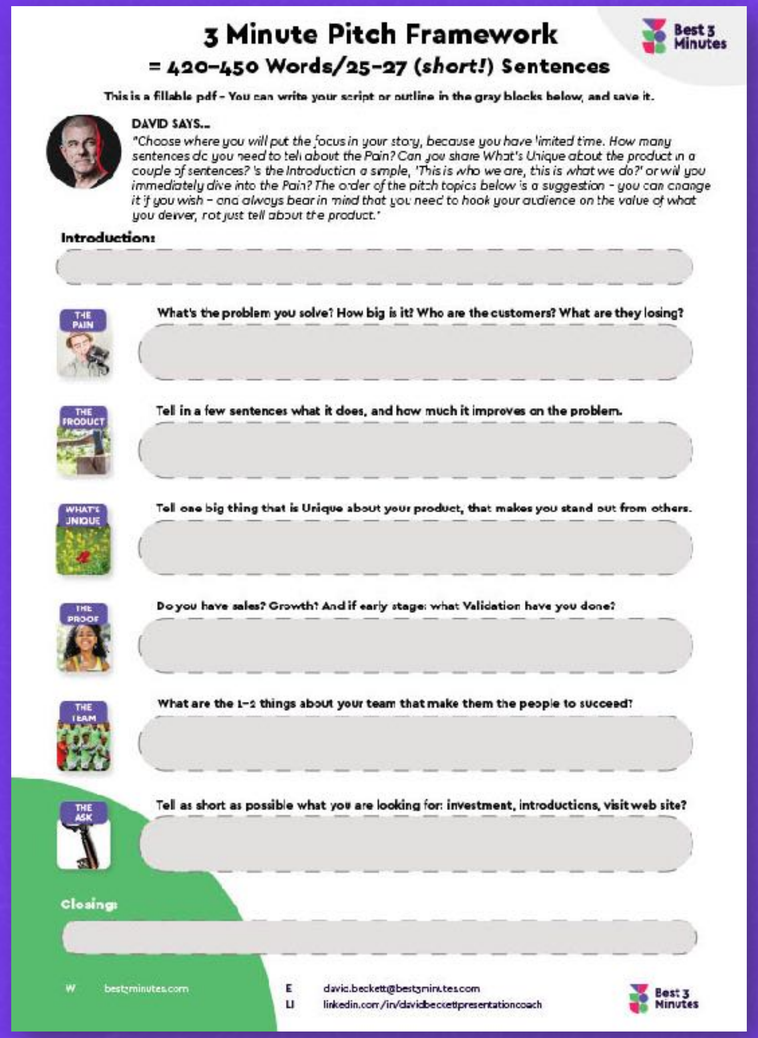

# 3 Minute Pitch Framework

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

Best 3 Minutes

**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 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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# 3 MINUTE PITCH FRAMEWORK

Free to download

**best3minutes.com/rompitch**

## THE PAIN



## THE PRODUCT



## BUSINESS MODEL



## 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 Lagos, London & 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?

# 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**"

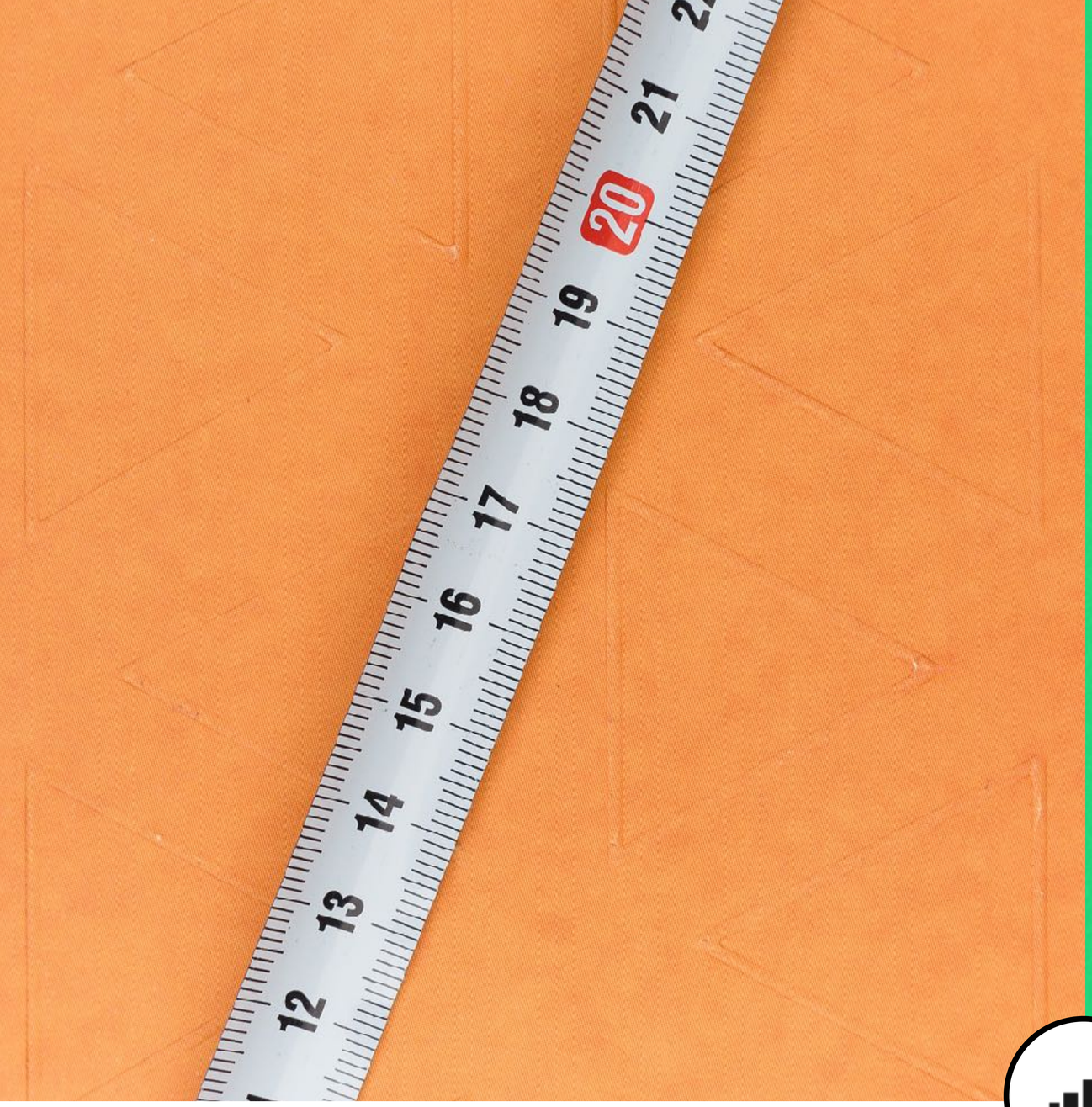
# Be specific
# PUT A NUMBER ON IT

"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?**



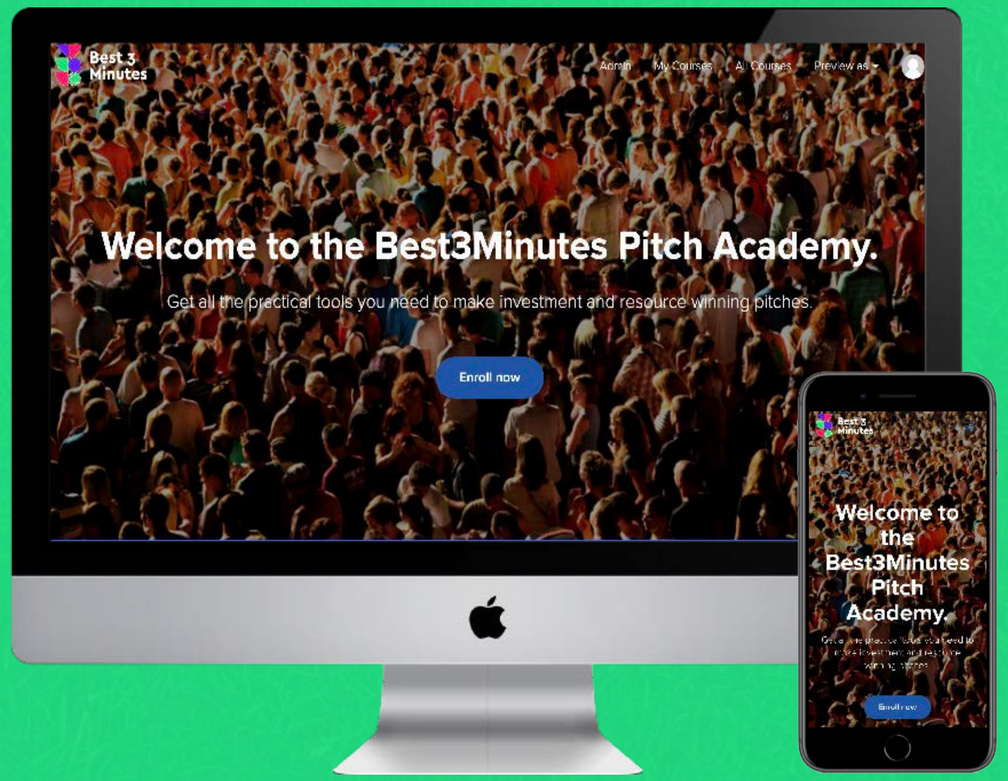
# SIMPLE DEMO

Screenshots

Screenflow movie

Use the demo as a **visual** to explain the **product**

# Frame your product
# IN A DEVICE



Save & close

pwc

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# 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

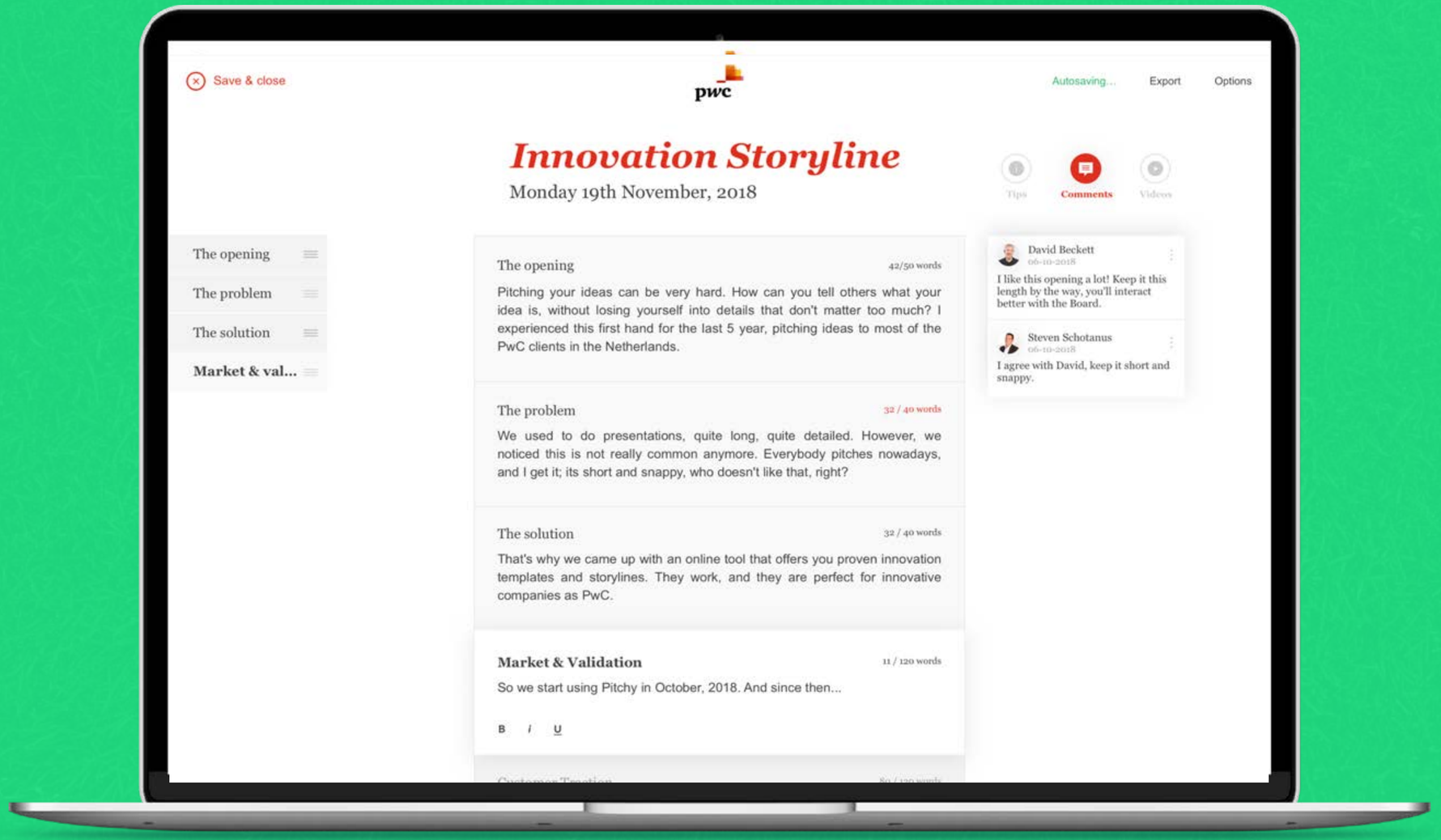
So we start using Pitchy in October, 2018. And since then...

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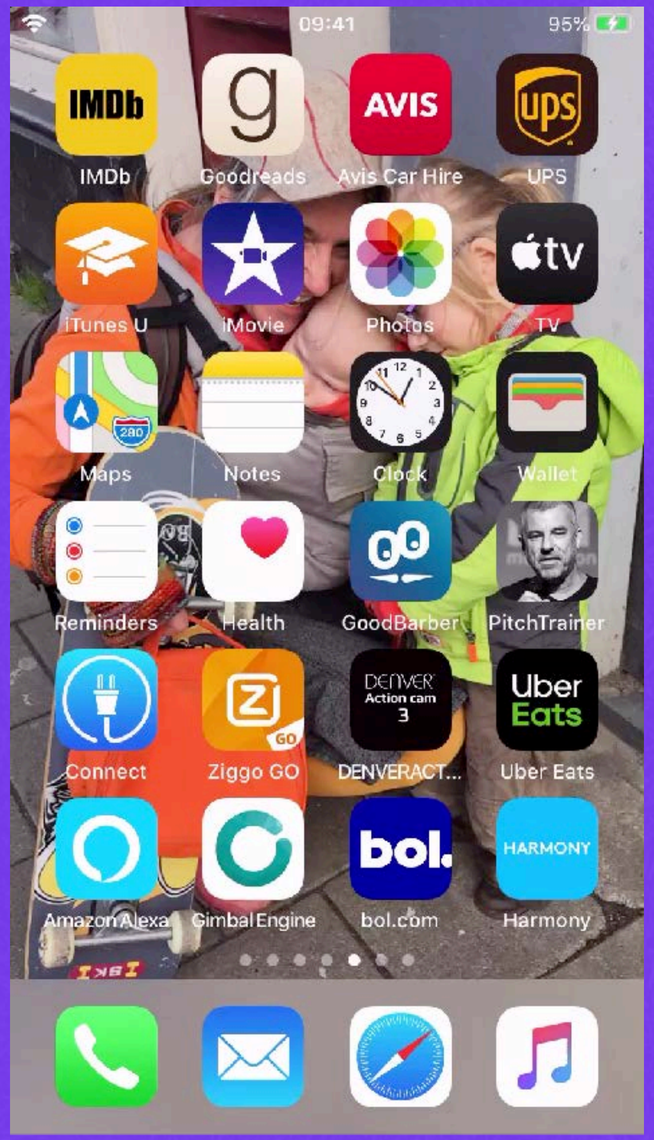
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Avis Car Hire
UPS
iTunes U
iMovie
Photos
TV
Maps
Notes
Clock
Wallet
Reminders
Health
GoodBarber
PitchTrainer
Connect
Ziggo GO
DENVERACT...
Uber Eats
Amazon Alexa
Gimbal Engine
bol.com
Harmony

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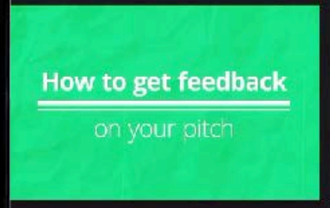
8 Pitch Tips in Five Minutes

David Beckett on 02/06/2020



How do you build your storyline?

David Beckett on 02/05/2020



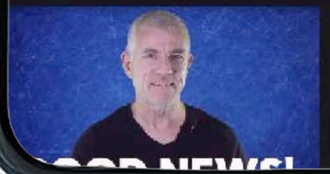

How do you get Feedback on your pitch?

David Beckett on 02/05/...



Should you memorise your pitch?

David Beckett on 02/05/...





# BUSINESS MODEL

How will you **earn** money?

Avoid actual **prices**:
focus on the **mechanism**

Monthly **subscription**, set up fee, transaction commission, etc



# 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 possible **customer?**

Your **ambition** for the future?



# WHY YOU?

Your
**Enthusiasm**
Counts!

## THE PAIN



## THE PRODUCT



## BUSINESS MODEL



## 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**

## BUSINESS MODEL



**2 Sentences**

## TRACTION/ VALIDATION



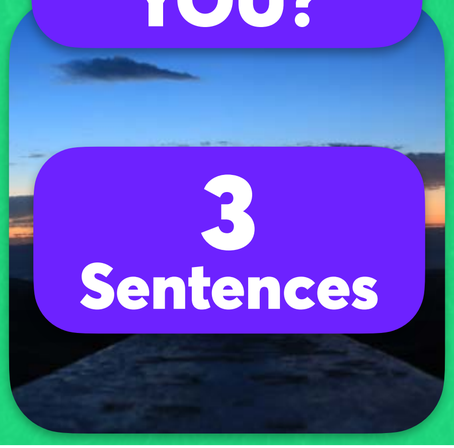
**3 Sentences**

## 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**

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**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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# 3 MINUTE PITCH FRAMEWORK

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QUESTIONS?
Please ask
IN THE CHAT

# What we'll cover **TODAY**



**Pitch Essentials**

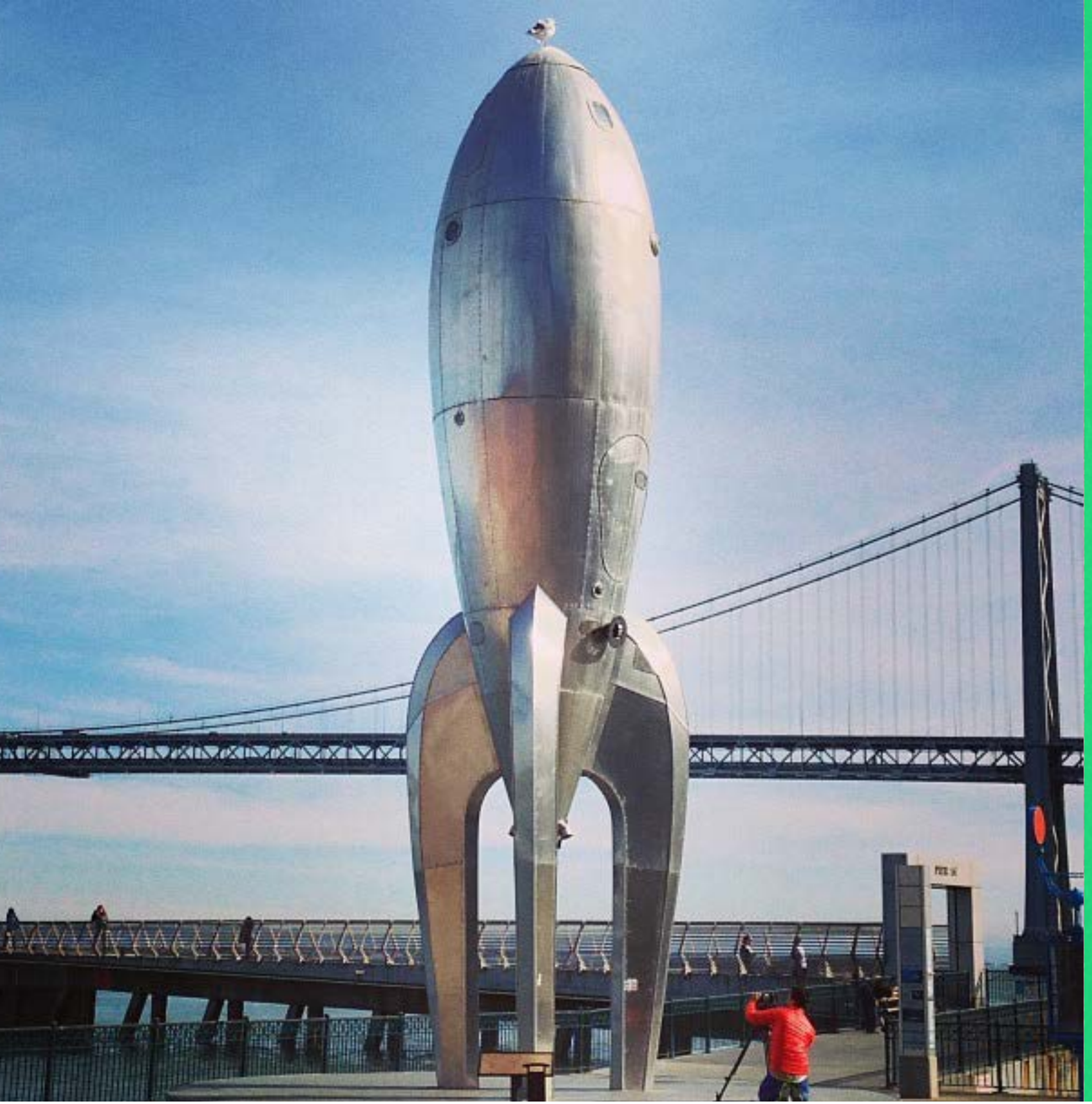


**Example content for a 3-Minute Pitch**



**Leveling Up your Pitch**


Make the first word count
OPEN POWERFULLY



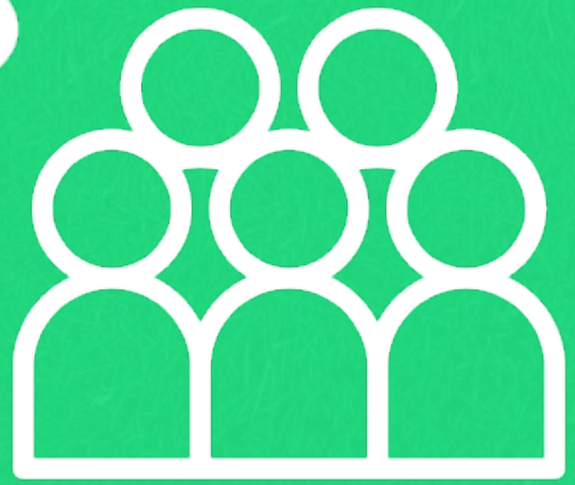
# The first 20 seconds buys

# ATTENTION

*Is this person* ***professional****?*

*Do I* ***want*** *to know more?*

*Do I* ***need*** *to know more?*






A professionally planned opening from
**The Great Bubble Barrier**


POSTCODE
LOTTERY
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018

# Quantify
# THE PROBLEM



mobypark

# The Problem
# WITH PARKING



**20 MINUTES**



**30%**



**1 YEAR**

Simply

# BE PROFESSIONAL

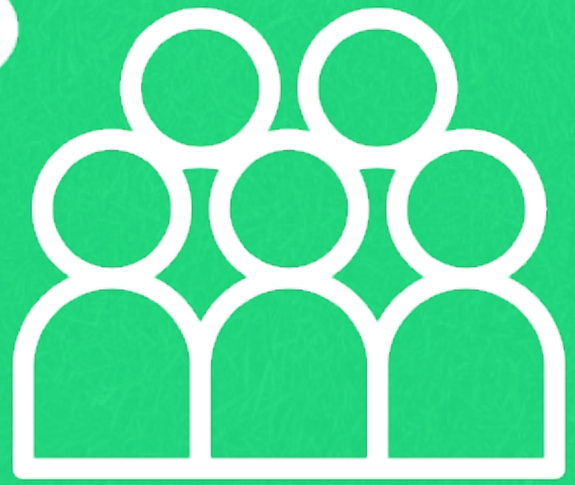
SADDL



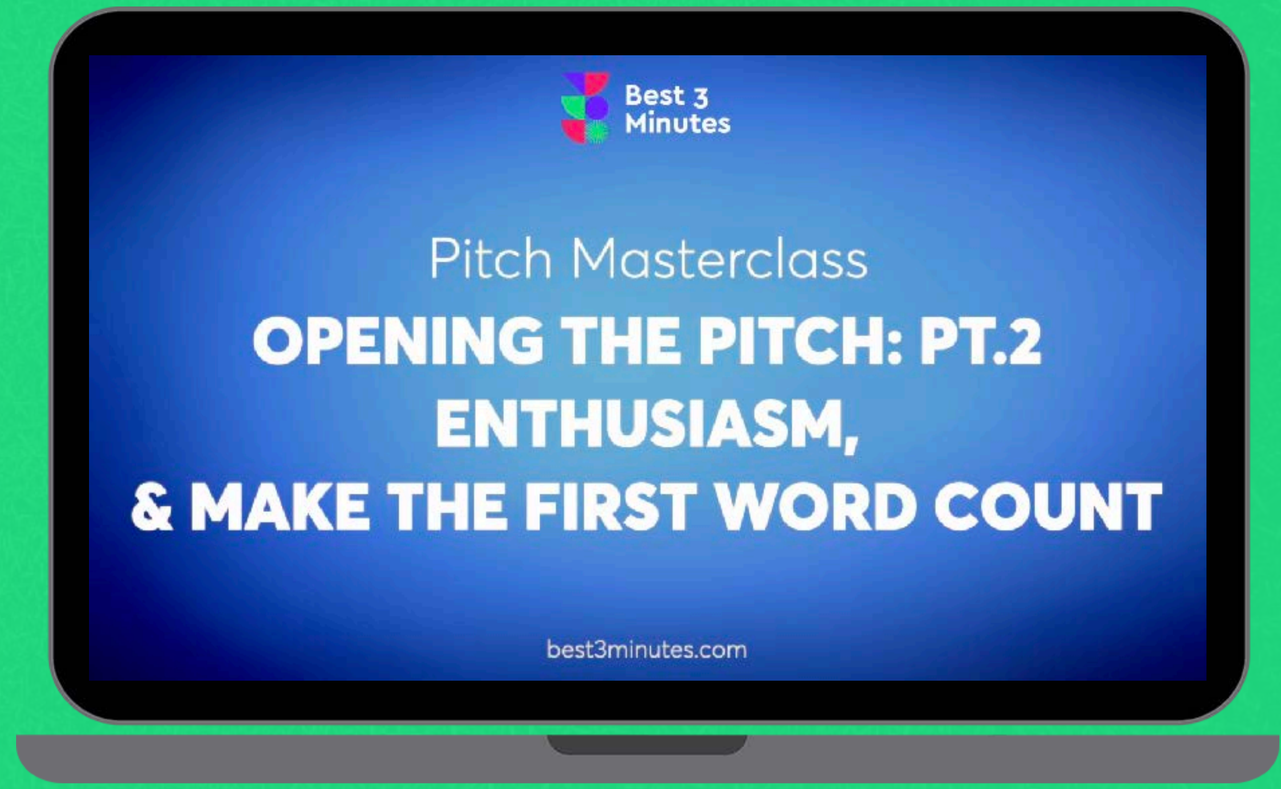
*Is this person* ***professional****?*

*Do I* ***want*** *to know more?*

*Do I* ***need*** *to know more?*



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Making your story

# FOCUSED & MEMORABLE

# The Power of THREE



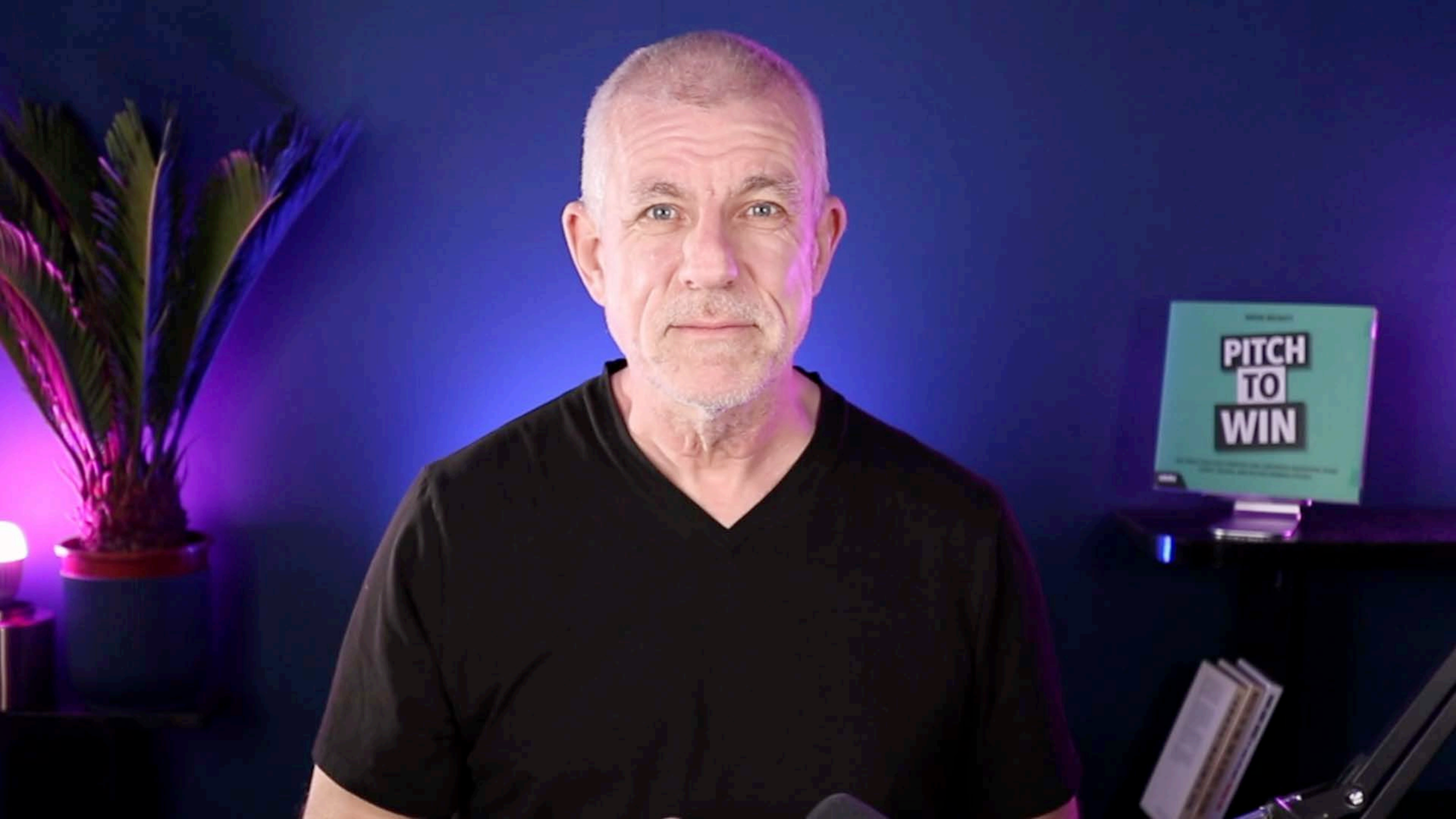
What happens if I say…

# “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

# 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

The Power of Three is a

# PUBLIC SPEAKING TOOL & A MINDSET




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

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