

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

David Beckett

best3minutes.com

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Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION




We are all trying to
CONVINCE BUSY PEOPLE

You will receive

SLIDES AND MANY MATERIALS



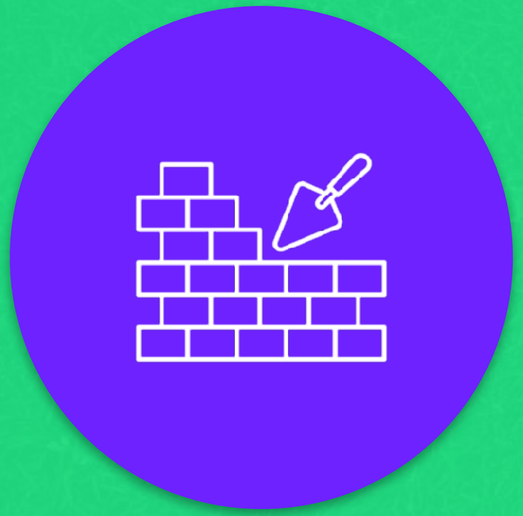







QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch



Prepare you for your **3-MINUTE PITCH**



PITCH

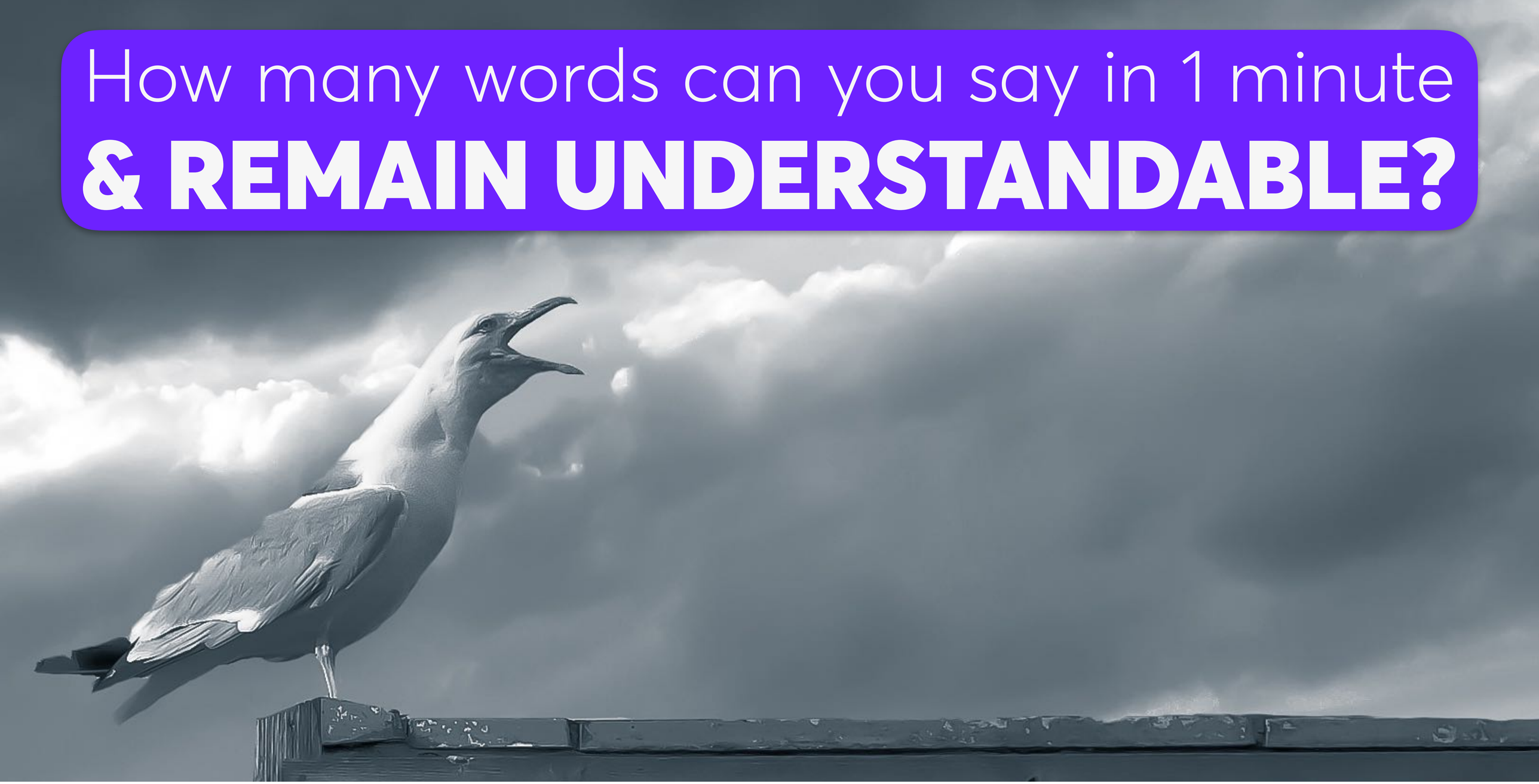


Q&A

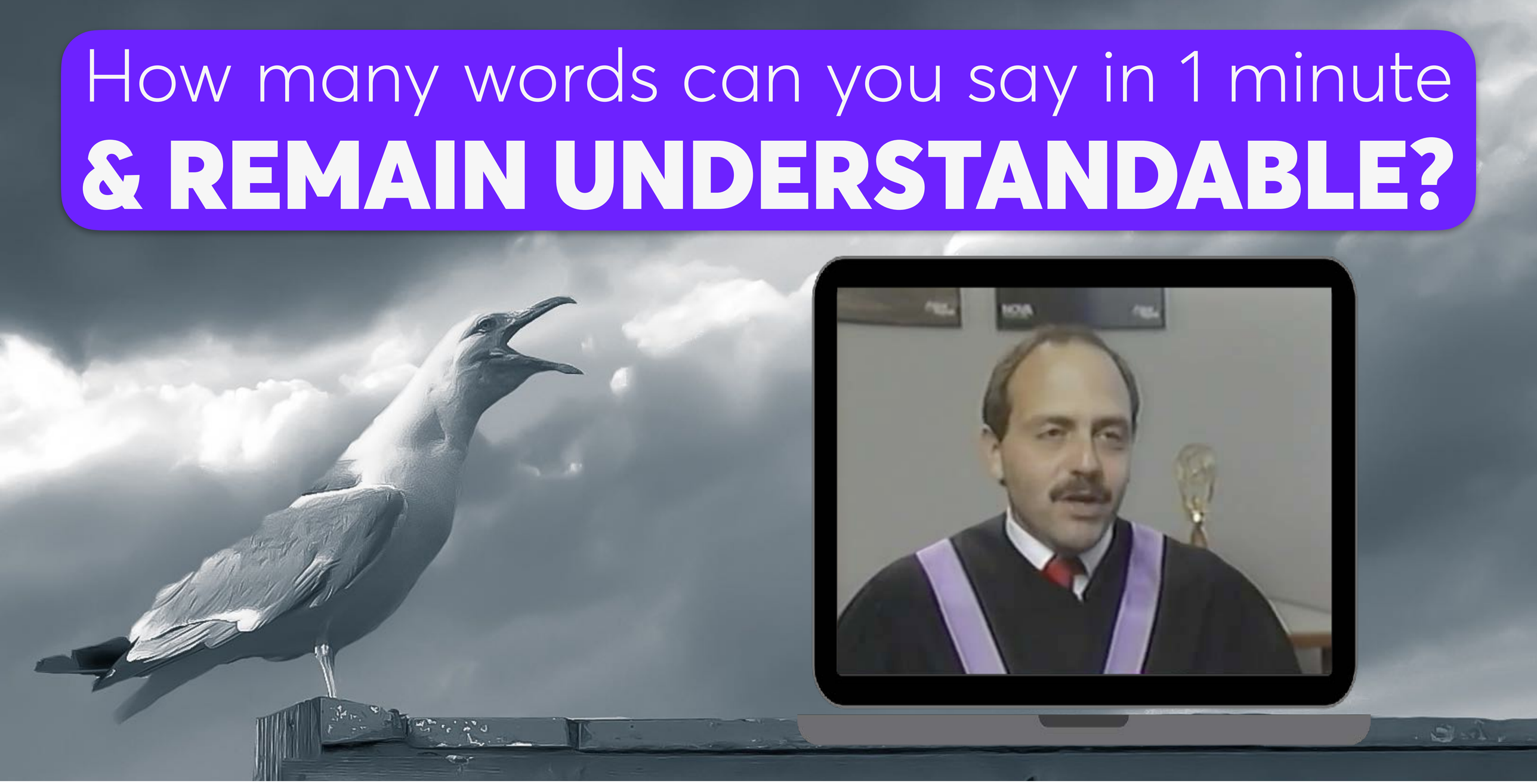


Let's talk about **SPEED**

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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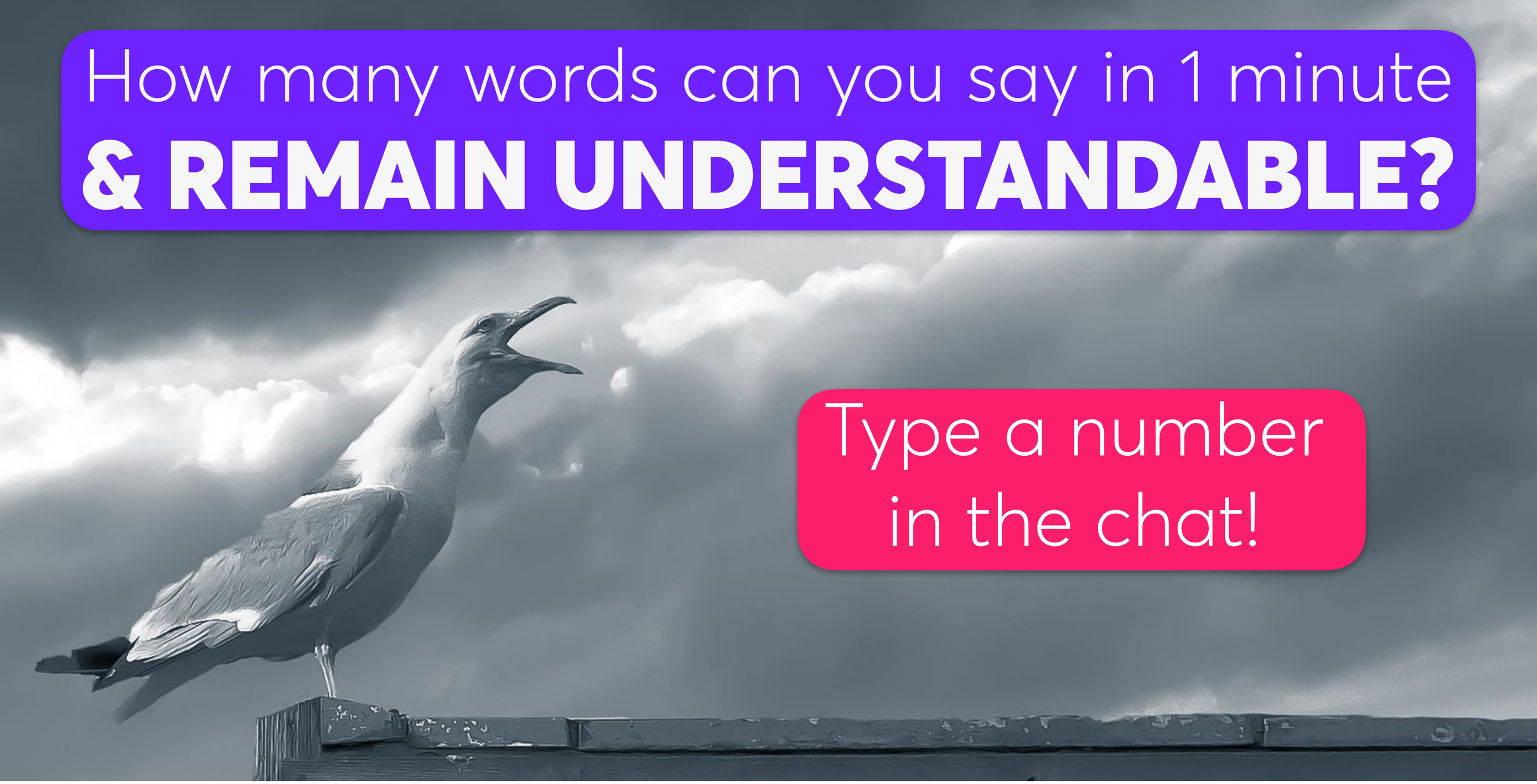
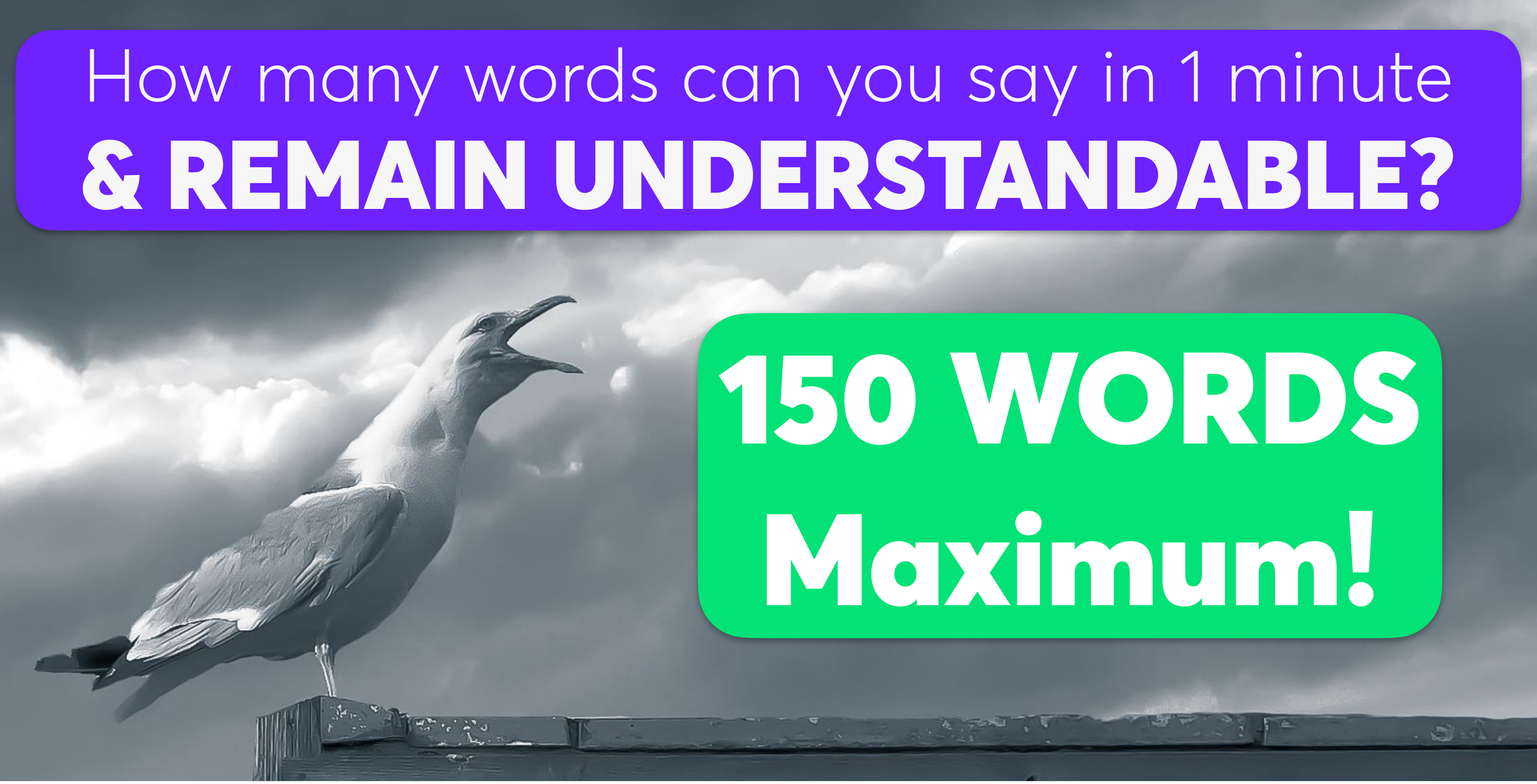


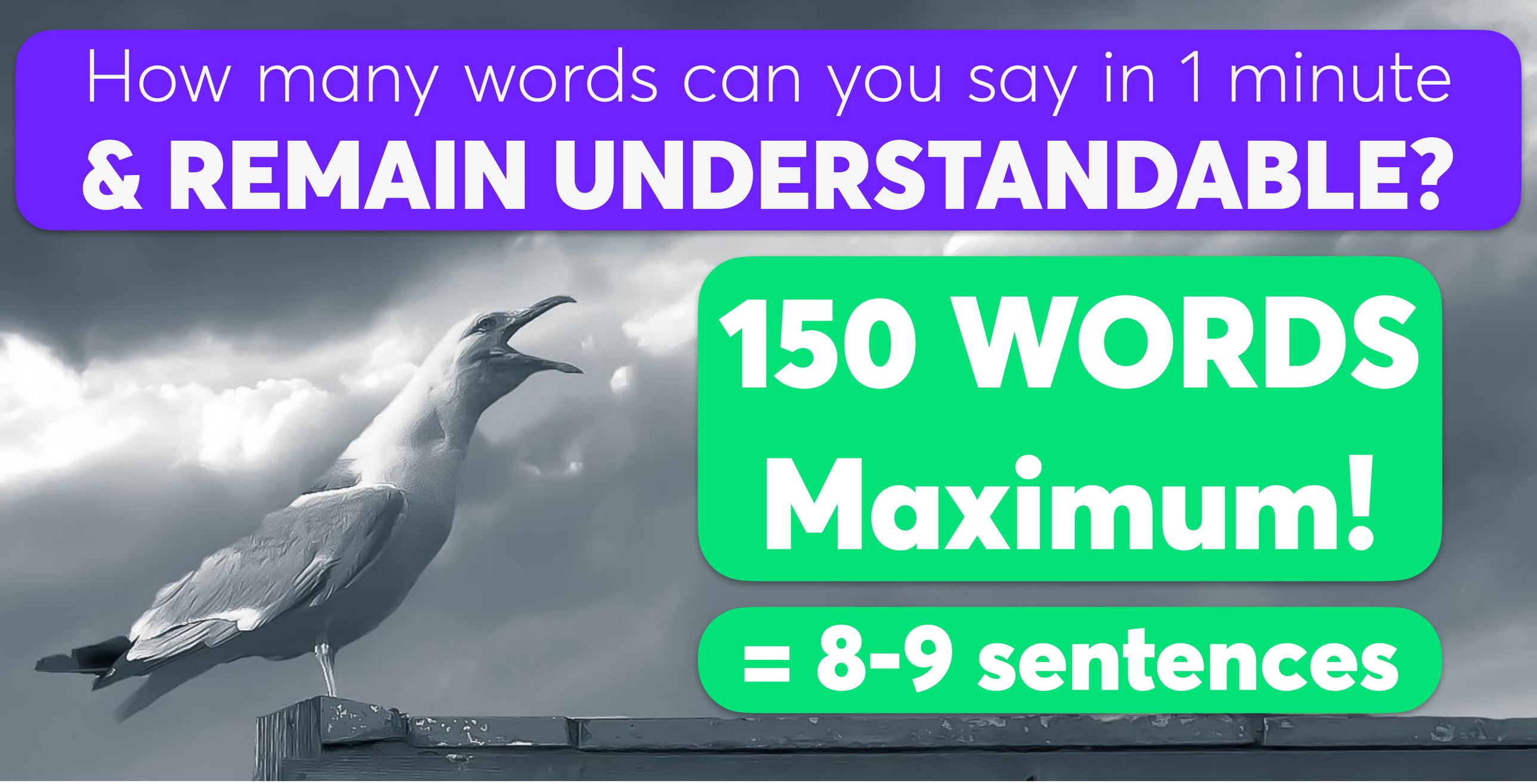
Type a number in the chat!

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



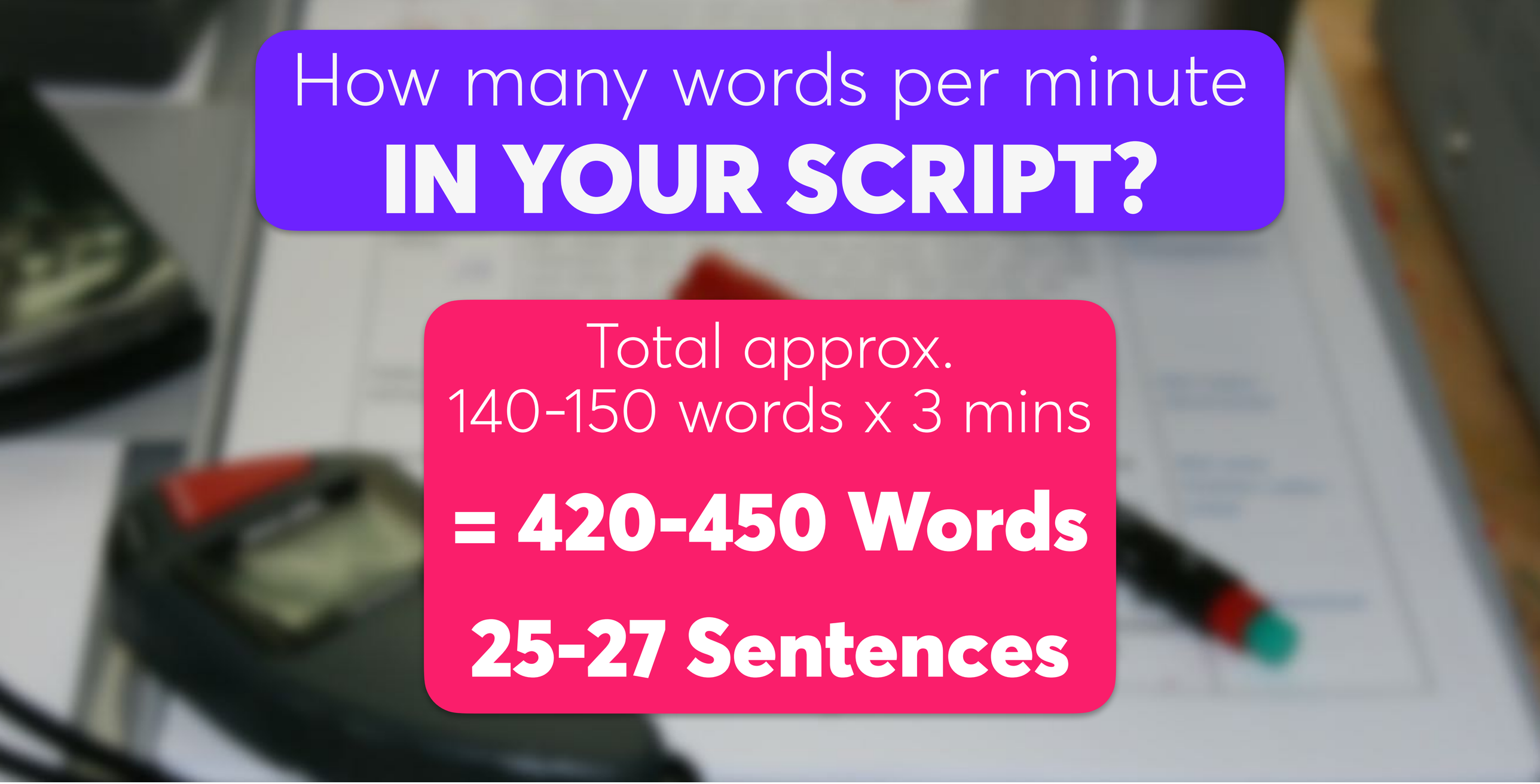
150 WORDS Maximum!

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



150 WORDS Maximum!

= 8-9 sentences



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

Total approx.
140-150 words x 3 mins

= 420-450 Words

25-27 Sentences


143
Words/min





Q&A


Prepare you for your
3-MINUTE PITCH

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




Let's do some
THINKING FIRST



WHO'S YOUR AUDIENCE?

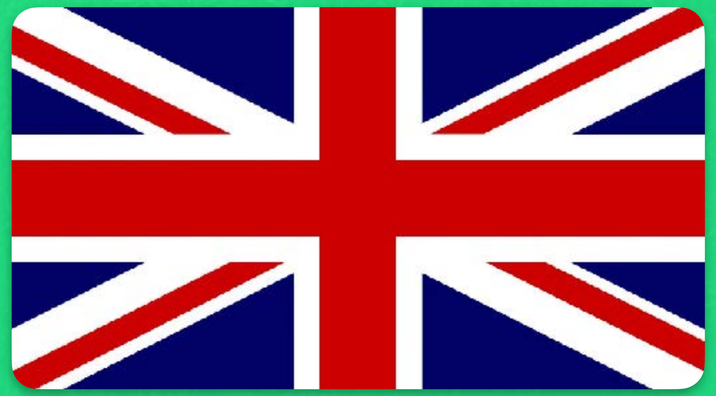
What do they **Care** about?

What do they **Know?**

What do they **Expect?**

What's it like for
CANADIANS PITCHING IN THE UK?





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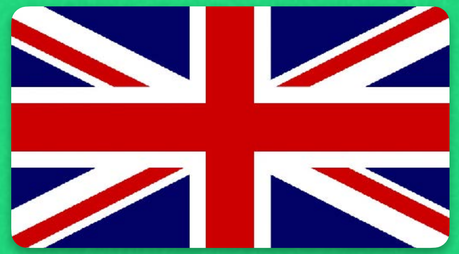


The **Good News**... lots in common

Humour, modesty, speaking speed

What's it like for
CANADIANS PITCHING IN THE UK?




Pay attention to;

Business Culture is slightly more risk-averse:

Don't ignore risk-mitigation. Make sure statements are evidence-based

Classic British Understatement:

"We're doing quite well" = "We're doing very well"

Use British English, GBP, etc in your deck

Change **$ to £.** Optimi**Z**ation —> Optimi**S**ation

Attitude to **Success** & **Ambition**?

USA vs CANADA vs UK vs EUROPE






FEEL/THINK




Attitude to success & ambition?

USA vs CANADA vs EUROPE









SPEAK







Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/tncanhs26



WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



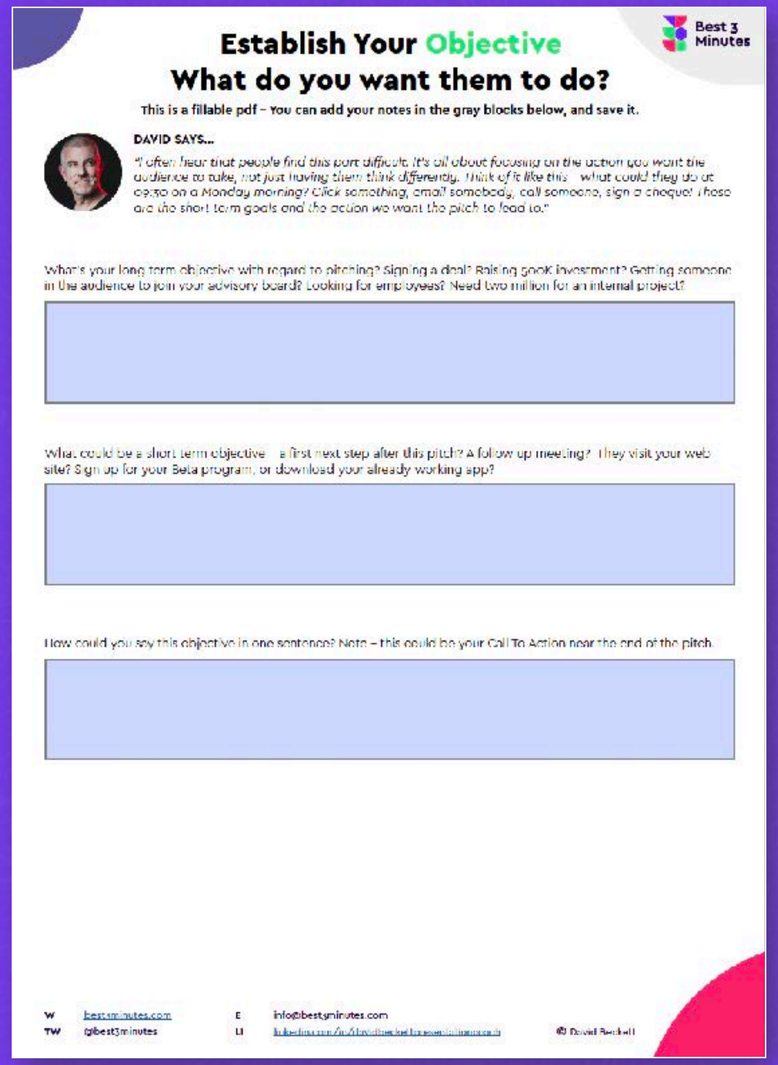
WHAT'S YOUR OBJECTIVE?

Provide **introductions**

Agree to a **pilot**

Plan a **follow up** meeting

Sign a **deal!**



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.

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LI [illegible]
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Write down your Objective

Fillable pdf download available

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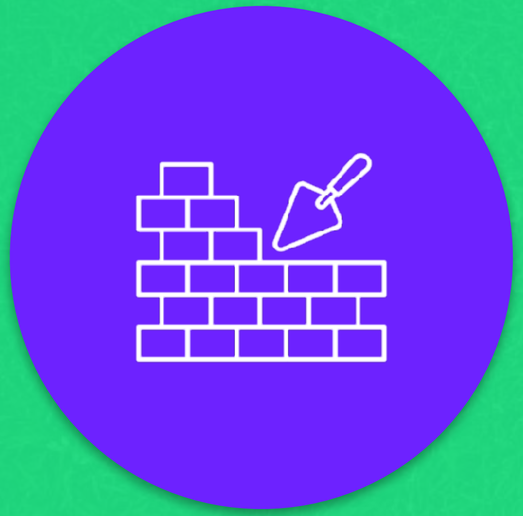
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Essentials for a Winning Pitch



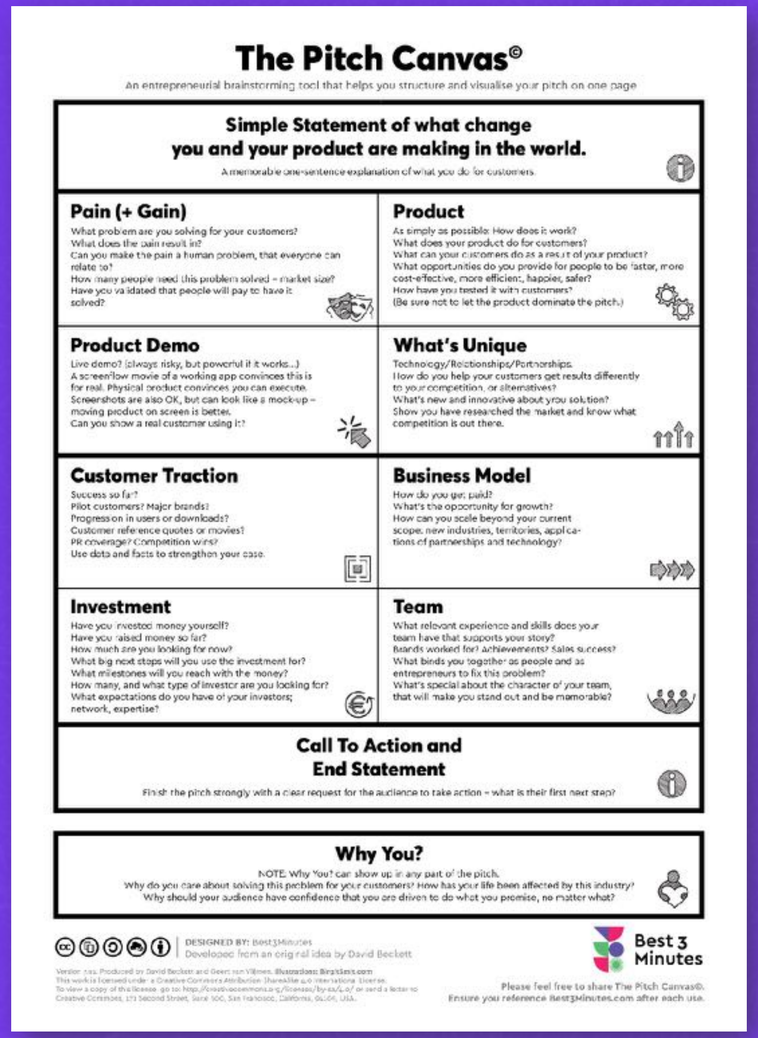
Content of Your Pitch



Level 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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Best 3 Minutes

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Ensure you reference Best3Minutes.com after each use.

THE PITCH CANVAS©

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THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE PROOF



BUSINESS MODEL



THE TEAM



WHY YOU?



THE ASK





PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

What's the
Human Result
of the problem
you're solving?



PAIN

"We built a parking app, which integrates sensors, using Internet of things tech, and it's all on blockchain, of course it's built with AI, and we use open Api's to..."



PAIN

"In **major cities**, like Toronto, London & Tokyo, over **300Million drivers** spend 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"

"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

"Many companies experience data hacks"

"There is too much energy inefficiency"

"**XK** companies had data hacks in the **last 3 years**"

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


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



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?

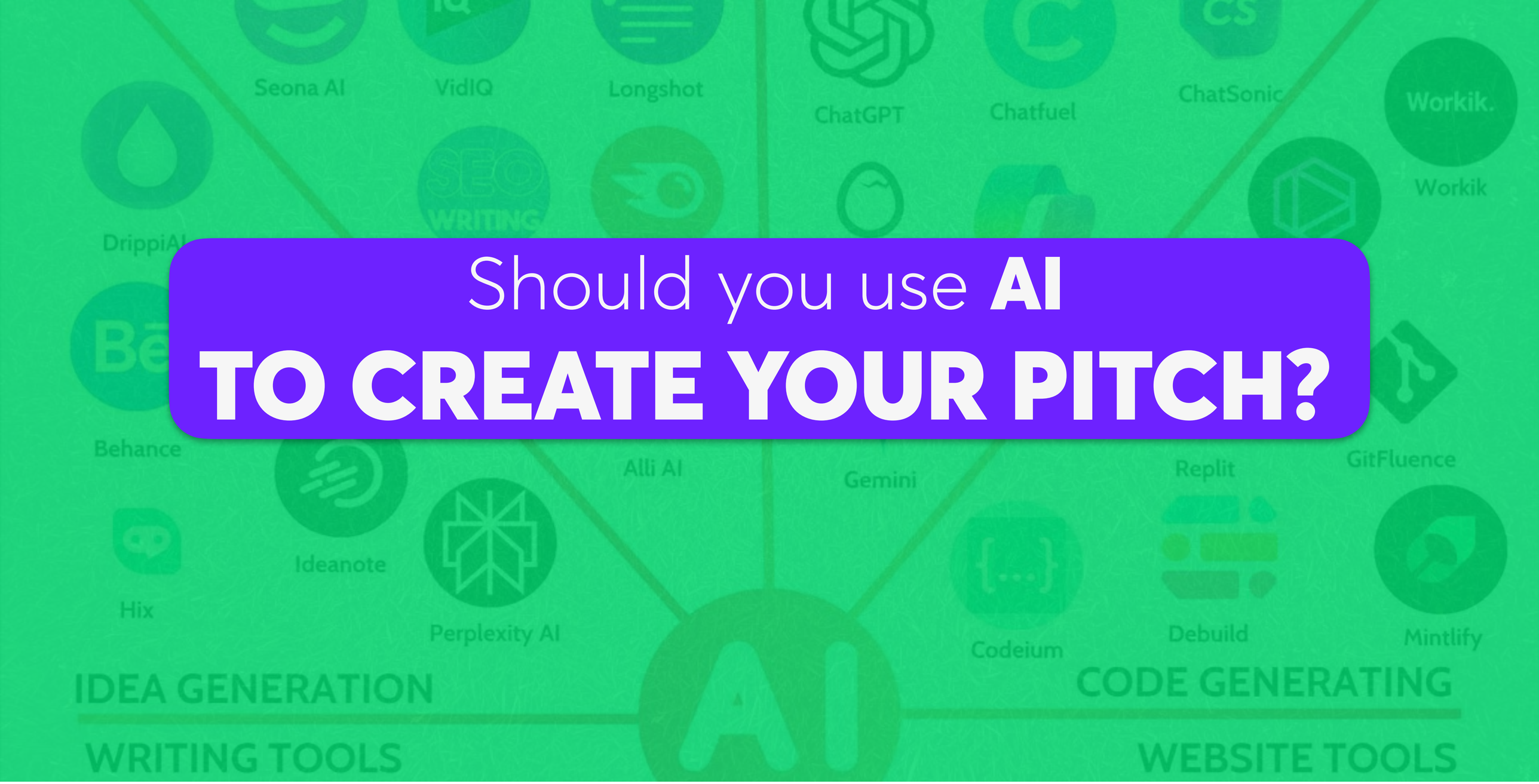


TEAM

Character?

Driven by the same **purpose**?

Young and **Hungry**?
Experienced and ready for **new** challenges?



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/tncanhs26

RECOMMENDED WAYS TO TO USE AI TO CREATE YOUR PITCH

After some of your own thinking...

Ask AI to **work with you** and ask you questions - not just deliver output

Ask AI to **reduce** a part of your story to a **certain number** of sentences

Find images and graphics for your slides

Clean up your design

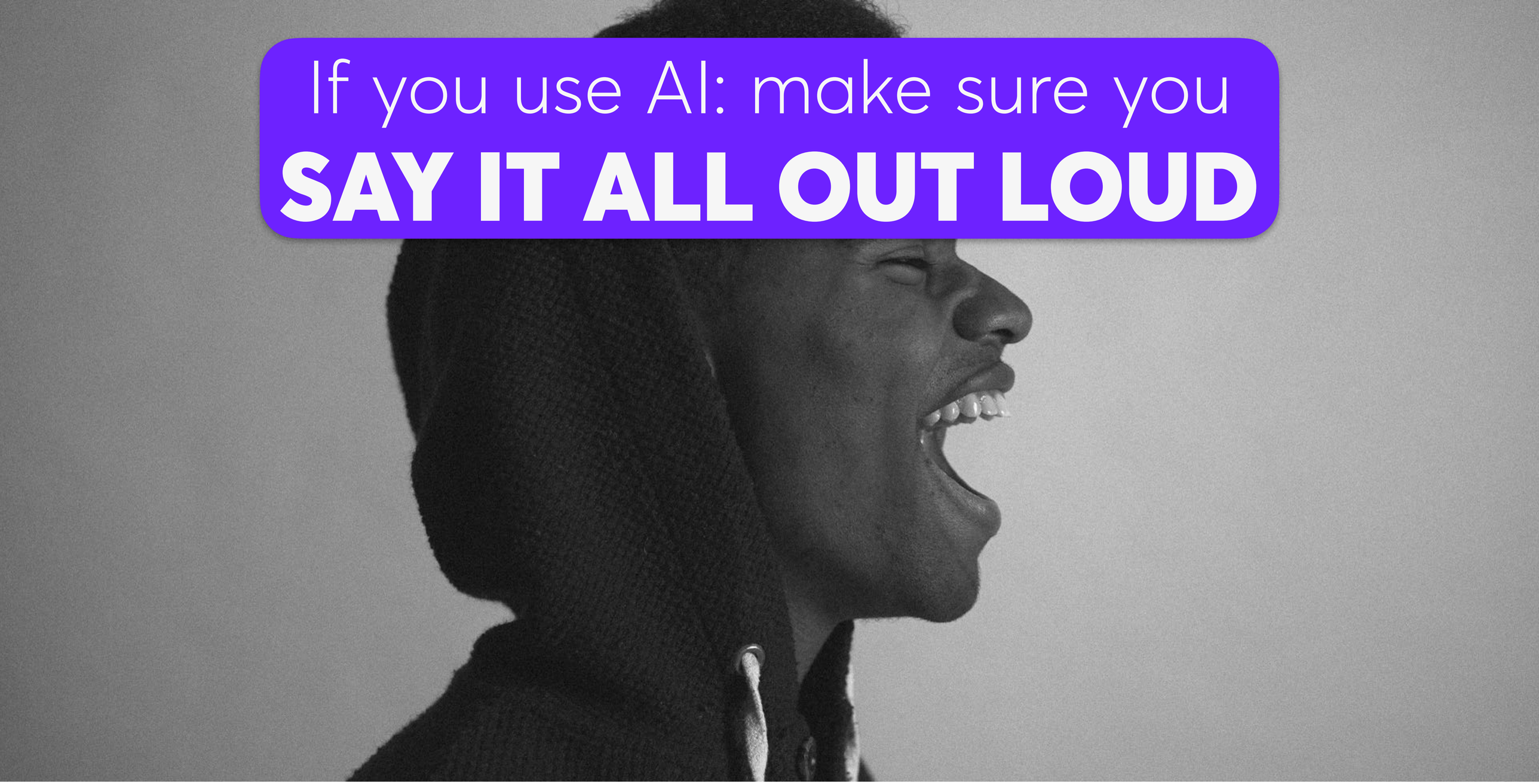
DON'T: Just ask AI to write the complete script

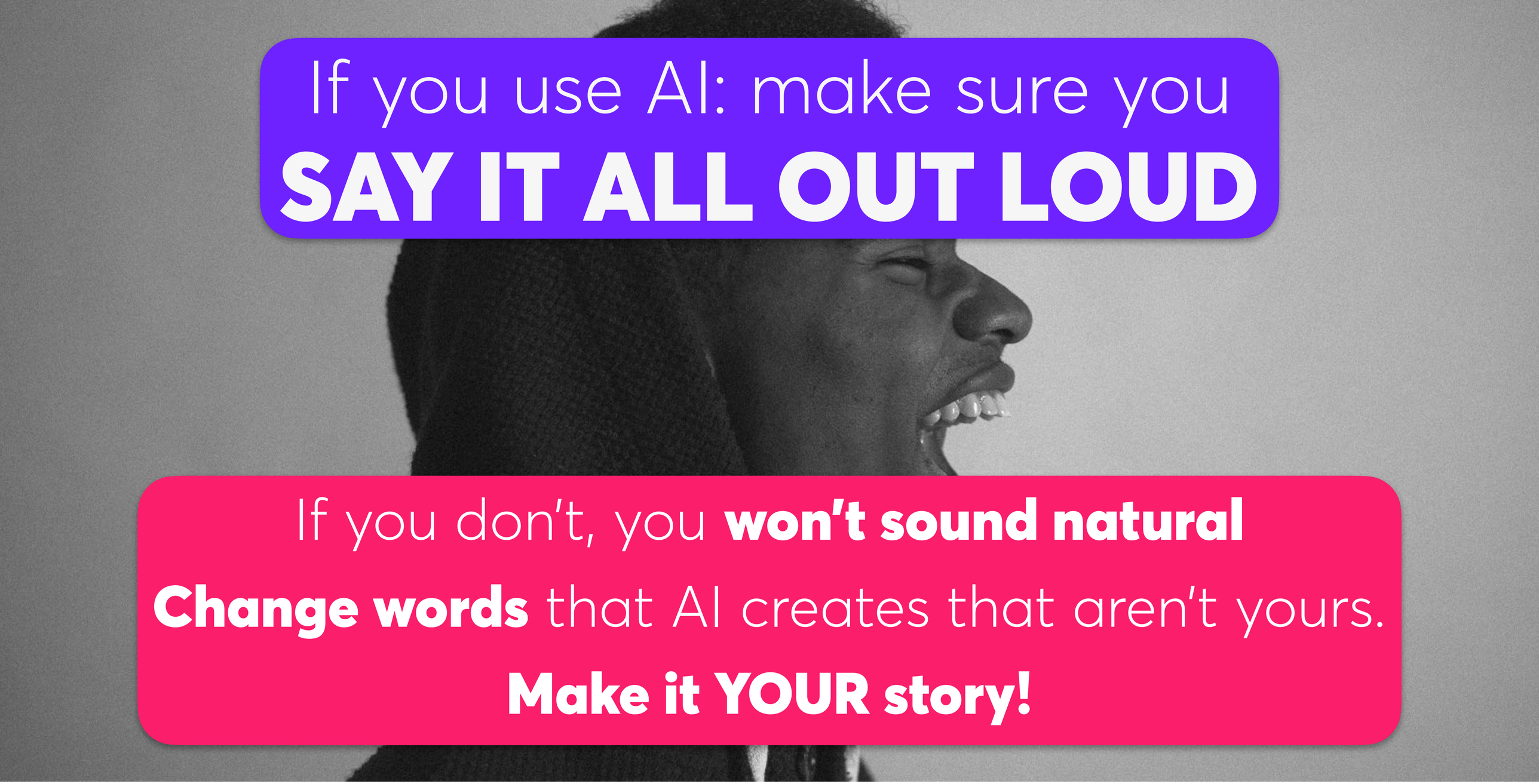
DON'T: **Outsource** your **thinking** to AI

DON'T: ask AI to create your **whole deck**

You won't be able to **answer questions** about the business

You won't sound **natural**


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



If you use AI: make sure you

SAY IT ALL OUT LOUD

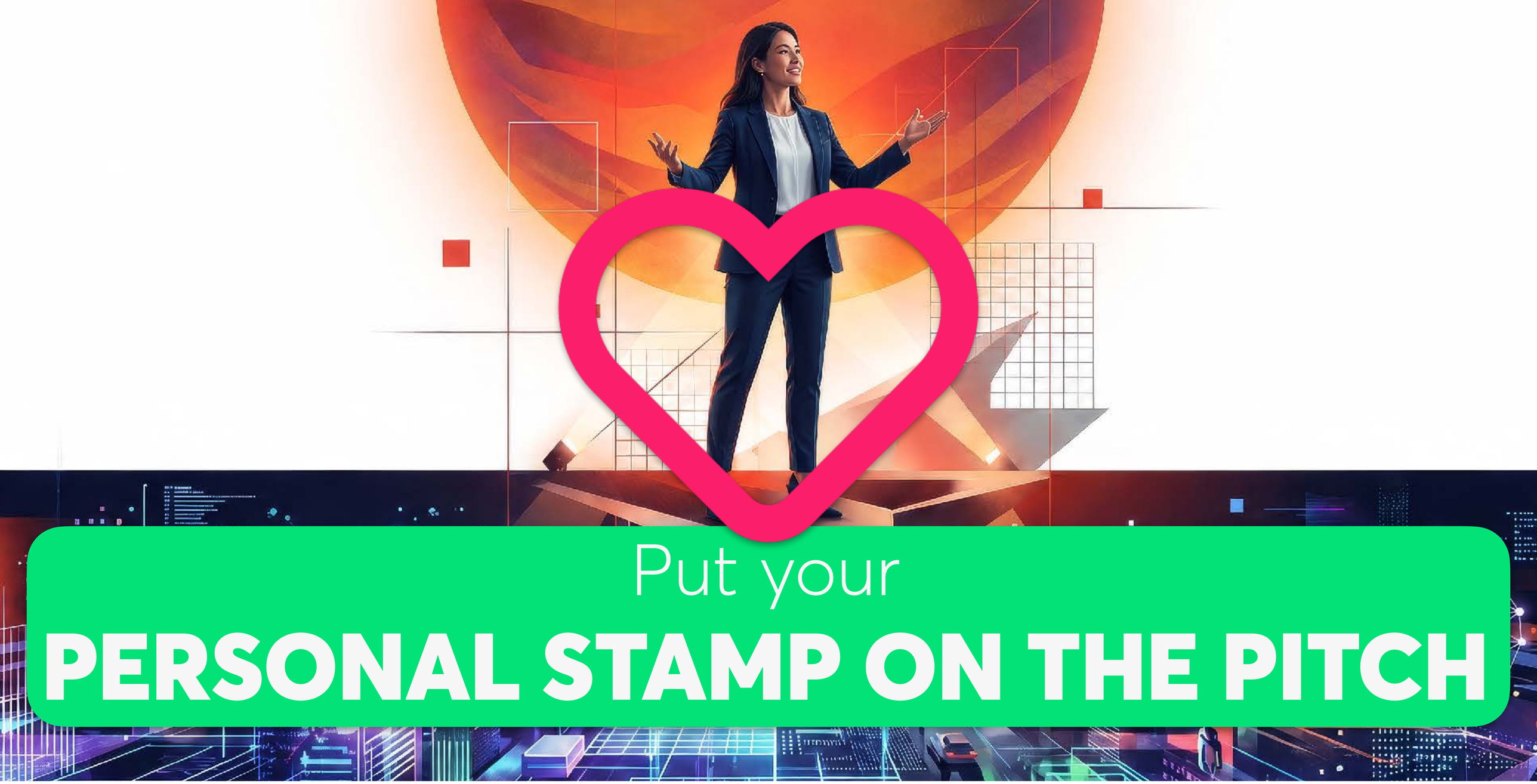
If you don't, you **won't sound natural**

Change words that AI creates that aren't yours.

Make it YOUR story!



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!

Two ways to put your
PERSONAL STAMP ON THE PITCH



You've **Experienced** the **Problem**



You're **Excited** about the **Product, Result**



WHY YOU?

What's that one thing that **makes you happy?**

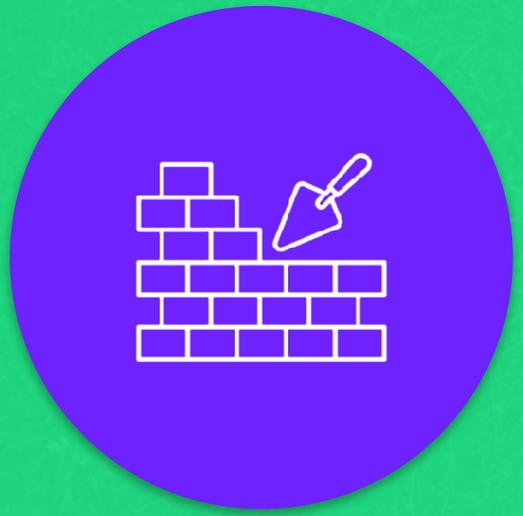
A **product** feature?

An **outcome** for a **customer?**

A company **breakthrough?**


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch

Answering Questions
UNDER PRESSURE



1

LISTEN

Listen to the
last word of the question!

Make sure the question you
THINK they're asking
is **REALLY** that question!

2



TAKE A MOMENT TO THINK!

Allow your **brain** to **process**
what to say -
before starting to speak!

Close your mouth
when listening, & thinking!

While thinking, look for a
structure to apply to your answer,
so you **don't ramble**

3 types of answer structure
THAT REALLY WORK

3

Steps or Topics

2

Options or Viewpoints

1

Big Thing

3



BE PREPARED FOR THE WORST

Make a list of
the questions you really
DON'T want to be asked

Decide on **talking points**
per item (not a script)

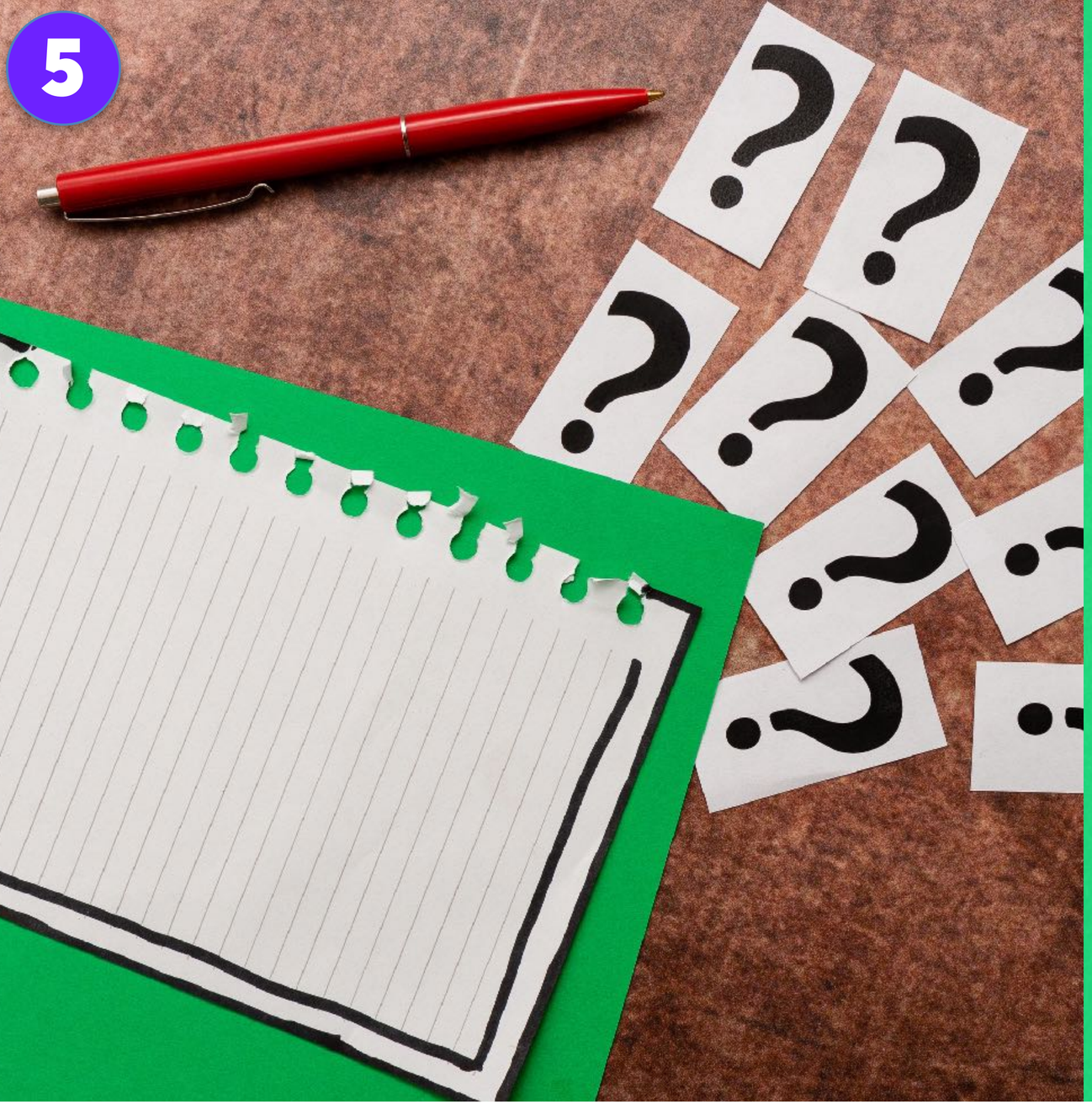
4



NEVER ARGUE!

Thank them for the question - even if it's irrelevant!

Avoid conflict where possible

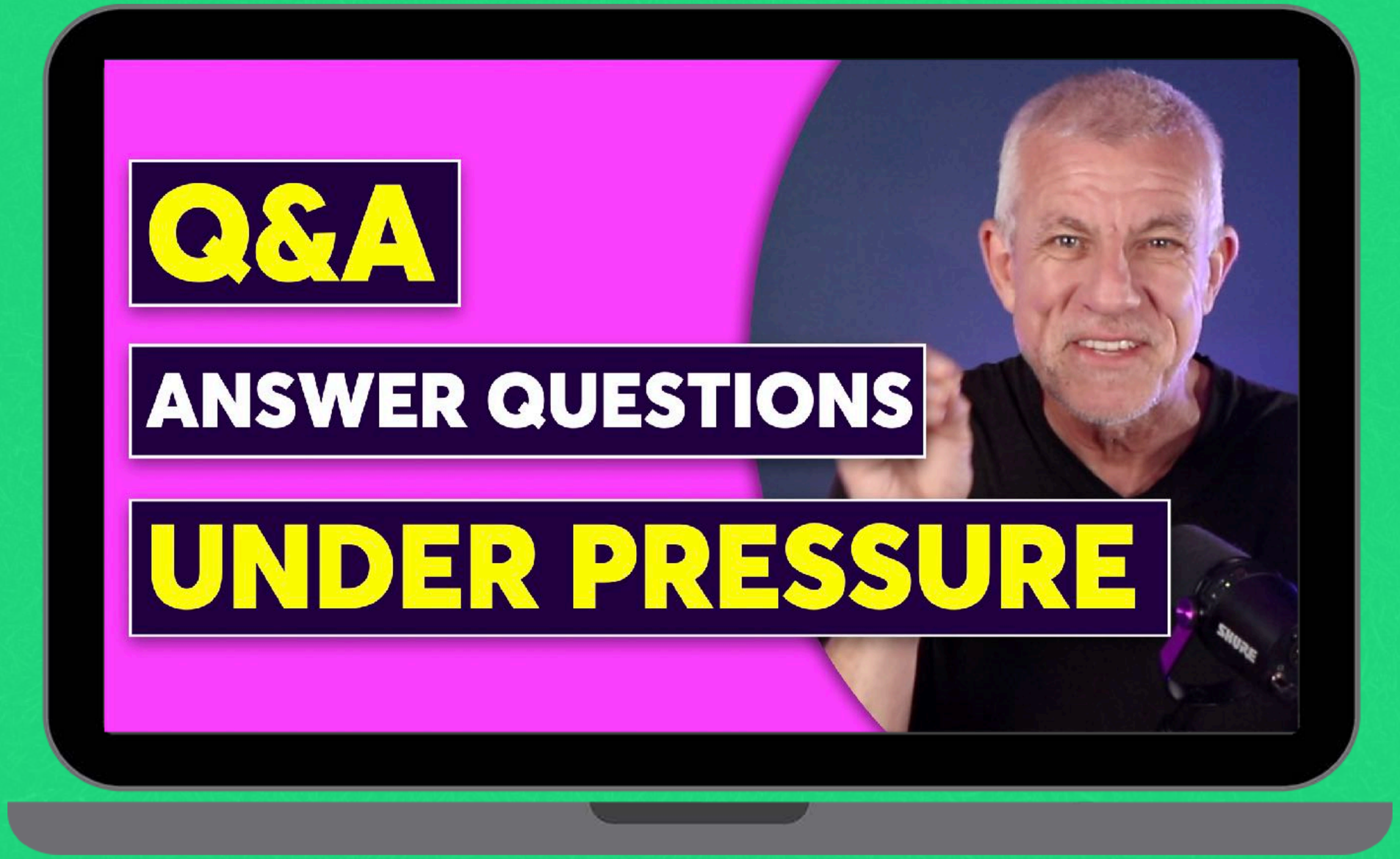


5

LEAD THE CONVERSATION

Make a list of
the questions you
really **DO** want
to be asked

You can **lead** towards
those topics



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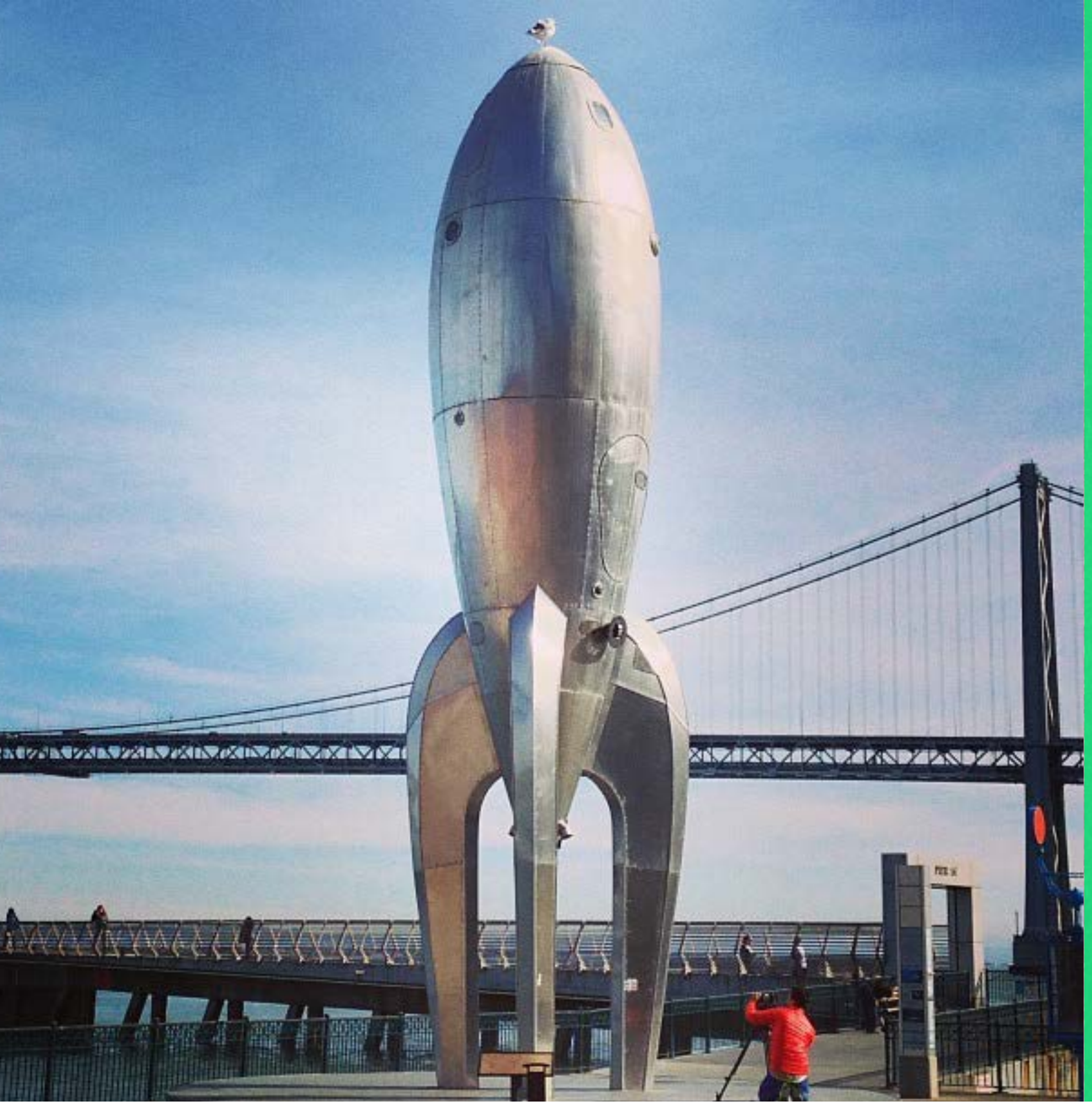
Make the first word count
OPEN POWERFULLY



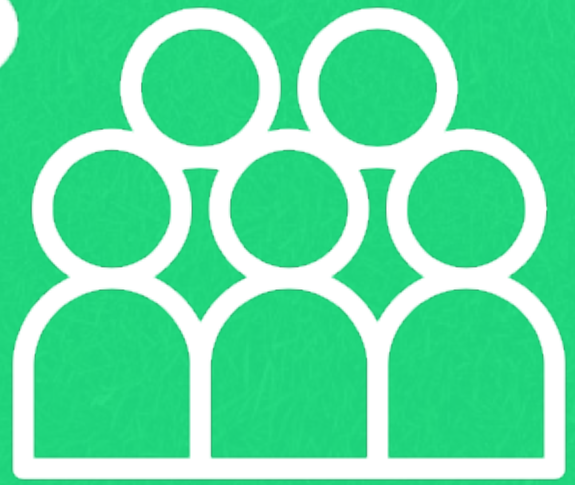
The first 20 seconds buys

ATTENTION

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

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

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




A professionally planned opening from
SUSTAINER HOMES

Quantify
THE PROBLEM



The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

Simply

BE PROFESSIONAL

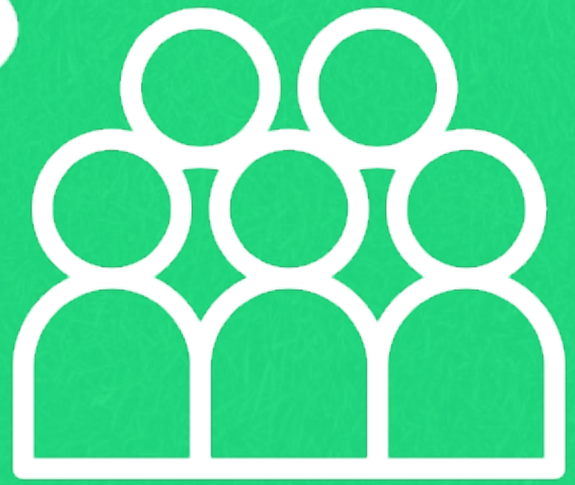




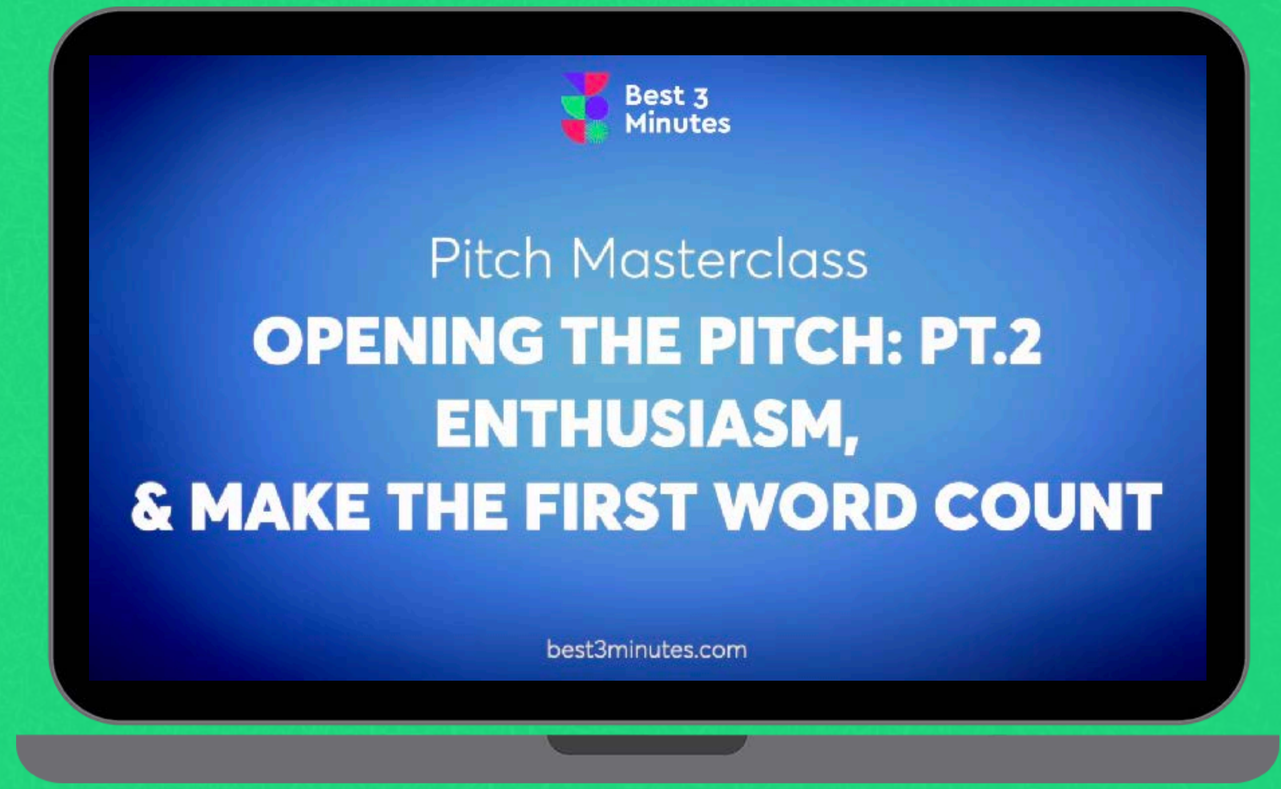
Is this person ***professional****?*

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



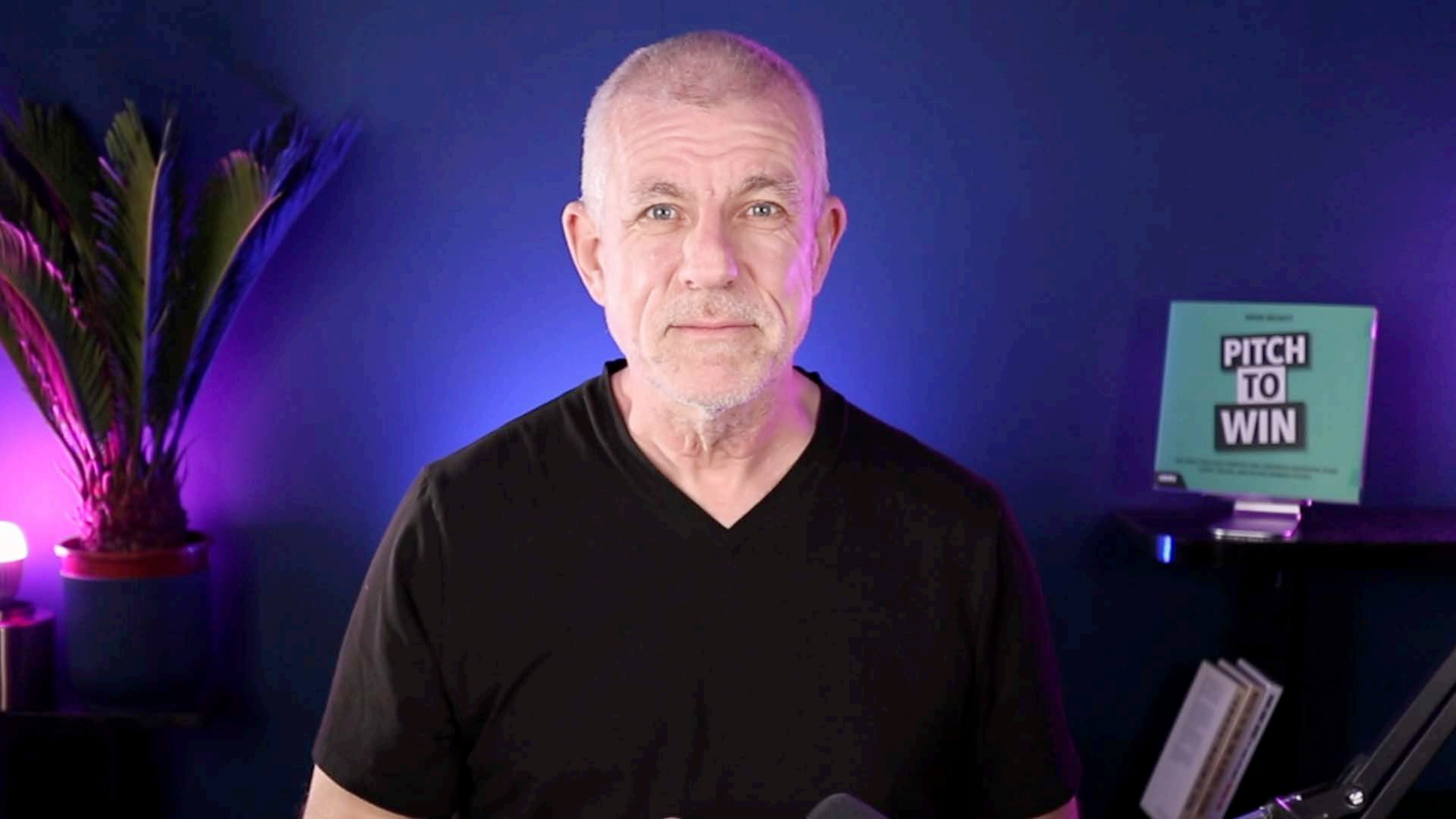
What happens if I say…

“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





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

What you've seen is...

(a 3-point, 1-sentence summary)

What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!


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




Give some **AIR** around
THE IMPORTANT POINTS


KEEP
CALM
AND
PITCH



Manage your
PUBLIC SPEAKING NERVES

1. Learn the first

60 SECONDS

2. Amy Cuddy TEDx

POWER POSES





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

3. Just...

BREATHE


QUESTIONS?
Feel free to
STAY ON THE CALL AT THE END

Pitch tools and

RESOURCES







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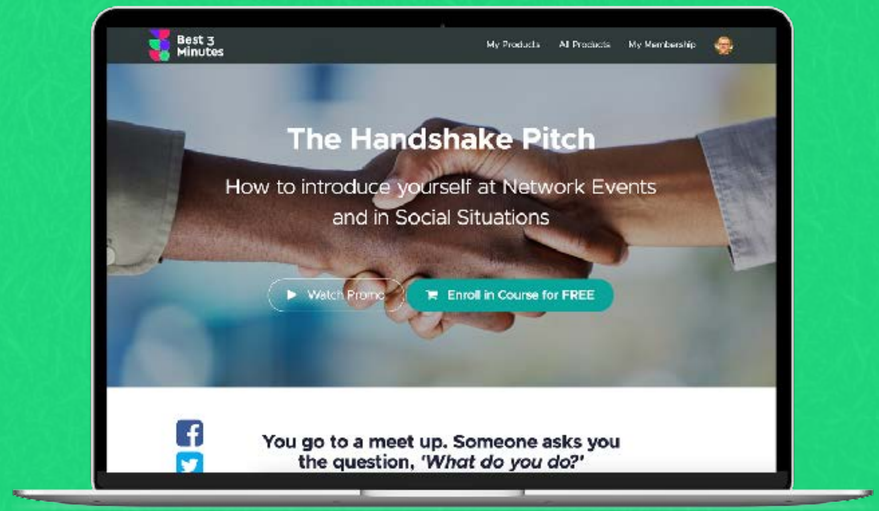

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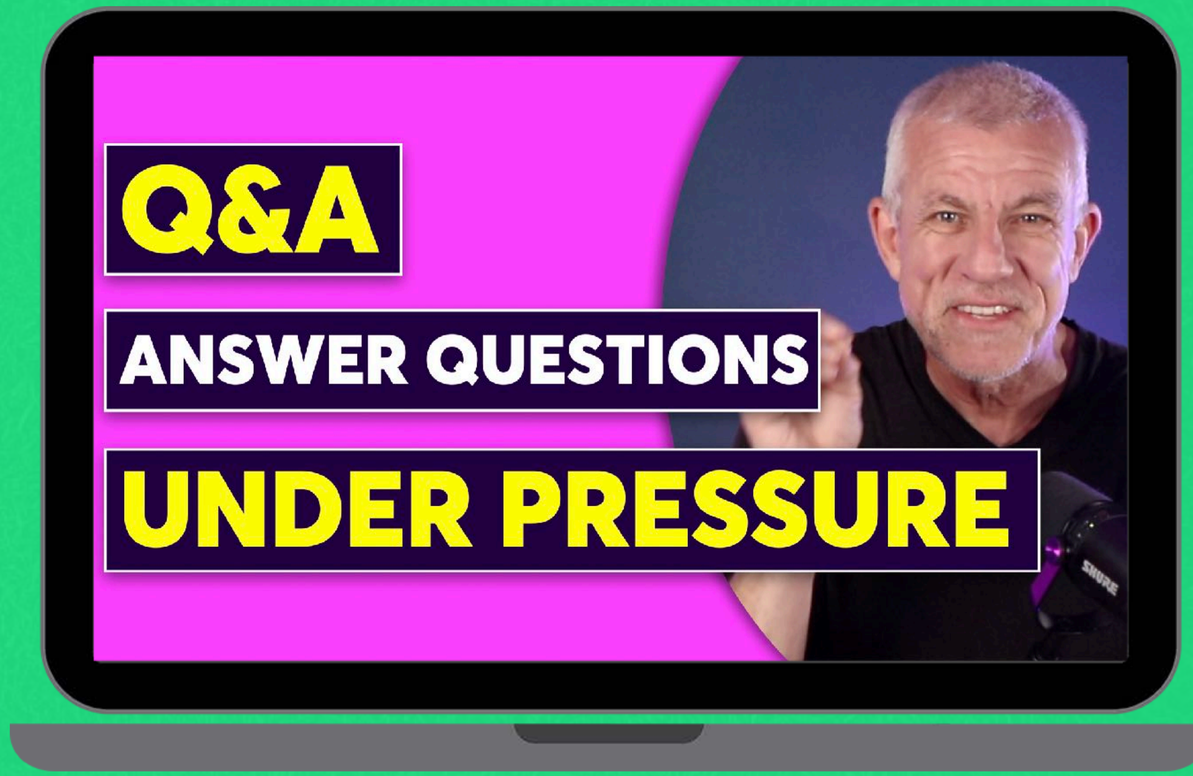
Podcast



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