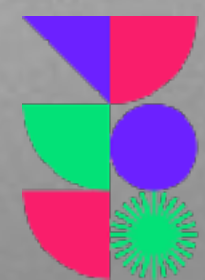


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



Best 3
Minutes

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



29 Countries

TRAINED 17,000+ PEOPLE

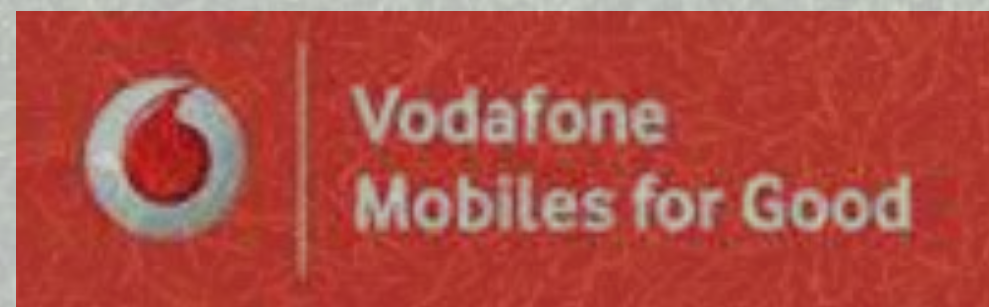
TomTom



Rabobank

Booking.com

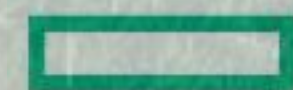
★ Heineken®



PHILIPS



Unilever



**Hewlett Packard
Enterprise**

MARS

TEDx

**GREAT IDEAS
NEED A VOICE**



You will receive

SLIDES AND MANY 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 red, blue, and green. The overall effect is one of curiosity and inquiry.

QUESTIONS?

Please ask

VIA MENTIMETER



How to make a great **HACKATHON Pitch**





Prepare you for your **3 MINUTE PITCH**

3 MINUTES
PITCH

7 MINUTES
Q&A

How many
WORDS PER MINUTE?

150
WORDS
MAXIMUM



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?**



JURY CRITERIA

Tech feasibility

Strategy Alignment

Financial potential

Innovativeness

Quality of pitch

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QUESTIONS?

Please ask

VIA MENTIMETER

How do you create
YOUR STORYLINE?



STOP!!!

Don't Open **POWERPOINT**



Use

POST-IT NOTES

To Build Your
Storyline

BRAINSTORM

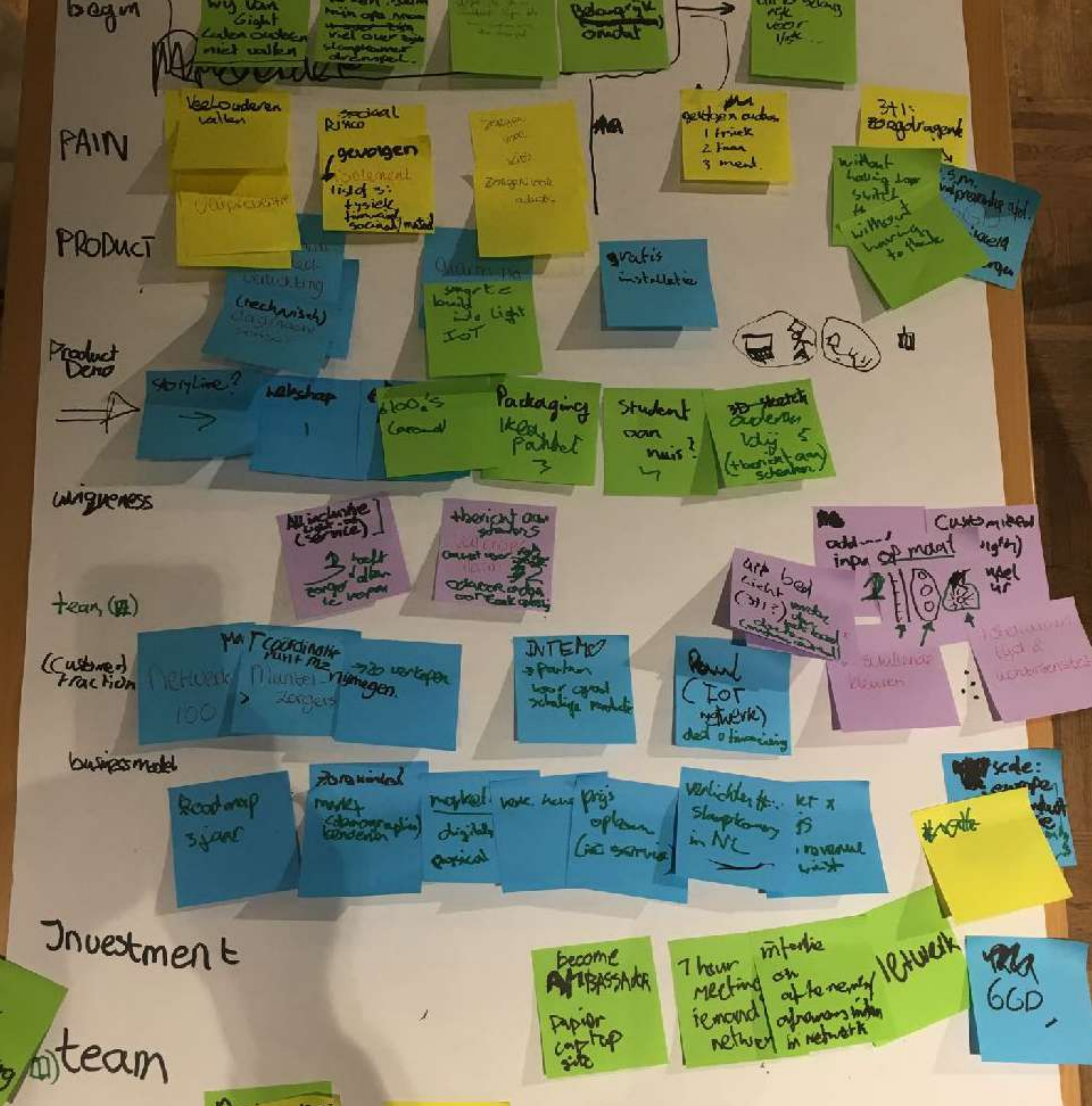
Get the ideas out of
your head

Take a step back:
what are the

BIG ISSUES?

Organise around

**CHAPTER
HEADINGS**



WHY IS PITCHING VM POSITION?	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, FEET.	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?**

JURY CRITERIA

Tech feasibility

Strategy Alignment

Financial potential

Innovativeness

Quality of pitch



PAIN

An actual **User/**
Customer problem

Make the Pain
human



Lost time, More cost?

Complex steps?

Lost customers?

Bad reputation?

Safety?

Impact on environment?



PRODUCT

What's the **solution** you want to work on?

Is it technically **feasible**?

FINANCIAL POTENTIAL

How **big** is the market?

How **many** people, how
much **impact**?



INNOVATION

Did you come up with
a **radical** approach?

New applications of
existing tech?



STRATEGY ALIGNMENT

Why is it **relevant** to TomTom, and how does it help the **strategy**?

**AUTONOMOUS,
SAFER, SUSTAINABLE
MOVING WORLD**



TEAM

Why are you the
team to make it
happen?

Skills? Experience?
Character?

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

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,
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 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
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+ 1 STATEMENT
SPREAD
INFO ACROSS
MORE
SLIDES.

GREAT
DELIVERY
HANDS,
EYES,
LEFT,
RIGHT.
VOCAL
VARIATION
DO YOU
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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?

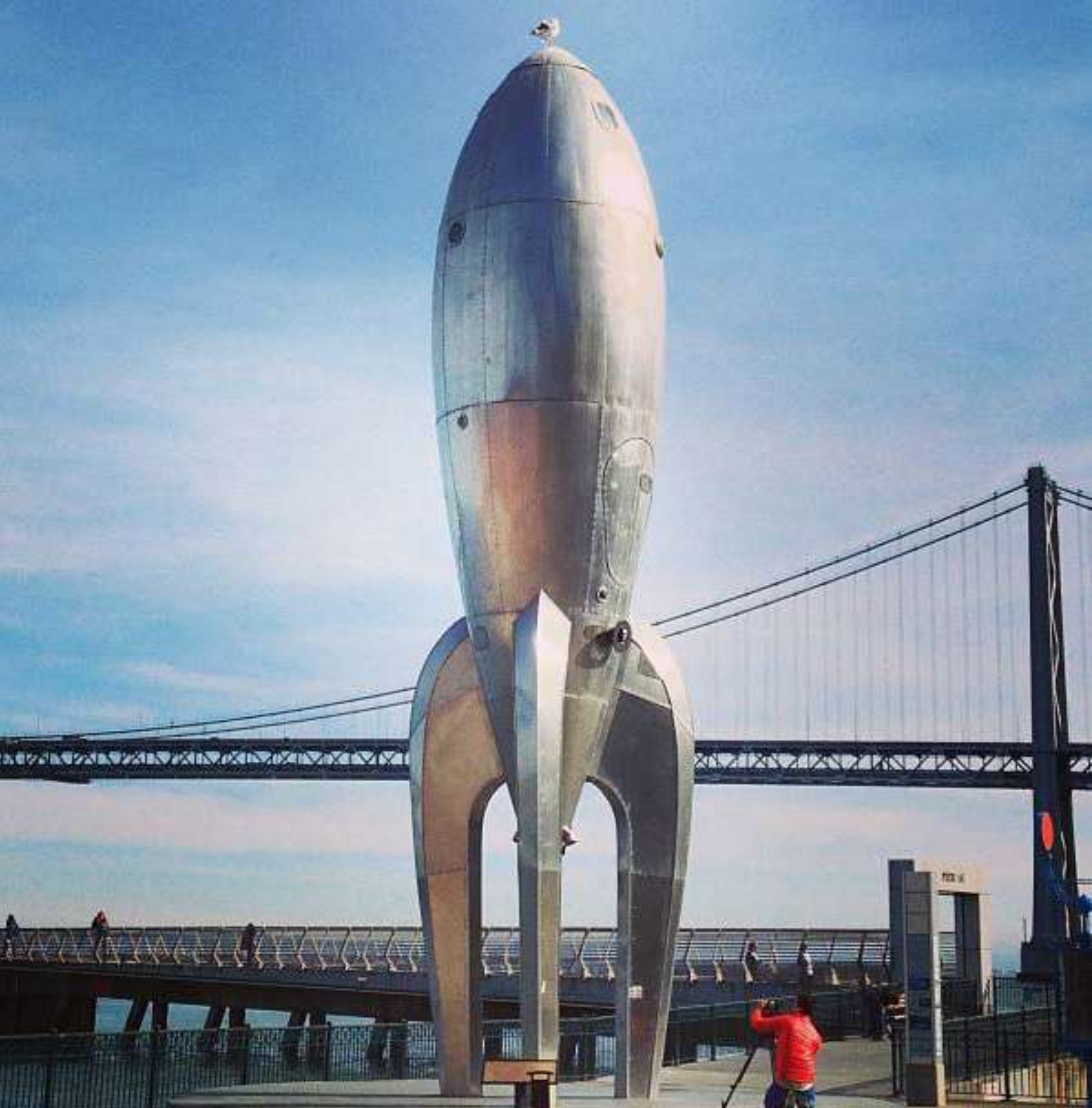
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QUESTIONS?

Please ask

VIA MENTIMETER

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

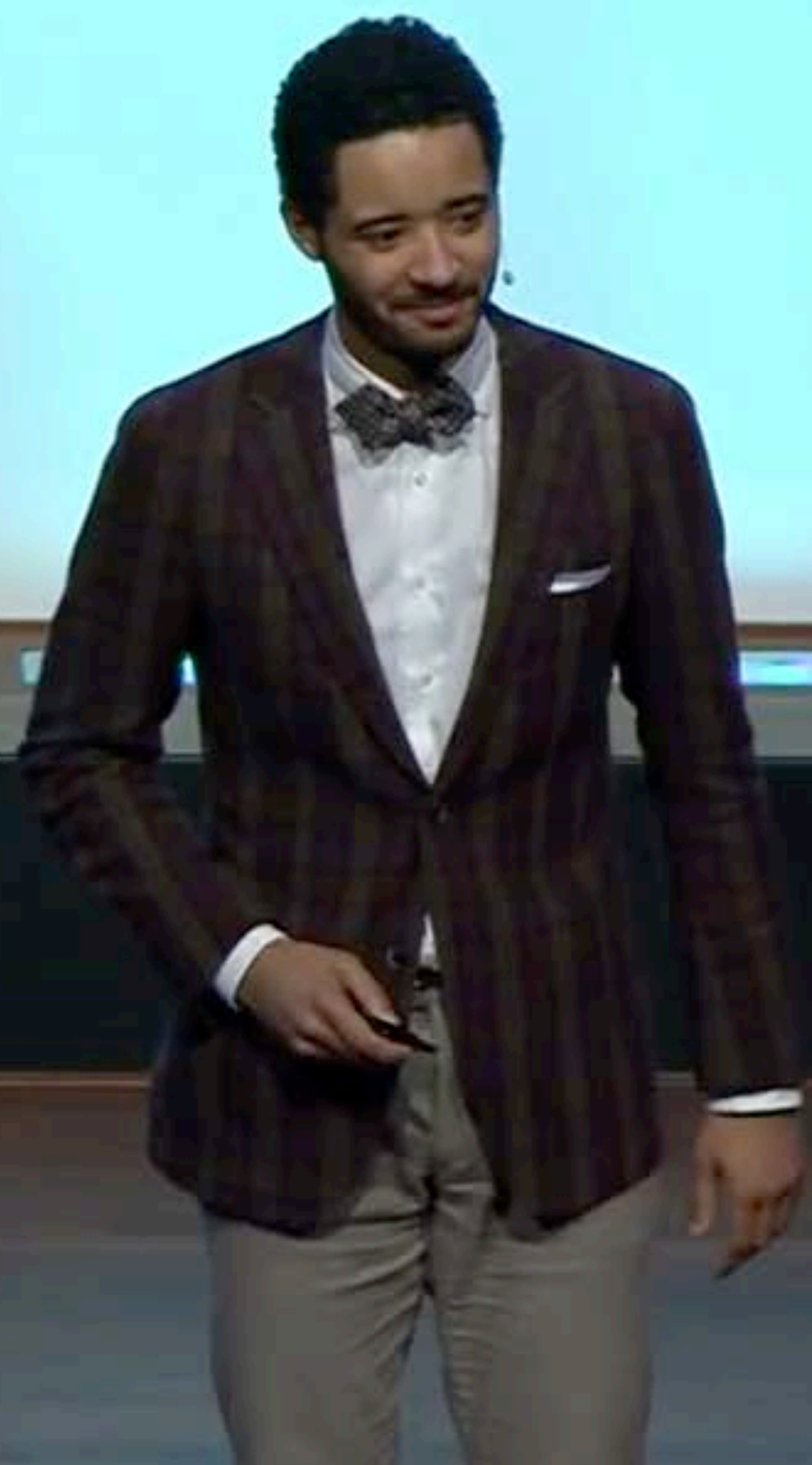
Percent

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

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QUESTIONS?

Please ask

VIA MENTIMETER

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 and a mustache, wearing a dark suit, a light purple shirt, and a striped tie, is speaking at a podium. He is looking down and to his left. The background is a blurred stage setting with a blue screen and a dark horizontal band.

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

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!

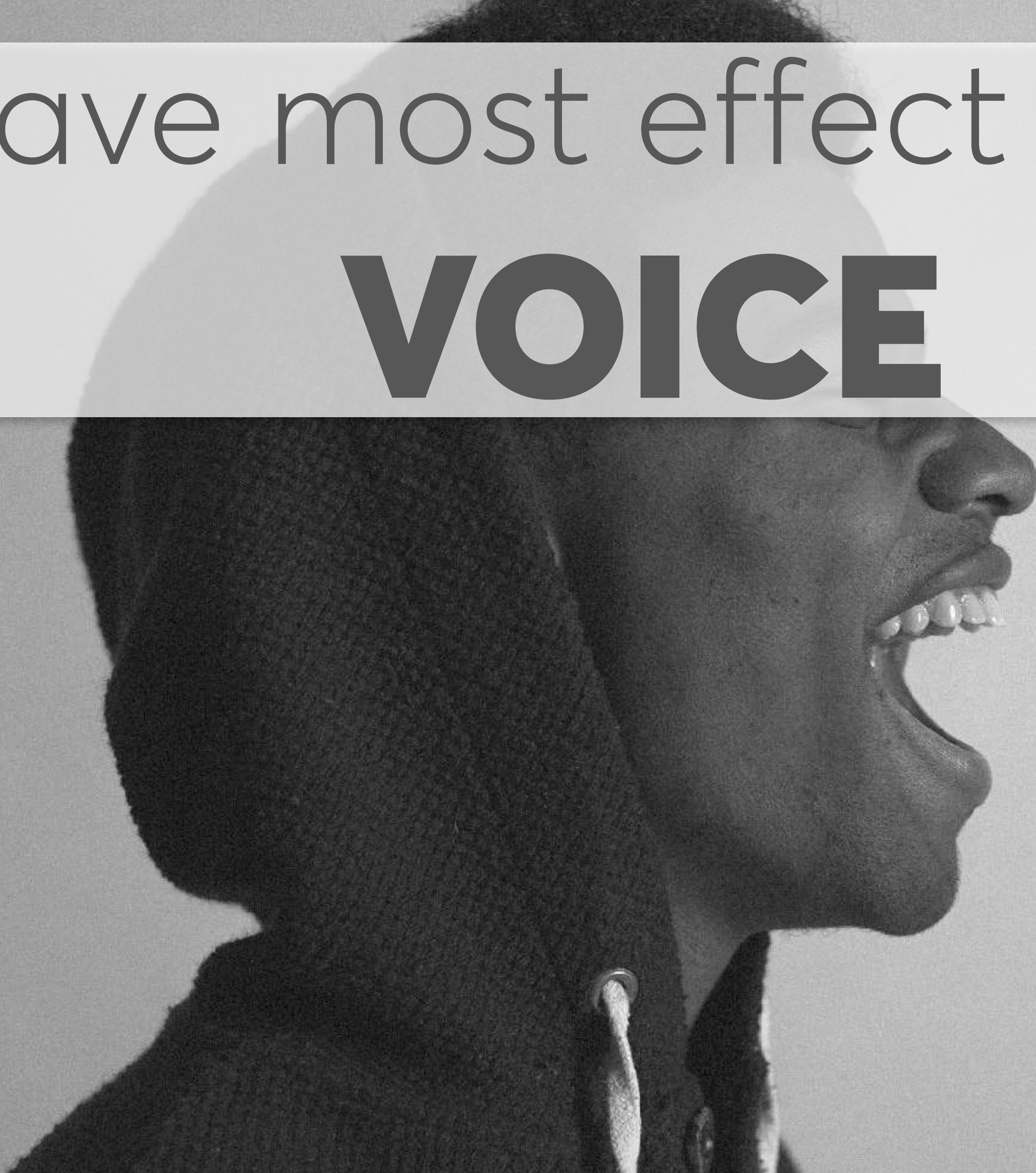
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QUESTIONS?

Please ask

VIA MENTIMETER

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

VIA MENTIMETER

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**



best3minutes.com/TomTomSofathon

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The App: iOS and Android

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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



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ONE PAGER

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Blue Moon Pitch

Written by
David Beckett

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