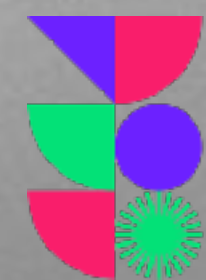


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



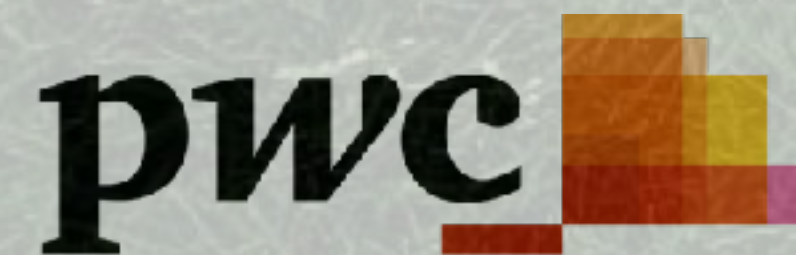
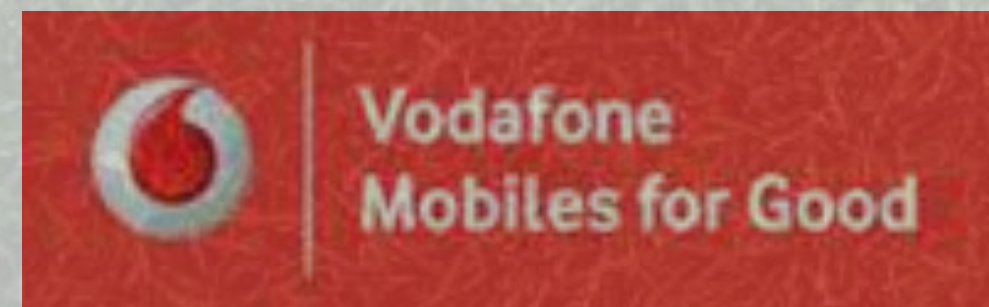
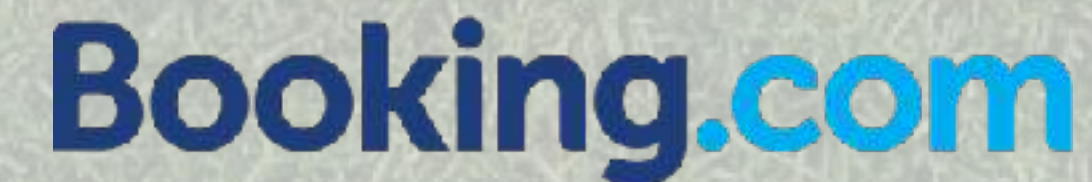
Best 3
Minutes

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



29 Countries

TRAINED 16,000+ PEOPLE



**GREAT IDEAS
NEED A VOICE**



The background of the slide features 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 also in various colors, including red, blue, and green. The overall effect is a sense of curiosity and inquiry.

QUESTIONS?

Please ask
IN THE CHAT

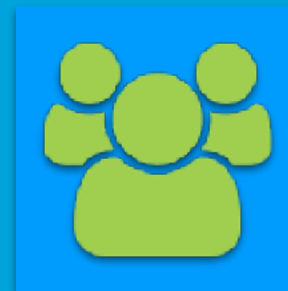
OPEN-3-CLOSE©

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?



ACTION STEP

Write down in 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



ACTION STEP

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

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

A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh circles and question marks. The bokeh colors include shades of pink, purple, blue, green, and yellow. The question marks are in various colors, including red, blue, and green. The overall effect is a dreamlike, artistic representation of curiosity and inquiry.

QUESTIONS?

Please ask
IN THE CHAT

The Open-3-Close© Pitch Model



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**

begin

PAIN

PRODUCT

Product Demo

Uniqueness

Team (4)

(Customer) Fraction

business model

Investment

team

Wij van Gight
Laten ontdekken
niet waken

social risico
gevoegen
list of 5:
fysiek
financieel
sociaal/moraal

belouderen
vallen

gratis
installatie

341: 3000 druppels

gettyen aarden
1 truck
2 team
3 meel

without having top
switch to
without having to think

gratis
installatie

storyline? →

schakel

100's (around)

Packaging
1kg
Pakket

Student
aan
huis?

30 sketch
aarden
bij 5
(theoretisch en
schetsen)

Al incluisde
licht (service)

→ half
dalen
zorgde
te worden

theoretisch aan
schakels

Customized
input of maat (right)

add-on
input of maat (right)

art best
licht (311)

Customized
input of maat (right)

add-on
input of maat (right)

scale:
example

Readmap
3 jaar

for a limited
market (demographic)
tendenzen

markt:
digitale
pariteit

markt: hoe
kunt
prijs
opkopen
(in service)

verlichter ft.
sluipkoning
in NL

kt x
is
revenue
winst

become
ambassador
Papier
cap top
site

7 hour
meeting
remind
network

informatie
om
af te nemen
afspraken maken
in netwerk

660

**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,
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.**

The background of the slide features a close-up of a person's face, with the eyes and mouth visible. The face is overlaid with a vibrant, abstract pattern 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 eyes and mouth. The overall effect is one of curiosity and inquiry.

QUESTIONS?

Please ask
IN THE CHAT

The Open-3-Close© Pitch Model



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

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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Developed from an original idea by David Beckett.

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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®

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



PAIN

What is the **problem**
you solve?

What is the **HUMAN**
RESULT?



Lost time?

More cost?

Complex steps?

Irritation?

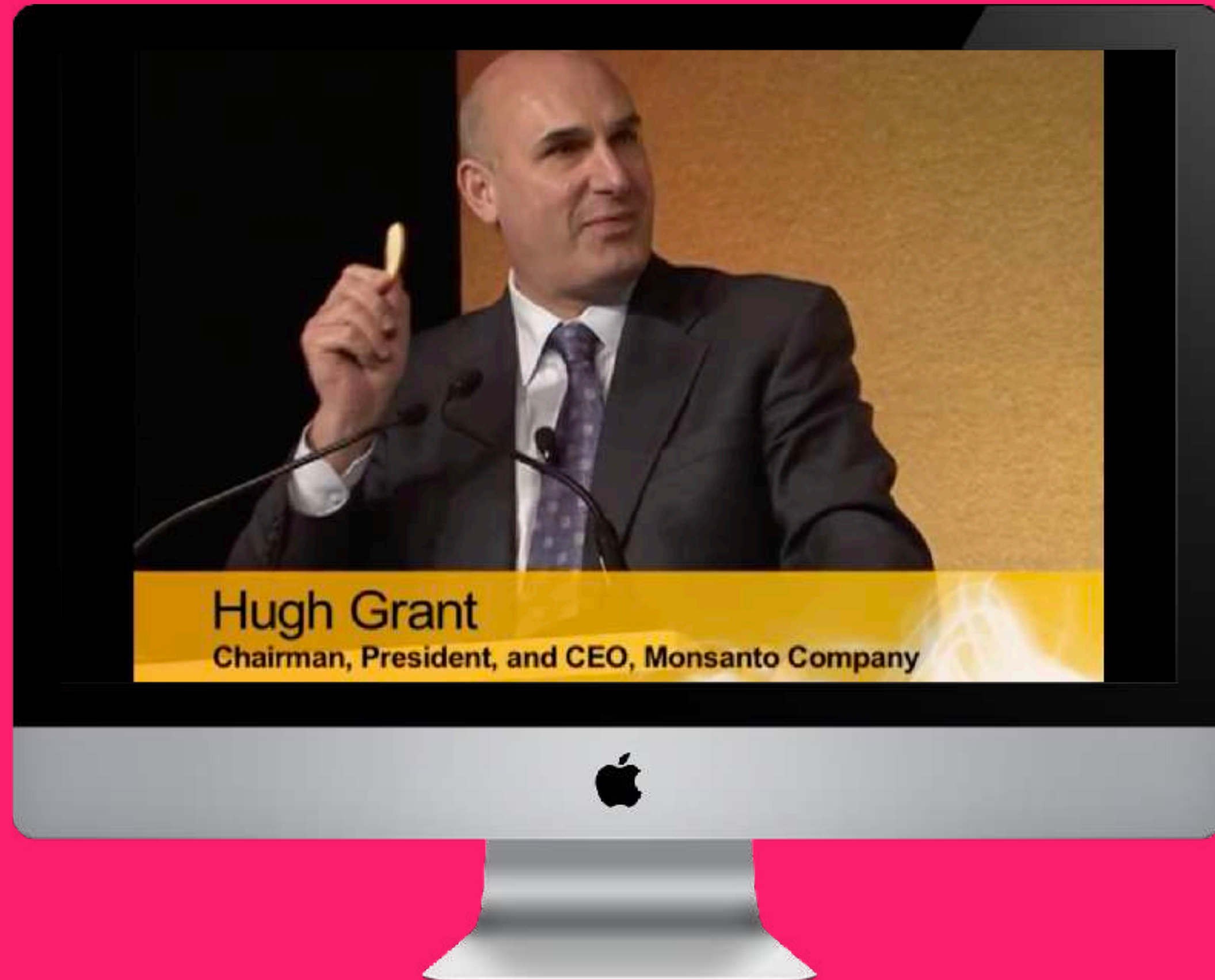
Lost customers?

Bad reputation?

EXAMPLE OF PITCHING THE PAIN

A **brilliant** example, from
a company I dislike

youtu.be/hUhOTVFKJjc



BSR CONFERENCE 2010

New York | November 2-5 | www.bsr.org/conference

HIGHLIGHTS

Hugh Grant

Chairman, President, and CEO, Monsanto Company

Eric Olson (moderator)

Senior Vice President, BSR






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?

BUSINESS MODEL

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



TRACTION or VALIDATION

Partnerships?

Paid **pilots**?

Users? Revenue?

Growth?

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?

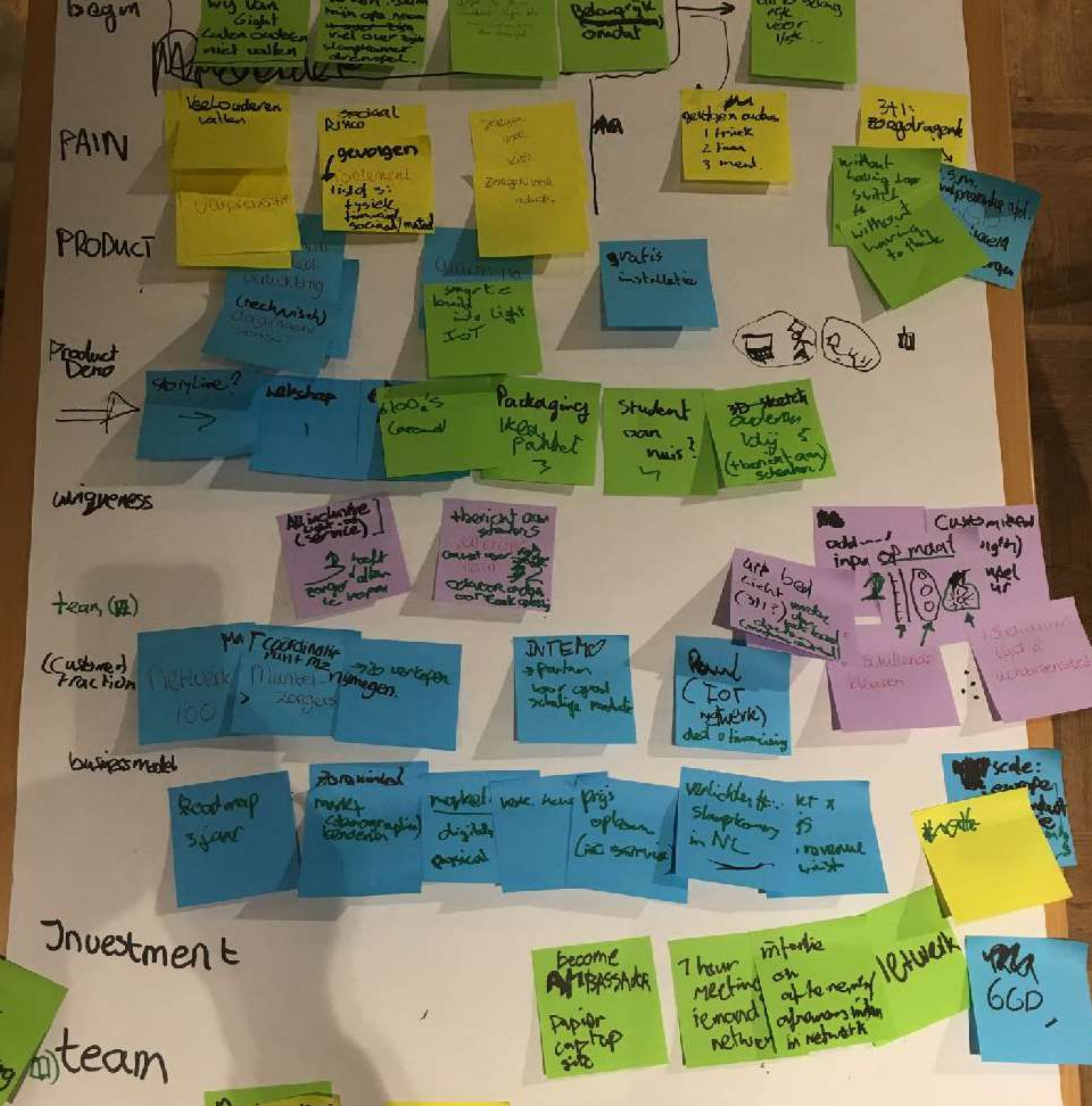
Your **Enthusiasm**
Counts!

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
VIM IMPORTANT?

50%
OF OUR
SUCCESS.

RIG
MOMENTS
MATTER.

BUILDING
CONFIDENCE.

WHAT DO YOU
NEED?
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SPREAD
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HANDS,
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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 5 mins,
hitting each judging criteria

WHY IS
PITCHING
VITAL?
50%
OF OUR
SUCCESS.
BIG
MOMENTS
MATTER.
BUILDING
CONFIDENCE.

WHAT DO YOU
NEED?
GREAT
SCRIPT.
BRAINSTORM
WITH
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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?

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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





Show Your **ENTHUSIASM**



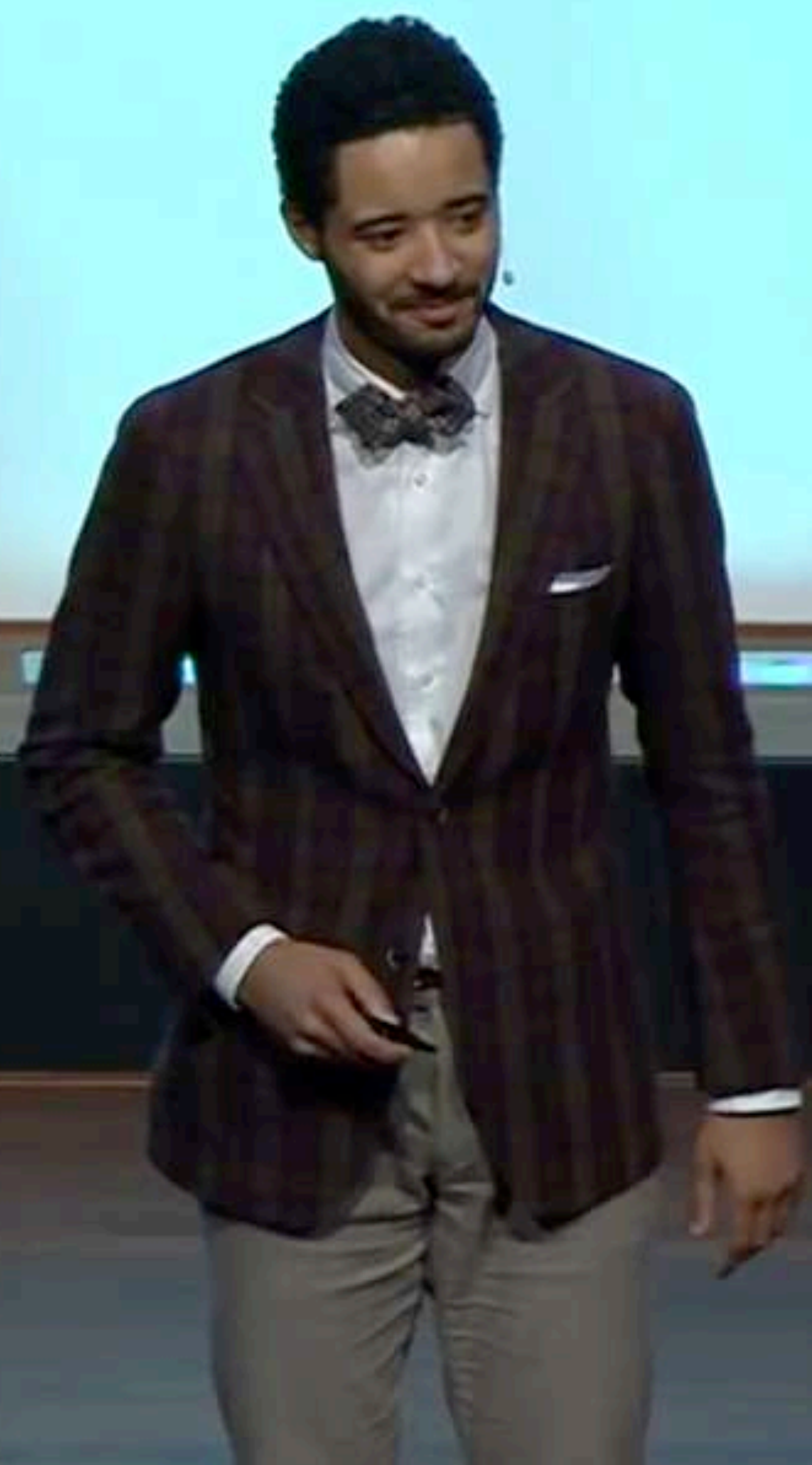
startup bootcamp



DEMO DAY

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

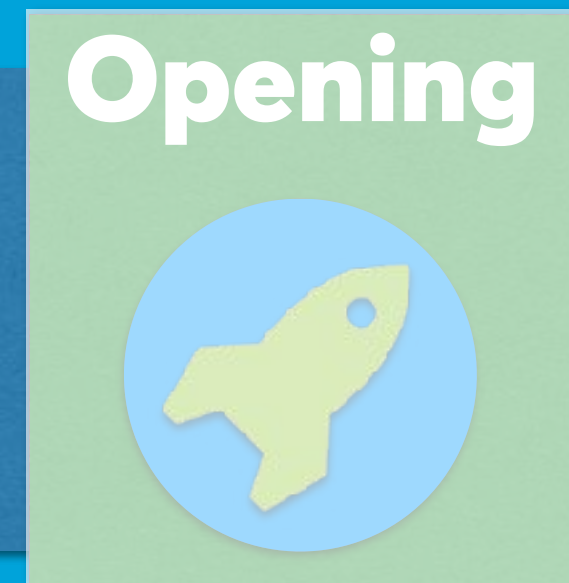
Test them **out loud** on
someone else

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QUESTIONS?

Please ask
IN THE CHAT

The Open-3-Close© Pitch Model



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



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





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!

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QUESTIONS?


Please ask
IN THE CHAT

Pitch tools and **RESOURCES**




best3minutes.com/george-brown-college

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

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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.

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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

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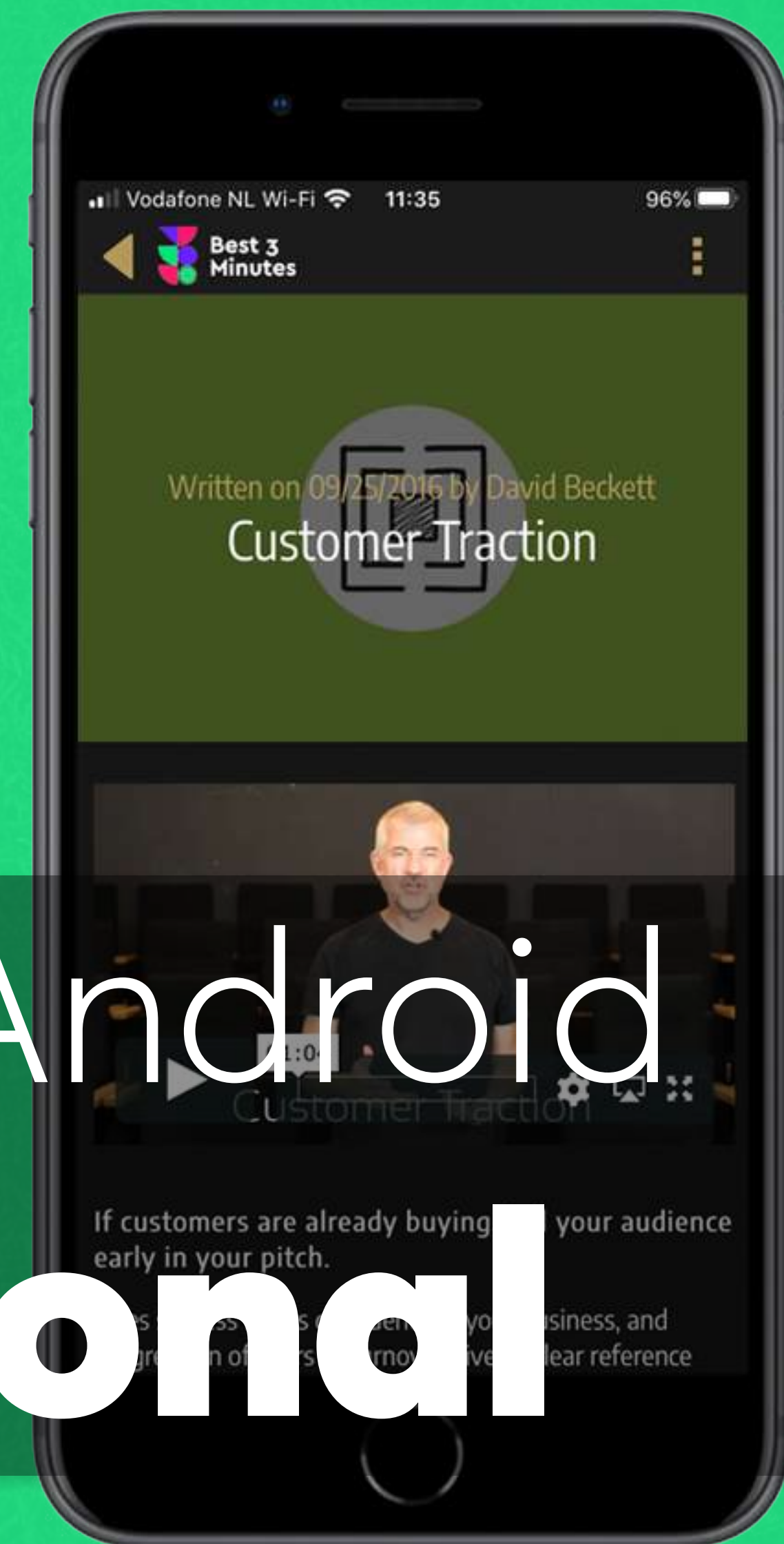
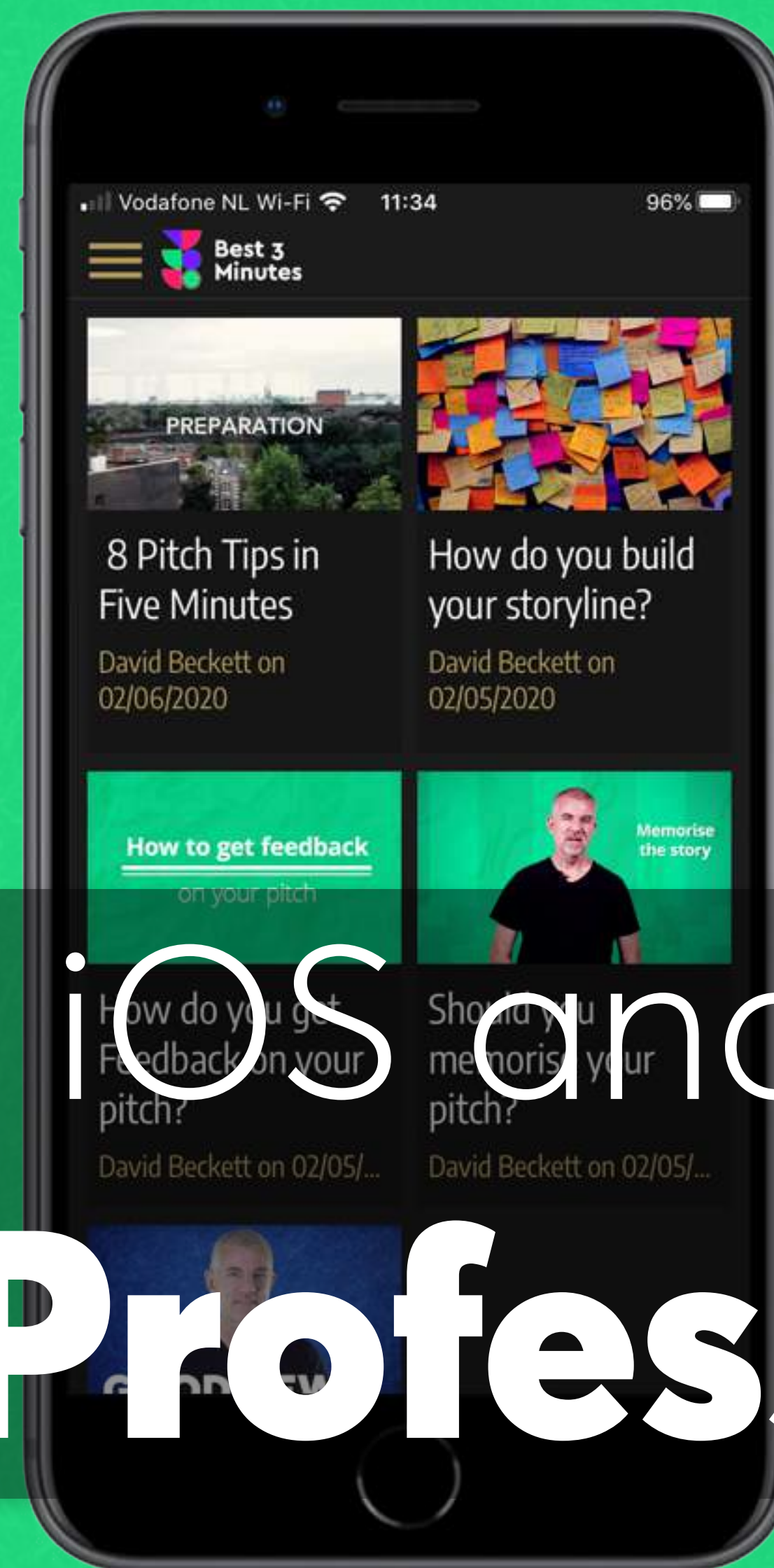
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Blue Moon Pitch

Written by
David Beckett

David Beckett

Best3minutes.com

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