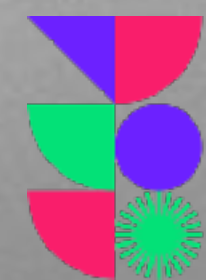


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



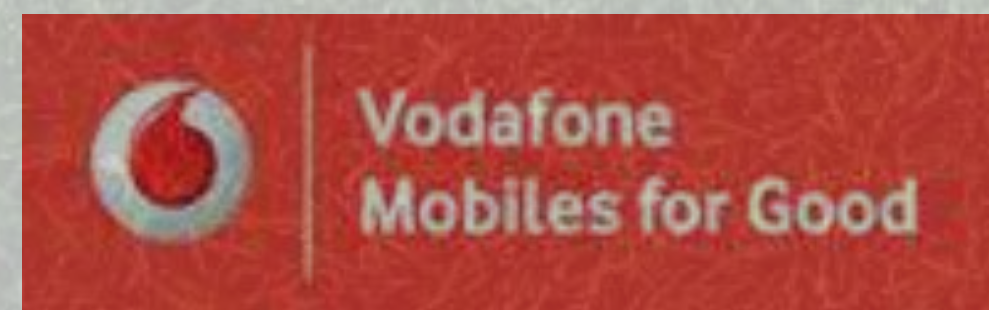
Best 3
Minutes

Coached 1100+ Startups
RAISED OVER €295MILLION



29 Countries

TRAINED 16,000+ PEOPLE



**GREAT IDEAS
NEED A VOICE**

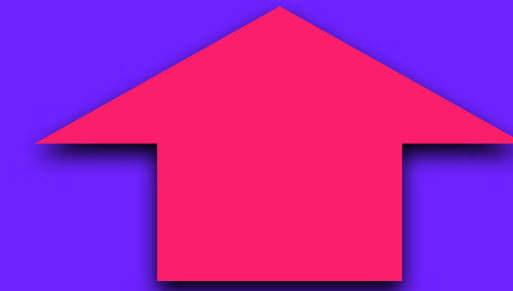




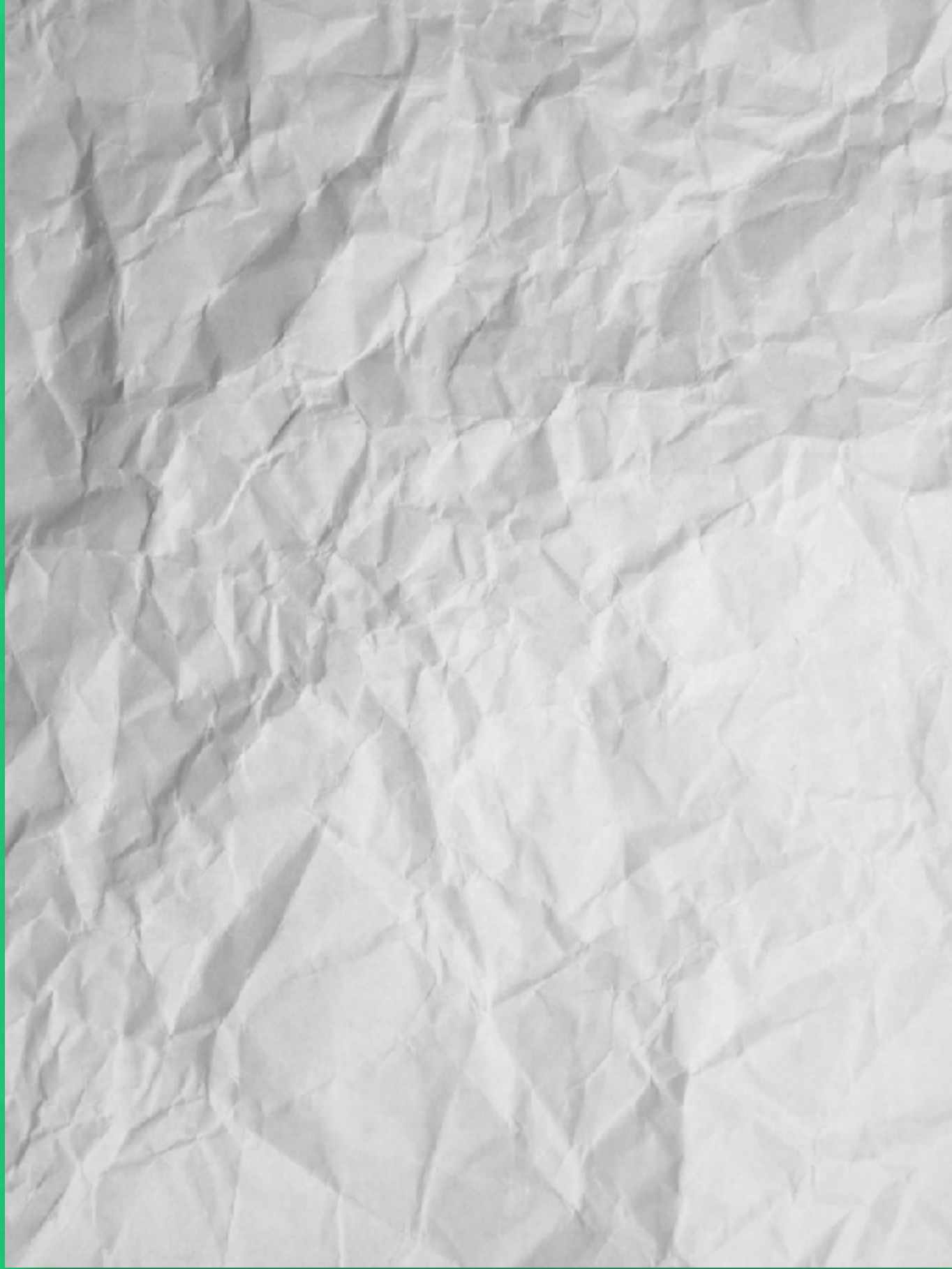
This is a **DO**
workshop
not just a think session



ACTION STEP

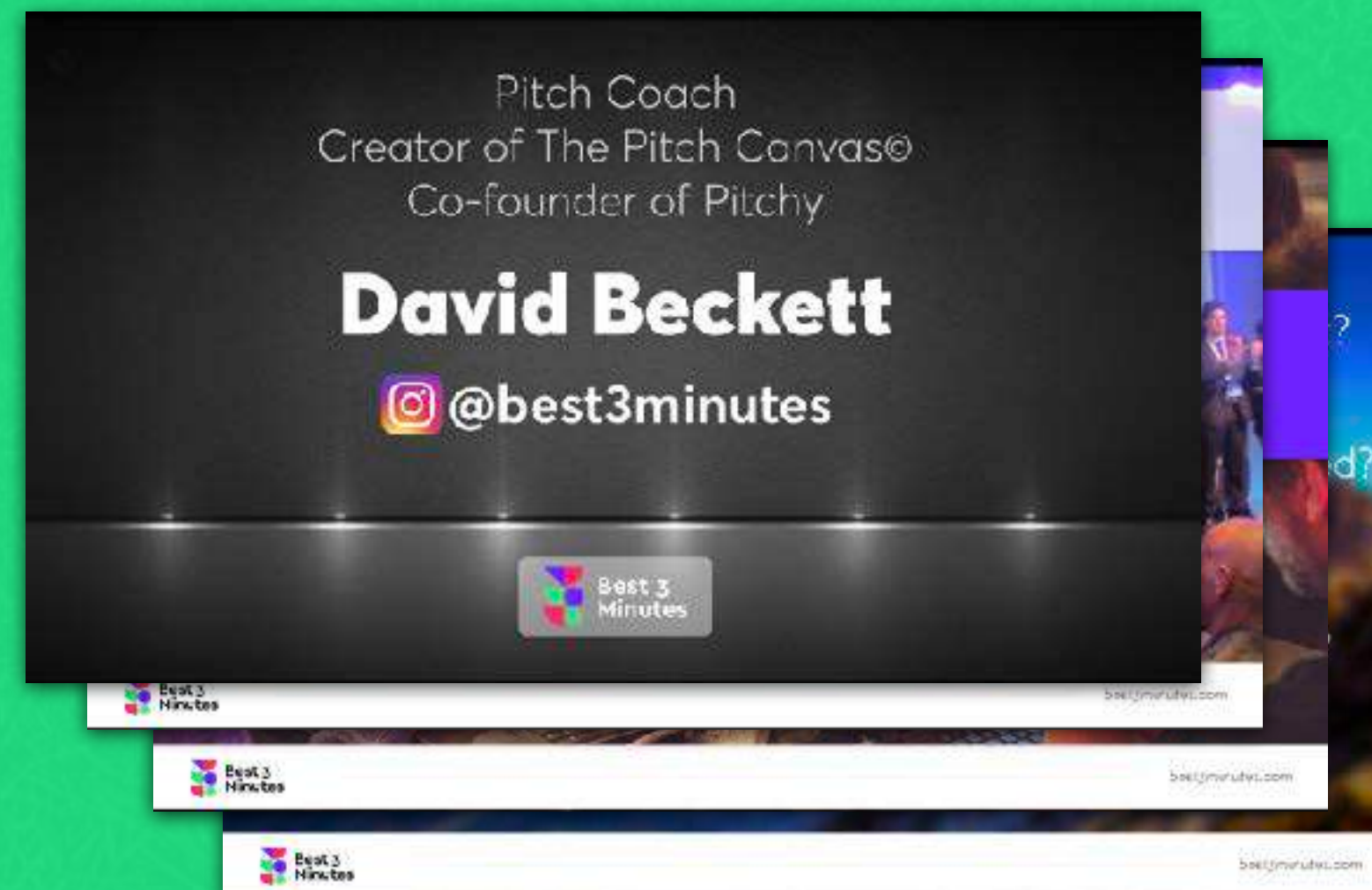


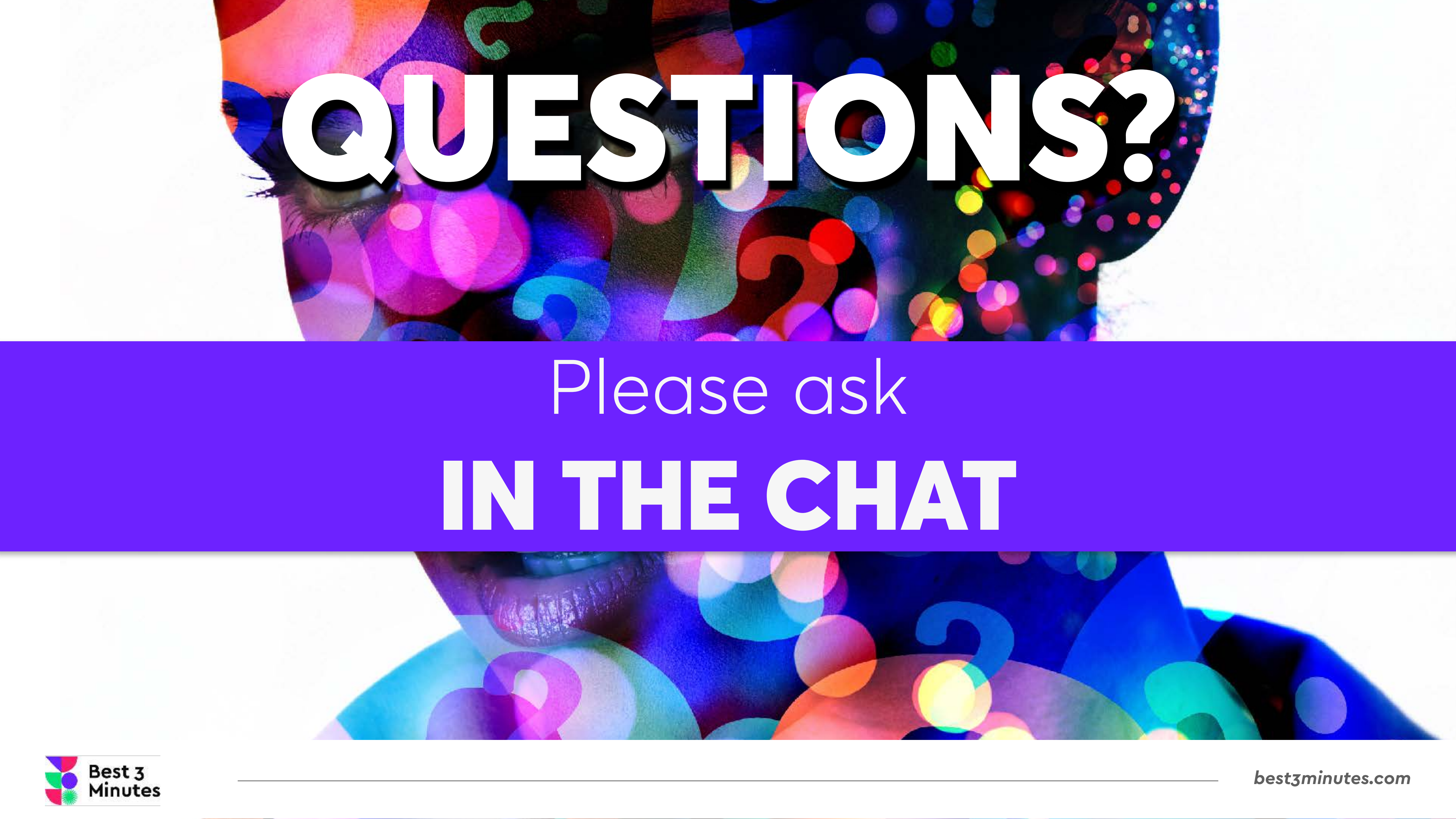
this means
I'm going to ask you
to do something!



You will receive

SLIDES & VARIOUS MATERIALS



A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT



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?



The most frequent pitch
YOU WILL EVER MAKE

25 Seconds - 4 sentences

THE HANDSHAKE PITCH



25 Seconds - 4 sentences

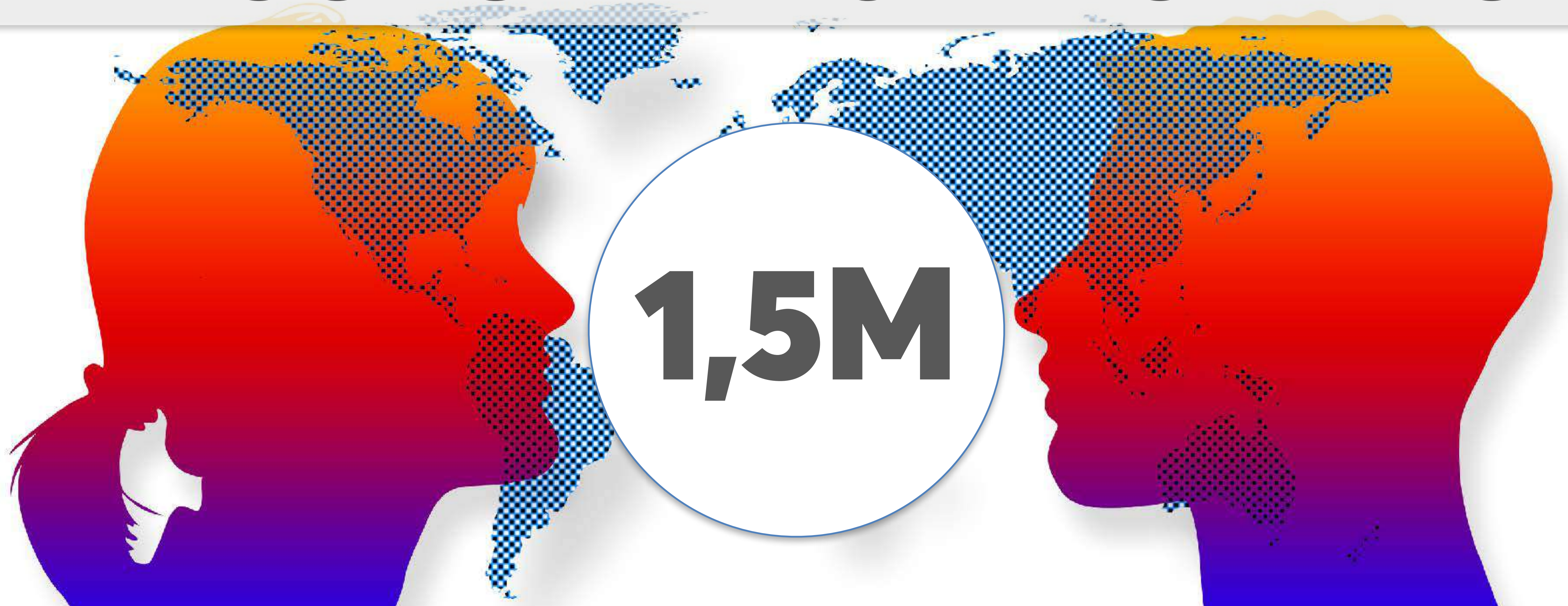
THE HANDSHAKE



PRE-CORONA!

25 Seconds - 4 sentences

THE CORONA DISTANCE PITCH





ACTION STEP

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

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



ACTION STEP

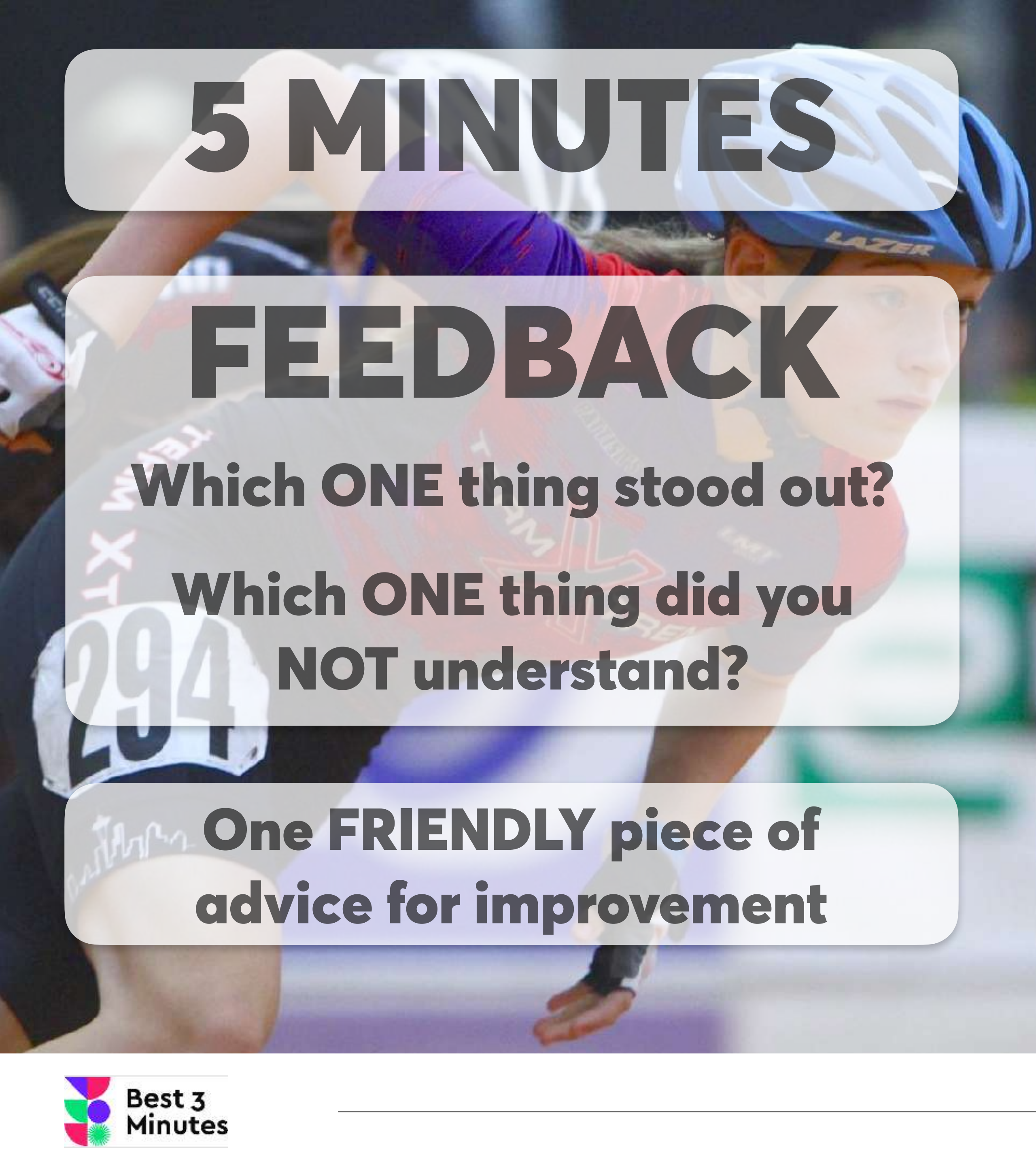
**Test out your intro Pitch:
25 seconds, 4 sentences**

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



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**

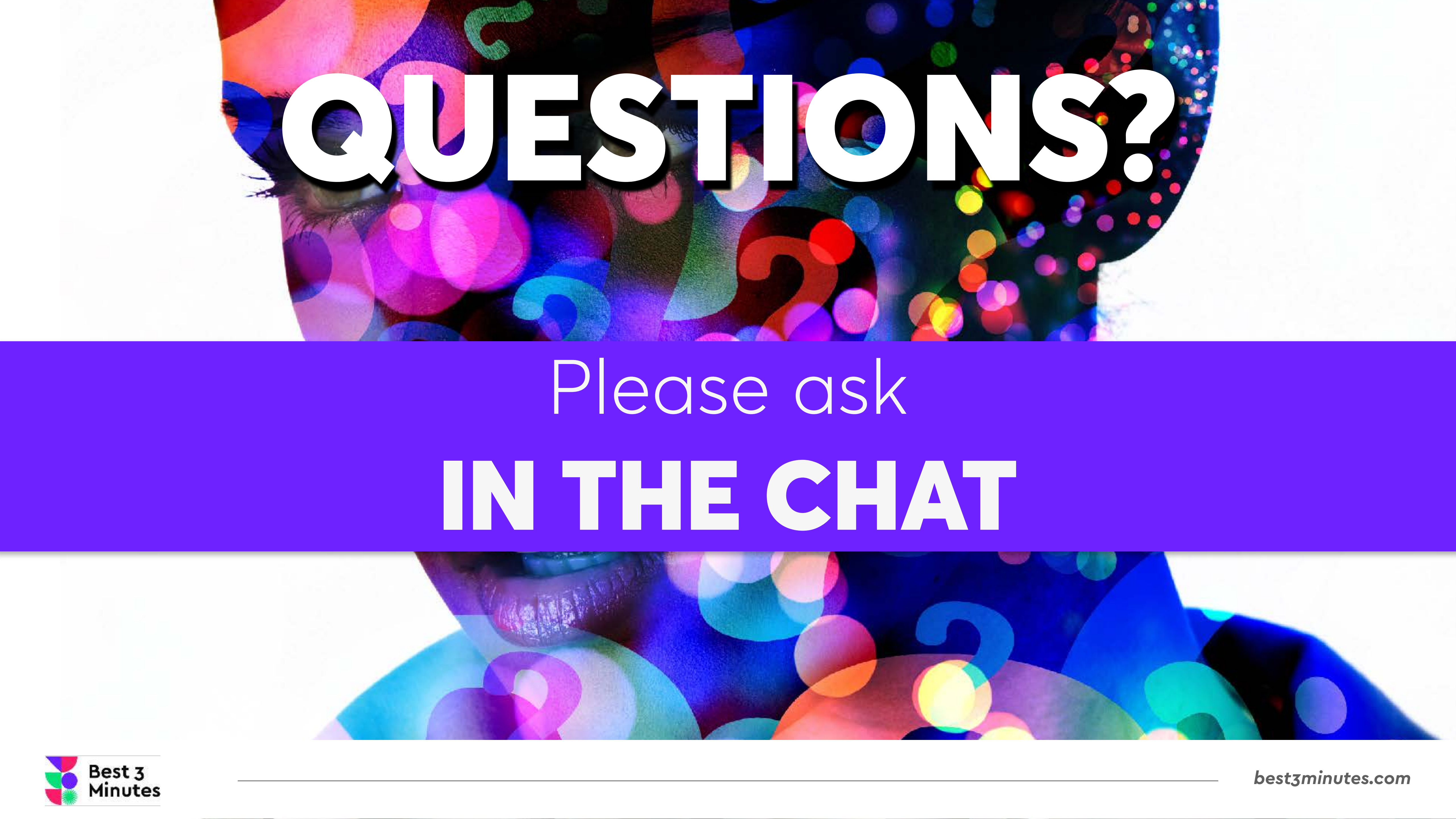
What do **you** do?

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

A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT

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?



Let's make it
REAL & PRACTICAL

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

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

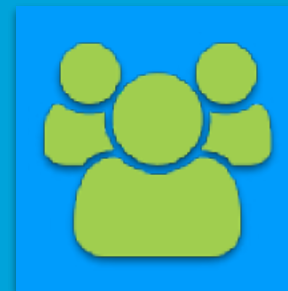
OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model



The Open-3-Close© Pitch Model



Who is your
AUDIENCE

Who is your audience &
WHAT DO THEY CARE ABOUT?



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**?



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

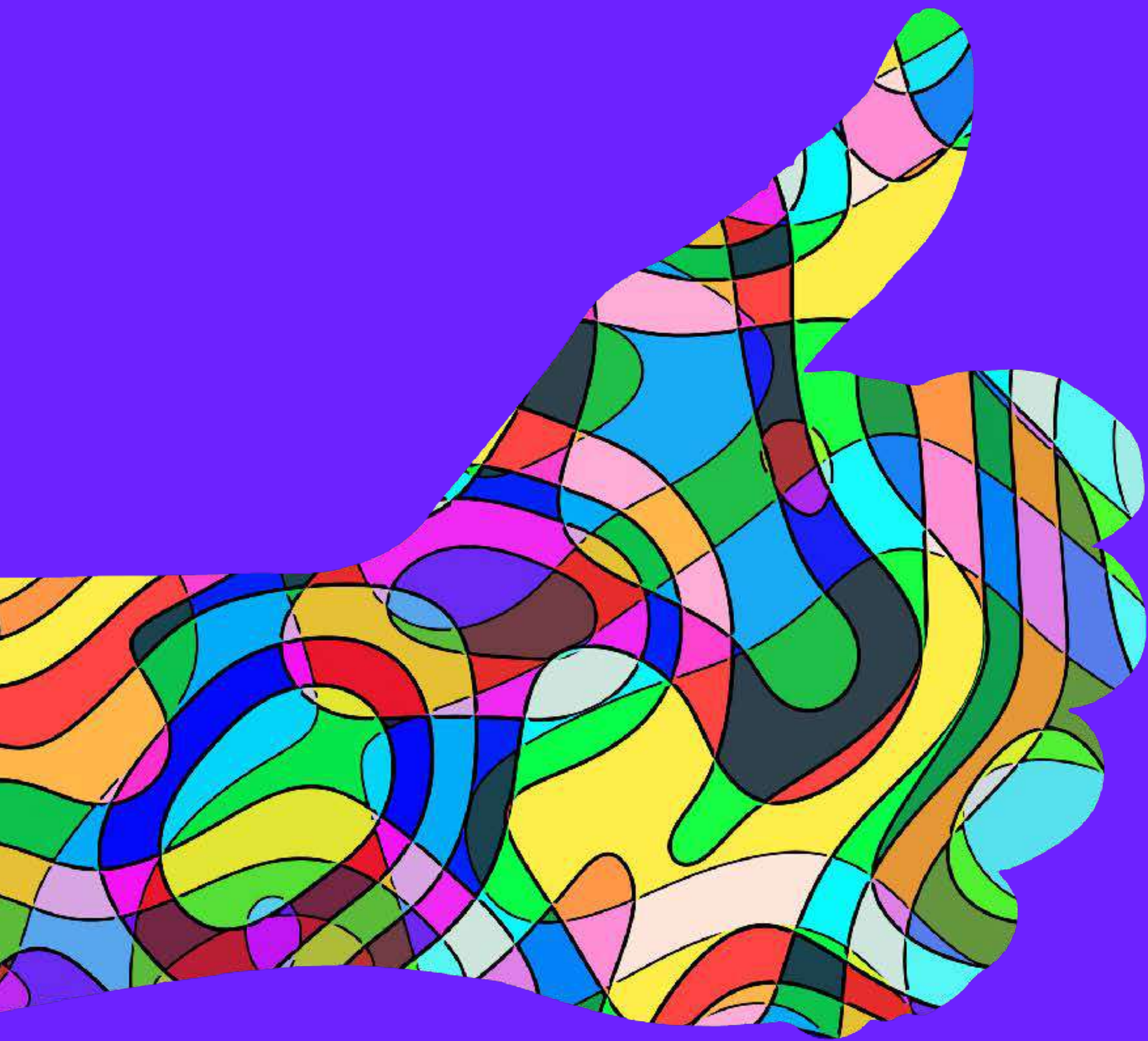


Establish your
OBJECTIVE



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

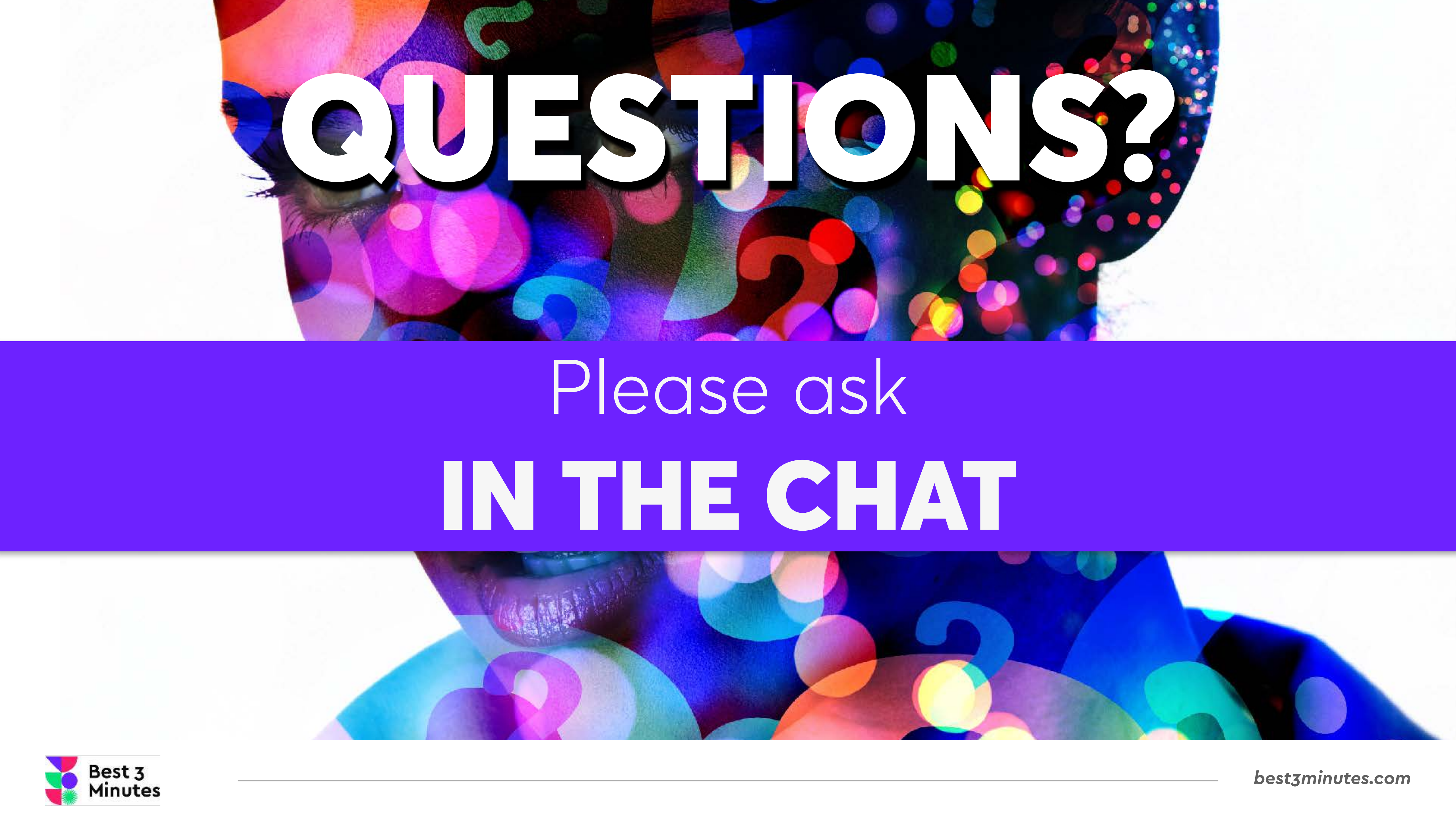
Focus on **Action** – not just thinking differently

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

A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT

The Open-3-Close© Pitch Model



How do you create
YOUR STORYLINE?



STOP!!!

Don't Open **POWERPOINT**



Use
POST-IT
NOTES
To Build Your
Storyline

BRAINSTORM

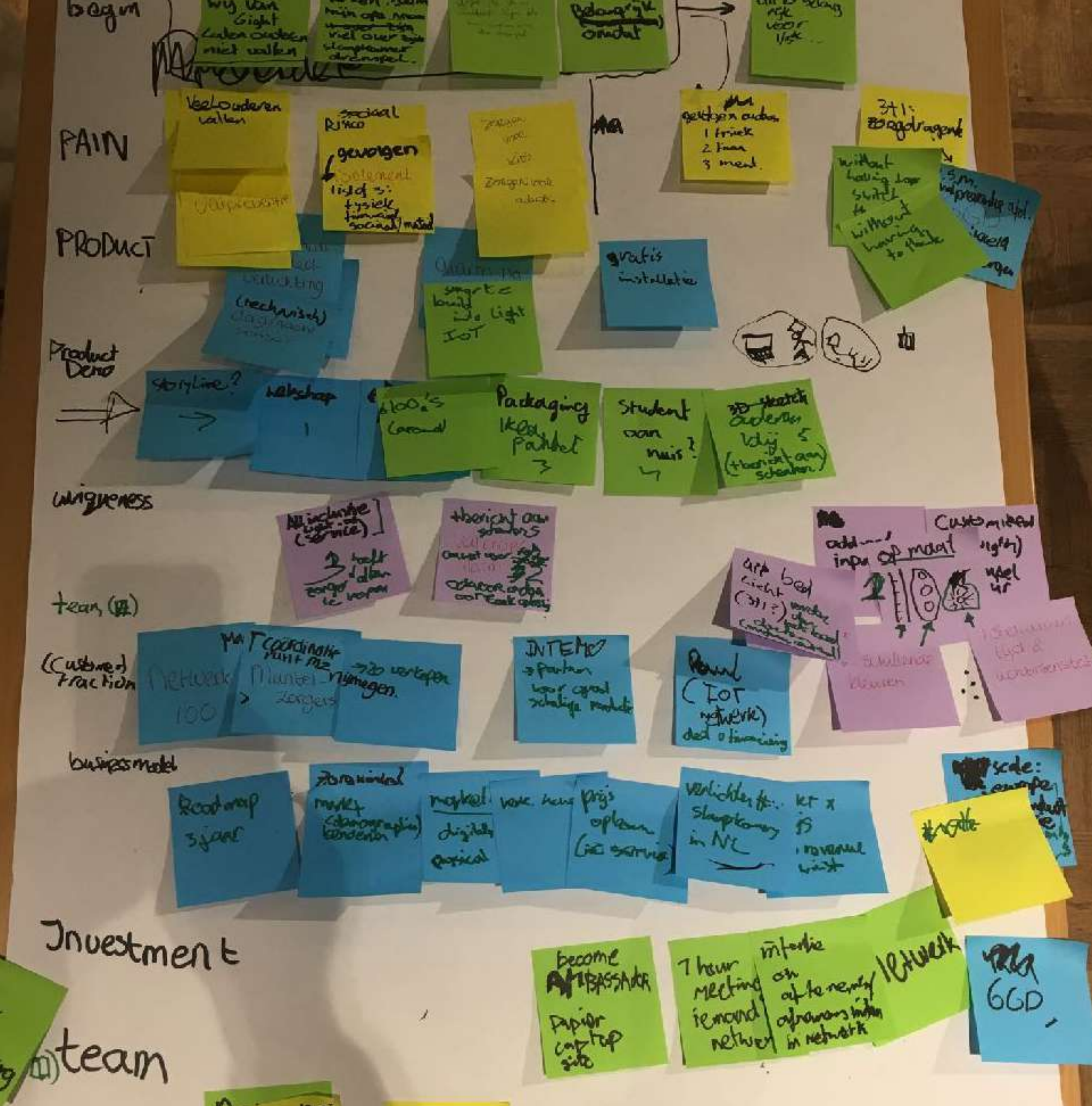
Get the ideas out of
your head

Take a step back:
what are the

BIG ISSUES?

Organise around

**CHAPTER
HEADINGS**



WHY IS
PITCHING
VM / PITCHING?

50%
of OUR
SUCCESS.

RIGHT
MOMENTS
MATTER.

BUILDING
CONFIDENCE.

WHAT DO YOU
NEED?
GREAT
SCRIPT.

BRAINSTORM
WITH
POST-ITS.

WORK OF
THREE

CONCRETE
FACTS +
ACTION.

GREAT
VISUALS.

LESS
CONTENT =
MORE
FOCUS.

USE
VISUALS
+ 1 STATEMENT

SPREAD
INFO ACROSS
MORE
SLIDES.

GREAT
DELIVERY

HANDS,
EYES,
LEGS,
FACE.

VOCAL
VARIATION

DO YOU
REALLY
MEAN IT?

SUMMARY
+ CALL
TO ACTION

WRITE
DOWN 3
IMPROVEMENTS.

CLOSE

I WILL HAVE
YOUR VOICE
SHOULD
BE HEARD.

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

The Pitch Canvas®
An entrepreneurial brainstorming tool that helps you structure and visualise your pitch on one page.

Simple Statement of what change you and your product are making in the world. A memorable one-sentence explanation of what you do for customers.	
Pain (+ Gain) What problem are you solving for your customers? What does the pain result in? Can you make the pain a human problem, that everyone can relate to? How many people need this problem solved - market size? Have you validated that people will pay to have it solved?	Product As simply as possible: How does it work? What does your product do for customers? What can your customers do as a result of your product? What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer? How have you tested it with customers? (Be sure not to let the product dominate the pitch)
Product Demo Live demo! (always risky, but powerful if it works...) A screenflow movie of a working app convinces this is for real. Physical product convinces you can execute. Screenshots are also OK, but can look like a mock-up - nothing product on screen is better. Can you show a real customer using it?	What's Unique technology/relationships/partnerships. How do you help your customers get results differently to your competition, or alternatives? What's new and innovative about your solution? Show you have researched the market and know what competition is out there.
Customer Traction Success so far? Pilot customers? Major brands? Progression in users or downloads? Customer reference quotes or reviews? PR coverage? Competition wins? Use data and facts to strengthen your case.	Business Model How do you get paid? What's the opportunity for growth? How can you scale beyond your current scope: new industries, territories, applications of partnerships and technology?
Investment Have you invested money yourself? Have you raised money so far? How much are you asking for now? What big next steps will you use the investment for? What milestones will you reach with the money? How many, and what type of investor are you looking for? What expectations do you have of your investors: network, expertise?	Team What relevant experience and skills does your team have that supports your story? Brands worked for? Achievements? Sales success? What binds you together as people and as entrepreneurs to fix this problem? What's special about the character of your team, that will make you stand out and be memorable?
Call To Action and End Statement Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?	
Why You? NOTE: Why you? can show up in any part of the pitch. Why do you care about solving this problem for your customers? How has your life been affected by this industry? Why should your audience have confidence that you are driven to do what you promise, no matter what?	

DESIGNED BY Best3Minutes
Developed from an original idea by David Beckett.

Best 3 Minutes

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Please feel free to share The Pitch Canvas®. Ensure you reference Best3Minutes.com after each use.

THE
PITCH
CANVAS®

Available
Link in a moment...



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?



TRACTION or VALIDATION

Partnerships?

Paid **pilots**?

Users? Revenue?

Growth?

Customer **Interviews?**

BUSINESS MODEL

What's the **mechanism**
for earning money?



INVESTMENT

Raised **before**?

How much raising now?

What will you **spend** the money on?

Milestones you can reach?



TEAM

Who will make it happen?

Skills? Experience?

Character?

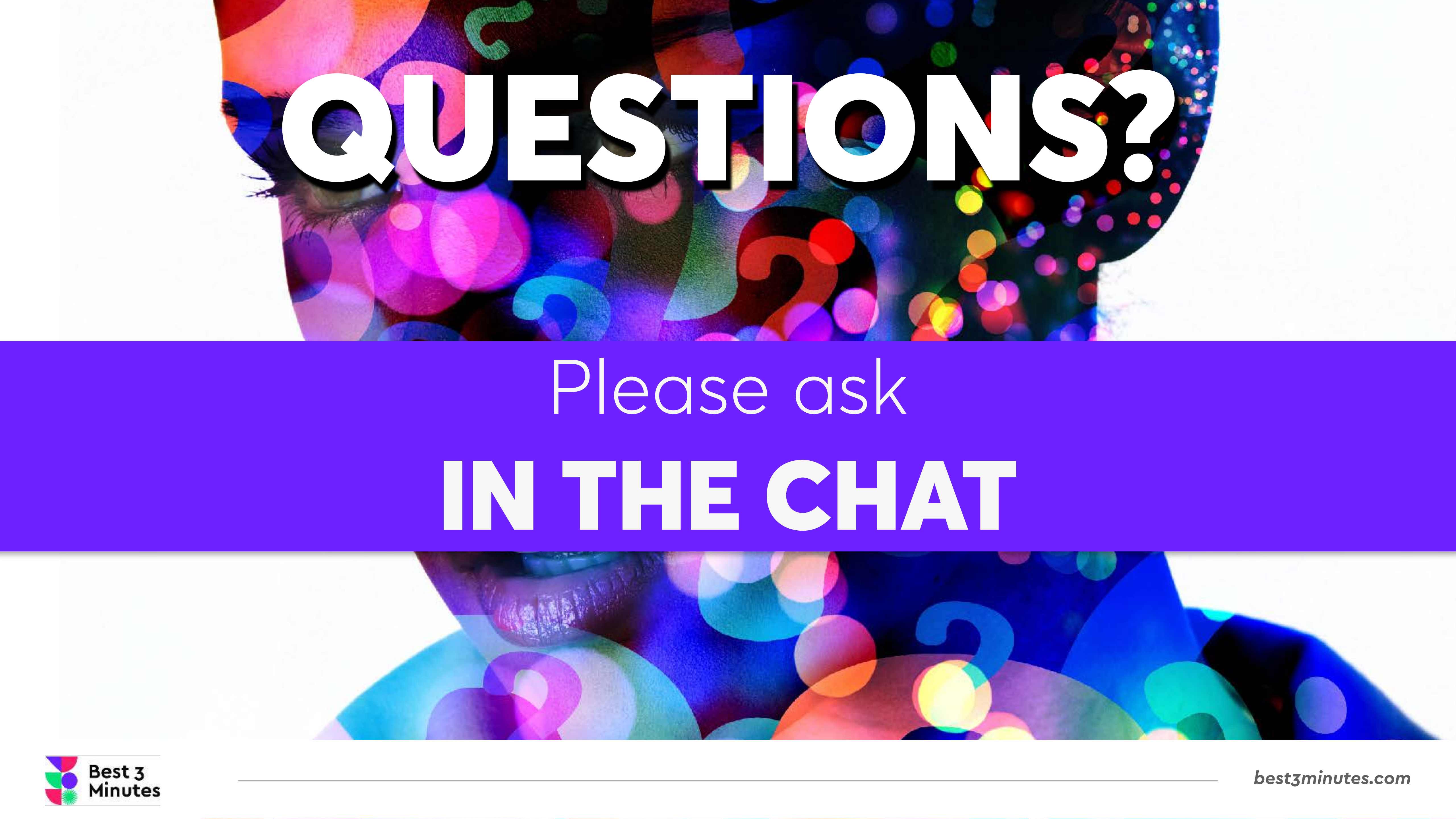
ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

Your **Enthusiasm**
Counts!

A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT



20 MINUTES
Including Break

ACTION STEP

Brainstorm content for;
Pain, Product, What's Unique,
Traction/Validation, What do
you need? Why You?

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write

best3minutes.com/briskr



20 MINUTES
Including Break

ACTION STEP

Brainstorm content for;
Pain, Product, What's Unique,
Traction/Validation, What do
you need? Why You?

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write

best3minutes.com/briskr

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**



BETTER

KNOW
WHAT
WE
KNOW

KNOW
WHAT
WE
KNOW

KNOW
WHAT
WE
KNOW



KNOW
WHAT
WE
KNOW

KNOW
WHAT
WE
KNOW

KNOW
WHAT
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KNOW

KNOW
WHAT
WE
KNOW

TEDx Amsterdam

FEEL
FEEL
FEEL
FEEL
FEEL

WE
BELIEVE
WE
BELIEVE

WE
BELIEVE
WE
BELIEVE

WE
BELIEVE
WE
BELIEVE



4:30

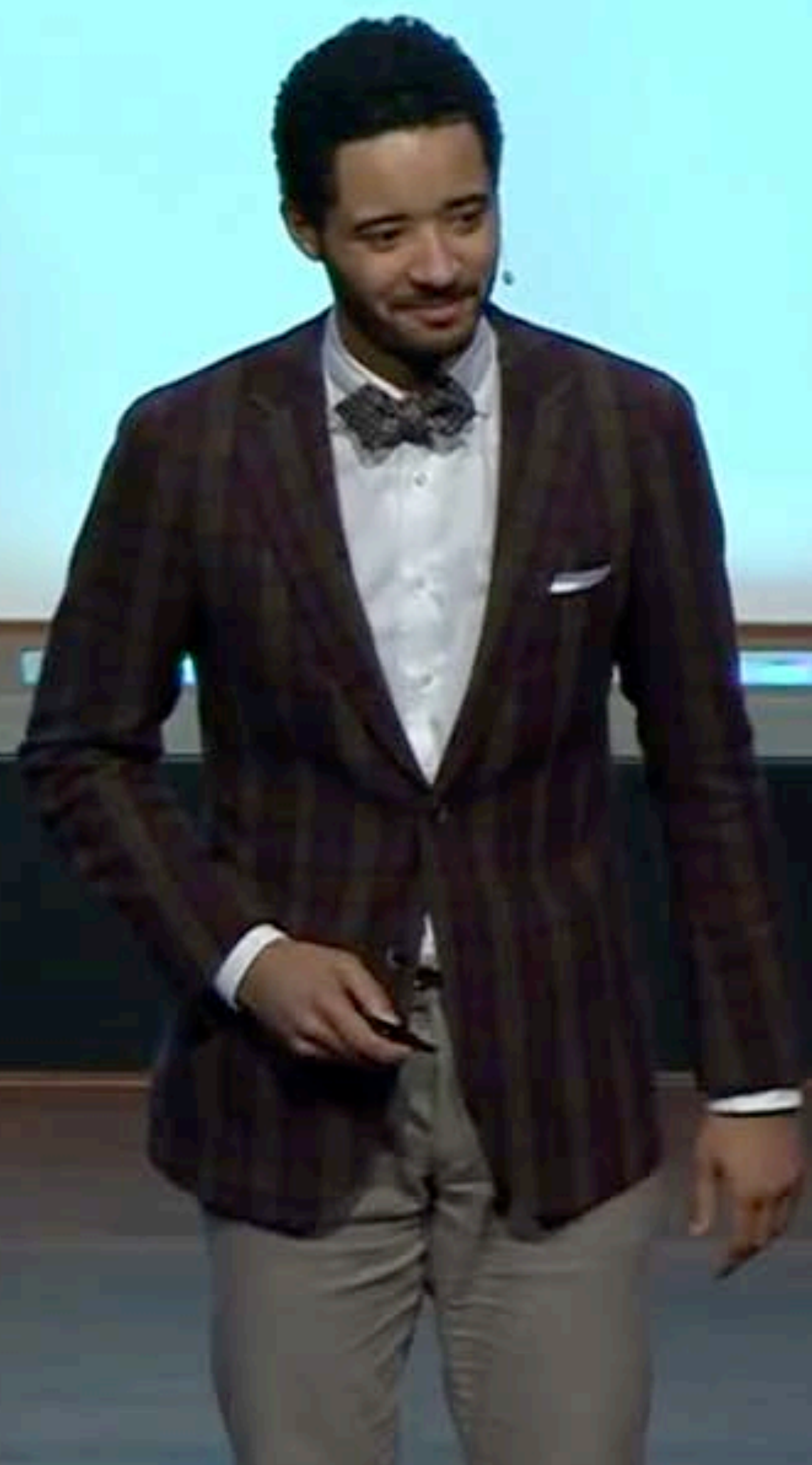
Add some **EARLY TRACTION**





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

ACTION STEP

Review your brainstorm

Write down your
opening 3-4 sentences

3 MINUTES
to write it down



5 MINUTES

FEEDBACK

Which **ONE** thing stood out?

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

One **FRIENDLY** piece of
advice for improvement

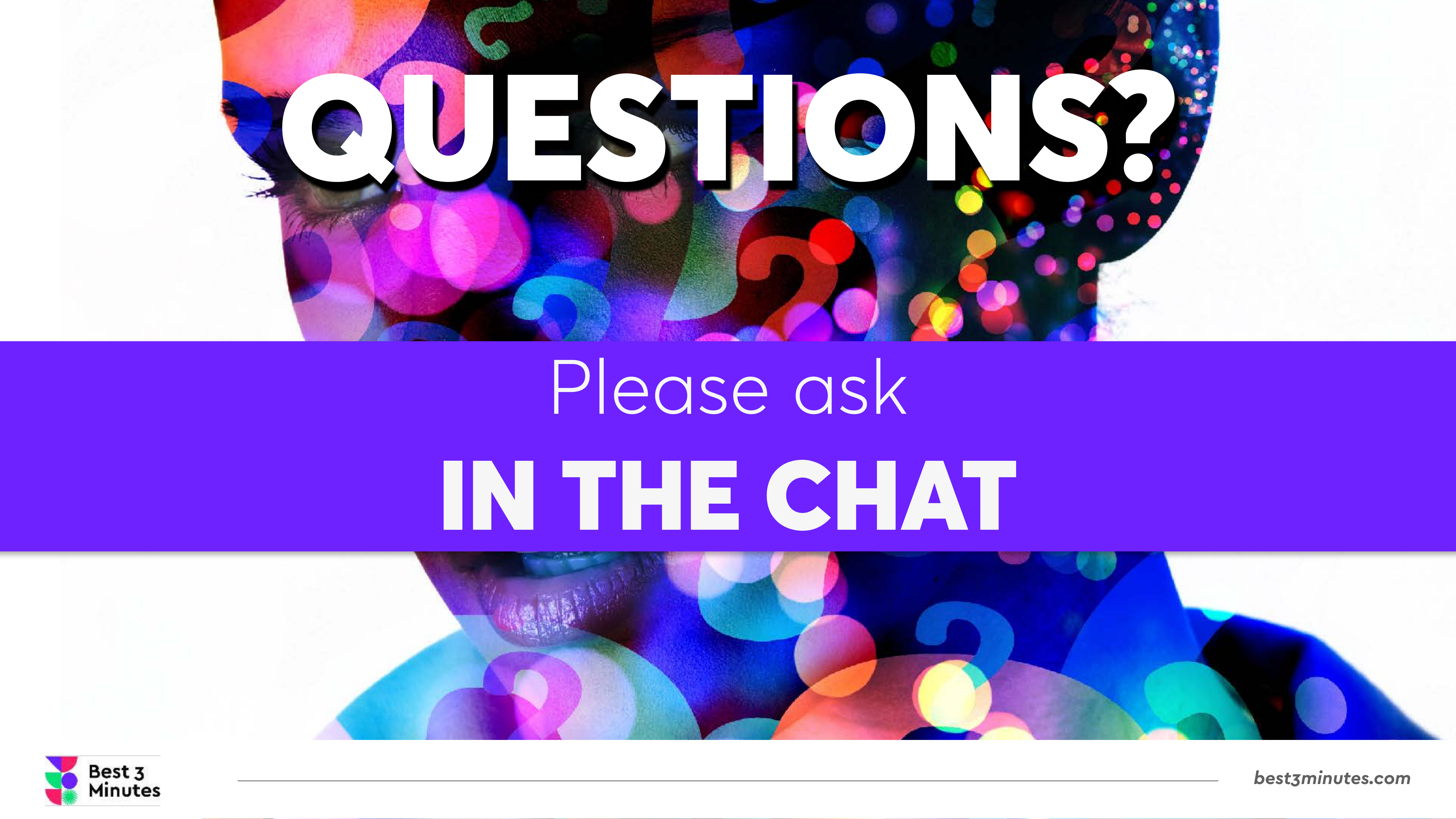
ACTION STEP

Review your brainstorm

Write down your
opening 3-4 sentences

Test them **out loud** on
someone else

Time to go to your
BREAKOUT ROOM

A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT

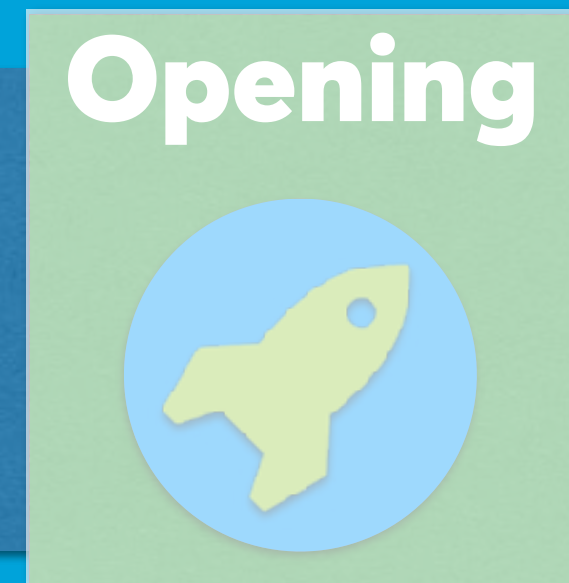
Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

The Open-3-Close© Pitch Model



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

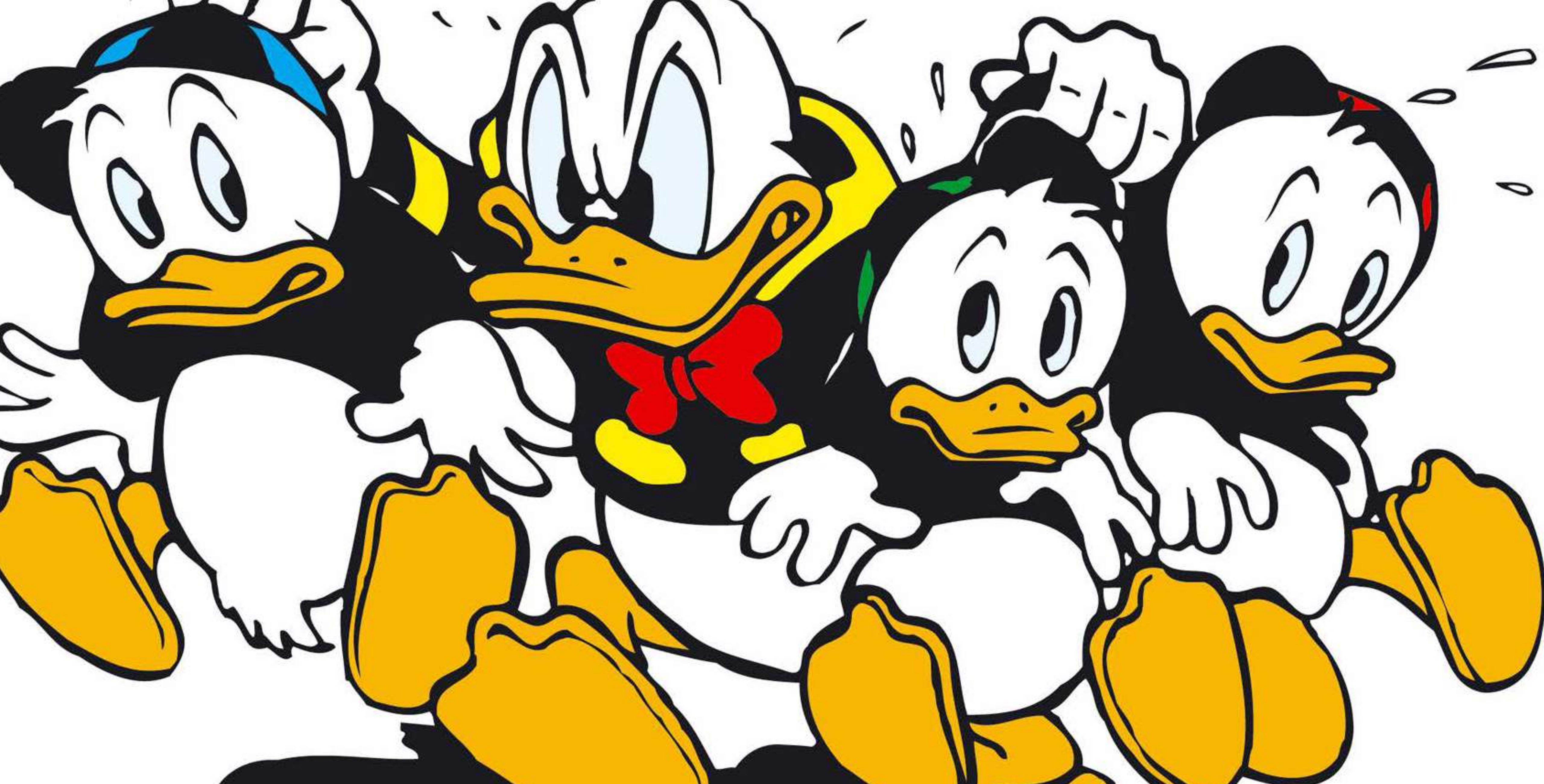


A photograph of three male sprinters standing on a podium during a medal ceremony at the Rio 2016 Olympics. The athlete on the left, wearing a USA jacket, holds a bronze medal. The athlete in the center, wearing a Jamaica jacket, holds a silver medal. The athlete on the right, wearing a Canada jacket, holds a gold medal. The background shows a large stadium filled with spectators.

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





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)

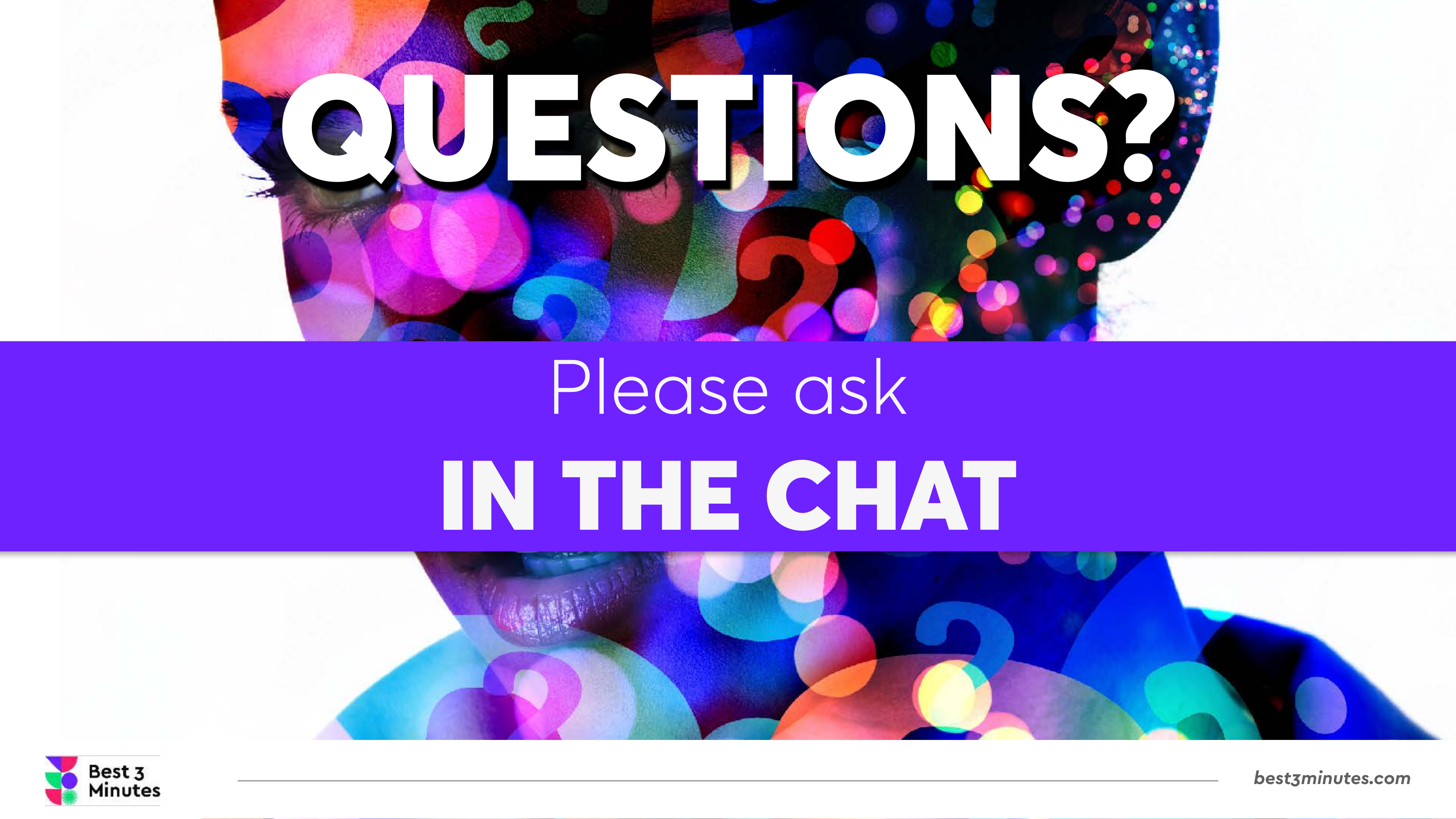
I believe this matters because...

(a personal statement of what you believe)

THANK YOU!

=

I've finished, you can clap now!

A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT

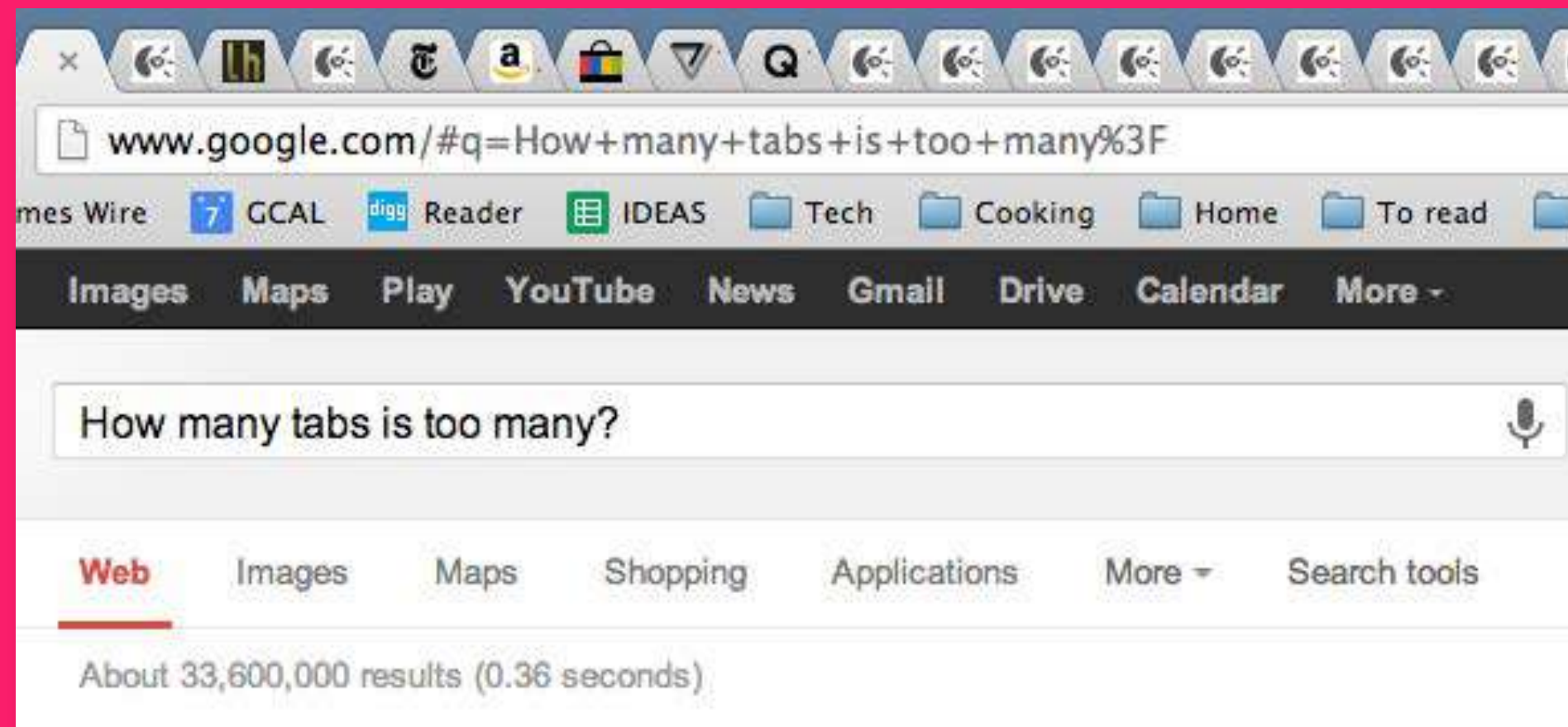
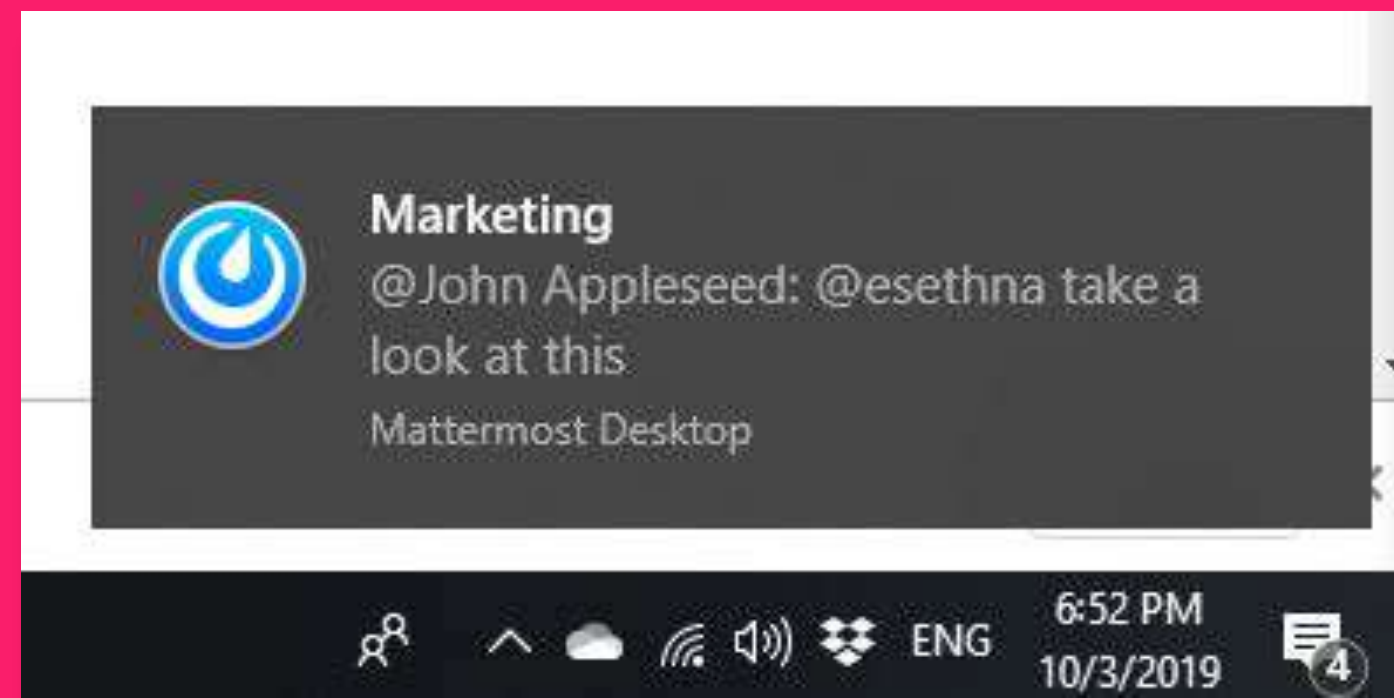
The art of **ONLINE PRESENTING**

CLOSE ALL DISTRACTIONS

Notifications off

Close all those
internet **tabs**

Close unnecessary
programs



VIDEO ON



Sometimes it's **easier**
not to be seen

Seeing each other
creates a **bond**

VIDEO ON



Smiles & Laughter

Gestures & Nods

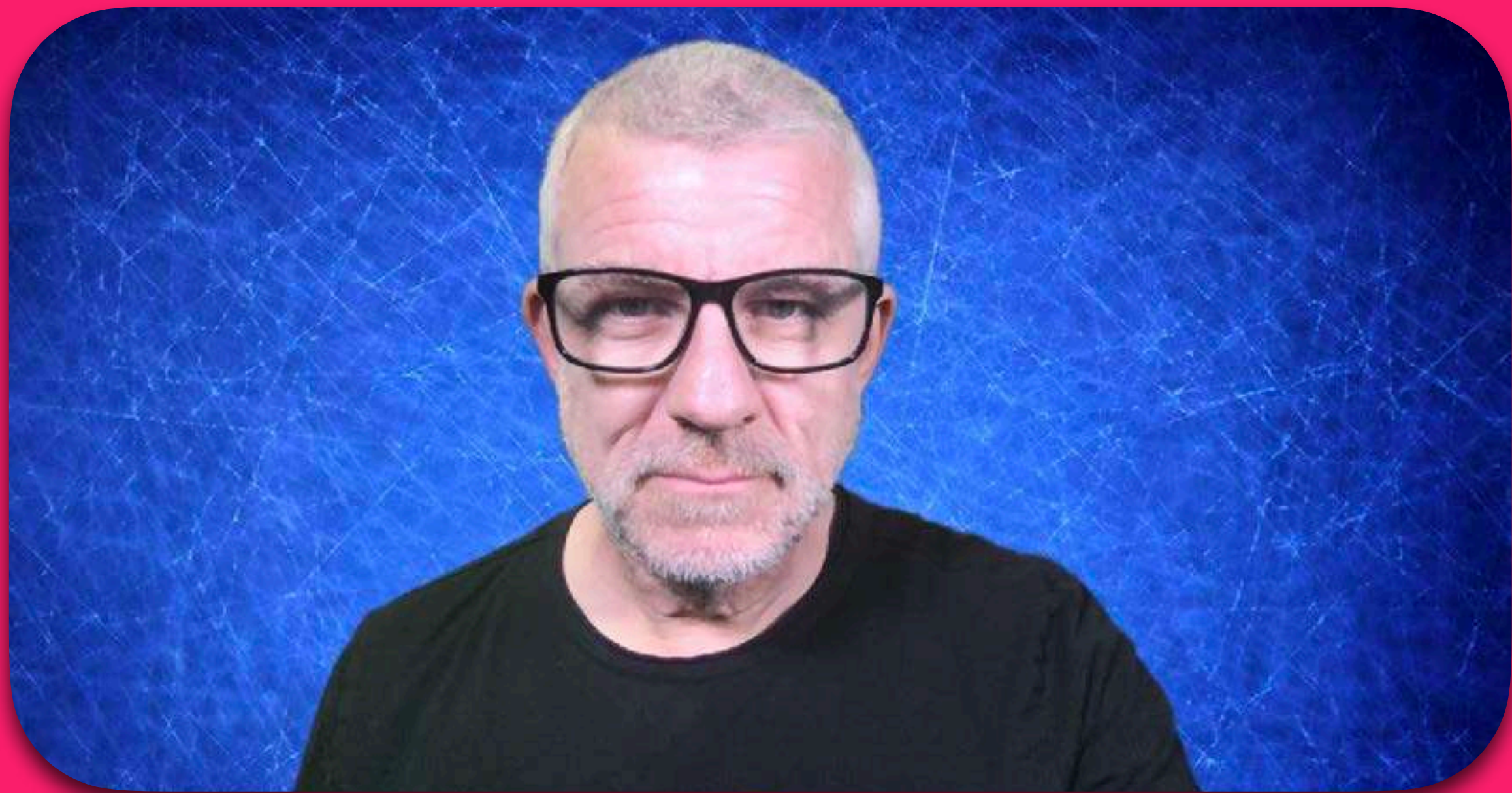
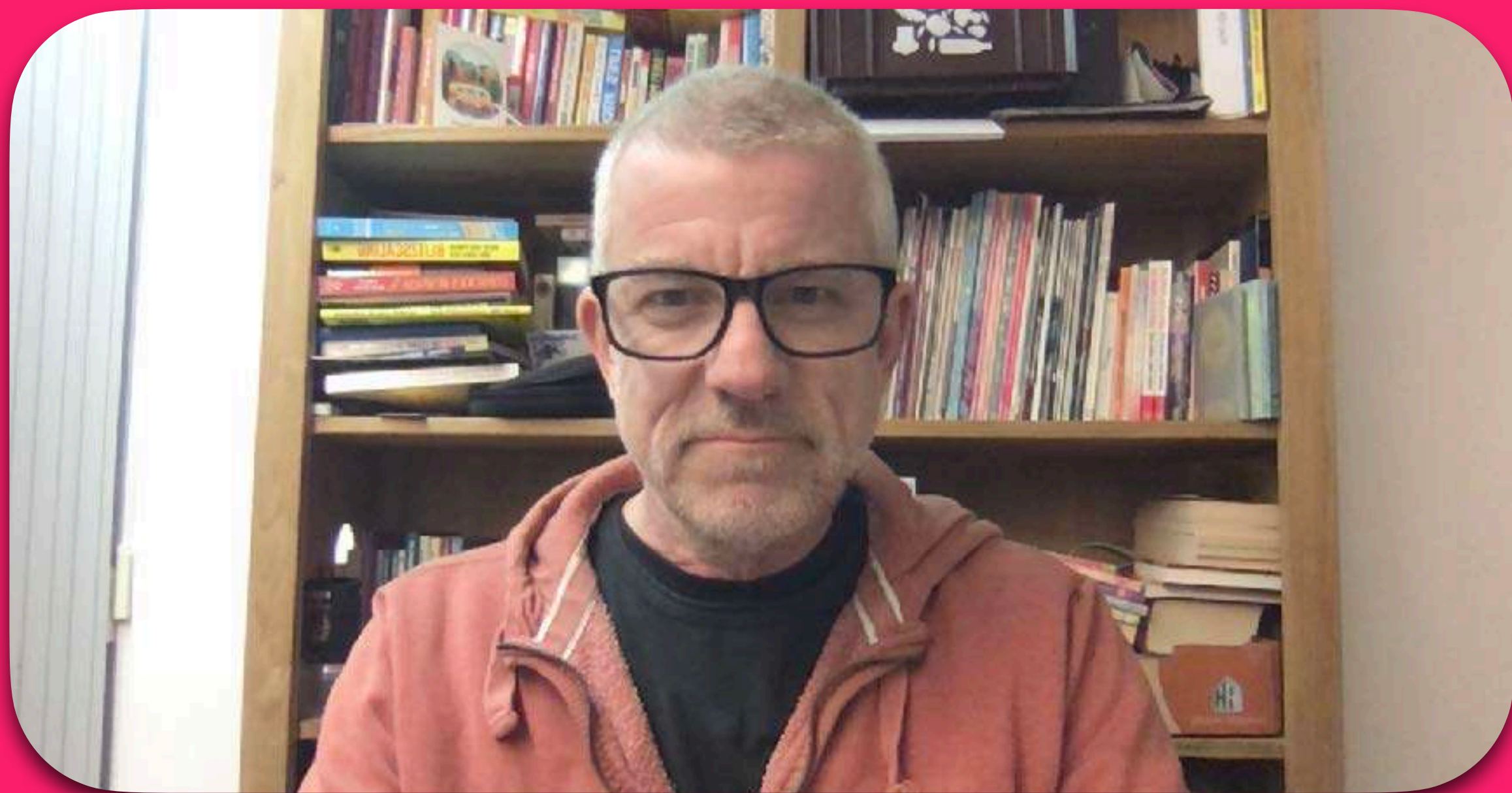
Facial **Expression**

CAMERA POSITION

Avoid looking **down**
on the audience

Adjust to look
at the camera
if possible





TIDY UP YOUR BACKGROUND

Think about the
message you want to
deliver

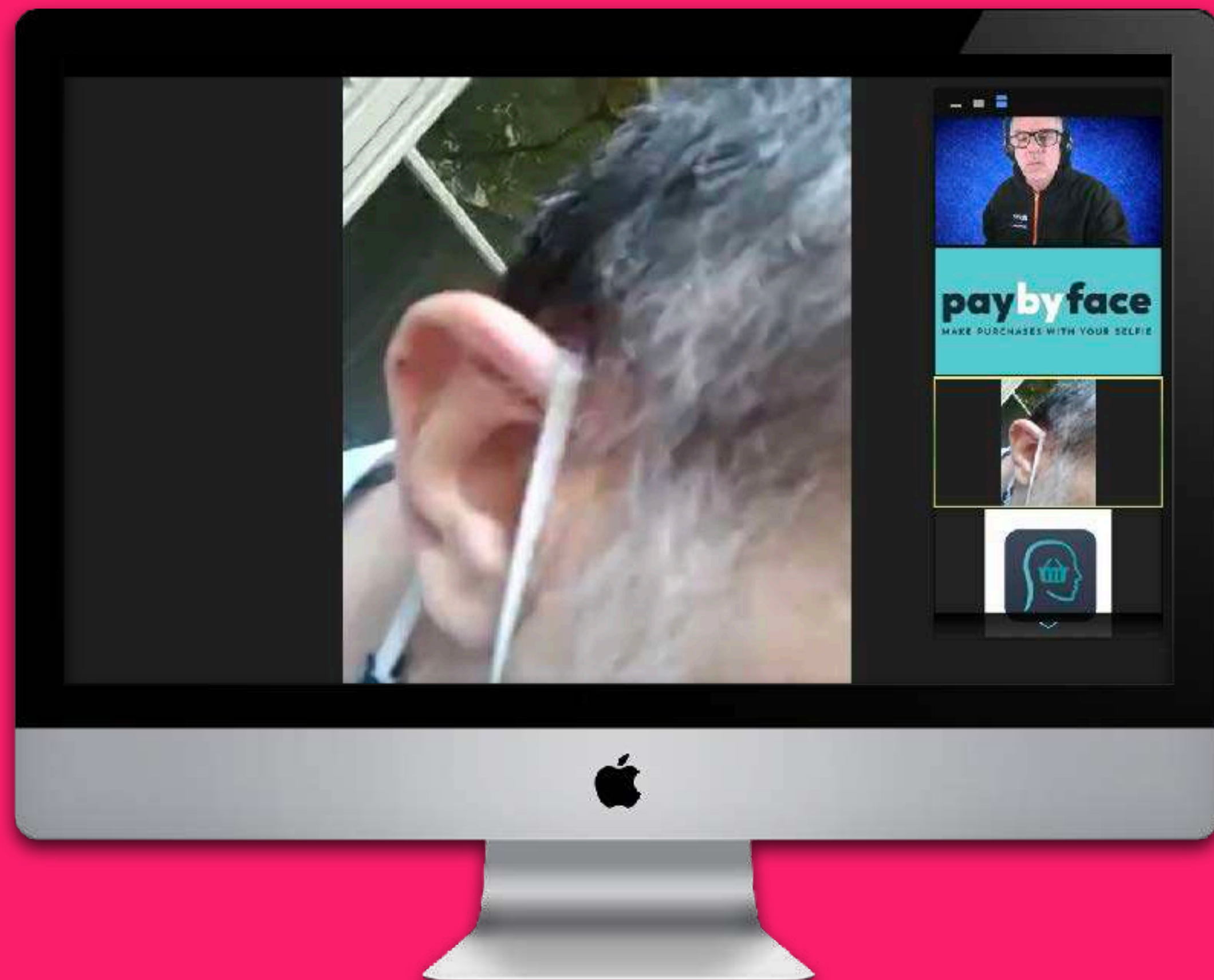
Homely? **Professional?**

Virtual Background

THINK ABOUT LIGHTING...

They need to be able
to see your facial
expression





**Here's one
that went
wrong...**

NEW! SIZE OF FACE ON CAMERA



Big faces cause
Fight Or Flee!

NEW! SIZE OF FACE ON CAMERA



Adjust your camera so
that you have a
friendly appearance



HOW WE SIT

Powerful? Powerless?

Interested?
Not Interested?





CLOTHING CHOICES

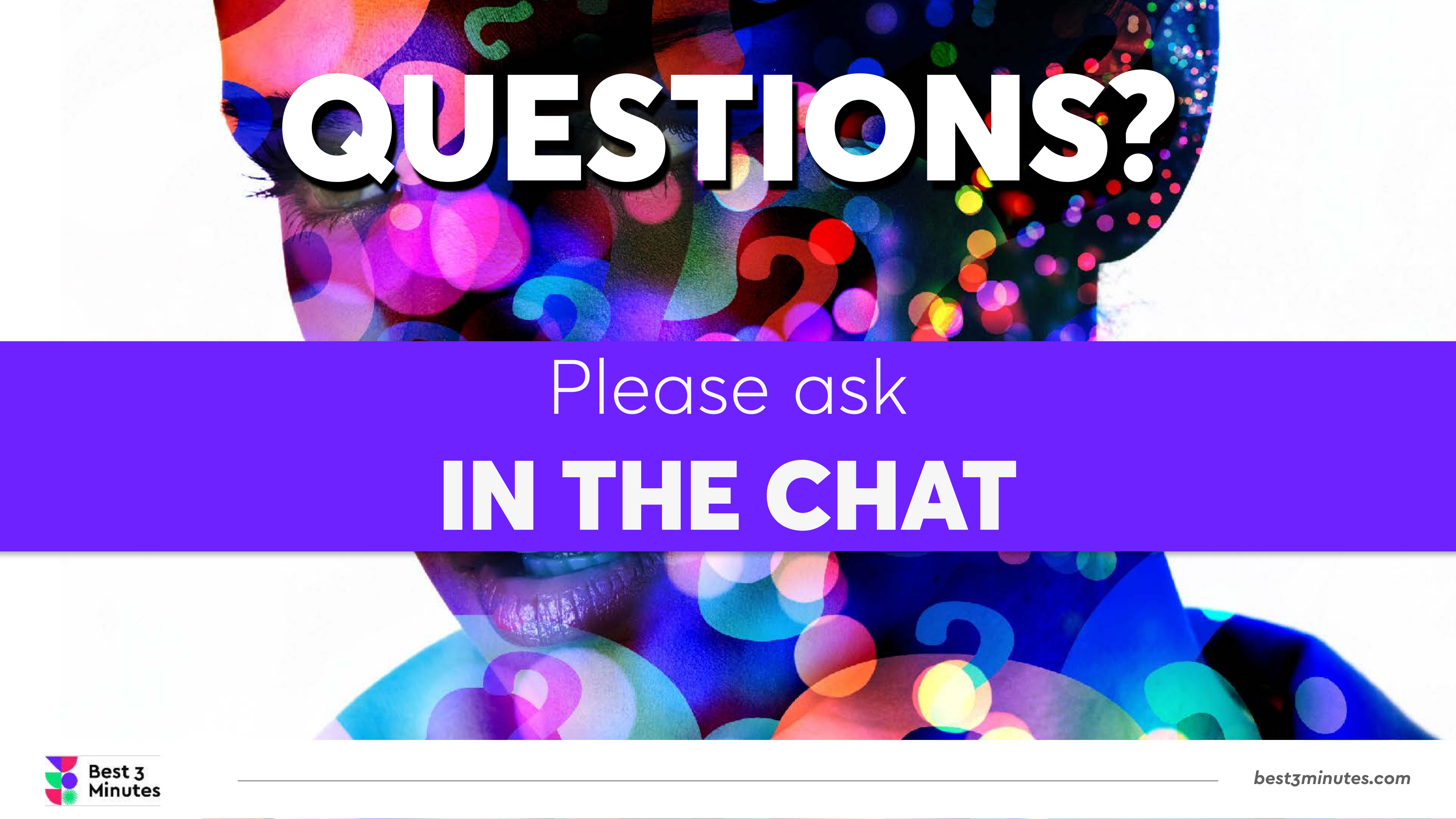
We feel most **authoritative**, trustworthy, and competent in **formal** business attire but **friendliest** in casual or business casual clothes.

PRO TIP

Use a **CLICKER**



Avoids the
'click-click-click'
when moving from
slide to slide

A woman's face is shown in profile, looking down. The image is heavily stylized with a dense overlay of colorful bokeh lights in shades of pink, purple, blue, and yellow. Large, semi-transparent question marks are scattered across the image, particularly concentrated around the woman's face and the central text area.

QUESTIONS?

Please ask
IN THE CHAT

You have most effect with your
VOICE



What do you want them to
THINK AND FEEL?



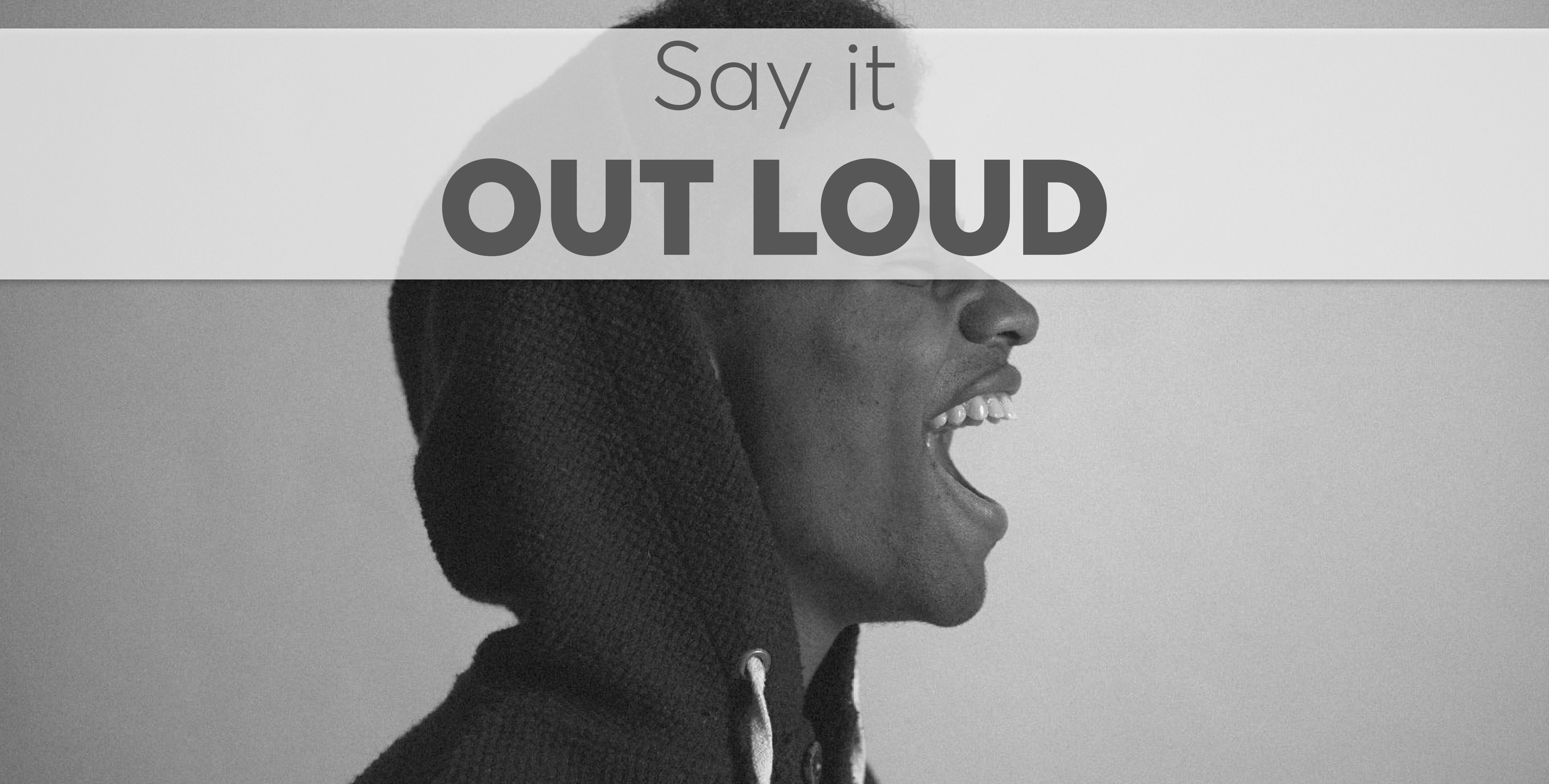
"Antony said that his boss did not commit a fraudulent act."

"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

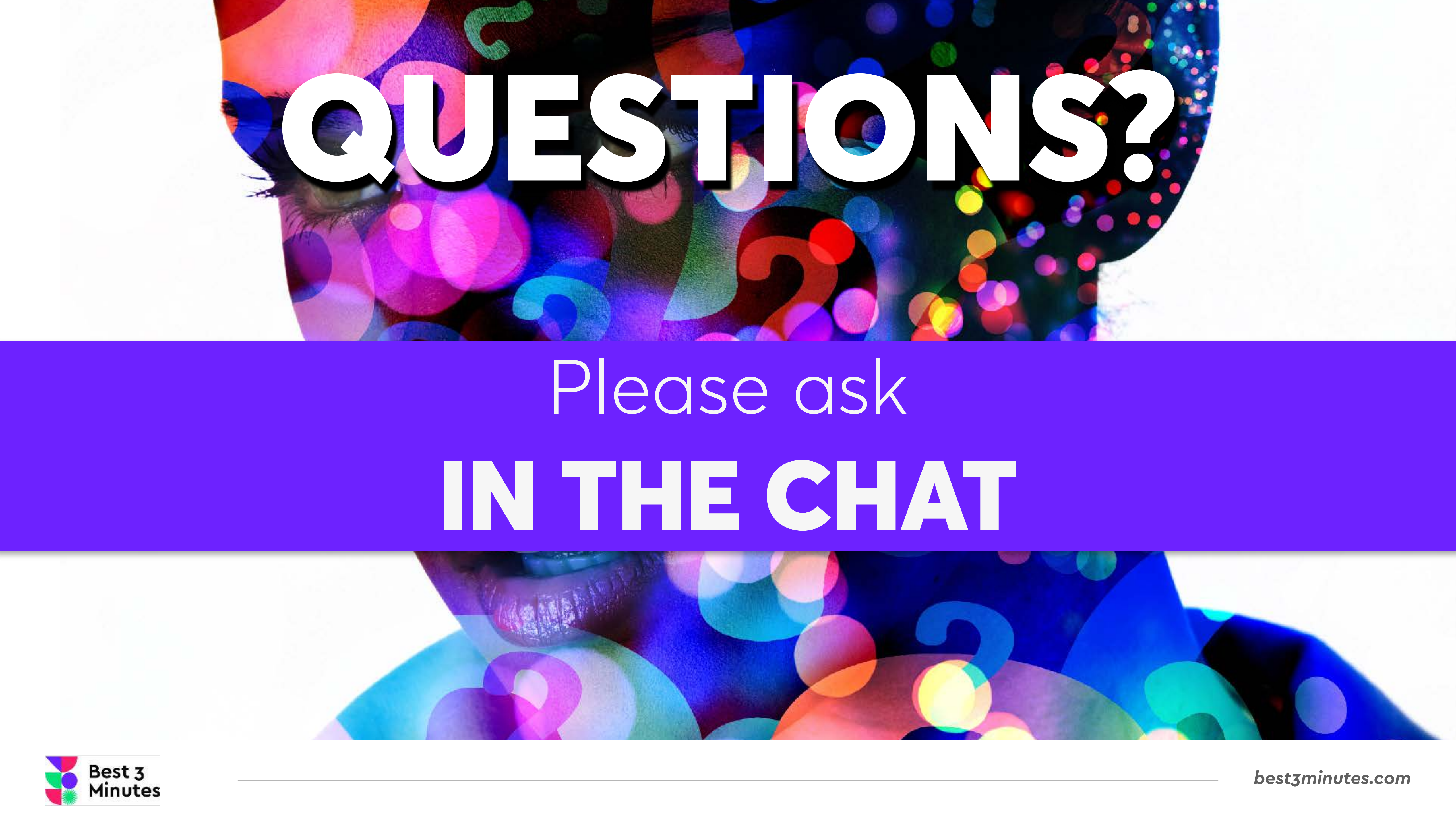
To improve your voice

RECORD YOURSELF PRESENTING



Consider **STANDING UP**



A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT

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

W

best3minutes.com

U

David Becker

best3minutes

David Becker

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

W

best3minutes.com

U

David Becker

best3minutes

David Becker

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

W

best3minutes.com

U

David Becker

best3minutes

David Becker

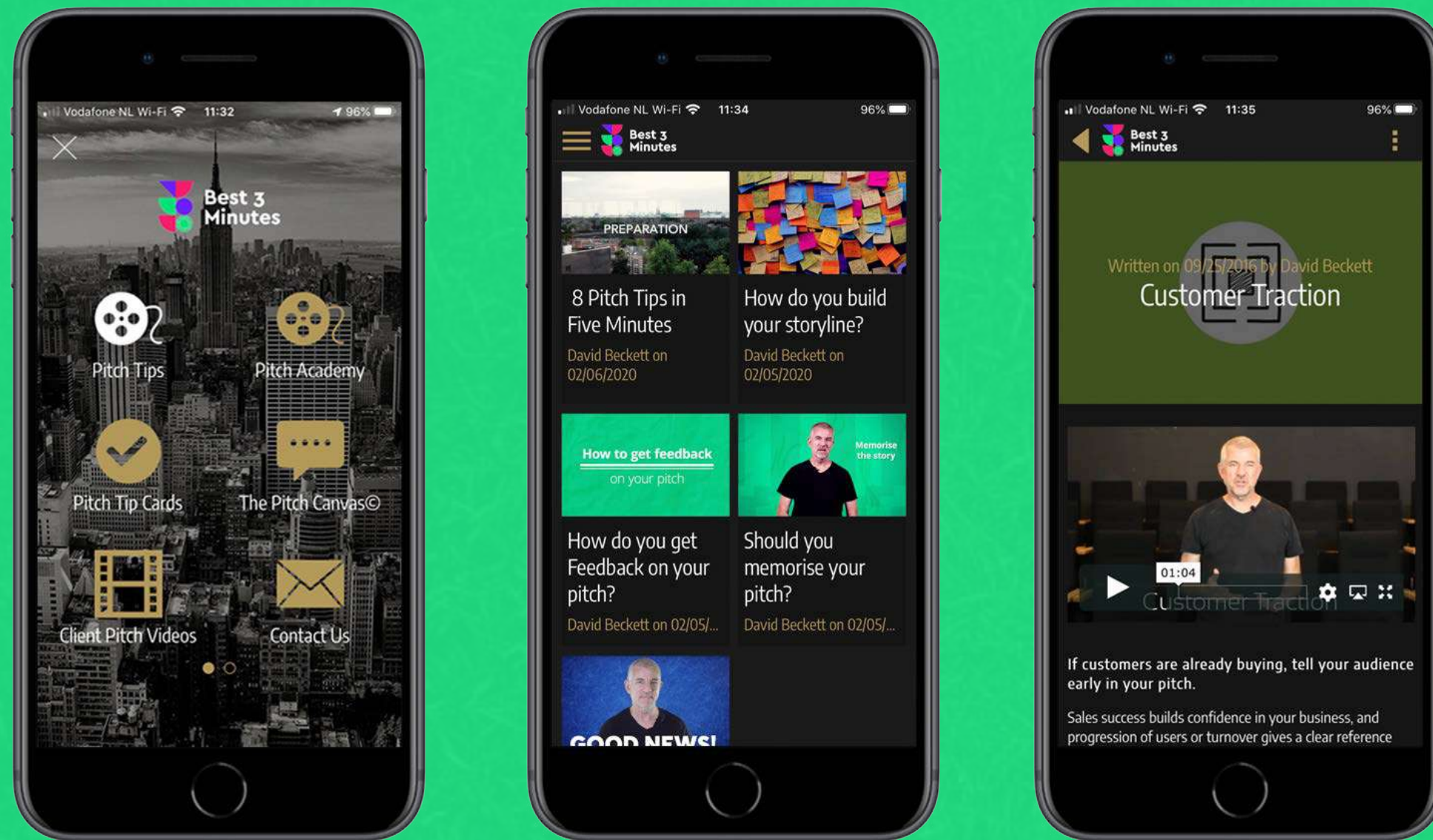
best3minutes.com/briskr



The App: iOS and Android

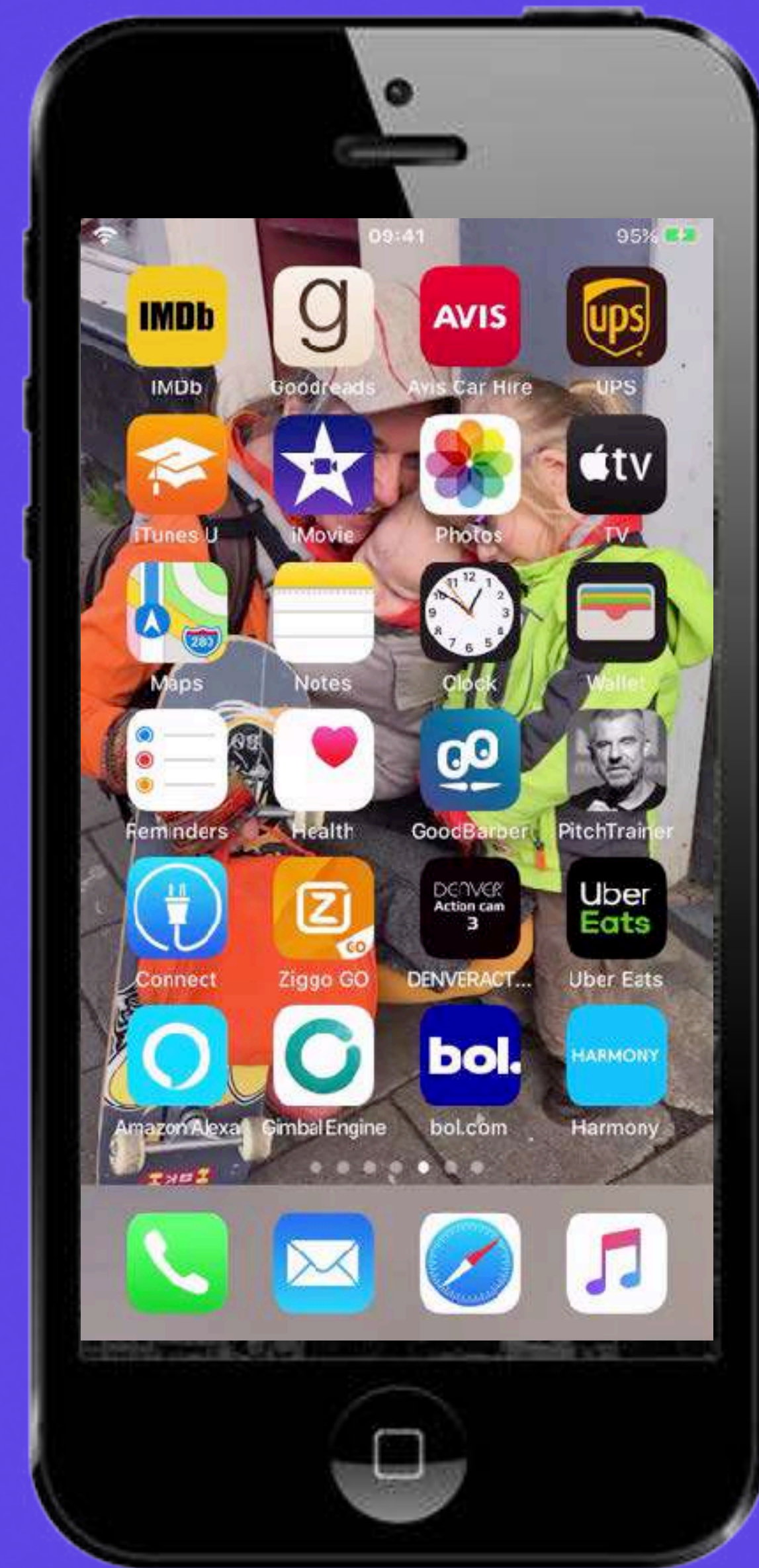
PitchProfessional

best3minutes.com/briskr



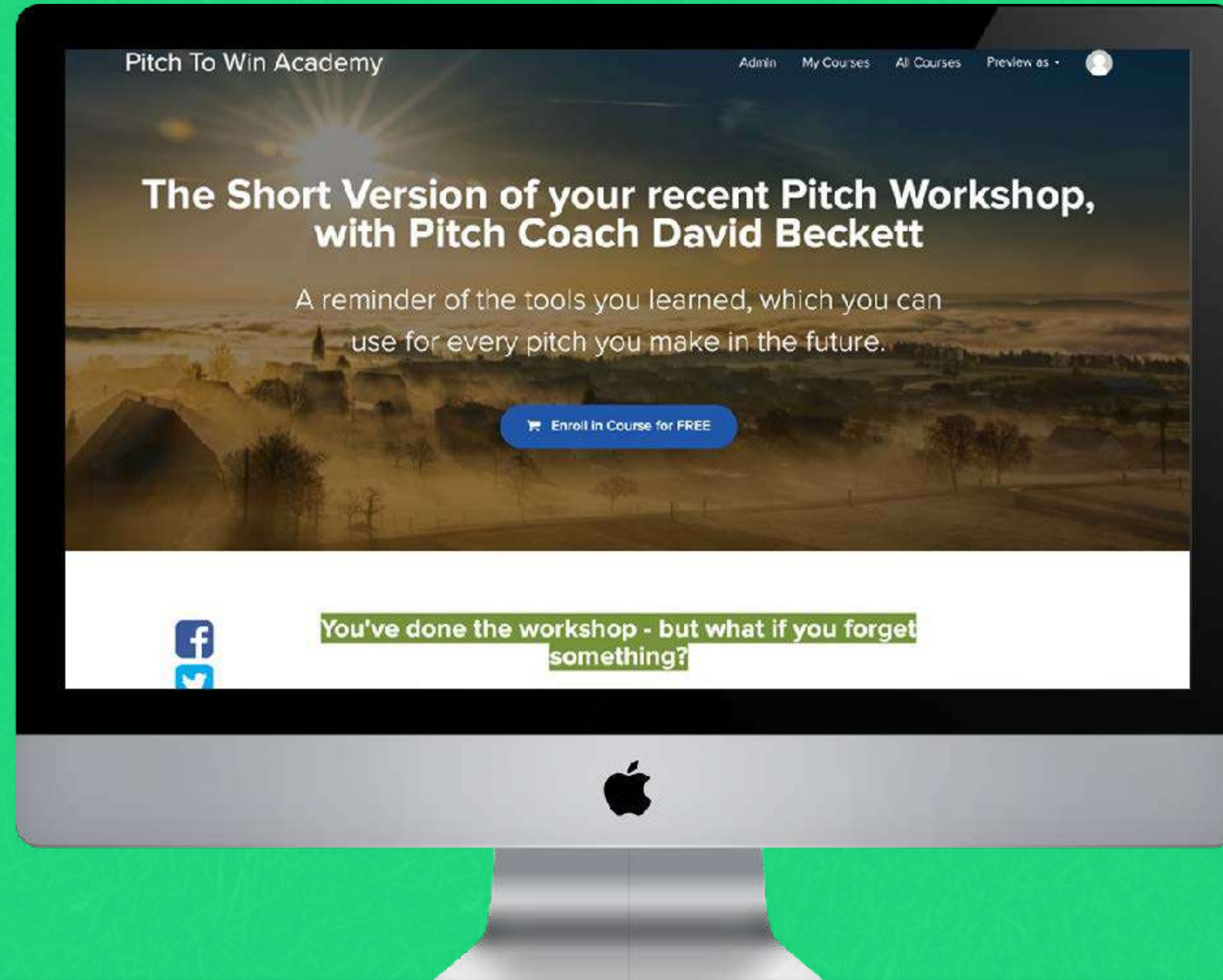
The App: iOS and Android

PitchProfessional



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tiny.cc/pitchworkshop



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Blue Moon Pitch

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