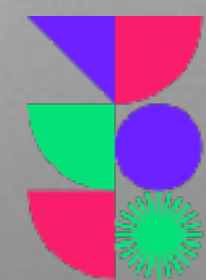


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



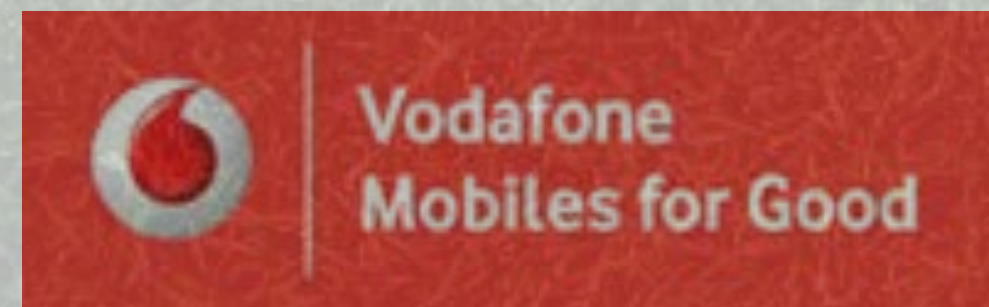
Best 3
Minutes

Coached 1100+ Startups
RAISED OVER €295MILLION



29 Countries

TRAINED 17,000+ 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. Large, semi-transparent question marks are scattered across the image, particularly around the woman's face and the central text area.

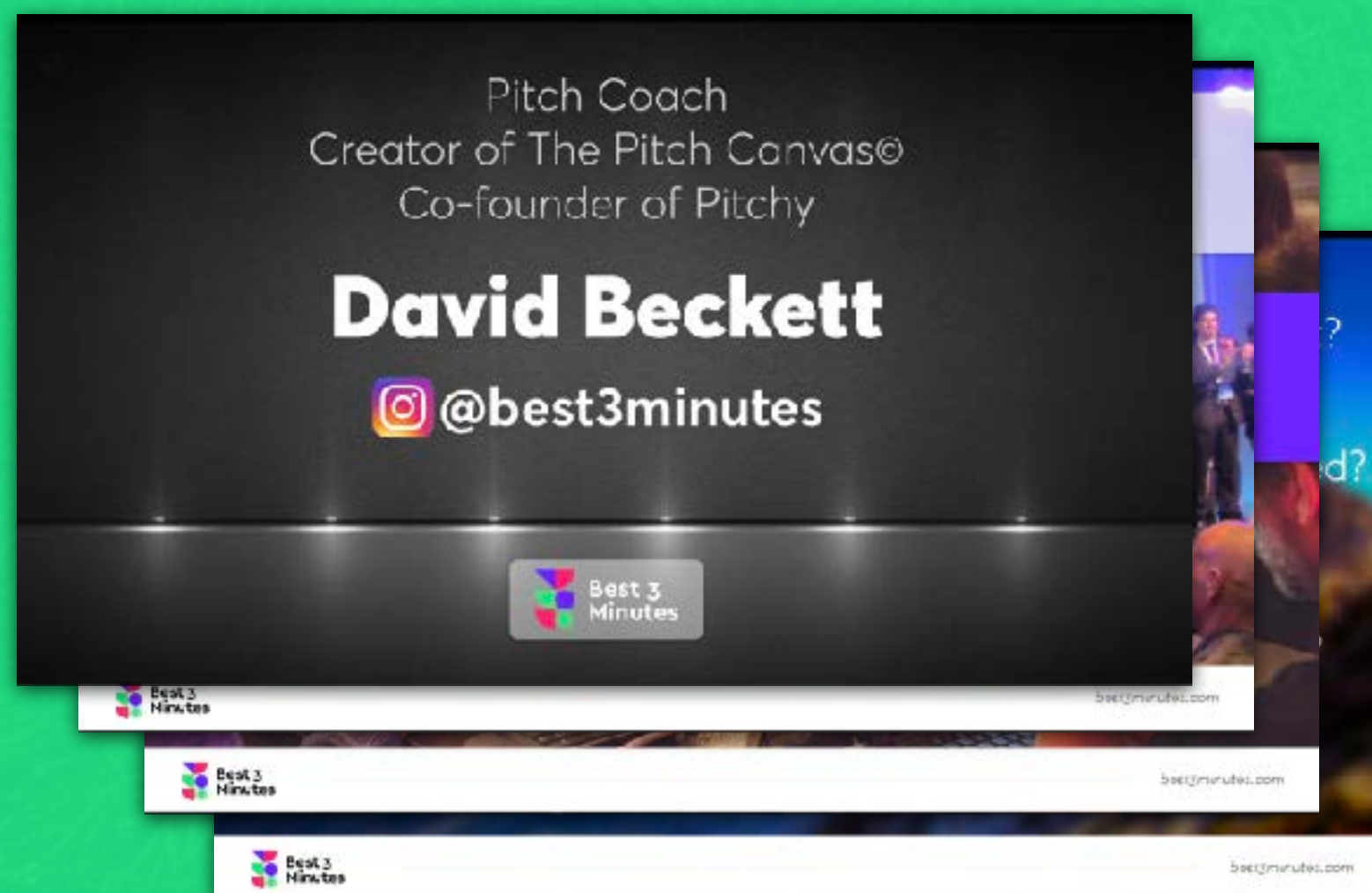
QUESTIONS?

Please ask

IN THE SLACK CHANNEL

You will receive

SLIDES AND MANY MATERIALS





How to make a great **HACKATRAIN Pitch**



Prepare you for your **3 MINUTE PITCH**

3 MINUTES
PITCH

10 MINUTES
Q&A

How Many Words **PER MINUTE?**



How Many Words **PER MINUTE?**

**130-140 Words
Per Minute!**

9 Sentences



Decide asap

WHO WILL PITCH

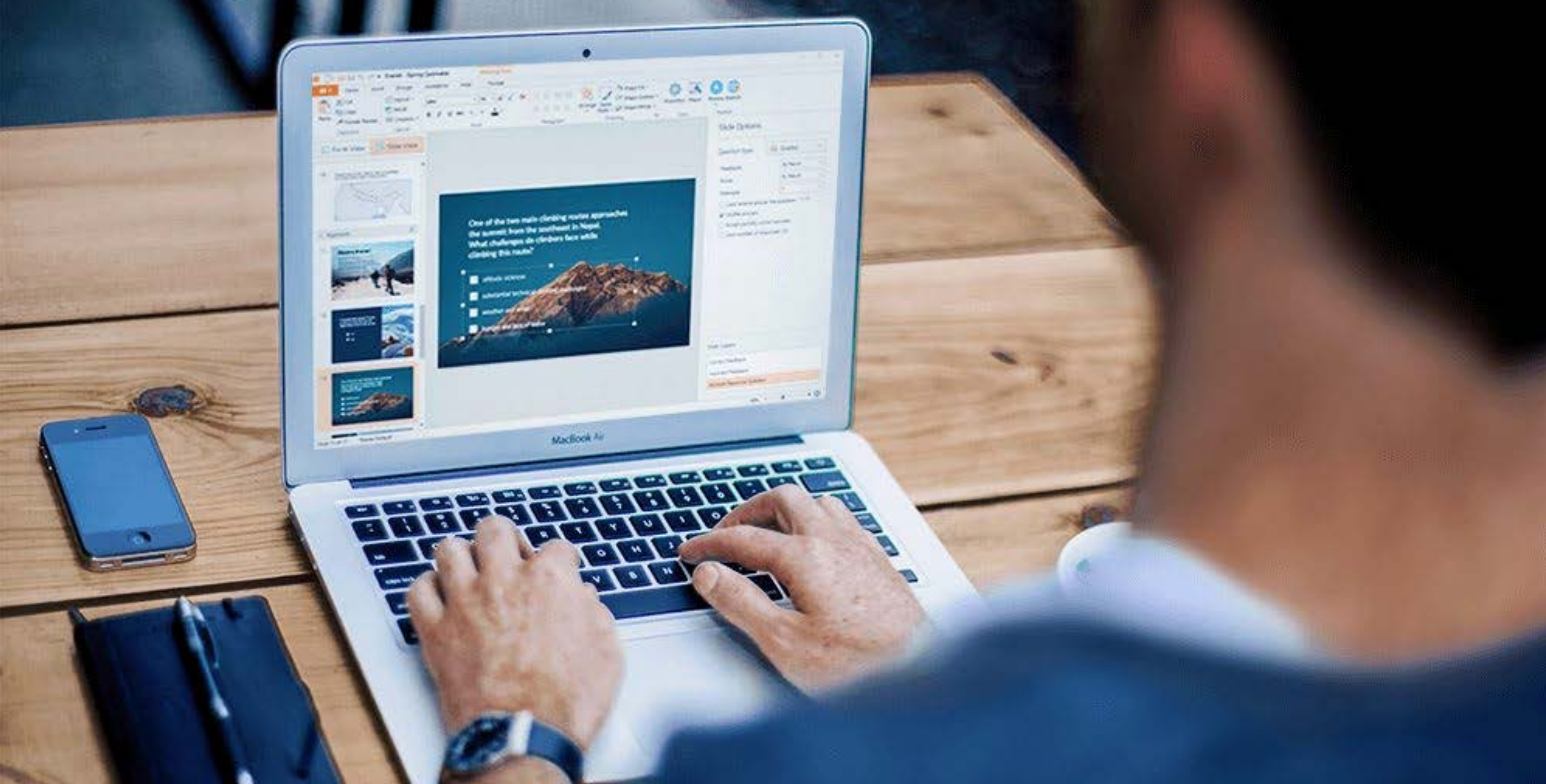


Who is your audience &
WHAT DO THEY CARE ABOUT?

Challenge definition	To what extent has the team properly researched, tested and defined the problem or opportunity. What did they present a clear enough challenge for which they have a solution?
Value proposition	Did the group come up with a solution to the initial problem or challenge? What's the delivered value for each stakeholder?
Concept	To what extent is the concept they have devised ambitious enough? Did they think about future possibilities? And did create focus for the presentation?
Business model	Is the idea feasible, does it have economic and societal value, and is it sustainable? Who's paying for what and what are their benefits?
Prototype	Has the concept been properly developed into a working proof-of-concept? Did they think about the steps that need to be taken to develop an MVP, product or service?
Creativity	How creative has the group been in solving the challenge? Did they come up with a radical approach, or did they follow existing patterns and solutions?
Design	Did the group think about the User Experience (UX)? How well polished is the demo? Is it easy to use / understandable or does it require a lot of training?
Pitch	Were they convincing enough, was it short and to the point, and what about their enthusiasm? The pitch can be a maximum of 3 minutes

"All criteria are valued from **1 to 10** with **"Value proposition"** and **"Prototype"** weighing **double**.

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**

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 SLACK CHANNEL

Which topics should be in **YOUR WINNING PITCH?**

Challenge definition	To what extent has the team properly researched, tested and defined the problem or opportunity. What did they present a clear enough challenge for which they have a solution?
Value proposition	Did the group come up with a solution to the initial problem or challenge? What's the delivered value for each stakeholder?
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Pitch	Were they convincing enough, was it short and to the point, and what about their enthusiasm? The pitch can be a maximum of 3 minutes



PAIN

Has the team properly
researched, tested
and **defined**
the problem or
opportunity?



VALUE PROPOSITION

What's the **solution**
to the challenge?

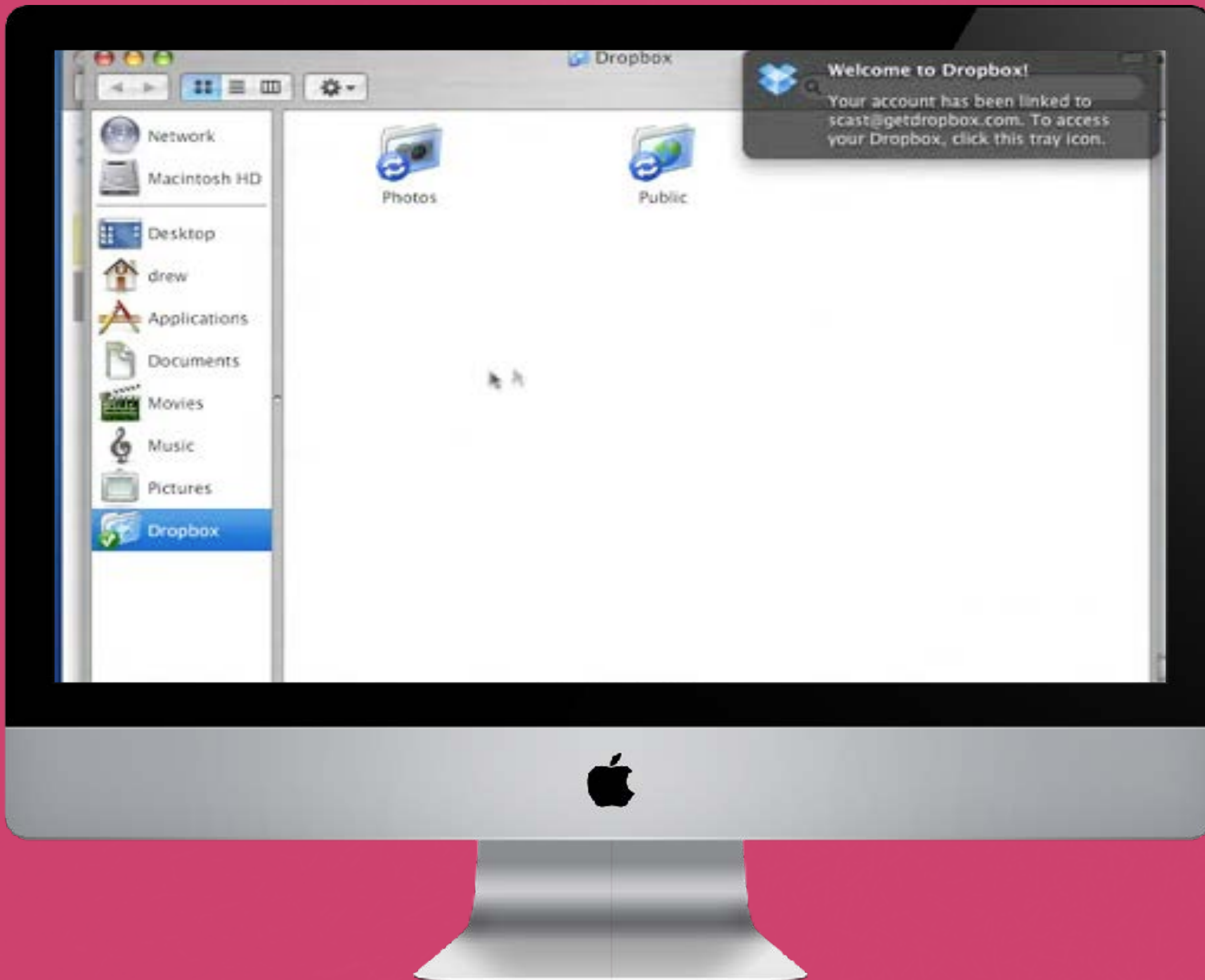
What's the **delivered
value** for each
stakeholder?

PROTOTYPE

Created a **working** proof-of-concept?

Easy to use?

Did they think about **next steps** to develop an **MVP, product or service?**



CREATIVITY

Did they come up with
a **radical** approach,
or did they follow
existing patterns and
solutions?

PITCH

Were they **convincing** enough?

Was it short and **to the point**?

What about their **enthusiasm**?



ONE LAST THING...



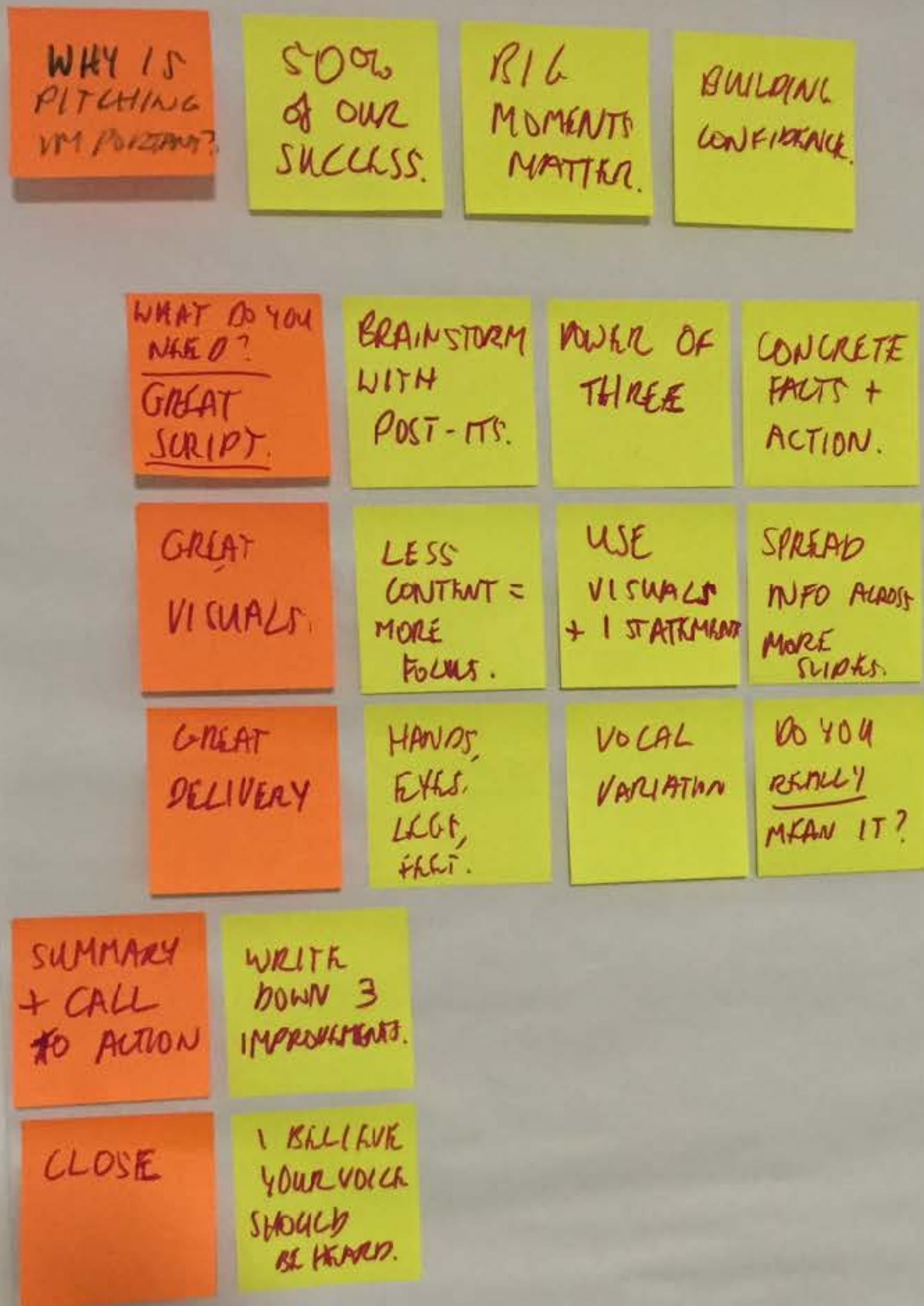
WHY YOU?

What's your
personal motivation to
offer this proposition?

Your **Enthusiasm**
Counts!

Brainstorm content on Post-Its

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 3 mins,
hitting each judging criteria

WHY IS
PITCHING
VITAL?
50%
OF OUR
SUCCESS.
BIG
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,
LEFT,
RIGHT.
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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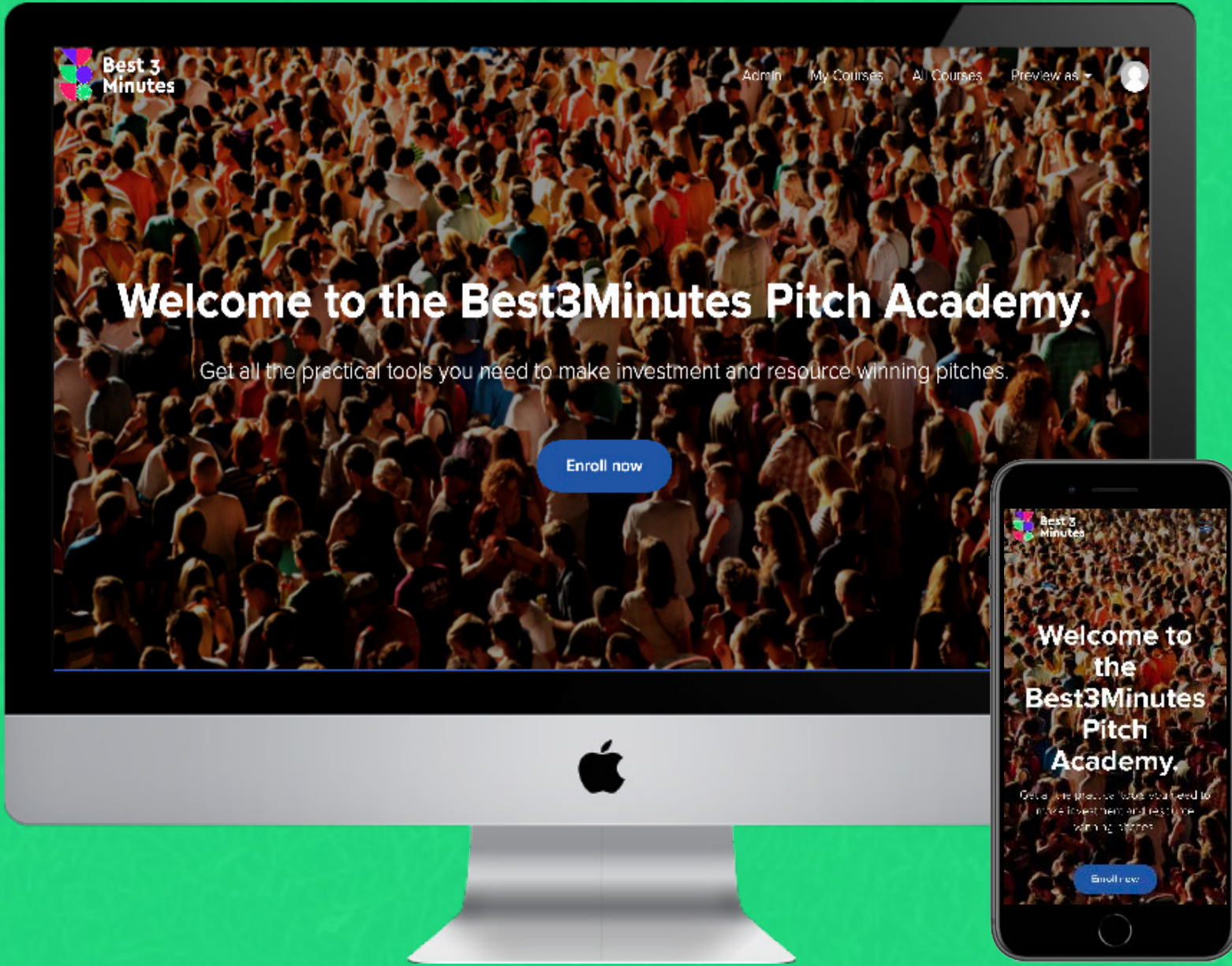
QUESTIONS?

Please ask

IN THE SLACK CHANNEL

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

80 / 120 words



David Beckett

06-10-2018

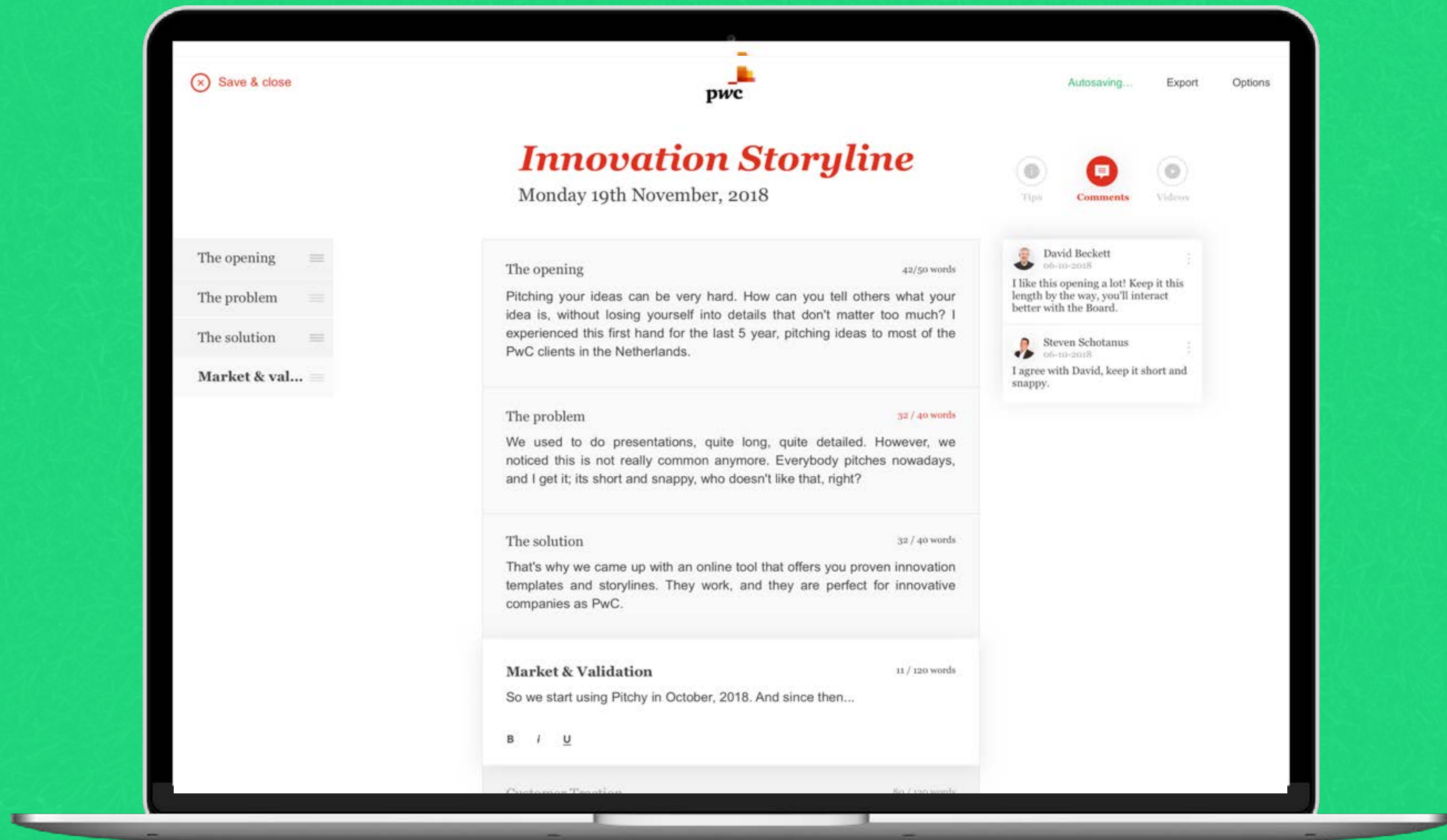
I like this opening a lot! Keep it this length by the way, you'll interact better with the Board.

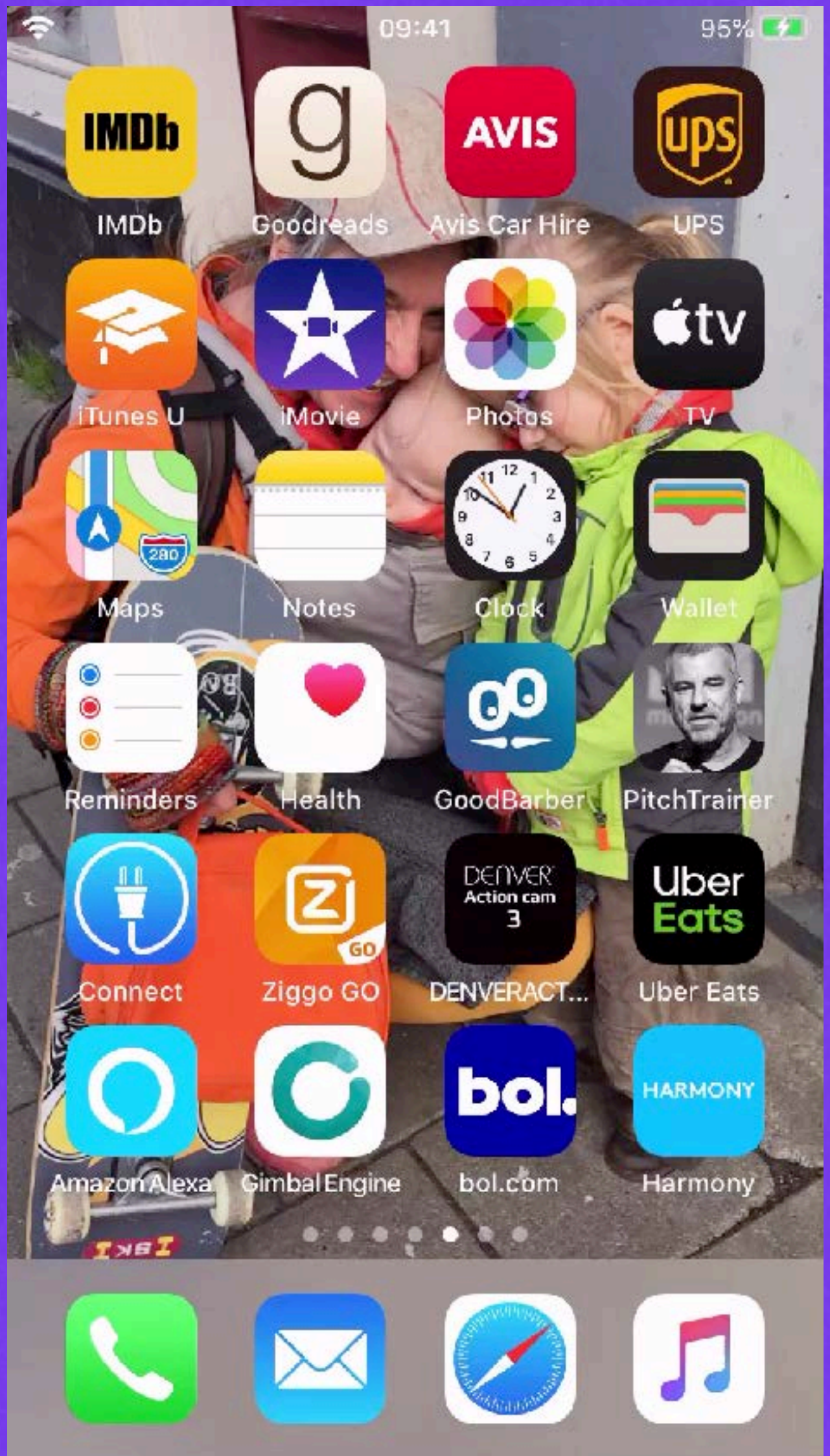


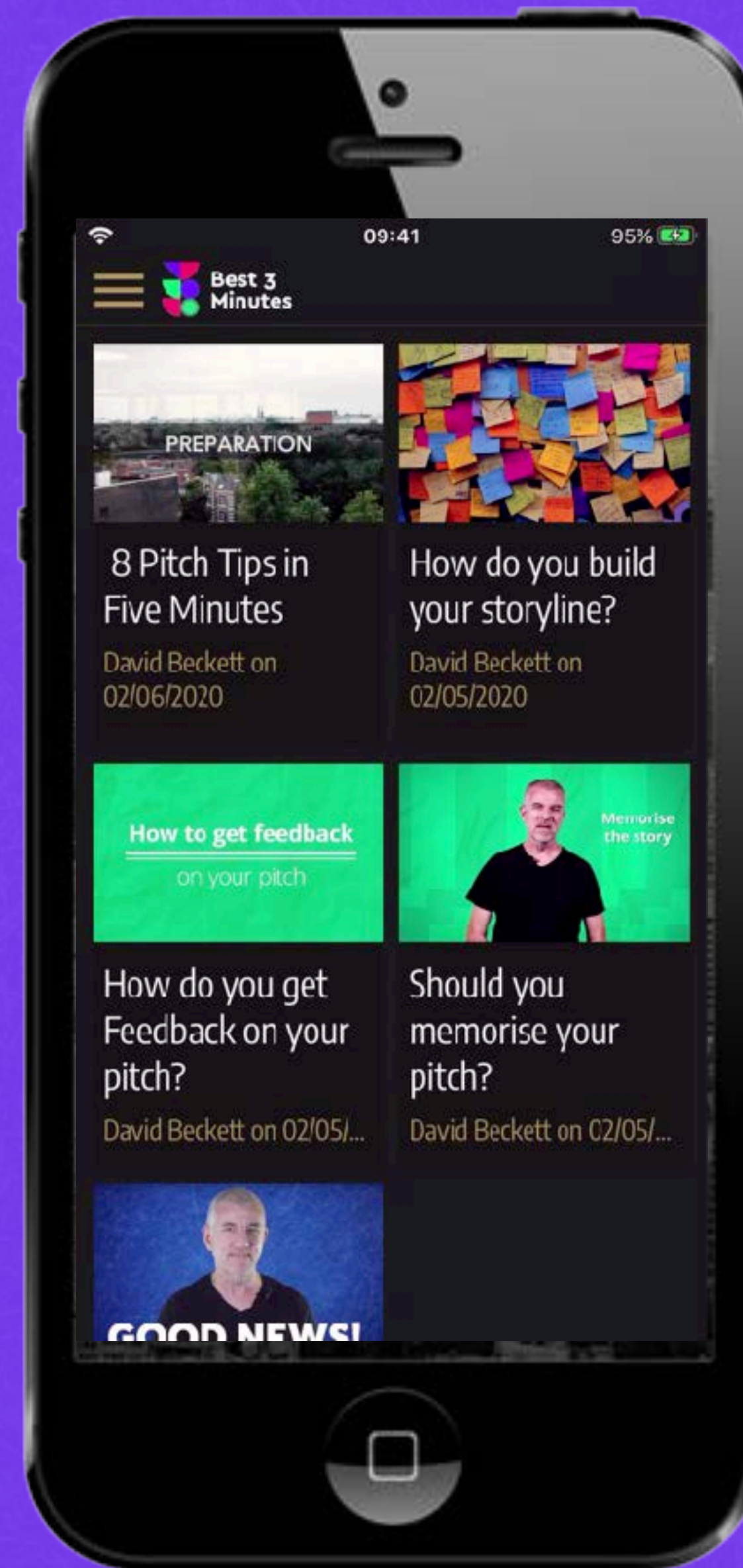
Steven Schotanus

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

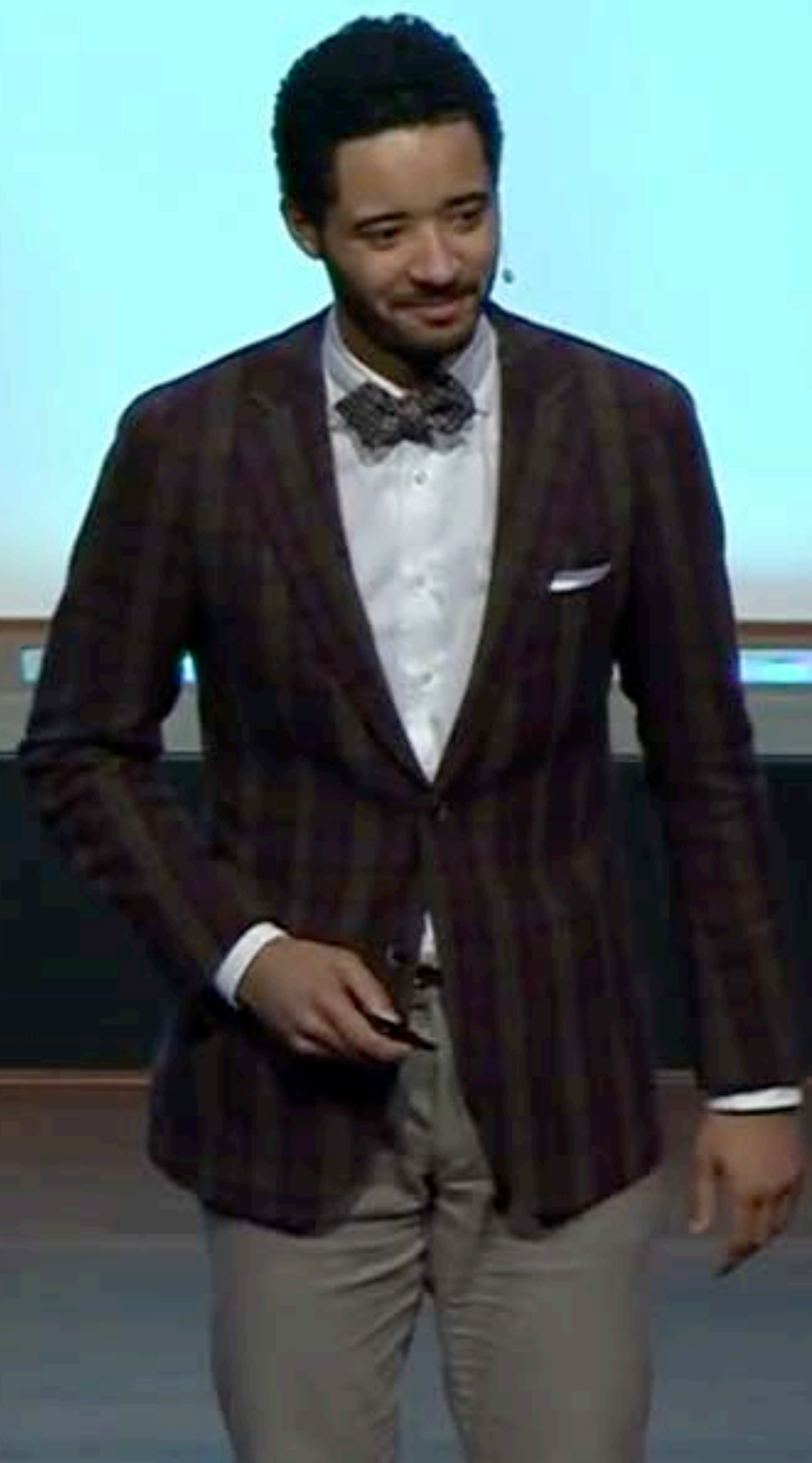
Percent

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 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 SLACK CHANNEL

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!

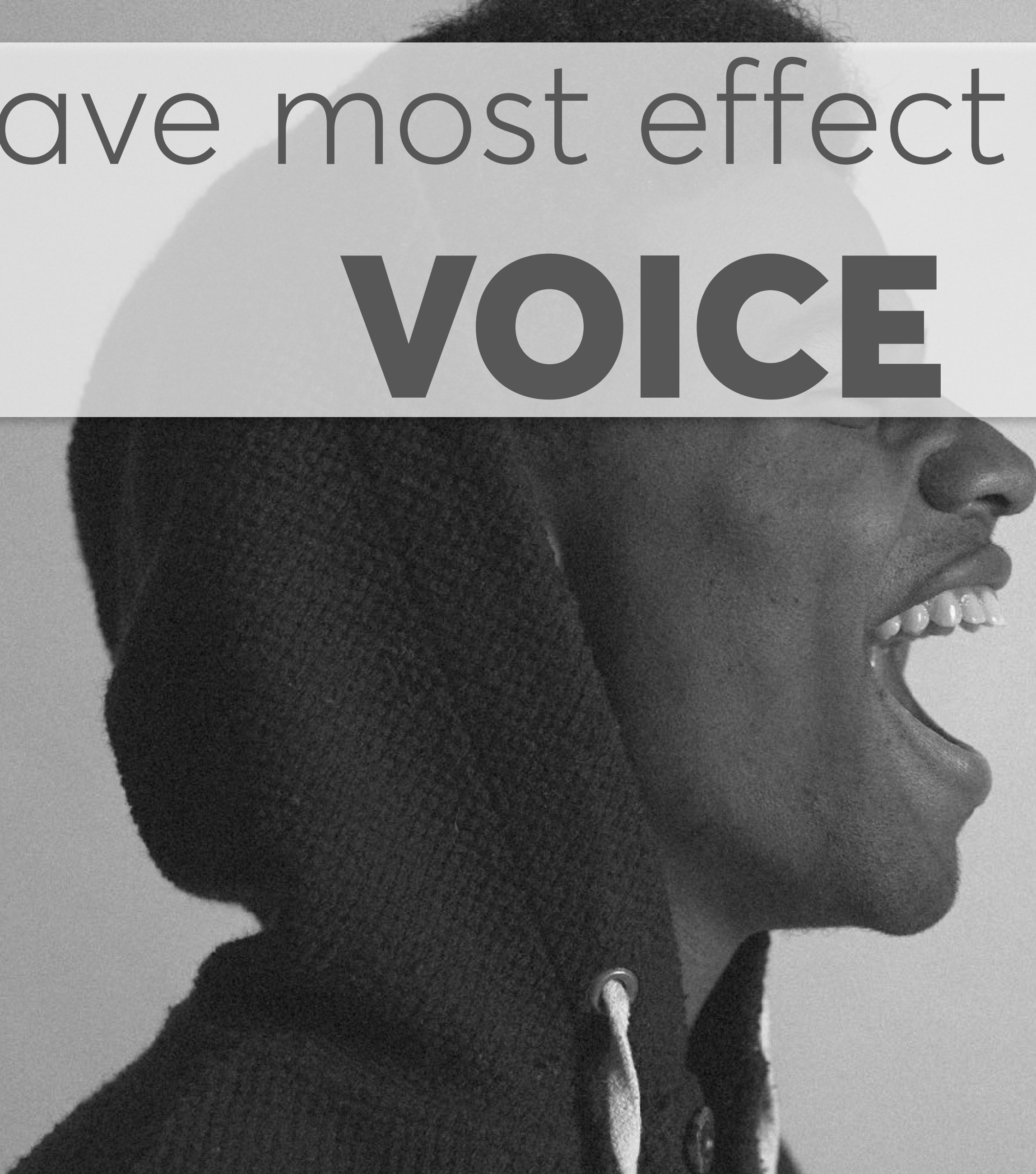
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QUESTIONS?

Please ask

IN THE SLACK CHANNEL

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**



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QUESTIONS?

Please ask

IN THE SLACK CHANNEL

Tips for the **Q&A SESSION**

Tips for the **Q&A SESSION**

**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**

**Write
down the
questions you
DO want to
be asked!**

Pitch tools and **RESOURCES**





The App: iOS and Android

PitchProfessional



best3minutes.com/hackatrain

best3minutes.com

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

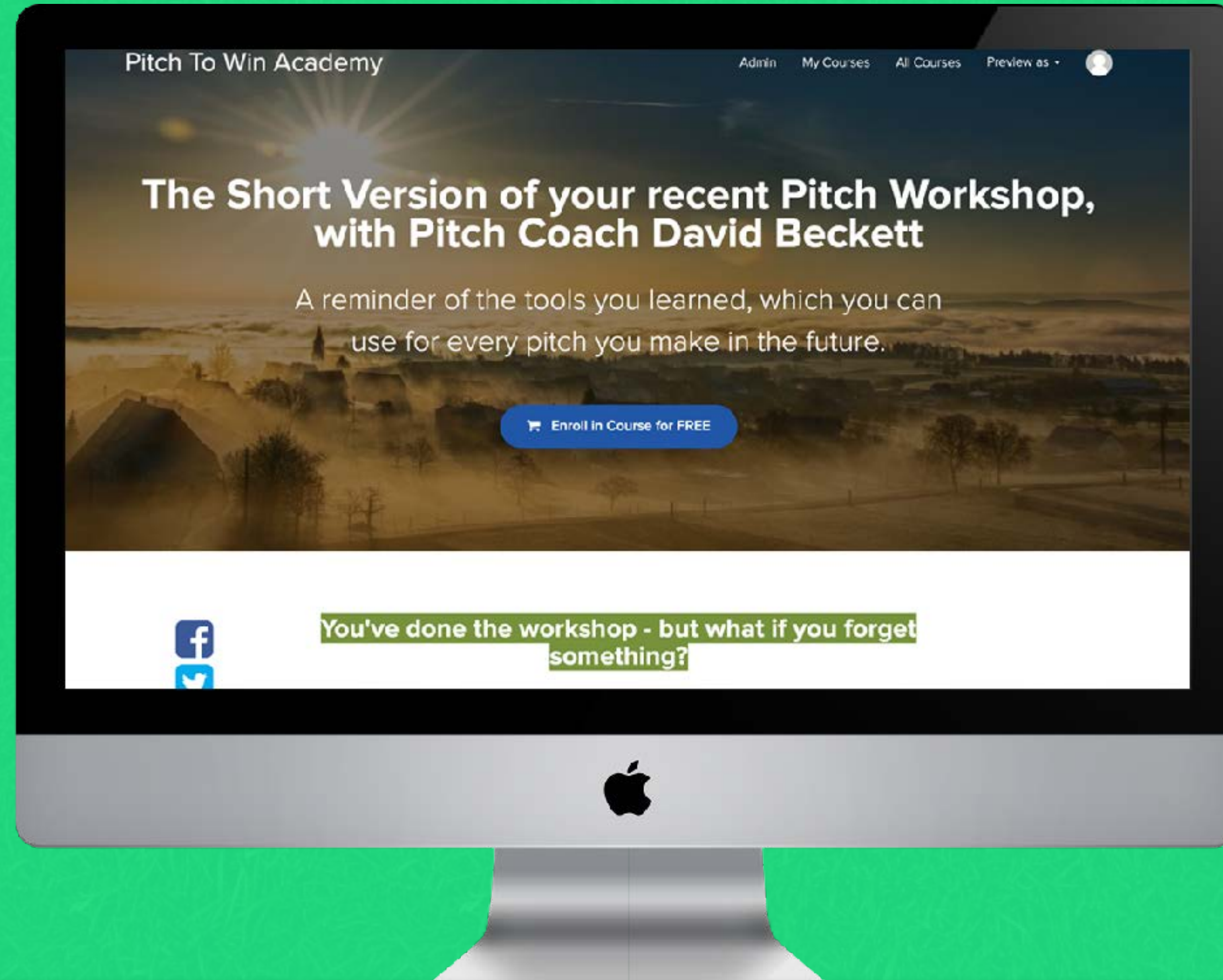


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David Beckett

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Blue Moon Pitch

Written by
David Beckett



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