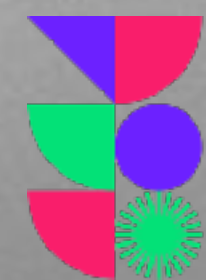


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



Best 3
Minutes

TECH CHECK

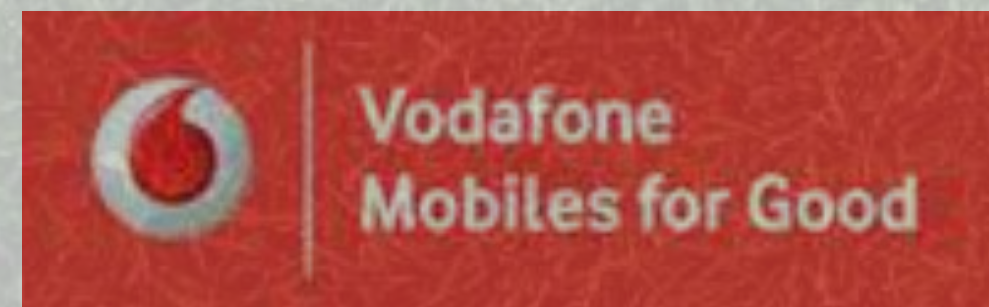
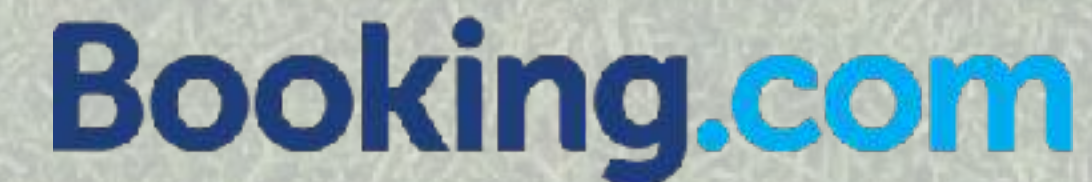
Please set yourself on
MUTE

Coached 1100+ Startups **RAISED OVER €295MILLION**



29 Countries

TRAINED 16,000+ 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 overall effect is dreamlike and thought-provoking.

QUESTIONS?

Please ask
IN THE CHAT

Prepare you for your **5-MINUTE PITCH**

Focus on how to create a **VIDEO PITCH**



What exactly is a **PITCH?**



**David
beckett**

A Pitch is a
Time-Pressured Presentation
with a **Clear Ask** and a
Personal Edge



**David
beckett**

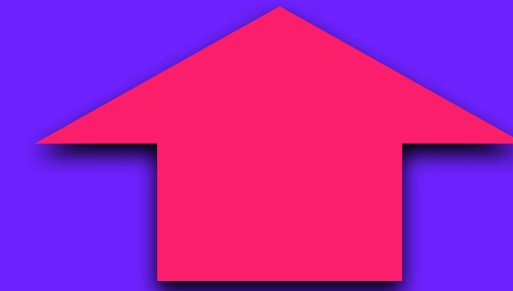
A Pitch is communicating
your **value proposition**:
the **problem** you solve,
the **solution you created**,
what you **need to make it happen**,
and why **you believe** it matters



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?



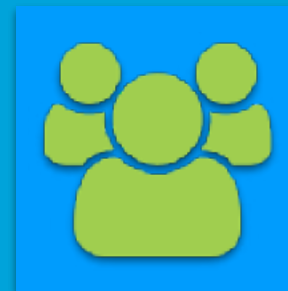
OPEN-3-CLOSE©

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?

What is the Impact on our food system?



Selection criteria:	Weight
1. The applicant clearly understands and articulates real problem/challenge they are trying to tackle.	10%
2. The proposed solution is sufficiently distinctive, innovative and suitable to tackle the problem it articulates.	10%
3. The proposed solution clearly addresses a specific need of the identified market and is well differentiated from competitive offerings.	10%
4. The business model articulates a clear route to market, is scalable and realistic.	10%
5. The team has the necessary skills, expertise and experiences to exploit the identified market opportunity.	10%
6. The Innovation Prize will be catalytic for development of the idea and successful exploitation of the market opportunity.	25%
7. The innovation has the potential to transform Europe's food system and deliver social, environmental and economic impact.	25%





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?

Theoretical or doers?

What might be their biggest **objection**?



2 MINUTES

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?

Theoretical or doers?

What might be their biggest **objection**?

The Open-3-Close© Pitch Model





What do you
want them to
do?

ACTION

The Open-3-Close© Pitch Model



A woman's face is shown in profile, looking down. The image is heavily stylized with a dense overlay of colorful bokeh circles in shades of pink, purple, blue, and yellow. Large, semi-transparent question marks are scattered across the image, particularly concentrated around the woman's face and the central text area.

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**

Prepare you for your **5-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

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, almost black color, creating a high-contrast effect against the lighter background. The person's eyes are visible on the left side, looking towards the camera.

QUESTIONS?

Please ask
IN THE CHAT

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

- Make sure to mention the following points in your presentation:

1. **Challenge/Problem**

- o Which agricultural/food problem are you addressing? How big is it? This has to be a “real”, measurable problem!

2. **Solution**

- o What is your solution to this problem?
- o What is innovative about your solution? What makes it different from the products/solutions of competitors?
- o How will your idea transform the agrifood system? Explain the expected economic, social and/or environmental impact from bringing your innovation to the market;

3. **Business model**

- o How do you plan to make money? Explain your business model;

4. **Market**

- o Describe the market you are addressing with your solution and your current/forecasted position in the chosen market – be as precise as possible!

5. **Customer**

- o Tell us about your customers. What are your customer segments?
- o Why do customers buy your product/service? How will you reach them?

6. **Intellectual Property**

- o Is your innovation protected in any way? If not, please describe your plan to protect your innovation;

7. **Competitors:**

- o Name your biggest competitors and describe how you differ from them. What’s your competitive advantage?

8. **Financials**

- o Cost of operation, investment, sales data – any traction? Tell us if you already got any investment or revenue and/or how you see your financial development in the future.

9. **Milestones**

- o What are the most important steps of your startup in the nearest future?

10. **Team**

- o Who is on your team and what experience/skills do your team members bring with them? Do you need to hire any more people in the near future?

11. **Impact of the Innovation Prize**

- o Why should we award the Innovation Prize to your idea/startup? Give us a good reason why your idea is innovative and what exactly you would use the prize for to support its progress.

PITCH GUIDELINES

Page 2 tells all you
need to know

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?

CC BY ND SA

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

©2016 Best3Minutes. All rights reserved. This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. To view a copy of this license, go to <http://creativecommons.org/licenses/by-nc-sa/4.0/> or send a letter to: Creative Commons, 25 Second Street, Suite 300, San Francisco, California, 94105, USA.

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?



Impact on our food system?

Cost, time savings?

Society impact?

Damage to environment?

Animals suffering?

People affected?



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?

Any IP? How will you **protect** your idea?

OPPORTUNITY & IMPACT

How **big** is the
market?

What's the **Impact** on
our **food system**?

BUSINESS MODEL

What's the **mechanism**
for earning money?



TRACTION or VALIDATION

Partnerships?

Paid **pilots?**

Users? Revenue?

Growth?

Customer **Interviews?**

MILESTONES

What can you
achieve with the
prize?

What's the **next step**
for your startup?



TEAM

Who will make it happen?

Skills? Experience?
Character?

ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

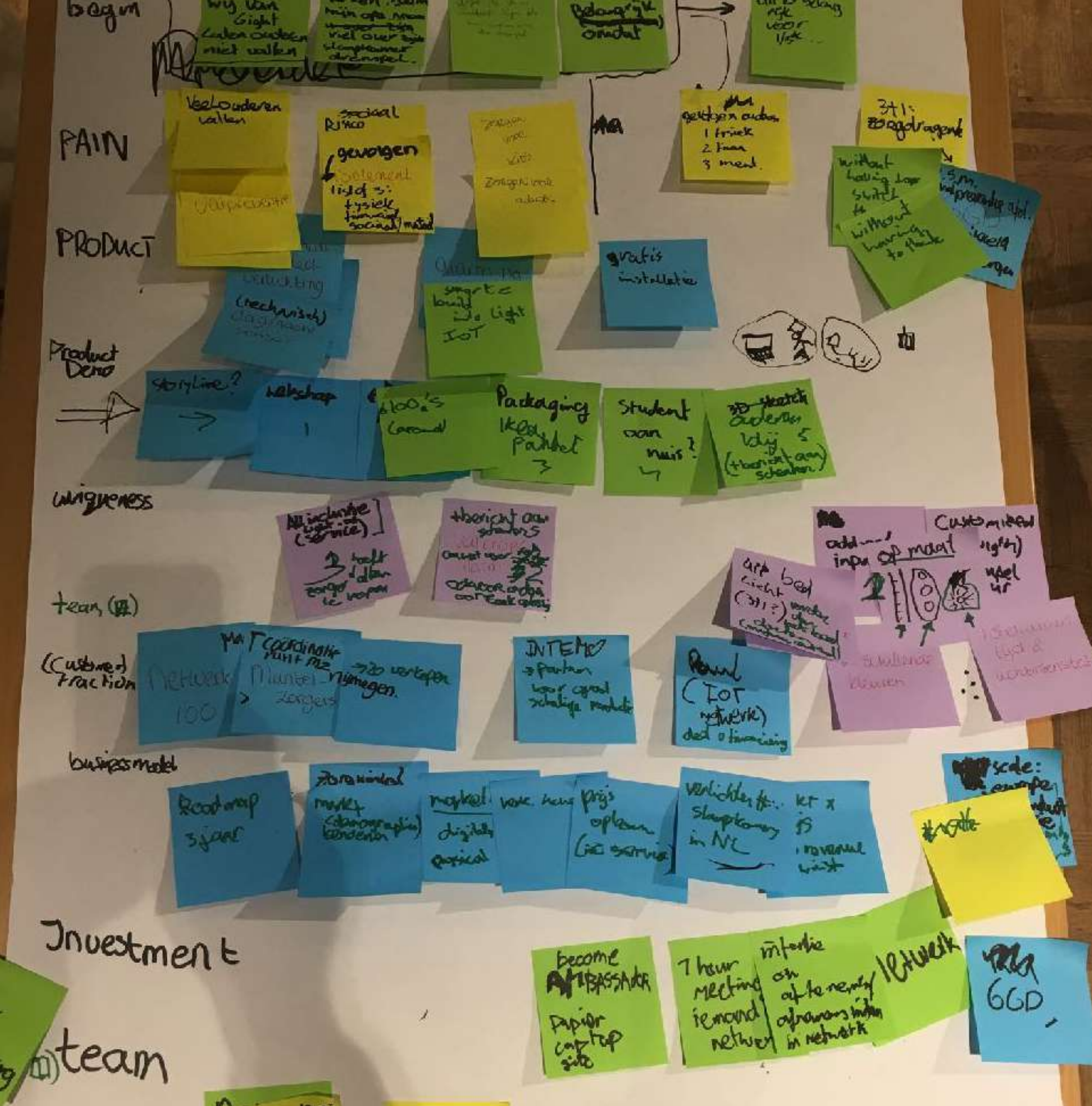
Your **Enthusiasm**
Counts!

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
VIM IMPORTANT?

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
FOCUS.

USE
VISUALS
+ 1 STATEMENT

SPREAD
INFO ACROSS
MORE
SLIDES.

GREAT
DELIVERY

HANDS,
EYES,
LEFT,
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
VERY IMPORTANT?

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
FOCUS.

USE
VISUALS
+ 1 STATEMENT

SPREAD
INFO ACROSS
MORE
SLIDES.

GREAT
DELIVERY

HANDS,
EYES,
LEFT,
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

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 a dark, almost black color, creating a high-contrast effect against the lighter background. The overall mood is one of curiosity and inquiry.

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



mobypark

20

Minutes

30

Percent

1

Year

Quantify the **PROBLEM**



BELIEVE

KNOW
WHAT
WE
KNOW



KNOW
WHAT
WE
KNOW

WHAT
WE
SEE

WHAT
WE
SEE

WHAT
WE
FEEL

WHAT
WE
FEEL

TEDx Amsterdam

WE
BELIEVE

WE
BELIEVE

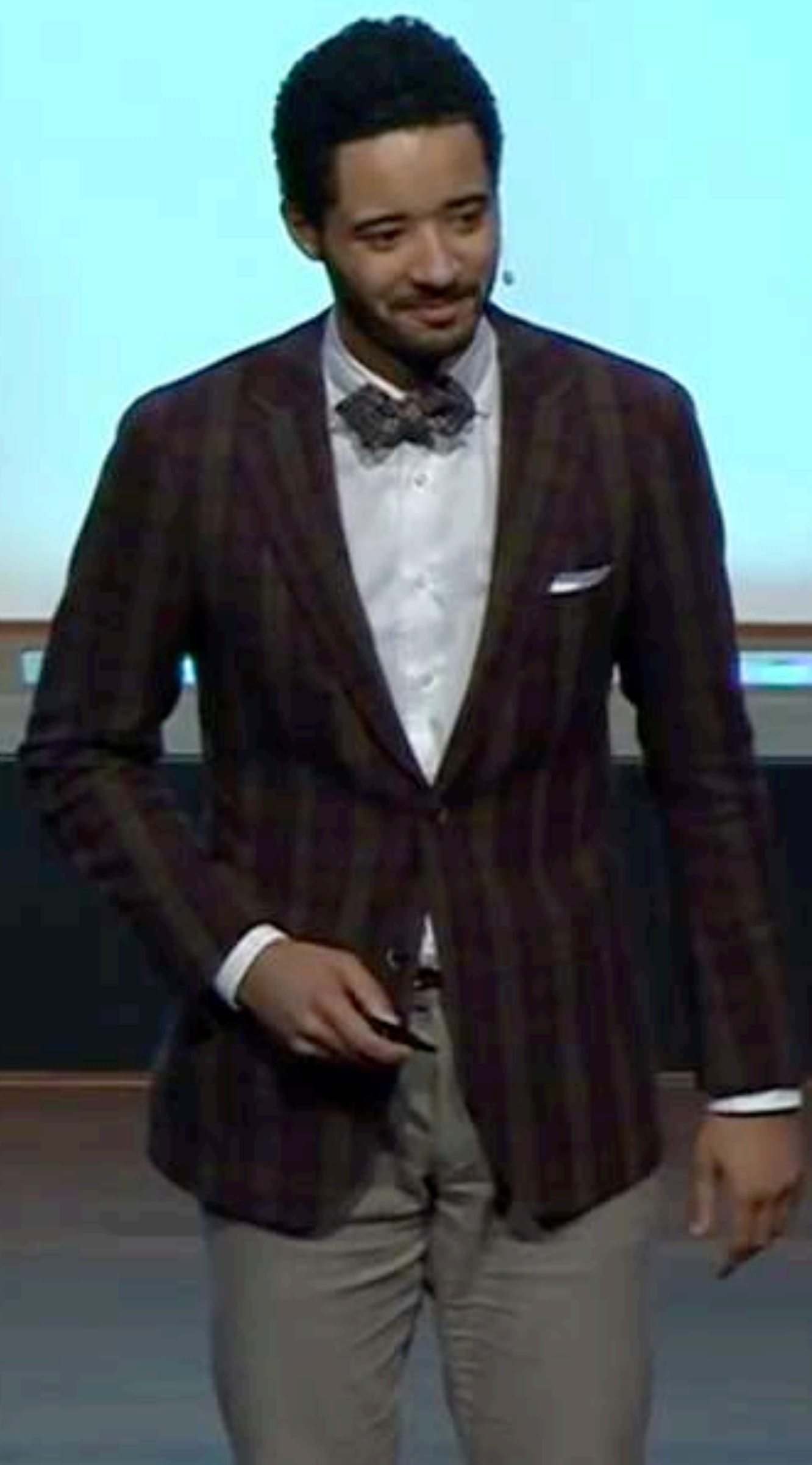
WE
BELIEVE



4:35

Simply be
PROFESSIONAL

SADDL



Is this person
PROFESSIONAL?

Do I want or need to
KNOW MORE?



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

A woman's face is shown in profile, looking down. The image is heavily stylized with a dense overlay of colorful bokeh lights in shades of pink, purple, blue, and yellow. Large, semi-transparent question marks are scattered across the image, particularly concentrated around the woman's face and the central text area.

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

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



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!

Focus on how to create a **VIDEO PITCH**



Two biggest influences on **VIDEO PITCHES**

Video
FORMAT

Your
VOICE

Video Format **OPTIONS**

**Slides
and
Voice only**

**Person
on
camera**

**Slides &
person on
camera**

Video Format **OPTIONS**

**Slides
and
Voice only**

**Person
on
camera**

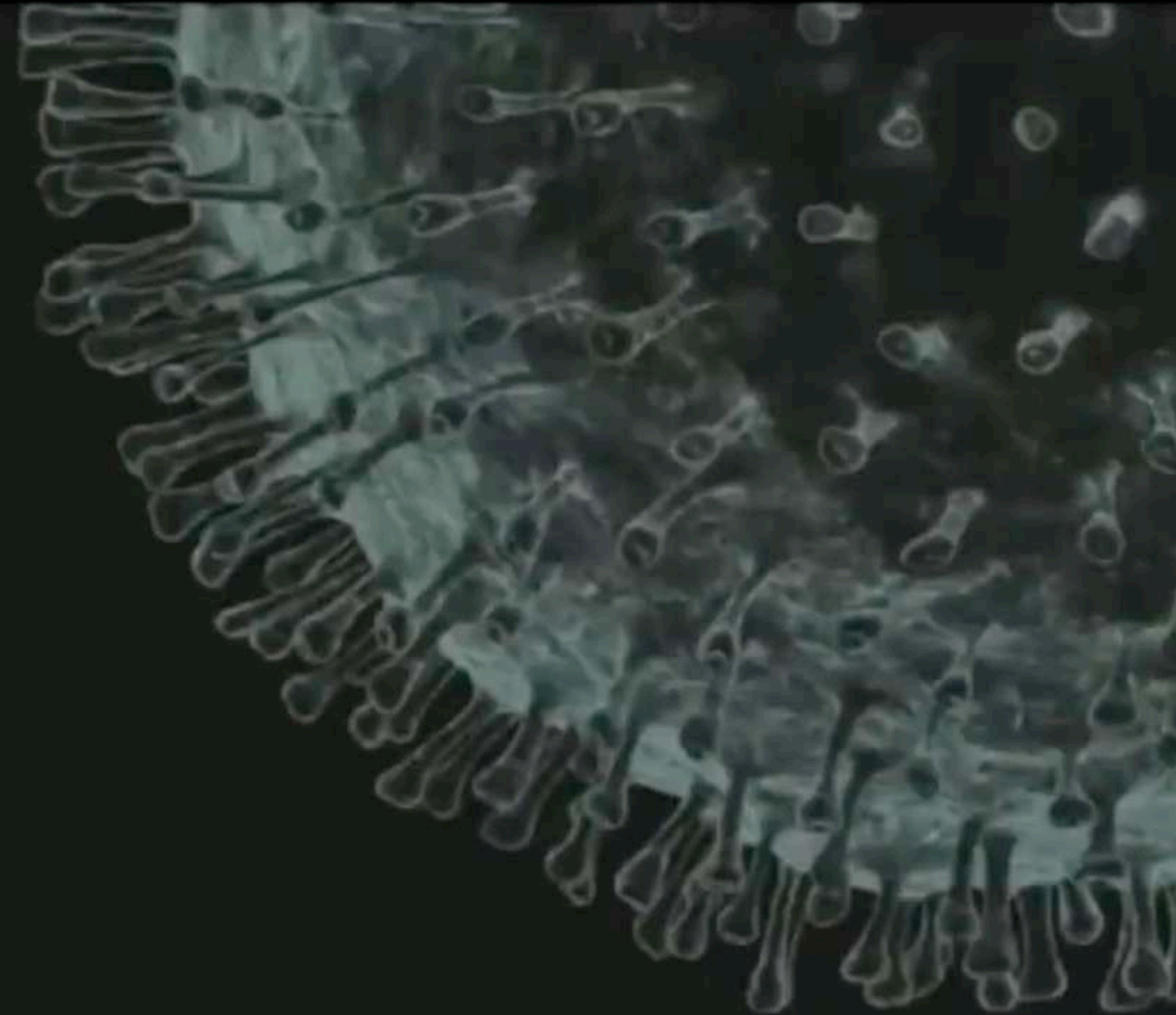
**Slides &
person on
camera**

Which Software for **SCREEN CAPTURE?**





Crowdsourced intelligence platform



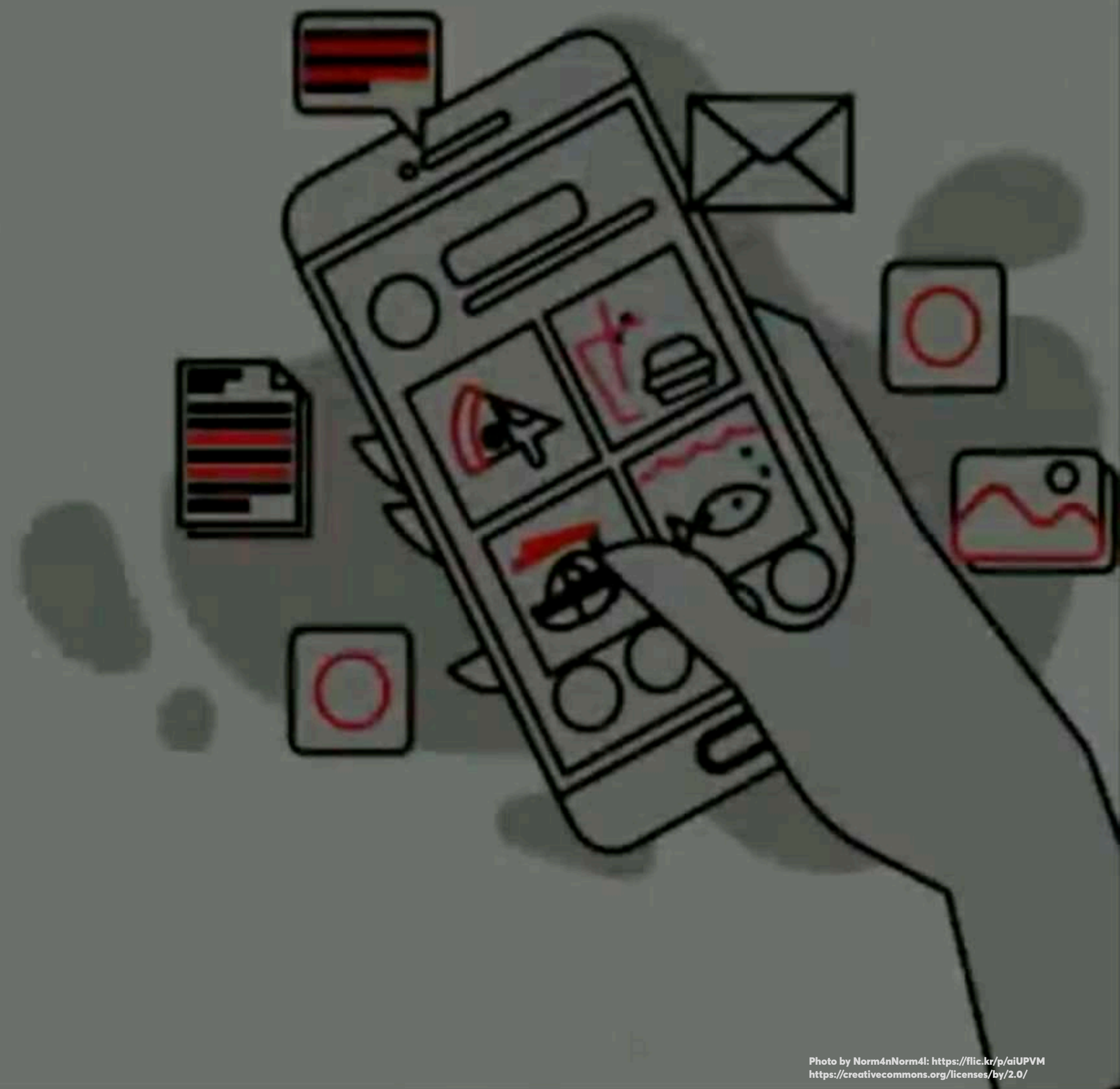
Analysis Mode

Photo by Norm4nNorm4l: <https://flic.kr/p/ciUPVM>
<https://creativecommons.org/licenses/by/2.0/>

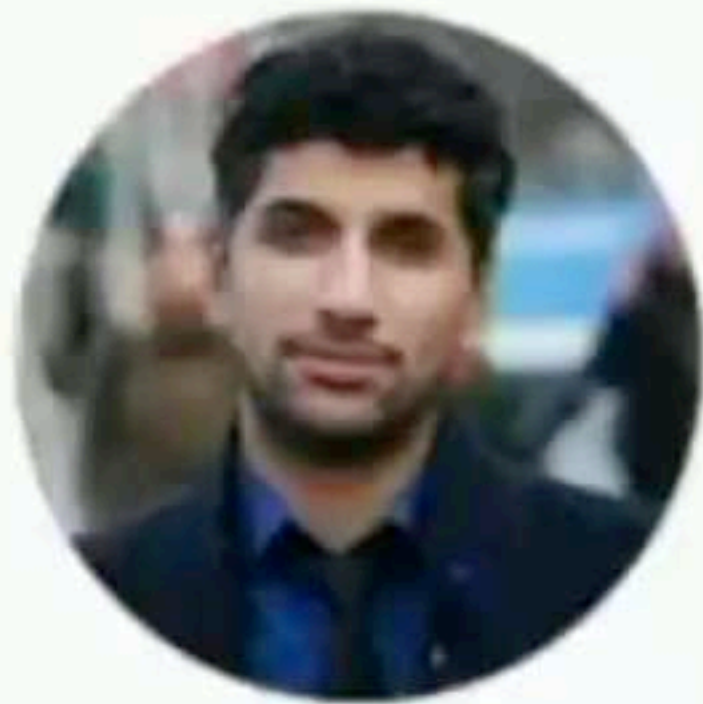
VIDEO EXAMPLES FROM

**HVCK
THE
CRISIS
NETHERLANDS**

**THE
FINALISTS**



The team



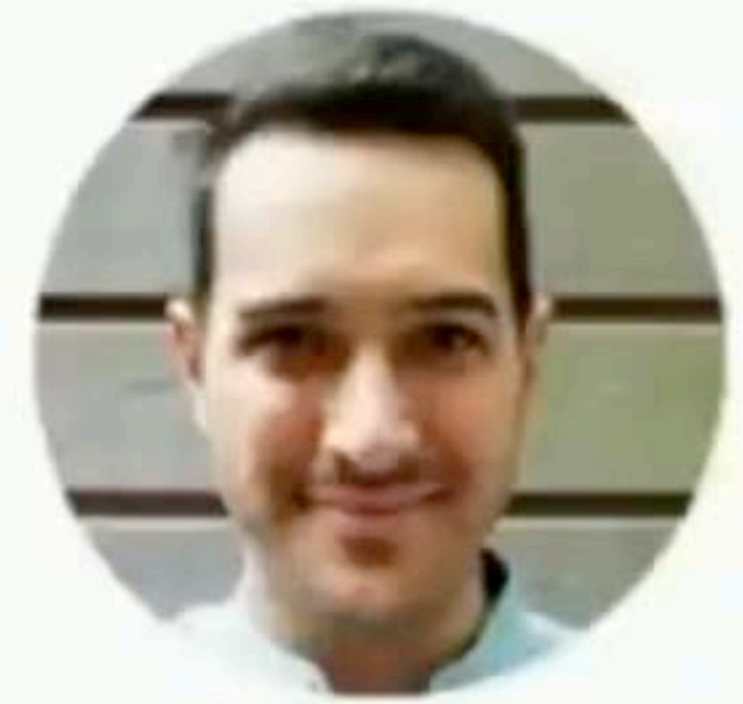
Hooman,
Founder at Society in Motion



Shashank,
Web Developer



Kevin,
Project Manager



Christian,
Co-Founder Kiitos.tech



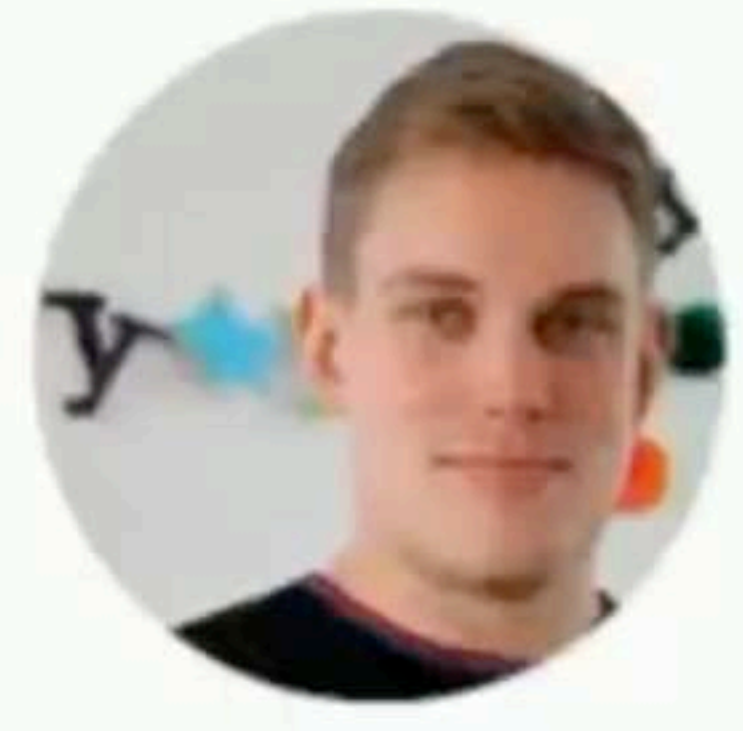
Anna,
CEO at OctoBoost



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

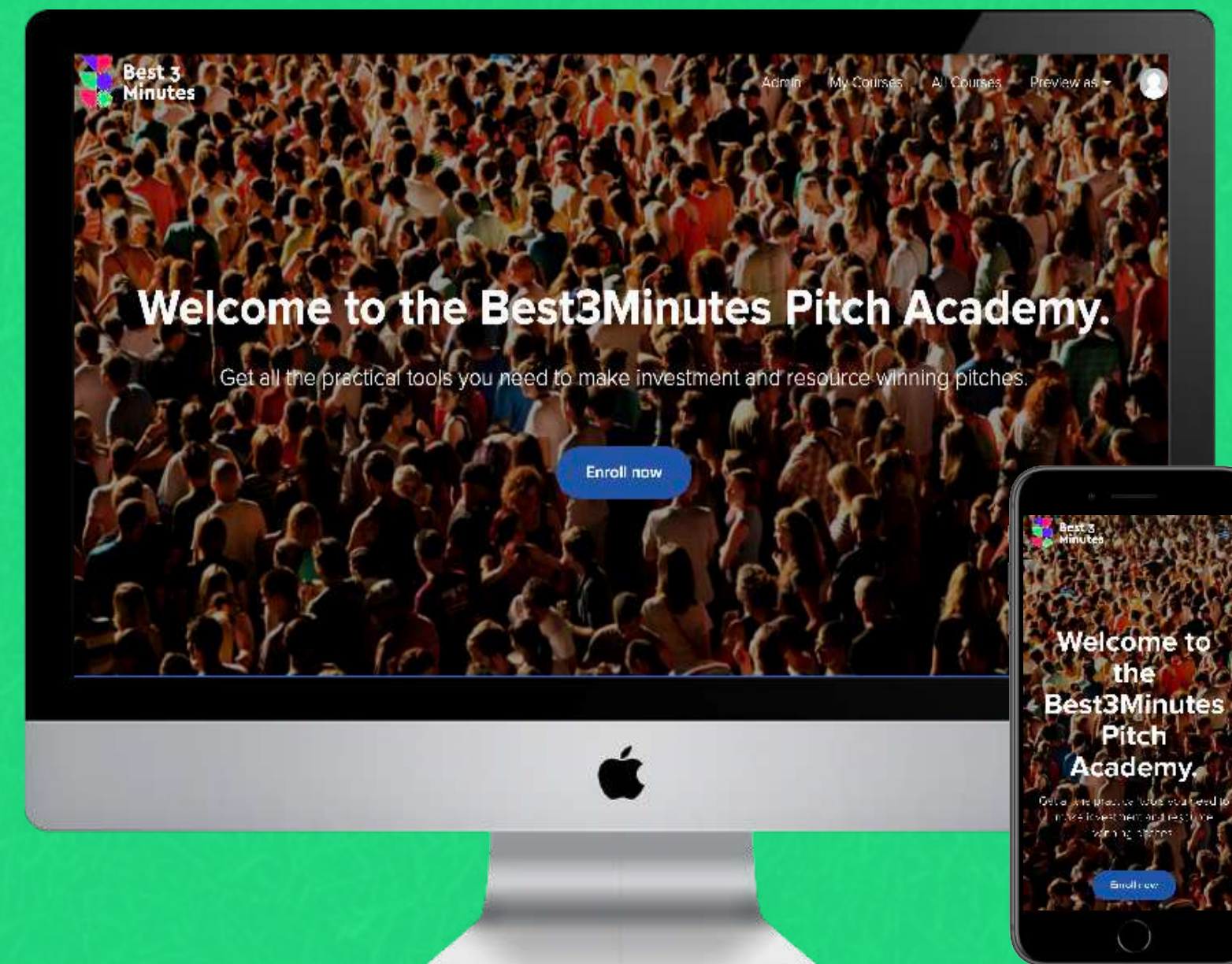
Concentration easily lost

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

Customer Traction

814 / 1000 words



David Beckett

06-10-2018

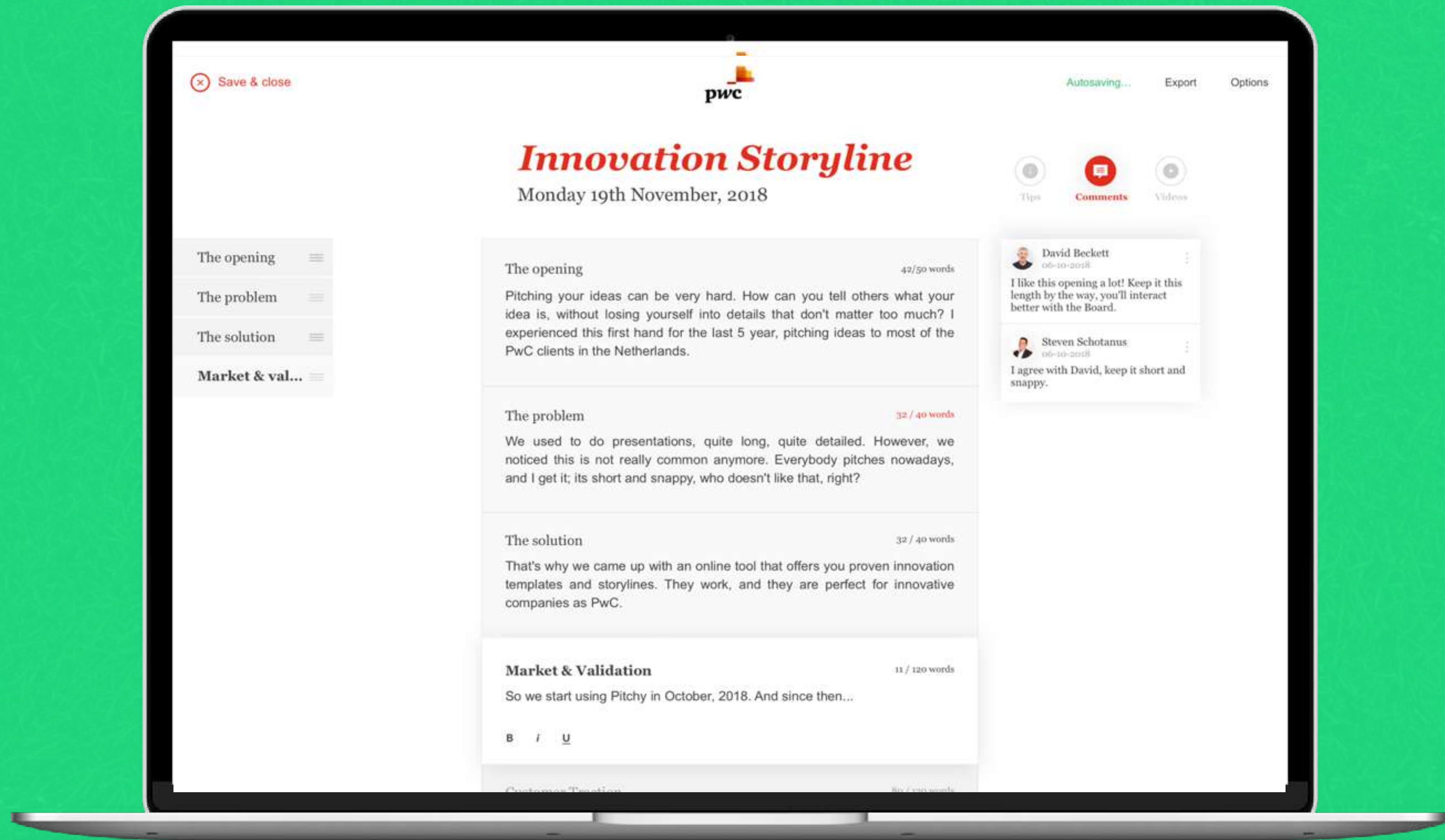
I like this opening a lot! Keep it this length by the way, you'll interact better with the Board.

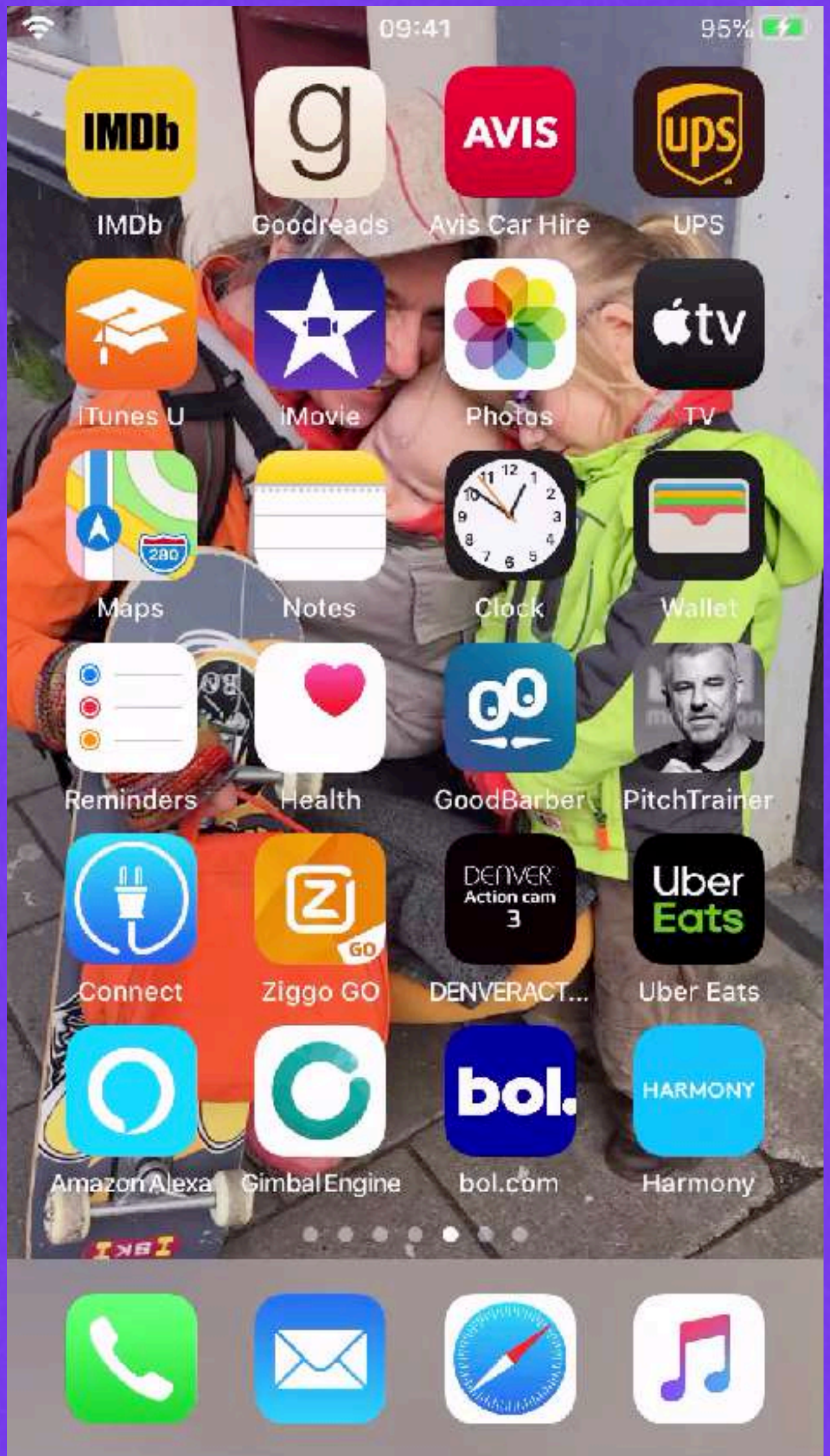


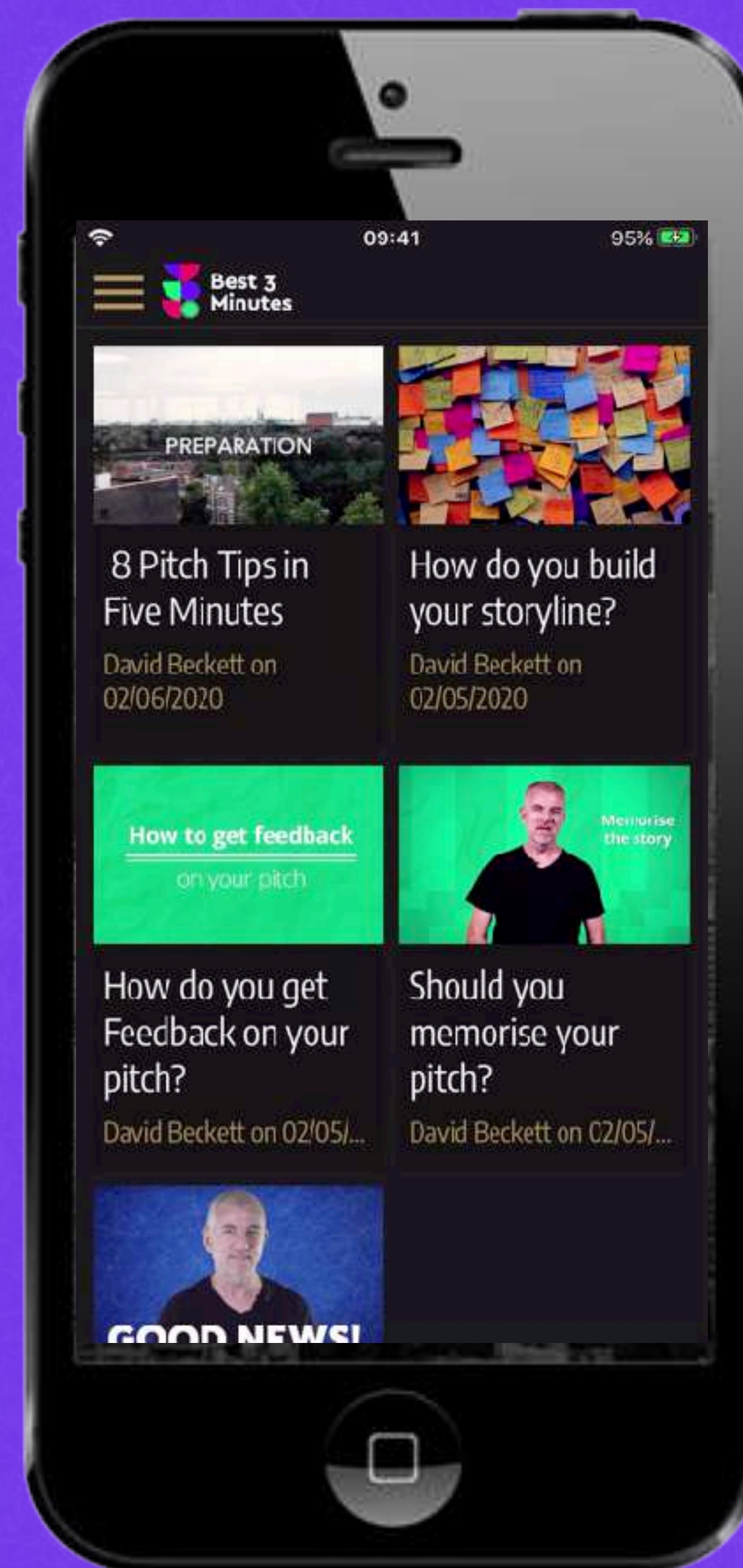
Steven Schotanus

06-10-2018

I agree with David, keep it short and snappy.







Video Format **OPTIONS**

**Slides
and
Voice only**

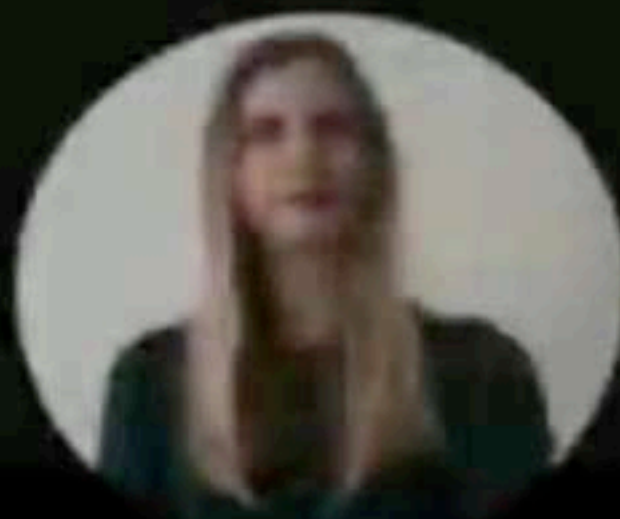
**Person
on
camera**

**Slides &
person on
camera**





Crowdsourced intelligence platform



Analysis Mode

Photo by Norm4nNorm4l: <https://flic.kr/p/ciUPVM>
<https://creativecommons.org/licenses/by/2.0/>

PERSON ON CAMERA PLUS SLIDES & GRAPHICS

FOR

Can show the **personality**
of the presenter

Good **combination** of voice,
person, graphics

Not too difficult to **edit** – software
such as works well

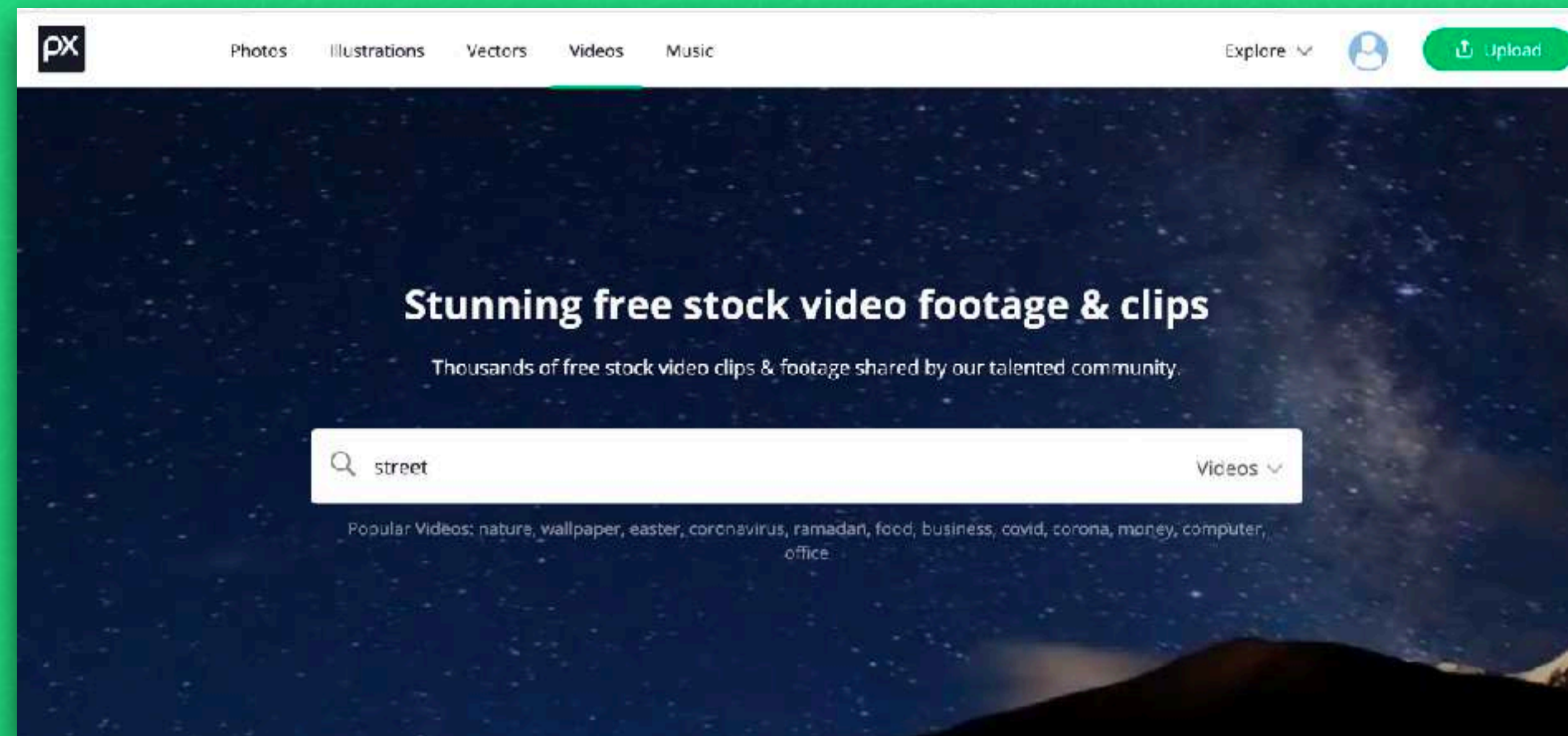
AGAINST

Don't get to see the presenter
full-screen

Ensure there is a **product demo**

Free Image and Video Resources

PIXABAY.COM



Creative Commons - Commercial Use

Two biggest influences on **VIDEO PITCHES**

Video

FORMAT

Your

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 overall effect is dreamlike and thought-provoking.

QUESTIONS?

Please ask
IN THE CHAT

Two biggest influences on **VIDEO PITCHES**

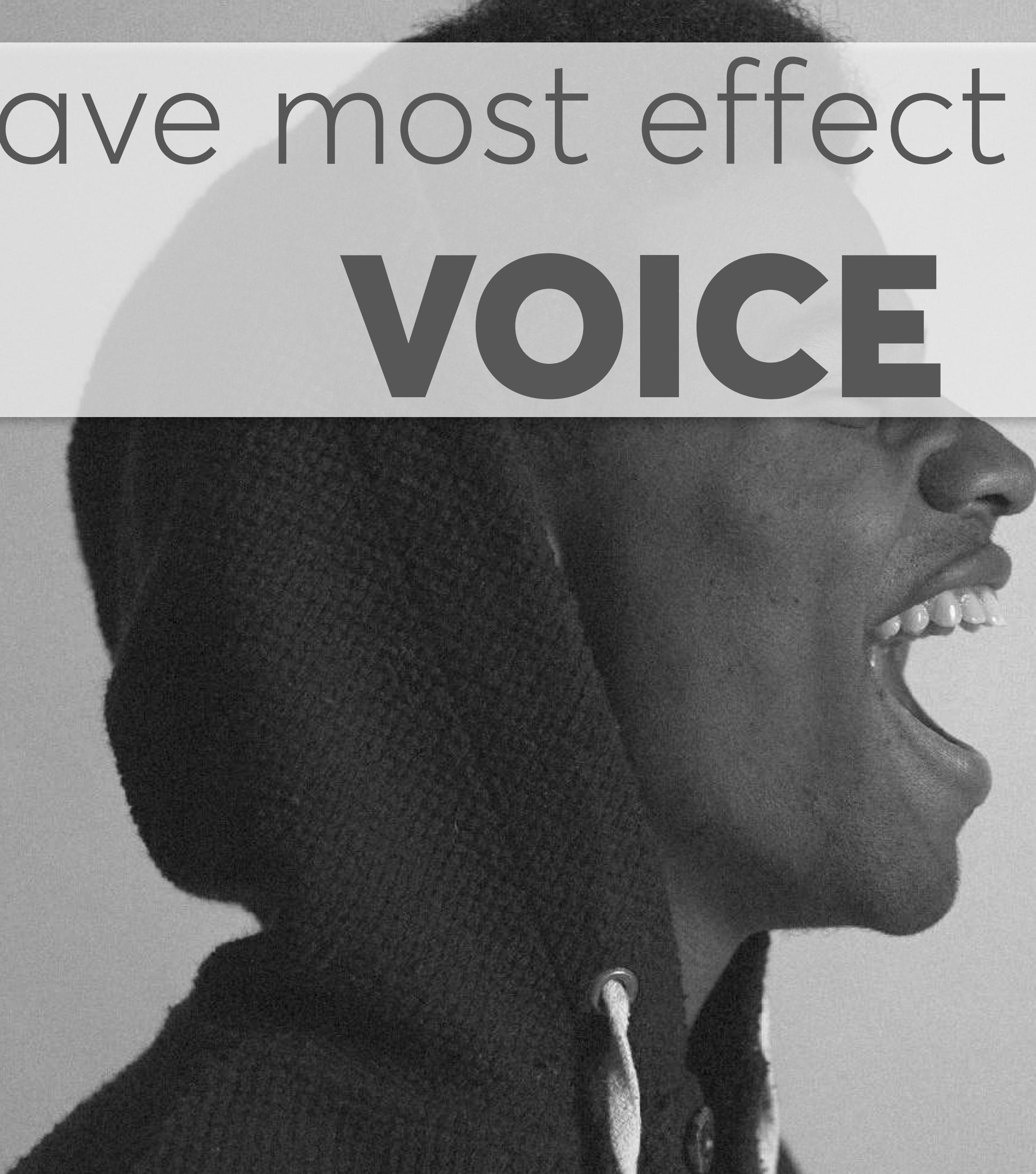
Video

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."



Say it
OUT LOUD

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 a dark, textured font, appearing to float within the bokeh. The overall effect is dreamlike and thought-provoking.

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

W best3minutes.com E david.becken@best3minutes.com
TW @best3minutes U linkedin.com/in/davidbeckentpresentationcoach

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.

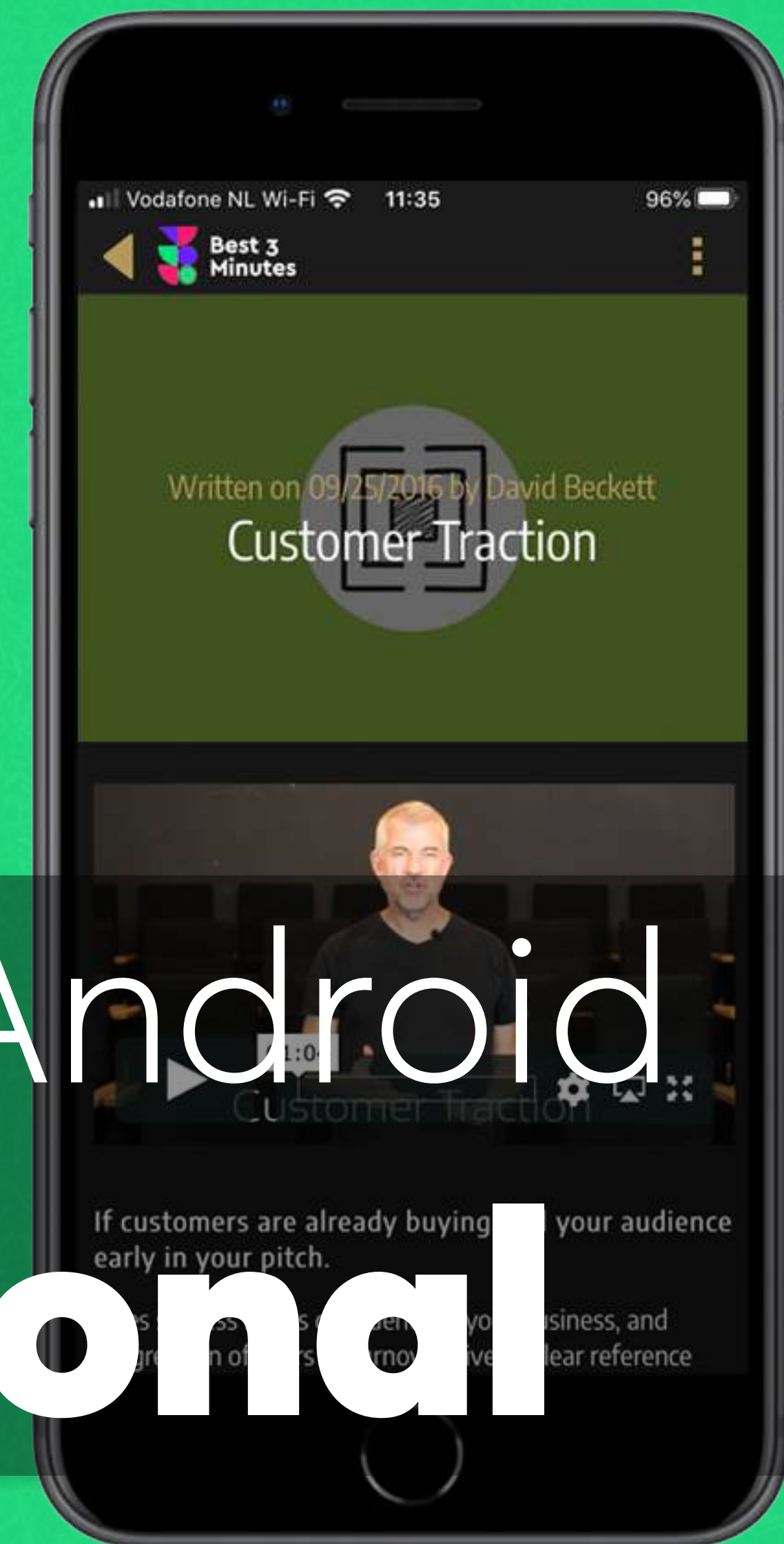
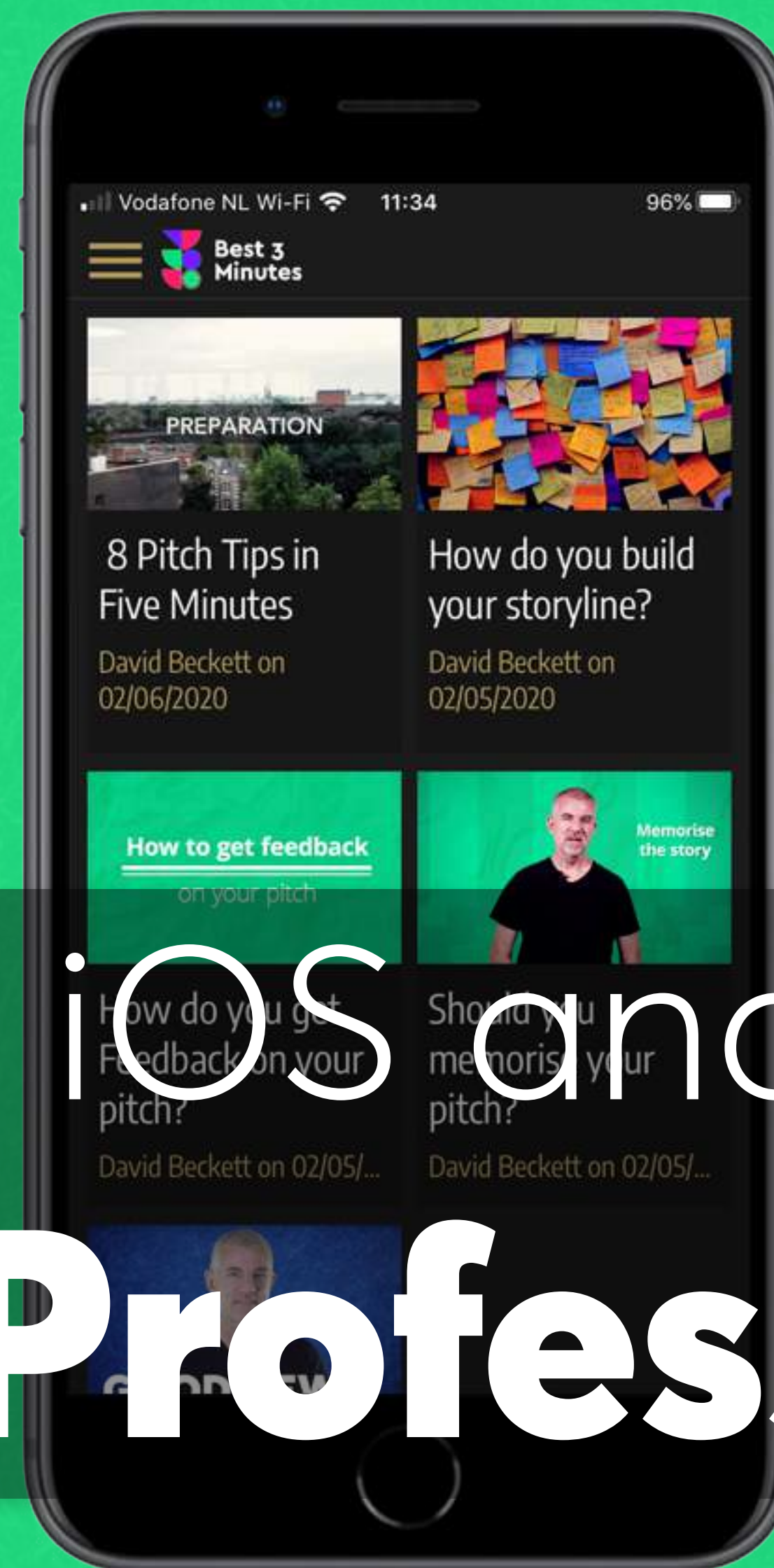
Don't miss out on all the tools available online at:
tiny.cc/pitchworkshop

W best3minutes.com E david.becken@best3minutes.com
TW @best3minutes U linkedin.com/in/davidbeckentpresentationcoach

David Becken

best3minutes.com/eitfood

FREE

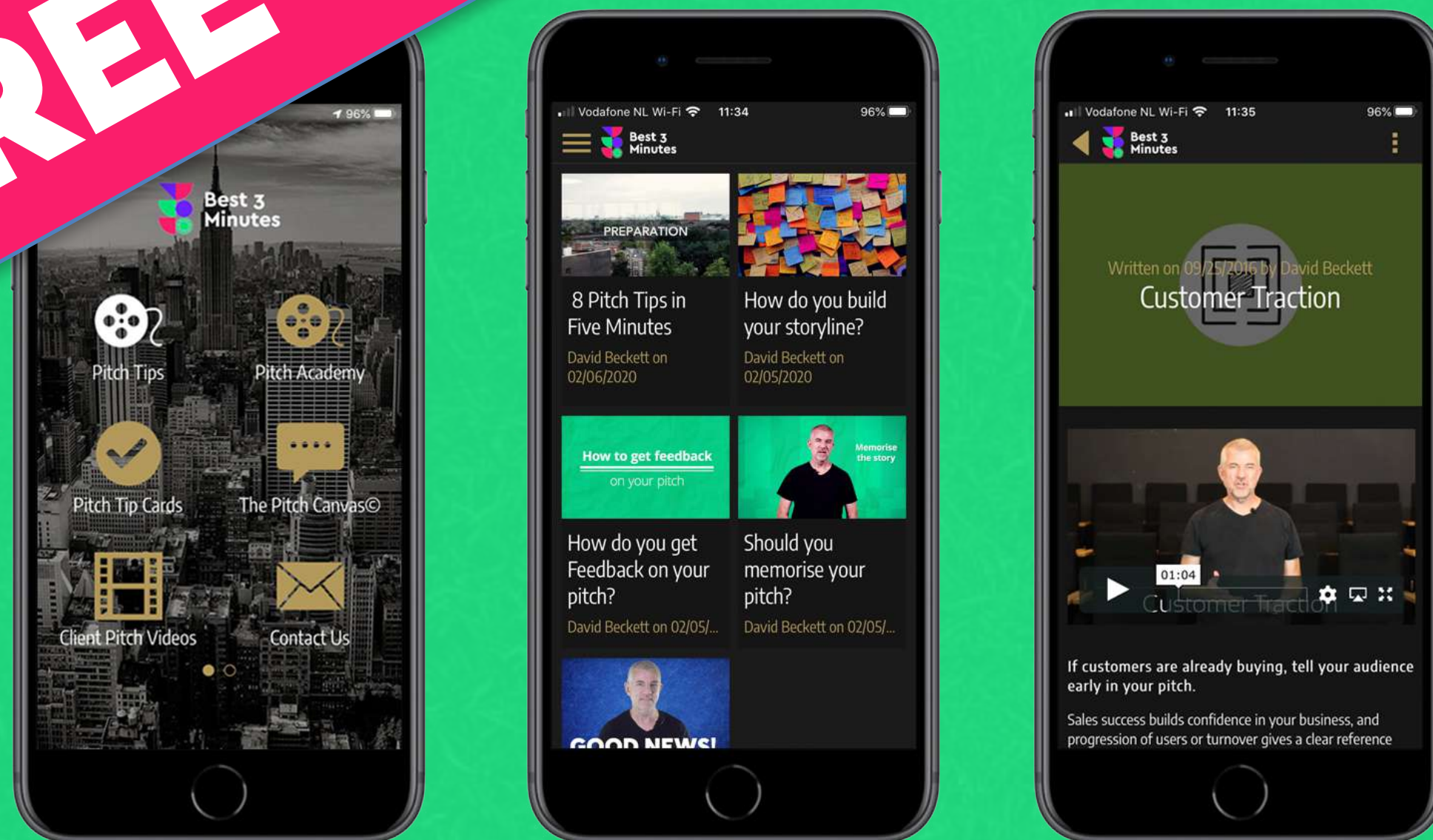


The App: iOS and Android

PitchProfessional

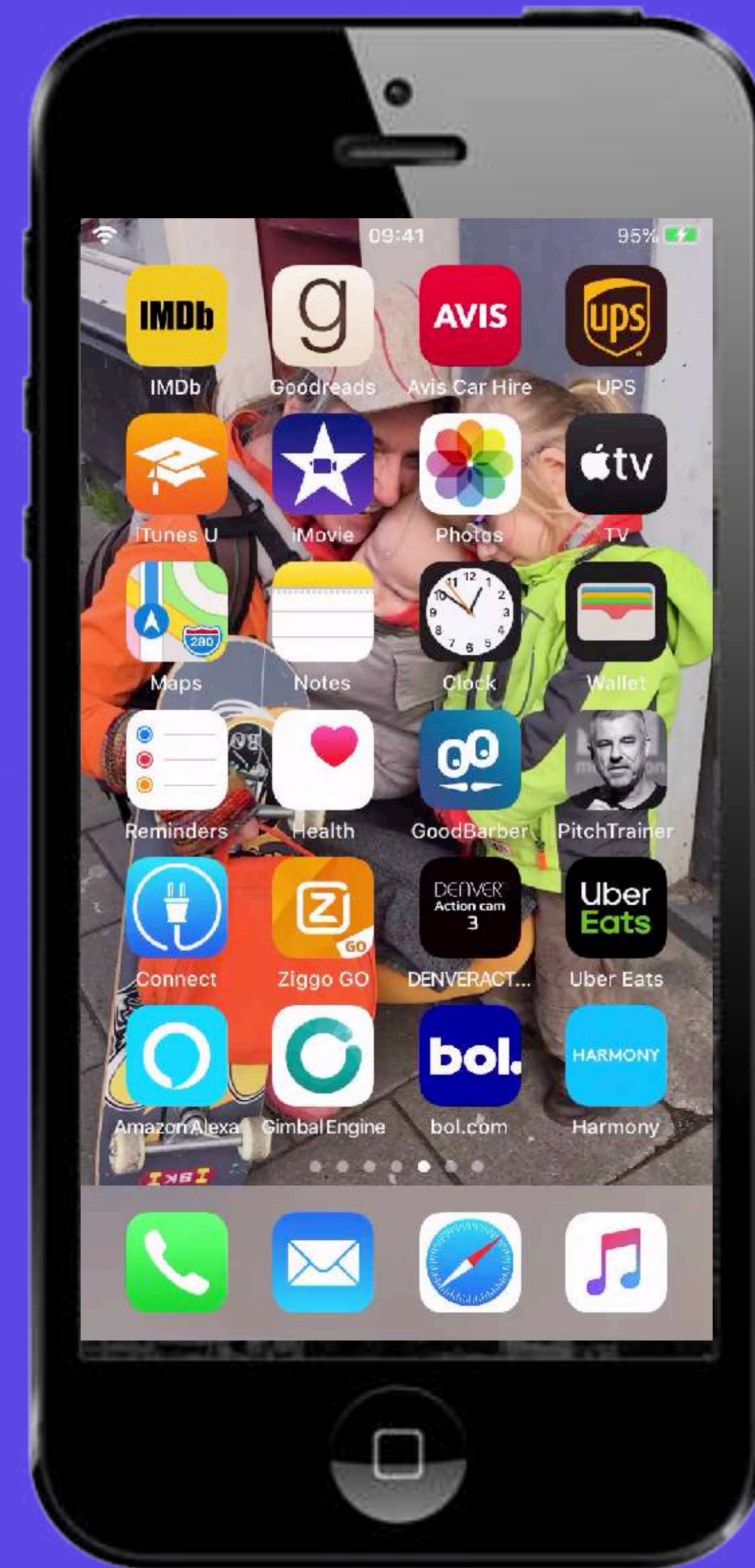
best3minutes.com/eitfood

FREE



The App: iOS and Android

PitchProfessional



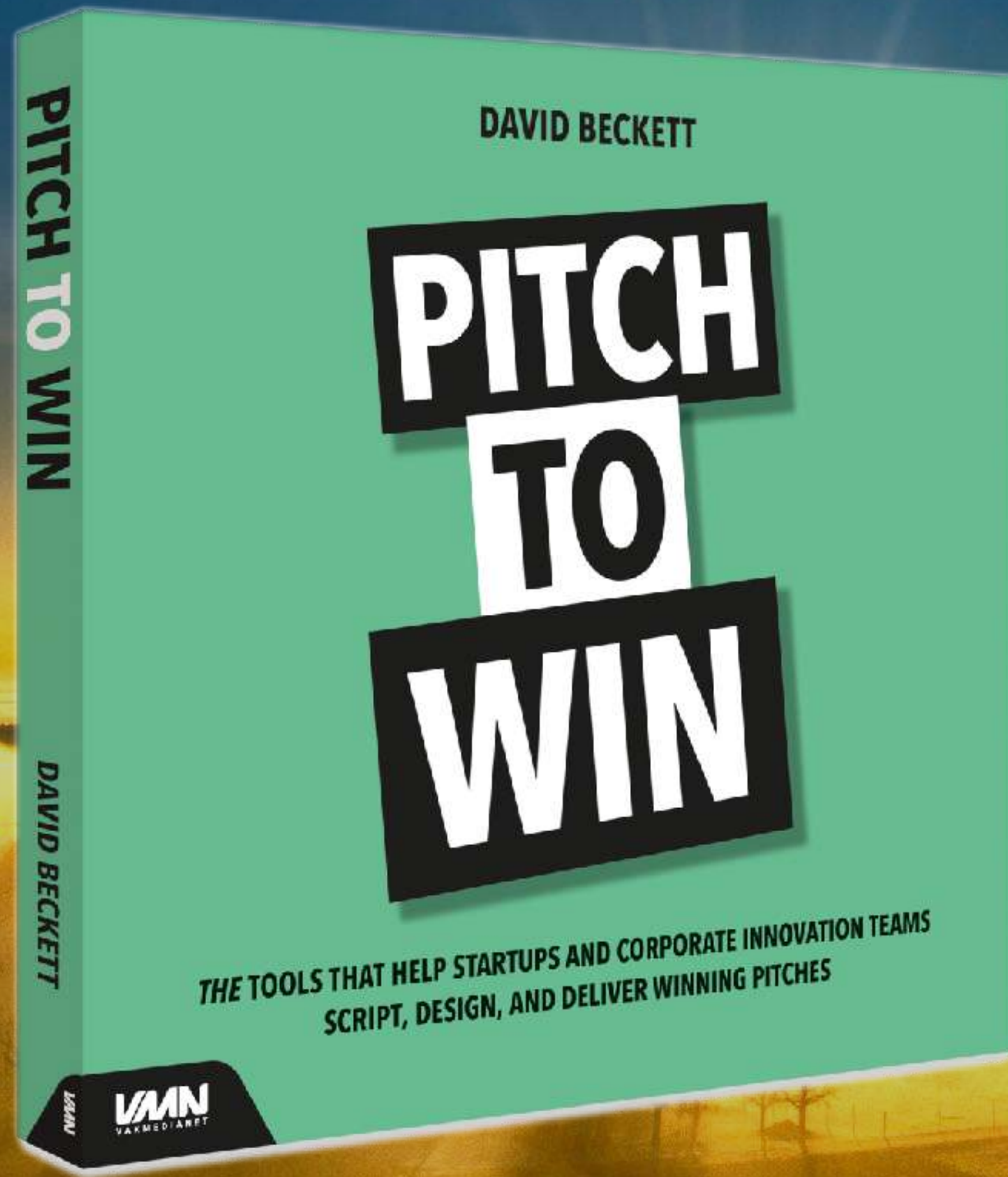
best3minutes.com/eitfood

FREE

tiny.cc/pitchworkshop



best3minutes.com/eitfood



David Beckett

Best3minutes.com

Connect with me

Linked in™

best3minutes.com/eitfood