

WELCOME!

LEARN TO PRESENT ONLINE



WITH DAVID BECKETT

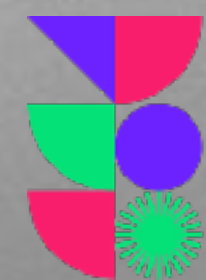
TECH CHECK

Please set yourself on
MUTE

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

David Beckett

best3minutes.com



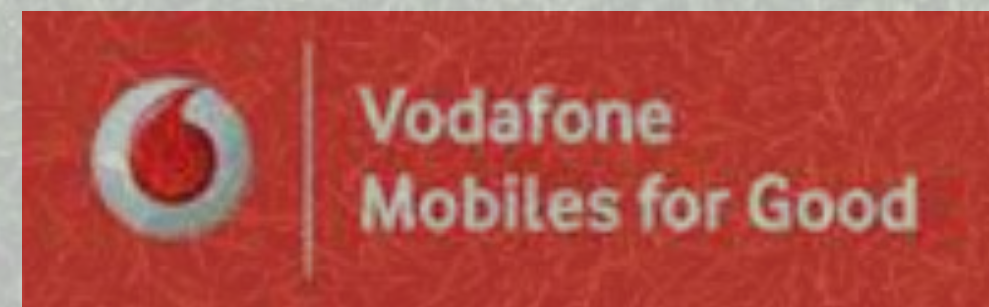
Best 3
Minutes

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



29 Countries

TRAINED 16,000+ PEOPLE



**GREAT IDEAS
NEED A VOICE**



You will receive

SLIDES AND MANY MATERIALS





QUESTIONS?

Please ask
IN THE CHAT

Why is it so difficult to **PRESENT ONLINE?**

When presenting we usually have

6 TOOLS AVAILABLE



WORDS



SLIDES



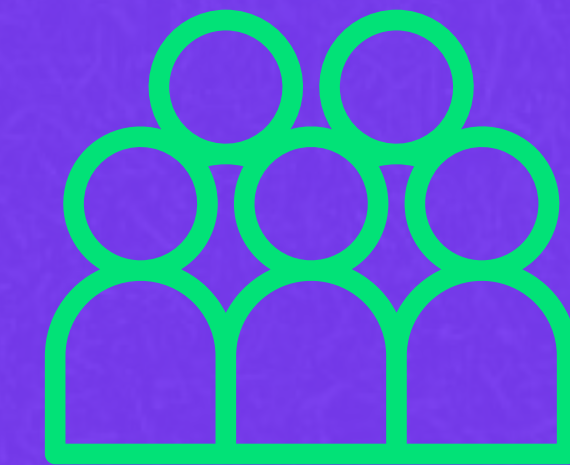
VOICE



BODY LANGUAGE



EYE CONTACT



AUDIENCE

When presenting we usually have

6 TOOLS AVAILABLE



WORDS



SLIDES



VOICE



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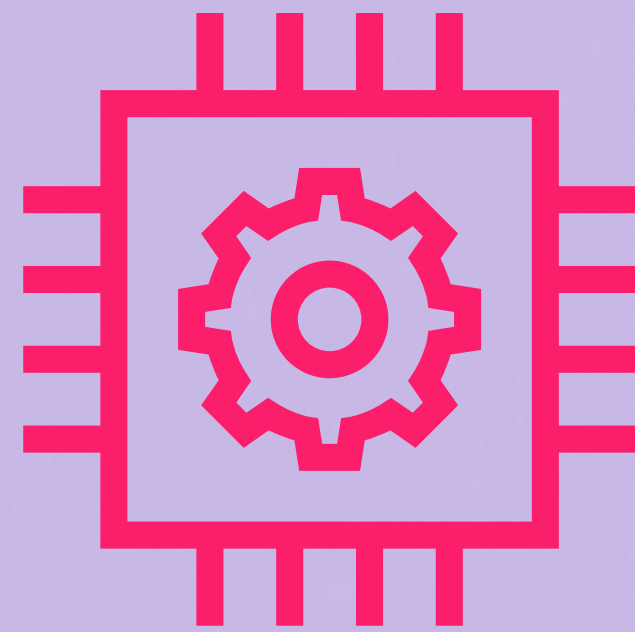
WORDS



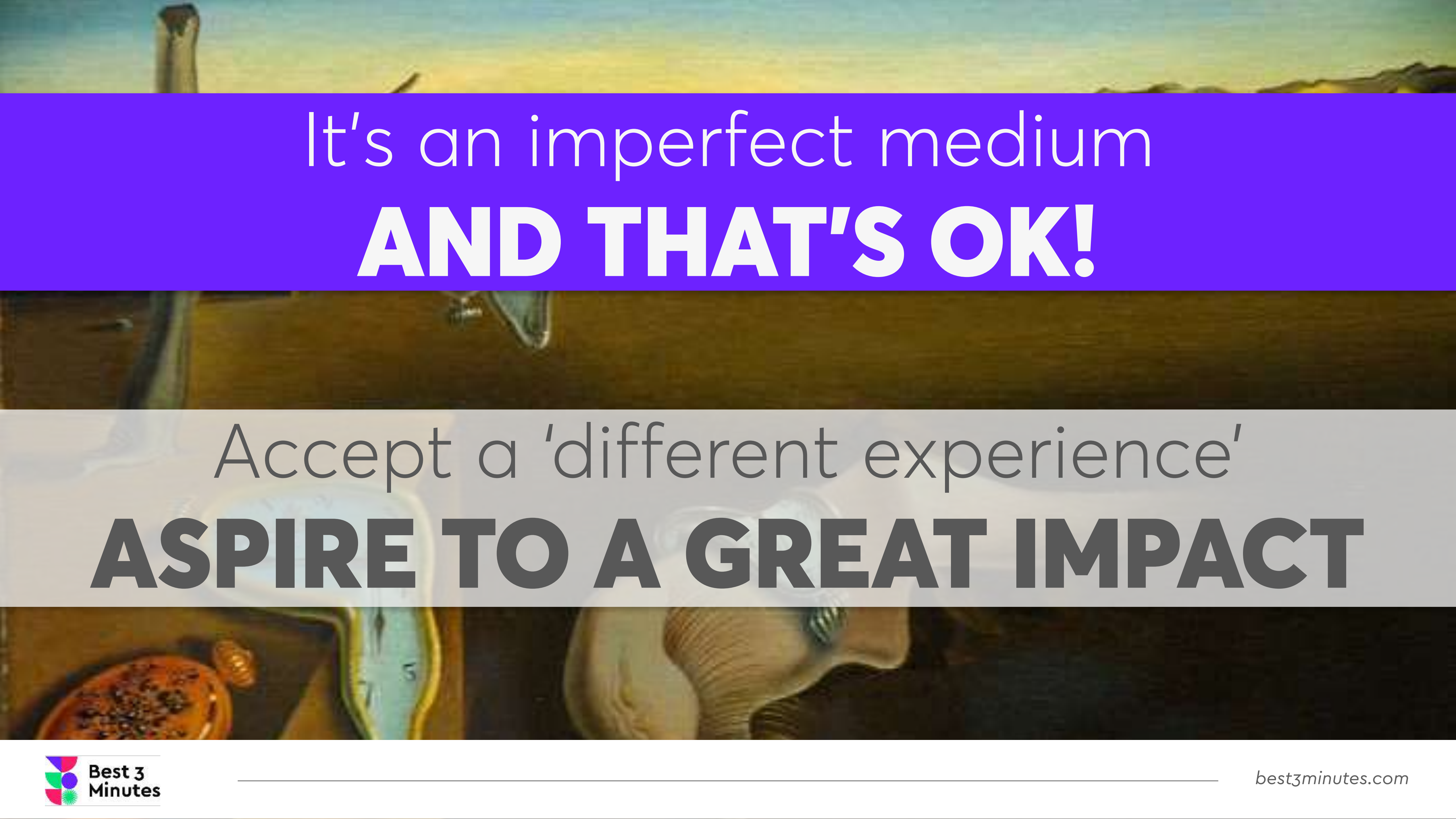
SLIDES



VOICE



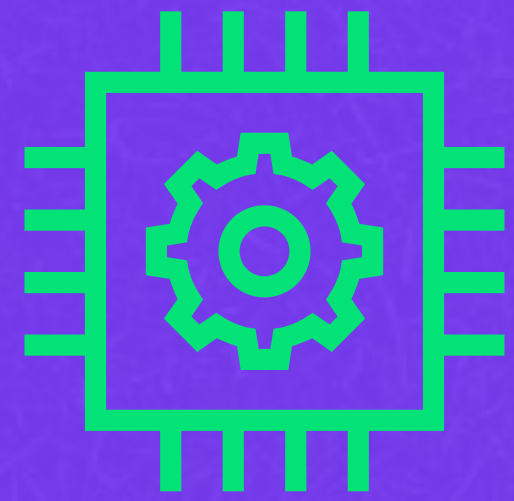
**Technology plays an even
BIGGER part than usual**

The background is a surrealist painting. In the upper portion, a landscape with a yellowish sky and dark, silhouetted hills is visible. Below this, a large, brown, textured surface, possibly a wall or a piece of wood, dominates the middle. In the lower portion, a melting clock face is visible on the left, and a distorted, melting face is on the right. The overall style is reminiscent of Salvador Dalí's work.

It's an imperfect medium
AND THAT'S OK!

Accept a 'different experience'
ASPIRE TO A GREAT IMPACT

Four Key Aspects of **PRESENTING ONLINE**



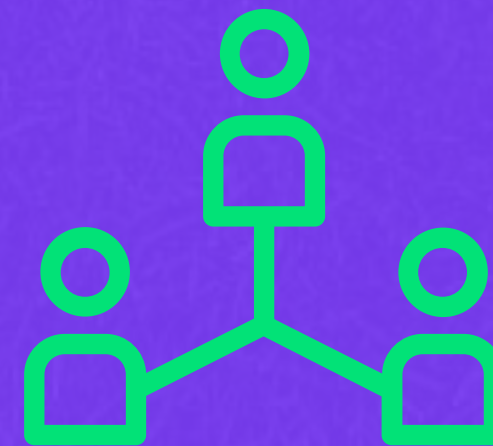
TECHNOLOGY



CONTENT/SLIDES



VOICE



INTERACTION



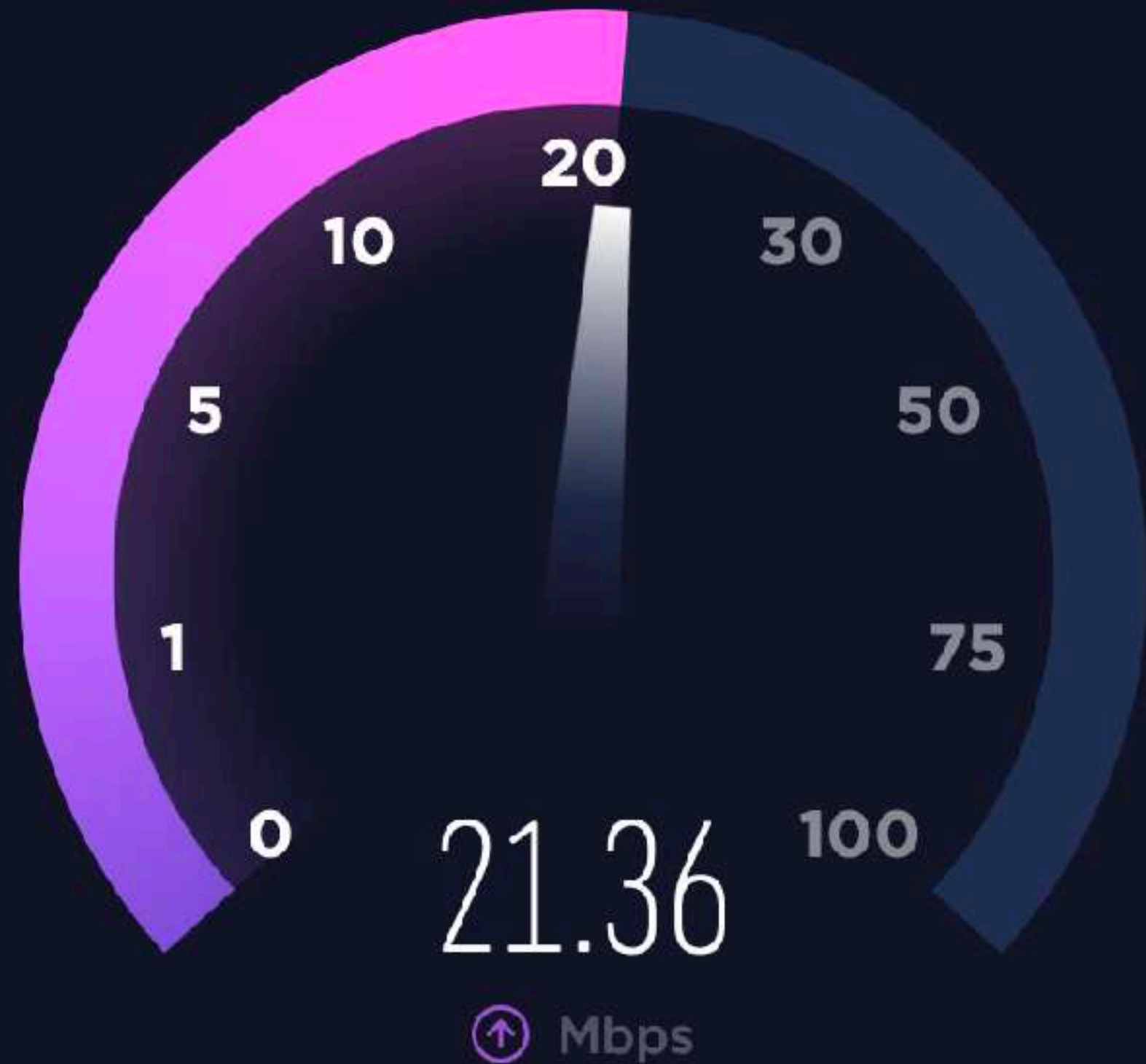
TECH CHECK

15-30 Minutes in
Advance

Check **Audio/Video**
settings

Screen share works?

PING ms 14
DOWNLOAD Mbps 67.23
UPLOAD Mbps



Ziggo



213.93.134.204



fdcservers.net

Amsterdam

CHECK INTERNET SPEED

Speedtest.net

3Mbps Upload
minimum

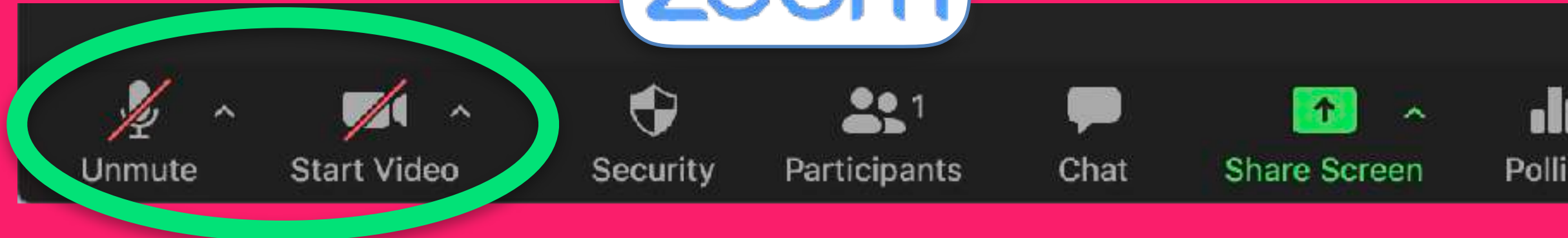
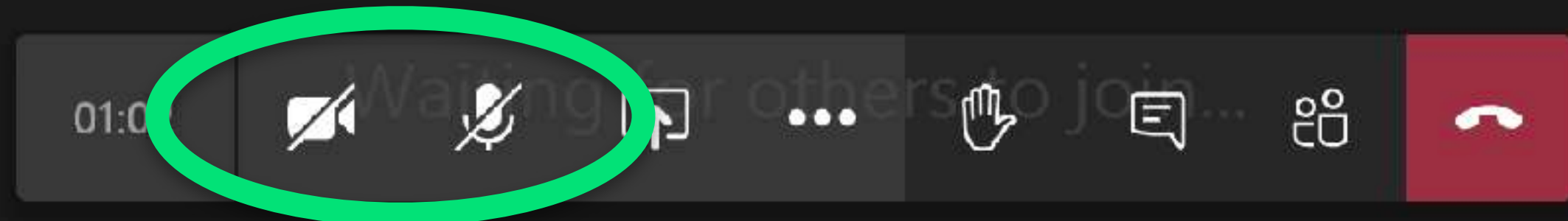
Move closer to
modem, or get **wired**

START WITH YOUR VIDEO OFF & MUTE

Make sure there are no **surprises!**

Someone might join **earlier** than you expect

Start when **YOU** are ready





SET ALL ATTENDEES ON MUTE

Avoid **weird** sounds
from the beginning!

You can **unmute**
people if you need to

LIMIT/REMOVE AUDIO & VIDEO

Rarely works well
online

If essential:
test, test, **test**

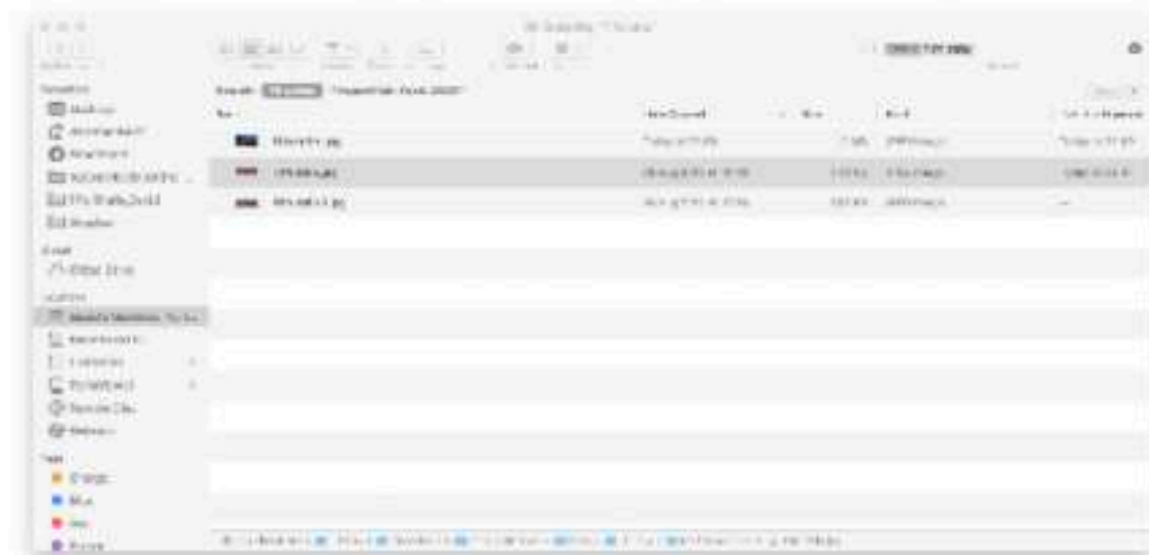


IF SHARING VIDEO: USE 'COMPUTER AUDIO'

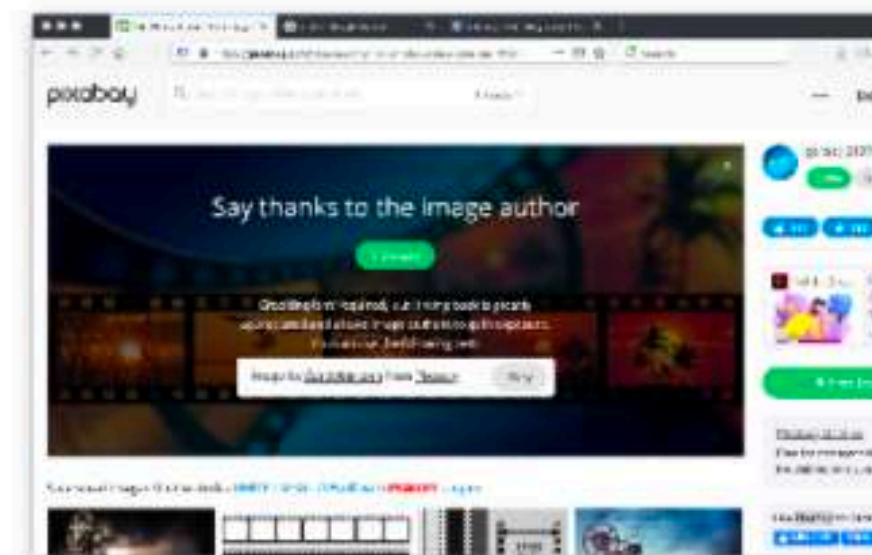
In Zoom

1. **Share Screen** Button

2. Click **Share Computer Sound**



Finder - Searching "This Mac"



Firefox - Film Photo Slides - F



☒ Share computer sound

☐ Optimize Screen Share for Video Cl

PEOPLE ON SCREEN?

Do you want **everyone's**
face on screen?

Switch to **Presenter**
View



CAMERA POSITION

Avoid looking **down**
on the audience

Adjust to look
at the camera
if possible



AVOID BACKLIGHT

They need to be able
to see your facial
expression!

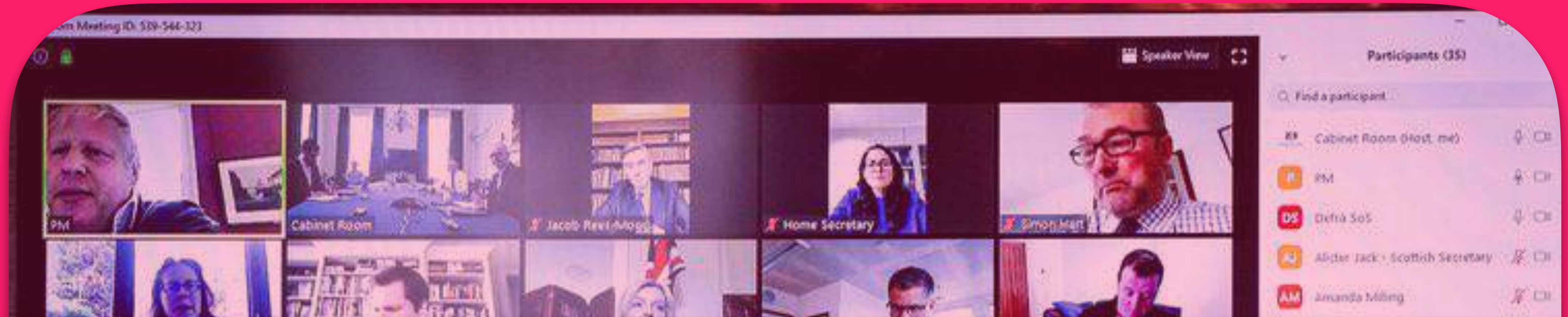


TIDY UP YOUR BACKGROUND

Think about the
message you want to
deliver

Homely? **Professional?**





Let's take a look at the **BRITISH GOVERNMENT**



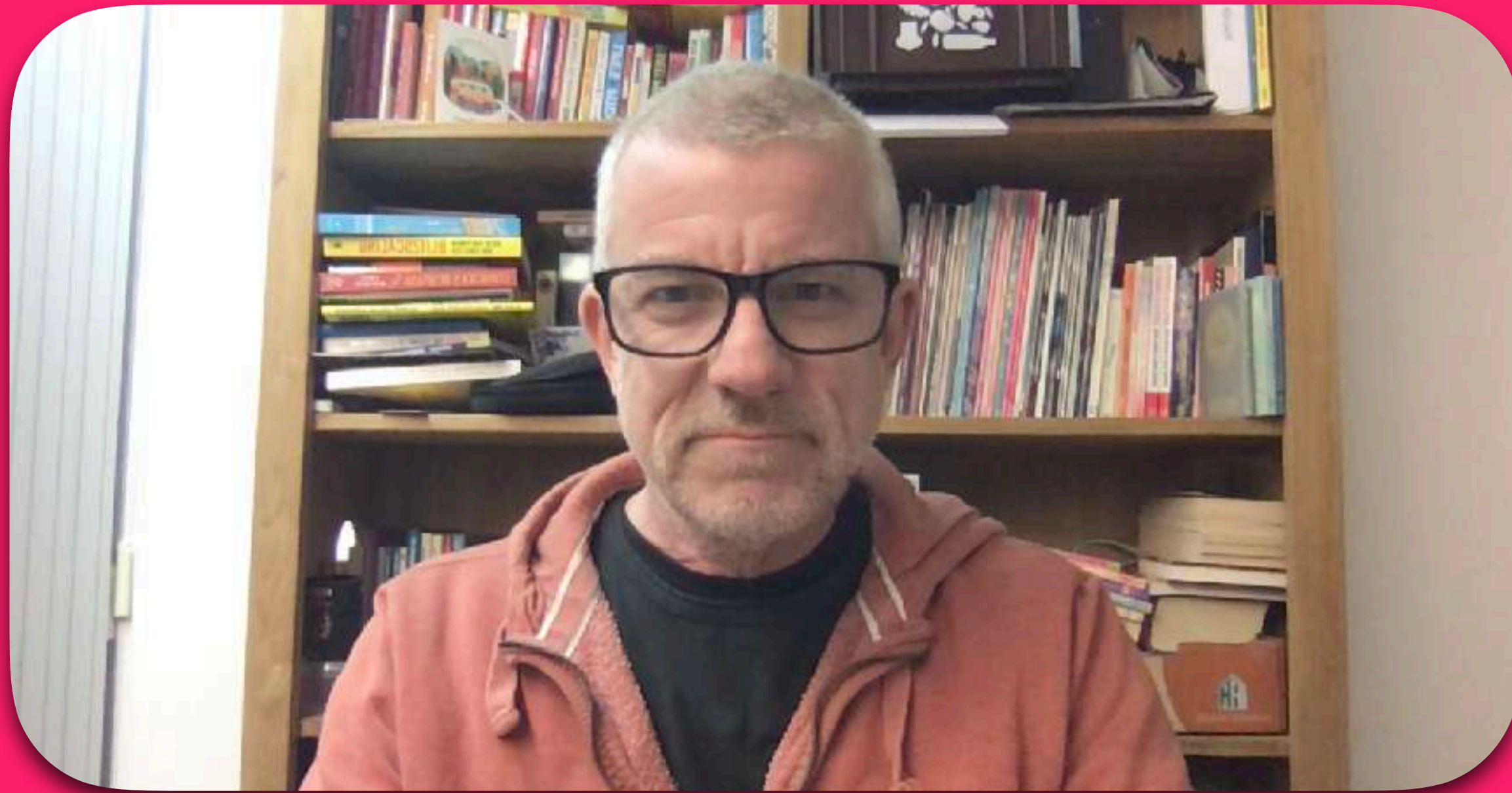


TIDY UP YOUR BACKGROUND

Think about the **message** you want to deliver

Homely? **Professional?**

Virtual Background:
Zoom, Teams, Webex etc



HELP! SIZE OF FACE ON CAMERA

BUSINESS
INSIDER

HOME » INTERNATIONAL » AFRAID OF THE PERSON IN THE MIDDLE OF YOUR ZOOM CALL? YOU'RE NOT ALONE. RESEARCH

Afraid of the person in the middle of your Zoom call? You're not alone. Researchers say large faces in video meetings can trigger a 'fight or flight' response.



Tyler Sonnemaker

🕒 23 apr 2020

Big faces cause
Fight Or Flee!



HELP! SIZE OF FACE ON CAMERA



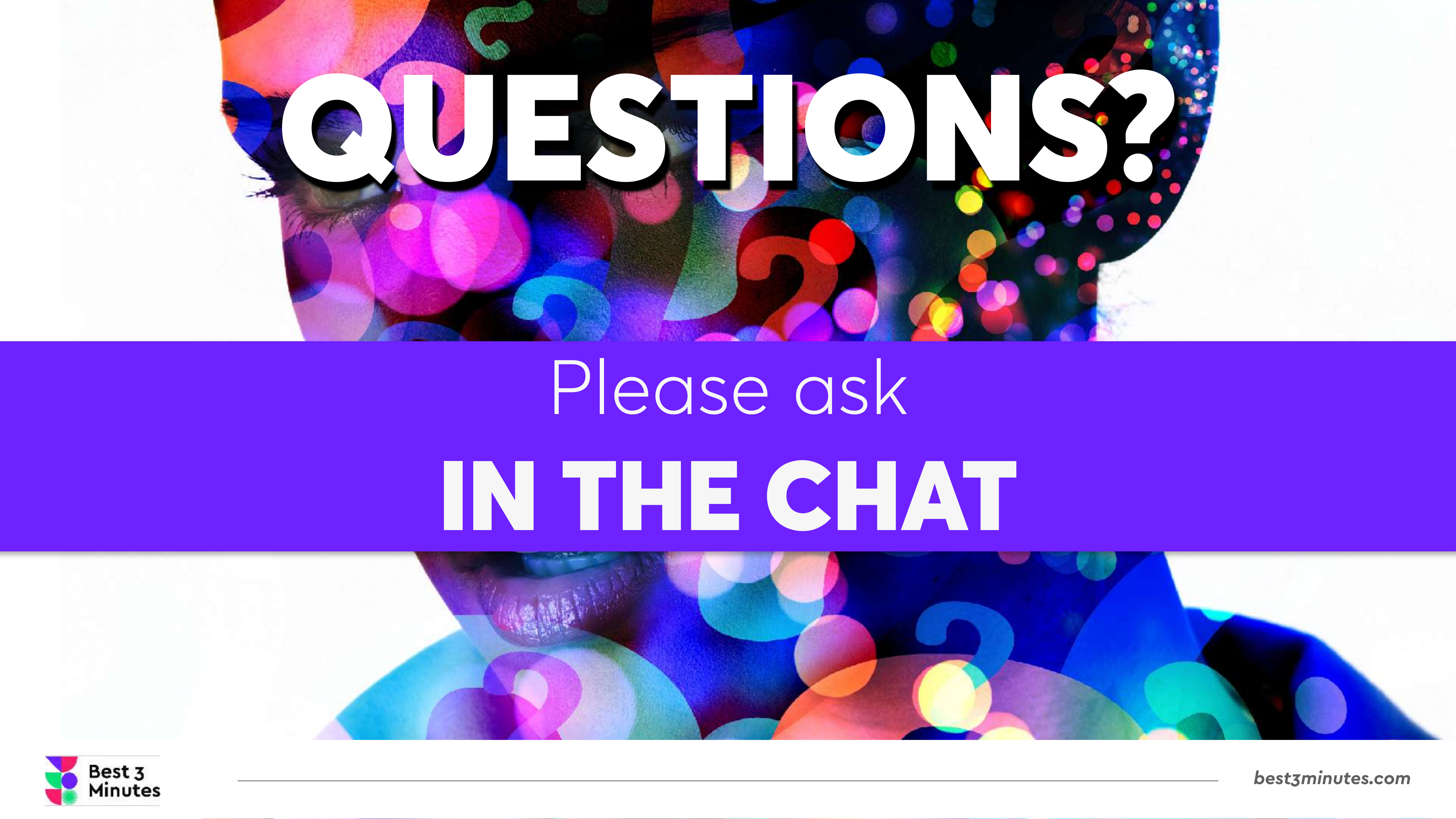
Adjust your camera so
that you have a
friendly appearance

PRO TIP

Use a **CLICKER**



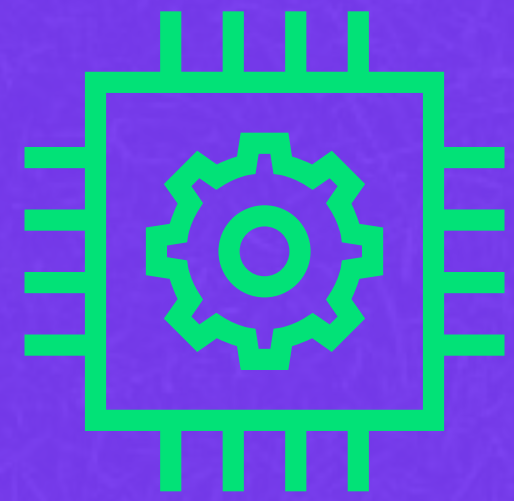
Avoids the
'click-click-click'
when moving from
slide to slide

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

Four Key Aspects of **PRESENTING ONLINE**



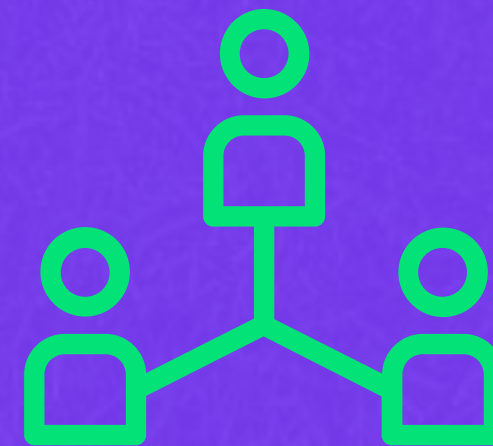
TECHNOLOGY



CONTENT/SLIDES



VOICE



INTERACTION

How do you create
YOUR STORYLINE?



Use
POST-IT
NOTES
To Build Your
Storyline

Which topics should be in
YOUR WINNING TALK?

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.

video: ppt, prepared by David Beckett, published on Vimeo: <https://vimeo.com/140444444>
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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®

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at [Best3minutes.com](https://best3minutes.com)

bit.ly/davidbpitch



Slide design has a
BIG PART OF THE IMPACT

Hugely influences
ATTENTION & ENGAGEMENT

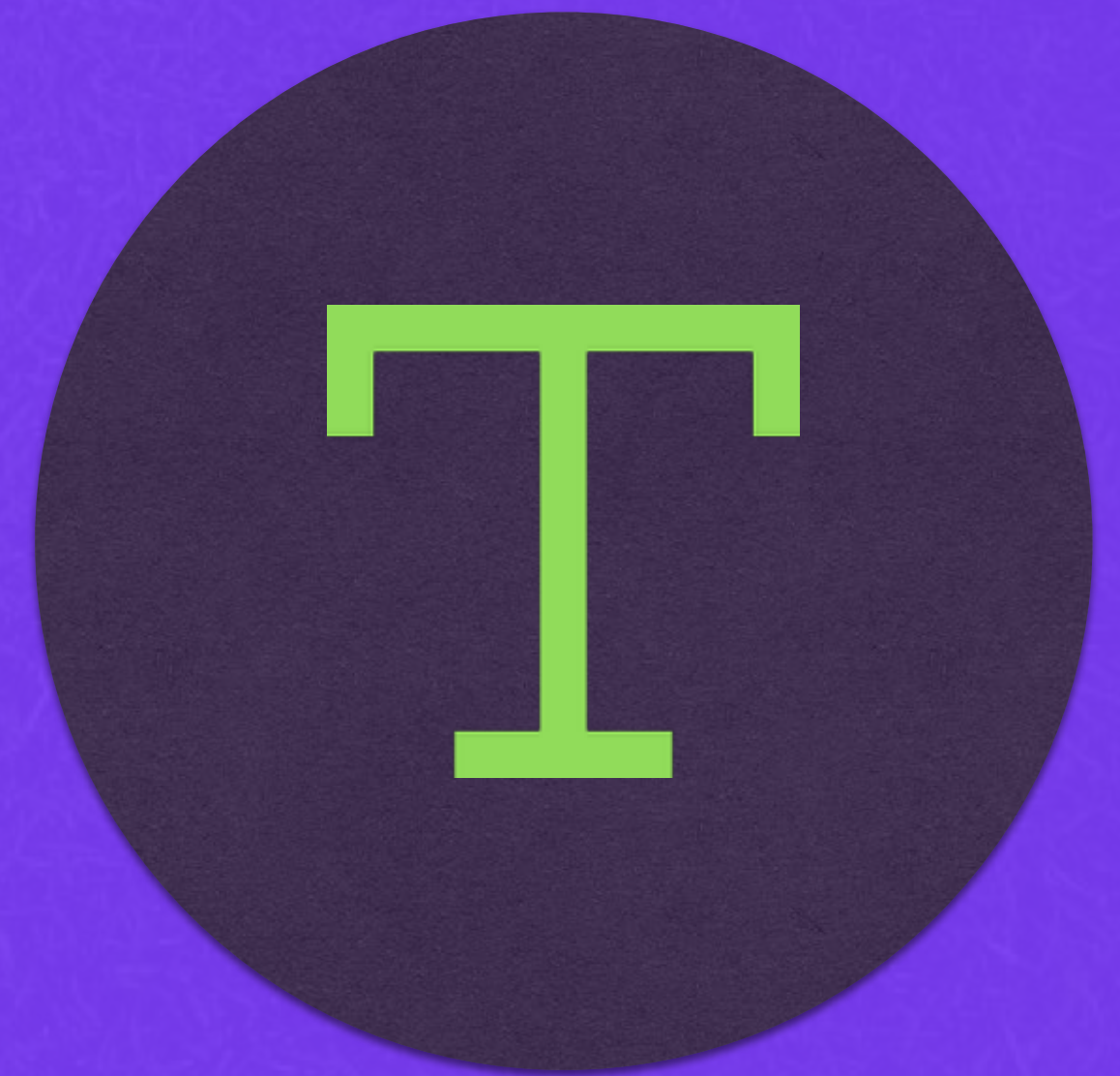
Tools to help **KEEP IT VISUAL**



IMAGES



ICONS



FONTS

Less Text

LESS BULLET POINTS



Time for change to the transport system that has been so poor for so many years for so many people

- Our city's public transport system was created in the 1930's, when labour was cheap and demand was different to present day
- Times have changed and the way people travel to work and for leisure has changed too
- The car has become universal, so many like to drive - but the number of people has exploded, so although people are more independently mobile, public transport is a very necessary medium to get from A to B
- We need to bring the city's public transport system into the current century, and drag it from its poor origins and into a modern, thriving tool for the citizens of this city.



Created in 1930's -
Times have changed

Car & Public Transport
both needed

Bring the system into
the current millennium

Less Text

USE ICONS

- Your whole life is online - cloud services, shopping online, email, your photos, your banking details
- And yet you might need to wonder - how secure is all of that?
- As you've seen in the news recently, there have been many hacks
- It's only a matter of time before you get hacked too!



Keep Data **SIMPLE**



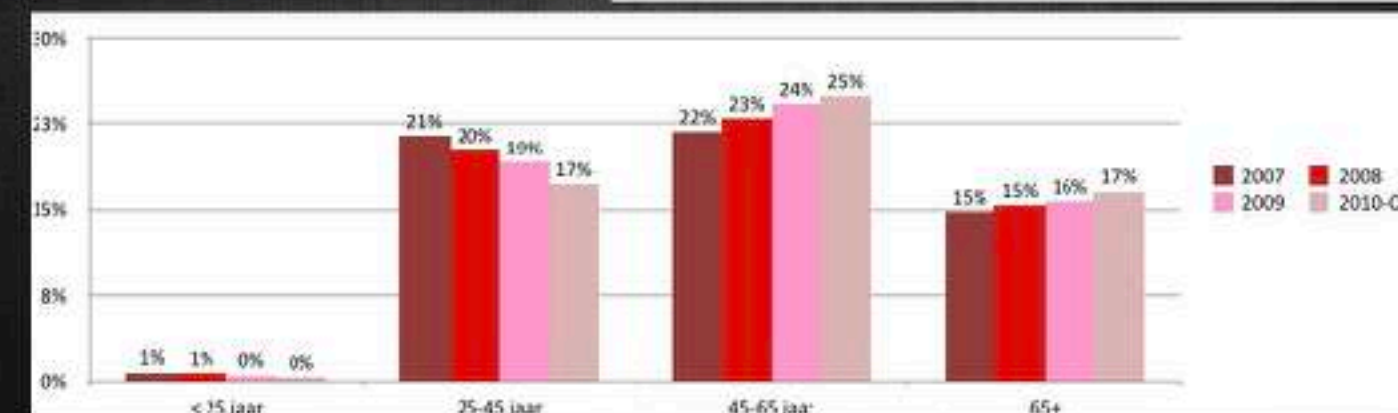
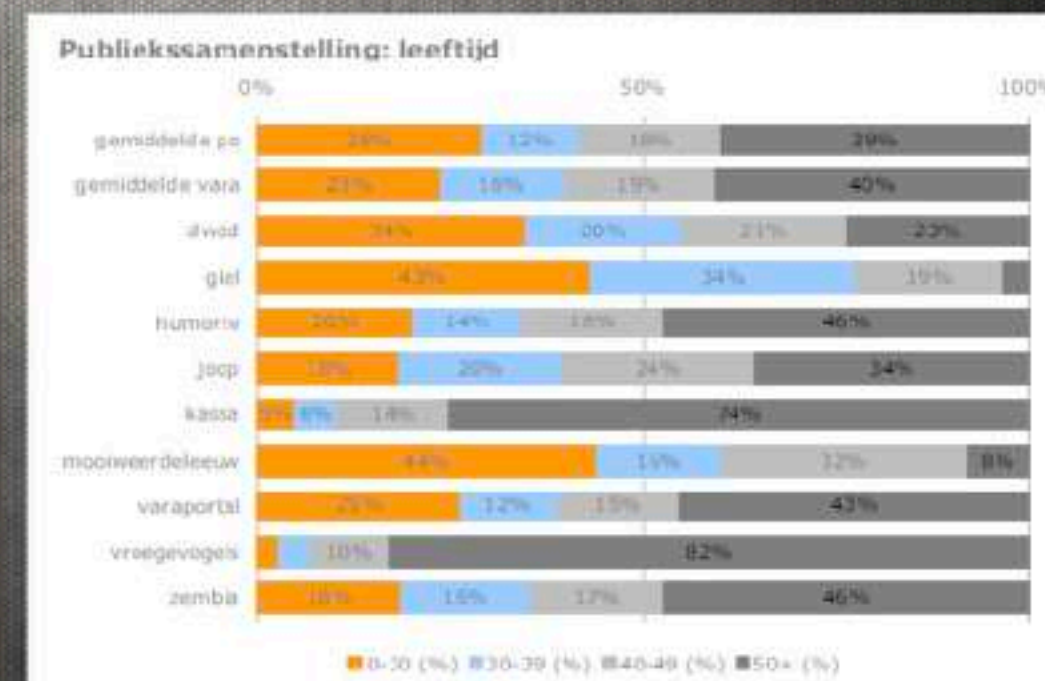
Who to Target?

Finally they must become a member

Use the top 3-4 programs,
appealing to different
audiences, to leverage
alliance



Forget Converting the Youth!

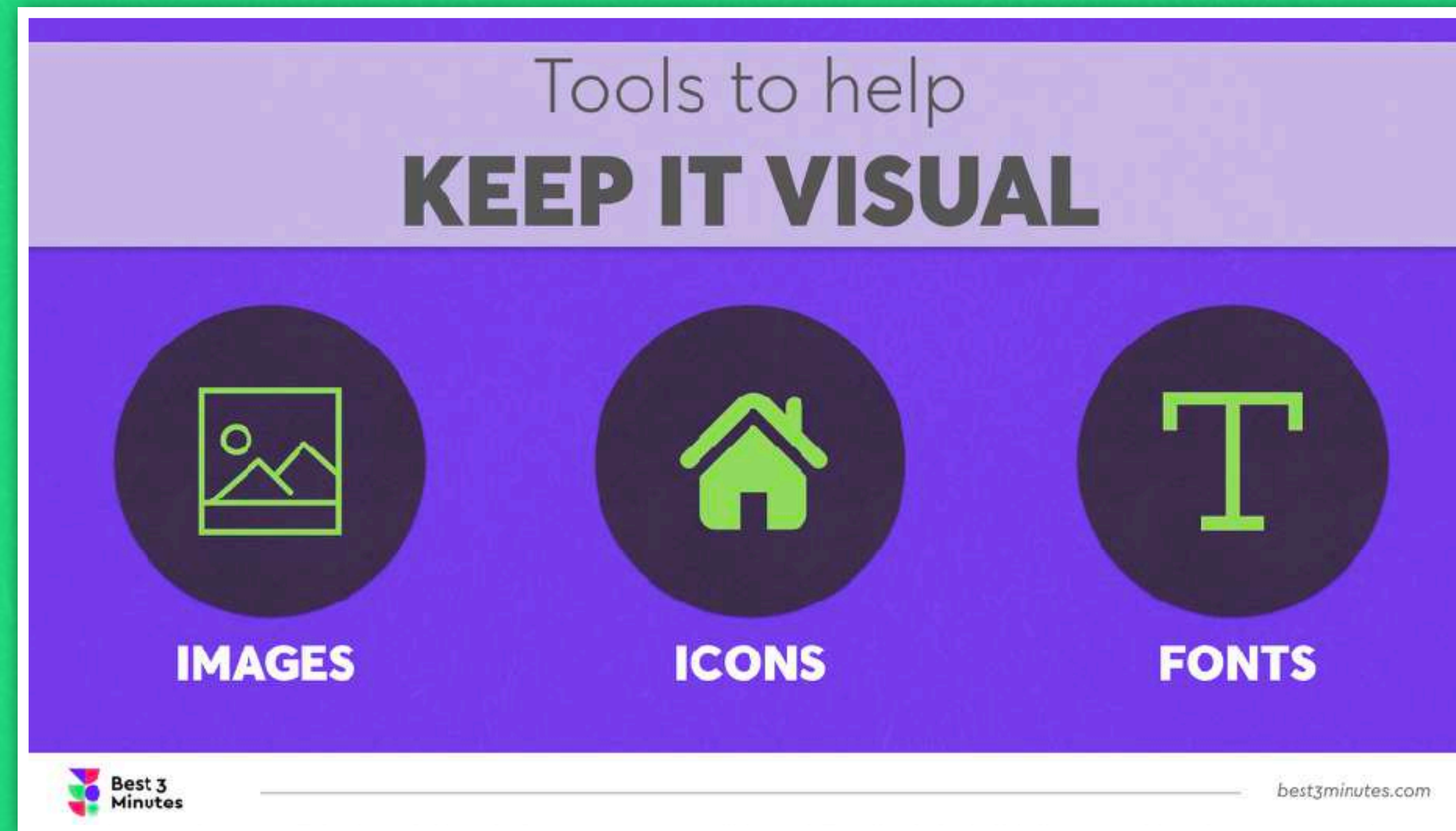


Keep Data **SIMPLE**



We all love

THREE PART STORIES





QUESTIONS?

Please ask
IN THE CHAT

Does Animation work

WHEN PRESENTING ONLINE?

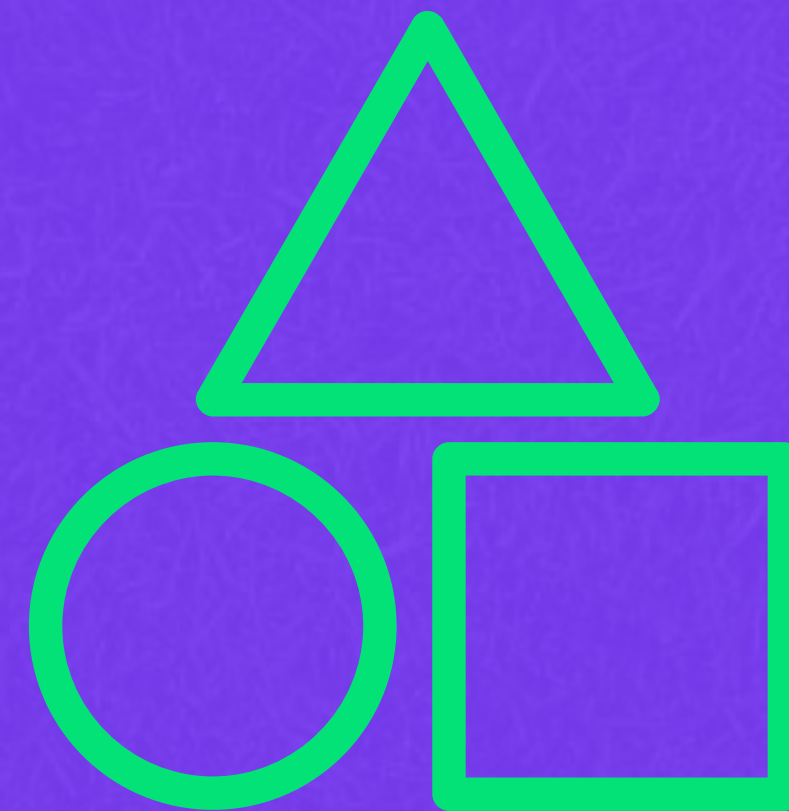
Basic principle of **ANIMATION**

Ensure they **LOOK** at
WHAT you are talking about
WHEN you are talking about it

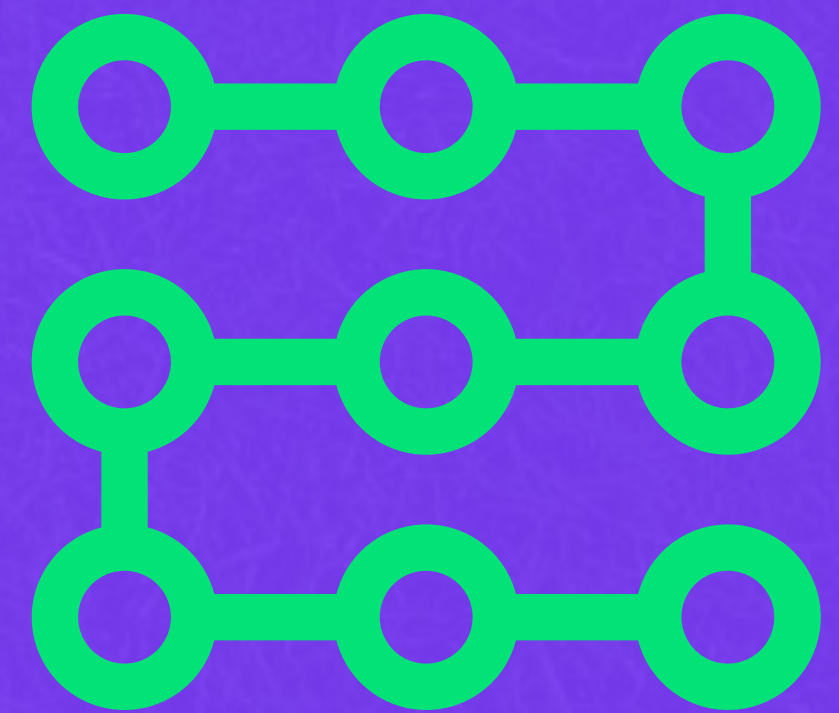
Online presentation **ANIMATION**



CONSIDERED



SIMPLE



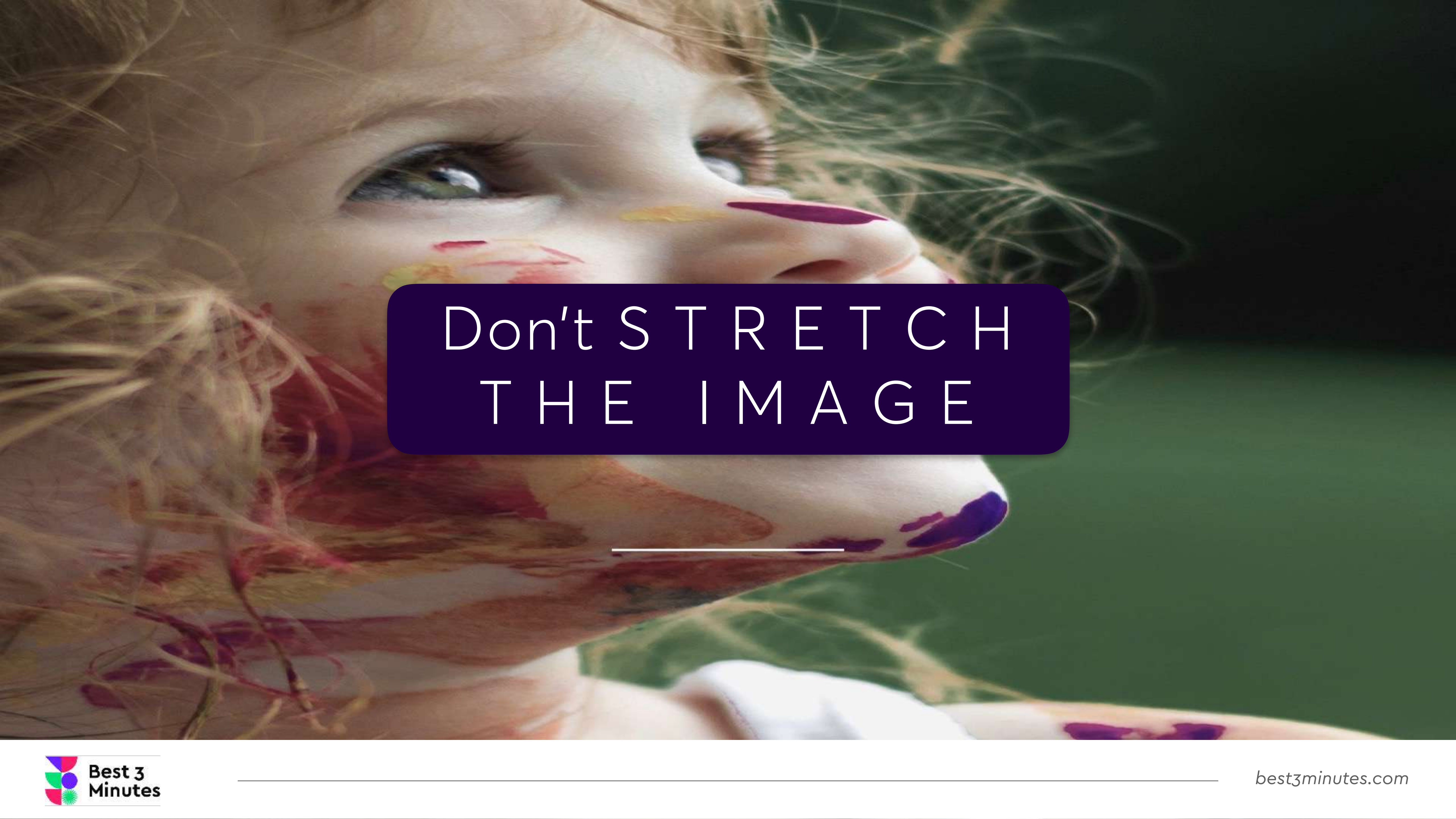
CONSISTENT

Where possible **USE VISUALS**





Not **too many**
images at once



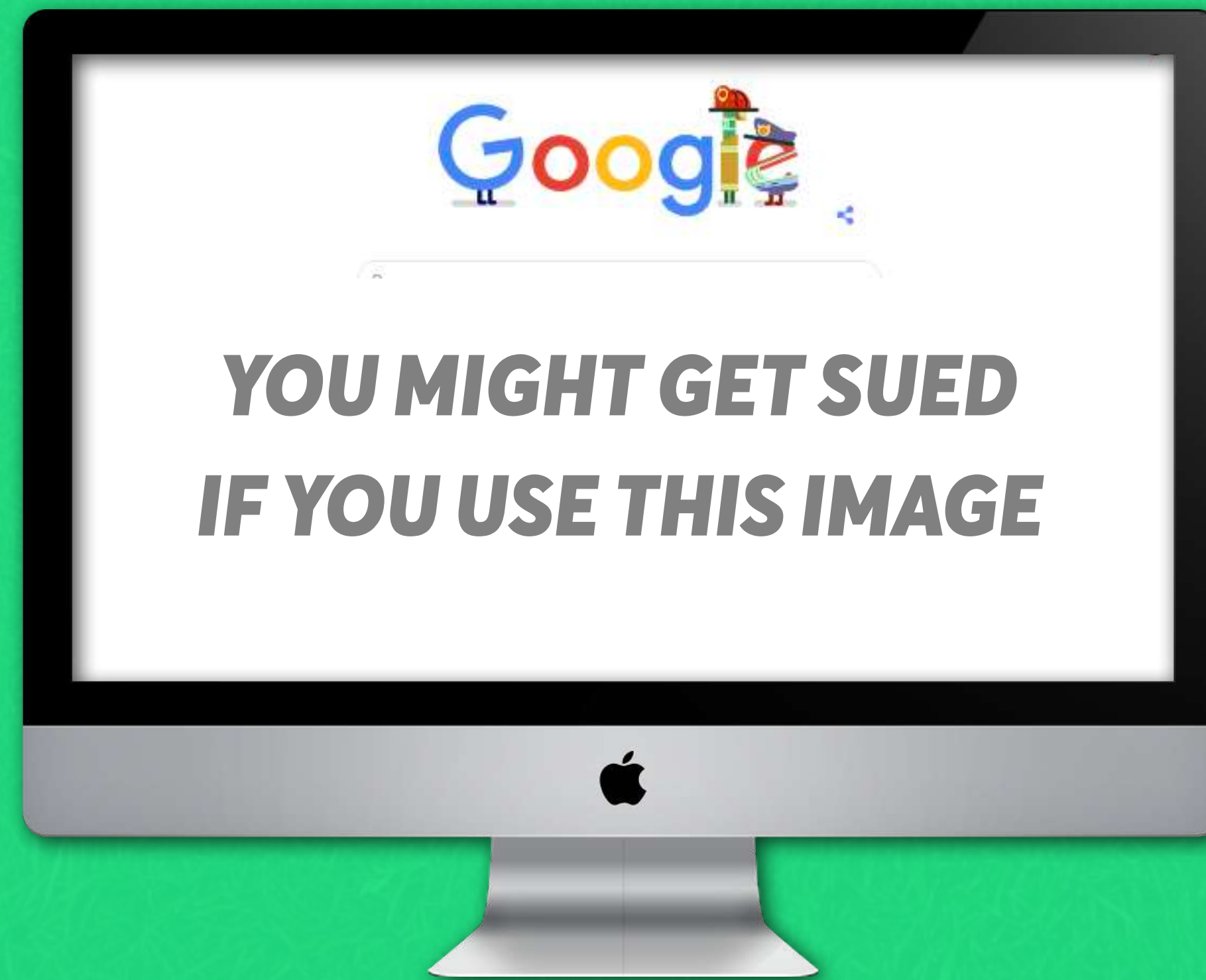
Don't S T R E T C H
T H E I M A G E



Make sure the image
is **High** Resolution

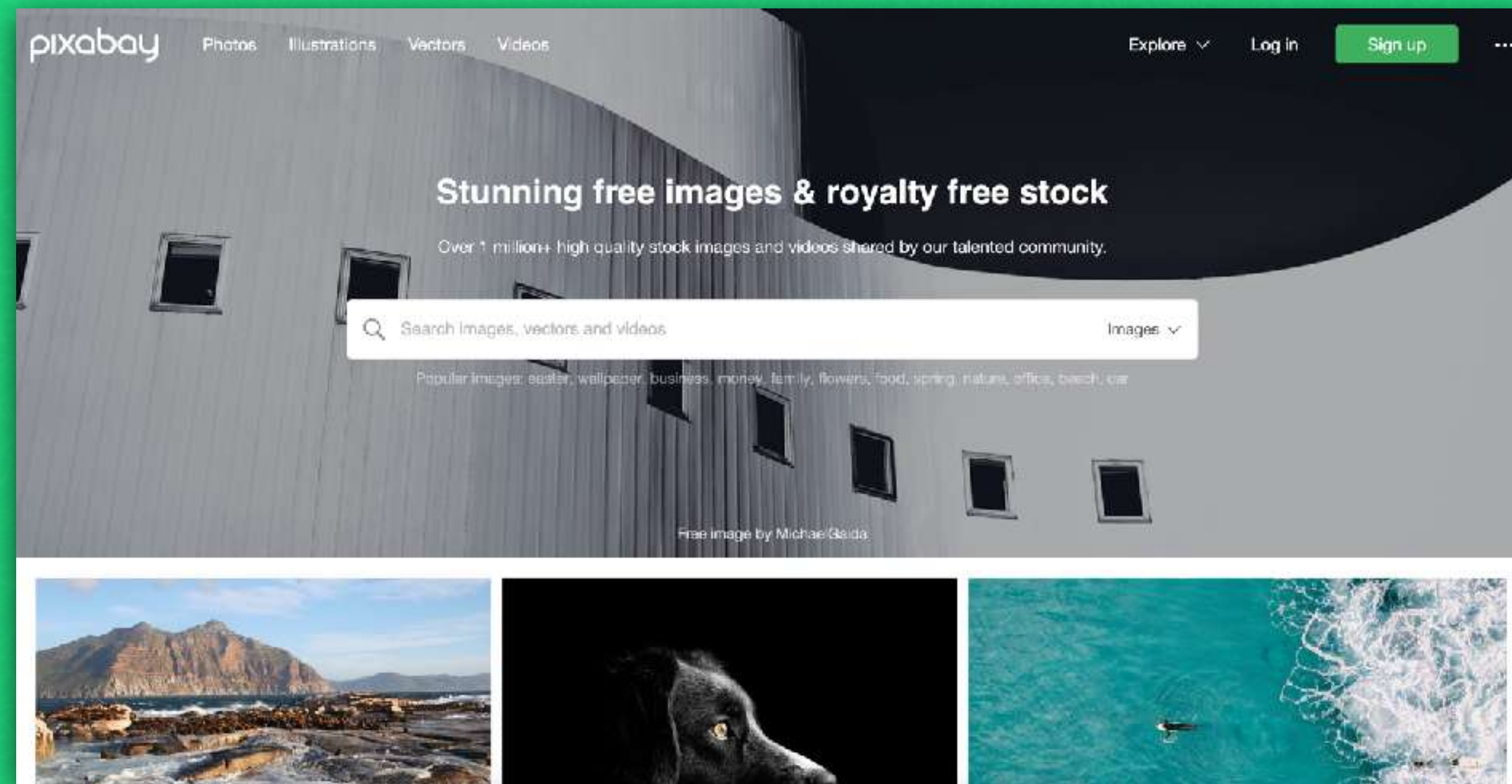
Where can I find **GOOD, FREE IMAGES?**

Tip: the answer isn't
GOOGLE



Free Image Resources

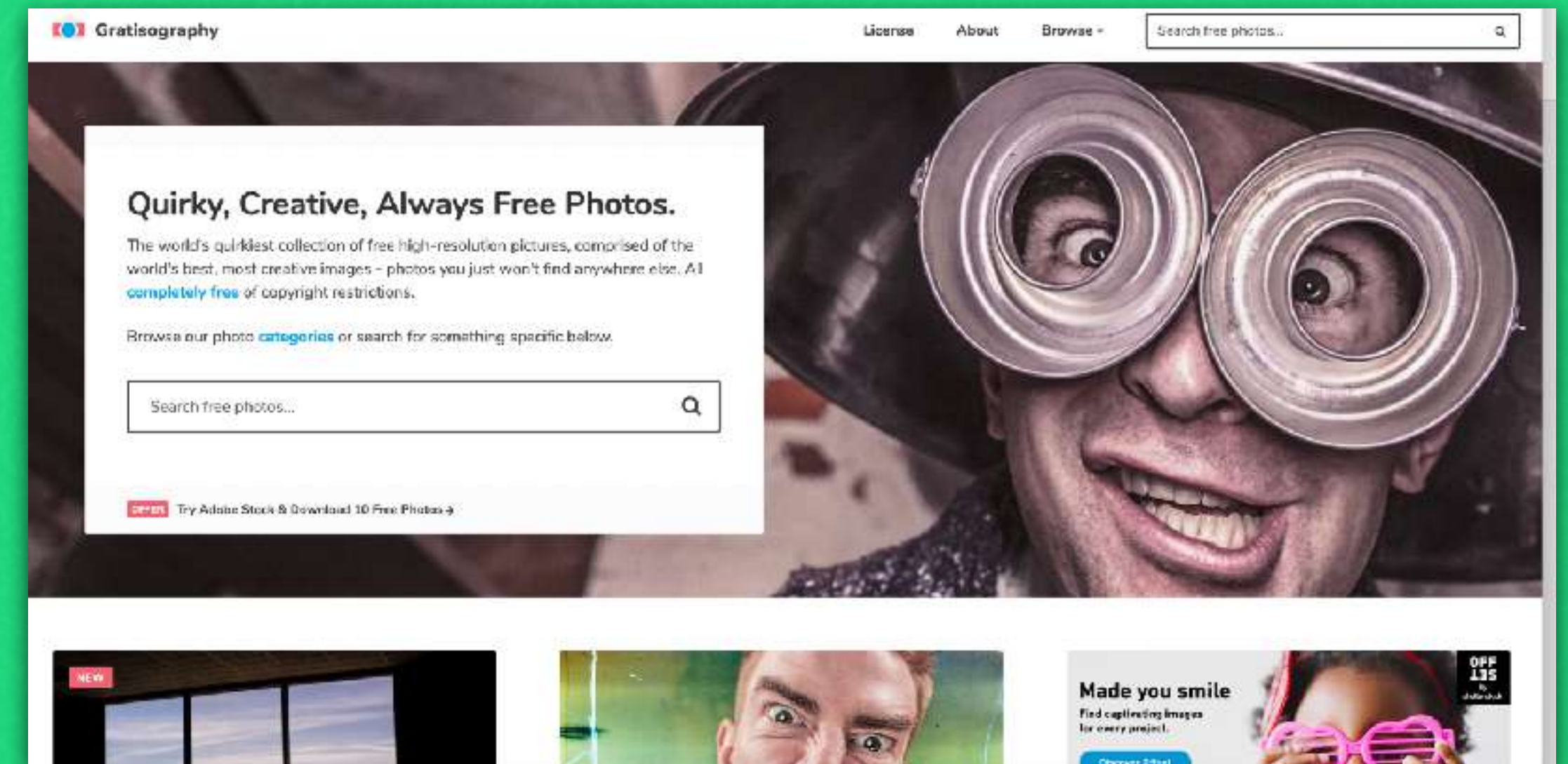
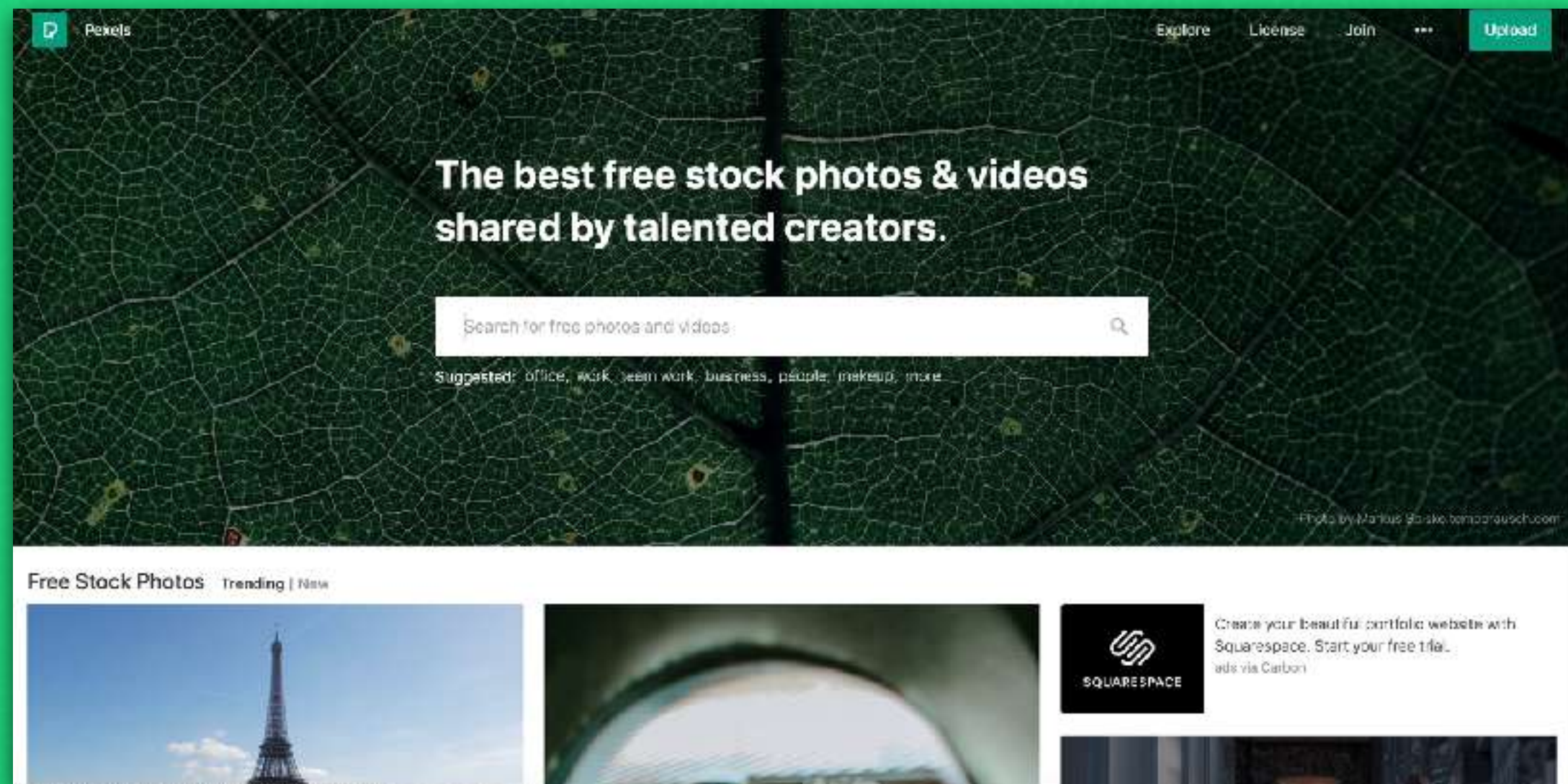
PIXABAY.COM



Creative Commons - Commercial Use

Free Image Resources

PEXELS, GRATISOGRAPHY



Creative Commons - Commercial Use

Where can I find **GOOD ICONS?**

My Recommendation

THENOUNPROJECT.COM

Icons for everything

Over a million curated icons, created by a global community

Search for anything



[Keep Browsing](#)

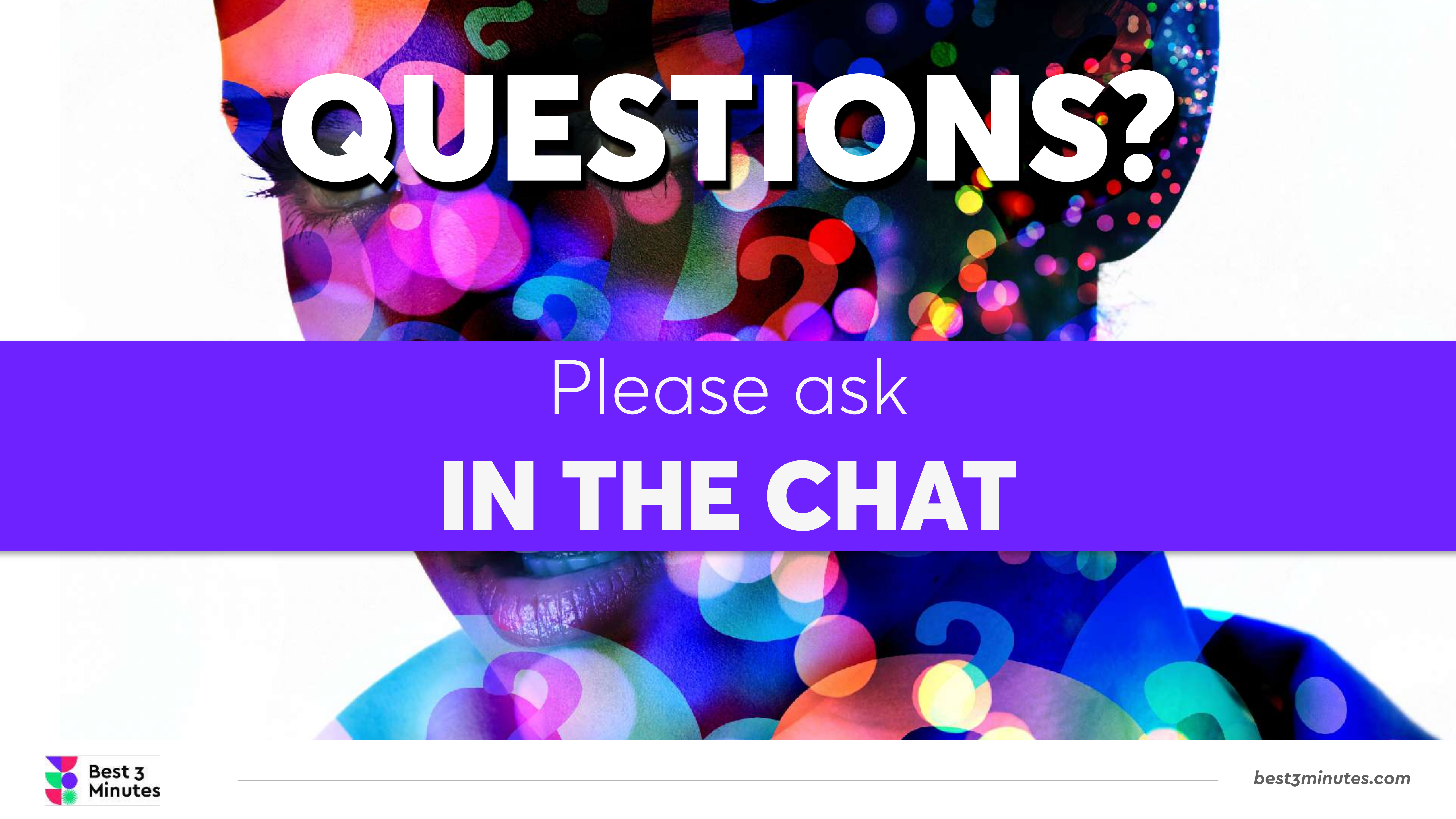


NounPro

\$39⁹⁹ billed
yearly

or \$9.99 per month

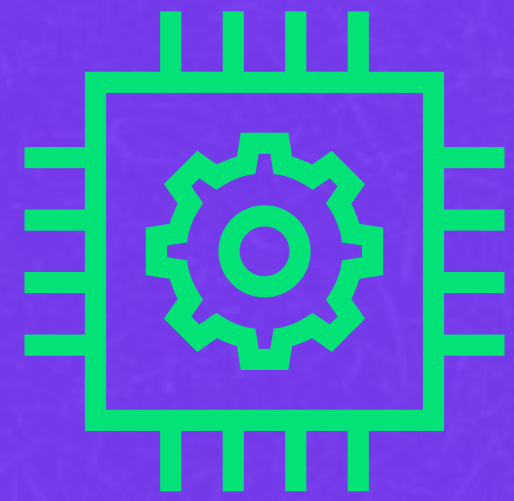
[Sign up](#)

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

Four Key Aspects of **PRESENTING ONLINE**



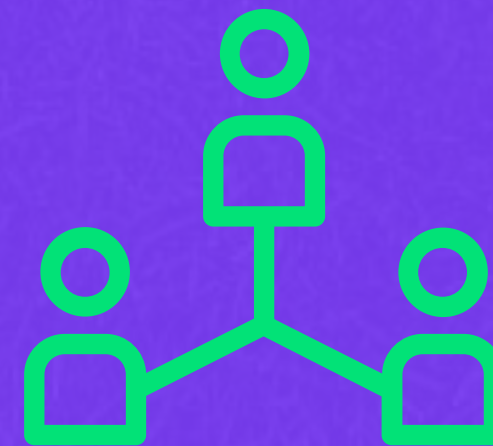
TECHNOLOGY



CONTENT/SLIDES



VOICE



INTERACTION

You have most effect with your
VOICE



What do you want them to
THINK AND FEEL?



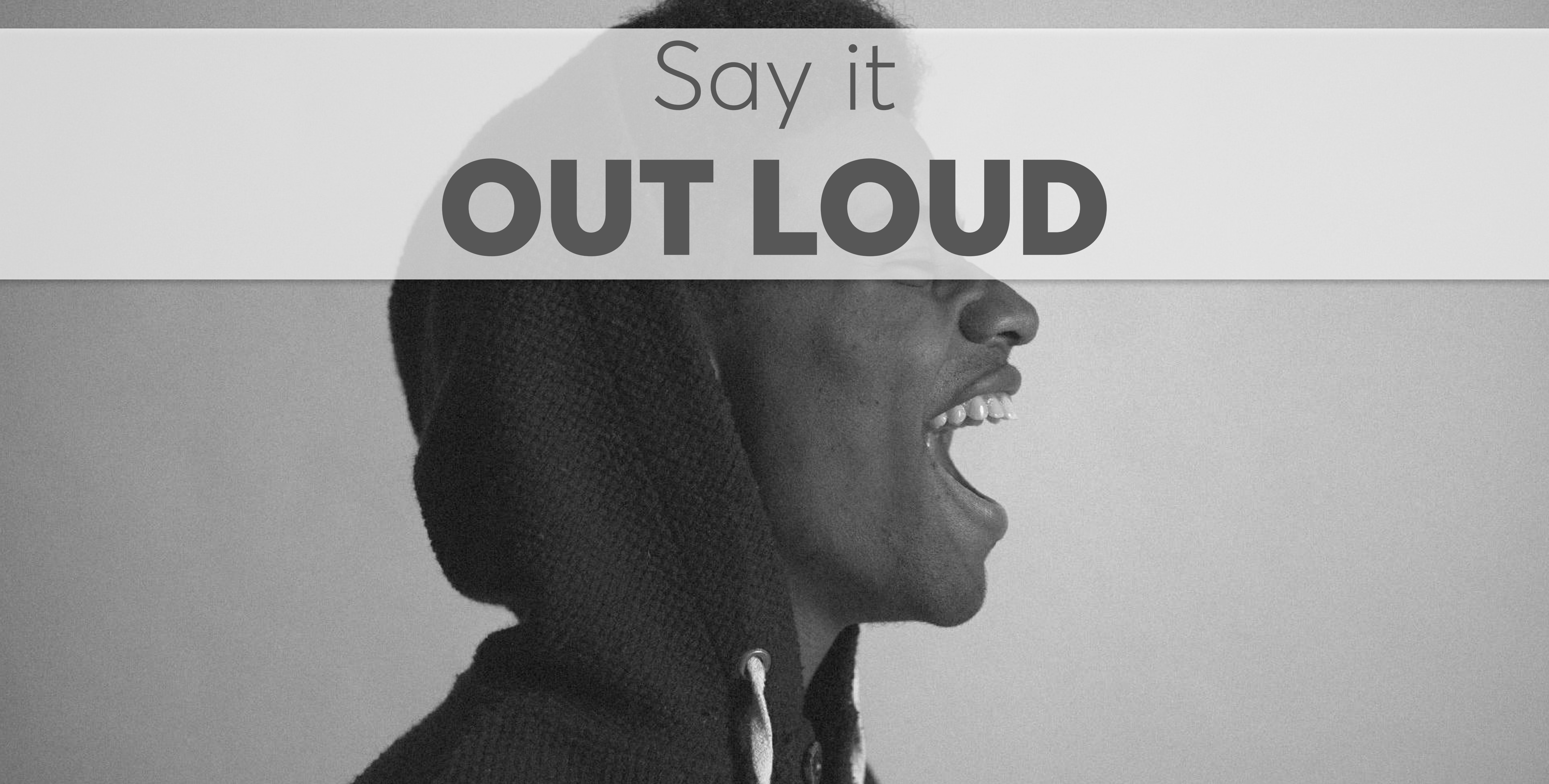
"Antony said that his
boss did not commit a
fraudulent act."

"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

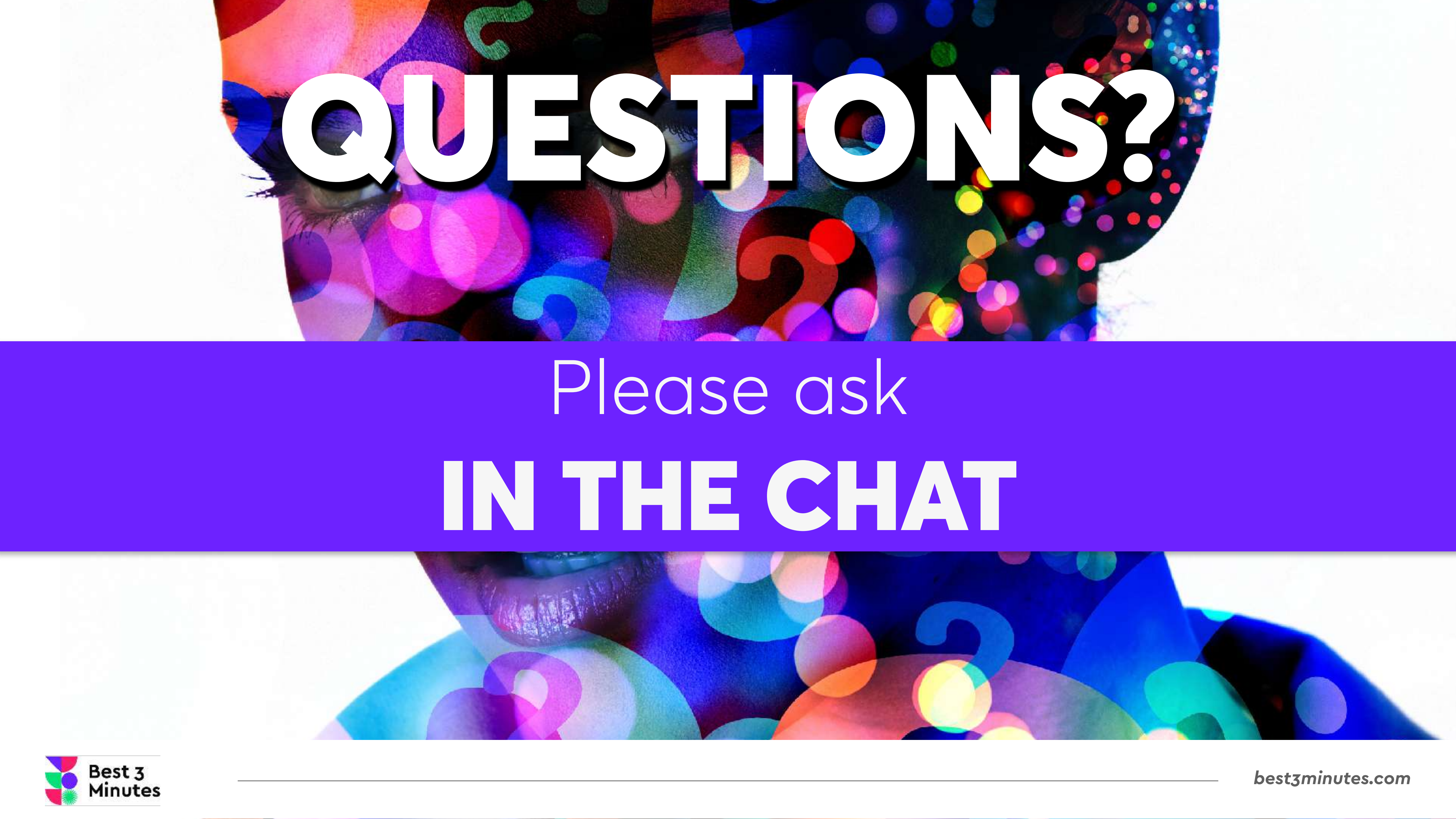
To improve your voice

RECORD YOURSELF PRESENTING



Consider **STANDING UP**

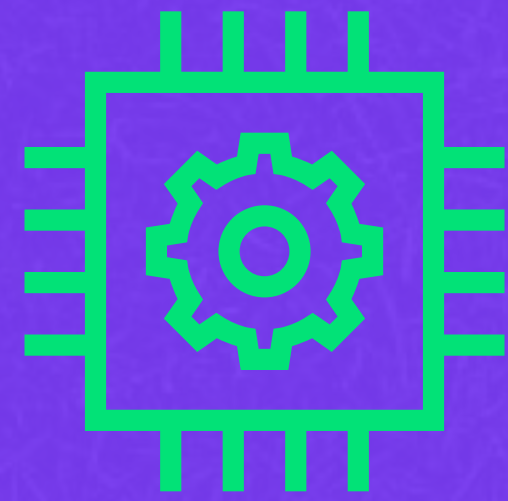


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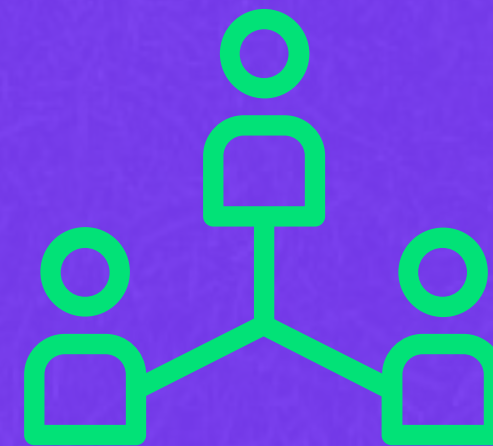
TECHNOLOGY



CONTENT/SLIDES



VOICE

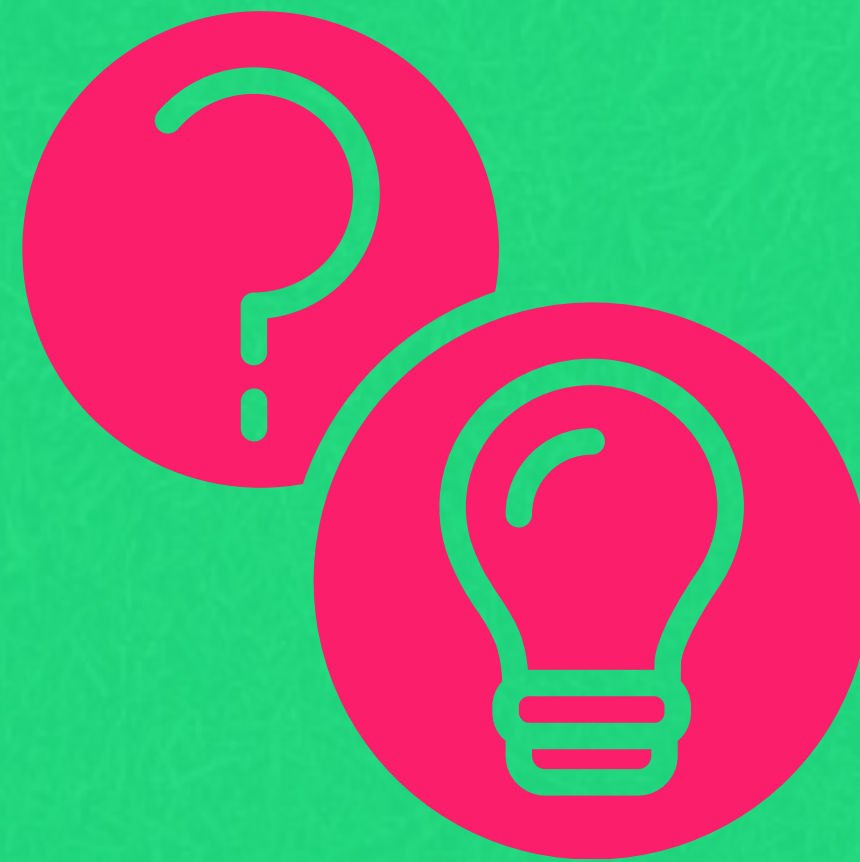


INTERACTION

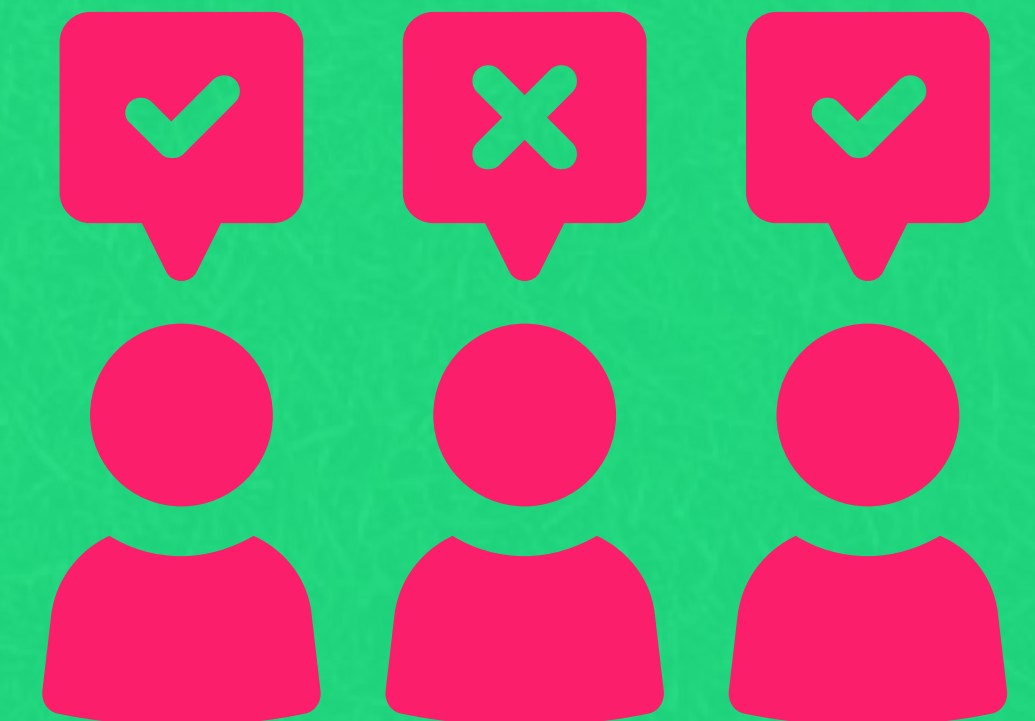
Biggest concern: how to **INTERACT WITH THE AUDIENCE?**



WELCOME



Q&A



POLLS

Welcome attendees
BY NAME

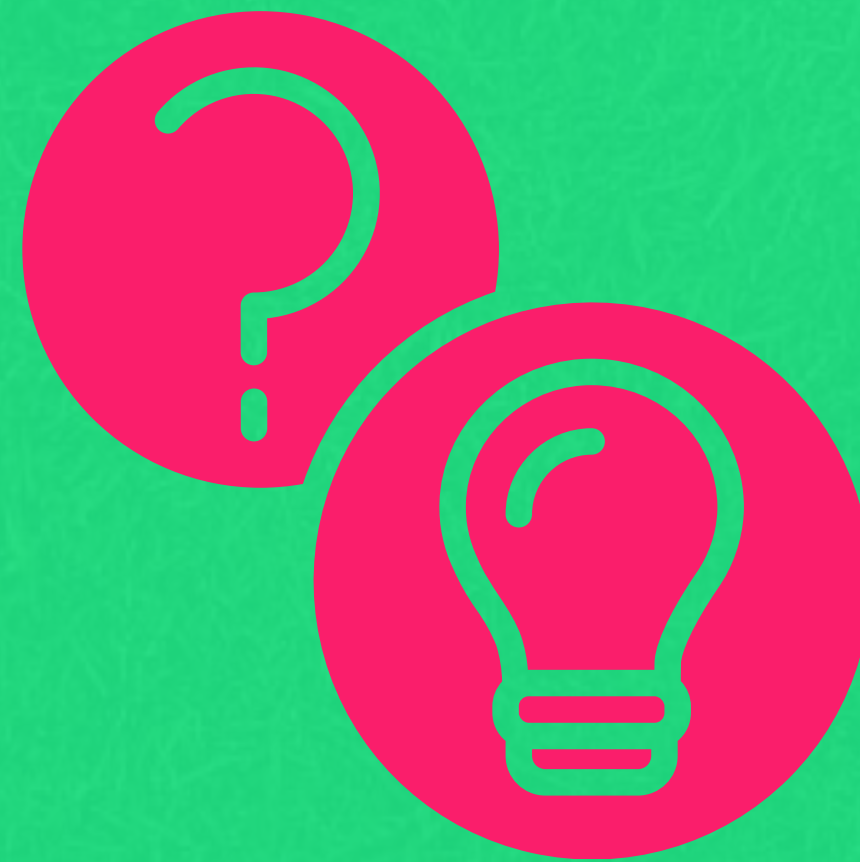


Biggest concern: how to

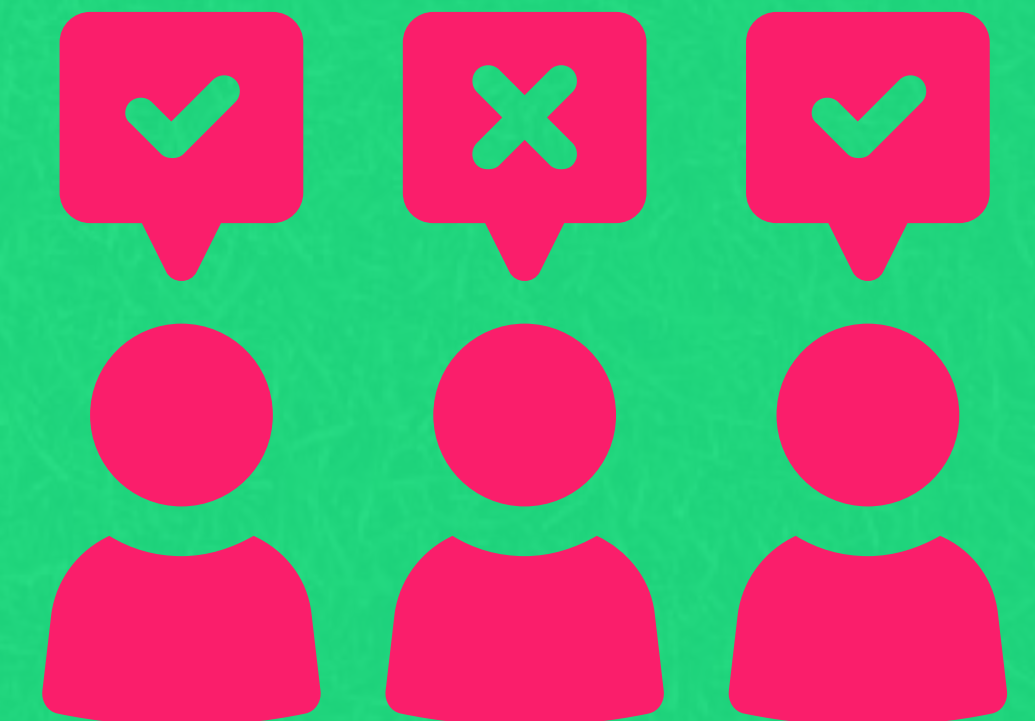
INTERACT WITH THE AUDIENCE?



WELCOME

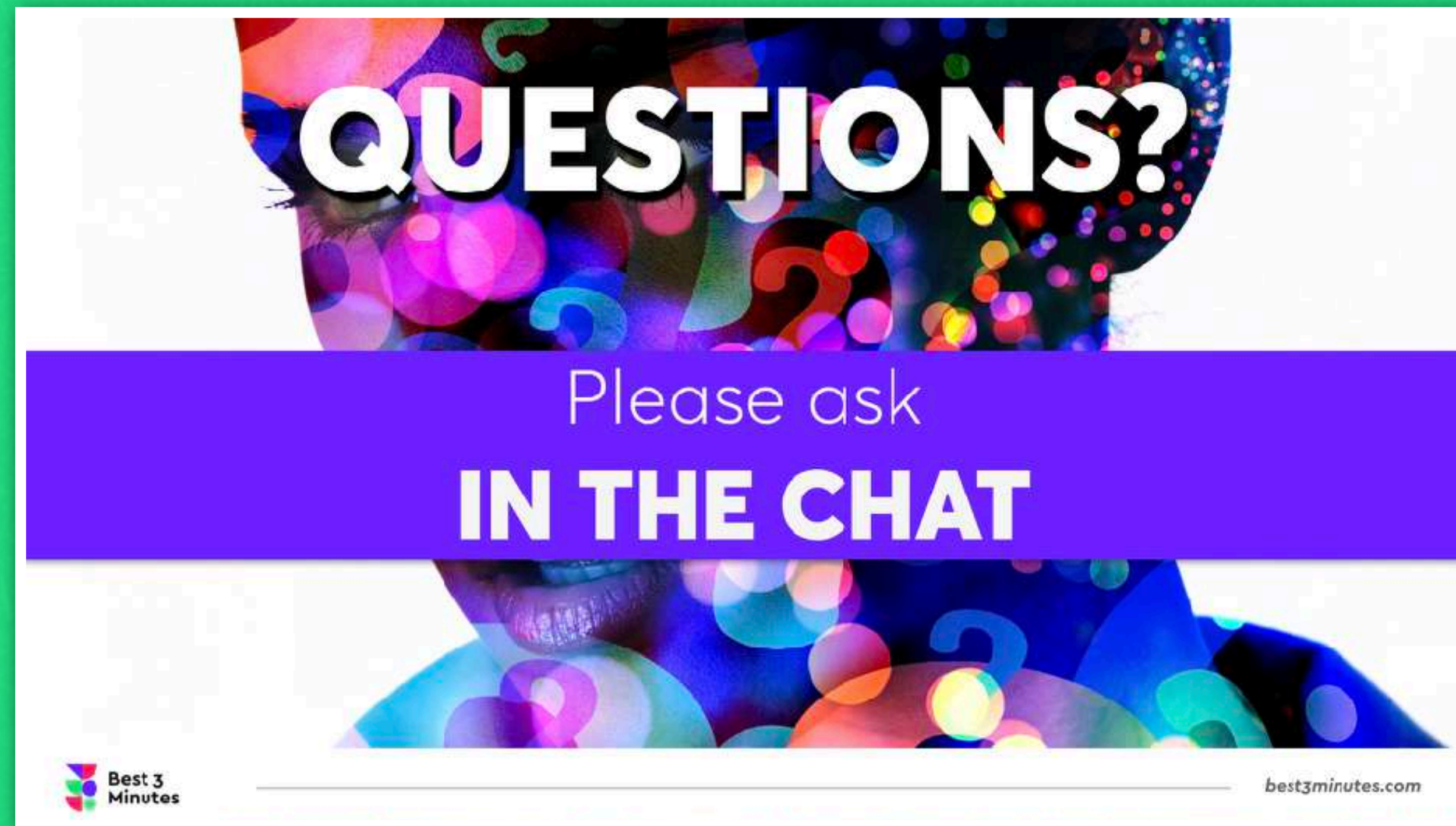


Q&A

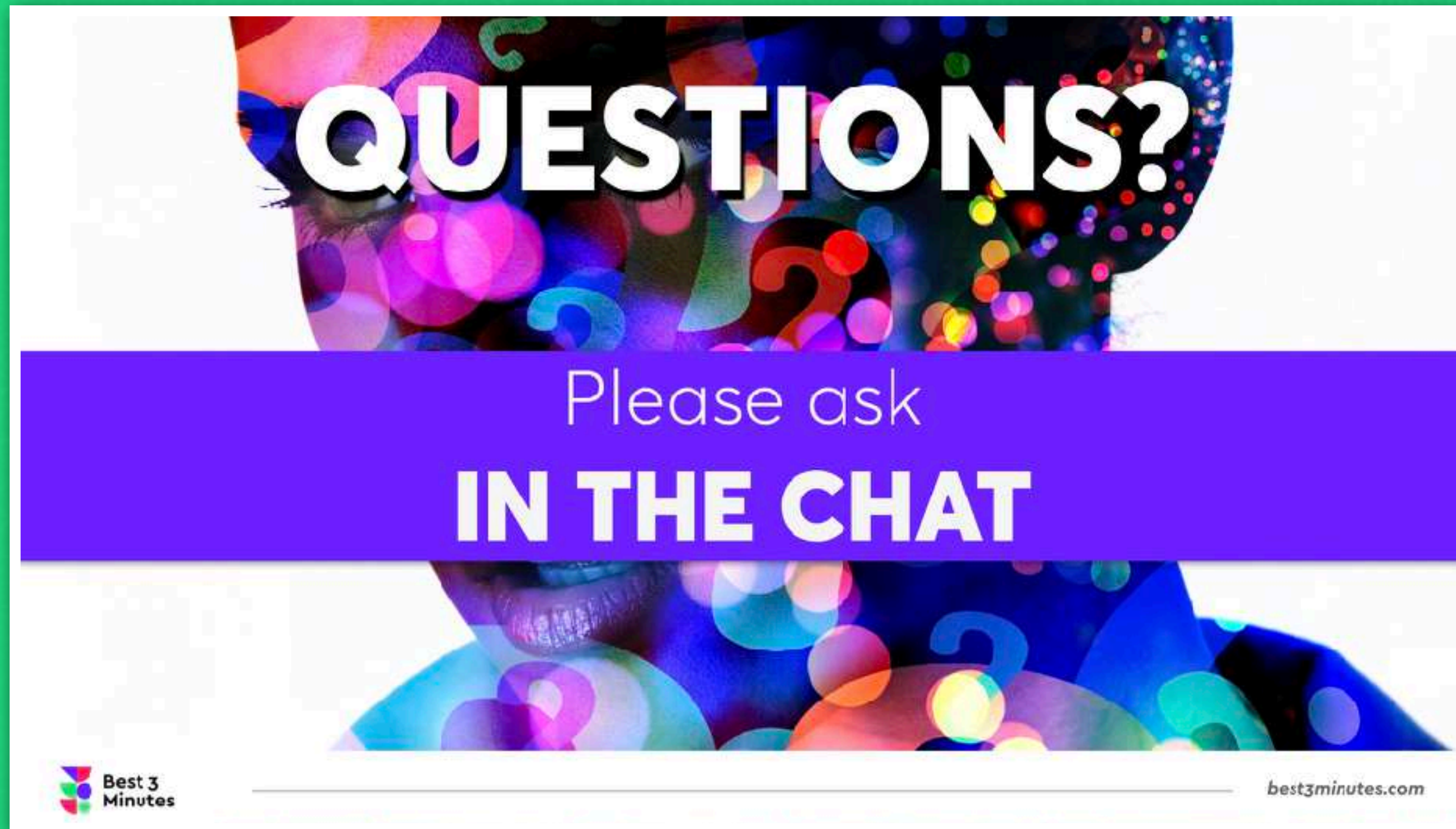


POLLS

How to manage **QUESTIONS**

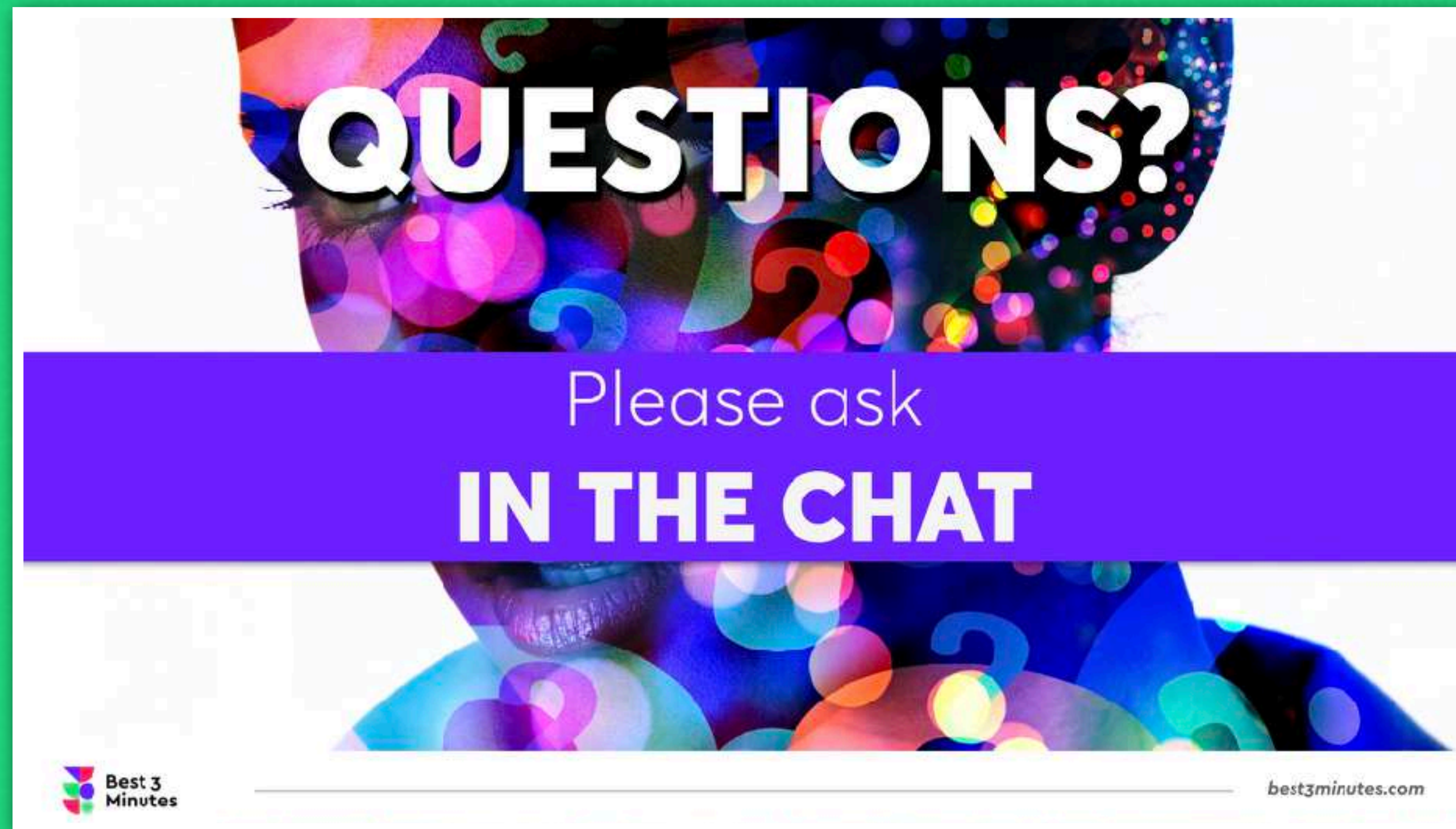


How to manage **QUESTIONS**



Can be chaotic.
Don't worry!
This is **Live!**

How to manage **QUESTIONS**



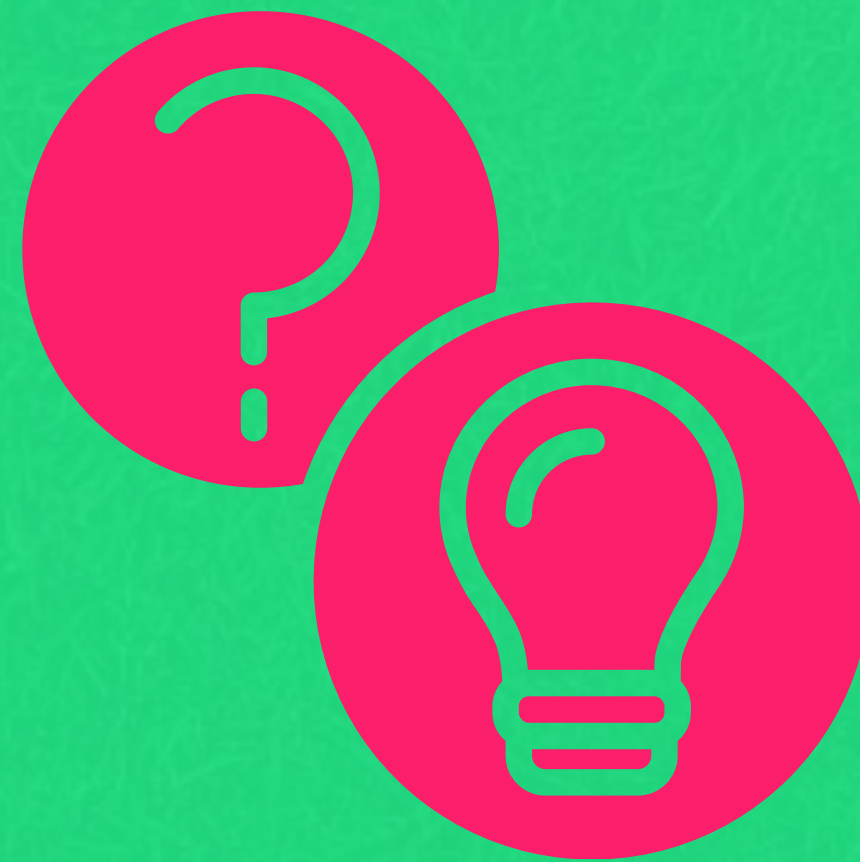
If you can team up;
One **moderate** and
read out questions
the other answer

Biggest concern: how to

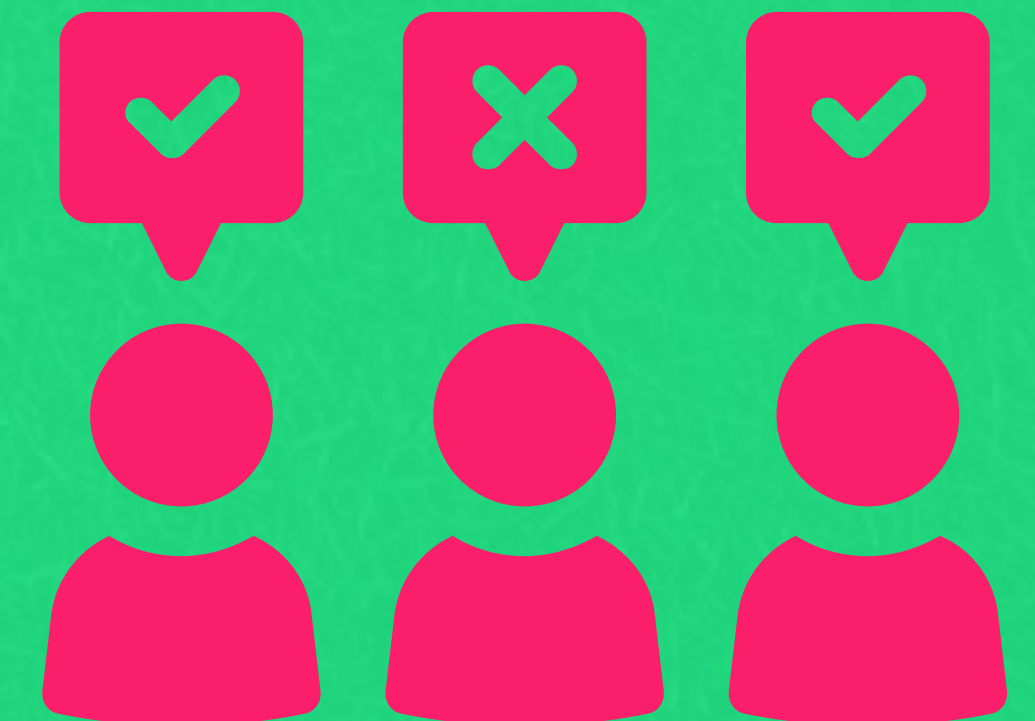
INTERACT WITH THE AUDIENCE?



WELCOME



Q&A

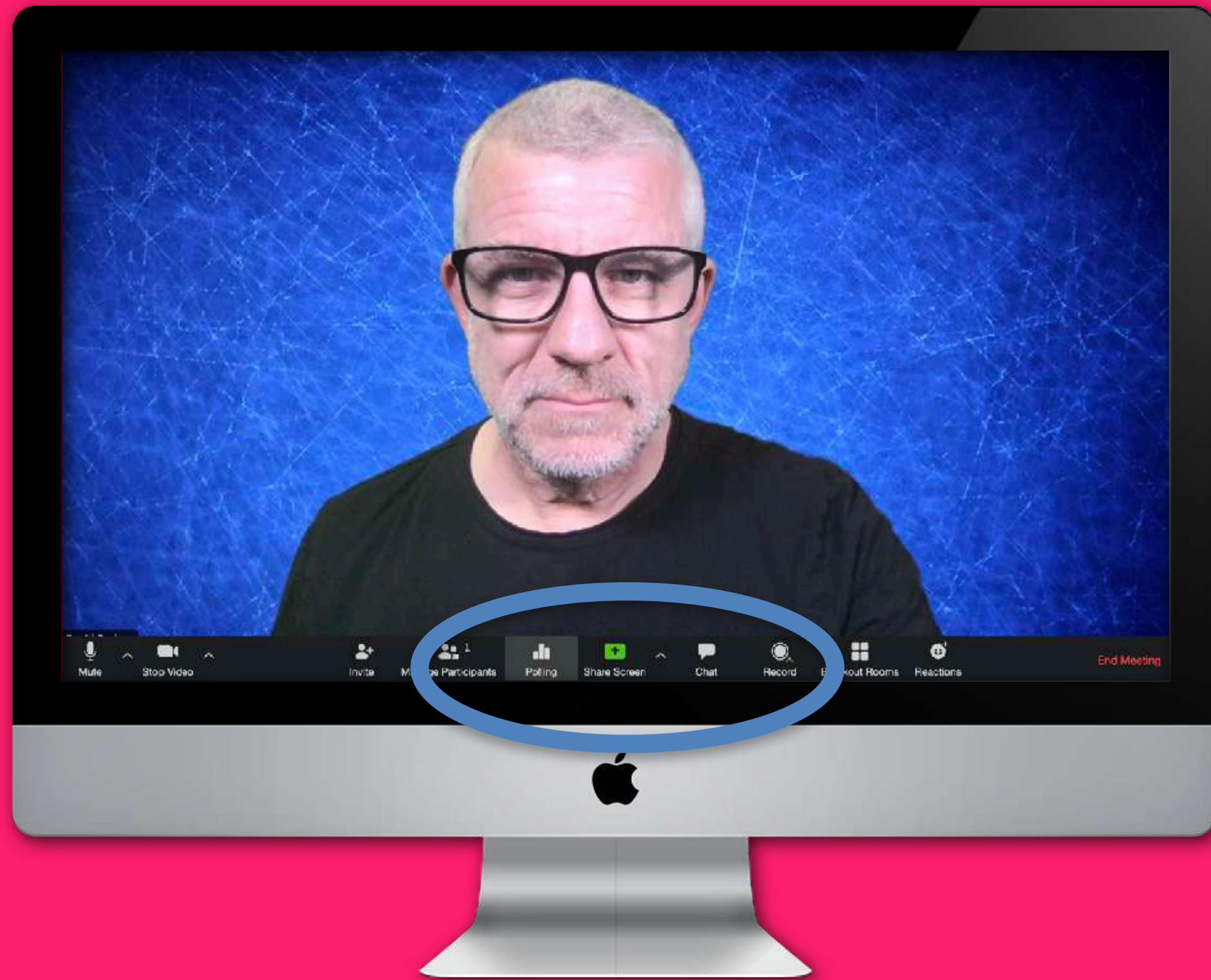


POLLS

RUN POLLS IN ZOOM

Set them up
in advance - Settings

Simple questions or
Multiple Choice only
possible



OTHER OPTIONS FOR POLLS

 **Poll Everywhere**

 **Mentimeter**

slido

Word Cloud, Quizzes,
Ranking, etc

Probably **simple**
is best!

ONE LAST THING...



How do you show your **PERSONALITY?**



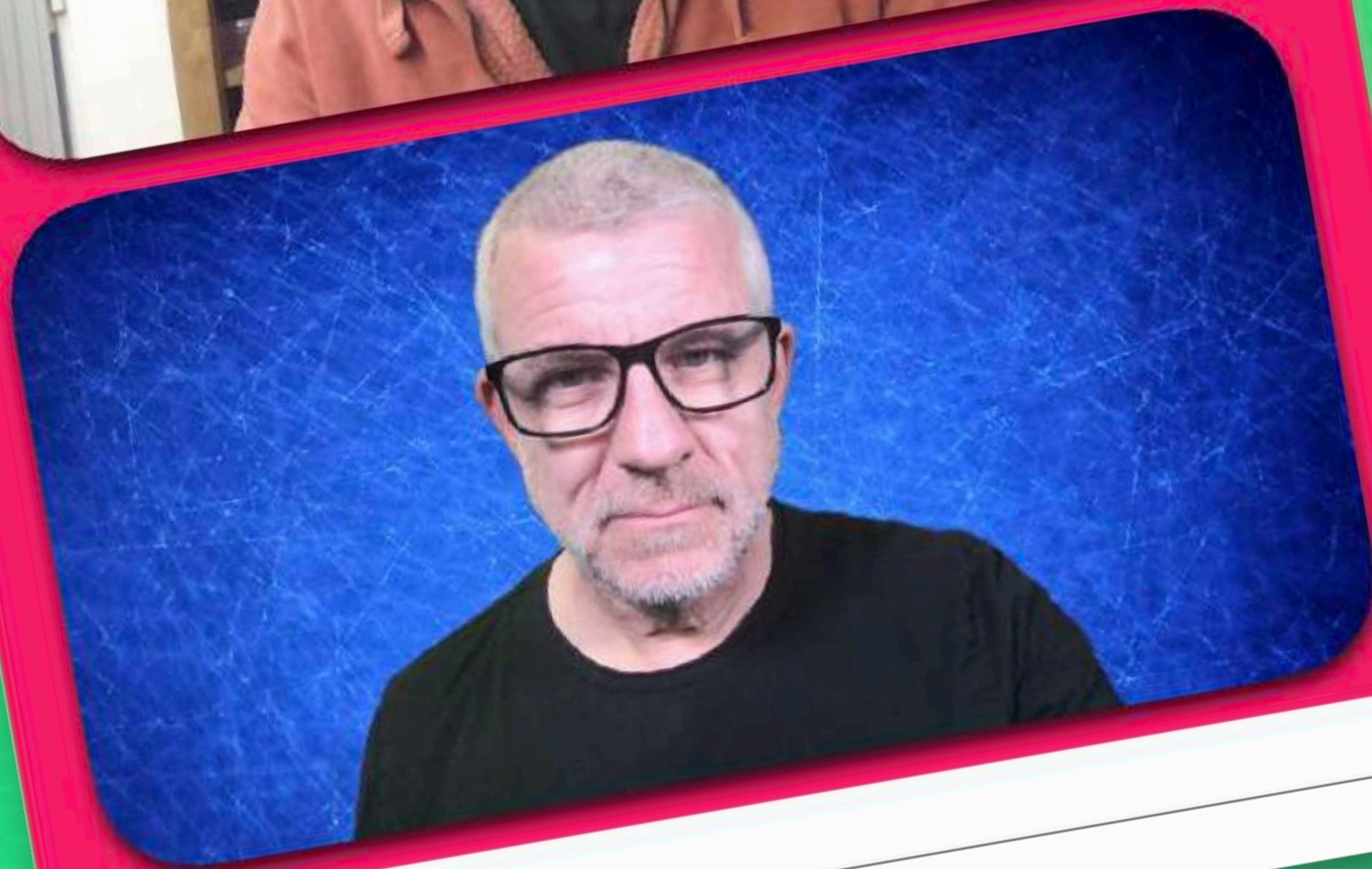
TIDY UP YOUR BACKGROUND

Think about the
message you want to
deliver

Homely? **Professional?**

Virtual Background:
Zoom, Teams, Webex etc

best3minutes.com





CLOTHING CHOICES

We feel most **authoritative**, trustworthy, and competent in **formal** business attire but **friendliest** in casual or business casual clothes.



CLOTHING CHOICES

Clear **connection** between clothing worn and **self-perceptions** of productivity, trustworthiness, **creativity**, and friendliness."



HOW WE SIT

Powerful? Powerless?

Interested?
Not Interested?

Let's try it

On a scale of 1-10

PRESENT 'POWERFUL'



**NOT
AT ALL**

VERY

On a scale of 1-10

PRESENT 'POWERFUL'



**NOT
AT ALL**

VERY

On a scale of 1-10

PRESENT 'POWERFUL'



1

2

3

4

5

6

7

8

9

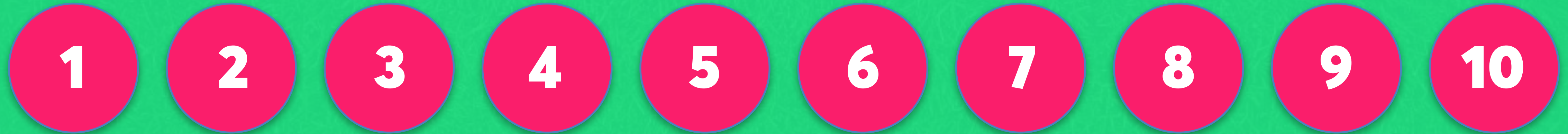
10

**NOT
AT ALL**

VERY

On a scale of 1-10

PRESENT 'INTERESTED'



**NOT
AT ALL**

VERY

On a scale of 1-10

PRESENT 'INTERESTED'



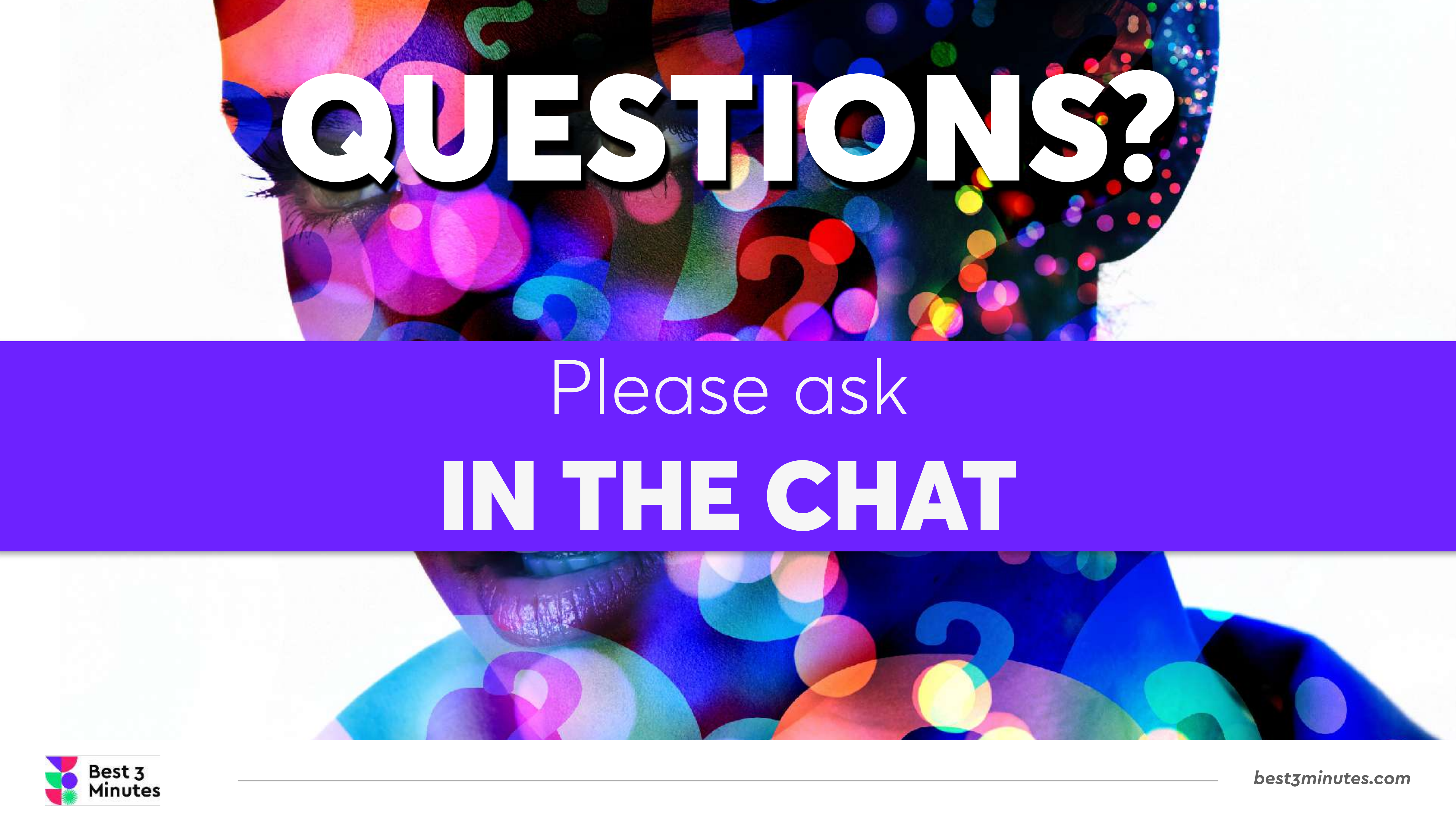
**NOT
AT ALL**

VERY

On a scale of 1-10

PRESENT 'INTERESTED'

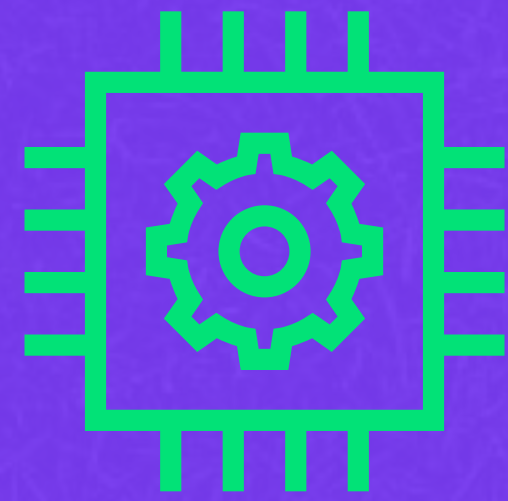


A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in a dark, textured font, appearing to float within the bokeh. The overall effect is dreamlike and thought-provoking.

QUESTIONS?

Please ask
IN THE CHAT

Four Key Aspects of **PRESENTING ONLINE**



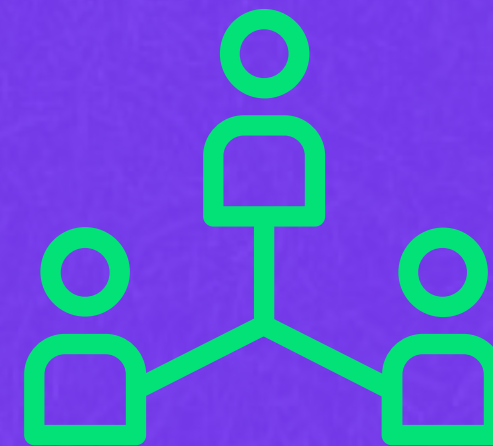
TECHNOLOGY



CONTENT/SLIDES



VOICE



INTERACTION

Pitch tools and **RESOURCES**

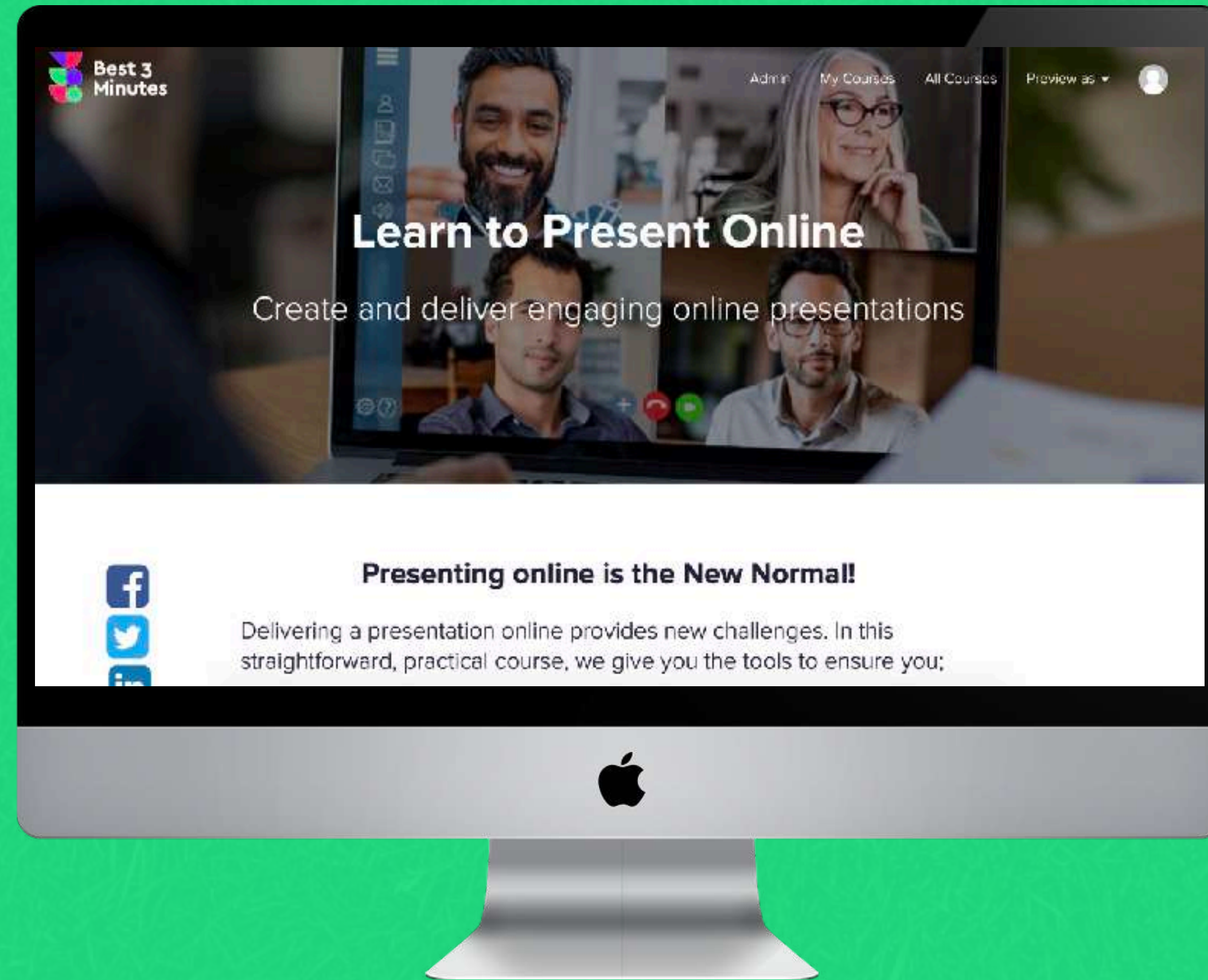


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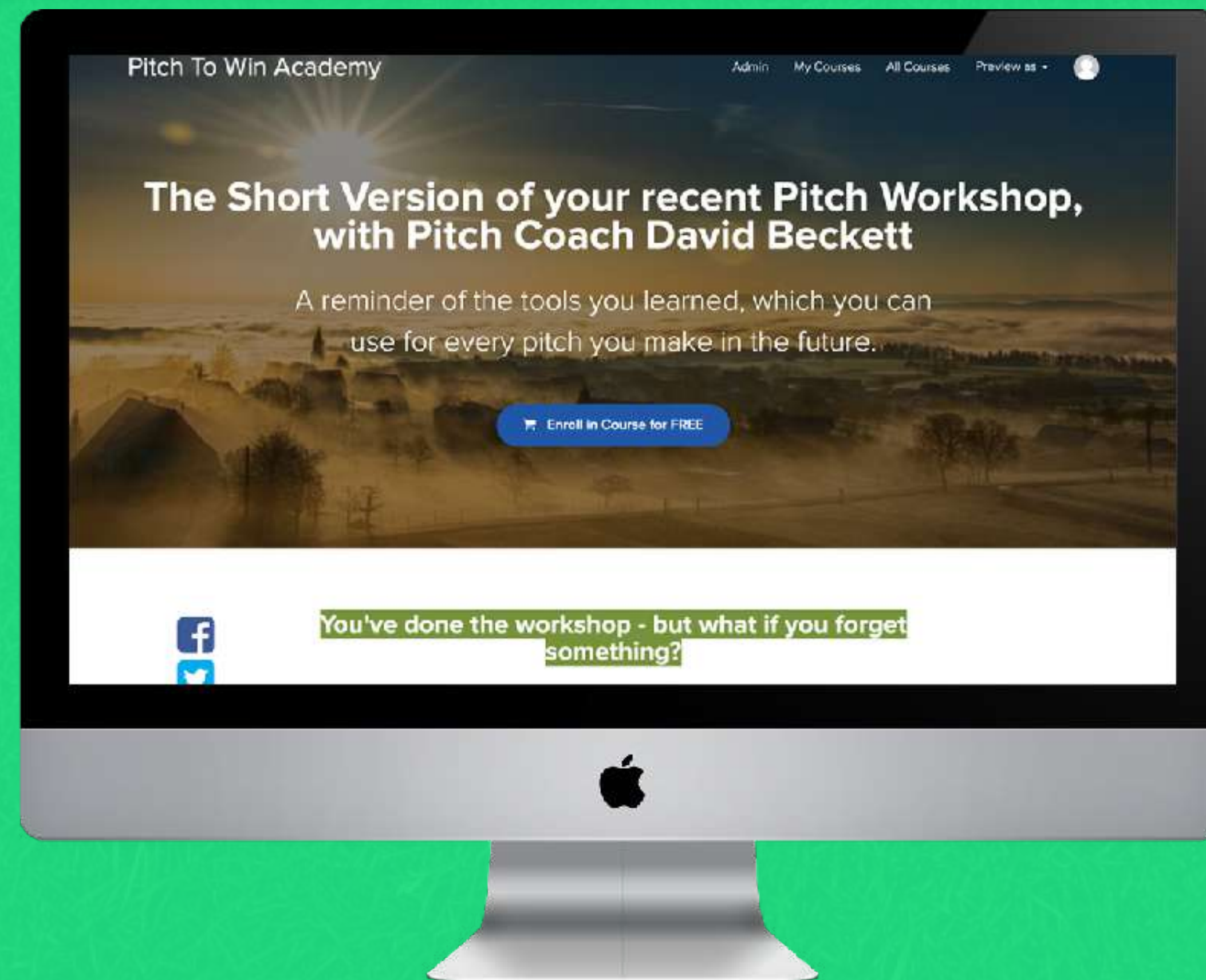
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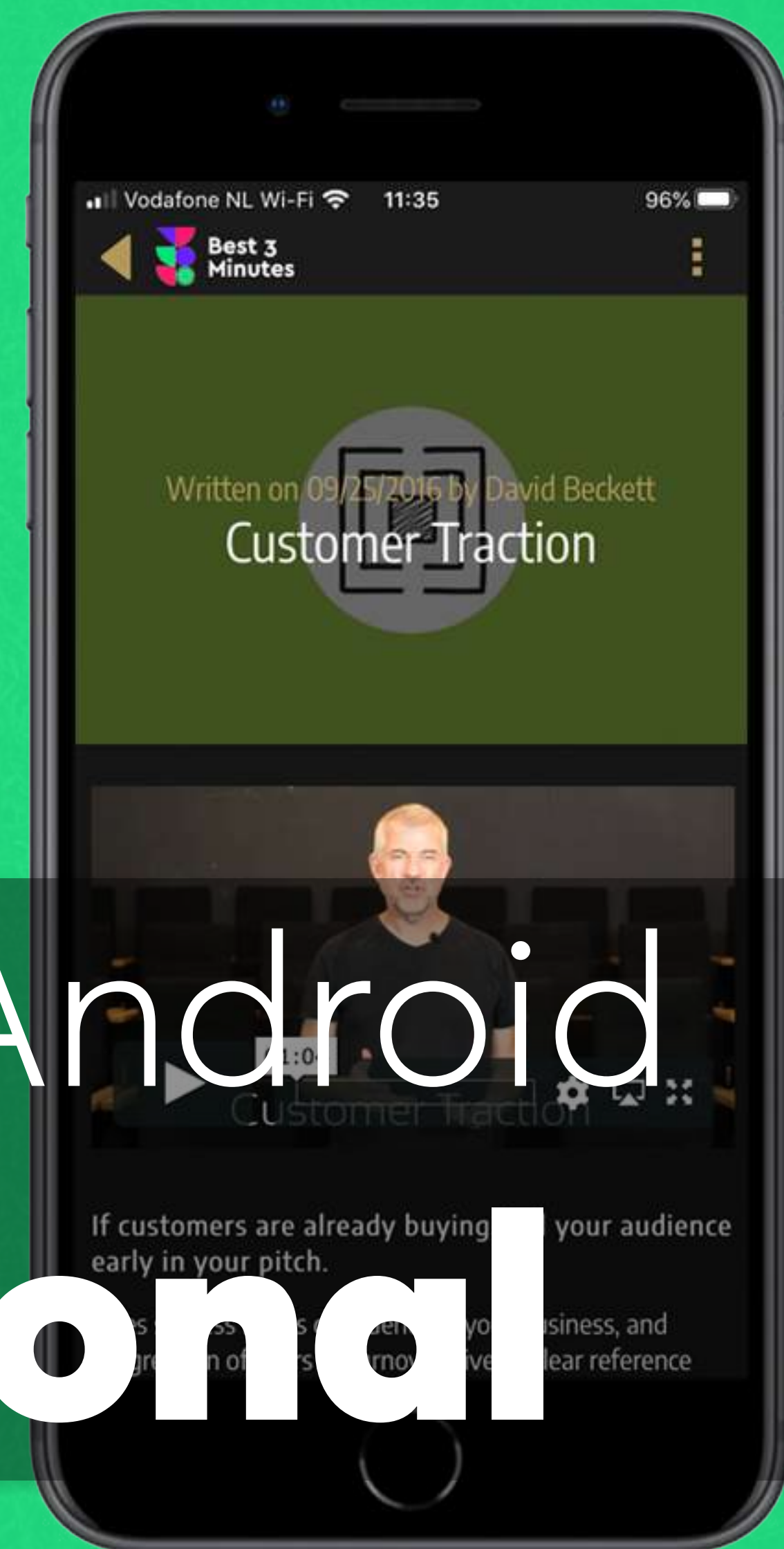
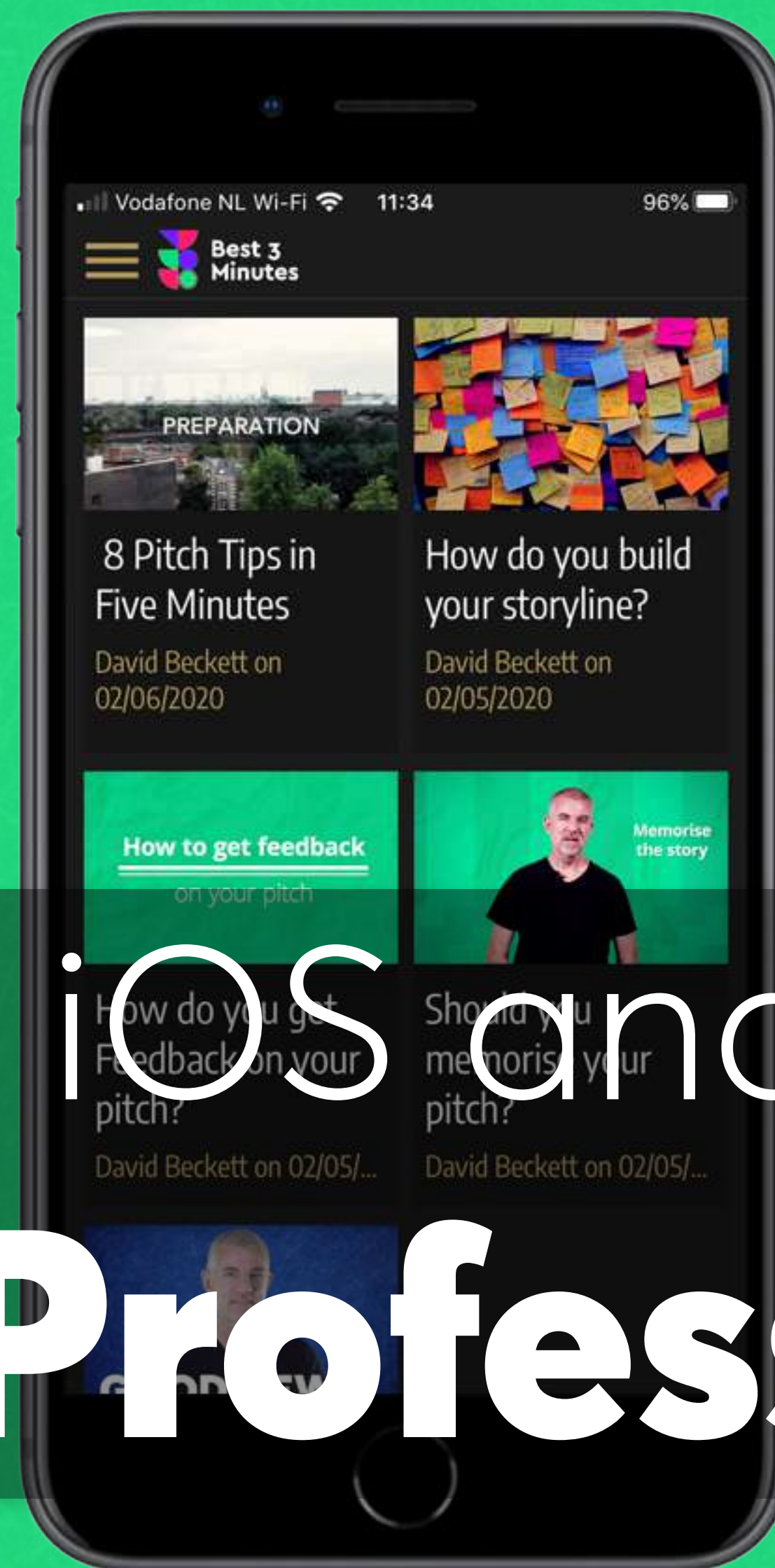
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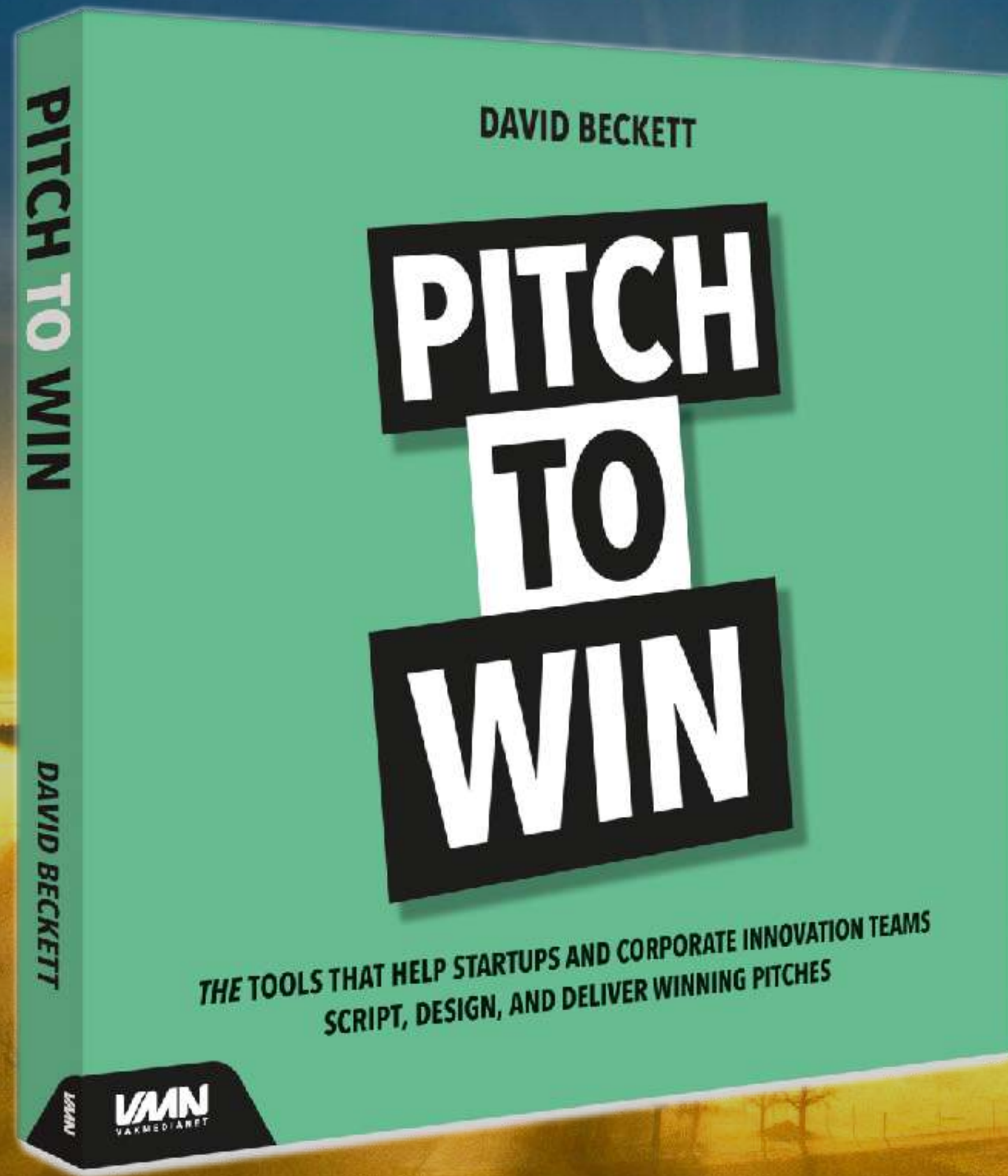
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The App: iOS and Android

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David Beckett

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