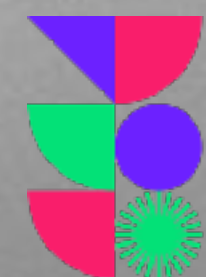


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

 **@best3minutes**



Best 3
Minutes

TECH CHECK

Please set yourself on
MUTE

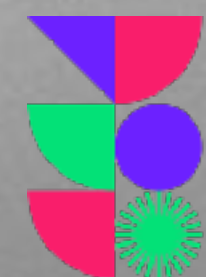
Please set yourself on
MUTE



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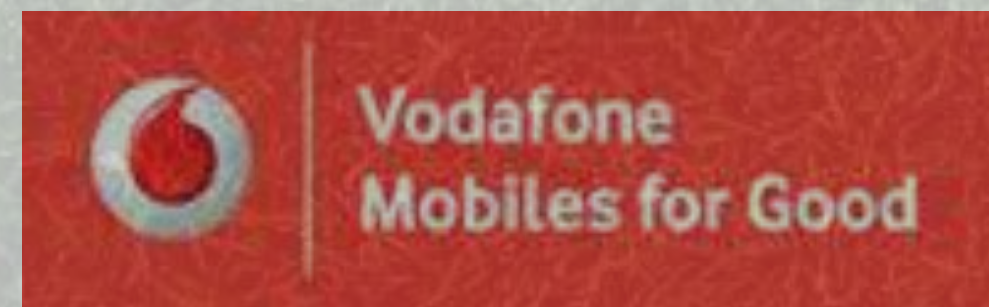
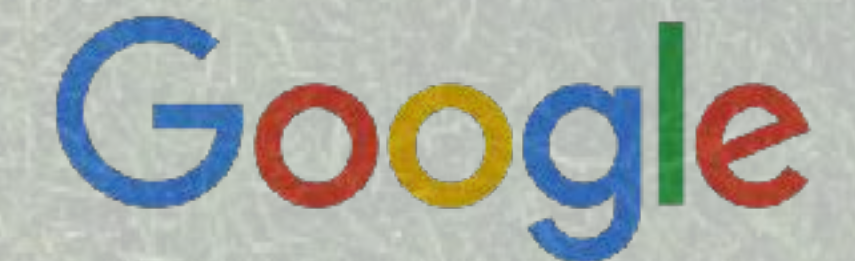
Best 3
Minutes

Coached 950+ Startups
RAISED OVER €270MILLION



29 Countries

TRAINED 15,000+ PEOPLE



**GREAT IDEAS
NEED A VOICE**





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

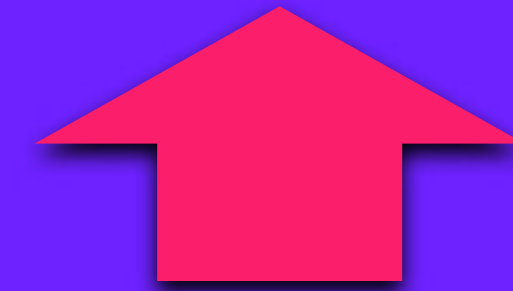
A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's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

QUESTIONS?

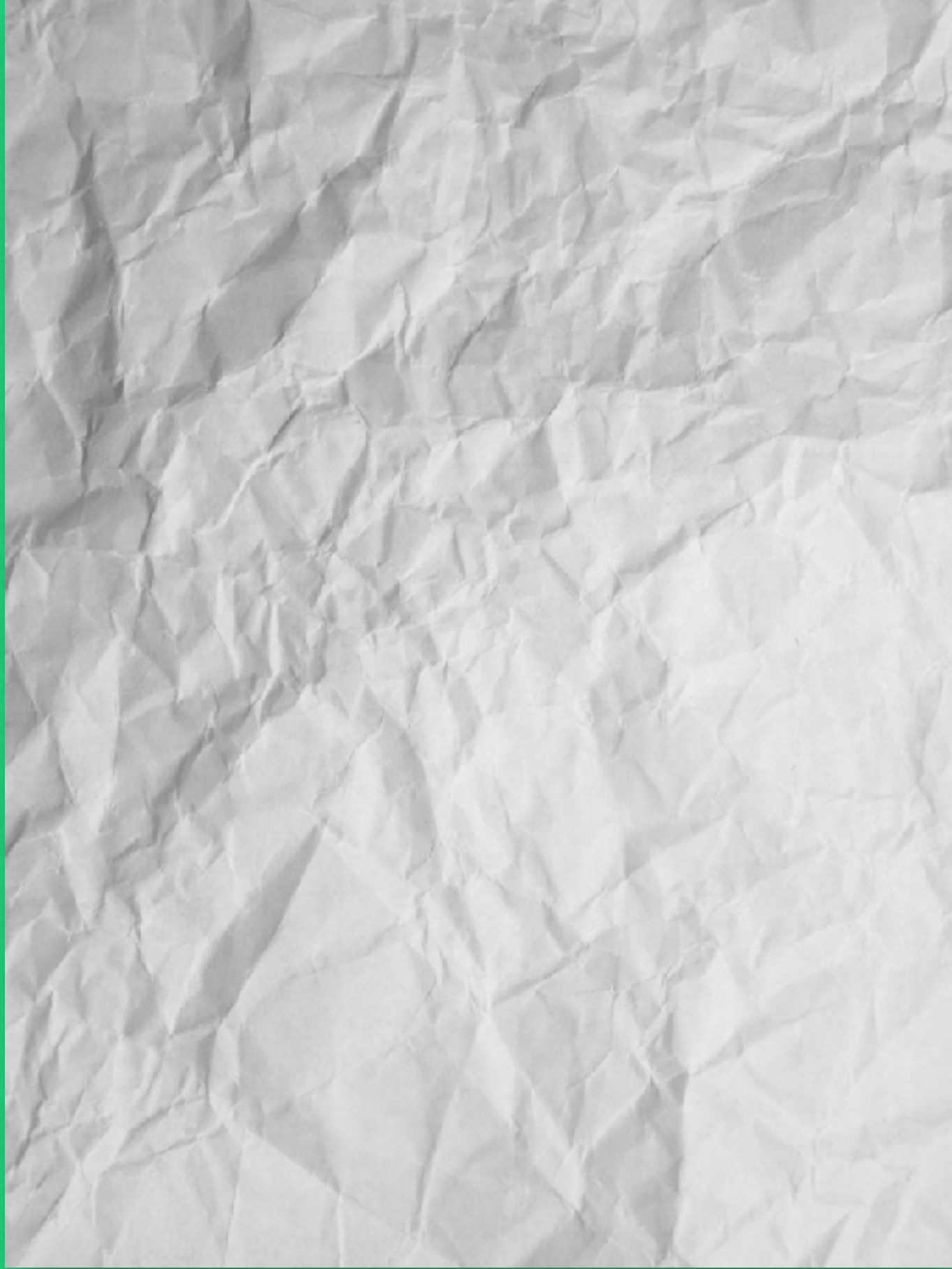
Please ask
IN THE CHAT



ACTION STEP



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





ACTION STEP

IMAGINE:

You join an online call with a new team and are asked:

"Give us a brief introduction"

Pitch yourself in

30 Seconds

No Other Instructions

LET'S DO IT!



ACTION STEP

IMAGINE:

You join an online call with a new team and are asked:

"Give us a brief introduction"

Pitch yourself in
30 Seconds

No Other Instructions

LET'S DO IT!



Who are we
pitching to?

Why are we
pitching?

What should we
pitch?



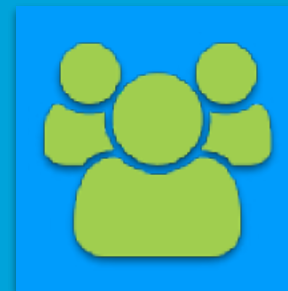
OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model



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**?

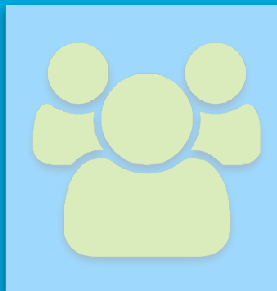
Money focused? Environment, Social?

Detail focused, or **headlines** only?

Theoretical or doers?

What might be their biggest **objection**?

The Open-3-Close© Pitch Model



Who is your
AUDIENCE

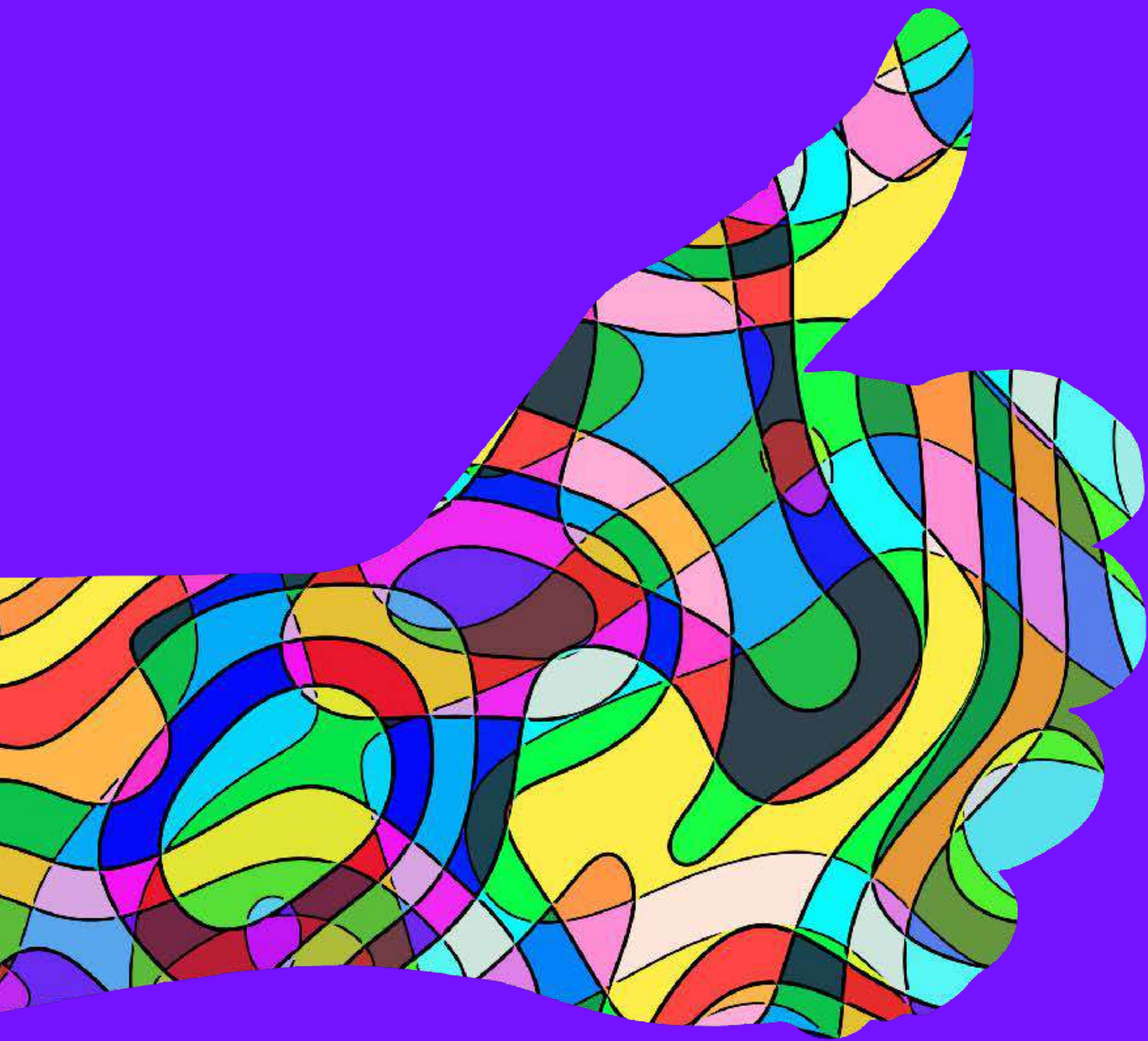


Establish your
OBJECTIVE



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

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

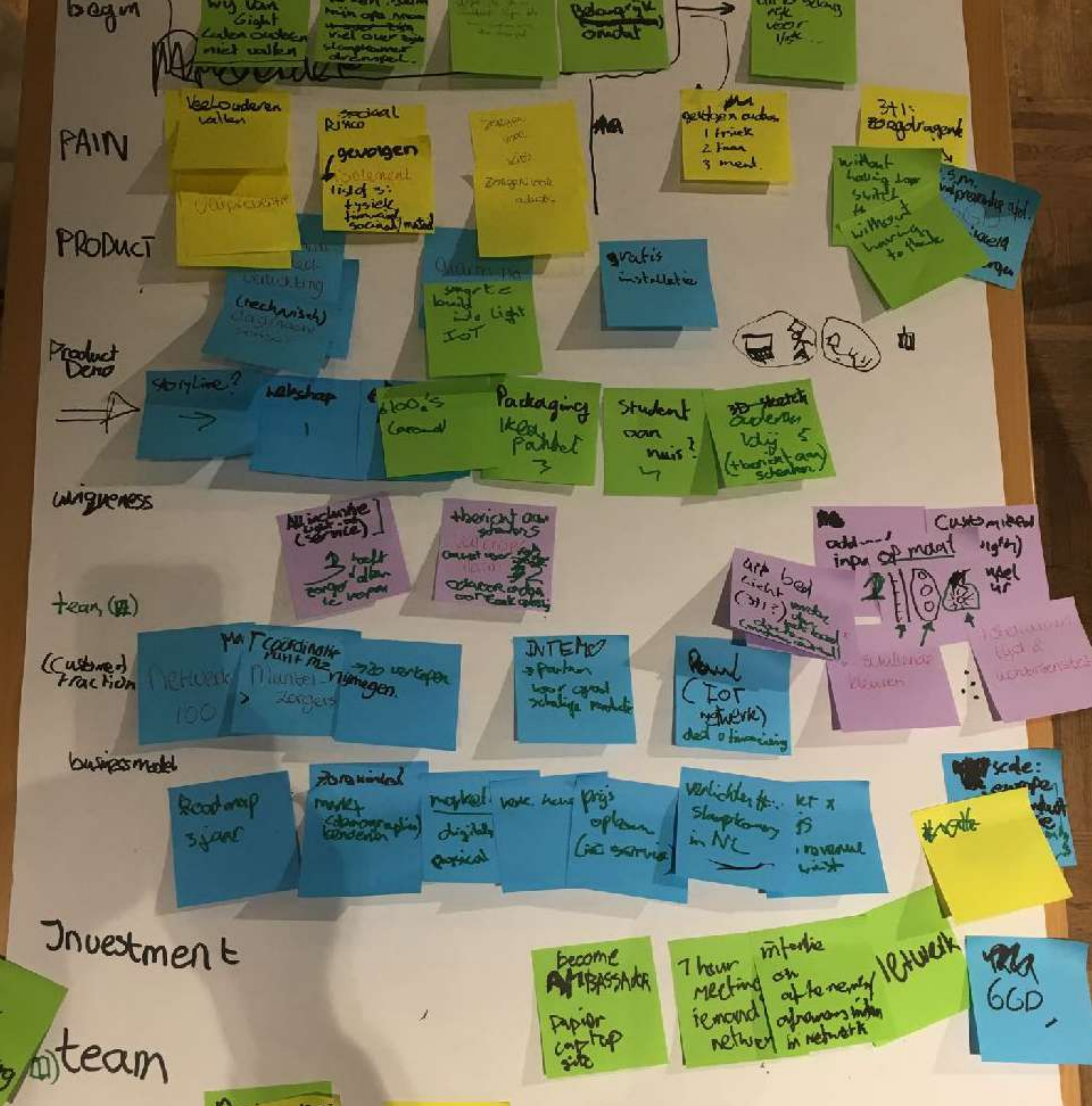
Get the ideas out of
your head

Take a step back:
what are the

BIG ISSUES?

Organise around

**CHAPTER
HEADINGS**



WHY IS
PITCHING
VM POSITION?

50%
of OUR
SUCCESS.

RIGHT
MOMENTS
MATTER.

BUILDING
CONFIDENCE.

WHAT DO YOU
NEED?
GREAT
SCRIPT.

BRAINSTORM
WITH
POST-ITS.

WORK OF
THREE

CONCRETE
FACTS +
ACTION.

GREAT
VISUALS.

LESS
CONTENT =
MORE
FOCUS.

USE
VISUALS
+ 1 STATEMENT

SPREAD
INFO ACROSS
MORE
SLIDES.

GREAT
DELIVERY

HANDS,
EYES,
LEG,
FEET.

VOCAL
VARIATION

DO YOU
REALLY
MEAN IT?

SUMMARY
+ CALL
TO ACTION

WRITE
DOWN 3
IMPROVEMENTS.

CLOSE

I WILL HAVE
YOUR VOICE
SHOULD
BE HEARD.

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



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?



TRACTION or VALIDATION

Partnerships?
Paid **pilots?**

Growth? Users?

Customer **Interviews?**



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?

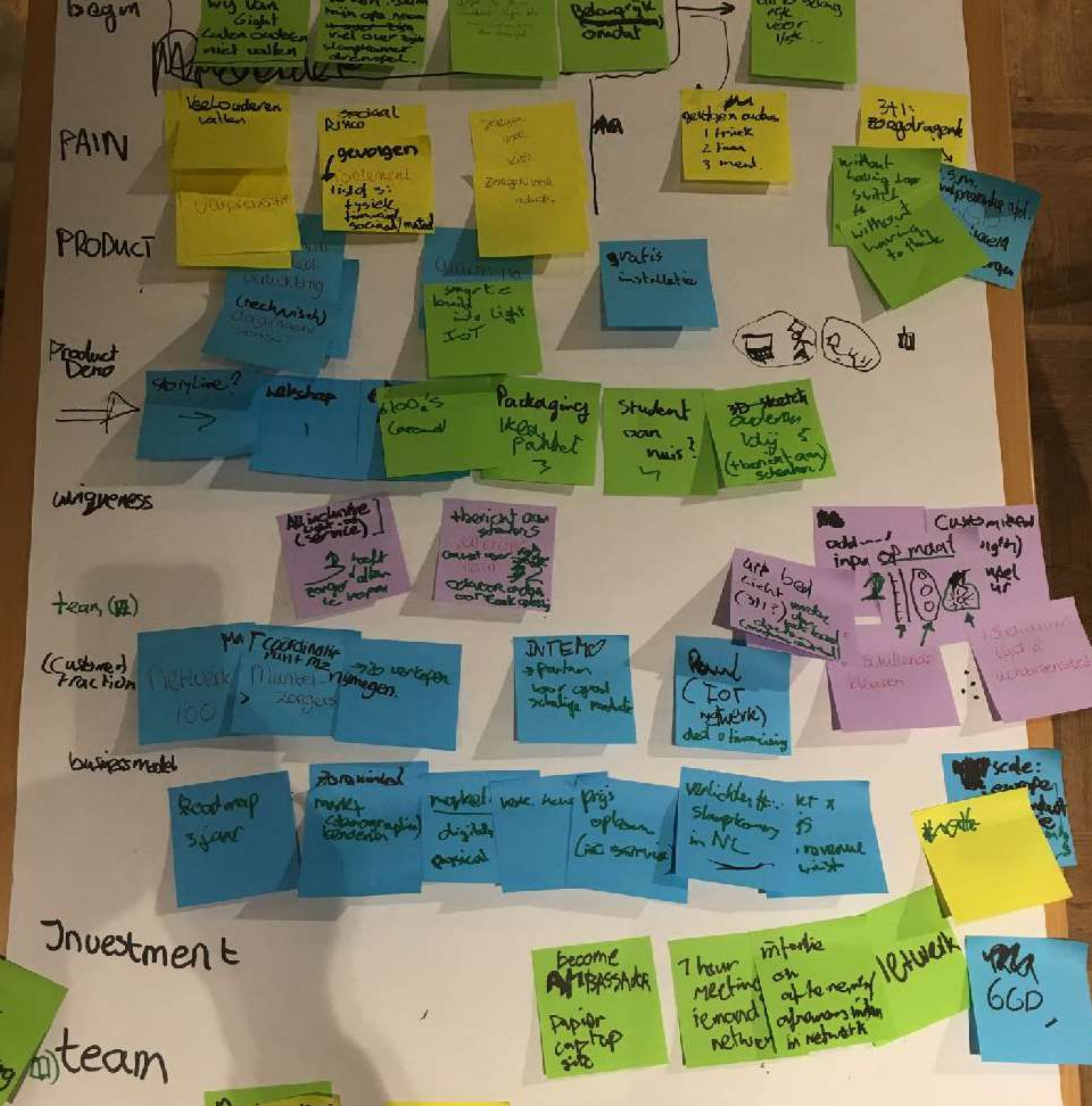
Your **Enthusiasm**
Counts!

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
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USE
VISUALS
+ 1 STATEMENT
SPREAD
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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
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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?

**FOR FRIDAY
Brainstorm;**

Pain, Product,
What's Unique, Traction/
Validation,
What's In It For Them,
What Do You Need, Why You?

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

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE

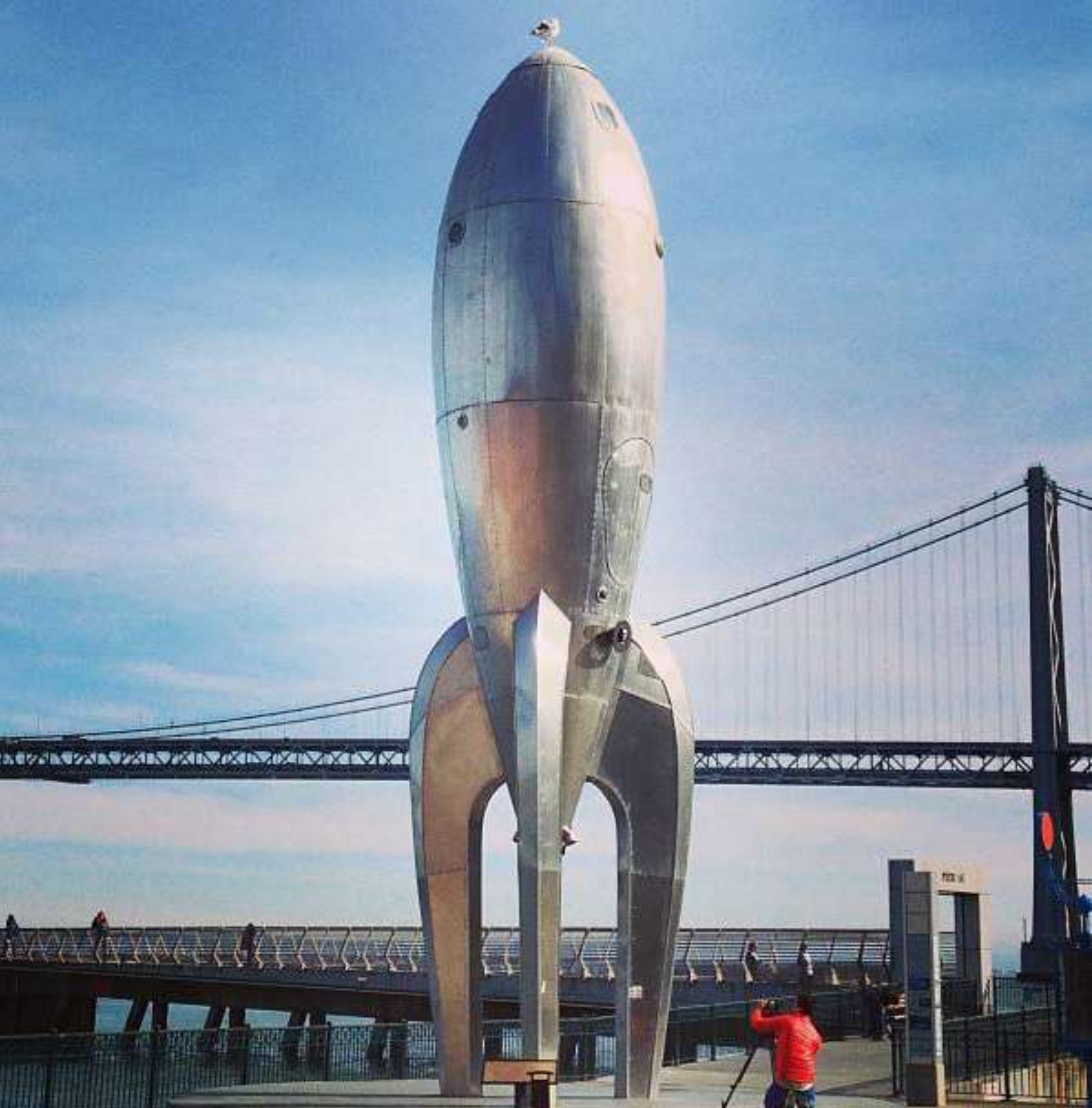


BRAINSTORM
with Post-It Notes

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

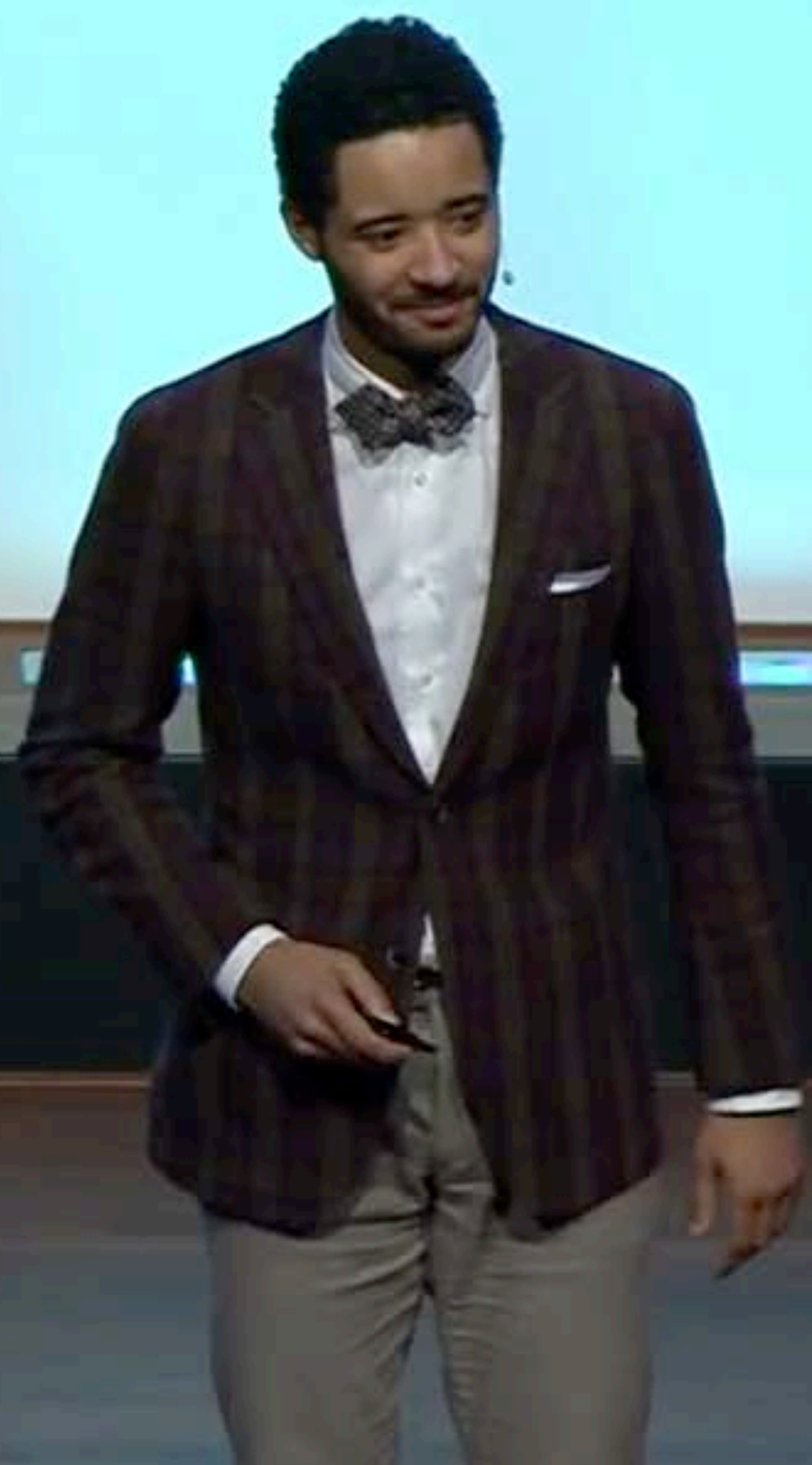
Percent

1

Year

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



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

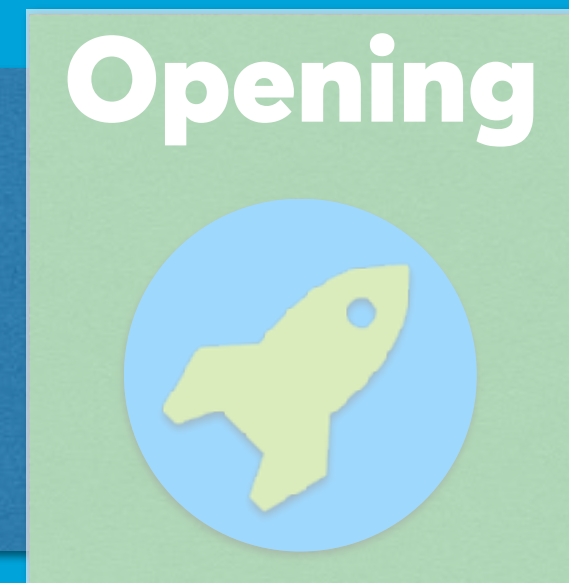
GET FEEDBACK

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

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

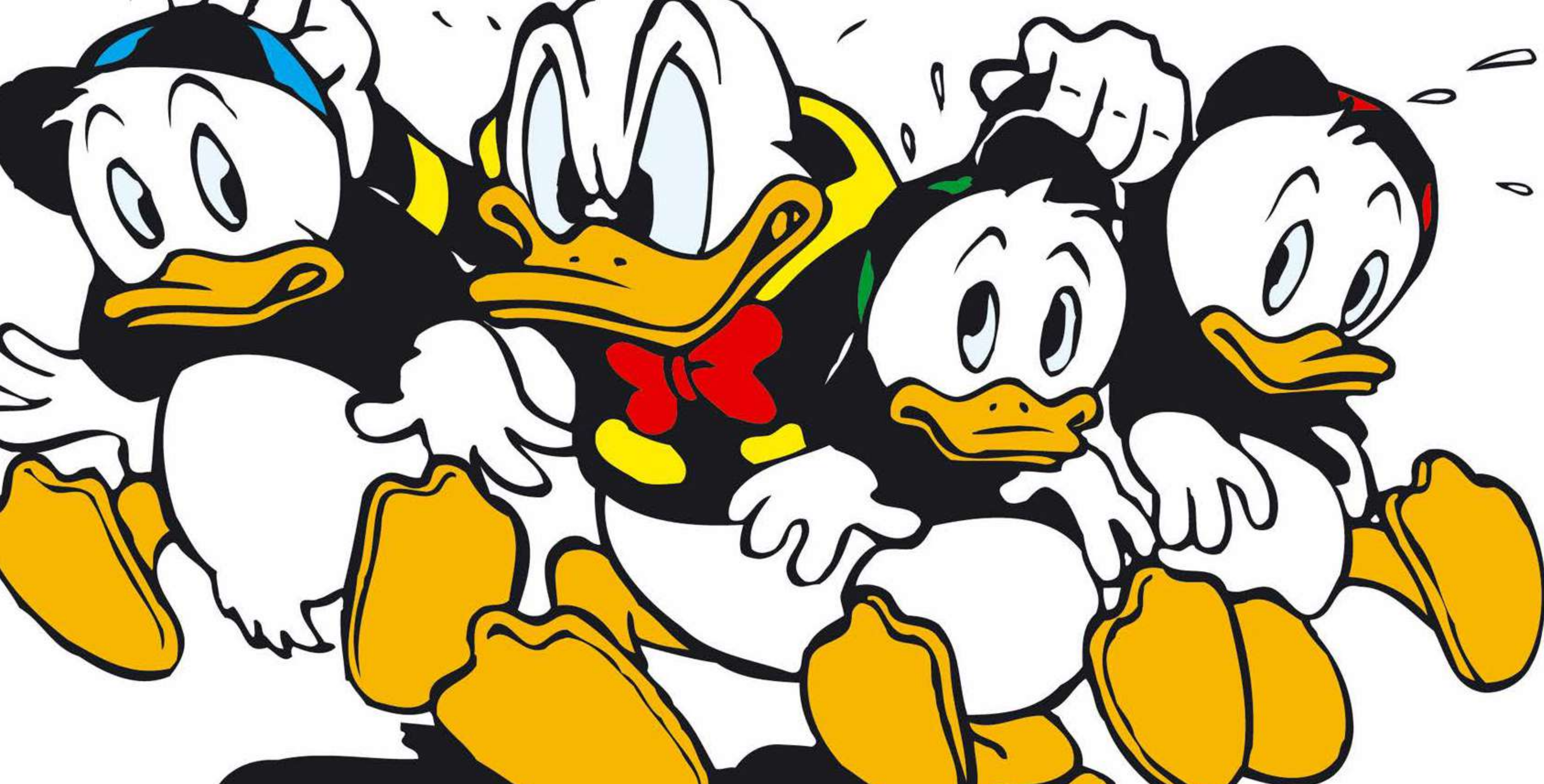


A photograph of three male sprinters standing on a podium during a medal ceremony at the Rio 2016 Olympics. The athlete on the left, wearing a USA jacket, holds a bronze medal. The athlete in the center, wearing a Jamaica jacket, holds a silver medal. The athlete on the right, wearing a Canada jacket,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

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!

A woman's face is partially visible, with her eyes closed and a slight smile. The image is overlaid with a vibrant, abstract pattern of colorful bokeh lights and question marks in various sizes and colors (red, blue, green, yellow, pink, purple).

QUESTIONS?

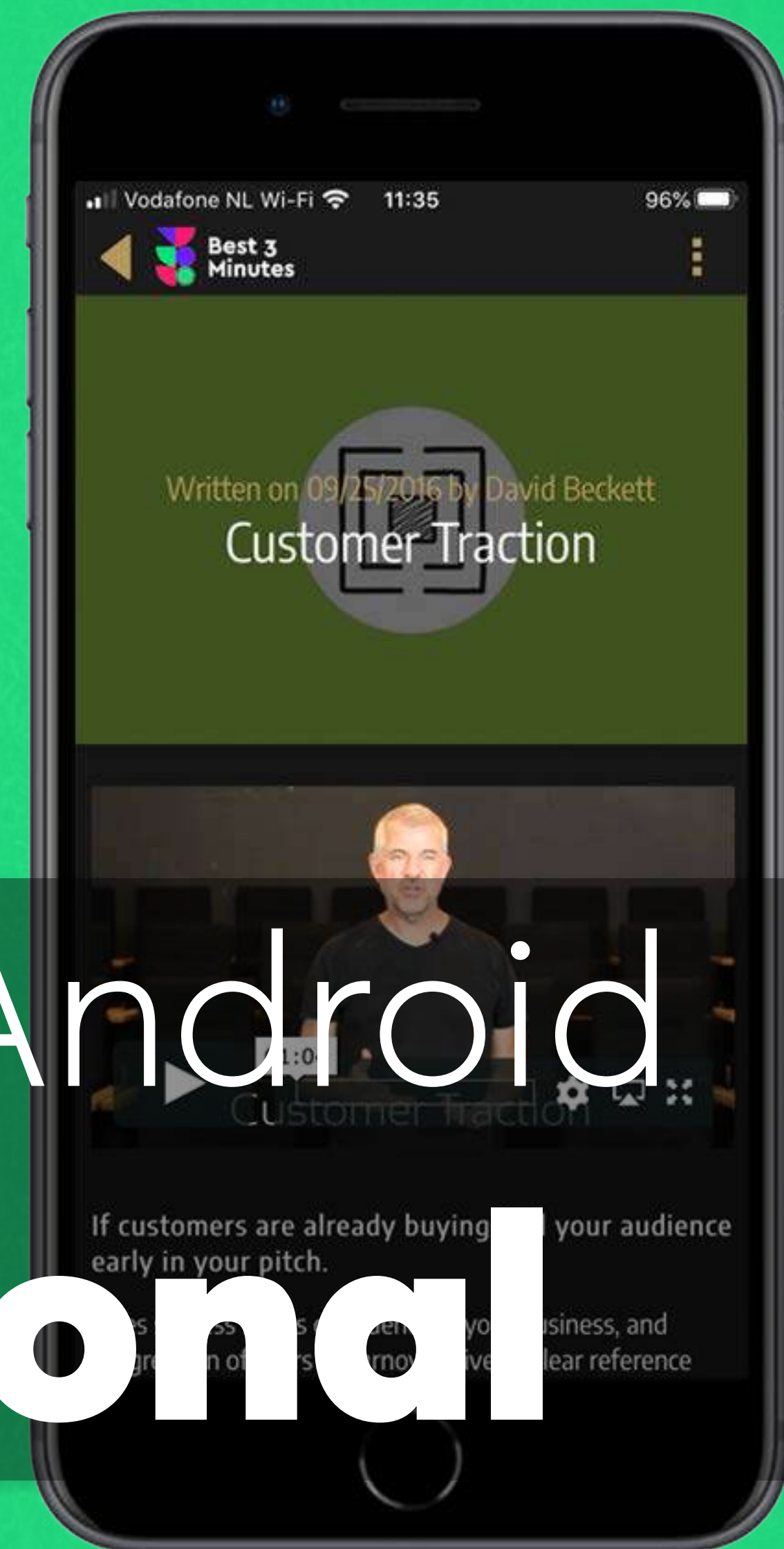
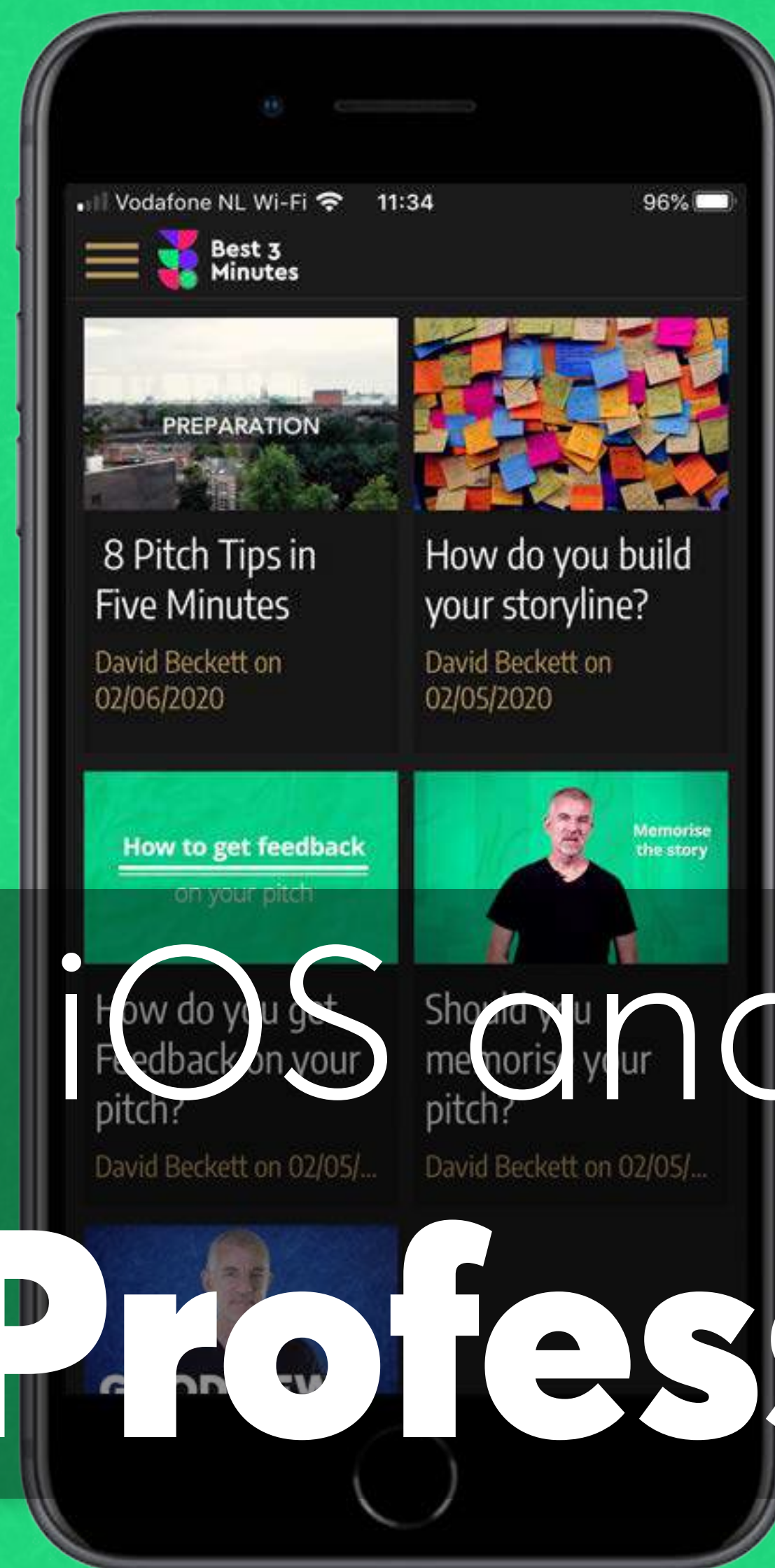
Please ask
IN THE CHAT

Pitch tools and **RESOURCES**



best3minutes.com/magnate

FREE

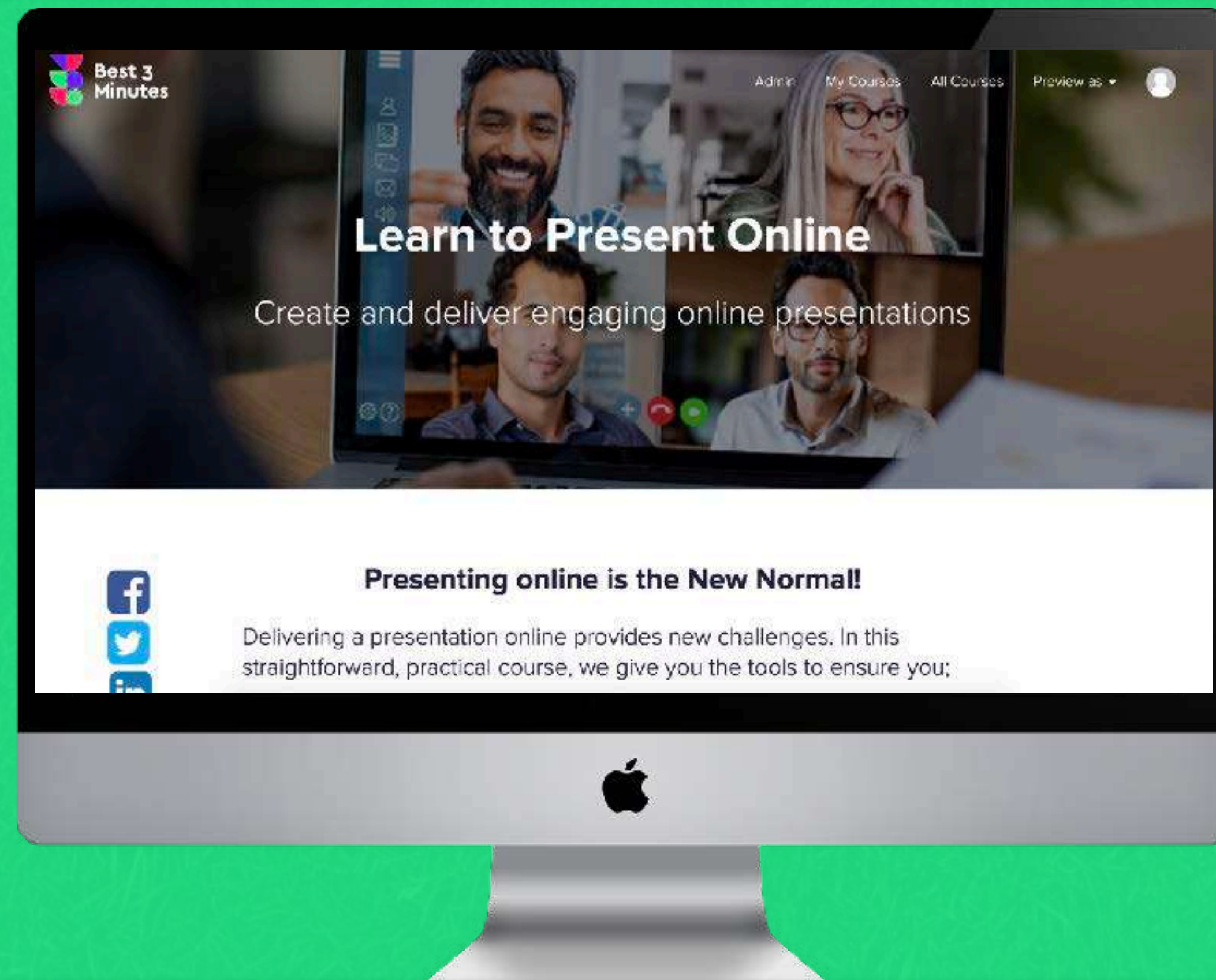


The App: iOS and Android

PitchProfessional

best3minutes.com/magnate

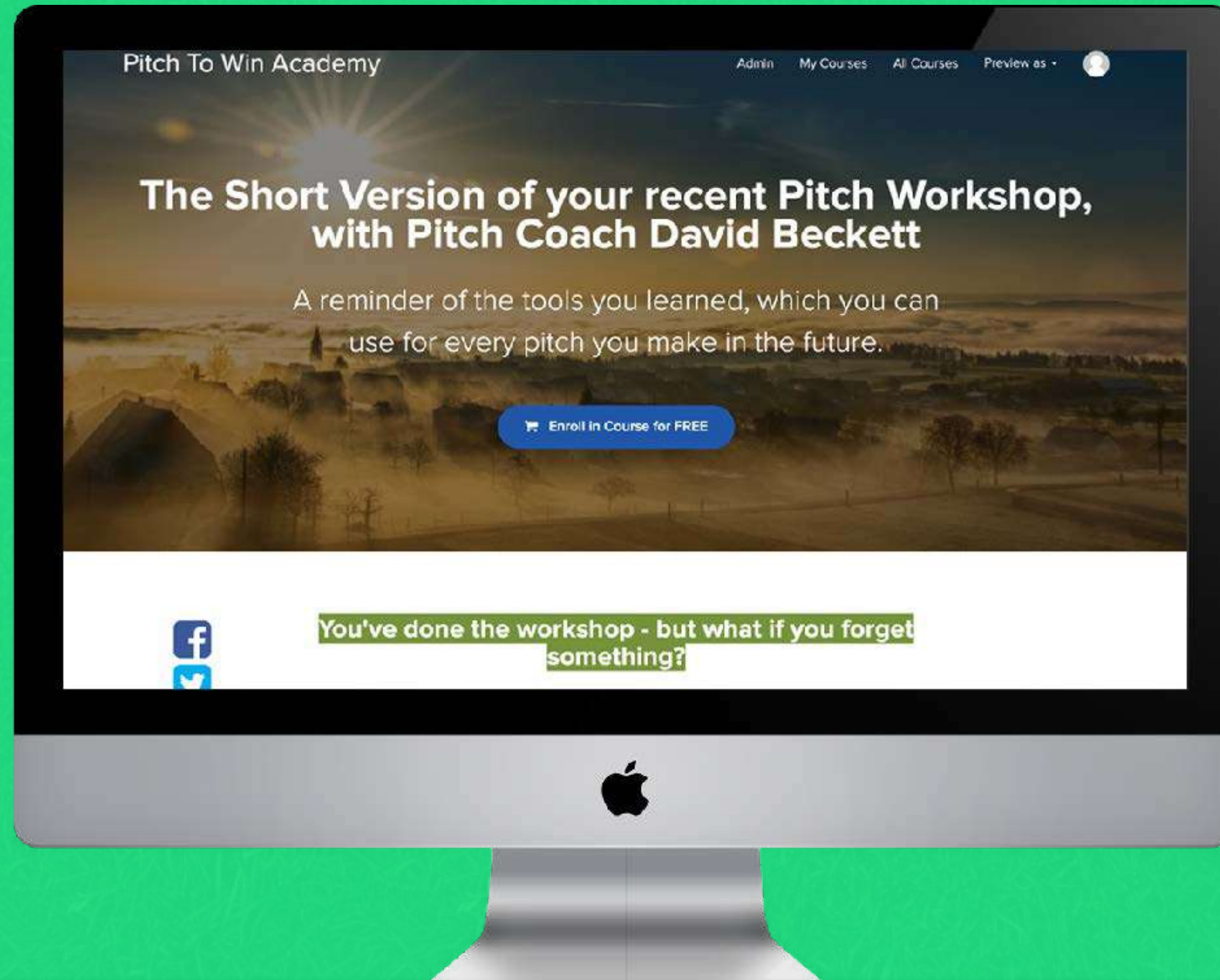
Online Course - 40% off
bit.ly/b3monlpr40



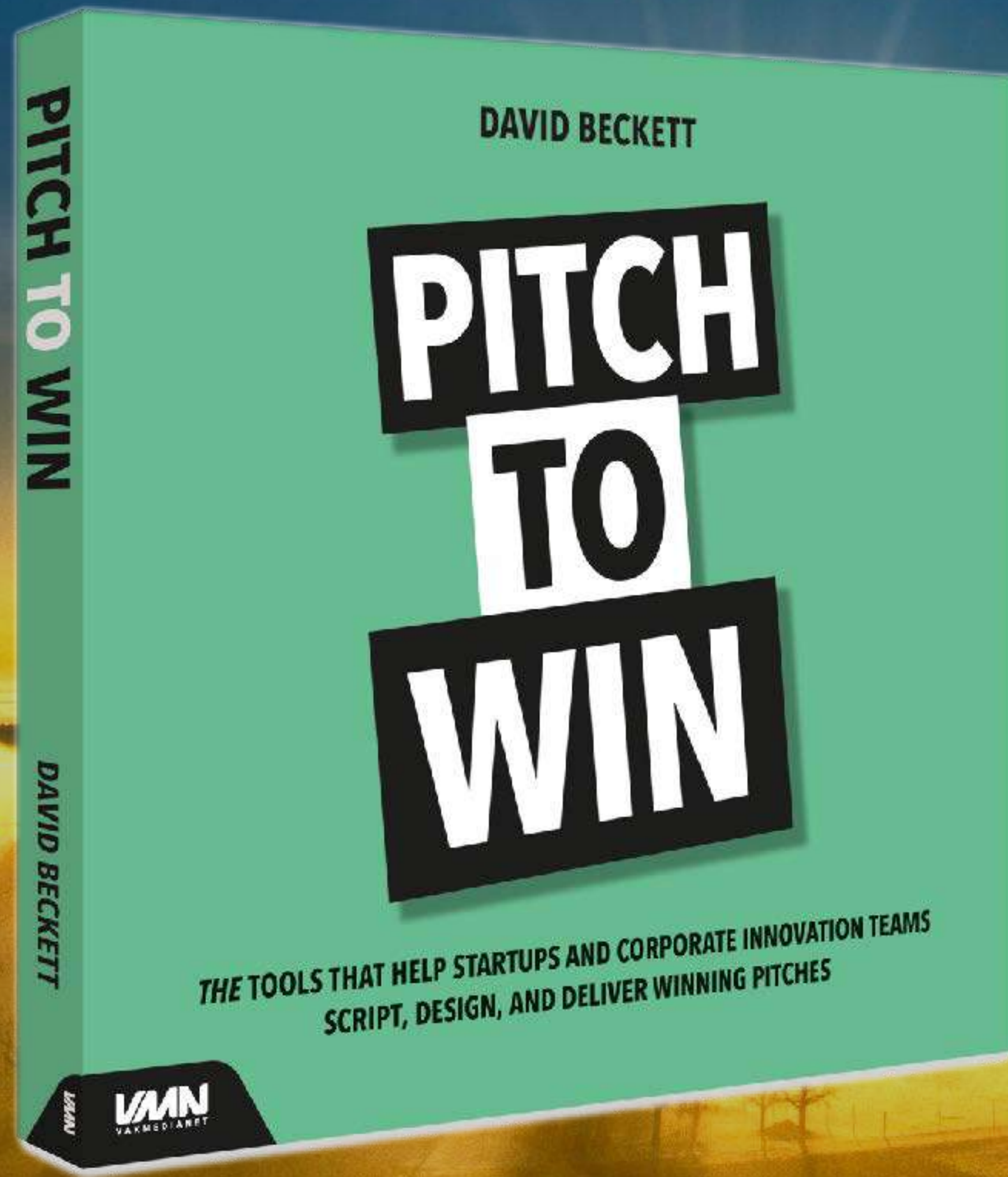
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