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Pitch Coach
Creator of The Pitch Canvas©
Co-founder Pitchy

David Beckett

best3minutes.com

Best 3 Minutes


Coached 3000+ Startups & Scaleups
RAISED OVER €500MILLION
POSTCODE LOTTERY
GREEN CHALLENGE
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018
Workshop #1280


Coached 350+ NL Startups & Scaleups
TO PITCH IN THE USA


GREAT IDEAS
NEED A VOICE


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Best 3 Minutes


5
Steps to Preparing your Winning Pitch
5
5


DAVID BECKETT
PITCH TO WIN
THE TOOLS THAT HELP STARTUPS AND CORPORATE INNOVATION TEAMS SCRIPT, DESIGN, AND DELIVER WINNING PITCHES
DAVID BECKETT
VMN


Q&A
ANSWER QUESTIONS
UNDER PRESSURE
YouTube


QUESTIONS?
You can ask
ANY TIME


Prepare your winning
PITCHES
1
MINUTE
3
MINUTES


Pitching in
THE USA



The Expectation…
BOOM!



Students in the USA trained early in

PUBLIC SPEAKING

The essentials of

CULTURAL DIFFERENCE: EUROPE vs USA



Europe

PESSIMISTIC

USA

OPTIMISTIC

Europe

PESSIMISTIC

PROCESS

USA

OPTIMISTIC

VISION


"IT'S NOT WHERE
YOU'RE COMING FROM:
IT'S WHERE YOU'RE
GOING THAT COUNTS"

Europe

PESSIMISTIC

PROCESS

PROOF

OBJECTIVE

USA

OPTIMISTIC

VISION

STATEMENT

PERSONAL


Americans love
A GOOD STORY

BIGGEST

CULTURAL DIFFERENCE: EUROPE vs USA?



Europe

PESSIMISTIC

"Ambition?"

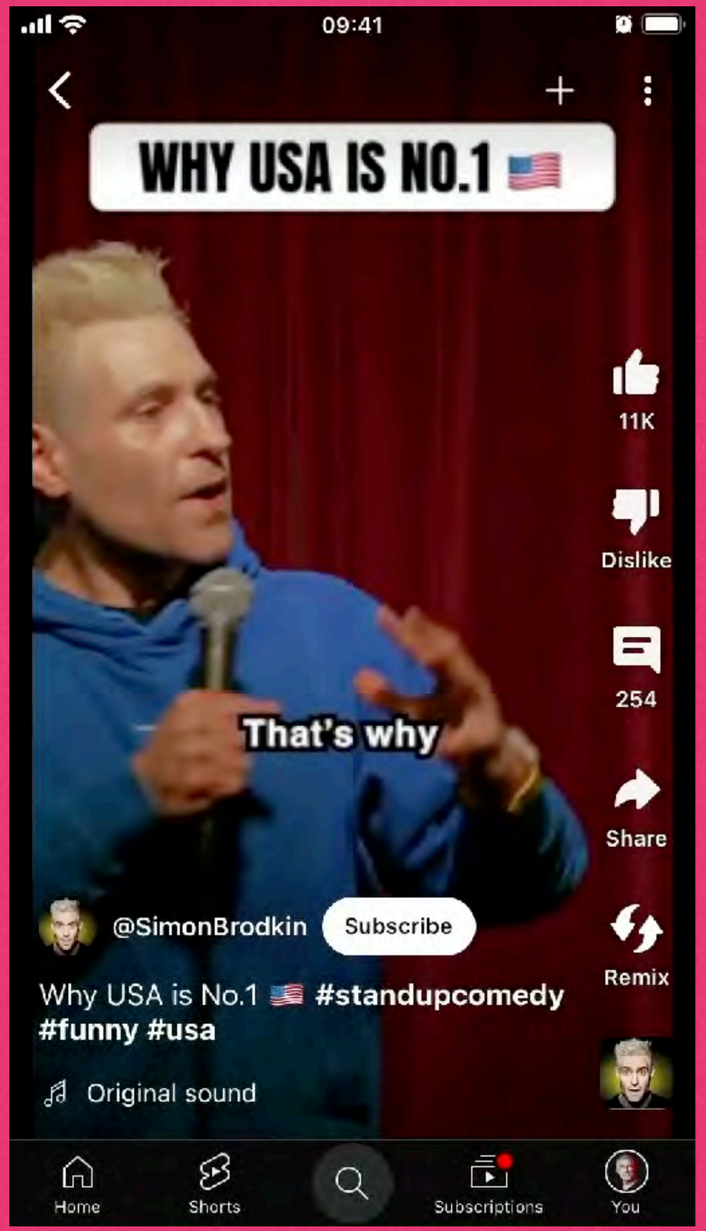
An uncomfortable relationship

USA

OPTIMISTIC

"AMBITION!"

It's burned into the culture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WHY USA IS NO.1 🇺🇸
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254
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Europe

PESSIMISTIC

"Success?"

An uncomfortable relationship

USA

OPTIMISTIC

"SUCCESS!"

It's burned into the culture



SEAN PERCIVAL

Silicon Valley Investor





SEAN PERCIVAL

Investors invest in **conviction**, so if you don't have **energy** and **passion** we're probably **not going to invest.**

Avoid conditionals
MAKE IT PRESENT



Eigenlijk, willen we,
misschien, proberen,
een beetje…
weet je?

Avoid conditionals
MAKE IT PRESENT



Hopefully… Hoping to

We're trying to build…

We'll reach about XK revenue…

If it works out, maybe…

One of the leading…



We do, We are

We have built…

Our revenue will be XK

We will be…

The Leader!

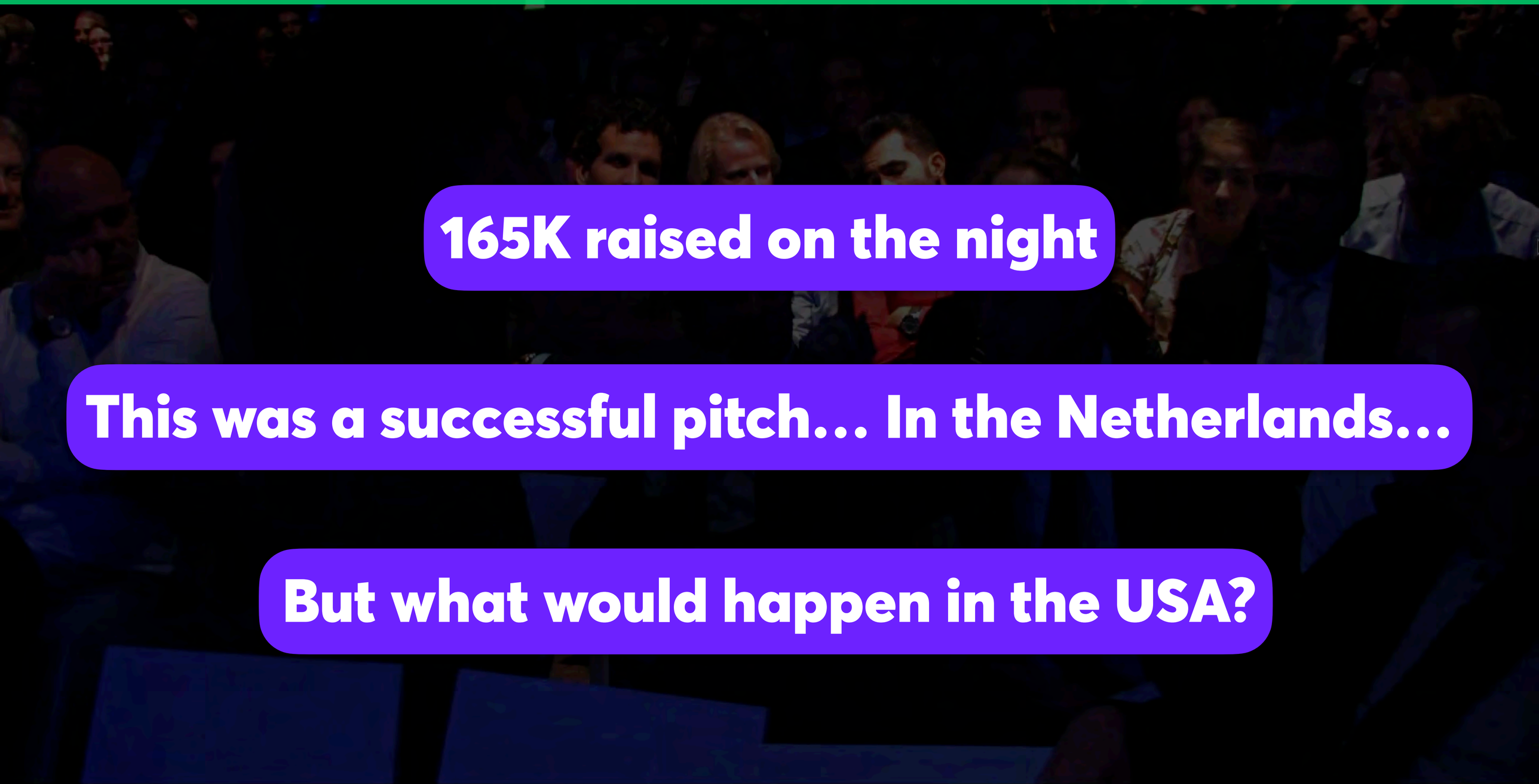
Here's what it looks like...



Here's what we can't do in the USA...



And by the way… here was the result in NL



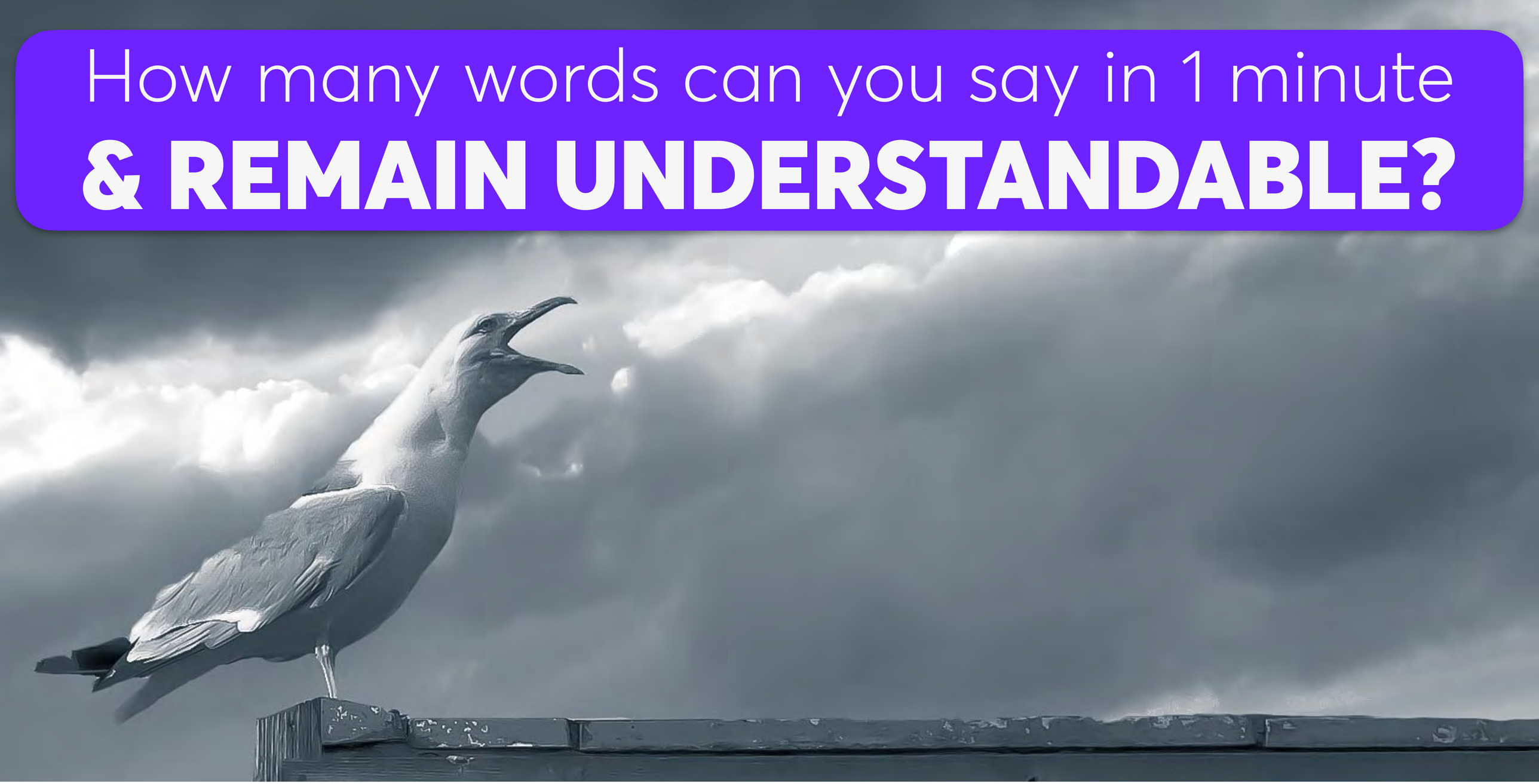
165K raised on the night

This was a successful pitch… In the Netherlands…

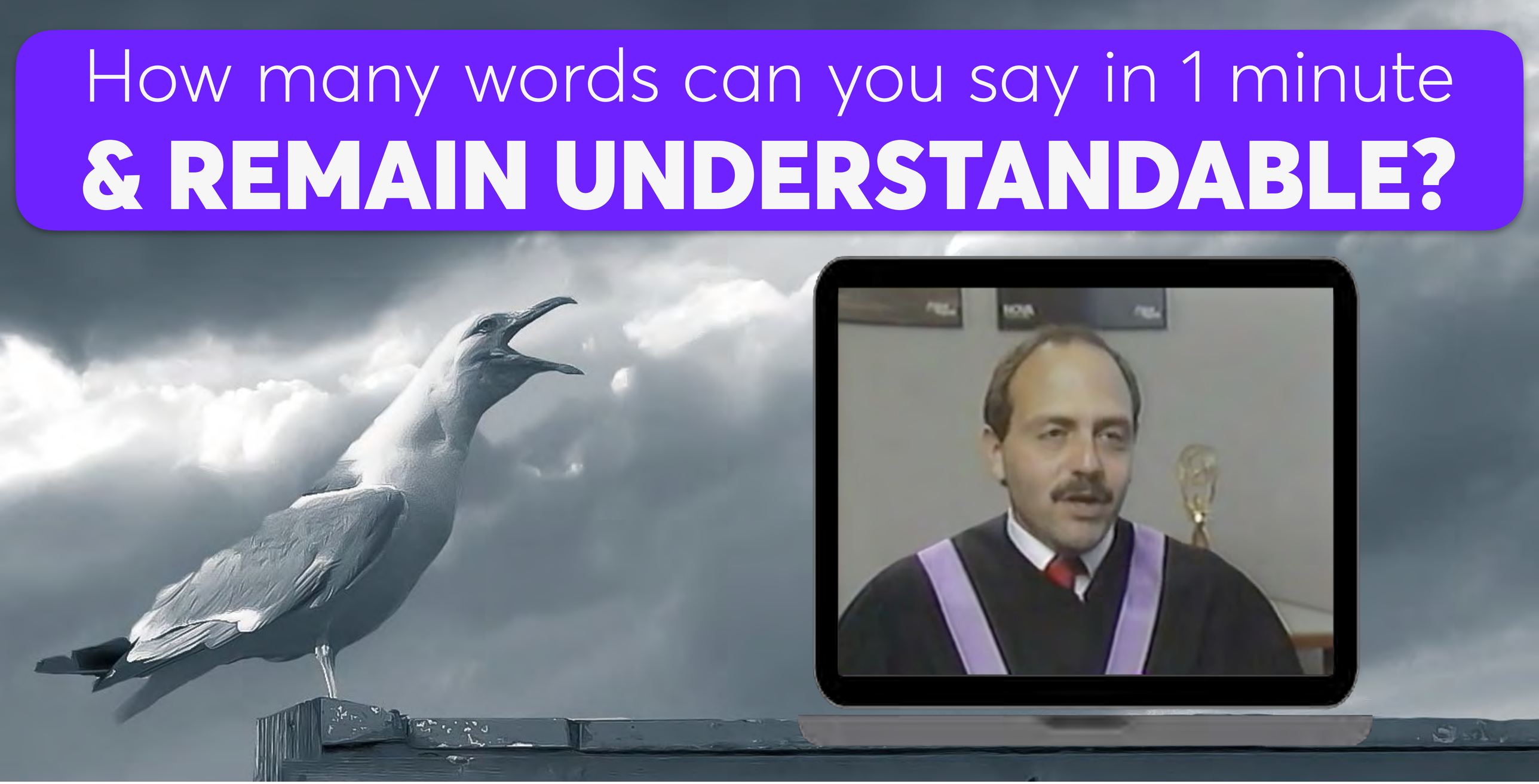
But what would happen in the USA?


Prepare your winning
PITCHES
1
MINUTE
3
MINUTES

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



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



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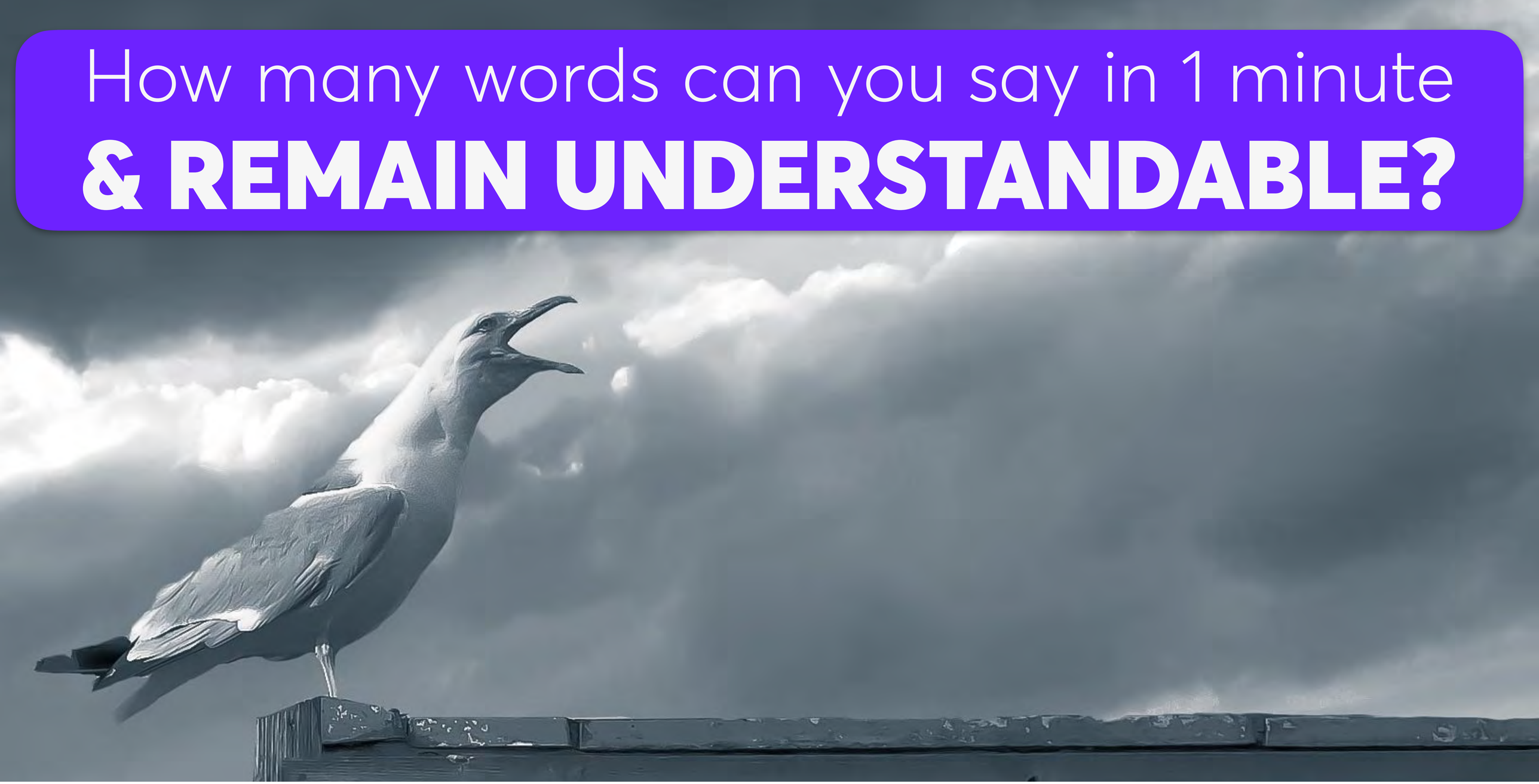
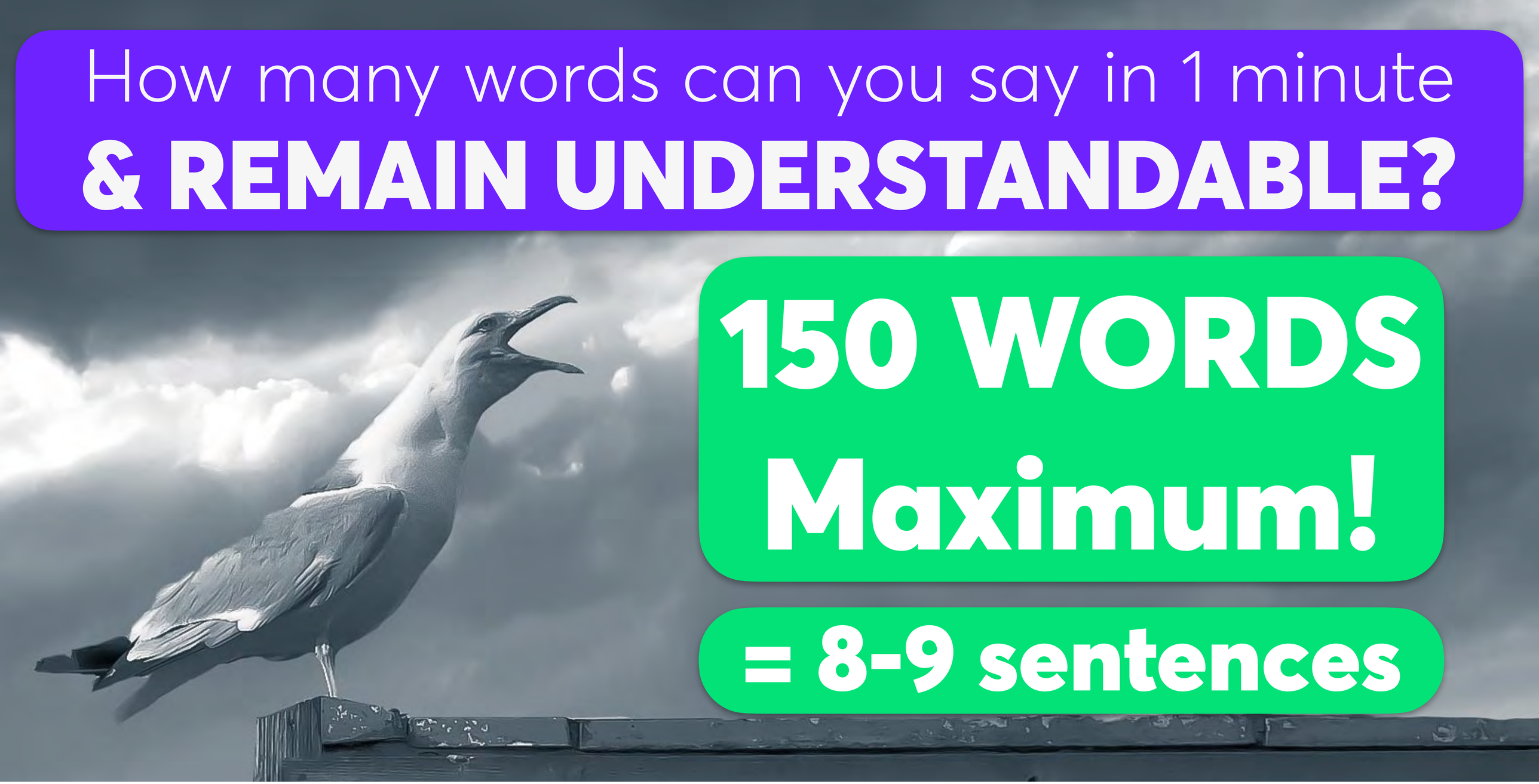


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

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



150 WORDS Maximum!

= 8-9 sentences


TEST your winning
1 MINUTE PITCH
1
MINUTE



ACTION STEP

REVIEW your 1 Minute Pitch

60 seconds, 8-9 Sentences

Is the **Problem Size** clear?
How many people/organisations **struggling** with this pain?

Is your **Improvement** clear?
How much better will you make this?

Is there a marker of **Traction** or progress?



ACTION STEP

REVIEW your 1 Minute Pitch

60 seconds, 8-9 Sentences

Is the **Problem Size** clear?
How many people/organisations **struggling** with this pain?

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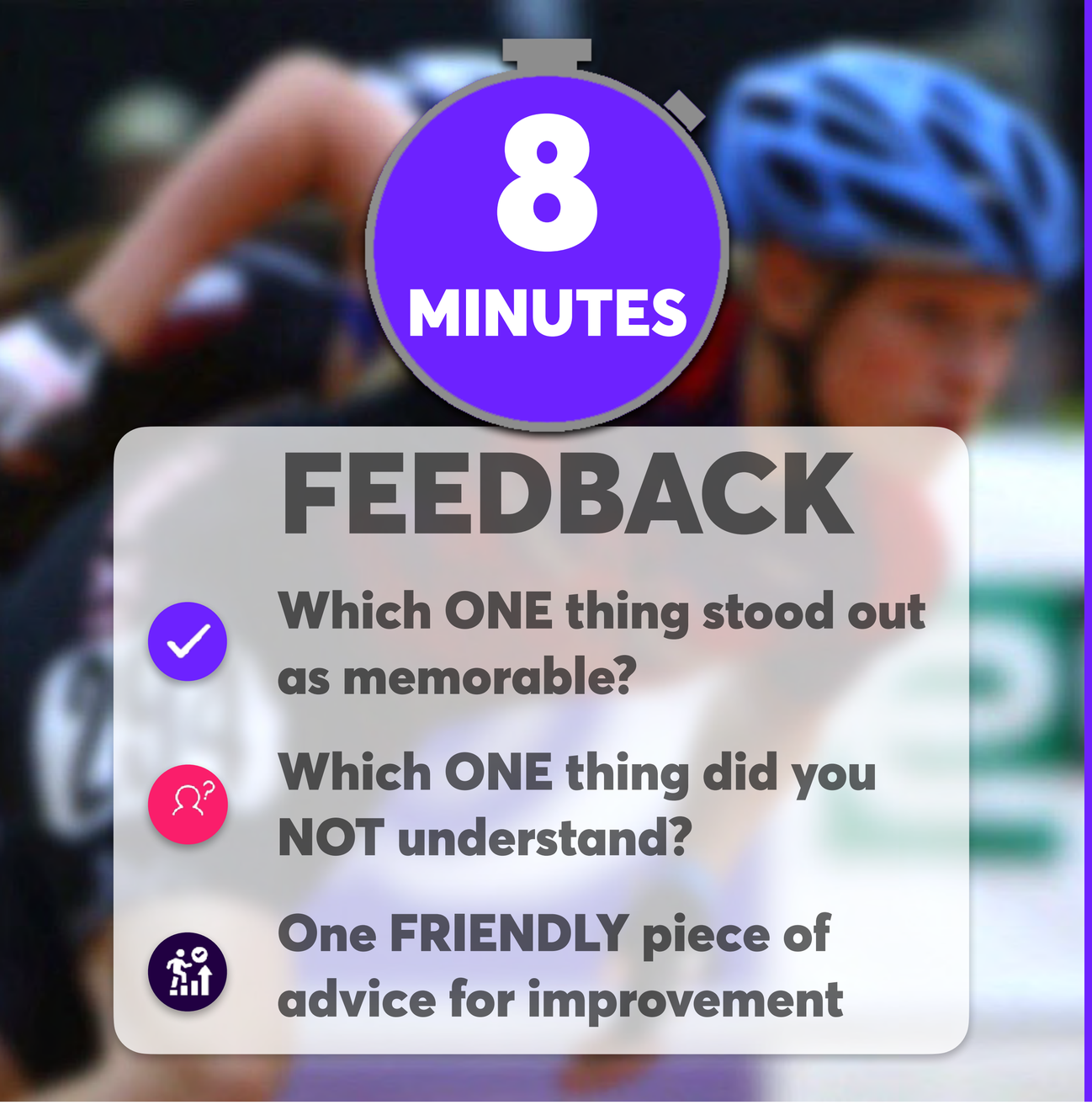
best3minutes.com/scalenl26



FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

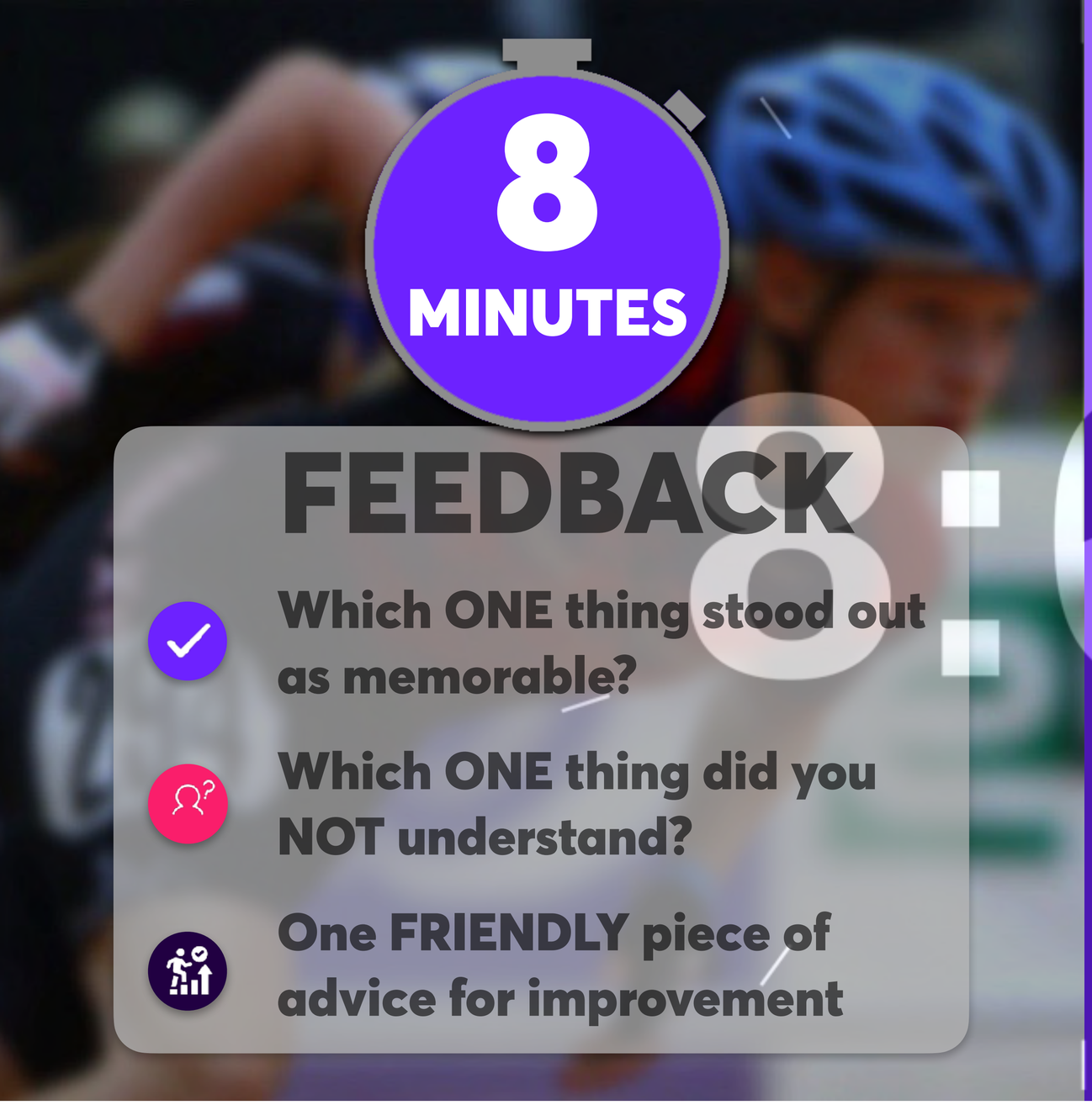
ACTION STEP

TEST your 1 Minute Pitch

In Pairs;

1 minute **pitch**,
2-3 minutes **feedback**

Then **switch**



ACTION STEP

TEST your 1 Minute Pitch

In Pairs;

1 minute **pitch**,
2-3 minutes **feedback**

Then **switch**


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


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


Anyone want to share
WHAT YOU LEARNED?


You've just gone through the
BEST WAY TO PRACTICE



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What stood out?

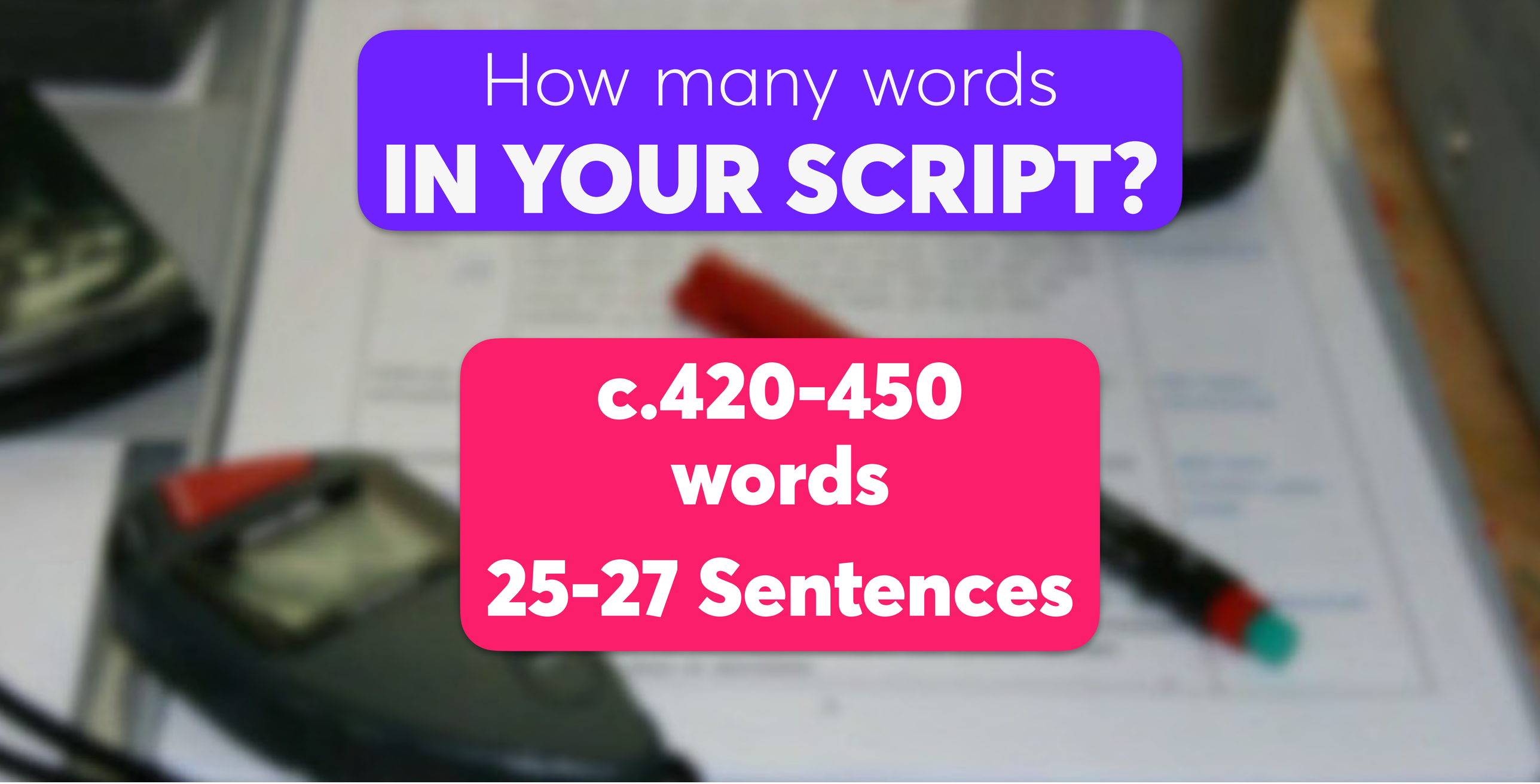


What did you not understand?



Friendly advice for improvement


Prepare your winning
3 MINUTE PITCH
3
MINUTES


How many words
IN YOUR SCRIPT?
c.420-450
words
25-27 Sentences

What should you **TALK ABOUT?**

THE PAIN



THE PRODUCT



THE TRACTION



THE AMBITION



WHY USA?



THE PAIN



THE PRODUCT



THE TRACTION



THE AMBITION



WHY USA?



WHAT'S UNIQUE



THE TEAM

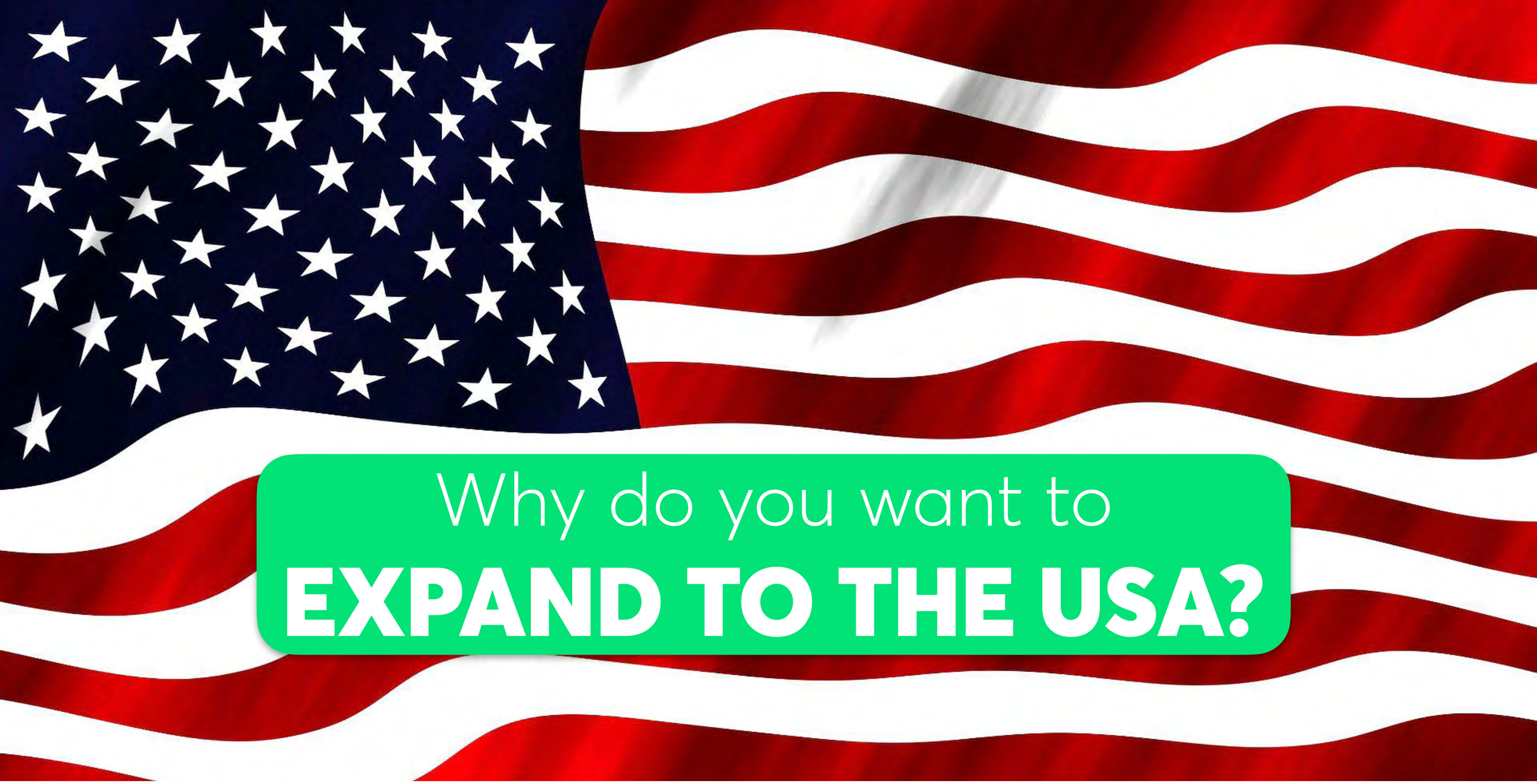


WHY YOU?



THE ASK




Why do you want to
EXPAND TO THE USA?


PITCH
TO
WIN
THE TOOLS THAT HELP STARTUPS AND CORPORATE INNOVATION TEAMS
SCRIPT, DESIGN, AND DELIVER WINNING PITCHES


What about
STORYTELLING?
Amsterdam

Two kinds of

PAIN EXPLANATIONS THAT WORK



Personal Story



Quantified Story



WHY YOU?

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

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



$1.4 MILLION Raised | Incredible Journey of Autistic Founder

The Pitch Show
1.86K subscribers

Subscribe DOWNLOAD AS: ▼

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SEAN PERCIVAL

Investors invest in **conviction**, so if you don't have **energy** and **passion** we're probably **not going to invest.**


#PITCH
PITCH
TO
WIN
SHURE

Two kinds of

PAIN EXPLANATIONS THAT WORK



Personal Story



Quantified Story

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT





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

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT





Lost time?

More cost?

Complex steps?

Patient discomfort?

Lost customers?

Bad reputation?

Put a number on it!

Be specific
PUT A NUMBER ON IT

"It wastes a lot of time"

"They have to make a lot of calls"

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

"They have to make up to **12 calls**"

Be specific
PUT A NUMBER ON IT

"It creates unnecessary CO2"

"There is too much energy inefficiency "

"It creates **X Thousand** Tonnes CO2"

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


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases


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

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT




ASSETA
eBay for Capital Equipment
5 seconds

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT



Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



Q:What's the most **important** thing in a **Startup**?

A:TEAM!

Pick out 2-3

MEMORABLE POINTS





TEAM

Who will make it happen?

Complimentary **Skills**?
Years of Experience?
Previous startups/exits?

ROGIER FISCHER



Company News

Hadrian raises €10.5M in unsolicited seed round

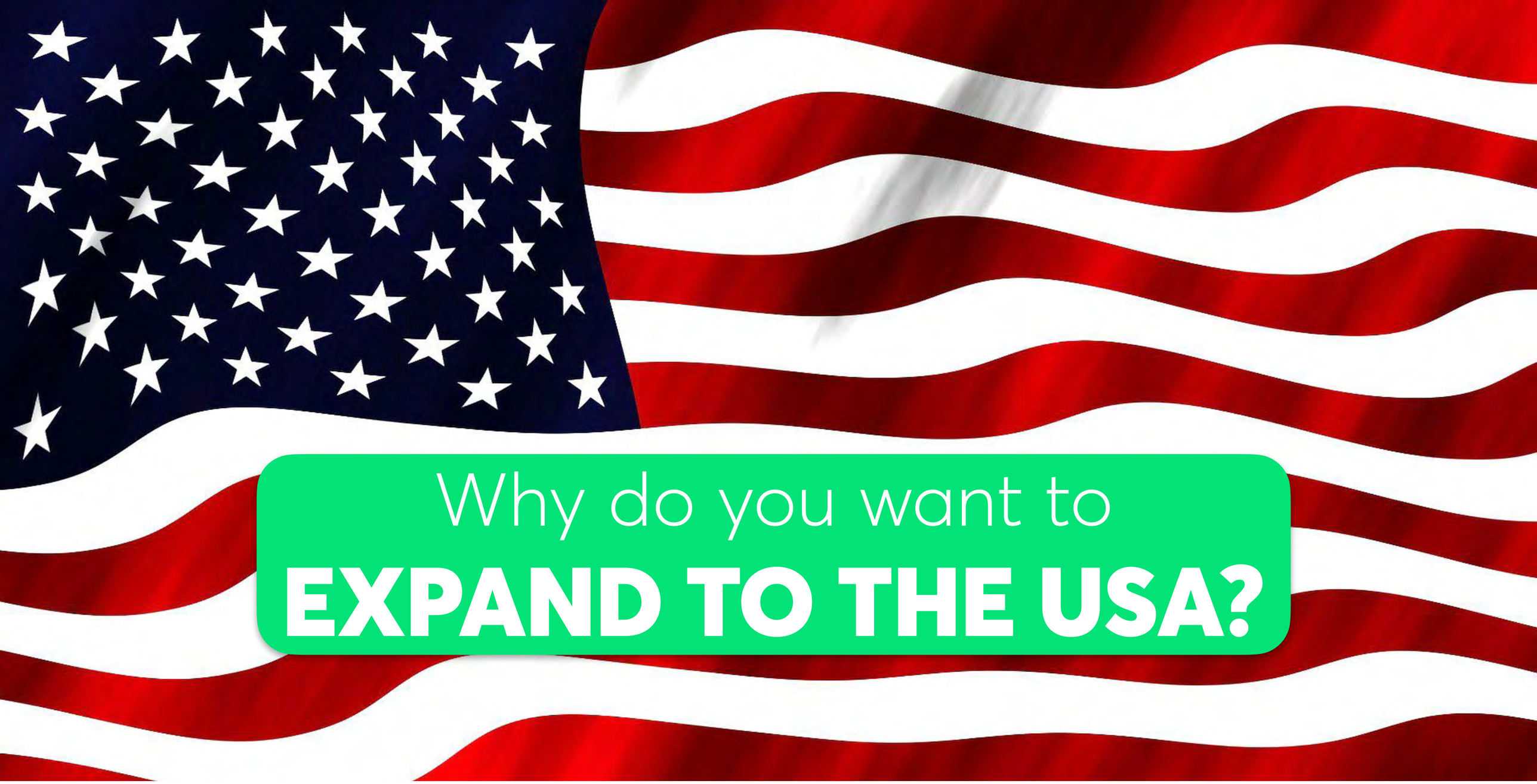




TEAM

Which **ONE THING**
are you truly
EXCELLENT
at as a Team?


One more thing...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PITCH
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THE TOOLS THAT HELP STARTUPS AND CORPORATE INNOVATION TEAMS
SCRIPT, DESIGN, AND DELIVER WINNING PITCHES

1:1 Coaching Sessions
WHAT TO PREPARE?

A **draft** of your
45 seconds pitch

We can discuss
your 3 min pitch

Pitch tools and
RESOURCES







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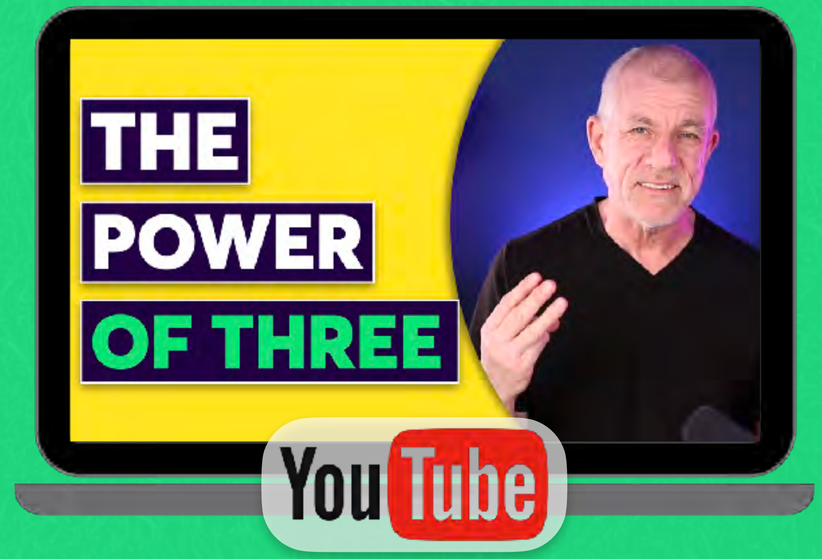

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PODCAST:
Pitching in the USA

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