

Pitch Coach

Co-author 'Zet jezelf op de kaart'

Co-founder Best 3 Minutes©

Sheila Schenkel



[@best3minutescoach](https://www.instagram.com/best3minutescoach)



Best 3
Minutes

Coached 1100+ Startups
RAISED OVER €295 MILLION



29 Countries (face to face)

TRAINED 16,000+ PEOPLE



Rabobank

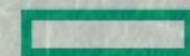
Booking.com



PHILIPS



Unilever



Hewlett Packard
Enterprise

MARS



**GREAT IDEAS
NEED A VOICE**



Prepare you for your
10-MINUTE PITCH

5-minute Q&A



ACTION STEP

IMAGINE:

You're at Demo Day or a networking event and are asked:
"Give us a brief introduction"

Pitch yourself in
30 Seconds

No Other Instructions

LET'S DO IT!

What did you
TALK about?





Who are we
pitching to?

Why are we
pitching?

What should we
pitch?

Who is your audience &
WHAT DO THEY CARE ABOUT?



Who is your AUDIENCE?

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What might be their biggest
objection?



**Who is your
AUDIENCE?**

FIRST ROUND

Students / Peers

Mr. Labadie, Mr. Pruppers

CAMPUS FINALS

L'Oréal Representatives

1st Round

The Jury

Jorge Labadie,
Roger Pruppers



And...

WHAT DO THEY CARE ABOUT?

CRITERIA

Target Audience; Consumer Insight

Positioning; Brand Insight

Budget; Reach Target

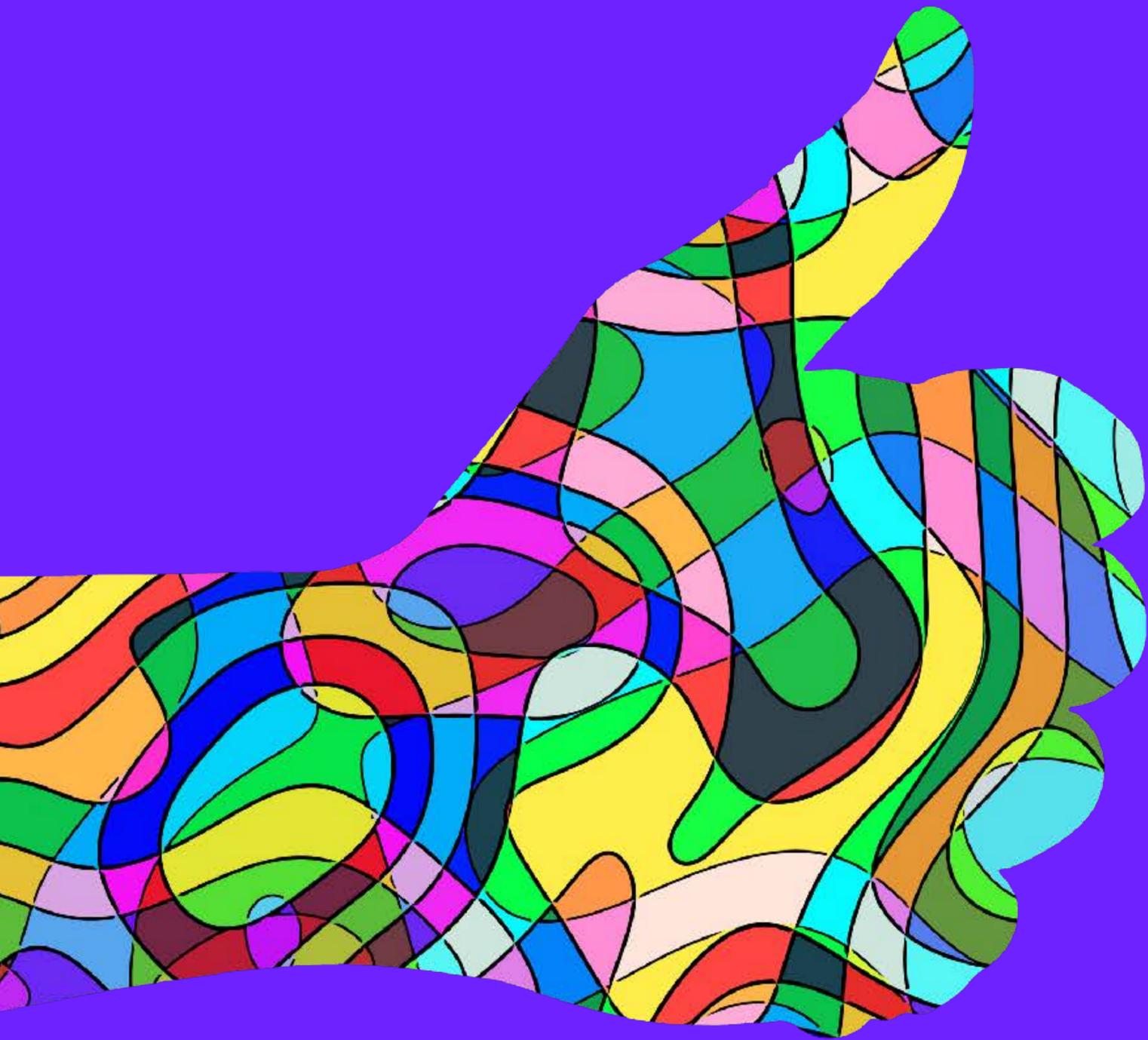
Plus:

Presentation/Team Competence



What do you
want them to
do?

ACTION



Give them
something they
can say
YES!
to

Prepare you for your
WINNING PITCH



START FOR WINNING PITCH?

How do you create
YOUR STORYLINE?

STOP!!!



Don't Open **POWERPOINT**



Use

POST-IT NOTES

To Build Your
Storyline

BRAINSTORM

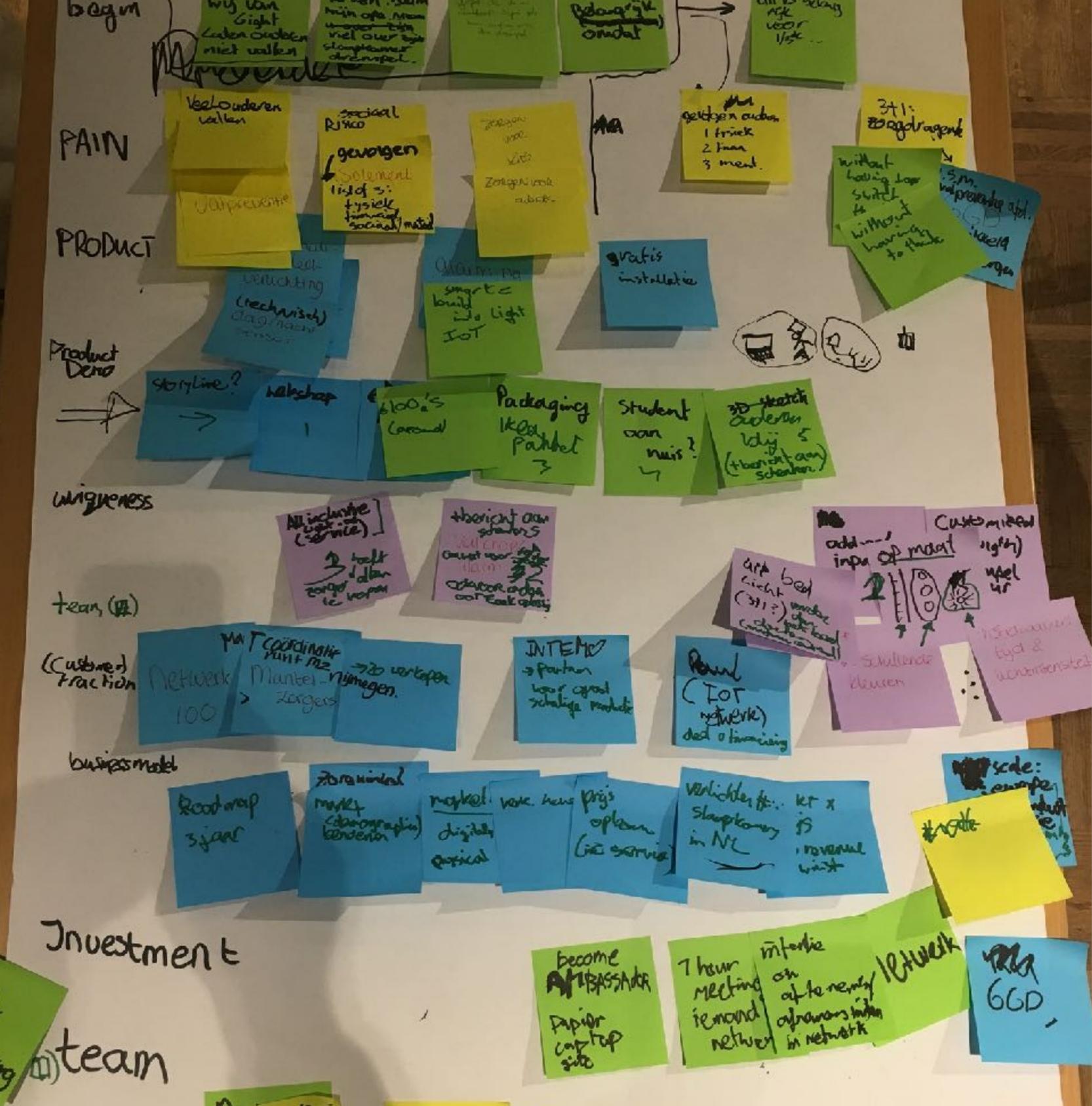
Get the ideas out of
your head

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 - moving 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 support your story? Brand 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.

© 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



PAIN

What is the **problem**
you solve?

What is the **BUSINESS**
RESULT?



PRODUCT

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product (= solution)

UNIQUE

What's **special** about your proposition?

How does your idea make a **difference**?



W.I.I.F. REDKEN

How will your idea
match their **strategy**,
goals, **ambition**?

WHY YOUR TEAM?

Your **Enthusiasm**
Counts!

Do you **believe**?

REMEMBER

Target Audience; Consumer
Insight

Positioning; Brand Insight

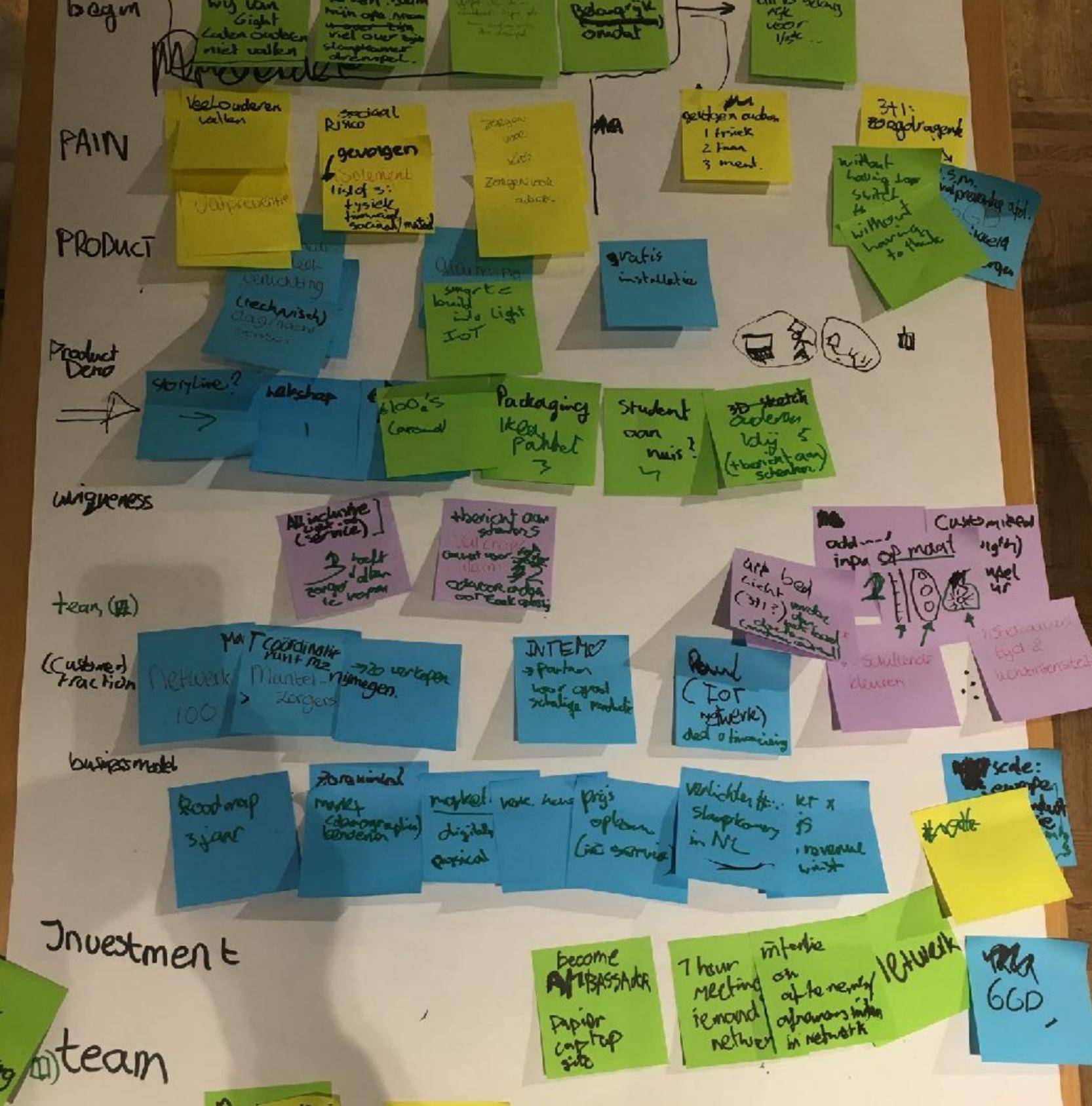
Budget; Reach Target

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 VITAL?
 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 8 mins, hitting each judging criteria



5 MINUTES

ACTION STEP

Brainstorm content for;
Pain, Product, What's Unique,
WIIF Them, Consumer & Brand
Insight, Budget & Targets

Quickly write down
key words and phrases,
not full sentences

Don't think too much: just
write



Pitch Part 1: The **OPENING**

Remember, it's a

10-MINUTE PITCH

How many
WORDS PER MINUTE?

150
WORDS
MAXIMUM



How many
WORDS PER MINUTE?



**130-140 Words
Per Minute!**

9 Sentences

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**



Show Your **ENTHUSIASM**



Simply be
PROFESSIONAL

SADDL

Now it is

YOUR TURN

How could you

OPEN YOUR PITCH?



3 MINUTES
to write it down

ACTION STEP

Review your brainstorm

Based on your Post-Its:

What could be the **opening**
3-4 sentences of your pitch?

Write these 3-4 sentences
(individually)



5 MINUTES

FEEDBACK

Which ONE thing stood out?

Which ONE thing did you NOT understand?

One FRIENDLY piece of advice for improvement

ACTION STEP

Get feedback on your Opening

Make sure to **TEST** your 3-4 opening sentences!

Get **feedback** based on these
← three points.

2,5 minutes total for person I
2,5 minutes for person II

Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

GET FEEDBACK

What
stood out
most?

What did
you not
understand?

Friendly
advice for
improvement?



Pitch Part 2!

Memorable **MIDDLE**

Making your story

FOCUSED & MEMORABLE

The Power of **THREE**



READY, STEADY, GO

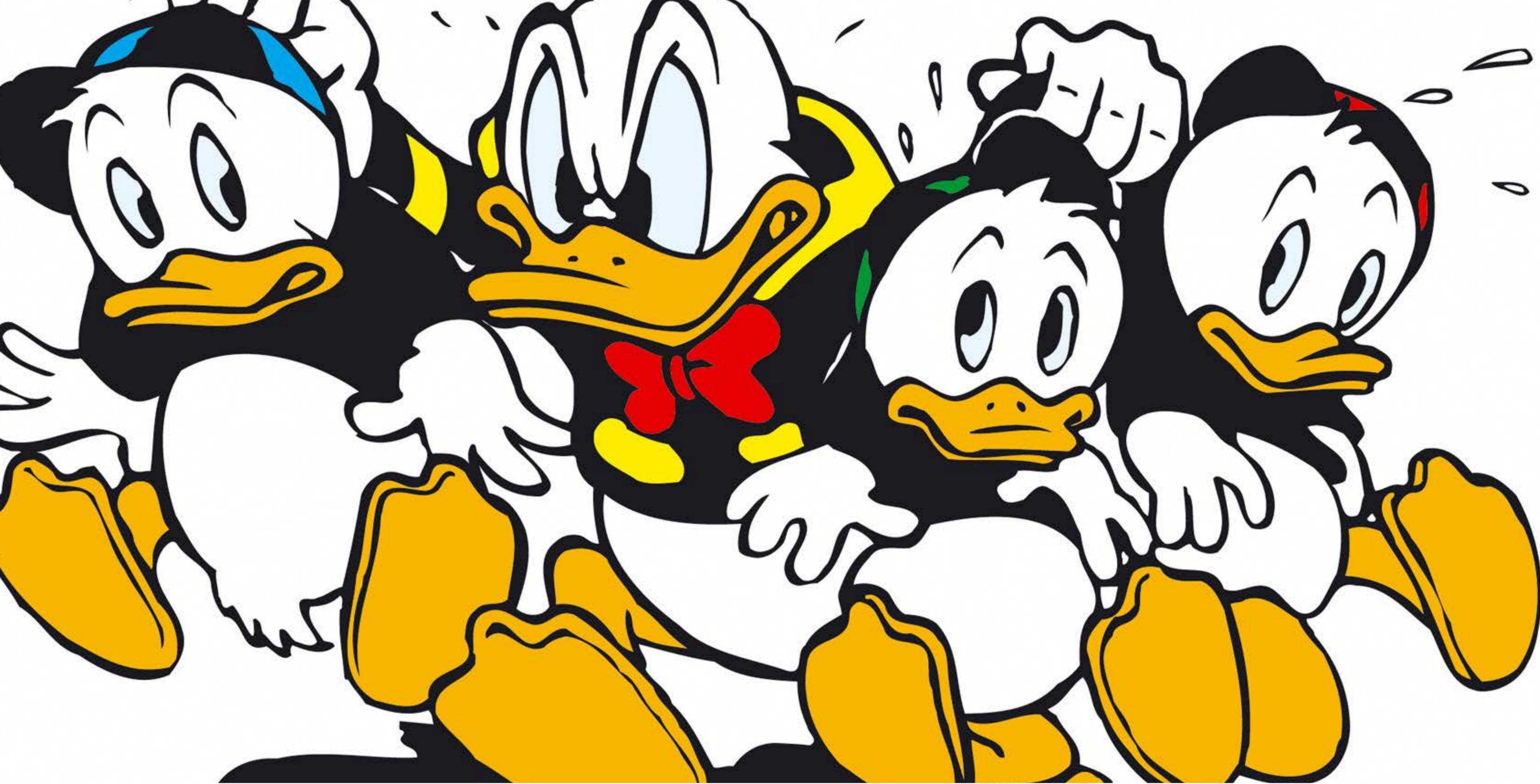


LIGHTS, CAMERA, ACTION



BEGINNING, MIDDLE, END





How do you apply
THE POWER OF THREE?

Break your product/plan down into

THREE BIG QUALITIES

**EASY TO
IMPLEMENT**

**ATTRACT
END USER**

**FITS
BUDGET**

Break the whole pitch into

THREE BIG CHAPTERS

PROBLEM

SOLUTION

FEASIBLE



Pitch Part 3!

FINISH POWERFULLY

Make a plan for the last
30 SECONDS

How?

REPEAT THE PROCESS



Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

And the
LAST TWO WORDS?

THANK YOU!

=

I've finished, you can clap now!

Jury again?

5-min Pitch Campus Finals

Back to Post-its!

Use Feedback

L'Oréal: Idea; Feasible



You have most effect with your

VOICE

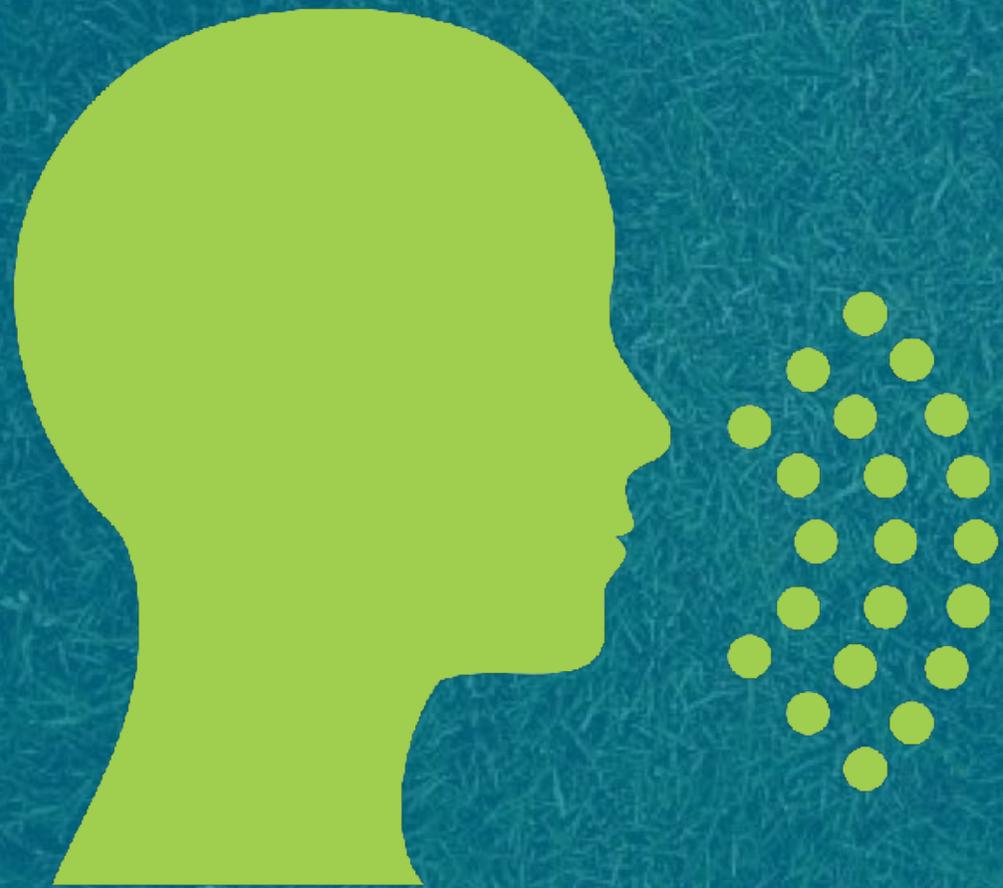


What do you want them to

THINK AND FEEL?



Use your voice for
EMPHASIS & VARIATION



PACE

PITCH (high-low)

VOLUME

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

Say it
OUT LOUD

...karaoke

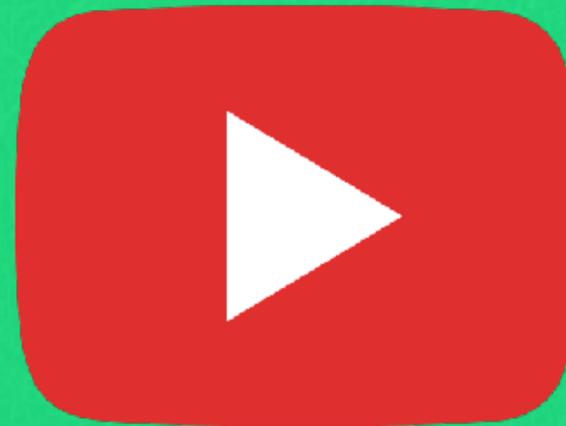
Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

Pitch tools and **RESOURCES**



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

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI [linkedin.com/in/davidbeckettpresentatorcoach](https://www.linkedin.com/in/davidbeckettpresentatorcoach)

David Beckett



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.

Don't miss out on all the tools available online at: tiny.cc/pitchworkshop

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI [linkedin.com/in/davidbeckettpresentatorcoach](https://www.linkedin.com/in/davidbeckettpresentatorcoach)

David Beckett



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.

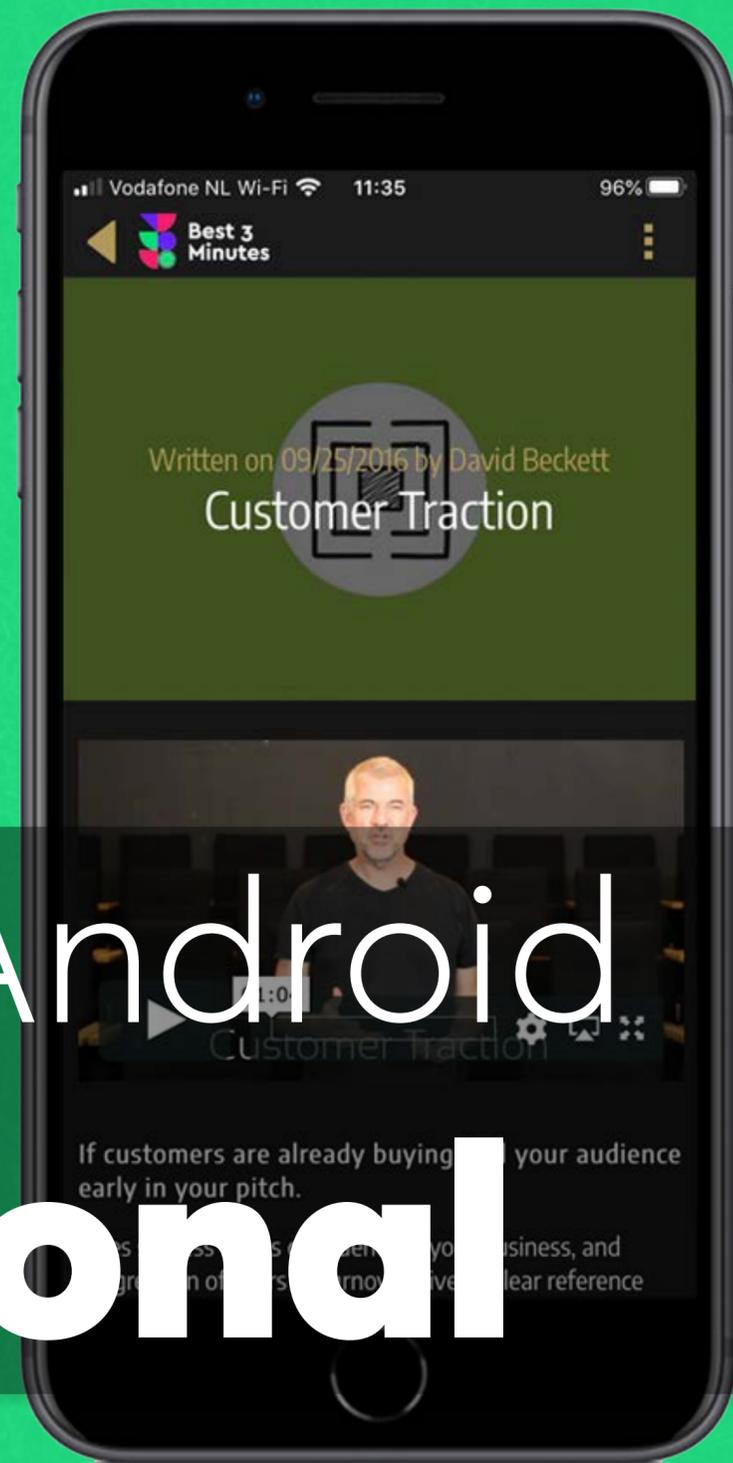
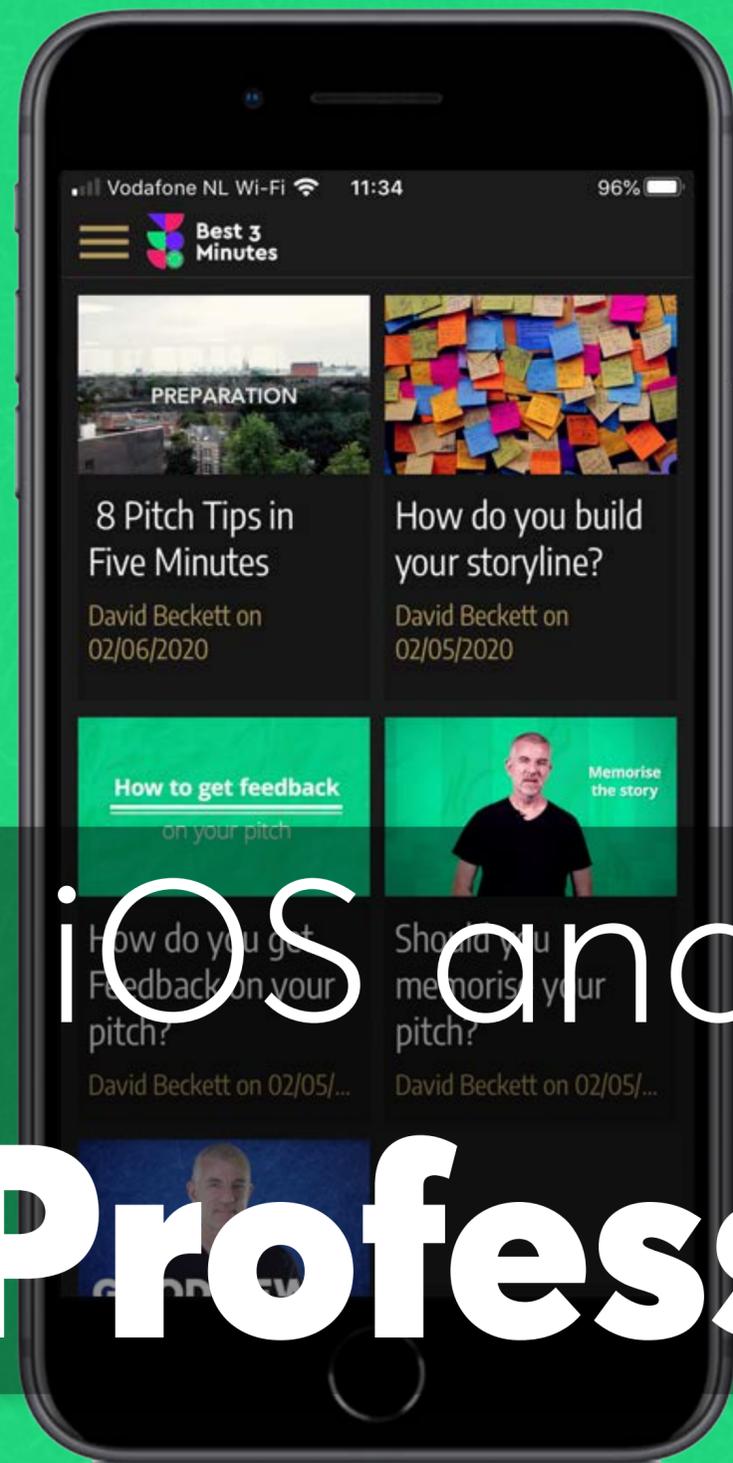
Don't miss out on all the tools available online at: tiny.cc/pitchworkshop

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI [linkedin.com/in/davidbeckettpresentatorcoach](https://www.linkedin.com/in/davidbeckettpresentatorcoach)

David Beckett

best3minutes.com/abs

FREE

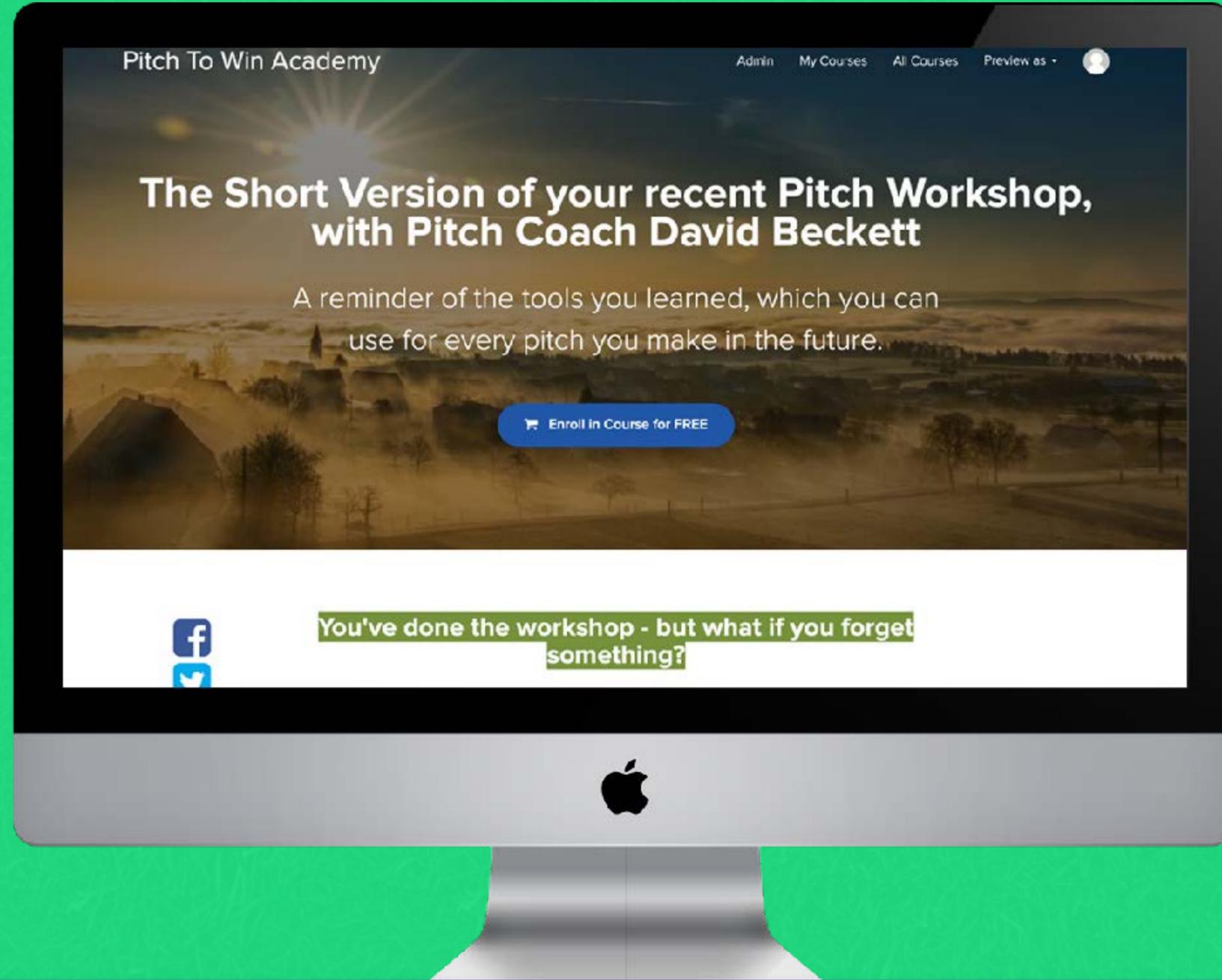


The App: iOS and Android **PitchProfessional**

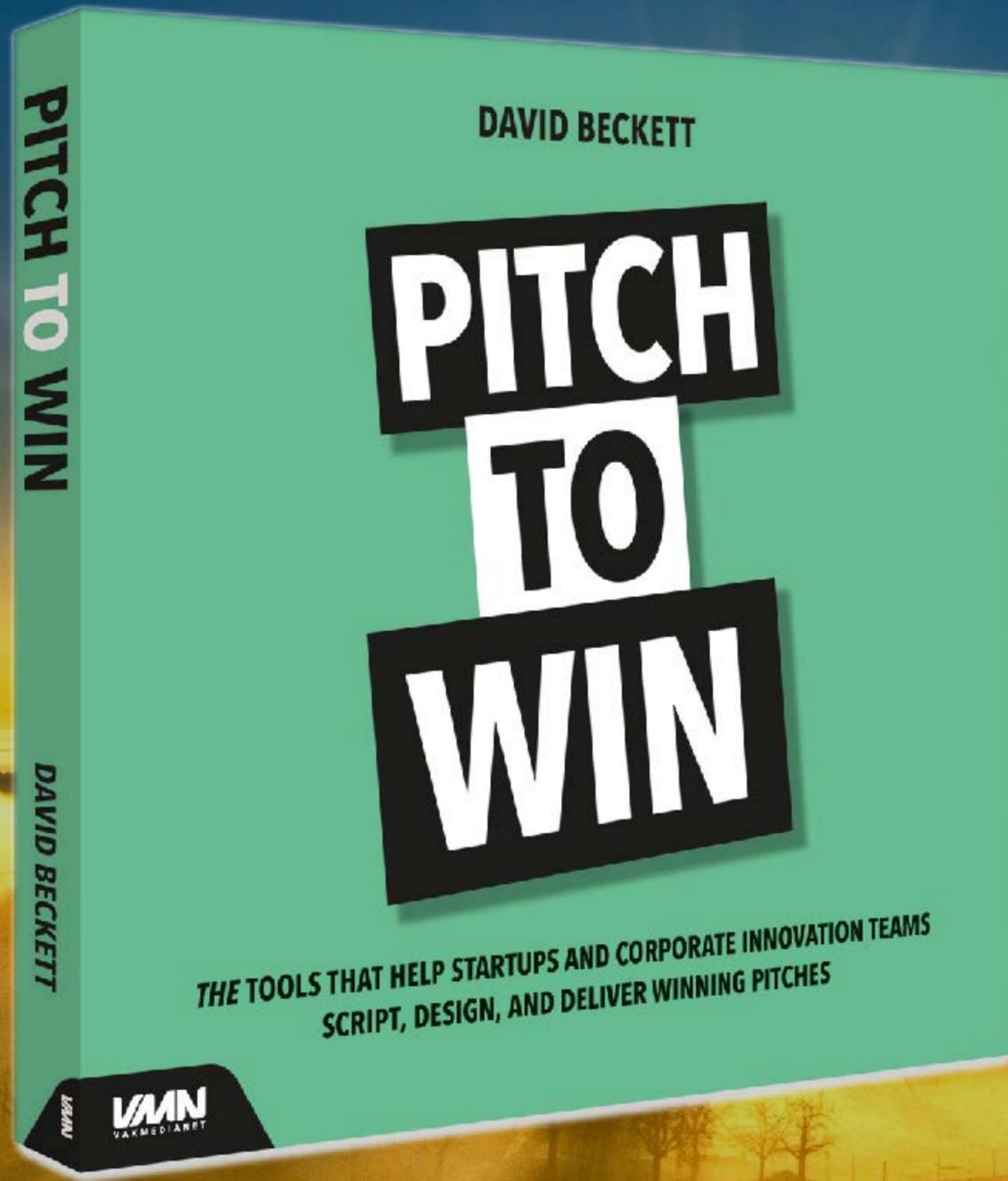
best3minutes.com/abs

FREE

tiny.cc/pitchworkshop



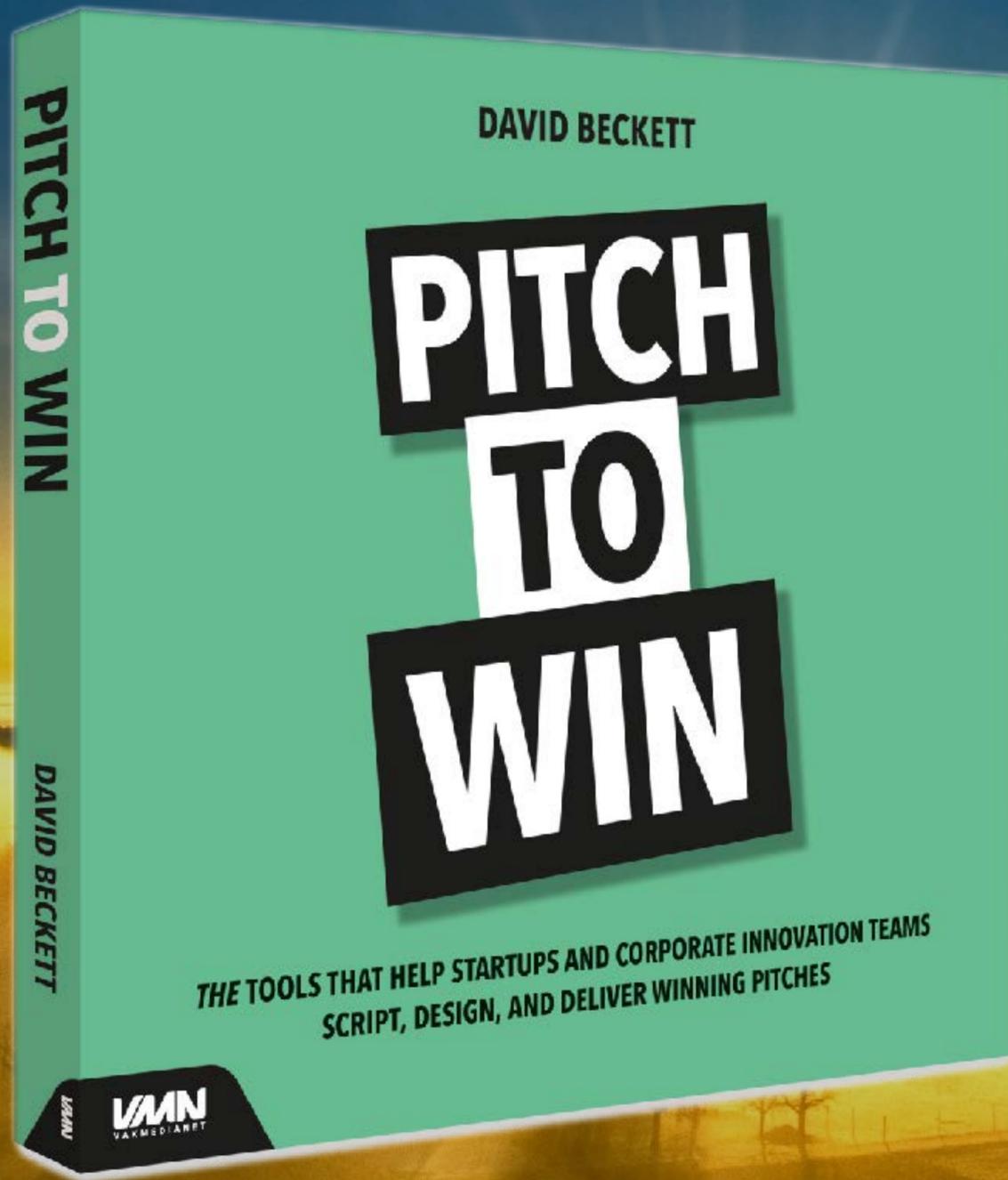
best3minutes.com/abs



Know it all?

← Pitch to Win

Dutch, English,
German & audio-book



Sheila Schenkel

Best3minutes.com

Connect with me

Linked ™

best3minutes.com/abs

A close-up photograph of a woman's face, looking slightly to the left. The image is heavily stylized with a vibrant, multi-colored bokeh effect in shades of blue, purple, pink, and yellow. Several large, semi-transparent question marks are scattered across the face and background. The word "QUESTIONS?" is written in large, bold, white capital letters with a black drop shadow, centered over the woman's eyes and nose.

QUESTIONS?