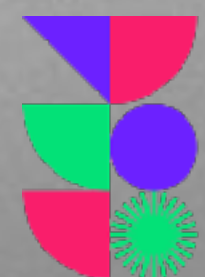


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



Best 3
Minutes

Coached 1100+ Startups & Scale-ups **RAISED OVER €300MILLION**



Coached Green Challenge Finalists

SINCE 2014

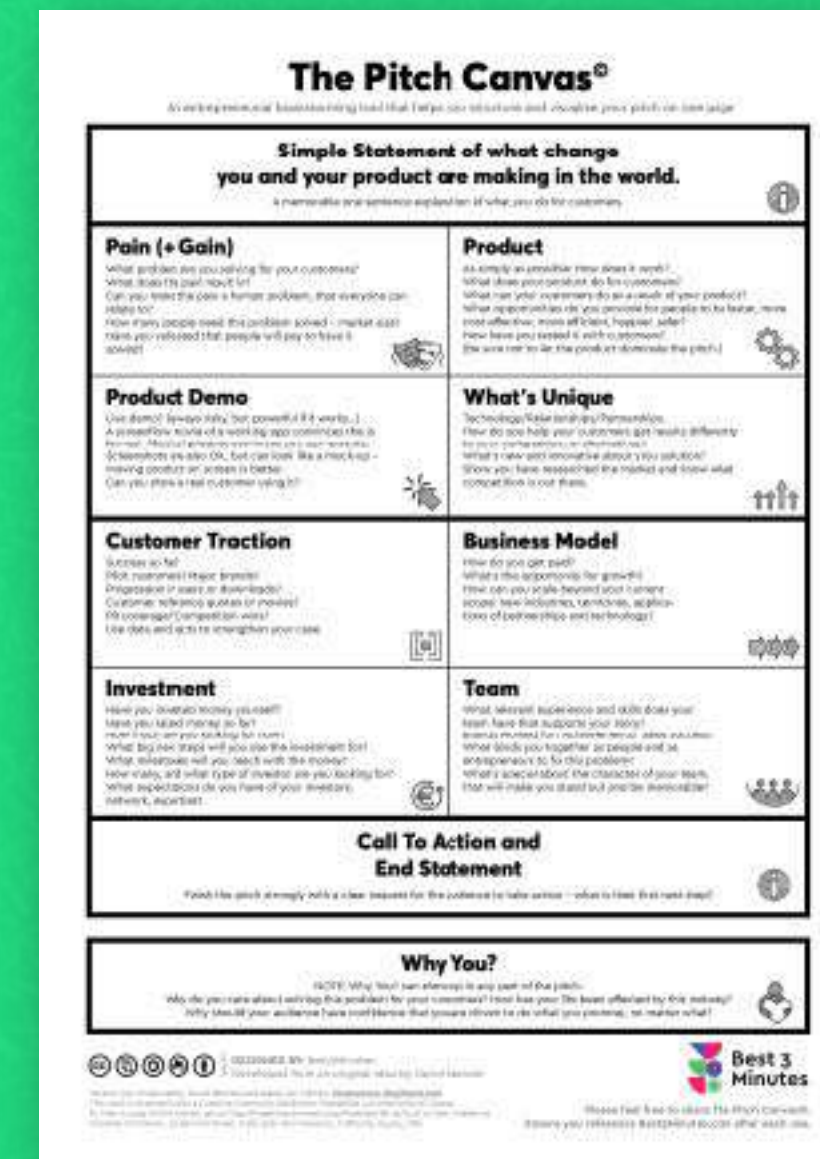
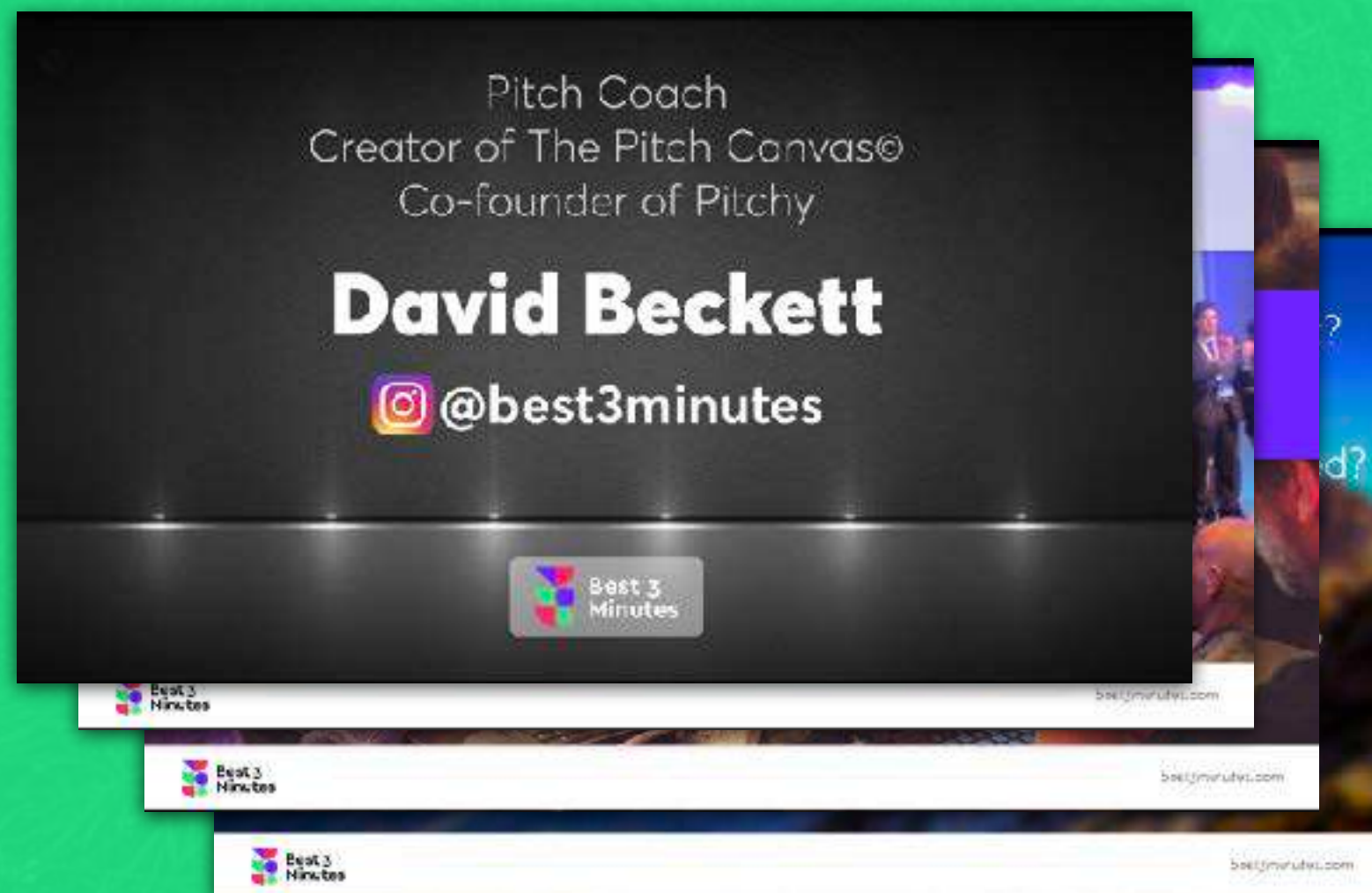


**GREAT IDEAS
NEED A VOICE**



You will receive

SLIDES AND MANY MATERIALS





QUESTIONS?



You are all

EXPERIENCED PITCHERS

Prepare you for your
5-MINUTE PITCH

How many
WORDS PER MINUTE?



**130-140 Words
Per Minute!**

9 Sentences



WHO'S YOUR AUDIENCE?

What do they
care about?



WHAT'S YOUR OBJECTIVE?

What do you
want them to
do?

ACTION

How do you create
YOUR STORYLINE?



STOP!!!



Don't Open **POWERPOINT**



Use

POST-IT NOTES

To Build Your
Storyline

Explanation of Post-Its available at:

best3minutes.com/green-challenge-2020

Which topics should be in
YOUR WINNING PITCH?



PAIN

What is the **problem**
you solve?

What is the **HUMAN**
RESULT?



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



Co2 emissions?

Kilos of plastic?

Damage to
environment?

Quantify it:
put a **number** on it

Fabian Lemke
Nuventure 2019





QUESTIONS?





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?

A woman with long, wavy brown hair, wearing a white sleeveless top and a grey skirt with black side panels, stands on a stage. She is holding a small yellow object in her right hand and gesturing with her left hand. The background is a blue brick wall with green plants. A green banner is overlaid at the bottom left.

Anne Marieke Eveleens
Great Bubble Barrier 2018



TRACTION

Already **implemented?**

Partnerships?

Impact already
achieved?

THE IMPACT OF YOUR SOLUTION

How **big** is **Impact**
of your product

Sophie Allert 2019
Swedish Algae Factory





THE IMPACT OF THE PRIZE

How **big** is **Impact** if
you **win** an **award**?

A man with short, light-colored hair and glasses is shown in profile, facing left. He is wearing a dark suit jacket over a light-colored, button-down shirt. A small, thin microphone is clipped to his shirt. The background is dark and out of focus, suggesting a stage or conference setting. In the bottom left corner, there is a green rectangular box with white text.

Jurriaan Ruys 2015
LandLife Company



QUESTIONS?





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?



Make the first word count
OPEN POWERFULLY



The first 20
seconds buys

ATTENTION

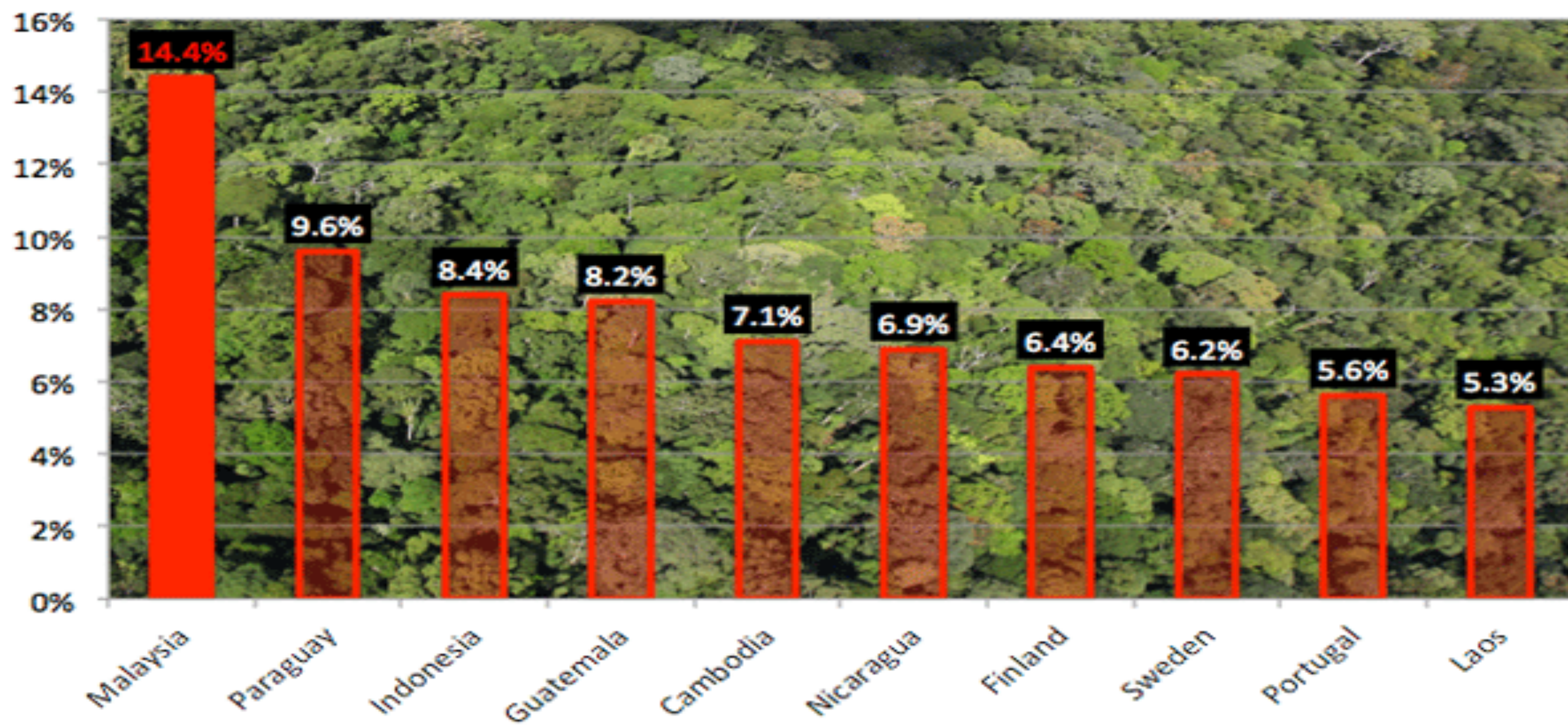
Is this person
PROFESSIONAL?

Do I want or need to
KNOW MORE?



Ryan Pandya (US)

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





VORTEX GENIE 2

IKAMAG RCT



MOTOR

Box 1: Seed prep. to EN 274-2
Control Level 7 (A2, 3) 10
Box 2: Seed prep. to EN 274-2
Control Level 7 (A2, 3) 10
Powder-FREE 10
single-use examination gloves
GLOVES



**RYAN
PANDYA**

At Muufri, we make
Milk Without Cows



Runner-up Green Challenge 2015



POSTCODE LOTTERY GREEN CHALLENGE
€ 200,000
TO THE RUNNER-UP OF THE
POSTCODE LOTTERY GREEN CHALLENGE 2015



QUESTIONS?





ACTION STEP

Review your brainstorm

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

ACTION STEP

Review your brainstorm

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

Test them **out loud** on someone else

FEEDBACK

Which **ONE** thing stood out?

Which **ONE** thing did you **NOT** understand?

One **FRIENDLY** piece of advice for improvement

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?

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**

A man with dark hair, wearing a dark suit jacket, a light purple shirt, and a striped tie, is speaking at a podium. He is looking slightly to his left. The background is a light blue screen.

Ryan Pandya (USA)

Muufri



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

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)

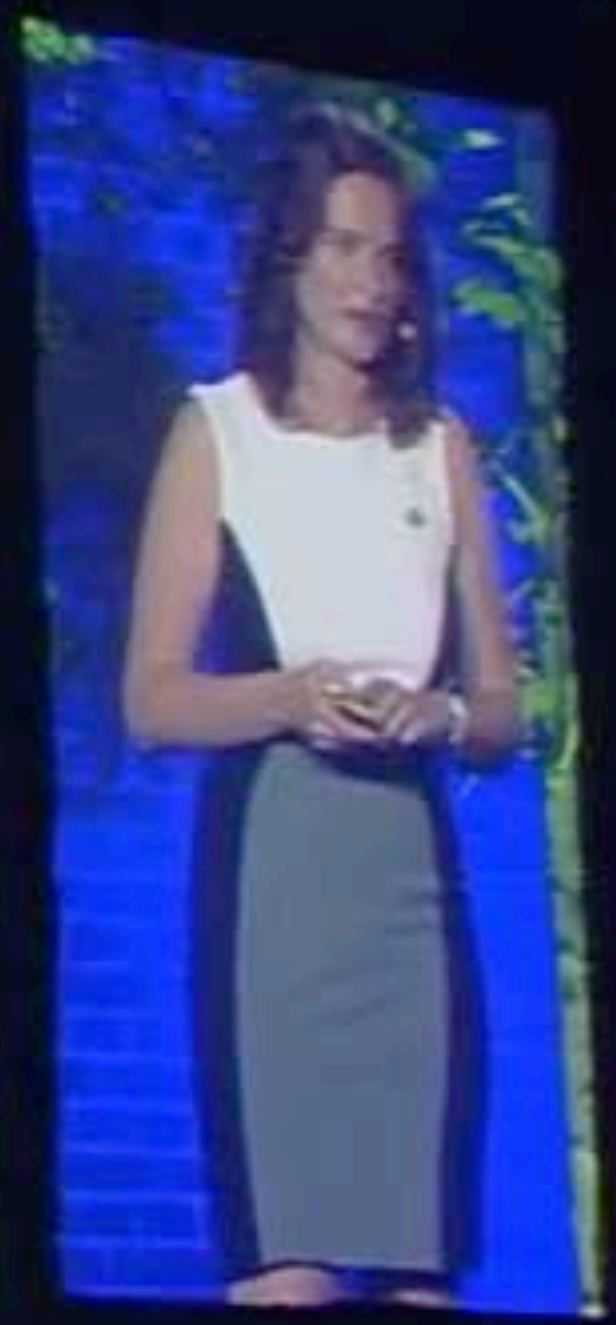
I believe this matters because...

(a personal statement of what you believe)

THANK YOU!

=

I've finished, you can clap now!



Anne Marieke Eveleens
Great Bubble Barrier 2018



Pitch tools and **RESOURCES**



best3minutes.com/green-challenge-2020



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

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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

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5

Ways To Manage Your Pitching Nerves

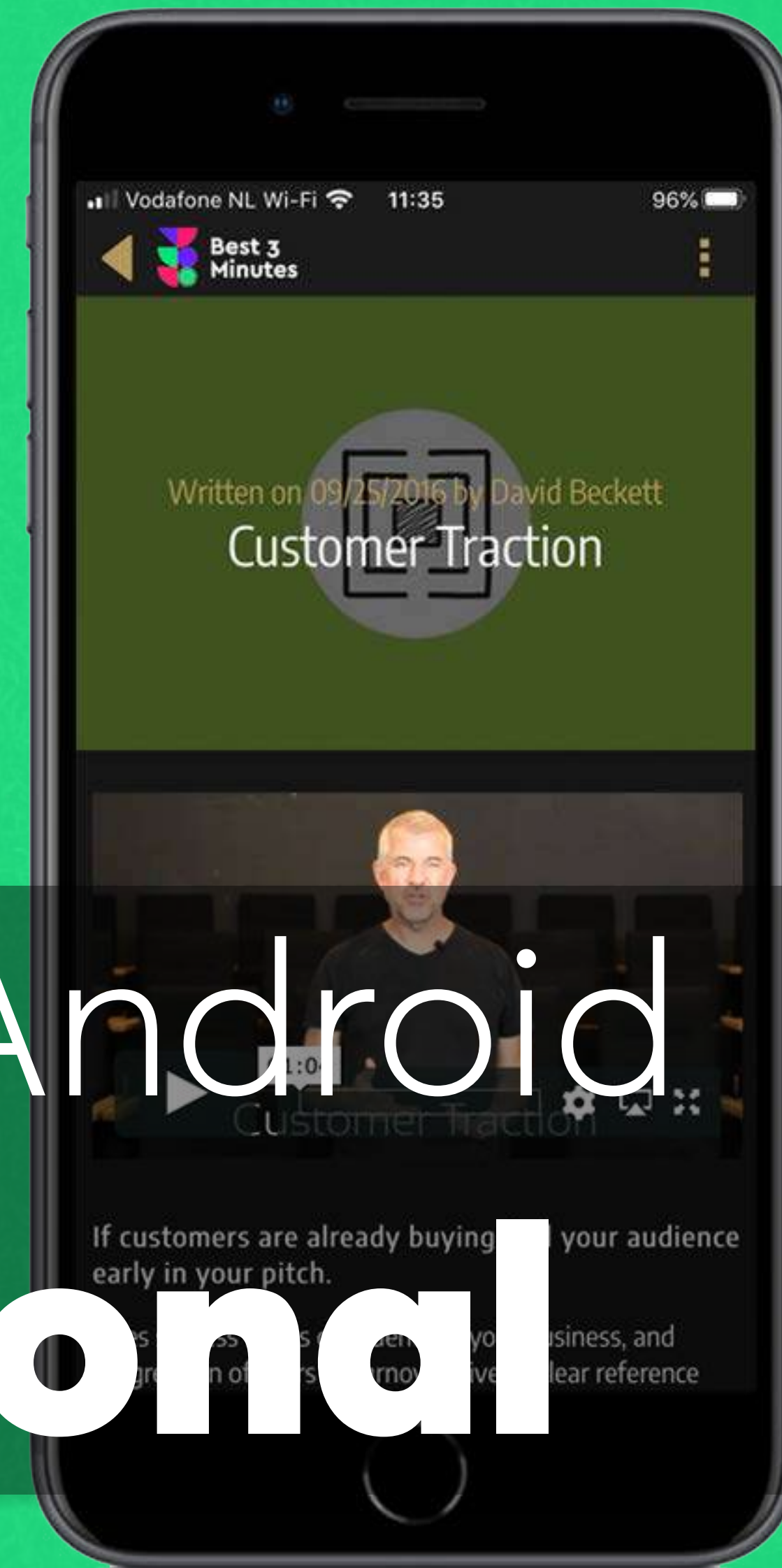
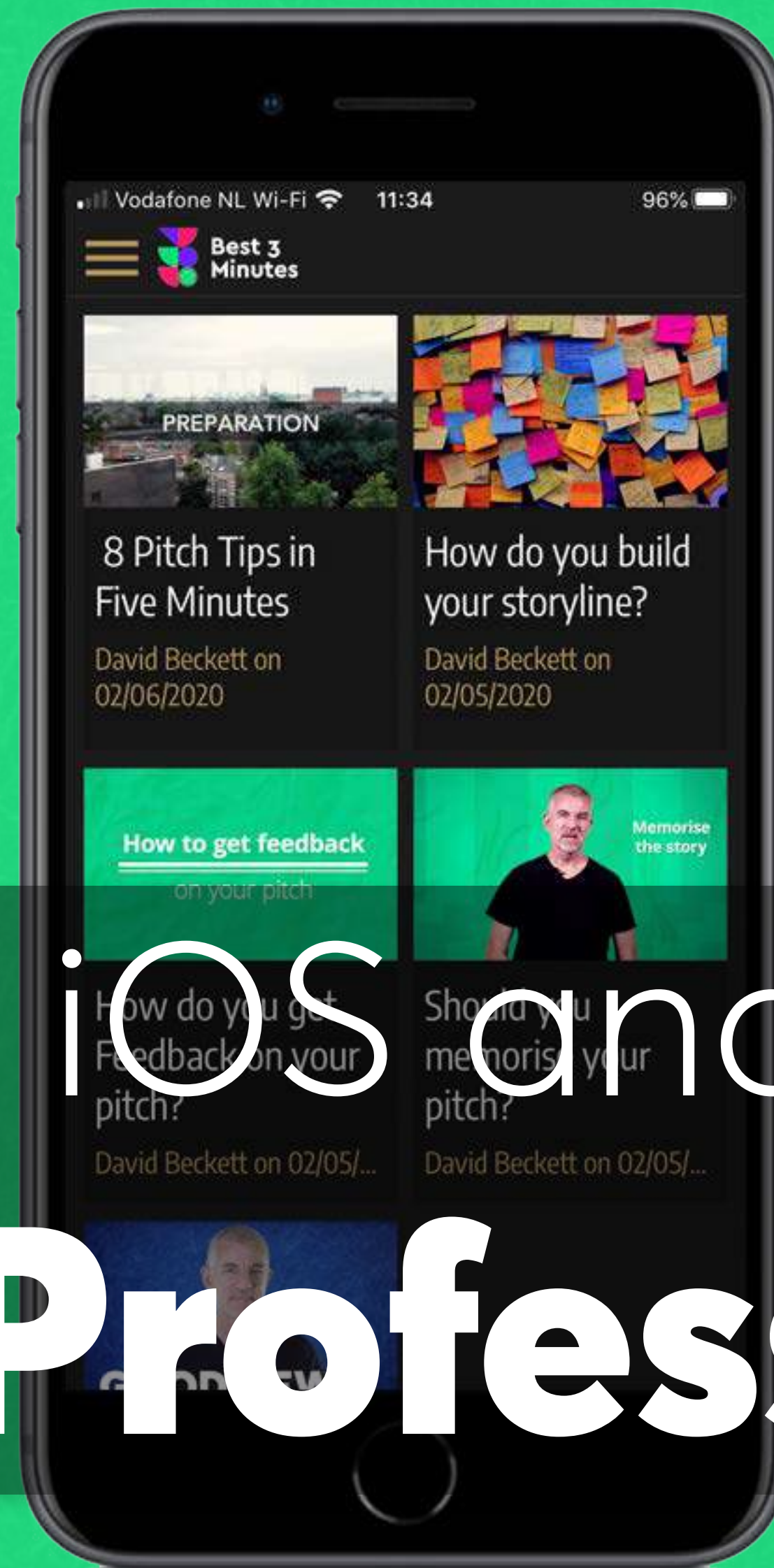


Thanks for joining the recent Pitch workshop!

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.

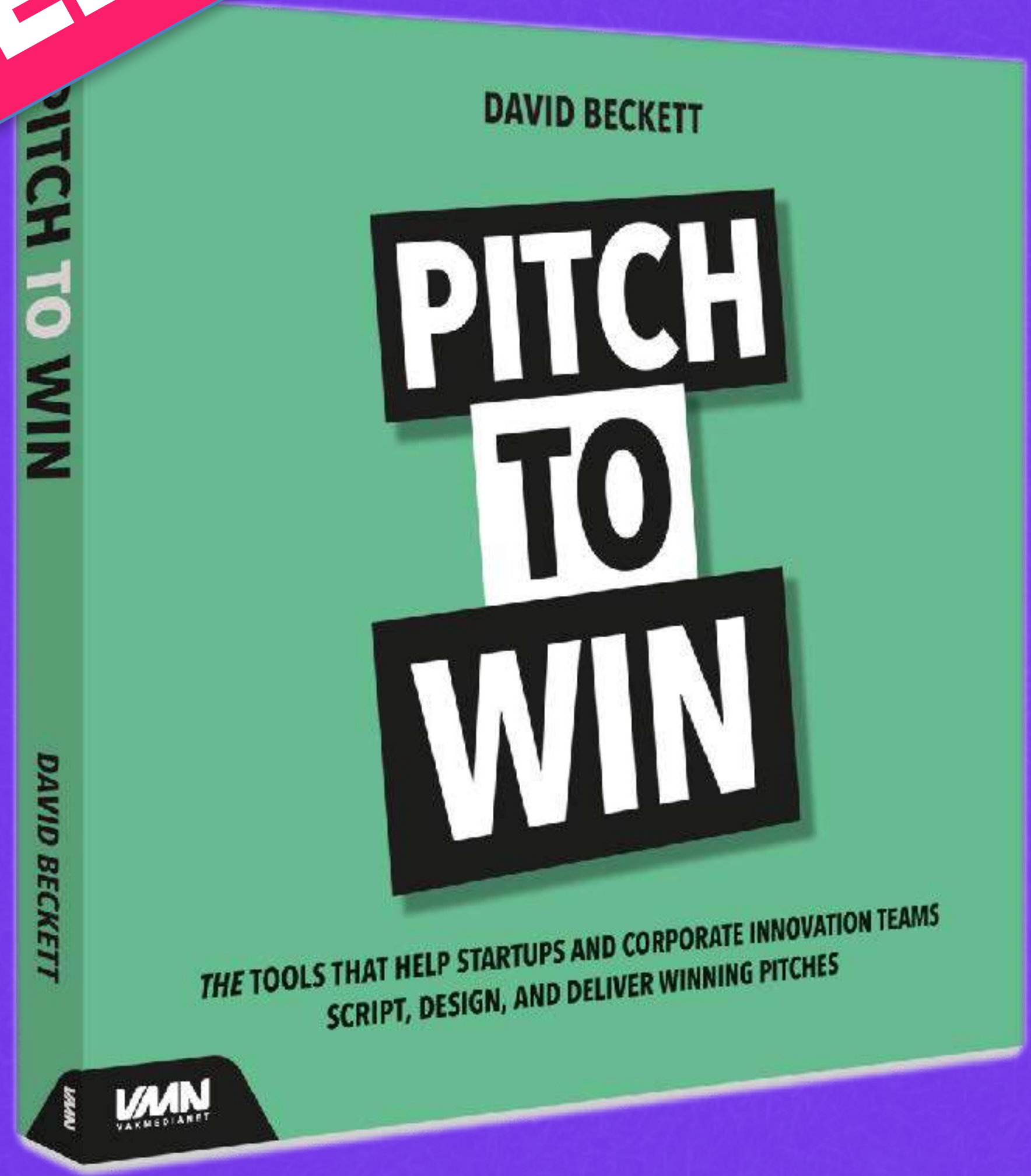
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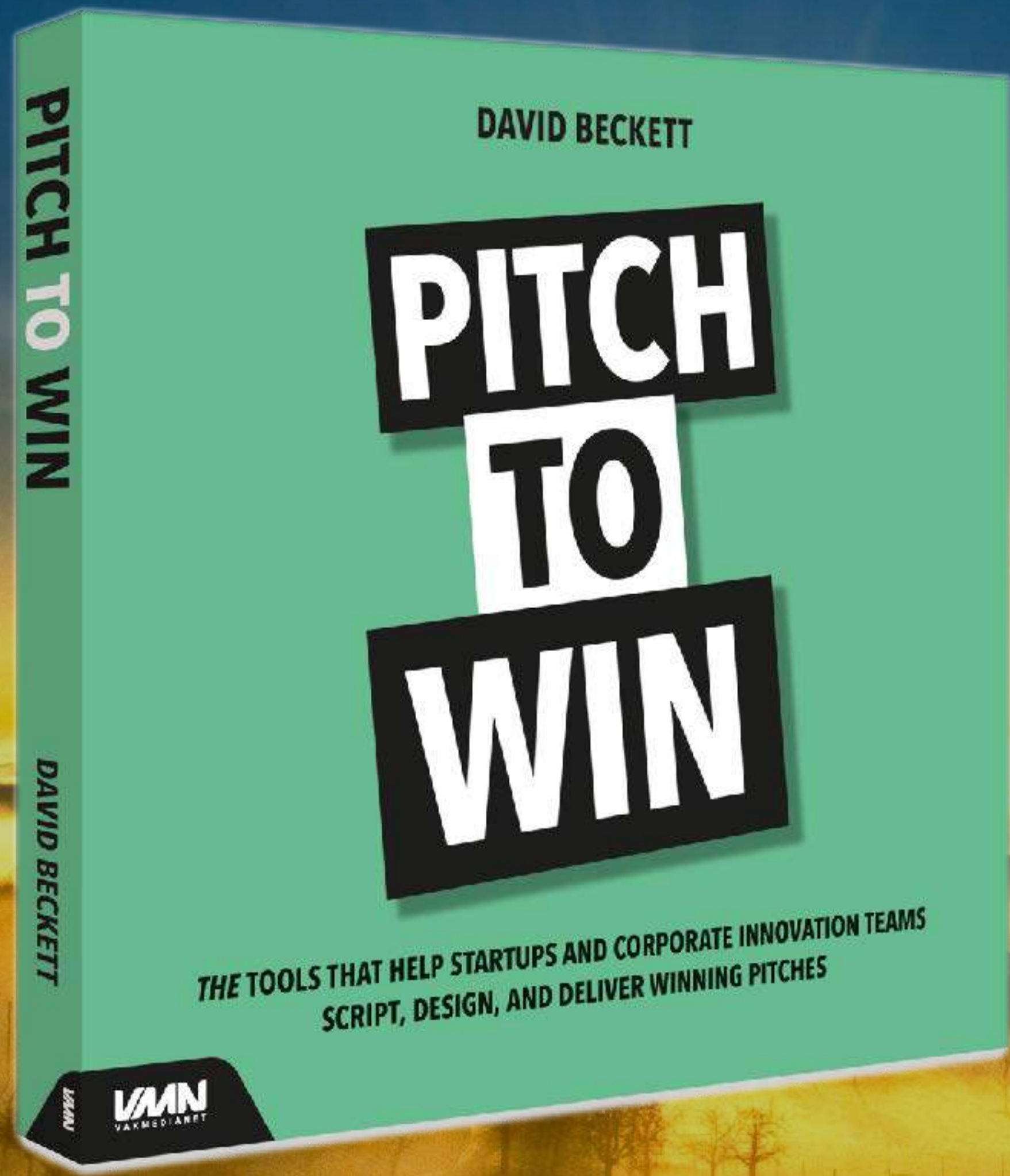
The App: iOS and Android Pitch Professional

FREE



**FREE
AUDIOBOOK**

best3minutes.com/green-challenge-2020



David Beckett

Best3minutes.com

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