## TECH CHECK before starting



Pitch Coach Co-author 'Zet jezelf op de kaart' Co-founder Best 3 Minutes©

## Sheila Schenkel





## TECH CHECK





## TECHCHECK



Please set yourself on

## 



## ENVIRONMENT CHECK





## COFFEE, QUIET, CONCENTRATE





Pitch Coach Co-author 'Zet jezelf op de kaart' Co-founder Best 3 Minutes©

## Sheila Schenkel





## Coached 1100+ Startups RAISED OVER €295 MILLION





## 29 Countries (face to face)

## TRAINED 16,000+ PEOPLE



























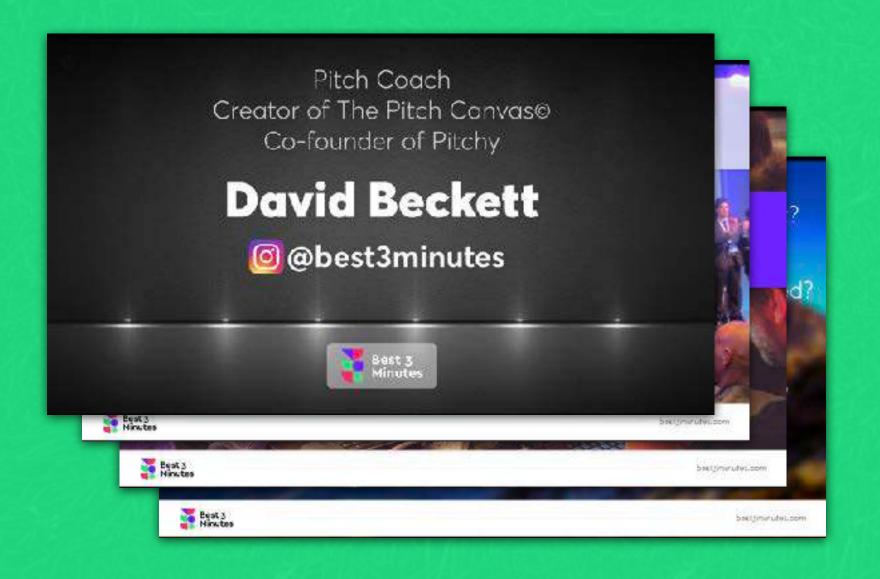
# GREAT IDEAS NEED A VOICE

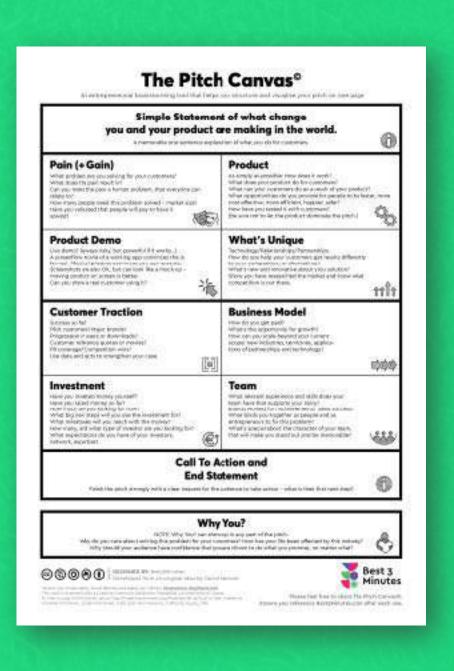




### You will receive

## SLIDES AND MANY MATERIALS







## Focus on how to create a VIDEO PITCH







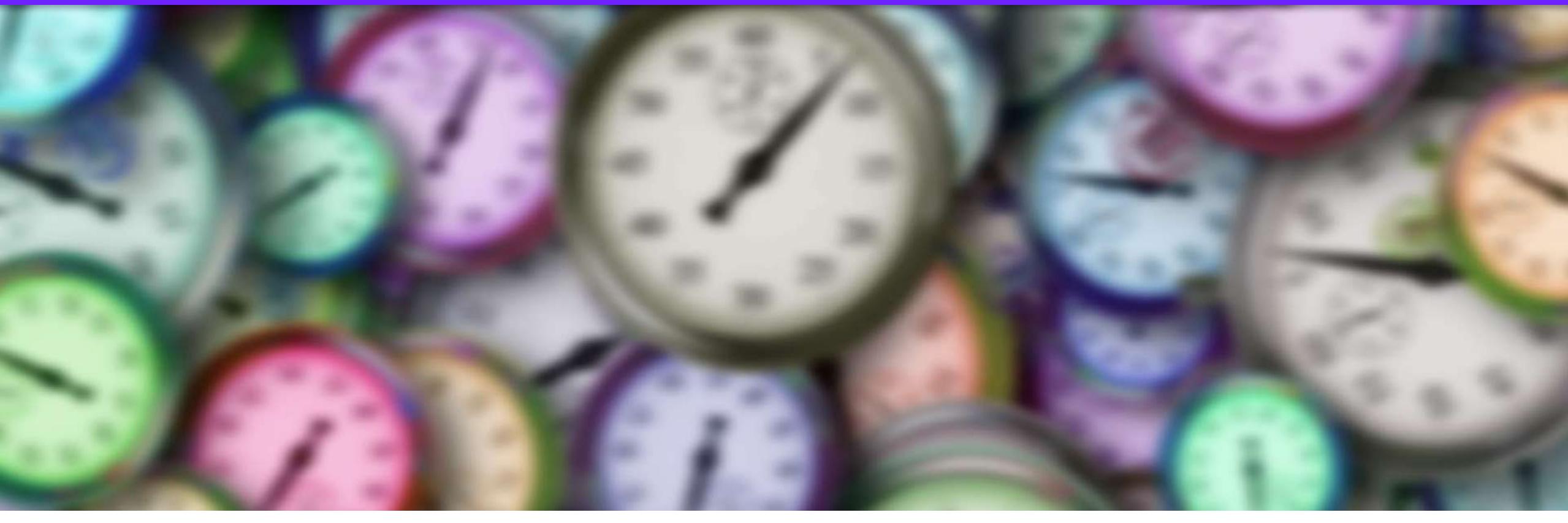
## Please ask

## RITHE CHAT





# Prepare you for your (10-MINUTE) PITCH







# This is a DO workshop not just a think session







this means
I'm going to ask you
to do something!





#### 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

LETS DO IT.





#### 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

LETS DO IT.



# What did you TALK about?







Who are we pitching to?

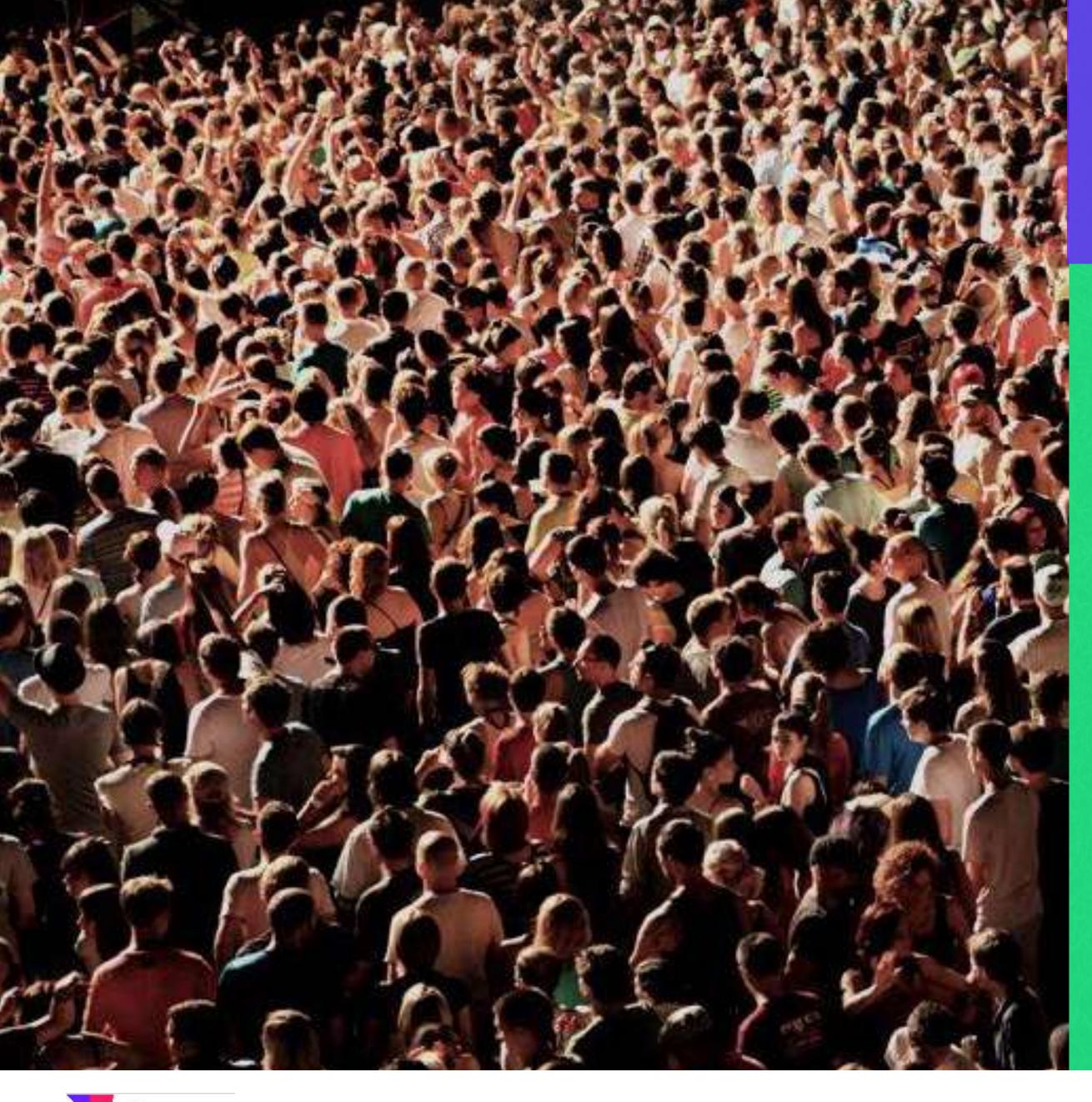
Why are we pitching?

What should we pitch?



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





## Who is your AUDIENCE?

### DEMO DAY:

Investors

Business Persons

Representatives Municipality

Professional Associations



## AJURY









## And... WHAT DO THEY CARE ABOUT?





## 

Innovative; Sustainable

Feasible; International Growth?

Impact local society & economy

Creating jobs? Level of validation?

Presentation/Team Competence





## Who is your AUDIENCE?

What is their biggest challenge?

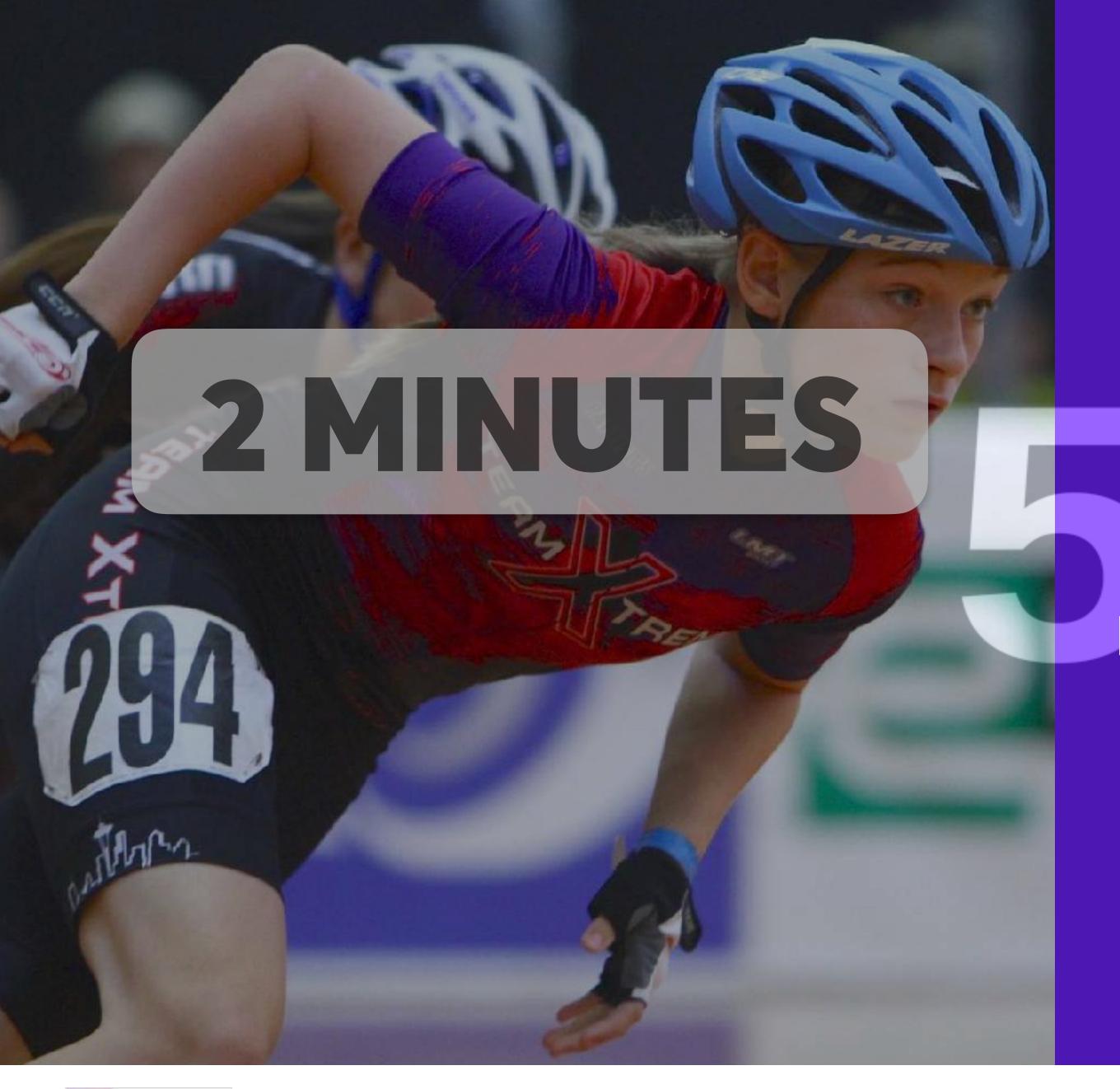
Conservative or Innovative?

Money focused? Environment, Social?

Theoretical or doers?

What might be their biggest objection?





Write down in 2 minutes who the audience is for your pitch

What is their biggest challenge?

Conservative or Innovative?

Money focused? Environment, Social?

Theoretical or doers?

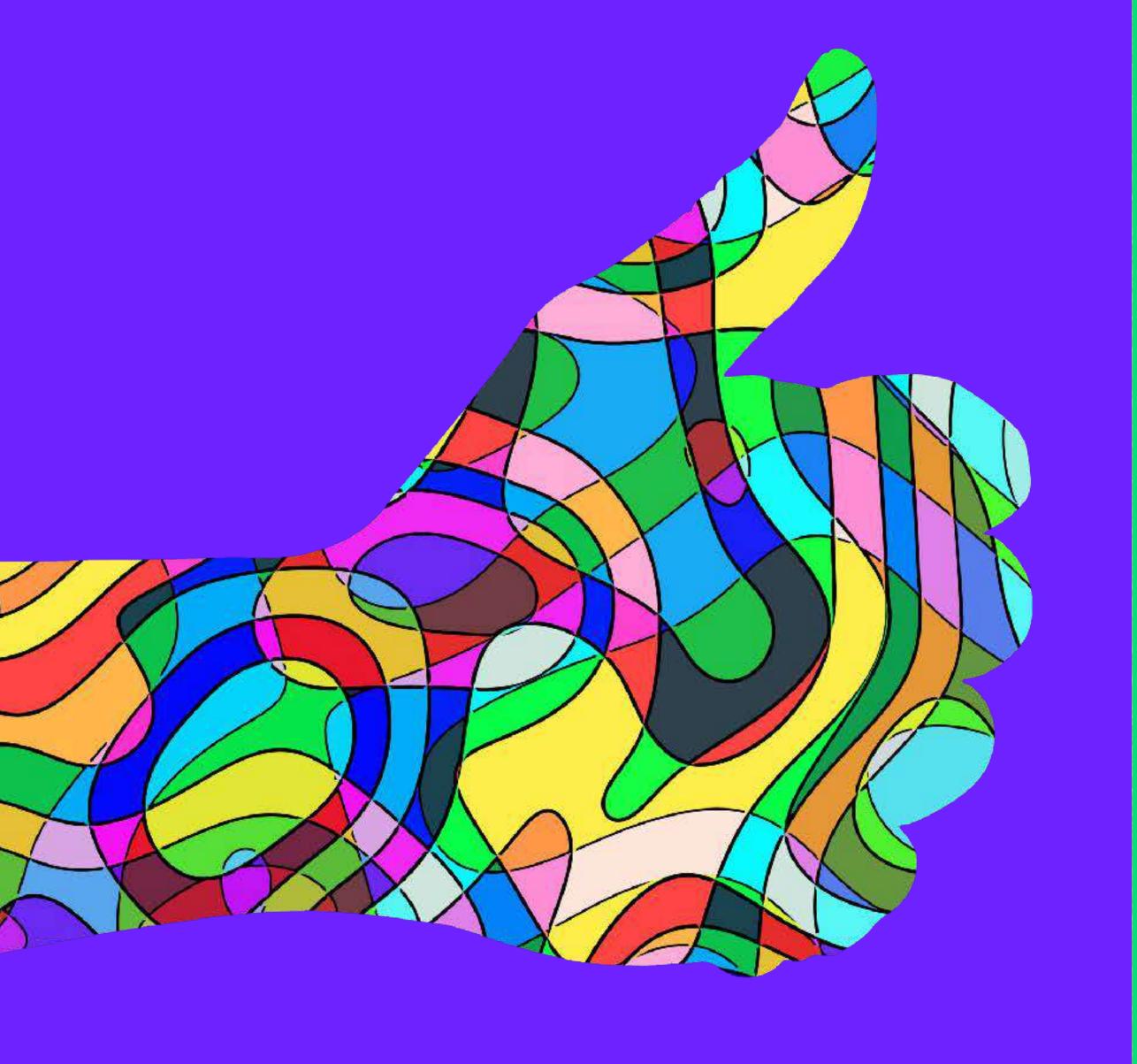
What might be their biggest objection?





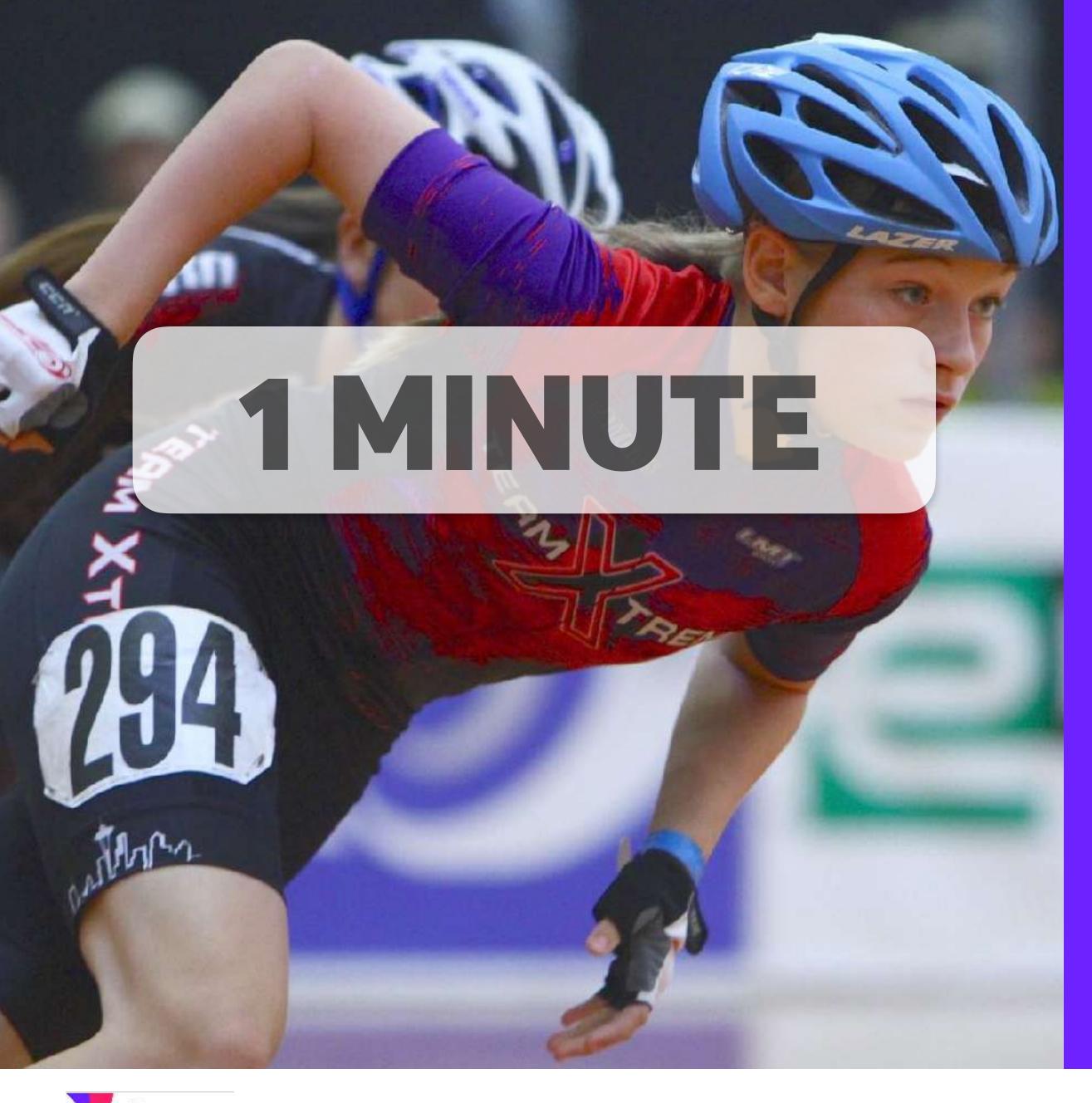
What do you want them to do?





Give them something they can say 





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



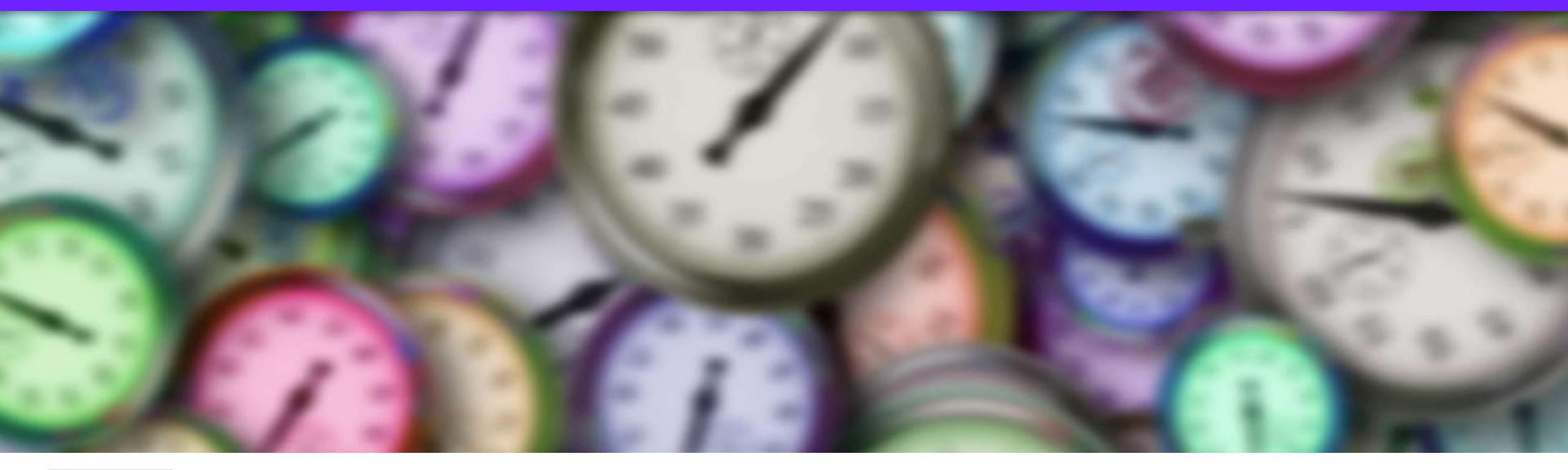


Write down in 1 minute what you want the audience **to do**as a result of the pitch

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



# Prepare you for your WINNING PITCH



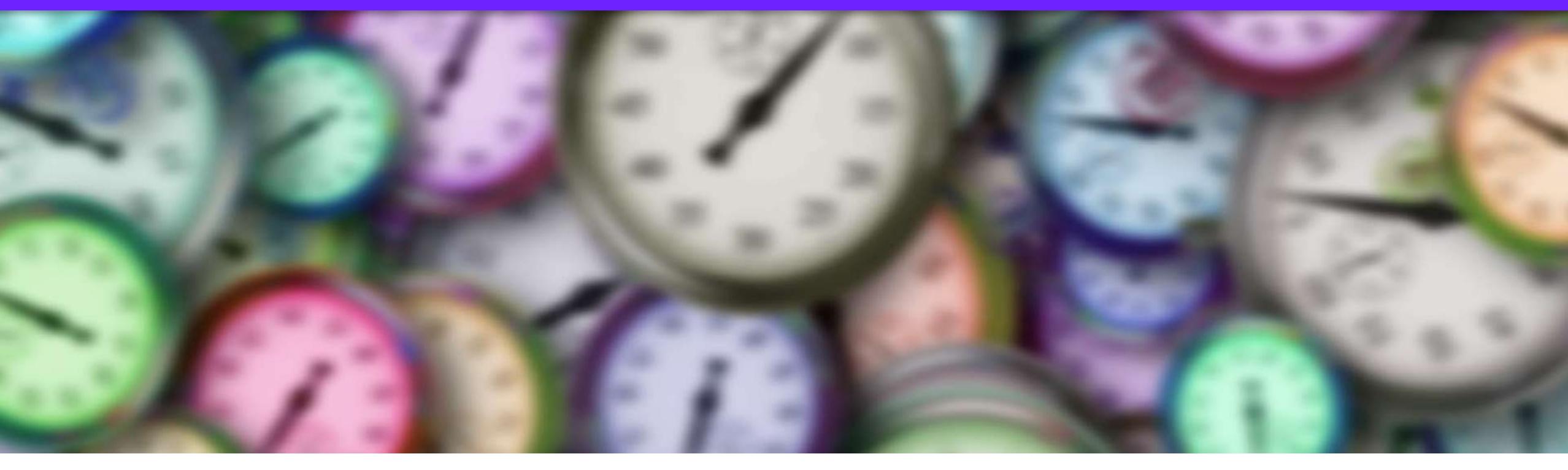


# On Demo Day #BlueGrowth 10-MINUTE PITCH

## 15 MINUTE Q&A (JURY)



# Serious startup? MANY PITCHES







## START FOR WINNING PITCH?





### Please ask

## RITHE CHAT





# How do you create YOUR STORYLINE?

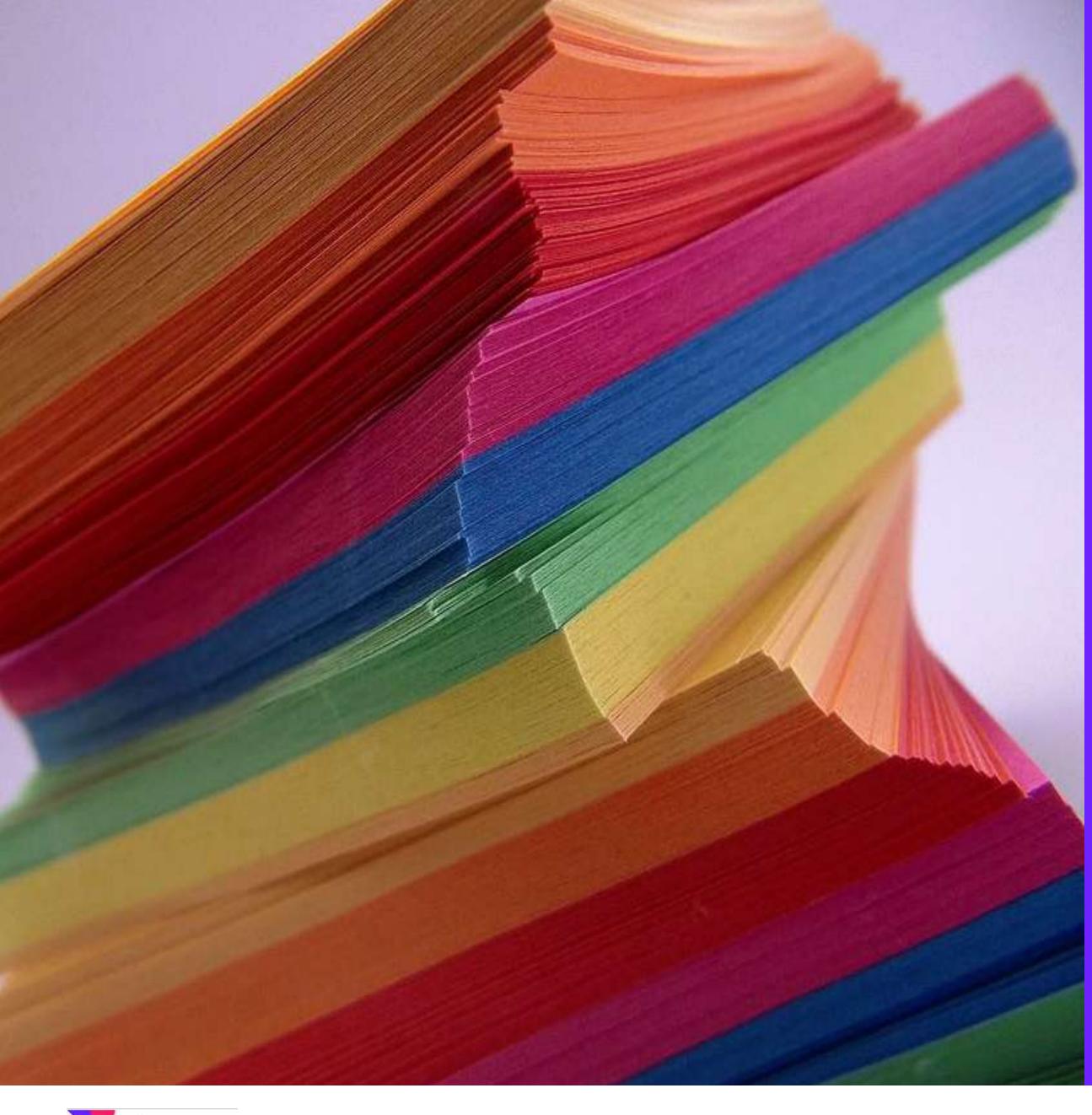








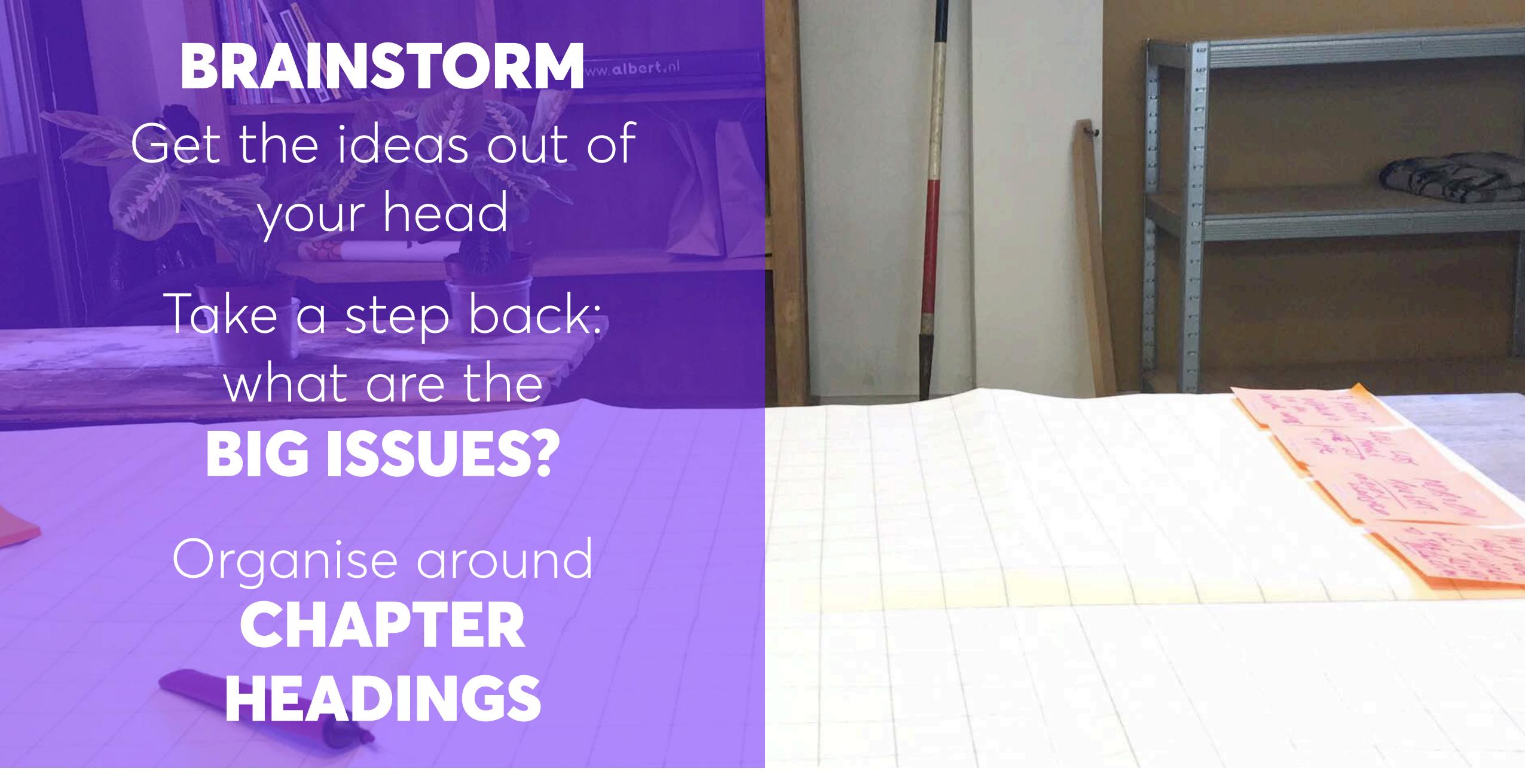




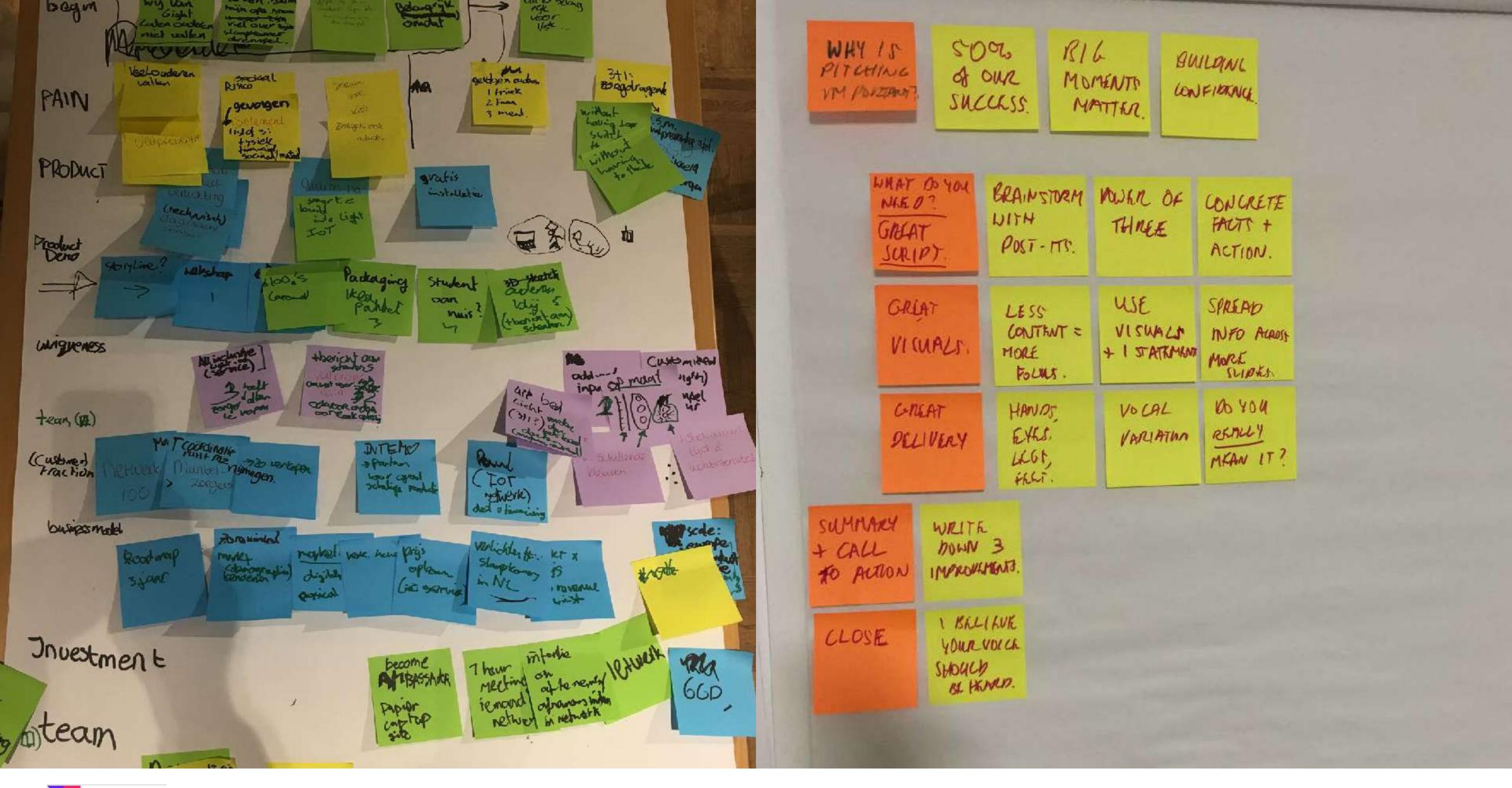
POST-IT NOTES

To Build Your Storyline











# Which topics should be in YOUR WINNING PITCH?



### The Pitch Canvas®

### Simple Statement of what change you and your product are making in the world.

Product

As simply as possible: now does it works

What does your product do for customers?

post-effective more officient, happier, saler? low have you tested it with oustomers?

rechnology/kelationships/Partnerships,

to your competition, or a ternstives? What's new and innovative about you solution?

What's Unique

competition is out there.

low do you get paid?

Business Model

what's the opportunity for growth? How can you scale beyond your current

scope: new industries, territories, applications of partnerships and technology?

What can your customers do as a result of your product?

(Be sure not to let the product dominate the pitch )

How do you help your customers get results ciflerently

Show you have researched the market and know what

What opportunities do you provide for people to be faster, more

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

how many people need this problem solved merket size? Have you validated that beople will pay to have it



### **Product Demo**

Live demor (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 moring product on screen is better. Can you show a real customer using it?



### **Customer Traction**

Success so far? Plot outtomers? Major brands? Progression in users or downloads? Customer reference quotes or movies? PR coverage? Competition wins? Use data and facts to strengthen your case.



### Investment

Lieve you invested money yourself? Have you raised money so fait. How much are you looking for now? What big sext steps will you use the investment for? What milestones will you much with the money? How many, and what type of investor are you looking for? What expectations do you have of your exectors, network expensise?



### Team

What relevant experience and abilis does your Tyrote ropy at roughts failt sweet mass. Brands worked for? Actievements? Sales success? What binds you together as people and as antrepreneurs to fix this problem? What's special about the character of your ream. that will make you stand out and be memorable?



### Call To Action and End Statement

Enish the prich strongly with a clear request for the audience to take action - what is their first next step?



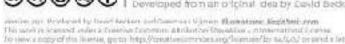
### Why You?

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 inclustry? Why should your audience have confidence that you are driven to do what you promise no matter what?





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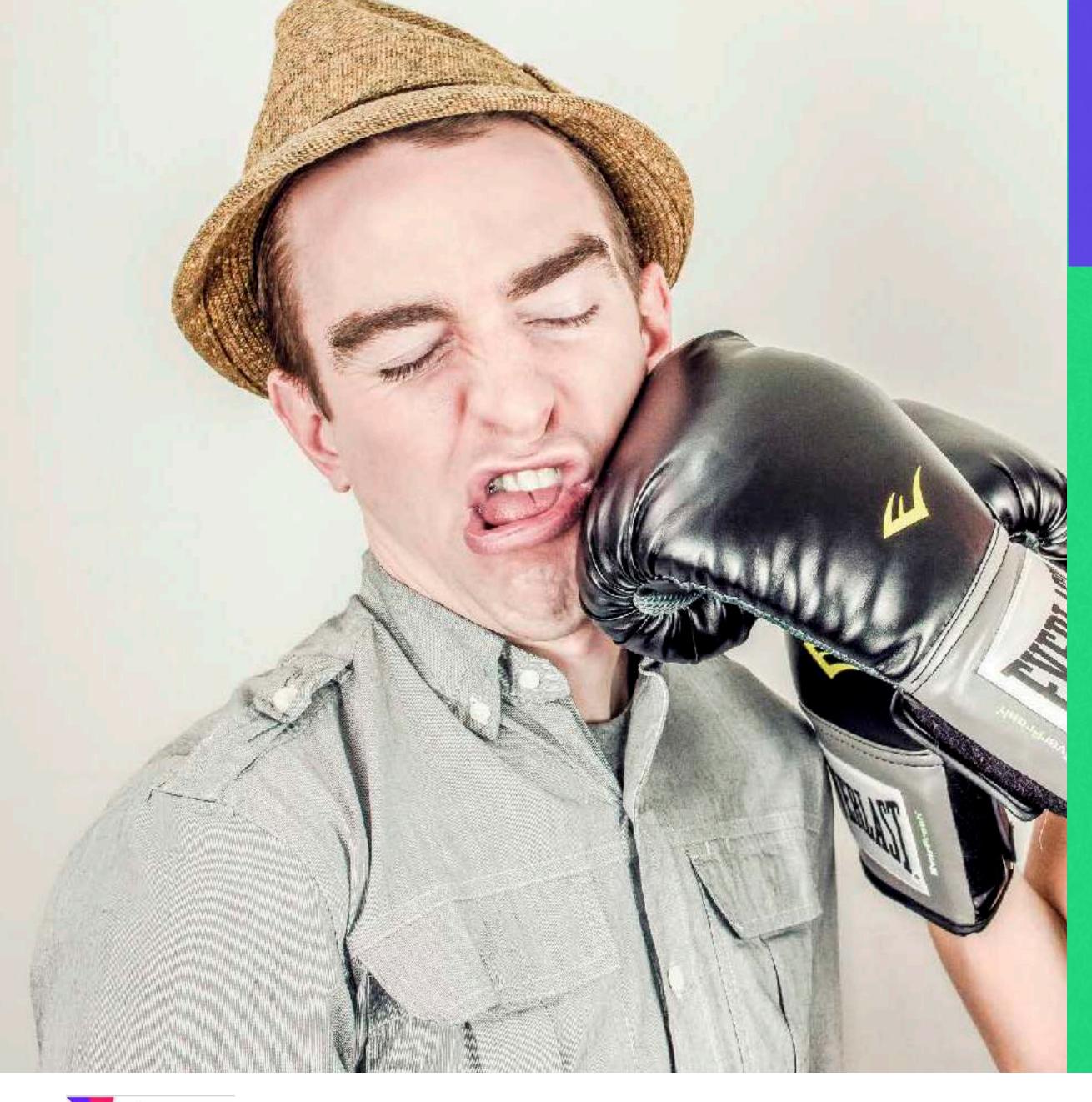


Please feel free to share The Fitch Canyas's. Ensure you reference Besty Misutes.com after each use.

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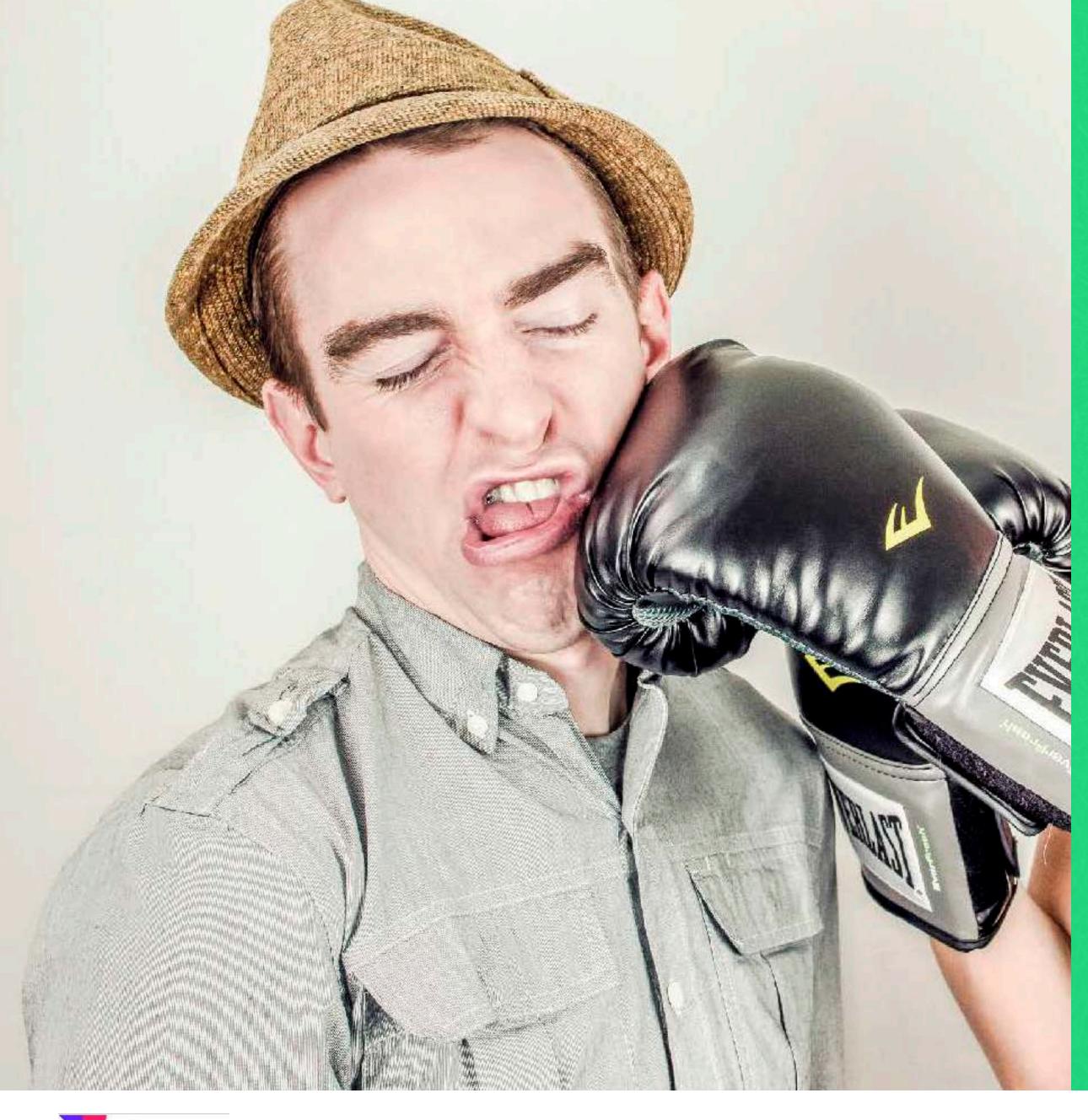


## 

What is the problem you solve?

What is the HUMAN RESULT?





Lost time?

More cost?

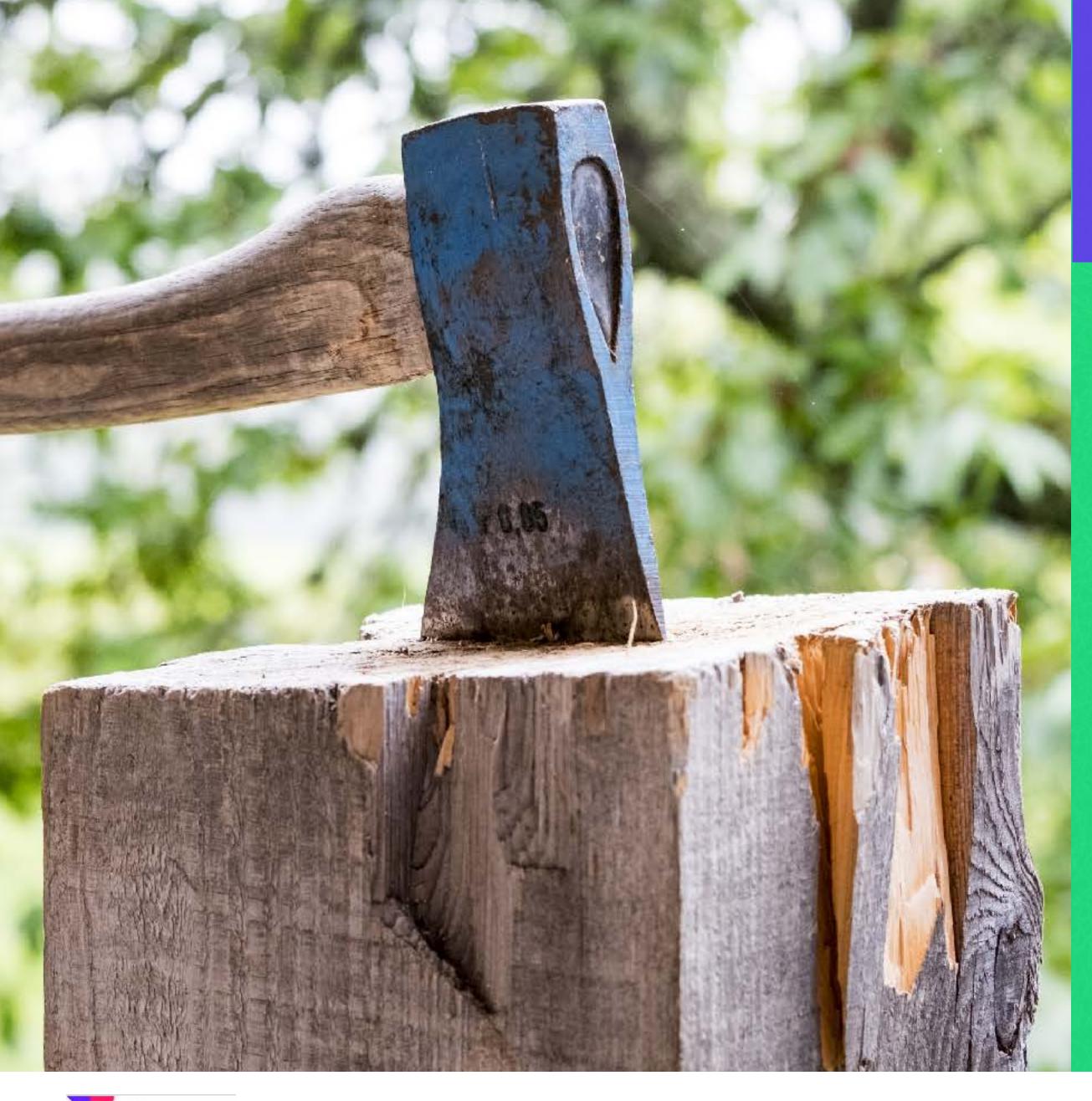
Complex steps?

Irritation?

Lost customers?

Bad reputation?



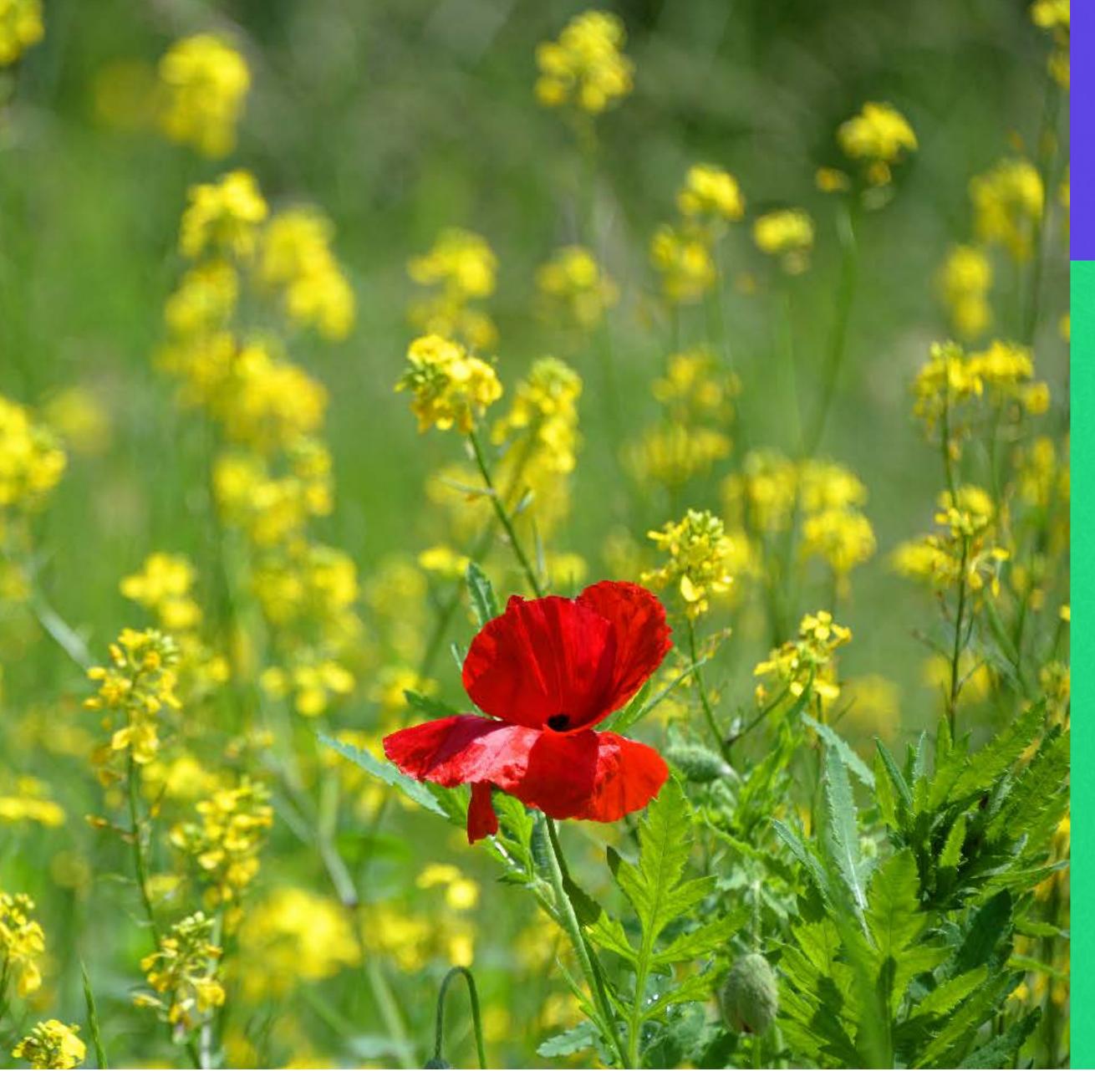


## 

How do you solve the problem?

NOTE: **Start** with the **Pain**, then introduce the product



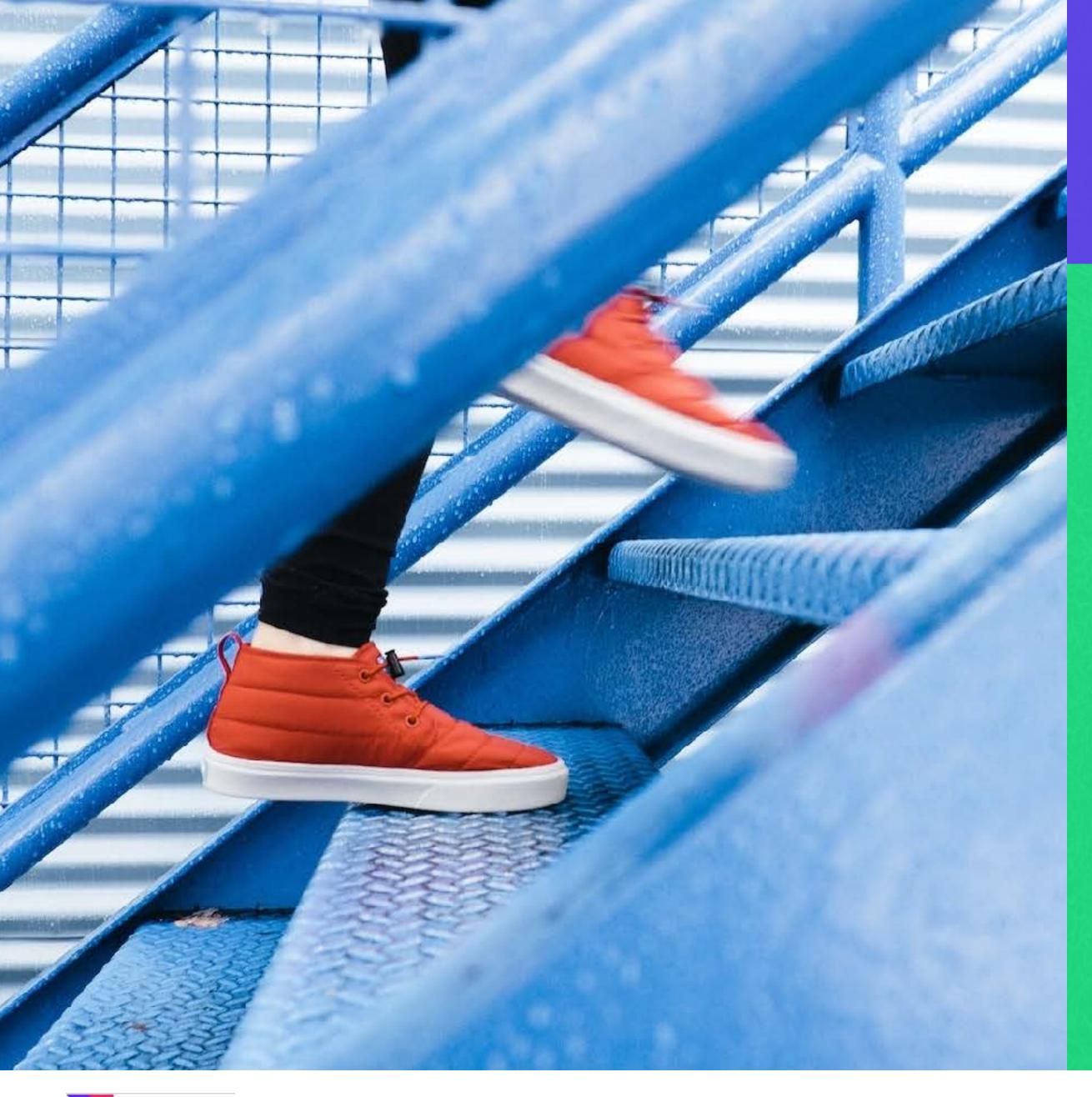


## 

What's special and new about your proposition?

Any relevant competitors to mention?





# TRACTION or VALIDATION

Partnerships?
Paid pilots?

Users? Revenue? Growth?

Customer Interviews?





# BUSINESS MODEL

What's the mechanism for earning money?

Opportunity for growth?





# WHAT DO YOU NEED? = CALL TO ACTION

Advice? Introductions?

Follow Up Meeting?

Feedback - what kind?

Money?





## 

Who will make it happen?

Skills? Experience?
Character?









## 

What's your personal motivation to offer this proposition?

Your Enthusiasm
Counts!



### The Pitch Canvas®

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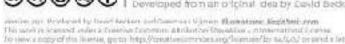
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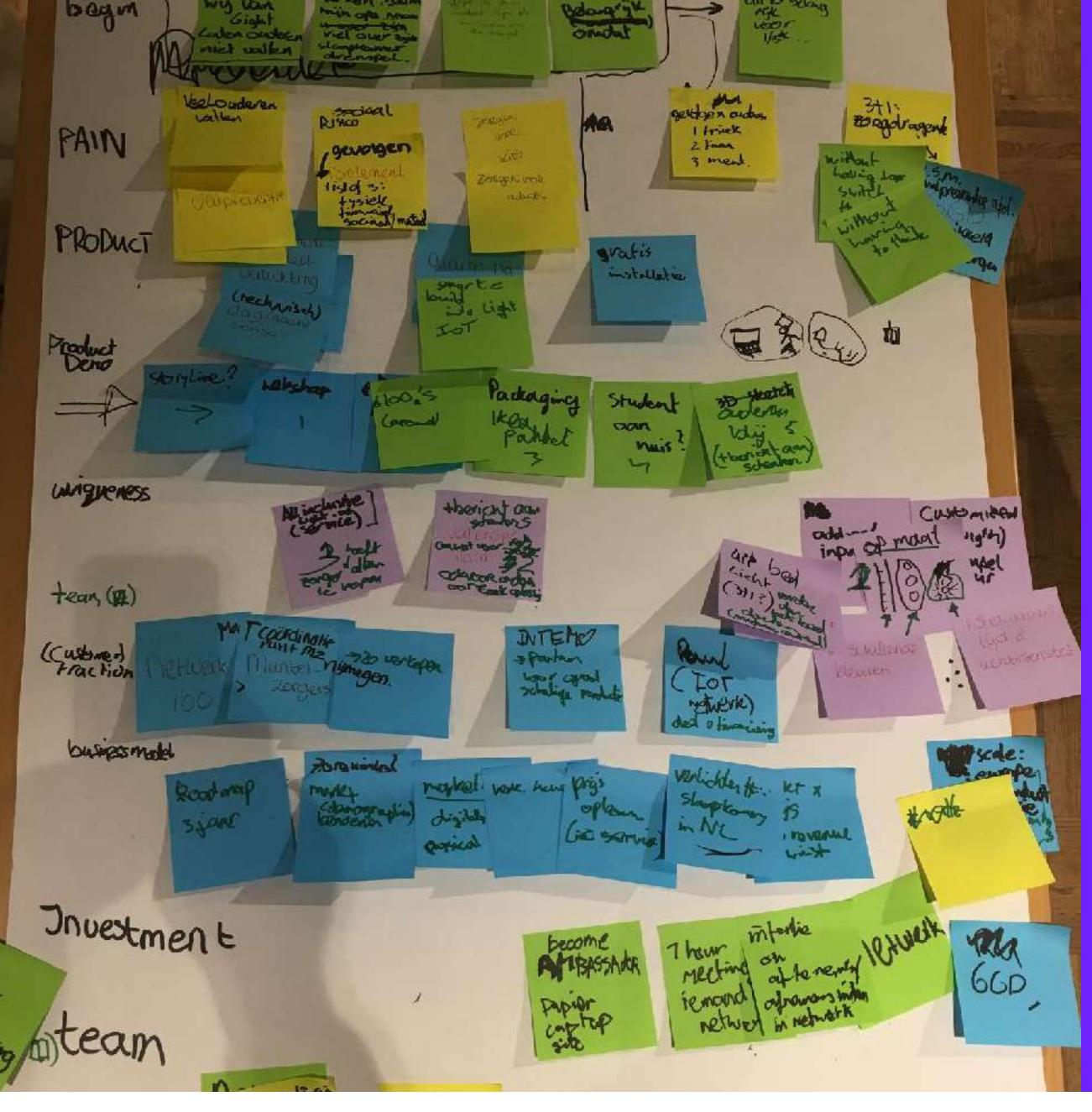


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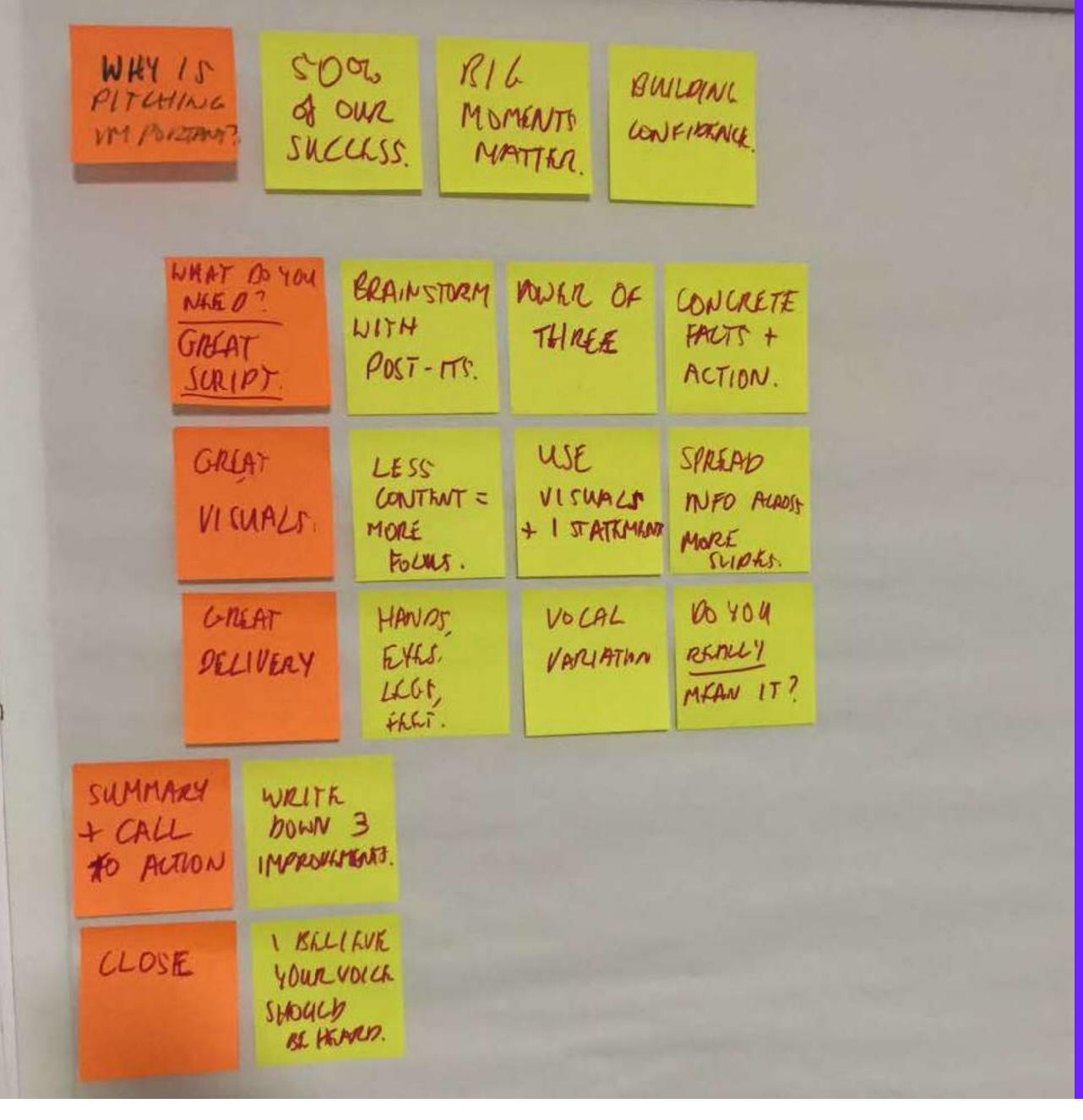
### ACTION STEP

**Brainstorm** content on Post-Its

Quickly write down key words and phrases, not full sentences

Don't think too much: just write





### 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 10 mins, hitting each judging criteria





### Please ask

## RITHE CHAT







### ACTION STEP

Brainstorm content for;
Pain, Product, What's Unique,
Traction/Validation, Business
Model, What do you need?,
Why You?

Quickly write down key words and phrases, not full sentences

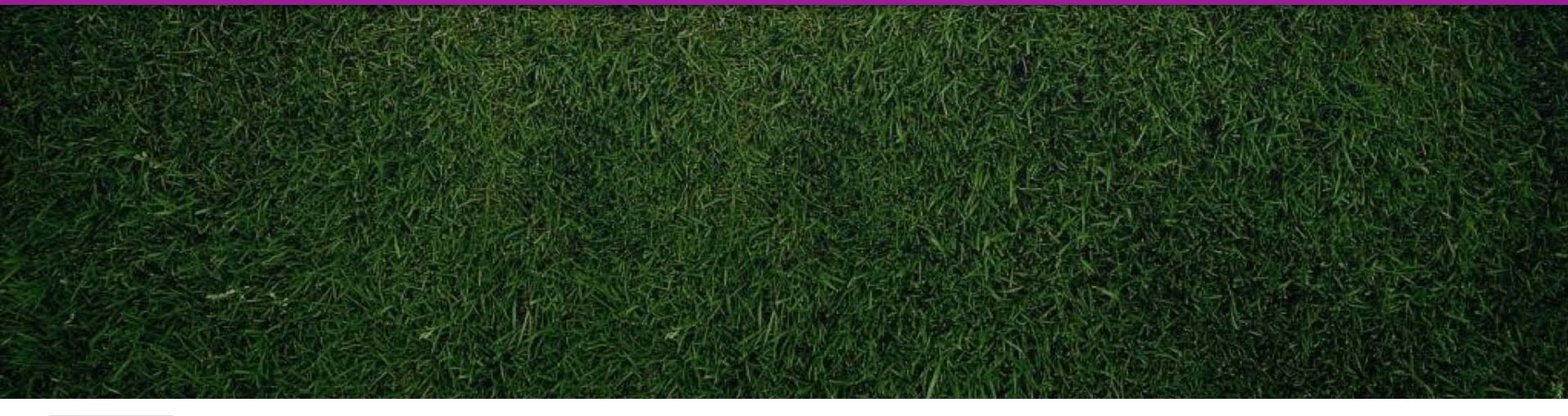
Don't think too much: just write

Brainstorm slides at: best3minutes.com/blp

# Brainstorm SESSION



# Pitch example for INSPIRATION...







### Please ask

## RITHE CHAT



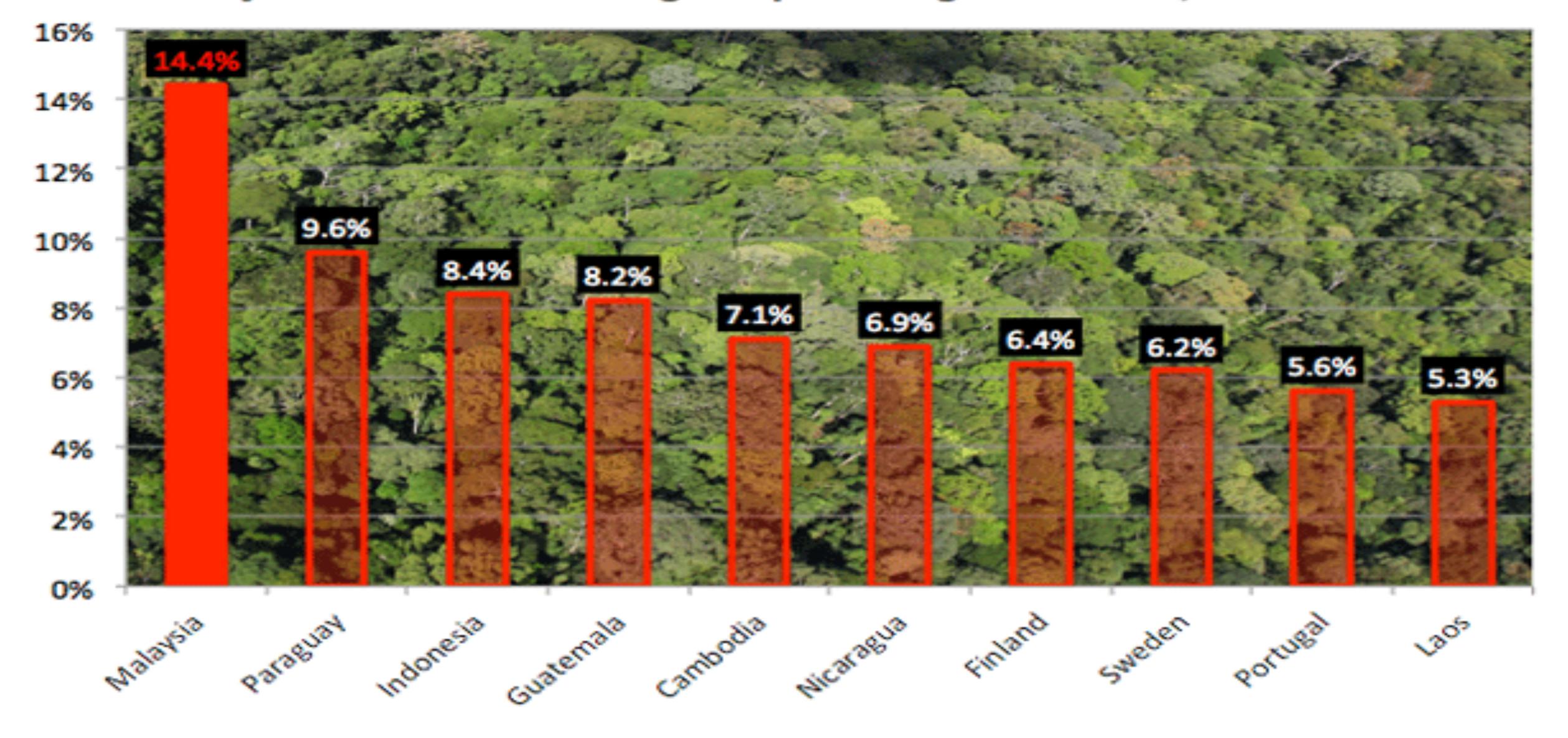




## Ryan Pandya (US)



### Major forest countries: Highest percentage forest loss, 2000-2012







RYAN PANDYA

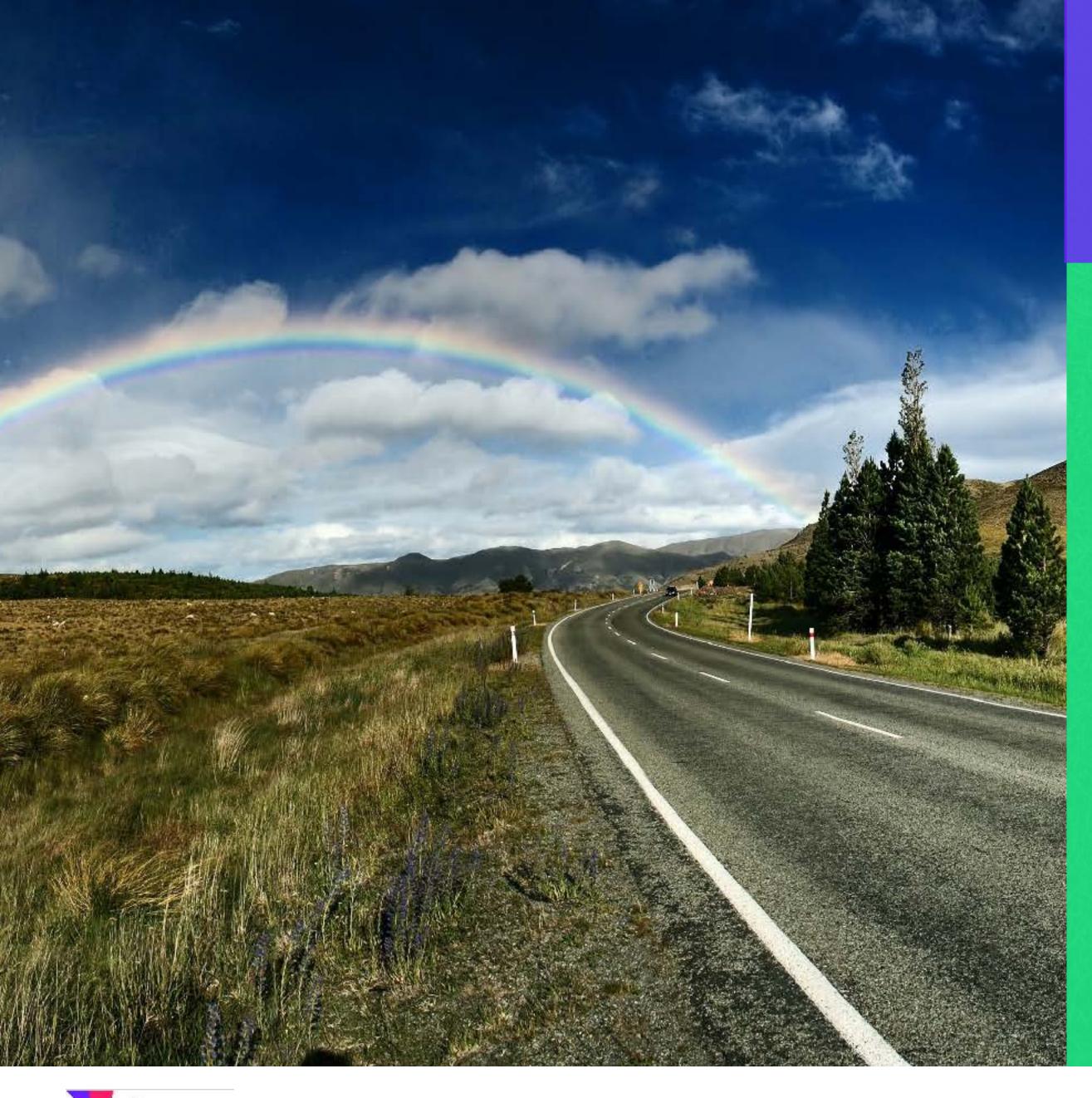
# At Muufri, we make Milk Without Cows











### TOOGENERIC?

"We help people

with poor job prospects

by offering a job in the hospitality industry"



# PEOPLE WITH POOR JOB PROSPECTS...

REFUGEES

LEARNING DISABILITY MIGRANT WOMEN



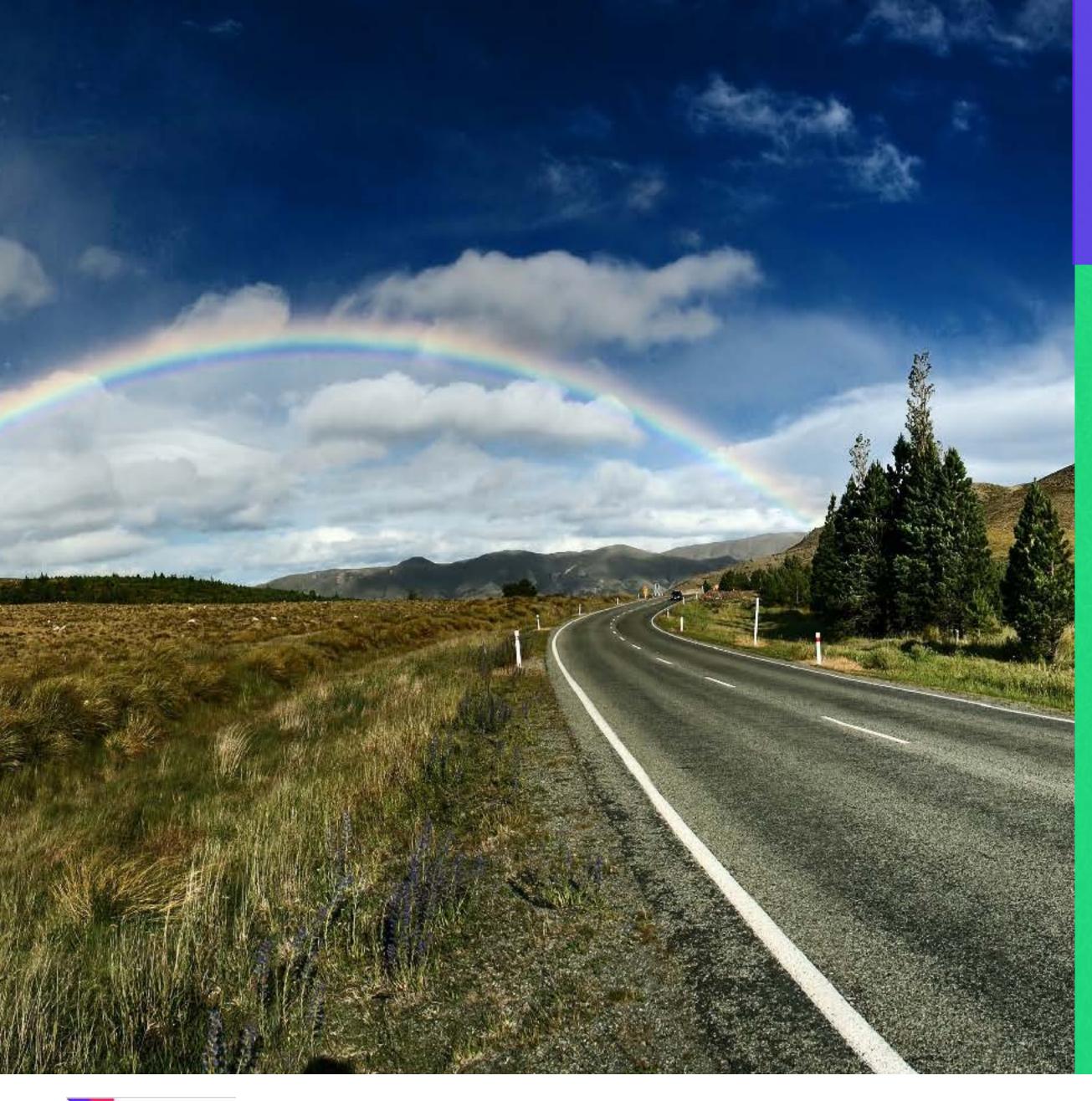
# AND THE JOB IN THE HOSPITALITY...

SANDWICH SHOP

CATERING

TEA HOUSE





### 

"...people with poor job prospects...

...job in the hospitality industry..."





### DROP BOTH Generic & Technical

Tell your story in coffee language!





### Remember the AUDIENCE

Think about what you're saying..?

Think about what you're telling!





# Pitch Part 1: The OPENING





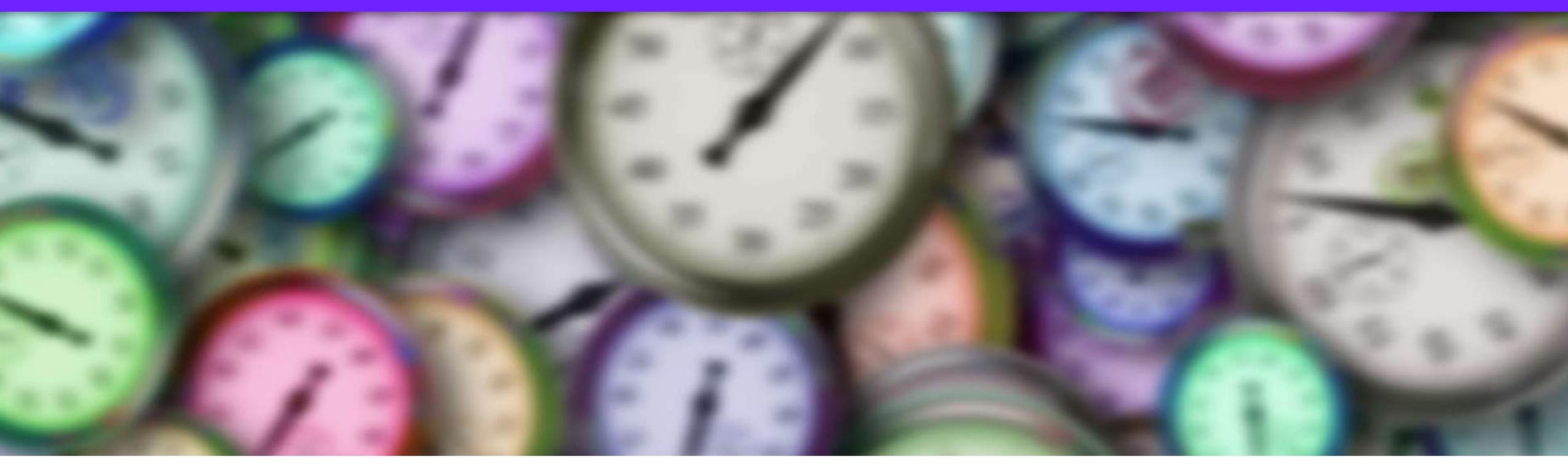
#### Please ask

### RITHE CHAT





# Remember, it's a 10-MINUTE PITCH





## How many WORDS PER MINUTE?





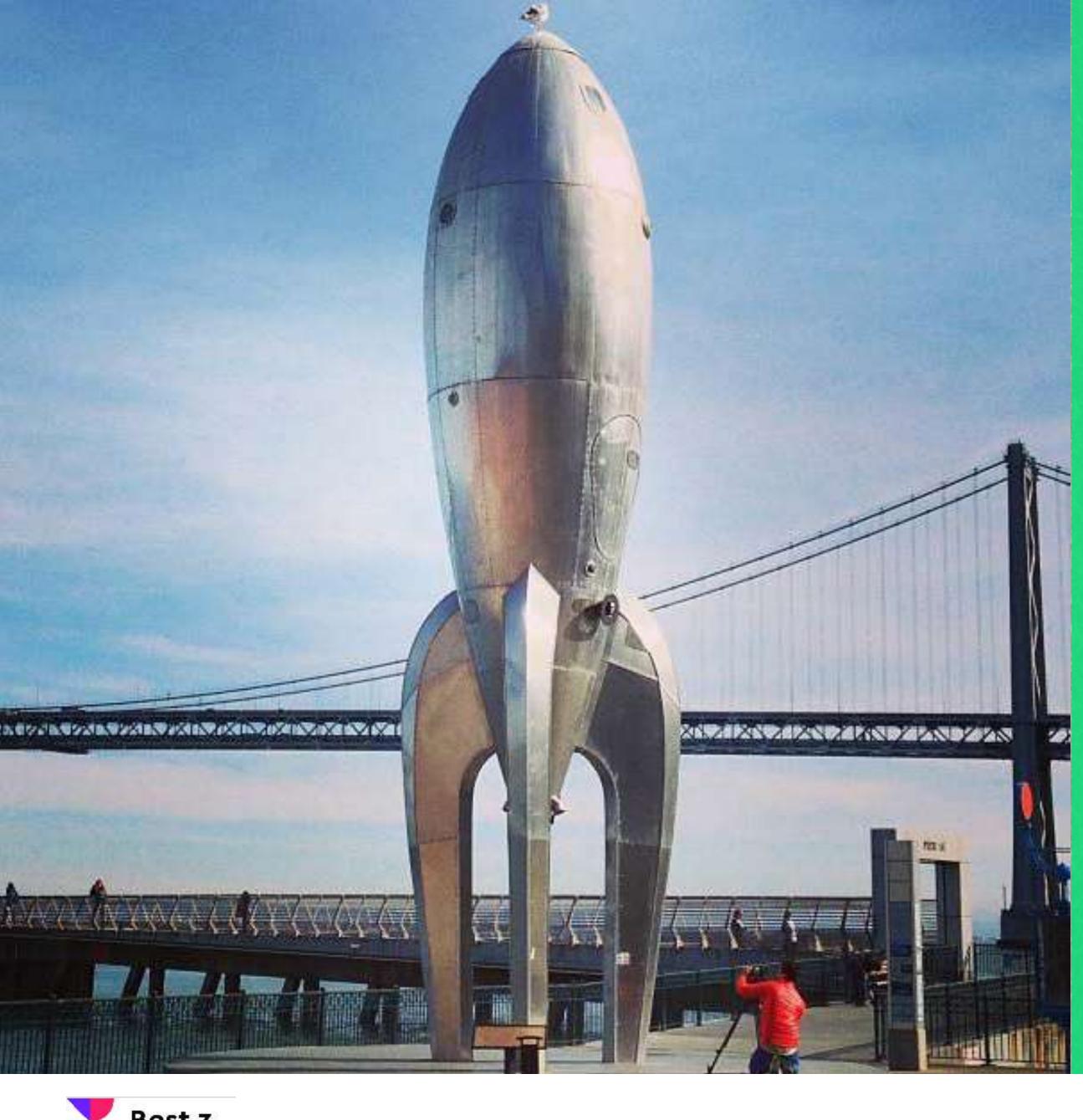
### How many WORDS PER MINUTE?





## Make the first word count OPEN POWERFULLY





The first 20 seconds buys



## Is this person PROFESSIONAL?

# Do I want or need to KNOW MORE?





### Ryan Pandya (US)



## Quantify the PROBLEM

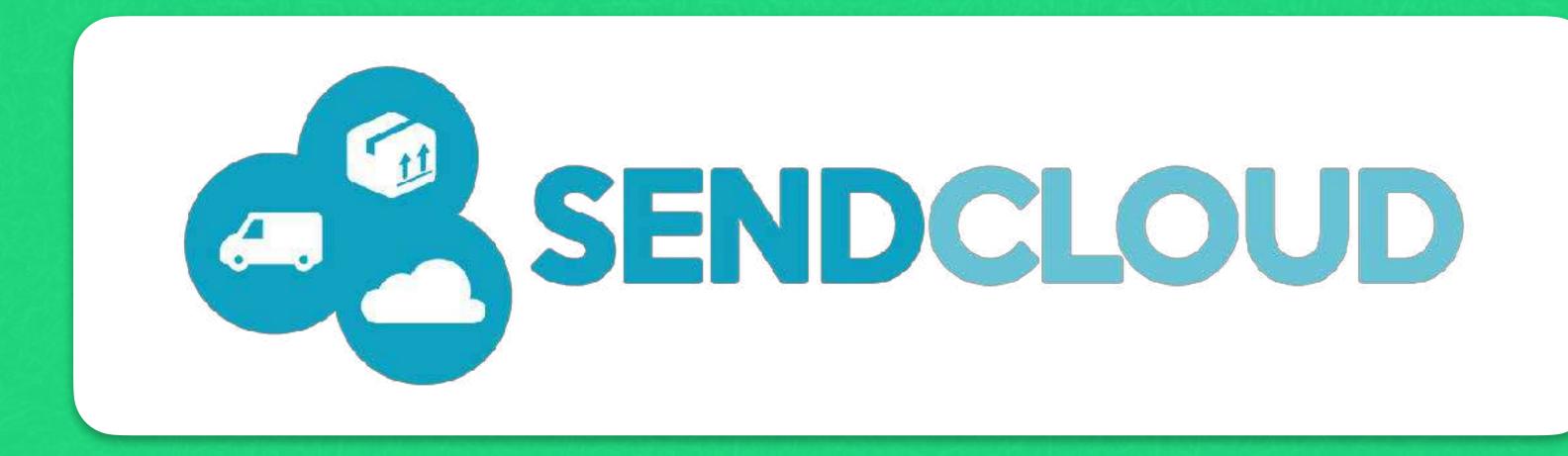






#### Add some

#### EARLY TRACTION







## Simply be PROFESSIONAL

# SADDL

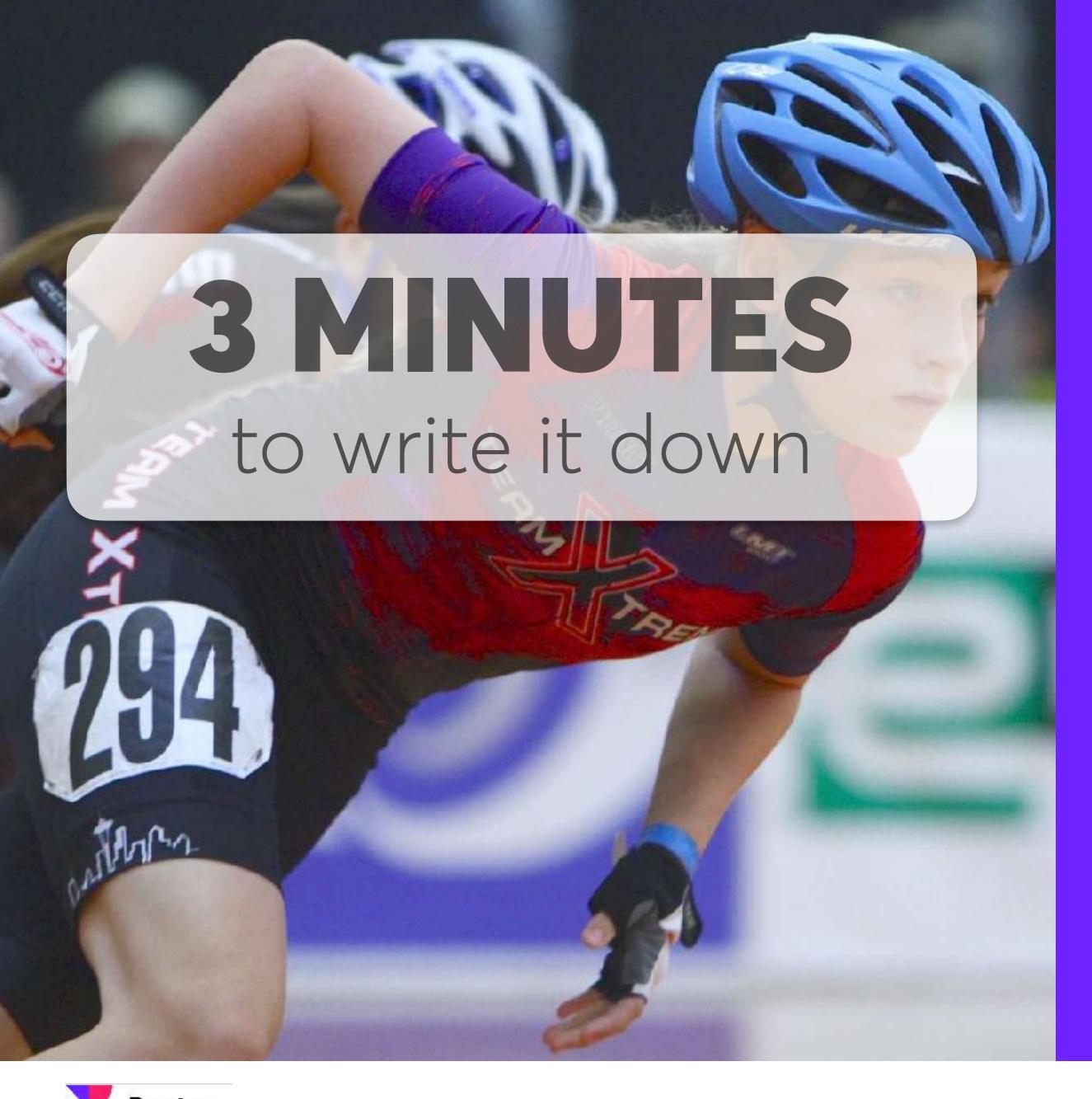




## Now it is YOUR TURN

# How could you OPEN YOUR PITCH?





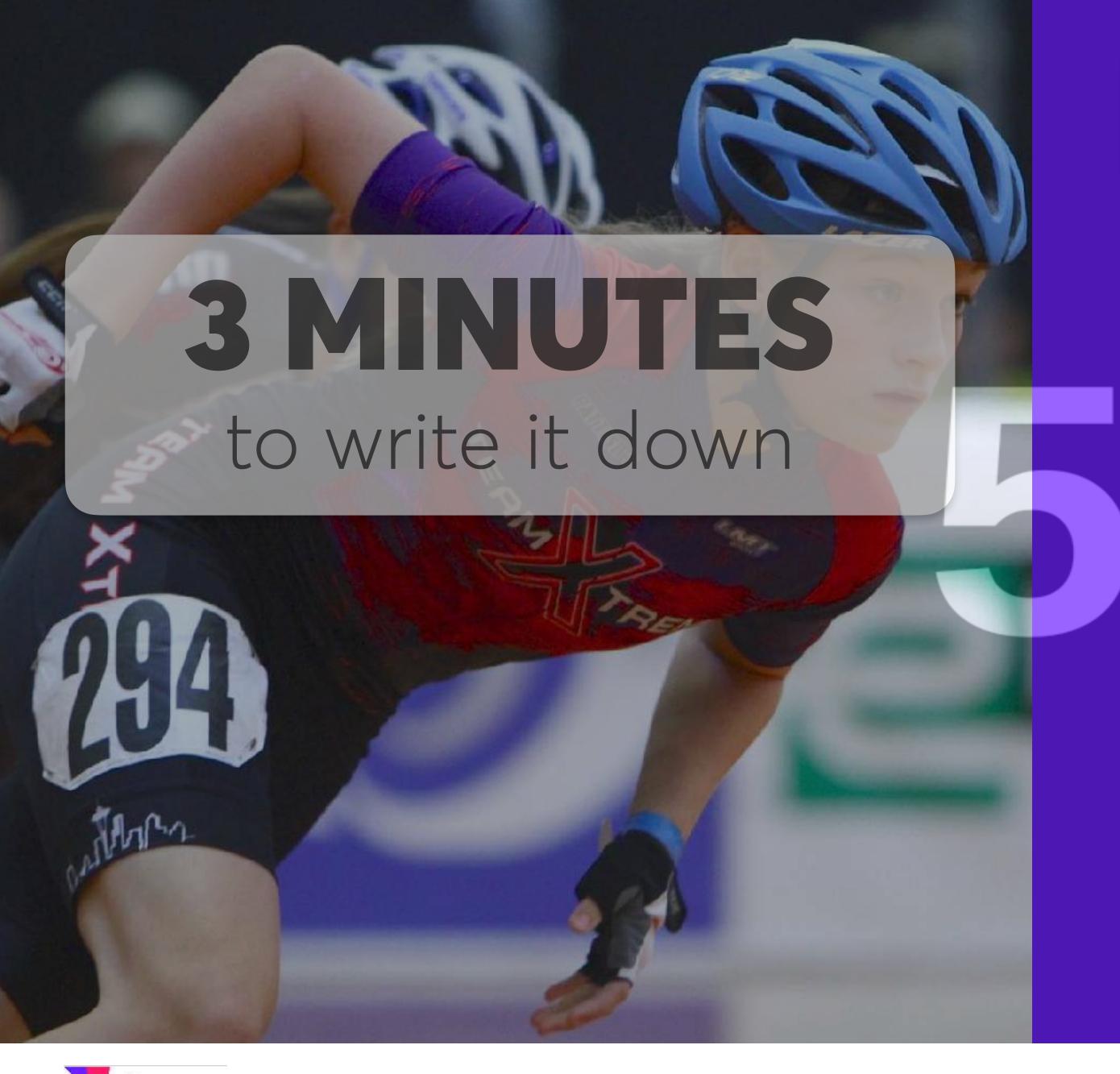
Review your brainstorm

Based on your Post-Its:

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

Write these 3-4 sentences (individually)





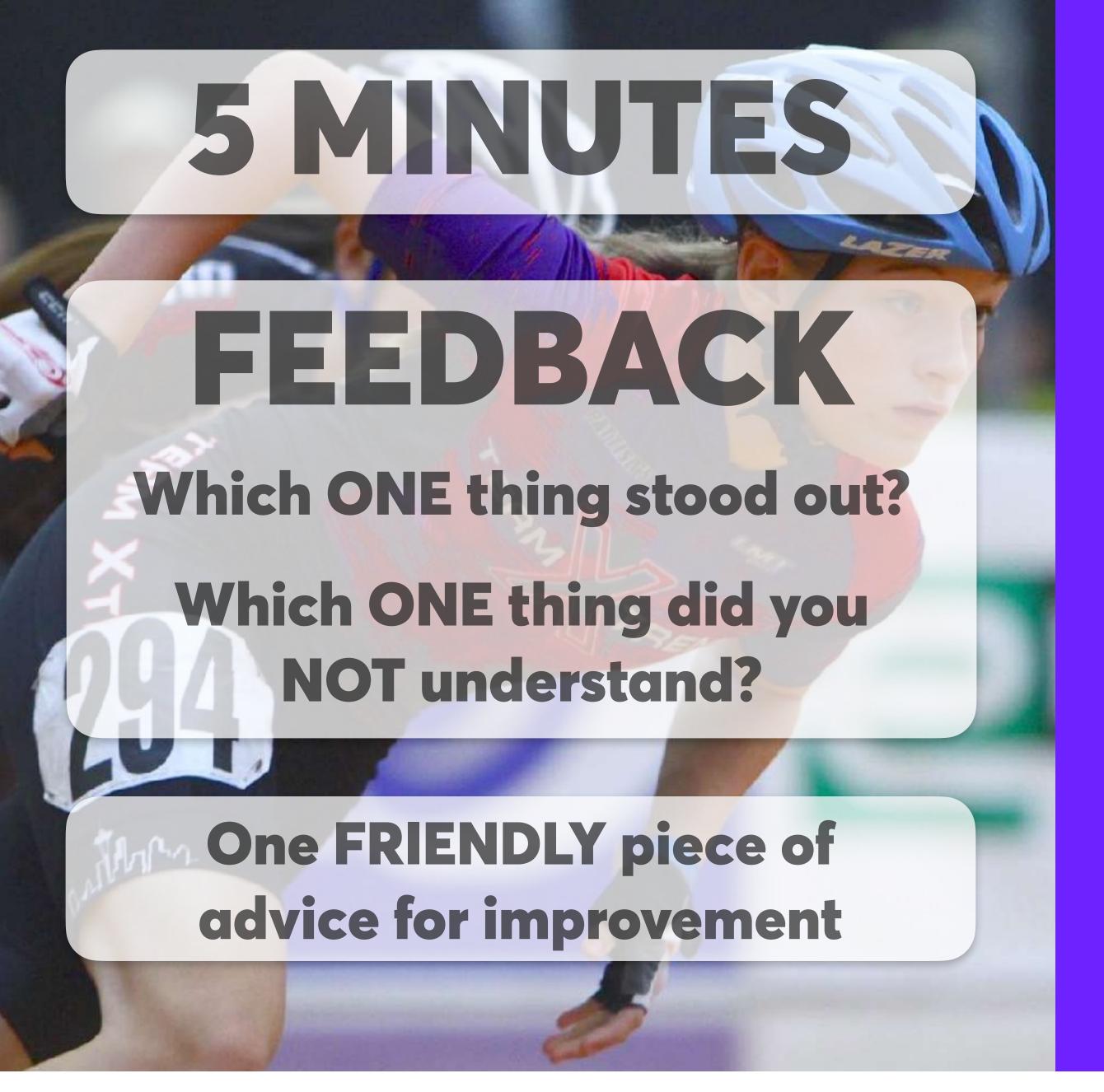
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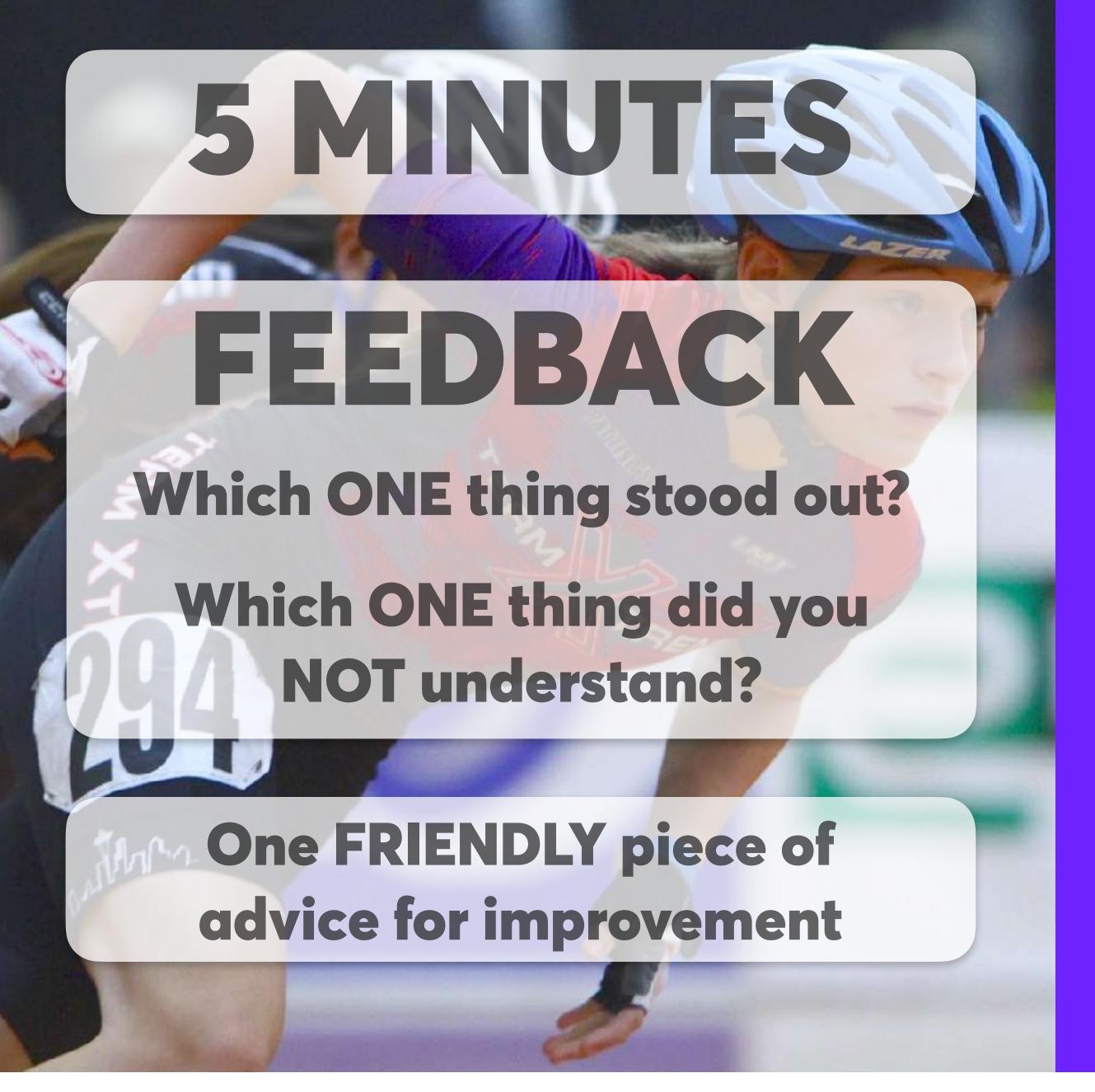
Get feedback on your Opening

Test your 3-4 opening sentences after the workshop

Get feedback based on these <— three points.

It only takes 5 min = 2,5 minutes per person





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



Thinkit through

Write it down

Say it outloud

GET FEEDBACK



### GET FEDBACK

What stood out most?

What did you not understand?

Friendly advice for improvement?





# Pitch Part 2! Memorable MIDDLE





#### Please ask

### RITHE CHAT





## Making your story FOCUSED & MEMORABLE







### 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









### Break the whole pitch into

### THREE BIG CHAPTERS











# Pitch Part 3! FINISH POWERFULLY





# Finish like a true PROFESSIONAL



# Make a plan for the last 30 SECONDS



#### How?

## REPEAT THE PROCESS





Thinkit through

Write it down

Say it outloud

GETFEEDBACK



# And the LAST TWO WORDS?



# THANK TOUS

l've finished, you can clap now!



# Focus on how to create a VIDEO PITCH





# Two biggest influences on VIDEO PITCHES

Video
FORMAT

Your Mountains and the second of the second



#### Video Format

### OPTIONS

Slides and Voice only

Person
on
camera

Slides & person on camera

and then there's the Champions League option...



# Video Format OPTIONS

Slides and Voice only

Person
on
camera

Slides & person on camera









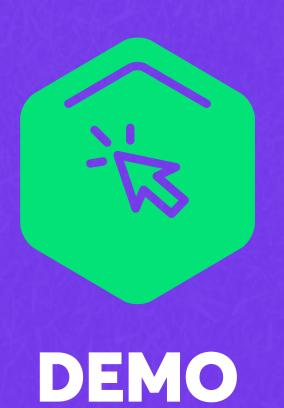
# Throw Everything At It!



VOICE













## VIDEO EXAMPLES FROM

NETHERLANDS

ENELLISTS



### Use a

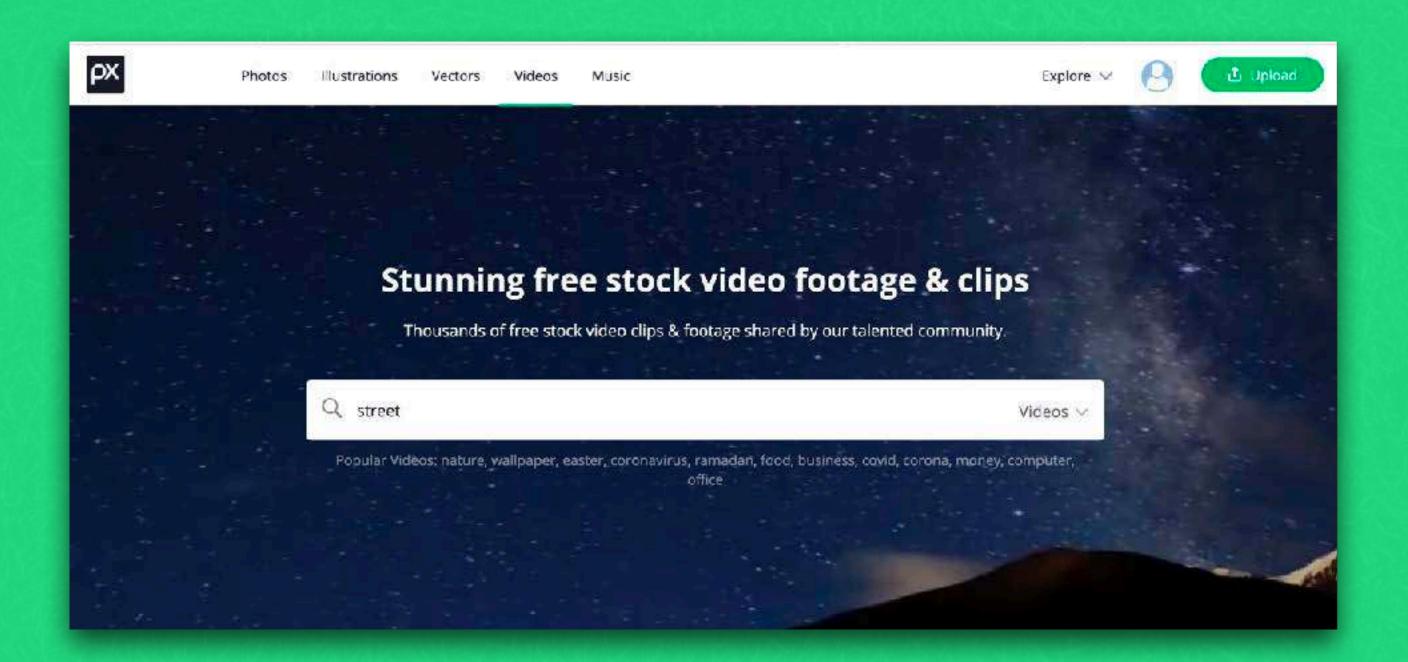
## CLICKER



Avoids the 'click-click' when moving from slide to slide



# Free Image and Video Resources PIXABAY.COM



Creative Commons - Commercial Use

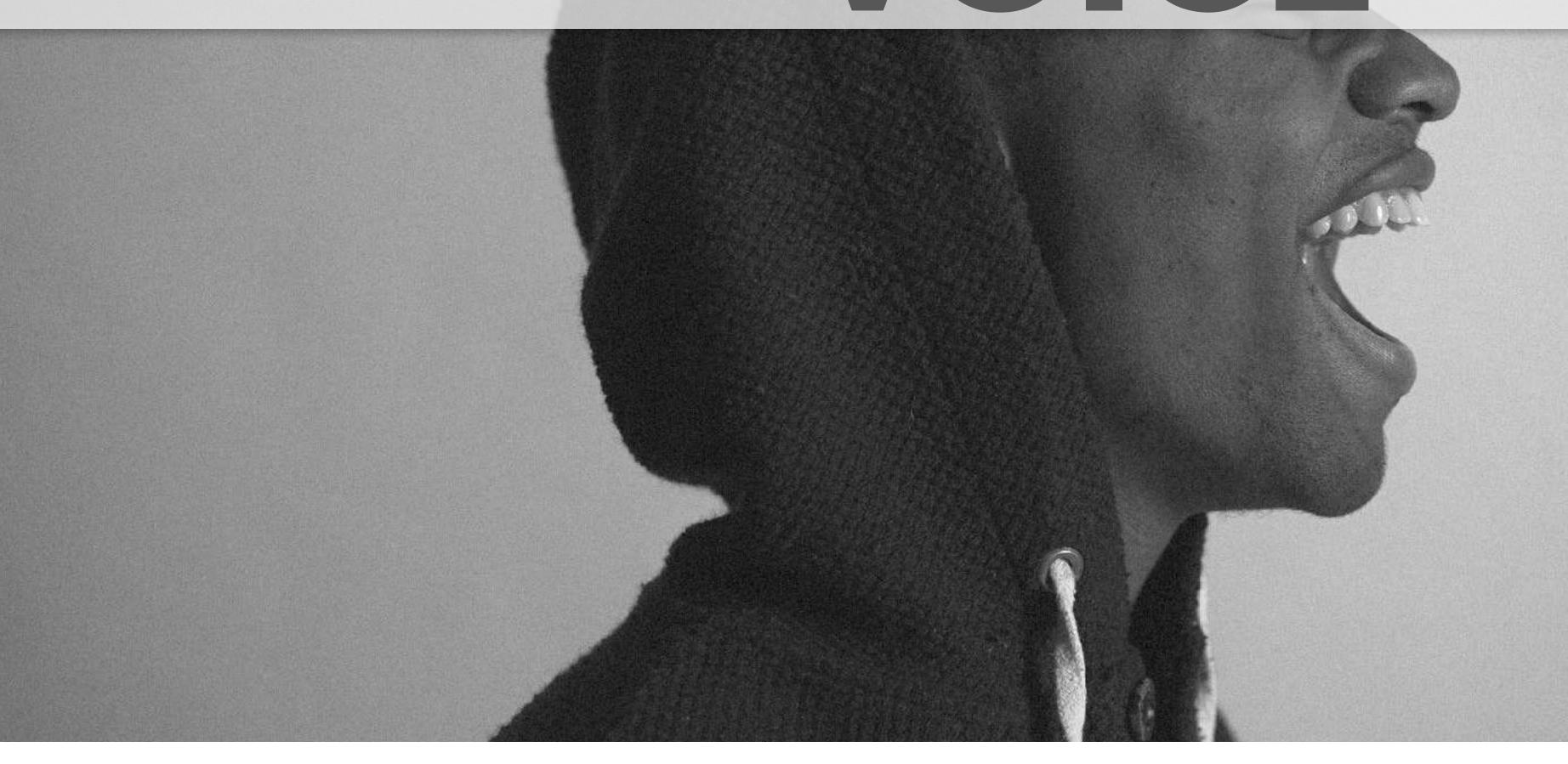


# Two biggest influences on VIDEO PITCHES

FORMAT VOICE



# You have most effect with your VOICE



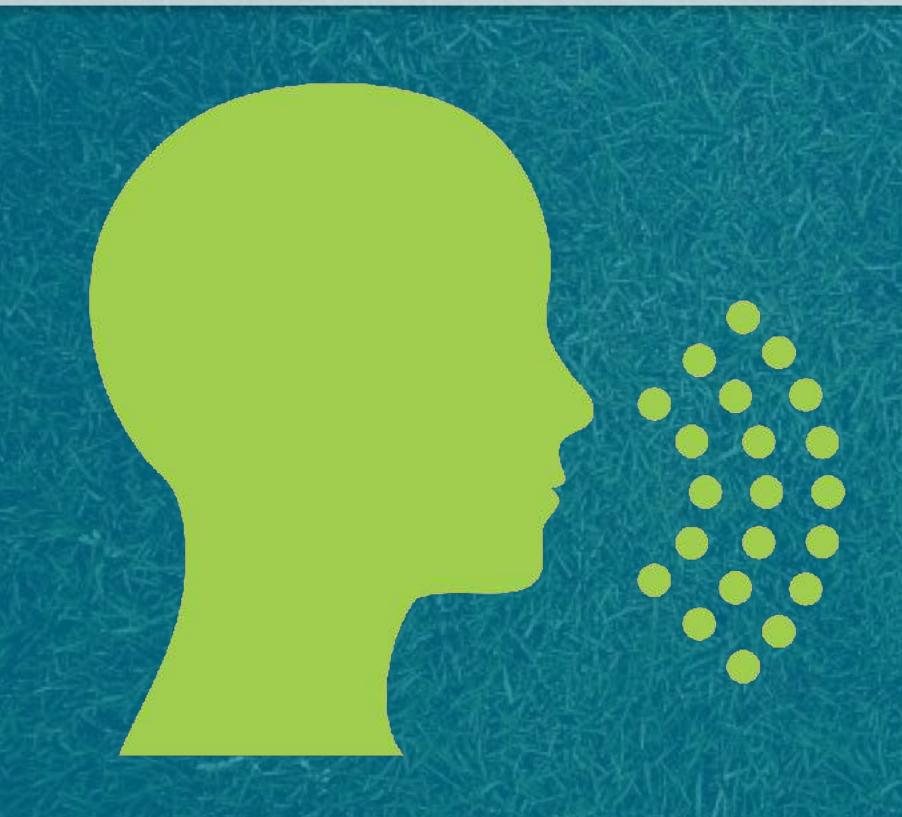


# What do you want them to THINK AND FEEL?





# Use your voice for EMPHASIS & VARIATION



PACE

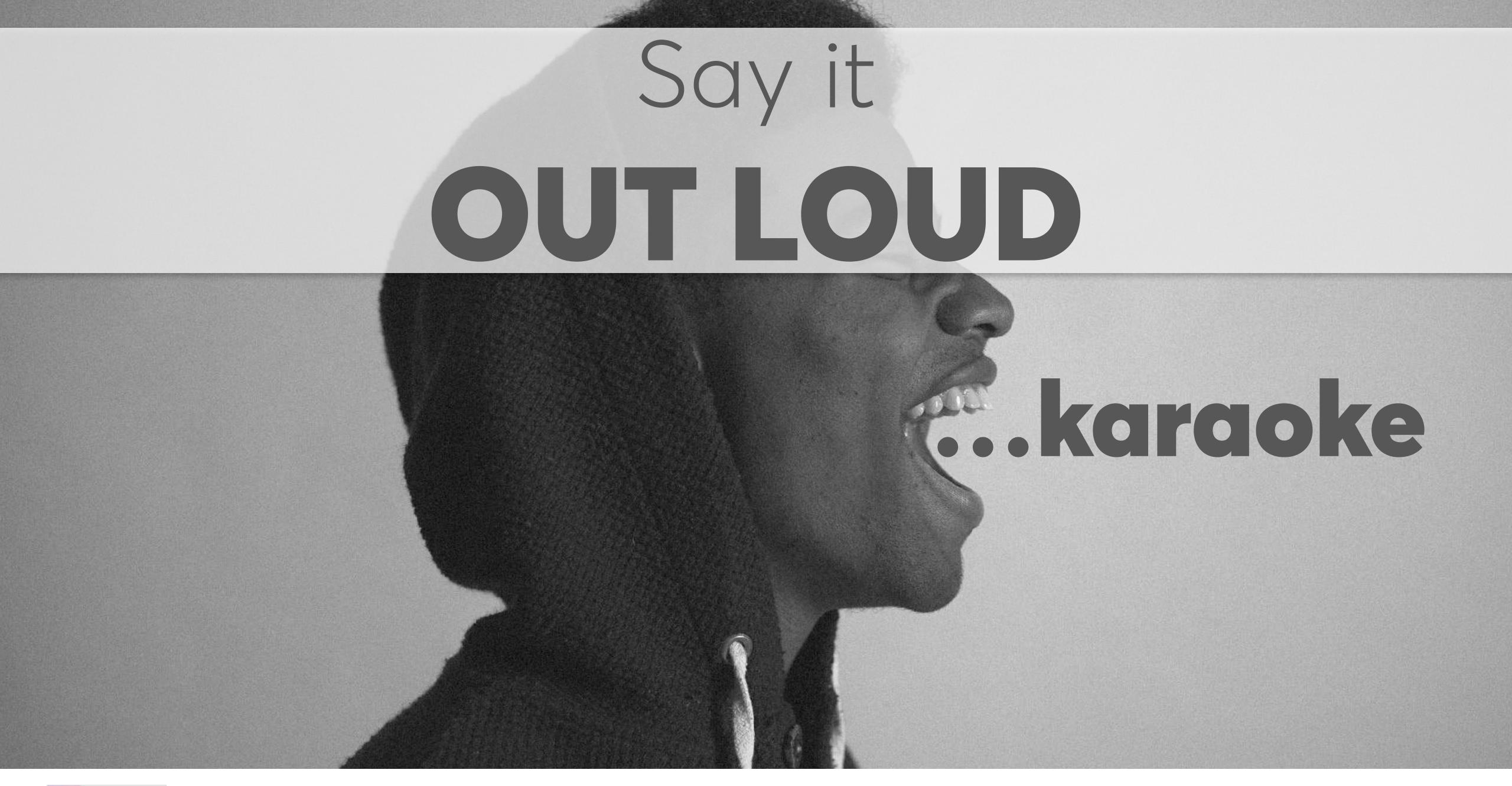
PITCH (high-low)

VOLUME



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







Thinkit through

Write it down

Say it outloud

GET FEEDBACK





#### Please ask

## RITHE CHAT





# Pitch tools and RESOURCES













#### **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

daykt beckers@bestar Invies.com linkecin.com/is/dovebecketpresentationcoach



#### **Biggest Pitching Mistakes To Avoid**



#### Thanks for joining the recent Pitch workshop!

Here's a quick checklist of mistakes that are regularly made curing 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 best-indicates.com TW @best3rinutes

daykt beckenskiester Invieszon. linkecin.com/is/davebeckettpresentationcoach







#### **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.

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besigninuses.com @best5 rinutes.

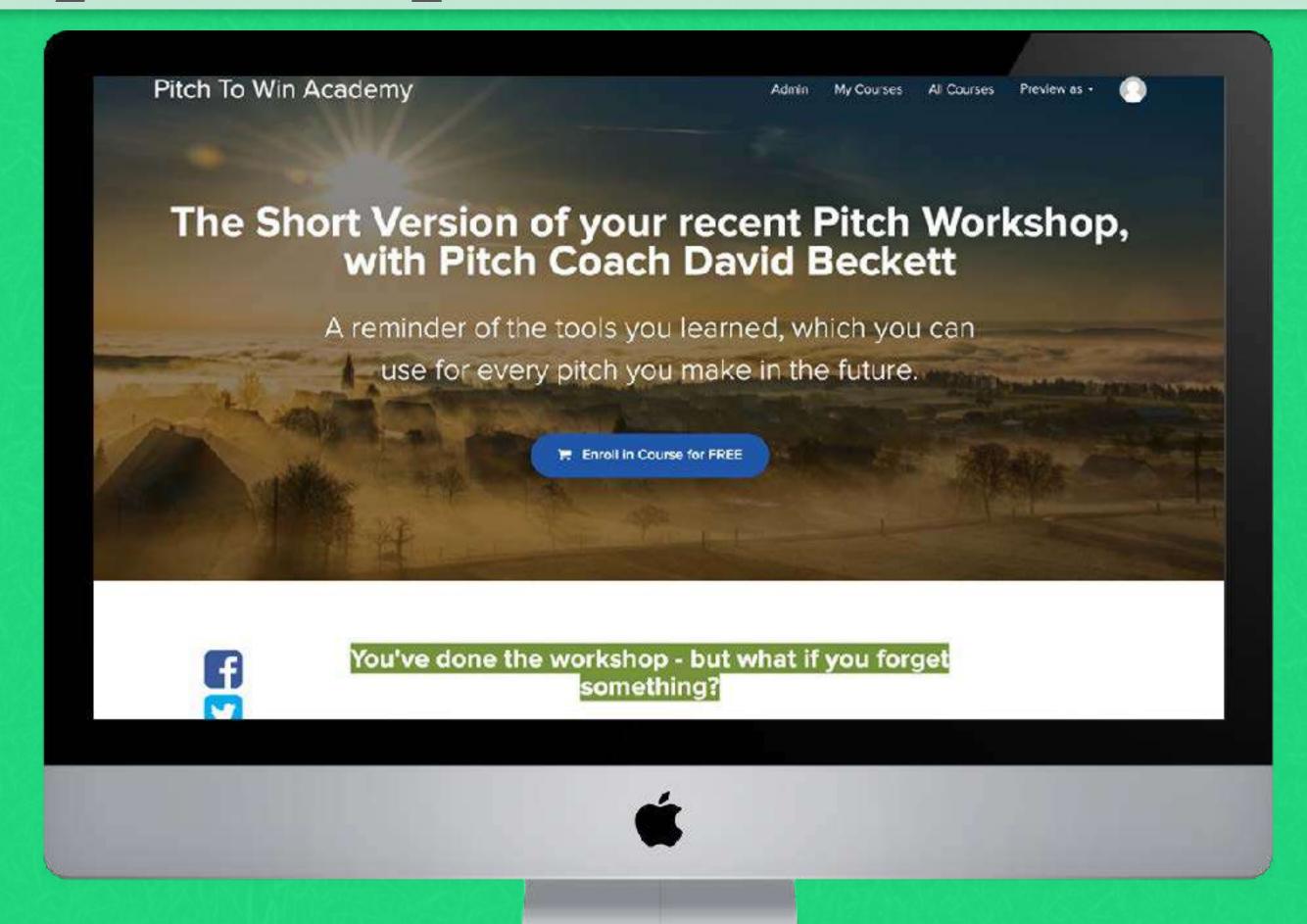
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#### best3minutes.com/blp



## tiny.cc/pitchworkshop

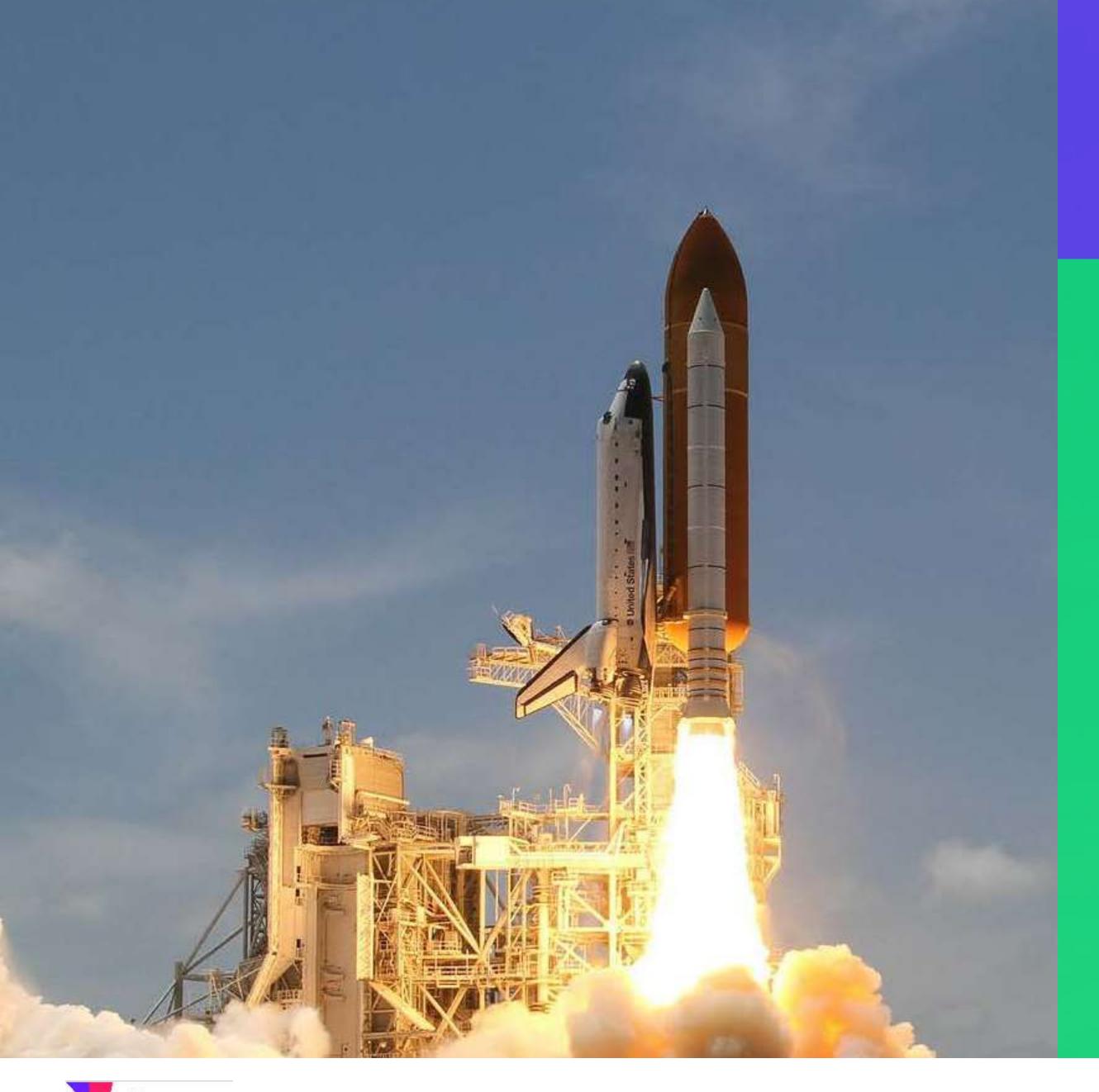


best3minutes.com/blp









### 

(Raised before?)

How much raising now?

What will you **spend** the money on?

Milestones you can reach?



# Champions League example



VOICE

















### Which

### SOFTWARE?





Both can export to Movie



#### Which Software for

### SCREEN CAPTURE?





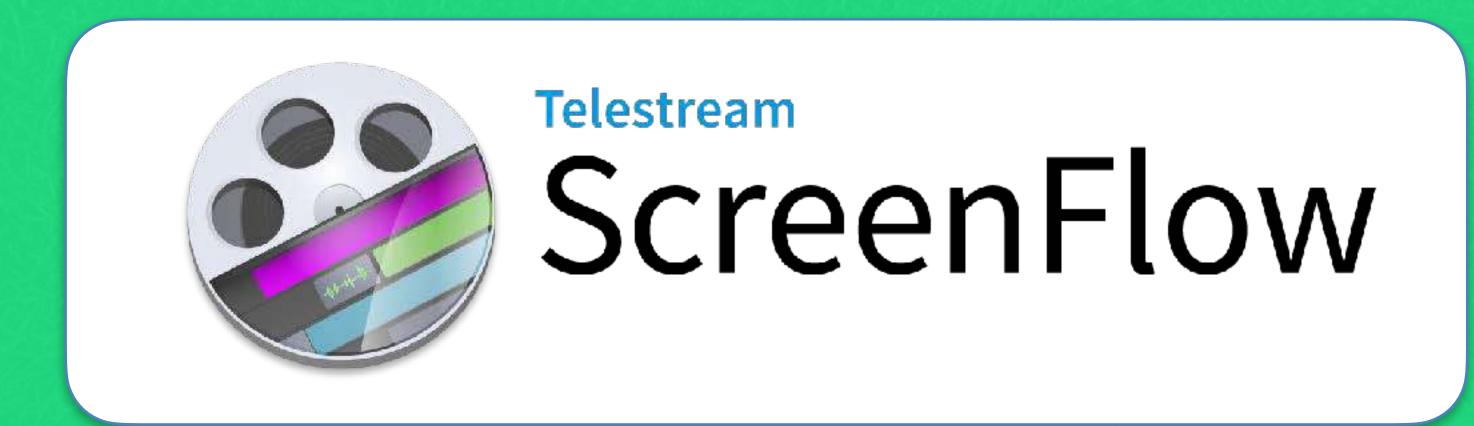


CURRENTLY FREE



#### Our Recommendation

### CAPTURE SCREEN, PHONE, EDIT



NOT CHEAP! \$129
But worth the money



#### Which Software for

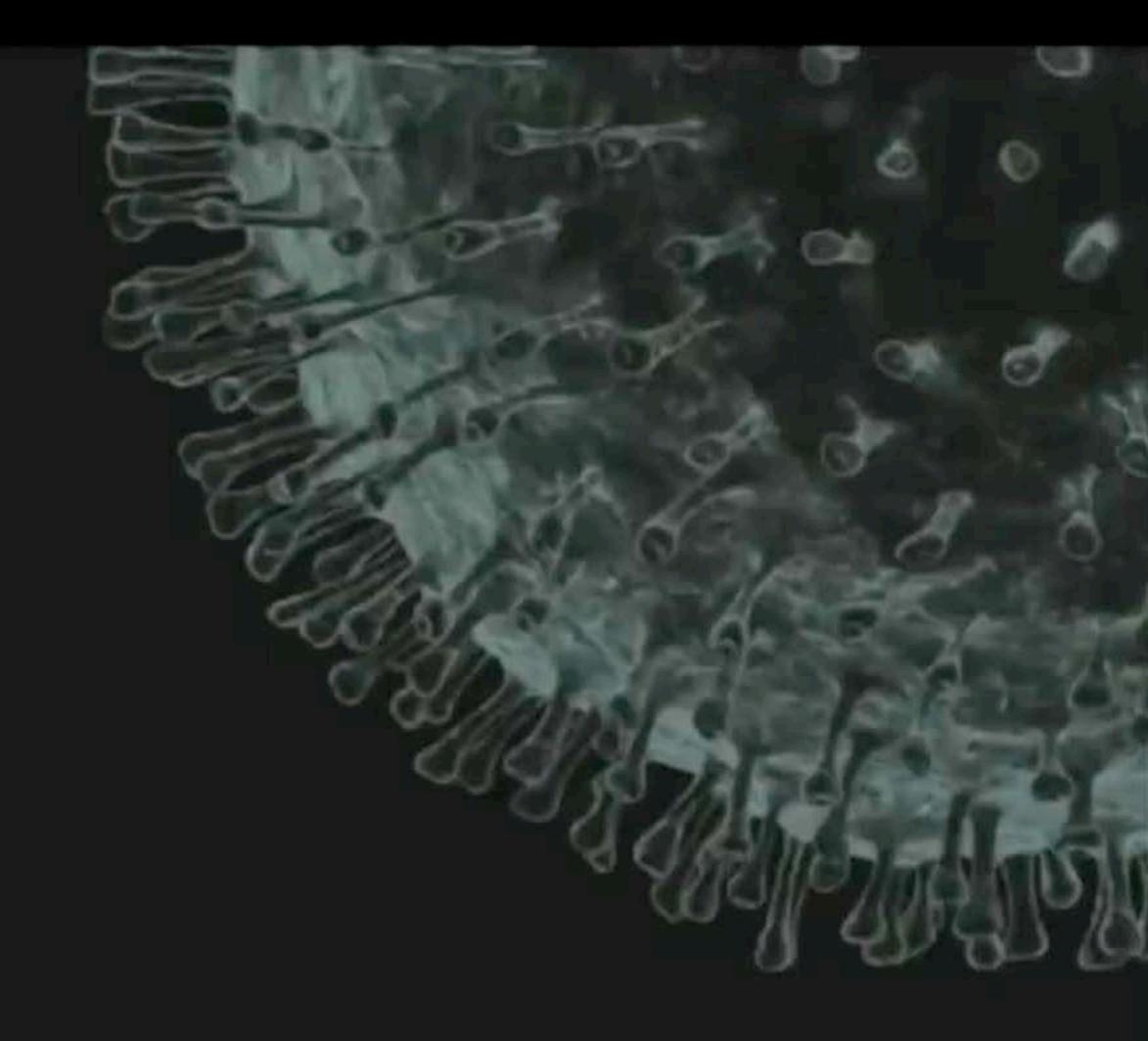
### SCREEN CAPTURE?





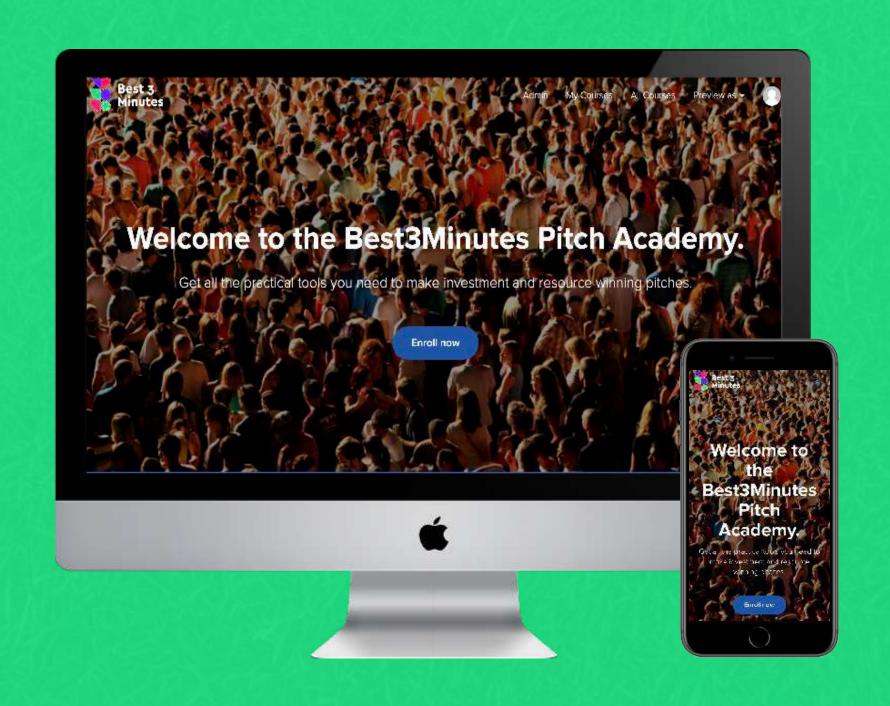


Crowdsourced intelligence platform





## Frame product INADEVICE







Export.

Options

#### Innovation Storyline

Monday 19th November, 2018

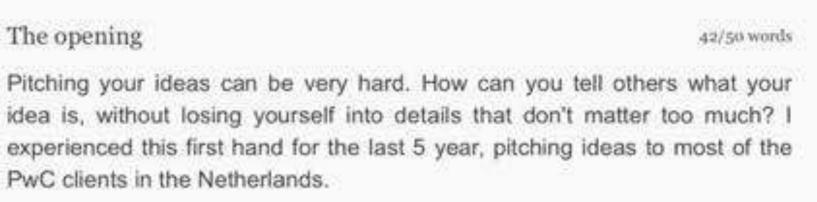


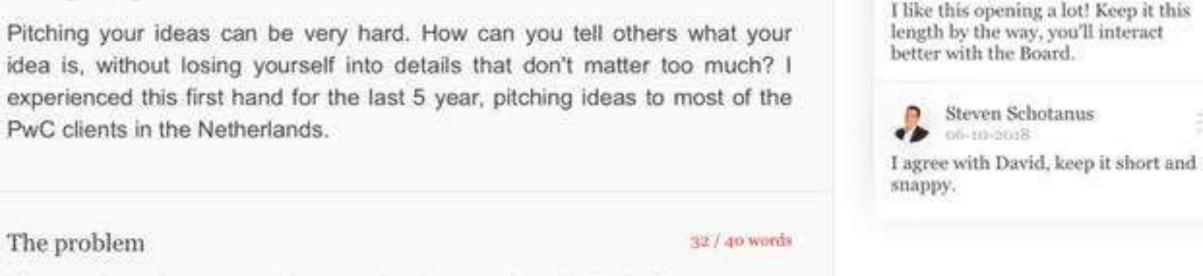
David Beckett



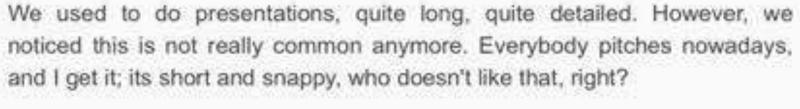


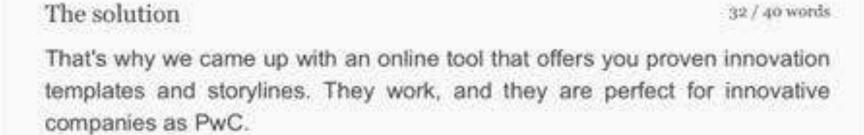


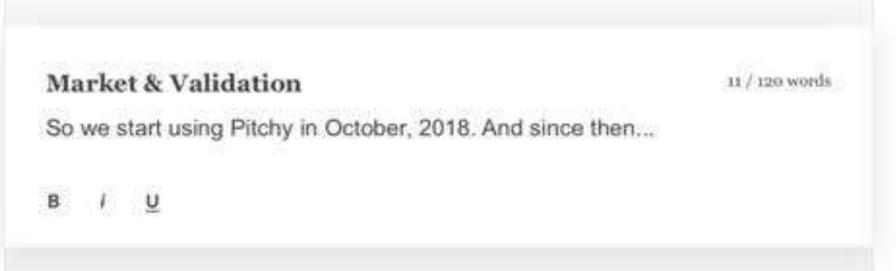




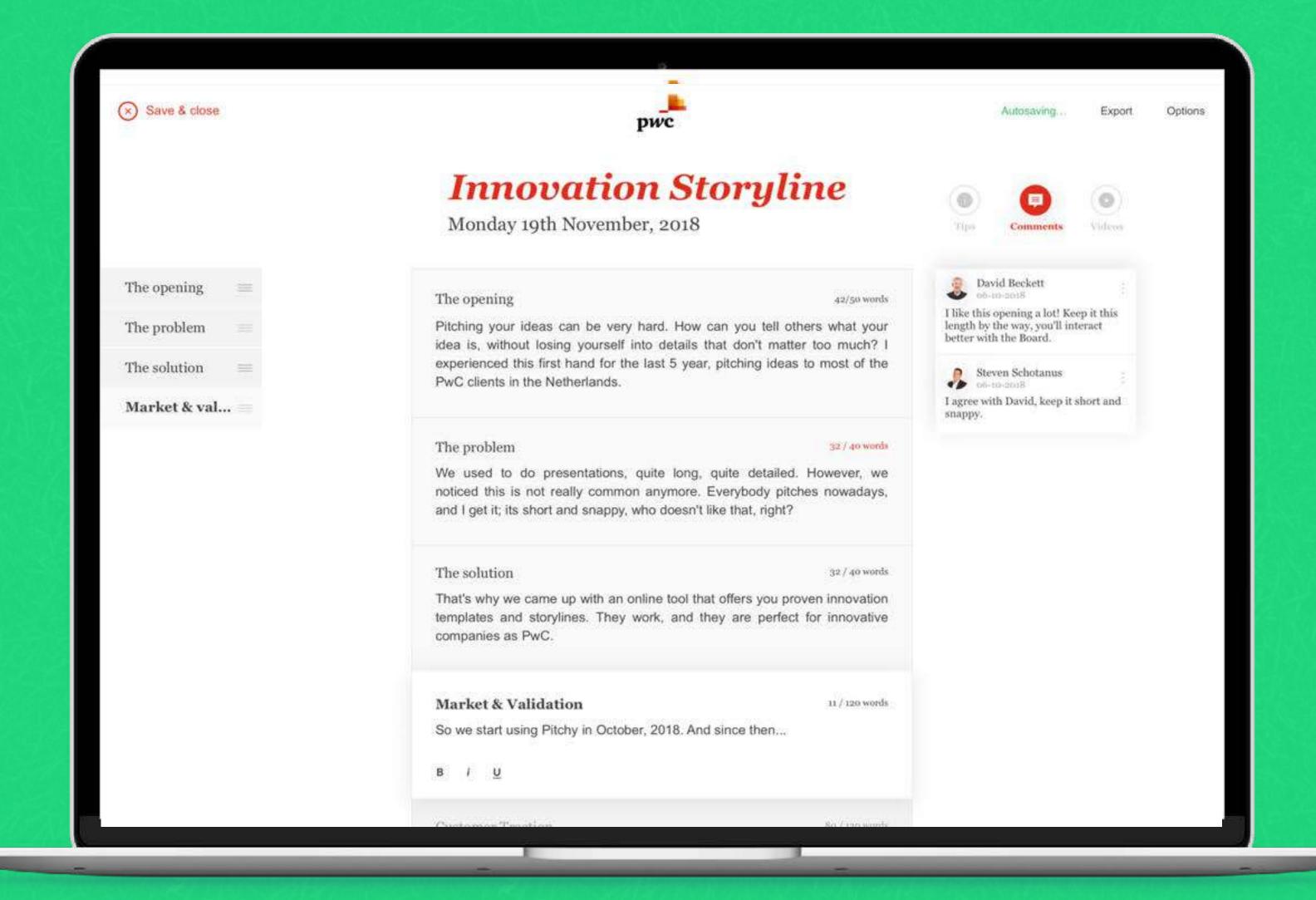
32 / 40 words



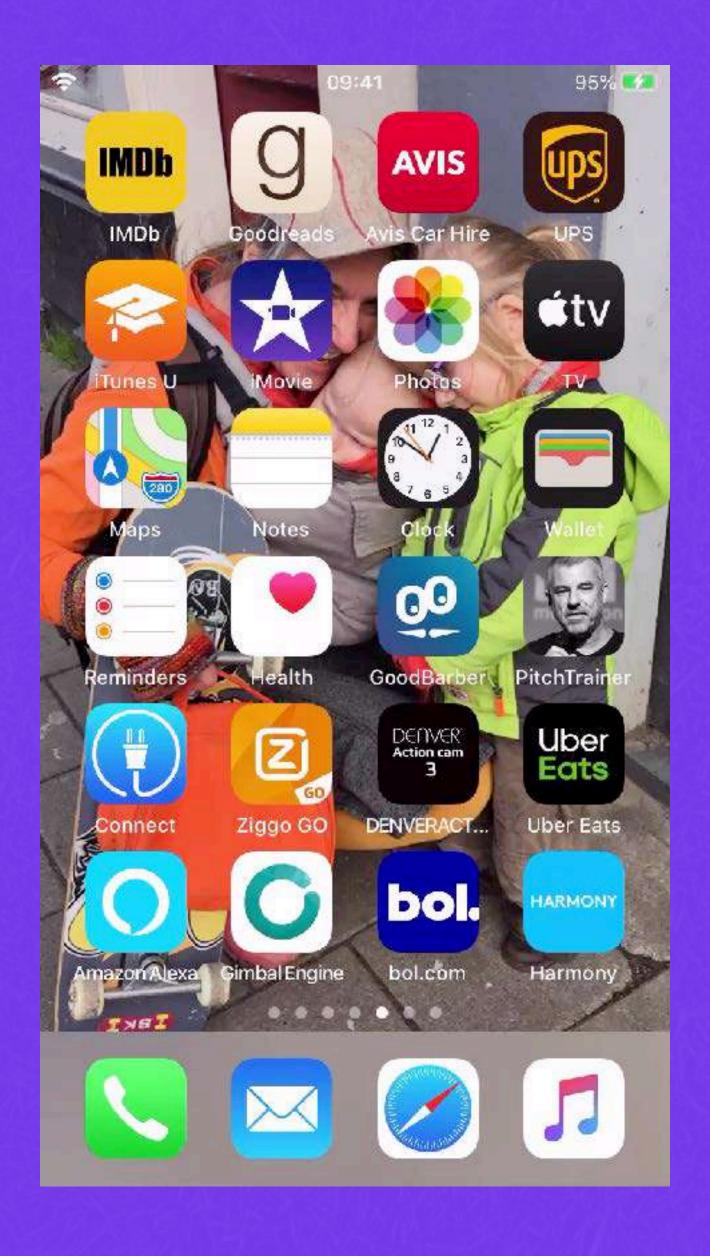




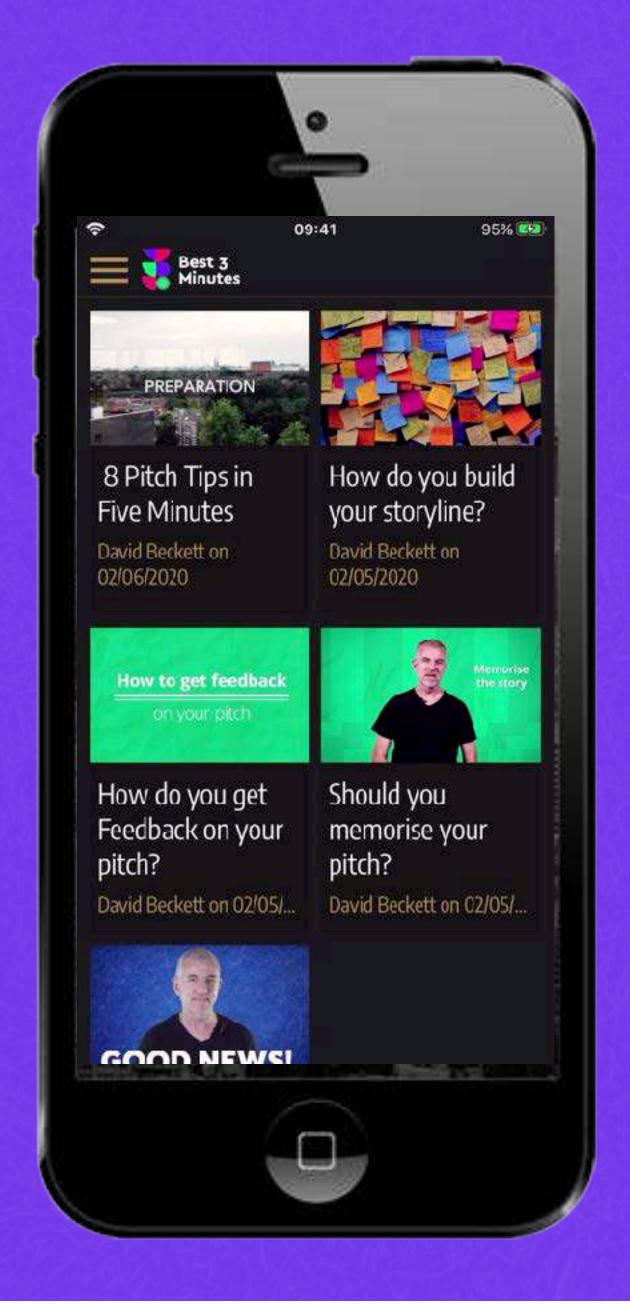














### David Beckett's online tips on YouTube E.g. 'Zoom and the Art of...'

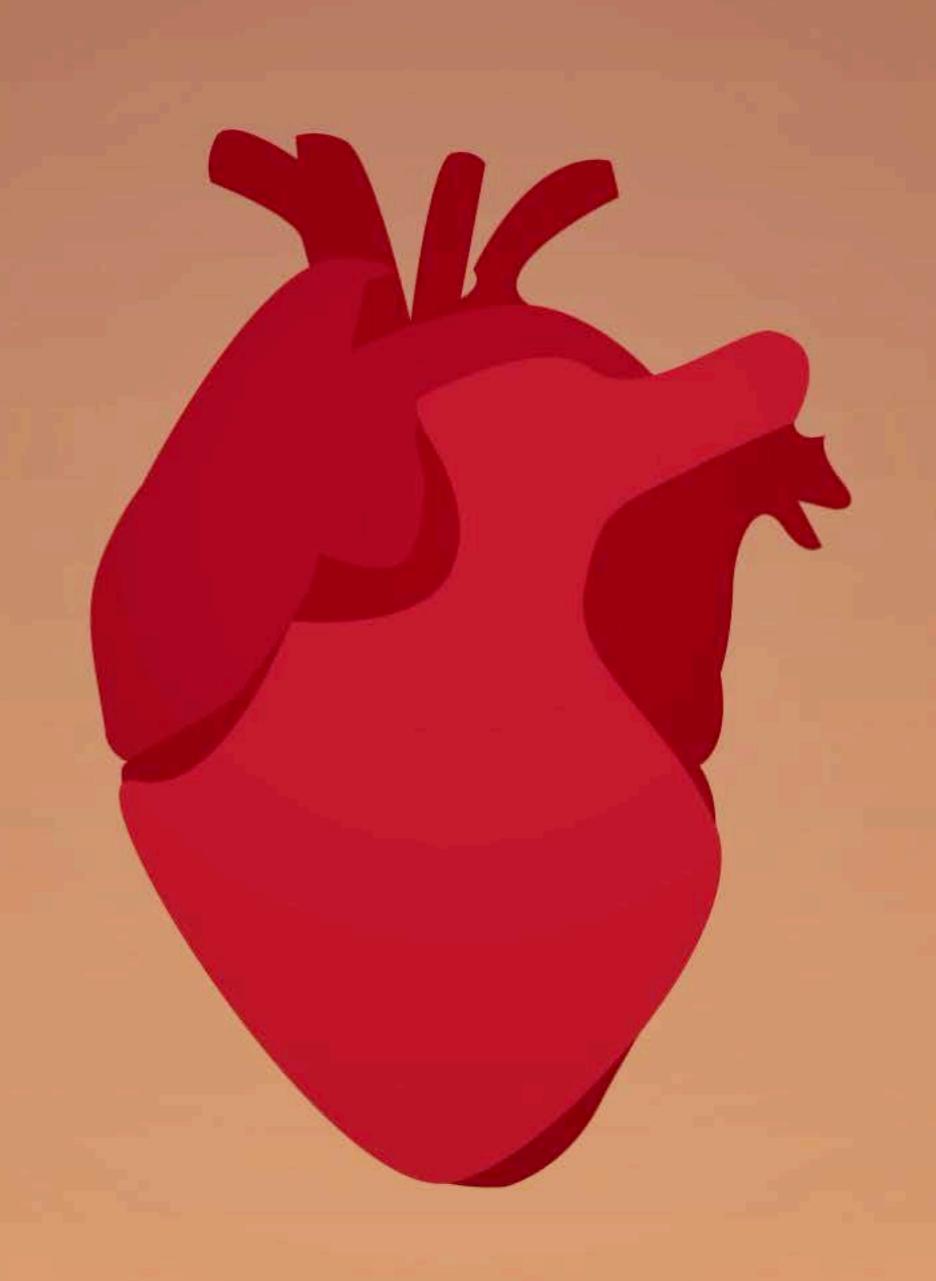










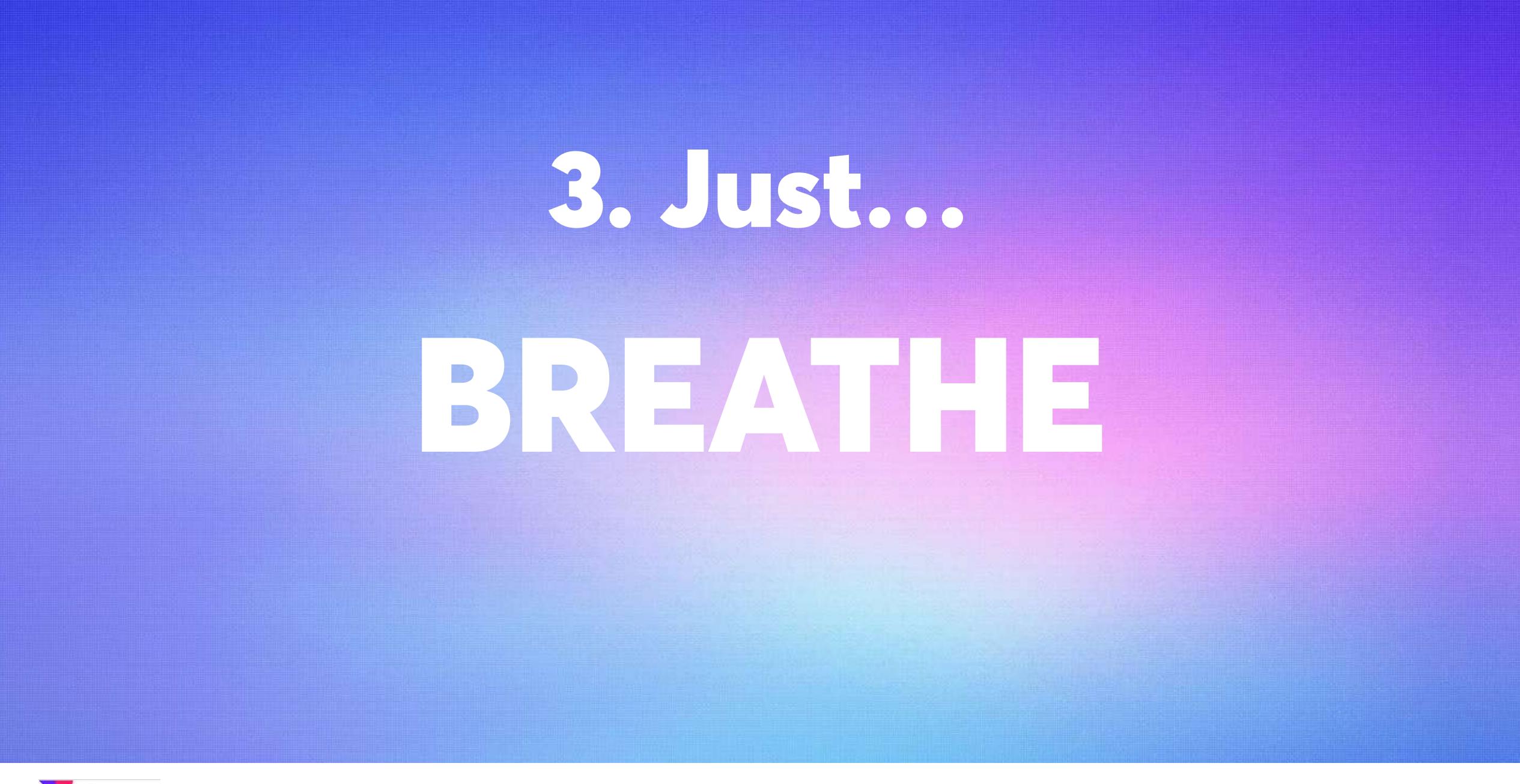


# 1. Learn the first 60 SECONDS



# 2. Amy Cuddy TEDx WONDERWOMAN







### Tips for the Q&A SESSION



### Tips for the Q&ASESION

Listen to the last word of the question

Take a moment before you answer

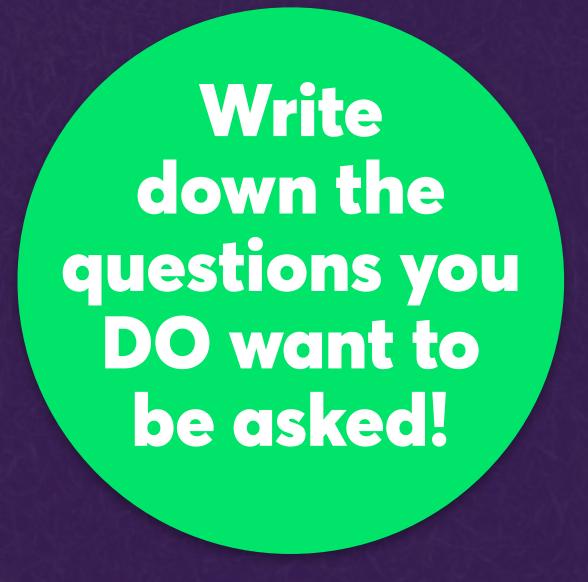
Write down the questions you don't want to be asked!



### Tips for the Q&A SESSION

Never Argue!

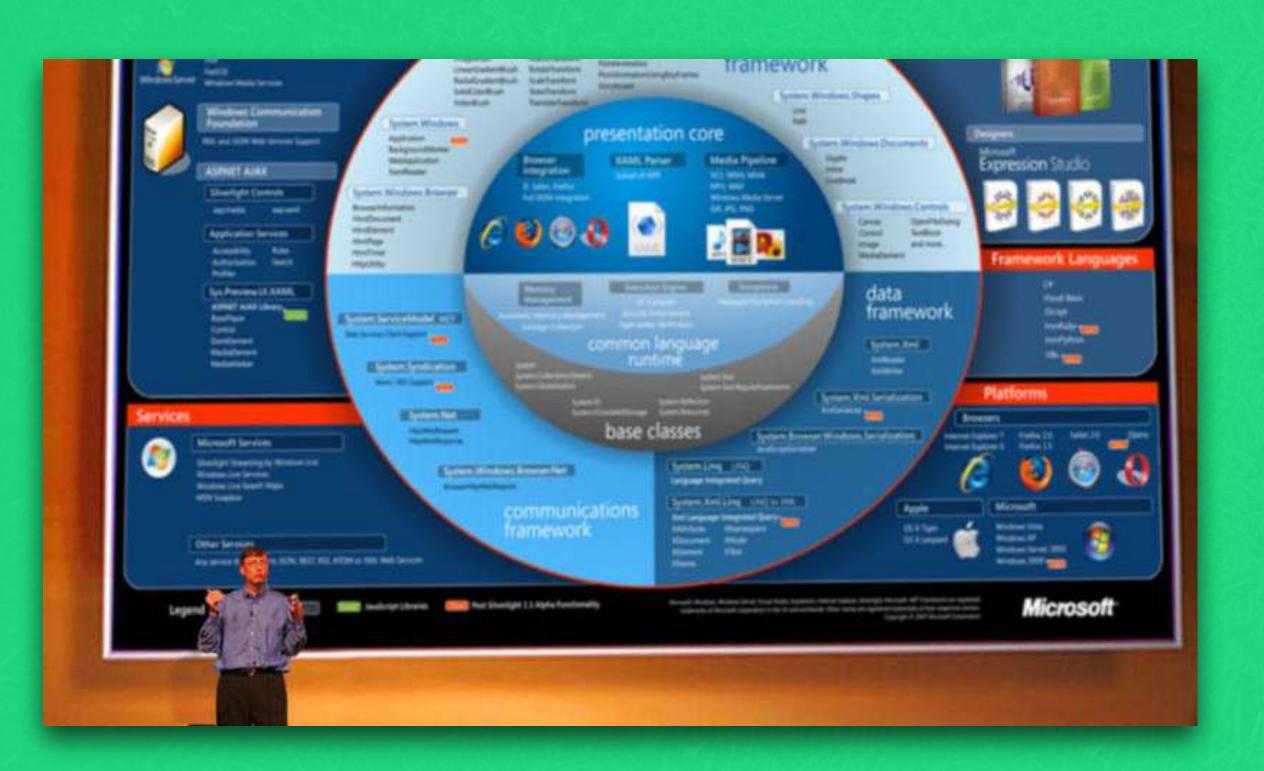
Answer weaknesses as learning possibilities





#### There is a

### BETTERWAY







1.

2.

We think we will FORGET
OUR STORY

Send the slides

AFTER THE

PITCH



### We Can Read FASTER THAN LISTEN

150 Words per minute 260
Words per minute



### Keep slides SIMPLE AND VISUAL

#### Farmers in India

- According to EUROPEAN UNION the EUR will grow by 4,50% by the end
  of 2014. This due to a slow but steady increase in exports, consumption,
  investments and interest ratios.
- The Central Bank said the exports will increase by 15%, but the interest rate would remain the same. If consumer prices decrease, the consumption will increase.
- Investments rates will decrease 2,50%
- Consumption is expected to increase by 1.77% as people become more confident





### Tools to help

### KEEP IT VISUAL

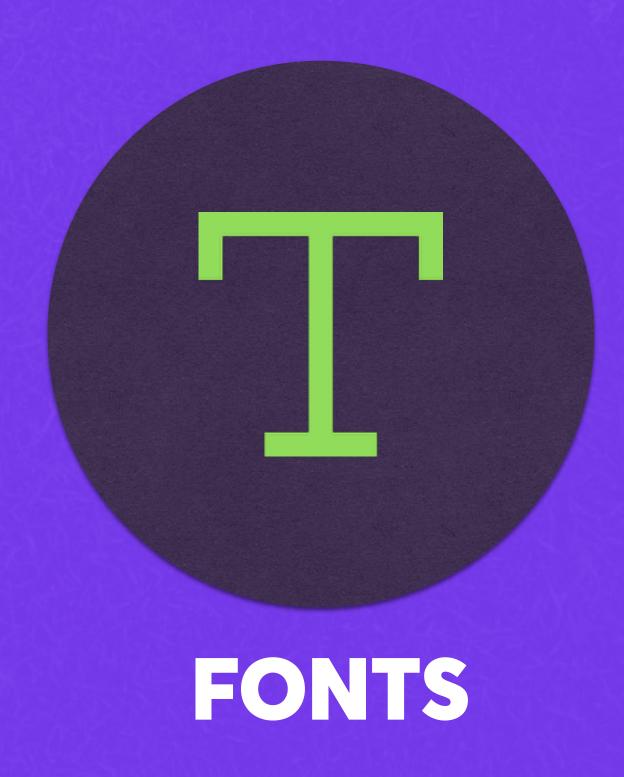
- · Use images to express big ideas
- · Use icons to highlight key points
- Be creative with typography and consistent with fonts to emphasise the key points



### Tools to help KEEP IT VISUAL



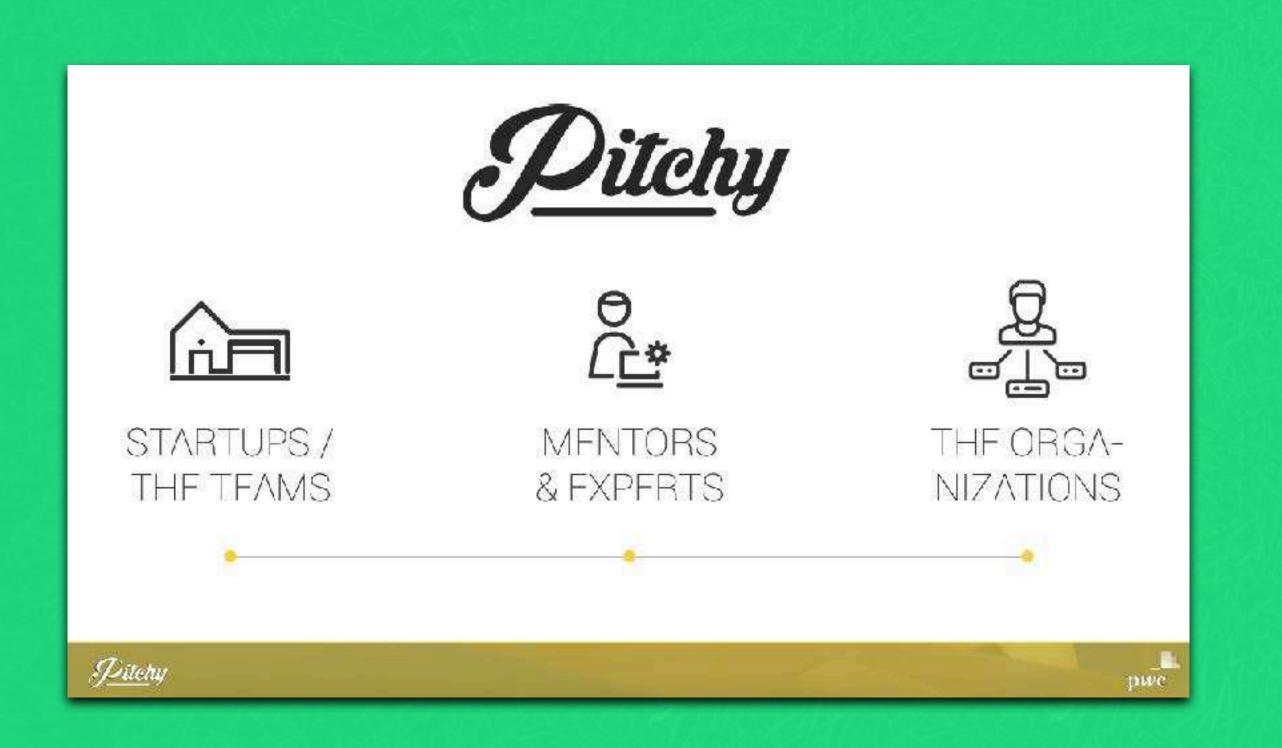






### Create 2 slide presentations 1 TO PRESENT, 1 TO SEND

Ditetu

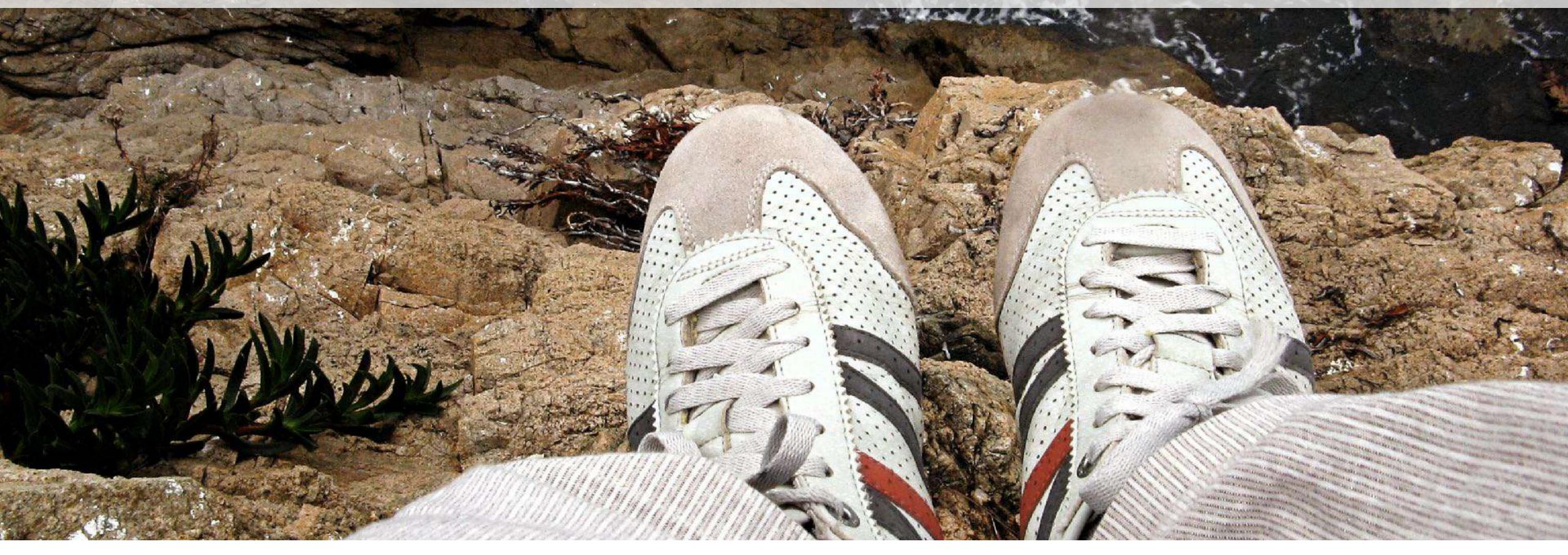




Confidential - Copyright OWOW Projects BV 2016



### Why do we get NERVOUS?













## How many words PER MINUTE?





### REMOVING THE TIME PRESSURE

WRITE SCRIPT

PRACTISE a/CLOCK

CHANGE ORDER



### 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)



### 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)



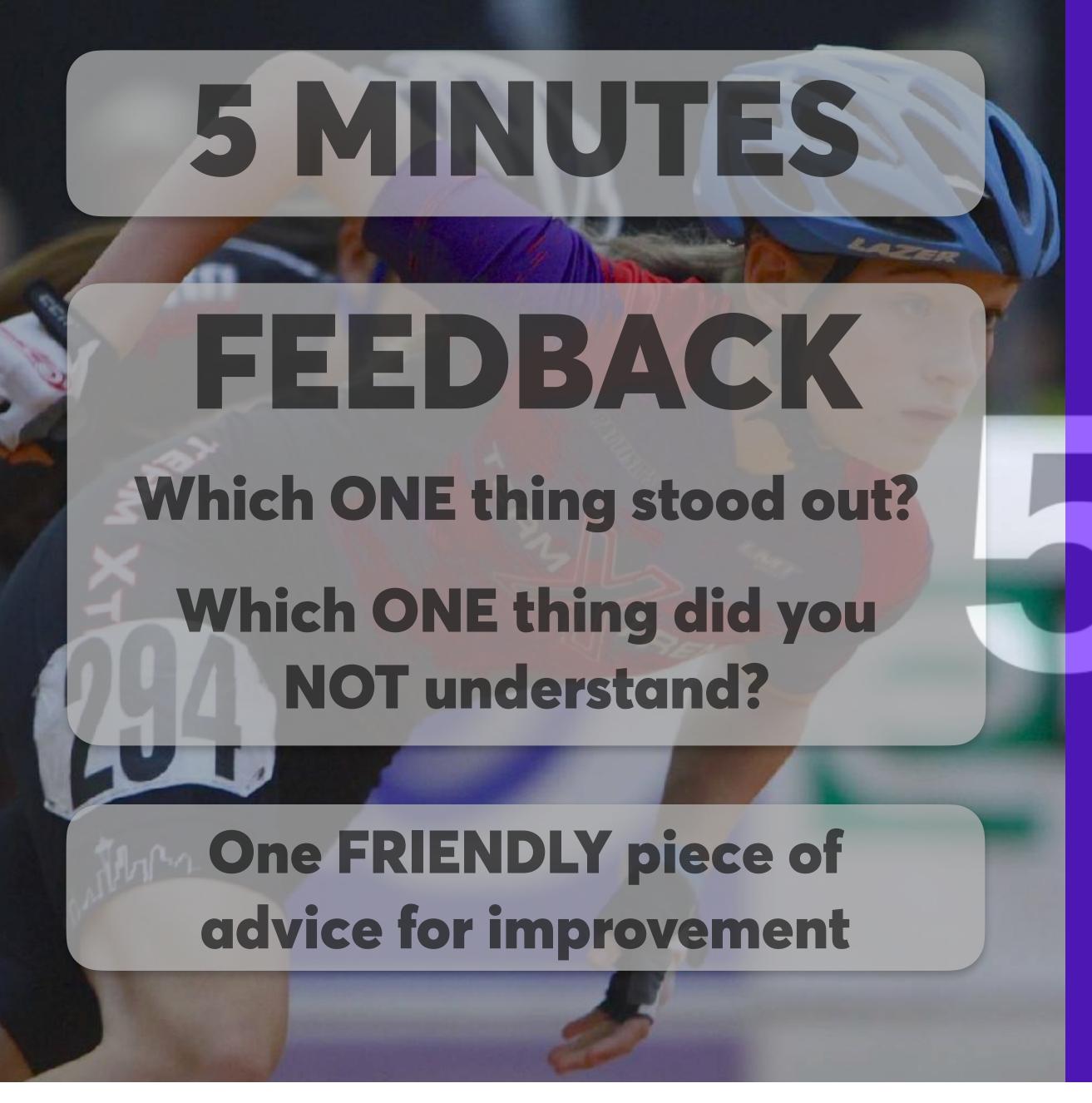
### Break down objective into ACTIONABLE STEP

BIG objective 300k

FNS objective 1 hour

"meet after pitch"





Test out your Handshake Pitch: 25 seconds, 4 sentences

What do you do?

What kinds of customers?

What problems do they face?

What's **unique** about how you solve those problems?



#### THE INVESTMENT FUNNEL

Invested Raised Raising We'll Spend 1. 2. Milestone X Yourselves? Already? now? it on;



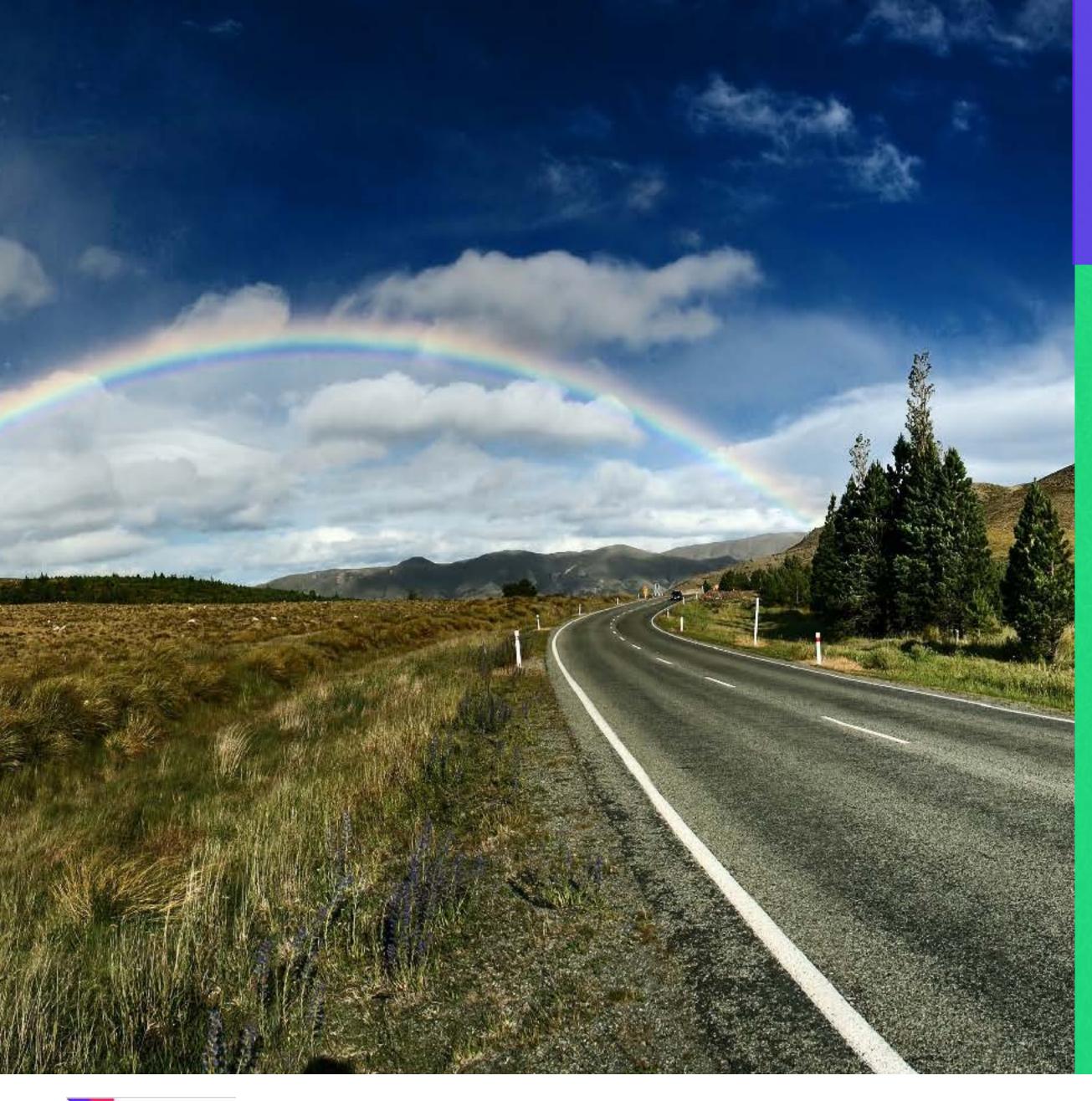


Minutes

Percent

Year





#### DON'T DISAPPEAR

Report Language
Vague Terminology
Long Sentences





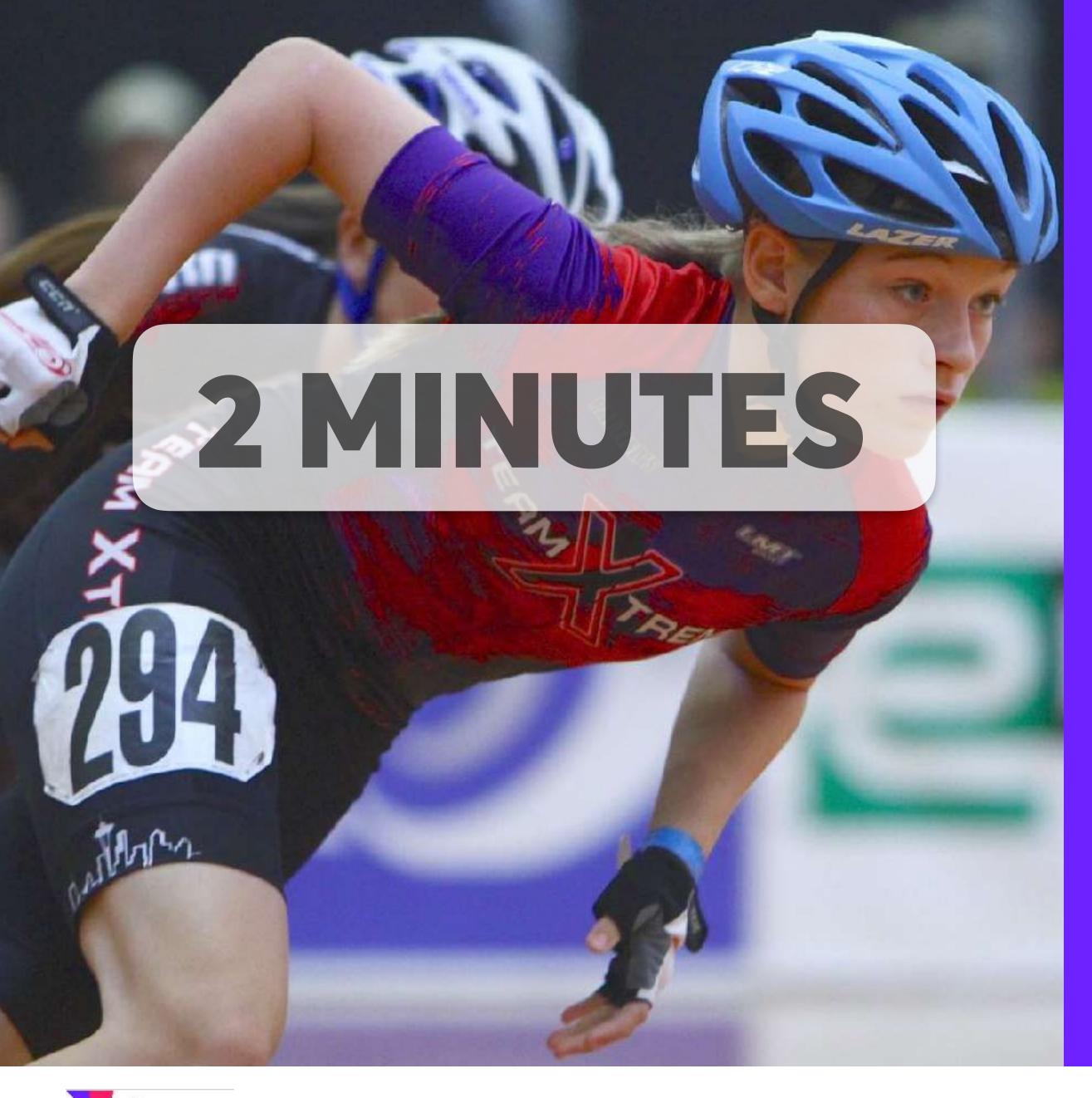
### For the training TODAY

Work on Video Pitch Upload before **July 1st** 

After today, each pitch: Repeat this Process!

E.g. 1-Minute July 6





Write down in 2 minutes who the audience is for your pitch

What is their biggest challenge?

Conservative or Innovative?

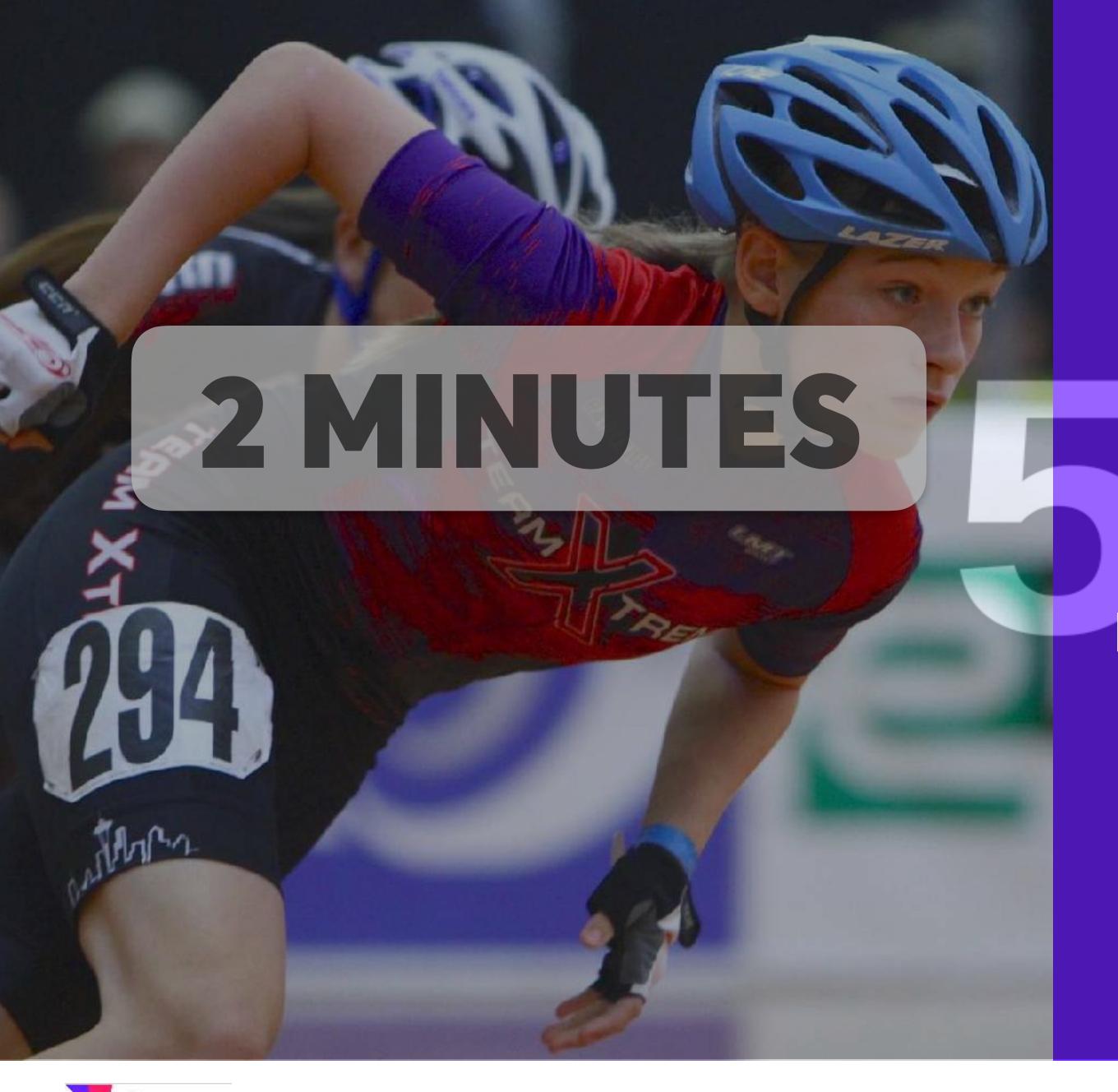
Money focused? Environment, Social?

Detail focused, or headlines only?

Theoretical or doers?

What might be their biggest objection?





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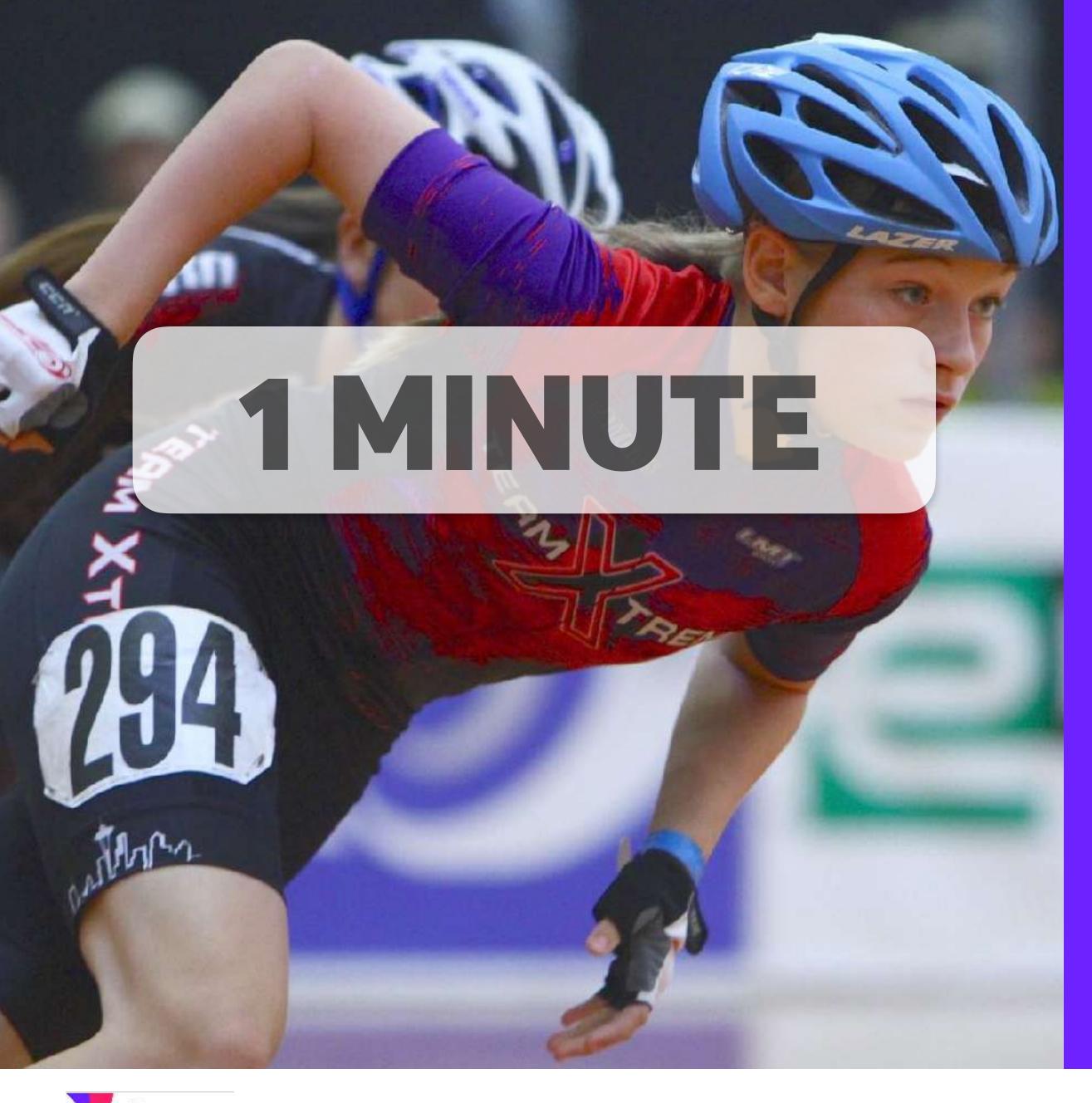
What might be their biggest objection?





What do you want them to do?





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

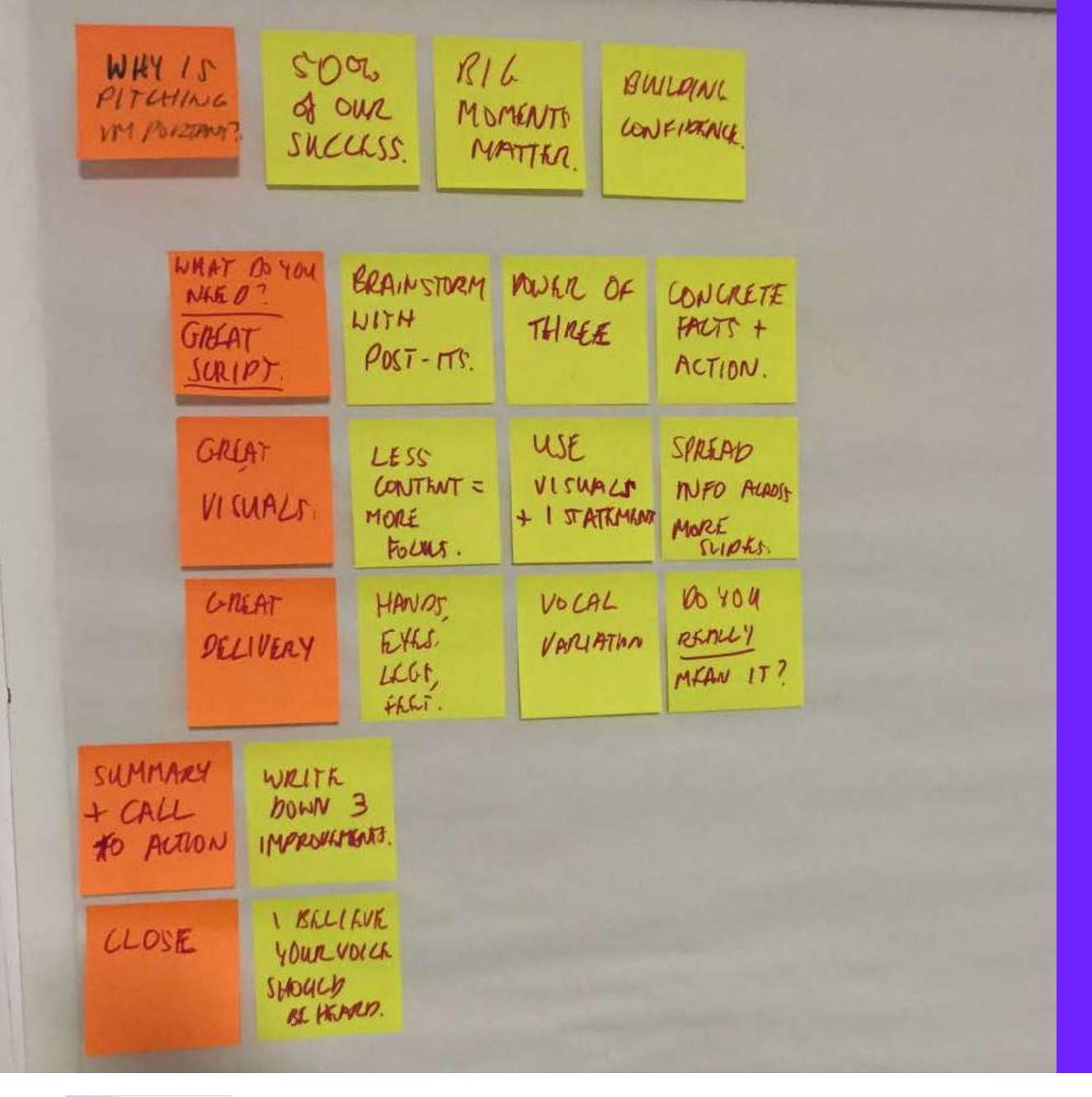




Write down in 1 minute what you want the audience **to do**as a result of the pitch

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





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

