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

David Beckett

@best3minutes

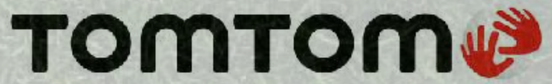
Best 3 Minutes

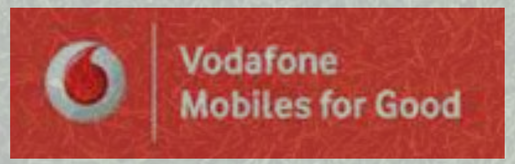
Coached 950+ Startups

RAISED OVER €270MILLION

29 Countries

TRAINED 15,000+ PEOPLE





GREAT IDEAS NEED A VOICE

QUESTIONS?

Please ask

IN THE CHAT

How to make a great

#MITCovid19Challenge Pitch

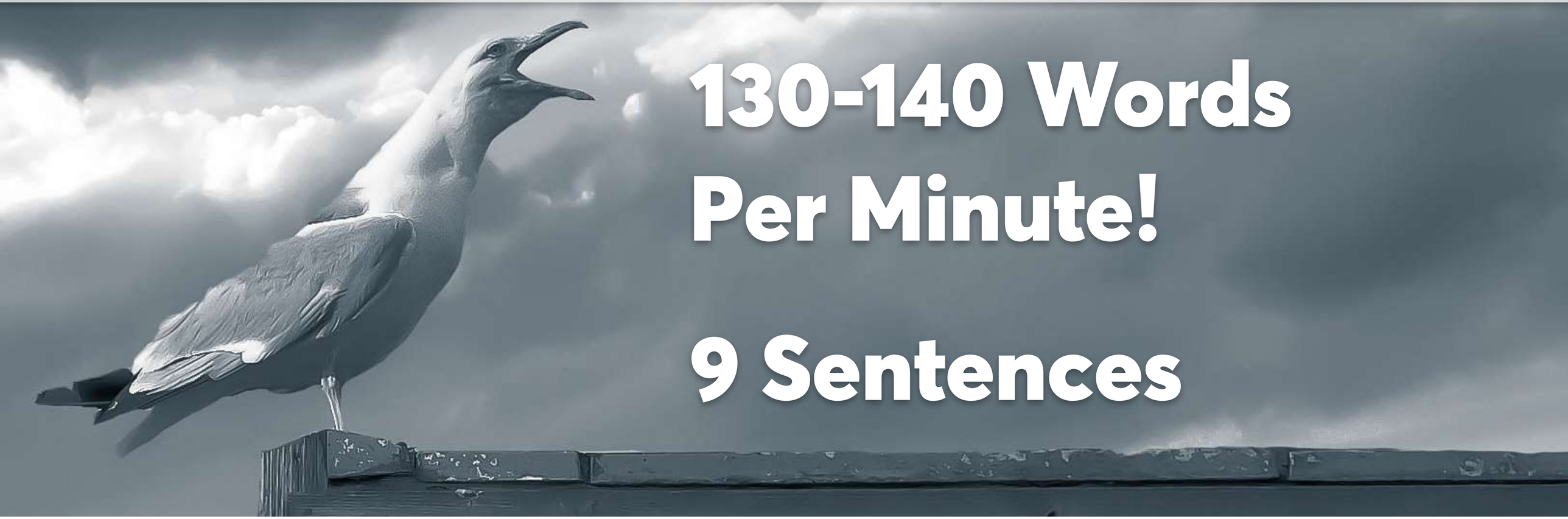
Prepare you for your
3 MINUTE PITCH

How Many Words

PER MINUTE?

How Many Words

PER MINUTE?



130-140 Words Per Minute!

9 Sentences

Who is your audience &

WHAT DO THEY CARE ABOUT?

1. Impact:

Solving a real problem, with potential major health impact?

2. Innovation:

Tech issues covered, potential resource limitations considered?

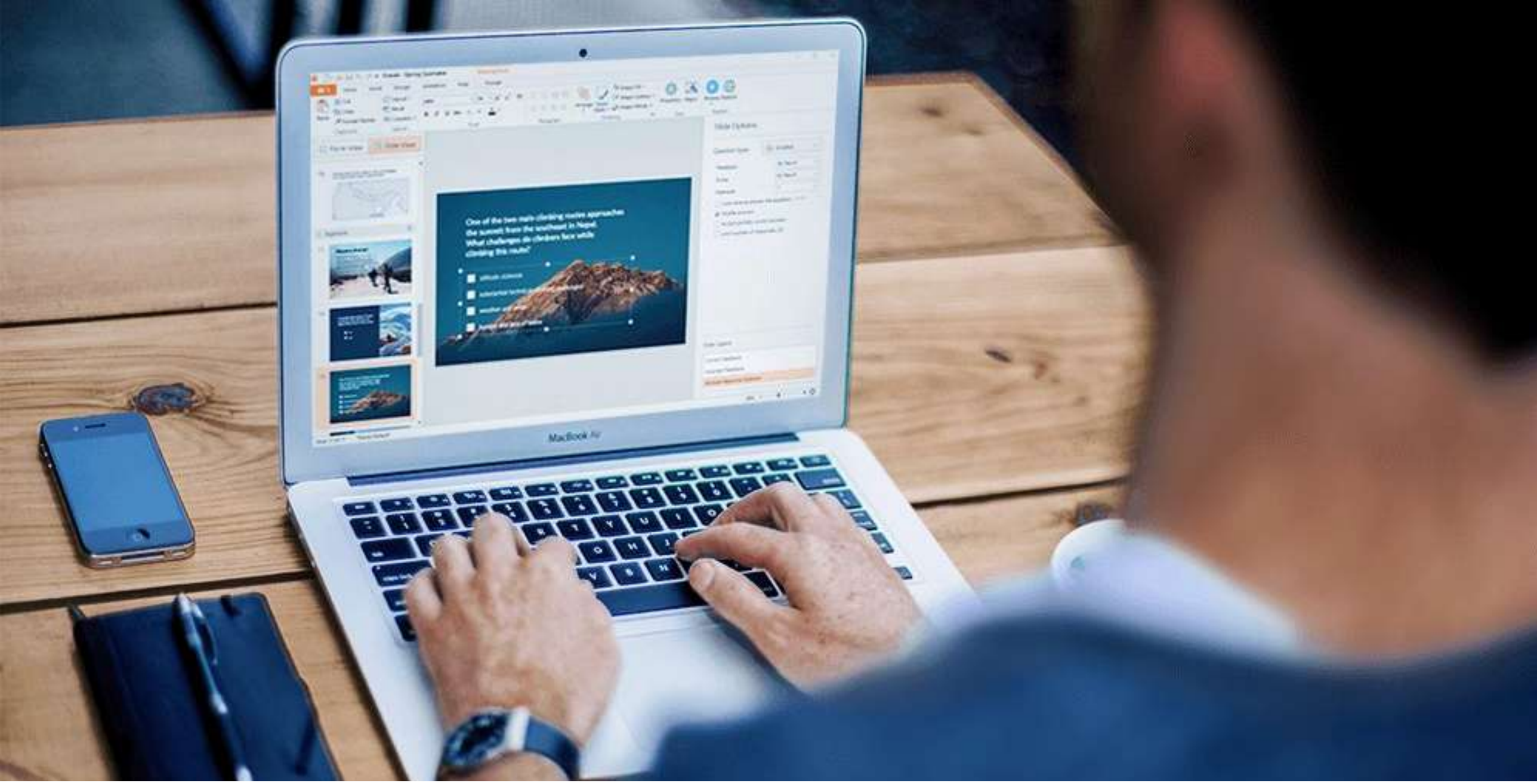
3. Implementation:

Can it be put into action? Sustainable proposition?
Implementable by a team or with the challenge partners?

4. Presentation:

Good pitch? Diverse team, credible story?

How do you create
YOUR STORYLINE?



STOP!!!

Don't Open
POWERPOINT

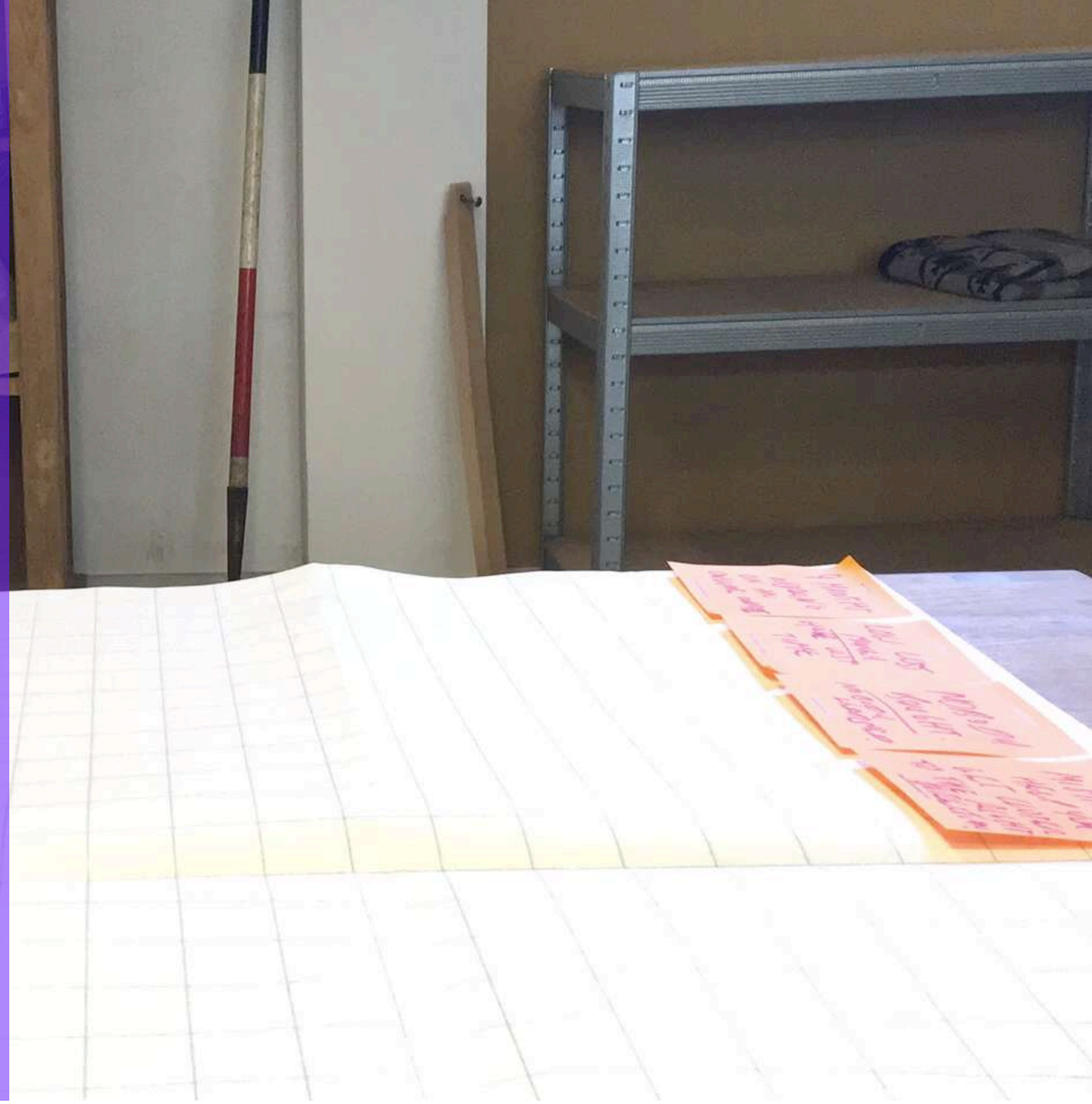
Use **POST-IT NOTES** To Build Your Storyline

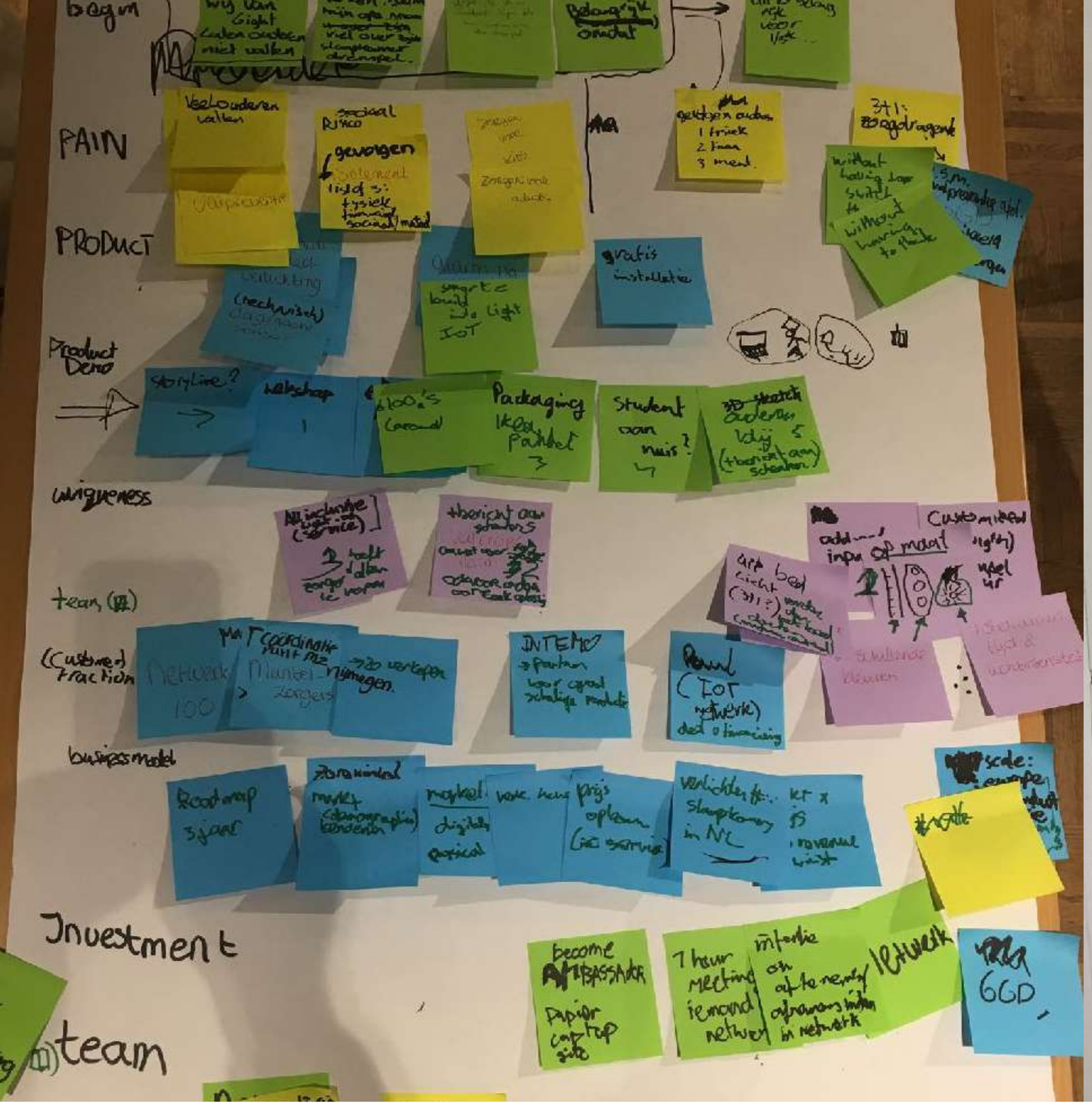
BRAINSTORM

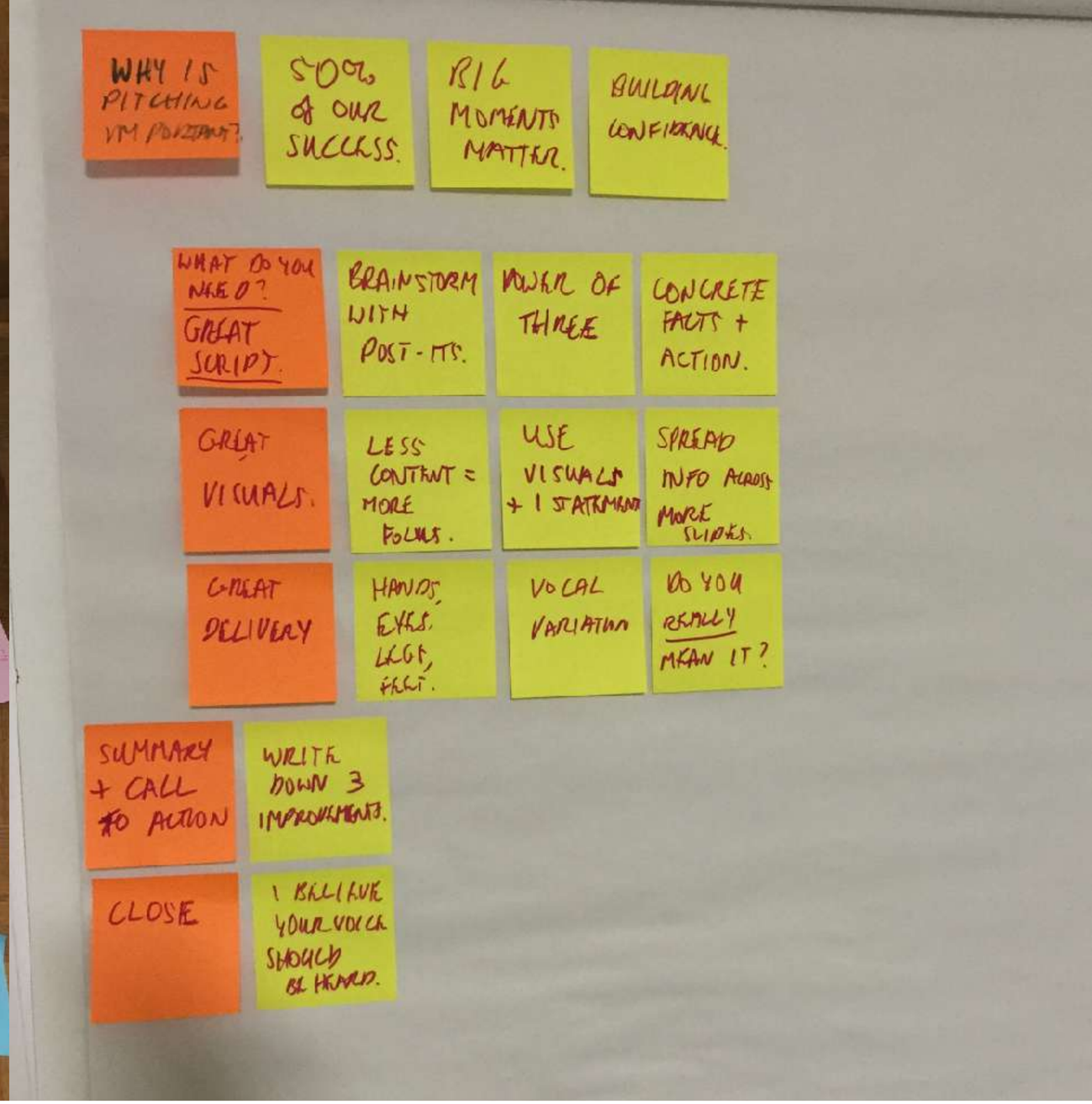
Get the ideas out of your head

Take a step back: what are the **BIG ISSUES?**

Organise around **CHAPTER HEADINGS**




begin
PAIN
PRODUCT
Product Demo
uniqueness
team
business model
Investment
team
Packaging
Student
INTEMO
Roadmap 3 jaar
become AMBASSADOR
6GD


WHY IS PITCHING VM PORTANT?
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.

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

PAIN

Does the proposition solve an **ongoing** or **anticipated** problem?

Addresses the important challenge **identified** in the **prompt**?

IMPACT

Is there a potential for **widespread** public health impact?

INNOVATION

Convincing **rationale** for why the solution may work?

Significant **technical** issues relevant to their problem **addressed**?

Any potential resource **limitations**?

IMPLEMENTATION

Could the proof of concept, prototype, or preliminary vision be **executed** ?

Is it sustainable, viable, and **feasible**?

Possible **implementation** by one of the teams or Challenge partners?

PRESENTATION

How **effective** was the presentation?

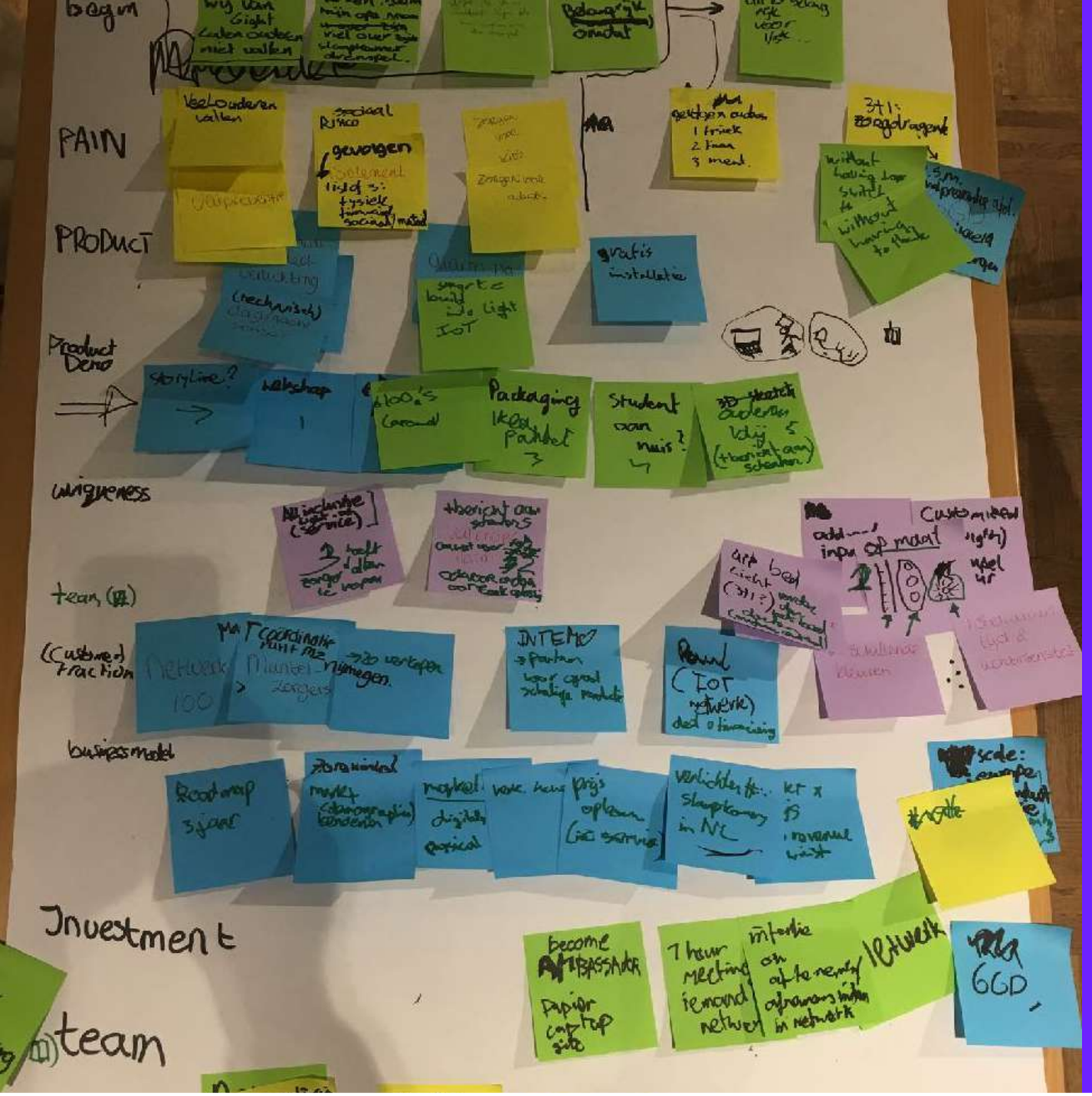
Does the team have a **diversity** of backgrounds that lends **credibility** to the solutions proposed?

ONE LAST THING...

WHY YOU?

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

Your **Enthusiasm** Counts!

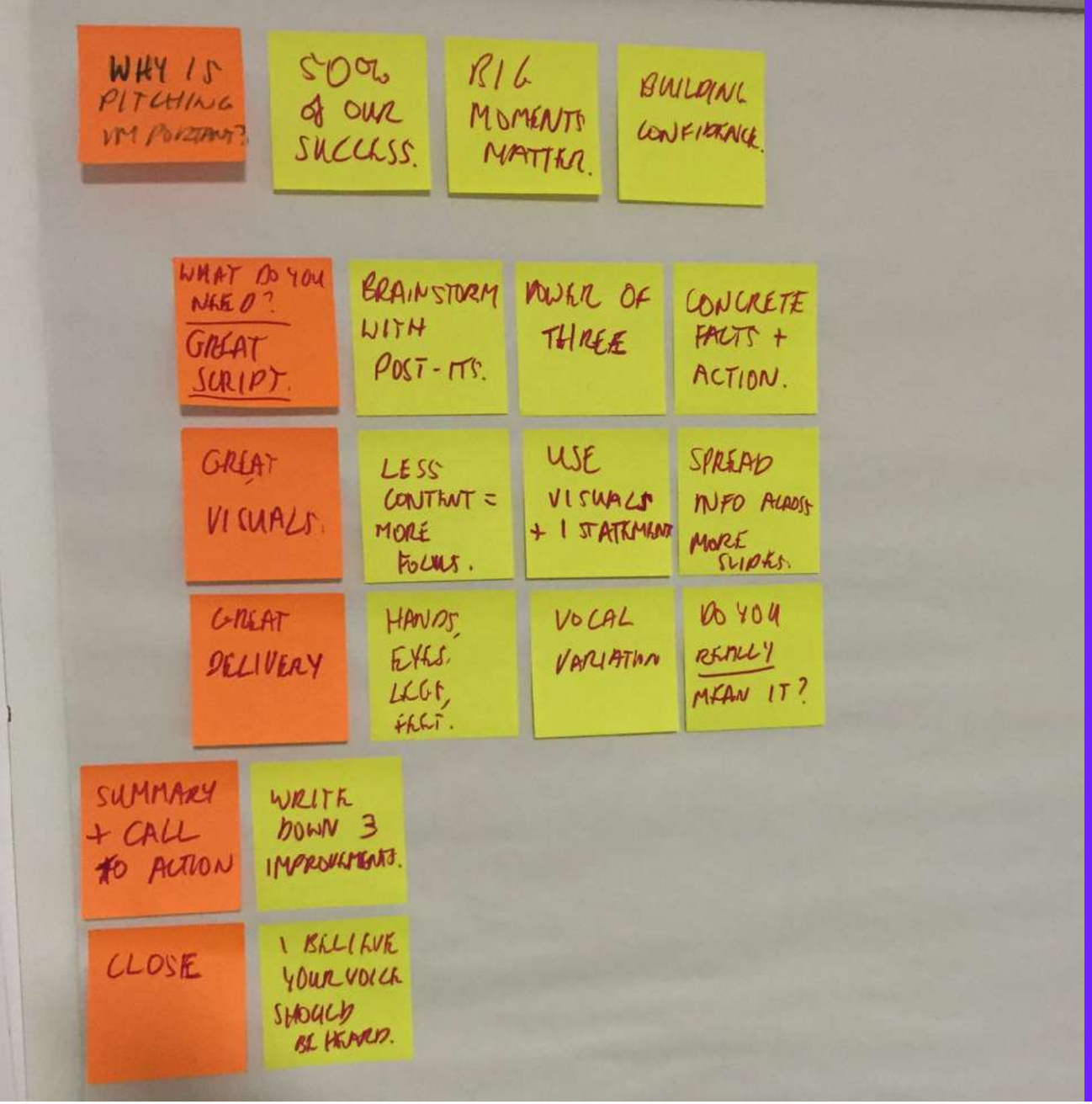


ACTION STEP

Brainstorm content on Post-Its

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write



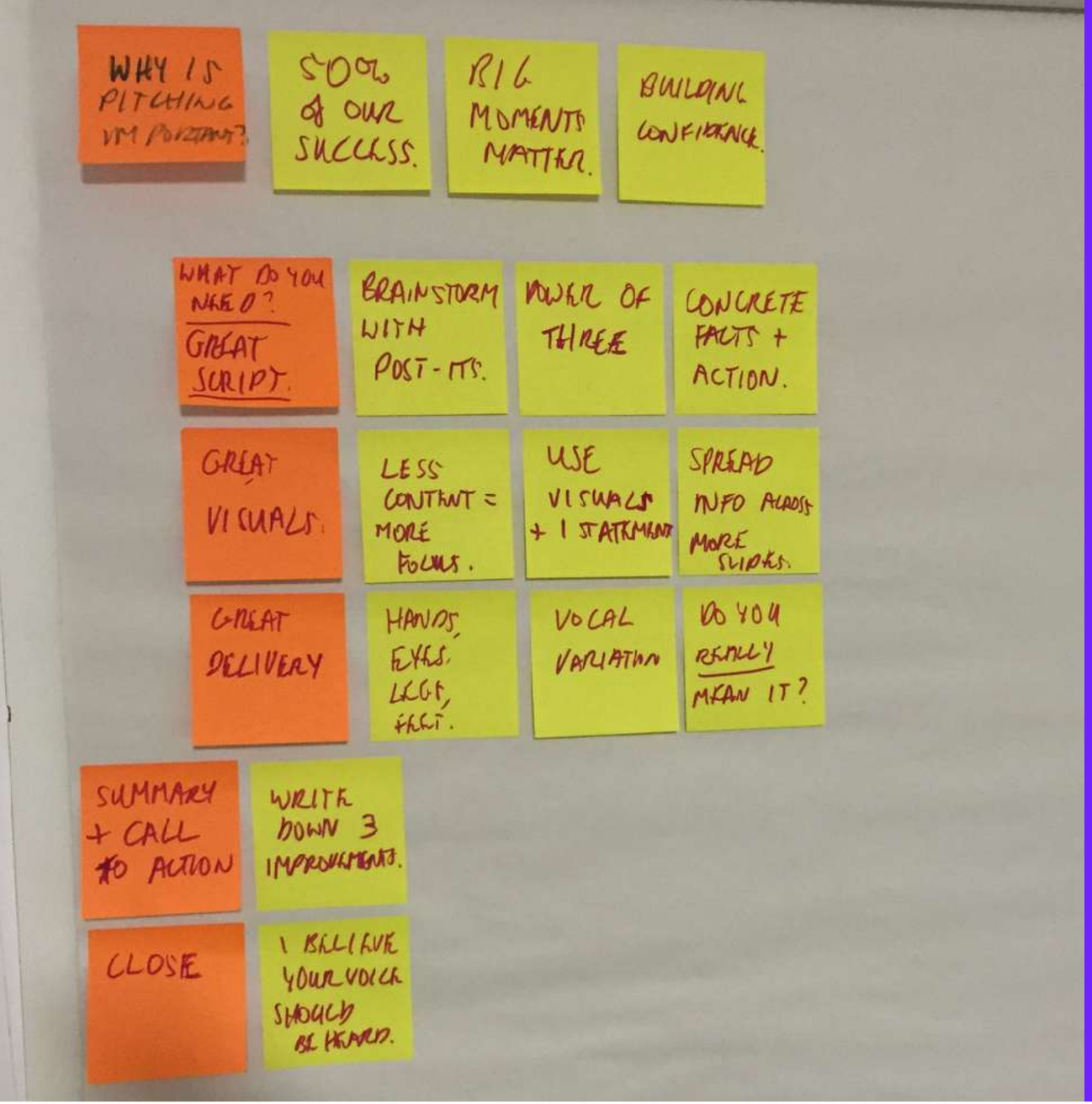
ACTION STEP

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



ACTION STEP

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

QUESTIONS?

Please ask

IN THE CHAT

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

20

Minutes

30

Percent

1

Year

Simply be

PROFESSIONAL

ACTION STEP

Review your brainstorm

Write down your
opening 3-4 sentences

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

QUESTIONS?

Please ask

IN THE CHAT

Making your story

FOCUSED & MEMORABLE

The Power of
THREE

The Threes are
IN THE AIR

READY, STEADY, GO

LIGHTS, CAMERA, ACTION

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

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

Finish like a true

PROFESSIONAL

What you've seen is...

(a 3-point, one sentence summary)

If we win, we'll change ...

(one sentence of your impact)

I believe in this idea because...

(a personal statement of what you believe)

THANK YOU!

=

I've finished, you can clap now!

QUESTIONS?

Please ask

IN THE CHAT

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."

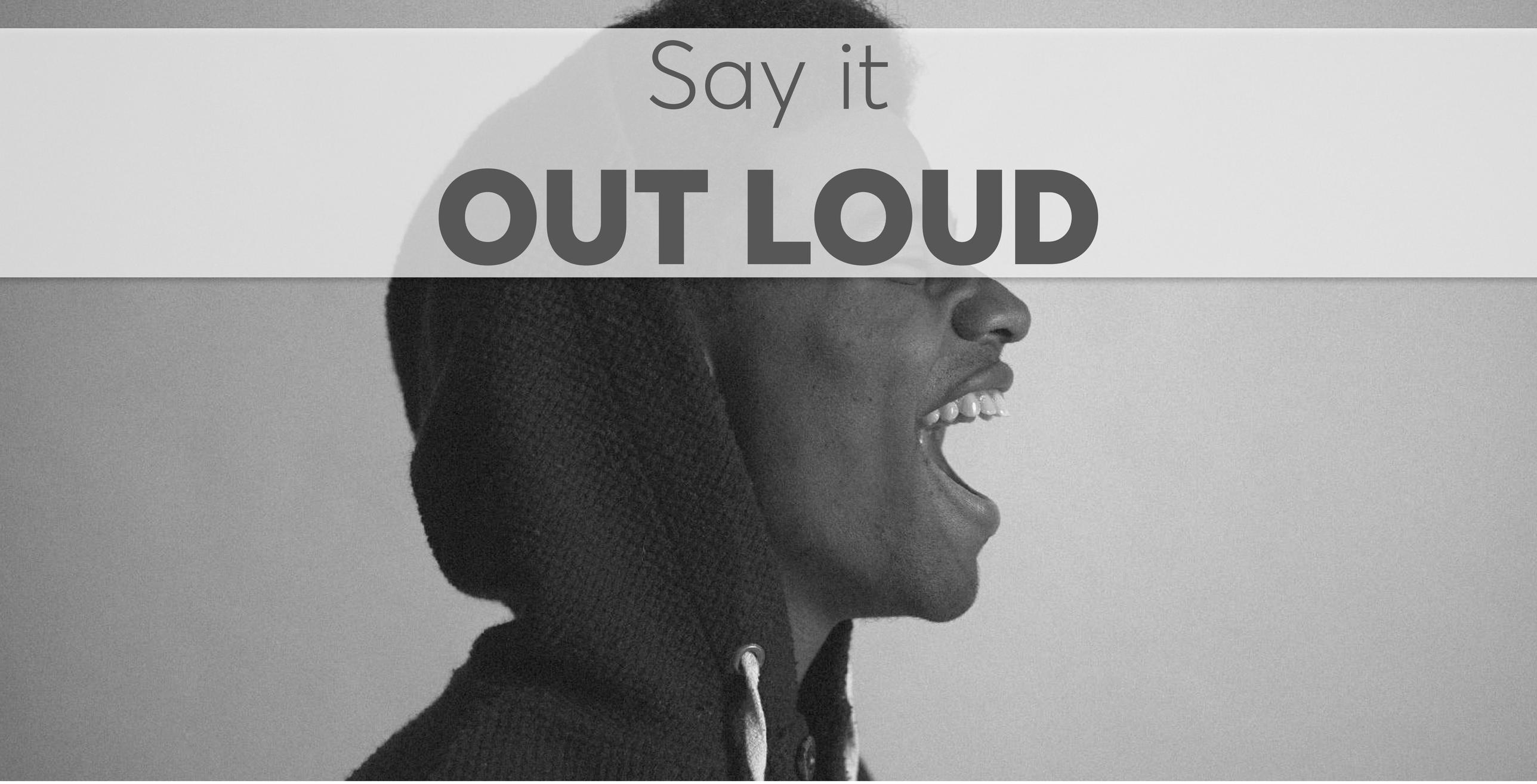
"Antony said that **his** boss did not commit a fraudulent act."

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

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

Say it

OUT LOUD



To improve your voice

RECORD YOURSELF PRESENTING

Consider

STANDING UP

QUESTIONS?

Please ask

IN THE CHAT

Pitch tools and

RESOURCES

Best 3 Minutes

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best3minutes.com

The App: iOS and Android

PitchProfessional

bit.ly/b3mcovmit

Best 3 Minutes

best3minutes.com

Best3Minutes guide to your Hackathon Pitch

How long is the pitch?

The Pitch is 3 Minutes long.
That's around 390-420 words, 27 sentences.
Get the story roughly straight, then do a test against the clock. There is a hard cutoff: if you take too long, they won't let you finish!

If you fail to finish in 23mins while practicing, cut out some content and try again.

How do I create my story?

Brainstorm with Post-its, not PowerPoint, to create the storyline.
Leave the software alone until you've had time to think. Get the ideas out of your head using Post-Its.

Only make slides once you have the storyline clear. This will save you a lot of time, and you'll get a better overview of the flow of the story.

What do they want to hear?

Here are the Judging Criteria;
1. **Impact:** Solving a real problem, with potential major health impact?
2. **Innovation:** Tech issues covered, context and potential resource limitations considered?
3. **Implementation**: Can it be put into action? Sustainable proposition? Implementable with the program partners?
4. **Presentation:** Good pitch? Diverse team, credible story?

How to open the pitch?

Open Powerfully:
make the first word count!
Don't waste time on 'I'm happy to have the chance to share' etc. Get into the pitch - what are you solving? What have you done? Are YOU excited about your idea?

Practice this out loud. The first seconds are the moments of biggest stress, make sure you're ready to go!

Don't over explain details!

Use The Power of Three;
stick to the headlines
Three minutes disappears before you know it! Don't get lost in the details.

Got 7 things you want to tell them about? Break it down to the most important 3 points. Easier to understand, and to remember!

Finish like a professional.

Don't finish with a shrug of the shoulders...
Finish with a bang!
The last 20 seconds are the first thing they will remember about you, your idea and your team.

Make a plan for those last 20 seconds - remind what they've seen, and why they should choose YOUR idea. Be professional to the last full stop.

Oh... One More Thing!

Why do YOU believe in this idea?
Your enthusiasm counts!
Pitching is a great opportunity to share your passion for what you do. Why do you think what you and the team created matters? What's the coolest thing about what you've created?

Enjoy the moment!

Pitch Workshop recording at vimeo.com/424316215

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Best 3 Minutes

ONE PAGER

Make a Winning Hackathon Pitch

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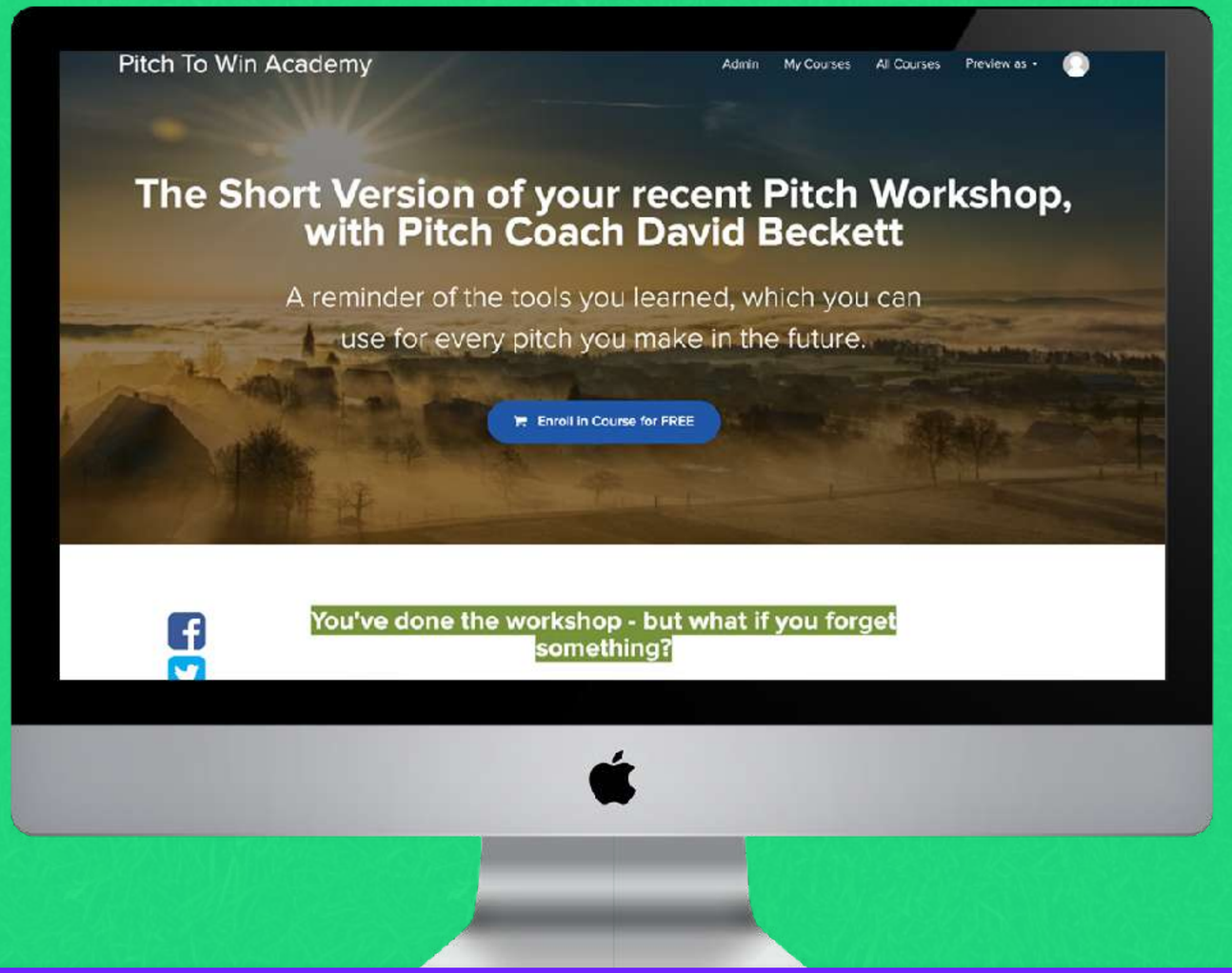
tiny.cc/pitchworkshop



Best 3 Minutes

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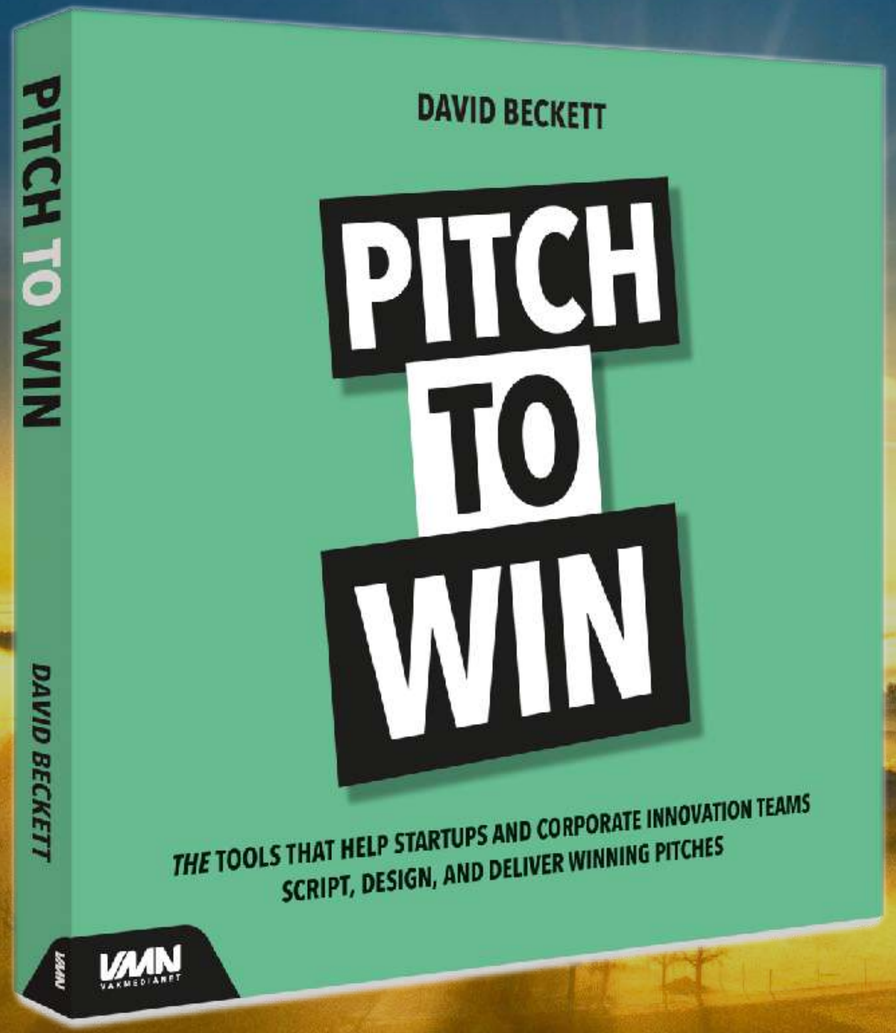

David Beckett

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