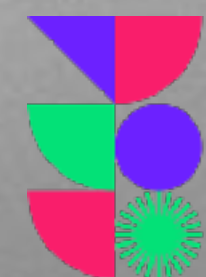


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

 **@best3minutes**



Best 3
Minutes

TECH CHECK



ENVIRONMENT CHECK



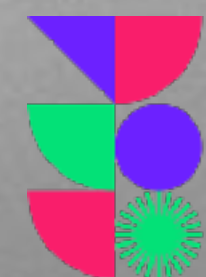
COFFEE, QUIET, CONCENTRATE



Pitch Coach
Creator of The Pitch Canvas©
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David Beckett

 **@best3minutes**



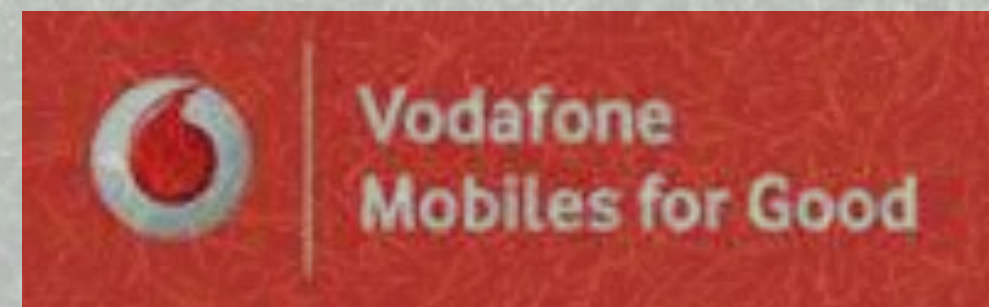
Best 3
Minutes

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



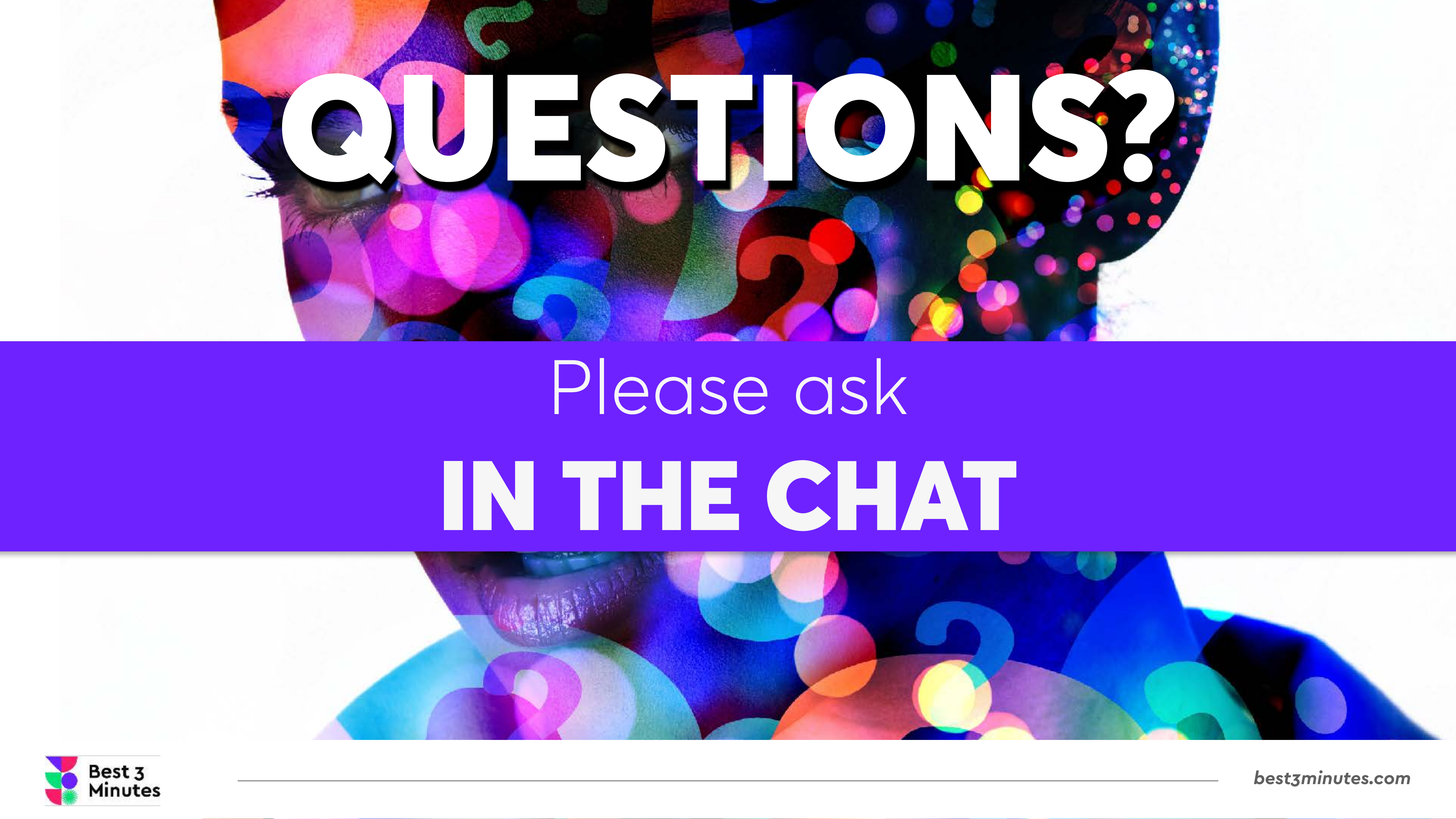
29 Countries

TRAINED 15,000+ PEOPLE



**GREAT IDEAS
NEED A VOICE**



A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in a dark, textured font, appearing to float within the bokeh. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT

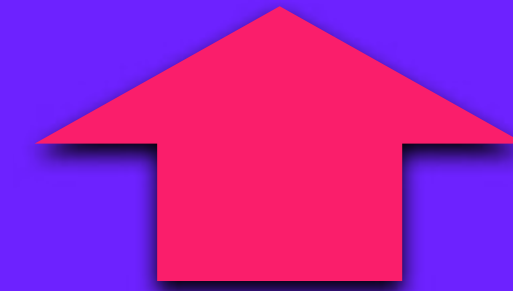
Prepare you for your **2-MINUTE PITCH**



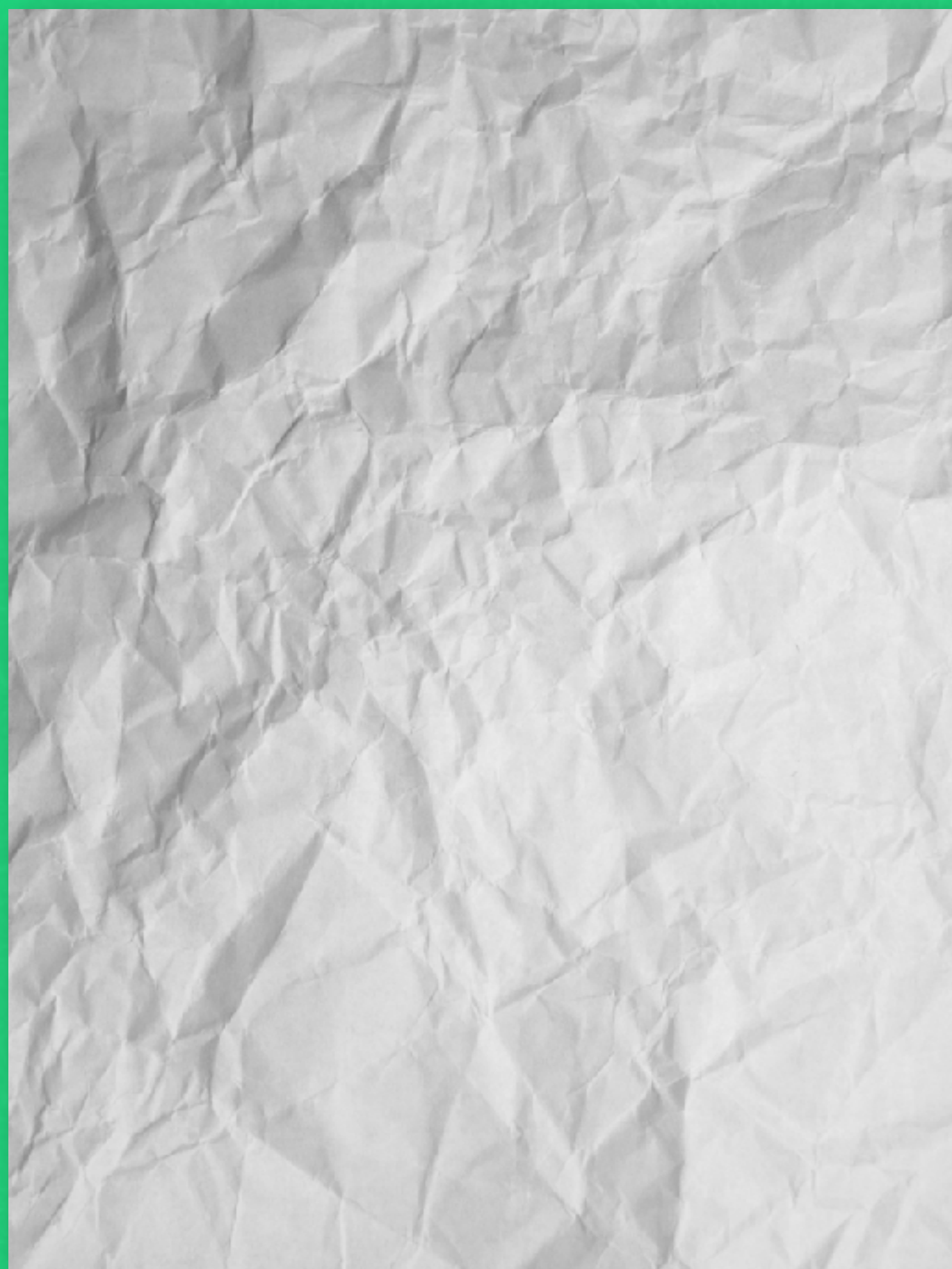
This is a **DO**
workshop
not just a think session



ACTION STEP



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





ACTION STEP

Pitch yourself in
30 Seconds as if
someone was with you!

No Other Instructions

LET'S DO IT!



ACTION STEP

Pitch yourself in
30 Seconds as if
someone was with you!

No Other Instructions

LET'S DO IT!



Who are we
pitching to?

Why are we
pitching?

What should we
pitch?



The most frequent pitch
YOU WILL EVER MAKE

25 Seconds - 4 sentences

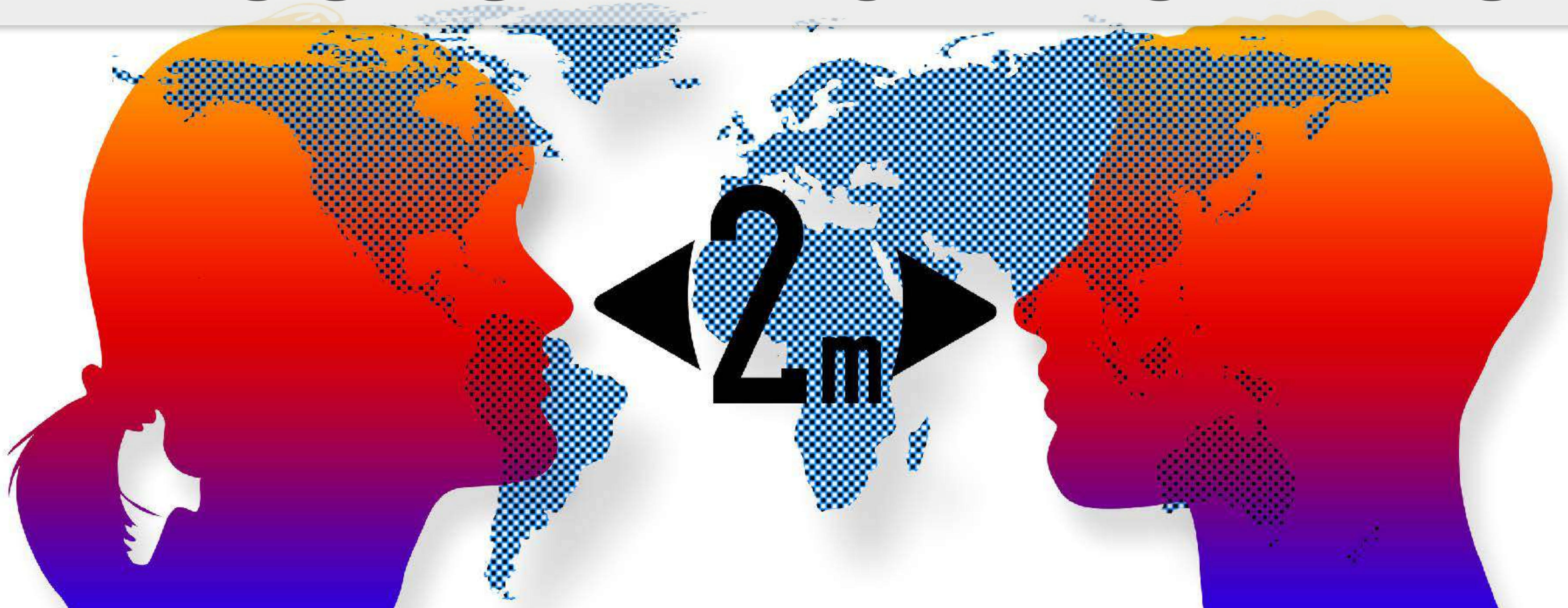
THE HANDSHAKE

PRE-CORONA!



25 Seconds - 4 sentences

THE CORONA DISTANCE PITCH





ACTION STEP

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

What do **you** do?

What kinds of **customers**?

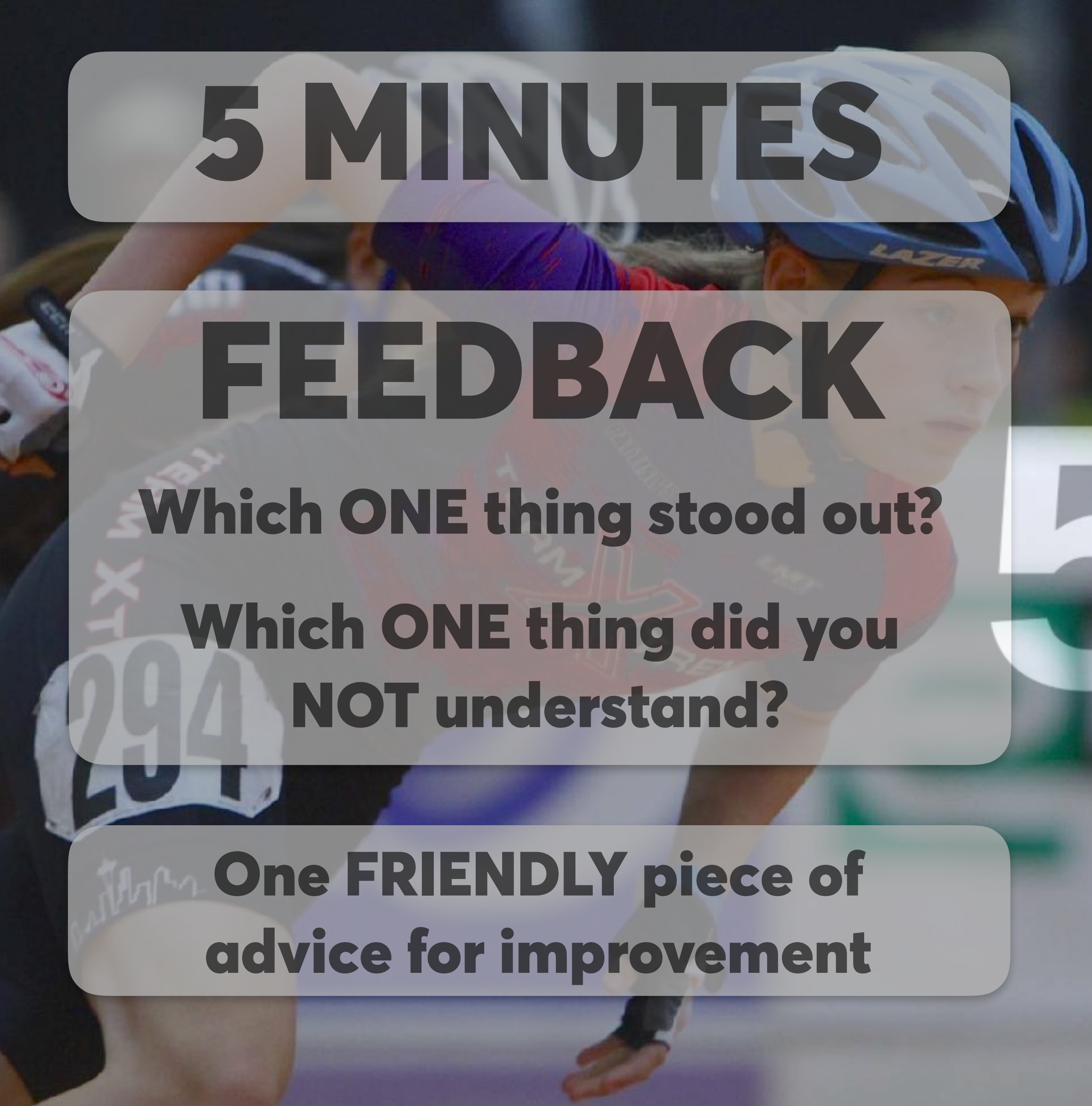
What **problems** do they face?

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

Let's try an online presentation
EXPERIMENT

**We're going to try
Breakout Rooms.**

Let's see if this works!



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 intro 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?

Welcome back from your **BREAKOUT ROOOM**

Think it
through

Write it
down

Say it
out loud

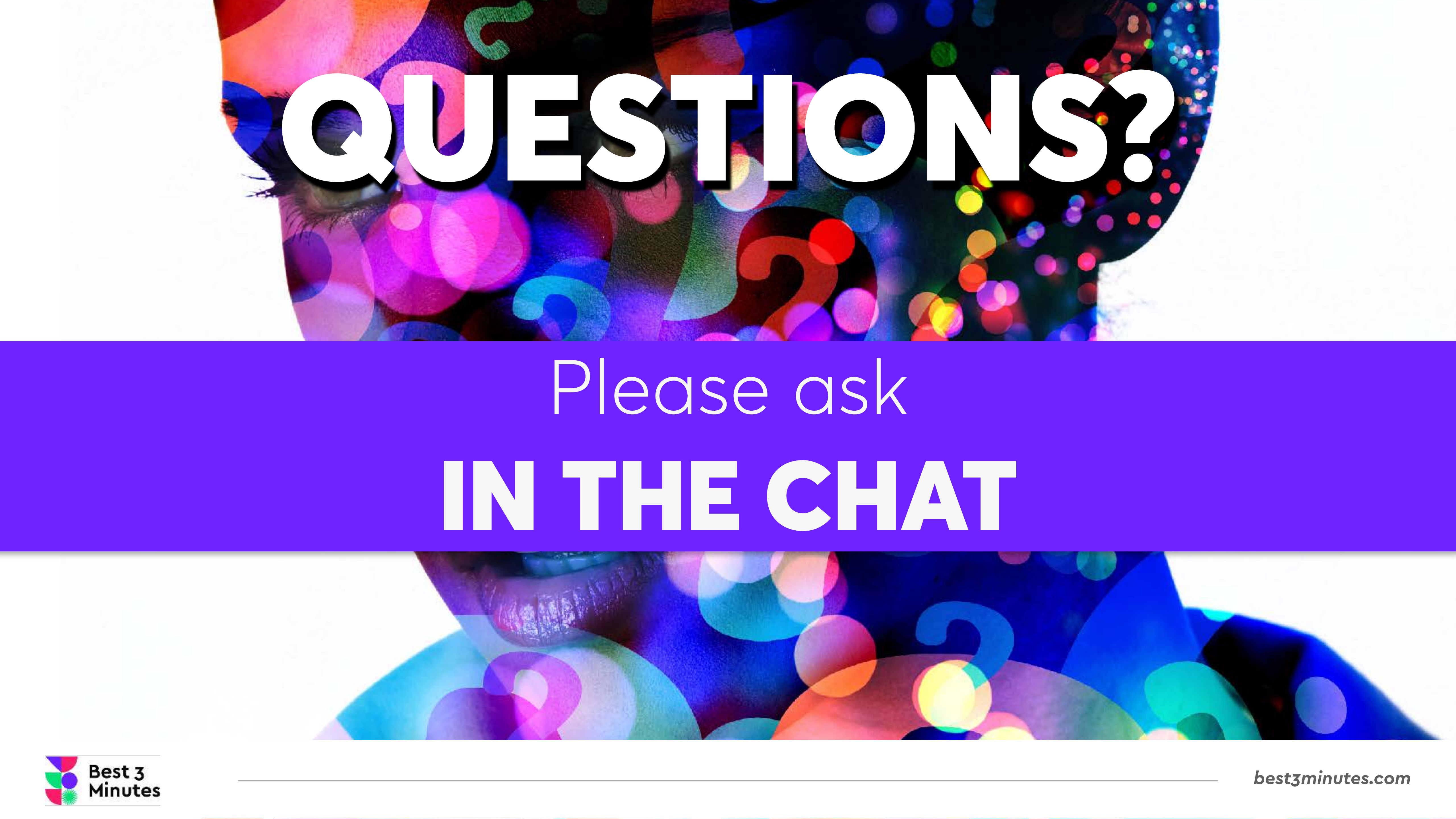
GET FEEDBACK

GET FEEDBACK

What
stood out
most?

What did
you not
understand?

Friendly
advice for
improvement?

A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT



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

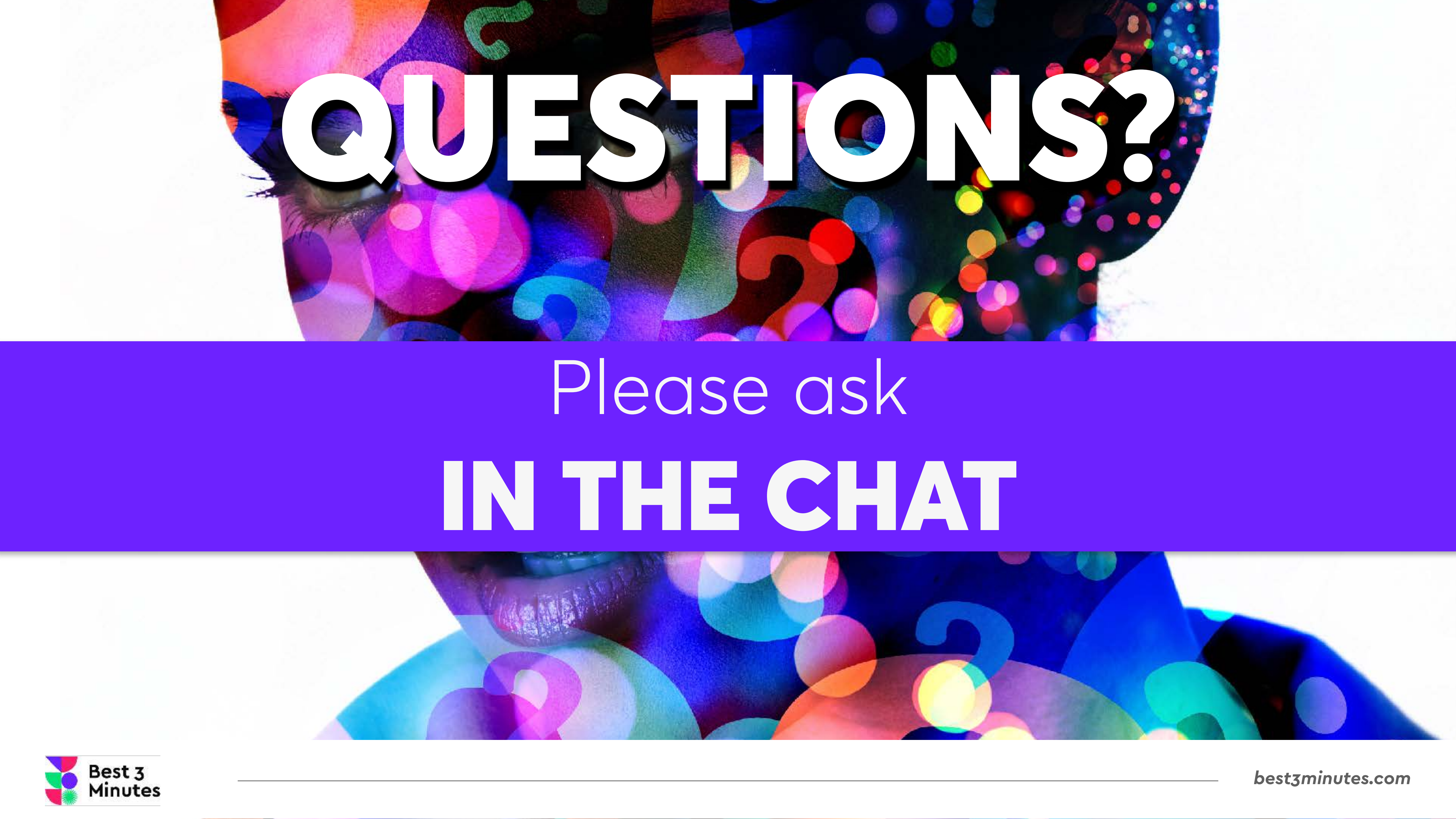
Take a step back:
what are the

BIG ISSUES?

Organise around

**CHAPTER
HEADINGS**

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

A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT

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 - nothing 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 reviews?
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 asking 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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DESIGNED BY Best3Minutes
Developed from an original idea by David Beckett.

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Best 3 Minutes

Please feel free to share The Pitch Canvas®. Ensure you reference Best3Minutes.com after each use.

THE PITCH CANVAS®

Download FREE
at Best3minutes.com

Prepare you for your **2-MINUTE PITCH**

How many **WORDS PER MINUTE?**



How many
WORDS PER MINUTE?

150
WORDS
MAXIMUM



How many **WORDS PER MINUTE?**

**130-140 Words
Per Minute!**

9 Sentences



Which 5 topics should be in
YOUR WINNING PITCH?



PAIN

What is the **problem**
you solve?

What is the **HUMAN**
RESULT?

24SESSIONS

The SAAS Solution for Online Advice



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



TRACTION or VALIDATION

Partnerships?
Paid **pilots**?

Users? Revenue?
Growth?

Customer **Interviews?**



TEAM

Who will make it happen?

Skills? Experience?

Character?

ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

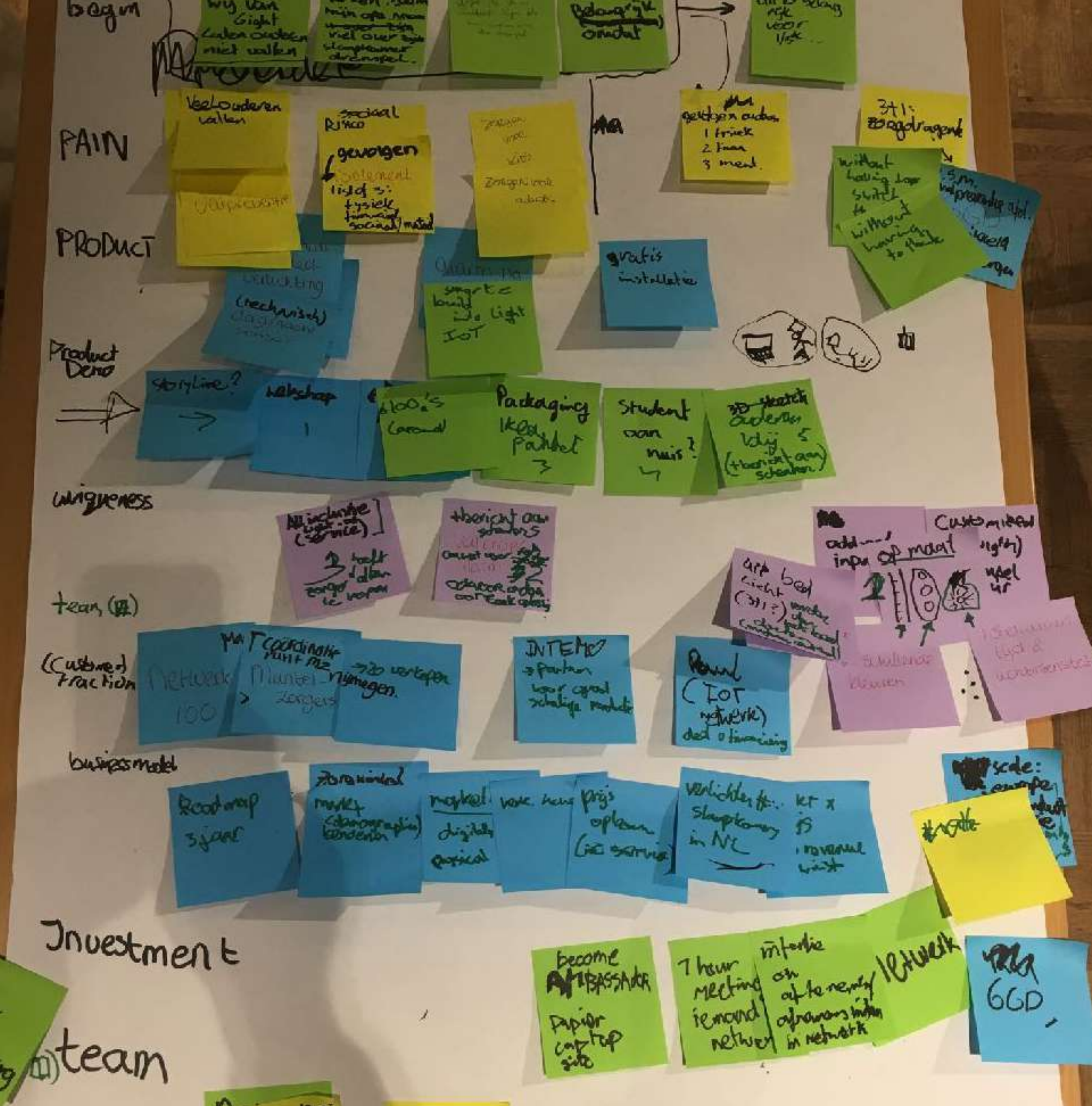
Your **Enthusiasm**
Counts!

ACTION STEP

Brainstorm content on Post-Its

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write



WHY IS
PITCHING
VITAL?
50%
OF OUR
SUCCESS.
BIG
MOMENTS
MATTER.
BUILDING
CONFIDENCE.

WHAT DO YOU
NEED?
GREAT
SCRIPT.
BRAINSTORM
WITH
POST-ITS.
POWER OF
THREE
CONCRETE
FACTS +
ACTION.

GREAT
VISUALS.
LESS
CONTENT =
MORE
FOCUS.
USE
VISUALS
+ 1 STATEMENT
SPREAD
INFO ACROSS
MORE
SLIDES.

GREAT
DELIVERY
HANDS,
EYES,
LEGS,
FEET.
VOCAL
VARIATION
DO YOU
REALLY
MEAN IT?

SUMMARY
+ CALL
TO ACTION
WRITE
DOWN 3
IMPROVEMENTS.

CLOSE
I BELIEVE
YOUR VOICE
SHOULD
BE HEARD.

ACTION STEP

Brainstorm content on Post-Its

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write

Build a **storyline** targeting 3 mins,
hitting each judging criteria

WHY IS
PITCHING
VITAL?
50%
OF OUR
SUCCESS.
BIG
MOMENTS
MATTER.
BUILDING
CONFIDENCE.

WHAT DO YOU
NEED?
GREAT
SCRIPT.
BRAINSTORM
WITH
POST-ITS.
POWER OF
THREE
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VISUALS.
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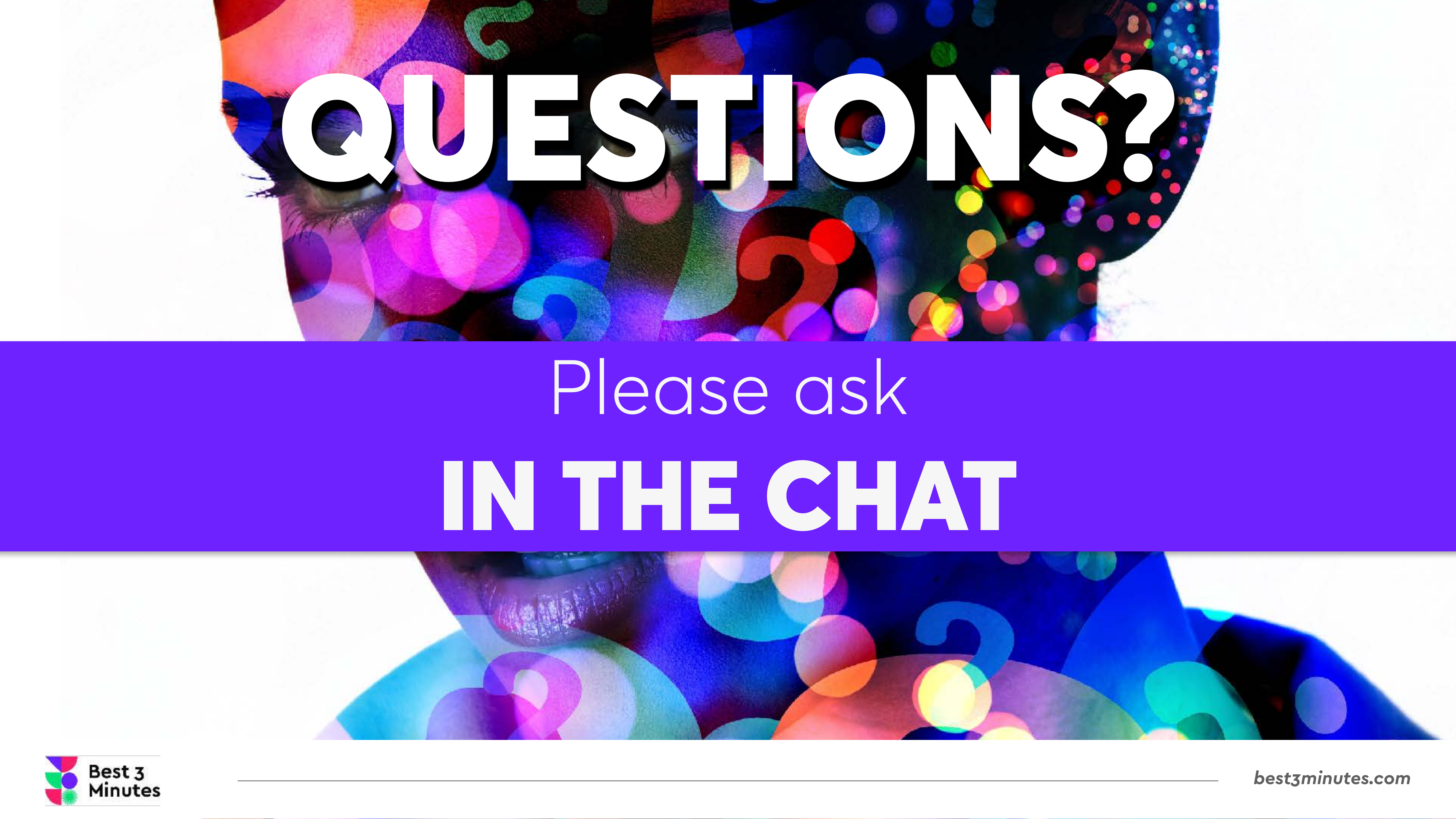
GREAT
DELIVERY
HANDS,
EYES,
LEGS,
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VOCAL
VARIATION
DO YOU
REALLY
MEAN IT?

SUMMARY
+ CALL
TO ACTION
WRITE
DOWN 3
IMPROVEMENTS.

CLOSE
I BELIEVE
YOUR VOICE
SHOULD
BE HEARD.

ACTION STEP

Say it **out loud** - have you got
spoken language or **written**
language?

A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT

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 patterns on the left and a plain light-colored wall on the right.

Co-Founder Startupbootcamp

PATRICK DE ZEEUW

PITCH

TO

WIN

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
KNOW

KNOW
WHAT
WE
KNOW



KNOW
WHAT
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WHAT
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KNOW

TEDx Amsterdam

FEEL
FEEL
FEEL
FEEL
FEEL

WE
BELIEVE
WE
BELIEVE

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BELIEVE

WE
BELIEVE
WE
BELIEVE



4:30

Add some

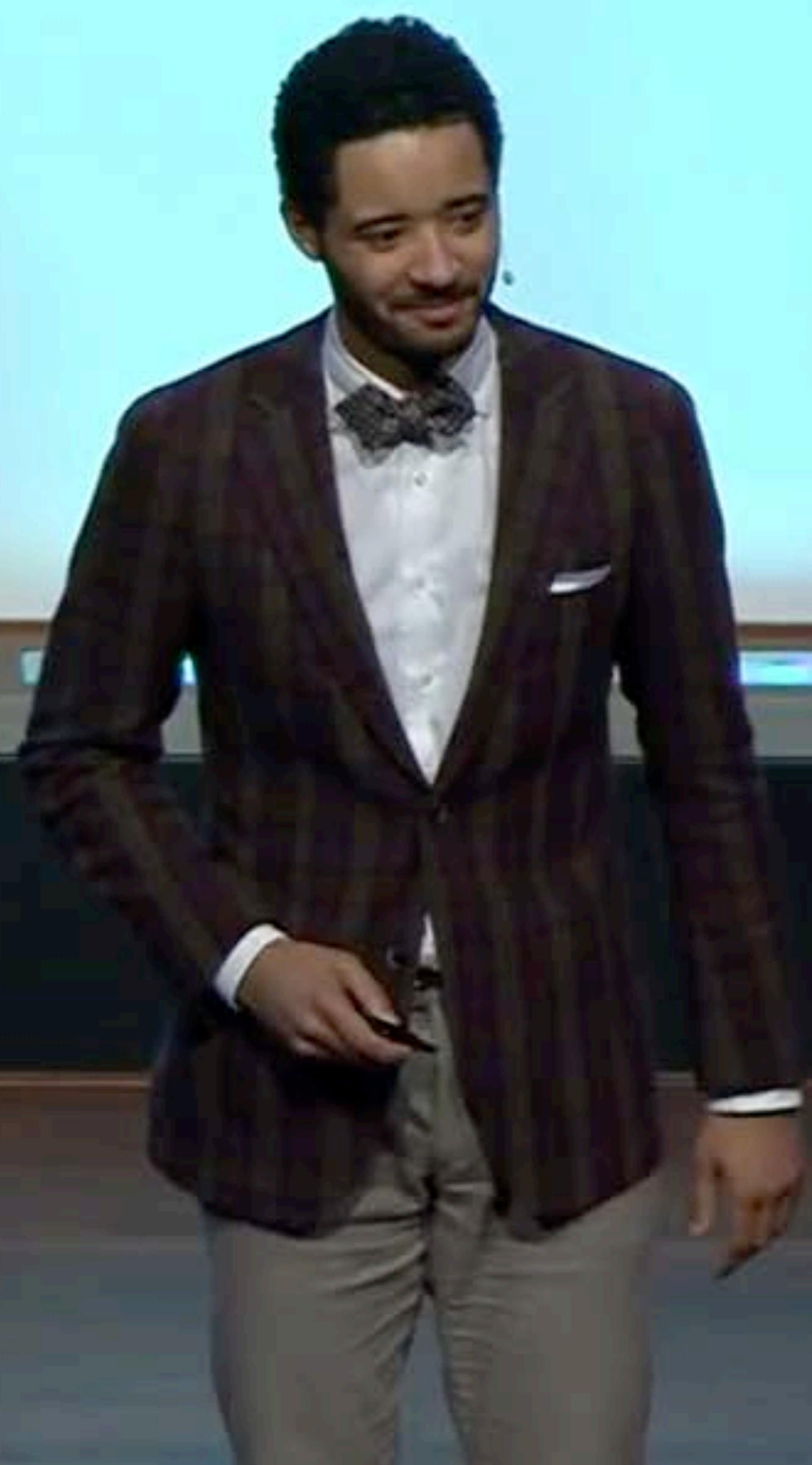
EARLY TRACTION





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



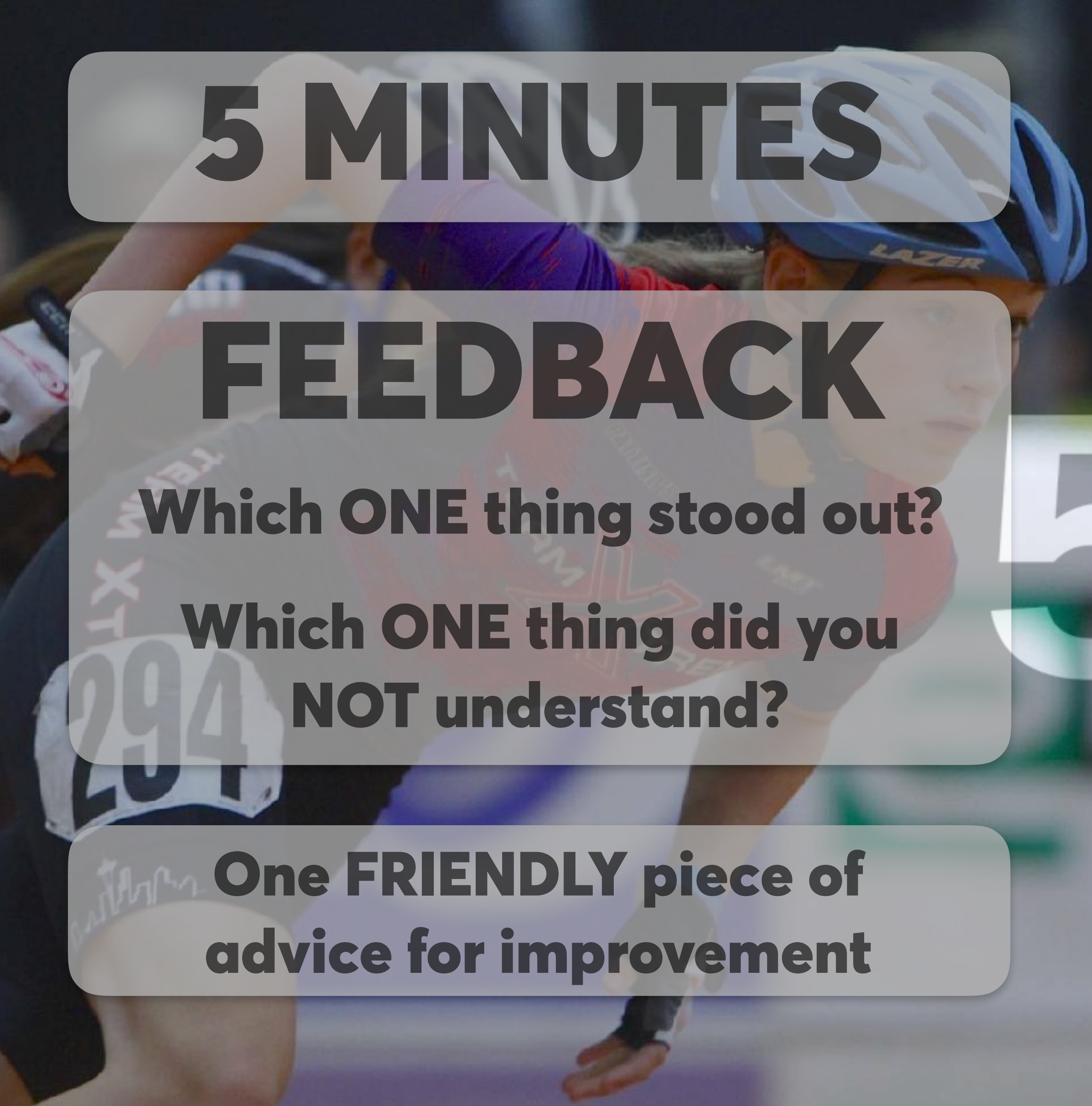
3 MINUTES
to write it down

ACTION STEP

Review your brainstorm

Write down your
opening 3-4 sentences

Time for a **BREAKOUT ROOM**



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

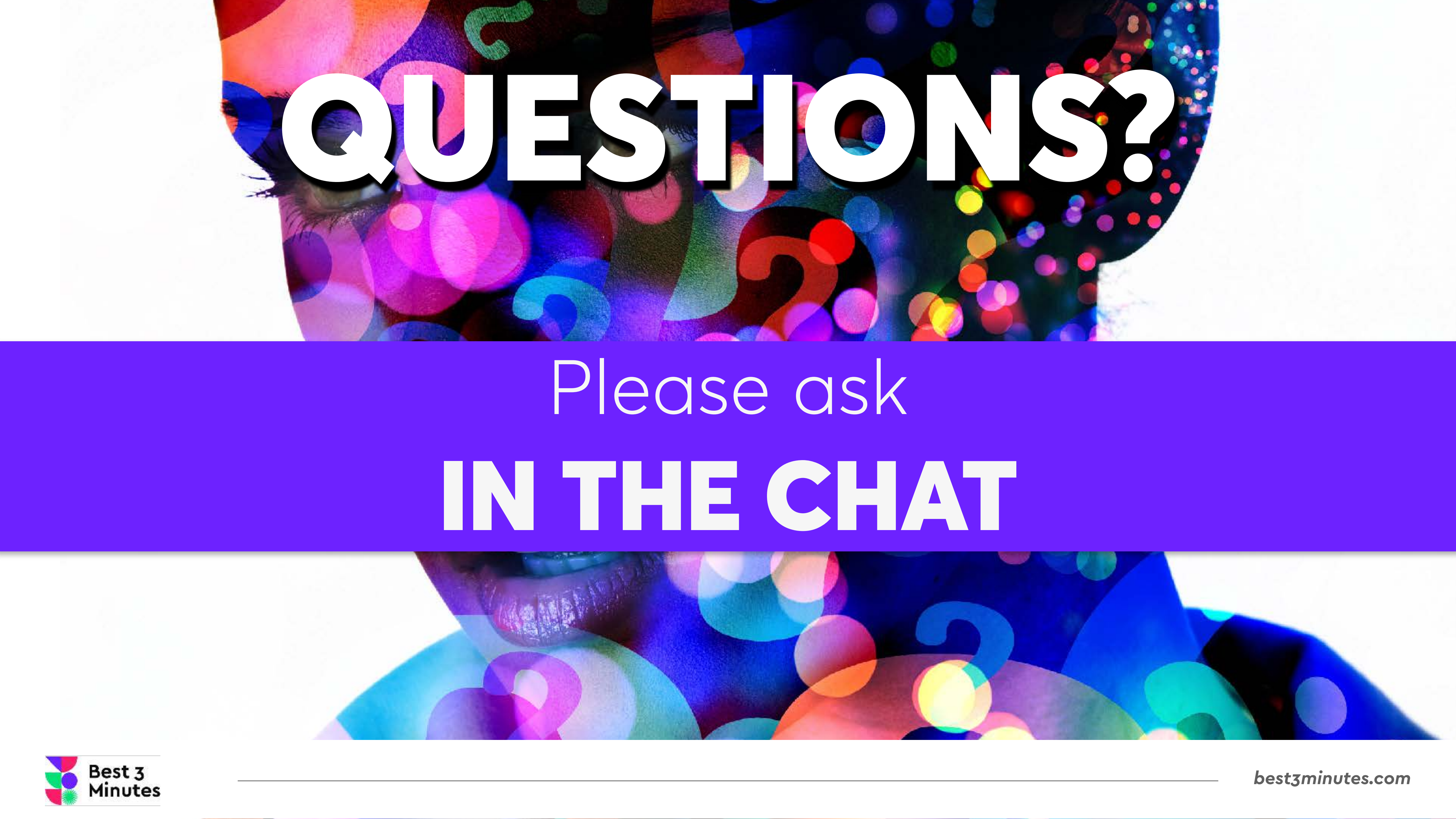
Test them **out loud** on
someone else

Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT

Pitch tools and **RESOURCES**



FREE



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
TW @best3minutes U linkedin.com/in/davidbeckentpresentationcoach

David Becken



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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David Becken



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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David Becken

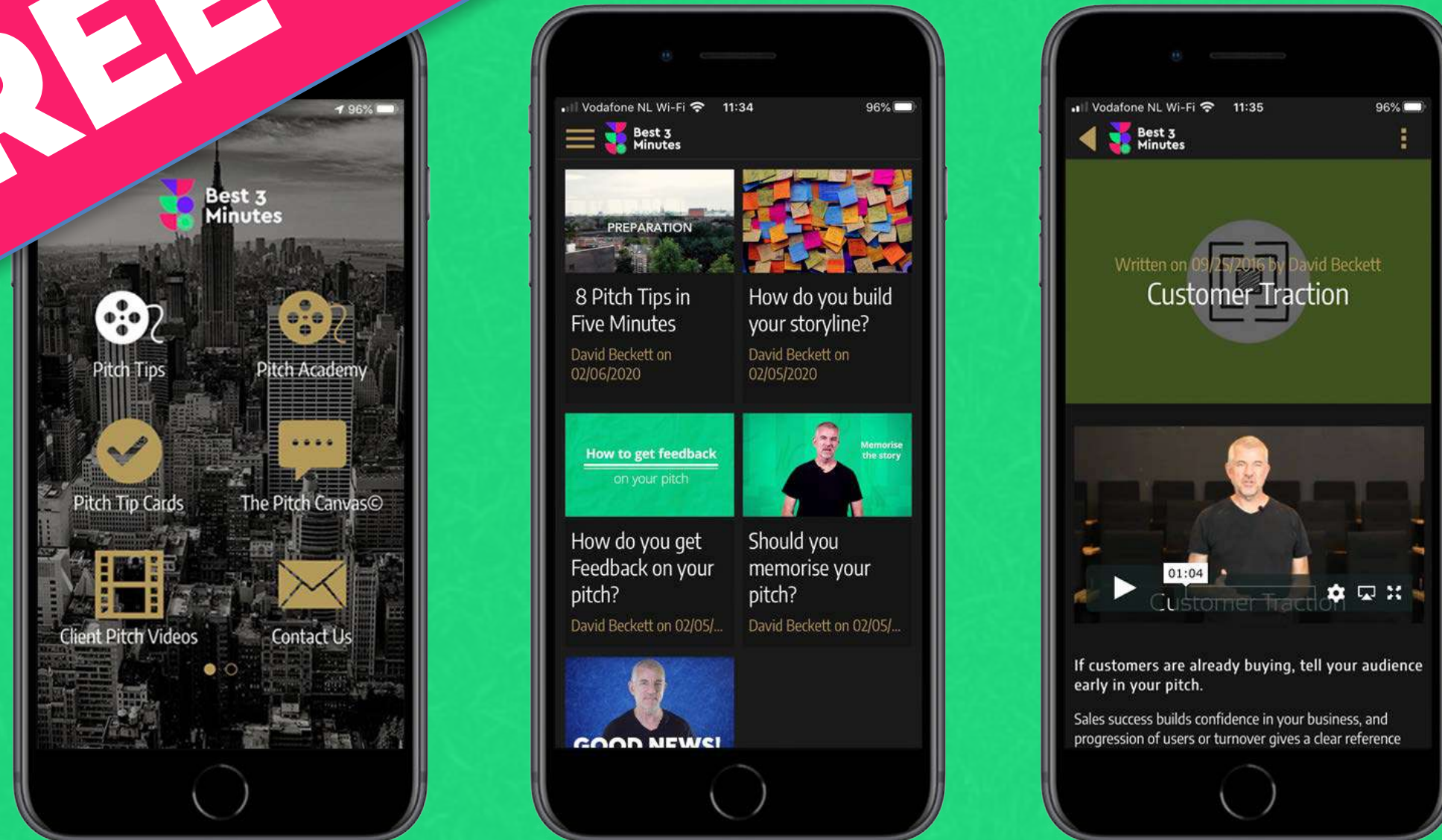
FREE



The App: iOS and Android

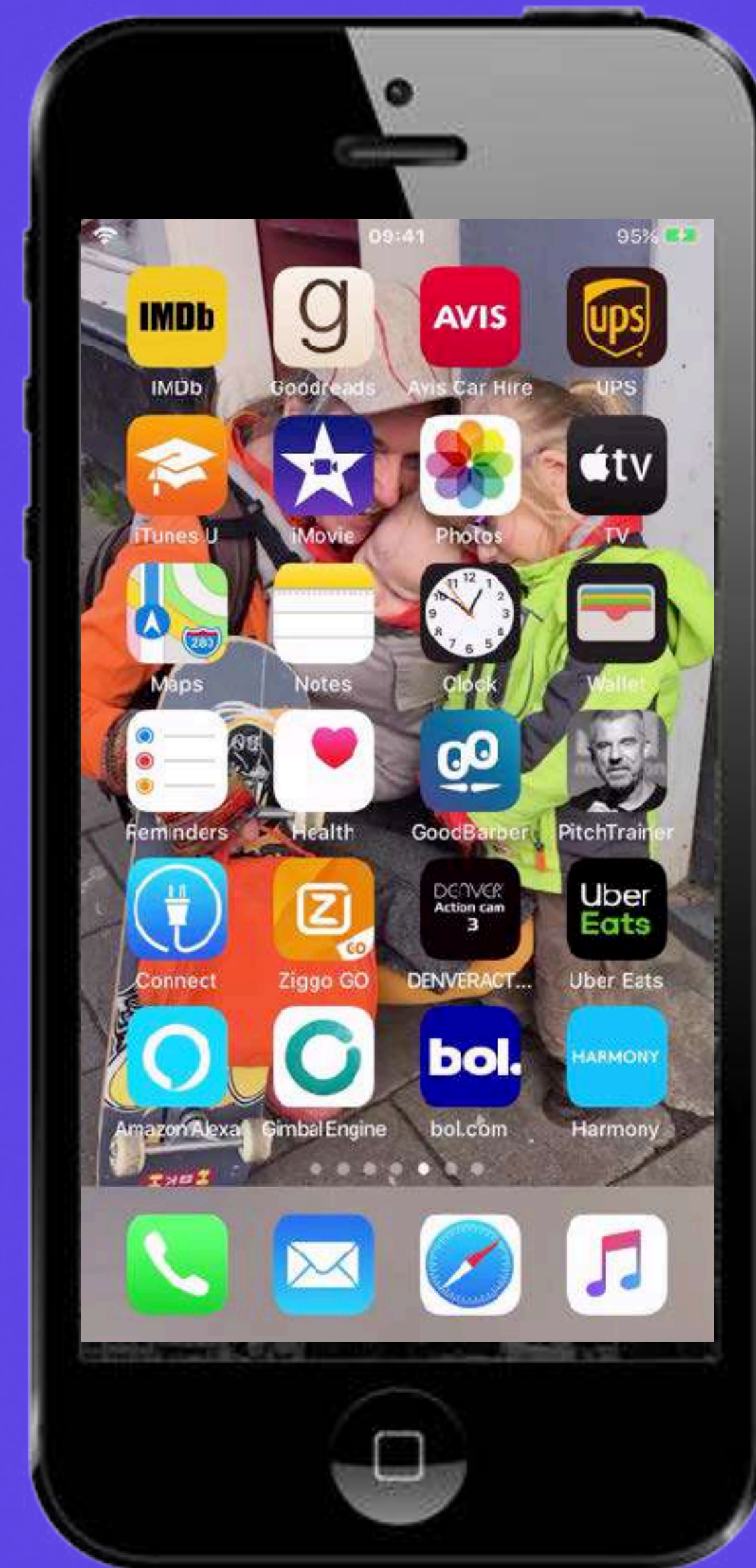
PitchProfessional

FREE

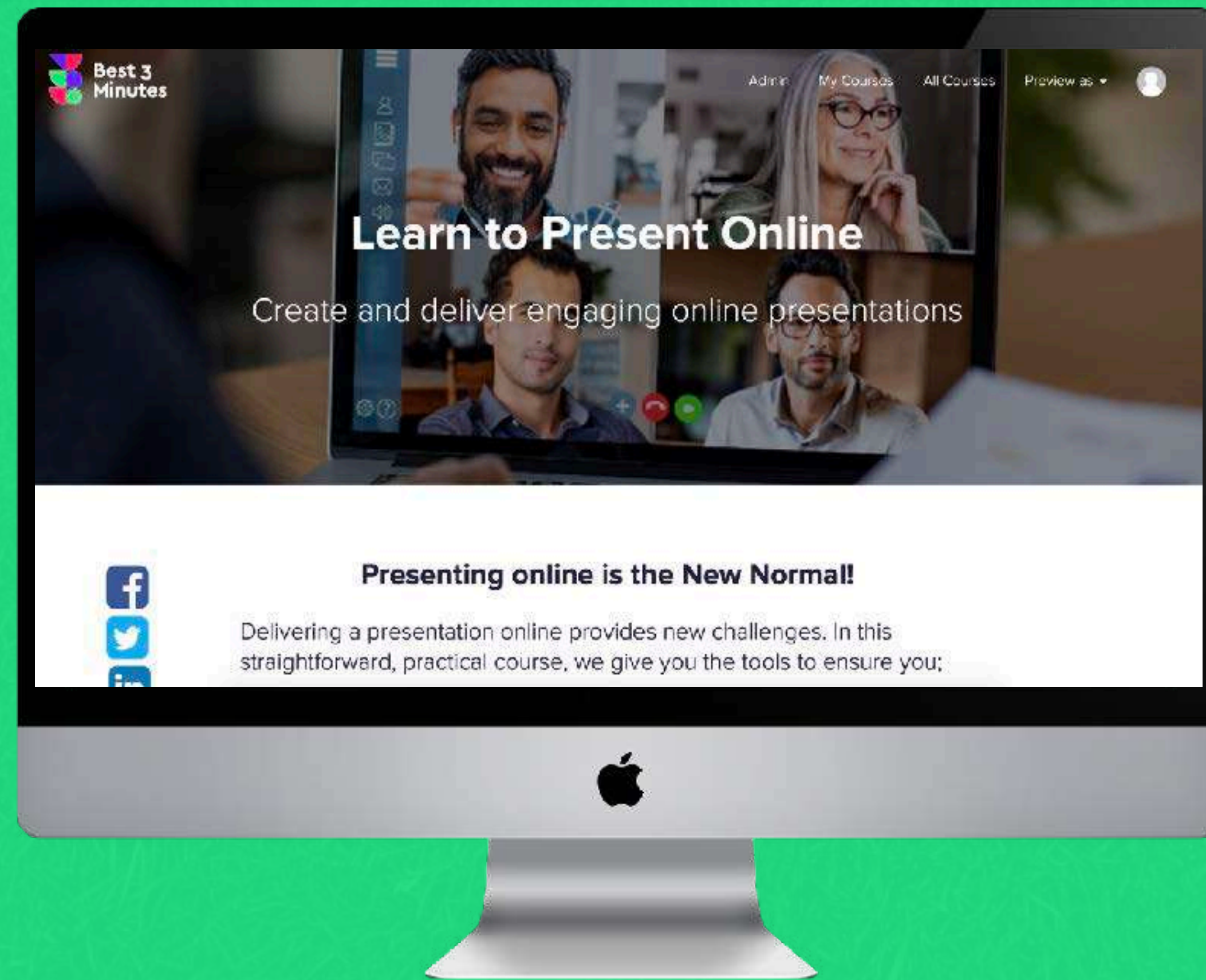


The App: iOS and Android

PitchProfessional

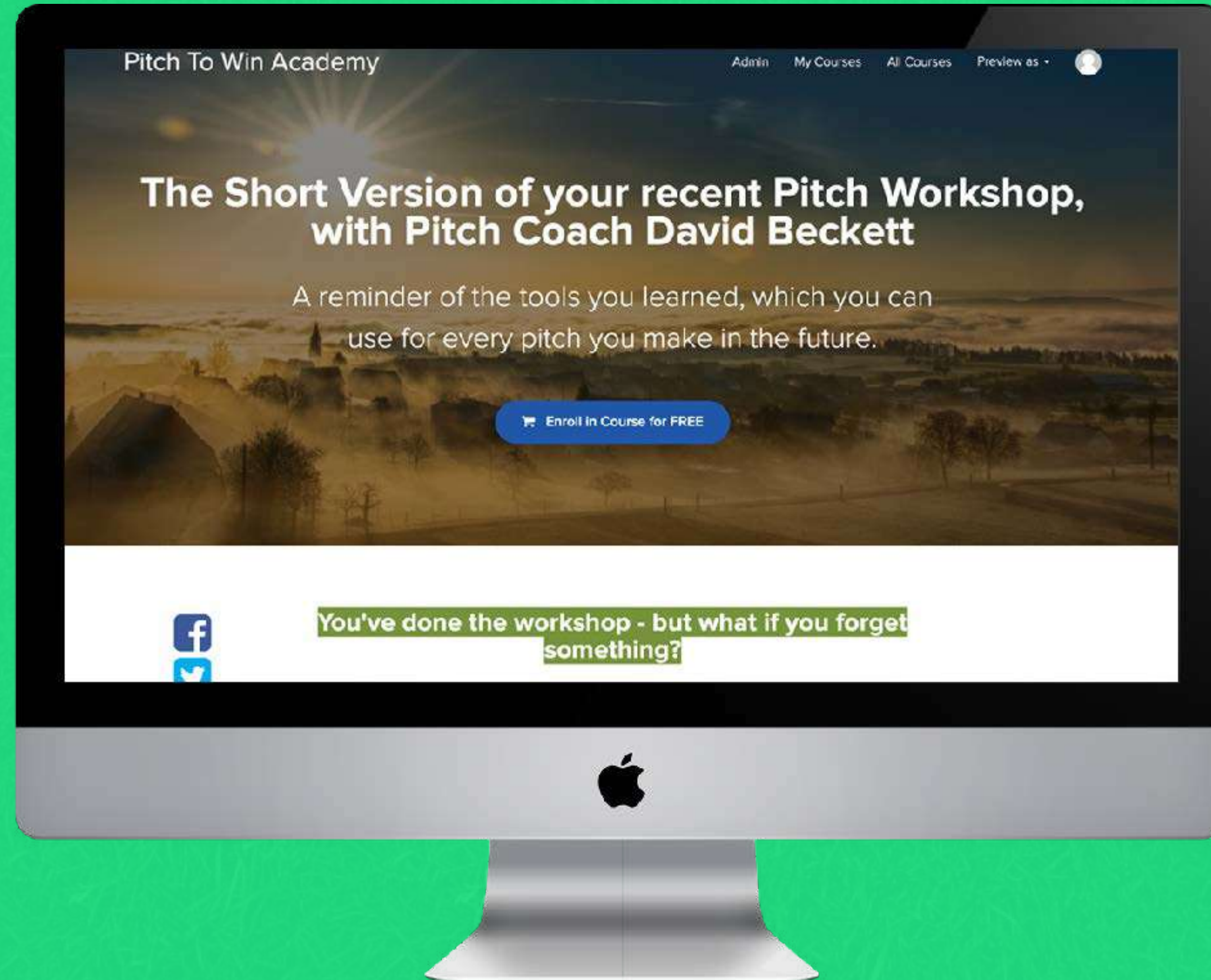


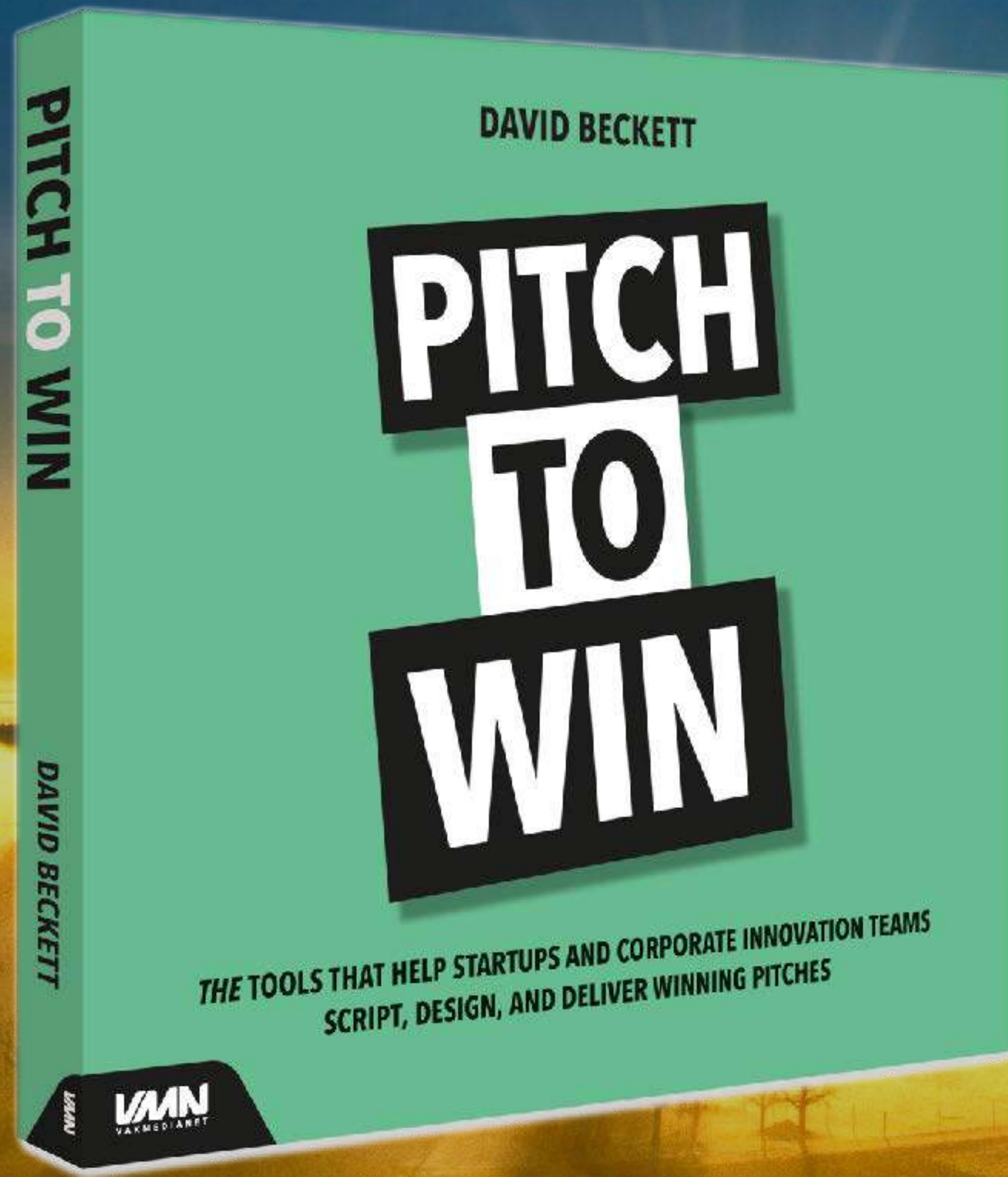
Online Course - 40% off
bit.ly/b3monlpr40



FREE

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