

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION




We are all trying to
CONVINCE BUSY PEOPLE

The Presenter



The Listener




12%
76%







LONG STORY

SHORT



This is a **DO** workshop

not just a think session



ACTION STEP

this means
I'm going to ask you
to do something!

You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
You can ask
ANY TIME



ACTION STEP

Pitch yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



ACTION STEP

Pitch yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



Who are we pitching to?

Why are we pitching?

What should we pitch?

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



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



How to Level Up Your Pitch

The most frequent pitch
YOU WILL EVER MAKE




2




25 Seconds - 4 sentences
THE HANDSHAKE INTRO
The Question...
"WHAT DO YOU DO?"


The Question...
"WHAT DO YOU [redacted]"
"WHAT DO YOU SOLVE?"


"WHAT DO YOU SOLVE?"
"What is the
RESULT of WHAT YOU DO?"

The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They understand **EVERYTHING...?**

The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your work



They ask
Questions



ACTION STEP

Improve your Handshake Intro:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?

How to **talk** about **CUSTOMER PAINS**

What they're **struggling** with is…

They're **wasting time** every day because…

What's driving them **crazy** is…

best3minutes.com/tudbiot26

How to **talk** about **CUSTOMER PAINS**

They're increasingly **frustrated** because…

The future is **scary** because…

They **can't adjust** because they lack the skills and knowledge…

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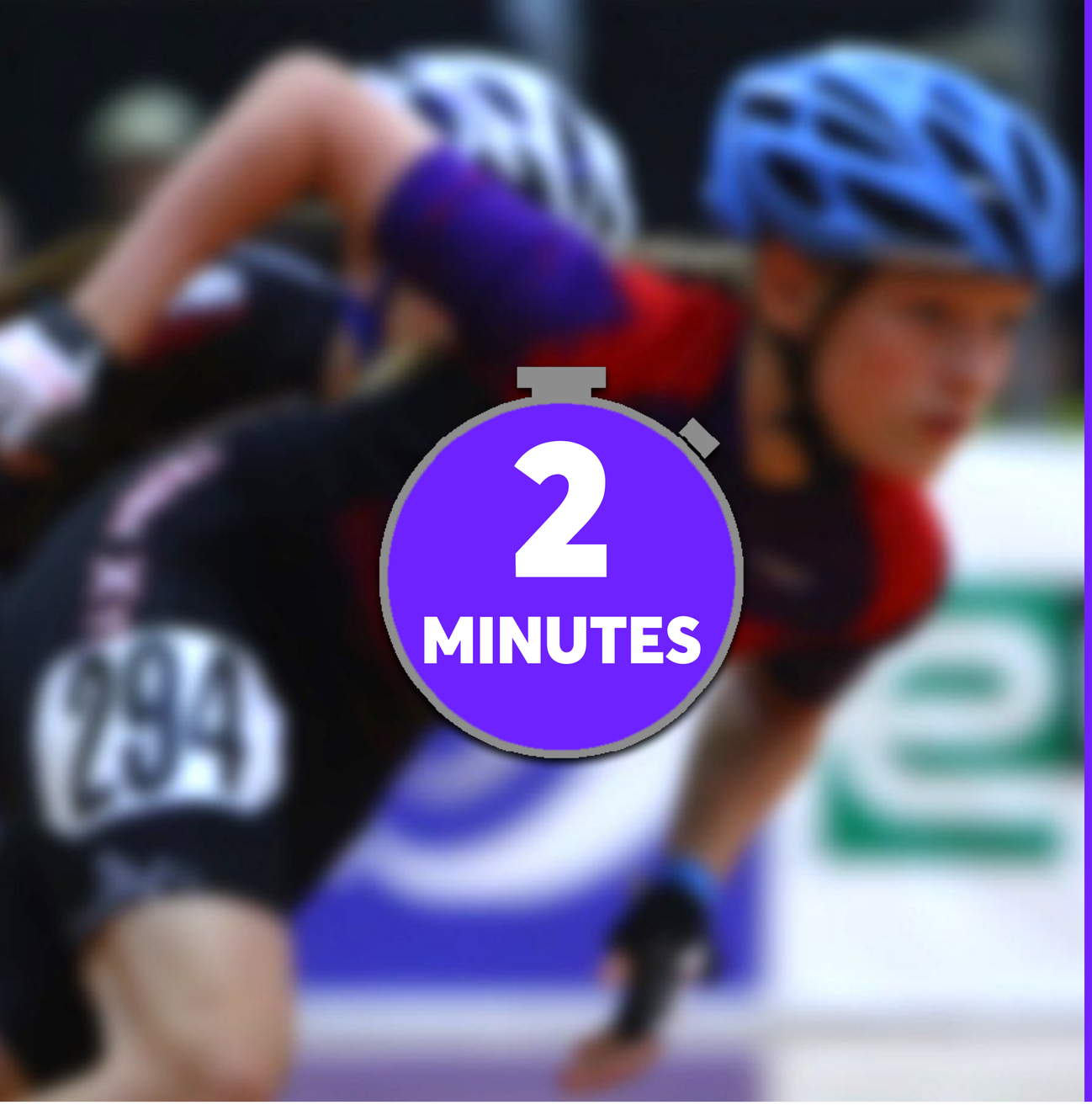


ACTION STEP

Improve your Handshake Intro:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



ACTION STEP

Improve your Handshake Intro:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



7 MINUTES

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 Handshake Intro:

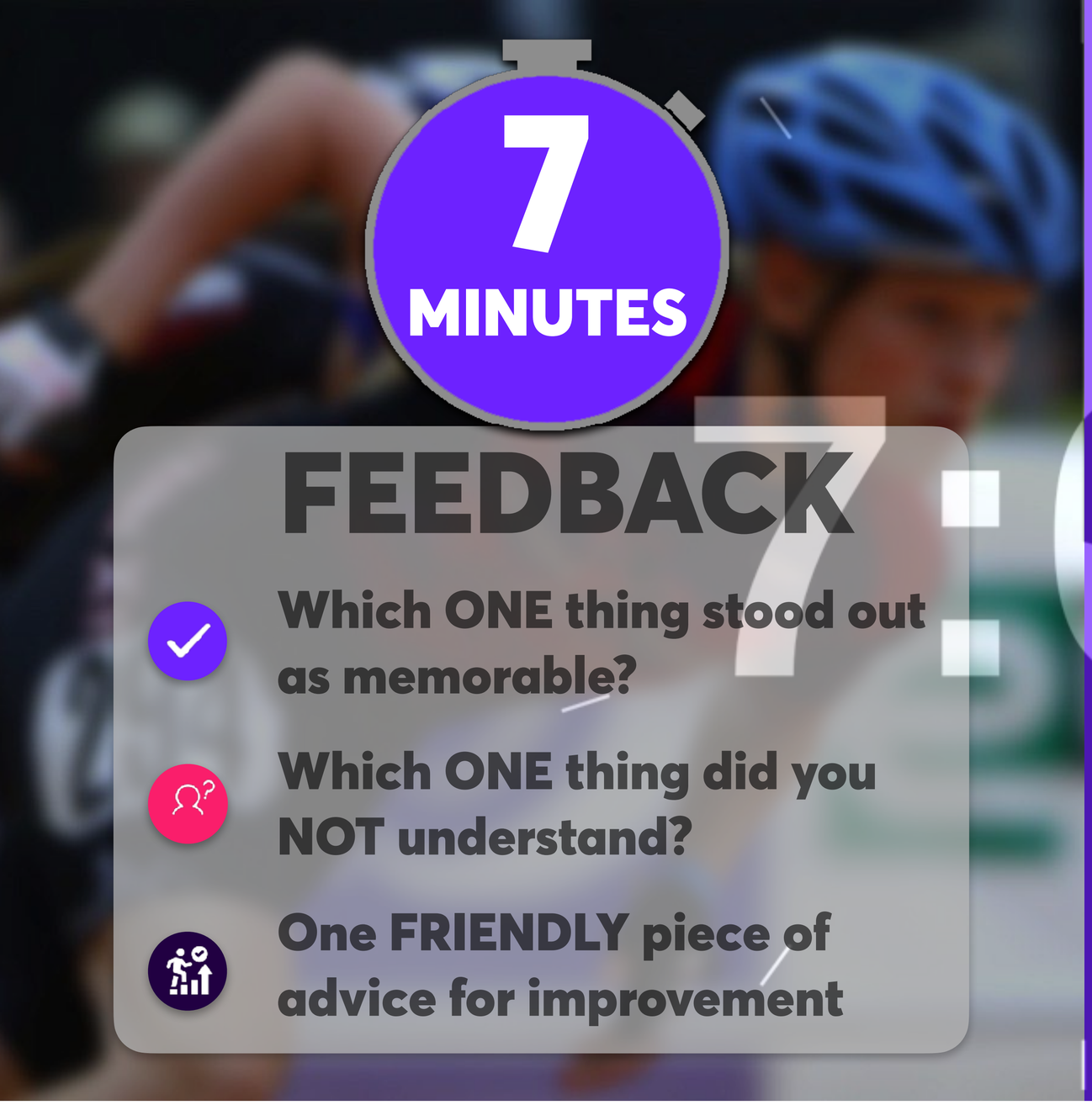
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



ACTION STEP

Test your Handshake Intro:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?


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

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



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

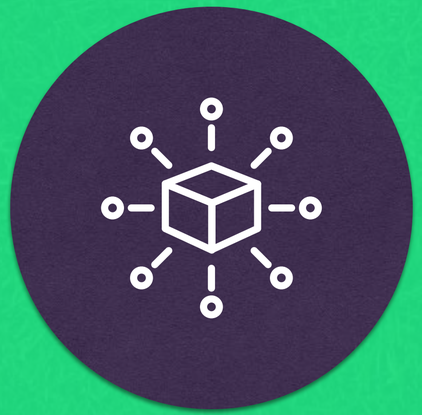


How to Level Up Your Pitch

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 startup 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

THE 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**

I'm going to make a **5 minute presentation**
Then I'd love to **answer all your questions**

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

Meeting Tech
3 Mins

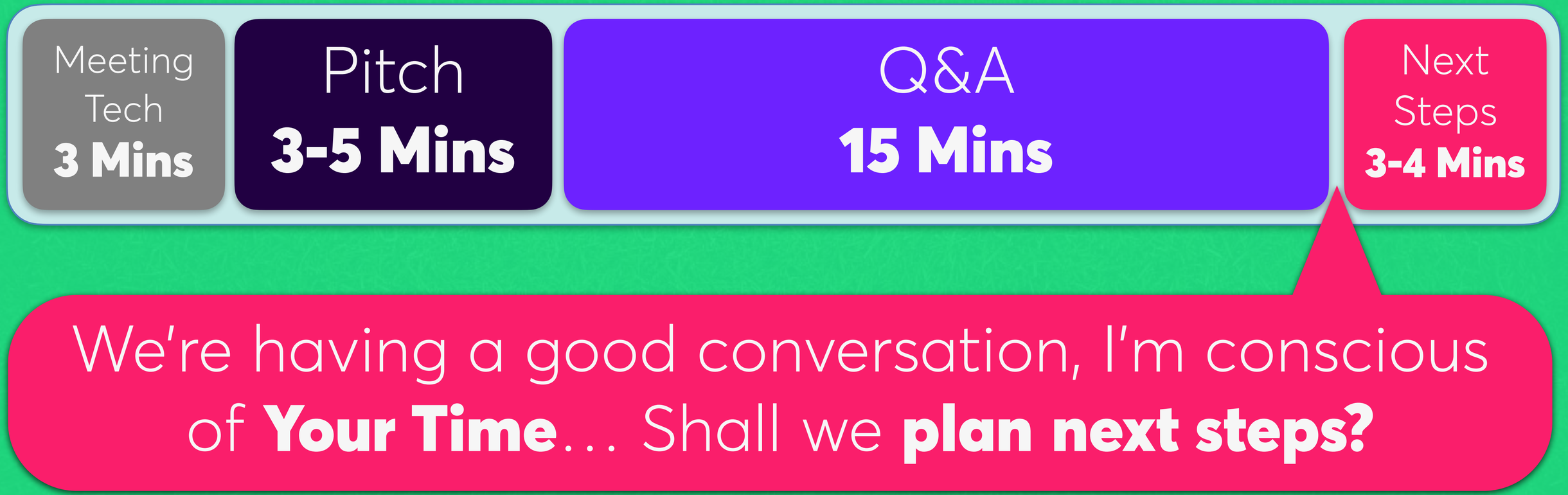
Pitch
3-5 Mins

Q&A
15 Mins

Ask the magic question... 🪄

What would you like to know more about?

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



When under time pressure...

AND THAT'S ALMOST ALWAYS!



LEAD WITH
VALUE FOR **THEM**



ANSWER QUESTIONS
ON **PROCESS**

When under time pressure...

AND THAT'S ALMOST ALWAYS!



CLARITY FIRST



DETAILS ON DEMAND

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



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

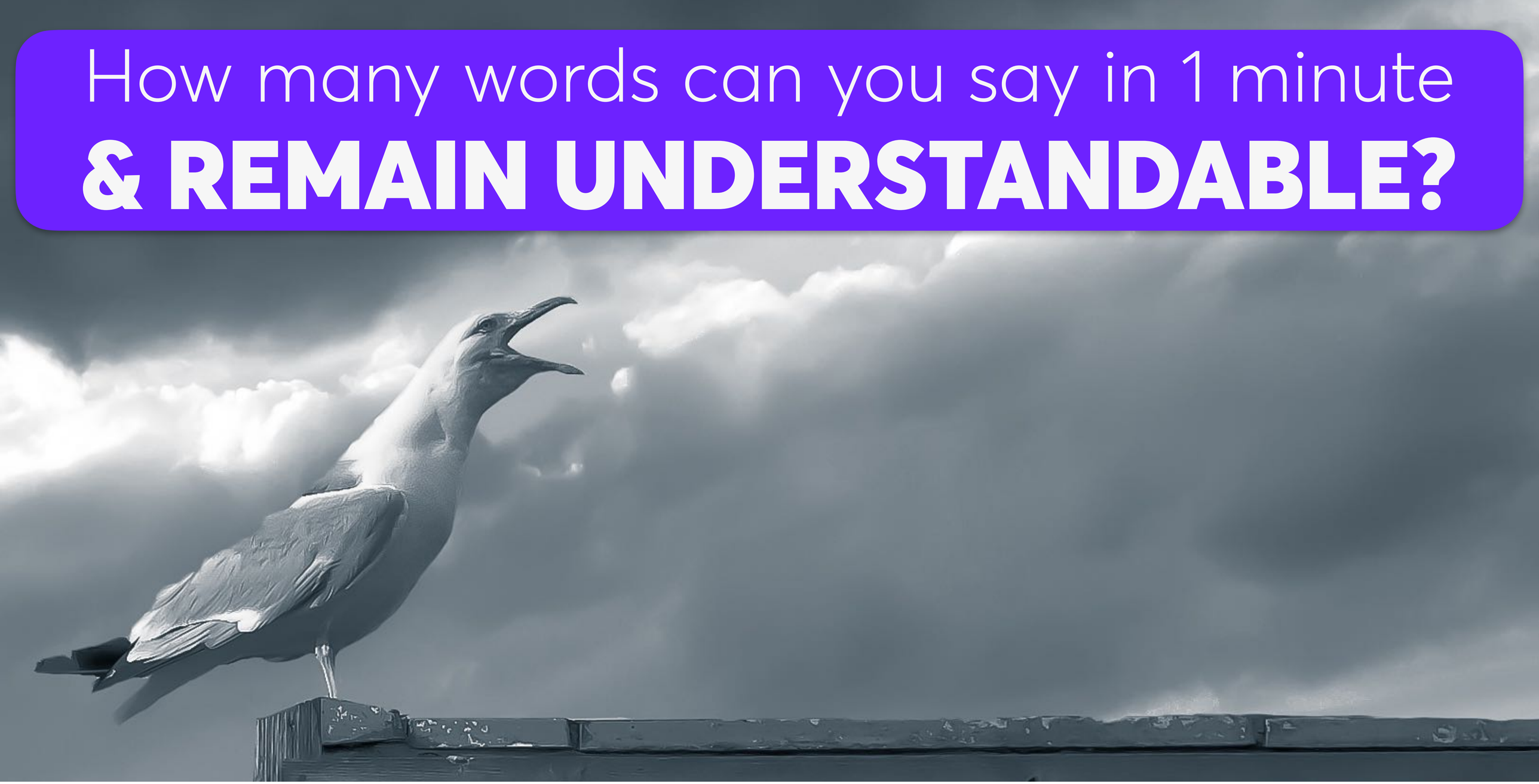


How to Level Up Your Pitch



Let's talk about **SPEED**

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



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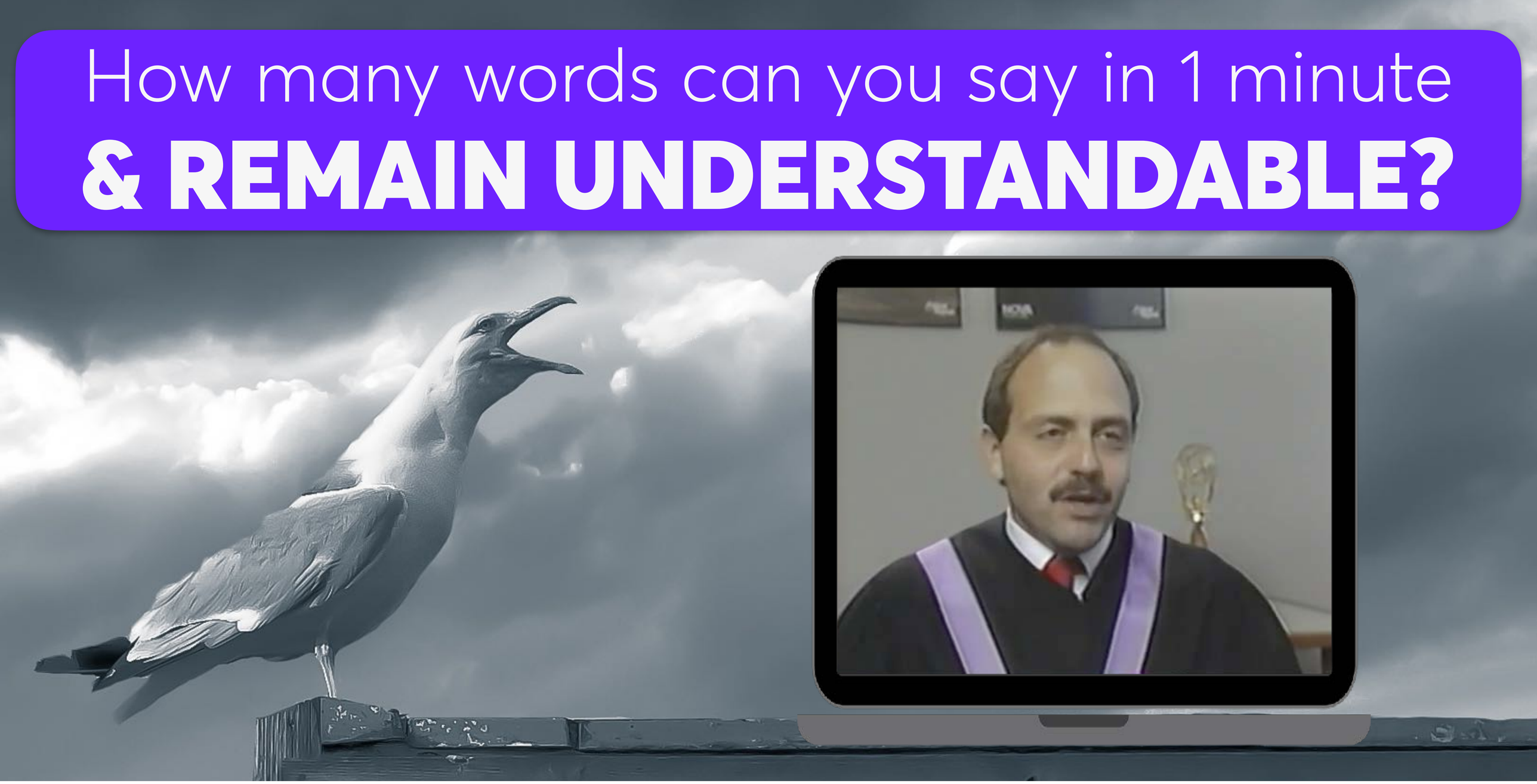

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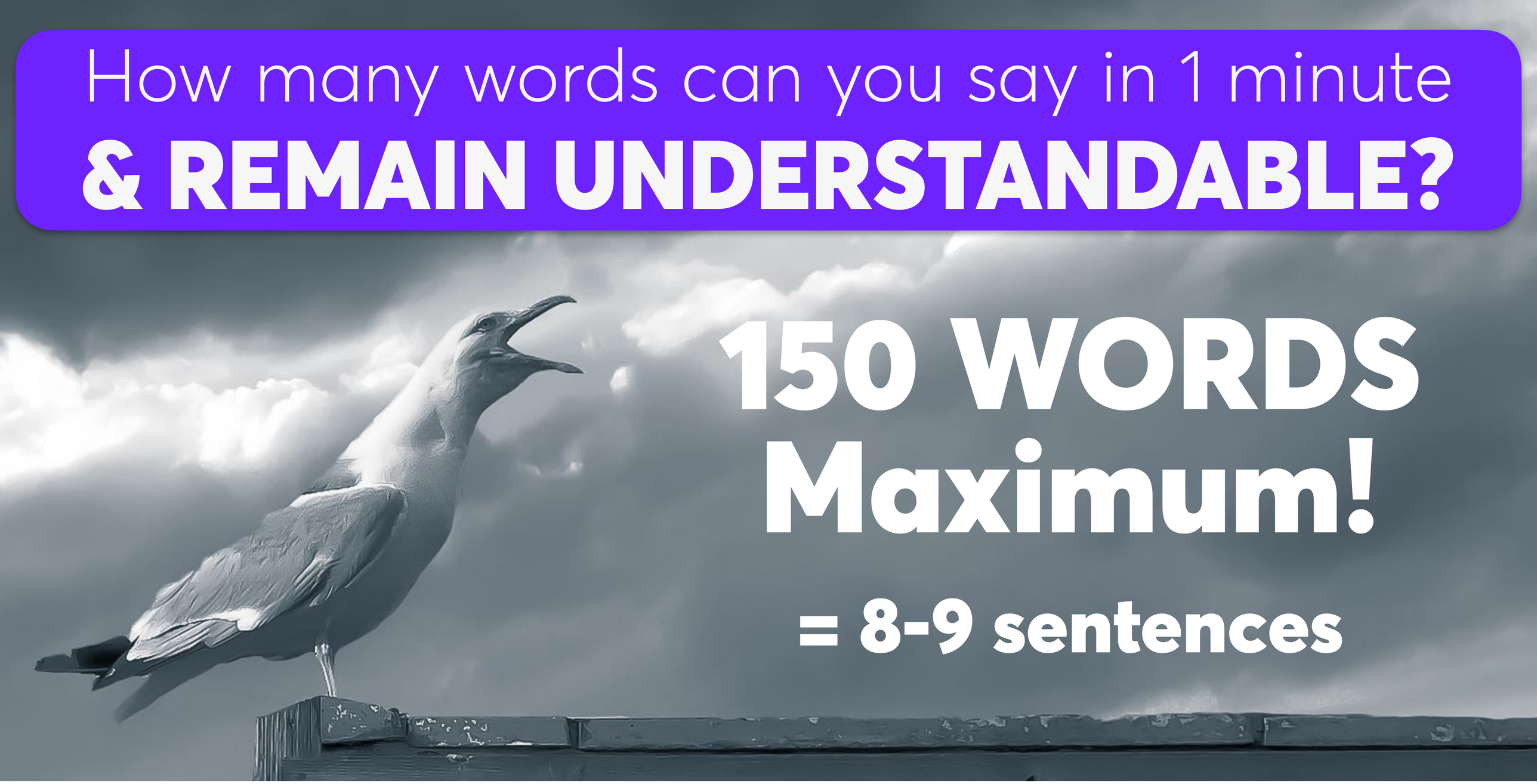
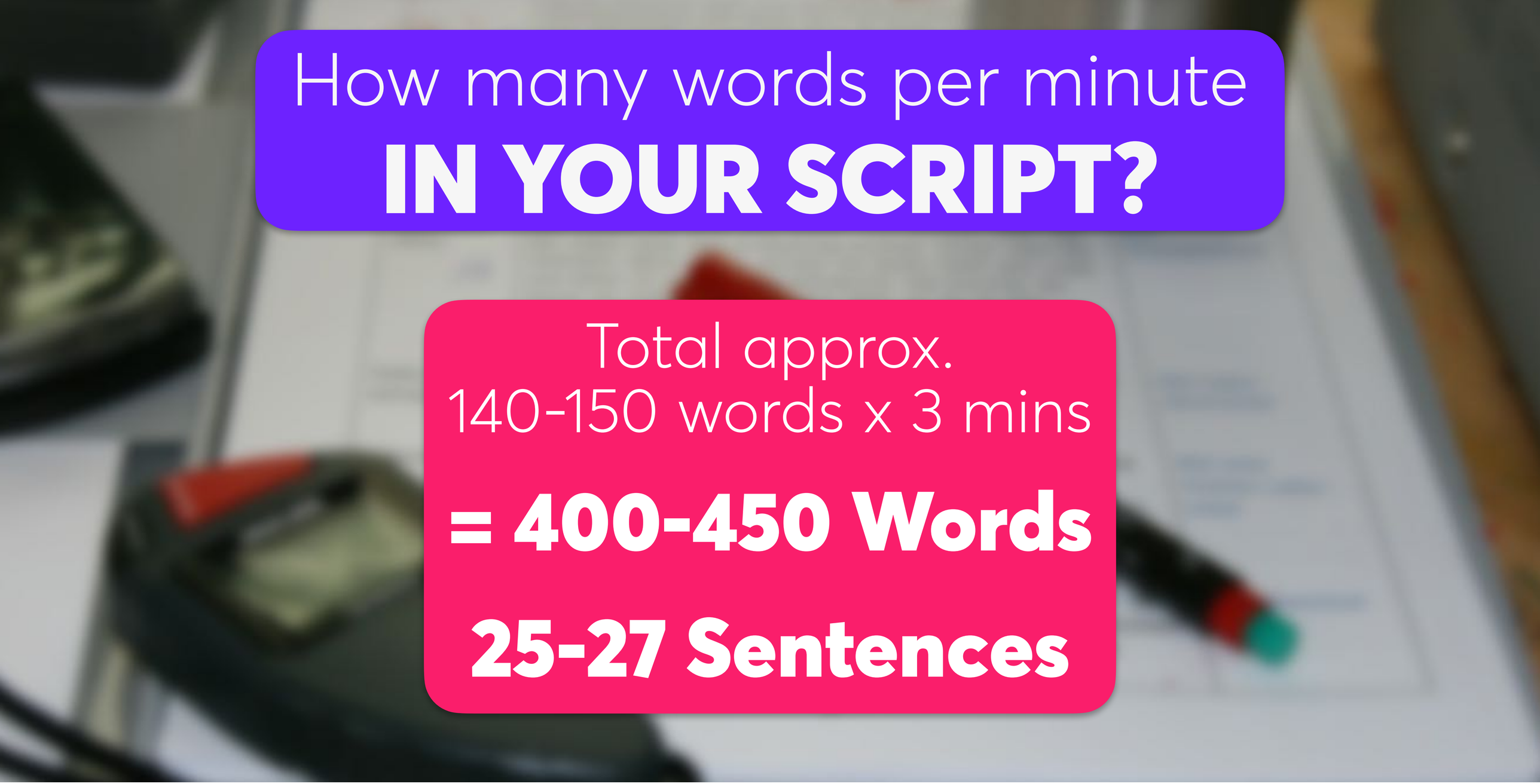


150 WORDS Maximum!

= 8-9 sentences



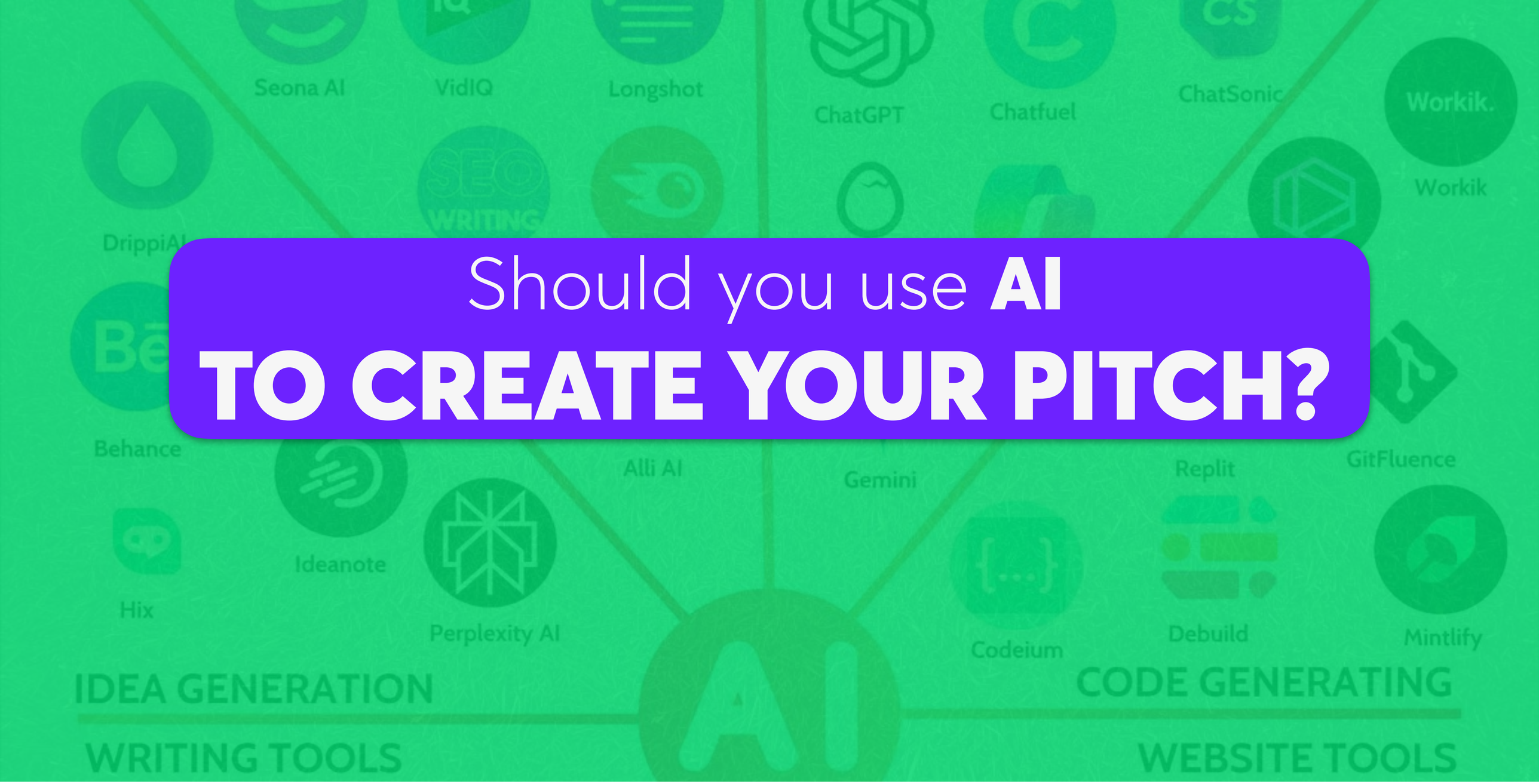
How many words per minute **IN YOUR SCRIPT?**

Total approx.
140-150 words x 3 mins

= 400-450 Words

25-27 Sentences


143
Words/min



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

8-19-2026 | TECH

Why founders should never use AI-generated pitch decks

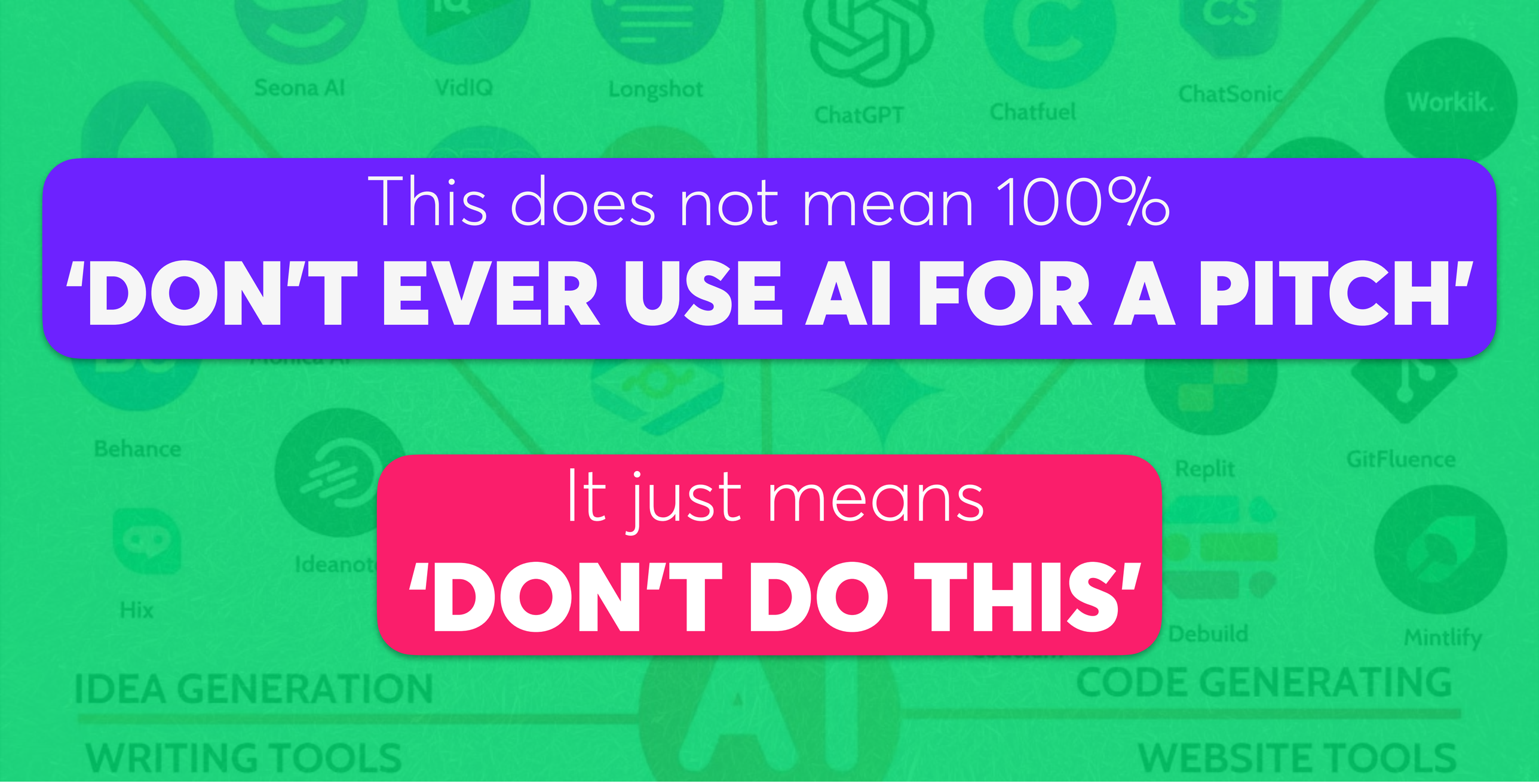
Gentle advice from a VC who's seen way too many of them.

SHARE ADD ON GOOGLE

FAST COMPANY



Read this article written by an INVESTOR



This does not mean 100%

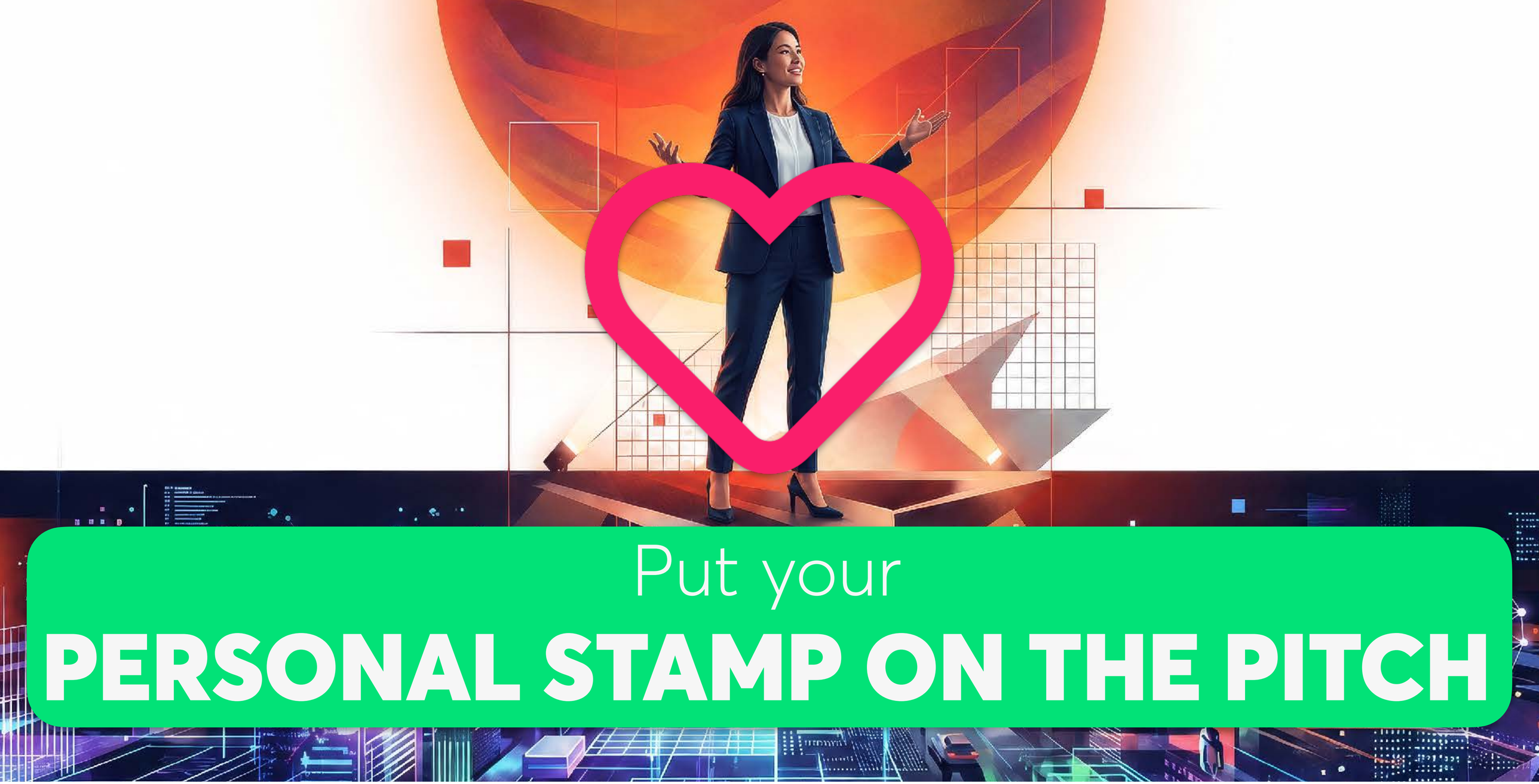
'DON'T EVER USE AI FOR A PITCH'

It just means

'DON'T DO THIS'



How do you stand out
IN A WORLD OF AI PITCHES?



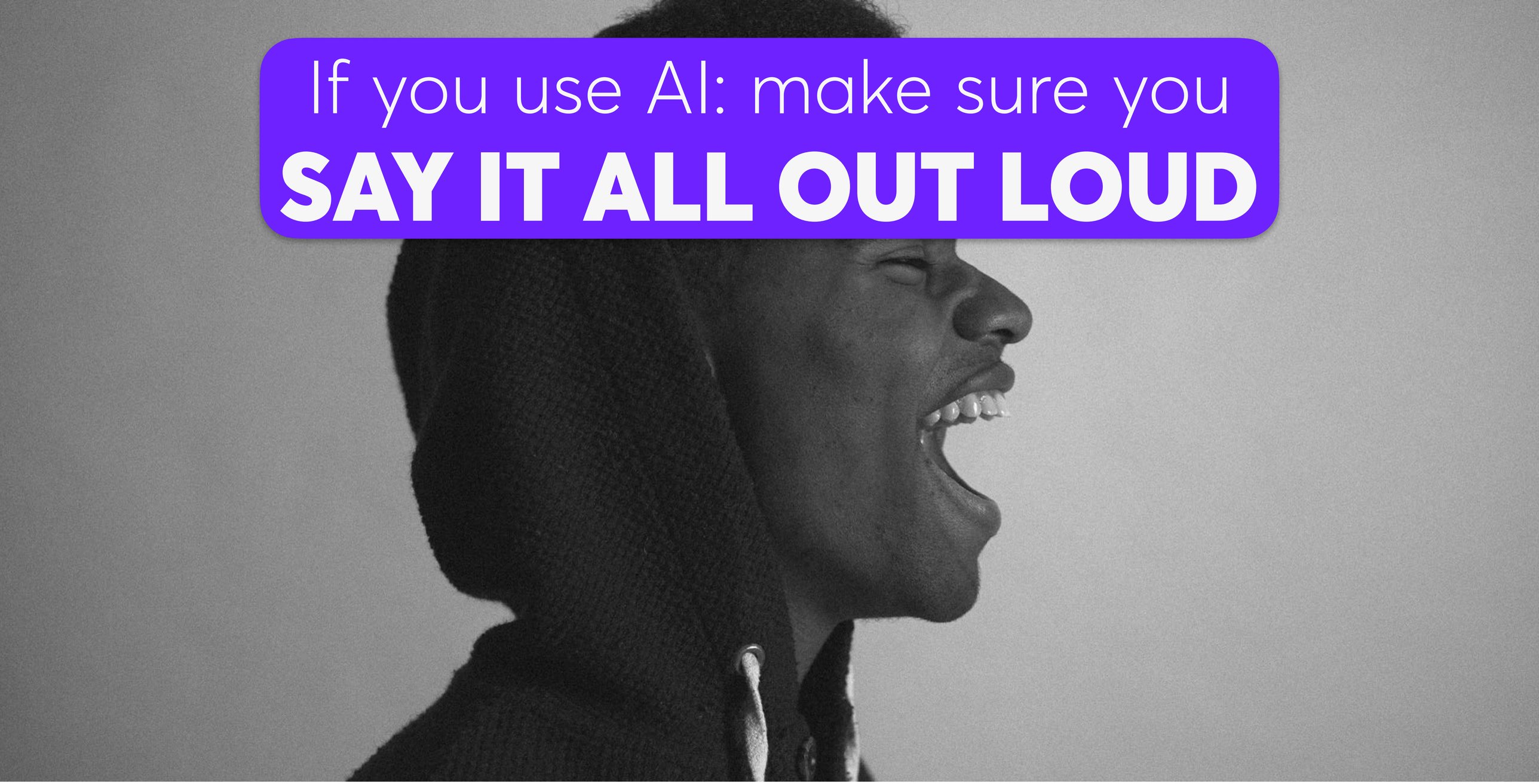
Put your

PERSONAL STAMP ON THE PITCH



WHY YOU?

This is
YOUR
Unique Story!


If you use AI: make sure you
SAY IT ALL OUT LOUD

If you use AI: make sure you

SAY IT ALL OUT LOUD

Anywords and phrases that **YOU** would **never** say? **Change them!**

Take out the **AI-isms!** If you don't, you'll sound like a **CHATBOT!**

Make it YOUR story!

Making your story

FOCUSED & MEMORABLE

The Power of THREE



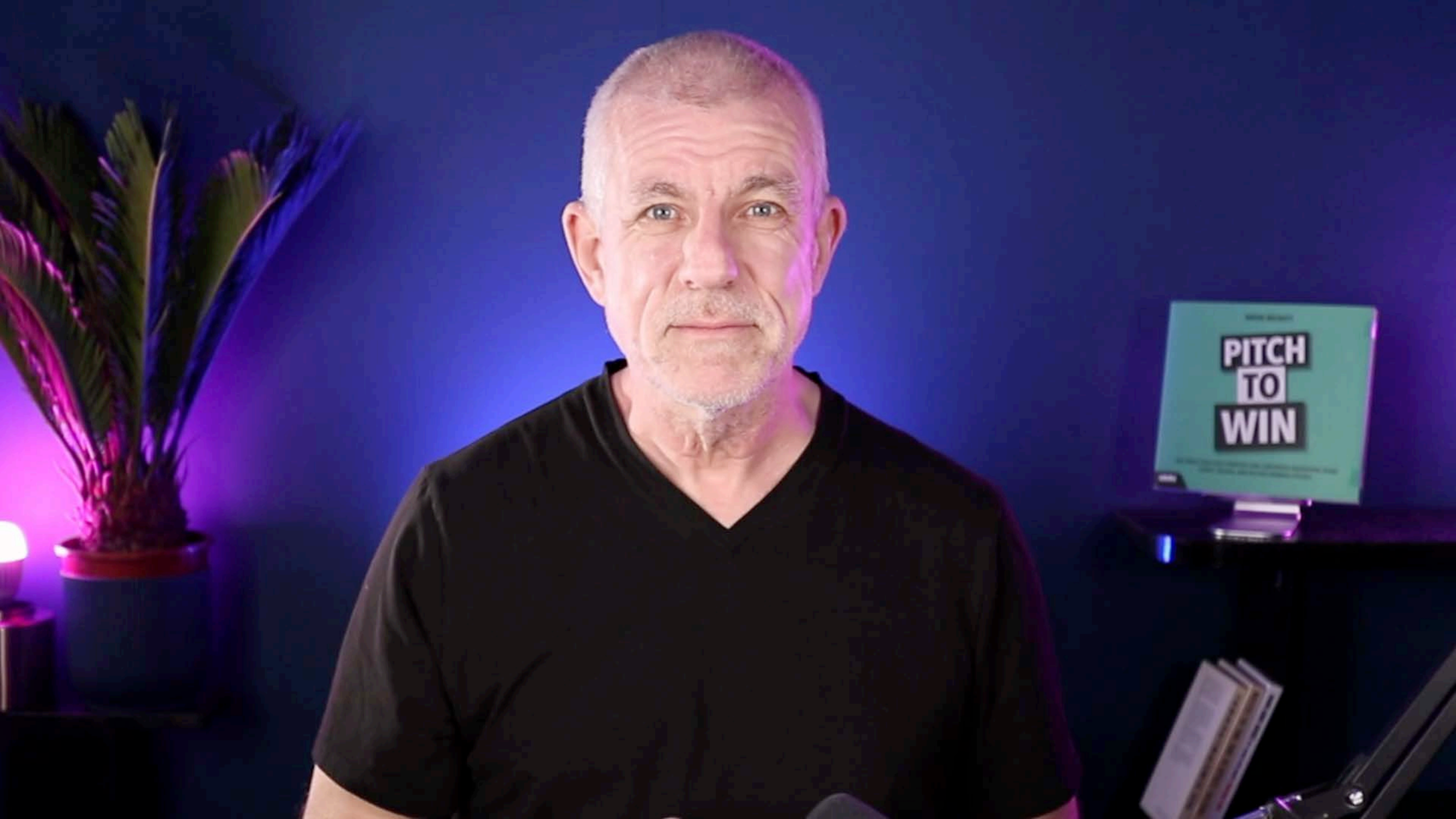
What happens if I say…

“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



ACTION STEP

Imagine:
They will only remember
3 things of the **whole** story.

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things about your proposition;
1 sentence per item.



ACTION STEP

Imagine:
They will only remember
3 things of the **whole** story.

5

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
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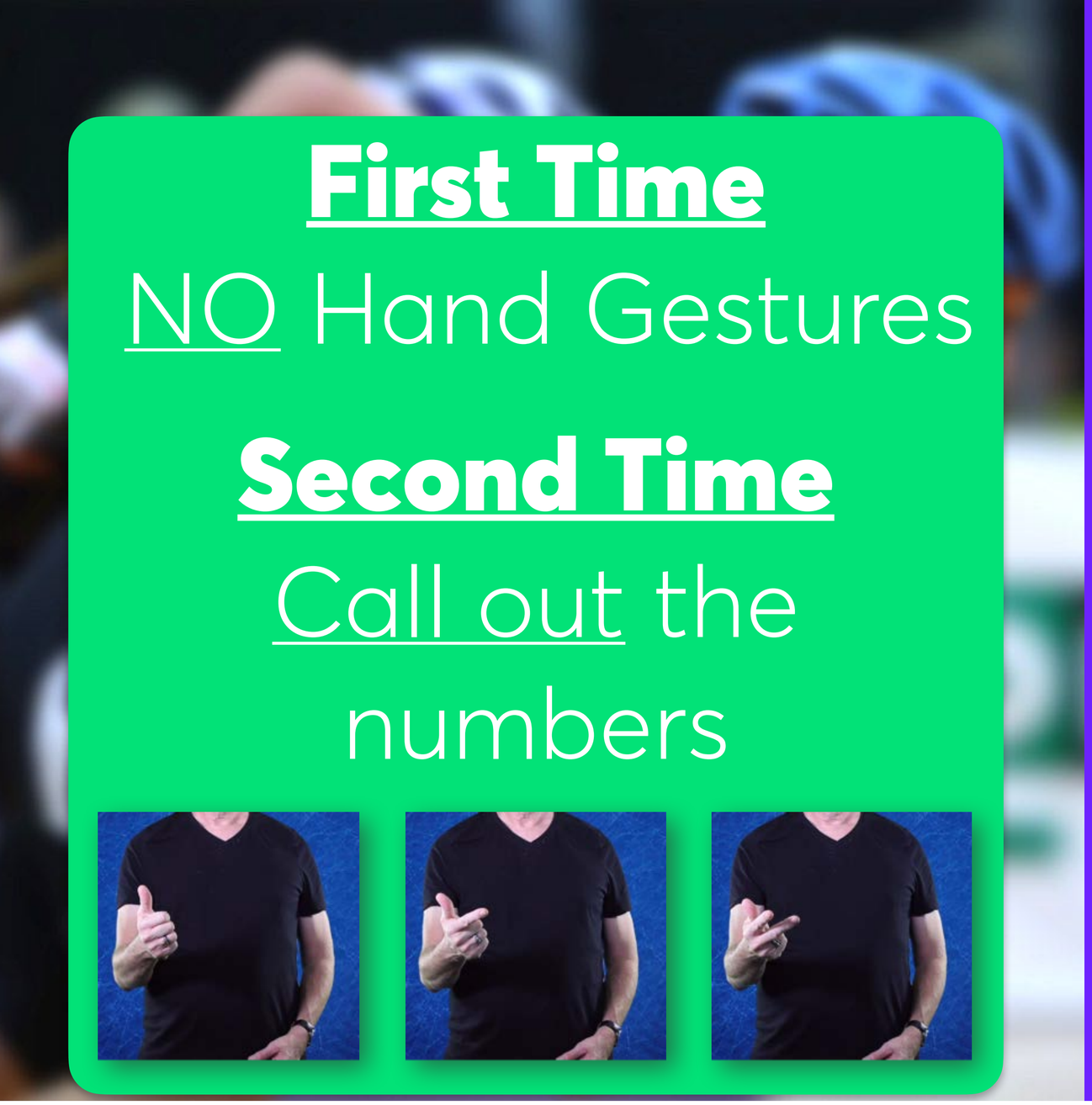
1 sentence per item.



First Time

NO Hand Gestures

Second Time

Call out the numbers

ACTION STEP

Tell the 3 big things in **3 sentences** to someone else;

"There are three things I want to tell you;

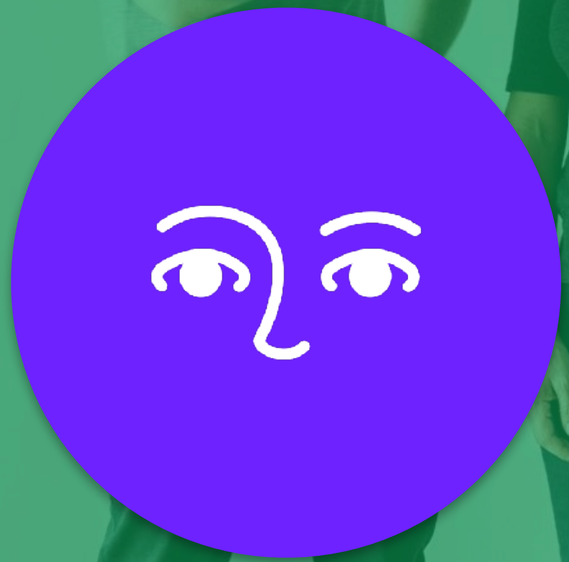
First...

Second...

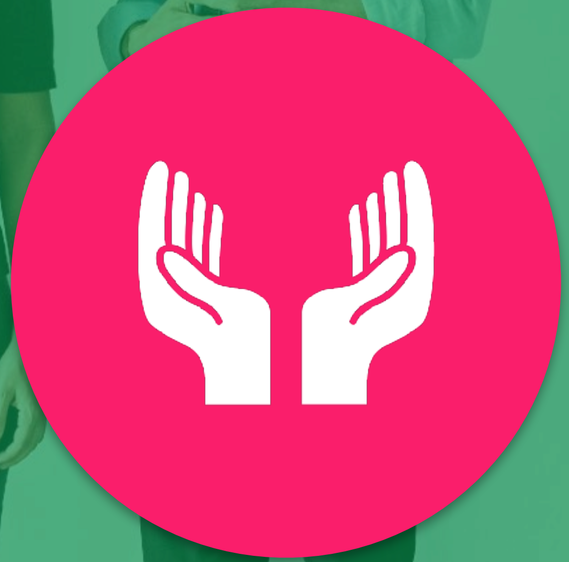
Third..."


Let's talk about
BODY LANGUAGE

The 3 Components of
BODY LANGUAGE



EYES

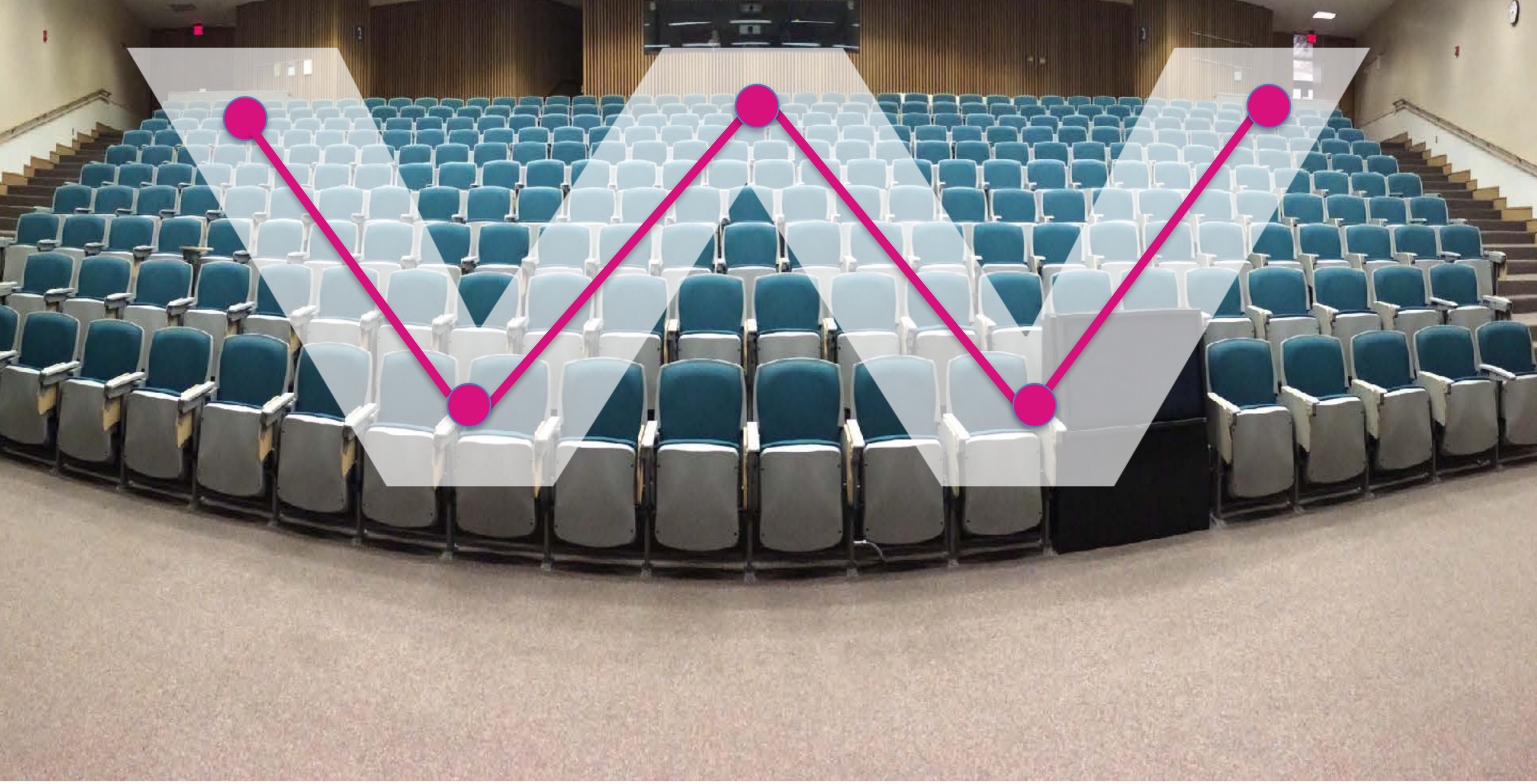


HANDS



LEGS & FEET


Look the audience
IN THE EYE

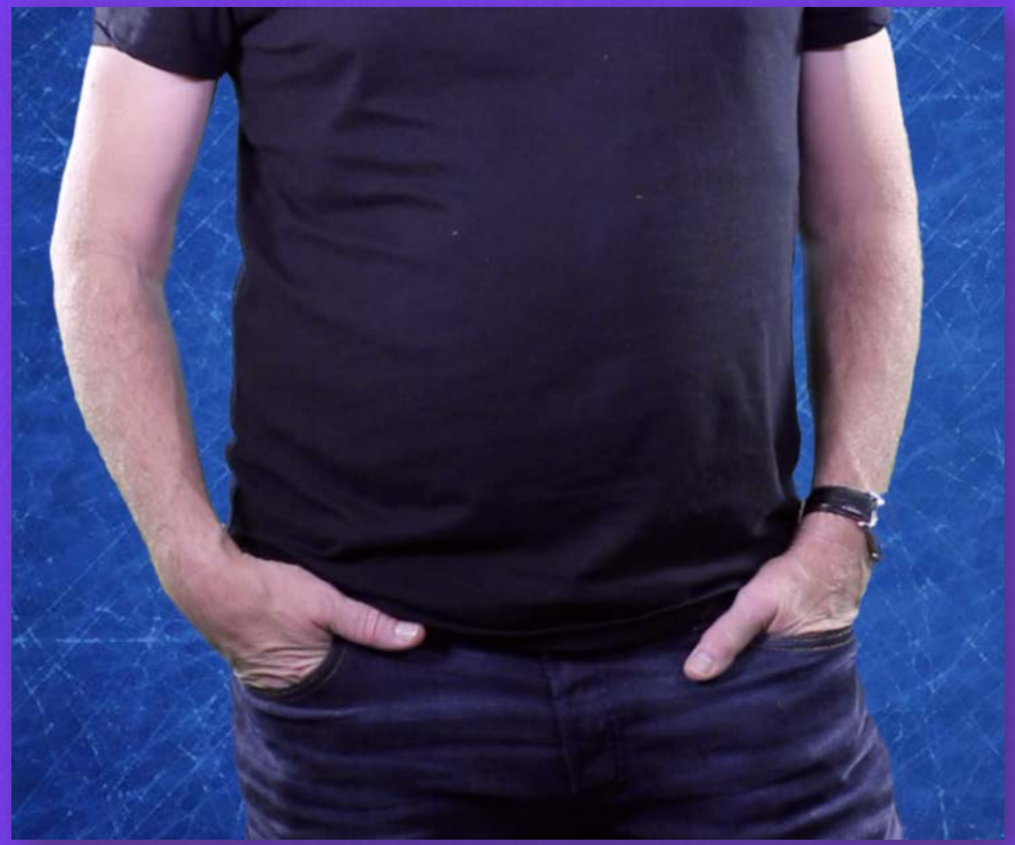




Use your hands to **EMPHASISE**

Don'ts

In Pockets



Don'ts

In Pockets

Behind Back



Don'ts

In Pockets

Behind Back

On Hips



Don'ts

In Pockets

Behind Back

On Hips

Across Body





Don'ts

In Pockets

Behind Back

On Hips

Across Body

Gripped











Do's

Put emphasis on the words that matter





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising









Do's

Put emphasis on the words that matter

Find a 'rest' position when you are not emphasising

Show the number





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising

Show the number

Separate parties into locations

Get used to
HOLDING A CLICKER




I WAS ALSO WATCHING
THE OLYMPICS



Best way to improve body language?

FILM YOURSELF PITCHING



Review Each Film Together

- What's going well: are you emphasising the story?
- What's distracting from the story?
- One FRIENDLY piece of advice for improvement

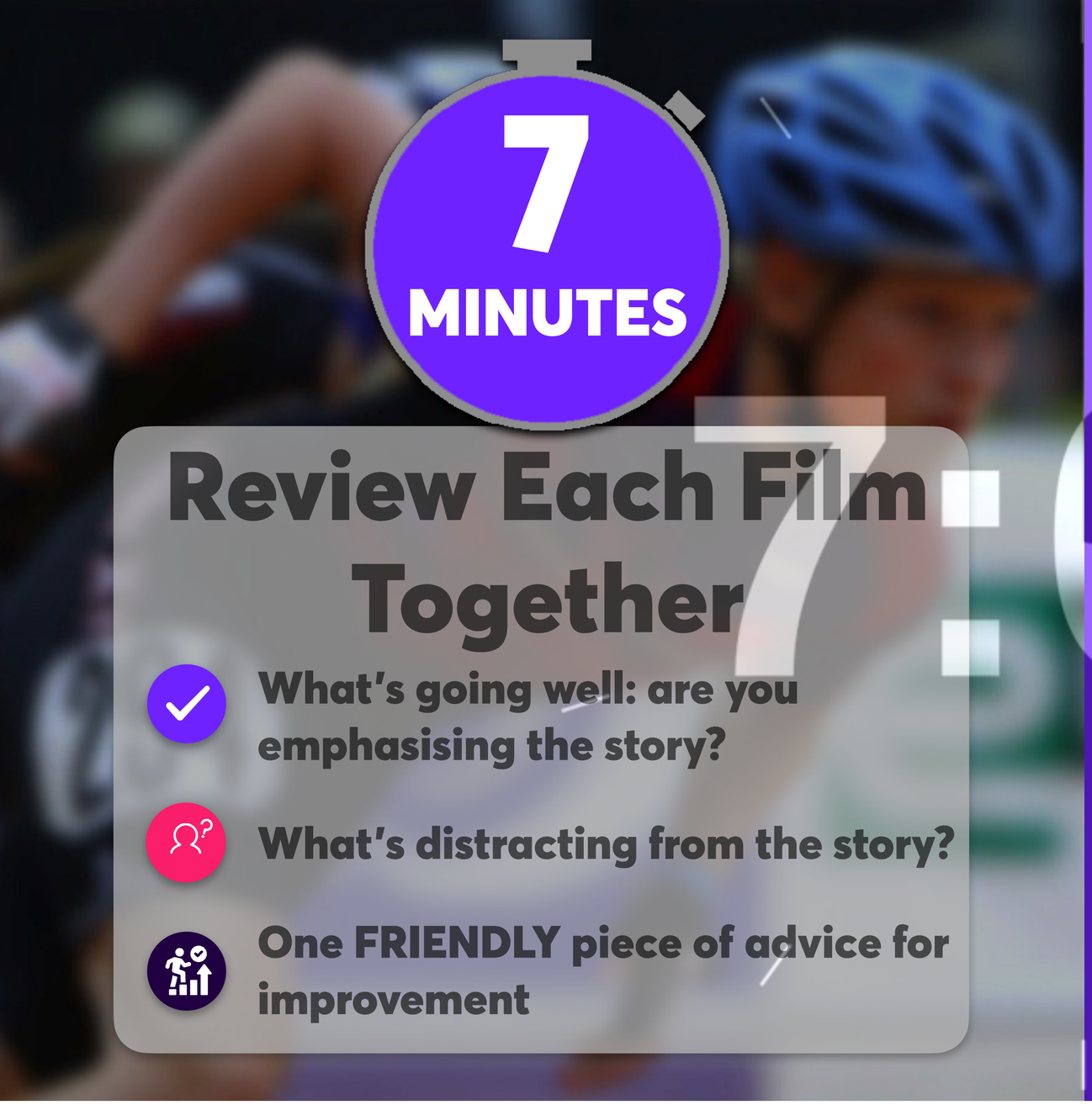
ACTION STEP

In Pairs: Test & Film

The First Minute of your 3 minute pitch

Focusing on

Hand Gestures



7 MINUTES

Review Each Film Together

- What's going well: are you emphasising the story?
- What's distracting from the story?
- One FRIENDLY piece of advice for improvement

ACTION STEP

In Pairs: Test & Film

The First Minute of your 3 minute pitch

Focusing on

Hand Gestures



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



The **No.2** Reason why
PEOPLE GET CONFUSED



How to have a big impact
WITH YOUR VOICE

Make it interesting with **VOCAL VARIATION**




Use your voice to
EMPHASISE
SPEED
PITCH
VOLUME


What do you want them to
THINK & FEEL?

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

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

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

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

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


Say your key messages
OUT LOUD, IN ADVANCE


KEEP
CALM
AND
PITCH

Manage your
PITCHING NERVES



1. Learn the first

60 SECONDS

2. Amy Cuddy TEDx

WONDERWOMAN





Check her TED talk at **TED.com** (just search for **Amy Cuddy**)

3. Just...

BREATHE

Pitch tools and

RESOURCES







best3minutes.com/tudbiot26

You will receive

SLIDES AND MANY MATERIALS











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