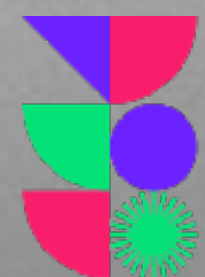


Pitch Coach
TED X Speaker
Startup Founder

Sudha Kheterpal

 @best3minutes



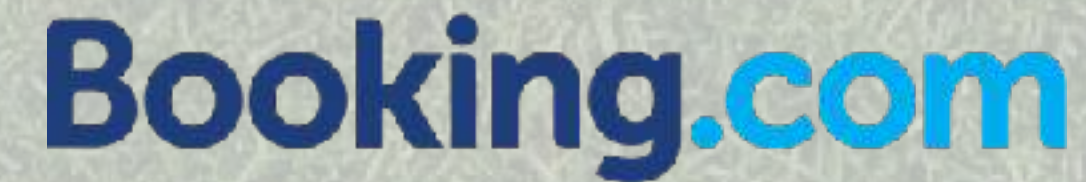
Best 3
Minutes

Coached 950+ Startups **RAISED OVER €270 MILLION**

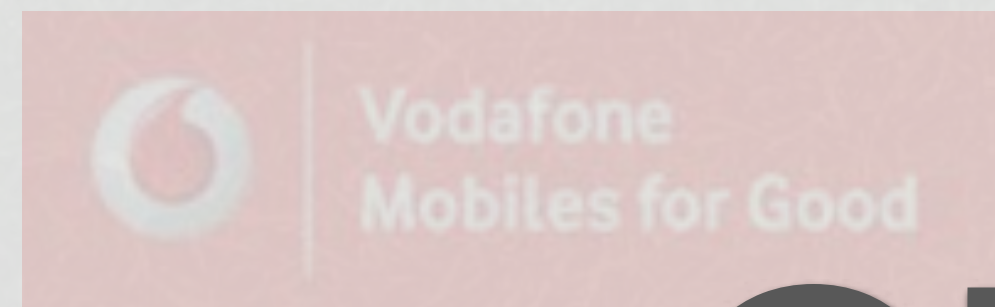


29 Countries

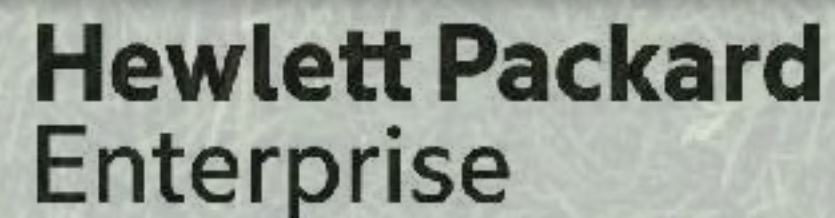
TRAINED 15,000+ PEOPLE



Coached 3 x



ON THIS PROGRAM





**GREAT IDEAS
NEED A VOICE**





THE PLAN

What makes a good pitch?

The Handshake Pitch

The Open-3-Close© Pitch Model

Audience, objective, how to build your
storyline

How to open the pitch

Keep focused,
using The Power of Three

And close powerfully!



QUESTIONS?

Please ask

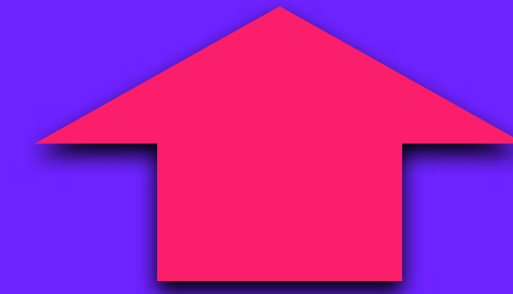
IN THE CHAT



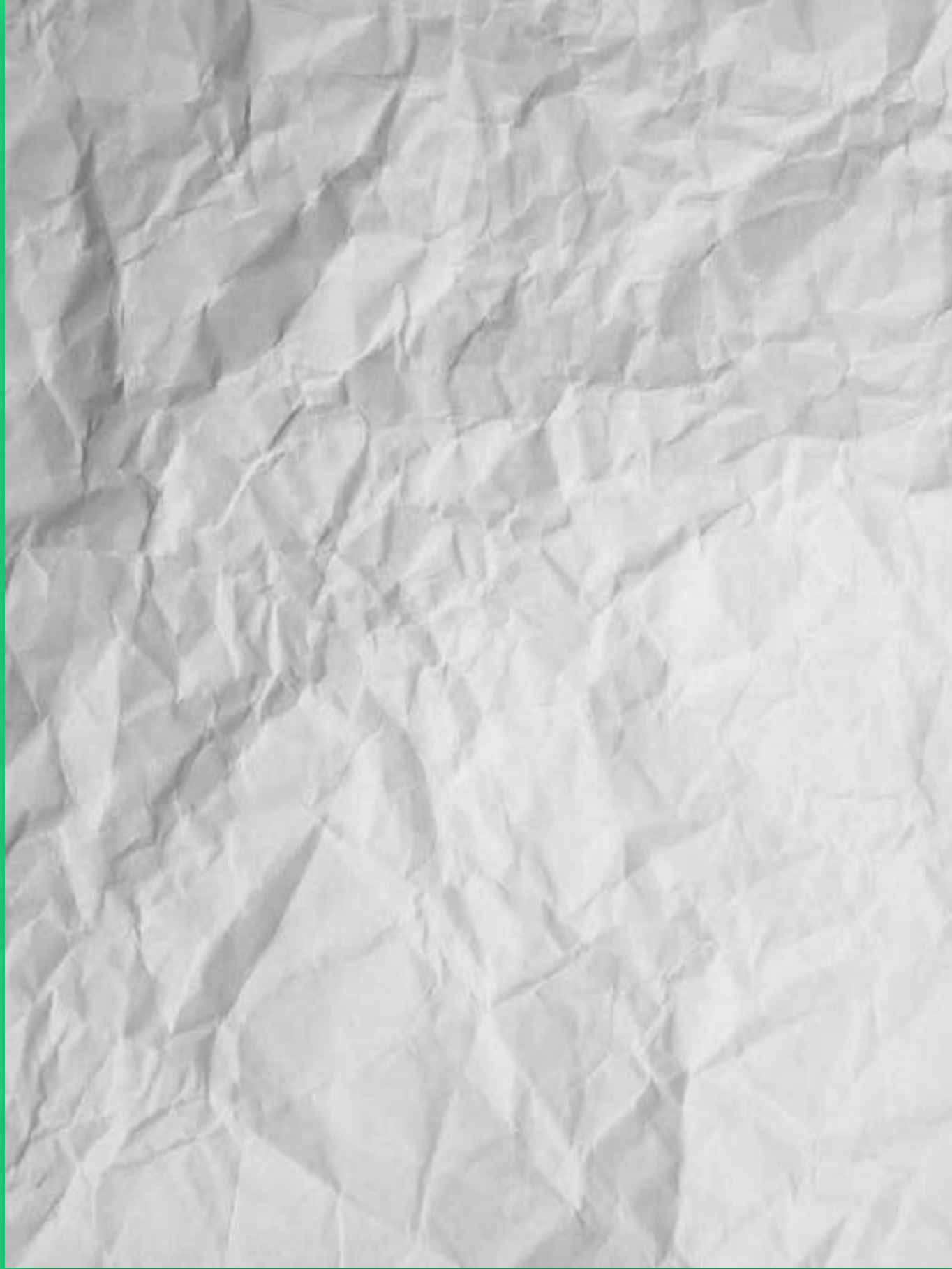
This is a **DO**
workshop
not just a think session



ACTION STEP



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



What's the difference between
PRESENTATION & PITCH?



A pitch is a **time-pressured** presentation, with a **clear ask** and a **personal edge**

The tools you'll get in this workshop
will all work for

PRESENTATIONS & PITCHES :-)

20 minute **PRESENTATION**

Not too many **changeovers**

1 person introduce, **2** people give middle, **1** person wrap up

Changeover pattern of **1 - 2 - 1** or
1 - 2 - 1 - 2 - 1

Mix of **Virtual** and **Live** - Keep it **simple**



24 SESSIONS

#SBCDEMODOY
@24SESSIONS

What makes **A GOOD PITCH**



We've asked hundreds of people
who listen to pitches

**Investors, Board Members,
Pitch Competition Jury Members**

We learned one big lesson

They ALL want
the same thing!

Do people make
decisions based on
EMOTIONS or FACTS?

People make decisions
based on emotions

**THEN LOOK FOR FACTS
TO BACK THEM UP**

The best pitches combine...

RATIONAL

**NON-
RATIONAL**

RATIONAL

Pain: Quantify the Opportunity

Product

What's Unique

Validation So Far

What's in it for Them

Business model

Team - Skills, Experience

NON-RATIONAL

Make the Pain **HUMAN**

The **CHARACTER** of
The Team

Why You? Your
PERSONAL Enthusiasm



SEAN PERCIVAL

Silicon Valley Investor



**SEAN
PERCIVAL**

Investors invest in
conviction,
so if you don't have
energy and **passion**
we're probably
not going to invest.



24 SESSIONS

#SBCDEMODOY
@24SESSIONS

What does it take to
BE A GOOD PITCHER?



INSPIRATION?

WORK!



TOOLS

The most frequent pitch
YOU WILL EVER MAKE

25 Seconds - 4 sentences

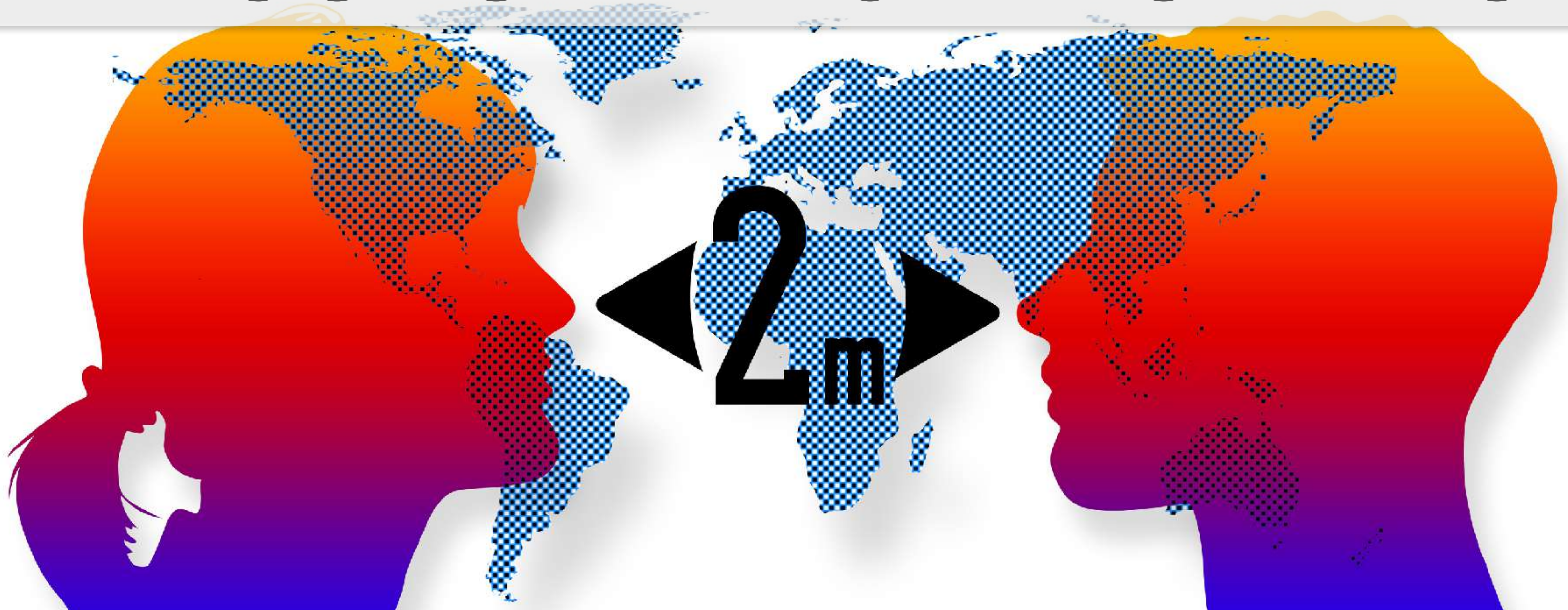
THE HANDSHAKE

PRE-CORONA!



25 Seconds - 4 sentences

THE CORONA DISTANCE PITCH





ACTION STEP

Corona Distance Pitch
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



ACTION STEP

Test out your Corona Distance Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?

3 MINUTES
TO PREPARE

5 MINUTES

FEEDBACK

Which ONE thing stood out?

**Which ONE thing did you
NOT understand?**

**One FRIENDLY piece of
advice for improvement**

ACTION STEP

Test out your Corona Distance

Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you
solve those problems?

Welcome back from your
BREAKOUT ROOM

Take One
MINUTE

Write down - what did you **learn**?

From **giving** and **receiving** feedback?

What will you **change**?

Take One
MINUTE

5

Write down - what did you **learn**?

From **giving** and **receiving** feedback?

What will you **change**?

Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

GET FEEDBACK

What
stood out
most?

What did
you not
understand?

Friendly
advice for
improvement?

Let's make it
REAL & PRACTICAL



ACTION STEP

Write down the **Product, Service or idea** you are going to **pitch**

and one sentence on **who** you will pitch it to

ACTION STEP

1 MINUTE

Write down the **Product, Service or idea** you are going to **pitch**

and one sentence on **who** you will pitch it to



TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing



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**?



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?

Detail focused, or **headlines** only?

Theoretical or doers?

What might be their biggest **objection**?

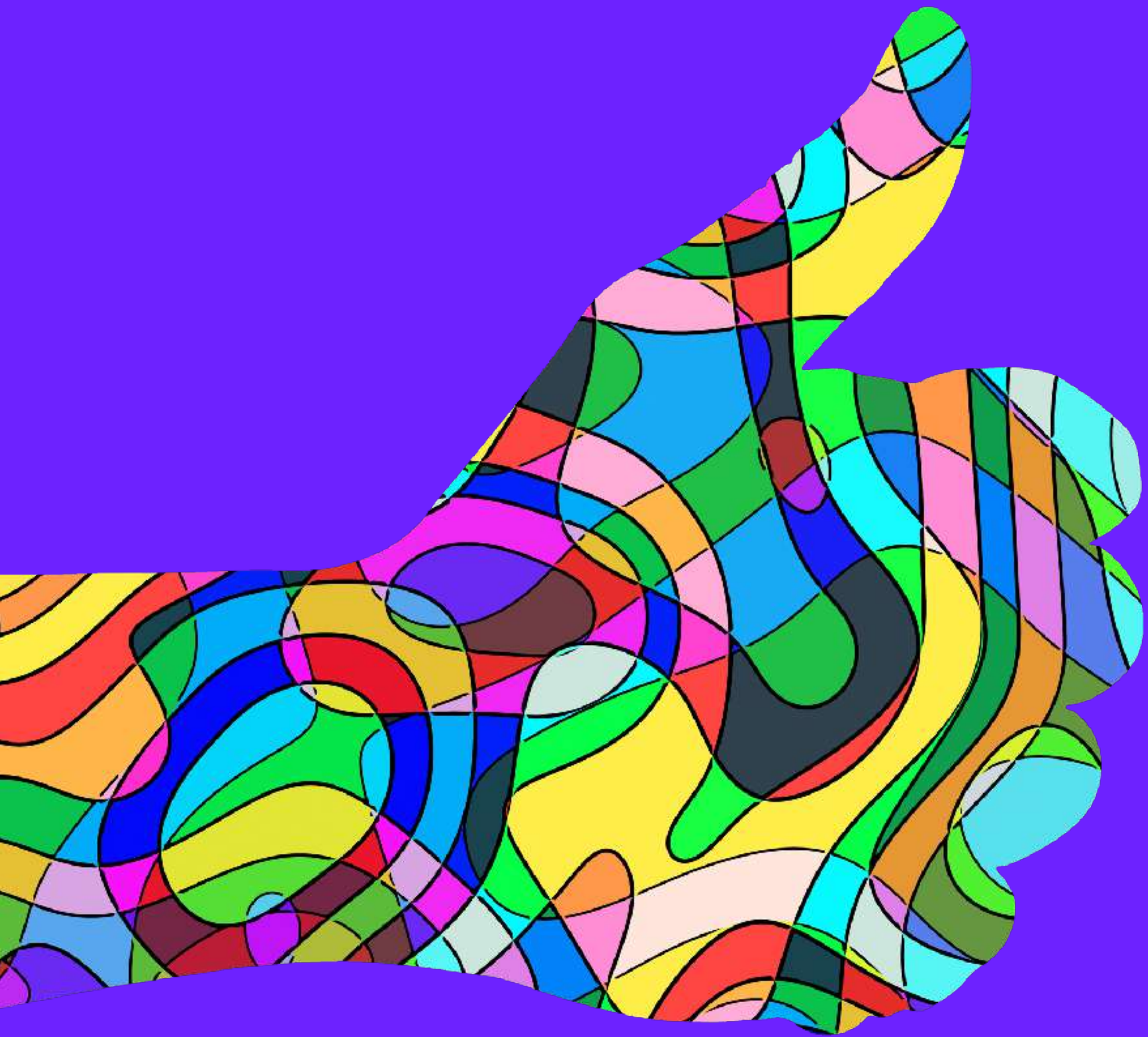
The Open-3-Close© Pitch Model





What do you
want them to
do?

ACTION



Give them
something they
can say
YES!
to



ACTION STEP

Write down in 2 minutes what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently



2 MINUTES

ACTION STEP

Write down in 2 minutes what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

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

Which topics should be in
YOUR WINNING PITCH?

The Pitch Canvas[®]: Company Edition

<p align="center">Simple Statement of what change you and your product/service are making in the world.</p> <p align="center"><small>A memorable one sentence explanation of what you do for customers.</small></p>	
<p>Pain (+ Gain)</p> <p><small>What problem is out there in the world of the customer? How big is that problem? Can you quantify the opportunity/market size? What are the issues that keep your audience awake at night, that you are addressing with your solution? What are their big challenges in business and in the area that you are addressing?</small></p>	<p>Product</p> <p><small>As simply as possible, what does your product do for customers? What opportunities do you provide for customers: to be faster, more cost-effective, more efficient, happier, safer...? What is the value and structure on a high level? What gets done? (Timing) Explain the product in terms of results where possible.</small></p>
<p>Product Demo</p> <p><small>How can you bring your product to life? Live demo? (always risky, but powerful if it works.) Screenshots? Physical product? A clip of the product working on screen? Can you share a real customer using it? Or talking about it?</small></p>	<p>What's Unique</p> <p><small>Technology/Relationships/Partnerships How do you help your customer get results differently to your competitors or alternatives? Show you have researched the market and know what competitors do, from.</small></p>
<p>Customer Traction</p> <p><small>Success so far? Growth in sales, growth in user numbers? Pilot customers? Major brands? Customer references, quotes or reviews? Have other parts of your organisation bought in? Like data and tests to strengthen your case.</small></p>	<p>Pricing Model/Business Model</p> <p><small>How will you price your proposition? What's the margin proposition? Is there any evidence to show this is the right pricing model/level, other products in the portfolio, feedback from customers? Is it creating revenue?</small></p>
<p>What do you need?</p> <p><small>What is the objective of the pitch? What do you want the audience to do on a macro level? (e.g. Day now?) What do you want the audience to do on a 'real time' level? (e.g. Book a one hour follow up meeting) Be transparent: tell them what you want, and what the next step is. Don't forget to ask for the order or the resources you need!</small></p>	<p>Team</p> <p><small>Who are the people behind the offer? Why should they believe that you are the people to deliver their value? What qualities do your people have - both rational (skills, experience) and non-rational (character, personal qualities) - to convince that you are the people to work with?</small></p>
<p align="center">End statement with Call to Action</p> <p align="center"><small>Finish the pitch strongly with a clear request for the audience to take action.</small></p>	
<p align="center">Why You?</p> <p align="center"><small>Why do you care about solving this problem for your customer? Has your life been affected by this industry and business? Why should your audience have confidence that you will deliver what you promise?</small></p>	

DESIGNED BY: Pitch Professionals
Developed from an original idea by David Sekett

PITCH professionals

Designed for Companies. Based on The Pitch Canvas for Startups (Entrepreneur) by PitchPros.
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Could you reference PitchProfessionals.com after each use.

THE PITCH CANVAS[®] FOR COMPANIES Copies Available



PAIN

What is the **problem**
you solve?

What is the **HUMAN**
RESULT?



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

RUTGER TEUNISSEN, CEO

24SESSIONS

The SAAS Solution for Online Advice



24SESSIONS

The SAAS Solution for Online Advice



ACTION STEP

Brainstorm – The **Pain**
& prepare a 30-45 second
explanation

Make the pain **HUMAN**

Quickly write down **key words**
and phrases – not full sentences

One idea per Post-It

Don't think too much:
just write



ACTION STEP

**5 MINUTES
TO PREPARE**

Brainstorm – The **Pain**
& prepare a 30-45 second
explanation

Make the pain **HUMAN**

Quickly write down **key words**
and phrases – not full sentences

One idea per Post-It

Don't think too much:
just write



5 MINUTES

FEEDBACK

Which ONE thing stood out?

**Which ONE thing did you
NOT understand?**

**One FRIENDLY piece of
advice for improvement**

ACTION STEP

Test out **The Pain**
explanation with one other
person from **your team**

Everyone do this

Welcome back from your
BREAKOUT ROOM



PRODUCT

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product



OPPORTUNITY & IMPACT

How **big** is the
opportunity and
impact for Osram?

24SESSIONS

The SAAS Solution for Online Advice



ACTION STEP

Brainstorm – The **Product**
& prepare a 30-45 second
explanation

Focus on what your **customers**
can **do** with your product

Quickly write down **key words**
and phrases – not full sentences

One idea per Post-It

Don't think too much:
just write



ACTION STEP

Brainstorm – The **Product**
& prepare a 30-45 second
explanation

Focus on what your **customers**
can **do** with your product

Quickly write down **key words**
and phrases – not full sentences

One idea per Post-It

Don't think too much:
just write



5 MINUTES

FEEDBACK

Which **ONE** thing stood out?

Which **ONE** thing did you
NOT understand?

One **FRIENDLY** piece of
advice for improvement

ACTION STEP

Test out **The Product**
explanation with one other
person from **your team**

Everyone do this

Welcome back from your
BREAKOUT ROOM

UNIQUE

What's **special** and
new about your
proposition?

24SESSIONS

The SAAS Solution for Online Advice



ACTION STEP

Brainstorm – **What's Unique**
& prepare a 30-45 second
explanation

Is there **one Killer/winning feature?**

Quickly write down **key words** and
phrases – not full sentences

One idea per Post-It

Don't think too much:

just write



ACTION STEP

Brainstorm – **What's Unique**
& prepare a 30-45 second
explanation

Is there **one Killer/winning feature?**

Quickly write down **key words** and
phrases – not full sentences

One idea per Post-It

Don't think too much:

just write



5 MINUTES

FEEDBACK

Which **ONE** thing stood out?

Which **ONE** thing did you
NOT understand?

One **FRIENDLY** piece of
advice for improvement

ACTION STEP

Test out your
What's Unique
explanation with one other
person from **your team**

Everyone do this

Welcome back from your
BREAKOUT ROOM



TRACTION or VALIDATION

How have your potential customer interactions **confirmed**, or **pivoted** your proposition?

What are the **insights** and **recommendations**?

24SESSIONS

The SAAS Solution for Online Advice



WHAT'S IN IT FOR THEM?

How does your
proposition **match**
their **strategy** and
ambitions?



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!

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 green and white pattern.

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 this company?

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



ACTION STEP

Brainstorm – Why You?

& prepare a 30-45 second explanation

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

What **do you love** about this company?

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

**5 MINUTES
TO PREPARE**



5 MINUTES

FEEDBACK

Which ONE thing stood out?

Which ONE thing did you NOT understand?

One FRIENDLY piece of advice for improvement

ACTION STEP

Test out your
Why You

explanation with one other
person from **your team**

Everyone do this

Welcome back from your
BREAKOUT ROOM

5

BREAKENDS

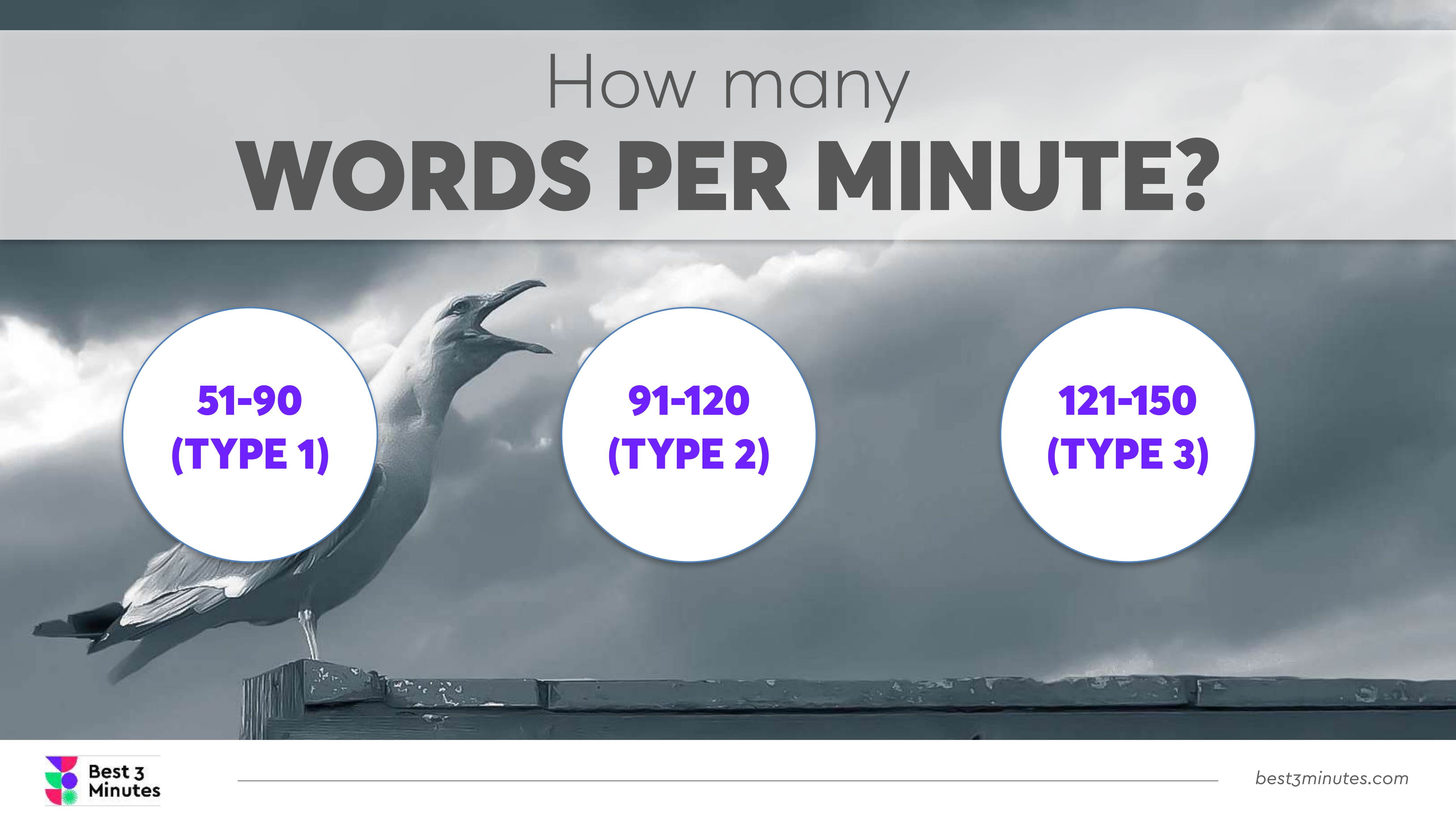


QUESTIONS?

Please ask

IN THE CHAT

How many **WORDS PER MINUTE?**



**51-90
(TYPE 1)**

**91-120
(TYPE 2)**

**121-150
(TYPE 3)**

How many
WORDS PER MINUTE?

150
WORDS
MAXIMUM



How many
WORDS PER MINUTE?



**130-140 Words
Per Minute!**

9 Sentences

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

BEYOND

KNOW
WHAT
WE
KNOW



KNOW
WHAT
WE
KNOW

WHAT
WE
SEE

WHAT
WE
FEEL

WHAT
WE
BELIEVE

TEDx Amsterdam

WE BELIEVE



4:30

Show Your **ENTHUSIASM**



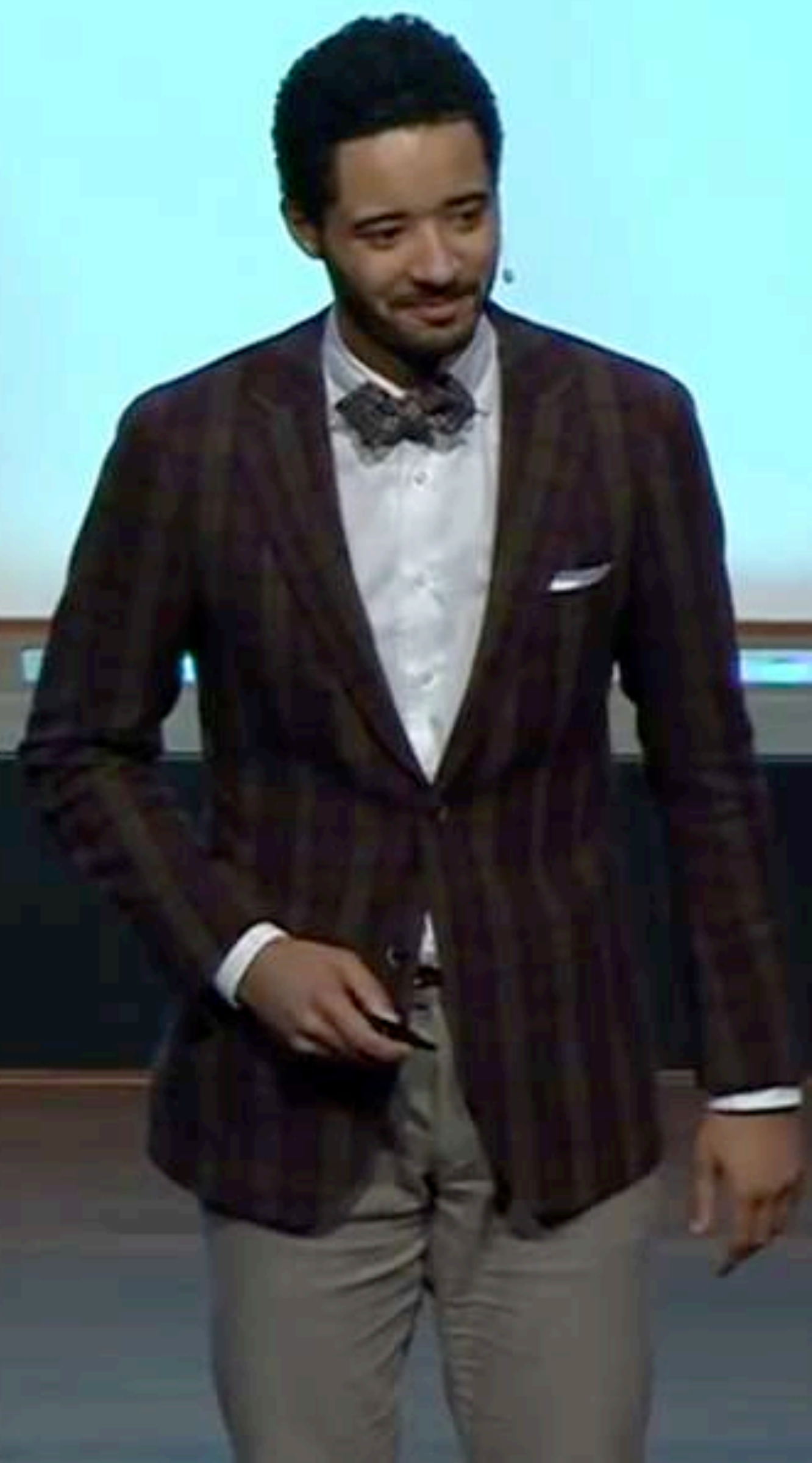


startup bootcamp

DEMO DAY

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 sentences



3 MINUTES
to write it down

ACTION STEP

Review your brainstorm

Write down your
opening 3 sentences

5 MINUTES

FEEDBACK

Is it Professional?

**Does it make you want to
know more?**

**One FRIENDLY piece of
advice for improvement**

ACTION STEP

Review your brainstorm

Write down your
opening 3 sentences

Test them **out loud** on
someone else

Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

Take One
MINUTE

Write down - what did you **learn**?

From **giving** and **receiving** feedback?

What will you **change**?

Take One
MINUTE

Write down - what did you **learn**?

5

From **giving** and **receiving** feedback?

What will you **change**?

The Open-3-Close© Pitch Model



Who is your
AUDIENCE




Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Making your story

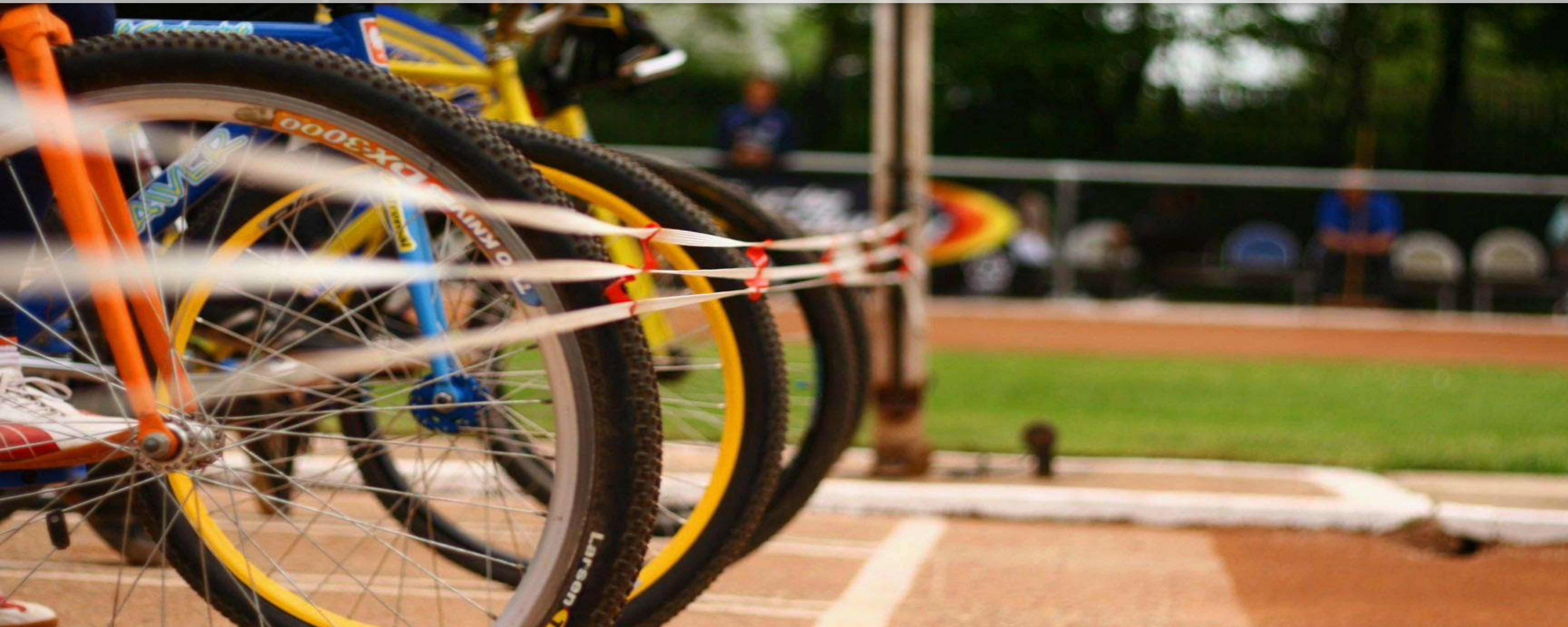
FOCUSED & MEMORABLE

The Power of **THREE**



The Threes are
IN THE AIR

READY, STEADY, GO



LIGHTS, CAMERA, ACTION



VENI, VIDI, VICI



THE THREE MUSKETEERS

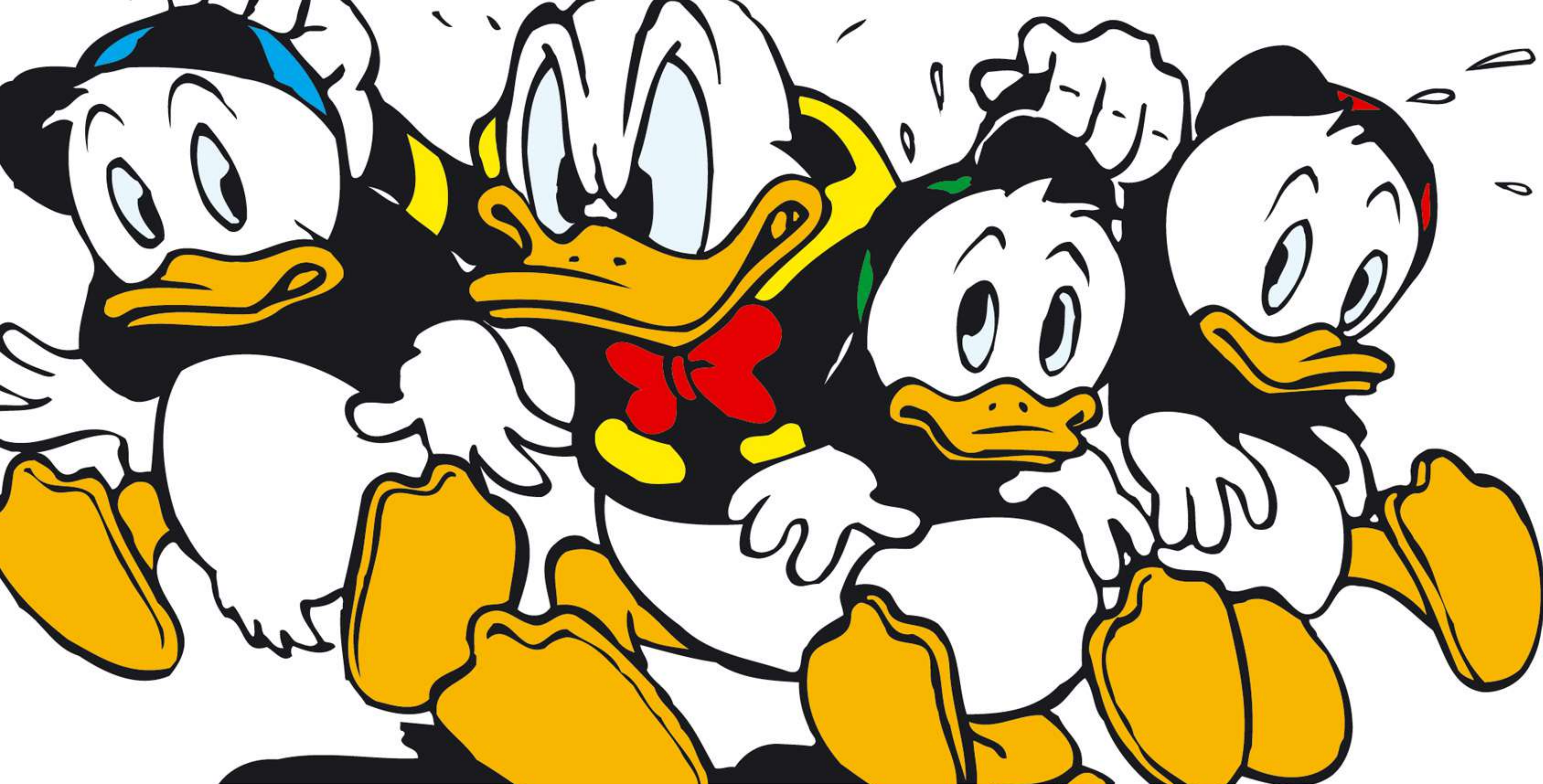




BRONZE, SILVER, GOLD

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

**THE
TEAM TO
MAKE IT
HAPPEN**



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



3 MINUTES

to write it down

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



Who is your
AUDIENCE



Establish your
OBJECTIVE




BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing





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 is
really important because...**

THANK YOU!

=

I've finished, you can clap now!



QUESTIONS?

Please ask

IN THE CHAT

Pitch tools and **RESOURCES**



https://best3minutes.com/osram

Best 3 Minutes

HELP! I Need To Pitch!

You've got a pitch coming up, with just a few minutes to tell your story. How do you get started with creating the message to get the action you need? Here are the 7 steps that have helped thousands build their winning pitch.

- Who's your audience? What do they care about?**

Make a small profile of your audience, so you can guide your message to their interests. What are their biggest concerns and challenges?
Are they money focused, or interested in environment, or in social issues? Conservative or industrialist? Want to know about process, or only the outcomes? Theoretical or Coers?
- What action do you want them to take?**

What's the objective of the pitch? Sure, you want them to think differently - but what do you want them to do?
Think about what they could do at 09:30, on a Monday morning. Visit your website? Arrange a follow up meeting? Sign a cheque? Give you advice? Being clear on your objective helps you steer the pitch towards a real outcome.
- Don't open PowerPoint! Brainstorm with Post-Its.**

Instead of jumping straight into slide software, organize all your thoughts first. Post-its are a great way to get your ideas out of your head, and to build a storyline that you feel comfortable and confident with. This will save you a lot of time when making slides. Use the Pitch Canvas to help you with brainstorming. Available free at best3minutes.com/the-pitch-canvas
- Make the first word count, with a strong opening.**

A lot of pitches take a long time to get into the story, starting with things like "Thanks for the opportunity, delighted to be here, nice to see some familiar faces..." etc.
Make the first word and sentence count with a bold statement about the problem, a question, or a big fact about the problem you're solving. Time is limited - use every second.
- Use the Power of Three to keep your story focused.**

The temptation to tell everything is huge, it's better to keep yourself focused on the essentials, so that they can follow the story, and remember the key points.
There is a power in saying 3 things, and being very clear about a few important aspects of your business.
- Have a strong close, with a clear Call To Action**

The last 30 seconds are the first thing they will remember. What do you want to be fixed in the audience's mind when you've completed the pitch?
Make sure your objective - the action you want the audience to take - is clearly stated so they know what to do next!
- Think it through, write it down, say it out loud, get feedback**

Once you have the story clear, test it out by saying it out loud. Make sure it sounds like a natural, spoken language.
Then get feedback, by asking these three questions: what stood out most about the pitch? What did they not understand? And do they have friendly advice for improvement?

W best3minutes.com **E** david.beck@best3minutes.com
TW [@best3minutes](https://twitter.com/best3minutes) **LI** [linkedin.com/company/best3minutes](https://www.linkedin.com/company/best3minutes) **IG** www.instagram.com/best3minutes

© David Beck

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

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

5

Ways To Manage Your Pitching Nerves



Thanks for joining the recent Pitch workshop!

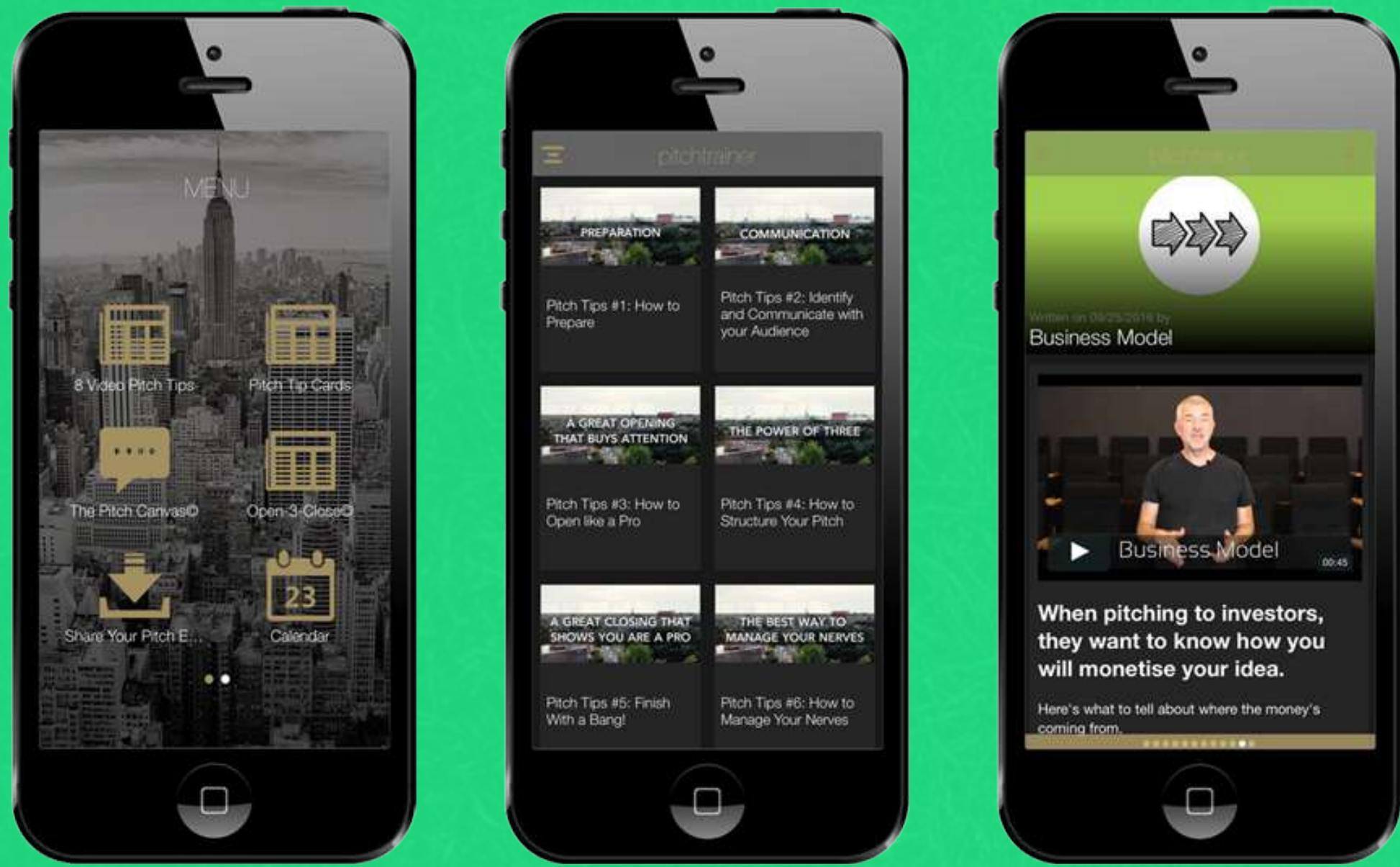
Here's a quick overview of some of the most powerful tools to overcome something that most people experience – getting nervous before a pitch. Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

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



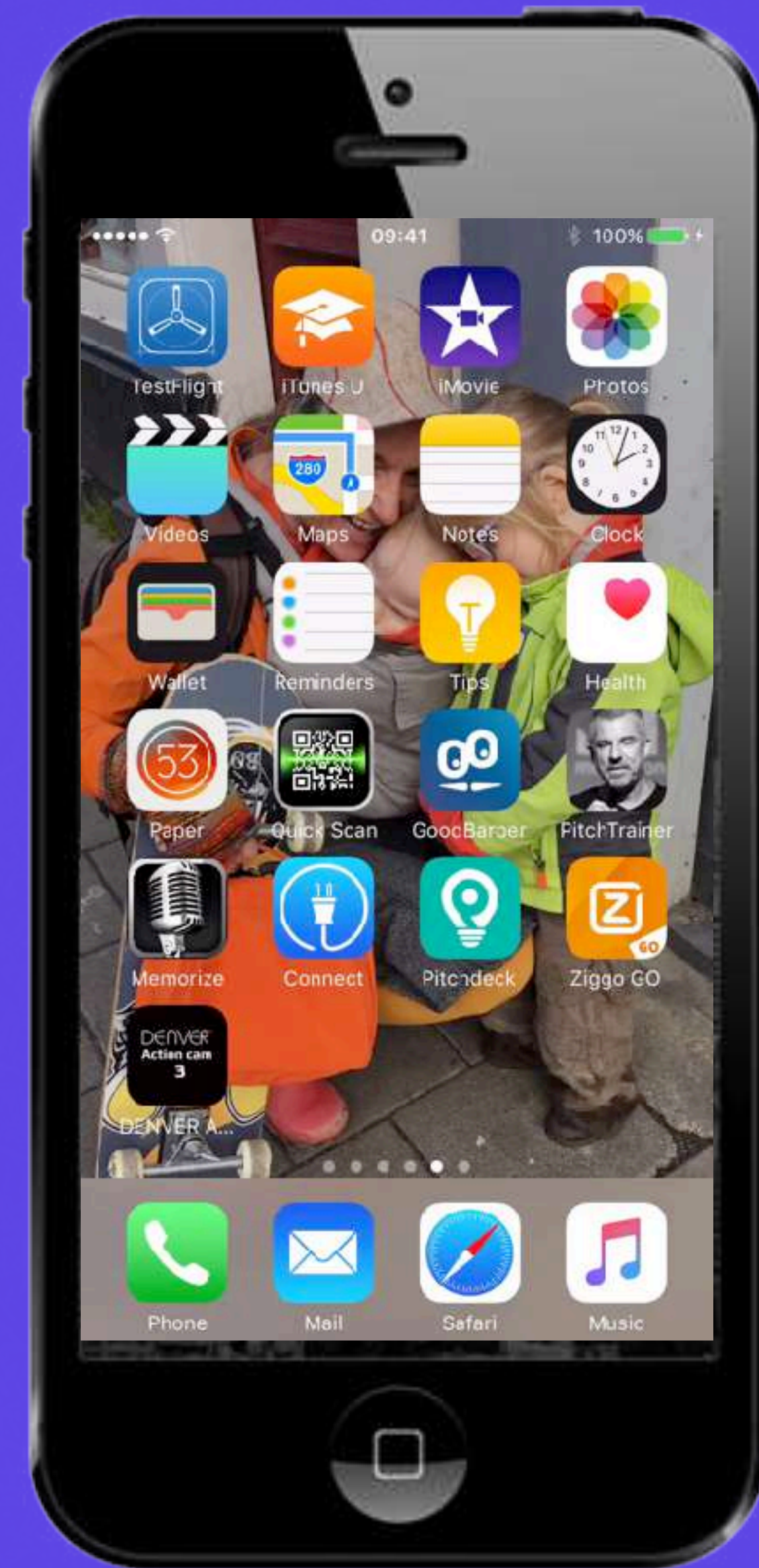
The App: iOS and Android

Pitch Professional

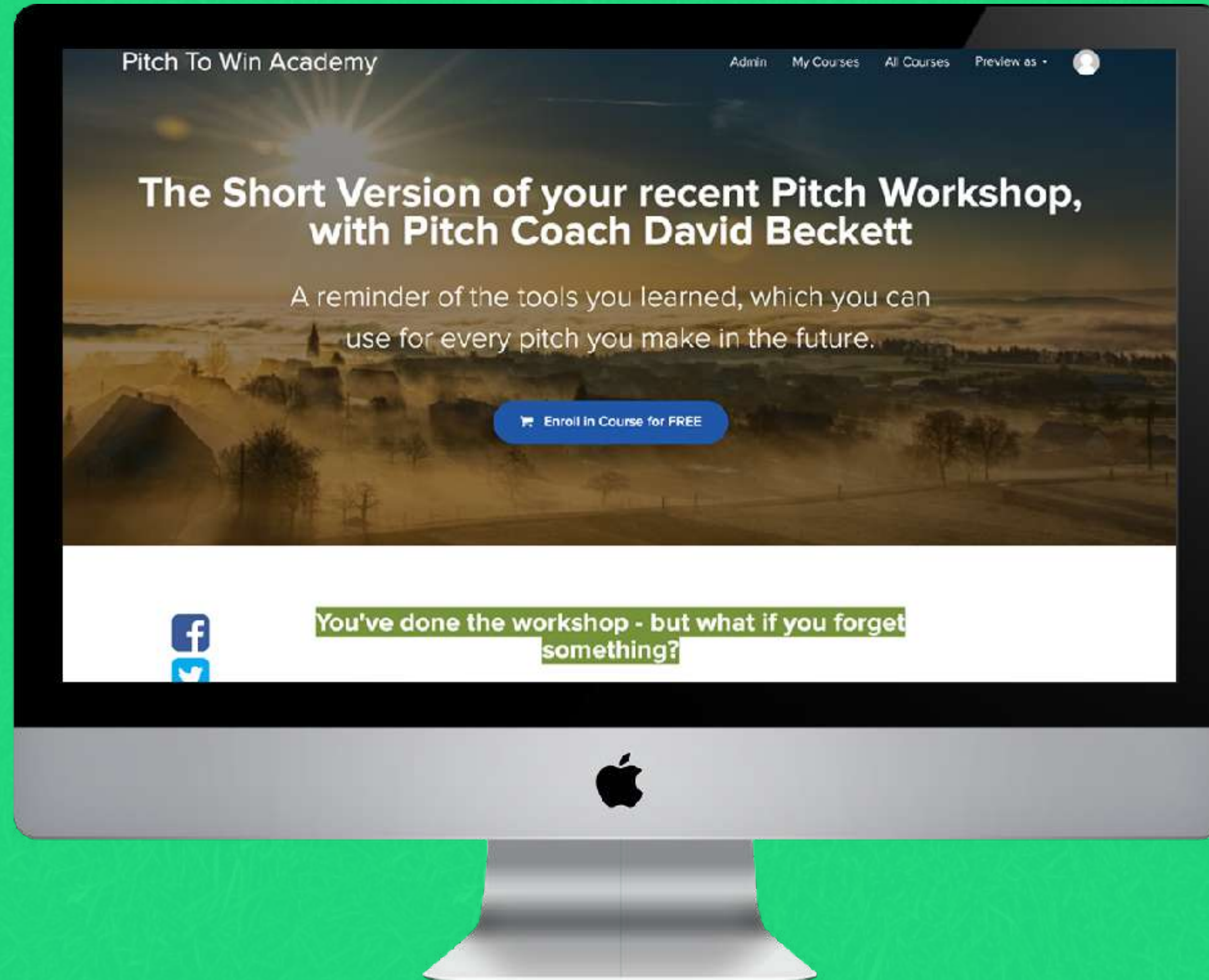


The App: iOS and Android

PitchProfessional



tiny.cc/pitchworkshop





NEXT STEPS

Work on your presentation using the Pitch Canvas and then:

1. Send Sudha your script
2. Book a 1:1 meeting with Sudha - 30minutes
3. Delivery

Sudha Kheterpal



Best 3
Minutes

Sudha@Best3minutes.com

Connect with me

Linked  in TM

tiny.cc/pitchworkshop