

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

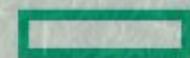
**TRAINED 16,000+ PEOPLE**



Rabobank



Unilever

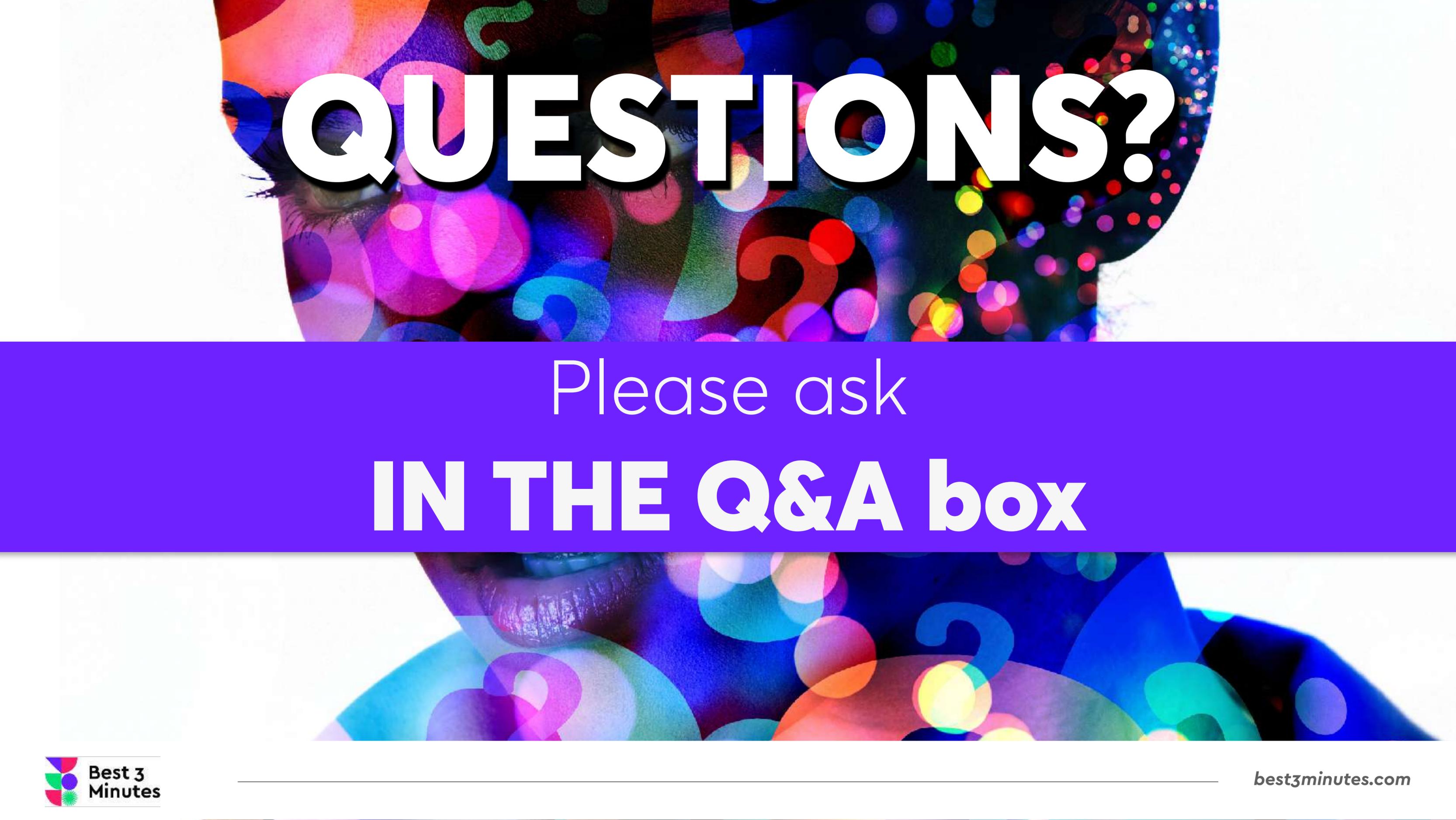


Hewlett Packard  
Enterprise



**GREAT IDEAS  
NEED A VOICE**





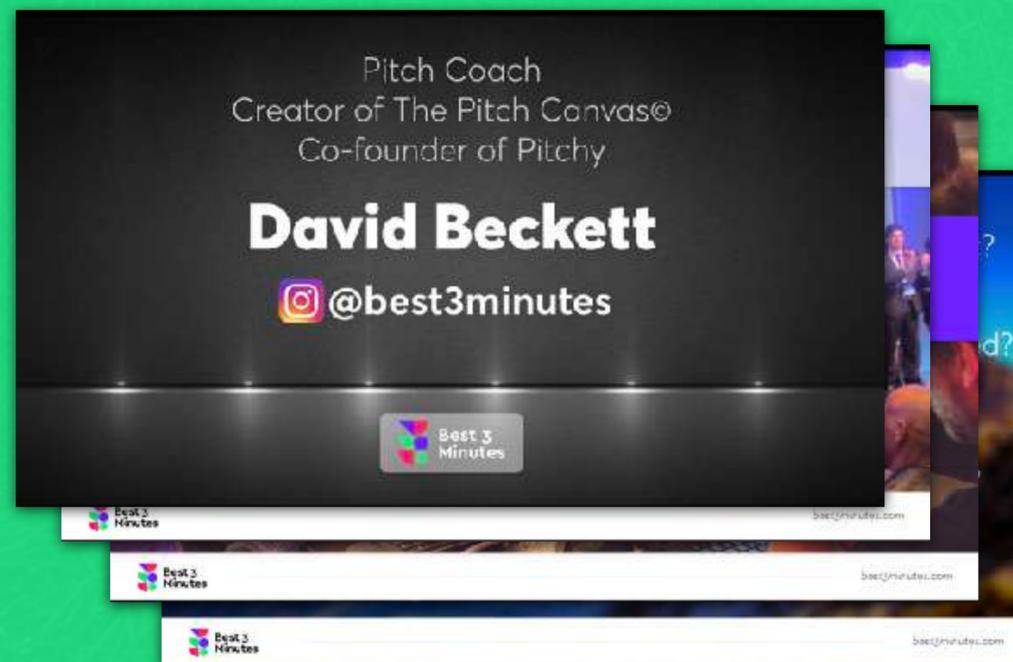
# QUESTIONS?

Please ask

**IN THE Q&A box**

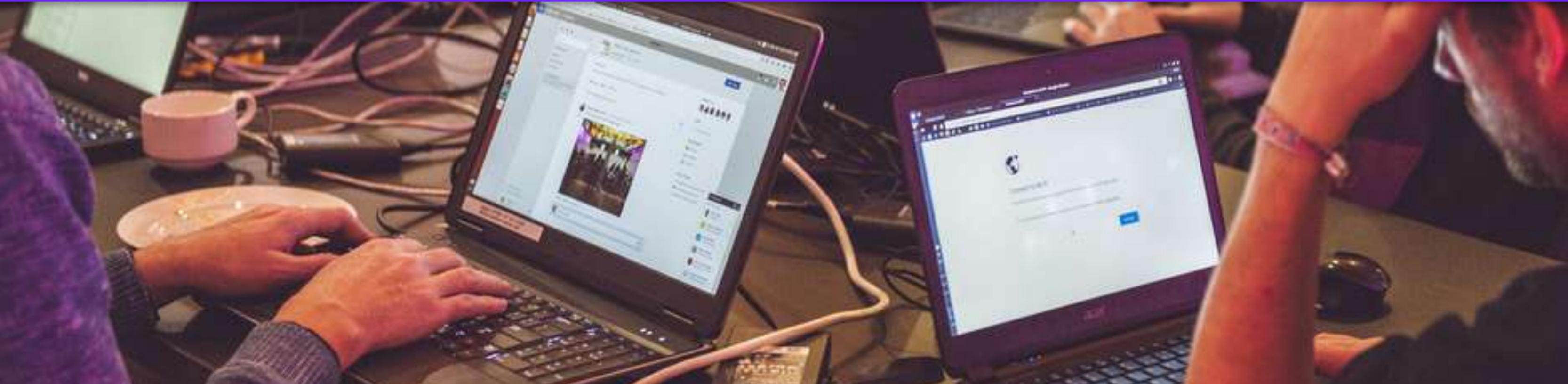
# You will receive

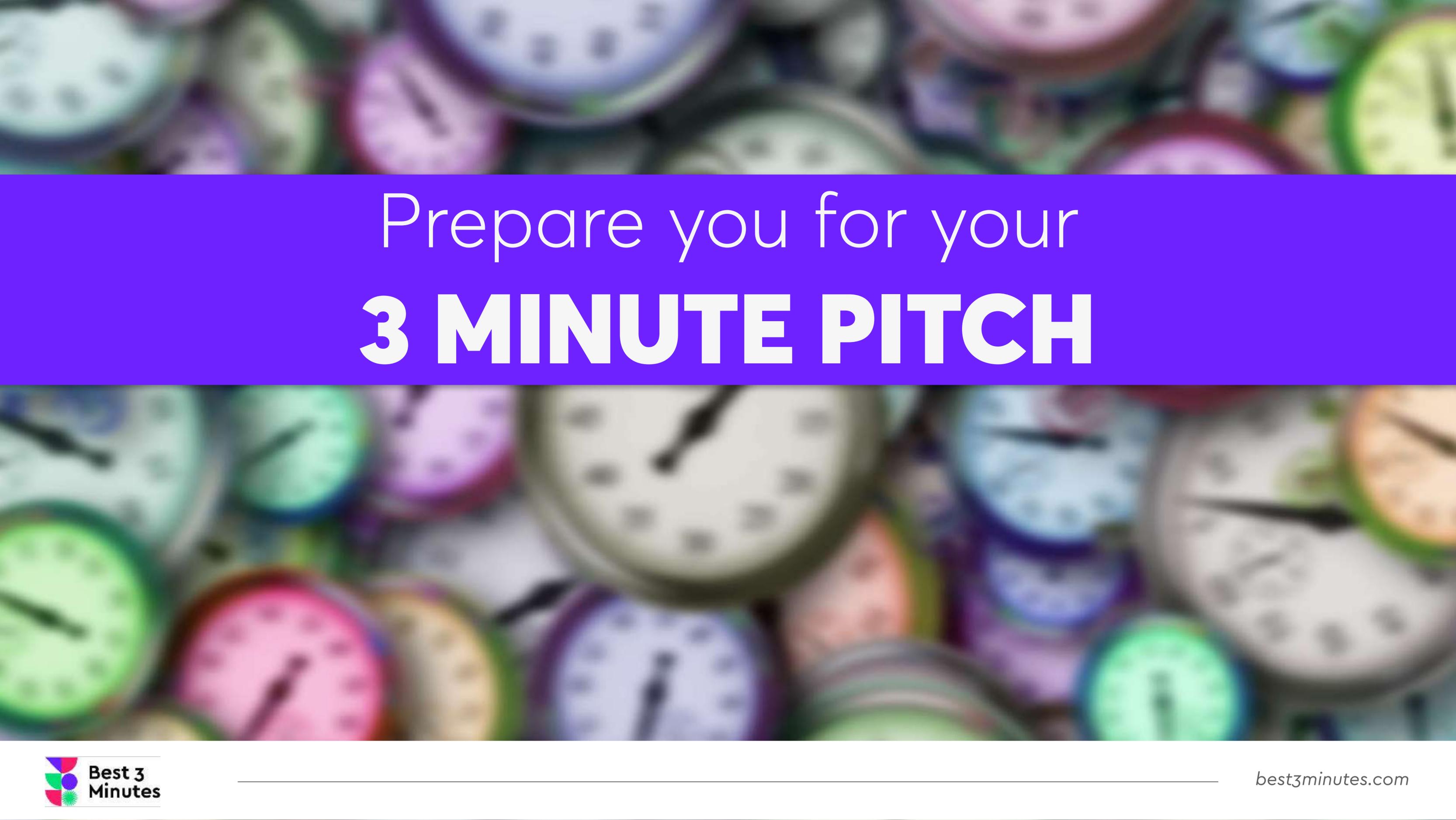
# SLIDES AND MANY MATERIALS





# How to make a great **Hack For The People Pitch**





Prepare you for your  
**3 MINUTE PITCH**

# How Many Words **PER MINUTE?**



# How Many Words **PER MINUTE?**



**130-140 Words  
Per Minute!**

**9 Sentences**

Who is your audience &  
**WHAT DO THEY CARE ABOUT?**

## **1. Practicality**

If implemented, it will have a significant and lasting impact.

## **2. Design:**

UX appealing to the eye, easy to access and navigate around. If you gave it to an elderly person, they would have no trouble figuring their way around.

## **3. Implementation:**

The project functions 80%+ and fully completes the tasks needed to tackle their issue. All parts of the project are fully implemented.

## **4. Presentation:**

Pitch split across team members explaining: what their project focused on, what their project is, and how that solves the problem that was chosen.

## **5. Creativity:**

The project tackles at least one problem within our four tracks and brings awareness to the issue. This project brings a new perspective to the problem and can benefit the community greatly, if put into place.

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?**

## **1. Practicality**

If implemented, it will have a significant and lasting impact.

## **2. Implementation:**

The project functions 80%+ and fully completes the tasks needed to tackle their issue. All parts of the project are fully implemented.

## **3. Design:**

UX appealing to the eye, easy to access and navigate around. If you gave it to an elderly person, they would have no trouble figuring their way around.

## **4. Presentation:**

Pitch split across team members explaining: what their project focused on, what their project is, and how that solves the problem that was chosen.

## **5. Creativity:**

The project tackles at least one problem within our four tracks and brings awareness to the issue. This project brings a new perspective to the problem and can benefit the community greatly, if put into place.



# PAIN

Does the proposition solve an **ongoing** or **anticipated** problem?



# PRODUCT

How do you **solve** the problem?

Don't **only** tell what **you built**: more topics to come!



# IMPACT/ PRACTICALITY

If implemented, it will have a significant and lasting impact.



# IMPLEMENTATION

Functions 80%+ and **fully completes** the tasks needed to tackle their issue.

The idea **comes to life** with their demo

# DESIGN

UX **appealing** to the eye, **easy** to access and navigate around.

An **elderly person** would have no trouble figuring their way around.

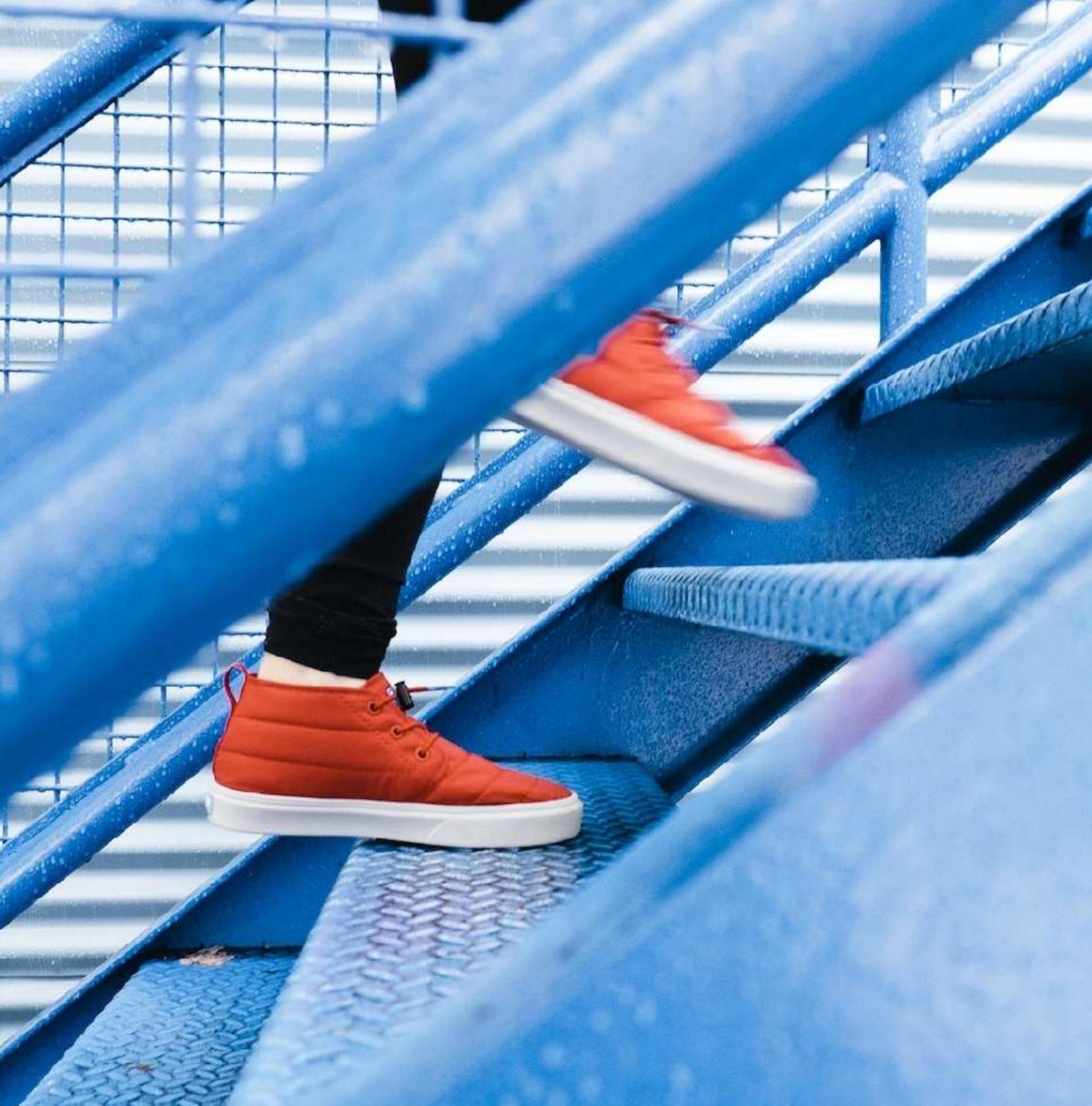


# PRESENTATION

Pitch split across **team members**

**Well planned,**  
clear beginning, middle  
and end





# CREATIVITY

This project brings a **new perspective** to the problem.

Can benefit the community greatly, if put into place.

# ONE LAST THING...



# WHY YOU?

What's your **motivation** to offer this proposition?

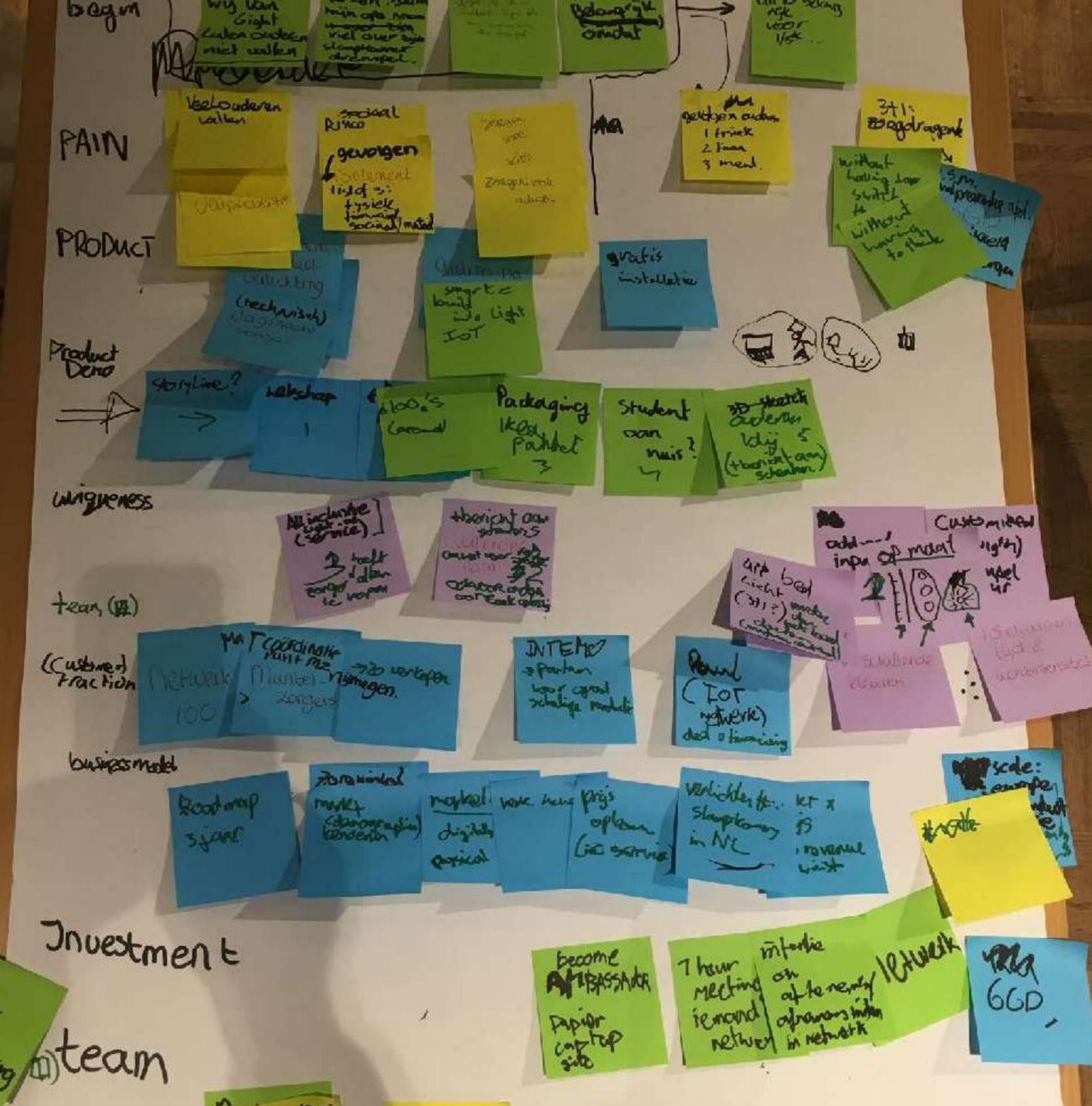
Your **Enthusiasm** Counts!

# 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  
VM 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 3 mins,  
hitting each judging criteria

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

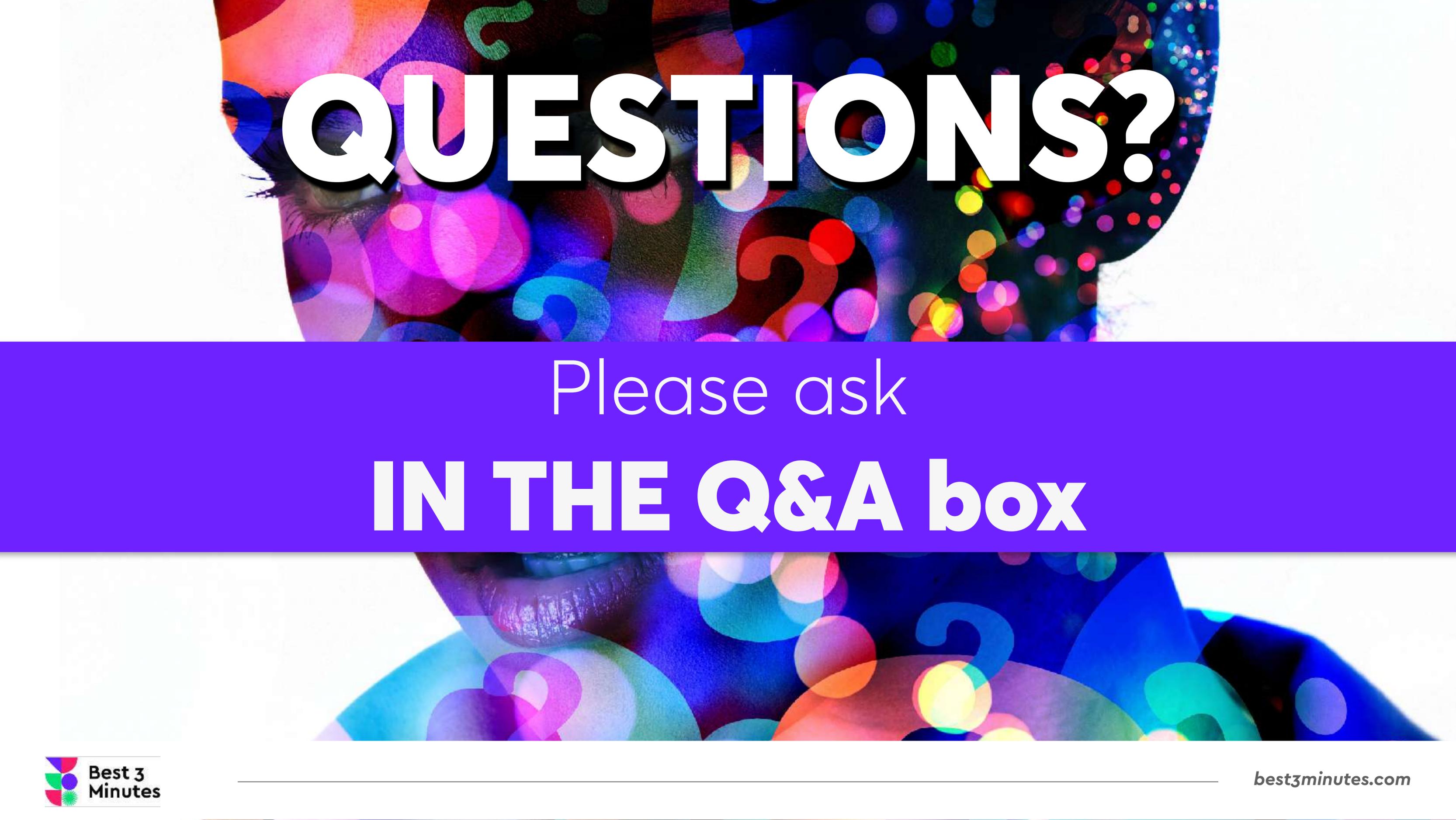
GREAT DELIVERY  
 HANDS, EYES, LEGS, FEET.  
 VOCAL VARIATION  
 DO YOU REALLY MEAN IT?

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?



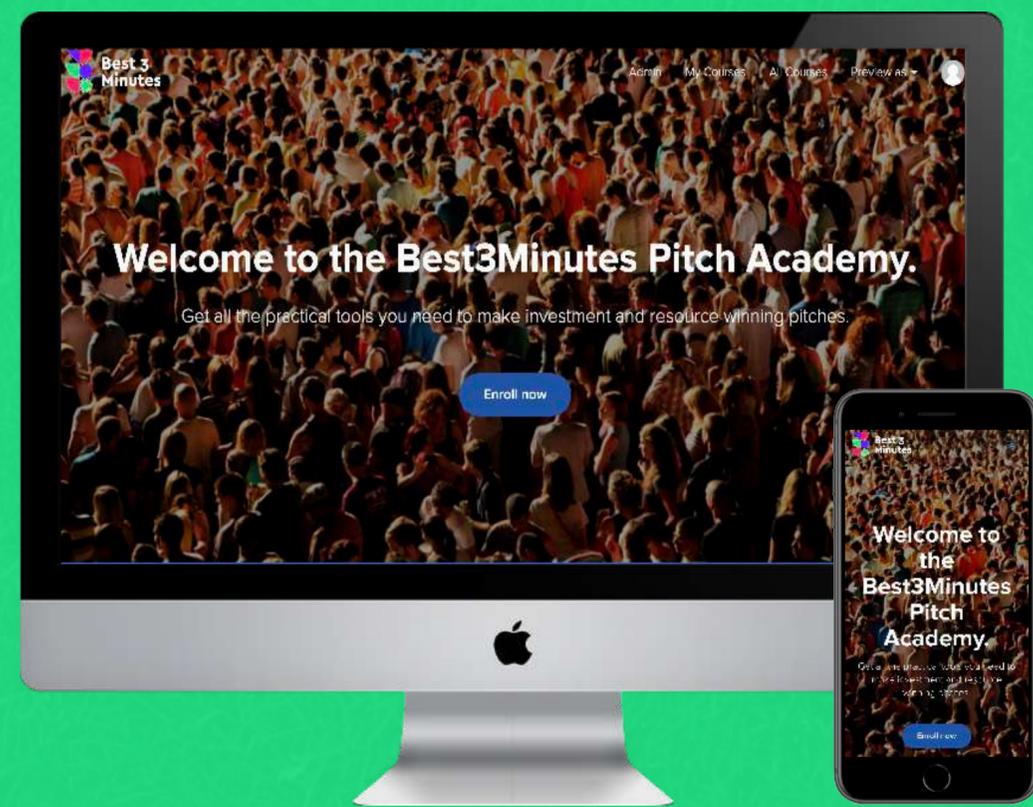
# QUESTIONS?

Please ask

**IN THE Q&A box**

**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

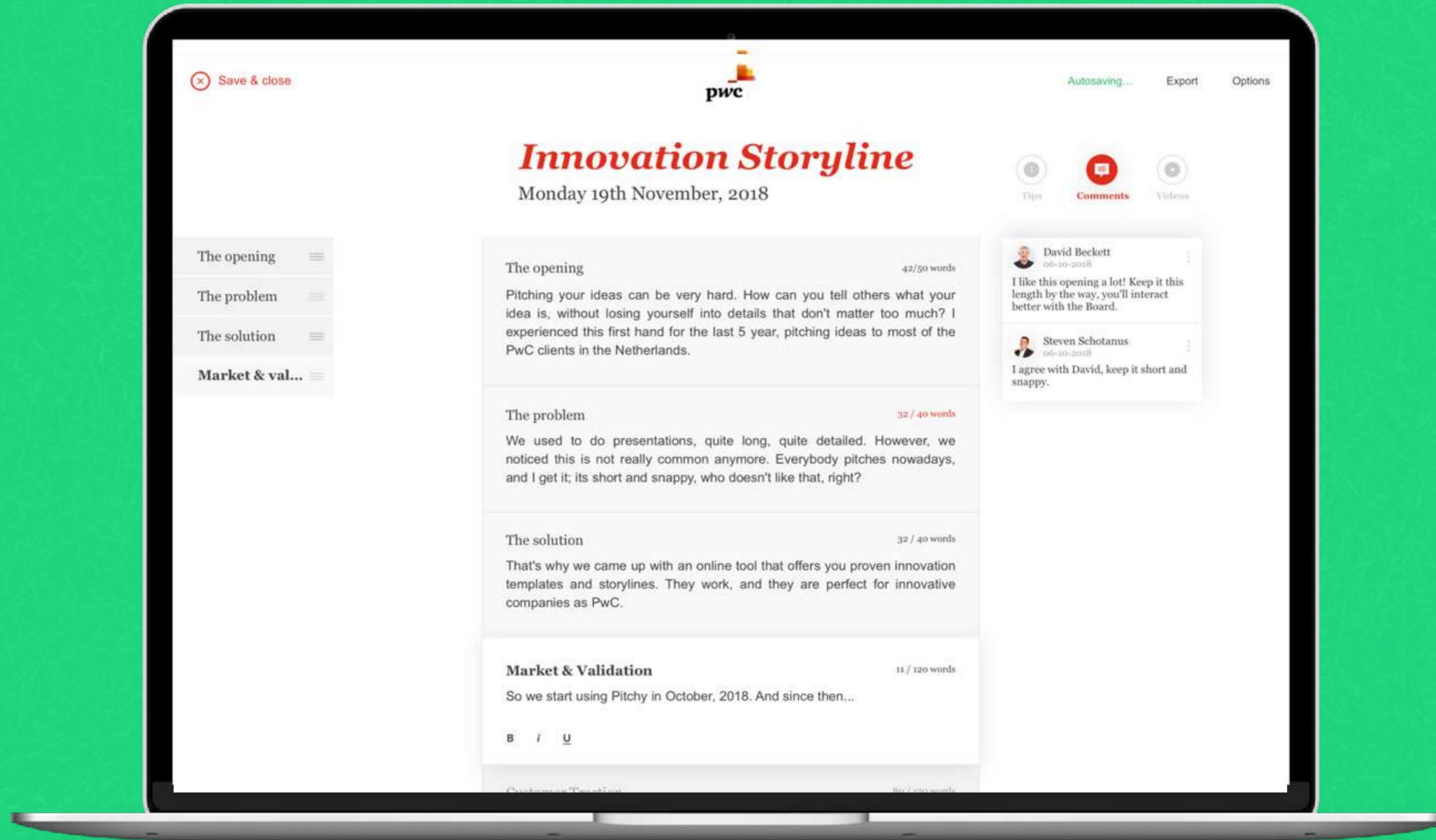
I like this opening a lot! Keep it this length by the way, you'll interact better with the Board.

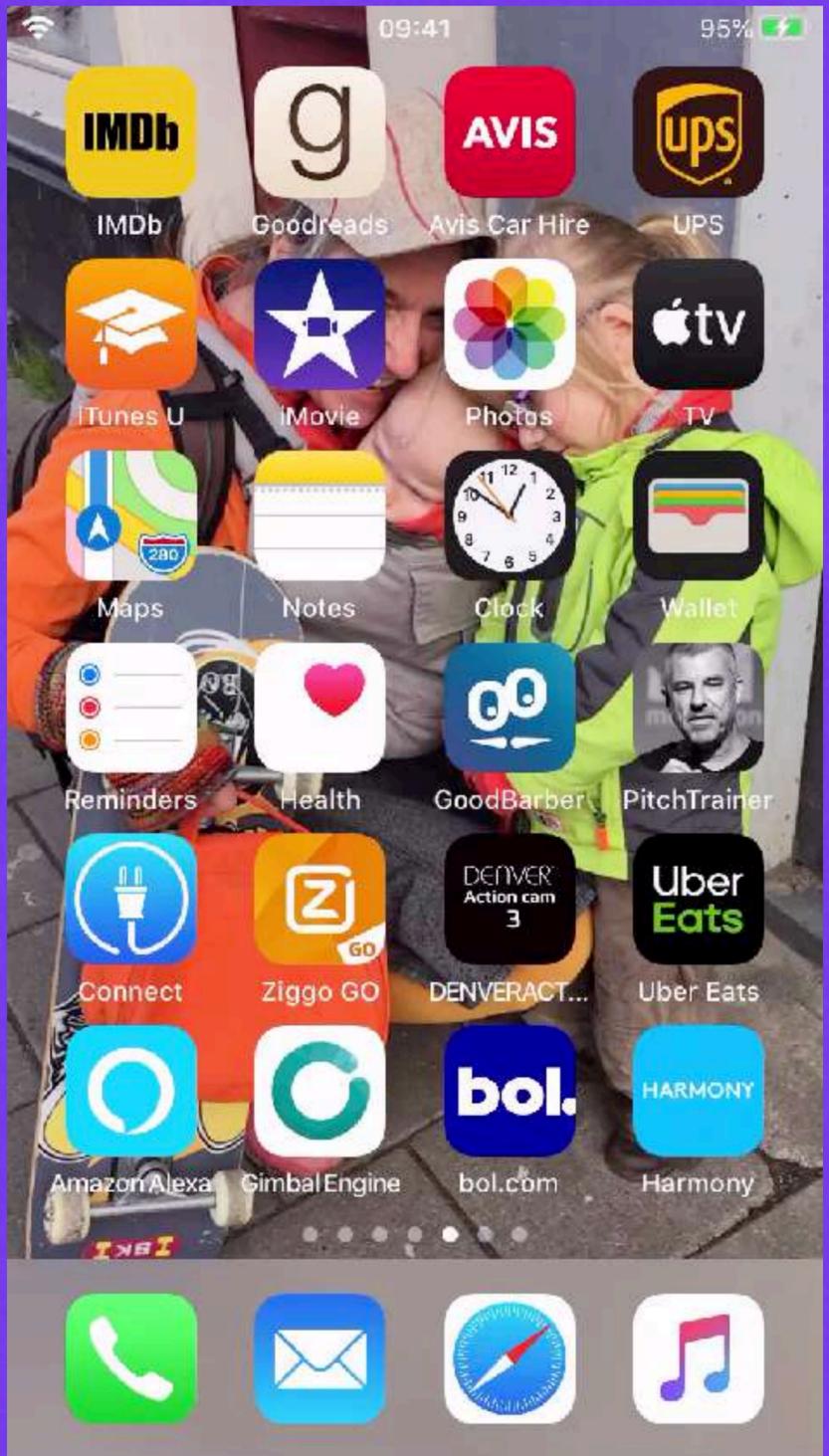


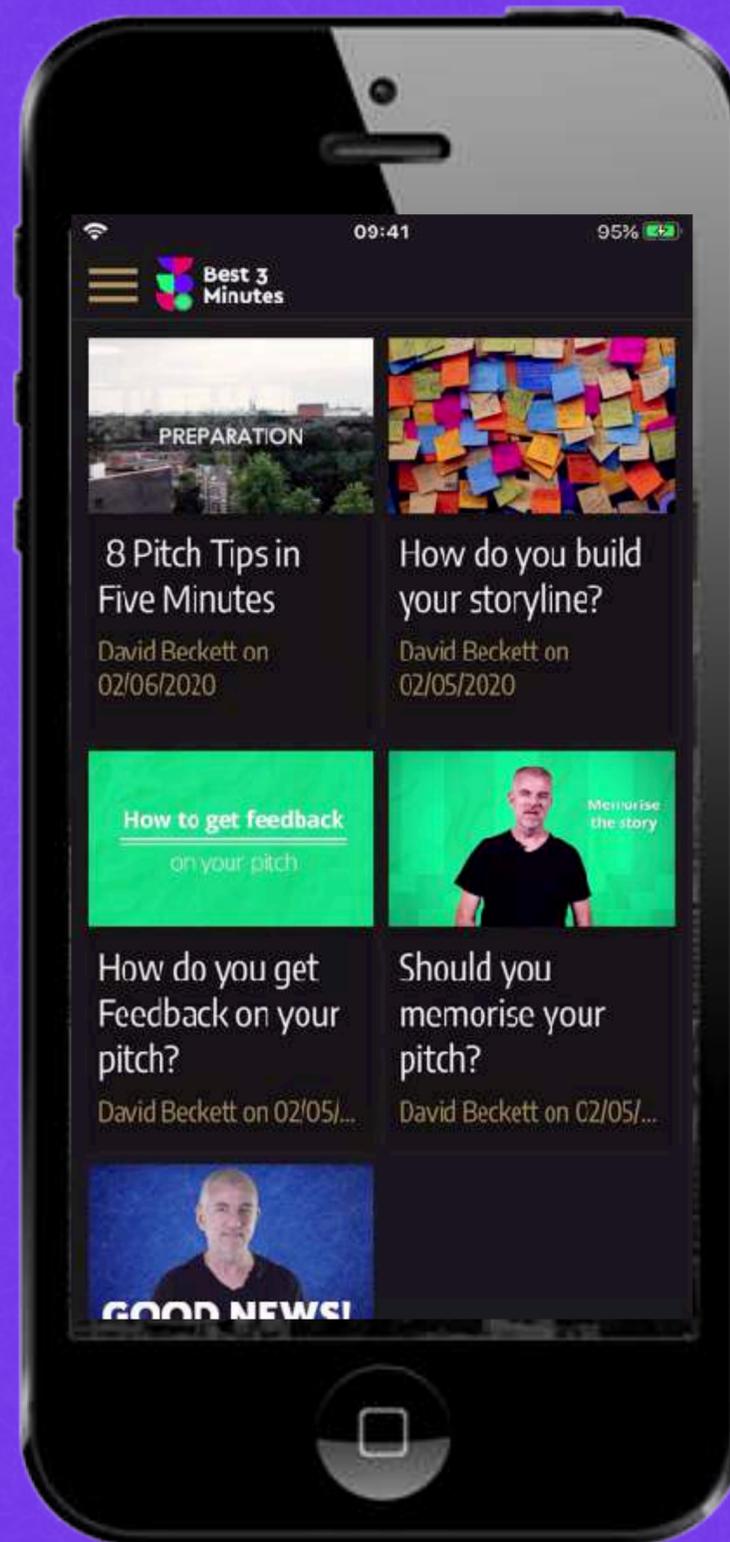
Steven Schotanus

06-10-2018

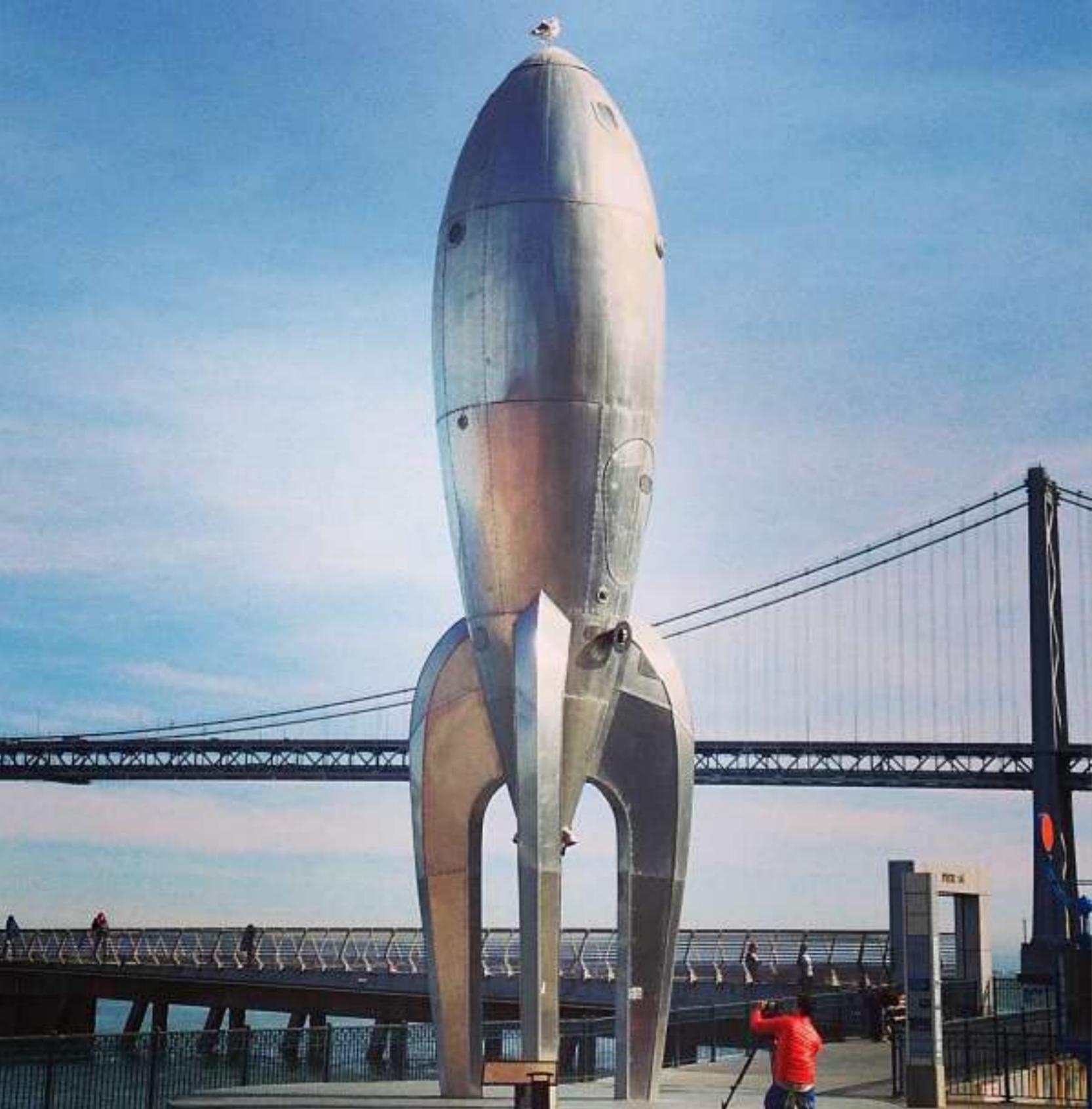
I agree with David, keep it short and snappy.







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

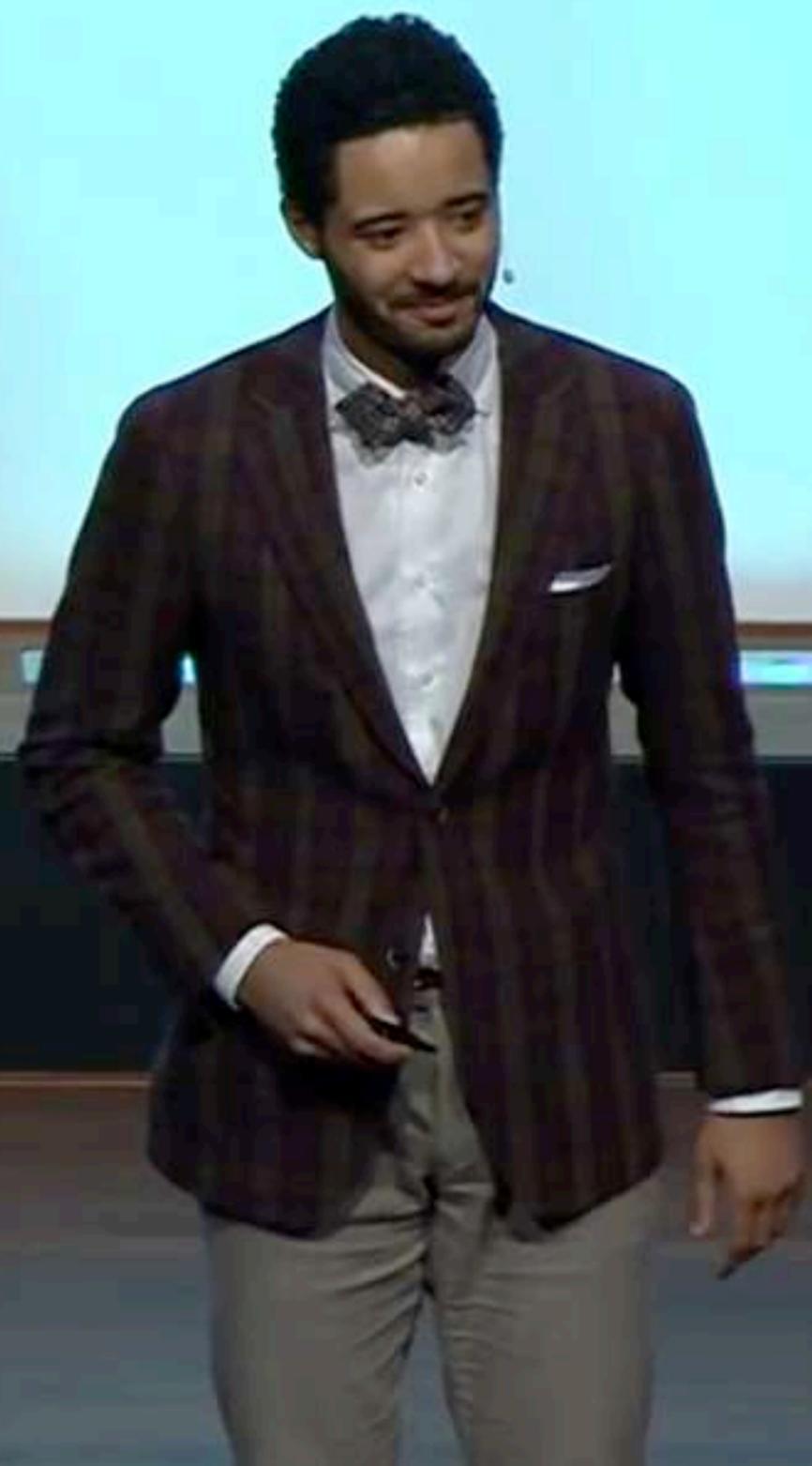
Percent

1

Year

Simply be  
**PROFESSIONAL**

**SADDL**





# 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?

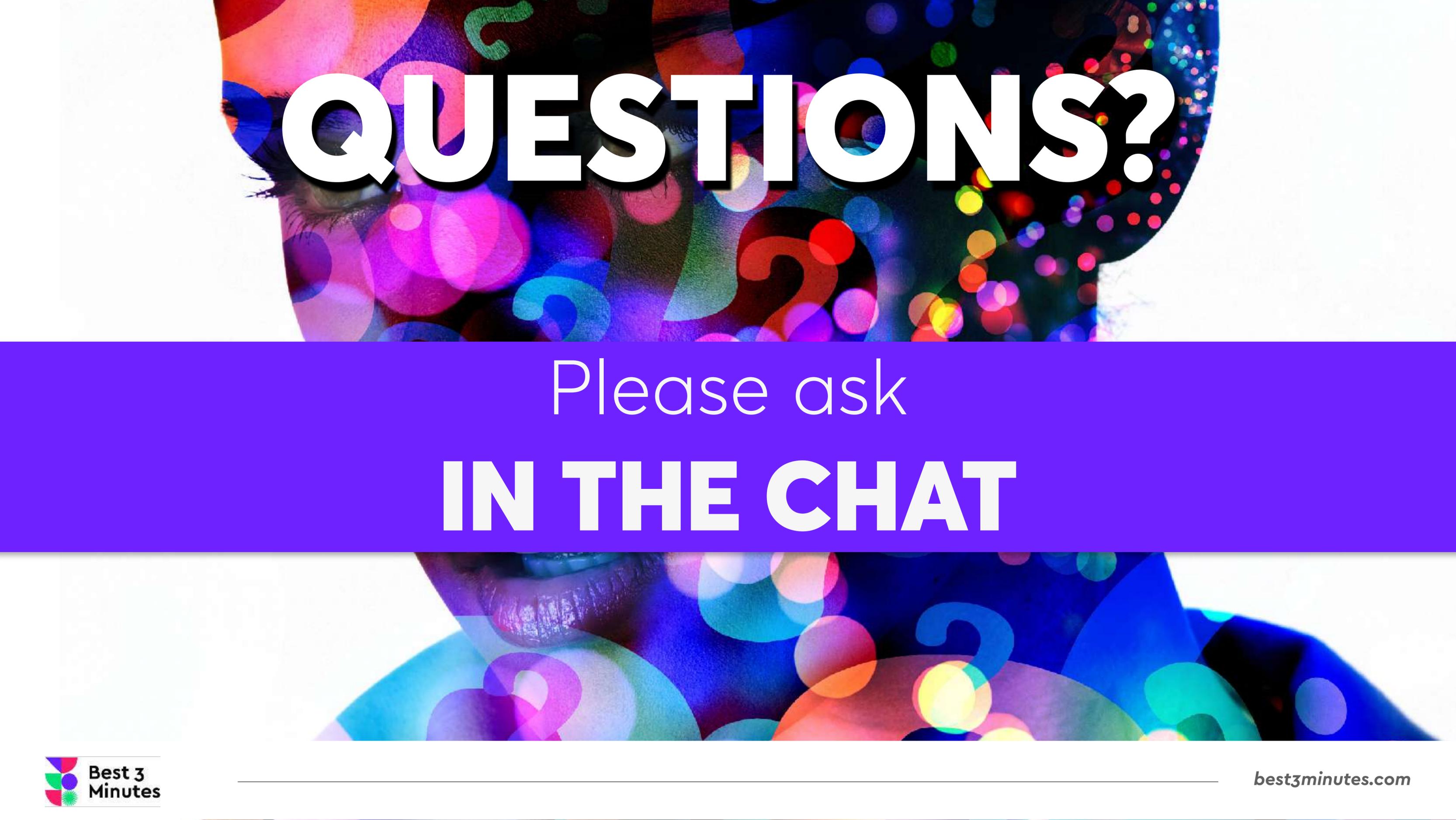
One **FRIENDLY** piece of  
advice for improvement

# ACTION STEP

**Review your brainstorm**

Write down your  
**opening** 3-4 sentences

Test them **out loud** on  
someone else



# 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)

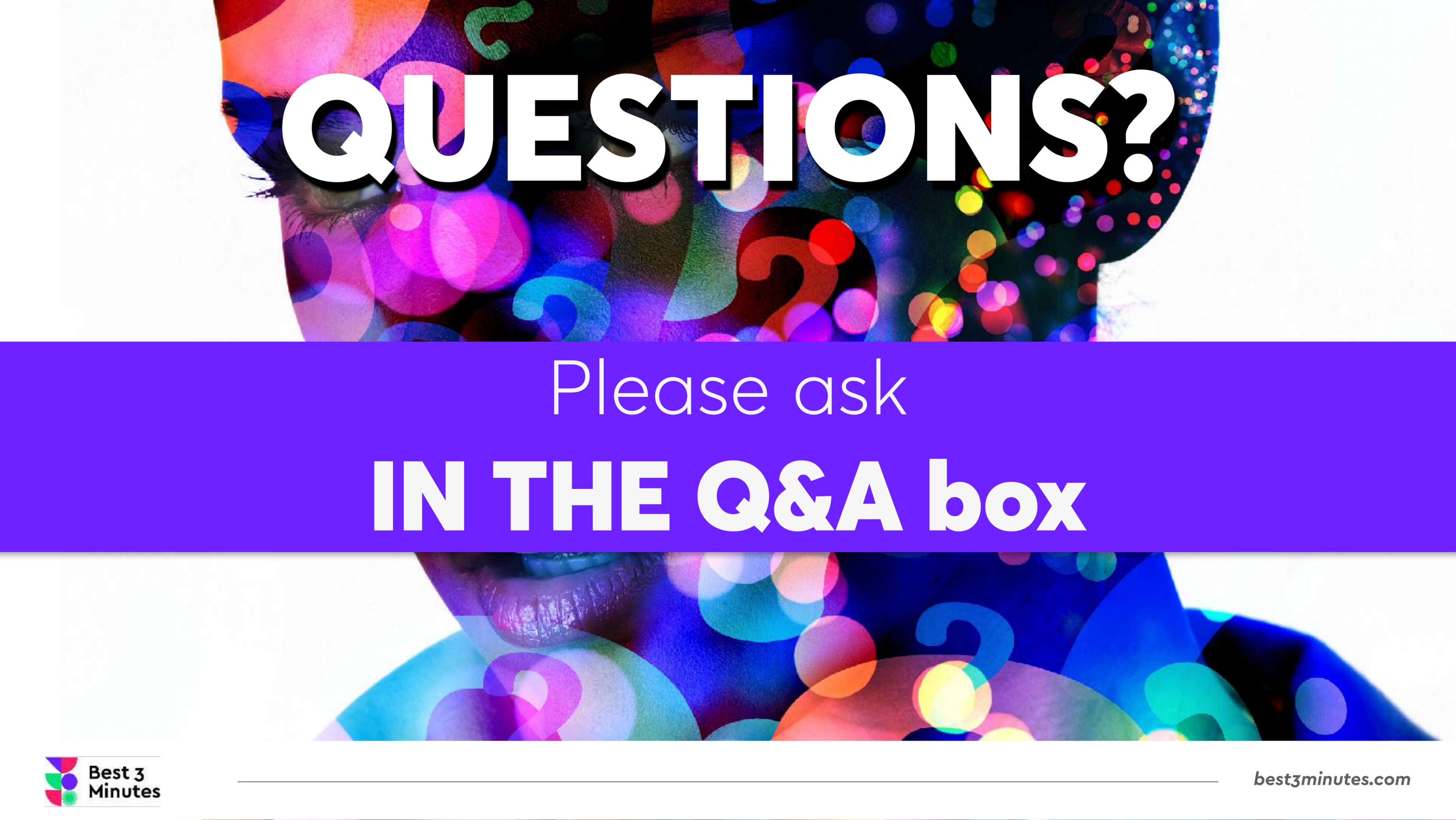
**I believe in this idea because...**

(a personal statement of what you believe)

# THANK YOU!

=

# I've finished, you can clap now!



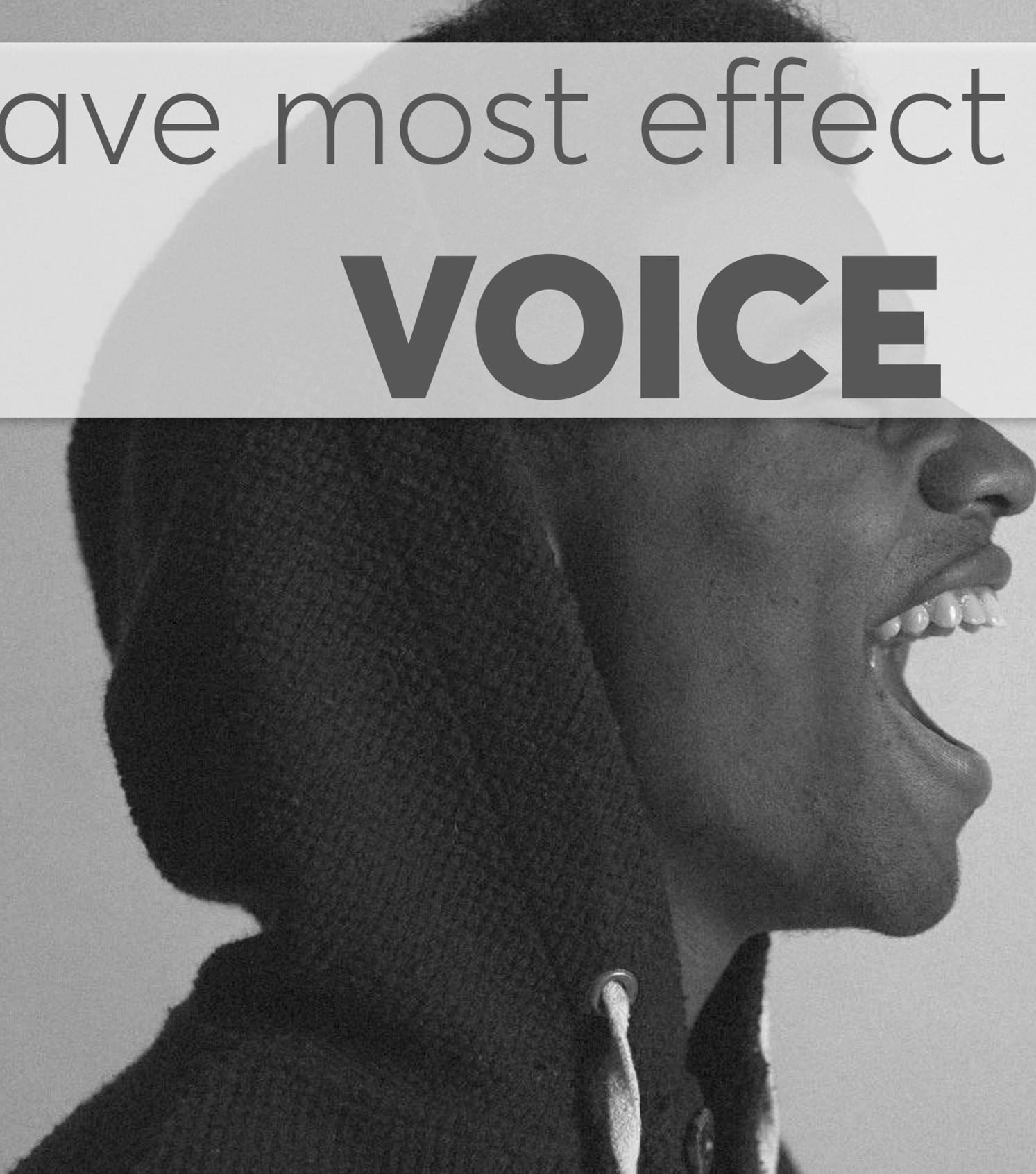
# QUESTIONS?

Please ask

**IN THE Q&A box**

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.”

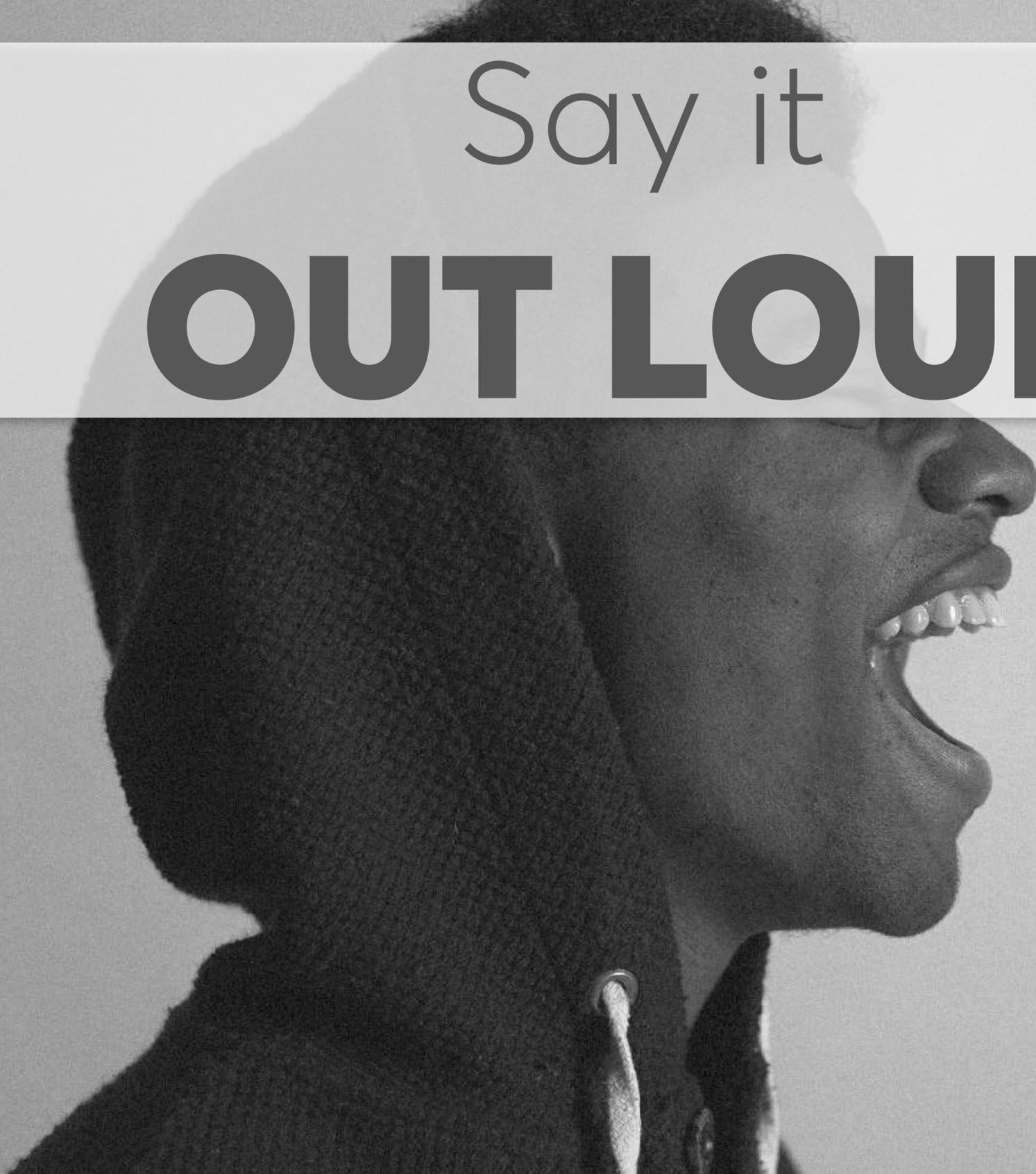
"Antony **said**  
that his boss  
did not commit  
a fraudulent  
act."

"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**



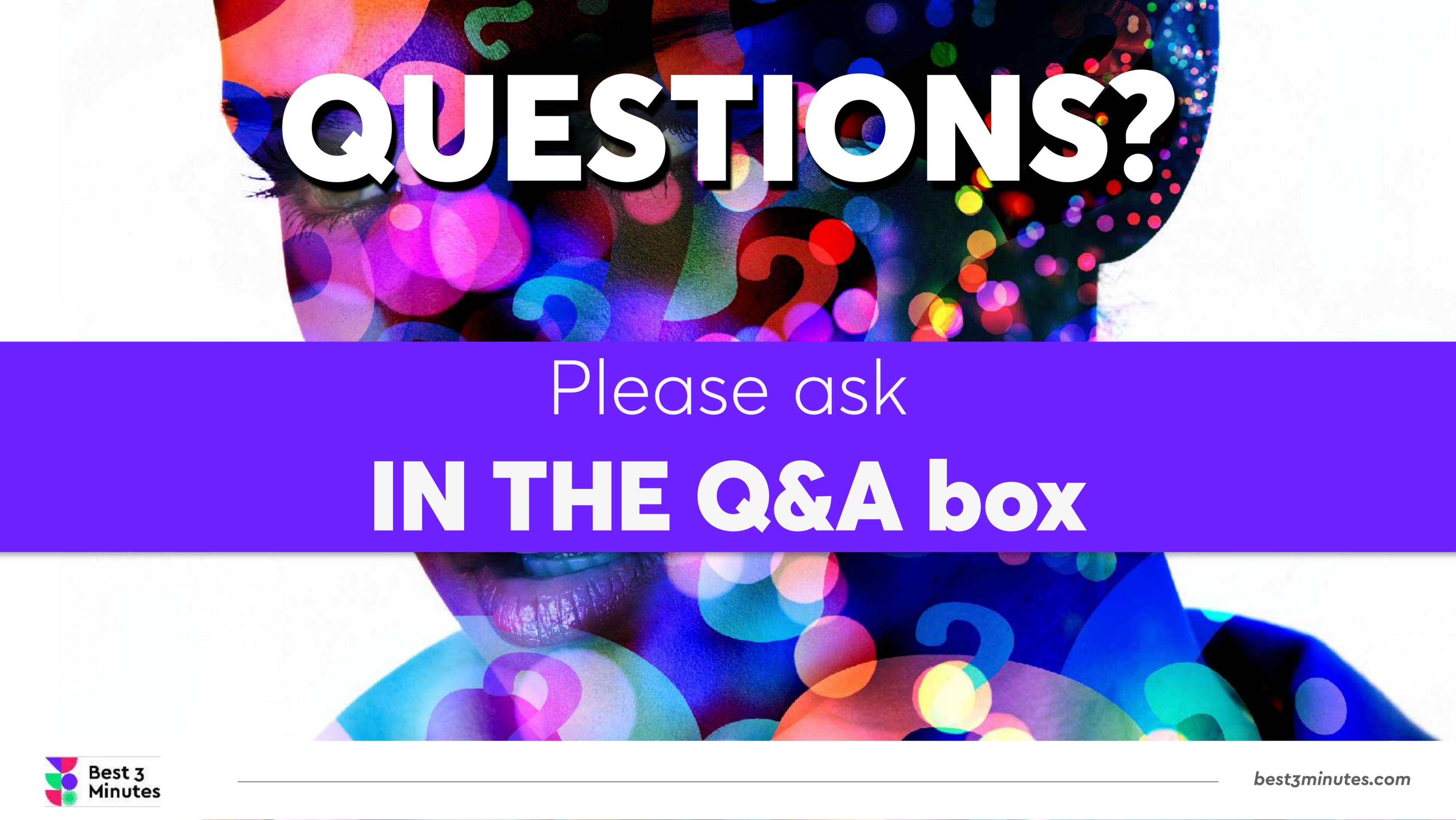
To improve your voice

# RECORD YOURSELF PRESENTING



# Consider **STANDING UP**





# QUESTIONS?

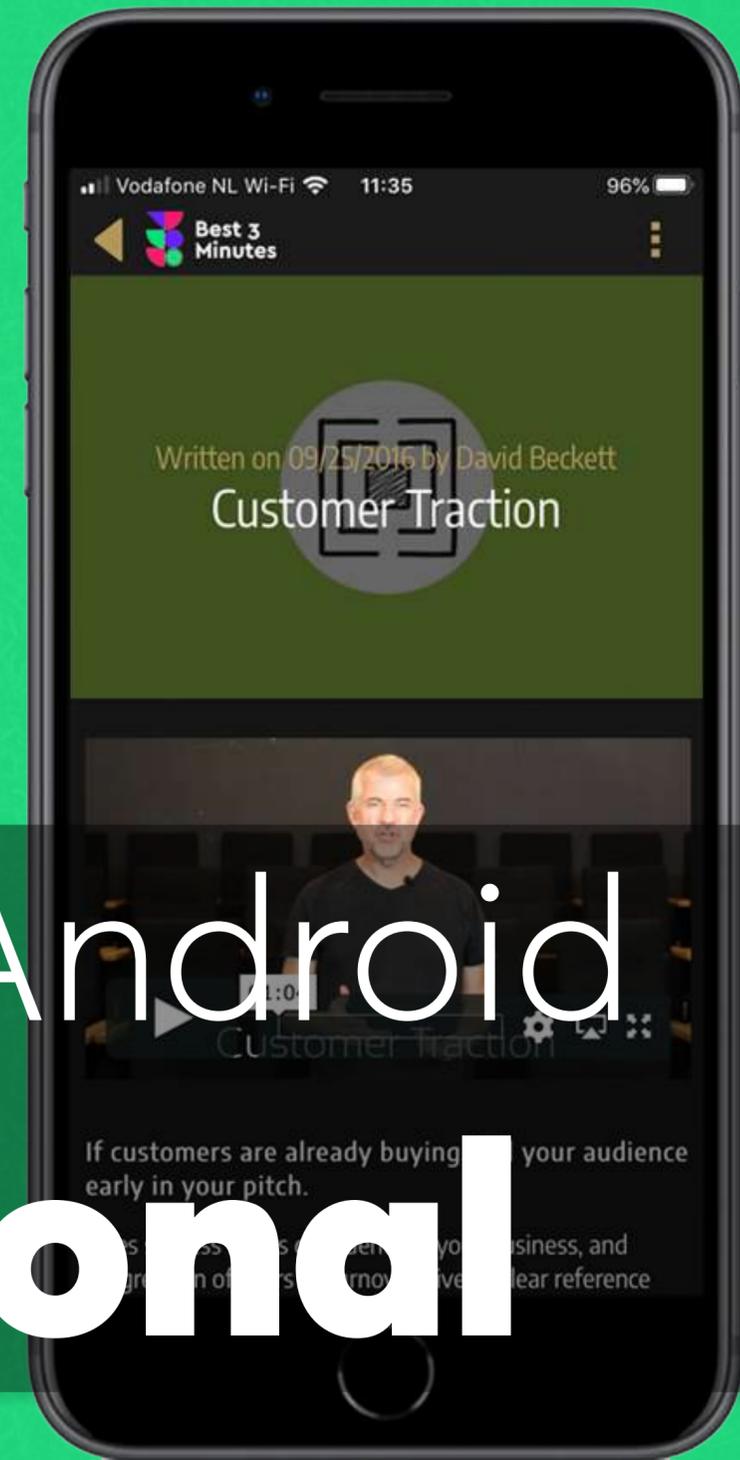
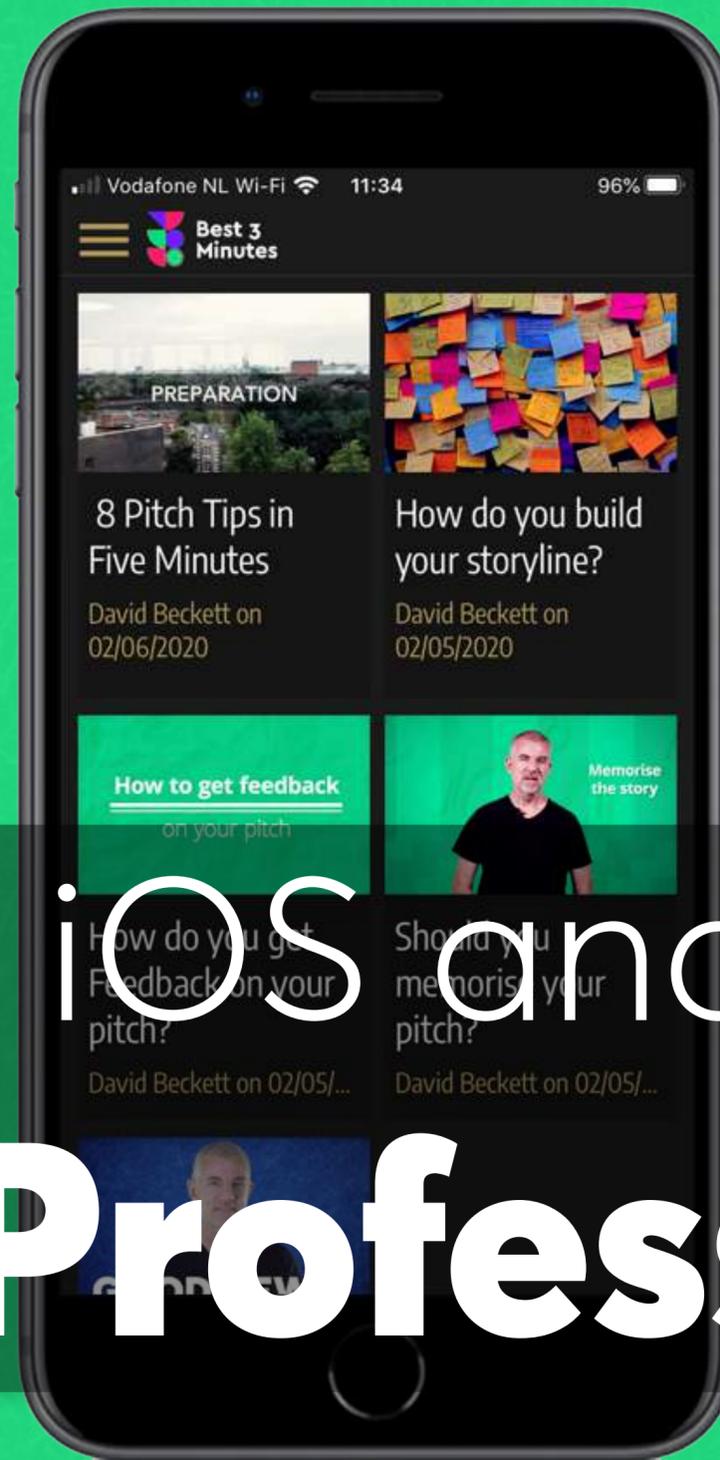
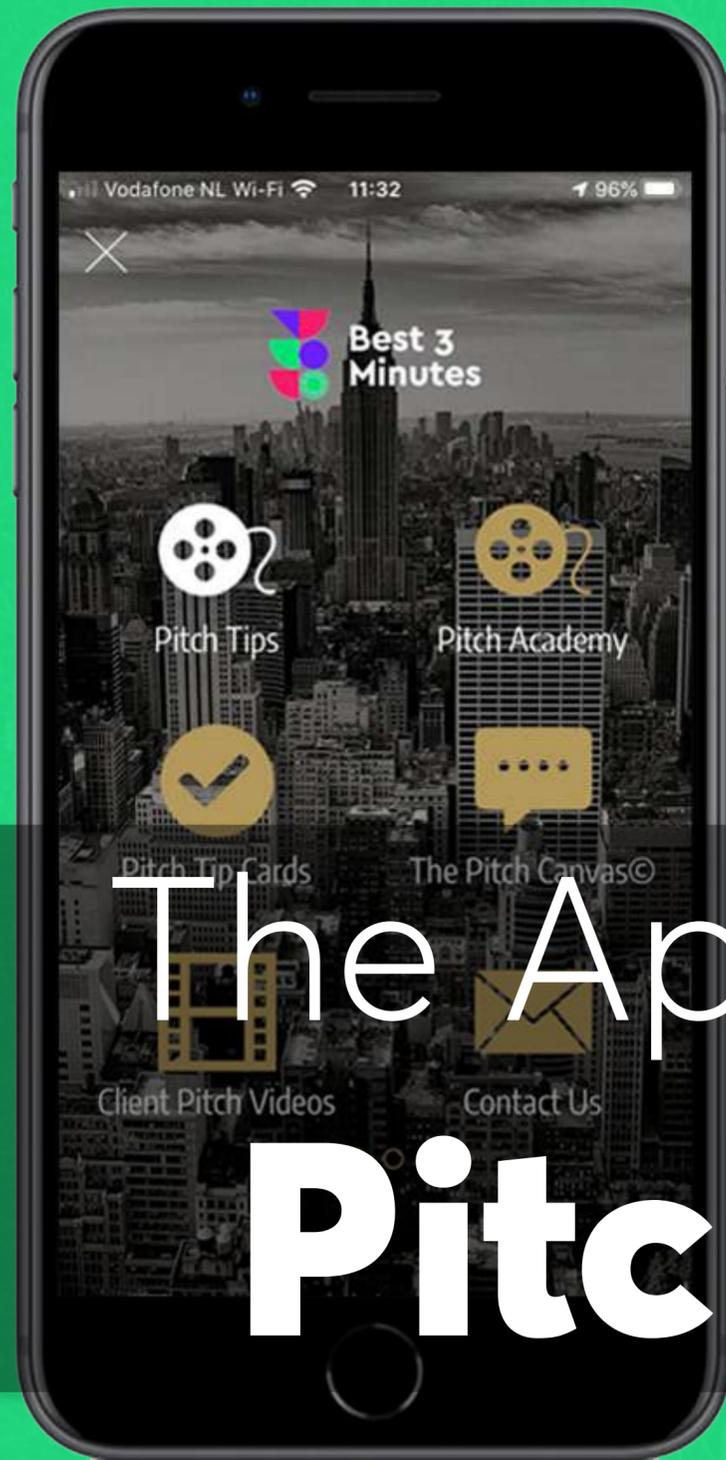
Please ask

**IN THE Q&A box**

# Pitch tools and **RESOURCES**



[best3minutes.com/hftpeople](https://best3minutes.com/hftpeople)



# The App: iOS and Android

# PitchProfessional

[best3minutes.com/hftpeople](https://best3minutes.com/hftpeople)

## Best3Minutes guide to your Hackathon Pitch



### How long is the pitch?

#### The Pitch is 3 Minutes long.

That's around 390-420 words, 27 sentences. Get the story roughly straight, then do a test against the clock. There is a hard cutoff: if you take too long, they won't let you finish!

If you fail to finish in 23mins while practicing, cut out some content and try again.



### How do I create my story?

#### Brainstorm with Post-its, not PowerPoint, to create the storyline.

Leave the software alone until you've had time to think. Get the ideas out of your head using Post-Its. Only make slides once you have the storyline clear. This will save you a lot of time, and you'll get a better overview of the flow of the story.



### What do they want to hear?

#### Here are the Judging Criteria;

- 1. Impact:** Solving a real problem, with potential major health impact?
- 2. Innovation:** Tech issues covered, context and potential resource limitations considered?
- 3. Implementation:** Can it be put into action? Sustainable proposition? Implementable with the program partners?
- 4. Presentation:** Good pitch? Diverse team, credible story?



### How to open the pitch?

#### Open Powerfully: make the first word count!

Don't waste time on 'I'm happy to have the chance to share' etc. Get into the pitch - what are you solving? What have you done? Are YOU excited about your idea?

Practice this out loud. The first seconds are the moments of biggest stress, make sure you're ready to go!



### Don't over explain details!

#### Use The Power of Three; stick to the headlines

Three minutes disappears before you know it! Don't get lost in the details.

Got 7 things you want to tell them about? Break it down to the most important 3 points. Easier to understand, and to remember!



### Finish like a professional.

#### Don't finish with a shrug of the shoulders... Finish with a bang!

The last 20 seconds are the first thing they will remember about you, your idea and your team.

Make a plan for those last 20 seconds - remind what they've seen, and why they should choose YOUR idea. Be professional to the last full stop.



### Oh... One More Thing!

#### Why do YOU believe in this idea? Your enthusiasm counts!

Pitching is a great opportunity to share your passion for what you do. Why do you think what you and the team created matters? What's the coolest thing about what you've created?

Enjoy the moment!

Pitch Workshop recording at [vimeo.com/424316215](https://vimeo.com/424316215)



FREE APP iOS & Android  
Search for PitchProfessional on your App store

W [best3minutes.com](http://best3minutes.com)  
TW [@best3minutes](https://twitter.com/best3minutes)

E [david.beckett@best3minutes.com](mailto:david.beckett@best3minutes.com)  
LI [linkedin.com/in/davidbeckettpresentationcoach](https://www.linkedin.com/in/davidbeckettpresentationcoach)



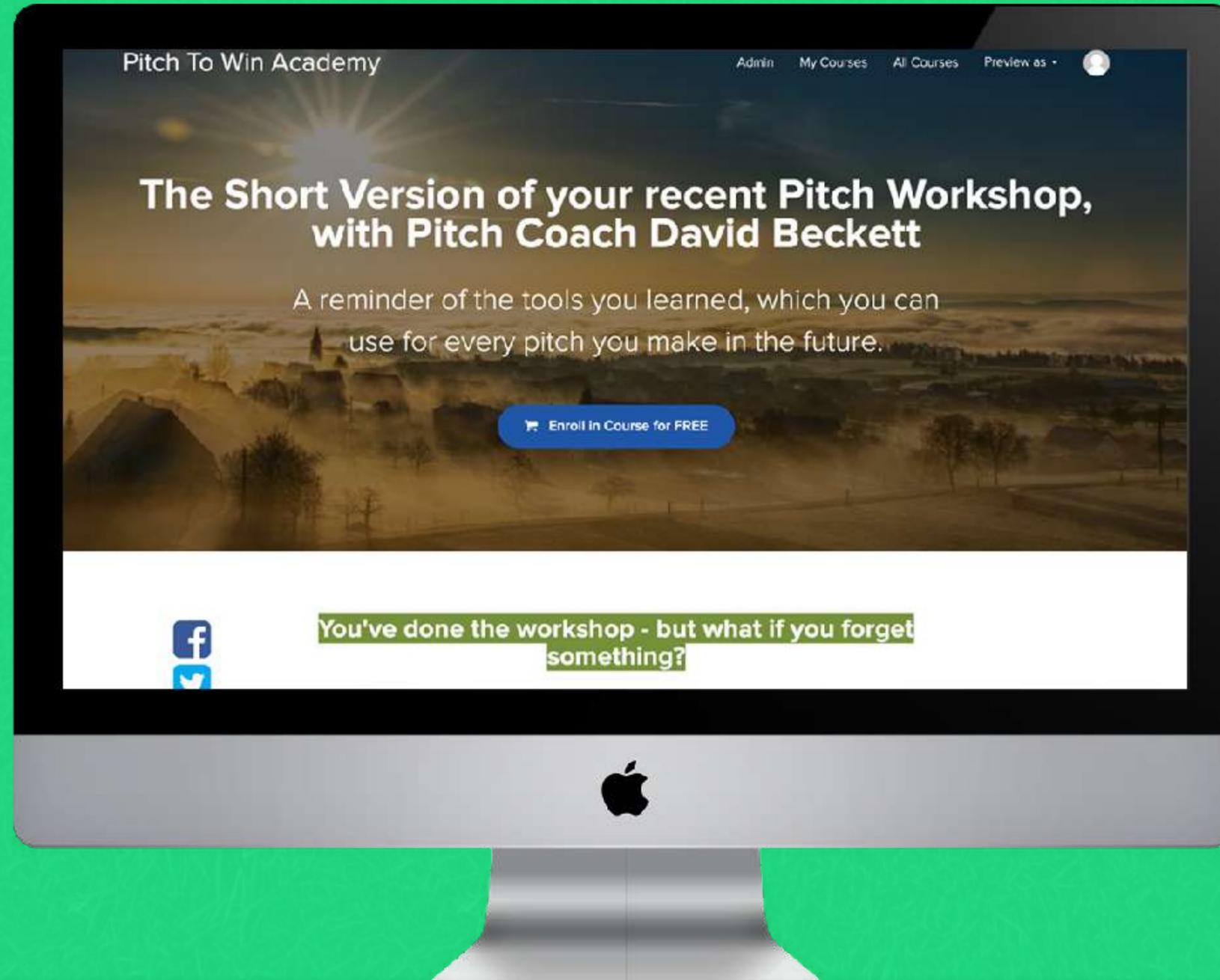
# ONE PAGER

## Make a Winning Hackathon Pitch

# [best3minutes.com/hftpeople](http://best3minutes.com/hftpeople)

**FREE**

**tiny.cc/pitchworkshop**



**best3minutes.com/hftpeople**



## Blue Moon Pitch

Written by  
David Beckett

# David Beckett

[Best3minutes.com](http://Best3minutes.com)

Connect with me

Linked  <sup>TM</sup>



Blue Moon Pitch

written by  
David Beckett

[best3minutes.com/hftpeople](http://best3minutes.com/hftpeople)