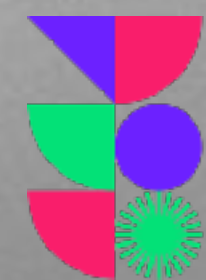


Pitch Coach  
Creator of The Pitch Canvas©  
Co-founder of Pitchy

**David Beckett**

**best3minutes.com**



Best 3  
Minutes



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





29 Countries

**TRAINED 16,000+ PEOPLE**





**GREAT IDEAS  
NEED A VOICE**





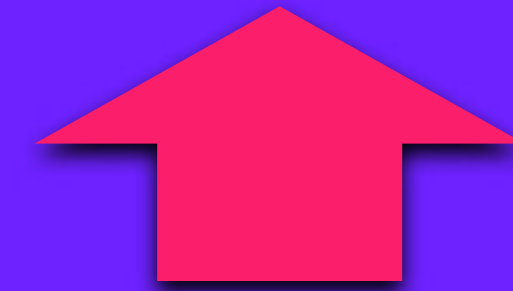


This is a **DO**  
workshop  
not just a think session



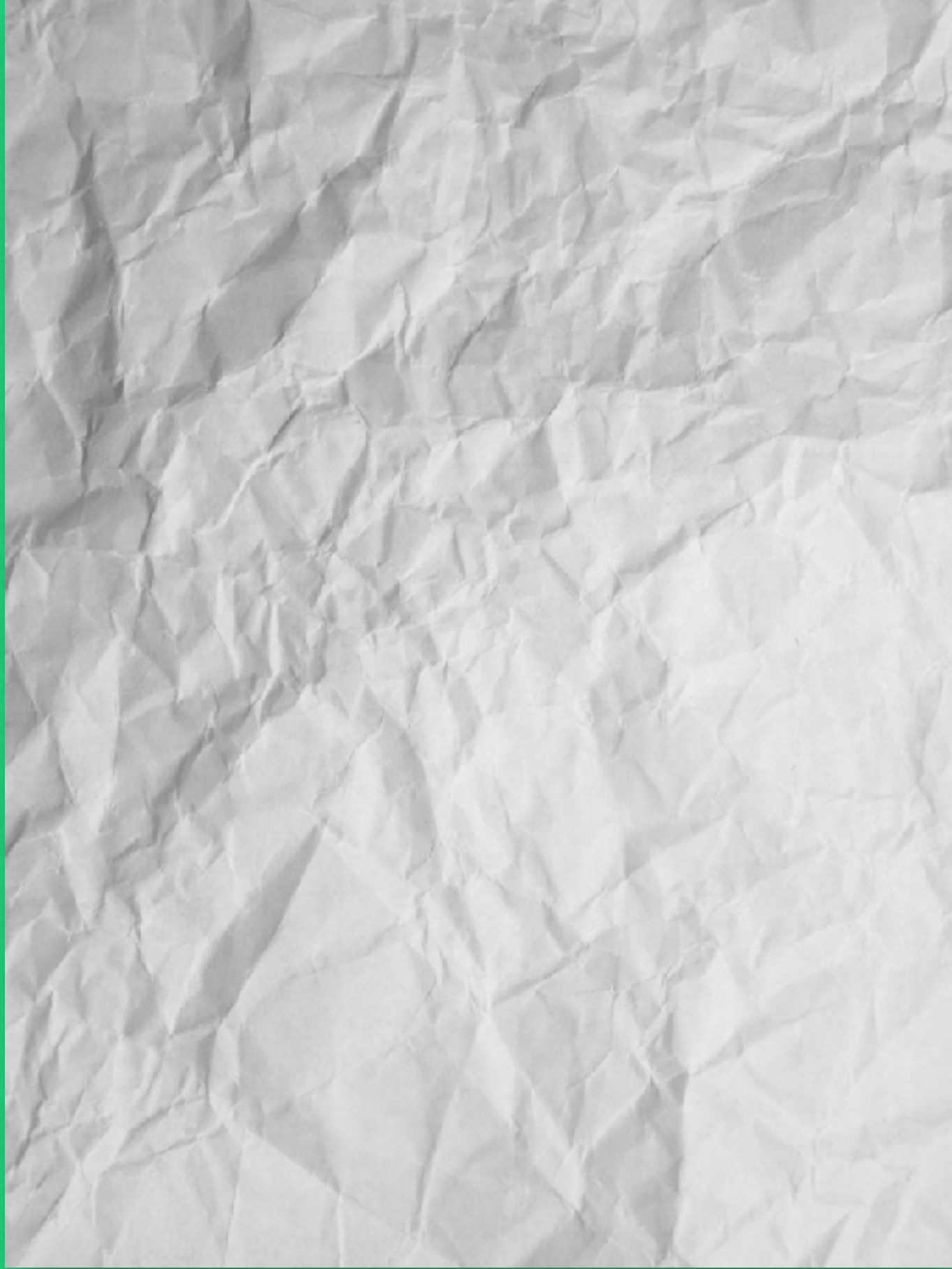


# ACTION STEP



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

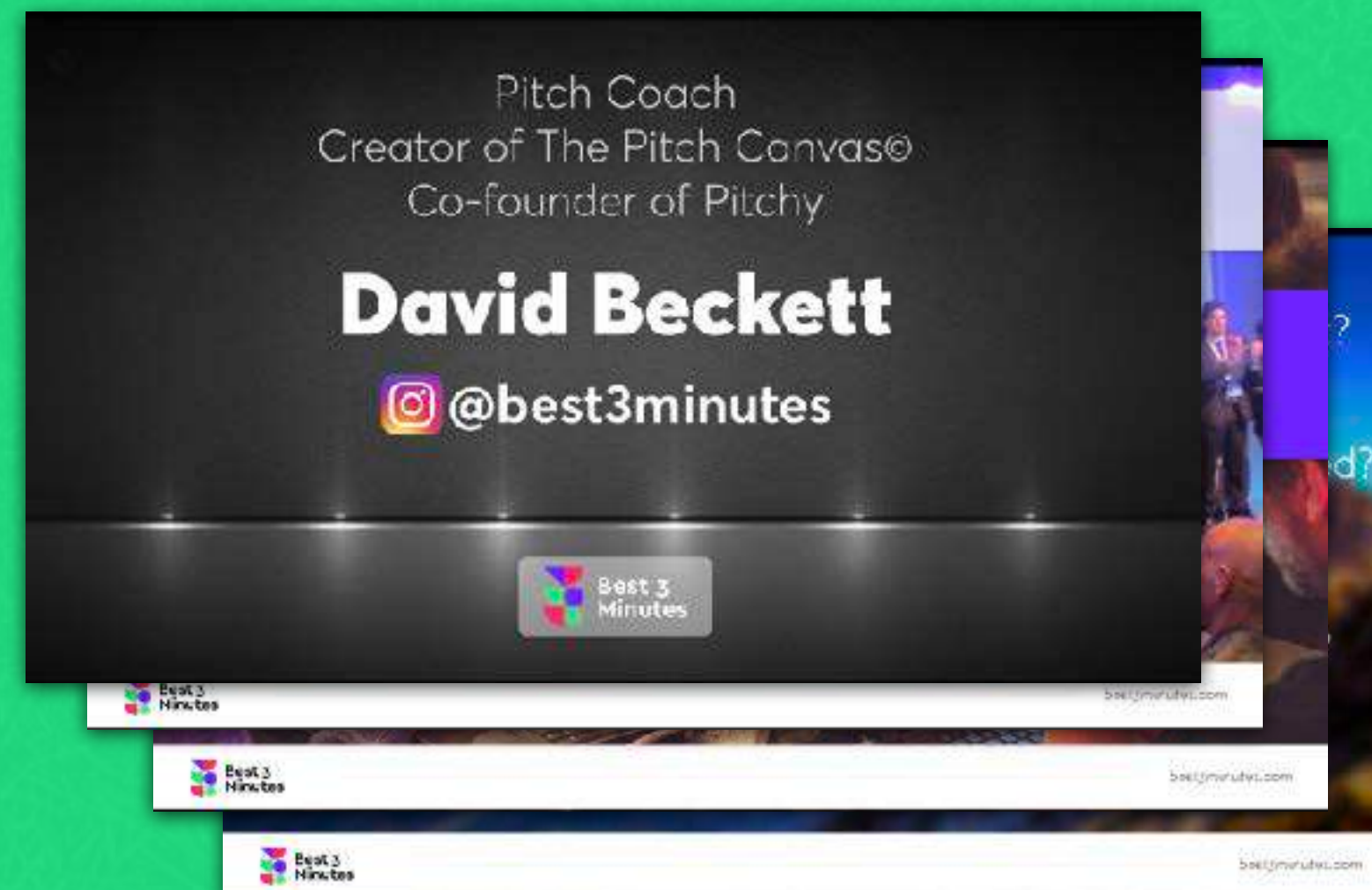






You will receive

# SLIDES & VARIOUS MATERIALS





A woman's face is shown in profile, looking down. The image is overlaid with a vibrant, colorful bokeh effect consisting of many out-of-focus circles in shades of pink, purple, blue, and yellow. Several large, stylized question marks are scattered across the image, particularly around the woman's face and the central text area.

# 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

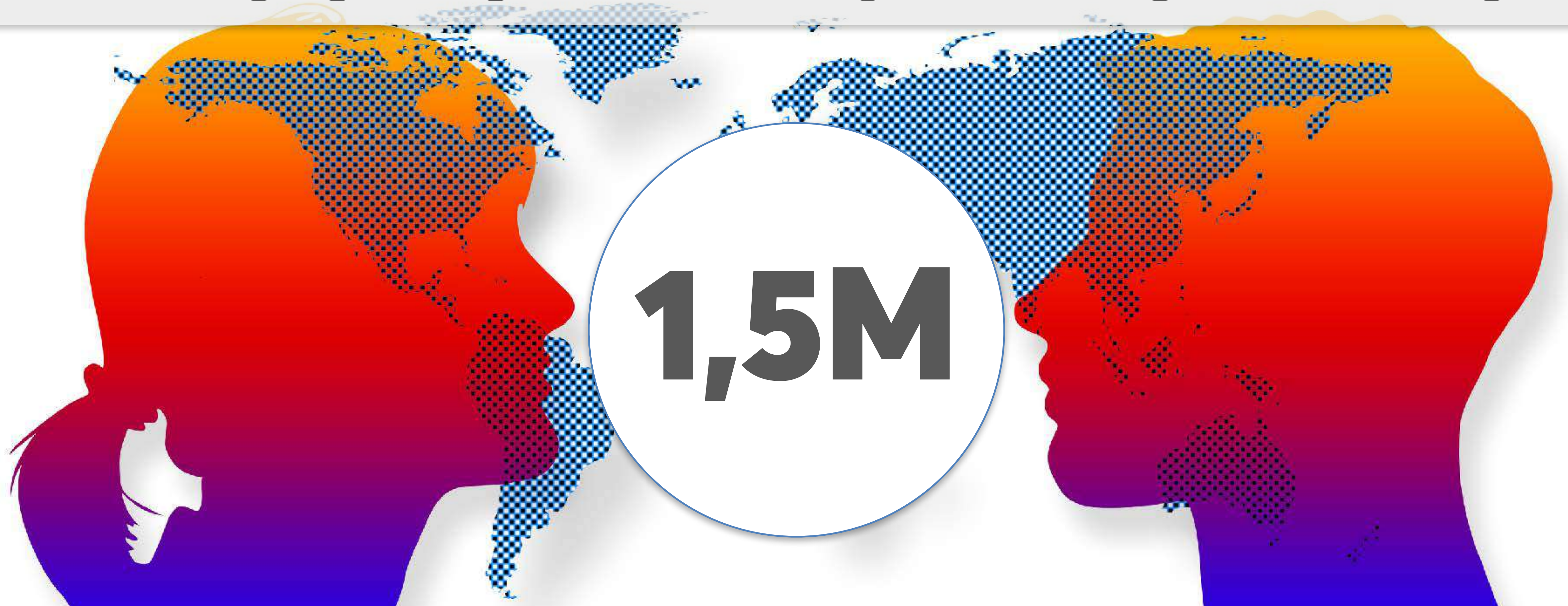


**PRE-CORONA!**



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 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 around the woman's face and the central text area.

# 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

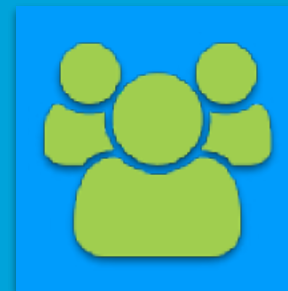


# The Open-3-Close© Pitch Model





# 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



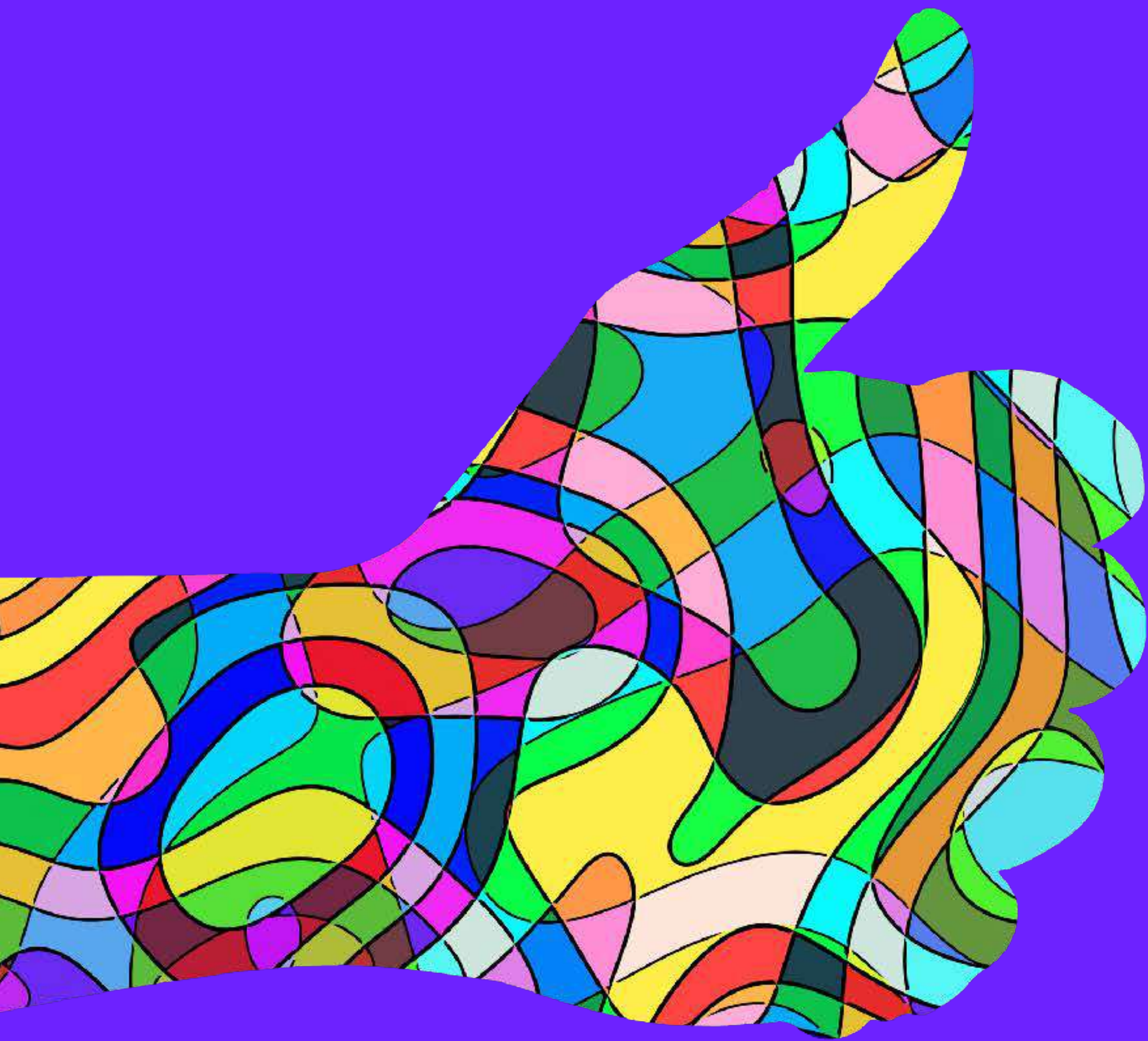




What do you  
want them to  
do?

**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**







# 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?

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Developed from an original idea by David Beckett.

video: ppt, prepared by David Beckett, published on Vimeo. [Download Best3Minutes](#)  
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**Best 3 Minutes**

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?





Co2 emissions?

Society impact?

Kilos of plastic?

Damage to  
environment?

Animals suffering?

People affected?





# 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?**



# OPPORTUNITY & IMPACT

How **big** is the  
market?

What's the **Impact**?





# 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,  
Impact, 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/travimpacc](https://best3minutes.com/travimpacc)**





**20 MINUTES**  
**Including Break**

# ACTION STEP

**Brainstorm** content for;  
Pain, Product, What's Unique,  
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**Quickly** write down  
**key words** and phrases,  
not full sentences

Don't think too much:  
**just write**

**[best3minutes.com/travimpacc](https://best3minutes.com/travimpacc)**



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

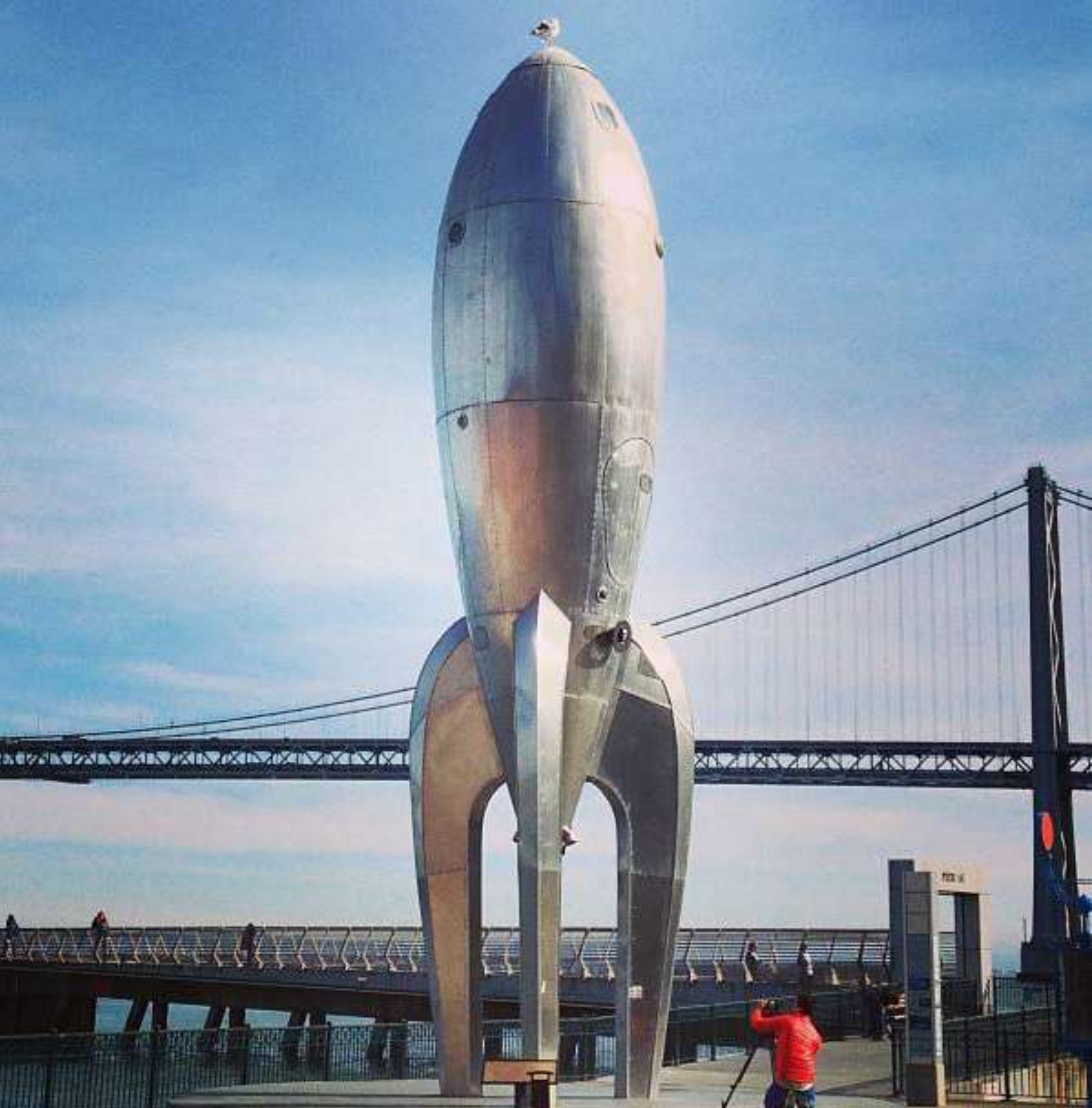
**Opening**





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?**

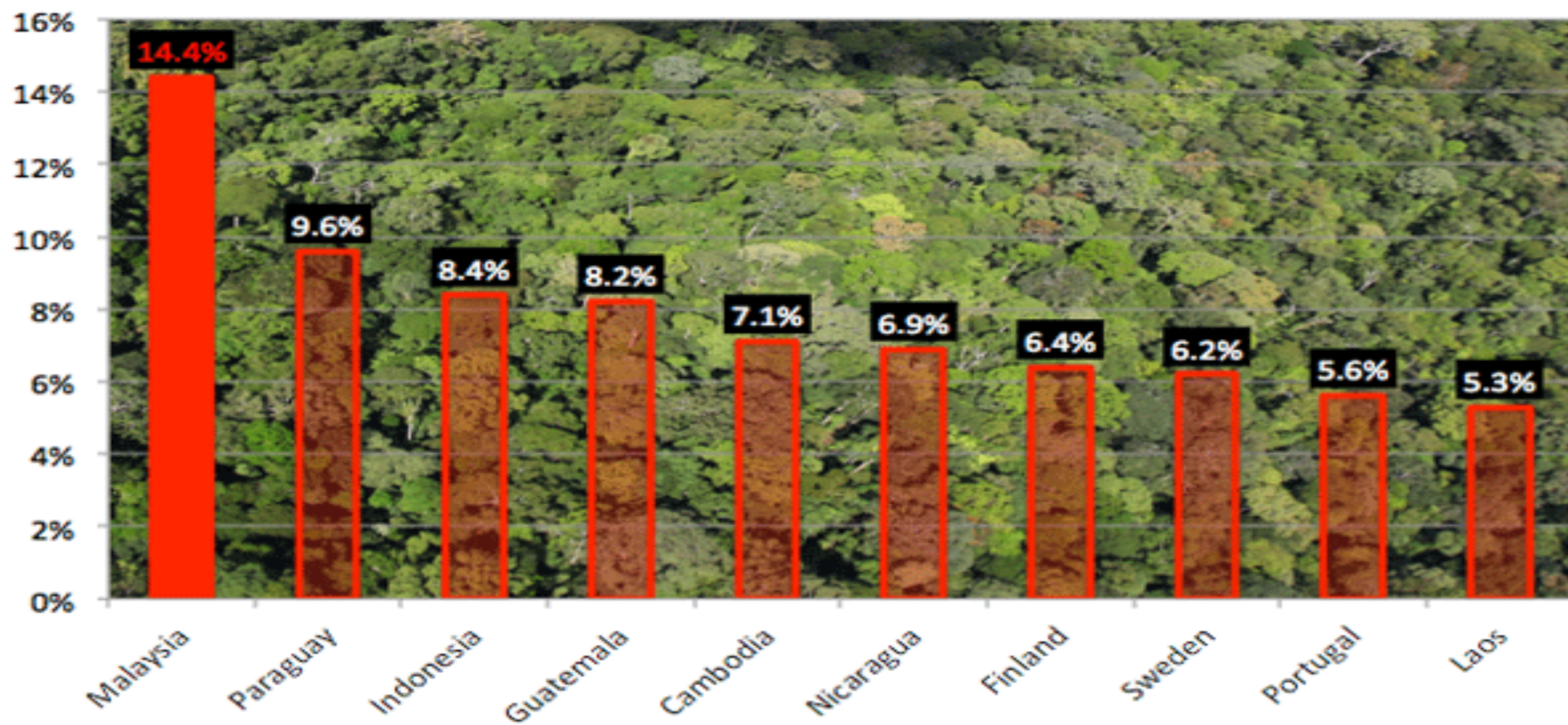




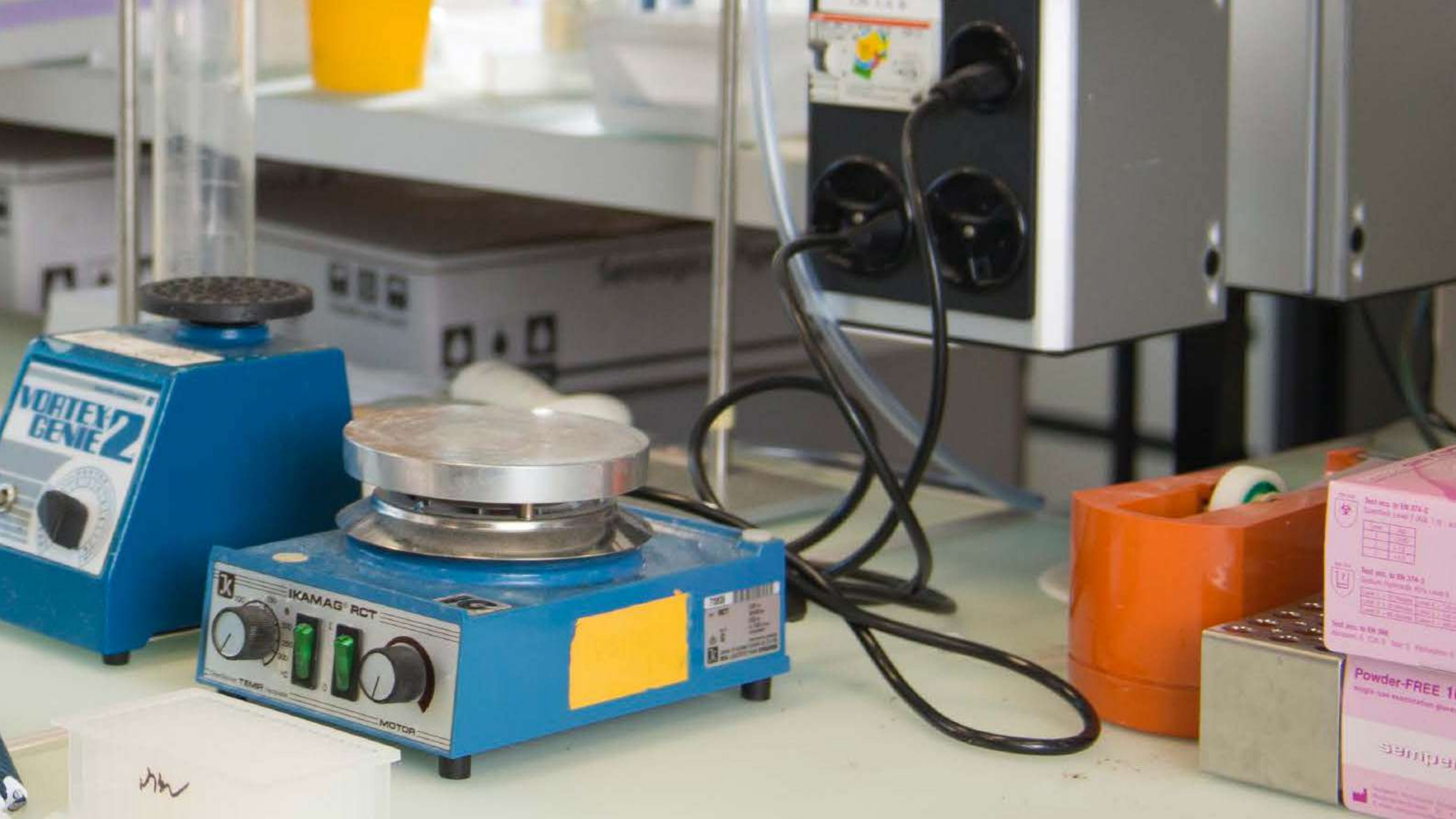
**Ryan Pandya (US)**



## Major forest countries: Highest percentage forest loss, 2000-2012







**VORTEX GENIE 2**

**IKAMAG RCT**

TEMP MOTOR

**Powder-FREE 1**

single-use examination gloves





**RYAN  
PANDYA**

At Muufri, we make  
**Milk Without Cows**







# Runner-up Green Challenge 2015





# Quantify the **PROBLEM**



mobypark





mobypark

20

Minutes

30

Percent

1

Year



# Add some **EARLY TRACTION**





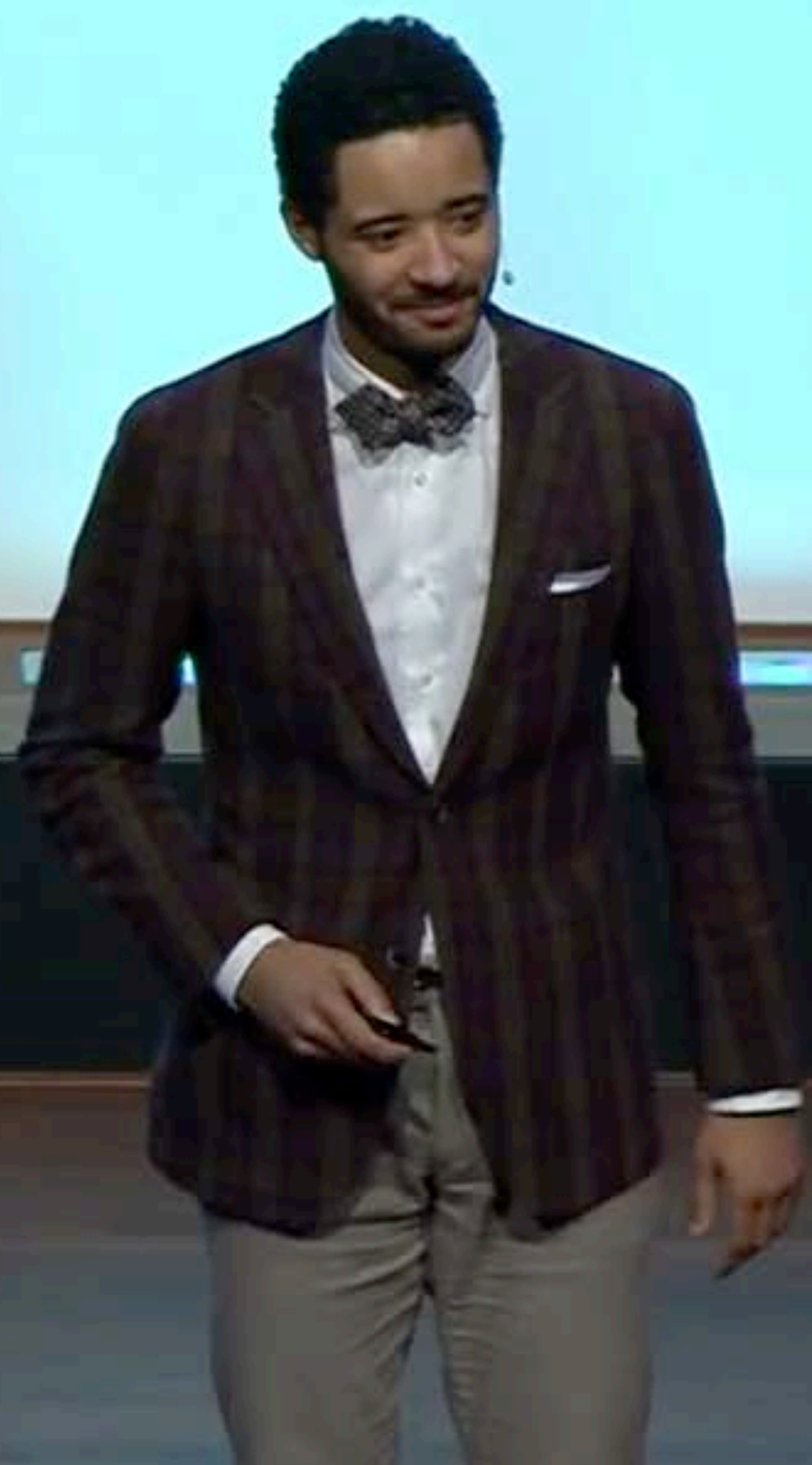




Simply be  
**PROFESSIONAL**

**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





**3 MINUTES**  
to write it down

# ACTION STEP

**Review your brainstorm**

Write down your  
**opening** 3-4 sentences





# 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 woman's face is partially visible, with her eyes closed and a slight smile. The image is overlaid with a vibrant, abstract pattern of colorful bokeh lights and question marks in various sizes and colors, including red, blue, green, yellow, and purple. The word "QUESTIONS?" is written in large, bold, white capital letters across the top of the image.

# QUESTIONS?

Please ask  
**IN THE CHAT**



Think it  
through

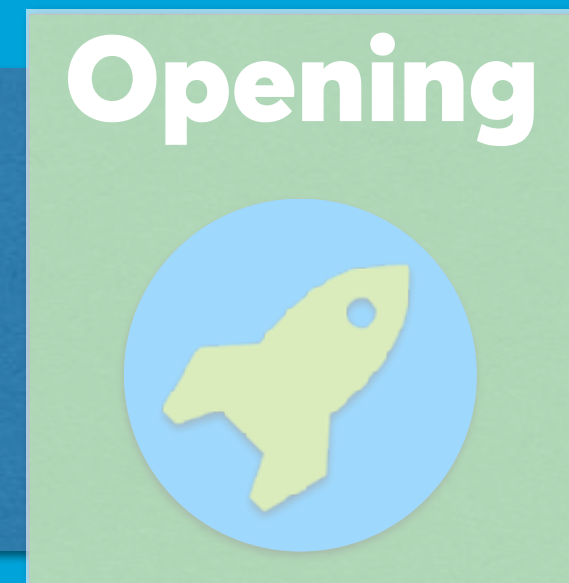
Write it  
down

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





# 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



# 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**

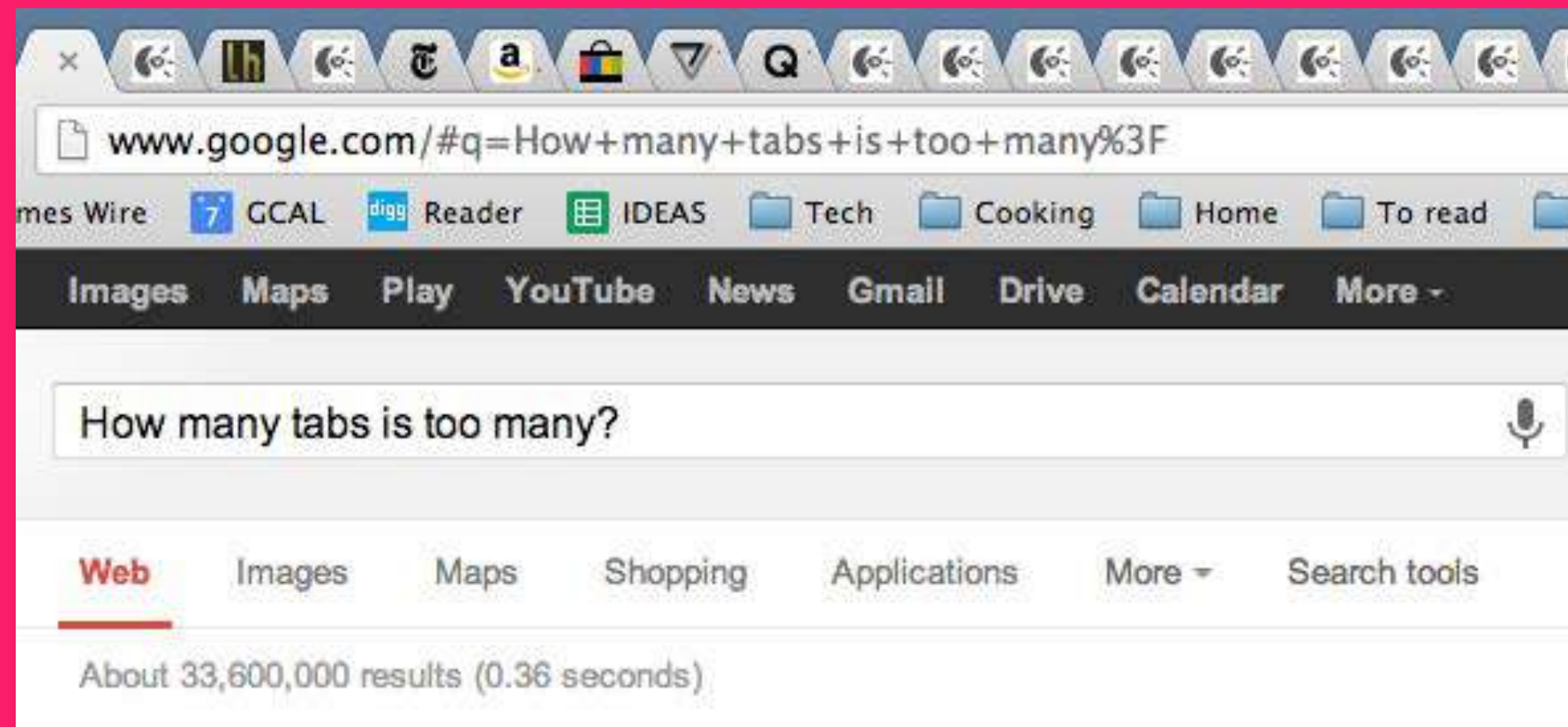
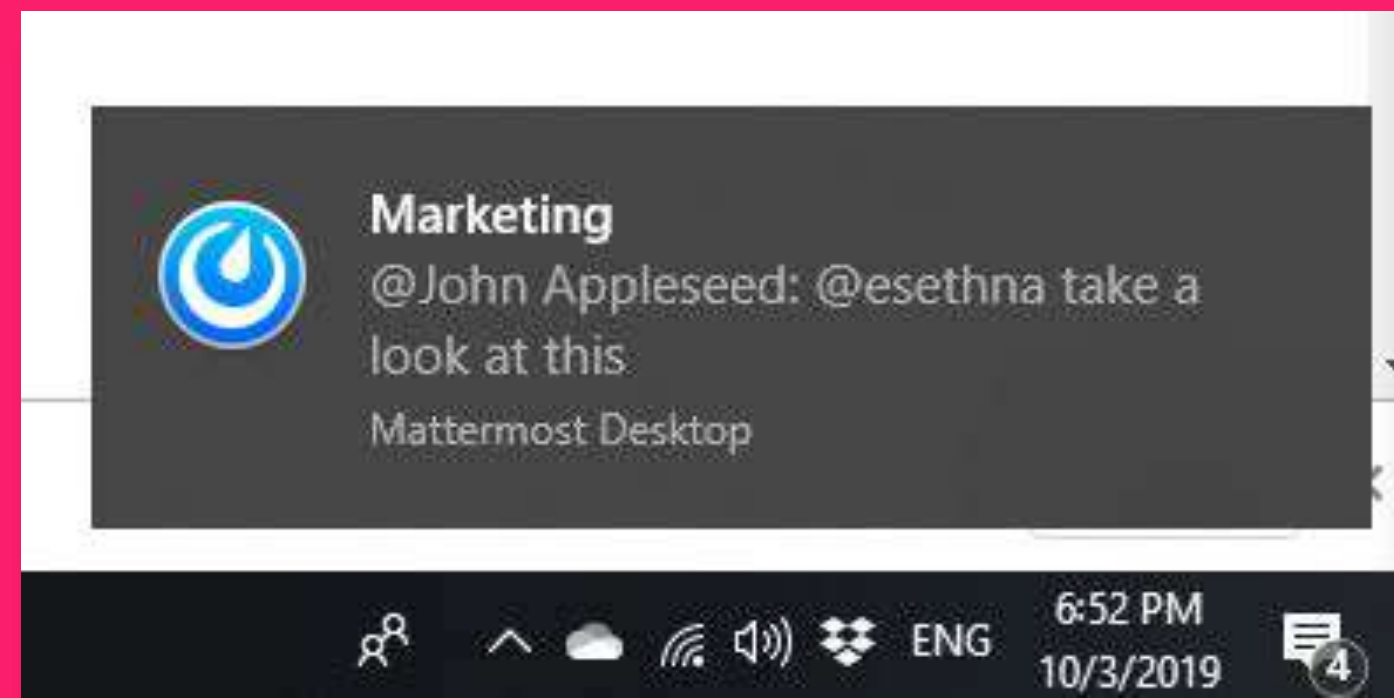


# CLOSE ALL DISTRACTIONS

**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**



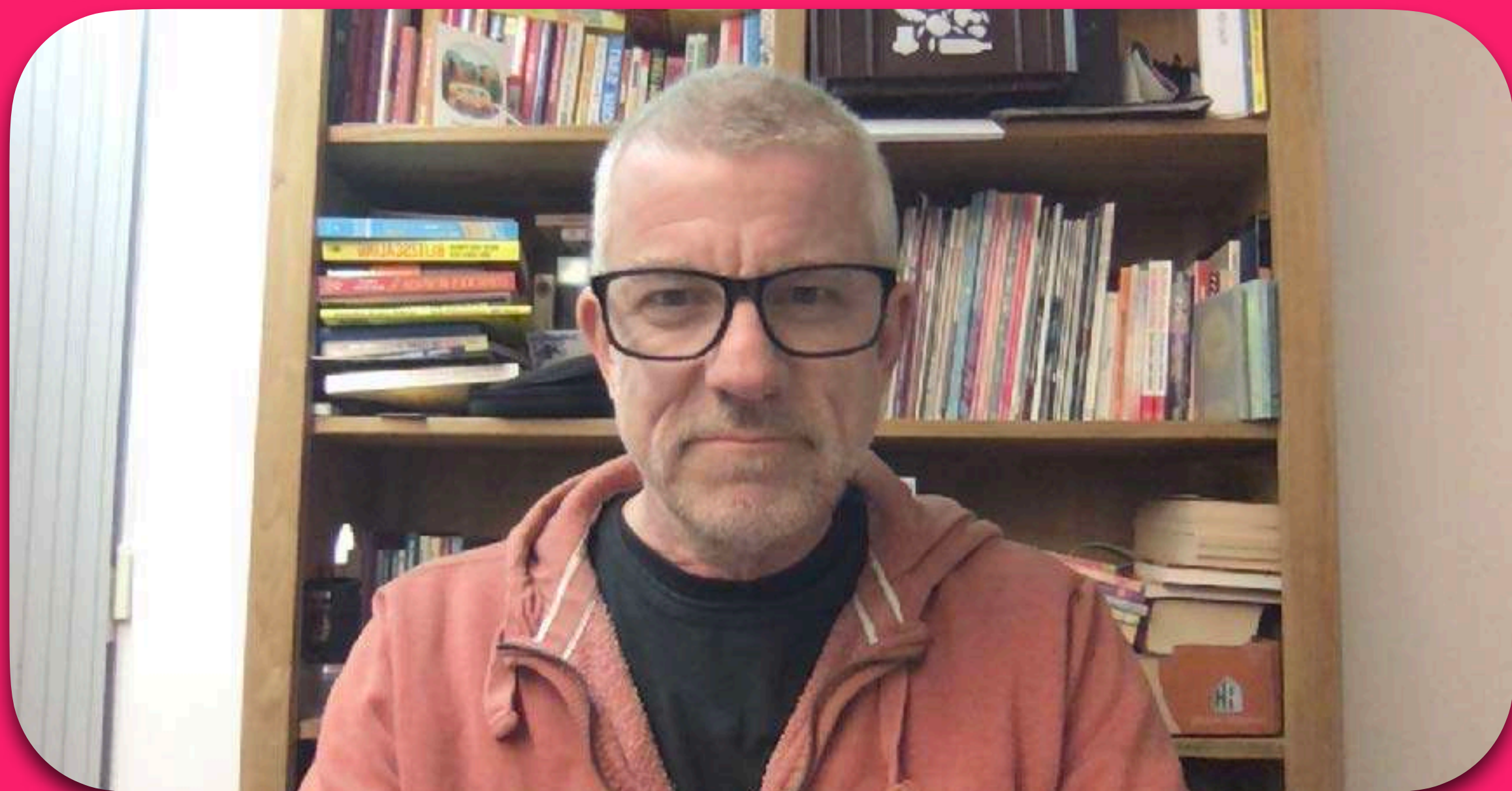
# CAMERA POSITION

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

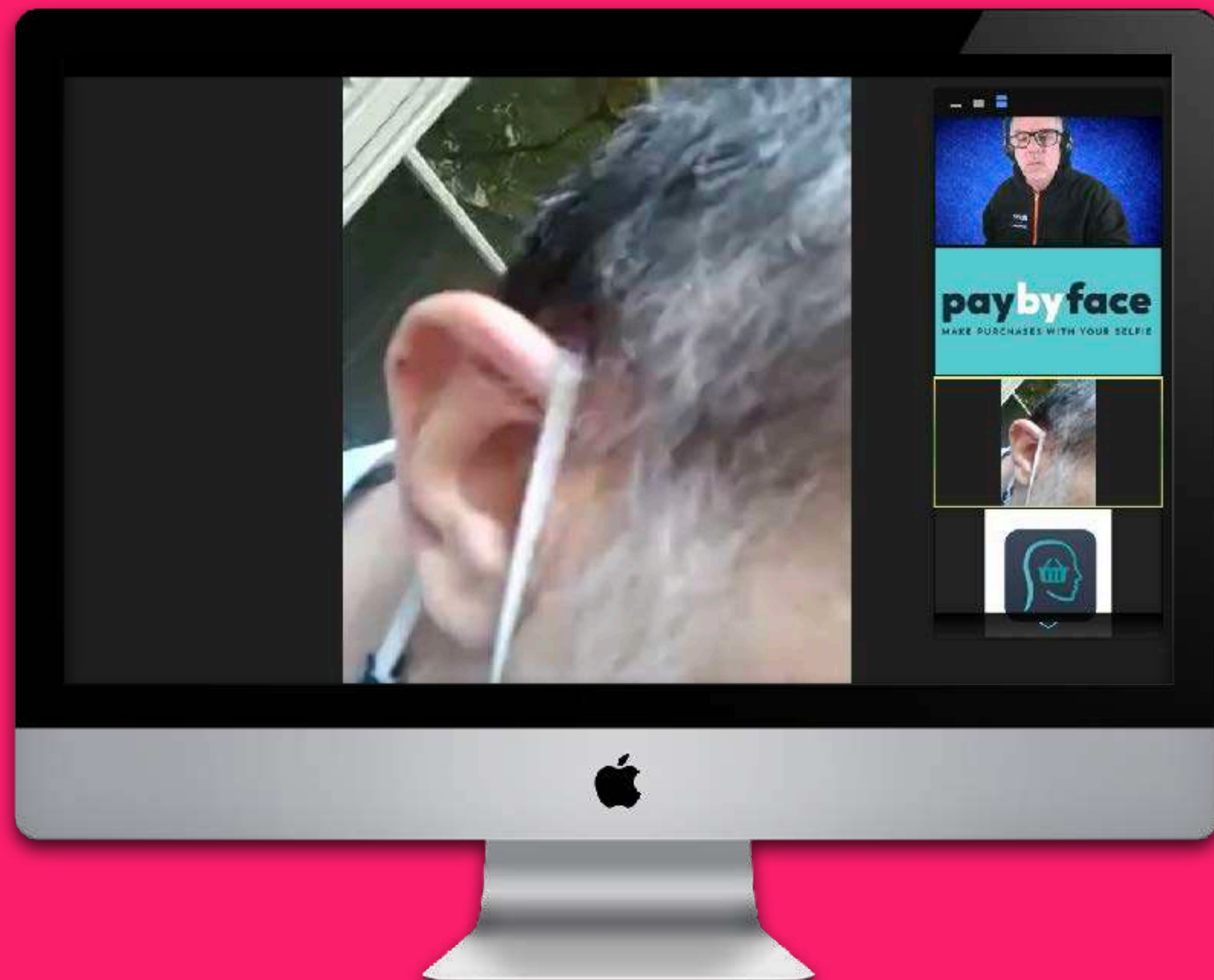


# THINK ABOUT LIGHTING...

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 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**



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](https://tiny.cc/pitchworkshop)

W best3minutes.com E david.becken@best3minutes.com  
TW @best3minutes U linkedin.com/in/davidbeckentpresentationcoach

David Becken

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](https://tiny.cc/pitchworkshop)

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TW @best3minutes U linkedin.com/in/davidbeckentpresentationcoach

David Becken

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](https://tiny.cc/pitchworkshop)

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David Becken

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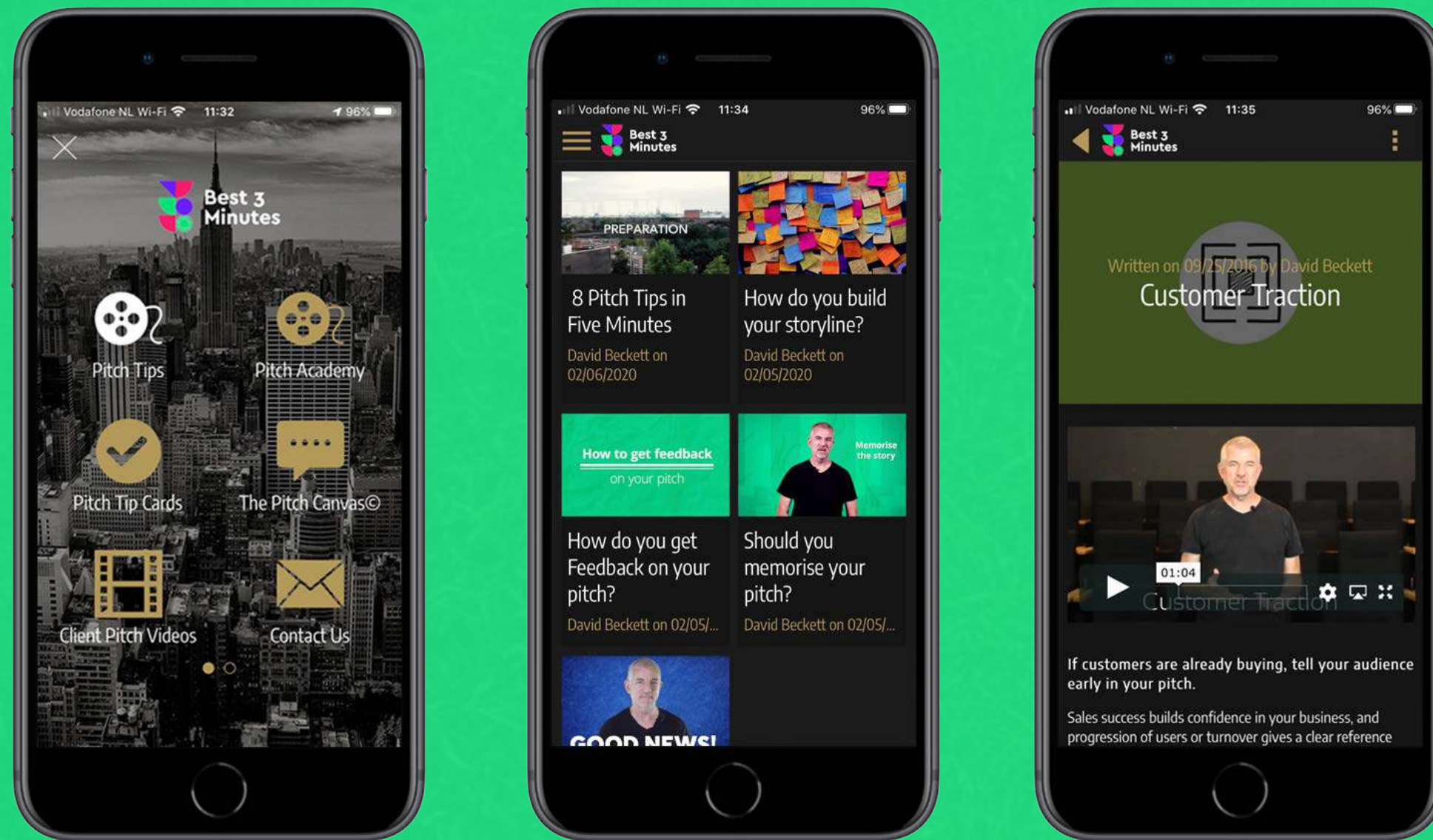


# The App: iOS and Android

# PitchProfessional

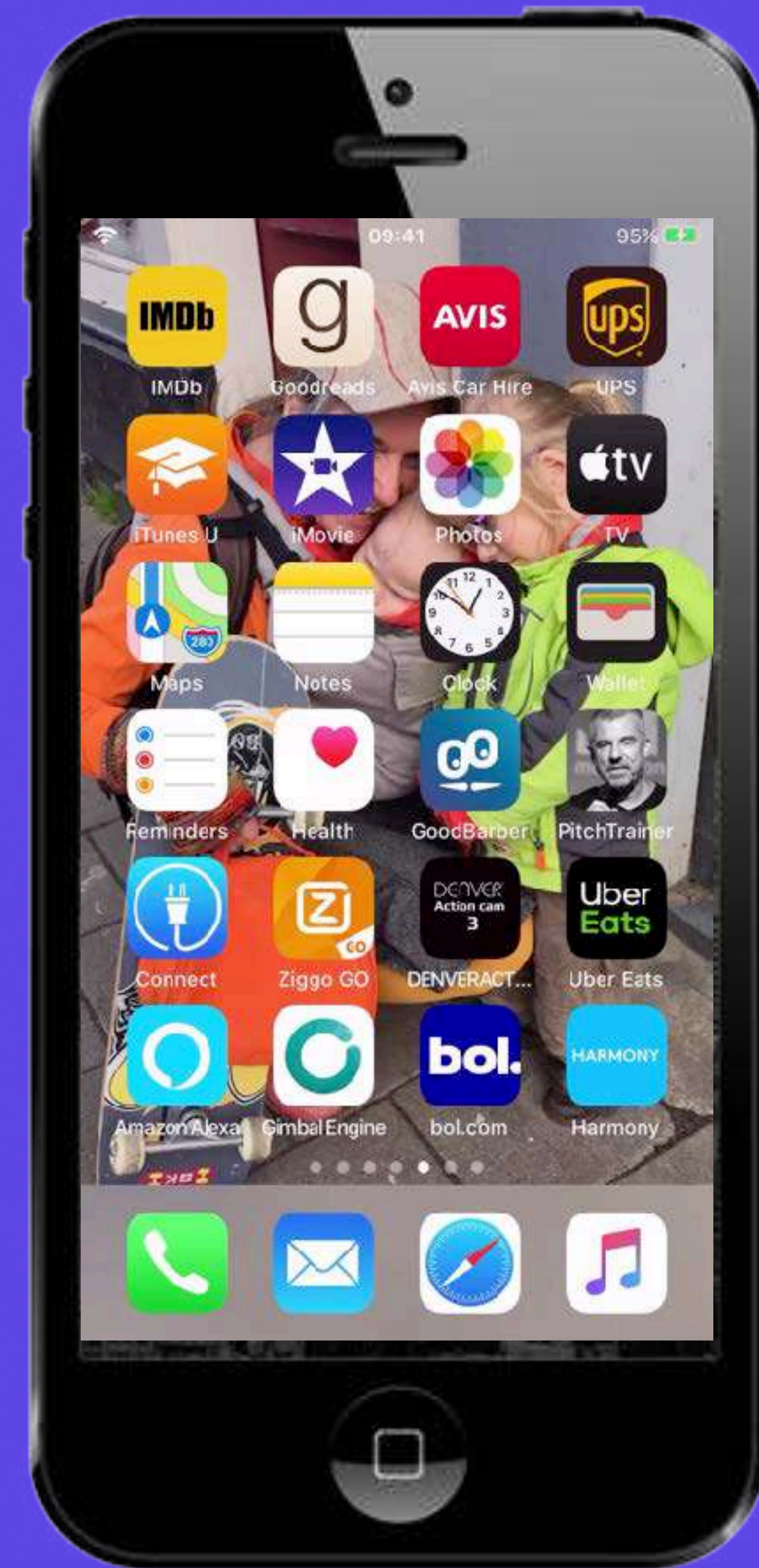
[best3minutes.com/briskr](https://best3minutes.com/briskr)





# The App: iOS and Android

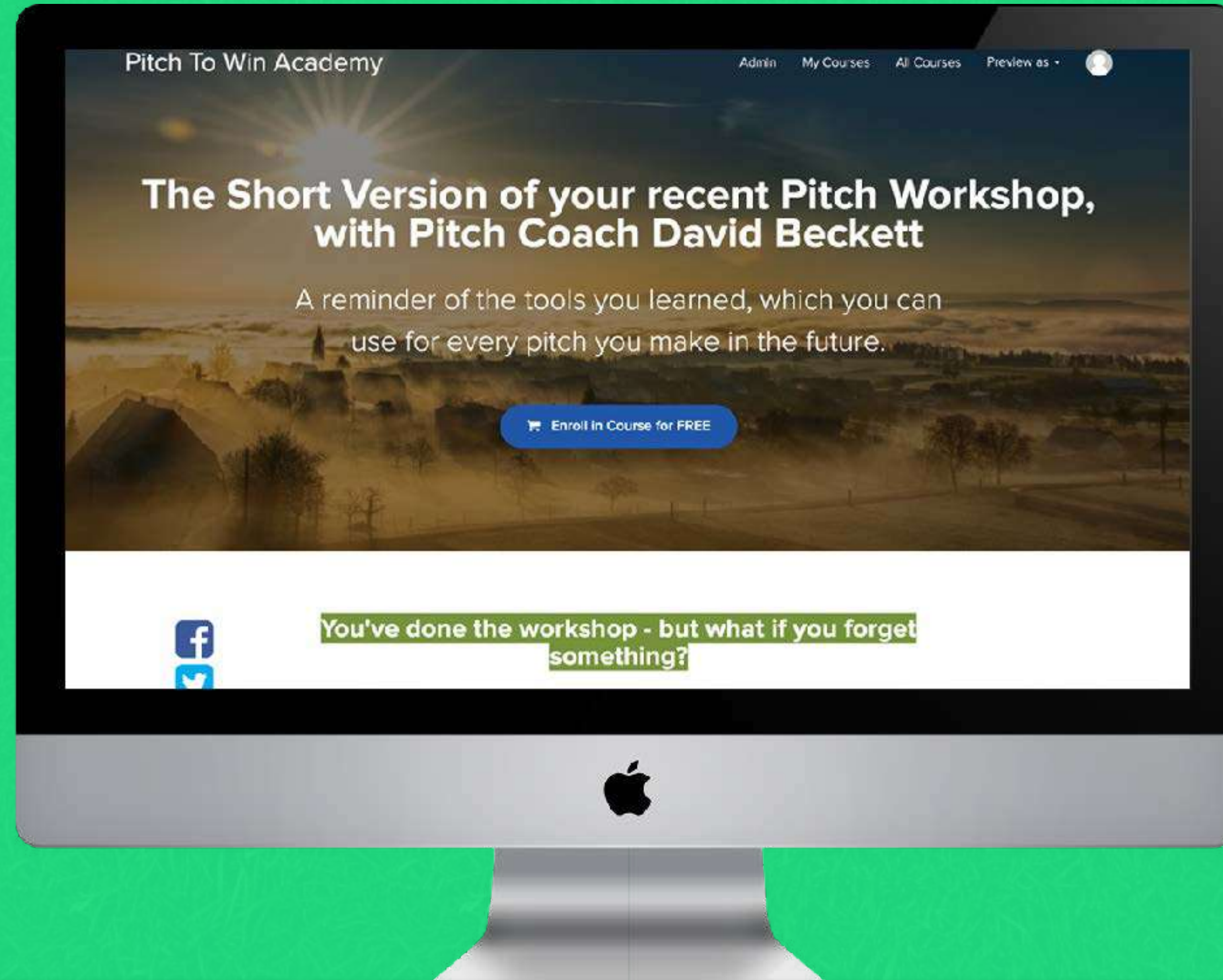
# PitchProfessional



[best3minutes.com/briskr](https://best3minutes.com/briskr)



# tiny.cc/pitchworkshop



## best3minutes.com/briskr





**[best3minutes.com/briskr](https://best3minutes.com/briskr)**



# David Beckett

**Best3minutes.com**

Connect with me

**Linked in**™

Blue Moon Pitch

written by  
David Beckett

**best3minutes.com/briskr**