

Subject **Apology: two big errors in the workshop**
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- Apon 3.png (~1.5 MB)
- Apon 2.png (~156 KB)
- Apon 1.png (~235 KB)

Dear all,

Firstly, I have an apology to make. I have been working on four different programs at once in the last 2 weeks, and as a result I made 2 important mistakes in your workshop today;

1. I got the length wrong. It's a **3-Minute pitch**, not a 5-minute. My apologies! **That means 390-420 words.**
2. I totally missed out the most important point - and that is about **Impact**.

I've coached on many impact programs, and usually I emphasise how to communicate your impact. I am so sorry I wasn't clear on this. Here's my guidance;

- When talking about the problem you are addressing, focus on the number of people affected or the level of waste, pollution or negative impact, and try and quantify what it means. Then you can talk about your positive impact - what it would mean if you can succeed. In the example I mentioned, Apon Wellbeing, they showed (see the attached screenshots)
 - how important the textile industry is for the country (Apon 1)
 - how difficult the life is for workers (Apon 2)
 - the impact they have made for the workers (Apon 3)
 - the impact they hope to make (Apon 4)
 - Note - Apon showed quite a few numbers - this pitch was for six minutes, so they had a bit more time to expand. I would keep the numbers per topic to a maximum of 3.

So my guidance is; think about the audience, objective, brainstorm with Post-Its. When it comes to content, talk about;

- Pain - what is the problem you are trying to solve, put some numbers on it and show the human effect of the problem
- Solution-what have you created
- What's Unique
- Impact - what impact have you had, what do you hope to have
- Traction/validation
- Team
- Why You

Then have a strong impact, keep to the essentials (power of three) and have a clear closing.

Here are two videos from teams I coached in the past that you may find useful as references, both from The Green Challenge.

This one is from Muufri. <https://youtu.be/ThJRUFp8vzM>
And this one from Field Factors. <https://youtu.be/ytxlZ36qlzl>

I'm looking forward to working with you on Monday and Tuesday next week, and I promise I will be 100% focused on your issues then. Once again, my apologies for missing the mark, but hopefully this information will fill in the gaps.

Best regards,

David Beckett
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