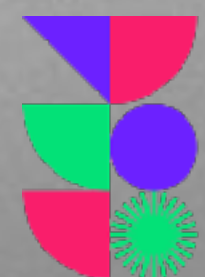


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



Best 3
Minutes

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



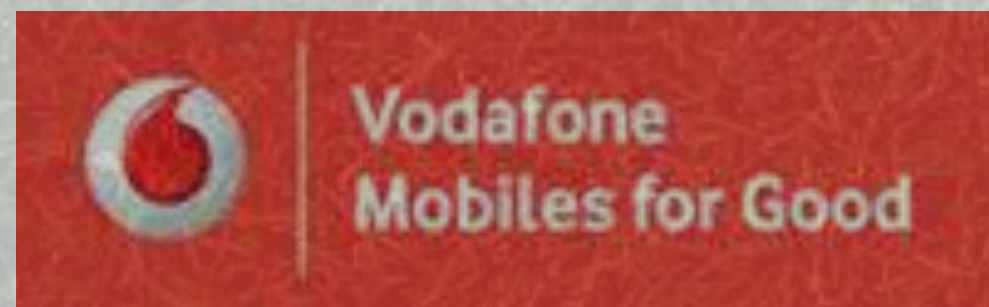
29 Countries

TRAINED 16,000+ PEOPLE



Rabobank

Booking.com



PHILIPS



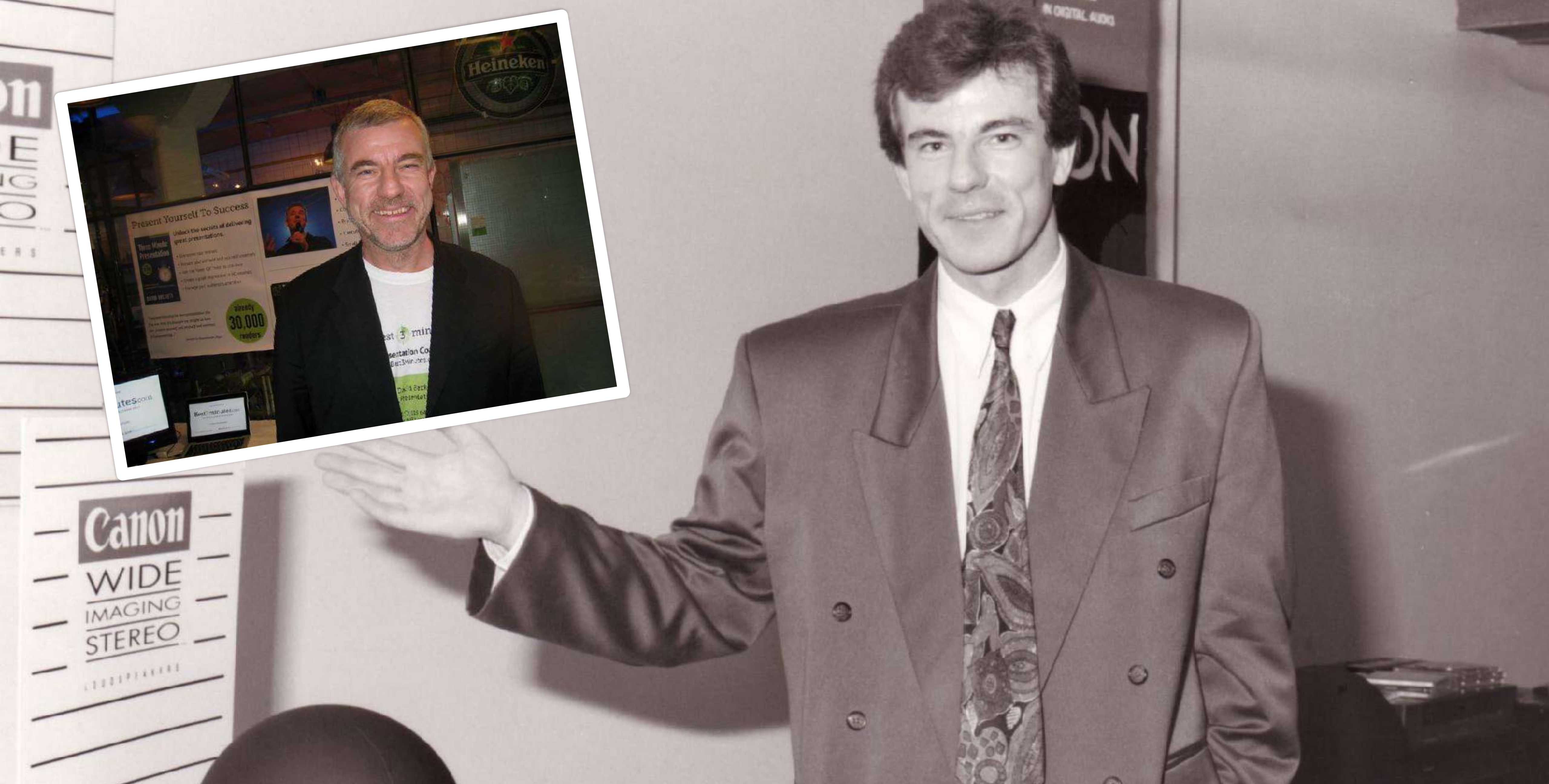
Unilever



Hewlett Packard
Enterprise

MARS

TEDx



Talented people with great ideas that can change lives may never be heard.

**GREAT IDEAS
NEED A VOICE**



**GREAT IDEAS
NEED A VOICE**

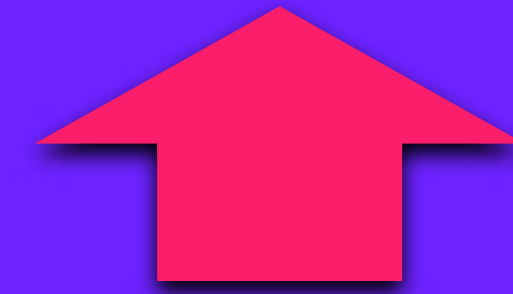




This is a **DO**
workshop
not just a think session



ACTION STEP



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



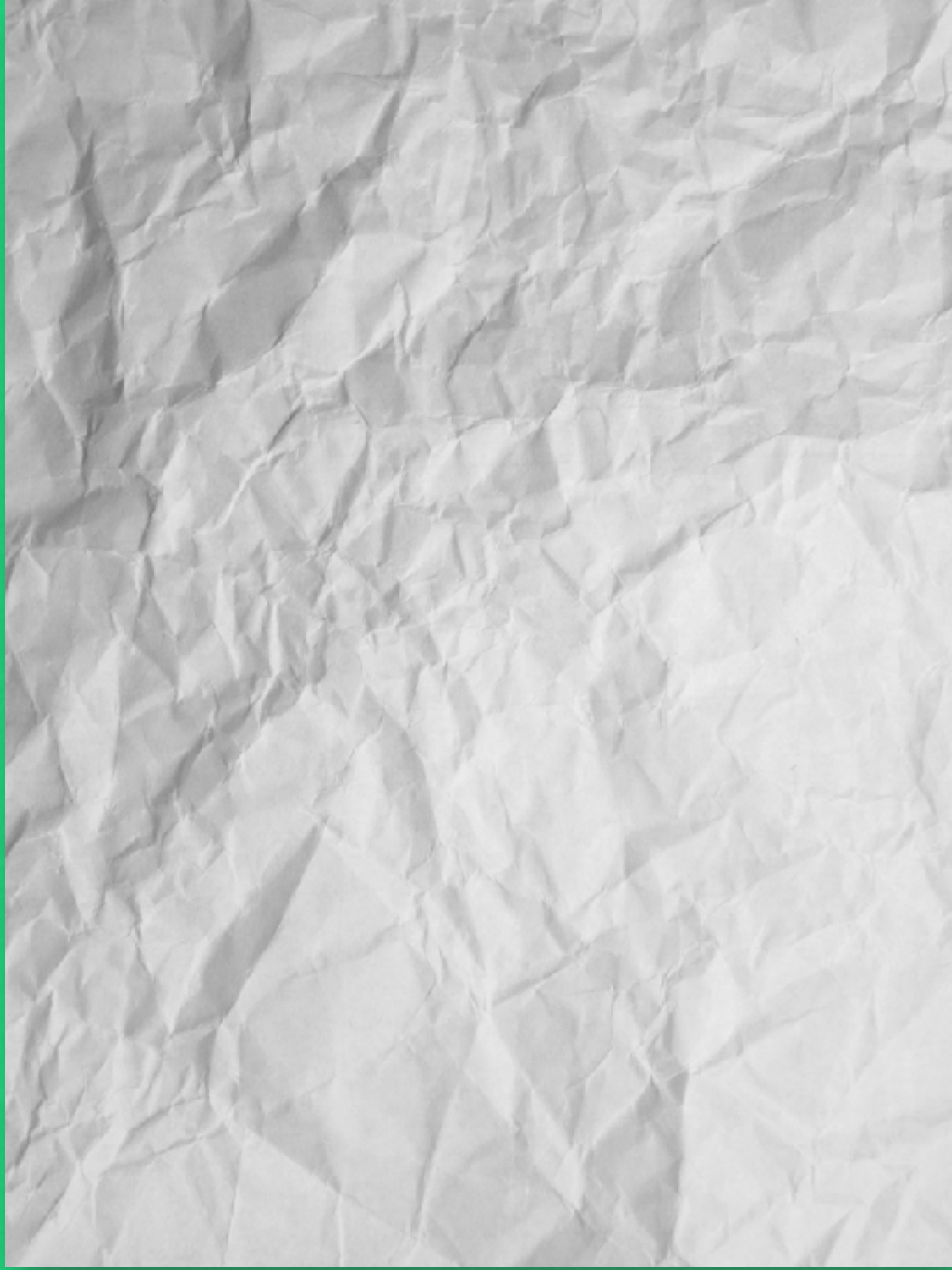
THE PLAN

Workshop until 12:30

1:1 sessions 13:00-16:00

PITCH! 16:10-17:10

1-2 Minutes (max)





ACTION STEP

Pitch yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch!**

No Other Instructions

LET'S DO IT!



ACTION STEP

Pitch yourself in **30 Seconds** to someone you don't know so well

When the 30 seconds are finished, **switch!**

No Other Instructions

LET'S DO IT!



Who are we
pitching to?

Why are we
pitching?

What should we
pitch?

startupbootcamp
E-commerce
DEMO DAY

24 SESSIONS

#SBCDEMODAY
@24SESSIONS

What does it take to **BE A GOOD PITCHER?**



INSPIRATION?

WORK!



TOOLS

The most frequent pitch
YOU WILL EVER MAKE

25 Seconds - 4 sentences

THE HANDSHAKE PITCH



25 Seconds - 4 sentences

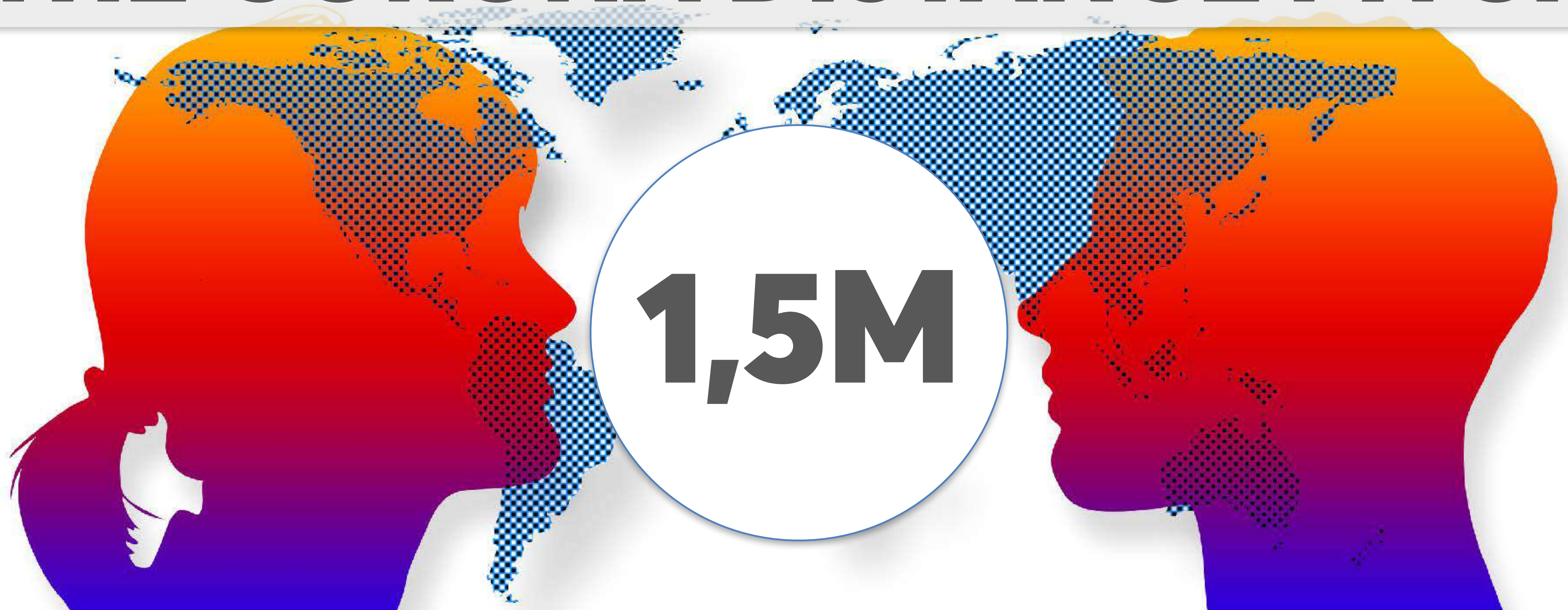
THE HANDSHAKE



PRE-CORONA!

25 Seconds - 4 sentences

THE CORONA DISTANCE PITCH





ACTION STEP

**Test out your intro Pitch:
25 seconds, 4 sentences**

**3 MINUTES
TO PREPARE**

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



ACTION STEP

**Test out your intro 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?

**3 MINUTES
TO PREPARE**



5 MINUTES

FEEDBACK

Which ONE thing stood out?

Which ONE thing did you NOT understand?

One FRIENDLY piece of advice for improvement

ACTION STEP

**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?

Time to go to your
BREAKOUT ROOM



QUESTIONS?

Please ask

IN THE CHAT

Take One
MINUTE

Write down - what did you **learn**?

From **giving** and **receiving** feedback?

What will you **change**?

Take One
MINUTE

Write down - what did you **learn**?

5

From **giving** and **receiving** feedback?

What will you **change**?

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?



TOOLS

Let's make it
REAL & PRACTICAL



ACTION STEP

Write down the
Product, Service or **Idea**
you want to **pitch**

and one sentence on **who** you
will pitch it to

ACTION STEP

1 MINUTE

Write down the
Product, Service or **Idea**
you want to **pitch**

and one sentence on **who** you
will pitch it to

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing



The Open-3-Close© Pitch Model



Who is your
AUDIENCE

Who is your audience &
WHAT DO THEY CARE ABOUT?



ACTION STEP

Write down in 5 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**?



2 MINUTES

ACTION STEP

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**?

The Open-3-Close© Pitch Model



Who is your
AUDIENCE

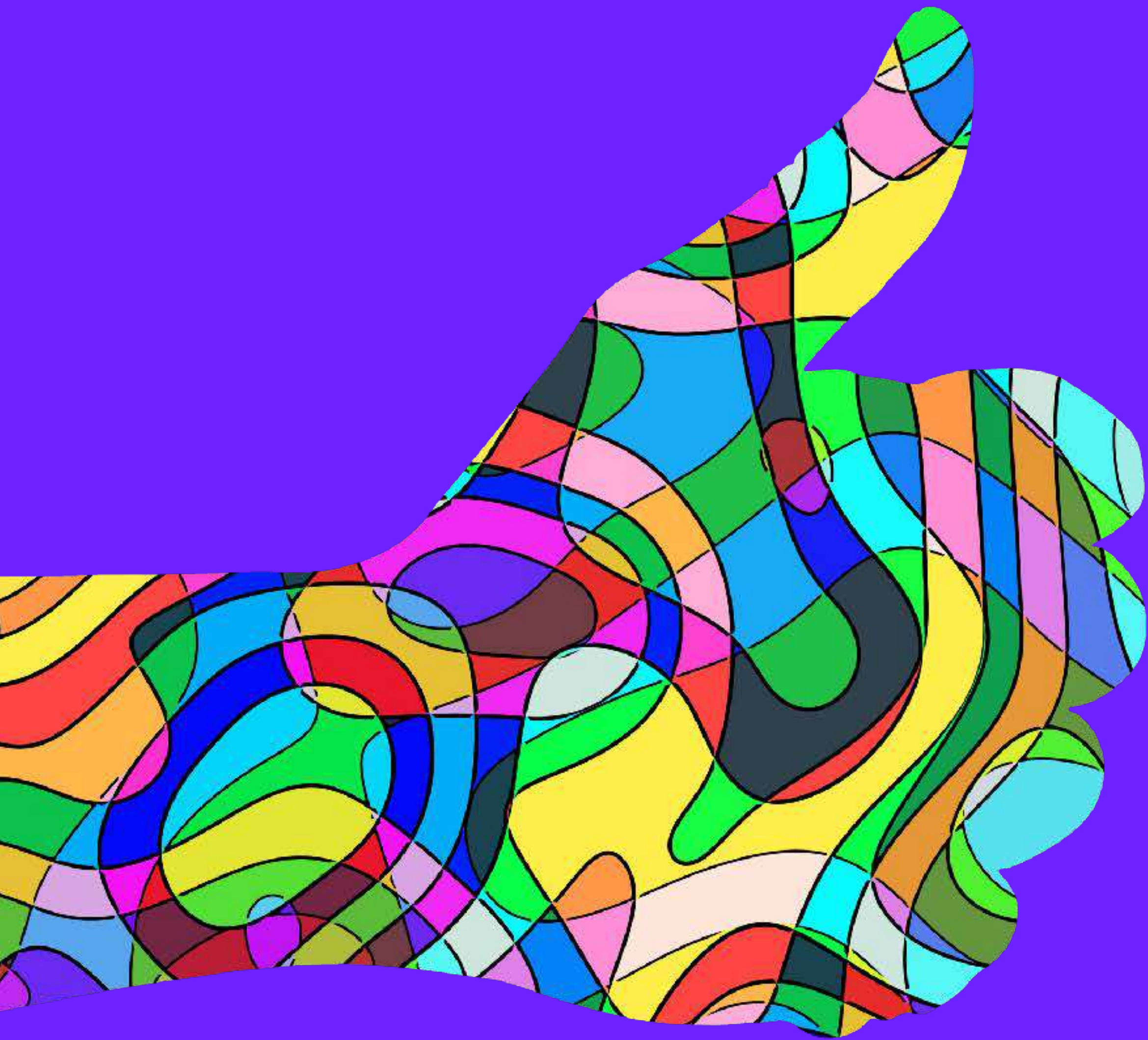


Establish your
OBJECTIVE



What do you
want them to
do?

ACTION



Give them
something they
can say
YES!
to



ACTION STEP

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



ACTION STEP

1 MINUTE

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



QUESTIONS?

Please ask

IN THE CHAT

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

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?

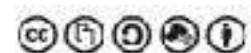
Organise around

**CHAPTER
HEADINGS**

Which topics should be in
YOUR WINNING PITCH?

The Pitch Canvas[®]: Company Edition

| | |
|--|---|
| <p>Simple Statement of what change you and your product/service are making in the world.</p> <p><small>A memorable one-sentence explanation of what you do for customers.</small></p> | |
| <p>Pain (+ Gain)</p> <p><small>What problem is out there in the world of the customer? How big is that problem? Can you quantify the opportunity/market size? What are the issues that keep your audience awake at night, that you are addressing with your solution? What are their big challenges in business and in life area that you are addressing?</small></p> | <p>Product</p> <p><small>As simply as possible: what does your product do for customers? What opportunities do you provide for customers to be faster, more cost-effective, more efficient, happier, safer...? What is the context and structure on a high level? What gets you started? Explain the product in terms of results where possible.</small></p> |
| <p>Product Demo</p> <p><small>How can you bring your product to life? Live demo? (always, risks, but powerful if it works...)? Screenshots? Physical product? Video of the product working on screen? Can you show a real customer using it? Or talking about it.</small></p> | <p>What's Unique</p> <p><small>Technology/relationships/partnerships. How do you help your customers get results differently to your competition, or alternatives? Show you have researched the market and know what competition is all about.</small></p> |
| <p>Customer Traction</p> <p><small>Success so far: Growth in sales, growth in user numbers? Pilot customers? Major brands? Customer references, quotes or stories? Have other parts of your/their organization bought in? Use data and facts to strengthen your case.</small></p> | <p>Pricing Model/Business Model</p> <p><small>How will you price your proposition? What's the margin proposition? Is there any evidence to show this is the right pricing model/level: other products in the portfolio, feedback from customers? Is it recurring revenue?</small></p> |
| <p>What do you need?</p> <p><small>What is the objective of this pitch? What do you want the audience to do on a macro level? (e.g. Buy now!) What is your next, if the audience is not as a first next step? (e.g. Book a one hour follow up meeting.) Be transparent: tell them what you want, and what the next step is. (Don't forget to ask for the order, or the resources you need!)</small></p> | <p>Team</p> <p><small>Who are the people behind the offer? Why should they believe that you are the people to deliver their value? What qualities do your people have - both rational (skills, experience) and non-rational (character, personal qualities) - to convince that you are the people to work with?</small></p> |
| <p>End statement with Call to Action</p> <p><small>Finish the pitch strongly with a clear request for the audience to take action.</small></p> | |
| <p>Why You?</p> <p><small>Why do you care about solving this problem for your customer? Has your life been affected by this industry and business? Why should your audience have confidence that you will deliver what you promise?</small></p> | |



DESIGNED BY: Pitch Professionals
Developed from its original idea by David Deckert.

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PITCH
professionals

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THE PITCH CANVAS[®] FOR COMPANIES Copies Available



PAIN

What is the **problem**
you solve?

What is the **HUMAN**
RESULT?



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



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?



OPPORTUNITY & IMPACT

How **big** is your potential influence?

What's the **Impact** you can make?



PROOF

Partnerships?

Members? **Growth?**

Customer
Testimonials?



WHAT'S IN IT FOR THEM?

How does your
proposition **match**
their **strategy** and
ambitions?



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?

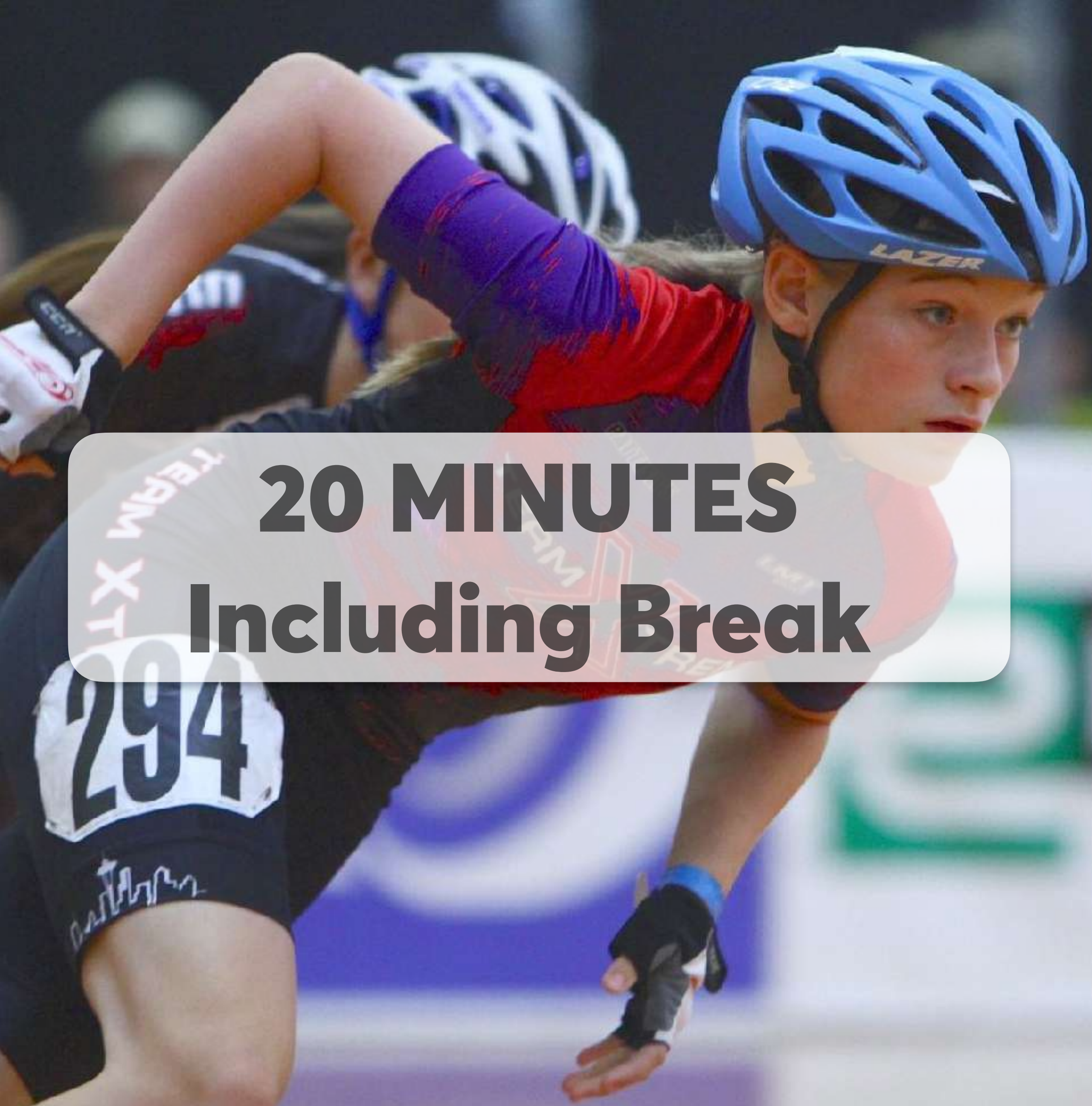
Your **Enthusiasm**
Counts!



QUESTIONS?

Please ask

IN THE CHAT



20 MINUTES
Including Break

ACTION STEP

Brainstorm content for;
Pain, Product, What's Unique,
Proof, What's in it for them,
What do you need? Why You?

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write



**20 MINUTES
Including Break**

ACTION STEP

Brainstorm content for;
Pain, Product, What's Unique,
Proof, What's in it for them,
What do you need? Why You?

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write

How many
WORDS PER MINUTE?

150
WORDS
MAXIMUM



How many
WORDS PER MINUTE?



**130-140 Words
Per Minute!**

9 Sentences

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE

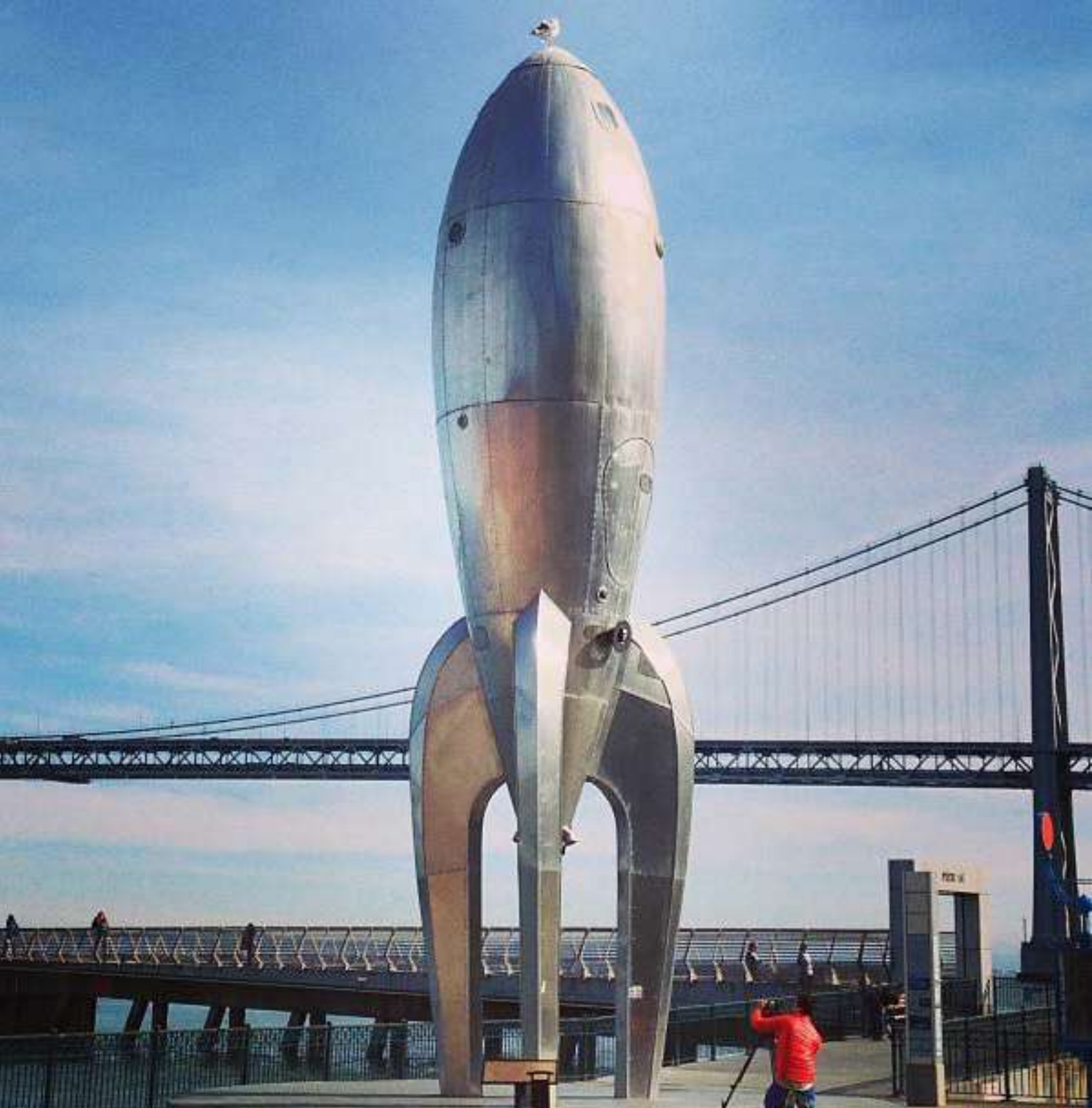


BRAINSTORM
with Post-It Notes

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

Quantify the **PROBLEM**



BEYOND

KNOW
WHAT
WE
KNOW



KNOW
WHAT
KNOW

KNOW
WHAT
WE
KNOW

KNOW
WHAT
WE
SEE

KNOW
WHAT
WE
SEE

KNOW
WHAT
WE
FEEL

KNOW
WHAT
WE
FEEL

TEDx Amsterdam

FEEL

FEEL

FEEL

FEEL

FEEL

WE
BELIEVE

WE
BELIEVE

WE
BELIEVE

WE
BELIEVE

WE
BELIEVE



4:30

Add some

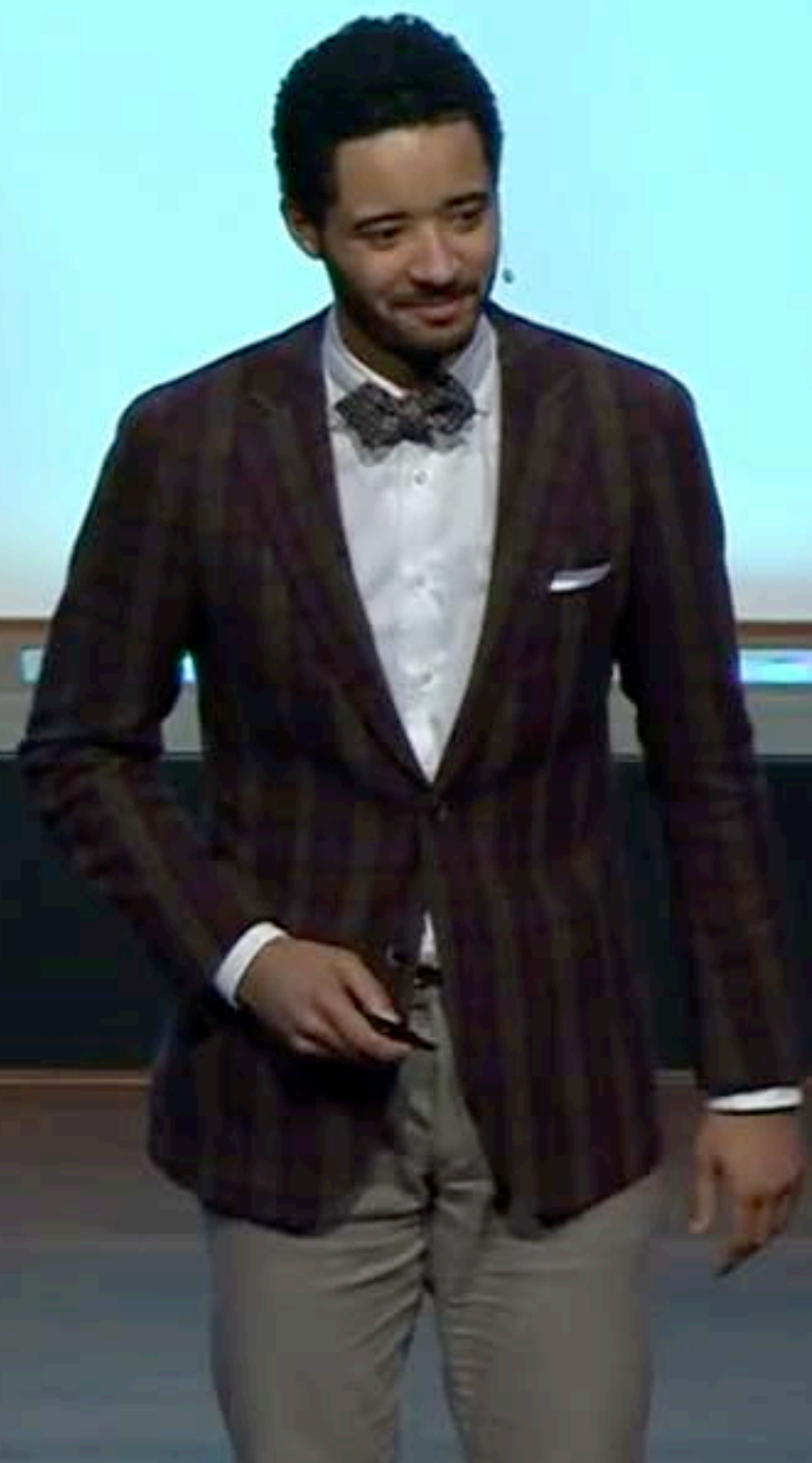
EARLY TRACTION





Simply be
PROFESSIONAL

SADDL



Is this person
PROFESSIONAL?

Do I want or need to
KNOW MORE?



3 MINUTES
to write it down

ACTION STEP

Review your brainstorm

Write down your
opening 3-4 sentences



3 MINUTES
to write it down

ACTION STEP

Review your brainstorm

Write down your
opening 3-4 sentences



5 MINUTES

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

Time to go to your
BREAKOUT ROOM



QUESTIONS?

Please ask

IN THE CHAT

Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

The Open-3-Close© Pitch Model



Who is your
AUDIENCE




Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



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



VENI, VIDI, VICI



THE THREE MUSKETEERS

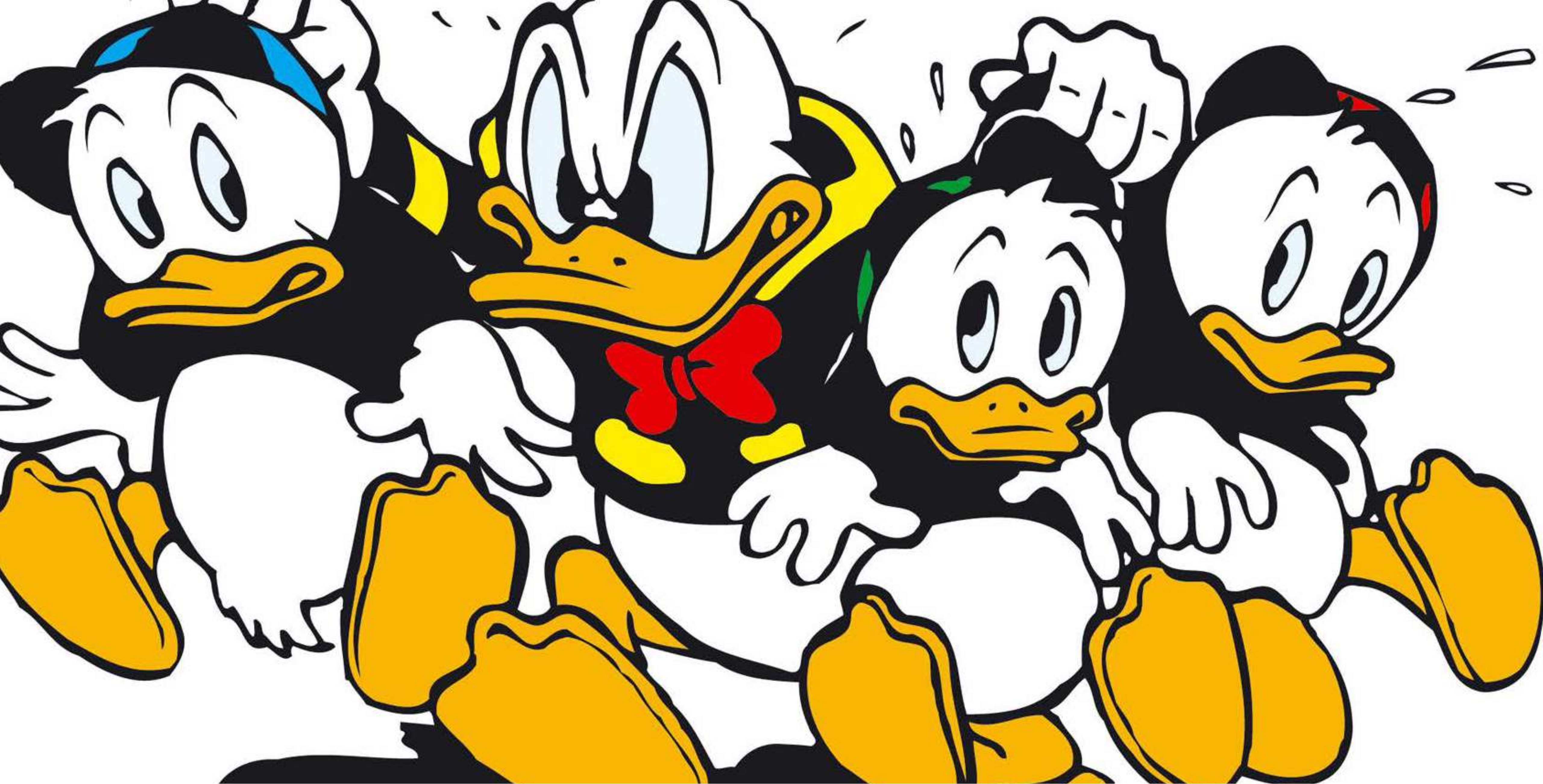




BRONZE, SILVER, GOLD

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



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing





Finish like a true
PROFESSIONAL

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)

THANK YOU!

=

I've finished, you can clap now!



QUESTIONS?

Please ask

IN THE CHAT

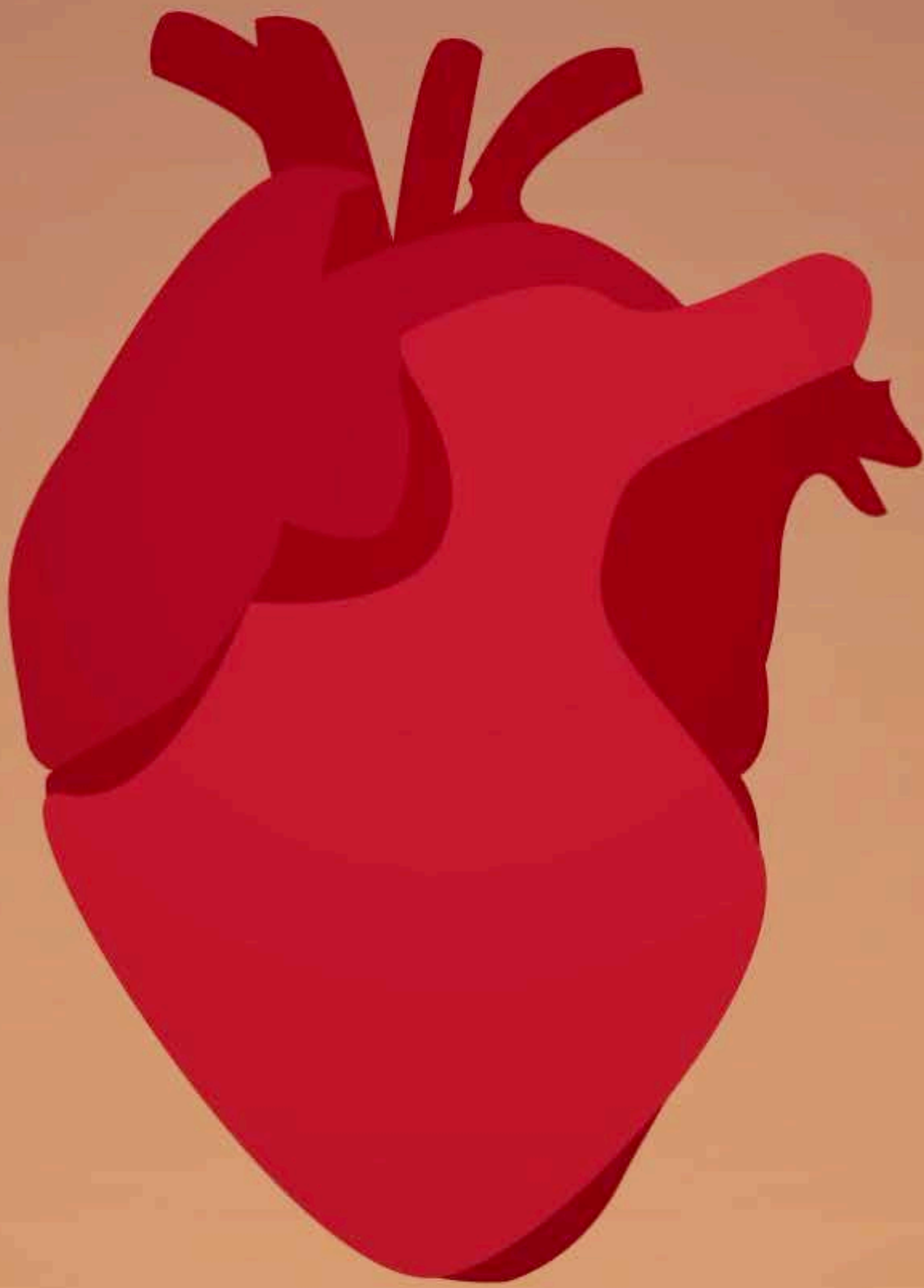


**KEEP
CALM
AND
PITCH**

Manage your **PITCHING NERVES**



1. Learn the first 60 SECONDS



2. Amy Cuddy TEDx

WONDERWOMAN



Check her TED talk at **TED.com** (just search for Amy Ciuddy)

3. Just...

BREATHE

Pitch tools and **RESOURCES**



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

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

5

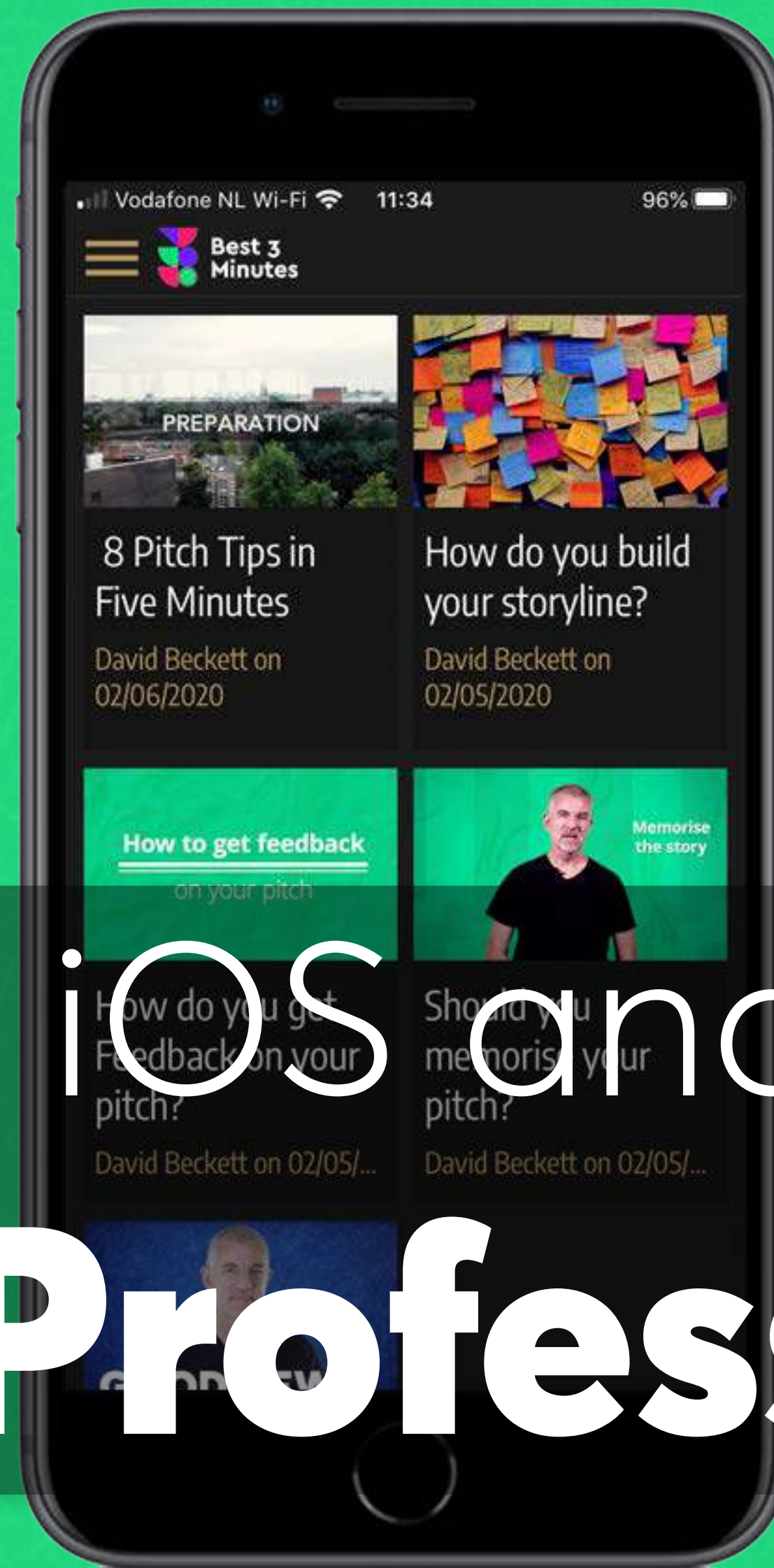
Ways To Manage Your Pitching Nerves



Thanks for joining the recent Pitch workshop!

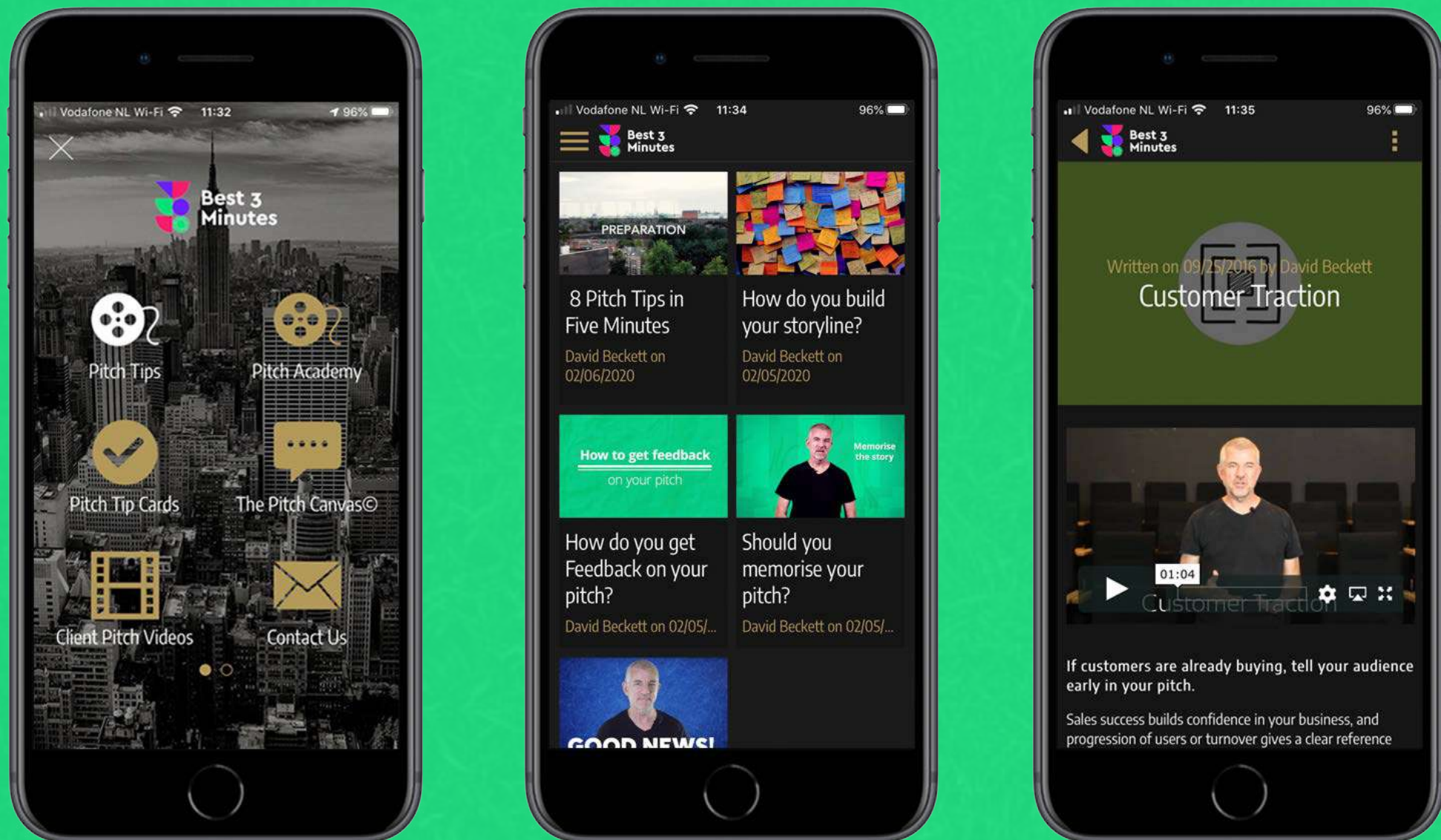
Here's a quick overview of some of the most powerful tools to overcome something that most people experience – getting nervous before a pitch. Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

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



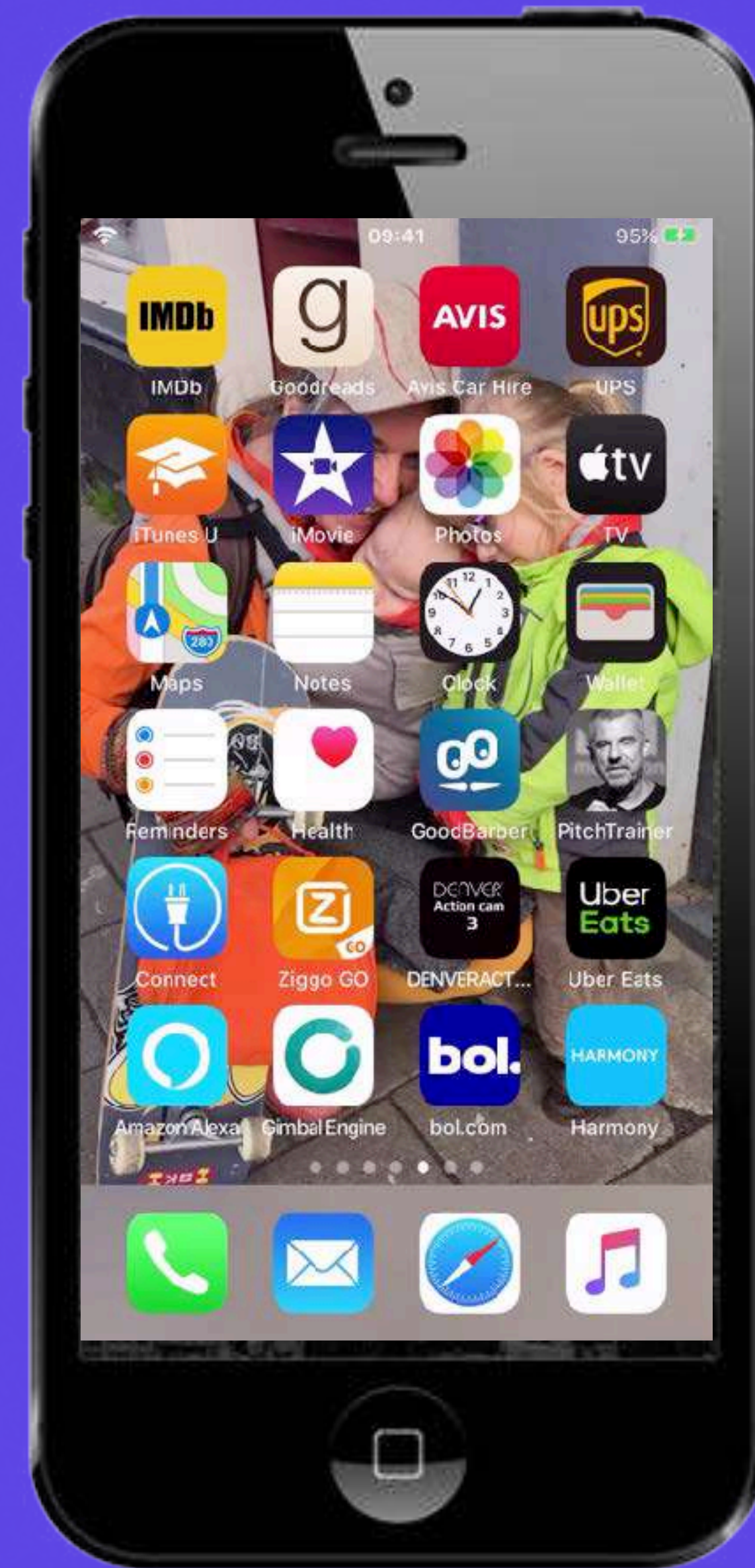
The App: iOS and Android **PitchProfessional**

best3minutes.com/fifpro



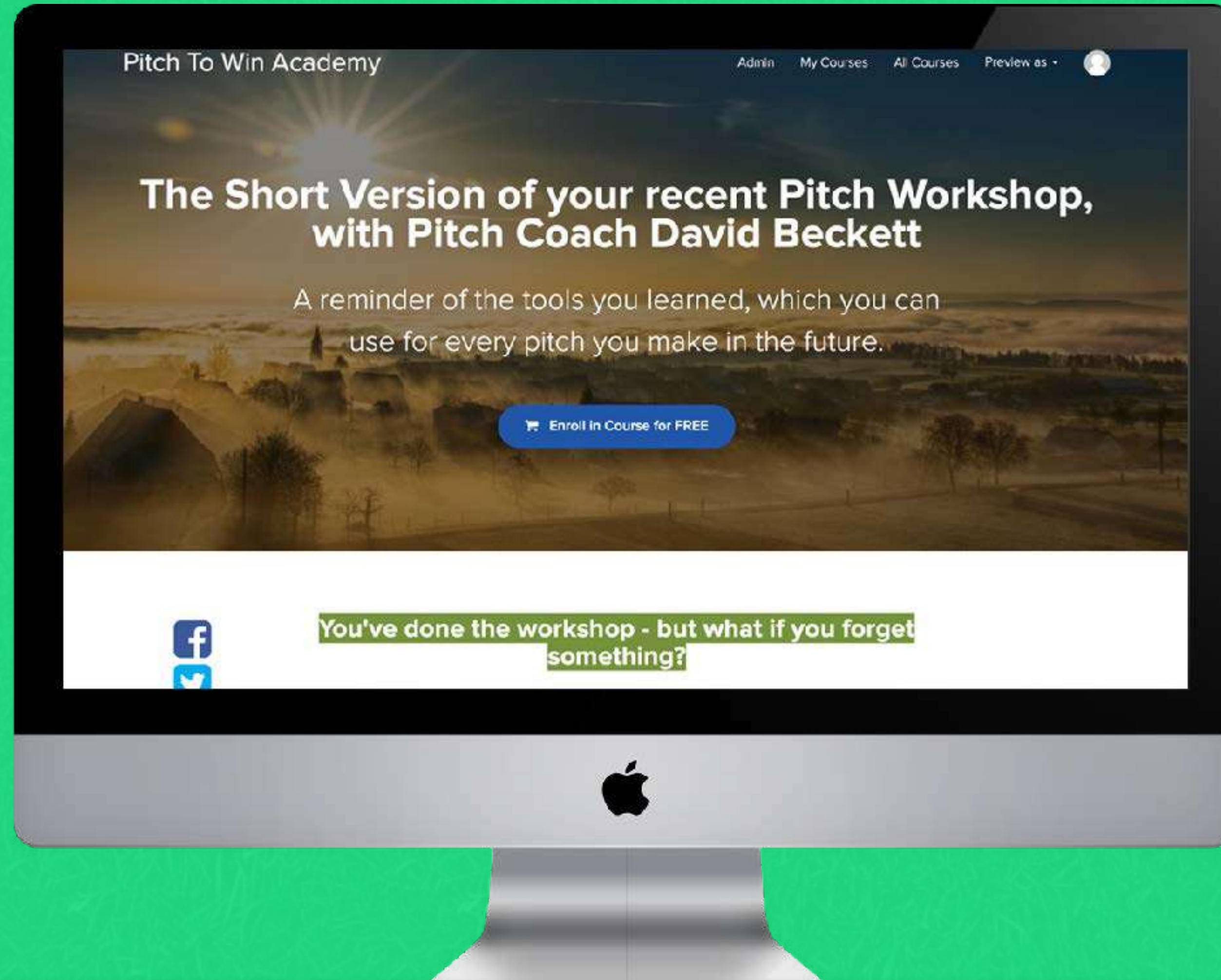
The App: iOS and Android

PitchProfessional



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best3minutes.com/fifpro

David Beckett

Best3minutes.com

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Blue Moon Pitch

written by
David Beckett

best3minutes.com/fifpro