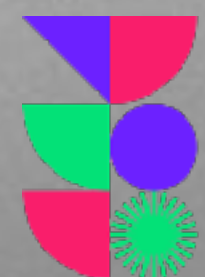


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

 @best3minutes



Best 3
Minutes

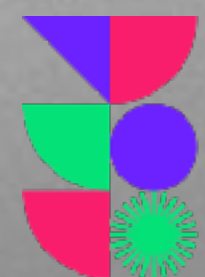
TECH CHECK

Please set yourself on
MUTE

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

David Beckett

 @best3minutes



Best 3
Minutes

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



**GREAT IDEAS
NEED A VOICE**





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



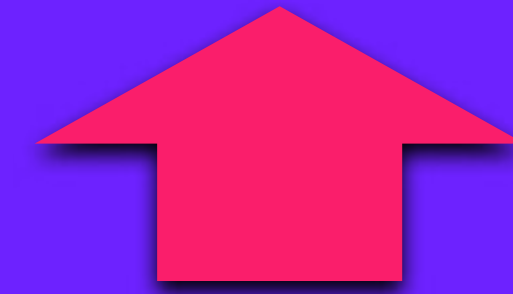
QUESTIONS?

Please ask

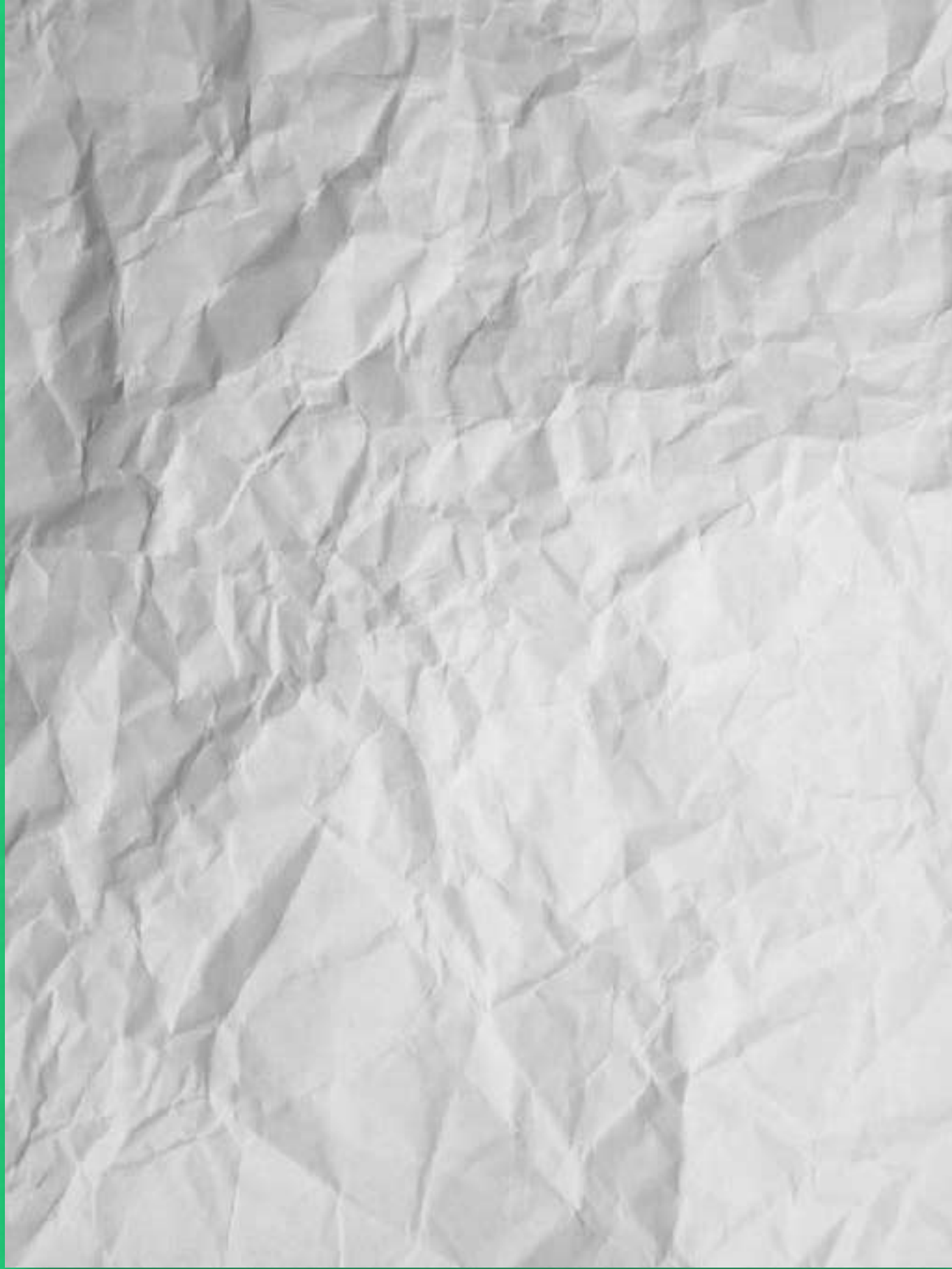
IN THE CHAT



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?



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**?

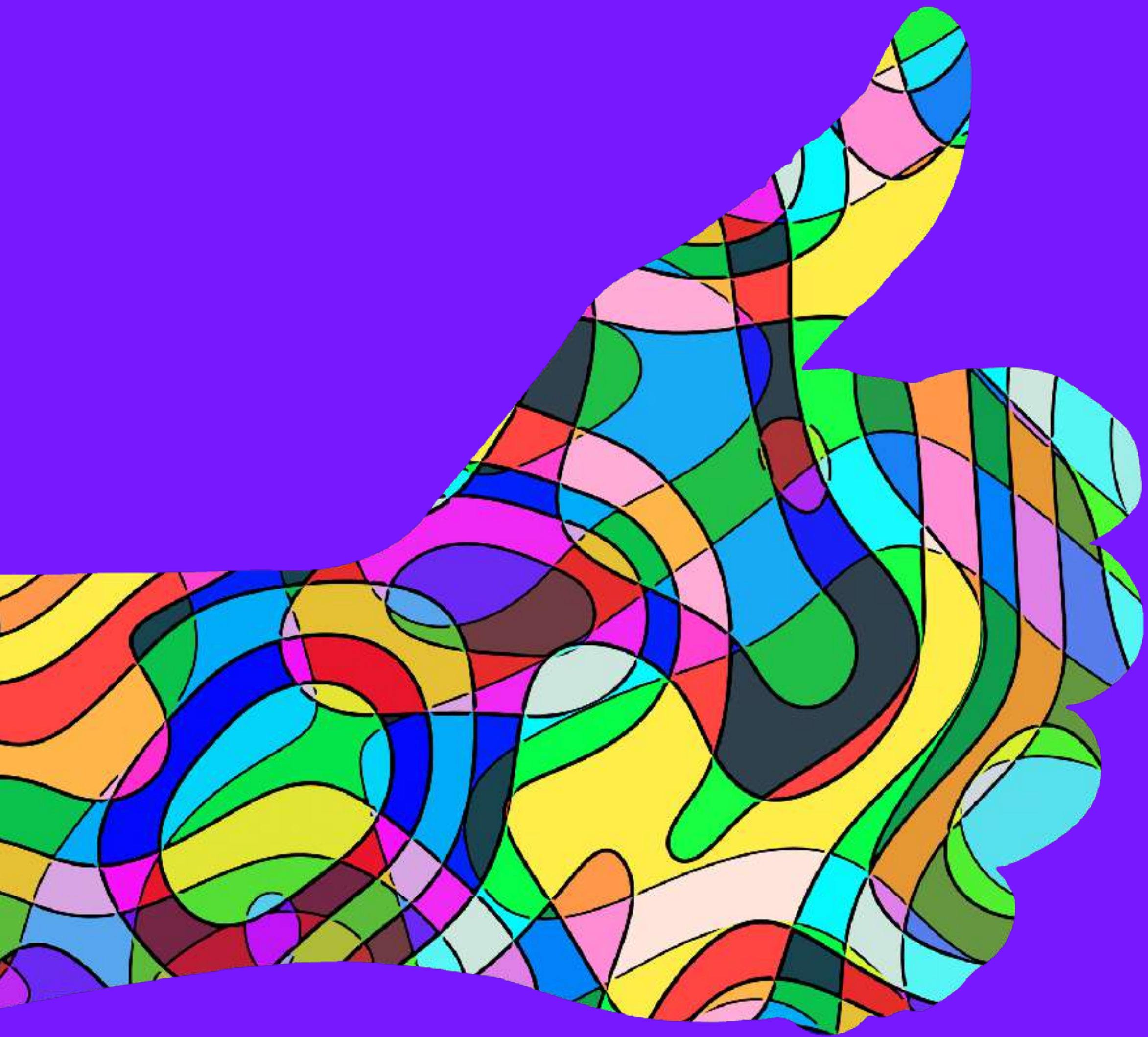
The Open-3-Close© Pitch Model





What do you
want them to
do?

ACTION



Give them
something they
can say
YES!
to



1 MINUTE

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



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

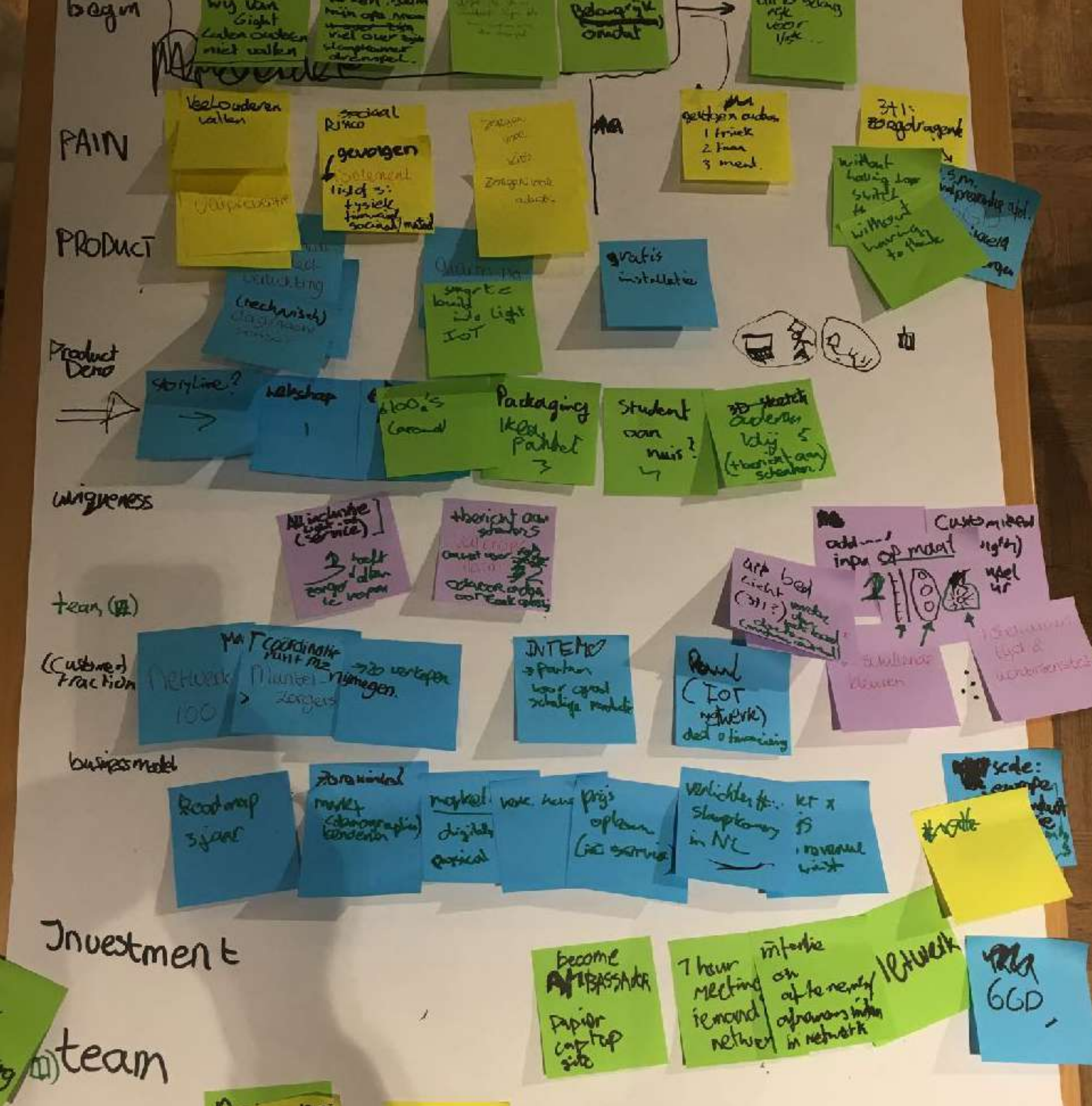
Get the ideas out of
your head

Take a step back:
what are the

BIG ISSUES?

Organise around

CHAPTER HEADINGS



- WHY IS PITCHING VM POSITION?
- 50% OF OUR SUCCESS.
- 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 FOLWS.
- USE VISUALS + 1 STATEMENT
- SPREAD INFO ACROSS MORE SLIDES.
- 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.

Which topics should be in
YOUR WINNING PITCH?

The Pitch Canvas®

An entrepreneurial brainstorming tool that helps you structure and visualize 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 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 - showing 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? Brand wins? Awards? 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?	

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

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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?

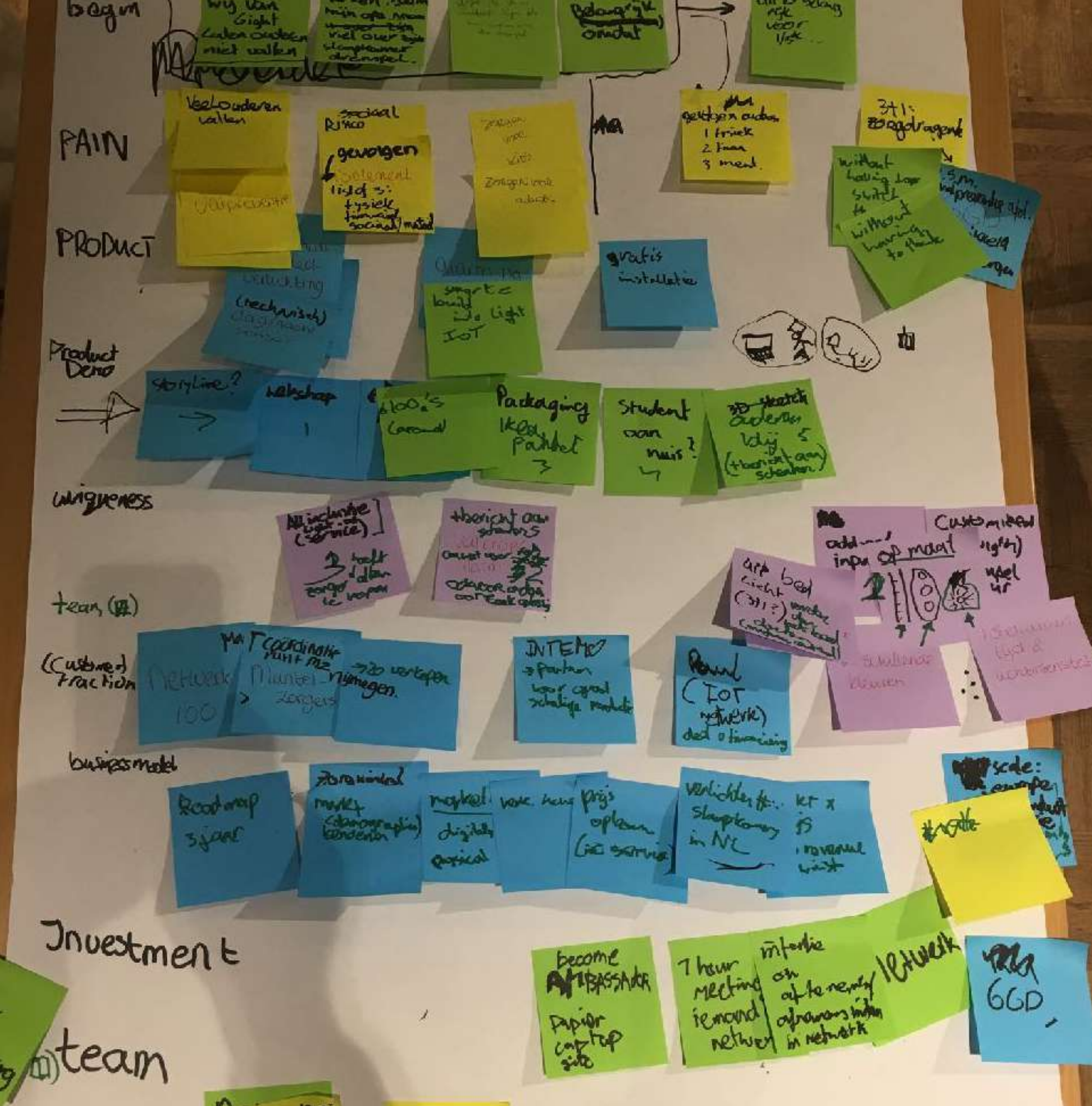
Your **Enthusiasm**
Counts!

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
SO 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,
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 5 mins

WHY IS PITCHING VERY IMPORTANT?
 50% OF OUR SUCCESS.
 RIGHT 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, 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

Say it **out loud** - have you got **spoken** language or **written** language?



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

Add some

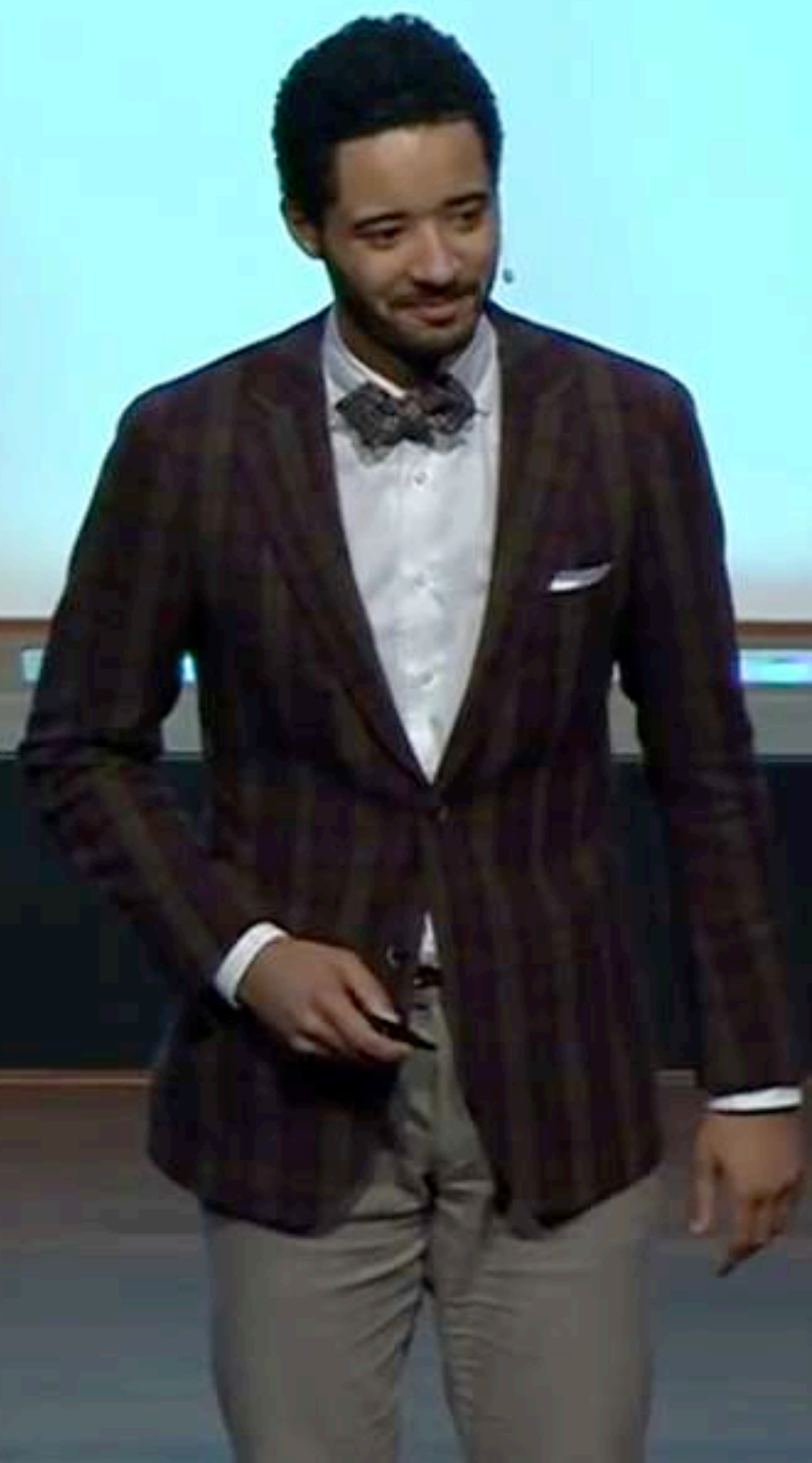
EARLY TRACTION





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



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



THE POWER OF THREE

Making your story

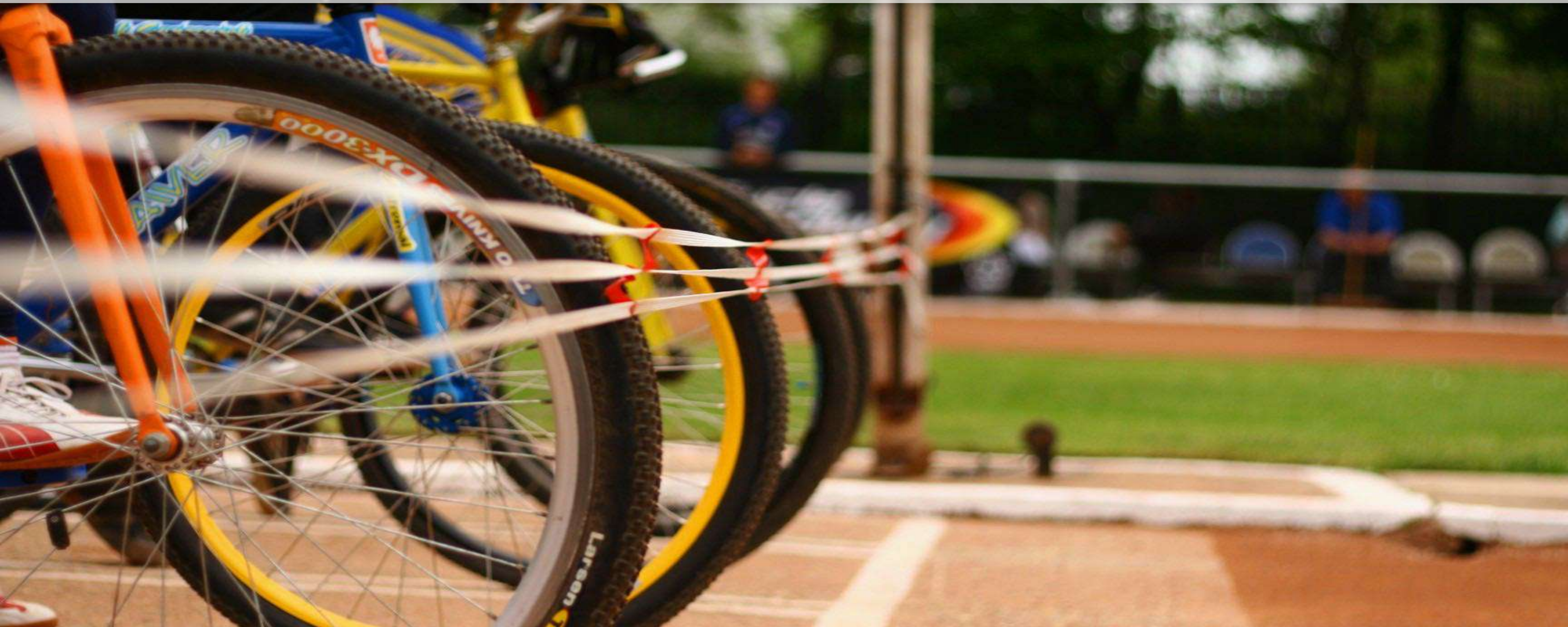
FOCUSED & MEMORABLE

The Power of **THREE**



The Threes are
IN THE AIR

READY, STEADY, GO



LIGHTS, CAMERA, ACTION



VENI, VIDI, VICI



THE THREE MUSKETEERS

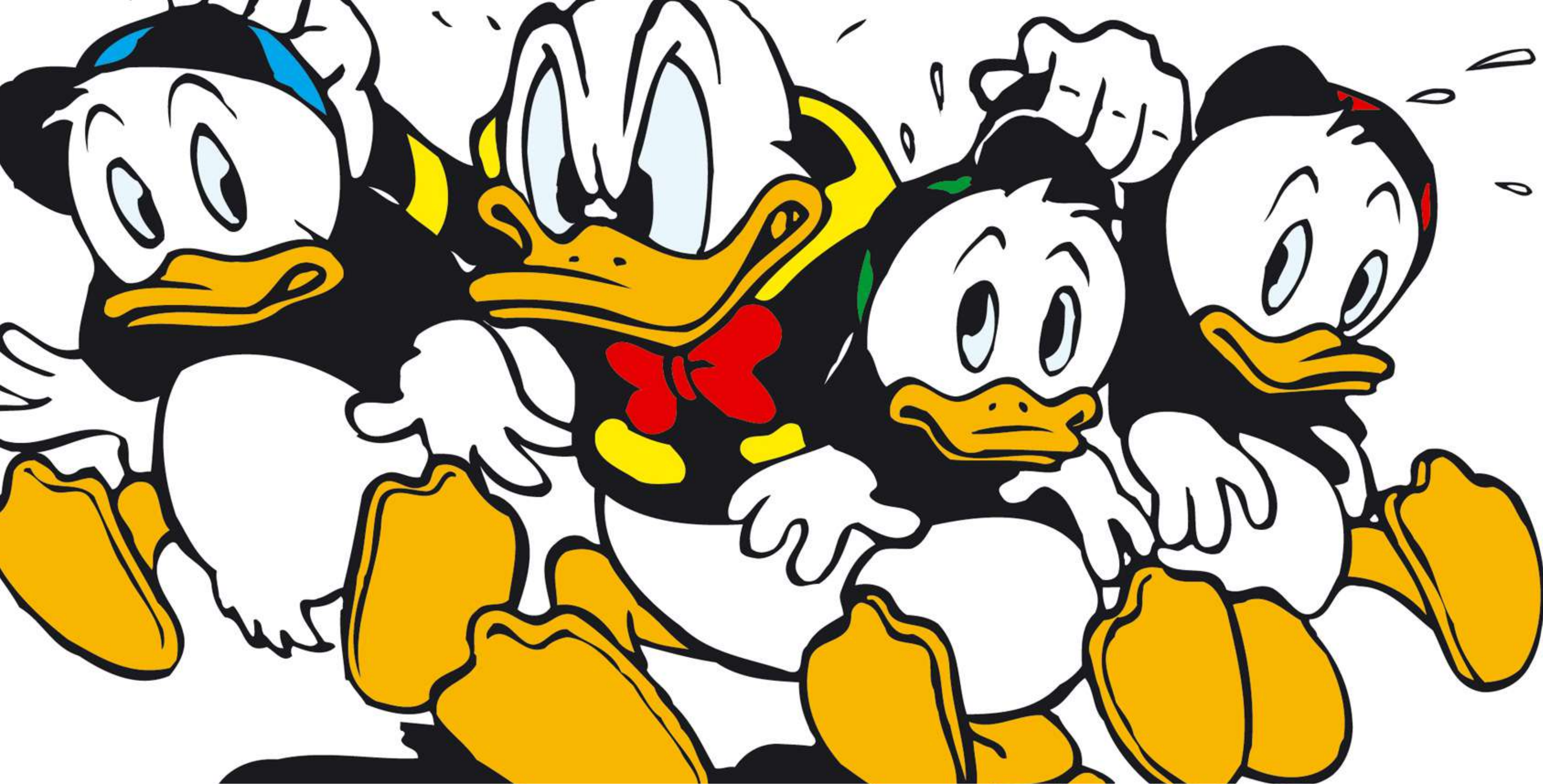




BRONZE, SILVER, GOLD

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

**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



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 matters because...

(a personal statement of what you believe)

THANK YOU!

=

I've finished, you can clap now!



QUESTIONS?

Please ask

IN THE CHAT

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

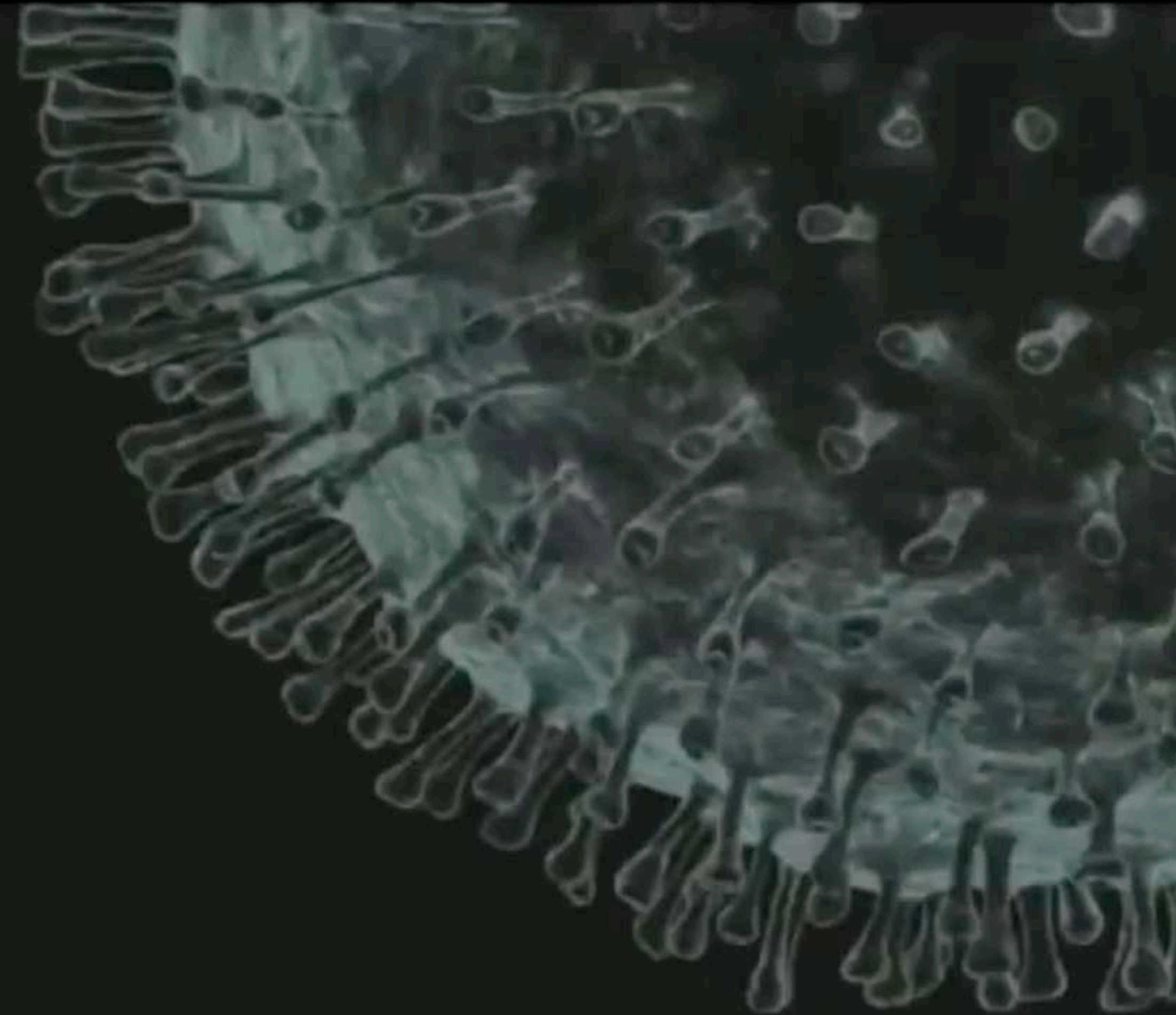


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Analysis Mode

VIDEO EXAMPLES FROM

**HWCK
THE
CRISIS
NETHERLANDS**

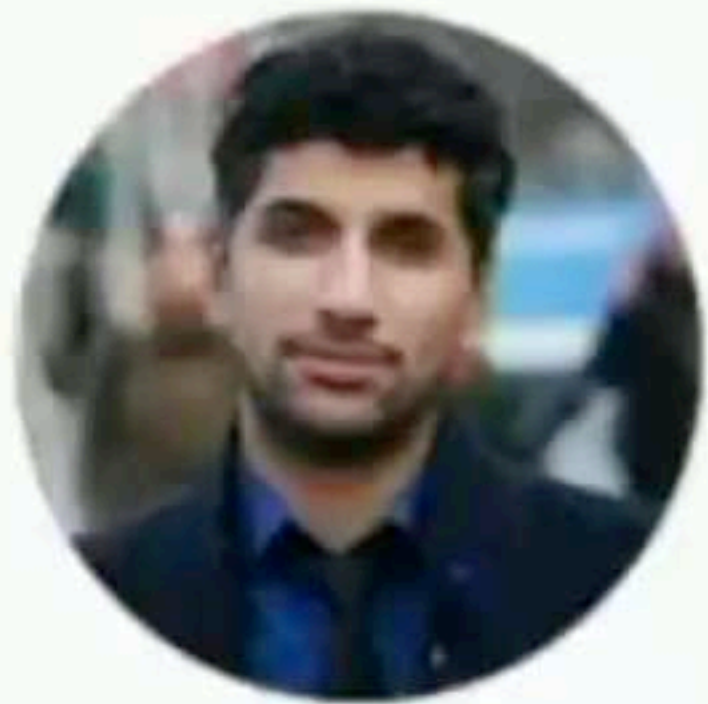
**THE
FINALISTS**

Roodkappje

Community Delivery



The team



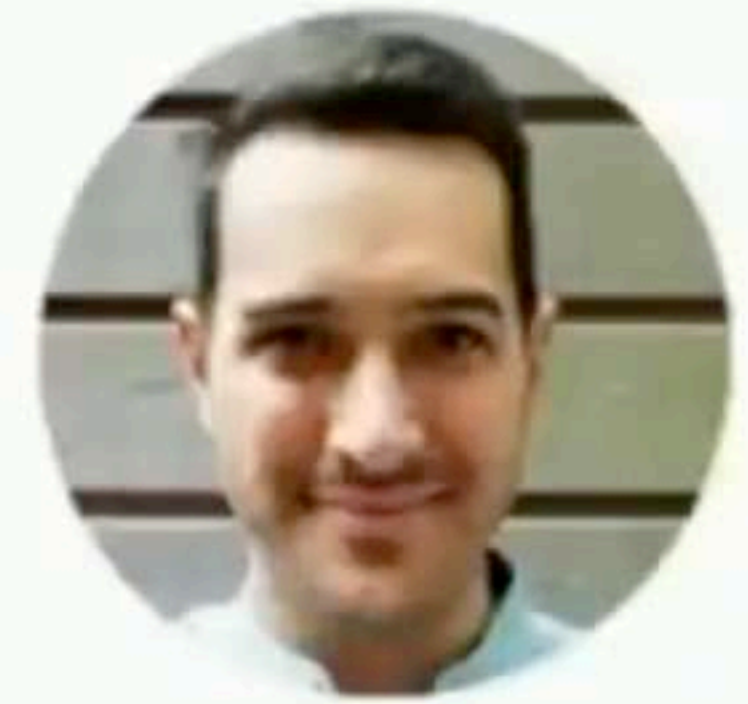
Hooman,
Founder at Society in Motion



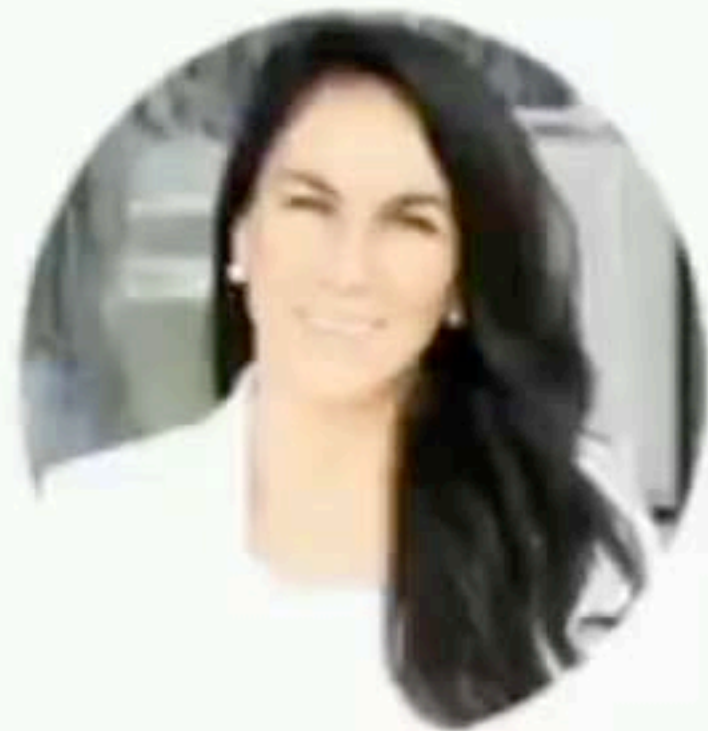
Shashank,
Web Developer



Kevin,
Project Manager



Christian,
Co-Founder Kiitos.tech



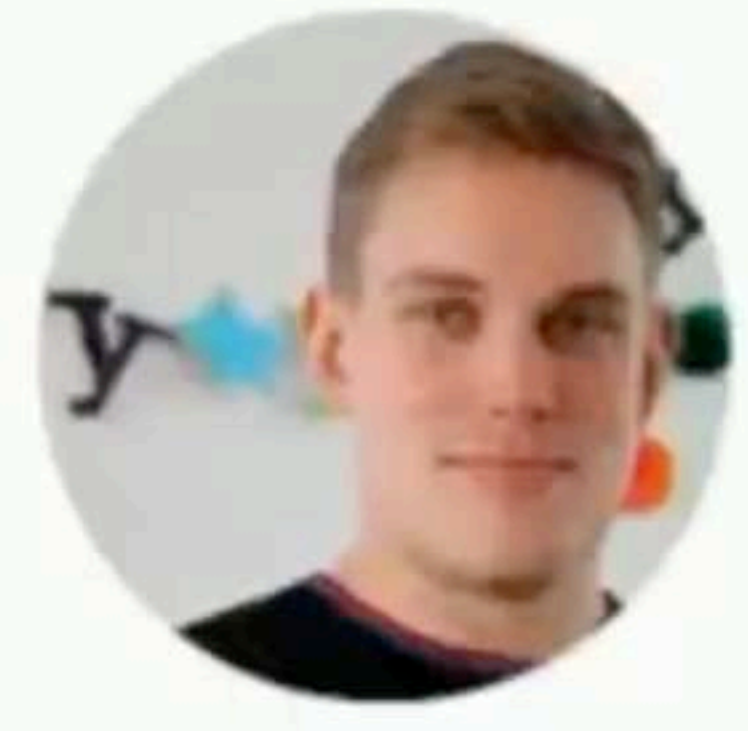
Anna,
CEO at OctoBoost



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

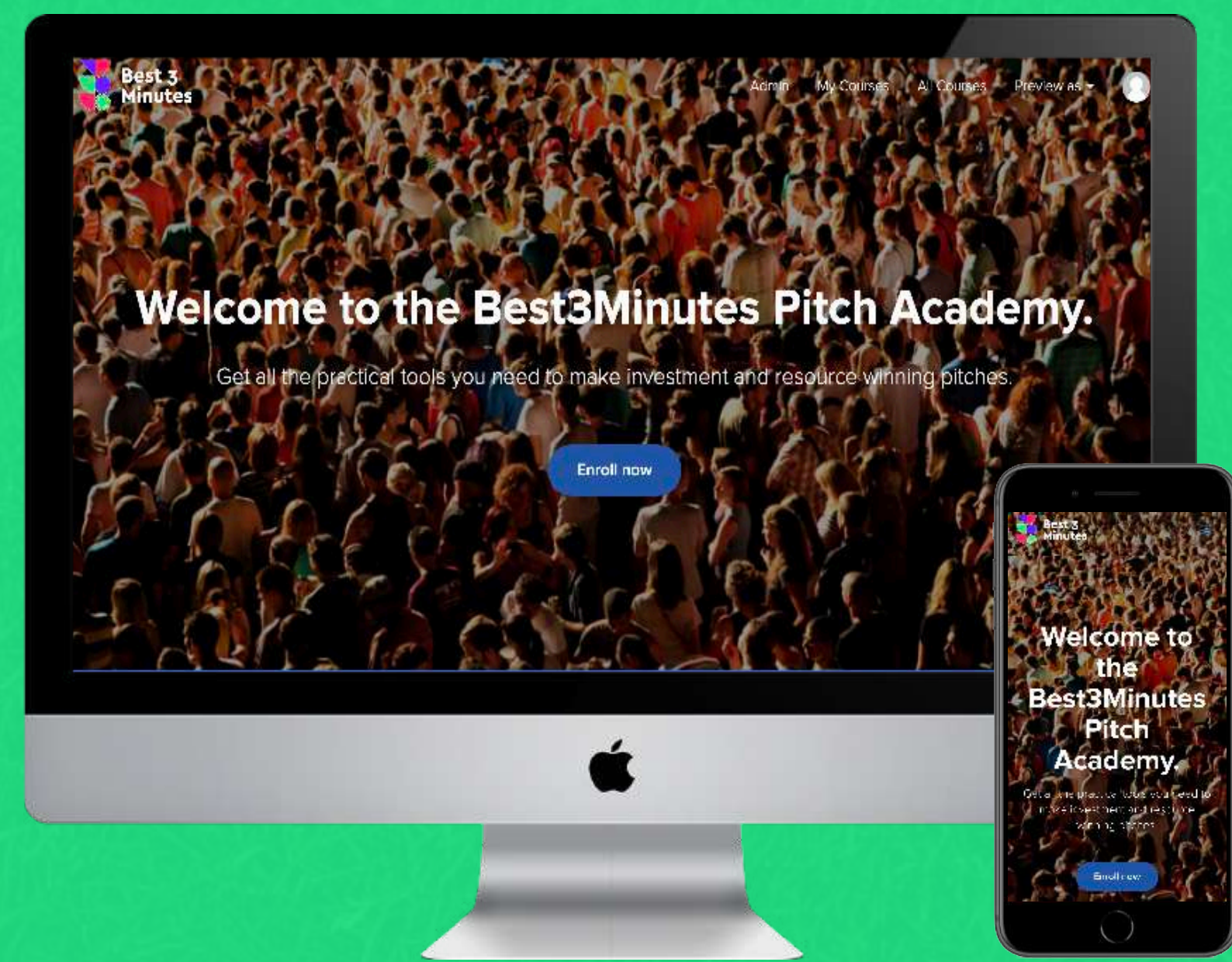
Concentration easily lost

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



David Beckett

06-10-2018

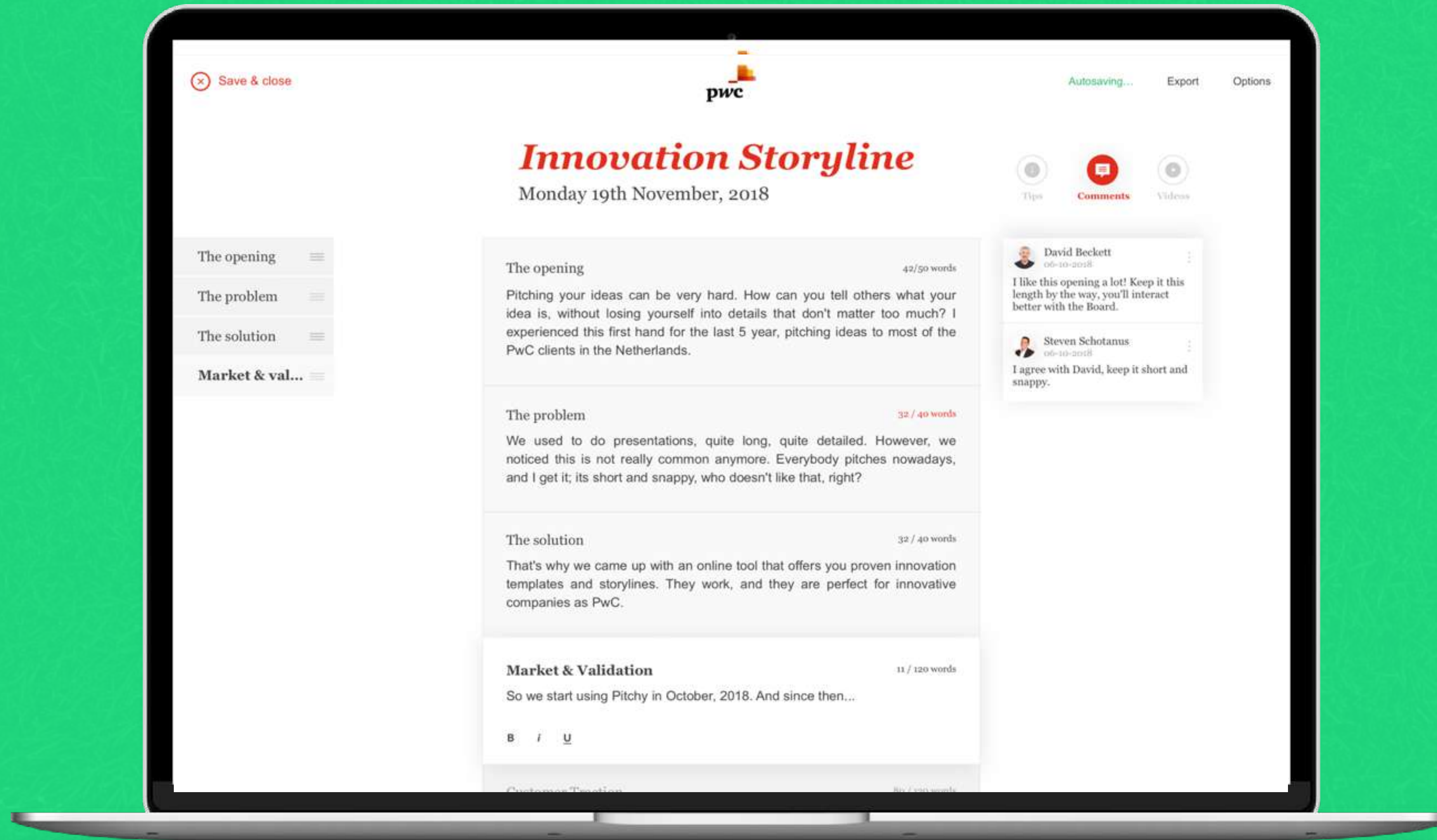
I like this opening a lot! Keep it this length by the way, you'll interact better with the Board.

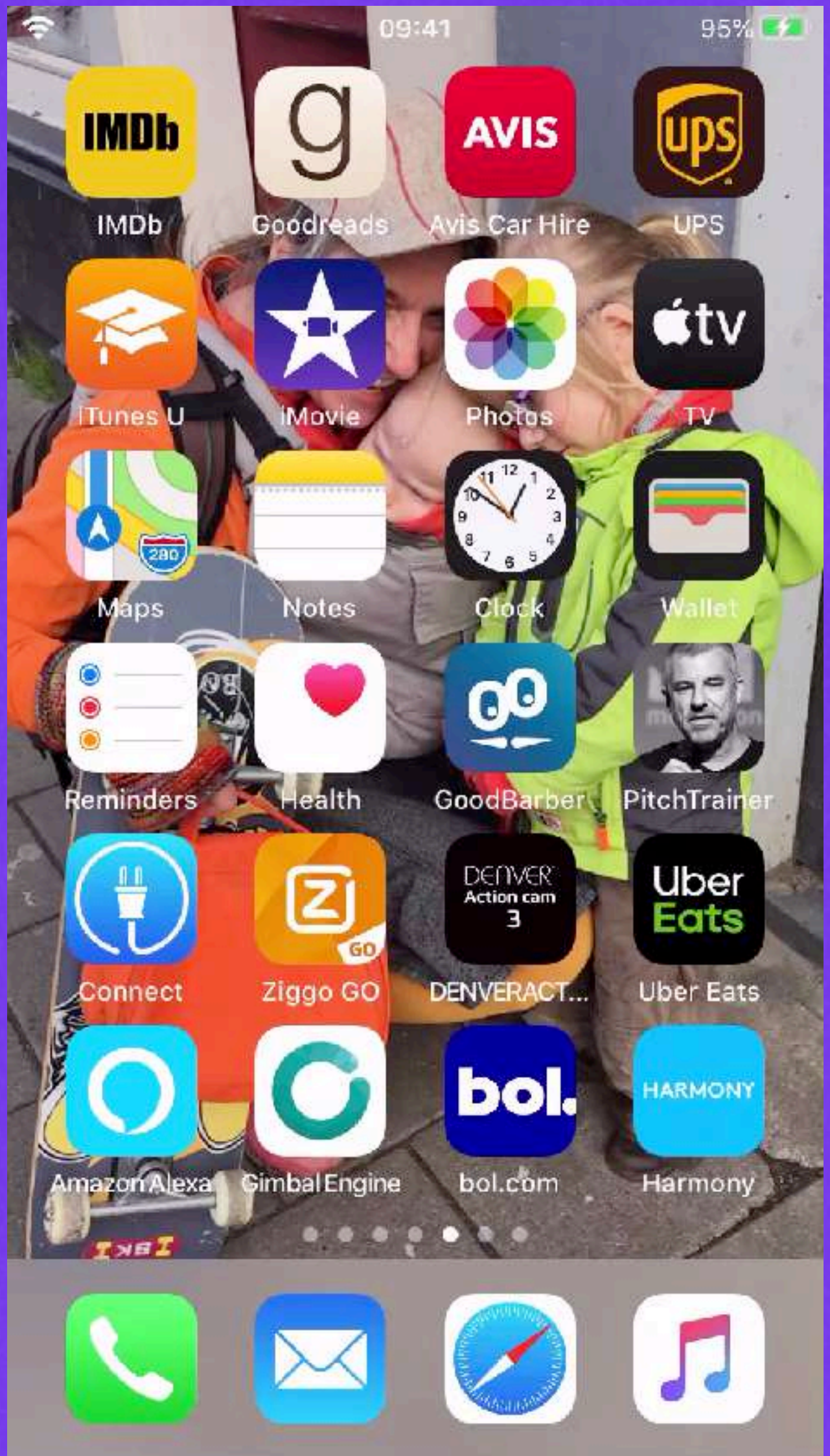


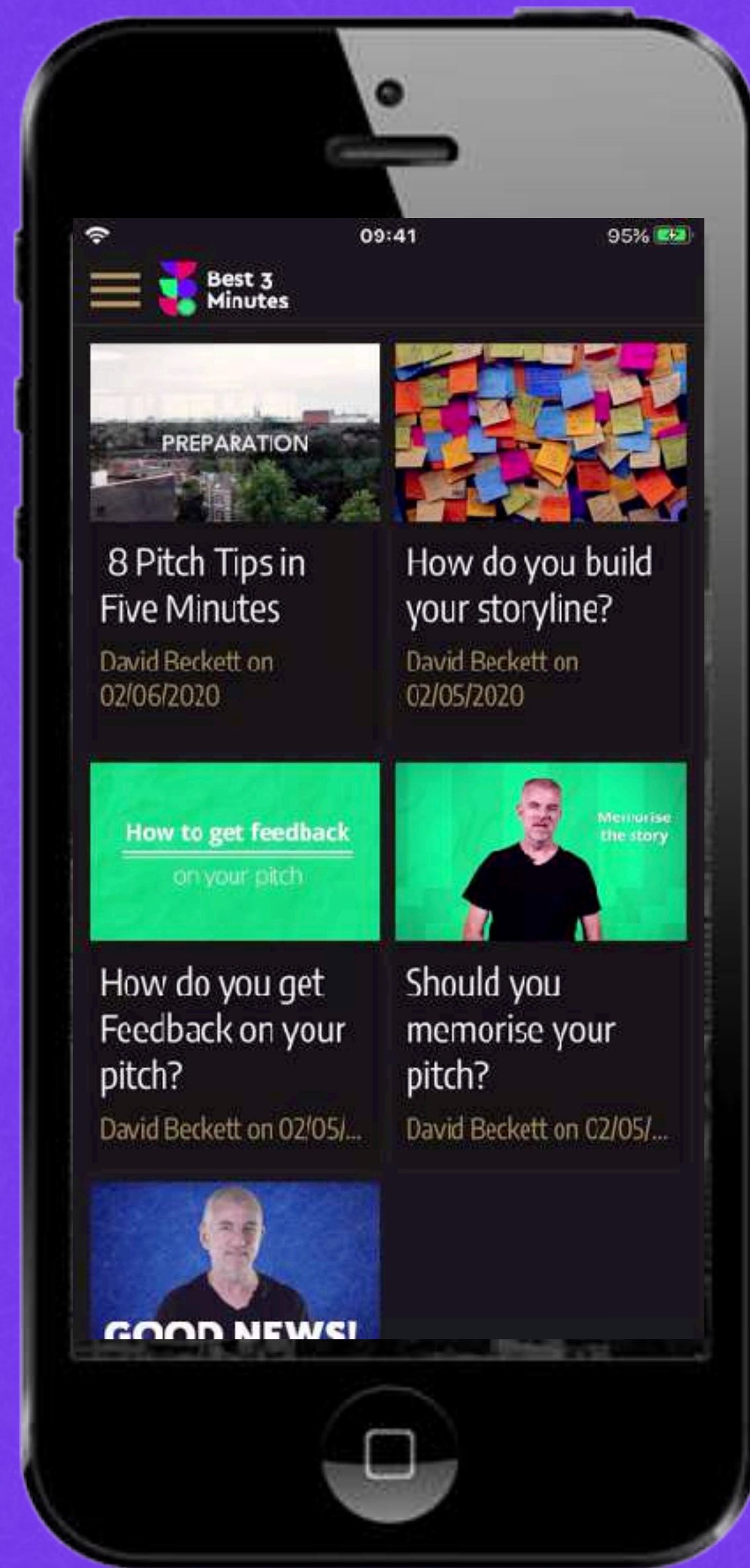
Steven Schotanus

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

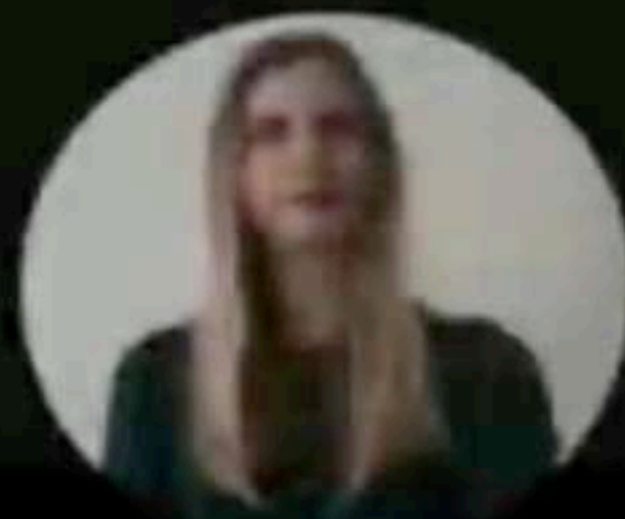


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<https://creativecommons.org/licenses/by/2.0/>

Analysis Mode

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 [Camtasia](#) 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



QUESTIONS?

Please ask

IN THE CHAT

Two biggest influences on
VIDEO PITCHES

Video

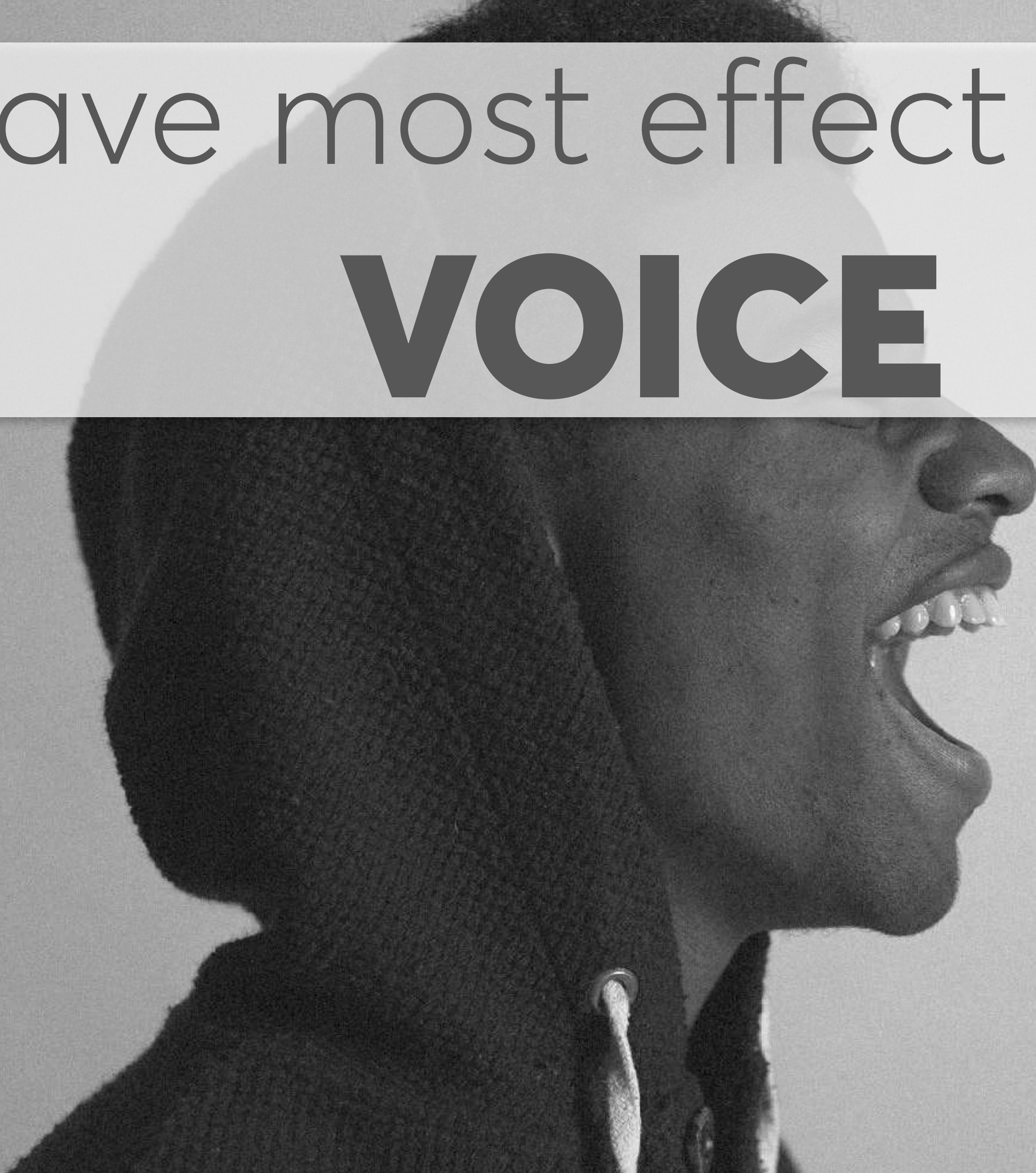
FORMAT

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

To improve your voice

RECORD YOURSELF PRESENTING



Consider **STANDING UP**



Think it
through

Write it
down

Say it
out loud

GET FEEDBACK



QUESTIONS?

Please ask

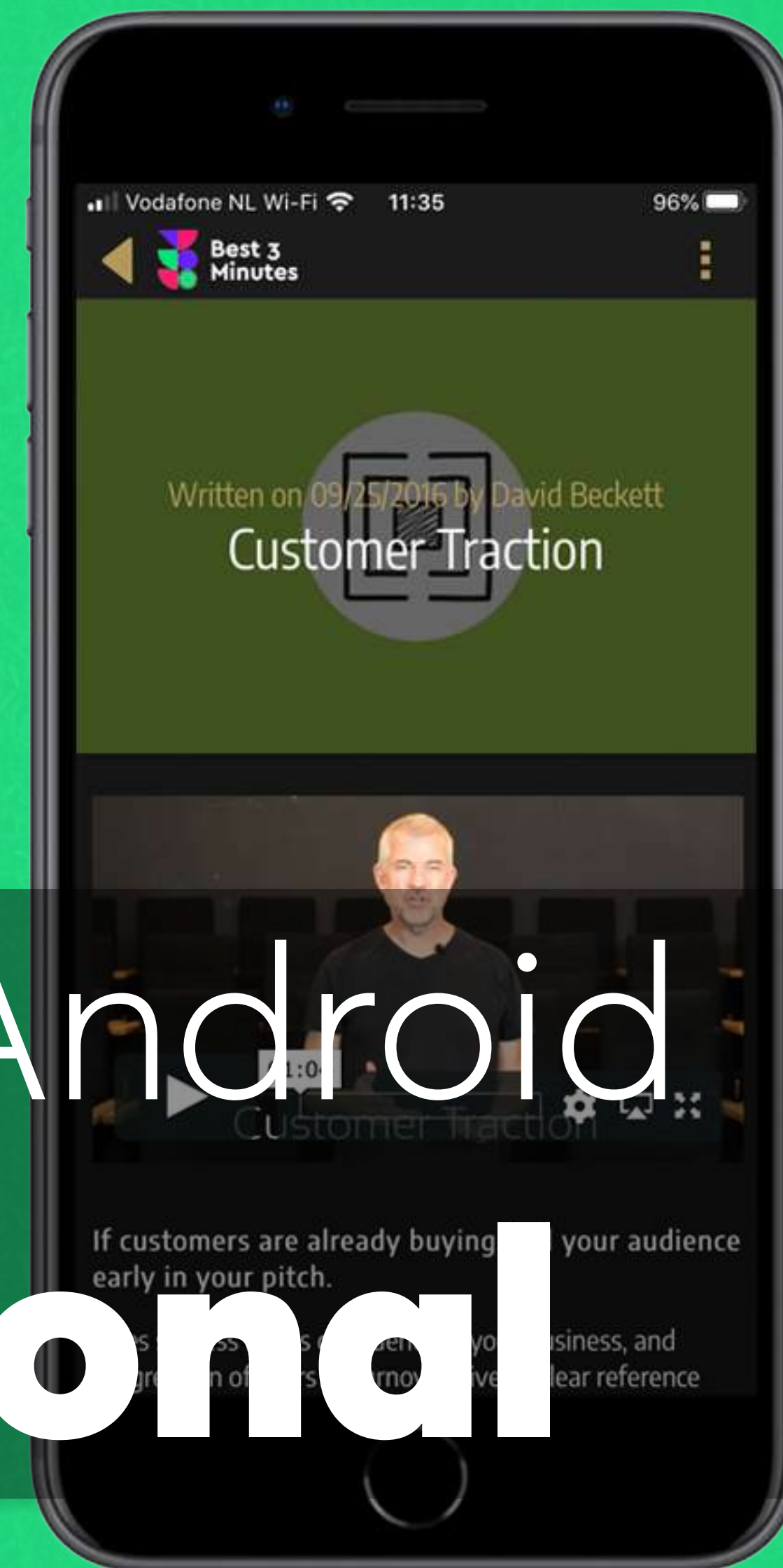
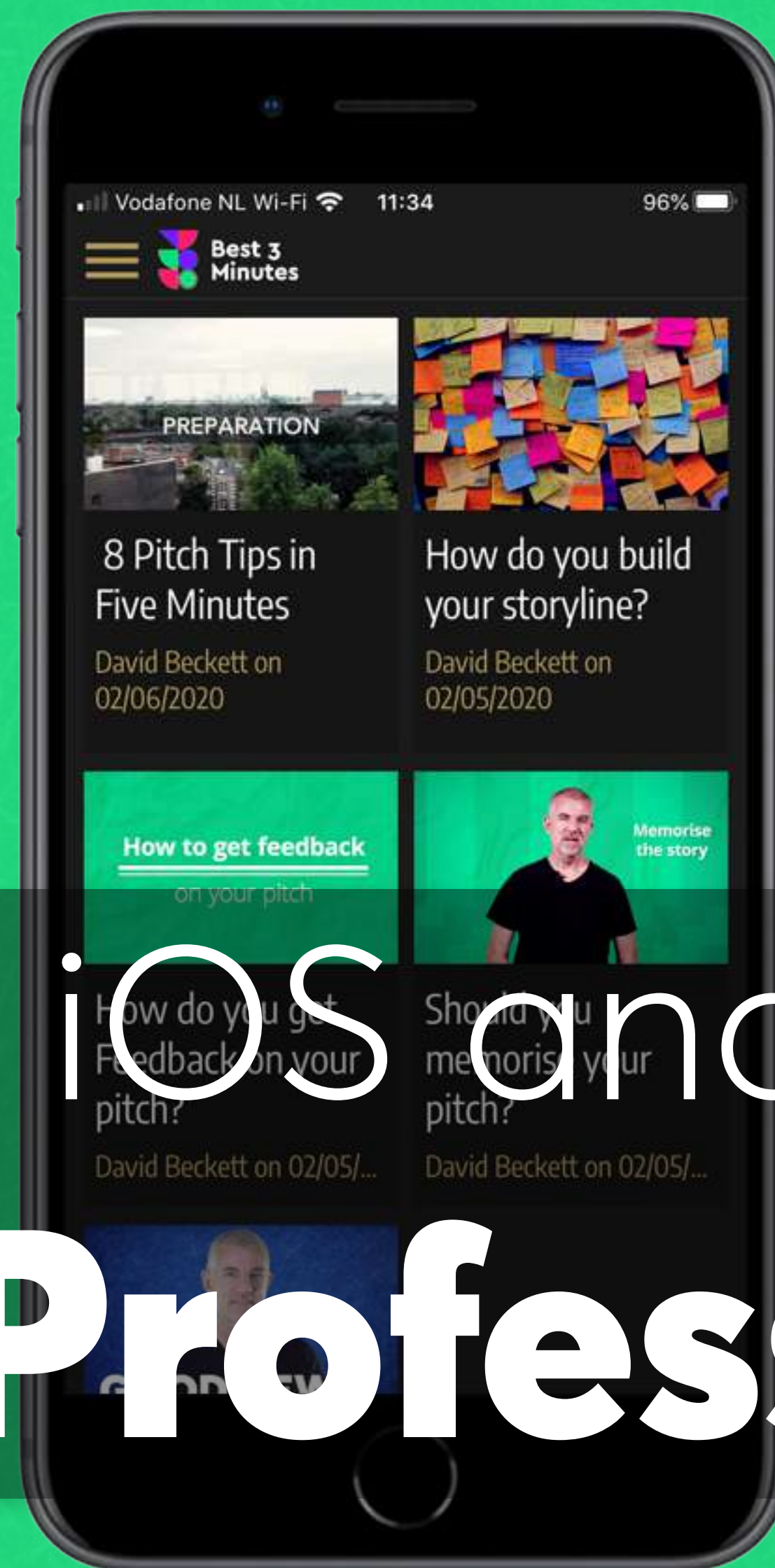
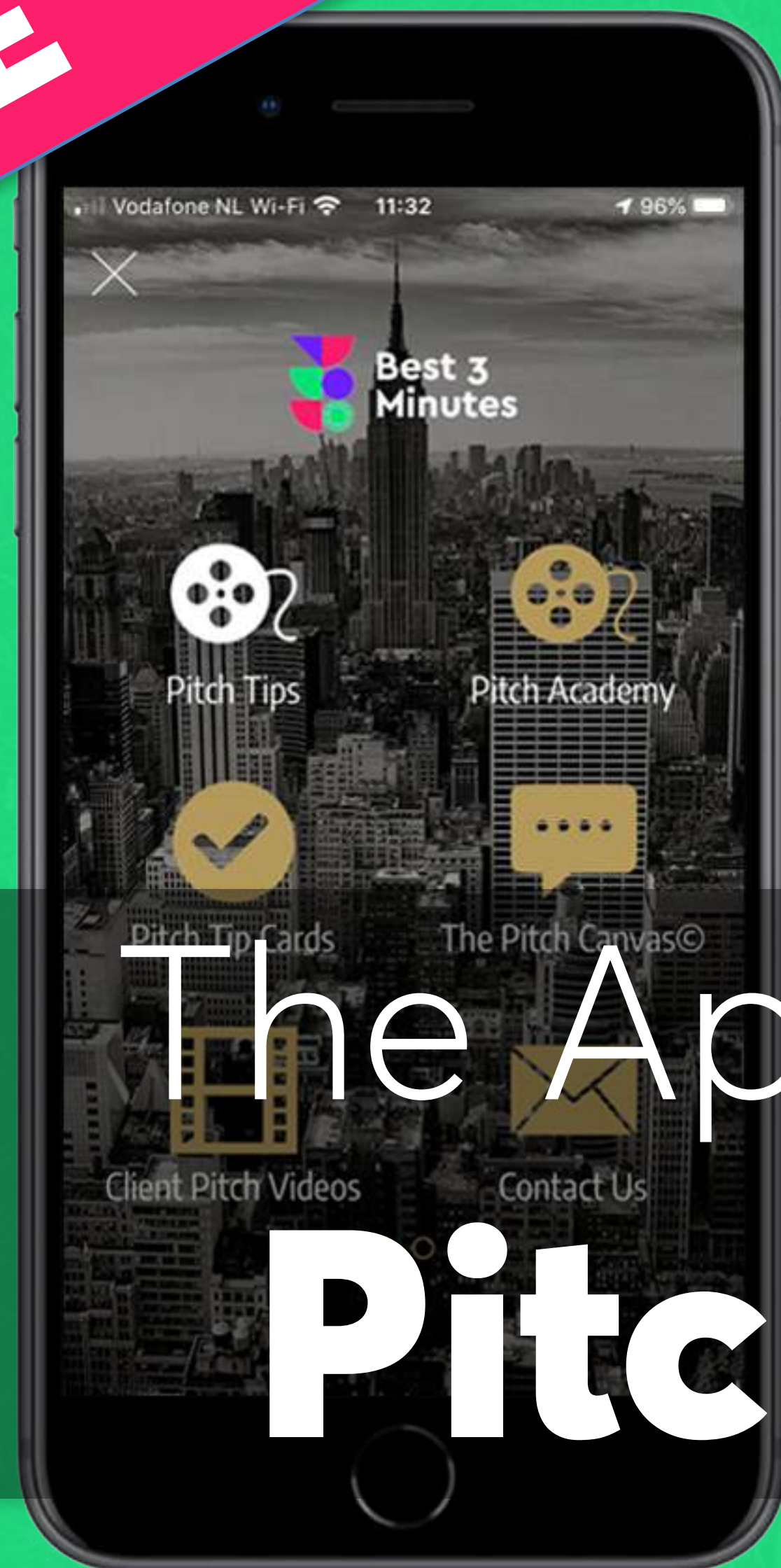
IN THE CHAT

Pitch tools and **RESOURCES**



best3minutes.com/rockstart

FREE



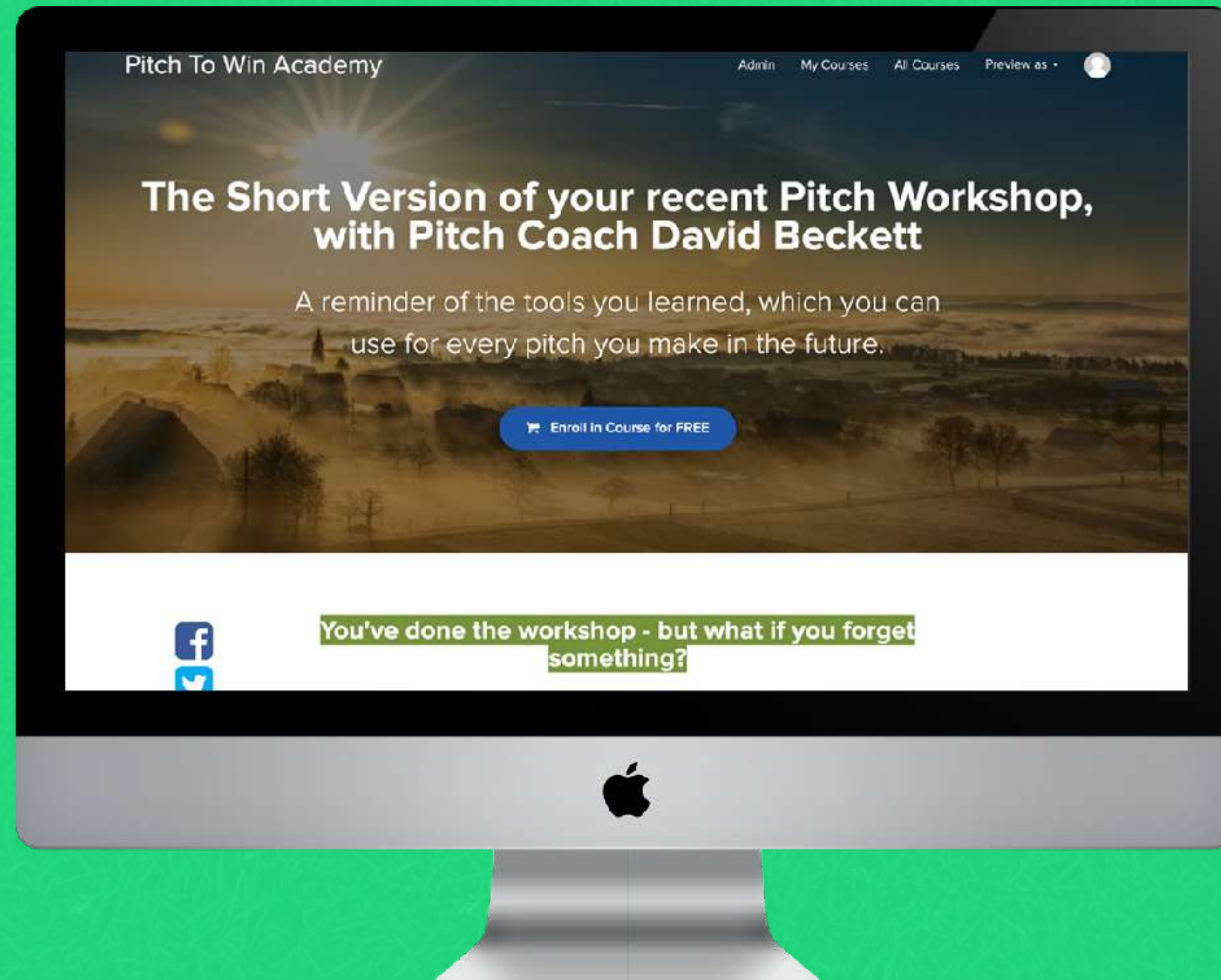
The App: iOS and Android

PitchProfessional

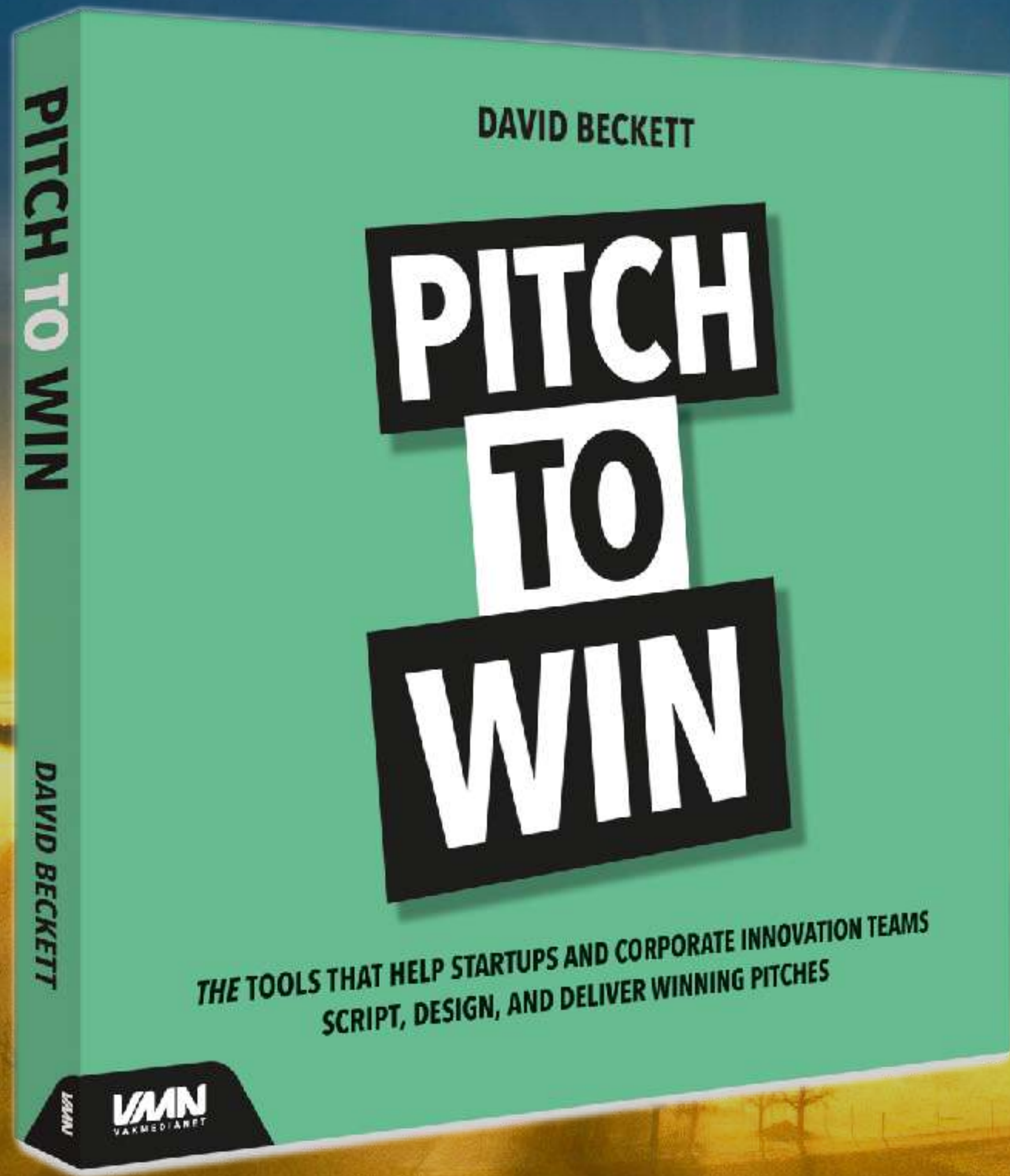
best3minutes.com/rockstart

FREE

tiny.cc/pitchworkshop



best3minutes.com/rockstart



David Beckett

Best3minutes.com

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