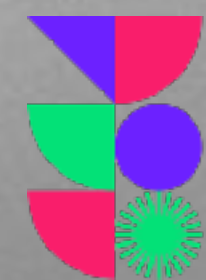


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



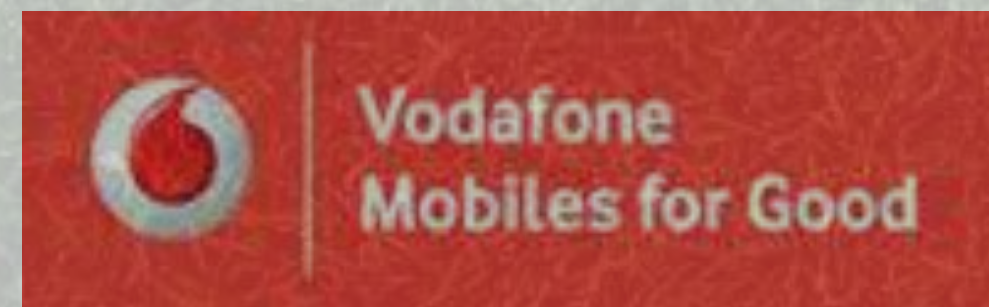
Best 3
Minutes

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



29 Countries

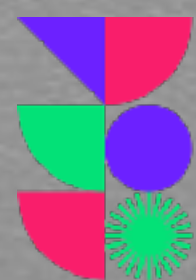
TRAINED 16,000+ PEOPLE



**GREAT IDEAS
NEED A VOICE**



THE SCALE-UP PITCH



Best 3
Minutes

€18MILLION

€50MILLION

\$22MILLION



This is not a **STARTUP PITCH**



PAIN



DREAM



TEAM





**Bill
Reichert**
*Pegasus
Tech
Ventures*

Selling a **dream** vs. selling
an **operating** company
and your **ability** to
execute your **plans**.



Juan Zamora

Signaturit
Sign anywhere, anytime



DEMO DAY 2014

Personal Story: 25%

Pain: 20%

Product: 20%

Traction: 5%

Team: 15%

DEMO DAY 2014

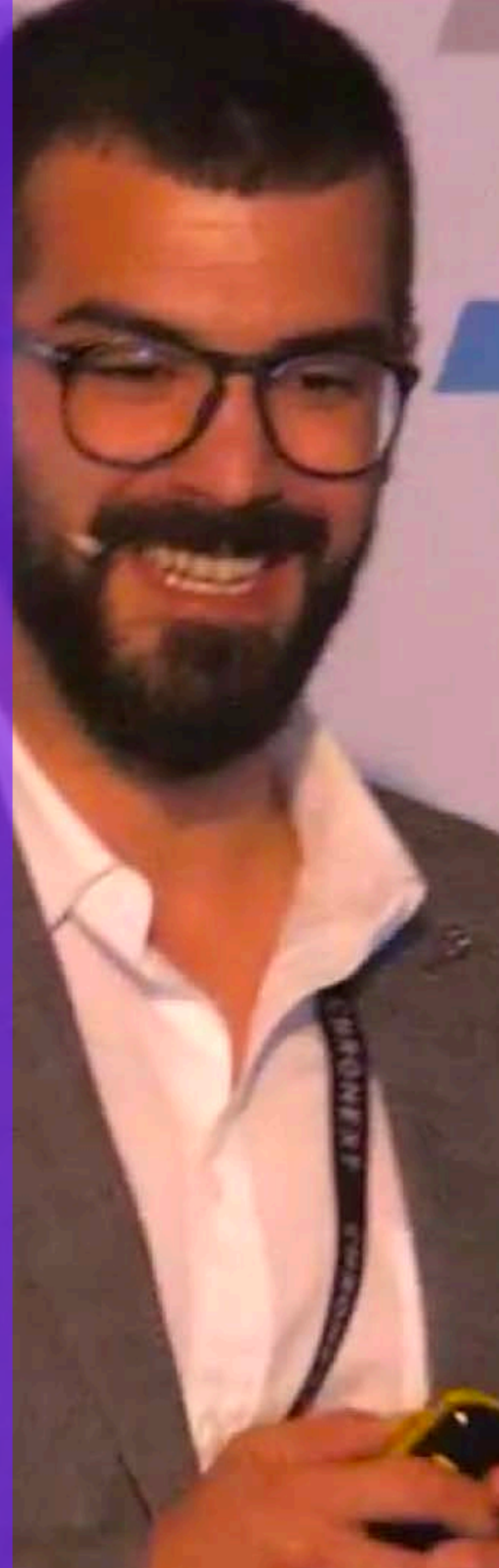
Personal Story: 25%

Pain: 20%

Product: 20%

Traction: 5%

Team: 15%



BERLIN 2018

Personal Story: 5%

Pain: 5%

Product: 15%

Traction: 25%

Team: 20%

Advisers: 5%

What's Unique: 15%

Roadmap: 10%

Barcelona-based e-signature startup Signaturit raises €7 million in Series A funding

By **Mary Loritz** - February 19, 2019



Share on Facebook



Tweet on Twitter



Step Up to **SCALE-UP**



**MANFRED
KRIKKE**

HPE
CAPITAL

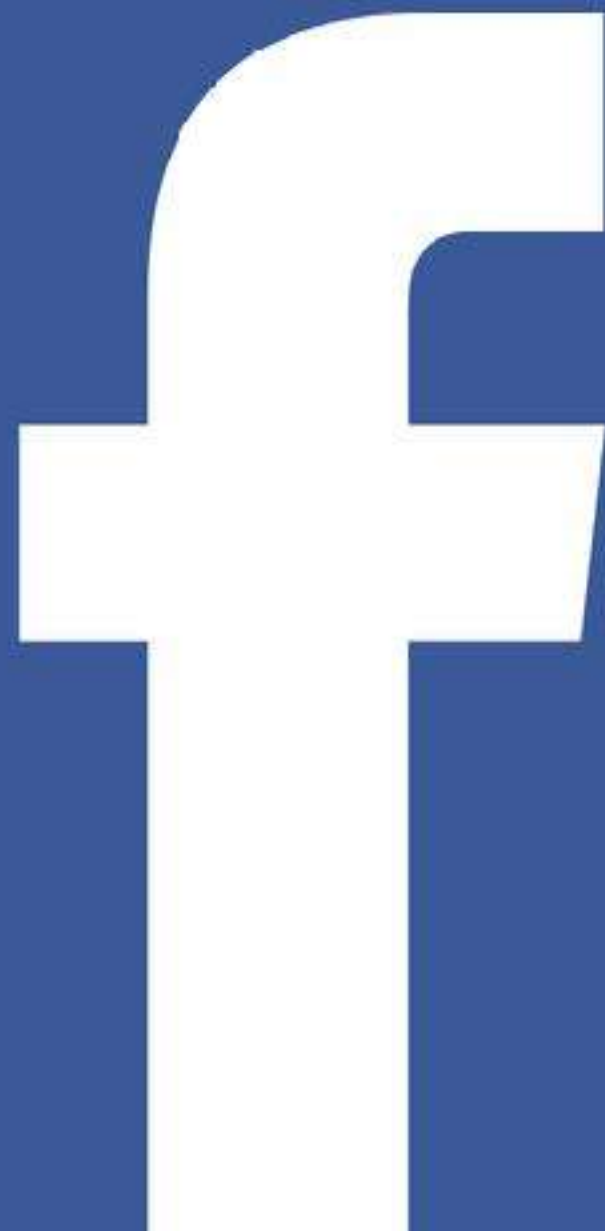
Your Goal: Communicate
you have a High **Growth**,
High **Margin**, High
Recurring business,
with a **Differentiated**,
strongly **Defensible**
Business Model.

Prove you will be
THE NUMBER ONE



From the movie 'Glengarry Glenross'

Who got the steak knives in **SOCIAL NETWORKING?**



6 big things you can do

TO NAIL YOUR SCALE-UP PITCH

1

Adapt to the
NEW AUDIENCE

The background of the entire slide is a collage of US dollar bills, including \$100 and \$10 bills, overlapping each other. The bills are in various orientations, creating a textured, financial backdrop.

Why is the audience here?

MONEY!

Early Stage

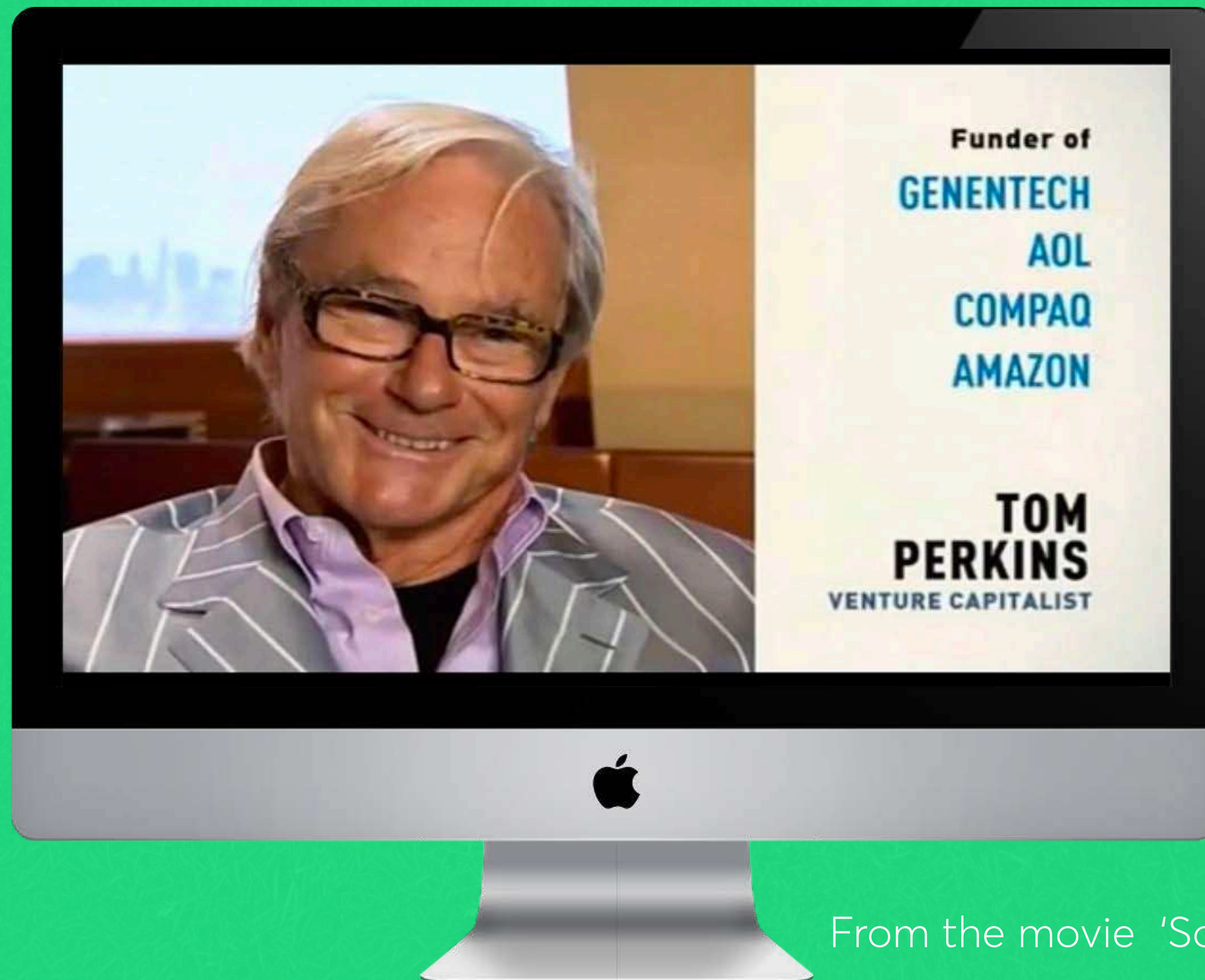
VC & Formal Investors

Startup Operational
Experience

Risking
own money

Corporate
Finance

Professional Investing
on behalf of others



From the movie 'Something Ventured'

NUMBERS UP FRONT

6-8 metrics with
clarity on
sales, growth, team
within **first 2-3 mins**

2

Team, team, team
AND ADVISORY BOARD

Advisory Board



Admiral Mike Mullen

**ReactiveCore Director,
Former Chairman of the
Joint Chiefs of Staff**

Served 5 years for Presidents
Bush and Obama

Sprint



General Motors



Bran Ferren

**ReactiveCore Director,
Chief Creative Officer,
Applied Minds**

Former president Walt
Disney Imagineering R&D



Robert Stein

**ReactiveCore Director,
President of the Regency
Group**

Board member at SDS, Kerrco
Inc, White Coats Wellness.

The Regency Group



Larry Hershfield

**ReactiveCore Director,
CEO Ranch Capital,
Owner Hawaian Airlines**

Ranch is a private equity firm,
having invested over 1,5Bn.
Former CEO of Pepsi
International Bottlers.

RANCH CAPITAL, LLC



reactivecore.com

ReactiveCore





Sir George Buckley Joins eGym as Chairman



Former CEO of 3M and Brunswick joins fast-growing global fitness technology business eGym as its Chairman

3

Talent Acquisition and Retention **TRACK RECORD**



**Jonathan
Userovici**
ID INVEST

When you've reached product-market fit, the **bottleneck** will often be **recruitment**.

The best entrepreneurs are able to scale and **industrialize** HR in the early days.



**Jonathan
Userovici**
ID INVEST

It is key to show that you have a
recruitment roadmap over the
next 6–12 months
and that you know **how**
to recruit these people (**process**)

4

Work with
CURRENT INVESTORS

16 Oct 2018 ZIVVER completes \$12 million fund raise



...in a transaction led
by Dawn Capital with
participation from the
existing investor henQ
Capital Partners.

5

Prove you are
COACHABLE



**Jeremy
Werner**
Beringea

Being a CEO is about
continuous improvement and
receiving **feedback** to learn
and **grow**.



**Jeremy
Werner**
Beringea

There is a careful **balance** of **confidence** in yourself and your business versus being **willing** to receive **feedback** and continue to **improve**.

6

And finally...

RAISING VIA ZOOM

Masterclass Founder on raising \$100M via Zoom

"OWN THE AWKWARDNESS"



David Rogier  @drogier · 27 May

Replying to @drogier

1. Own the awkwardness. Pitching over video is just awkward. Just own it. After many attempts, I just decided to begin our pitches with: "I haven't mastered the art of pitching over Zoom and it'll be boring if I talk for the whole time -- so please interrupt, ask questions etc!".



Pitch tools and **RESOURCES**



"Worth far more than its cover price.... I wish I'd had it available to me
when I was first looking for startup funding."
—ERIC RIES, bestselling author of *The Lean Startup* and *The Startup Way*

SECRETS OF SAND HILL ROAD

Venture Capital
and How to Get It

SCOTT KUPOR

MANAGING PARTNER AT ANDREESSEN HOROWITZ

RECOMMENDED READING

FREE



Pitch Structure for ScaleUps

You're pitching for tens of millions. You have meetings lined up with investors.

These are not typical pitches - you'll get 30+ minutes to present.

Here's a structure that will work for organising the great content you have to share.

*Your Goal: Communicate you have a High Growth, High Margin, High Recurring business,
with a Differentiated, Strongly Defensible Business Model.*
Manfred Krikke, HPE Capital

INTRODUCTION: 10-15 Minutes

The Pain that you solve, together with headline market size.

Brief description of product and vision for where you are going.

Metrics that matter - 6-8 big numbers of achievement and growth.

Team and Board: experience and character of who will make it happen.

Your personal drive and passion for the business.

MAIN BODY OF PITCH: 10-15 Minutes

Expand on the product and ensure they fully understand how it works.

Business Model - including any weaknesses and changes in the future.

Market size and development, international expansion plans.

Competition, where you stand and why you can win.

Traction, growth, metrics, and lessons learned along the way.

FUTURE & NEXT STEPS: 5-10 Minutes

Investment - how much, and what will you invest the money into.

Milestones - where will the money take you. Revenue, new territories, users.

Re-State the vision.

Make a decision about whether you want to deal with questions as they come up, or defer them to the end - and inform the attendees of this decision at the beginning. This helps you keep control of the pitch.

Basic principle of pitching: combine rational and non-rational. In these pitches, you still need an element of passion. However, the numbers and rational content have a much higher importance than in early-stage pitch.

Thanks for additional input: Manfred Krikke, Erik de Deugd, Philippe Méda, Alex Thatcher, Ken Carroll.

W best3minutes.com
TW @best3minutes

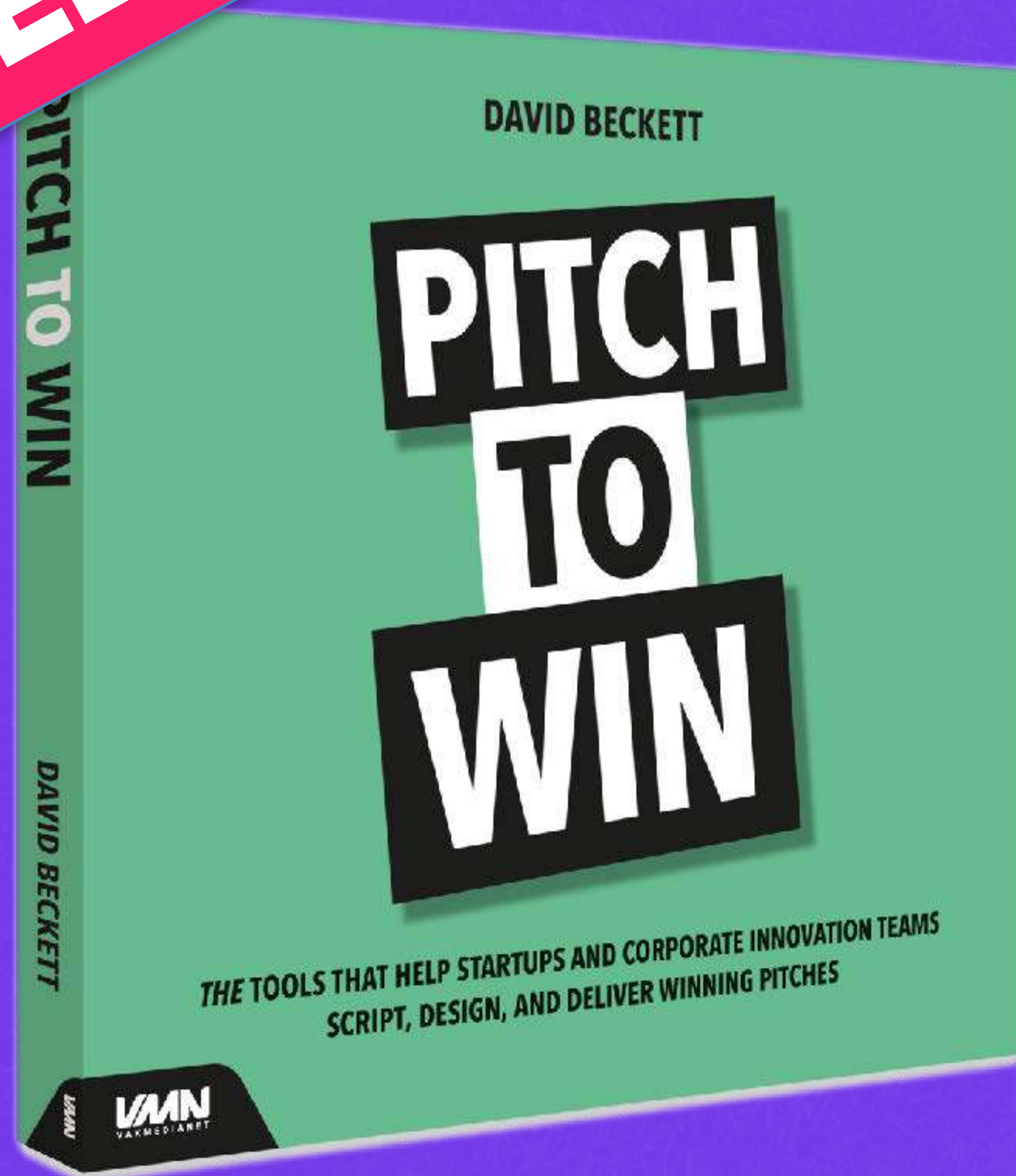
E david.beckett@best3minutes.com
L linkedin.com/in/davidbeckett/presentationcoach

David Beckett

PITCH STRUCTURE FOR SCALEUPS

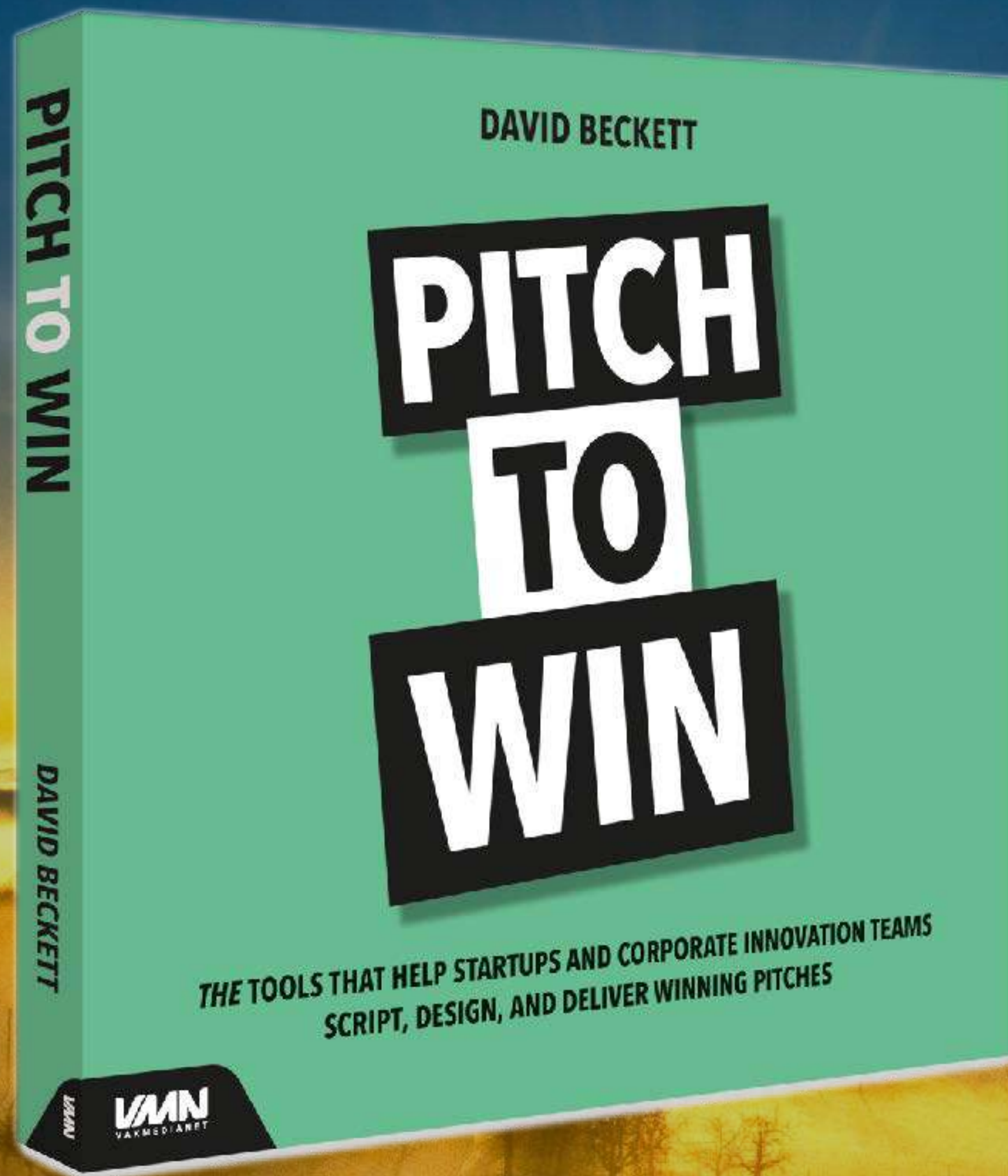
best3minutes.com/tech5

FREE



**FREE
AUDIOBOOK**

best3minutes.com/tech5









David Beckett












Best3minutes.com

Connect with me

Linked in™

Examples of European **SERIES B DEALS**

#	Name	Amount (€m)	Date	City	Activity	Funder	Objectives	Creation	Metrics
1	 Ornikar	35.0	06/19	Paris	Online platform to prepare both the theoretical and practical part of the driving license test	Idinvest, H14, BPI, Elaia, Brighteye, Partech	- Geographical expansion in Germany and in Spain - Product diversification (launch of partnerships to help students have a better access to the mobility)	2014	- Reached profitability - #1 digital player in France - 35% cheaper for the practice and 10x cheaper for the theory
2	 Lumapps	21.0	04/19	Lyon	Social intranet for your collaborative suite, providing a single access point for personalized content, work applications, and social communities. Integration with G Suite and Microsoft Office	Idinvest	- Scale global sales and marketing - Accelerate product development	2012	- Offices in Lonon, Tokyo, Paris, SF and NY - 150 FTEs - Customers: Veolia, Valeo, Air Liquide, Colgate-Palmolive, The
3	 wefox	110.0	03/19	Berlin	Service platform for insurance brokers insurers and end-customers	GS, Credit Ease, Mudabala, Idinvest, Speedinvest, Salesforce, Horizon, Target Global, Seedcamp	- Expand in the european broker market - Hire more employees (engineers)	2015	- \$40m in revenues - 400k customers - 1,5k brokers
4	 alan	40.0	02/19	Paris	Fully digital health insurance for individuals and companies	Index, DST	- Reach 100k users in 2021 - Internationalization within the next 3y - Take all the French market for freelancers and companies with < 500 FTEs - Recruit 110 FTEs in 2019	2016	- €25m sales - 27k customers - 64 FTEs
5	 lunchr	30.0	02/19	Montpellier	Offers business employees a Mastercard to pay in restaurants and supermarkets in France that gives users benefits and discounts. Via Lunchr's app, users can book tables in restaurants, order takeaways and benefit from discounts when	Index, Kima, Daphni, Idinvest	- End of 2019: Target of 200k users and €400m of sales volume, FTEs x2 (60->120) - Internationalization (UE for 2019, AL for 2020)	2016	- 2k clients with a 100% retention rate (i.e. 40k users) - Flagship clients: Qonto, Payfit, Redbull France, Spotify France
6	 Botify	17.5	02/19	Paris	Device-agnostic, technical SEO platform, enabling enterprises to build their websites with optimal organic search performance	Idinvest, Ventech	- Opening of a 2nd US headquarter in Seattle - Fuel product innovation, customer adoption and global expansion	2012	- 111 FTEs - Presence in the US since 2016 - 200% sales growth in 18' in the US
7	 agorize	13.0	02/19	Paris	Open innovation platform for large companies to help them solve their business problem with third party workers and students	Creadev, Sofiouest, Iris, Capnamic Ventures	- Double team size - Geographical expansion - R&D investment	2011	- 200 customers (PepsiCo, Decathlon, LVMH, Schneider etc.) - 5m people community - Offices in Canada, HK & Germany - 75 FTEs
8	 Tessian	34.8	01/19	London	Uses stateful machine learning to analyze inbound and outbound emails in order to automatically prevent cybersecurity threats	Sequoia, Accel, Balderton, Amadeus, Local Globe, Crane, Winton, Walking	- R&D investment - Geographical expansion	2013	- Revenues grew by 300% in 2018 - Valued at over 100M - 100 FTEs
9	 qonto	20.0	09/18	Paris	Neobank adapted to companies and independants	Valar, Alven, European Investment Bank, BA	- Recruit 100 FTEs in the NTM - Product development (inc. a core payment system) - Geographical expansion in UE (Spain, Italy, Germany in 2019)	2016	- 25k clients - €1.7bn of transactions
10	 Snyk	19.0	09/18	London	Open source solution that automates finding & fixing vulnerabilities in your dependencies	Accel, GV, BOLDstart, Heavybit, Canaan	- Protecting OSS in longtime - Fixing vulnerable OSS	2015	- Revenues grew by 500% in 9 months - Valued at over 100m - 150k users - 200+ paying customers

11		21.4	07/18	London	AI for accident & disaster recovery. AI looking at damages and predicting repair costs to accelerate the treatment of claims	Insight, Zetta, Ignition, Acequia Capital, Plug and Play, 415, EF	- Accelerating growth - Expanding its R&D - Entering new markets	2014	- present in 6 countries - most of their revenue is from the UK
12		38.5	07/18	Paris	Marketplace and AI-powered technology to make it easy to get good photos of products and places	Alven, Idinvest, White Star, Aglaé, GFC	- Expand globally - Focus on US and APAC	2014	- 40k customers - 100 countries - 180 FTE's
13	 SpotAHome	34.2	06/18	Madrid	Medium-to-long term rentals for expats such as students and professionals	Passion, Seaya, Kleiner Perkins, Mexico Ventures, Samos, Gate 93, The Venture City, All Iron	- Grow its executive team - International expansion - Increase customer experience	2014	- 50k properties - Presence in 33 european cities
14	 Kry	56.4	06/18	Stockholm	Safe care directly in the mobile. Telemedicine via a mobile app	Accel, Creandum, Index, Project A	- Preparing for launch in UK & France - Hire more employees - Expand its medical offering	2014	- 430k users - 740% growth in 2017 - 400k meetings scheduled
15		173.0	05/18	Paris	Developer and publisher of casual mobile games (Snake vs. Block with 20m downloads, Paper.io with 30m downloads, Fight List with 15m downloads). Freemium business model (advertising / in games purchases)	Goldman Sachs	- Reach 1bn downloads in 2018 - Technology development - Geographical expansion (esp. US) - Diversification in new products (social and media apps)	2013	- Partnership with 400+ studios - 50m MAU - 300m downloads in 2017
16	 OPENCCLASSROOMS	51.0	05/18	Paris	Open online course platform. Evolution from on-demand courses to full-fledged degrees provider. Has started to work directly with companies to offer students the most suited formations (LVMH, Capgemini etc.)	General Atlantic, Citizen Capital, Alven, Bpifrance	- Double team size - Development of new formations - Geographical expansion (up to 30% formations will be in English within one year)	1999	- 300 certificates and 30 diploming training - 2m students
17	 klaxoon	43.0	05/18	Paris	Software tools to change the way people interact on a daily basis during meetings and conferences to facilitate interactions and increase employees' engagement (ex. be on a meeting through its smartphone or tablet)	Idinvest, BPI, Arkéa, White Star	- Geographical expansion (esp. North America) - New recruitments (c. 100 new employees) - R&D projects	2015	- 1,500+ companies (inc. 90% of CAC 40)
18	 Peakon	17.7	02/18	Copenhagen	SaaS to measure and evaluate employees' engagement and satisfaction	Balderton Capital, Heartcore Capital, Idinvest Partners, EQT Ventures	- Double headcount - Geographical expansion	2015	- Revenues grew by 600% in 2017 - 90 FTEs
19	 N - A K - D	36.3	01/18	Stockholm	Providing a unique e-commerce experience like no other for women across the globe	Northzone, Partech, Eequity, FJ Labs	- Launch 9 new localised sites - Hiring across the company - Accelerate the growth of the company	2015	- 150% growth compared to 2016 - \$75m revenue run-rate
20	 Glovo	30.0	09/17	Barcelona	On-demand mobile application connects customers with independent local couriers	Bonsai Venture Capital, Caixa Capital, Seaya Ventures, Entrée Capital, Rakuten, Cathay, Financière Saint James	- R&D investments - Hire quality advisors (Niall Wass, international manager at Uber) - Strengthen its market positioning		- 250k users - 3k partners - 1m+ orders
21		55.7	07/17	London	Neobank for consumers. A secure, mobile-based current account that allows you to hold, exchange and transfer without fees in 25 different currencies	Balderton, Index, Ribbit, Greyhound	- Used to finance expansion in USA & Asia - Pass the 1m user bar	2015	- 700k users - £300m valuation - £2.3m sales