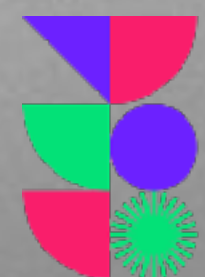


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



Best 3
Minutes

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



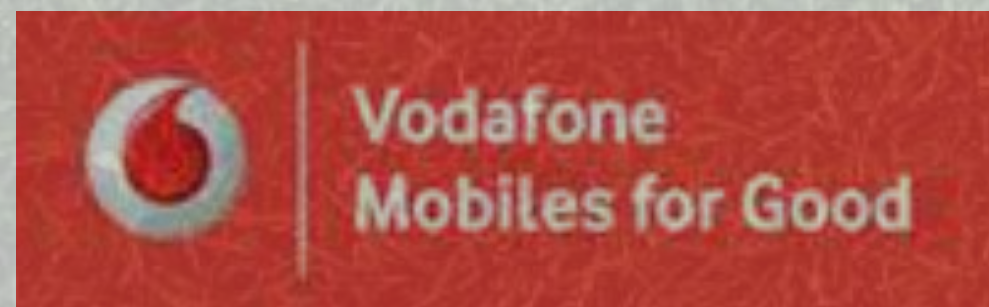
29 Countries

TRAINED 16,000+ PEOPLE



Rabobank

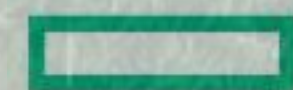
Booking.com



PHILIPS



Unilever



Hewlett Packard
Enterprise

MARS

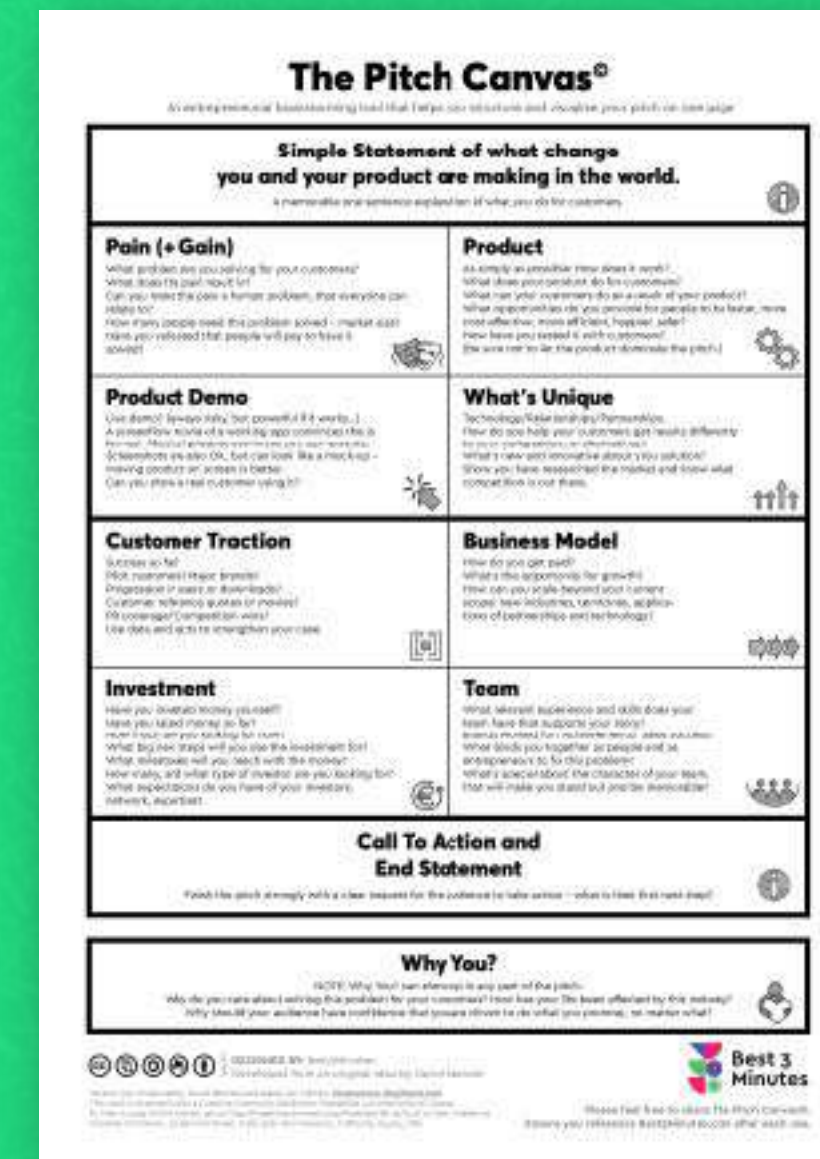
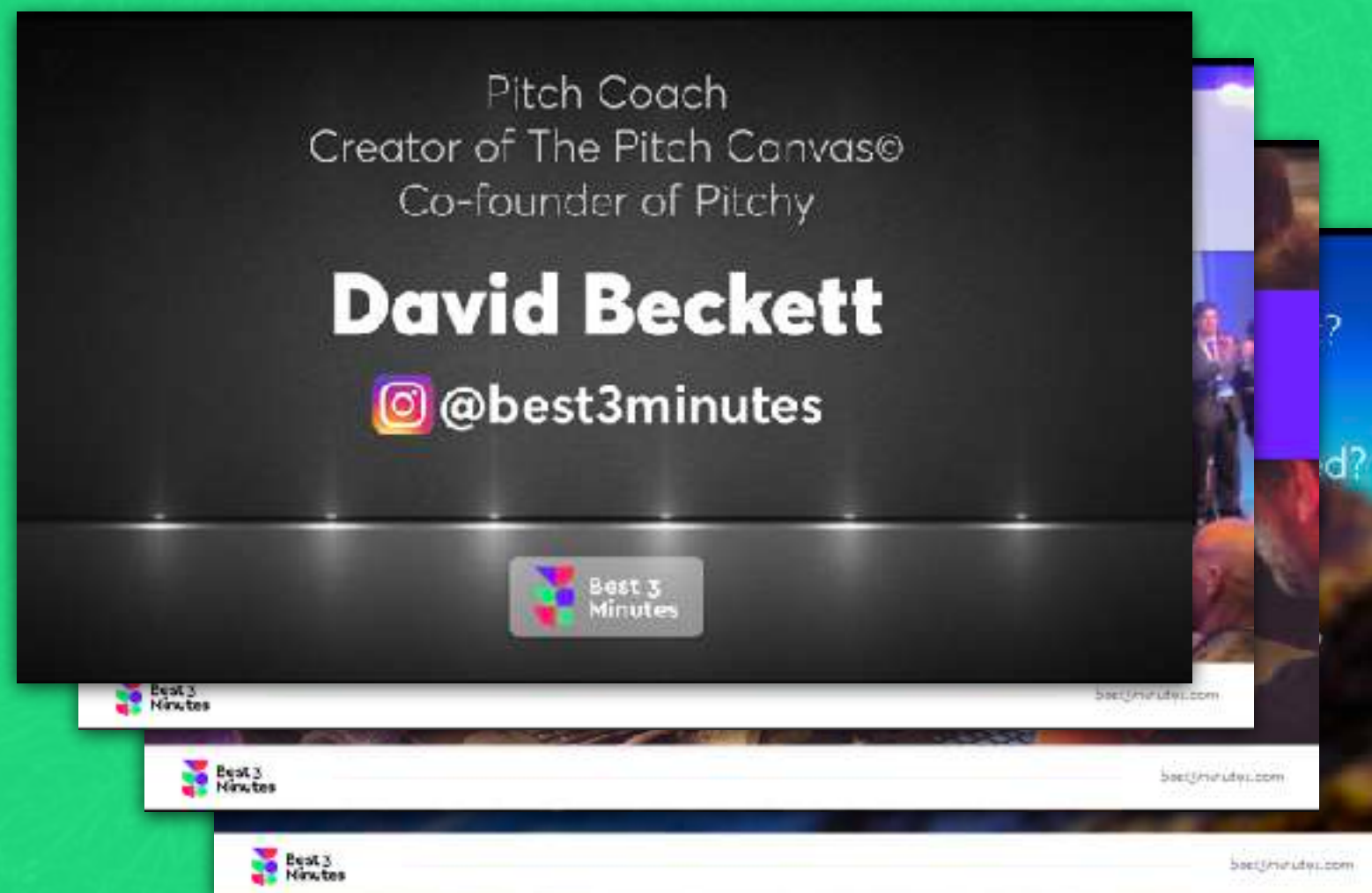
TEDx

**GREAT IDEAS
NEED A VOICE**



You will receive

SLIDES AND MANY MATERIALS





QUESTIONS?

Please ask

IN THE CHAT



TOOLS

The most frequent pitch
YOU WILL EVER MAKE

25 Seconds - 4 sentences

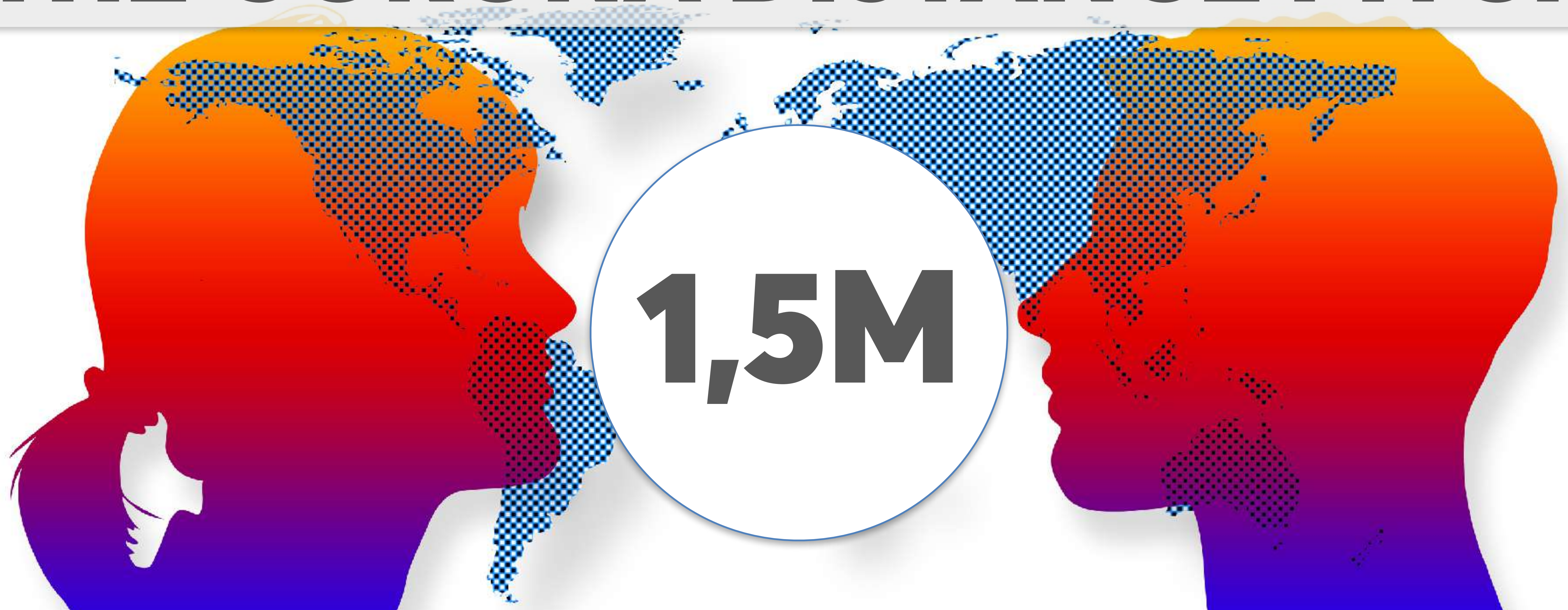
THE HANDSHAKE



PRE-CORONA!

25 Seconds - 4 sentences

THE CORONA DISTANCE PITCH





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 are they looking for?

What's **unique** about how you provide
those customers what they need>

ACTION STEP

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

**3 MINUTES
TO PREPARE**

What do **you** do?

What kinds of **customers**?

What **problems** do they face/
what are they looking for?

What's **unique** about how you provide
those customers what they need?



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 are they looking for?

What's **unique** about how you provide
those customers what they need?

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?



QUESTIONS?

Please ask

IN THE CHAT

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 who the **audience** is for your pitch

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Any other factors?

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



ACTION STEP

Write down 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**

begin

PAIN

PRODUCT

Product Demo

UNIQUENESS

Team (B)

(Customer) Fraction

business model

Investment

team

Wij van Gight...
 min op...
 niet waken...
 omdat...
 1 truc
 2 truc
 3 truc

311: **begrijpende**

without having to switch to without having to think

gratis installatie

social risico
 gevogen
 lijst 5:
 fysiek
 sociaal/metaal

Uitvoering (mechanisch) digitaal

Uitvoering smarte build IoT

stopline? **schakel** **100's** **Packaging** **Student** **aan** **meis?** **30 sketch** **over** **lijst 5** **(theoretisch)**

Al incluisde...
 3 half...
 1 dan...
 zorg...
 100's

thoricht over...
 100's

Customized input of markt (right) **100's**

app best...
 (311) **100's**

Network 100 **100's**

INTEME **100's**

Round (IoT network) **100's**

scale: **100's**

Readmap 3 jaar **100's**

market: **100's**

markt: **100's**

verlichte... **100's**

become **100's**

7 hour meeting **100's**

660

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.



QUESTIONS?

Please ask

IN THE CHAT

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Which topics should be in
YOUR WINNING PITCH?

PRODUCT

What is it you **deliver**?

A **one sentence**
description of your
music/service.

*Have 3-sentence version
ready too!*

UNIQUE

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



PROOF

Success so far?
Played with...? **Following?**
Partnerships, deals? **Sales?**
Don't be **humble** - you're
allowed to **brag** a little :-)



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?

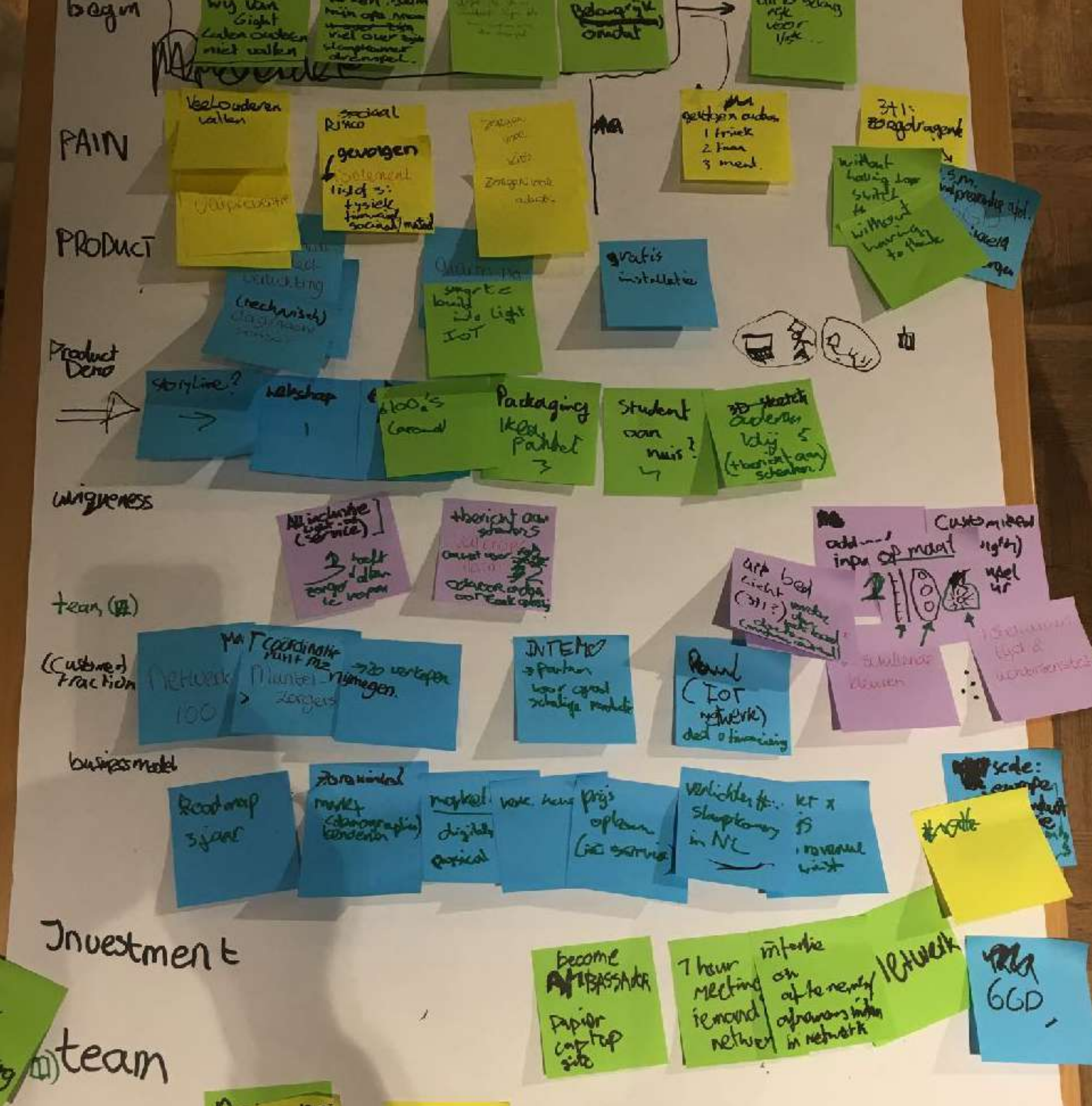
Your **Enthusiasm** Counts!

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 VERY IMPORTANT?
 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.
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 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 5 mins, hitting each judging criteria

WHY IS PITCHING VERY IMPORTANT?
 50% OF OUR SUCCESS.
 BIG MOMENTS MATTER.
 BUILDING CONFIDENCE.

WHAT DO YOU NEED?
 GREAT SCRIPT.
 BRAINSTORM WITH POST-ITS.
 POWER OF THREE
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 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

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



QUESTIONS?

Please ask

IN THE CHAT

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

Add some

EARLY TRACTION





Show Your **ENTHUSIASM**



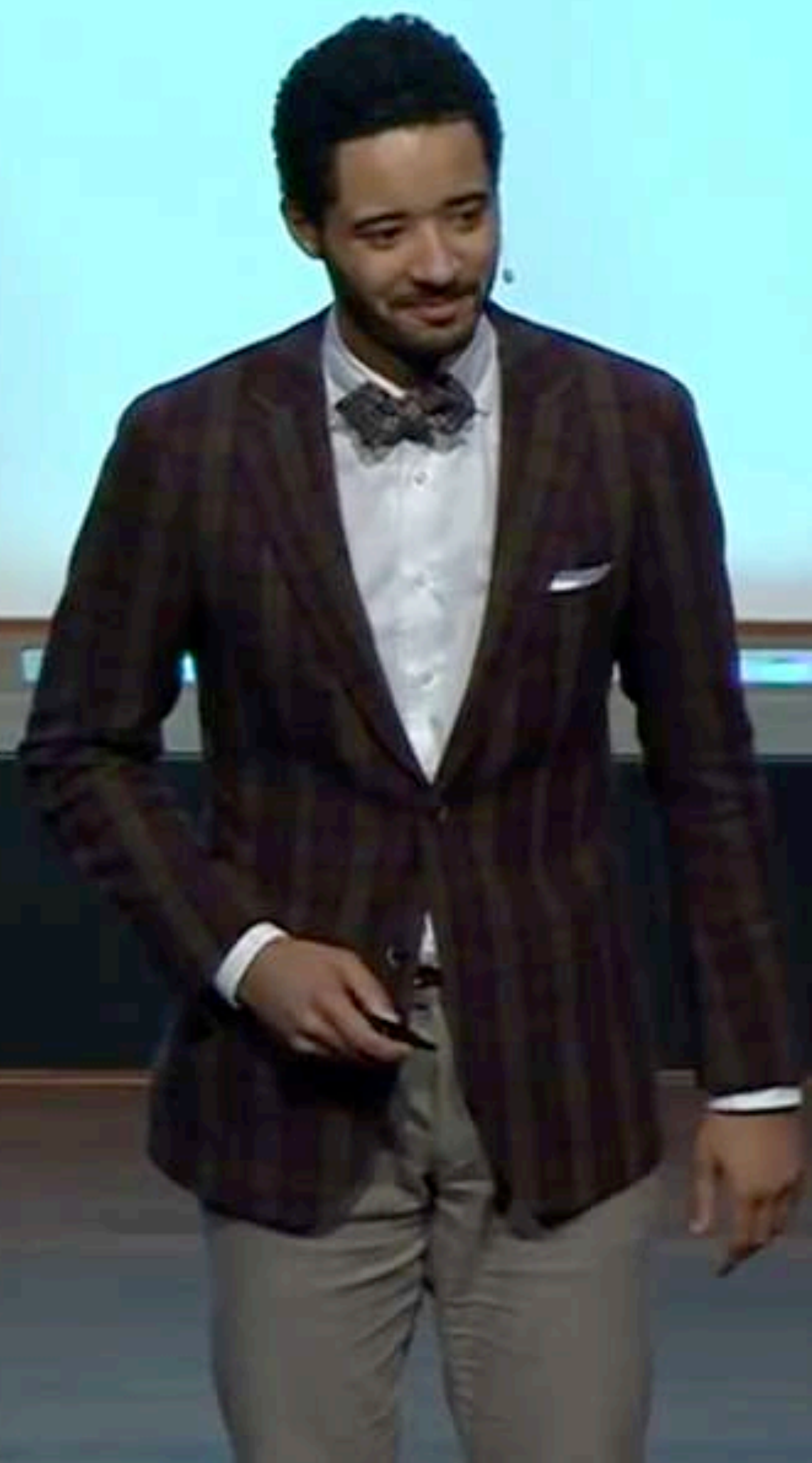


startup bootcamp

DEMO DAY

Simply be
PROFESSIONAL

SADDL



Is this person
PROFESSIONAL?

Do I want or need to
KNOW MORE?



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



QUESTIONS?

Please ask

IN THE CHAT

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



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

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!



QUESTIONS?

Please ask

IN THE CHAT

Pitch tools and **RESOURCES**



best3minutes.com/nbso

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

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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.

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5

Ways To Manage Your Pitching Nerves



Thanks for joining the recent Pitch workshop!

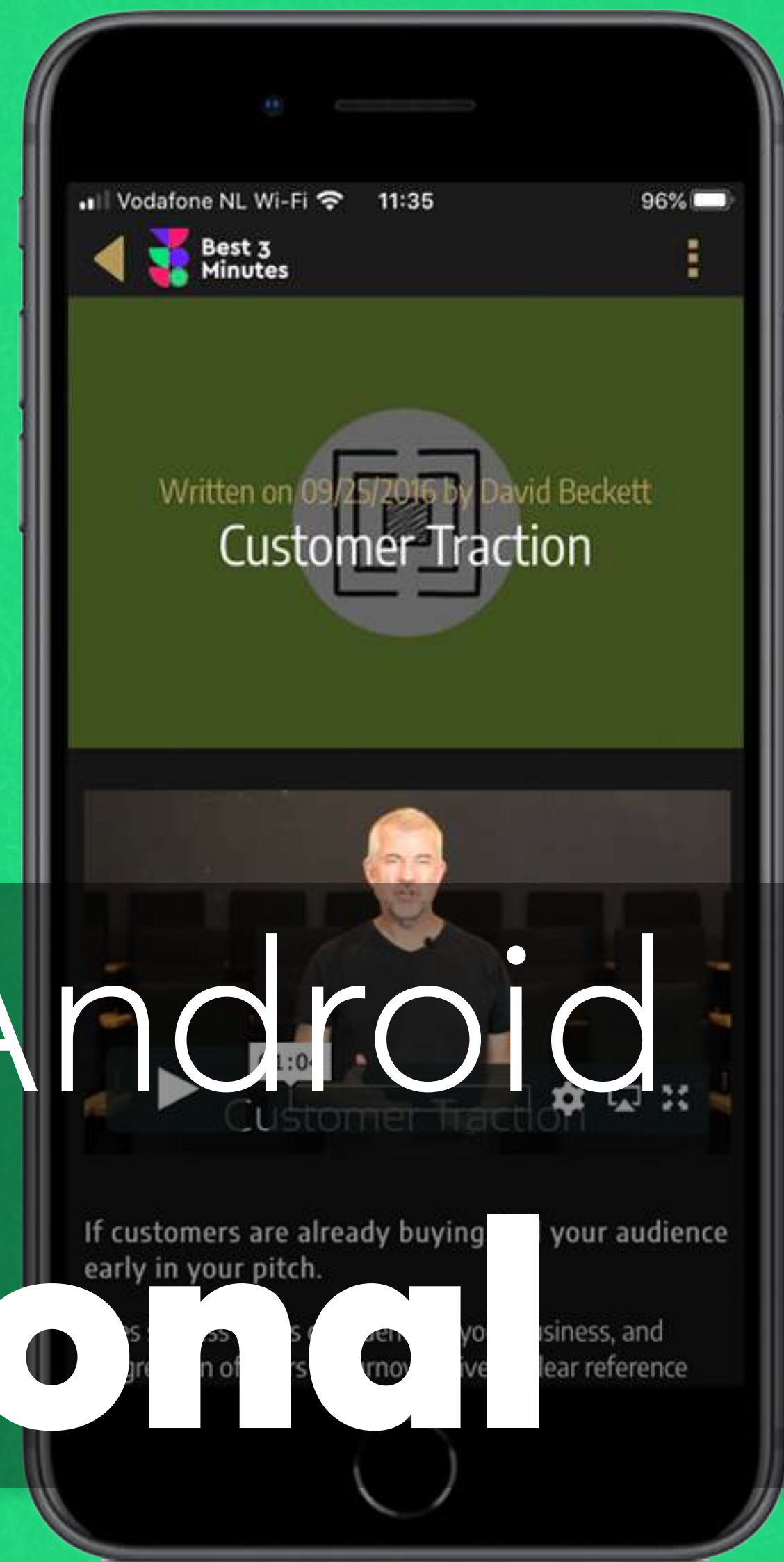
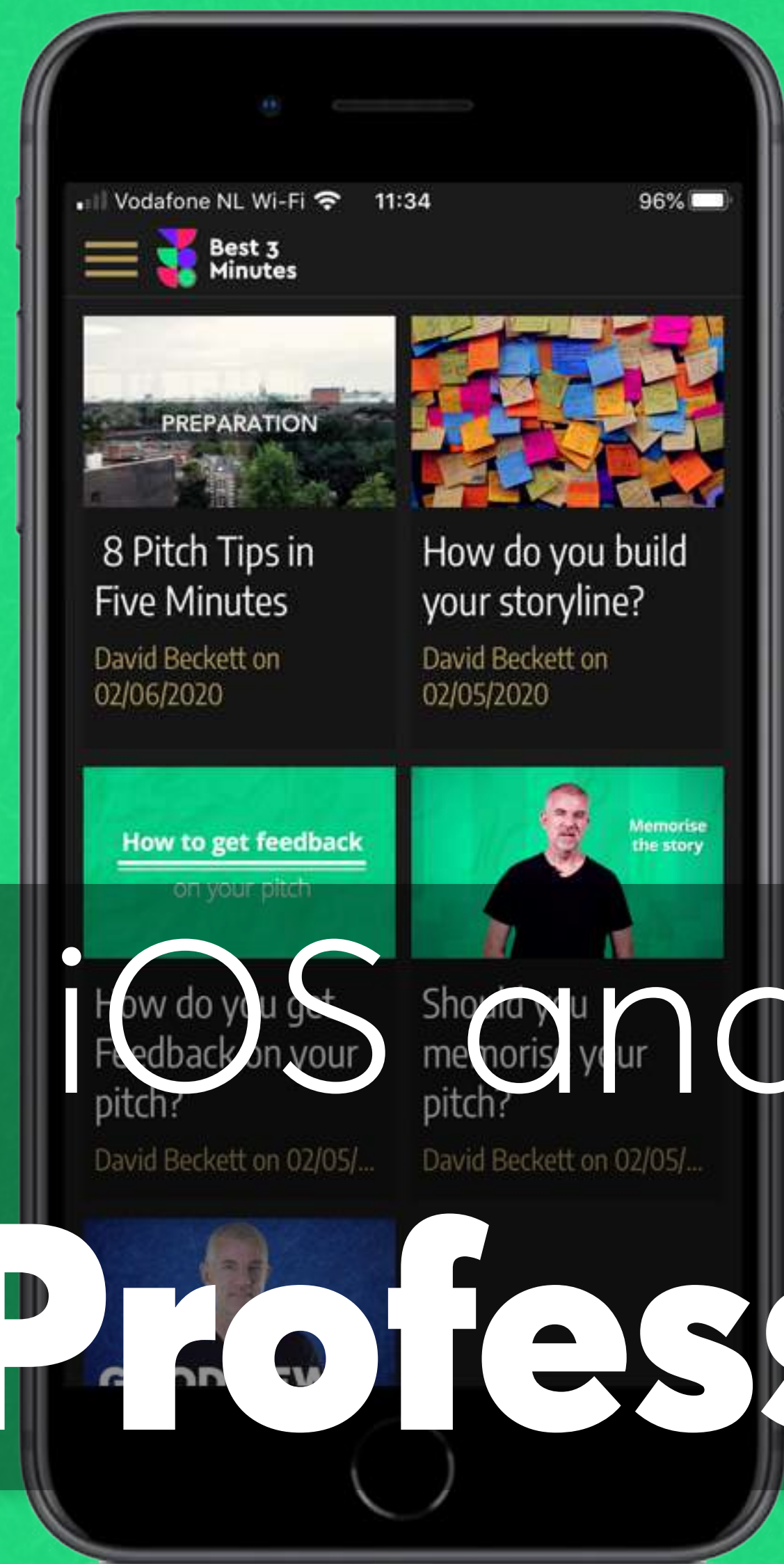
Here's a quick overview of some of the most powerful tools to overcome something that most people experience – getting nervous before a pitch. Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

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

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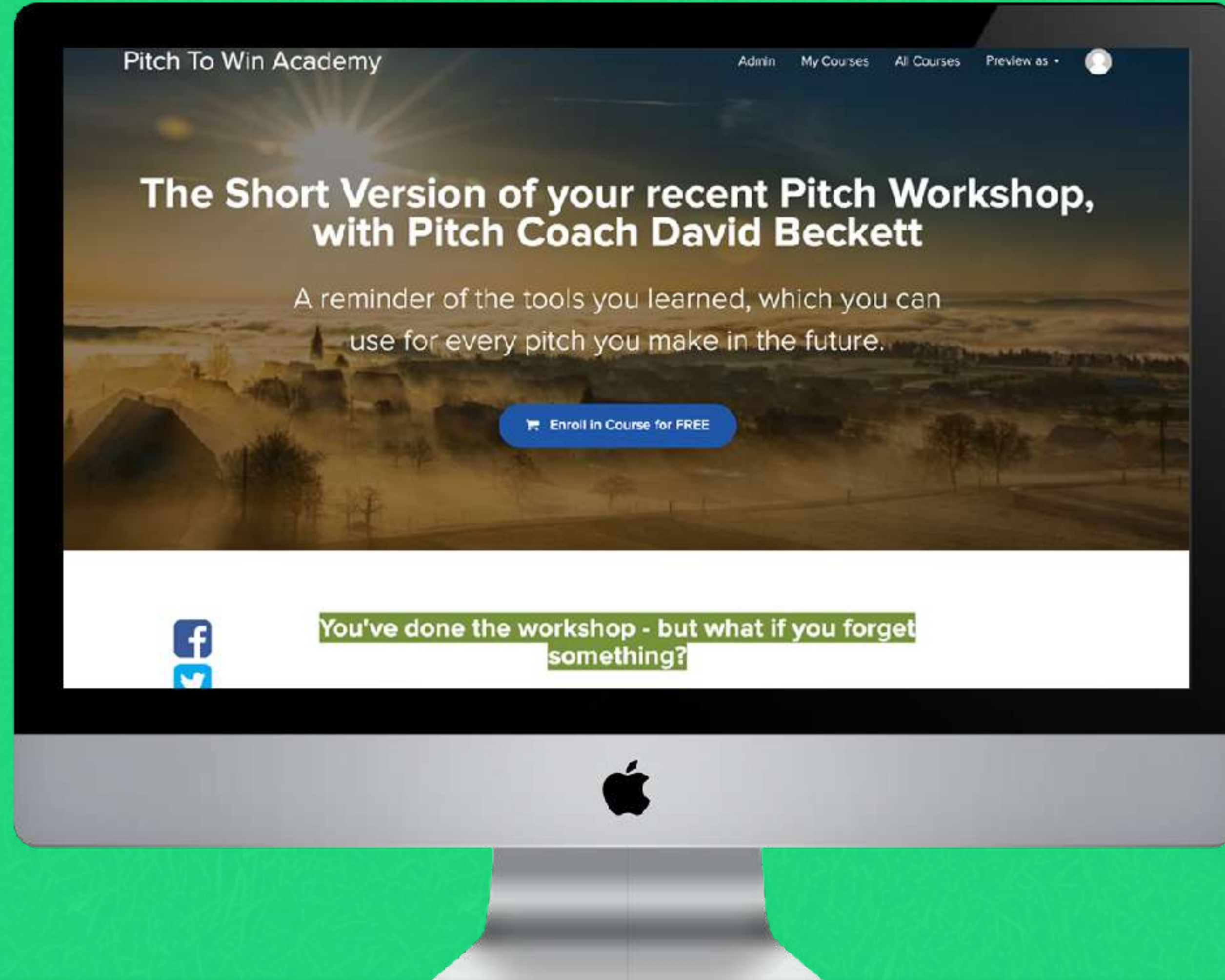


The App: iOS and Android **PitchProfessional**

best3minutes.com/nbso

FREE

tiny.cc/pitchworkshop



best3minutes.com/nbso



Blue Moon Pitch

Written by
David Beckett

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Best3minutes.com

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