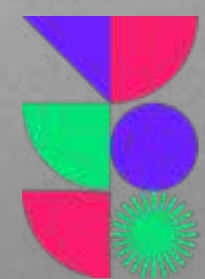


Pitch Coach
TED X Speaker
Startup Founder

Sudha Kheterpal

 @best3minutes



Best 3
Minutes

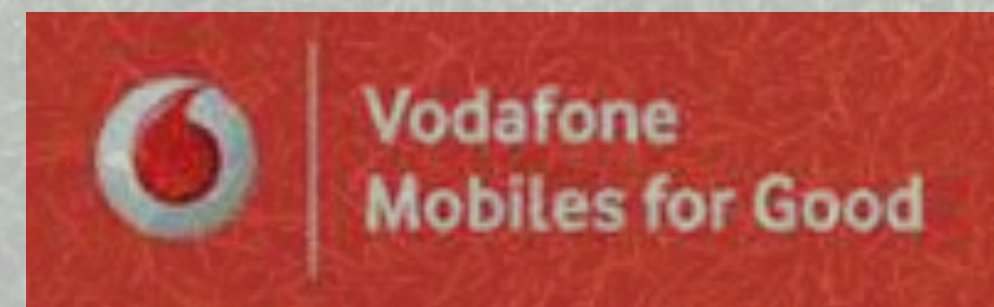
Coached 950+ Startups **RAISED OVER €270MILLION**





27 Countries

TRAINED 15,000+ PEOPLE





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

**GREAT IDEAS
NEED A VOICE**

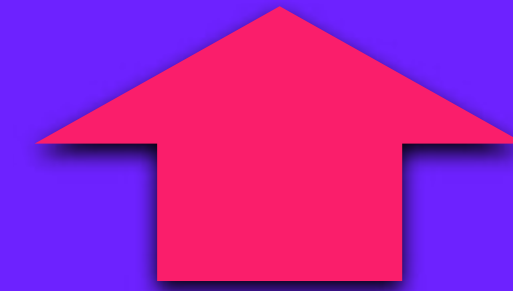




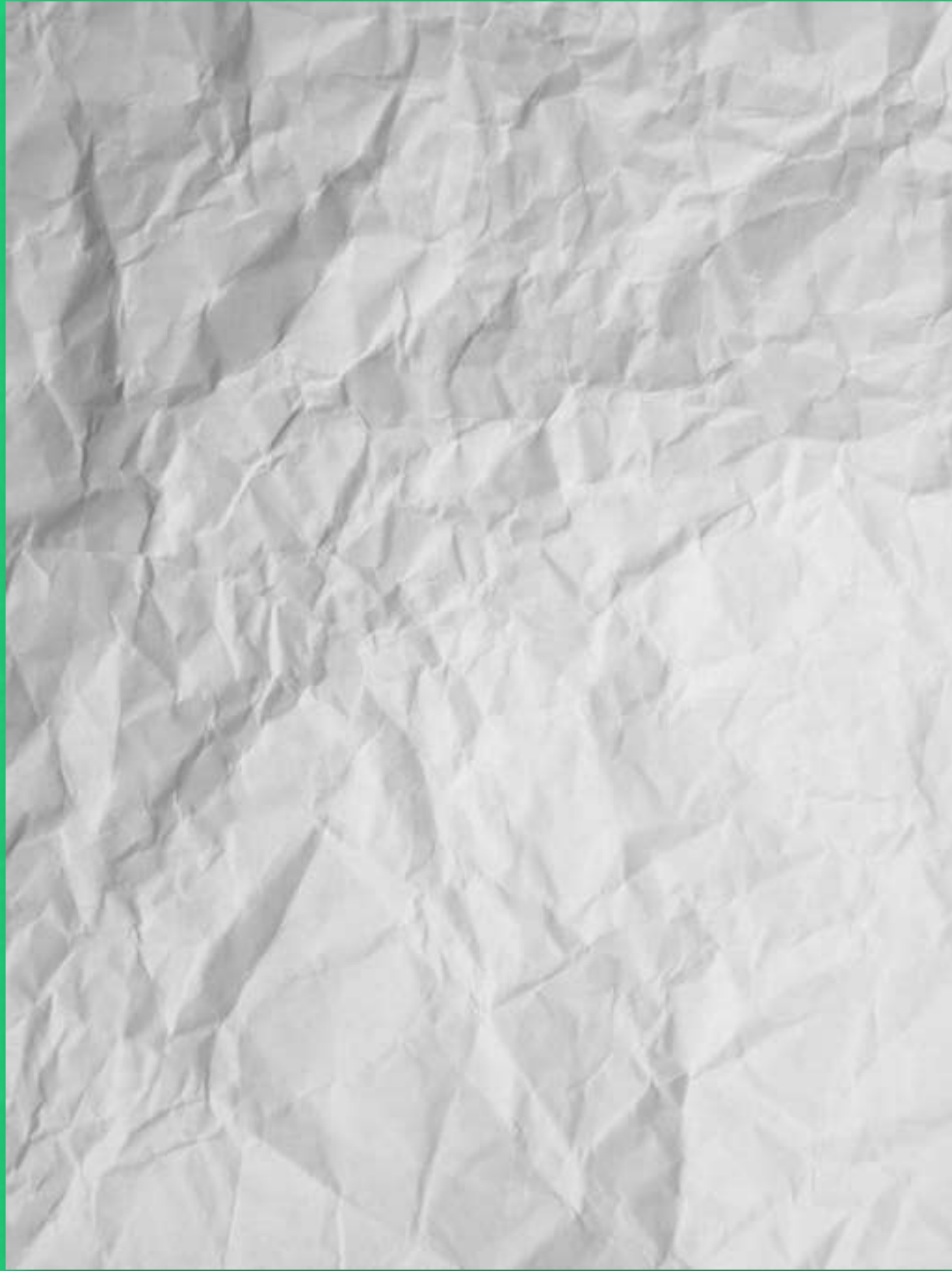
This is a **DO**
workshop
not just a think session



ACTION STEP



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





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?

startupbootcamp
E-commerce
DEMO DAY

24SESSIONS

#SBCDEMODAY
@24SESSIONS

What makes **A GOOD PITCH**



Do people make
decisions based on
EMOTIONS or FACTS?

People make decisions
based on emotions

**THEN LOOK FOR FACTS
TO BACK THEM UP**

The best pitches combine...

RATIONAL

**NON-
RATIONAL**

RATIONAL

Pain: Quantify the Opportunity
Product

What's Unique
Success So Far

What's in it for Them
Investment

Team - Skills, Experience

NON-RATIONAL

Make the Pain **HUMAN**

The **CHARACTER** of
The Team

Why You? Your
PERSONAL Enthusiasm



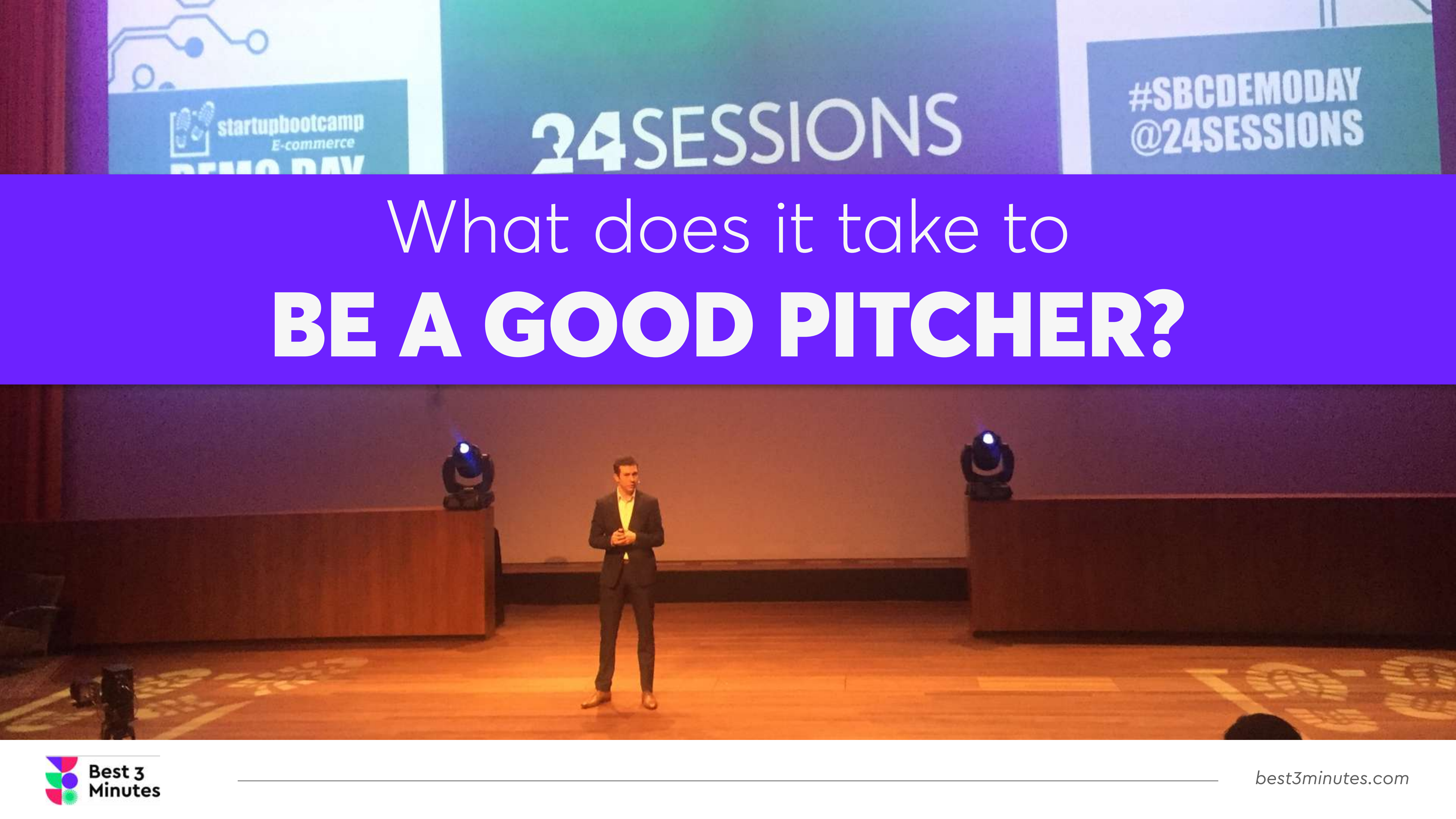
SEAN PERCIVAL

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.

The background image shows a stage with a large screen. The screen displays 'startupbootcamp E-commerce DEMO DAY' on the left, '24 SESSIONS' in the center, and '#SBCDEMODAY @24SESSIONS' on the right. A man in a suit is standing on the stage, and there are stage lights on either side of him.

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**

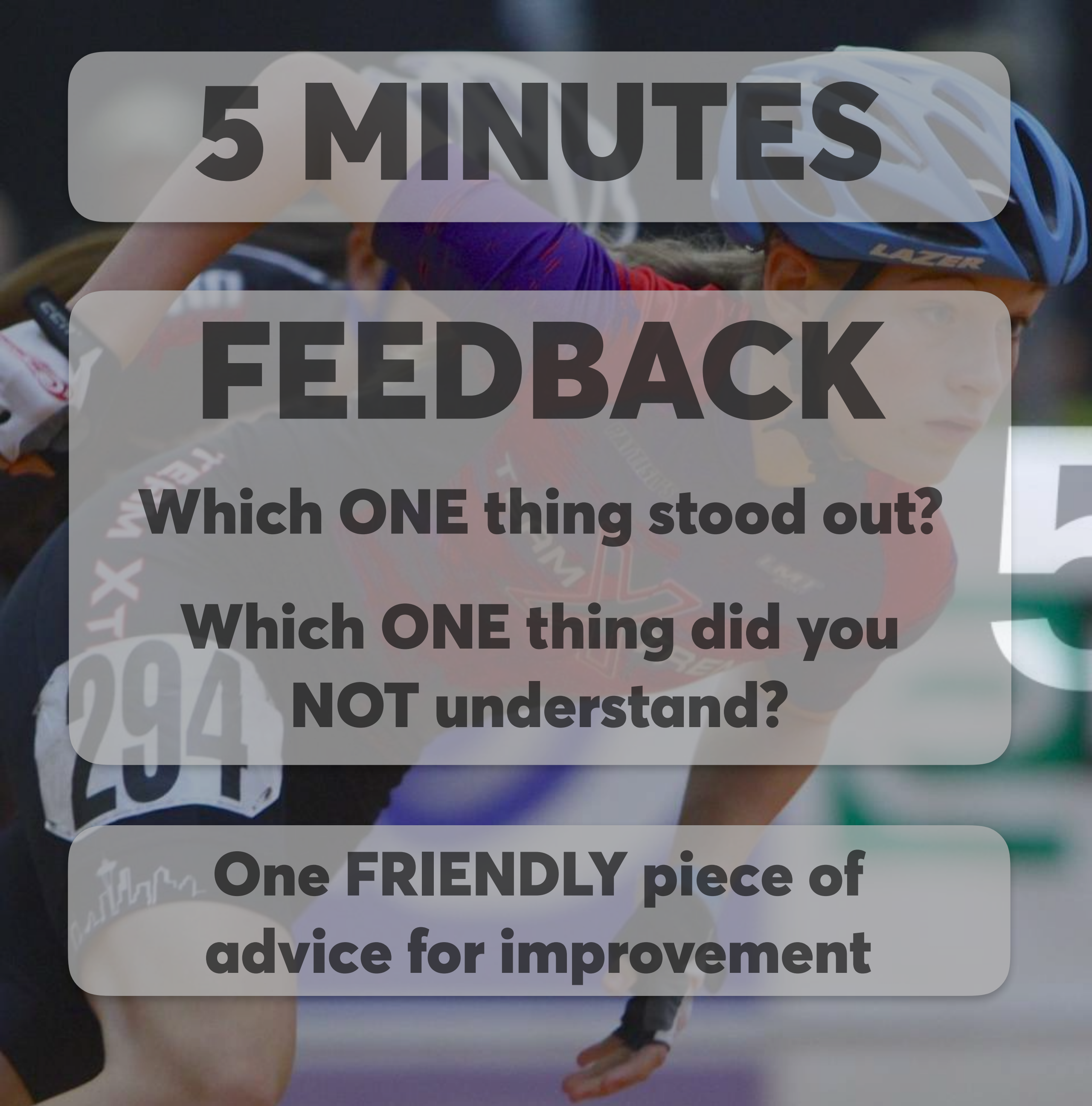
What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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

**3 MINUTES
TO PREPARE**



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



TOOLS

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

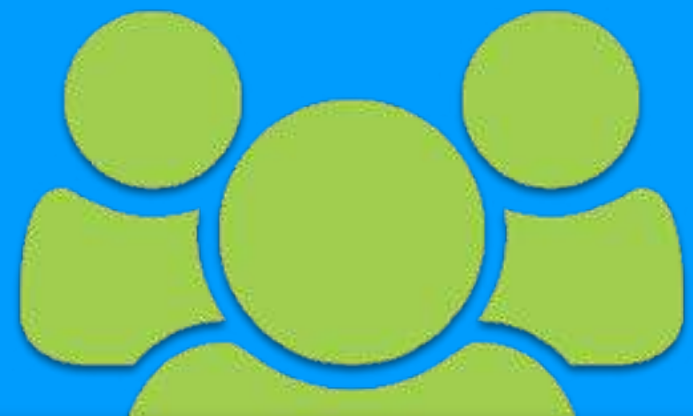
Closing



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 do they **care** about?

What is their biggest **challenge**?

Conservative or **Innovative**?

Technical?

Money focused? Environment, Social?

Detail focused, or **headlines** only?

Theoretical or doers?



ACTION STEP

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

What do they **care** about?

What is their biggest **challenge**?

Conservative or **Innovative**?

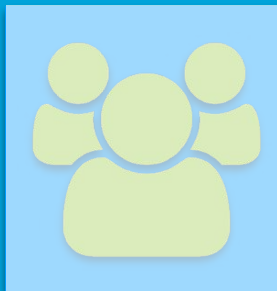
Technical?

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Theoretical or doers?

The Open-3-Close© Pitch Model



Who is your
AUDIENCE

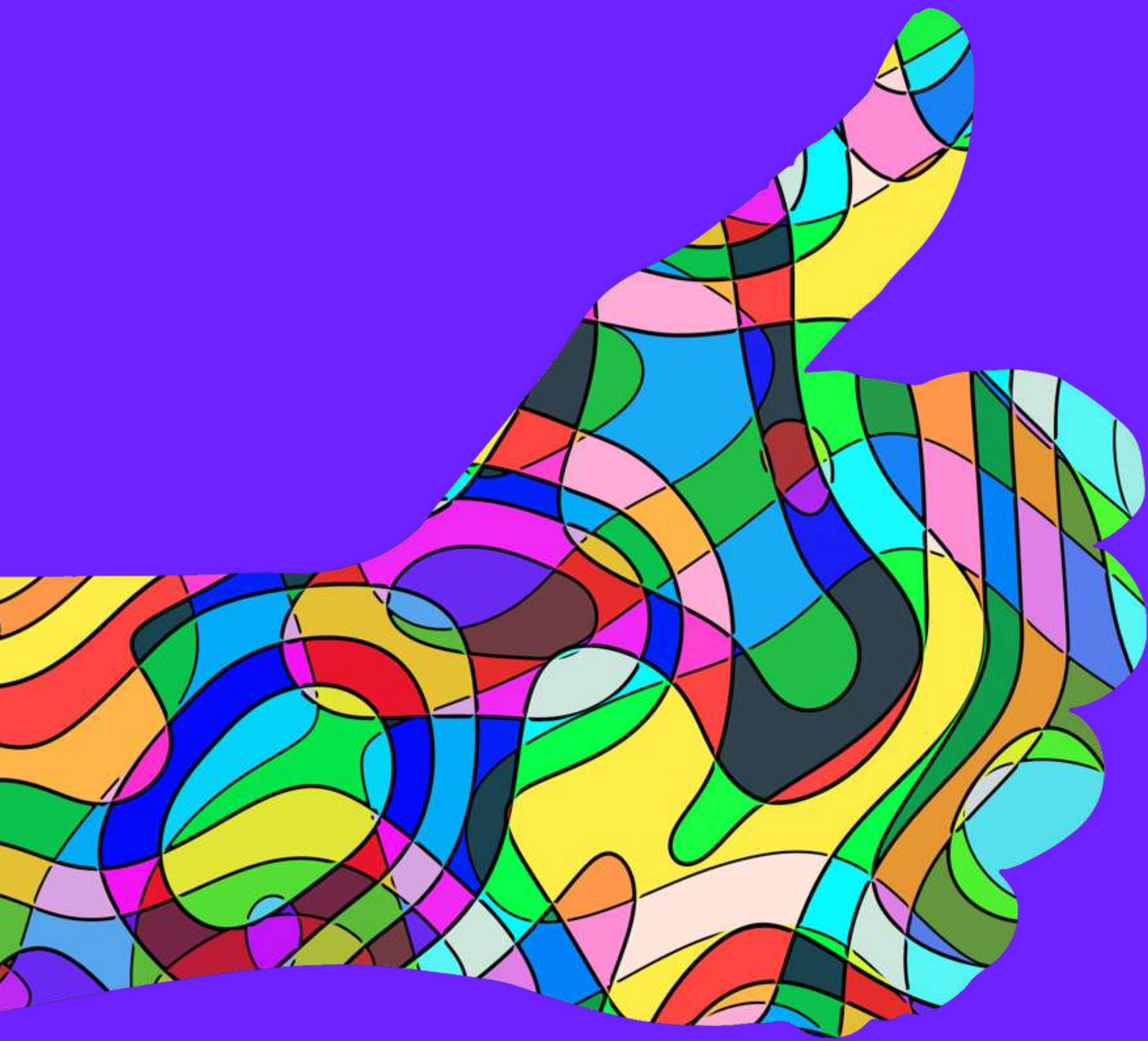


Establish your
OBJECTIVE



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®

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?
Brands 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?

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Developed from an original idea by David Beckett

Version 3.0.0. Produced by David Beckett and Dewi van Vliet. Illustrations: BogdanLazariu
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Best 3 Minutes

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Ensure you reference Best3Minutes.com after each use.

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at Best3minutes.com


Best 3 Minutes

best3minutes.com



PAIN

What is the **problem**
you solve?

What is the **HUMAN**
RESULT?



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

RUTGER TEUNISSEN, CEO

24SESSIONS

The SAAS Solution for Online Advice



24SESSIONS

The SAAS Solution for Online Advice



ACTION STEP

Brainstorm – The **Pain**
& prepare a 30-45 second
explanation

Make the pain **HUMAN**

Quickly write down **key words**
and phrases – not full sentences

One idea per Post-It

Don't think too much:
just write



ACTION STEP

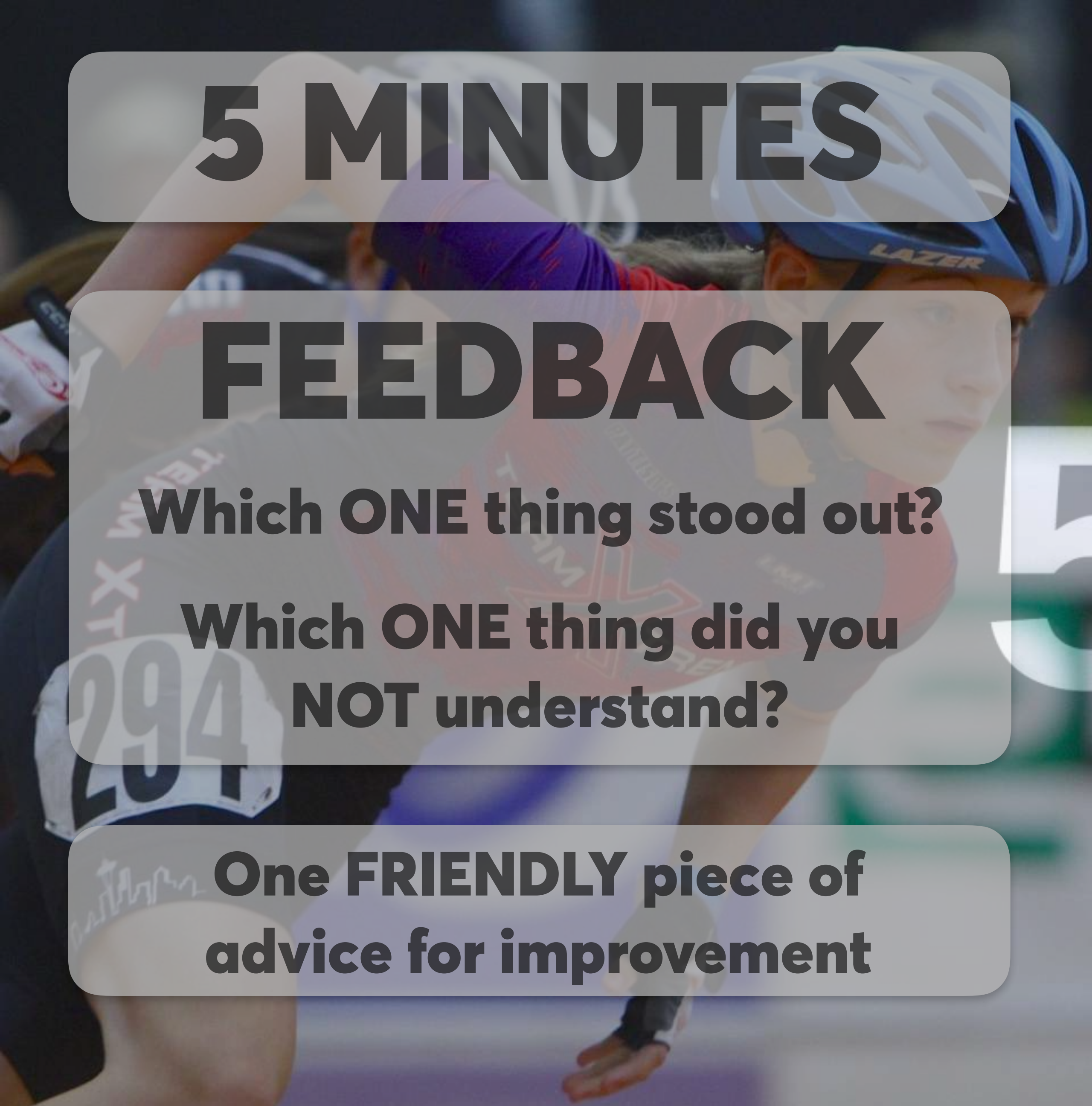
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Make the pain **HUMAN**

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and phrases – not full sentences

One idea per Post-It

Don't think too much:
just write



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 **The Pain**
explanation with one other
person from **another team**

Everyone do this



PRODUCT

How do you **solve** the problem?

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

24SESSIONS

The SAAS Solution for Online Advice



ACTION STEP

Brainstorm – The **Product**
& prepare a 30-45 second
explanation

Focus on what your **customers**
can **do** with your product

Quickly write down **key words**
and phrases – not full sentences

One idea per Post-It

Don't think too much:
just write

ACTION STEP

Brainstorm – The **Product**
& prepare a 30-45 second
explanation

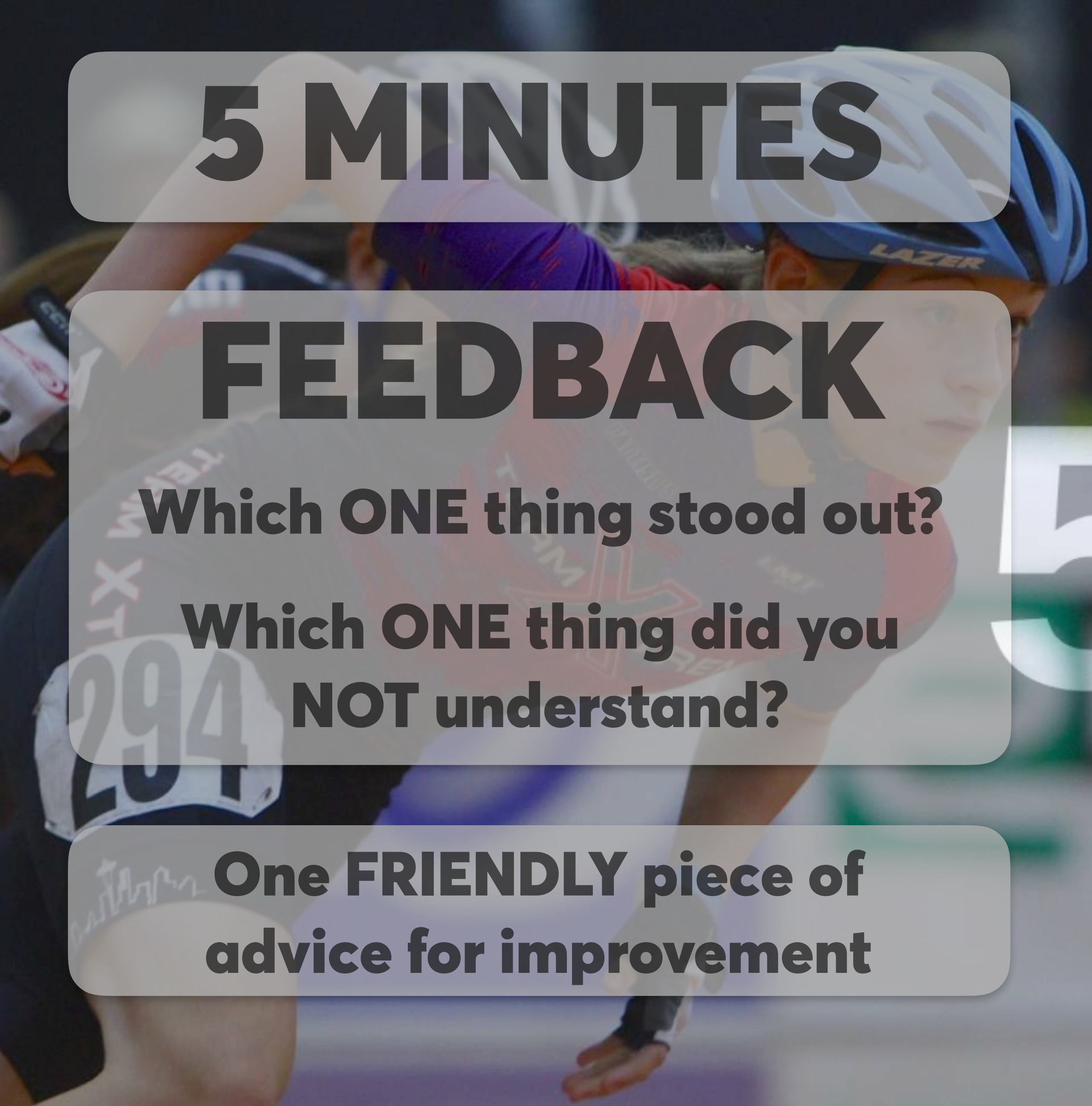
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**5 MINUTES
TO PREPARE**



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 **The Product**
explanation with one other
person from **another team**

Everyone do this

A photograph of a field of yellow flowers, likely rapeseed, with a single red flower in the foreground. The red flower is in sharp focus, while the yellow flowers in the background are blurred.

UNIQUE

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

24SESSIONS

The SAAS Solution for Online Advice



ACTION STEP

Brainstorm – **What's Unique**
& prepare a 30-45 second
explanation

Is there **one Killer/winning feature?**

Quickly write down **key words** and
phrases – not full sentences

One idea per Post-It

Don't think too much:
just write



ACTION STEP

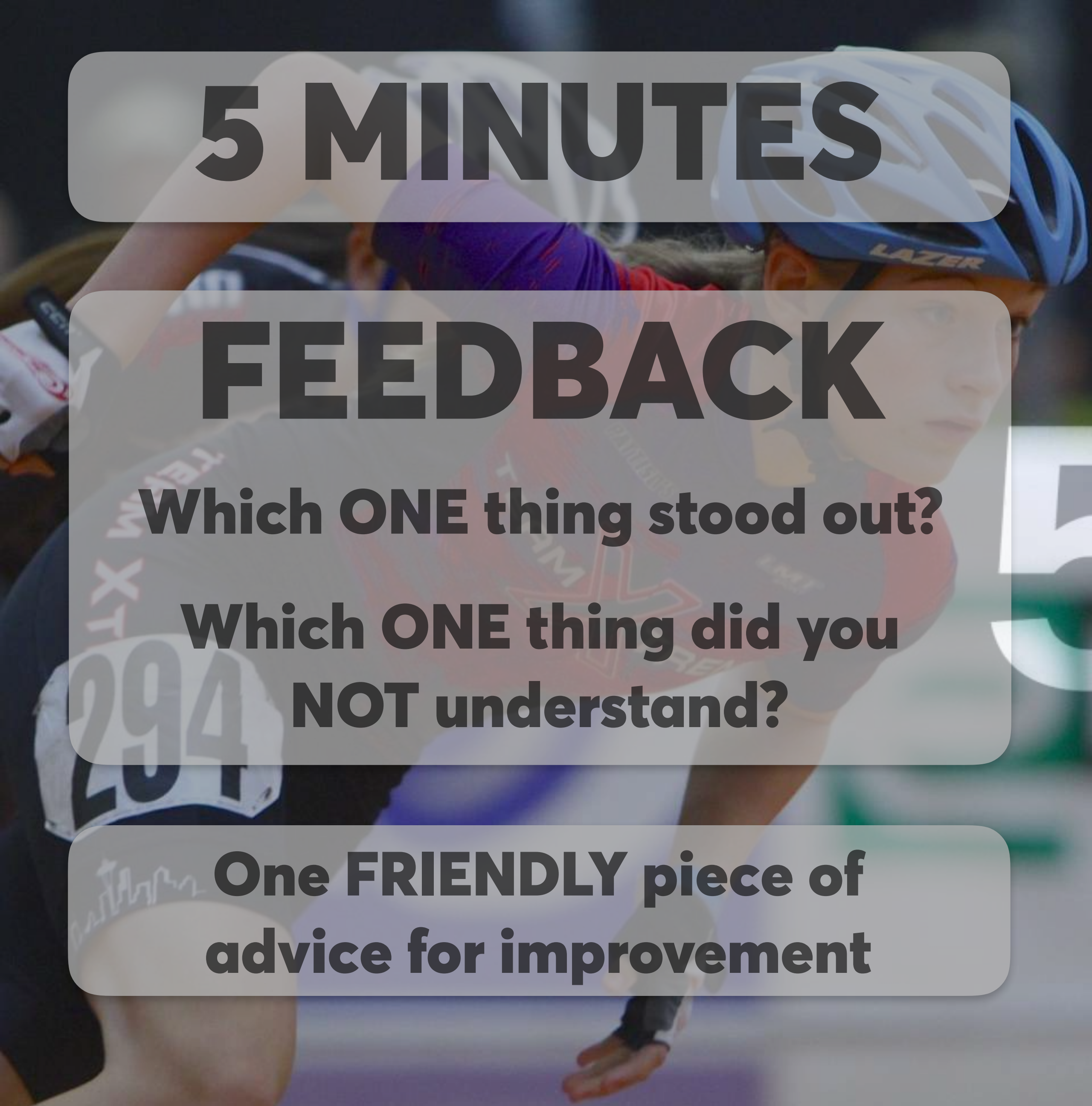
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just write



5 MINUTES

FEEDBACK

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

One **FRIENDLY** piece of
advice for improvement

ACTION STEP

Test out your
What's Unique
explanation with one other
person from **another team**

Everyone do this



TRACTION

Who's already **buying**?

Recognisable brands?

Numbers of users or customers?

24SESSIONS

The SAAS Solution for Online Advice



INVESTMENT

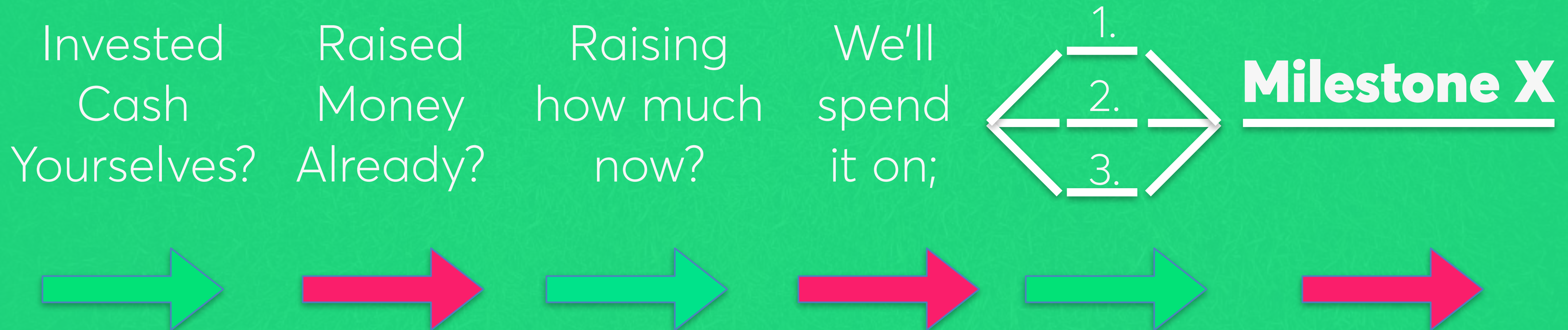
Raised **before**?

How much raising now?

What will you **spend** the money on?

Milestones you can reach?

THE INVESTMENT FUNNEL



TEAM

Who will make it happen?

Skills? Experience?
Character?







ACTION STEP

Brainstorm – Team
& prepare a 30-45 second
explanation

What **Skills/character** can you
include?

Quickly write down **key words** and
phrases – not full sentences

One idea per Post-It

Don't think too much:
just write



ACTION STEP

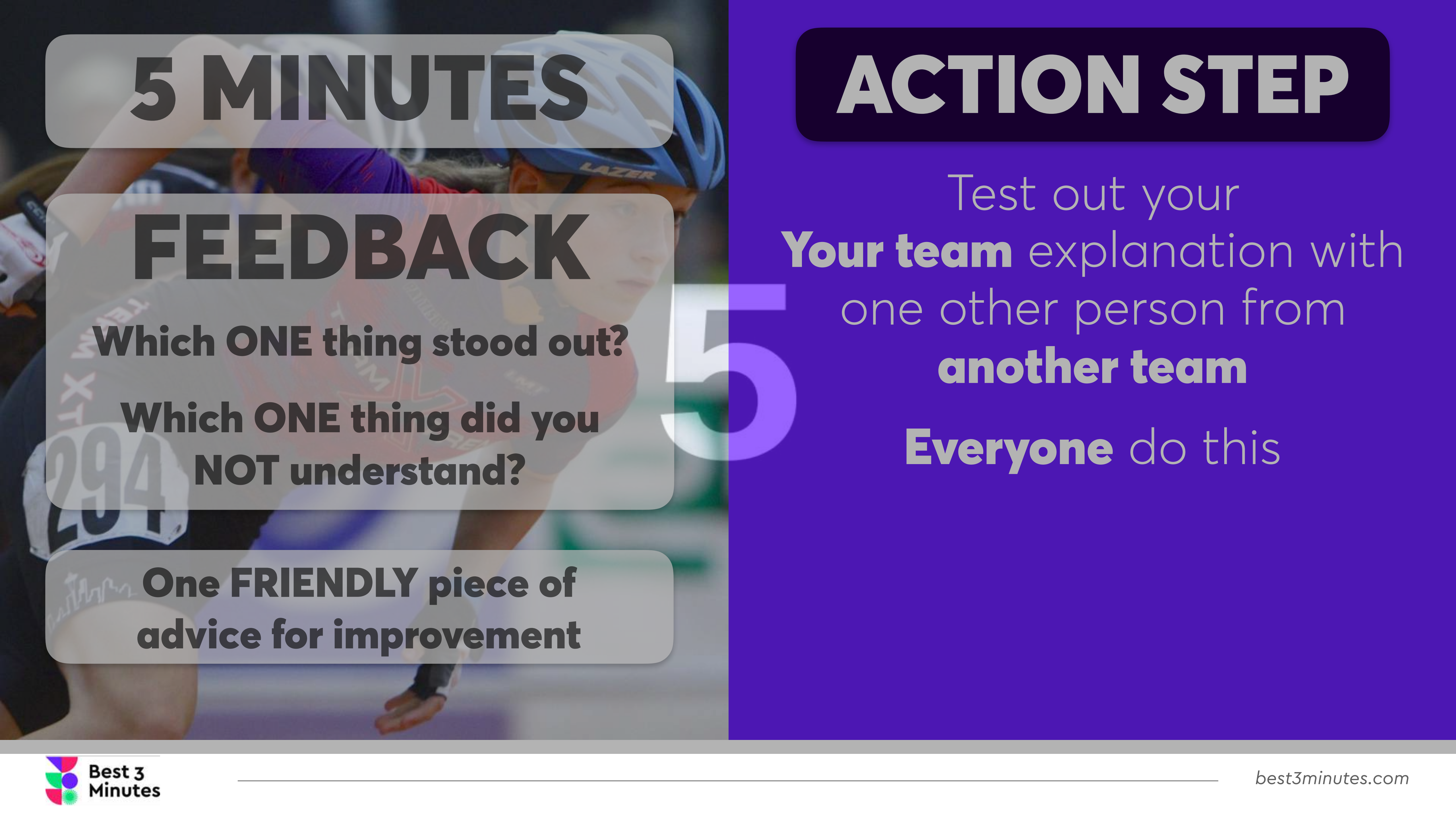
Brainstorm – Team
& prepare a 30-45 second
explanation

What **Skills/character** can you
include?

Quickly write down **key words** and
phrases – not full sentences

One idea per Post-It

Don't think too much:
just write



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
Your team explanation with
one other person from
another team

Everyone do this

ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

Your **Enthusiasm**
Counts!

A close-up portrait of a man with long, wavy brown hair and a light beard. He is looking slightly to the right with a thoughtful expression. The background is blurred, showing some green and white elements.

Co-Founder Startupbootcamp

PATRICK DE ZEEUW

PITCH

TO

WIN



ACTION STEP

Brainstorm – Why You?

& prepare a 30-45 second explanation

Have you **experienced** the pain you are solving?

What **do you love** about this company?

What is the **coolest thing** about what you are doing?



ACTION STEP

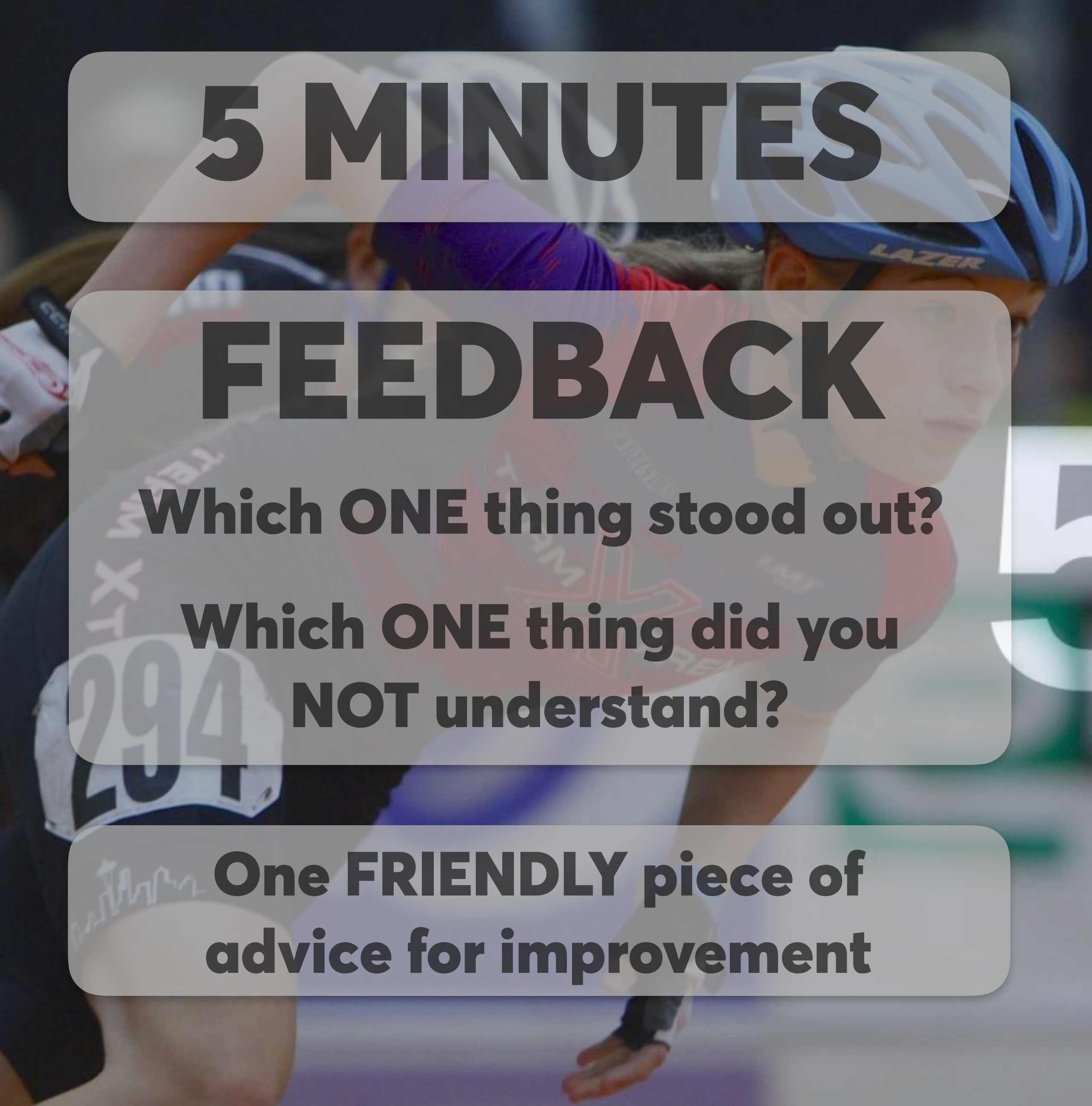
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5 MINUTES

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

Why You

explanation with one other
person from **another team**

Everyone do this

5

BREAK ENDS

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



4:30

Add some

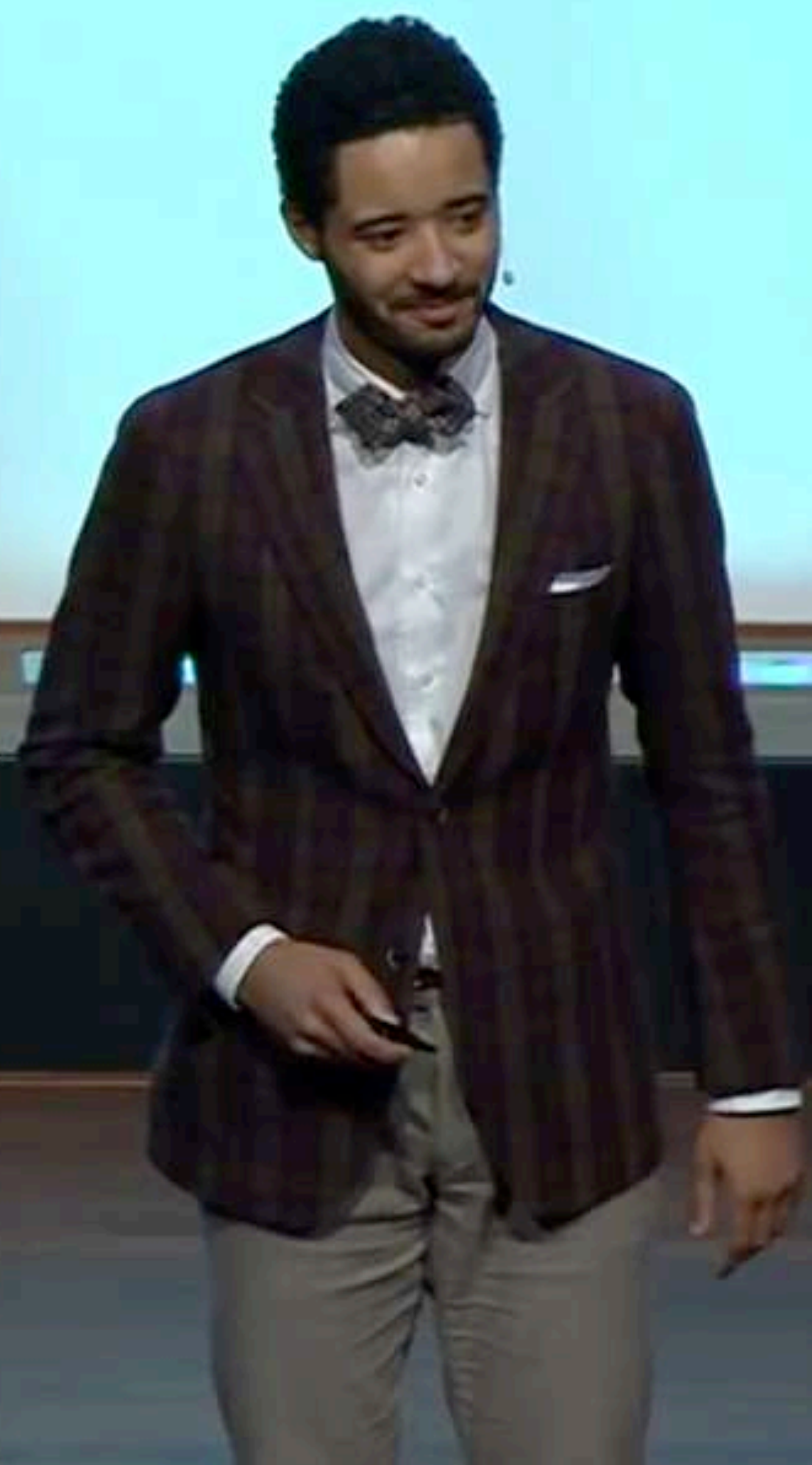
EARLY TRACTION





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 sentences

ACTION STEP

Review your brainstorm

Write down your
opening 3 sentences

3 MINUTES
to write it down



5 MINUTES

FEEDBACK

Is it Professional?

**Does it make you want to
know more?**

**One FRIENDLY piece of
advice for improvement**

ACTION STEP

Review your brainstorm

Write down your
opening 3 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**

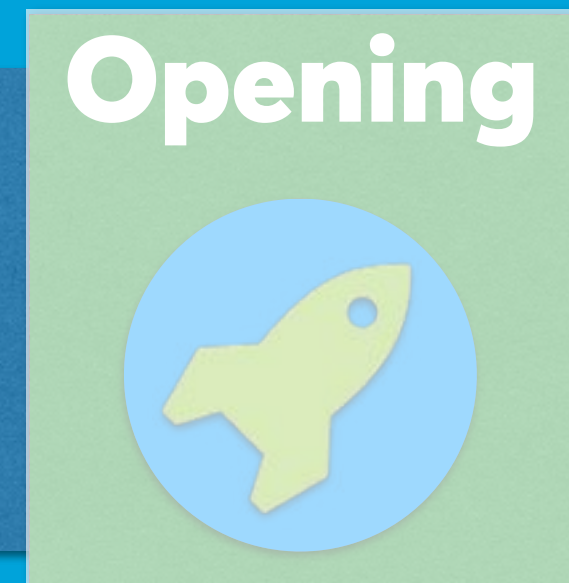
5

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

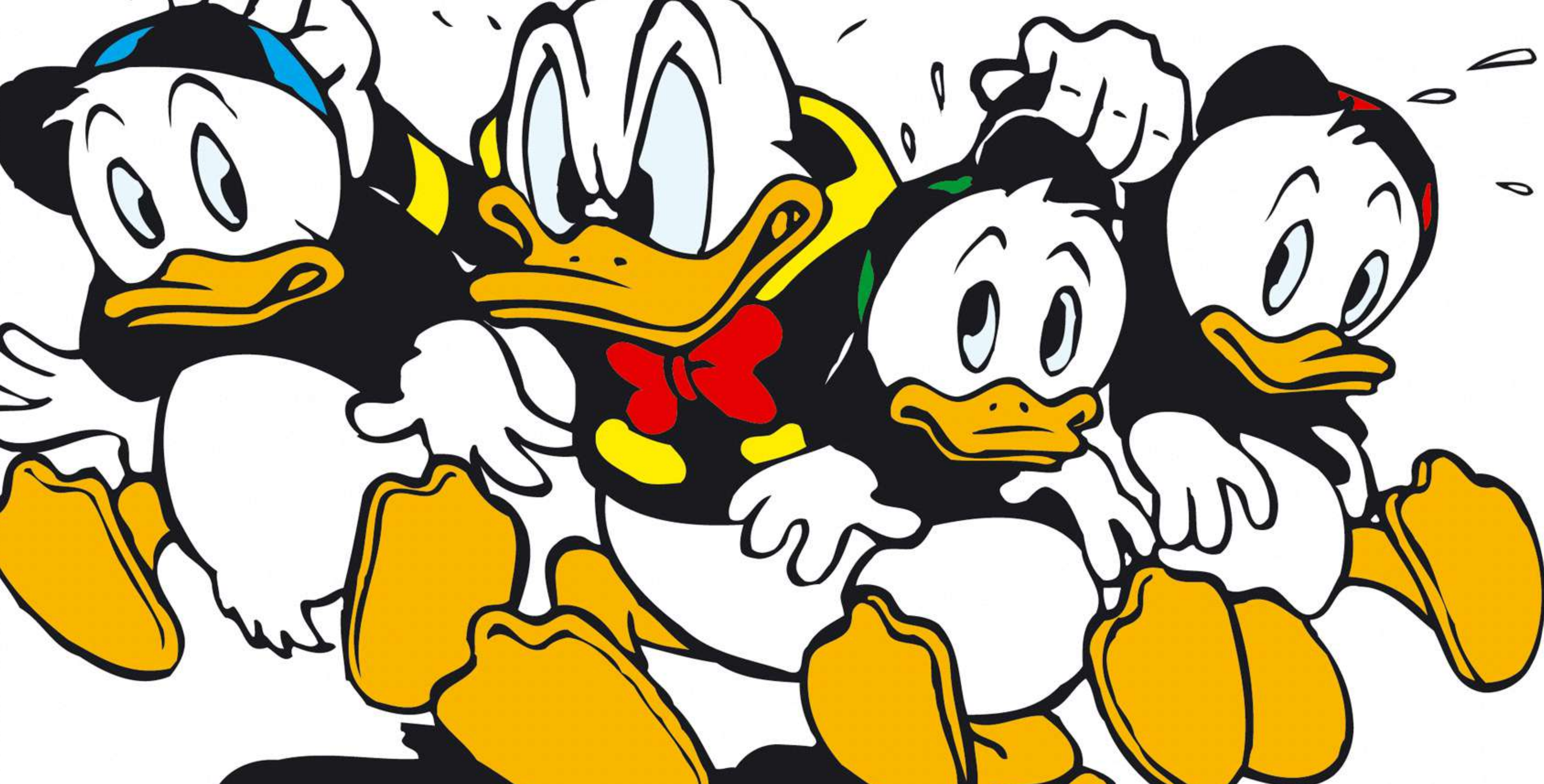


A photograph of three male sprinters standing on a podium during a medal ceremony at the Rio 2016 Olympics. The athlete on the left, wearing a USA track suit, holds a bronze medal. The athlete in the center, wearing a Jamaica track suit, holds a silver medal. The athlete on the right, wearing a Canada track suit, holds a gold medal. A semi-transparent grey banner with the text "BRONZE, SILVER, GOLD" is overlaid across the middle of the image.

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

**THE
TEAM TO
MAKE IT
HAPPEN**



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 is
really important because...**

THANK YOU!

=

I've finished, you can clap now!

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 innovative? Want to know about process, or only the outcomes? Theoretical or Doers?



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](https://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, one 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 content 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 from 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 started 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?

W

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[linkedin.com/in/davidbeckettpresentationcoach](https://www.linkedin.com/in/davidbeckettpresentationcoach)



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.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davidbeckettpresentationcoach

© David Beckett

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

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davidbeckettpresentationcoach

© David Beckett

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.

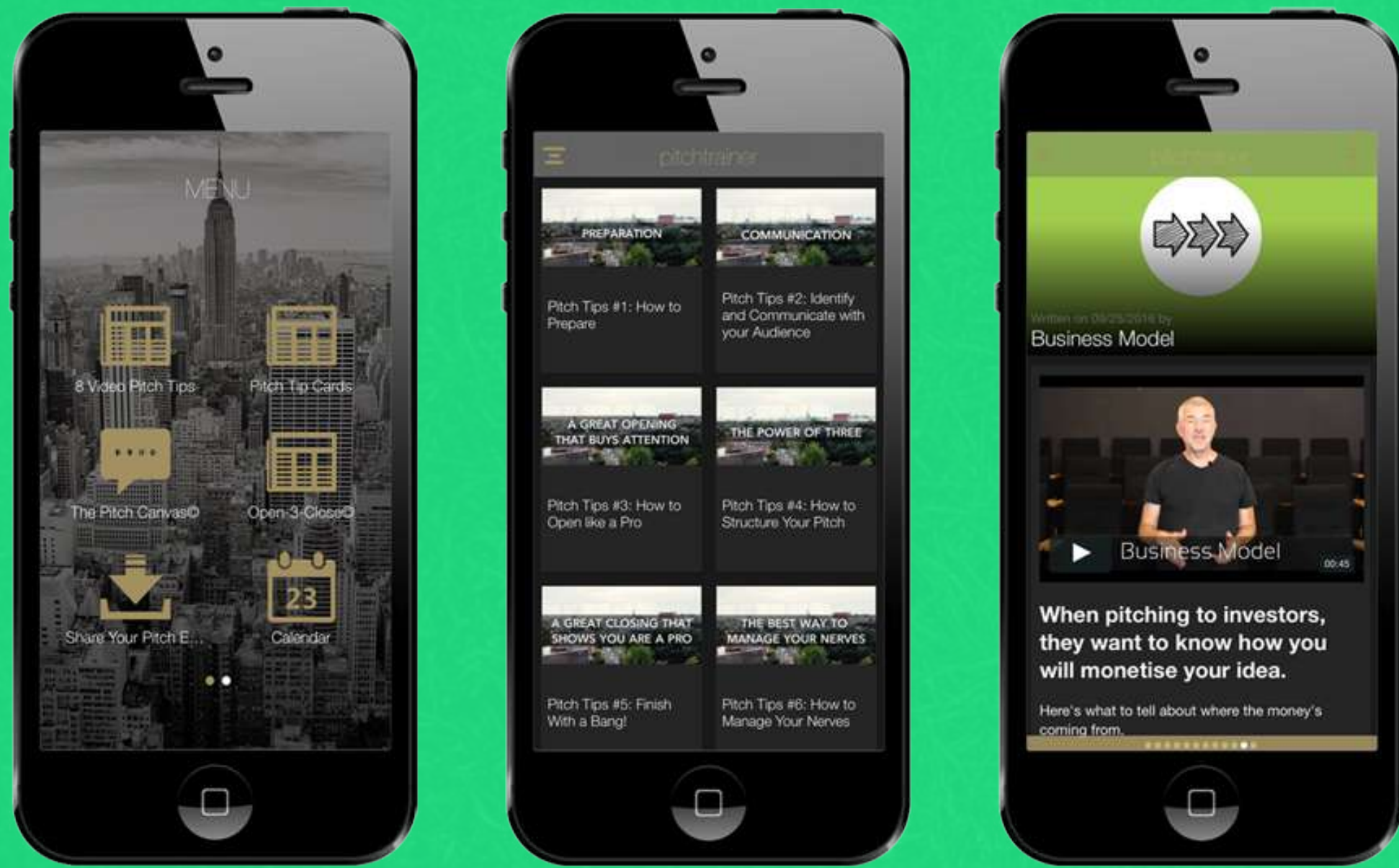
Don't miss out on all the tools available online at:
tiny.cc/pitchworkshop

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The App: iOS and Android

PitchProfessional

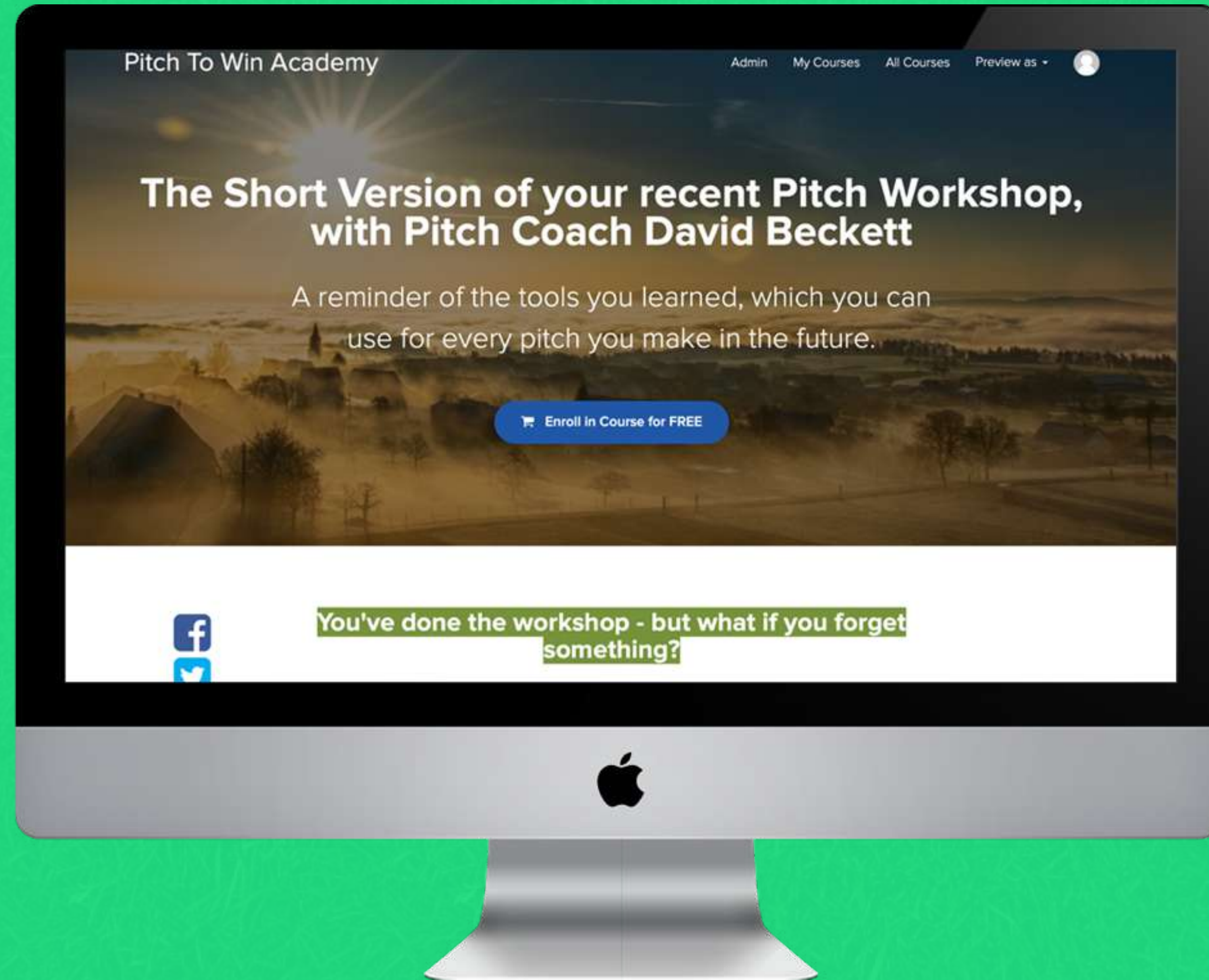


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