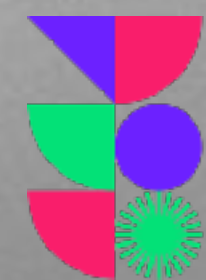


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



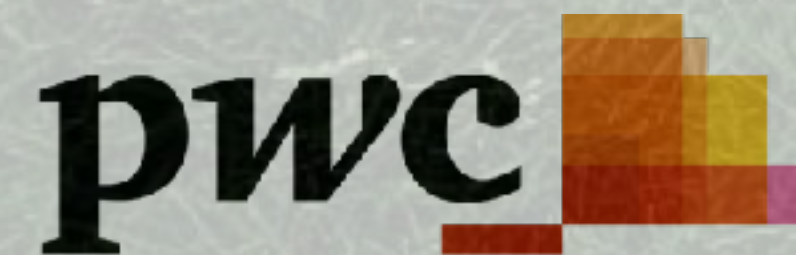
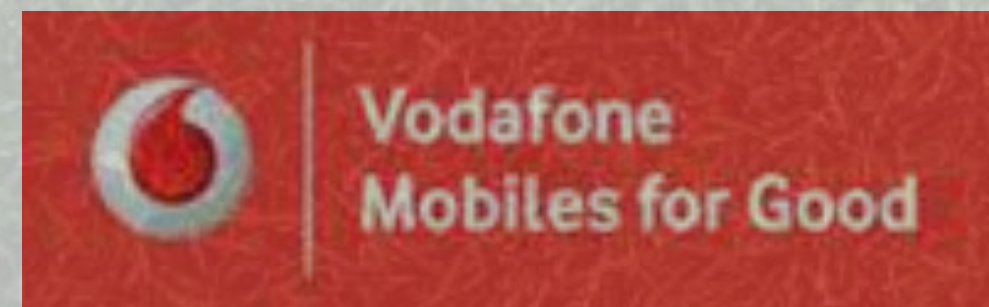
Best 3
Minutes

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



29 Countries

TRAINED 16,000+ PEOPLE



**GREAT IDEAS
NEED A VOICE**



A woman's face is shown in profile, looking down. The image is heavily stylized with a dense overlay of colorful bokeh circles in shades of pink, purple, blue, and yellow. Several large, semi-transparent question marks are scattered across the image, particularly around the woman's face and the central text area.

QUESTIONS?

Please ask
IN THE Q&A box

You will receive

SLIDES AND MANY MATERIALS



The background image is a composite of two photographs. The top photograph shows a group of people in a dimly lit room, likely a hackathon, with some individuals looking at laptops. The bottom photograph is a close-up of two laptops on a desk. The laptop on the left displays a social media profile, and the laptop on the right shows a web application interface. A person's hands are visible typing on the keyboard of the left laptop. A white mug and some cables are also on the desk.

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**

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

311:
Borgdragen

gettyen aarden
1 truck
2 team
3 meel

without
having top
switch
to
without
having to think

storyline?

workshop

100's
(around)

Packaging
1kg
Pakket
3

Student
aan
huis?

30 sketch
aarden
bij 5
(theoretisch
schemen)

Al incluisde
licht (service)

theoretisch aan
schakelen

Customized
input of maat
right)

add-on
input of maat
right)

art best
nicht
(311):

Network
100

Maatwerk
Mantel
Namen

INTERES
→ punten
voor goed
schakende product

Readmap
3 jaar

markel
digitale
physical

markel
vare. hant
prijs
optaan
(in service)

verlichte ft.
sluipkoning
in NL

kt x
is
revenue
wist

scale:
compe

become
ambassador

7 hour
meeting
remand
network

infotie
an
af te nemen
afspraken in
in network

66D

**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.**

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

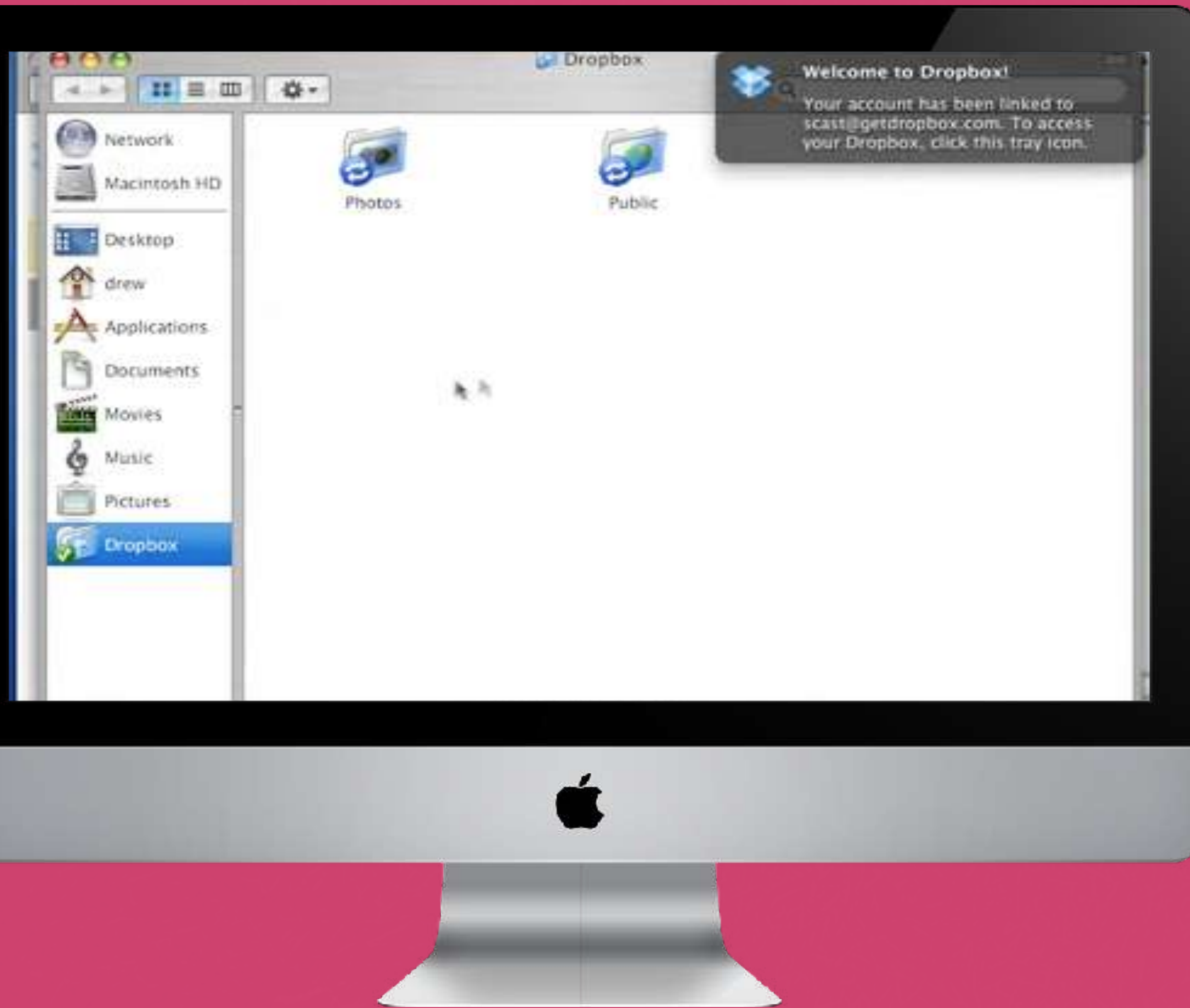
Functions 80%+ and **fully completes** the tasks needed to tackle their issue.

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!

Brainstorm content on Post-Its

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?
GREAT
SCRIPT.

BRAINSTORM
WITH
POST-ITS.

POWER OF
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CONCRETE
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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.

RIG
MOMENTS
MATTER.

BUILDING
CONFIDENCE.

WHAT DO YOU
NEED?
GREAT
SCRIPT.

BRAINSTORM
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CONCRETE
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DELIVERY

HANDS,
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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?

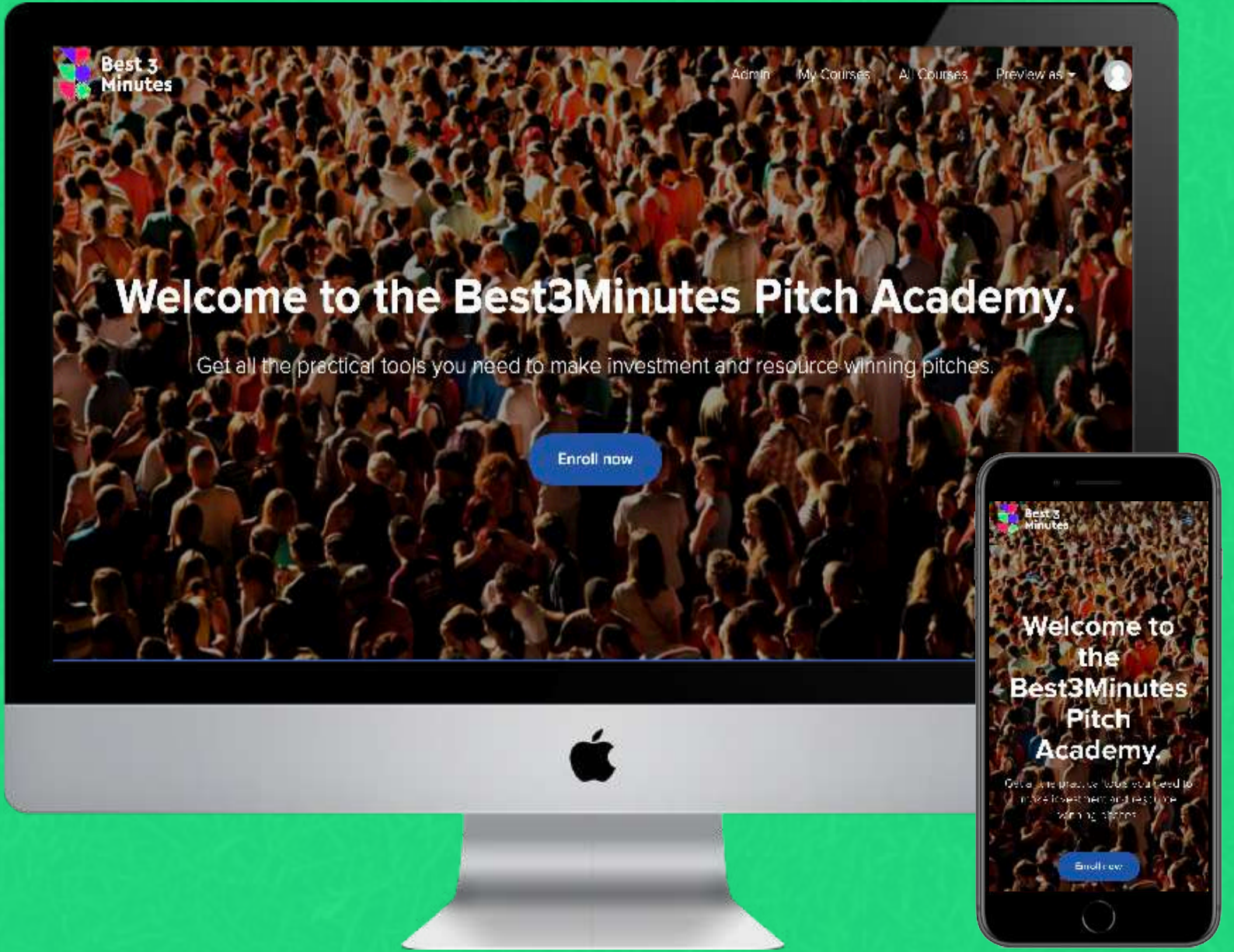
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QUESTIONS?

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

Customer Traction

814 / 1000 words



David Beckett

06-10-2018

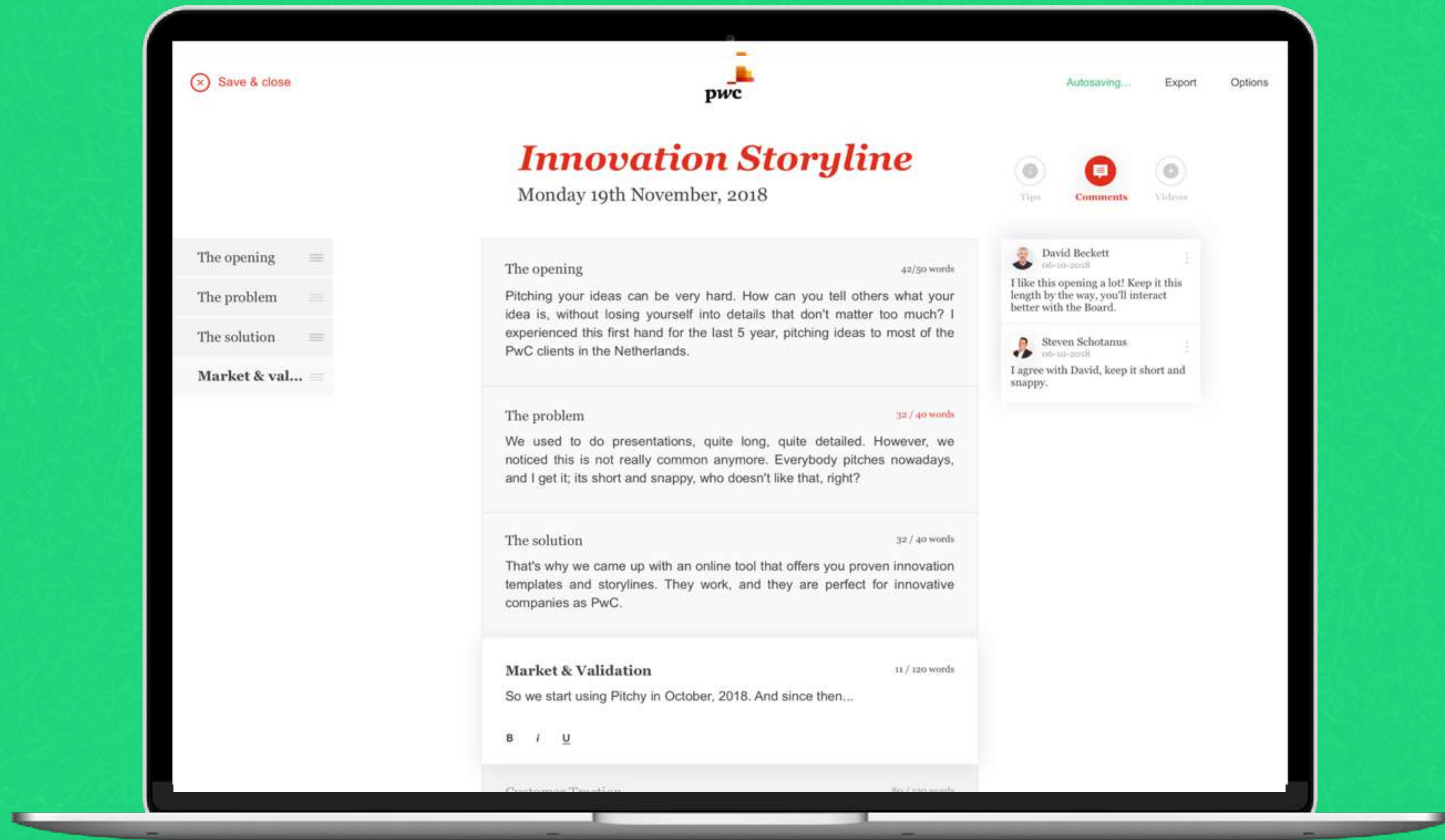
I like this opening a lot! Keep it this length by the way, you'll interact better with the Board.

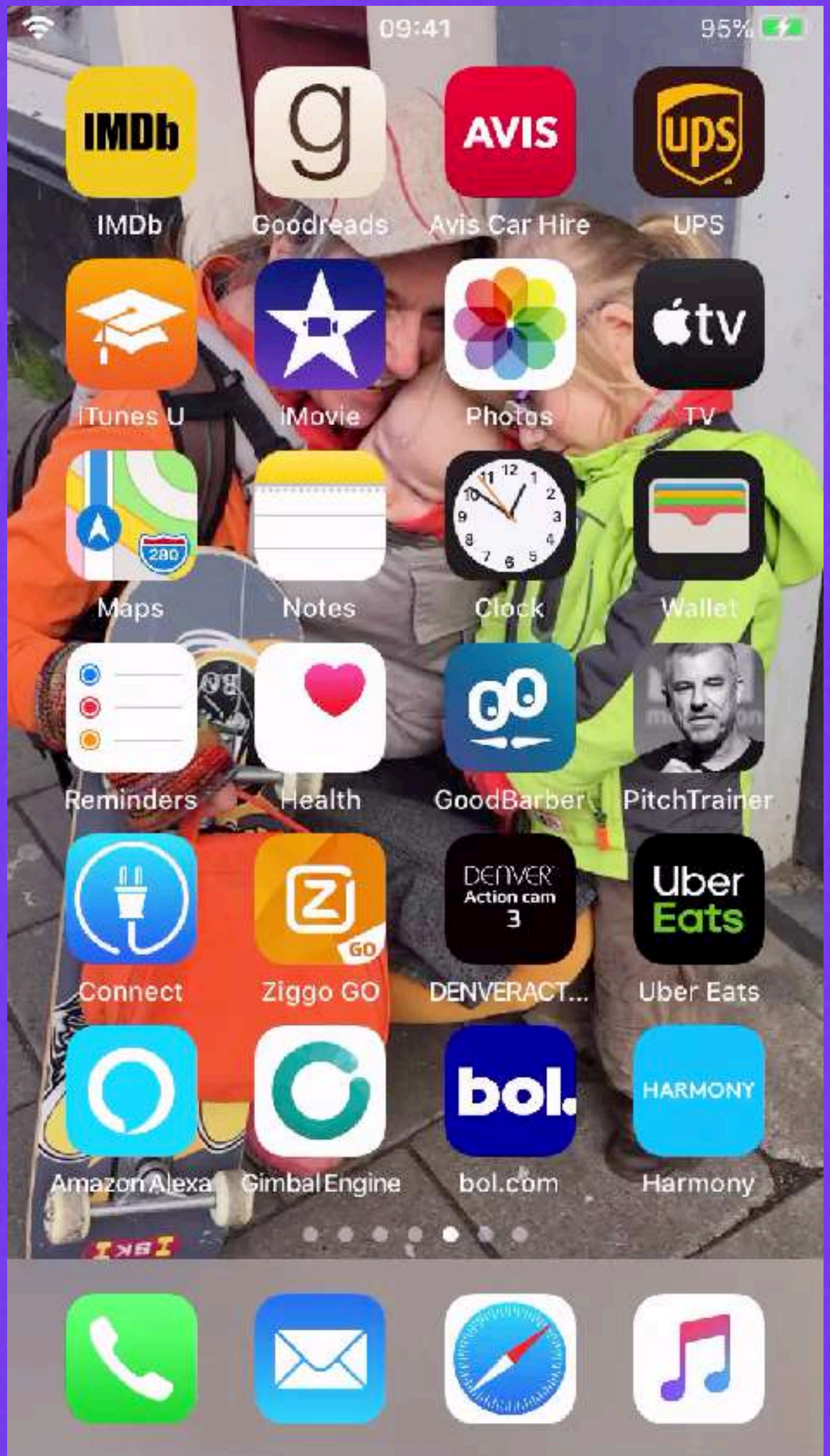


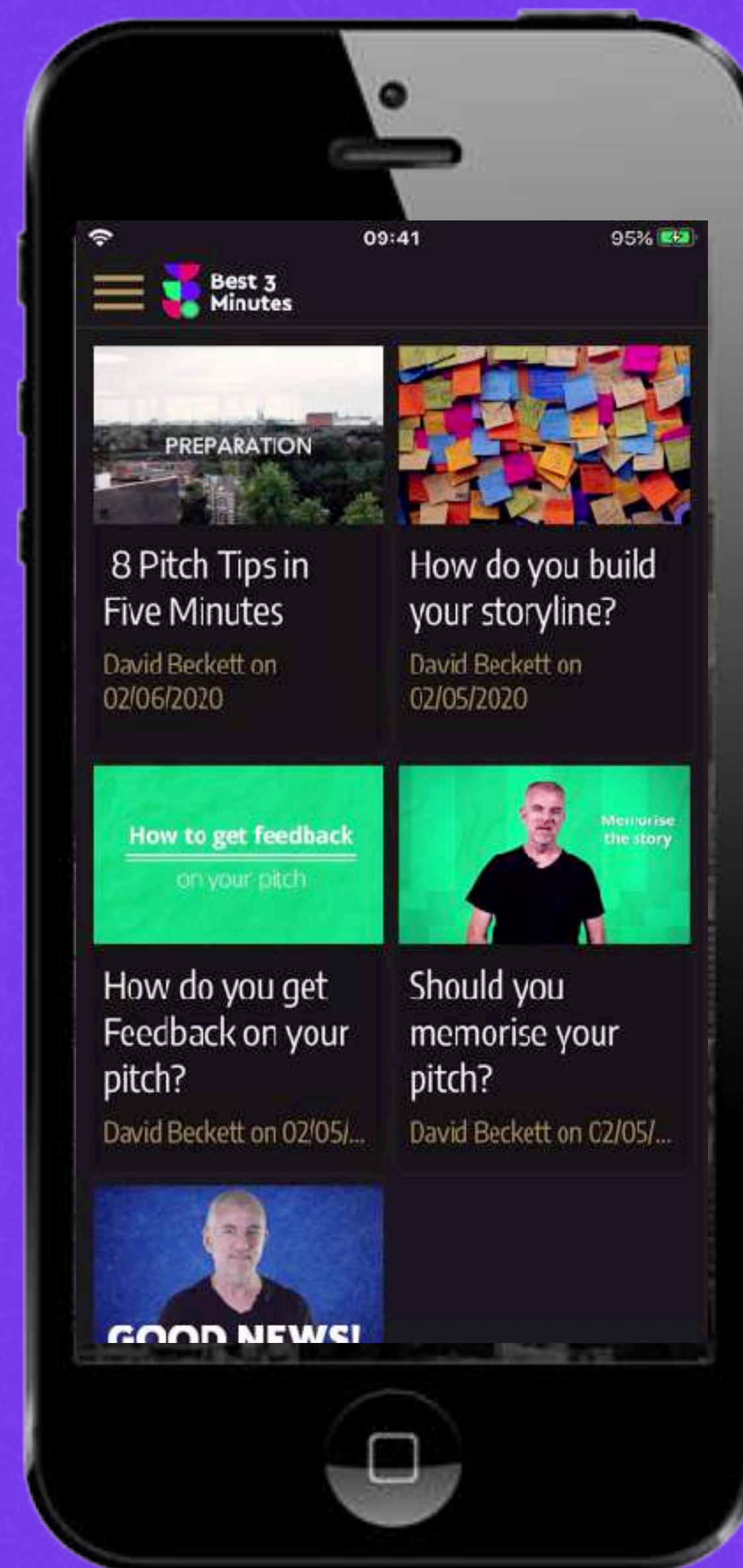
Steven Schotanus

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

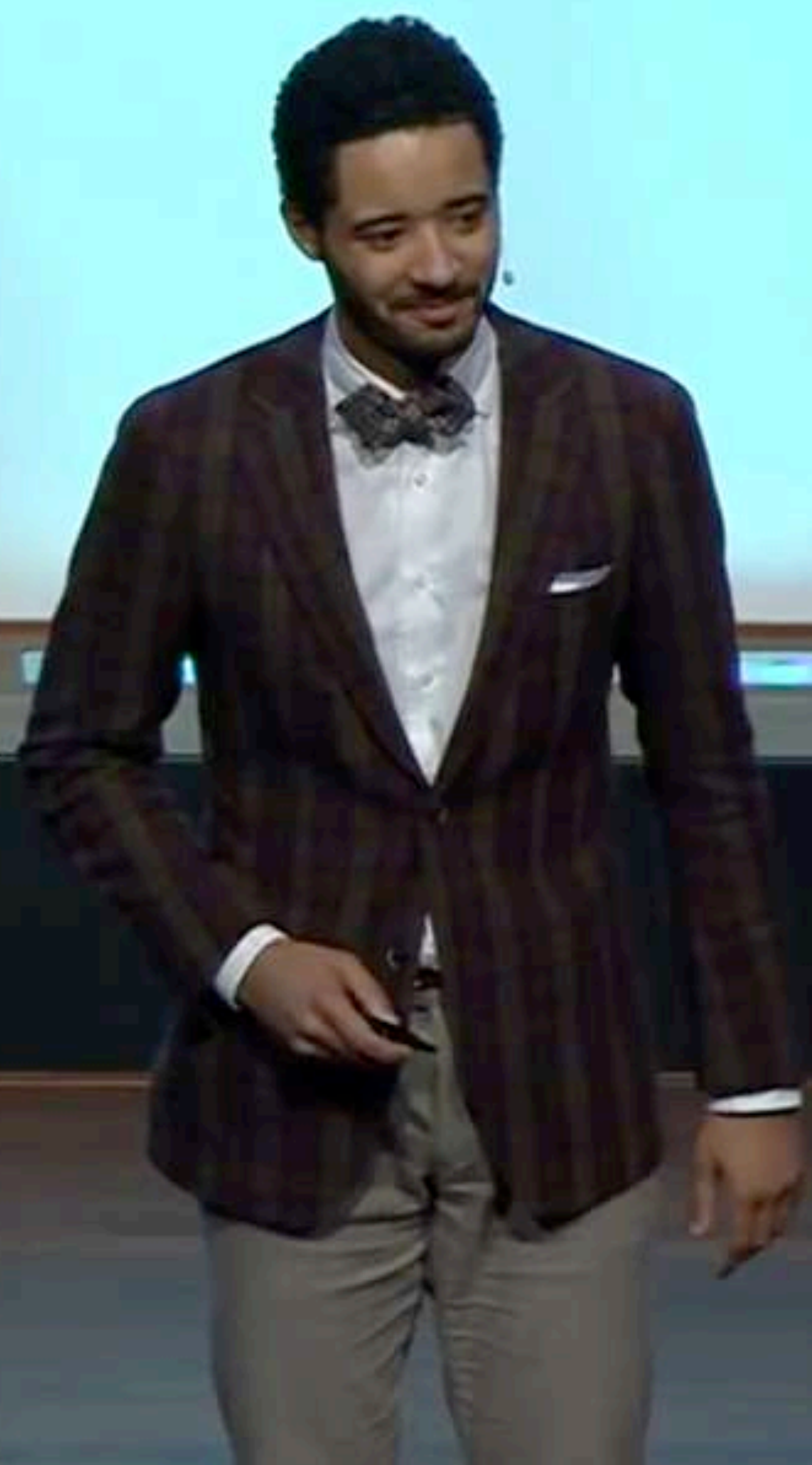
Percent

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

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

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!

=

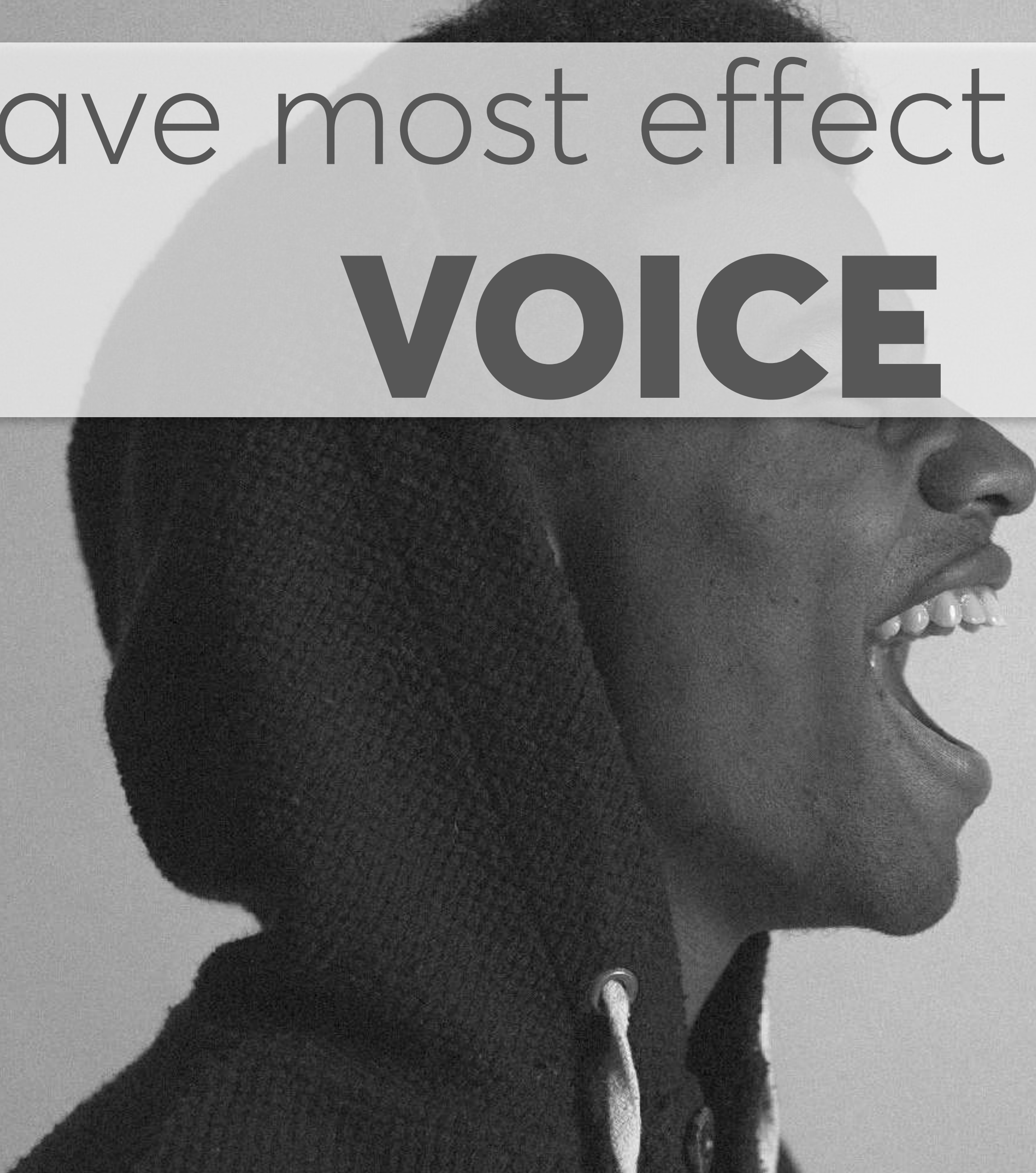
I've finished, you can clap now!

A woman's face is shown in profile, looking down. The image is heavily stylized with a dense overlay 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 woman's face and the central text area.

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**



A woman's face is shown in profile, looking down. The image is heavily stylized with a dense overlay of colorful bokeh circles in shades of pink, purple, blue, and yellow. Large, semi-transparent question marks are scattered across the image, particularly around the woman's face and the central text area.

QUESTIONS?

Please ask
IN THE Q&A box

Pitch tools and **RESOURCES**



best3minutes.com/hftpeople



The App: iOS and Android

PitchProfessional

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



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

W best3minutes.com
TW @best3minutes

E david.beckett@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach



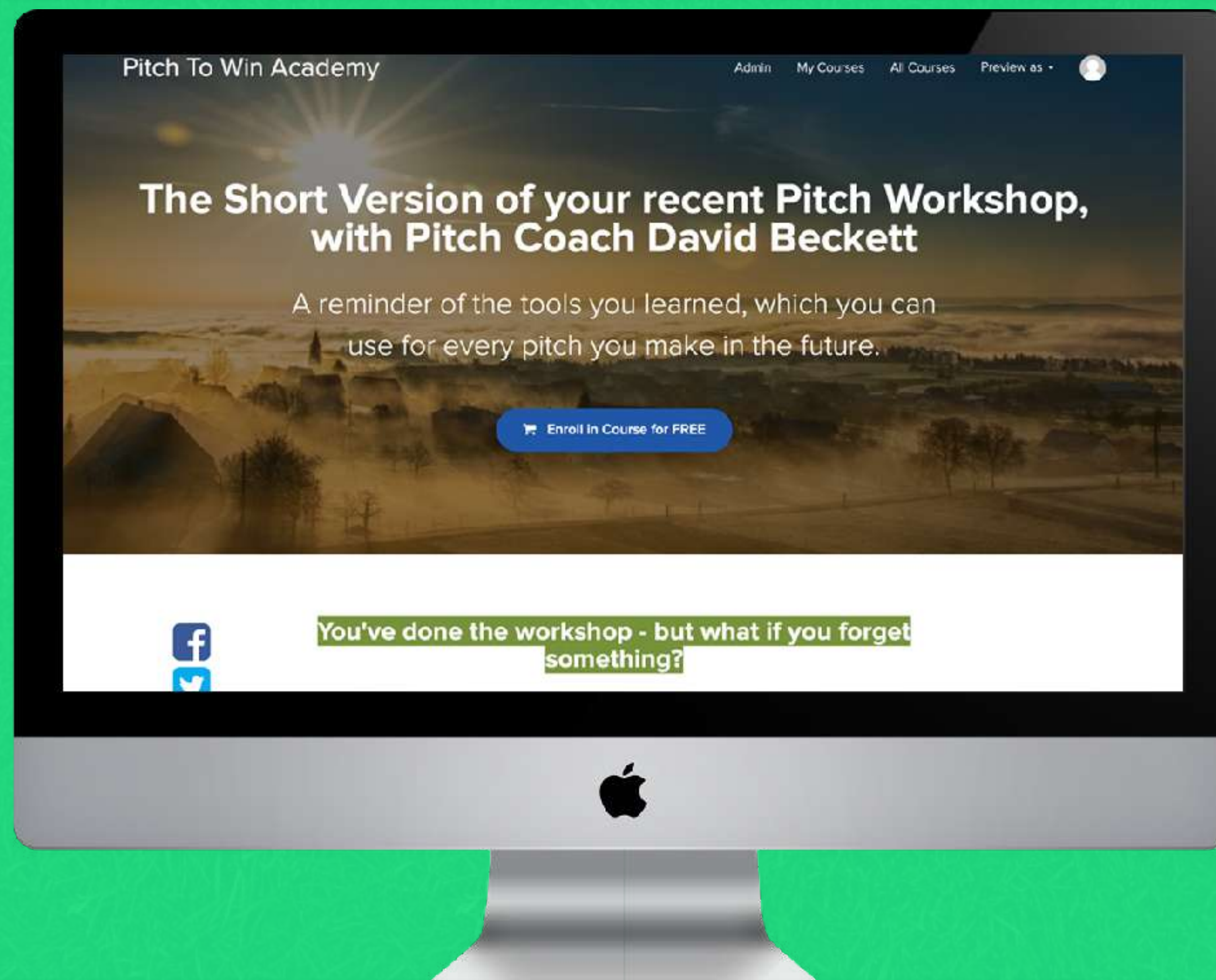
ONE PAGER

Make a Winning Hackathon Pitch

best3minutes.com/hftpeople

FREE

tiny.cc/pitchworkshop



best3minutes.com/hftpeople



Blue Moon Pitch

Written by
David Beckett

David Beckett

Best3minutes.com

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Blue Moon Pitch

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