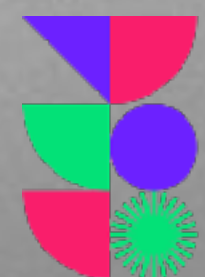


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



Best 3
Minutes

TECH CHECK



ENVIRONMENT CHECK



A quick recap of
THE LAST WORKSHOP



Who are we
pitching to?

Why are we
pitching?

How do you create
YOUR STORYLINE?

STOP!!!

Don't Open

POWERPOINT



Use
**POST-IT
NOTES**

To Build Your
Storyline

begin

PAIN

PRODUCT

Product Demo

UNIQUENESS

Team (B)

(Customer) Fraction

business model

Investment

team

Wij van Gight...
 min op...
 niet waken...
 omdat...
 1 truc
 2 truc
 3 truc
 311: zodragende
 without having to switch to without having to think
 gratis installatie
 100's (around)
 Packaging
 Student aan huis?
 sketch
 Customized input of market
 app best
 (311) onder
 netwerk
 (TOT netwerk) deel of financing
 Roadmap 3 jaar
 market: digital, physical
 verlichte...
 become AMBASSADOR
 Paper cap top site
 7 hour meeting
 network
 informatie on at-to-really
 afnames in network
 660

WHY IS PITCHING VM POSITION?

50% OF OUR SUCCESS.

RIG 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 FOLWS.

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.


The Pitch Canvas®

An entrepreneurial brainstorming tool that helps you structure and visualize your pitch on one page.

Simple Statement of what change you and your product are making in the world. <small>A memorable one-sentence explanation of what you do for customers.</small>	
Pain (+ Gain) <small>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?</small>	Product <small>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 to let the product dominate the pitch.)</small>
Product Demo <small>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 - showing product on screen is better. Can you show a real customer using it?</small>	What's Unique <small>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.</small>
Customer Traction <small>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.</small>	Business Model <small>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?</small>
Investment <small>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?</small>	Team <small>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?</small>
Call To Action and End Statement <small>Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?</small>	
Why You? <small>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?</small>	

DESIGNED BY Best3Minutes
 Developed from an original idea by David Beckert.

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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

best3minutes.com/sbc-pitch-resources

Focus on how to create a
VIDEO PITCH





QUESTIONS?

Please ask

IN THE CHAT

Two biggest influences on
VIDEO PITCHES

Video
FORMAT

Your
VOICE

Video Format
OPTIONS

**Slides
and
Voice only**

**Person
on
camera**

**Slides &
person on
camera**

*and then there's the **Champions League** option...*

Video Format **OPTIONS**

**Slides
and
Voice only**

**Person
on
camera**

**Slides &
person on
camera**

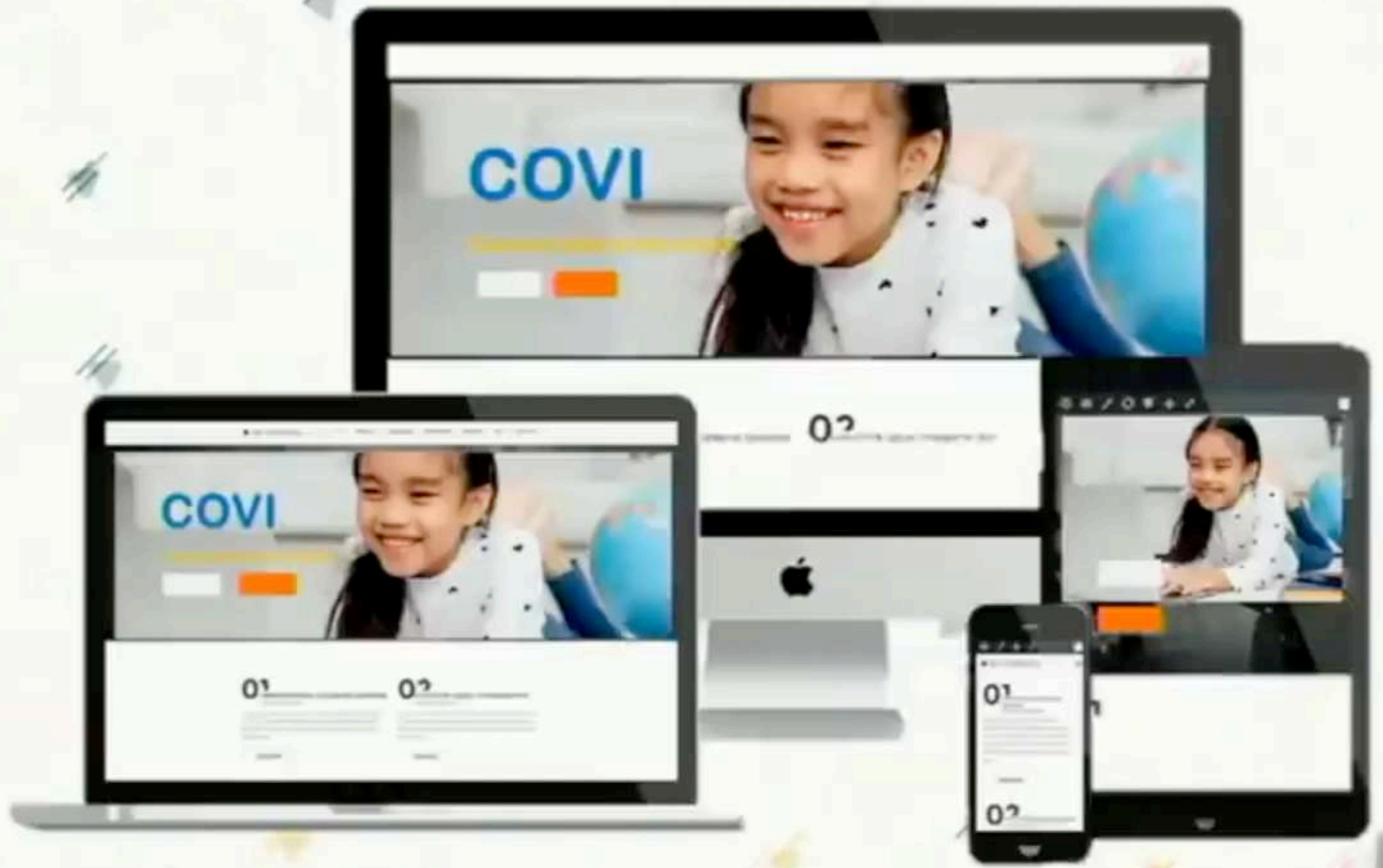
VIDEO EXAMPLES FROM

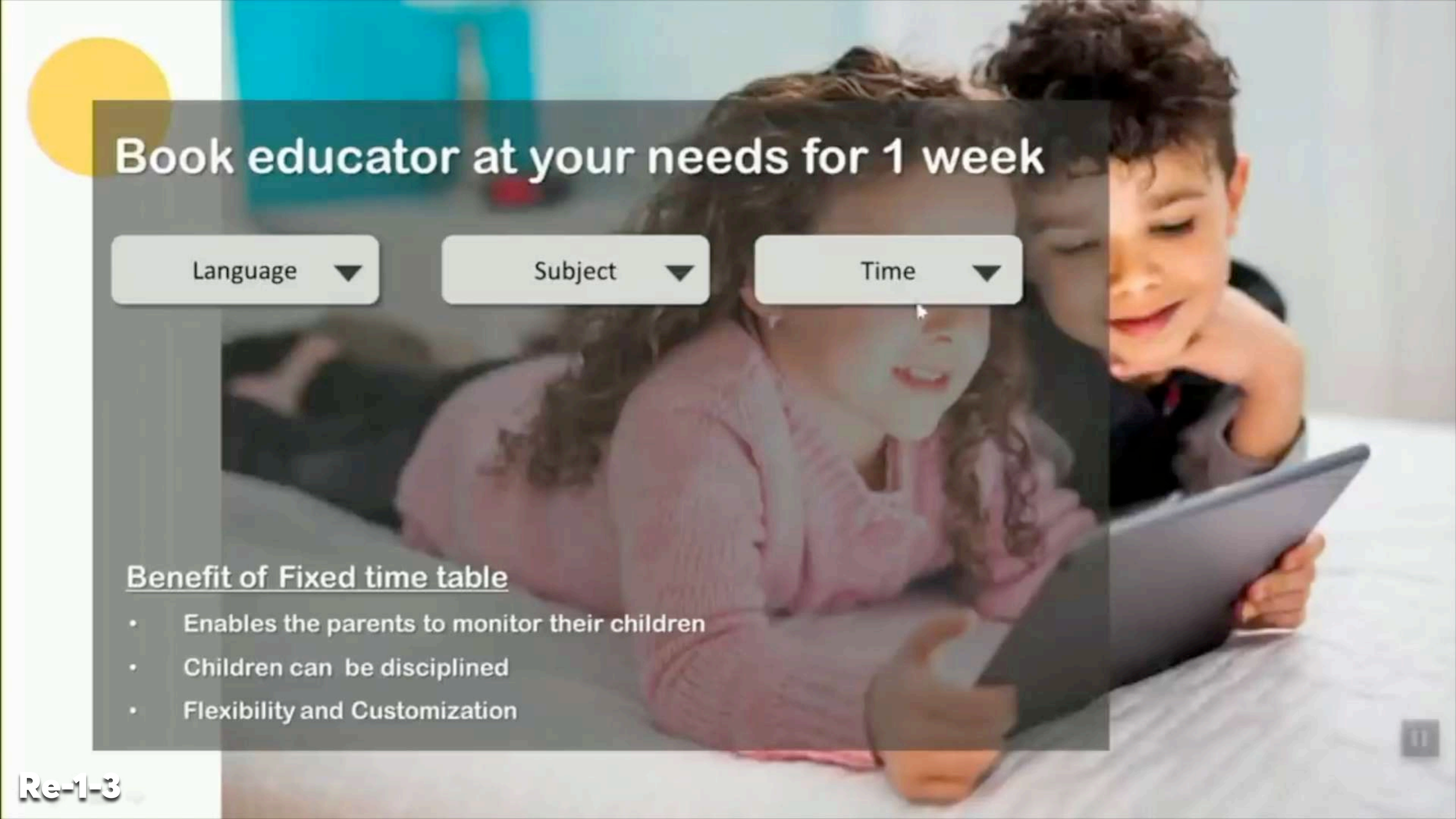
**HWCK
THE
CRISIS
NETHERLANDS**

**THE
FINALISTS**

COVI

Learn anytime, anywhere



A young girl with curly hair, wearing a pink sweater, and a young boy with curly hair, wearing a dark shirt, are lying on a light-colored surface, looking at a tablet together. The girl is pointing at the screen. The background is slightly blurred, showing a blue object and a white wall.

Book educator at your needs for 1 week

Language ▼

Subject ▼

Time ▼

Benefit of Fixed time table

- Enables the parents to monitor their children
- Children can be disciplined
- Flexibility and Customization

SLIDES AND VOICE ONLY

FOR

Simple editing and production

Easy to show **screenshots** of product

Can **clearly** communicate the issues

AGAINST

Static - no **movement**, less convincing about the product

Relies a lot on the **voice** being strong - no facial expression

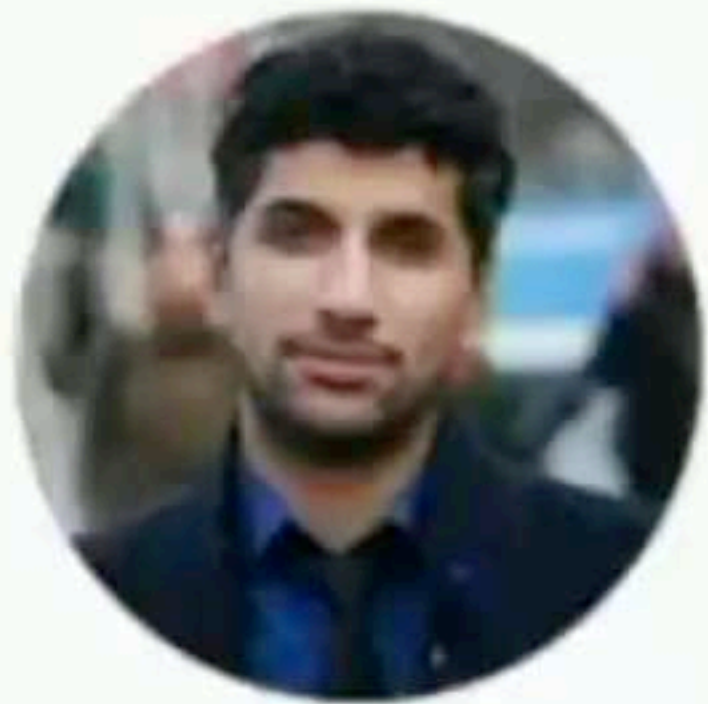
Can become **'PowerPoint-y'**

Roodkappje

Community Delivery



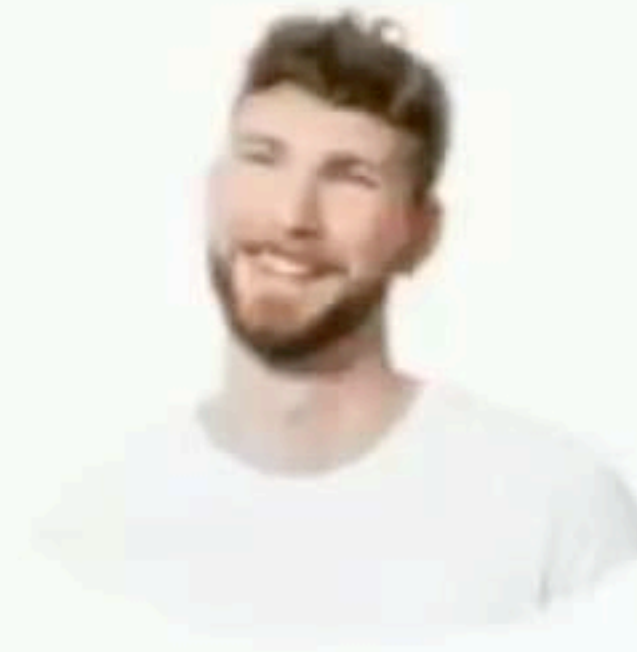
The team



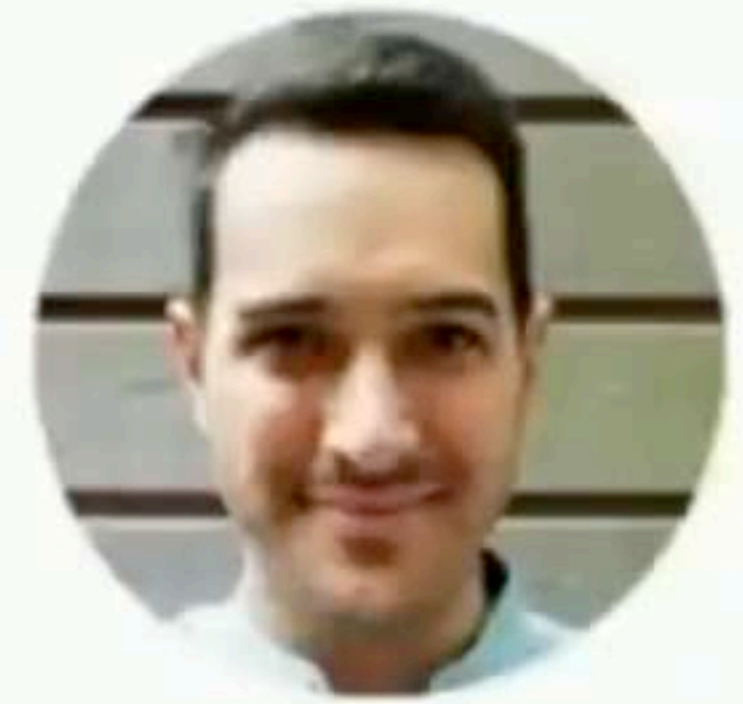
Hooman,
Founder at Society in Motion



Shashank,
Web Developer



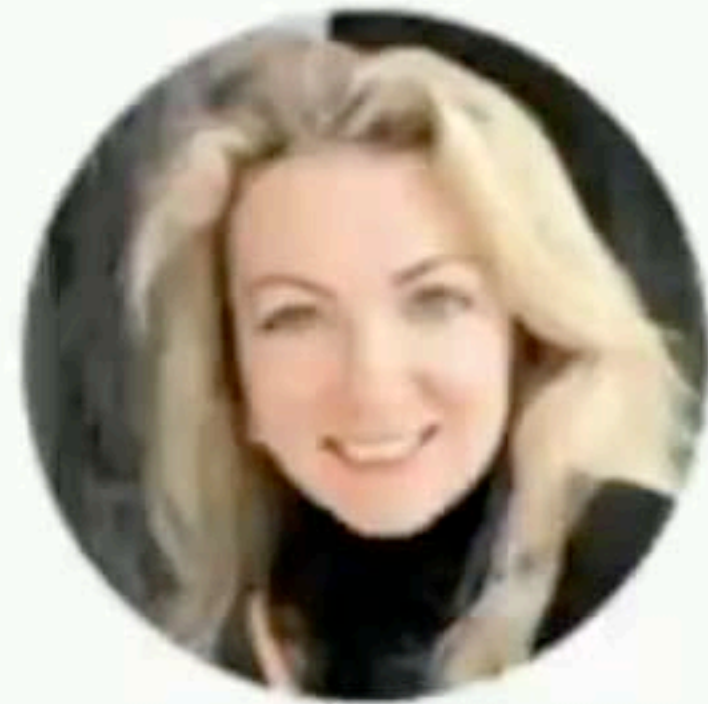
Kevin,
Project Manager



Christian,
Co-Founder Kiitos.tech



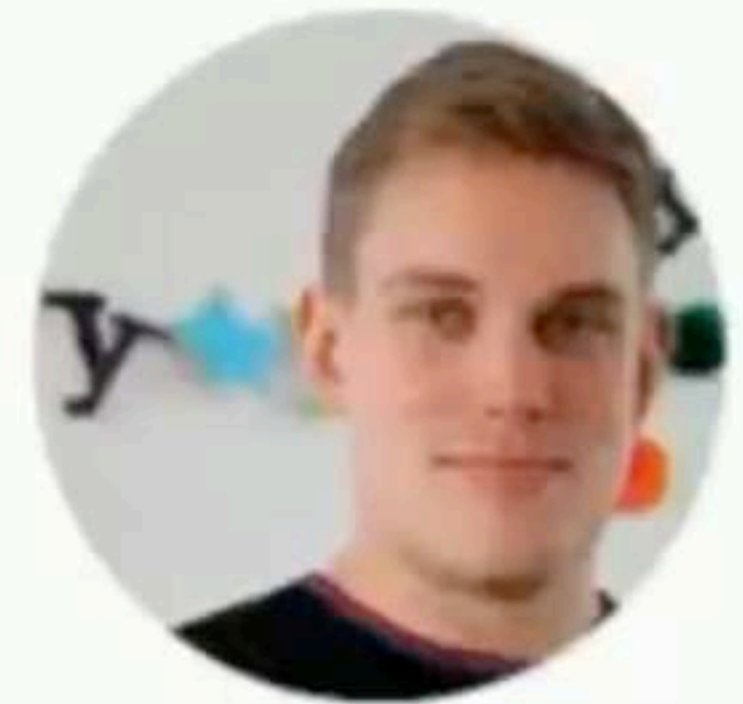
Anna,
CEO at OctoBoost



Olga,
Serial Entrepreneur



Robert,
Software Developer



Anne-Jan,
Owner Skeps Internetbureau

PRO TIP

Use a
CLICKER



Avoids the
'click-click-click'
when moving from
slide to slide

Video Format **OPTIONS**

**Slides
and
Voice only**

**Person
on
camera**

**Slides &
person on
camera**



Smart Quarantine

PERSON ON CAMERA

FOR

Simple editing and production

Can show the **personality**
of the team

More **human**

AGAINST

Hard to **visualise** and follow

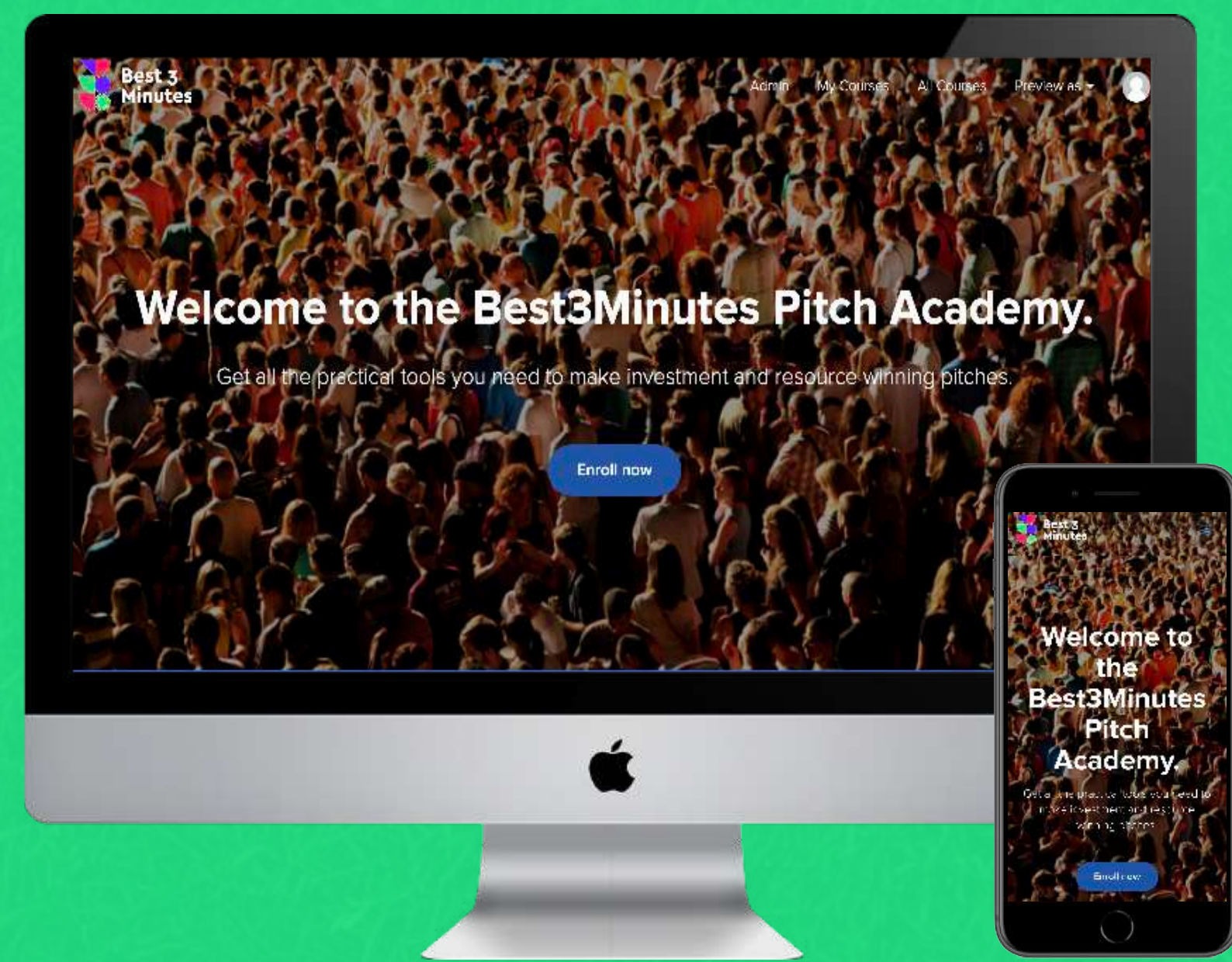
Concentration easily lost

Can't **see** the product - and
'seeing is **believing**'



PRO TIP

Frame product IN A DEVICE



Innovation Storyline

Monday 19th November, 2018



Tips



Comments



Videos

The opening

The problem

The solution

Market & val...

The opening

42 / 50 words

Pitching your ideas can be very hard. How can you tell others what your idea is, without losing yourself into details that don't matter too much? I experienced this first hand for the last 5 year, pitching ideas to most of the PwC clients in the Netherlands.

The problem

32 / 40 words

We used to do presentations, quite long, quite detailed. However, we noticed this is not really common anymore. Everybody pitches nowadays, and I get it; its short and snappy, who doesn't like that, right?

The solution

32 / 40 words

That's why we came up with an online tool that offers you proven innovation templates and storylines. They work, and they are perfect for innovative companies as PwC.

Market & Validation

11 / 120 words

So we start using Pitchy in October, 2018. And since then...

B *i* u



David Beckett

06-10-2018

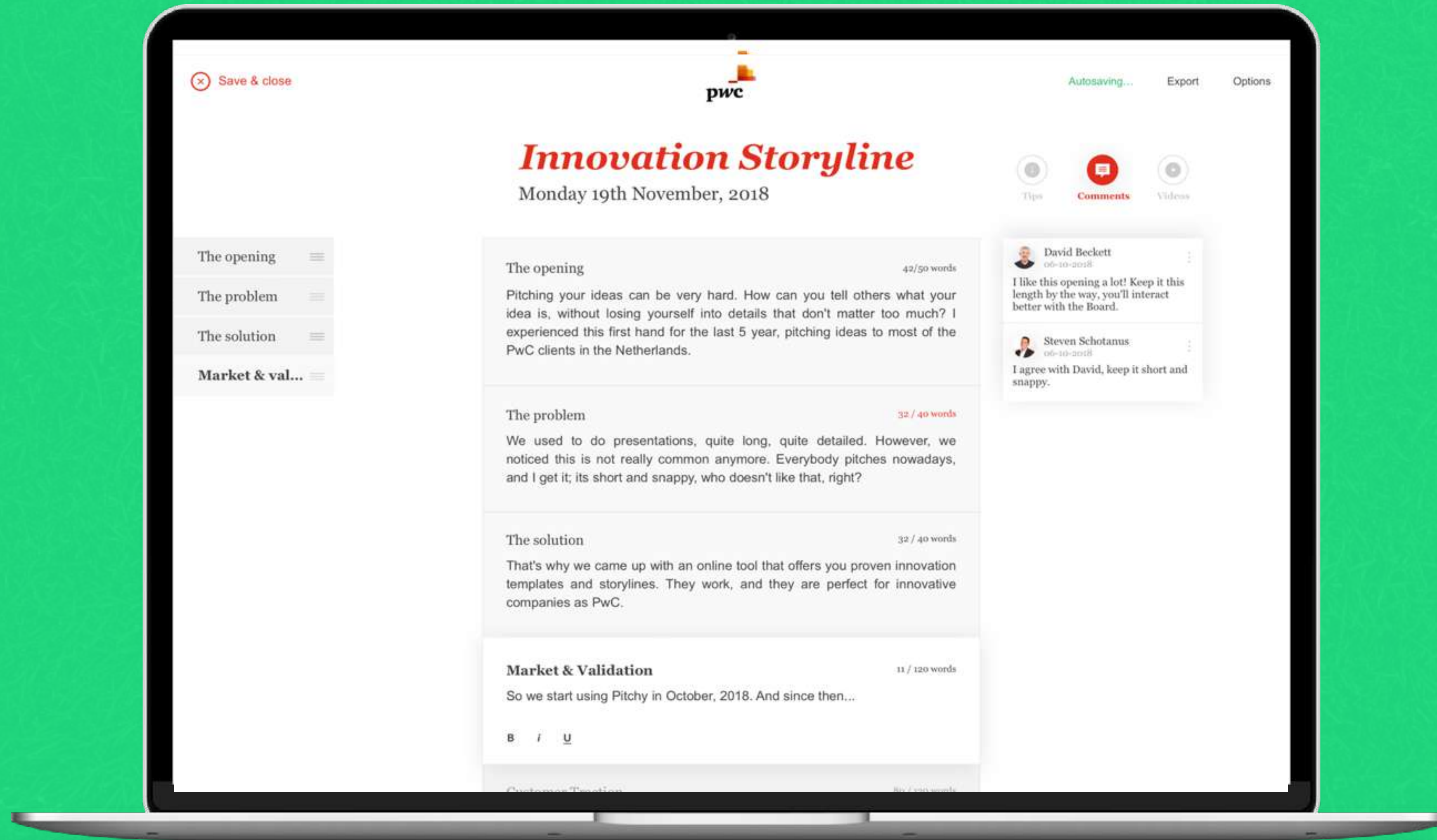
I like this opening a lot! Keep it this length by the way, you'll interact better with the Board.

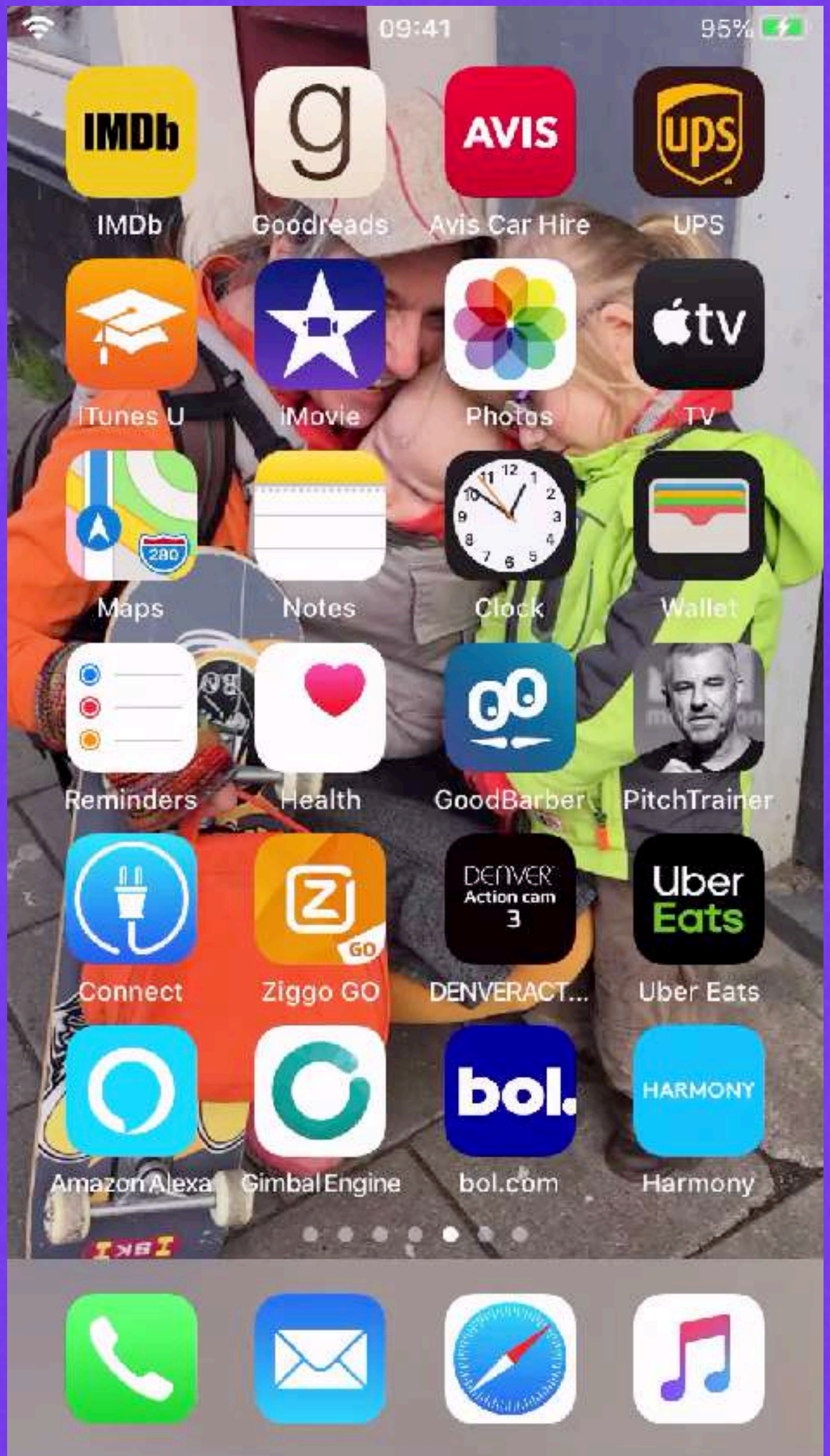


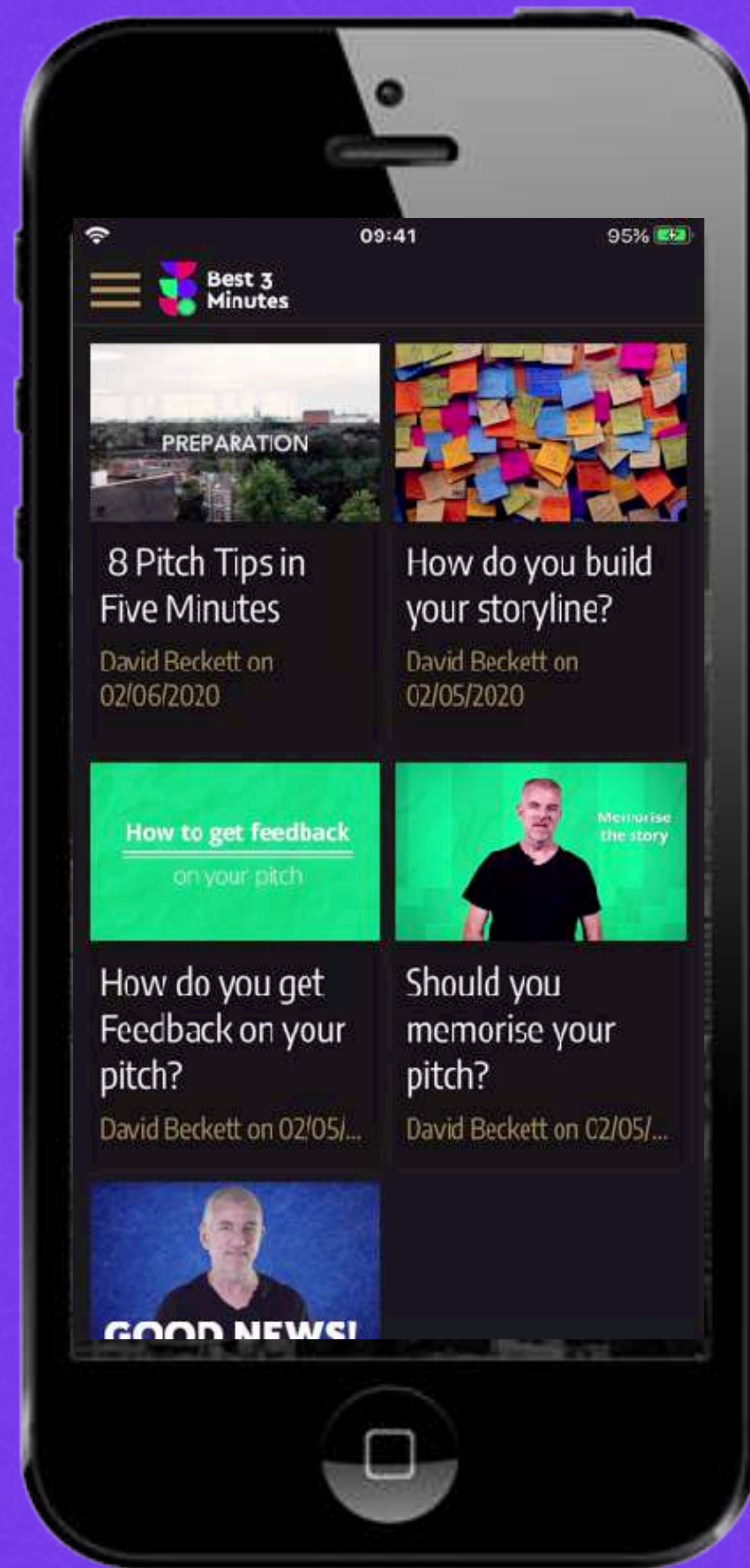
Steven Schotanus

06-10-2018

I agree with David, keep it short and snappy.







Video Format **OPTIONS**

**Slides
and
Voice only**

**Person
on
camera**

**Slides &
person on
camera**



Crowdsourced intelligence platform

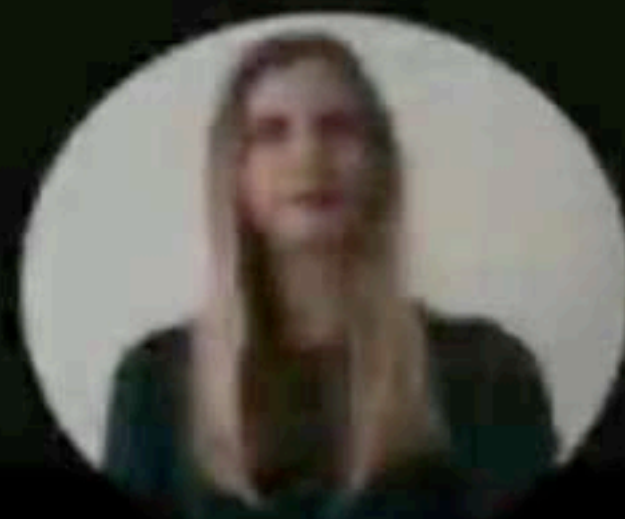
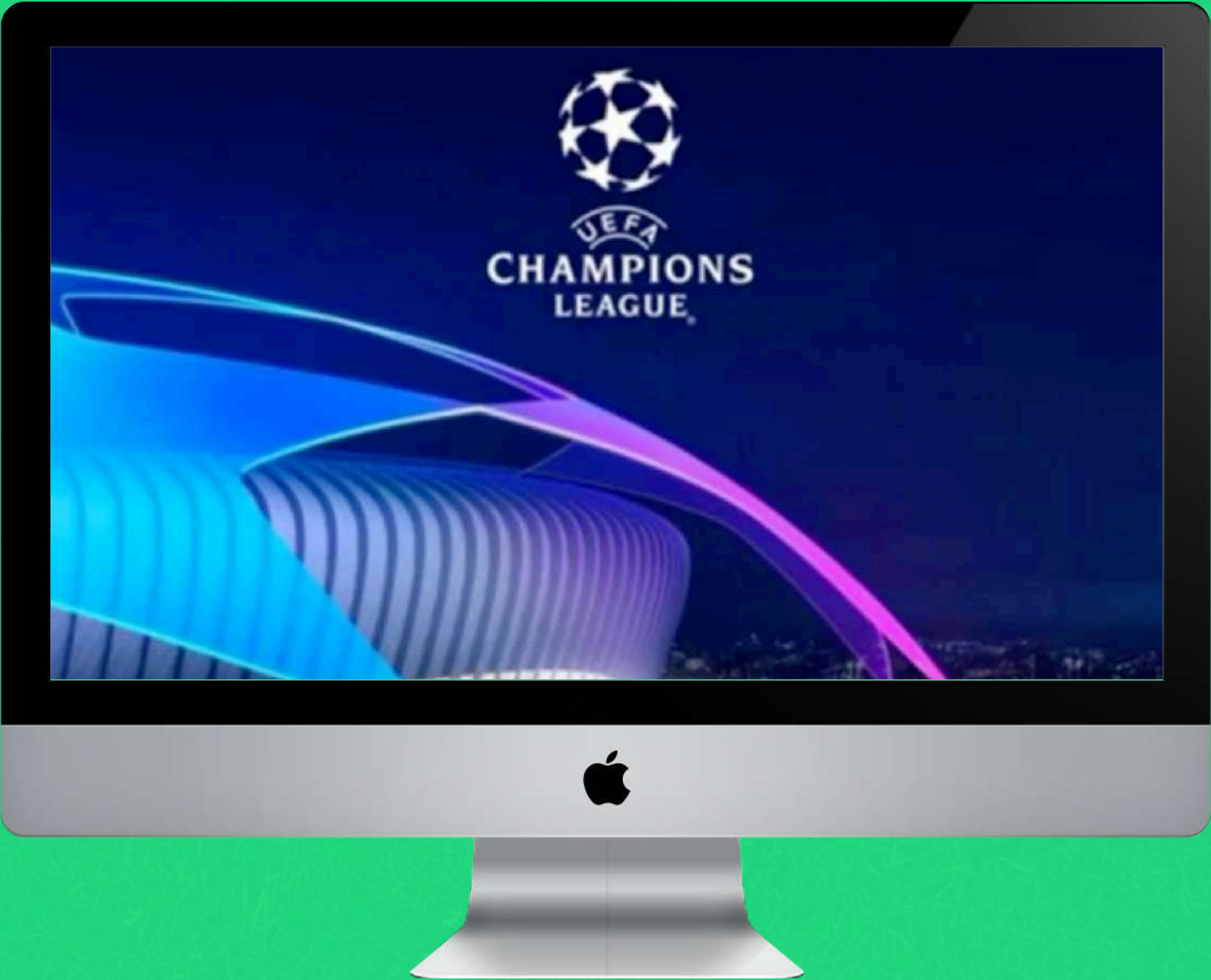


Photo by Norm4nNorm4: <https://flic.kr/p/aiUPVM>
<https://creativecommons.org/licenses/by/2.0/>

Analysis Mode



Throw Everything At It!



VOICE



SLIDES



ICONS



VIDEO



DEMO



PERSON

\$34⁹⁷

Everyday
Low
Price

3M RESPIRATOR 40-CT

AISLE BAY LOC
16 Y 1

Item # 773516 Model # K200H07-CA0

\$21⁴⁸

Everyday
Low
Price

3M SANDING FIBERGLASS RESP 20-CT

AISLE BAY LOC
16 Y 3

Item # 27007 Model # 27007-4

\$5⁹⁷

3M SANDING FIBERGLASS RESP 10-CT

AISLE BAY LOC
16 Y 5

\$30⁰⁰

Item # 27007 Model # 27007-4





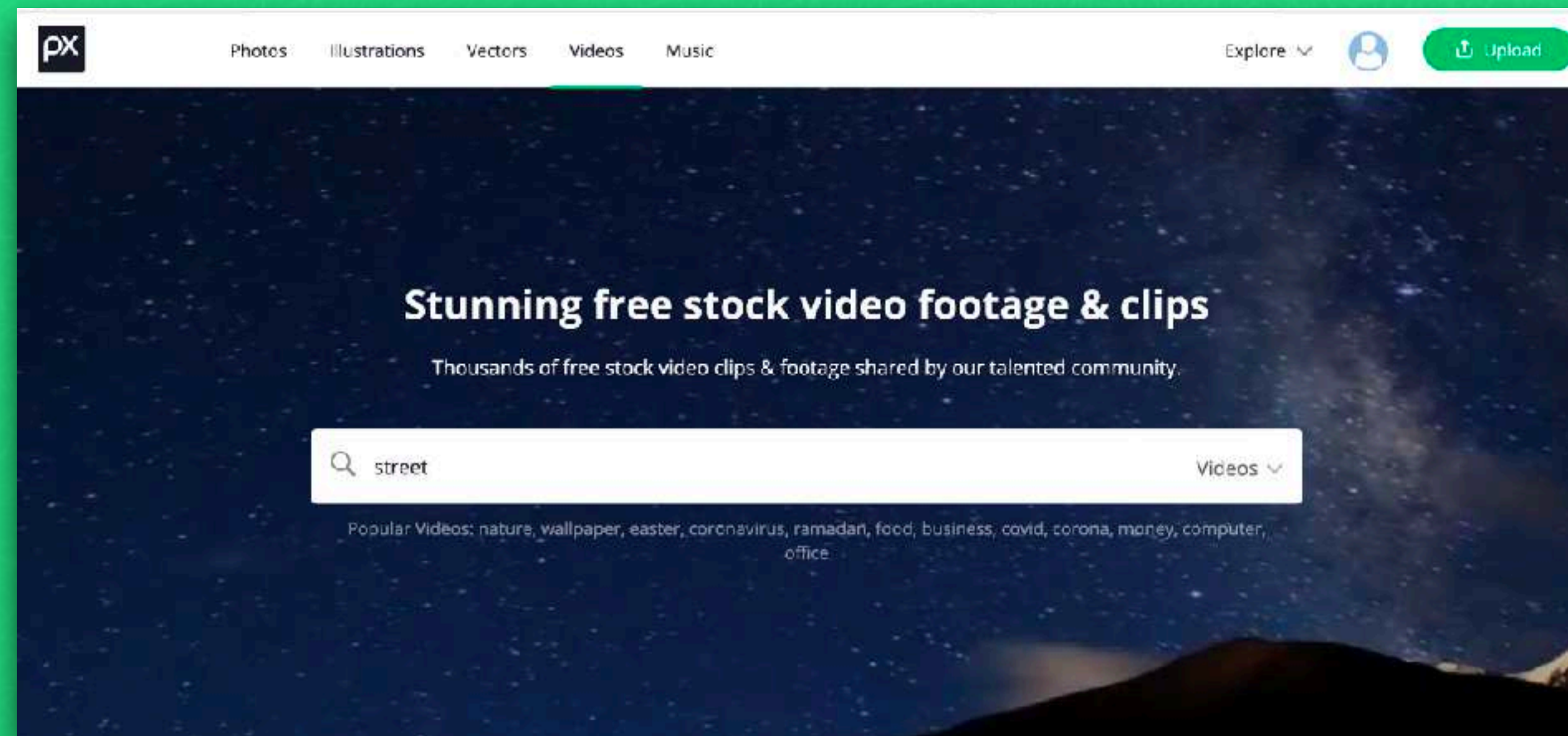
QUESTIONS?

Please ask

IN THE CHAT

Free Video Resources

PIXABAY.COM



Creative Commons - Commercial Use

Which **SOFTWARE?**



Both can export to Movie

Which Software for **SCREEN CAPTURE?**



FREE



loom

CURRENTLY FREE

My Recommendation

CAPTURE SCREEN, PHONE, EDIT



Telestream

ScreenFlow

NOT CHEAP! \$129

But worth the money.



QUESTIONS?

Please ask

IN THE CHAT

Two biggest influences on
VIDEO PITCHES

Video

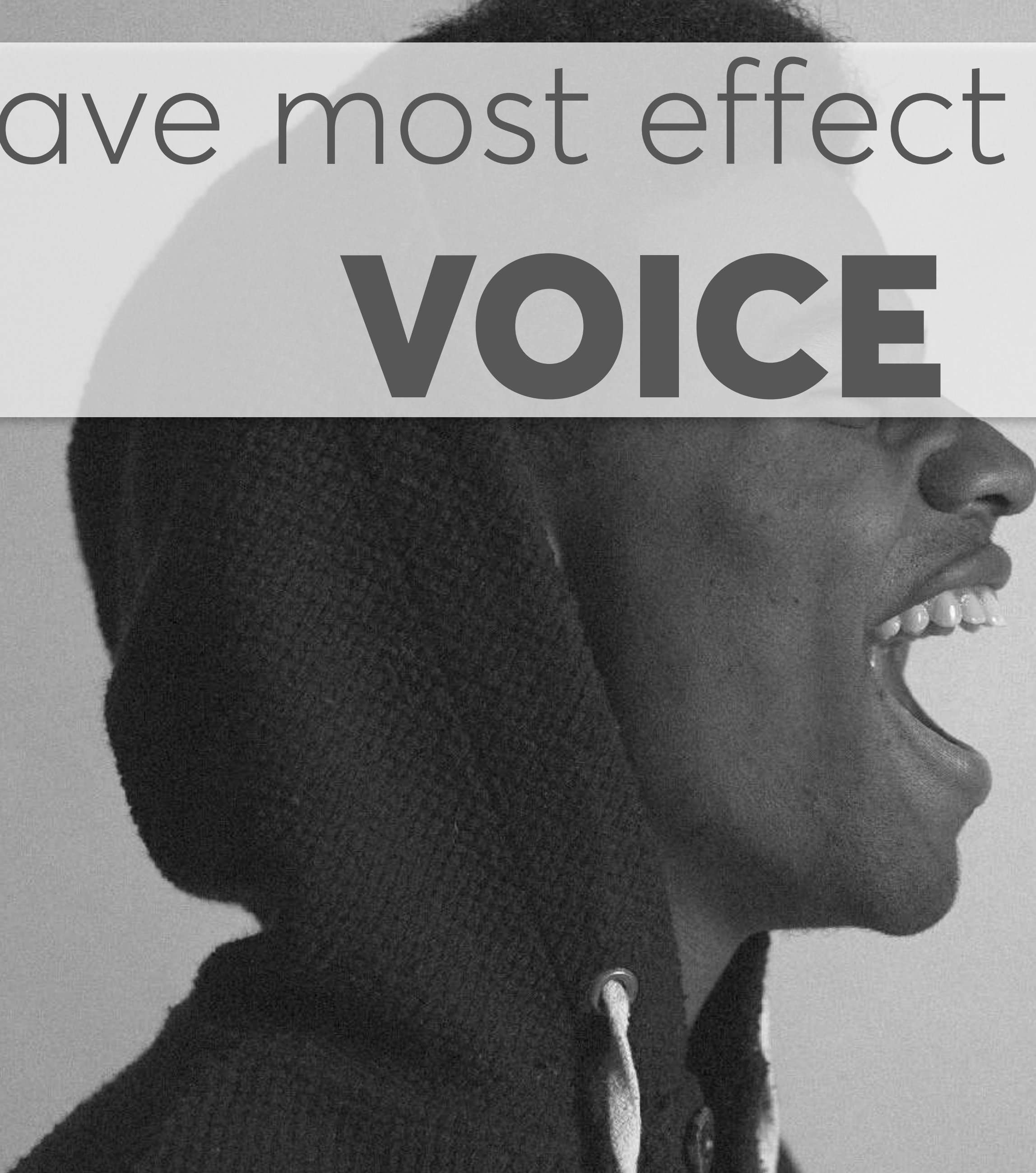
FORMAT

Your

VOICE

You have most effect with your

VOICE



What do you 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."

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



Say it
OUT LOUD

Think it
through

Write it
down

Say it
out loud

GET FEEDBACK



QUESTIONS?

Please ask

IN THE CHAT

The most critical part of
EVERY PITCH



WHY YOU?

What's your **personal motivation** to offer this proposition?

Your **Enthusiasm** Counts!

A close-up portrait of Patrick de Zeeuw, a man with long, wavy brown hair and a light beard, looking slightly to the right. He is wearing a white collared shirt and a brown jacket. The background is a blurred indoor setting with a green wall on the left and a white wall on the right.

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 your subject/project/work?

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



ACTION STEP

**3 MINUTES
TO PREPARE**

Brainstorm – Why You?
& prepare a 30-45 second
explanation

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

What **do you love** about your
subject/project/work?

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

Time for a
BREAKOUT ROOM



5 MINUTES

FEEDBACK

Is it **personal**?

Does it make you feel
something?

One **FRIENDLY** piece of
advice for improvement

ACTION STEP

Brainstorm – **Why You?**

& prepare a 30-45 second
explanation

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

What **do you love** about your
subject/project/work?

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

Tips for the **Q&A SESSION**

Tips for the **Q&A SESSION**

**Listen to
the last word
of the
question**

**Take a
moment
before you
answer**

**Write
down the
questions you
don't want to
be asked!**

Tips for the **Q&A SESSION**

Never Argue!

**Answer
weaknesses as
learning
possibilities**

**Write
down the
questions you
DO want to
be asked!**



QUESTIONS?

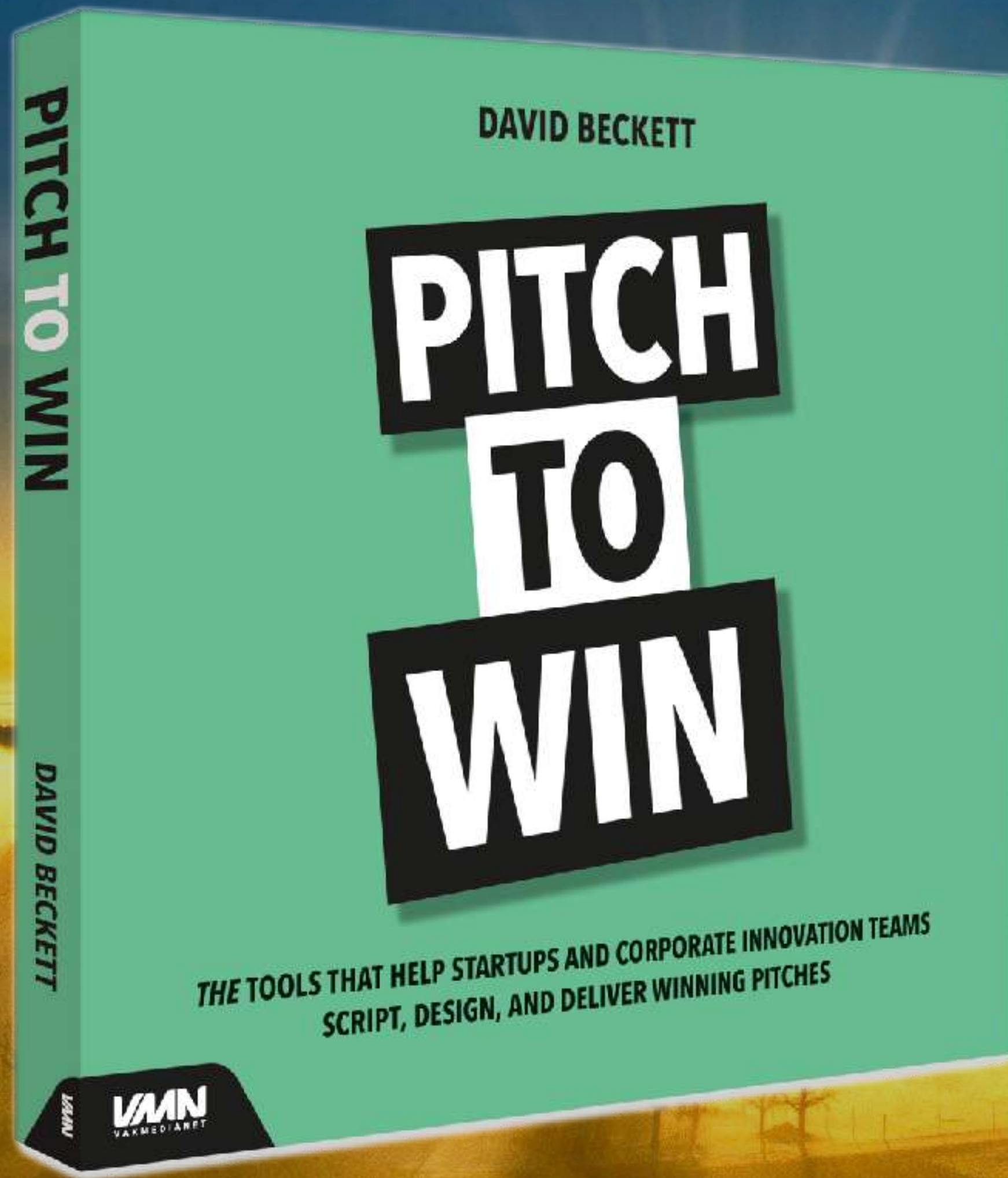
Please ask

IN THE CHAT

See you in the
1:1 SESSIONS



Sheila
SCHENKEL



David Beckett

Best3minutes.com

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Linked  TM

best3minutes.com/sbc-pitch-resources