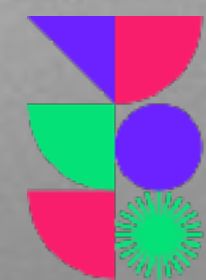


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

 **@best3minutes**



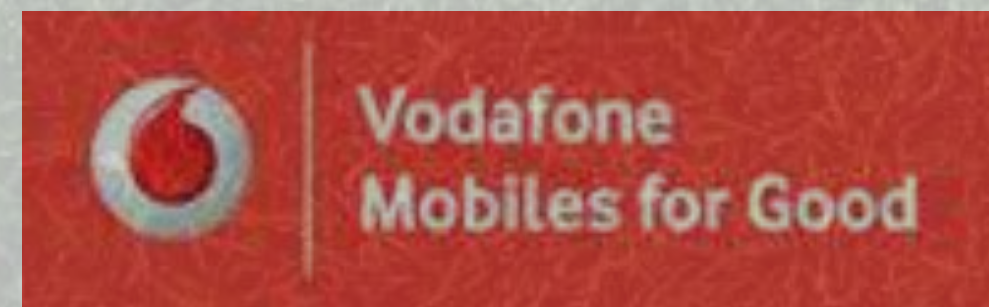
Best 3
Minutes

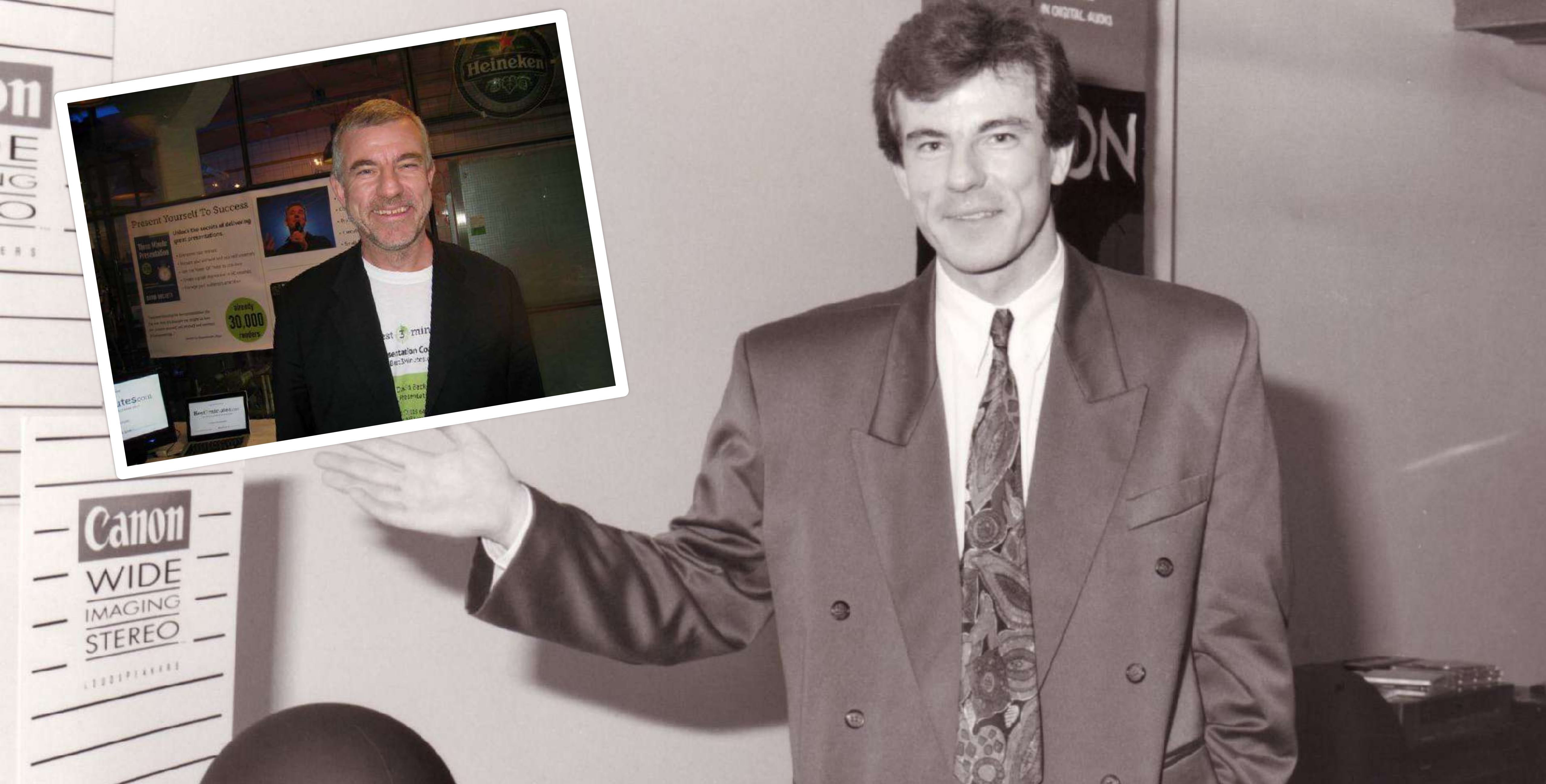
Coached 950+ Startups **RAISED OVER €270MILLION**



29 Countries

TRAINED 15,000+ PEOPLE





**Talented people with great
ideas that can change
lives may never be heard.**

**GREAT IDEAS
NEED A VOICE**

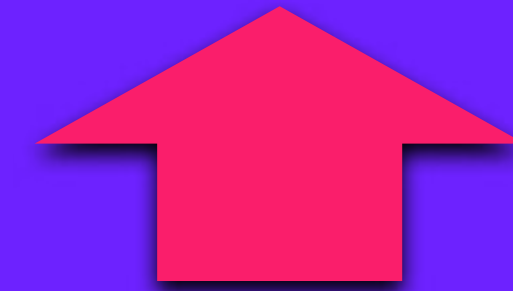




This is a **DO**
workshop
not just a think session



ACTION STEP



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



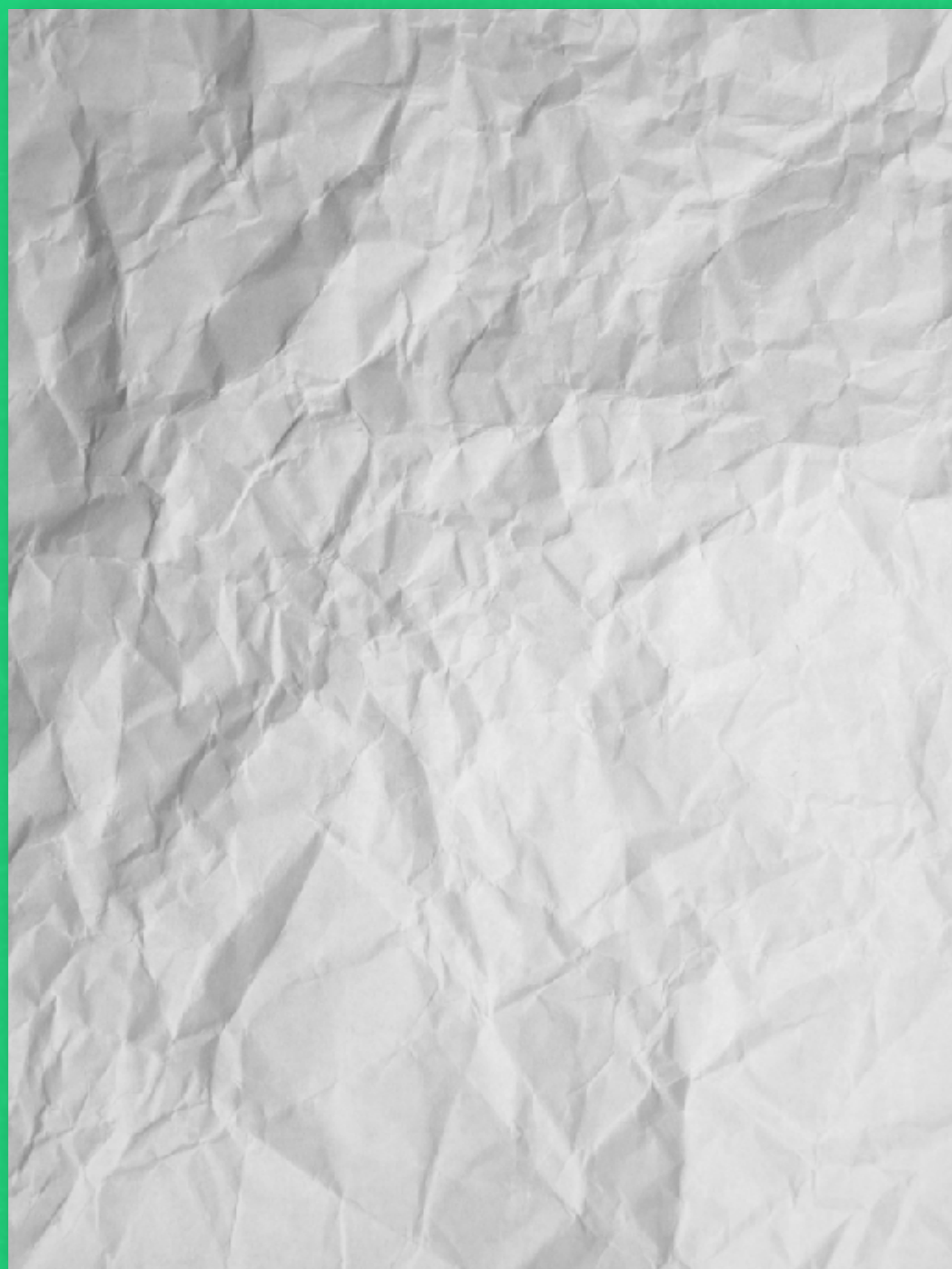
THE PLAN

Workshop until 12:30

Slide Design for non-Designers
13:30-15:00

Body Language and voice
15:20-16:30

Q&A





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's the difference between **PRESENTATION & PITCH?**



**David
Beckett**

A pitch is a **time-pressured** presentation, with a **clear ask** and a **personal edge**

The tools you'll get in this workshop
will all work for

PRESENTATIONS & PITCHES :-)

A man in a dark suit and light shirt stands on a wooden stage. Behind him is a large projection screen. The screen is divided into three main sections. The left section has a blue background with a white circuit-like graphic and the text 'startupbootcamp E-commerce DEMO DAY'. The middle section has a blue background with the text '24 SESSIONS' in large white letters. The right section has a blue background with the text '#SBCDEMODAY @24SESSIONS' in white. A purple banner with white text is overlaid across the middle of the image.

What does it take to **BE A GOOD PITCHER?**

INSPIRATION?

WORK!



The most frequent pitch
YOU WILL EVER MAKE

25 Seconds - 4 sentences

THE HANDSHAKE PITCH





ACTION STEP

**Test out your Handshake Pitch:
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

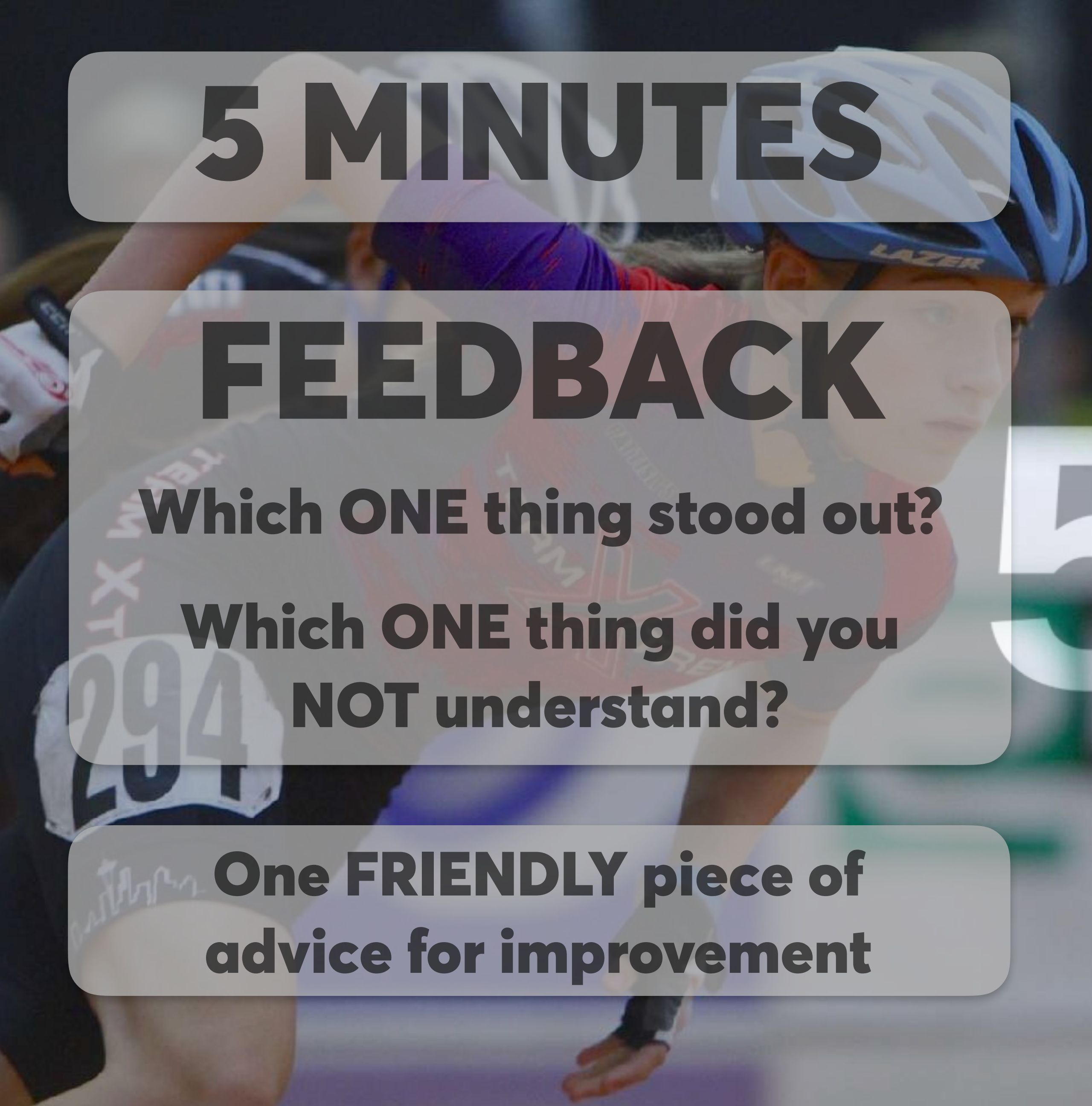
**Test out your Handshake Pitch:
25 seconds, 4 sentences**

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



5 MINUTES

FEEDBACK

Which **ONE** thing stood out?

Which **ONE** thing did you
NOT understand?

One **FRIENDLY** piece of
advice for improvement

ACTION STEP

Test out your Handshake Pitch:
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**

Write down – what did you **learn**?

From **giving** and **receiving** feedback?

What will you **change**?

Take One **MINUTE**

5

Write down – what did you **learn**?

From **giving** and **receiving** feedback?

What will you **change**?

Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

GET FEEDBACK

What
stood out
most?

What did
you not
understand?

Friendly
advice for
improvement?



Let's make it
REAL & PRACTICAL



ACTION STEP

Write down the
Product, Service or **Idea**
you want to **pitch**

and one sentence on **who** you
will pitch it to

ACTION STEP

1 MINUTE

Write down the
Product, Service or **Idea**
you want to **pitch**

and one sentence on **who** you
will pitch it to

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening

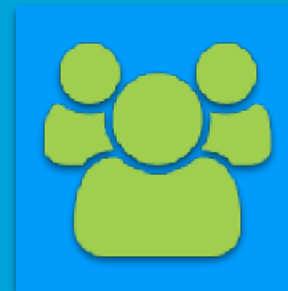


THE POWER OF THREE

Closing



The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Who is your

AUDIENCE

What do they

CARE ABOUT?



ACTION STEP

Write down in 2 minutes who the **audience** is for your pitch

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Detail focused, or **headlines** only?

Theoretical or doers?

What might be their biggest **objection**?



2 MINUTES

ACTION STEP

Write down in 2 minutes who the **audience** is for your pitch

What is their biggest **challenge**?

Conservative or **Innovative**?

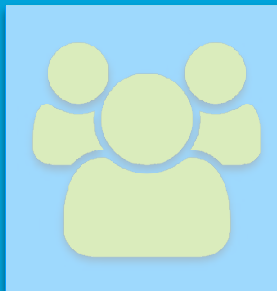
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Detail focused, or **headlines** only?

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The Open-3-Close© Pitch Model



Who is your
AUDIENCE

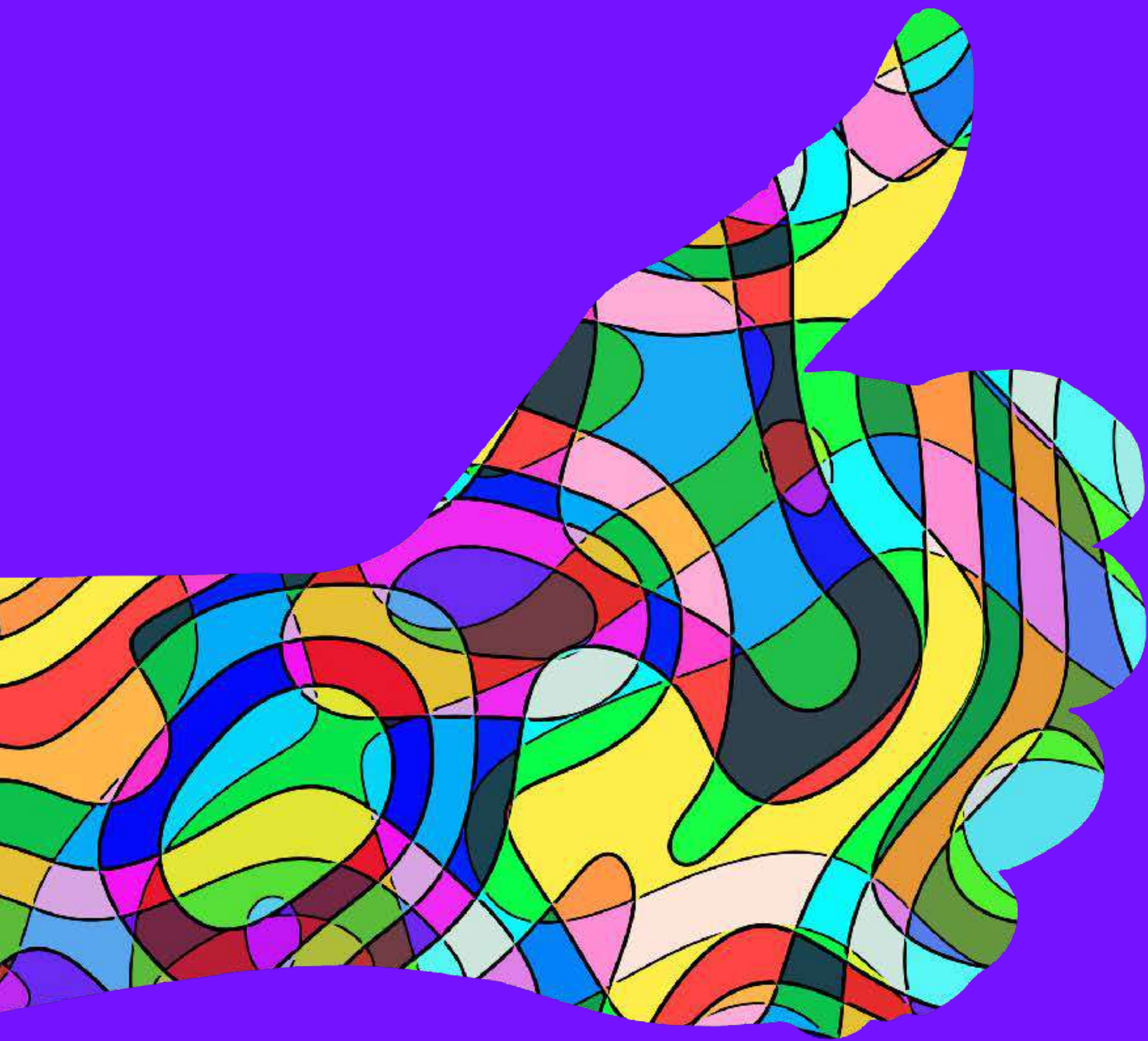


Establish your
OBJECTIVE



What do you
want them to
do?

ACTION



Give them
something they
can say
YES!
to



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on **Action** – not just thinking differently

ACTION STEP

1 MINUTE

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on **Action** – not just thinking differently

The Open-3-Close© Pitch Model



How do you create
YOUR STORYLINE?

STOP!!!

Don't Open **POWERPOINT**



Use
**POST-IT
NOTES**
To Build Your
Storyline

BRAINSTORM

Get the ideas out of
your head

Take a step back:
what are the

BIG ISSUES?

Organise around

**CHAPTER
HEADINGS**

Which topics should be in **YOUR WINNING PITCH?**

The Pitch Canvas®: Company Edition

**Simple Statement of what change
you and your product/service are making in the world.**

A memorable one-sentence explanation of what you do for customers.

Pain (+ Gain)

What problem is out there in the world of the customer?
How big is that problem? Can you quantify the opportunity/
market size?
What are the issues that keep your audience awake at night,
that you are addressing with your solution?
What are their big challenges in business and in the area
that you are addressing?



Product

As simply as possible, what does your product do for customers?
What opportunities do you provide for customers to be faster,
more cost-effective, more efficient, happier, safer...?
What is the content and structure on a high level?
What gets done/being?
Explain the product in terms of results where possible.



Product Demo

How can you bring your product to life?
Live demo? (always risky, but powerful if it works.)
Screenshots? Physical product?
Video of the product working on screen?
Can you share real customers using it? Or talking
about it?



What's Unique

Technology/Relationships/Partnerships
How do you help your customers get results differently to
your competitors or alternatives?
Show you have researched the market and know what
competition is out there.



Customer Traction

Success so far? Growth in sales, growth in user numbers,
Pilot customers? Major brands?
Customer reference quotes or stories?
Have other parts of your/think organization bought in?
Use data and facts to strengthen your case.



Pricing Model/Business Model

How will you price your proposition?
What's the margin proposition?
Is there any evidence to show this is the right pricing model/level
for other products in the portfolio, feedback from customers?
Is it creating revenue?



What do you need?

What is the objective of the pitch?
What do you want the audience to do in a minute level?
(e.g. Buy now!)
What do you want the audience to do in a 30 second pitch?
(e.g. Book a one hour follow up meeting)
Be transparent: tell them what you want, and what the next
step is.
(Don't forget to ask for the order or the resources you need!)



Team

Who are the people behind the offer?
Why should they believe that you are the people to
deliver their value?
What qualities do your people have? Both rational
(skills, experience) and non-rational (character,
personal qualities) - to convince that you are the
people to work with?



**End statement
with Call to Action**

Finish the pitch strongly with a clear request for the audience to take action.



Why You?

Why do you care about solving this problem for your customer?
Has your life been affected by this industry and business?
Why should your audience have confidence that you will deliver what you promise?



DESIGNED BY: Pitch Professionals
Developed from an original idea by David Beckett
Designed for Companies. Based on The Pitch Canvas for Startups (Illustration) by PitchPros.
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PITCH
professionals

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Please reference PitchProfessionals.com after each use.

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PAIN

What is the **problem**
you solve?

What is the **HUMAN**
RESULT?



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



PRODUCT

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product



UNIQUE

What's **special** and **new** about your proposition?

Any relevant **competitors** to mention?

OPPORTUNITY & IMPACT

How **big** is the
market?

What's the **Impact**?



TRACTION or VALIDATION

Partnerships?

Paid **pilots**?

Users? Revenue?

Growth?

Customer **Interviews?**



WHAT'S IN IT FOR THEM?

How does your
proposition **match**
their **strategy** and
ambitions?



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting?**



TEAM

Who will make it happen?

Skills? Experience?
Character?

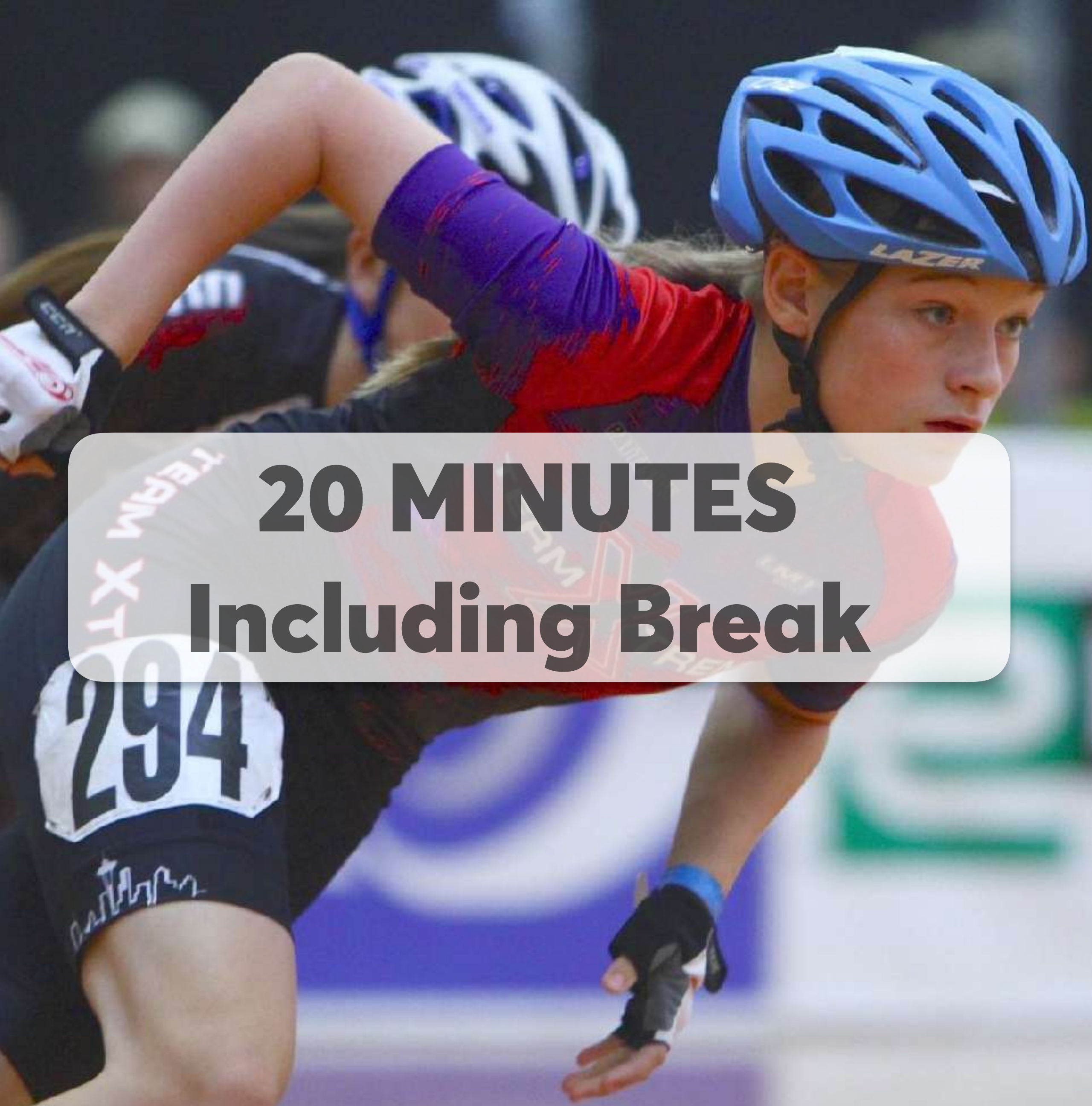
ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

Your **Enthusiasm**
Counts!



20 MINUTES
Including Break

ACTION STEP

Brainstorm content for;
Pain, Product, What's Unique,
Traction/Validation, WIIF Them
What do you need? Why You?

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write



20 MINUTES
Including Break

ACTION STEP

Brainstorm content for;
Pain, Product, What's Unique,
Traction/Validation, WIIF Them
What do you need? Why You?

Quickly write down
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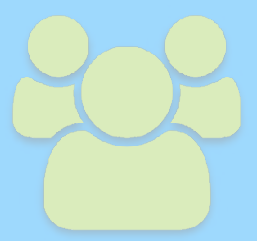
How many **WORDS PER MINUTE?**



**130-140 Words
Per Minute!**

9 Sentences

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



Make the first word count
OPEN POWERFULLY



The first 20
seconds buys
ATTENTION

Is this person
PROFESSIONAL?

Do I want or need to
KNOW MORE?

Quantify the **PROBLEM**



mobypark



mobypark

20

Minutes

30

Percent

1

Year

Quantify the **PROBLEM**



BETTER

KNOW
WHAT
WE
KNOW



KNOW
WHAT
WE
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TEDx Amsterdam

FEEL

FEEL

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BELIEVE

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BELIEVE



4:30

Add some

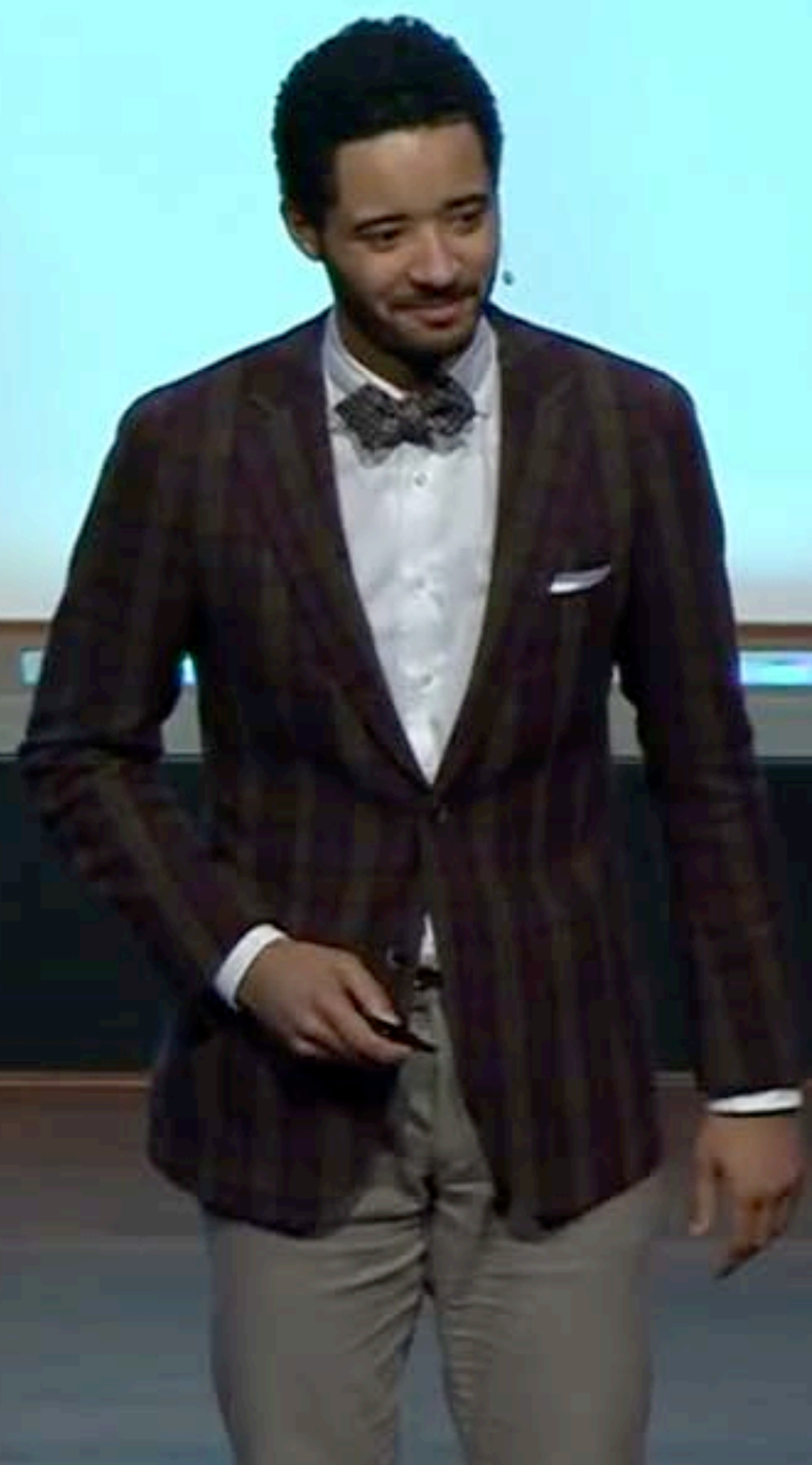
EARLY TRACTION





Simply be
PROFESSIONAL

SADDL



Is this person
PROFESSIONAL?

Do I want or need to
KNOW MORE?



3 MINUTES
to write it down

ACTION STEP

Review your brainstorm

Write down your
opening 3-4 sentences

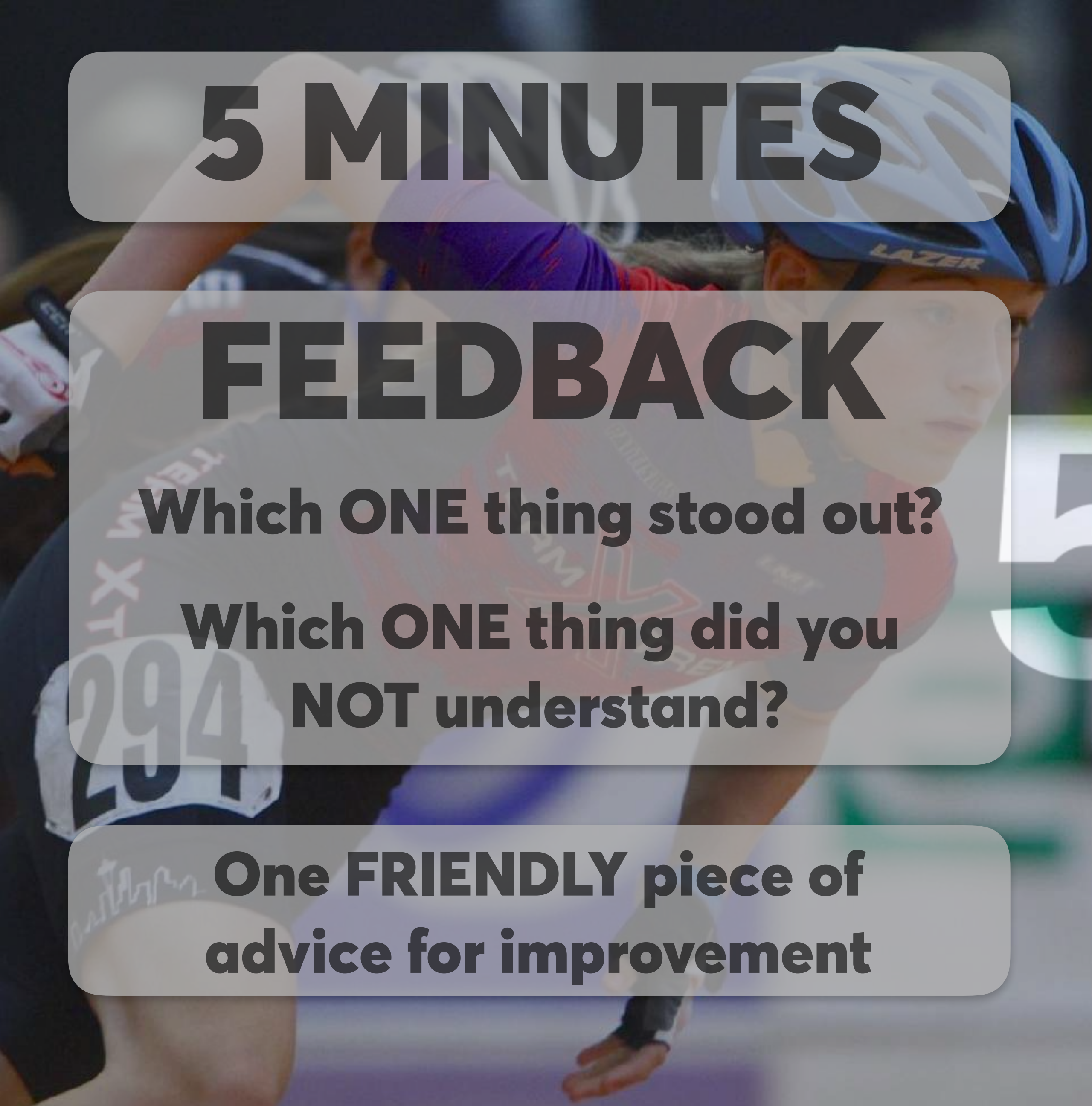


3 MINUTES
to write it down

ACTION STEP

Review your brainstorm

Write down your
opening 3-4 sentences



5 MINUTES

FEEDBACK

Which **ONE** thing stood out?

Which **ONE** thing did you
NOT understand?

One **FRIENDLY** piece of
advice for improvement

ACTION STEP

Review your brainstorm

Write down your
opening 3-4 sentences

Test them **out loud** on
someone else

Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

Take One **MINUTE**

Write down – what did you **learn**?

From **giving** and **receiving** feedback?

What will you **change**?

Take One **MINUTE**

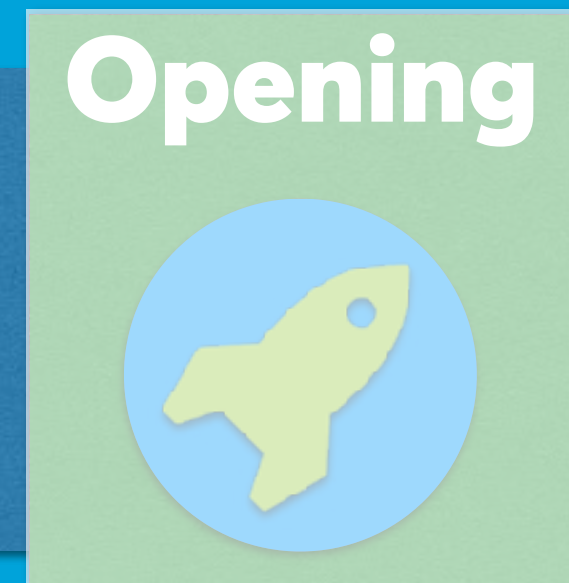
5

Write down – what did you **learn**?

From **giving** and **receiving** feedback?

What will you **change**?

The Open-3-Close© Pitch Model



THE POWER OF THREE

Making your story

FOCUSED & MEMORABLE

The Power of **THREE**



The Threes are
IN THE AIR

READY, STEADY, GO



LIGHTS, CAMERA, ACTION



VENI, VIDI, VICI



THE THREE MUSKETEERS

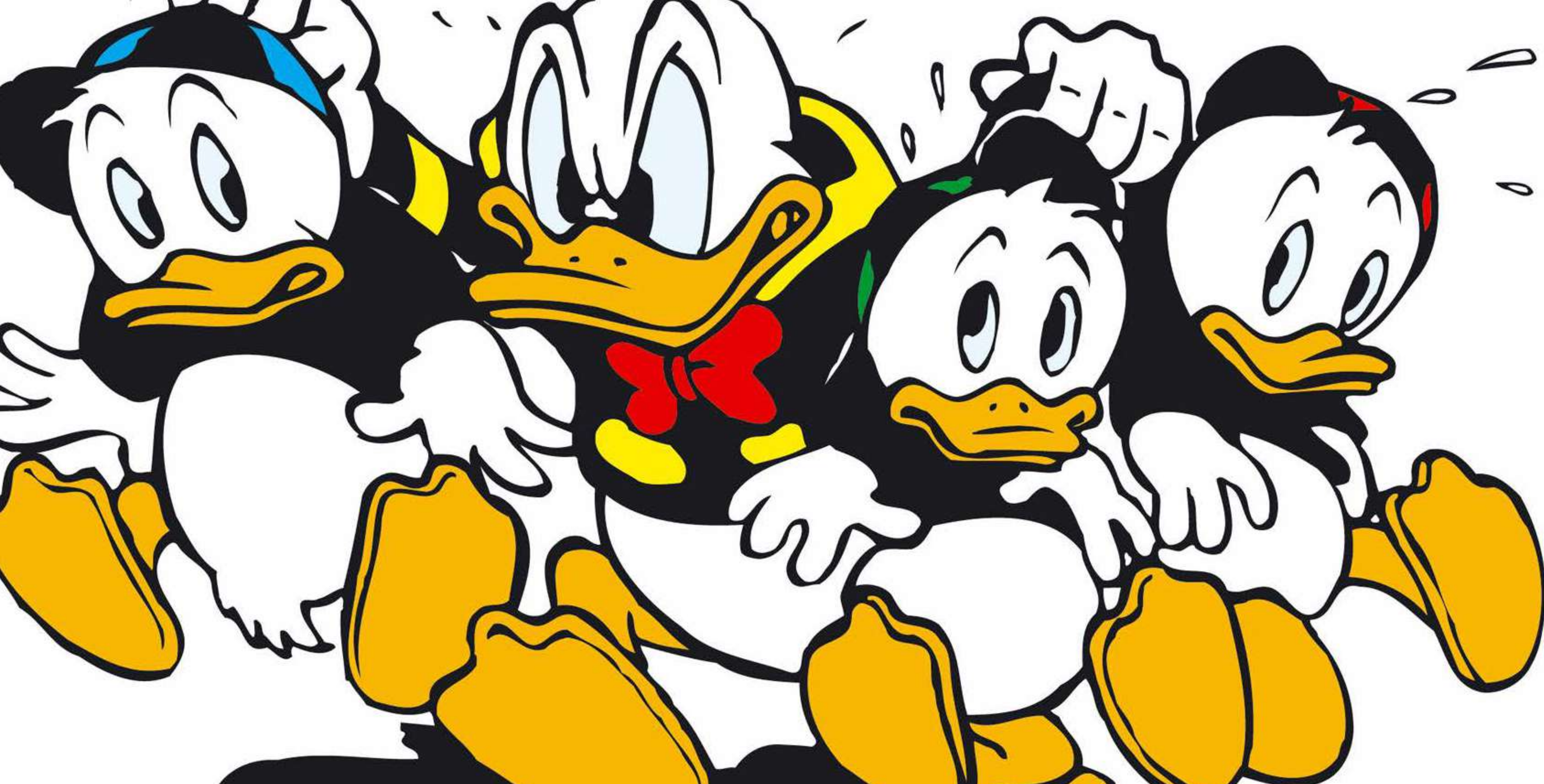


A photograph of three male sprinters standing on a podium during a medal ceremony at the Rio 2016 Olympics. The athlete on the left, wearing a USA jacket, holds a bronze medal. The athlete in the center, wearing a Jamaica jacket, holds a silver medal. The athlete on the right, wearing a Canada jacket, holds a gold medal. The background shows a large stadium filled with spectators.

BRONZE, SILVER, GOLD

BEGINNING, MIDDLE, END





How do you apply

THE POWER OF THREE?

Break your product down into **THREE BIG QUALITIES**

FASTER

**LOWER
COST**

**MUCH
EASIER
TO USE**

Break the whole pitch into

THREE BIG CHAPTERS

PROBLEM

SOLUTION

**EASY TO
IMPLEMENT**



ACTION STEP

If you could only tell them **three** things, what would you tell?

STEP ONE

Choose **THREE** big things you want them to remember.

STEP TWO

Write down **1-2 sentences** for each item



3 MINUTES
to write it down

ACTION STEP

If you could only tell them **three** things, what would you tell?

STEP ONE

Choose **THREE** big things you want them to remember.

STEP TWO

Write down **1-2 sentences** for each item

The Open-3-Close© Pitch Model





Finish like a true
PROFESSIONAL

Make a plan for the
LAST THIRTY SECONDS

What you've seen is...

(a 3-point, one sentence summary)

What we ask you to do is...

(remind them of the call to action)

I believe this matters because...

(a personal statement of what you believe)

THANK YOU!

=

I've finished, you can clap now!

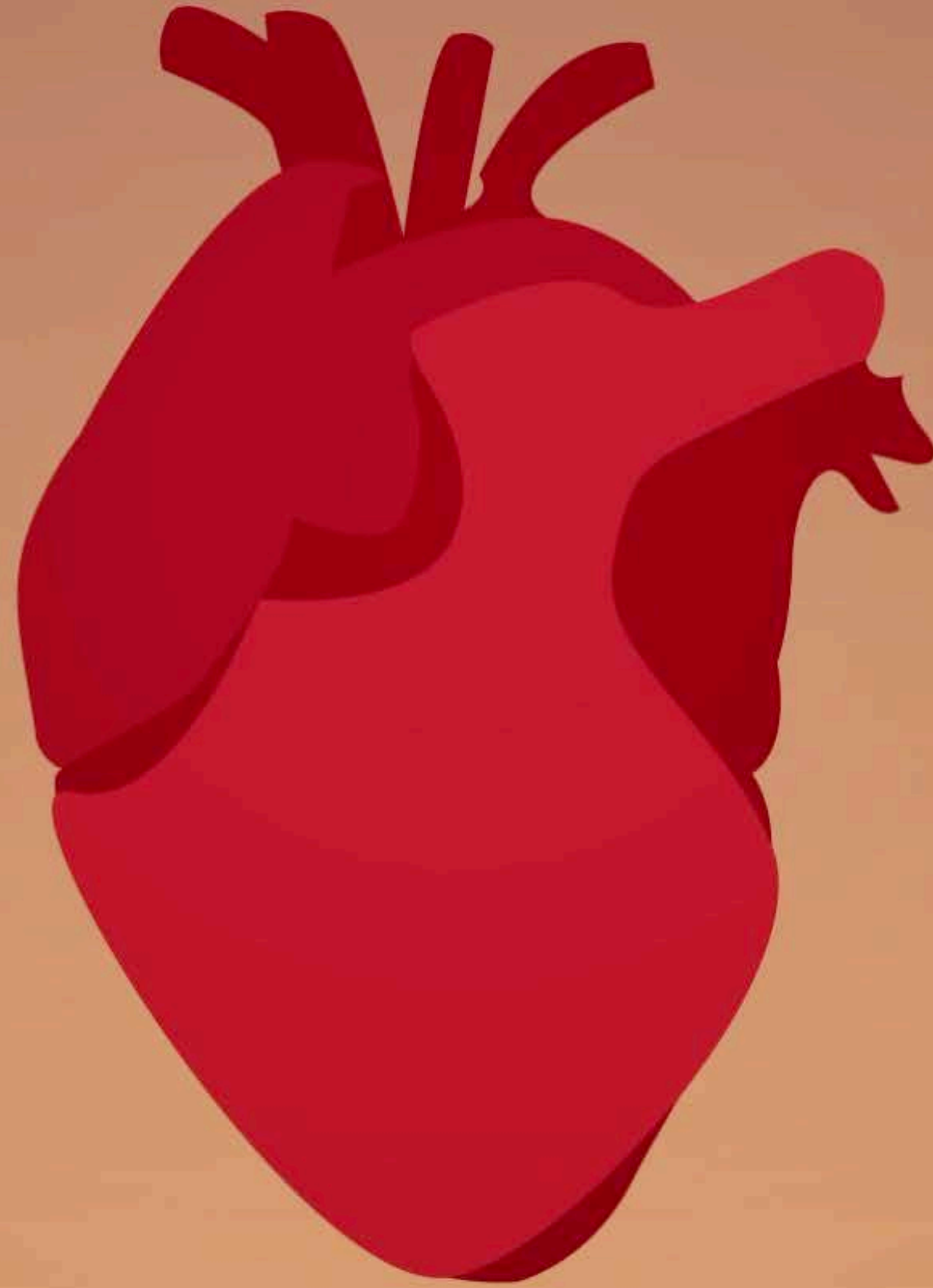


**KEEP
CALM
AND
PITCH**

Manage your **PITCHING NERVES**



1. Learn the first 60 SECONDS



2. Amy Cuddy TEDx

WONDERWOMAN

3. Just...
BREATHE

Pitch tools and **RESOURCES**



best3minutes.com/help



HELP! I Need To Pitch!

You've got a pitch coming up, with just a few minutes to tell your story. How do you get started with creating the message to get the action you need? Here are the 7 steps that have helped thousands build their winning pitch.



Who's your audience? What do they care about?

Make a small profile of your audience, so you can guide your message to their interests, what are their biggest concerns and challenges?

Are they money focused, or interested in environment, or in social issues? Conservative or industrial? Want to know about process, or only the outcomes? Theoretical or Coe's?



What action do you want them to take?

What's the objective of the pitch? Sure, you want them to think differently – but what do you want them to do?

Think about what they could do at 09:30, on a Monday morning, visit your website? Arrange a follow up meeting? Sign a cheque? Give you advice? Being clear on your objective helps you steer the pitch towards a real outcome.



Don't open PowerPoint! Brainstorm with Post-Its.

Instead of jumping straight into slide software, organise all your thoughts first. Post-its are a great way to get your ideas out of your head, and to build a storyline that you feel comfortable and confident with, this will save you a lot of time when making slides.

Use The Pitch Canvas to help you with brainstorming. Available free at best3minutes.com/the-pitch-canvas



Make the first word count, with a strong opening.

A lot of pitches take a long time to get into the story, starting with things like "Thanks for the opportunity, delighted to be here, nice to see some familiar faces..." etc.

Make the first word and sentence count with a bold statement about the problem, a question, or a big fact about the problem you're solving. Time is limited - use every second.



Use the Power of Three to keep your story focused.

The temptation to tell everything is huge, it's better to keep yourself focused on the essentials, so that they can follow the story, and remember the key points.

There is a power in reducing complex and being very clear about a few important aspects of your business.



Have a strong close, with a clear Call To Action

The last 30 seconds are the first thing they will remember. What do you want to be front of the audience's mind when you've completed the pitch?

Make sure your objective - the action you want the audience to take - is clearly stated so they know what to do next!



Think it through, write it down, say it out loud, get feedback

Once you have the story clear, test it out by saying it out loud. Make sure it sounds like natural, spoken language.

Then get feedback, by asking these three questions: what stood out most about the pitch? What did they not understand? And do they have friendly advice for improvement?

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david.beckett@best3minutes.com

[LinkedIn.com/in/davidbeckett/presentat-coach/](https://www.linkedin.com/in/davidbeckett/presentat-coach/)



5

Steps to Preparing your Winning Pitch



Thanks for joining the recent Pitch workshop!

Here's a quick high-level reminder of the main steps you need to take to make a great pitch.
Follow them all, and you'll be well on the way to convincing your audience and getting the result you want.

Don't miss out on all the tools available online at:
tiny.cc/pitchworkshop

W best3minutes.com E david.becken@best3minutes.com
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ID [David Becken](https://www.instagram.com/davidbeckent)

5

Biggest Pitching Mistakes To Avoid



Thanks for joining the recent Pitch workshop!

Here's a quick checklist of mistakes that are regularly made during pitches. These are the errors to avoid: be sure they don't happen for you!
Add these tips to the great tools you've learned already, and you'll be well on the way to convincing your audience and getting the result you want.

Don't miss out on all the tools available online at:
tiny.cc/pitchworkshop

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ID [David Becken](https://www.instagram.com/davidbeckent)

5

Ways To Manage Your Pitching Nerves



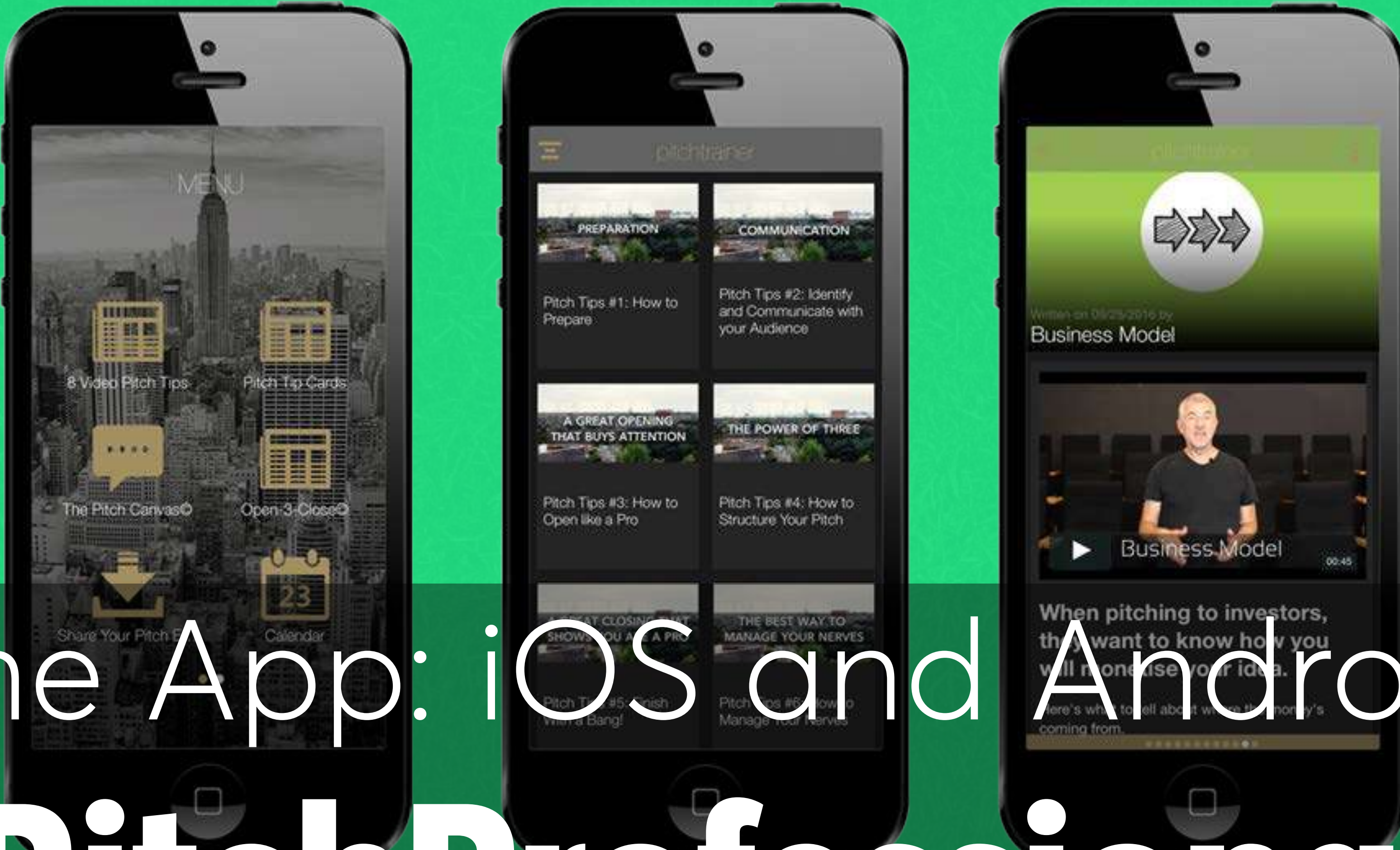
Thanks for joining the recent Pitch workshop!

Here's a quick overview of some of the most powerful tools to overcome something that most people experience – getting nervous before a pitch.
Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

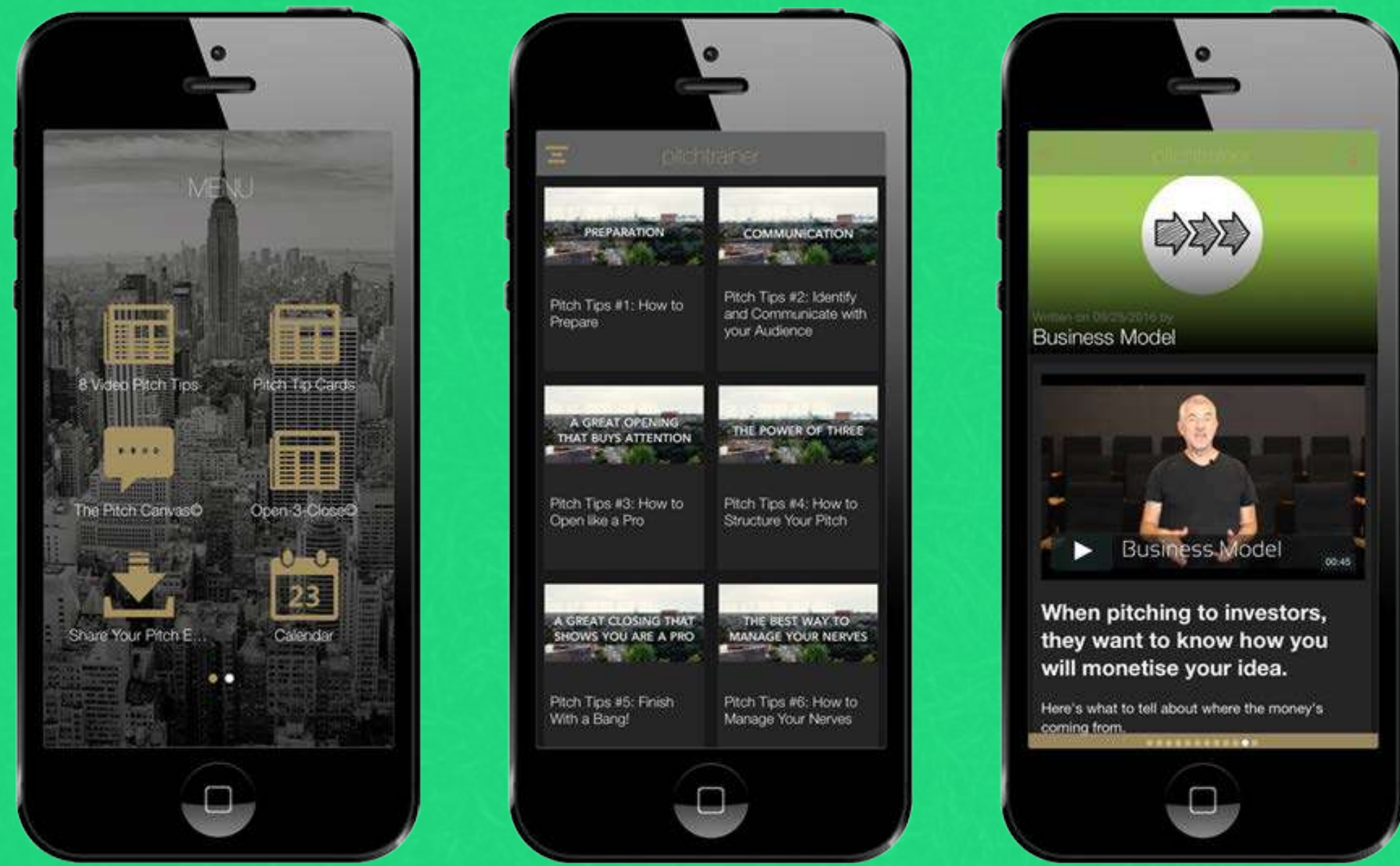
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ID [David Becken](https://www.instagram.com/davidbeckent)



The App: iOS and Android **PitchProfessional**

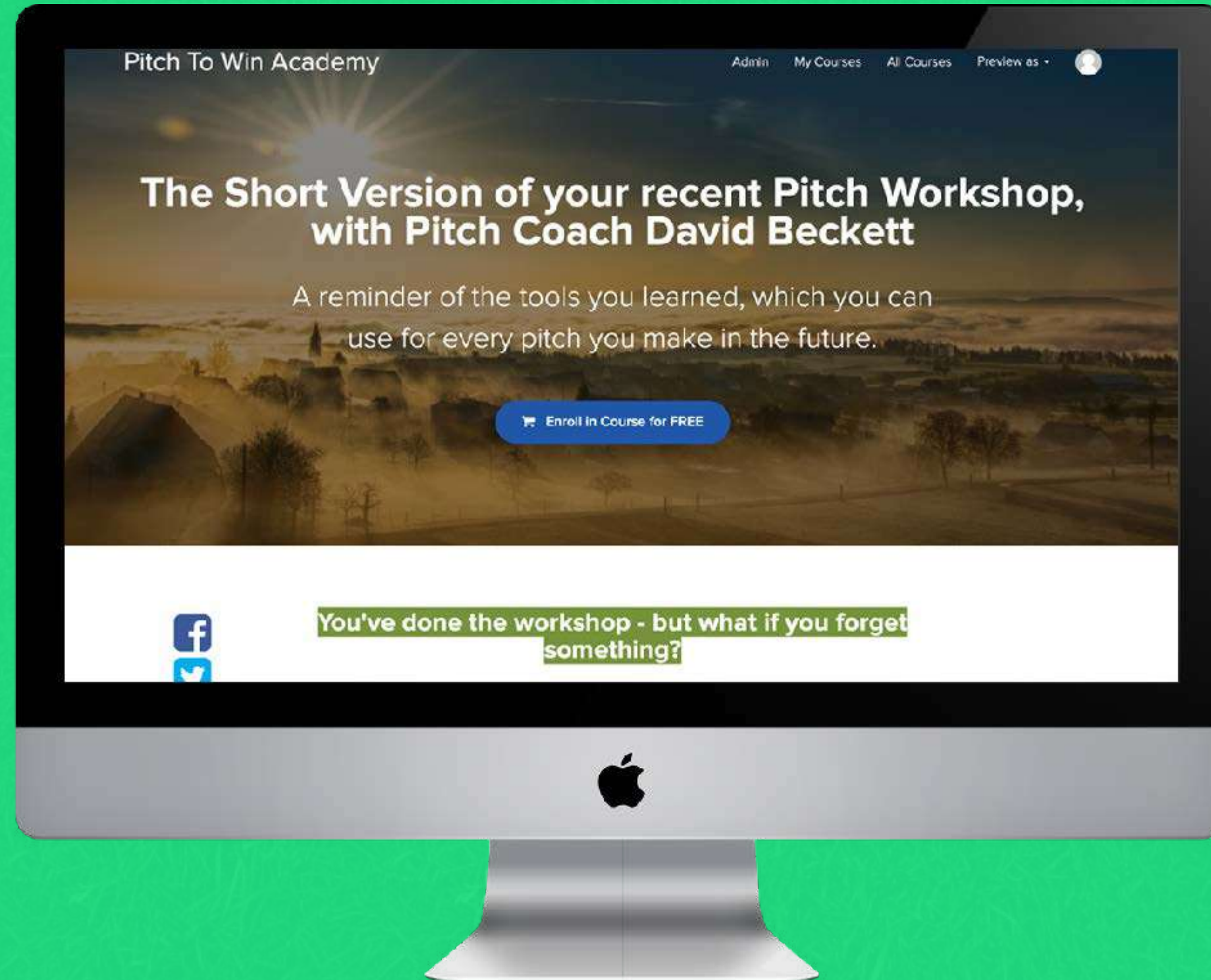


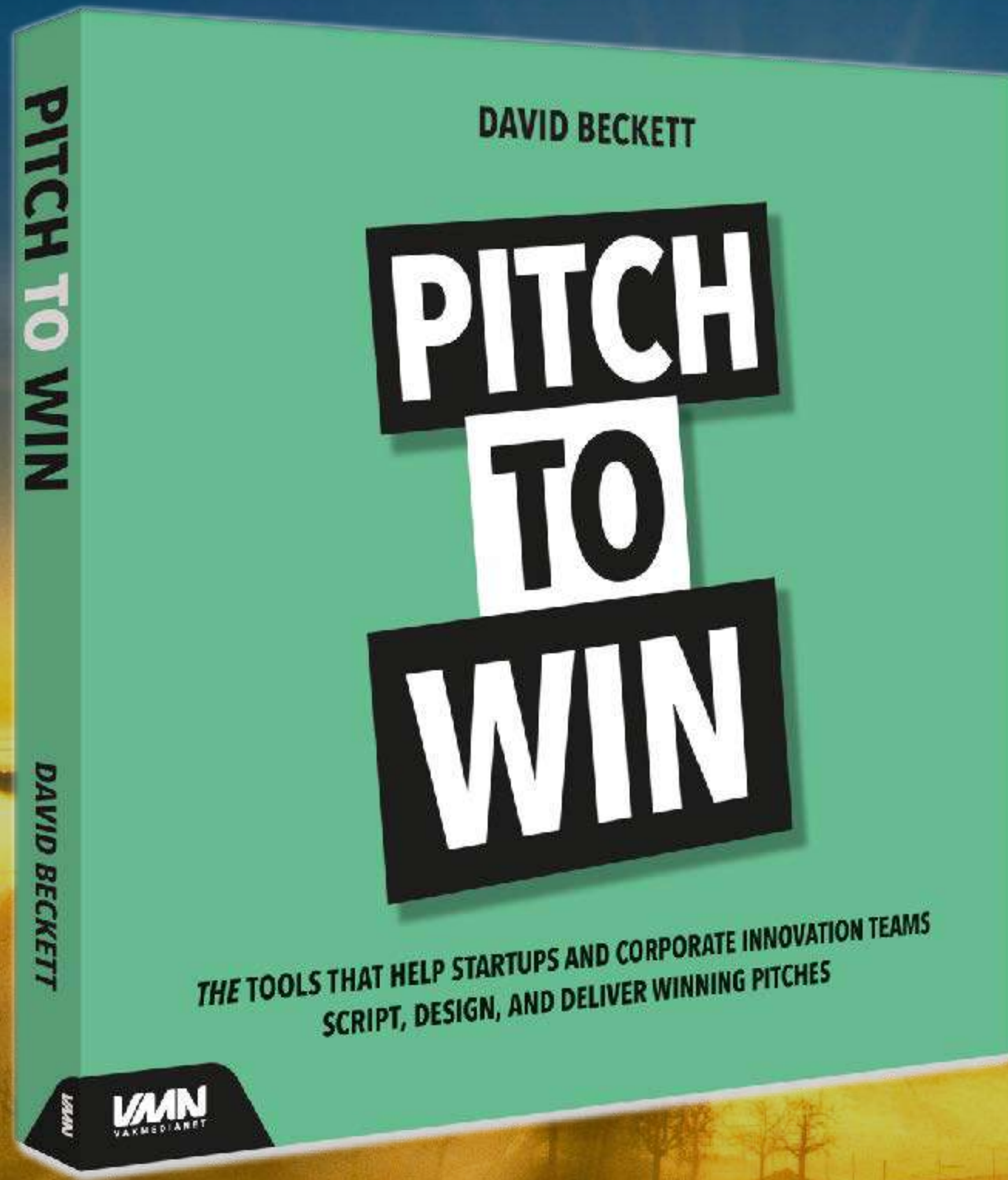
The App: iOS and Android

PitchProfessional



tiny.cc/pitchworkshop





David Beckett

Best3minutes.com

Connect with me

Linked in™

best3minutes.com/slides/

Slide Design for **NON-DESIGNERS**

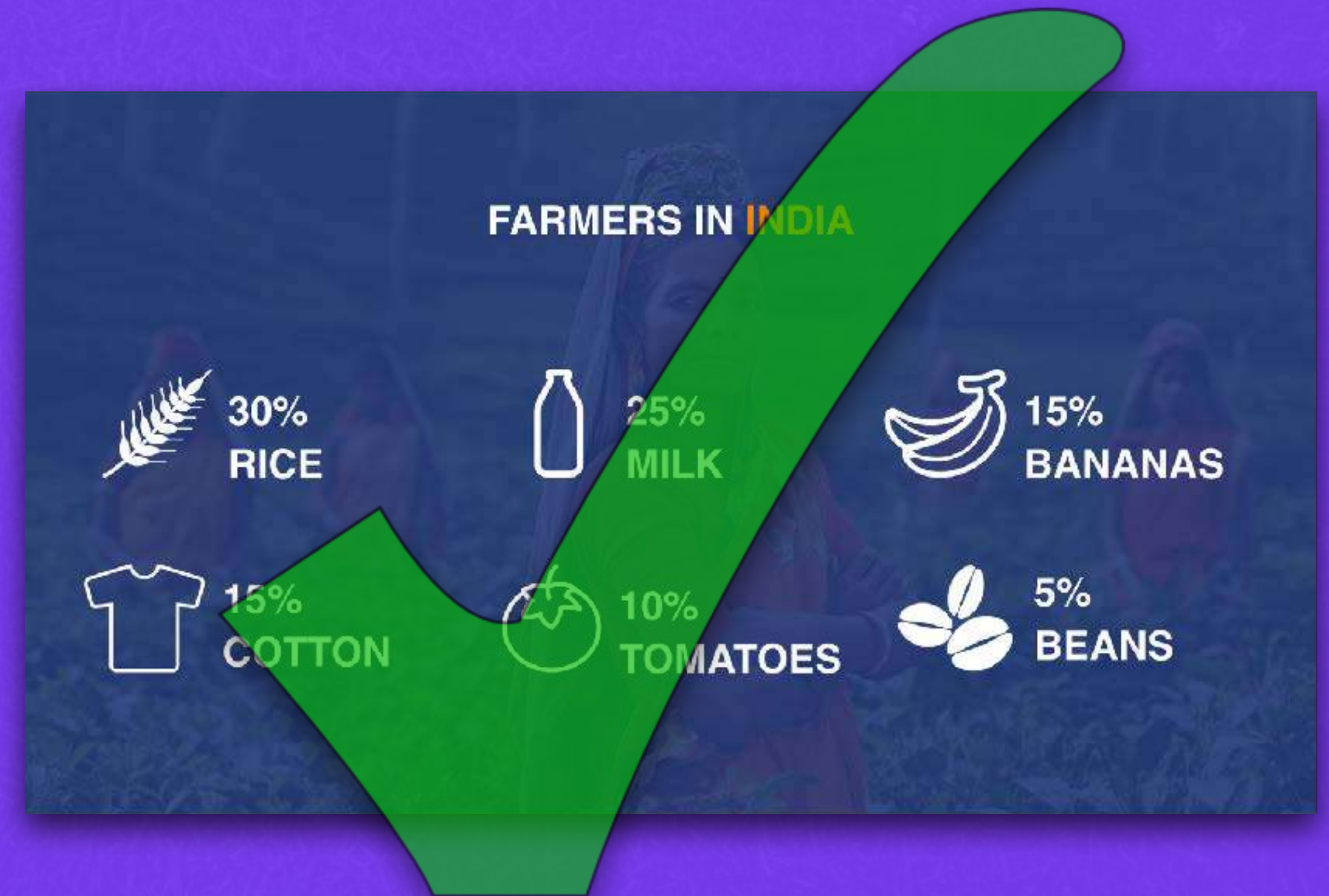
Please pay attention to
CORPORATE GUIDELINES!

Keep slides **SIMPLE AND VISUAL**



Farmers in India

- According to EUROPEAN UNION the EUR will grow by 4,50% by the end of 2014. This due to a slow but steady increase in exports, consumption, investments and interest ratios.
- The Central Bank said the exports will increase by 15%, but the interest rate would remain the same. If consumer prices decrease, the consumption will increase.
- Investments rates will decrease 2,50%
- Consumption is expected to increase by 1.77% as people become more confident



Tools to help **KEEP IT VISUAL**

- **Use images to express big ideas**
- **Use icons to highlight key points**
- **Be creative with typography and consistent with fonts to emphasise the key points**

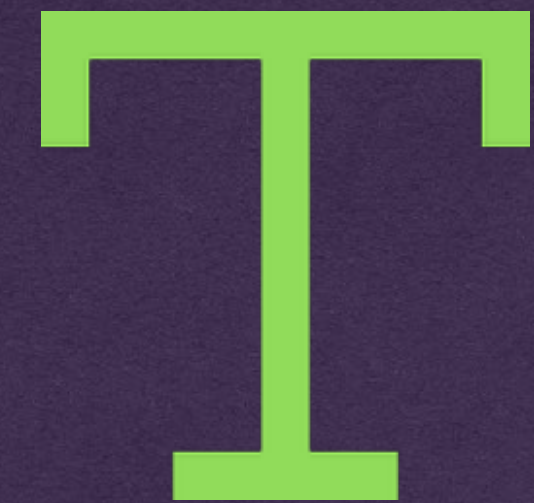
Tools to help **KEEP IT VISUAL**



IMAGES



ICONS



FONTS

Tools to help **KEEP IT VISUAL**

- **Use images to express big ideas**
- **Use icons to highlight key points**
- **Be creative with typography and consistent with fonts to emphasise the key points**

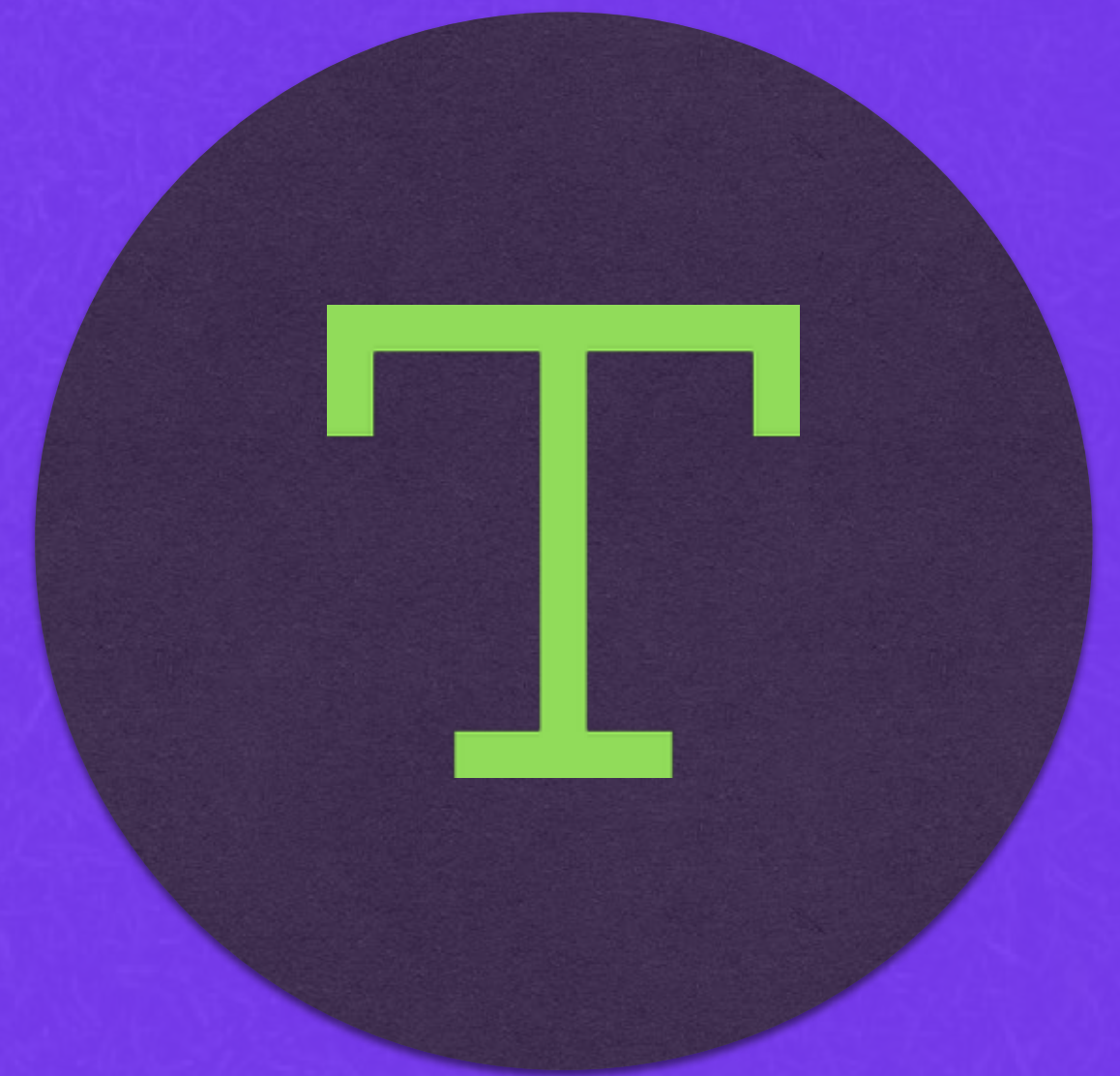
Tools to help **KEEP IT VISUAL**



IMAGES



ICONS



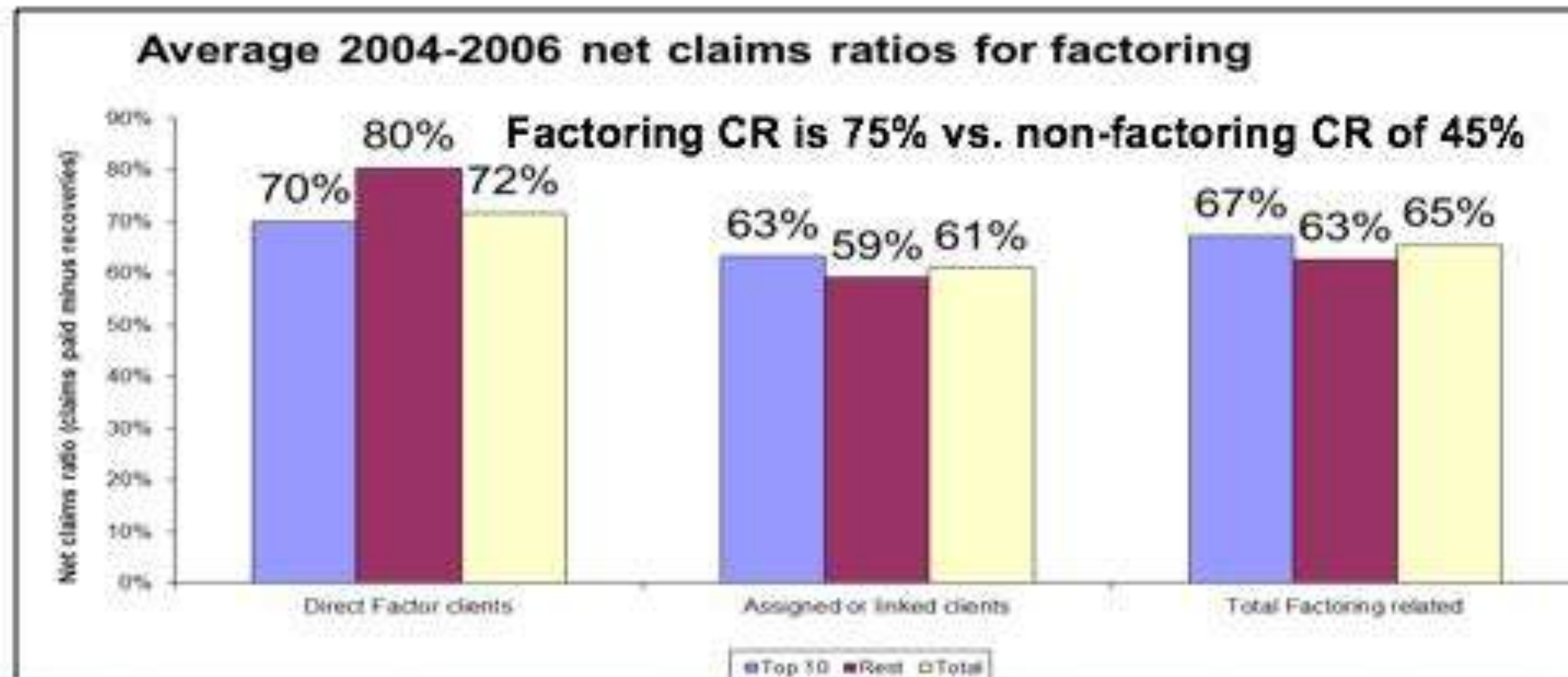
FONTS

Here are some typical

CORPORATE SLIDES

Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and strong growth that were offset by high price pressure, very high claims ratio, heavy admin and TPE consumption
- This resulted in low appetite from CENSORED :- to expand further into this market and subsequently caused weak positioning towards factoring market



Factoring claims ratios were almost double of the non-factoring claims ratios!

Technologie en concurrentie blijven razendsnel veranderen

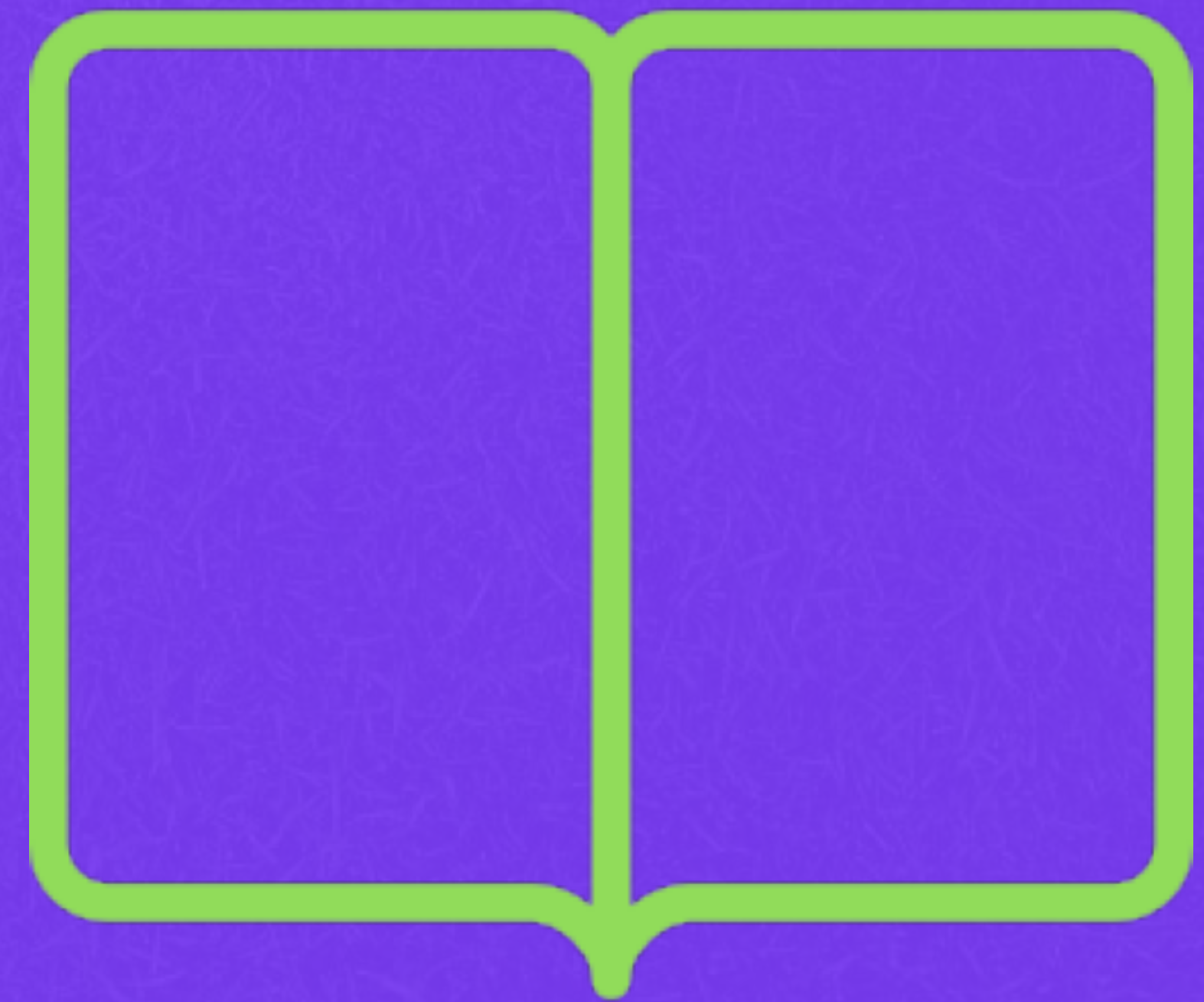
- 4 belangrijk trends kennen we en zetten we in:
 - Mobiel
 - Social
 - Big data & Analytics
 - Cloud
- Digitalisering raakt onze klanten ook voluit
- En technologie door iedereen worden ingezet: zowel bancaire concurrenten als nieuwe uitdagers veranderen ook snel



There is a **BETTER WAY**



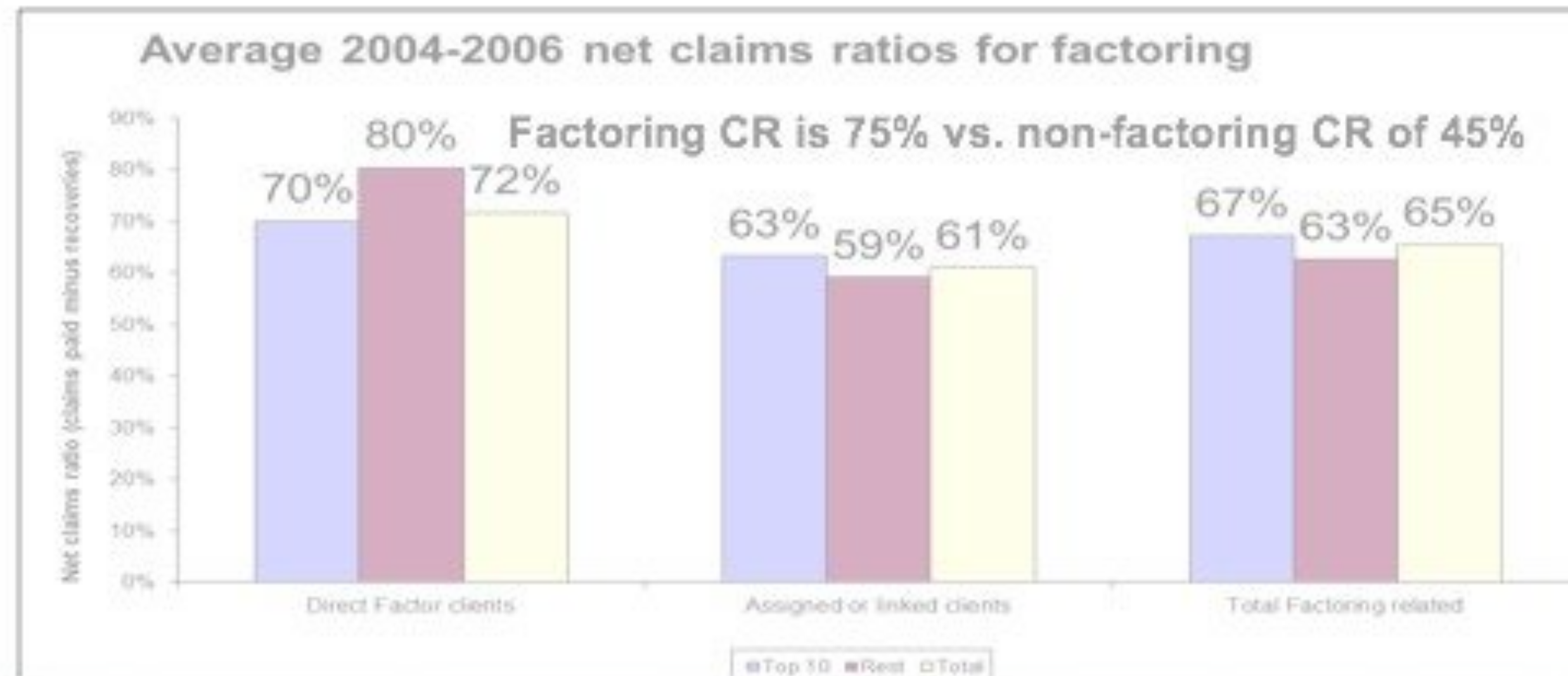
We cannot listen and read
AT THE SAME TIME



Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and

Why do we make
SLIDES LIKE THIS?



Factoring claims ratios
were almost double of
the non-factoring claims
ratios!

1.

We think we will
**FORGET
OUR STORY**

2.

Send the slides
**AFTER THE
PITCH**

1.

We think we will
**FORGET
OUR STORY**

2.

Send the slides
**AFTER THE
PITCH**

Reduce the text to **LARGE KEY WORDS**

Break your product down into
THREE BIG QUALITIES

FASTER

**LOWER
COST**

**MUCH
EASIER
TO USE**

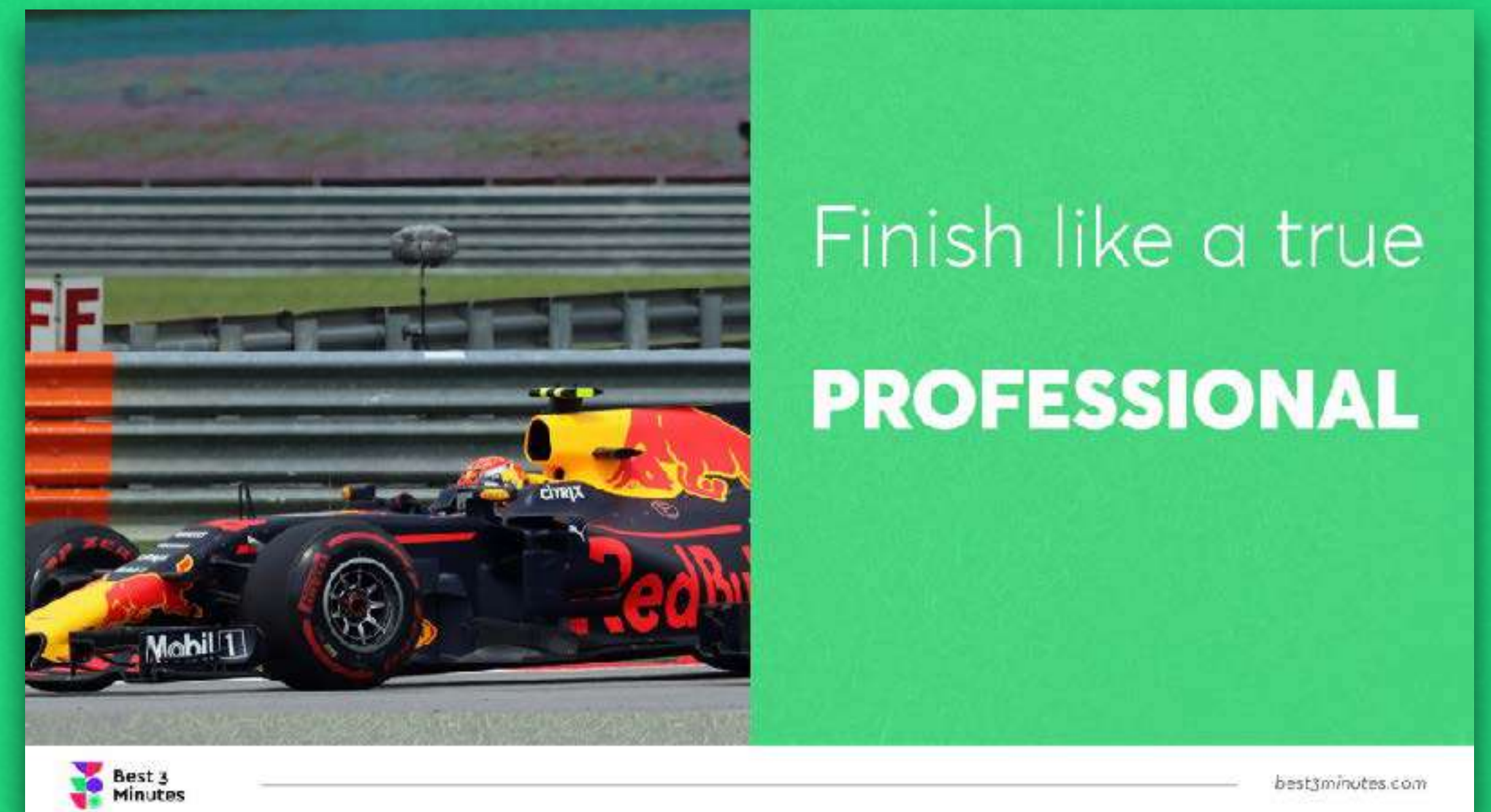
 Best 3 Minutes best3minutes.com

**3 MINUTES
PITCH**

**7 MINUTES
Q&A**

 Best 3 Minutes best3minutes.com

Use an image and a **STATEMENT**



Make it **VISUAL**



1.

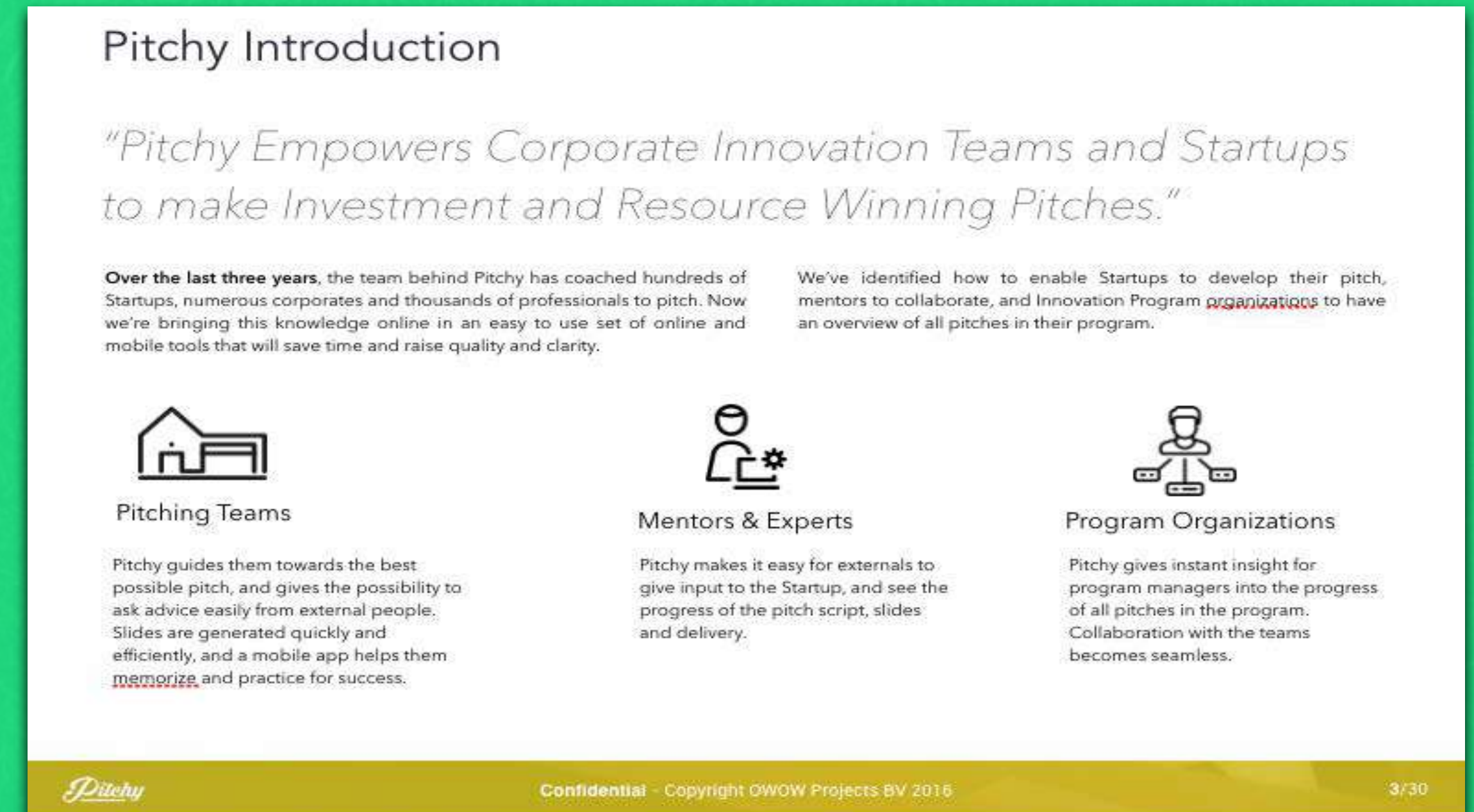
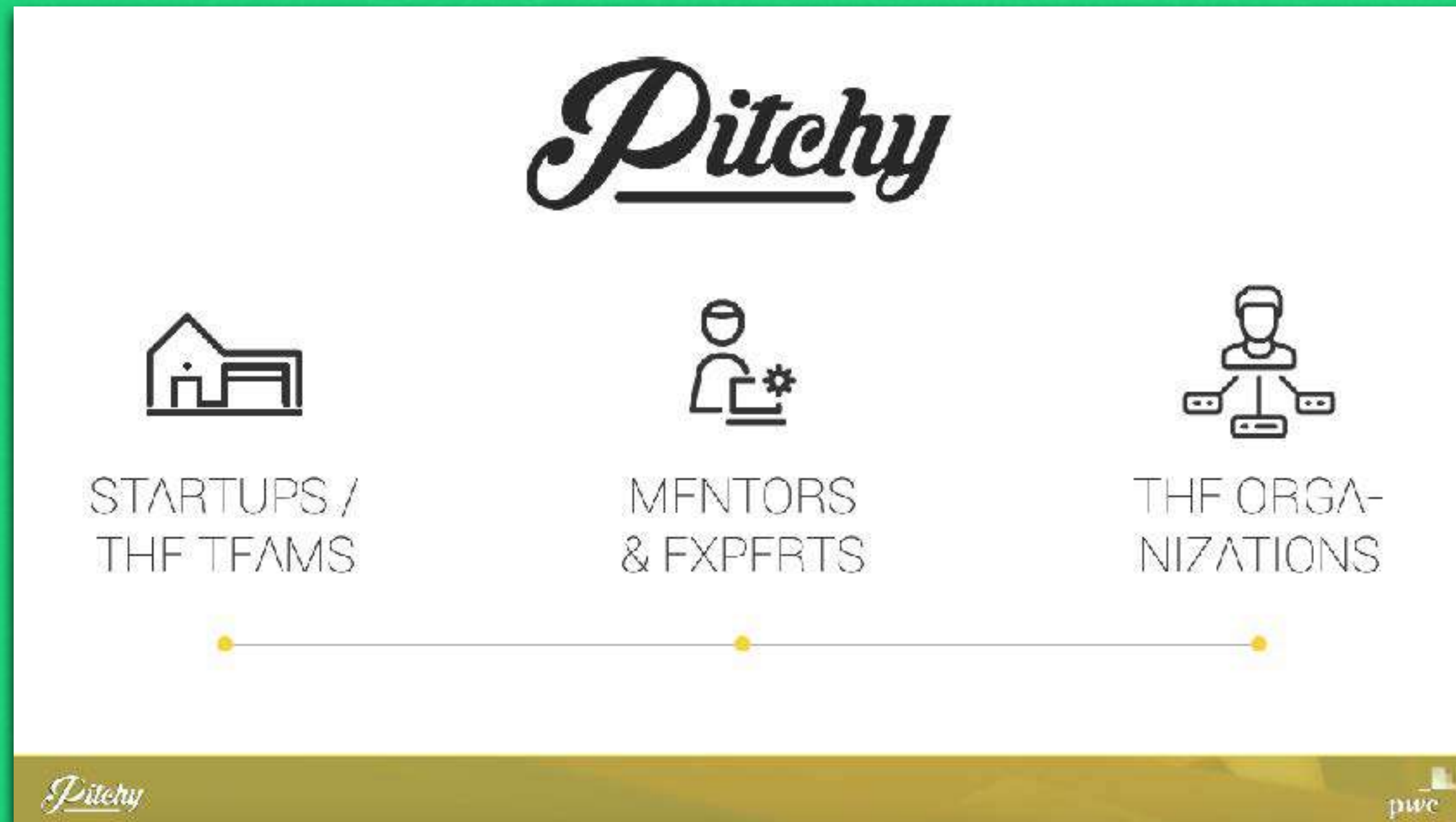
We think we will
**FORGET
OUR STORY**

2.

Send the slides
**AFTER THE
PITCH**

Create 2 slide presentations

1 TO PRESENT, 1 TO SEND

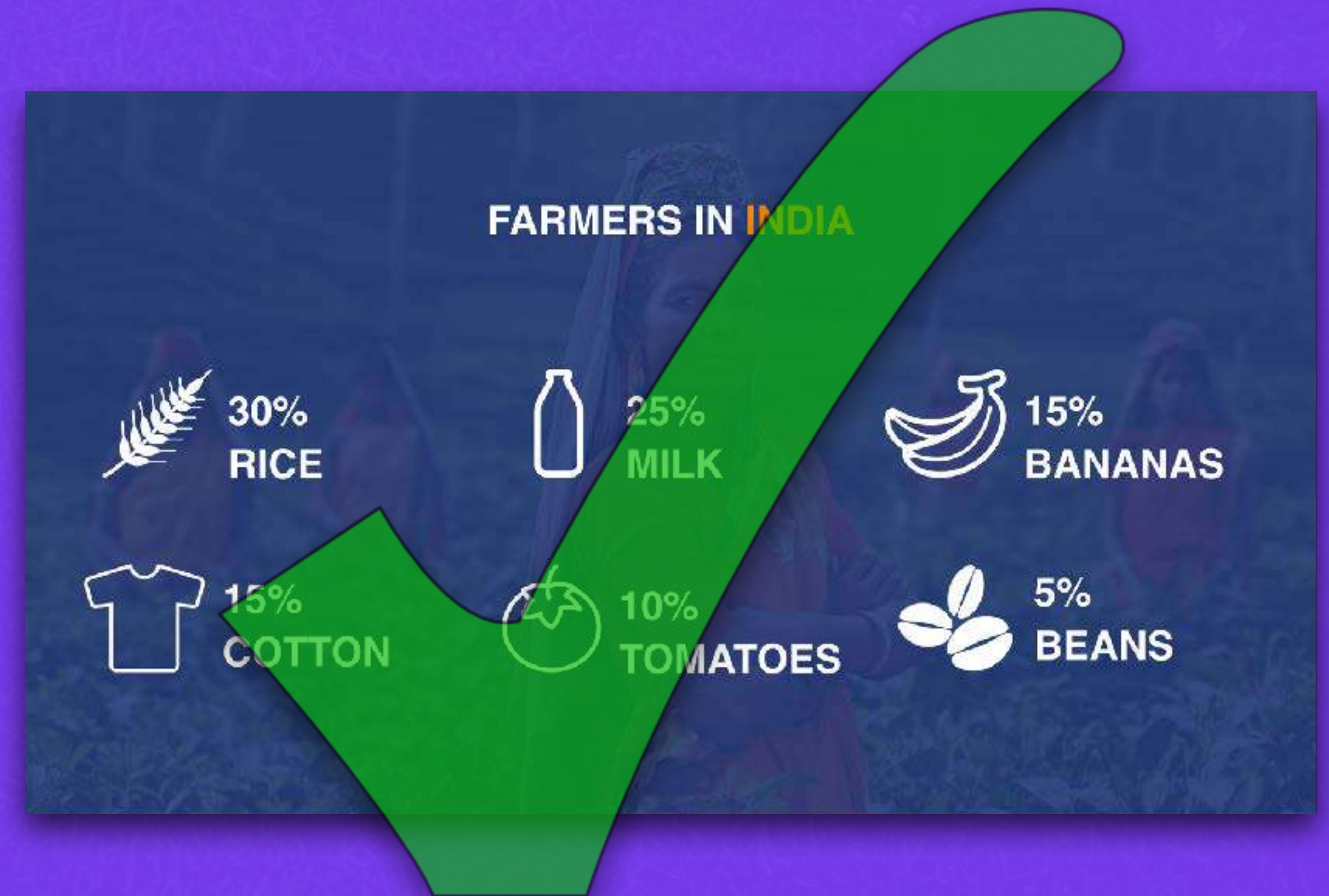


3 Reasons to make slides **VISUAL, NOT TEXT BASED**



Farmers in India

- According to EUROPEAN UNION the EUR will grow by 4,50% by the end of 2014. This due to a slow but steady increase in exports, consumption, investments and interest ratios.
- The Central Bank said the exports will increase by 15%, but the interest rate would remain the same. If consumer prices decrease, the consumption will increase.
- Investments rates will decrease 2,50%
- Consumption is expected to increase by 1.77% as people become more confident



1



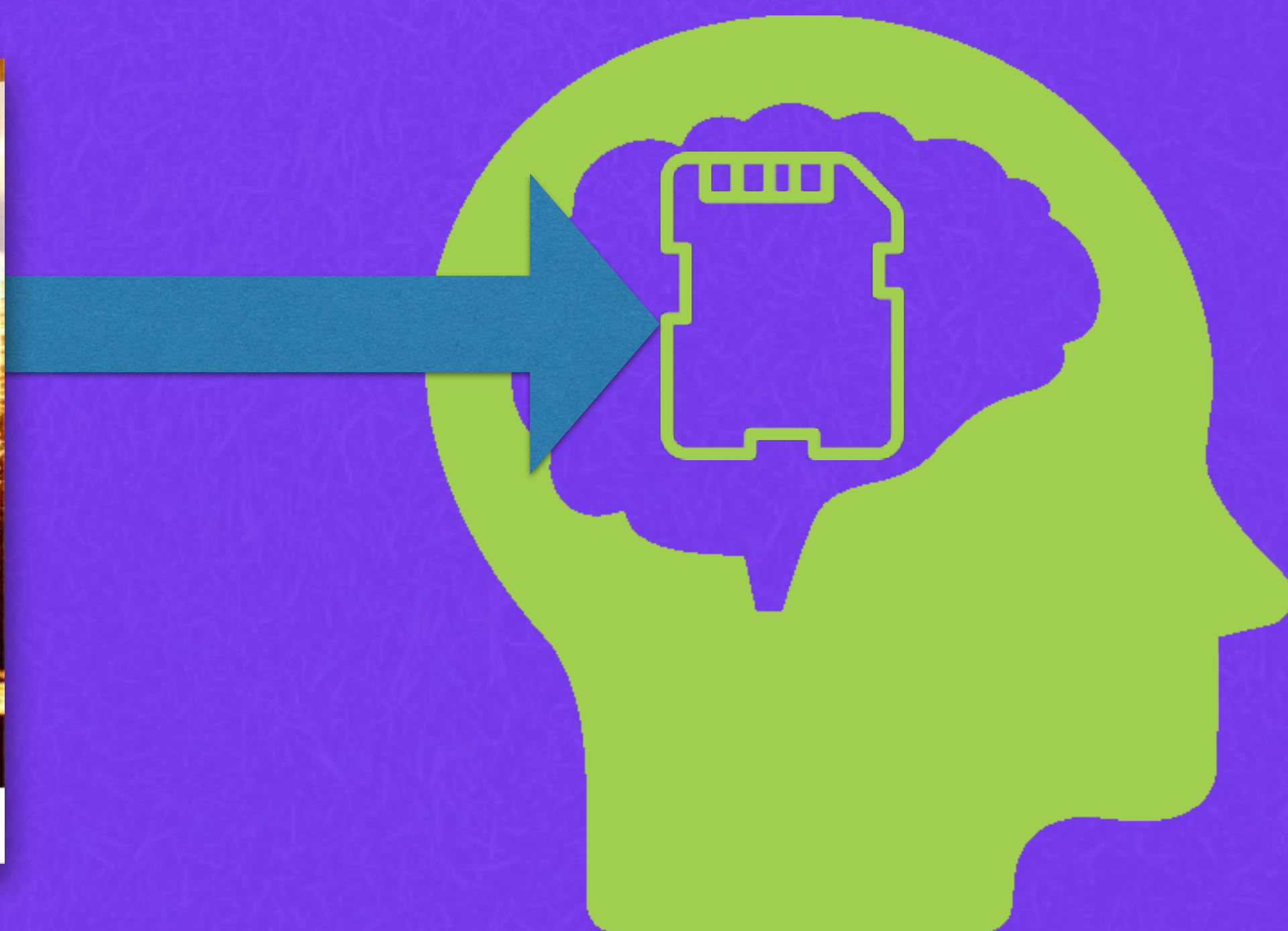
THE HUMAN BRAIN
PROCESSES VISUAL
INFORMATION

60,000x

FASTER THAN TEXT

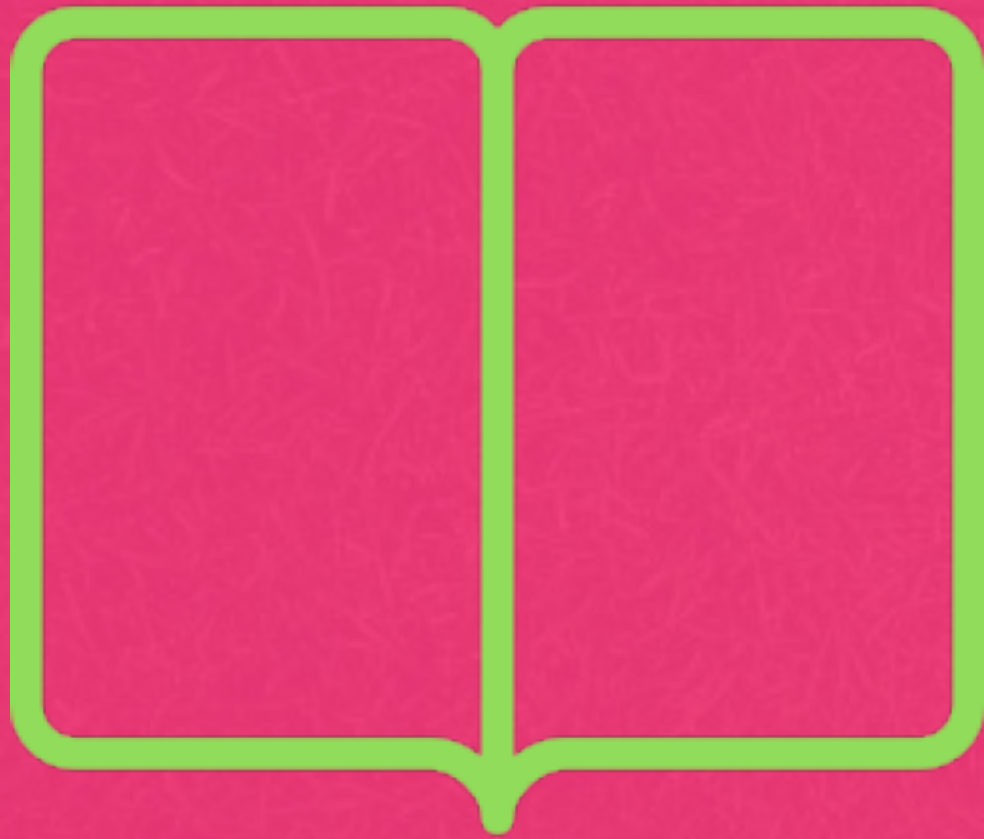
2

Visuals instantly enter the **LONG TERM MEMORY**

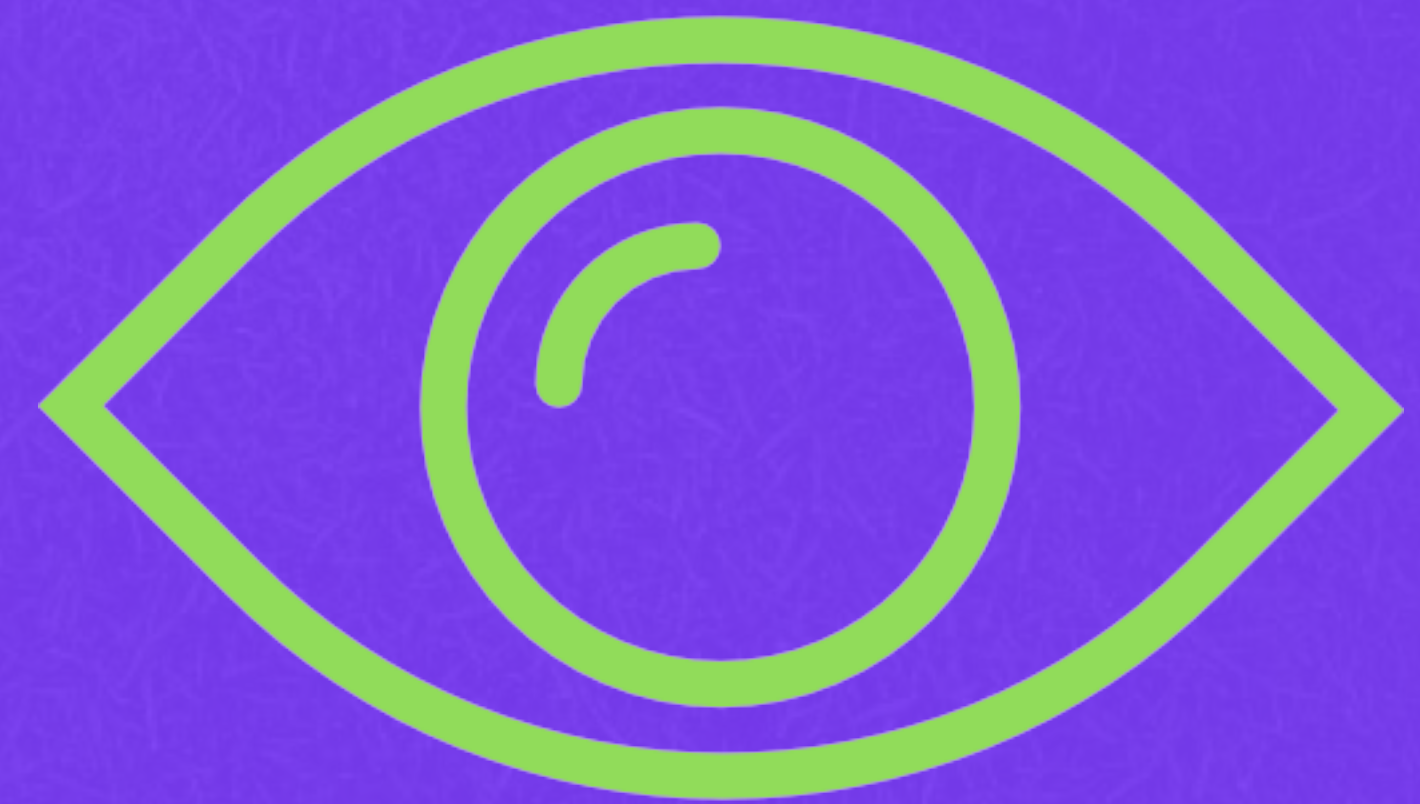


3

What we **REMEMBER**



20%



80%



ACTION STEP

Improve the following slide

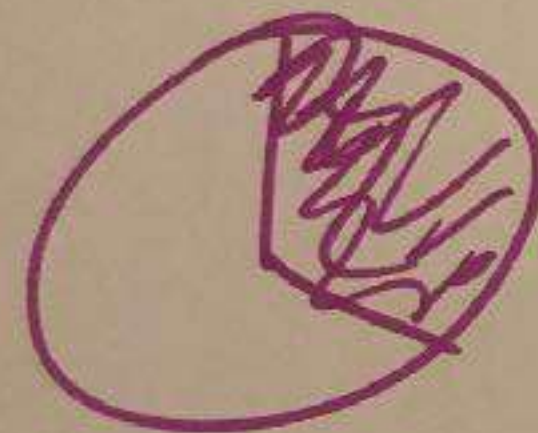
Hand-draw/sketch a new slide on a sheet of A4

**2 MINUTES
TO PREPARE**

Did you know that...

- On average it takes 20 minutes to find a parking space
- 30% of all exhaust fumes pollution in large cities is caused by people looking for a parking space
- You will spend one year of your lives looking for a parking space

5



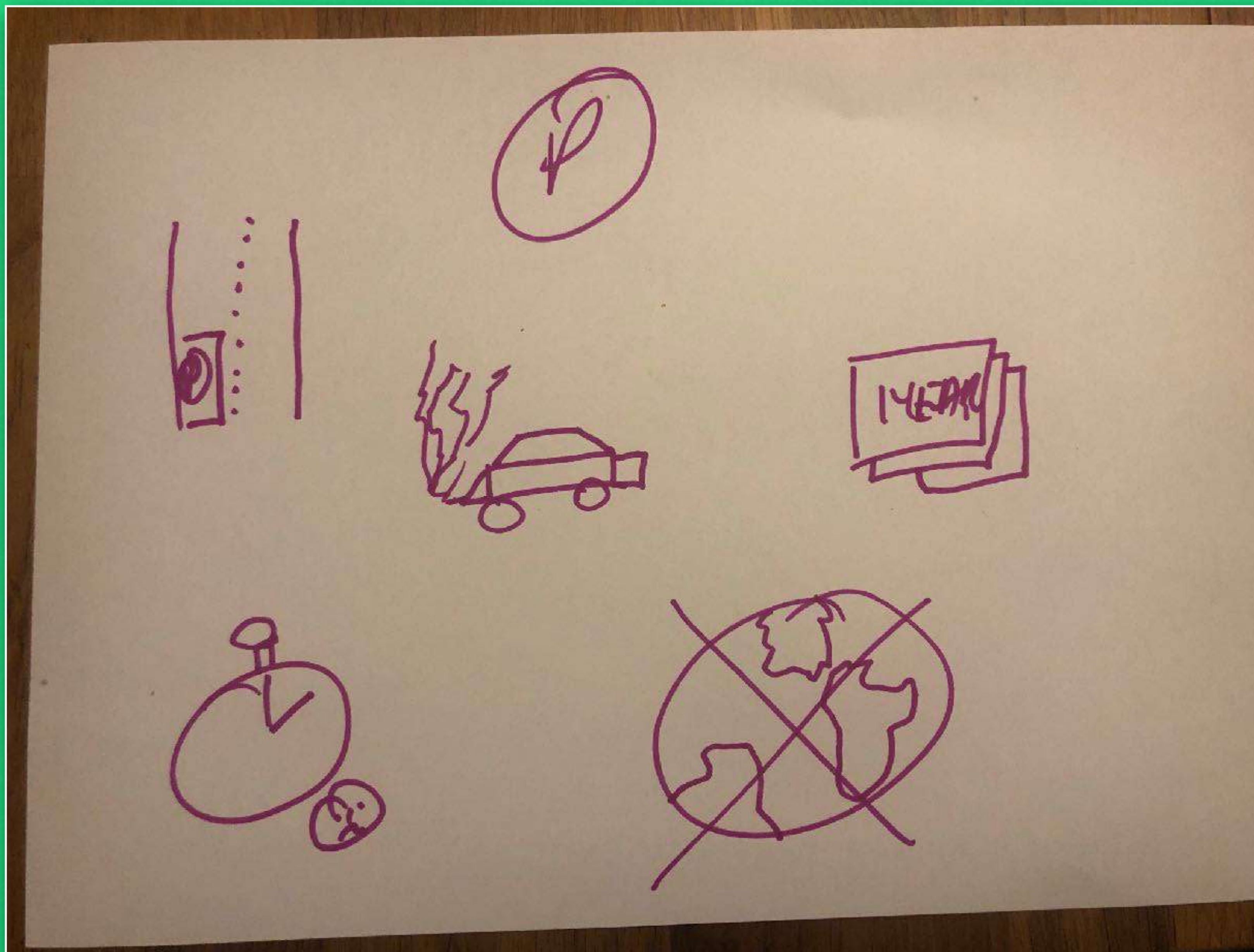
20 MINUTES.



30%.



1 YEAR.



The problem **WITH PARKING**



20 MINUTES



30%



1 YEAR

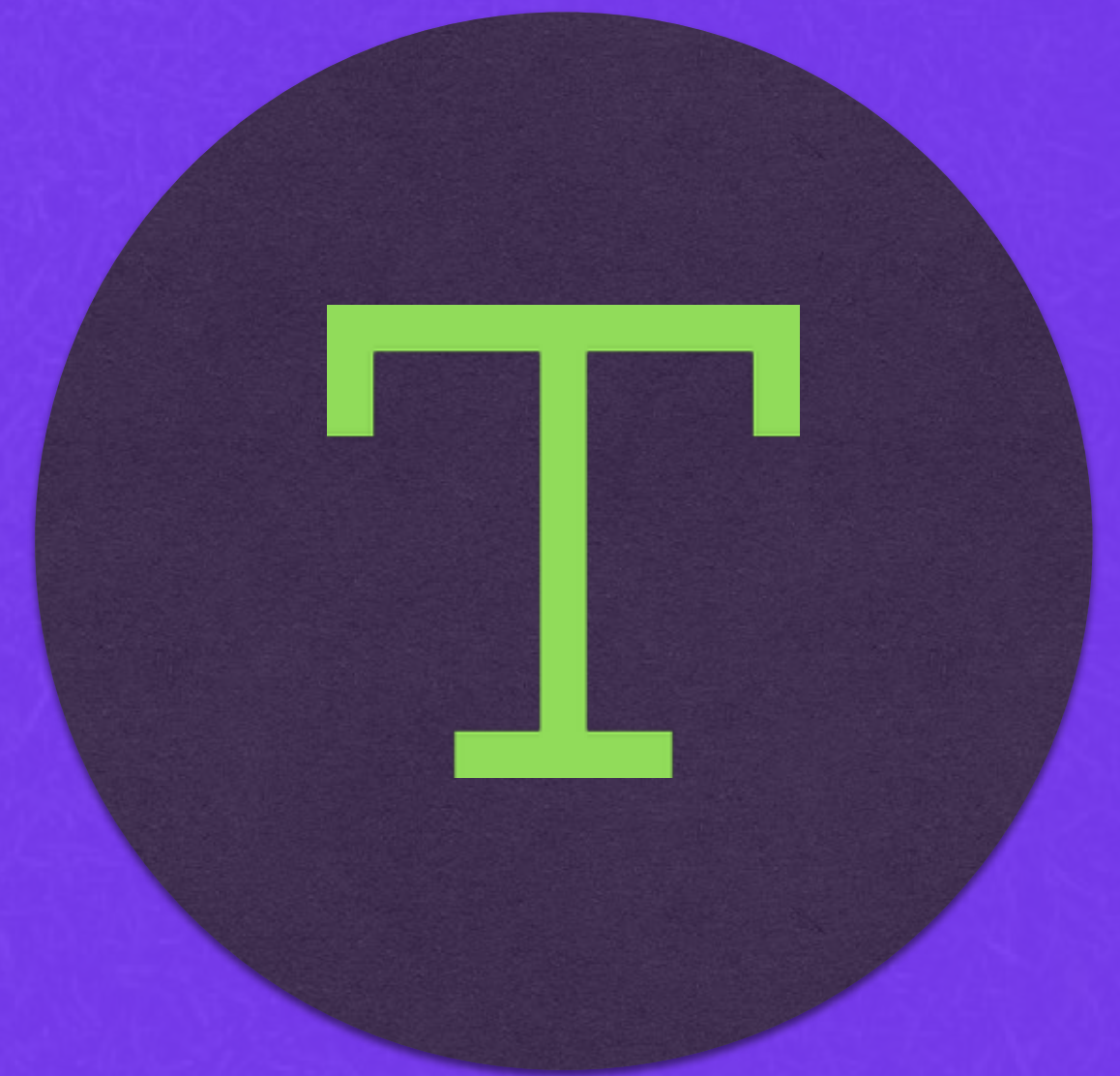
Tools to help **KEEP IT VISUAL**



IMAGES



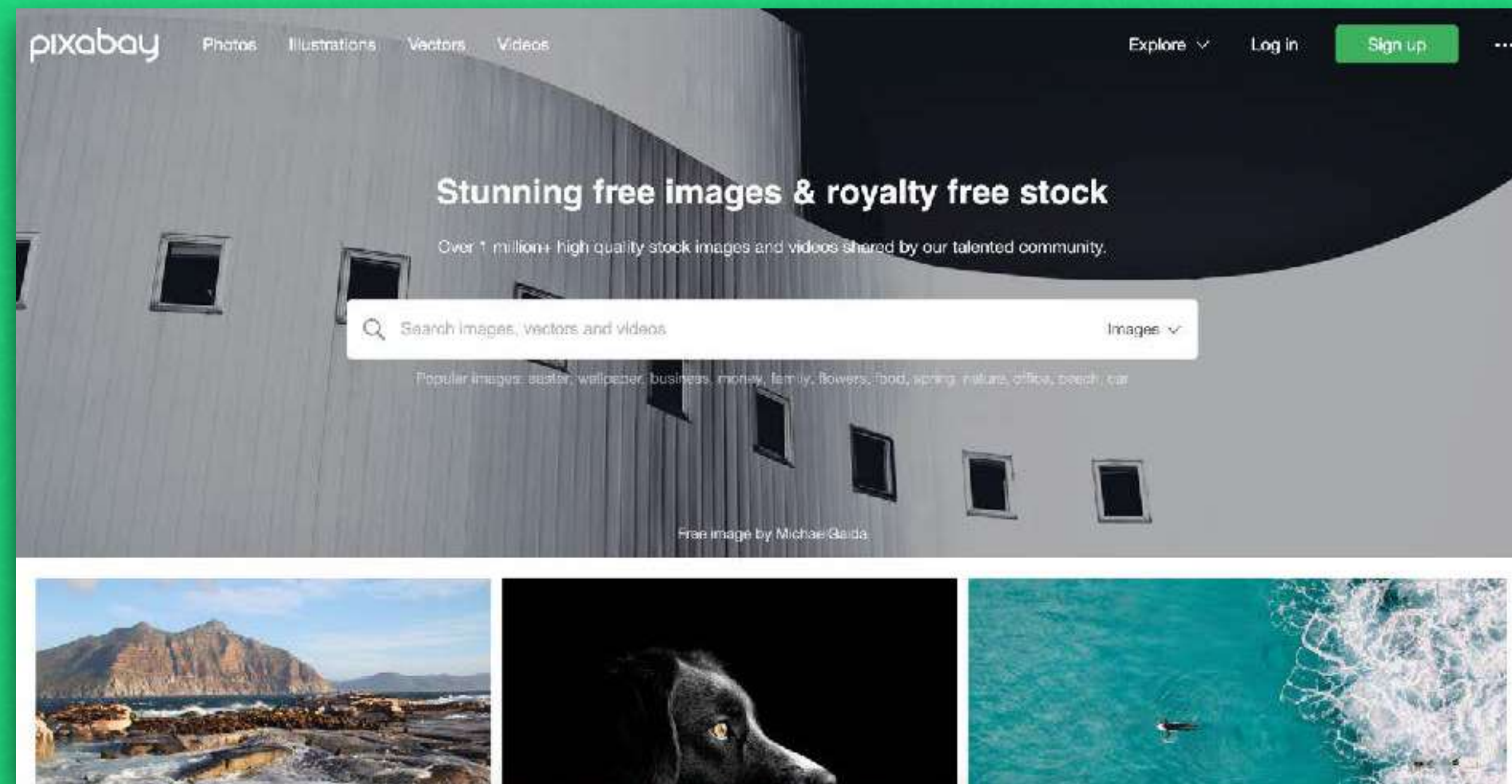
ICONS



FONTS

Free Image Resources

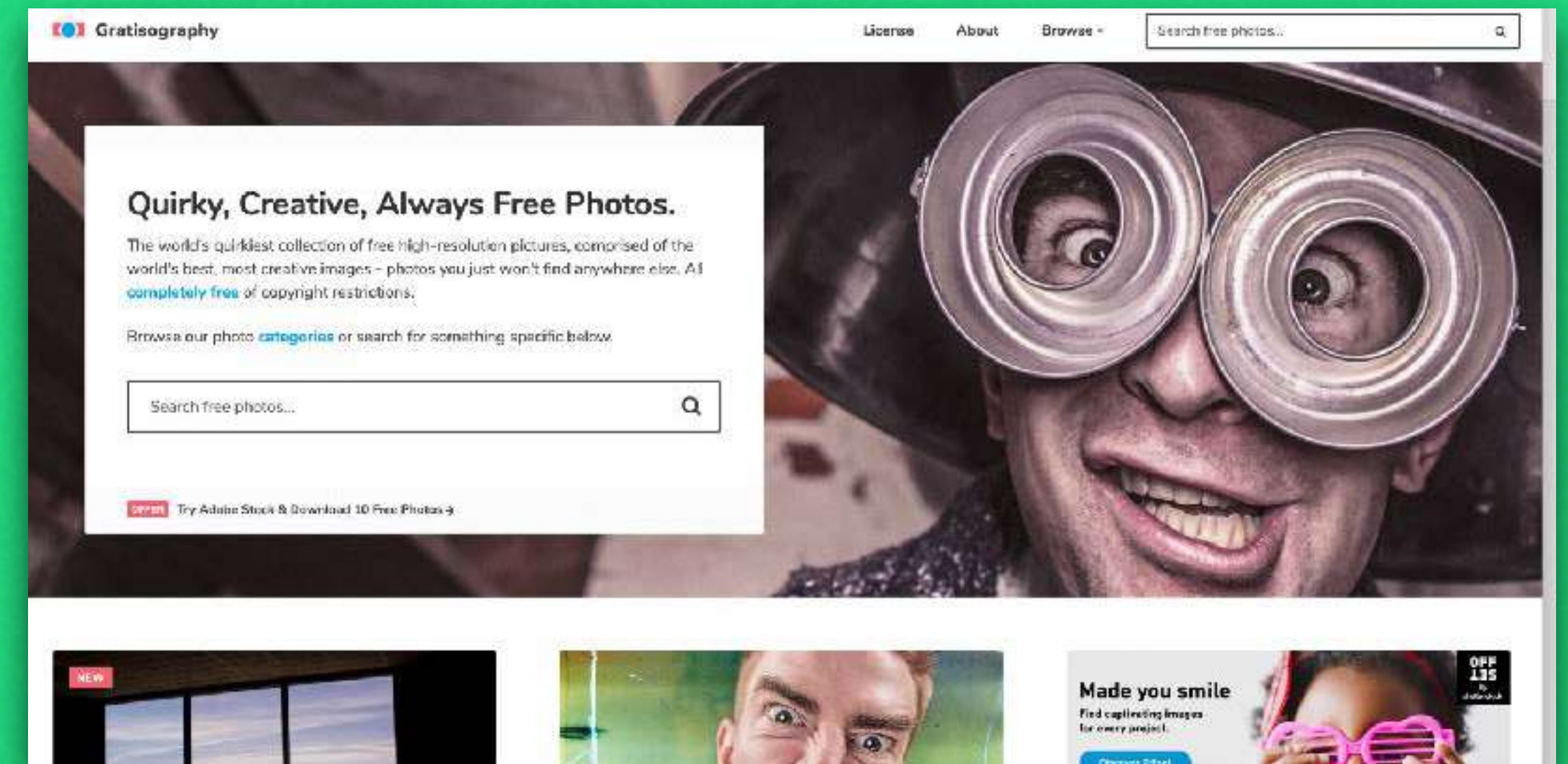
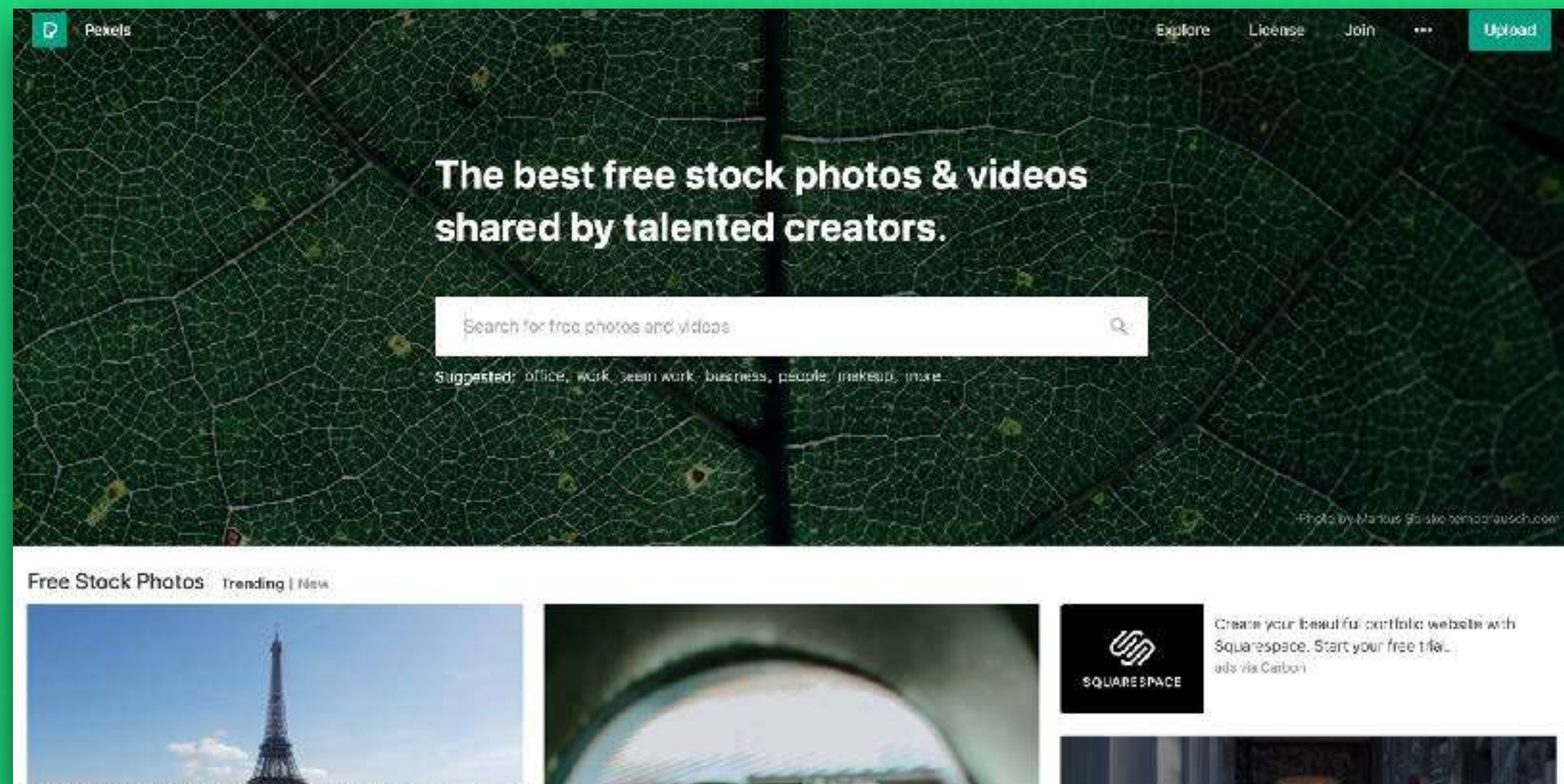
PIXABAY.COM



Creative Commons - Commercial Use

Free Image Resources

PEXELS, GRATISOGRAPHY



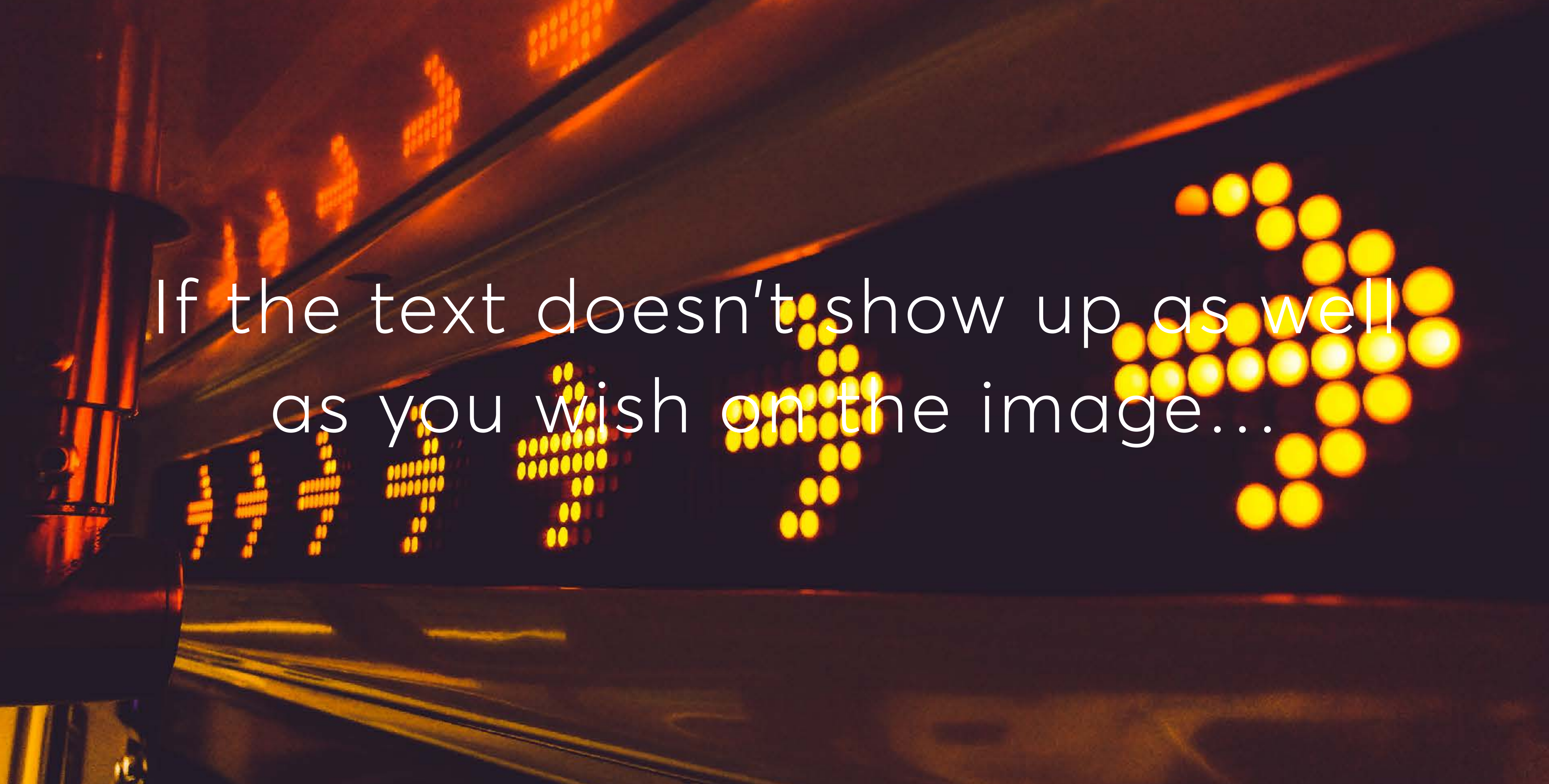
Creative Commons - Commercial Use

How to use **VISUALS**



Image and **STATEMENT**



A night scene of a highway with glowing orange lights and a large white text overlay. The lights are arranged in a pattern that suggests a large, stylized letter 'H' or a similar shape. The text is white and reads: "If the text doesn't show up as well as you wish on the image...".

If the text doesn't show up as well
as you wish on the image...



Put a background with
Opacity behind the text

Reposition the text
so it shows up more clearly



**Make the font
bigger
and bolder**

Change the colour of the **BACKGROUND & TEXT**





Or make it a
half image/
half text slide



Drop Shadow
looks nice



So does a
Frame

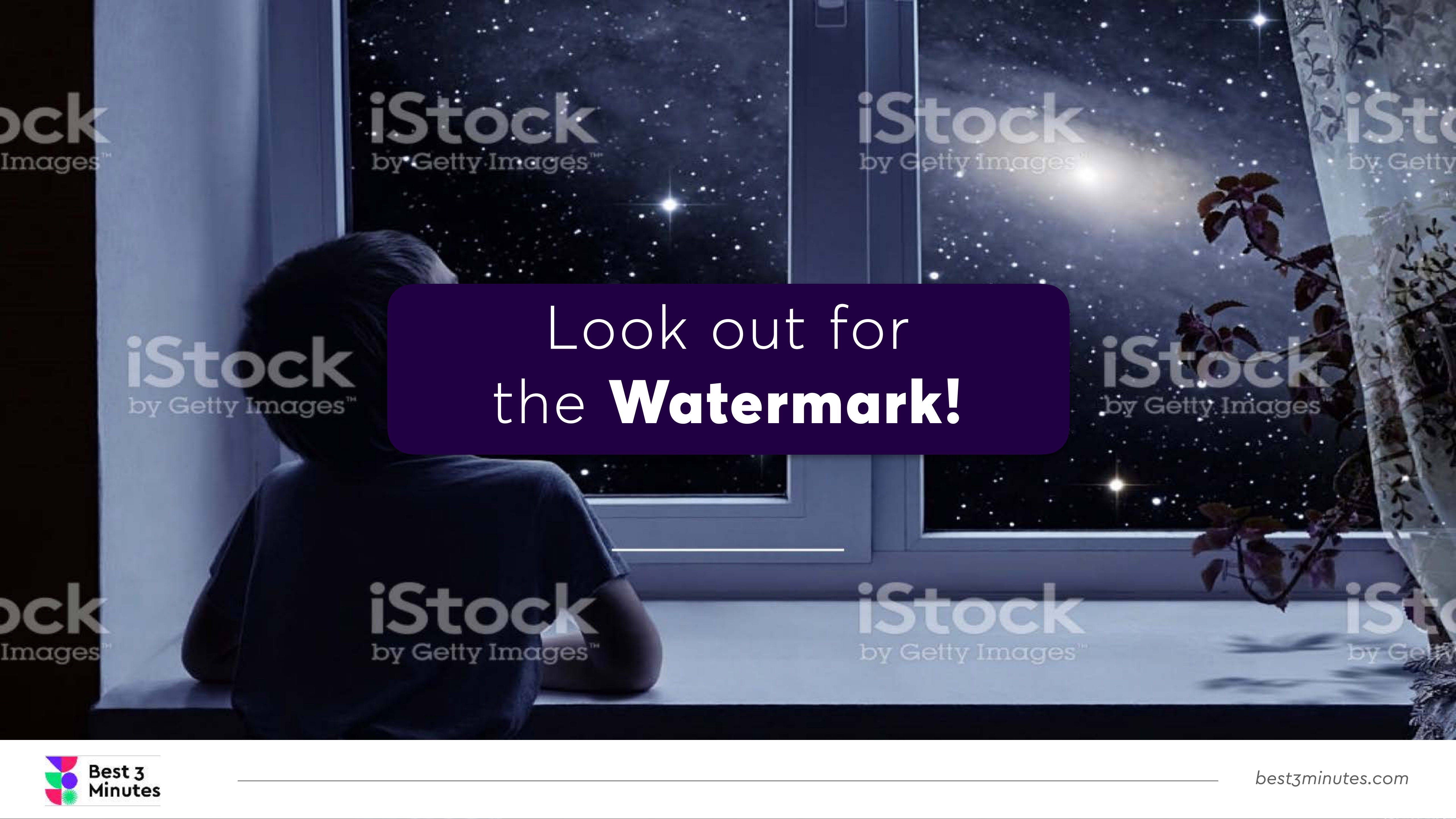


Make sure the image
is **High** Resolution

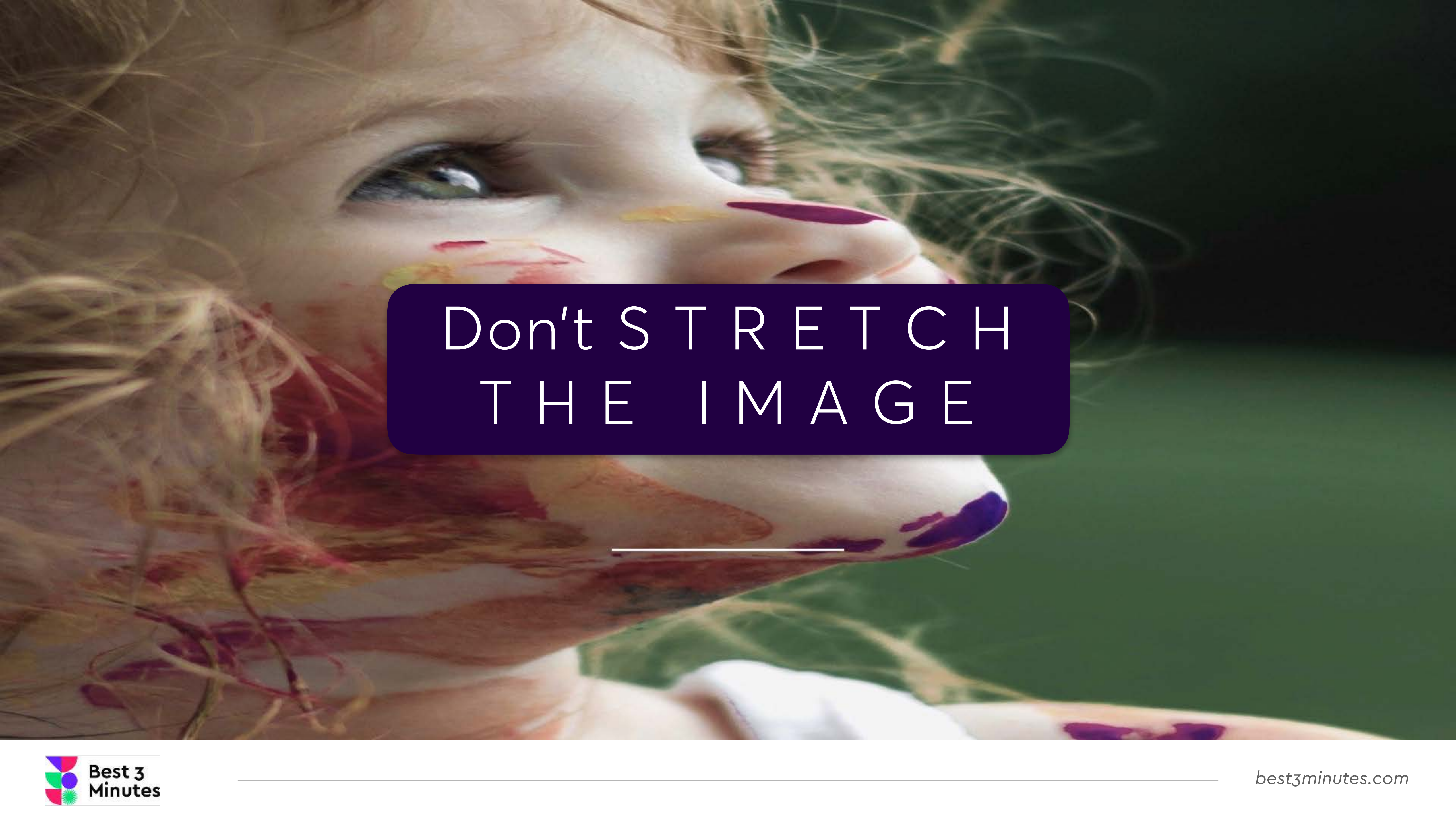




Not **too many**
images at once

A child is seen from behind, sitting on a windowsill and looking out at a night sky filled with stars. A large, semi-transparent purple rectangle is centered over the image, containing white text. The background image is a stock photo with multiple 'iStock by Getty Images' watermarks visible across it.

Look out for
the **Watermark!**



Don't STRETCH
THE IMAGE



ACTION STEP

Spend 5 minutes to review
your pitch deck

What **text** could be **replaced**
with **images**?

ACTION STEP

Spend 5 minutes to review
your pitch deck

What **text** could be **replaced**
with **images**?

5 MINUTES

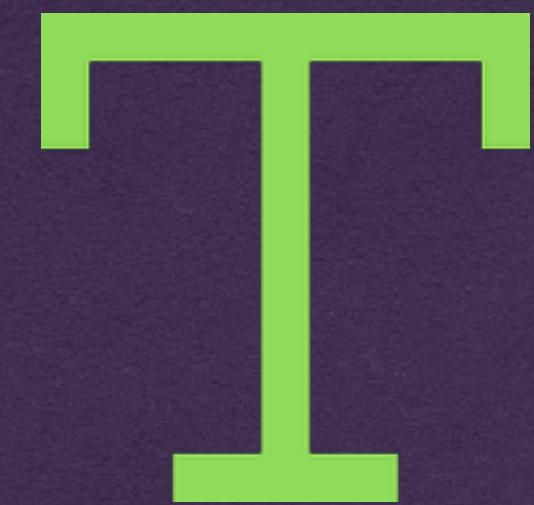
Tools to help **KEEP IT VISUAL**



IMAGES



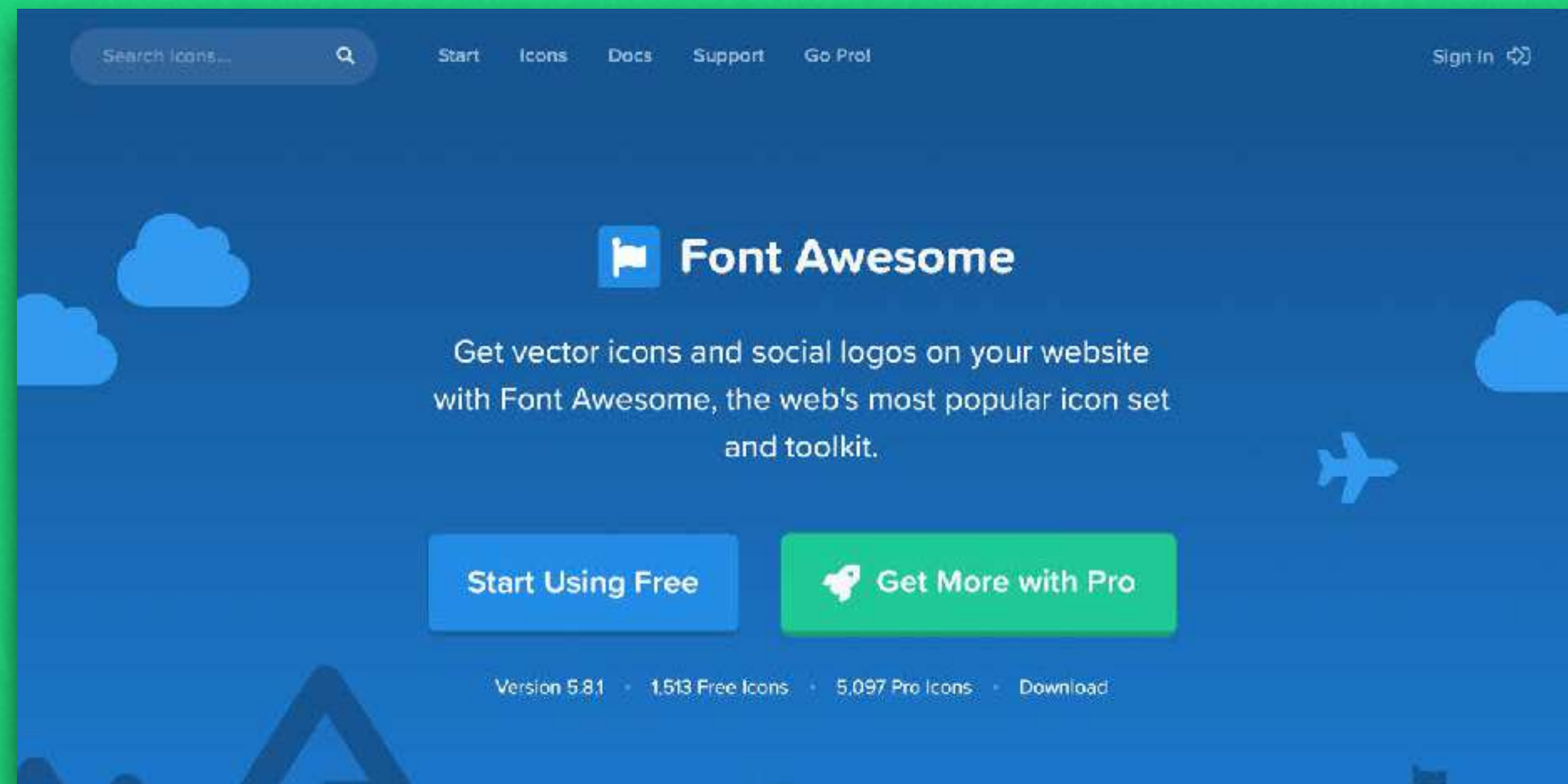
ICONS



FONTS

Free Icon Resources

FONTAWESOME.COM



Our Recommendation

THENOUNPROJECT.COM

Icons for everything

Over a million curated icons, created by a global community

 Search for anything



[Keep Browsing](#)



NounPro

\$39⁹⁹ billed
yearly

or \$9.99 per month

[Sign up](#)

Use icons to
TELL THE STORY



MultiSense

- **Your whole life is online - cloud services, shopping online, email, your photos, your banking details**
- **And yet you might need to wonder - how secure is all of that?**
- **As you've seen in the news recently, there have been many hacks**
- **It's only a matter of time before you get hacked too!**



**How
secure is that**







- **At Sendcloud, we are connecting webshops with shipping carriers**







ACTION STEP

Spend 5 minutes to review
your pitch deck

What **text** could be **replaced**
with **icons**?

ACTION STEP

Spend 5 minutes to review
your pitch deck

What **text** could be **replaced**
with **icons**?

5 MINUTES

I recommend no more than...

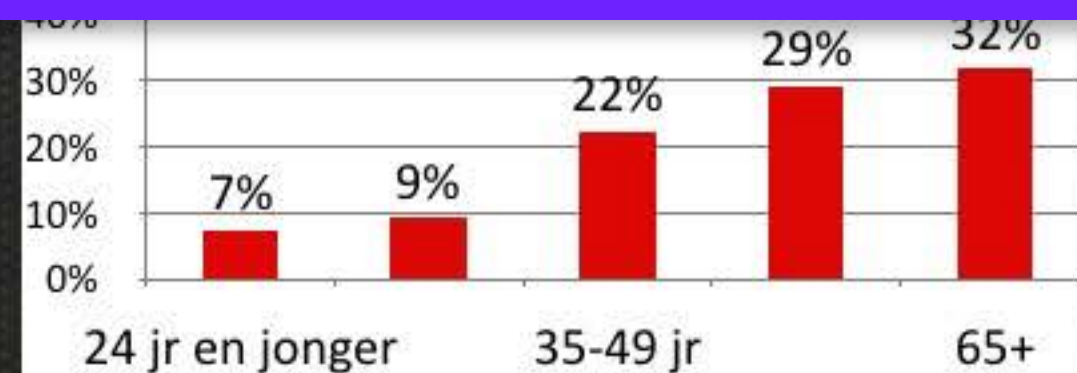
3 DATA POINTS

Who to Target?

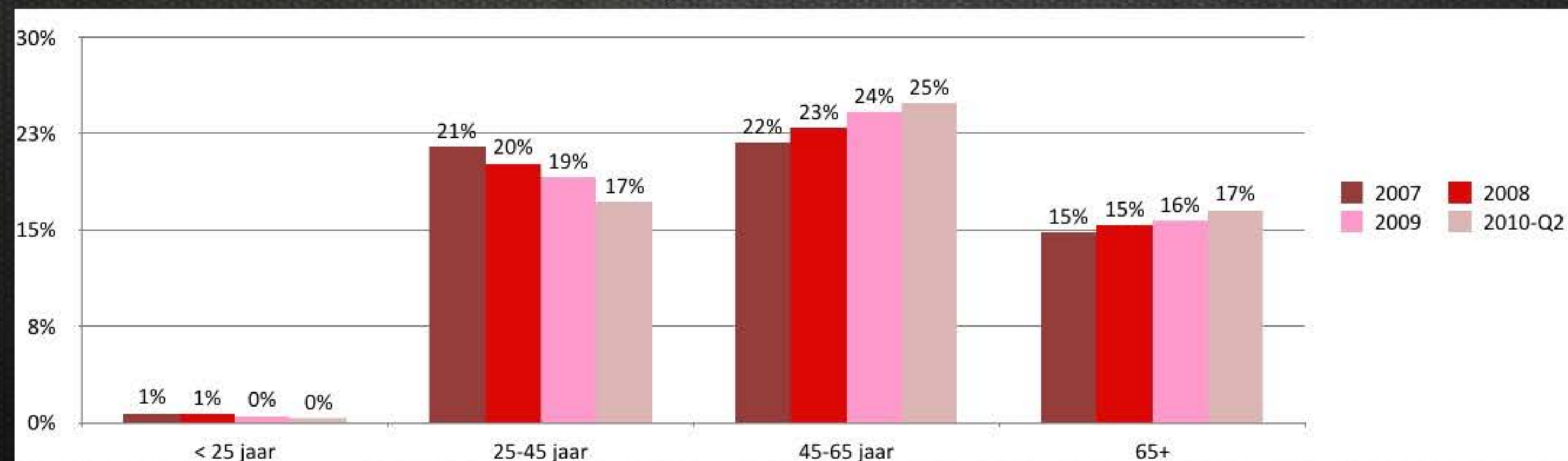
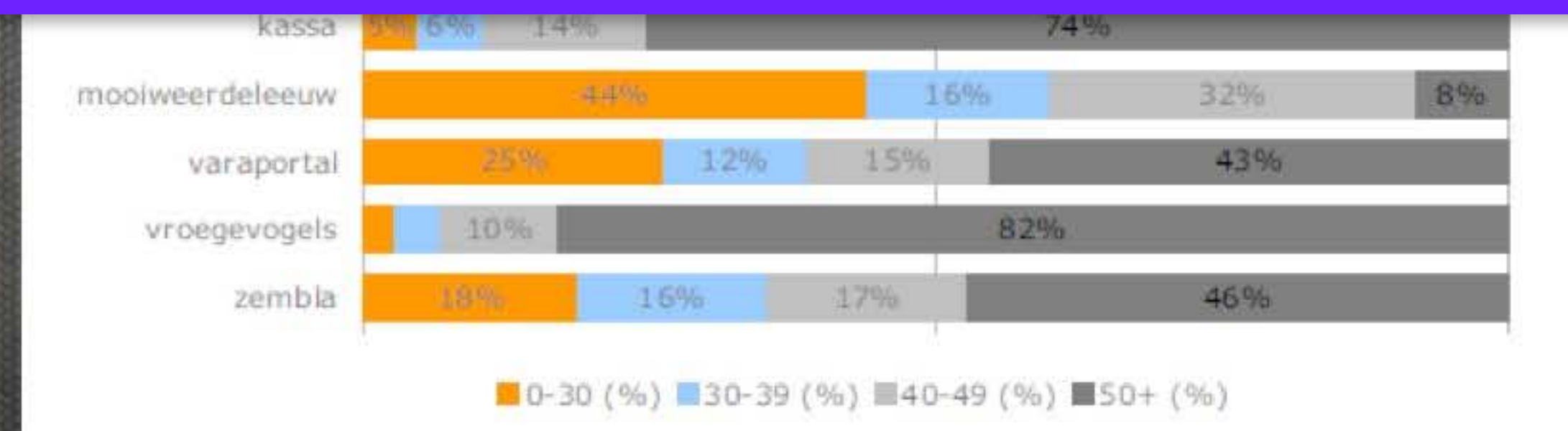
Finally they must become a member

Use the top 3-4 programs.

Impossible to understand
DATA OVERLOAD!



Forget Converting the Youth!





mobypark

20

Minutes

30

Percent

1

Year



400
ACTIVE WEBSHOPS



100.000,-
MONTHLY REVENUE



100.000
PACKAGES IN TOTAL



6%
WEEKLY GROWTH





400
ACTIVE WEBSHOPS



100.000
PACKAGES IN TOTAL





100.000,-
MONTHLY REVENUE



6%
WEEKLY GROWTH





10.000 users

> 6 Billion

3 Billion

1960 2000

3 to 6
Billion
in 40 years

Agrivision 2017

pwc





ACTION STEP

Spend 3 minutes to review
your pitch deck

Do you have any **data** that
could be **simplified**?



3 MINUTES

ACTION STEP

Spend 3 minutes to review
your pitch deck

Do you have any **data** that
could be **simplified**?

Remove all **BULLET POINTS**

Tools to help **KEEP IT VISUAL**

- **Use images to express big ideas**
- **Use icons to communicate abstract concepts quickly**
- **Be consistent with typography and creative with fonts to emphasise the key points**

Tools to help **KEEP IT VISUAL**

- **IMAGES** for Big Ideas
- **ICONS** for Abstract Concepts
- **FONTS:** Consistent, Emphasis

Tools to help **KEEP IT VISUAL**

IMAGES for Big Ideas

ICONS for Abstract Concepts

FONTS: Consistent, Emphasis

Tools to help **KEEP IT VISUAL**

IMAGES for Big Ideas

ICONS for Abstract Concepts

FONTS: Consistent, Emphasis

Tools to help **KEEP IT VISUAL**

IMAGES for Big Ideas

ICONS for Abstract Concepts

FONTS: Consistent, Emphasis

Tools to help
KEEP IT VISUAL

IMAGES for Big Ideas

ICONS for Abstract Concepts

FONTS: Consistent, Emphasis

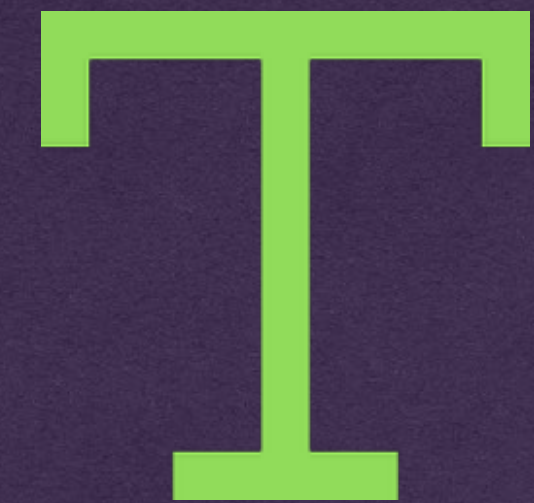
Tools to help **KEEP IT VISUAL**



IMAGES



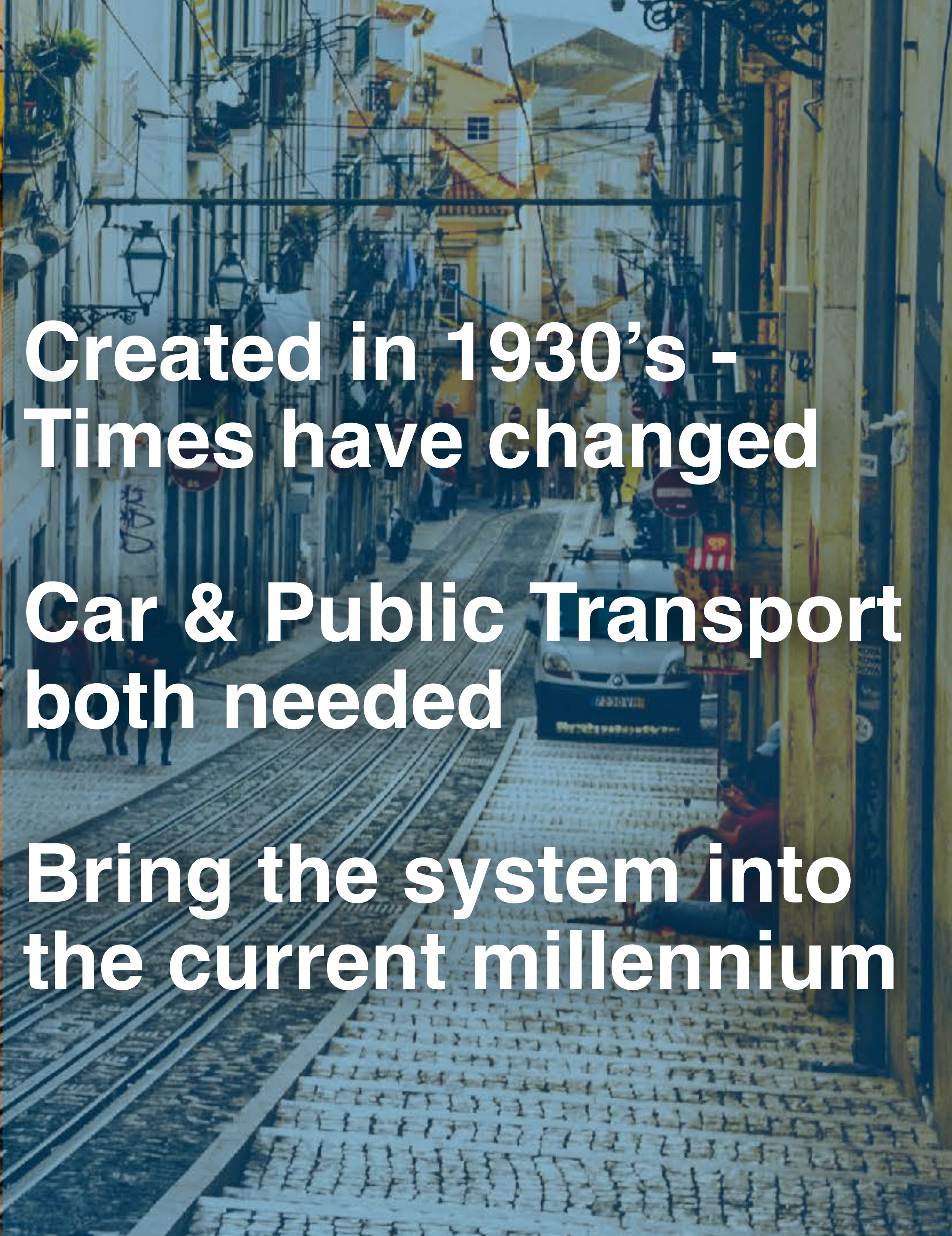
ICONS



FONTS

Time for change to the transport system that has been so poor for so many years for so many people

- Our city's public transport system was created in the 1930's, when labour was cheap and demand was different to present day
- Times have changed and the way people travel to work and for leisure has changed too
- The car has become universal, so many like to drive - but the number of people has exploded, so although people are more independently mobile, public transport is a very necessary medium to get from A to B
- We need to bring the city's public transport system into the current century, and drag it from its poor origins and into a modern, thriving tool for the citizens of this city.



**Created in 1930's -
Times have changed**

**Car & Public Transport
both needed**

**Bring the system into
the current millennium**



ACTION STEP

Spend 3 minutes to review your pitch deck

Are there any **bullet points** that need to be taken out?



3 MINUTES

ACTION STEP

Spend 3 minutes to review your pitch deck

Are there any **bullet points** that need to be taken out?

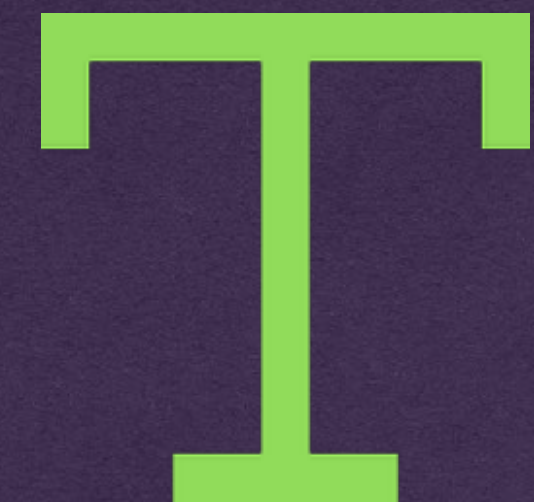
Tools to help **KEEP IT VISUAL**



IMAGES



ICONS



FONTS

Use bold, thin and size to **CREATE FOCUS**

1.

We think we will
**FORGET OUR
STORY**

2.

Send the slides
**AFTER THE
PITCH**



best3minutes.com



Growing world population



GROWING

world
population



7.3 lives per 1000.
This gives the
average annual
number of deaths
during a year per
1,000 population at
midyear; also known
as crude death rate.



7.3 Lives
/1000





ACTION STEP

Spend 5 minutes to review
your pitch deck

Can you use text formatting to
create **focus**?

ACTION STEP

Spend 5 minutes to review
your pitch deck

Can you use text formatting to
create **focus**?

5 MINUTES



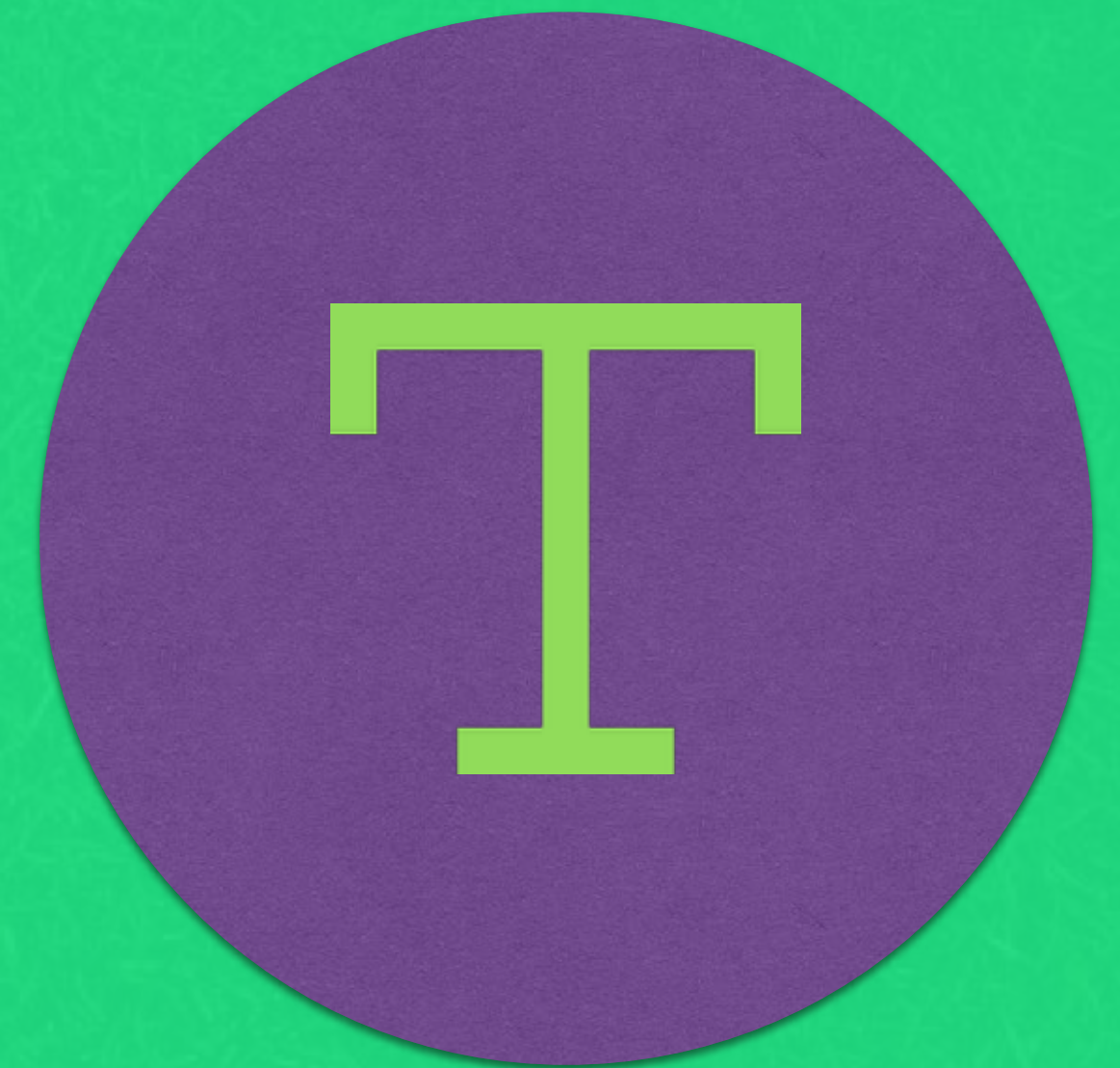
Use animation **TO CREATE...**



IMAGES



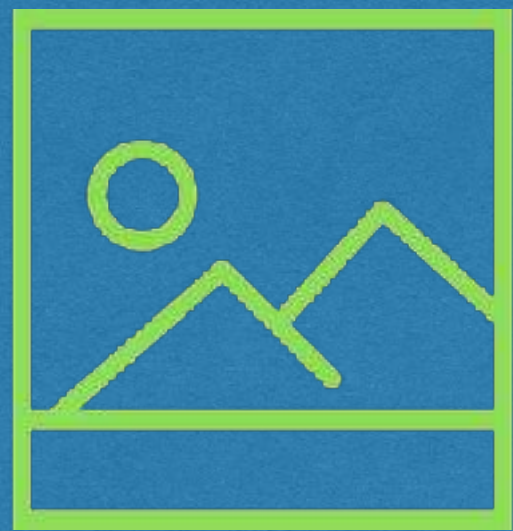
**FOCUS
ICONS**



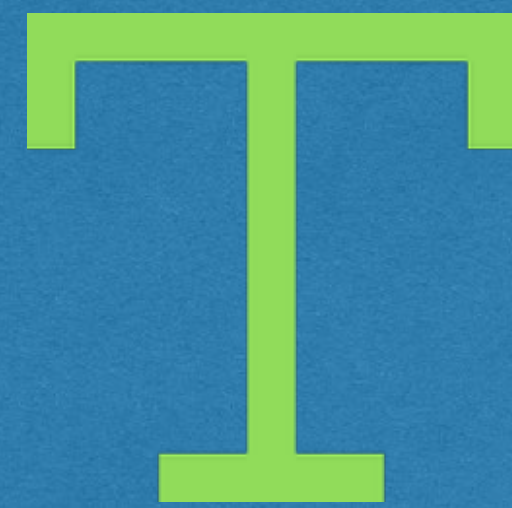
FONTS

Choose

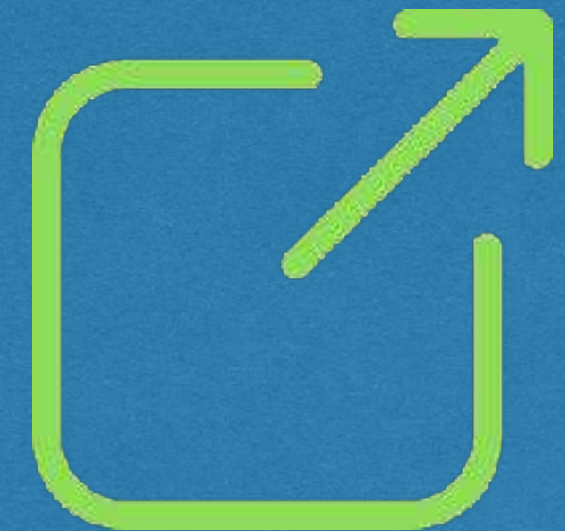
STANDARD ANIMATIONS



IMAGES



TEXT



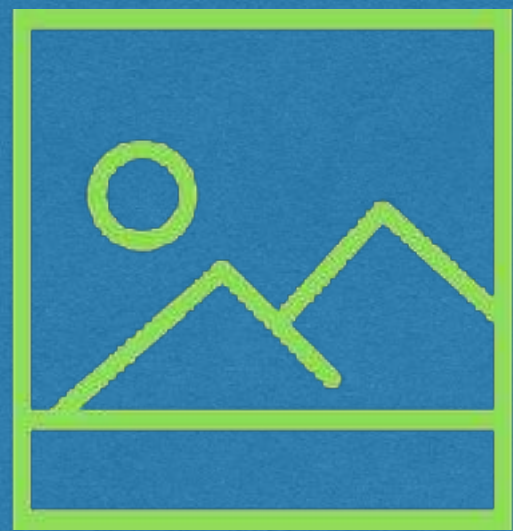
SLIDE TRANSITIONS

Pitch tools and **RESOURCES**

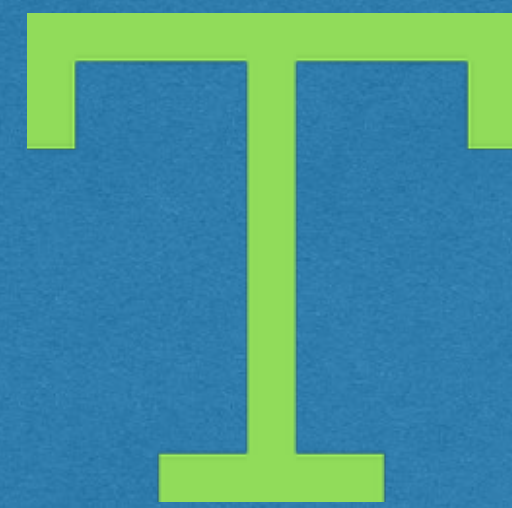


Choose

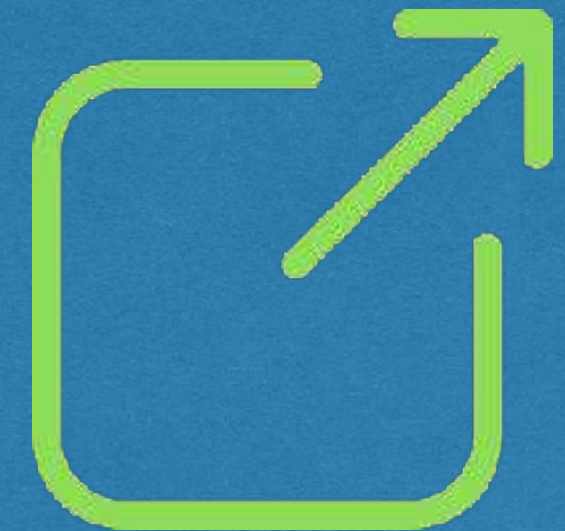
STANDARD ANIMATIONS



IMAGES



TEXT



SLIDE TRANSITIONS

Take One **MINUTE**

Write down – what did you **learn**?

From **giving** and **receiving** feedback?

What will you **change**?

Take One **MINUTE**

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From **giving** and **receiving** feedback?

What will you **change**?

Take One **MINUTE**

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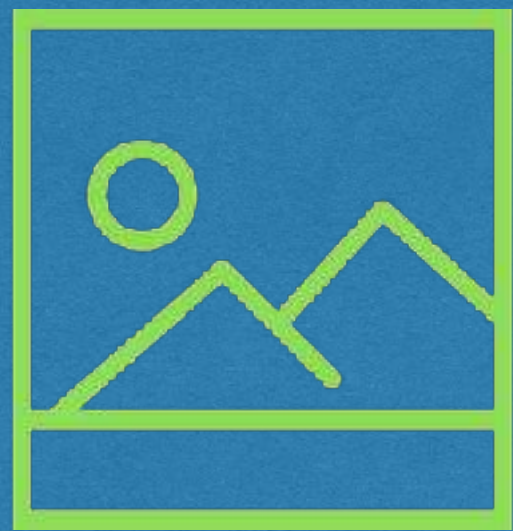
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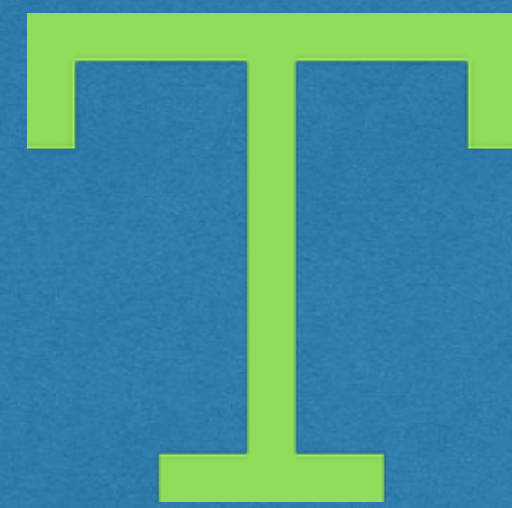
What will you **change**?

Choose

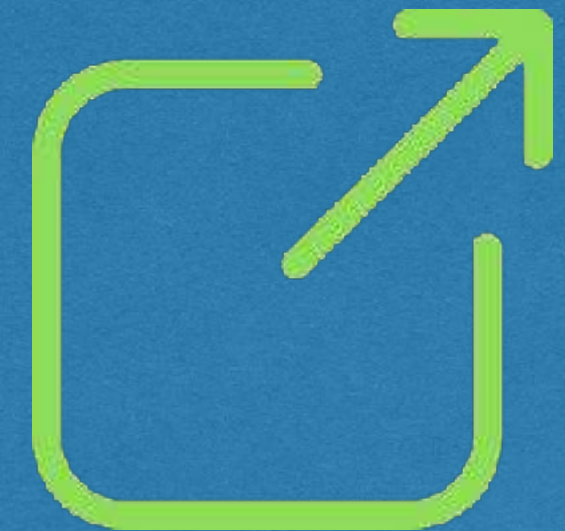
STANDARD ANIMATIONS



IMAGES



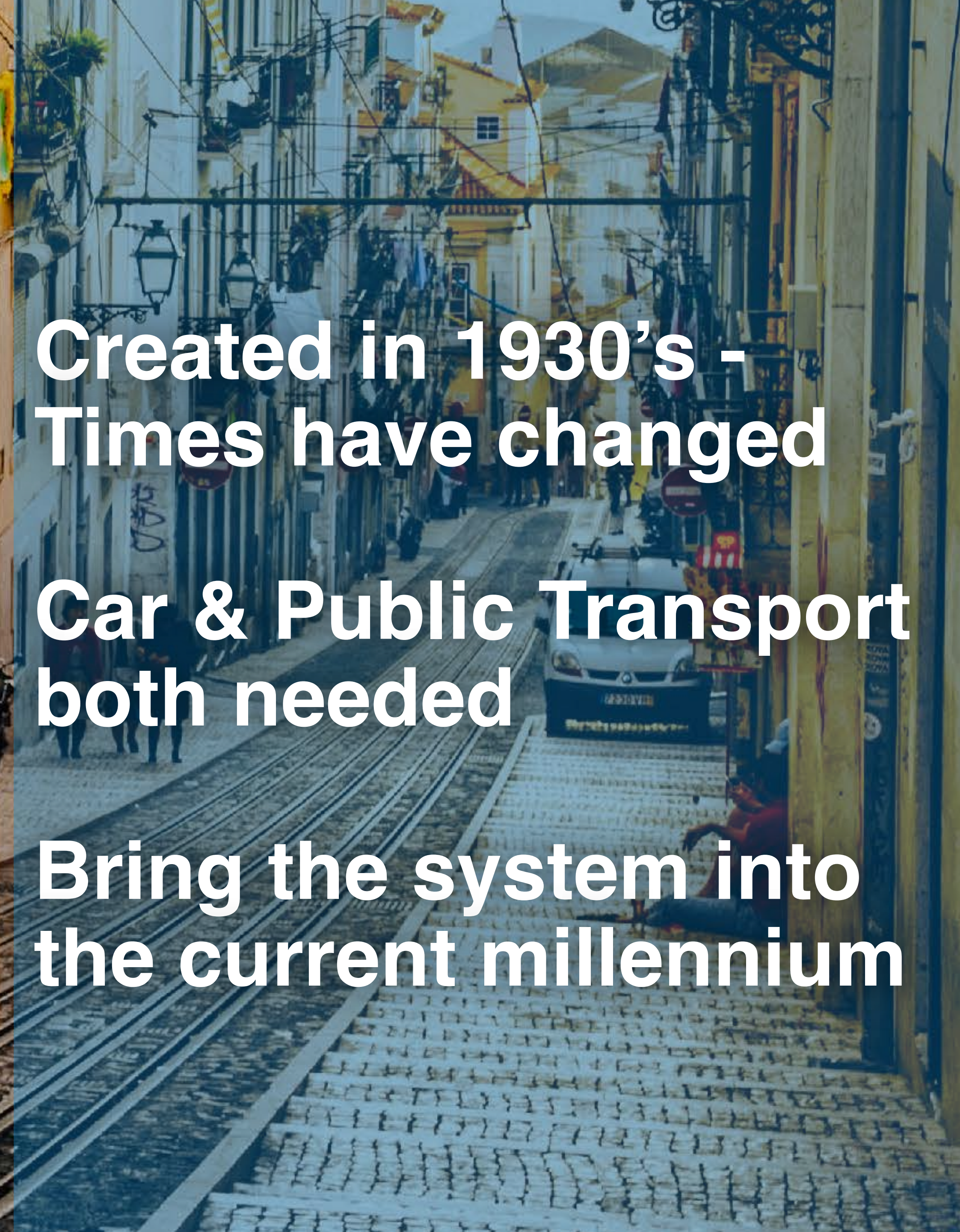
TEXT



SLIDE TRANSITIONS

Time for change to the transport system that has been so poor for so many years for so many people

- Our city's public transport system was created in the 1930's, when labour was cheap and demand was different to present day
- Times have changed and the way people travel to work and for leisure has changed too
- The car has become universal, so many like to drive - but the number of people has exploded, so although people are more independently mobile, public transport is a very necessary medium to get from A to B
- We need to bring the city's public transport system into the current century, and drag it from its poor origins and into a modern, thriving tool for the citizens of this city.



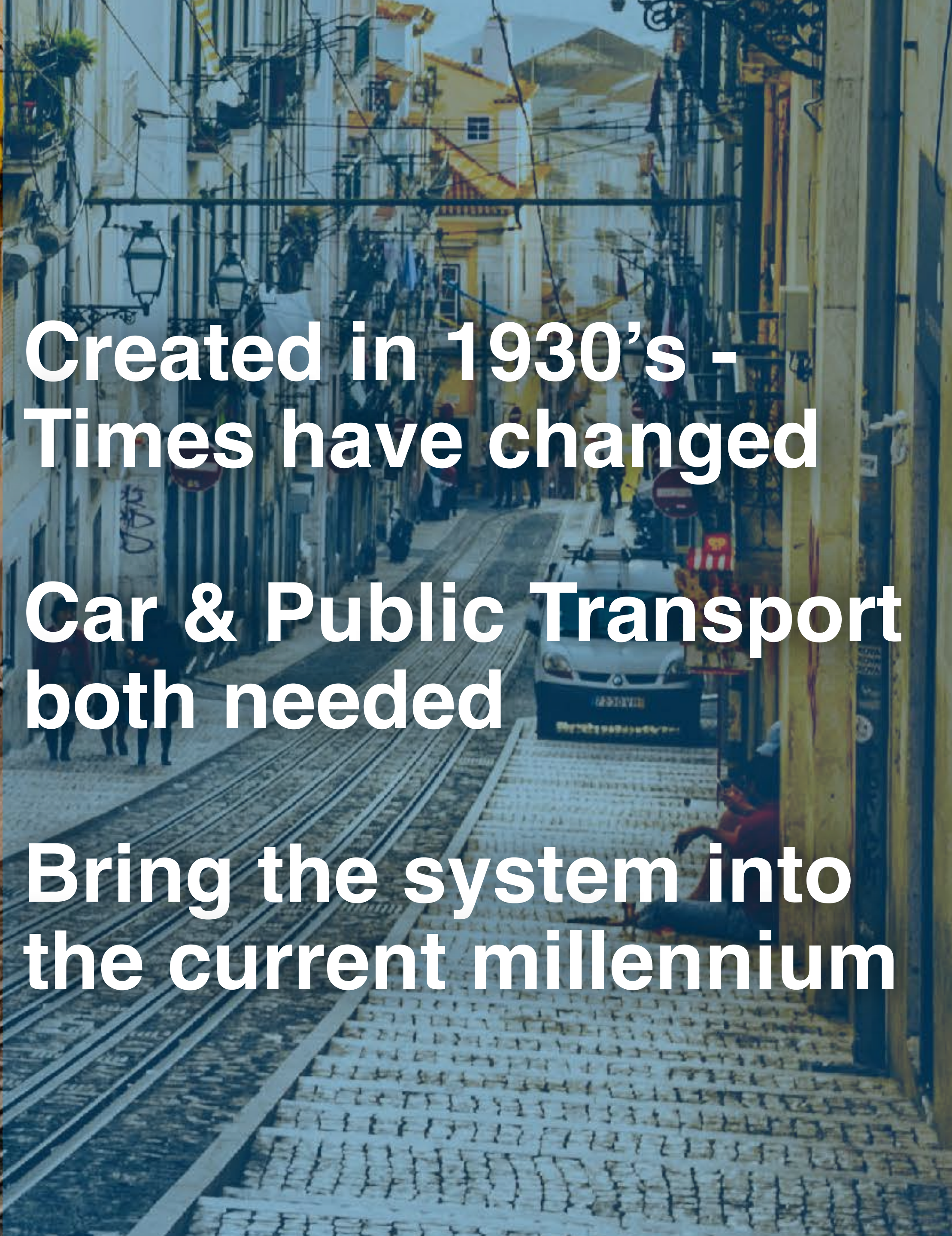
**Created in 1930's -
Times have changed**

**Car & Public Transport
both needed**

**Bring the system into
the current millennium**

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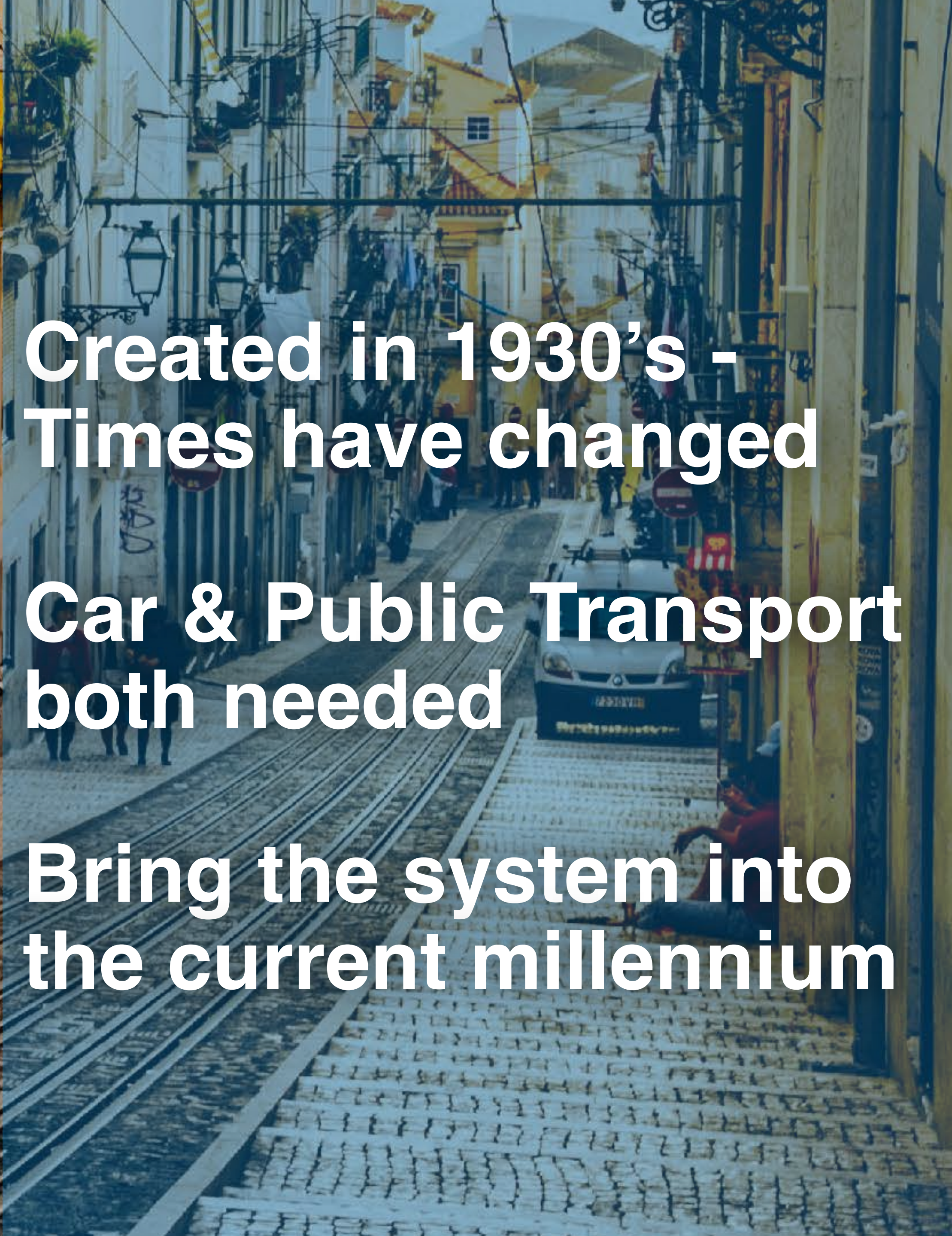
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**Created in 1930's -
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the current millennium**



ACTION STEP

Spend 5 minutes to review
your pitch deck

Can you use **animation** to
create **focus**?



5 MINUTES

ACTION STEP

Spend 5 minutes to review
your pitch deck

Can you use **animation** to
create **focus**?

Keep things
ALIGNED

Break your product down into **THREE BIG QUALITIES**

FASTER

**LOWER
COST**

**MUCH
EASIER
TO USE**

Break your product down into **THREE BIG QUALITIES**

FASTER

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TO USE**



Best 3
Minutes

best3minutes.com

Break your product down into
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Best 3
Minutes

best3minutes.com

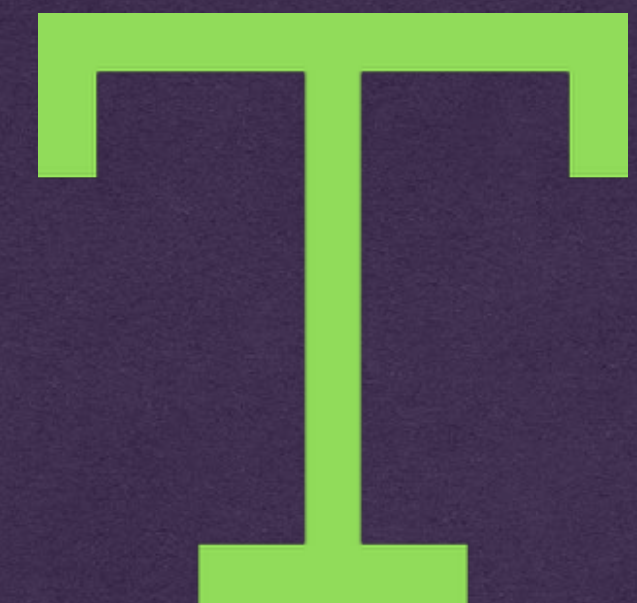
Tools to help **KEEP IT VISUAL**



IMAGES



icons



Fonts

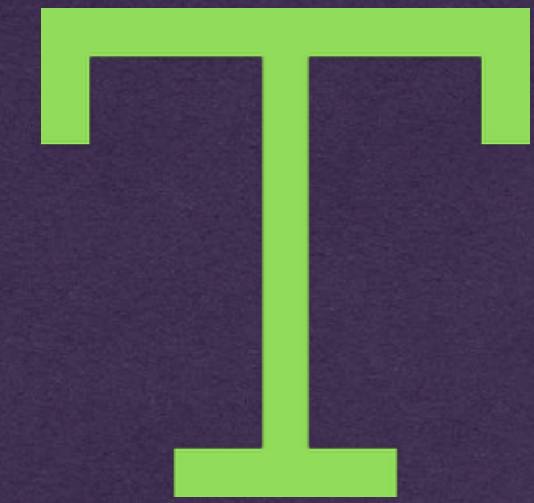
Tools to help **KEEP IT VISUAL**



IMAGES



ICONS



FONTS

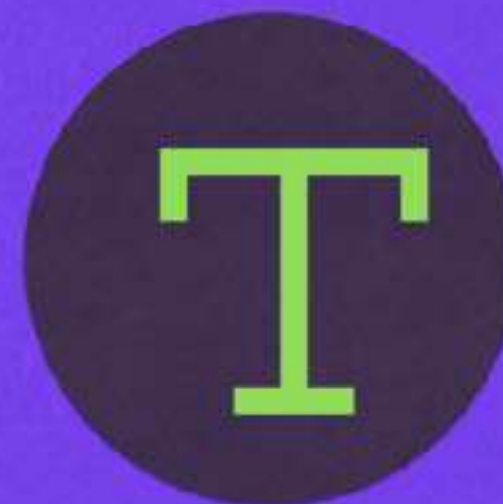
Tools to help
KEEP IT VISUAL



IMAGES



icons



Fonts



best3minutes.com

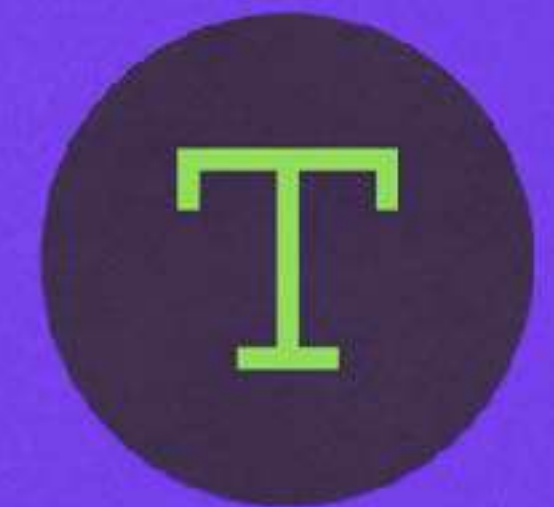
Tools to help
KEEP IT VISUAL



IMAGES



ICONS



FONTS



best3minutes.com

One more thing...



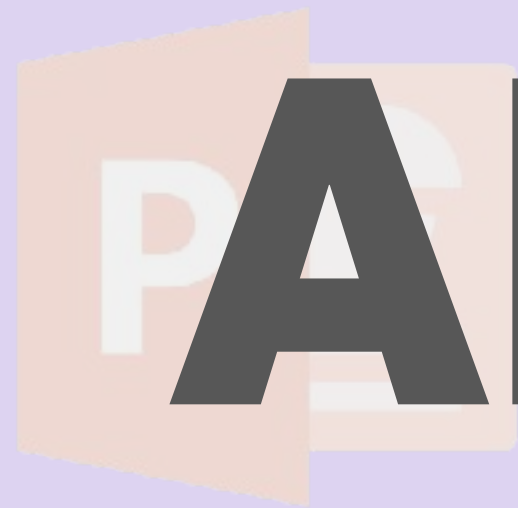
More tools:

WHICH SOFTWARE?



More tools:

WHICH SOFTWARE?



ALL WORK FINE!



To Summarise...

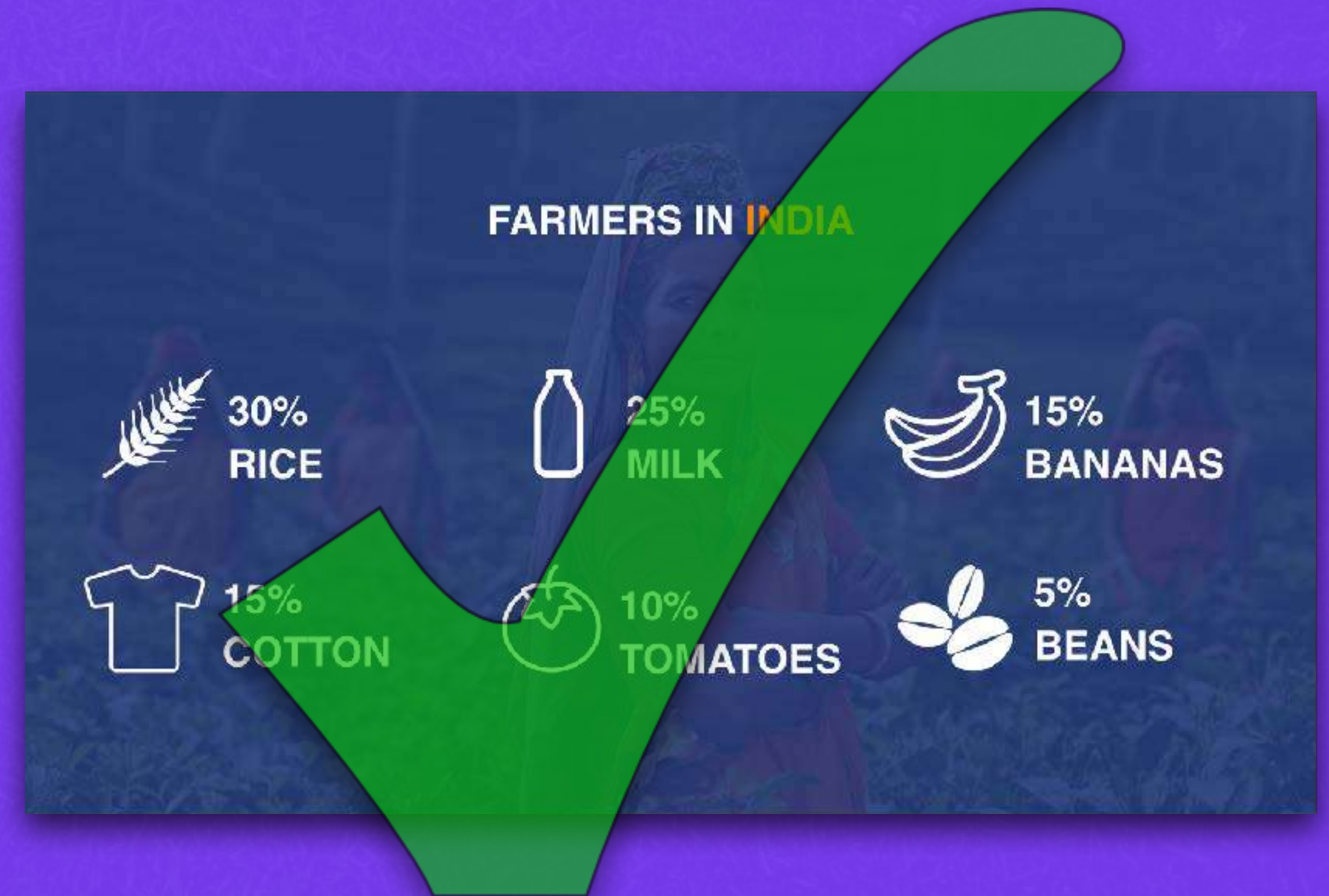
NON-DESIGNERS

Keep slides **SIMPLE AND VISUAL**



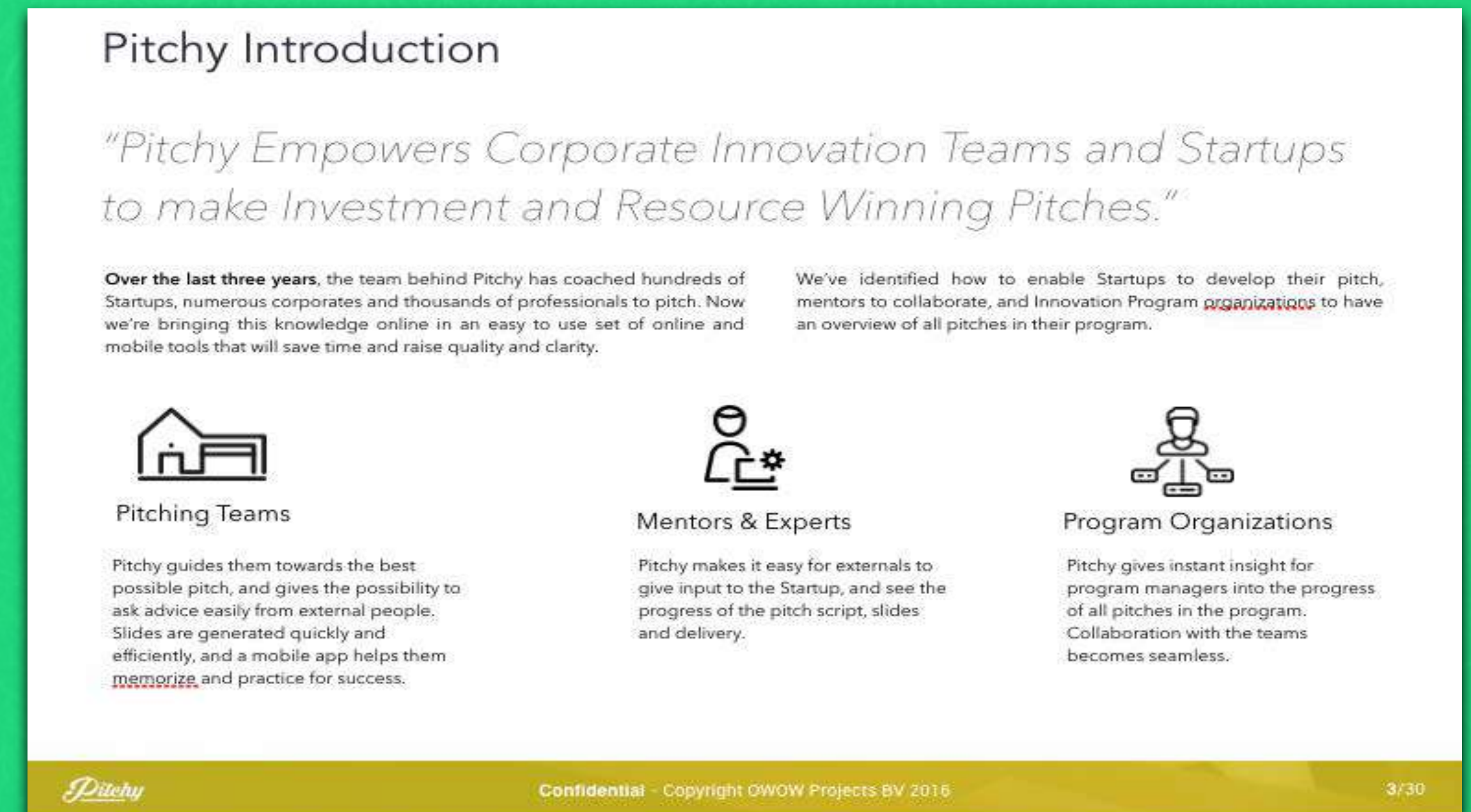
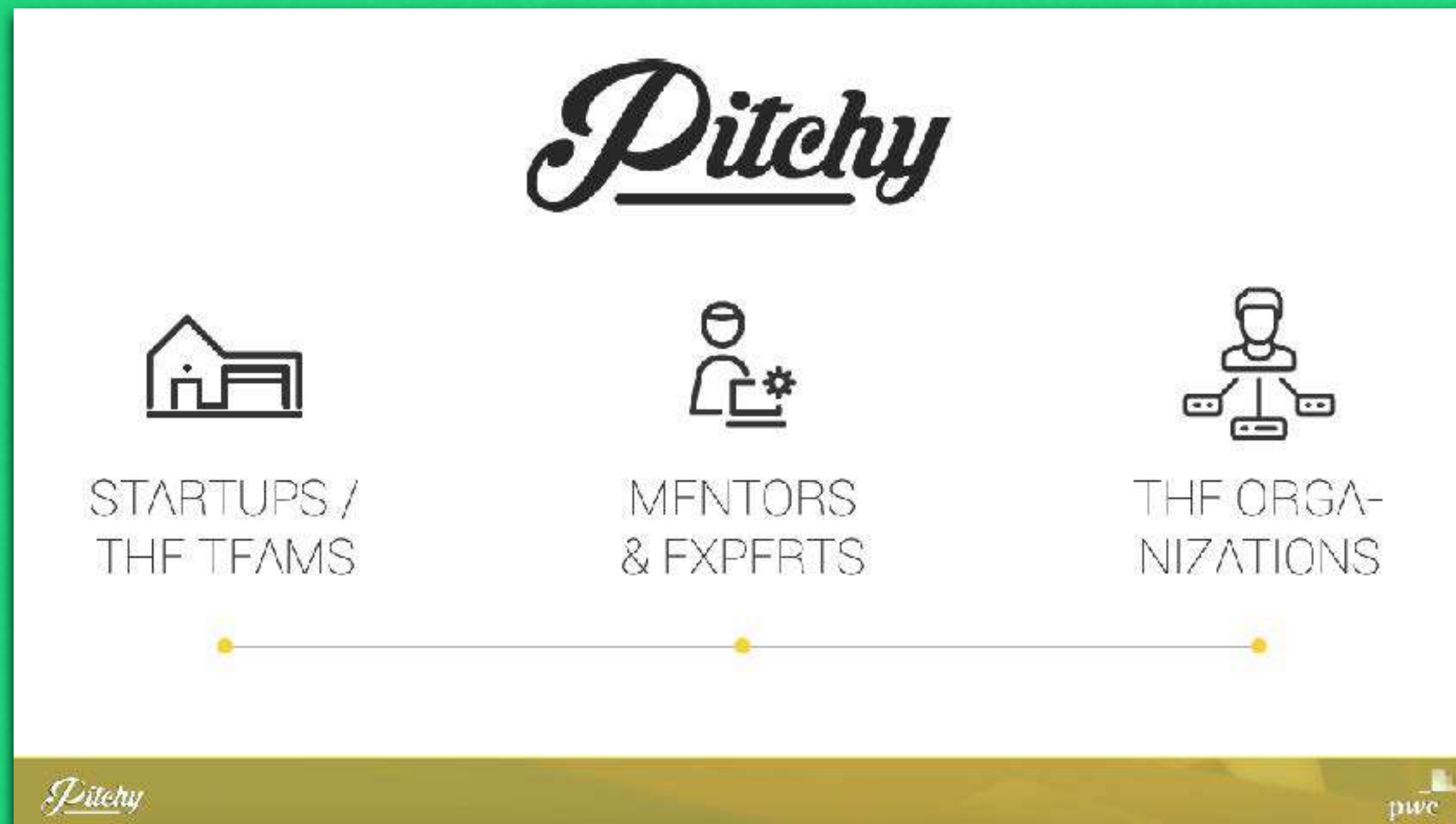
Farmers in India

- According to EUROPEAN UNION the EUR will grow by 4,50% by the end of 2014. This due to a slow but steady increase in exports, consumption, investments and interest ratios.
- The Central Bank said the exports will increase by 15%, but the interest rate would remain the same. If consumer prices decrease, the consumption will increase.
- Investments rates will decrease 2,50%
- Consumption is expected to increase by 1.77% as people become more confident



Create 2 slide presentations

1 TO PRESENT, 1 TO SEND



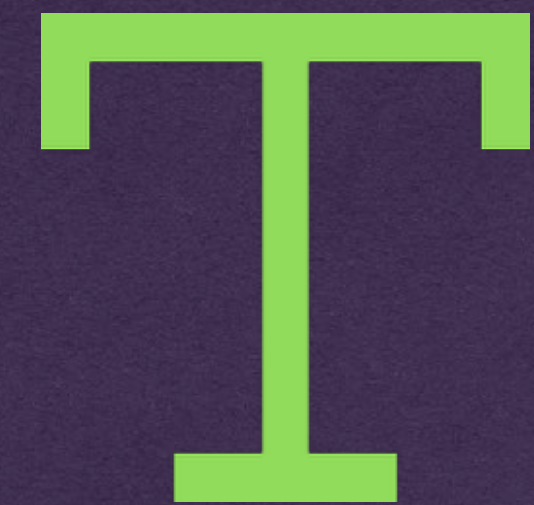
Tools to help **KEEP IT VISUAL**



IMAGES



ICONS

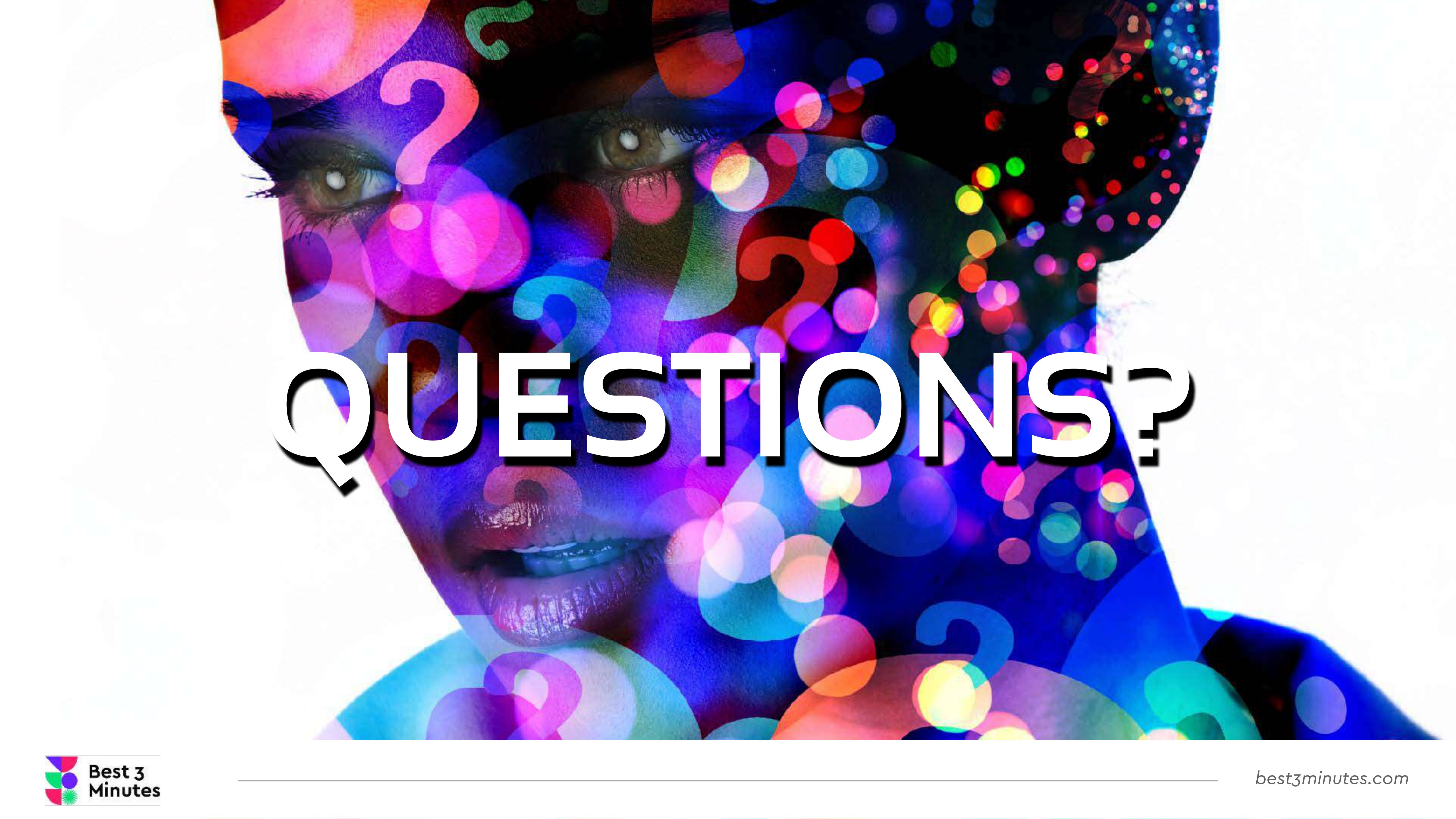


FONTS

I recommend no more than...

3 DATA POINTS

Remove all **BULLET POINTS**

A close-up of a woman's face, looking directly at the camera. The image is heavily stylized with a dark, textured background. Overlaid on the face and background are numerous colorful, out-of-focus circular bokeh lights in shades of blue, purple, pink, orange, and yellow. Several large, semi-transparent question marks are scattered across the image, particularly around the eyes and mouth. The word "QUESTIONS?" is written in large, white, bold, sans-serif capital letters across the center of the face.

QUESTIONS?

What about

BODY LANGUAGE?

Gert van Vugt
SUSTAINER
HOMES



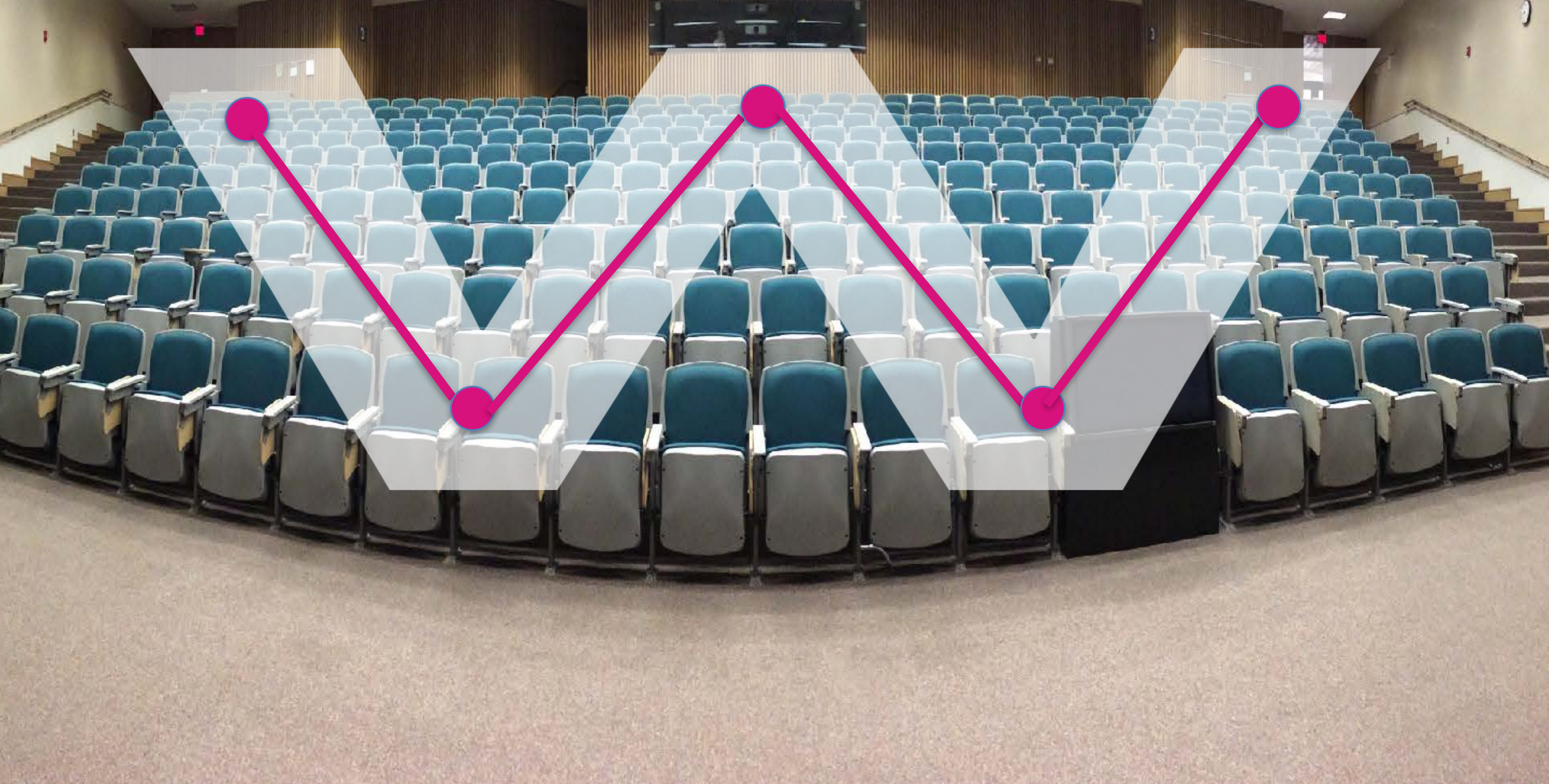
Sergio Santvoort
van Horst
BUCKETLINE





Look the audience in
THE EYE





Use your hands to **EMPHASISE**



ACTION STEP

Tell three big things to a colleague;

“There are three things I want to tell you;

First...

Second...

Third...”

First Time

NO Hand Gestures

Second Time

Call out the numbers

Don'ts

Behind back



Don'ts

Behind back
In Pockets



Don'ts

Behind back
In Pockets
On Hips



Don'ts

Behind back
In Pockets
On Hips
Across Body



Don'ts

Behind back
In Pockets
On Hips
Across Body
Gripped



Do's

Show the number



Do's

Show the number

Separate parties into
locations



Do's

Show the number

Separate parties into
locations

Put emphasis on the words
that matter



Do's

Show the number

Separate parties into
locations

Put emphasis on the words
that matter

Find a 'rest' position when
you are not emphasising



Get used to holding a **CLICKER**



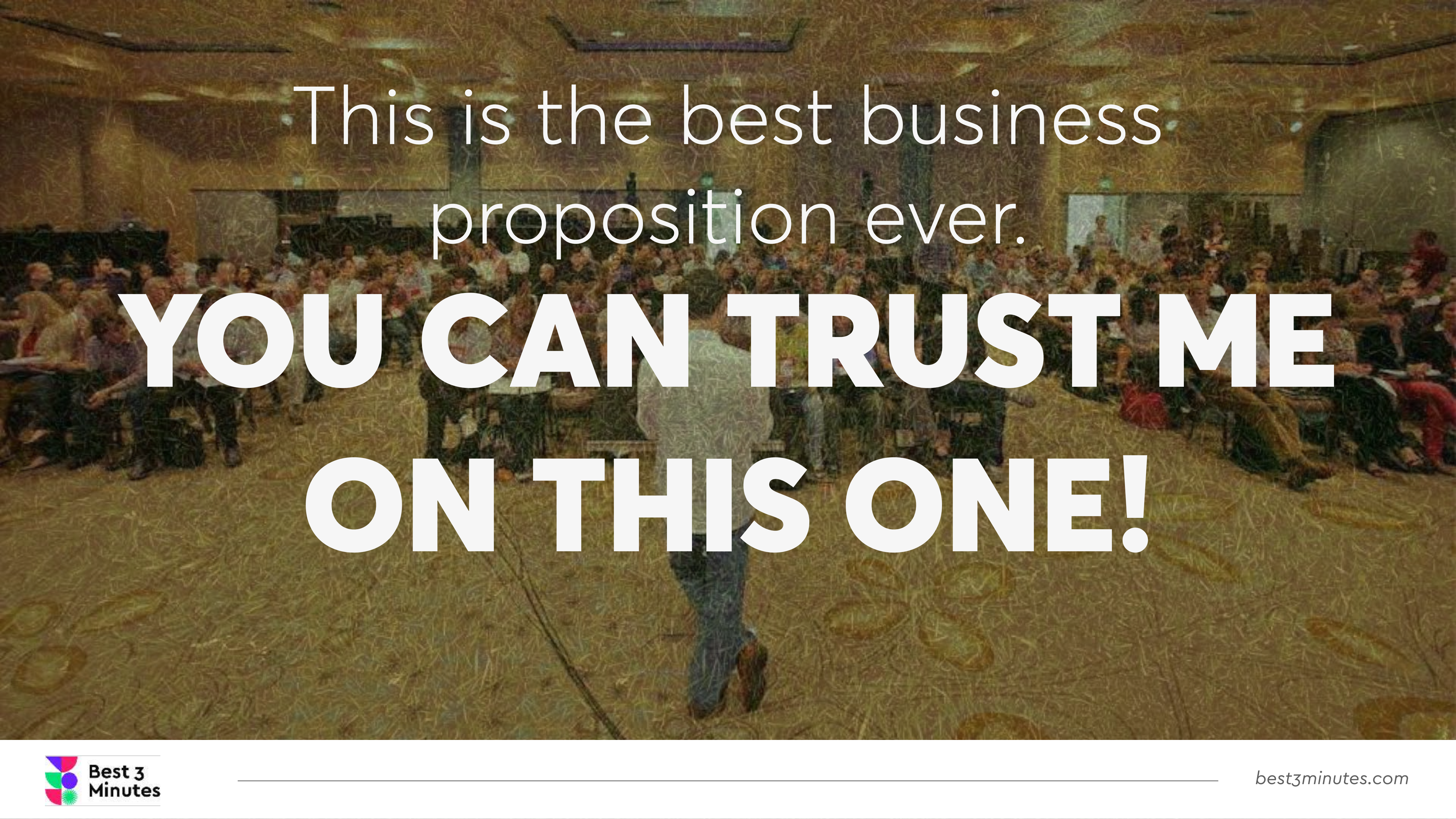
Avoid distractions with **LEGS & FEET**



Imagine saying the following...

STANDING LIKE THIS!



A painting of a crowded room, possibly a banquet hall or a large meeting, with many people seated at round tables and some standing. The scene is dimly lit, with warm, golden light. The text is overlaid on the painting.

This is the best business
proposition ever.

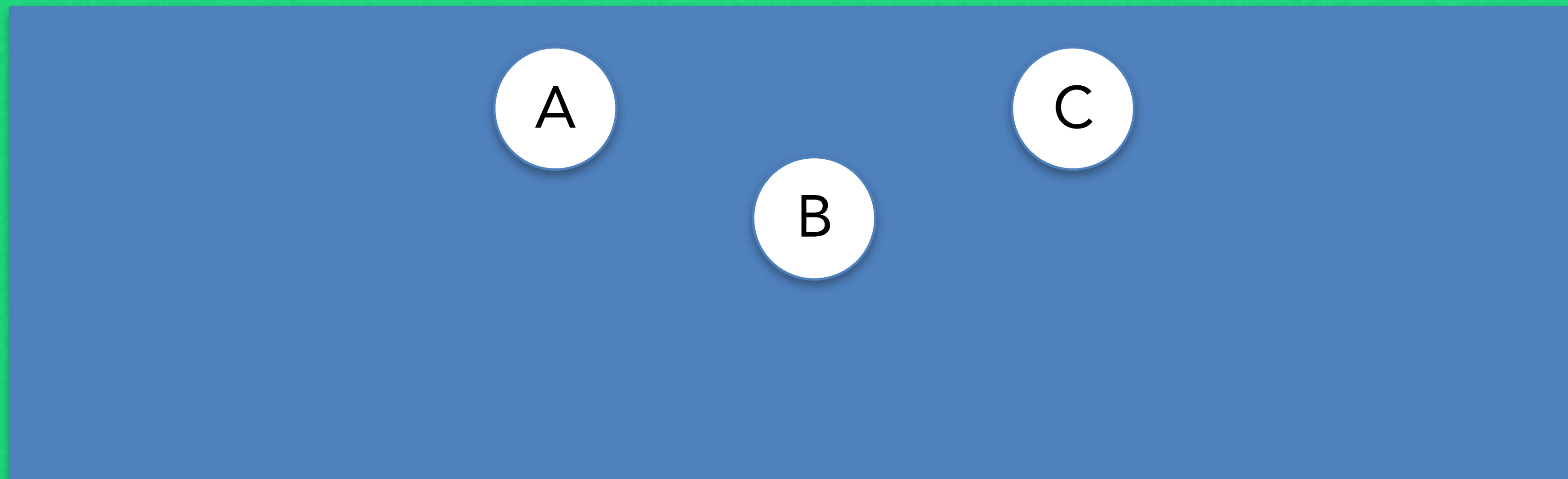
**YOU CAN TRUST ME
ON THIS ONE!**

Avoid the **EXERCISE PITCH**



Where do you stand
ON STAGE?

Choose 2-3 points to
STAND ON STAGE

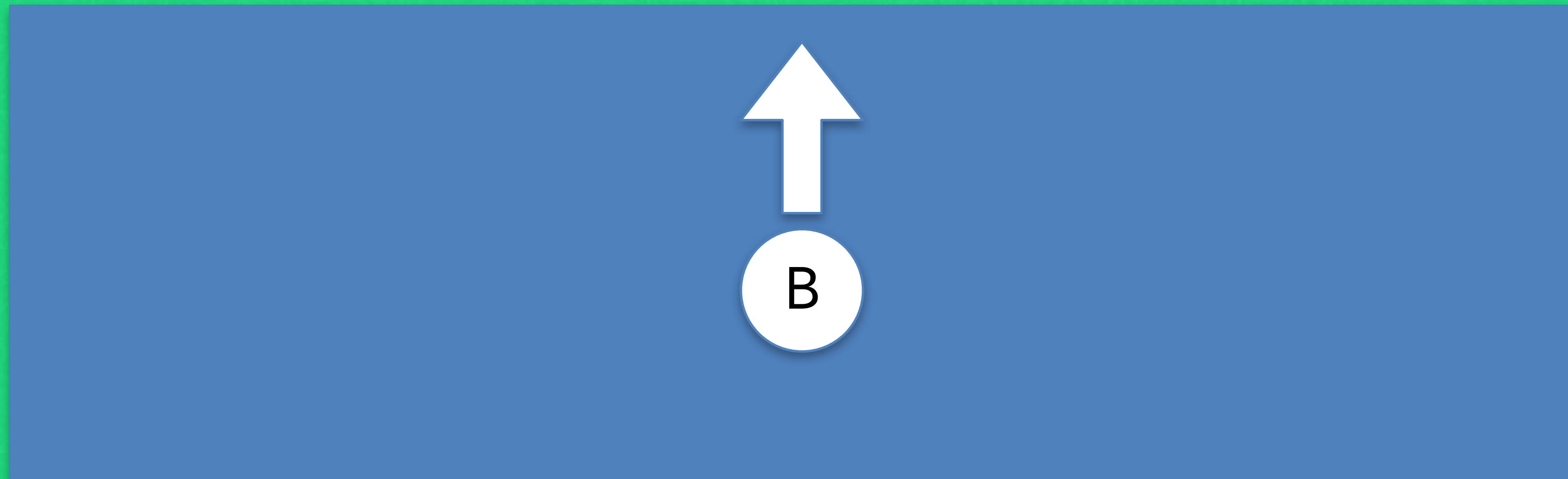


Movement between points =

TRANSITION



Forward movement =
EMPHASIS, "THIS MATTERS"

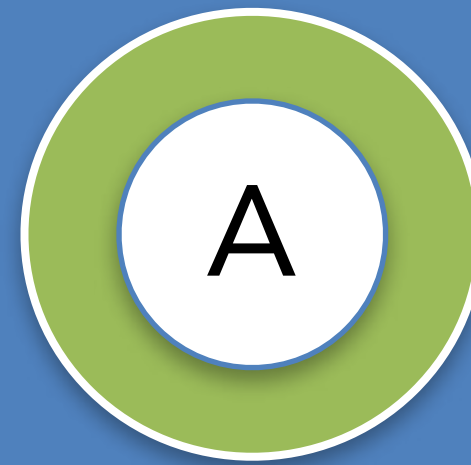


Backward movement =
ASK A QUESTION



Not sure what to do?

KEEP IT SIMPLE



Take a moment when
YOU START

TED^xKlagenfurt

^x = independently
organized TED event

Shared with you by

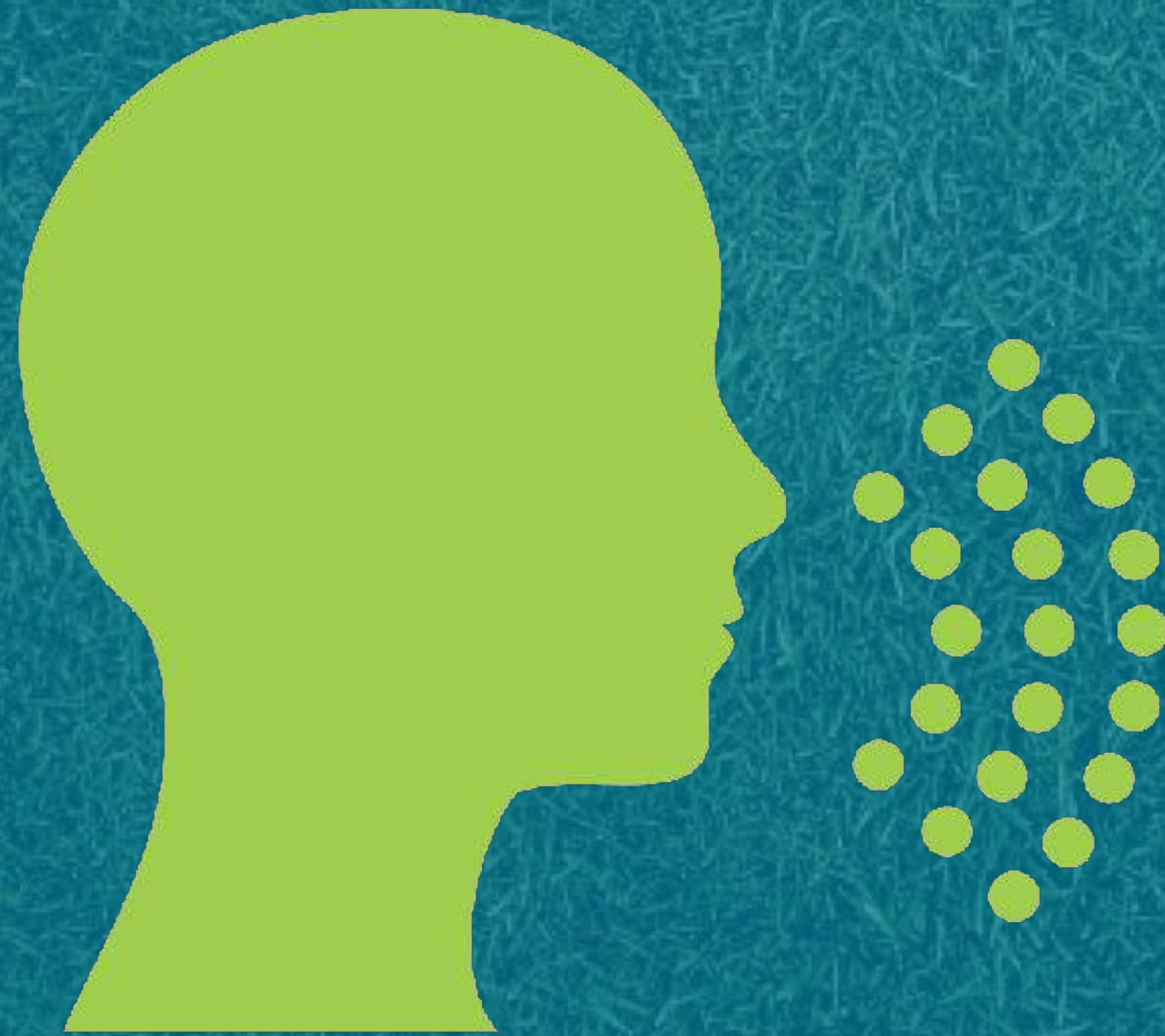
LAND  KÄRNTEN

Mag. Sebastian Schuschnig
Landesrat

Give some air around the **IMPORTANT POINTS**



Make it interesting with **VOCAL VARIATION**



Use your voice to
EMPHASISE

SPEED

PITCH

VOLUME



What do want them to
THINK AND 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."



To improve body language **FILM YOURSELF PITCHING**





ACTION STEP

Choose **three** sentences in your pitch

Choose **2-3 words** in each sentence that **change** the meaning



3 MINUTES
to write it down

ACTION STEP

Choose **three** sentences
in your pitch

Choose **2-3 words** in each
sentence that **change** the
meaning

Make time to **PRACTICE**



Repetition, repetition

REPETITION

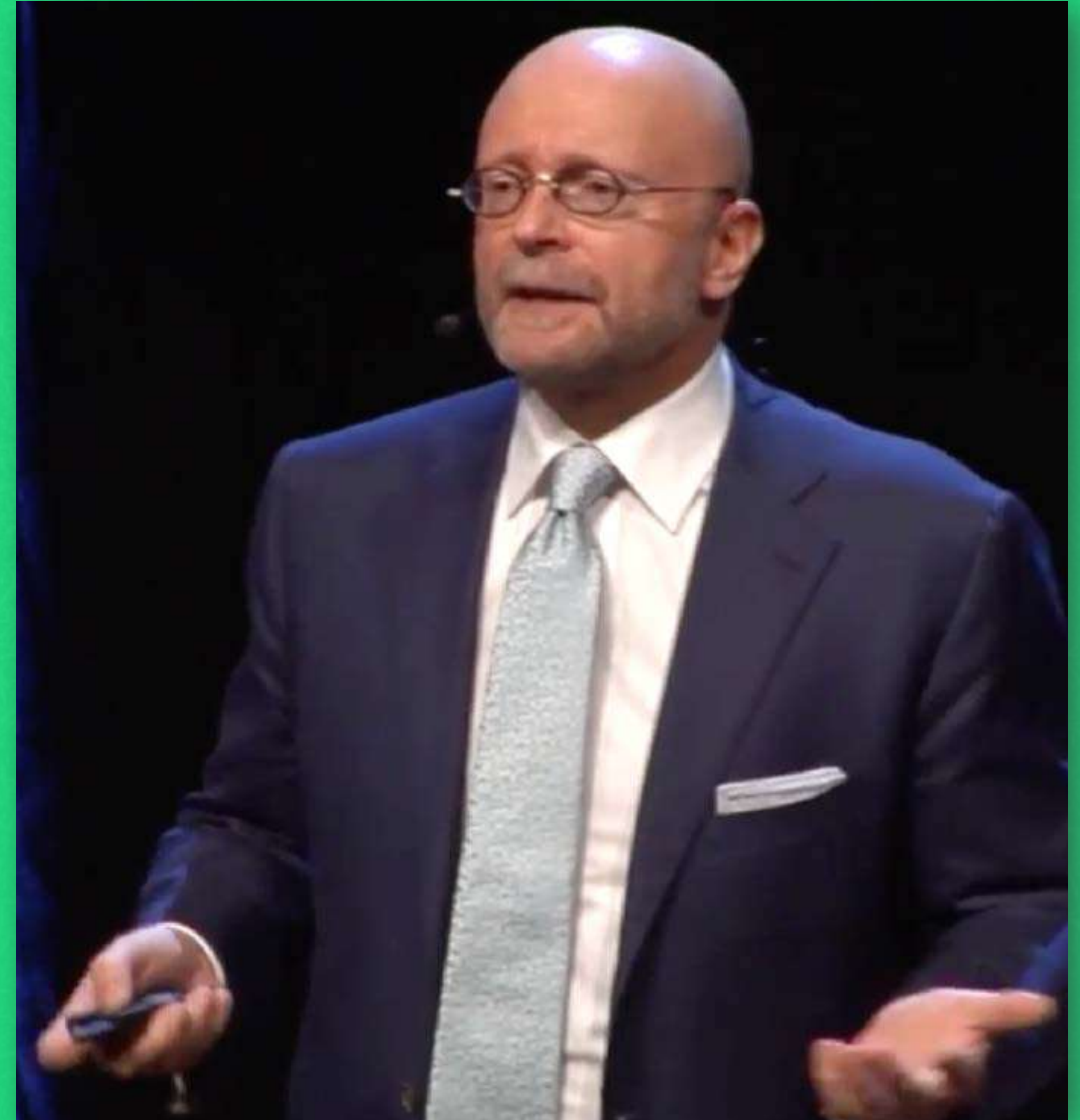


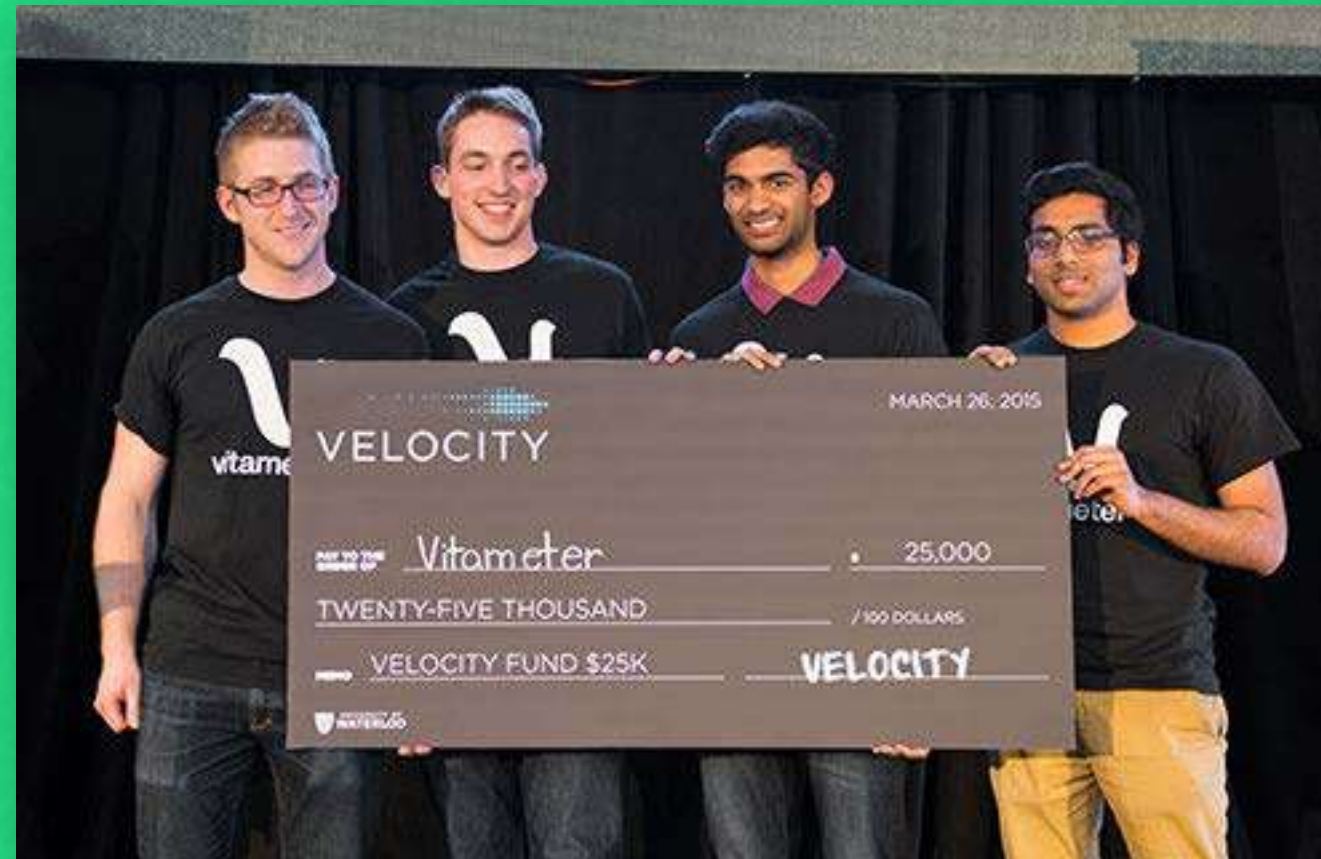
Let's talk about

CLOTHING CHOICES











PUBLIC SPEAKING CLOTHES CHECKLIST

Think about the
audience

Bright Reds, Yellows,
Greens – **No Go**

Blue, Black, Darker
Green – **Safe**

Is it being **filmed**?
Then no white or black

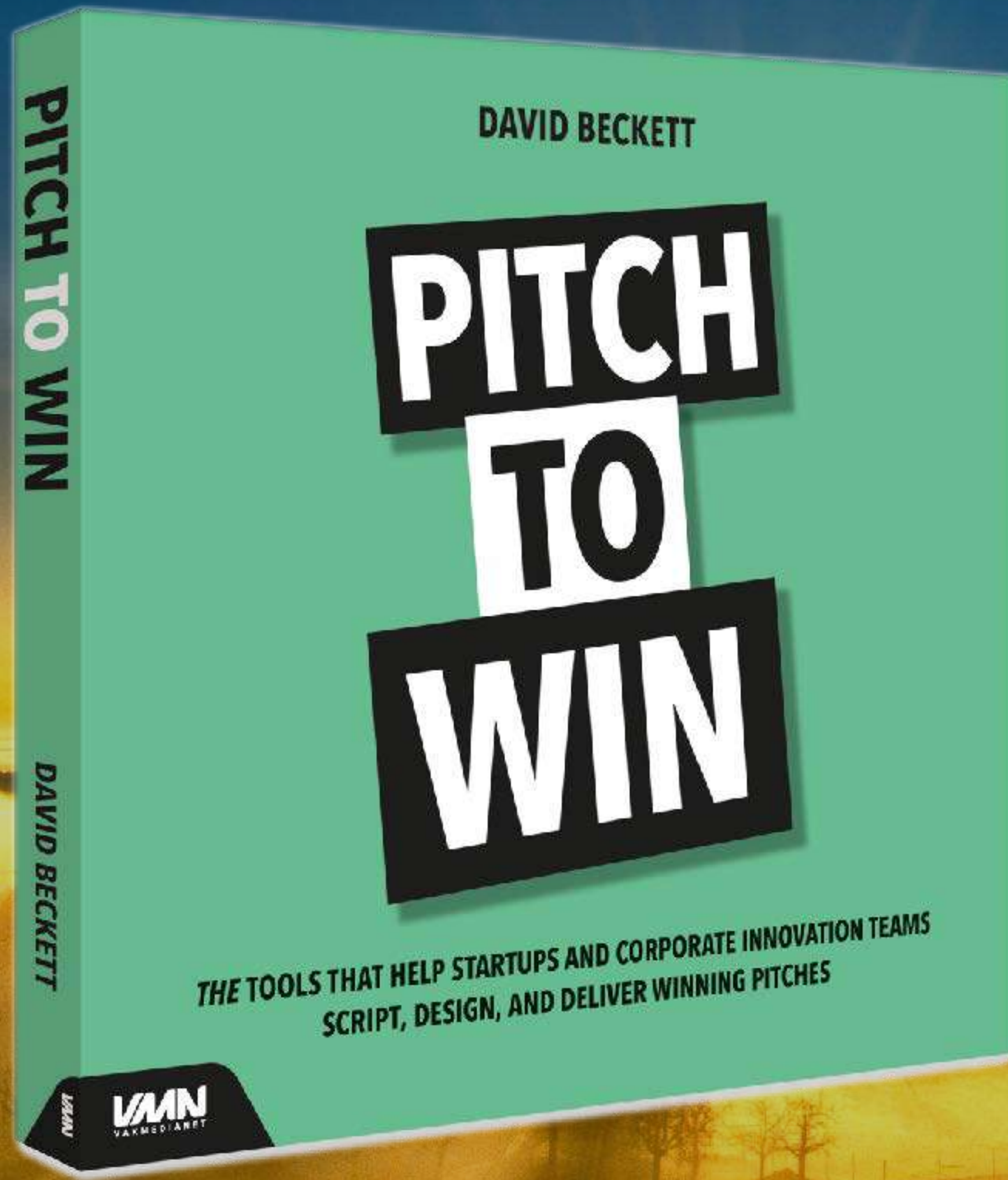
No dangly **earrings**
(microphone)

Consider a standard
uniform for you



To improve body language **FILM YOURSELF PITCHING**





David Beckett

Best3minutes.com

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