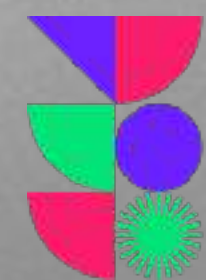


Pitch Coach  
Co-auteur 'Zet jezelf op de kaart'  
Co-developer Best3Minutes© Methode

**Sheila Schenkel**

**@best3mincoach**



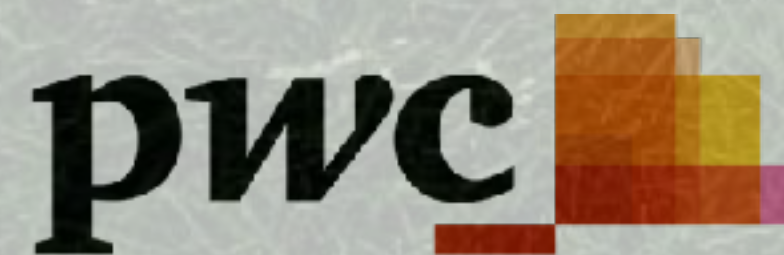
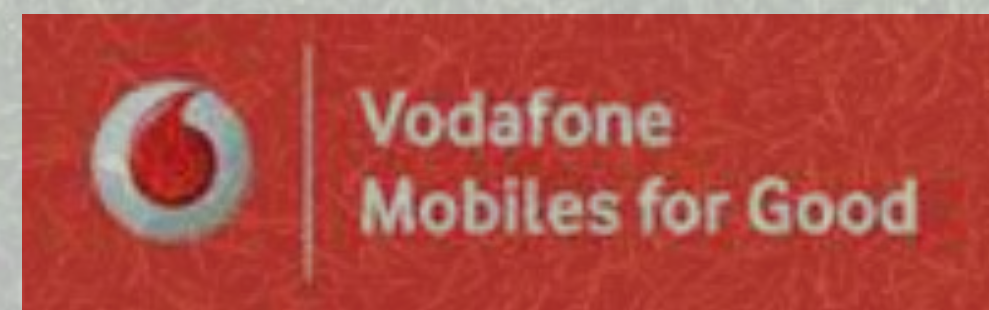
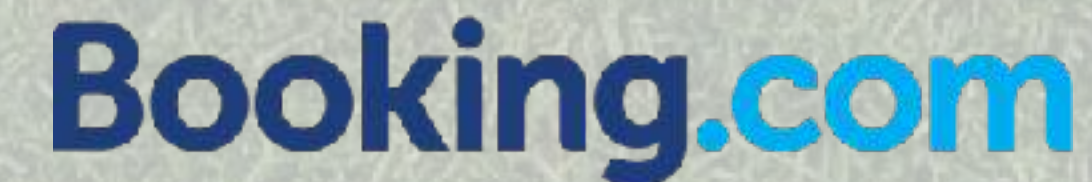
Best 3  
Minutes

1500+ Startups gecocht  
**€360 MILJOEN+ OPGEHAALD**



# 29 Landen (face to face)

# 25,000+ PROFESSIONALS



# GOEDE IDEEËN EEN STEM NODIG





# ACTIE

## STEL JE VOOR:

Je bent op een netwerk-event en iemand vraagt:

**"En wie ben jij?"**

Pitch jezelf in **30 Seconden**  
(aan iemand uit een ander team)

**Ga staan...**

**Wacht op de timer...**

**Links begint!**

Hoelang had je nodig?  
**10 SECONDEN? NET OP GANG?**



**TIK... TOK...**

# Waar heb je over **GEPRAAT?**





**Wie** luistert naar onze pitch?

**Waarom** doen we deze pitch?

**Wat** moeten we pitchen?



**Publiek** Wíe wil ik bereiken/luistert?

**Doel** Wát wil ik bereiken?

**Tijd** Hoeveel minuten heb ik?

Wie is jouw publiek &  
**WAT VINDEN ZIJ BELANGRIJK?**



# Wie is jouw **PUBLIEK?**

Wat is hun grootste **uitdaging**?

Conservatief of **Innovatief**?

**Geld** focus? Milieu, sociaal?

**Theoretici** of doeners?

Wat is mogelijk hun grootste  
**bezwaar**?



# Wie is jouw PUBLIEK?

**OP 28 OKTOBER**

Oud-finalisten IGNITE

Sociaal ondernemers,  
fondsen, gemeenten, overige  
stakeholders (online=camera)

En ook...

# Een JURY!



**Cynthia van Dooren, Peter Hobbelen,  
Jacoline Plomp en Diem Do**

En...

**WAT VINDEN ZIJ BELANGRIJK?**

# CRITERIA

Wat is jullie **beoogde impact**, gaan jullie dit halen (verwachting), levert jullie oplossing merkbaar verschil?

Is het **ondernemerschap** wel voor jou? Intrinsieke motivatie te blijven oplossen, doen, doorgaan?

Is jullie plan **financieel haalbaar**?  
Financieel zelfredzaam?

Hoe pitch je een  
**EEN IMPACT BEDRIJF?**

Wat zijn de extra  
**UITDAGINGEN?**

1



# DAVID BATSTONE

*Silicon Valley Investor, Oprichter Not For Sale*



**David  
Batstone**

Why is it that companies who  
**make a mess** of the world  
can make **as much money** as  
they like,  
while companies who **do good**  
have to act like and be **a charity?**



**David  
Batstone**

Waarom is het dat bedrijven die een **grote rotzooi** maken van de wereld net **zoveel geld** mogen verdienen als ze willen, terwijl bedrijven die **goed doen** zich moeten gedragen als **een goed doel?**

2



**DAVID BATSTONE**

*Silicon Valley Investor, Impact Strijder*



**David  
Batstone**

Pitch yourself as a high  
performing business  
The Impact Story can  
position you as a Charity

3



**DAVID BATSTONE**

*Silicon Valley Investor, Impact Warrior*



**David  
Batstone**

There is no pass on quality:  
impact or otherwise, make it  
the best



# REBBL

## Succesvolste Biologische Drankje in VS



Afhankelijk van aan wie je pitcht  
**PAS AAN: IMPACT vs BUSINESS**

En...

**WAT IS JE DOEL?**



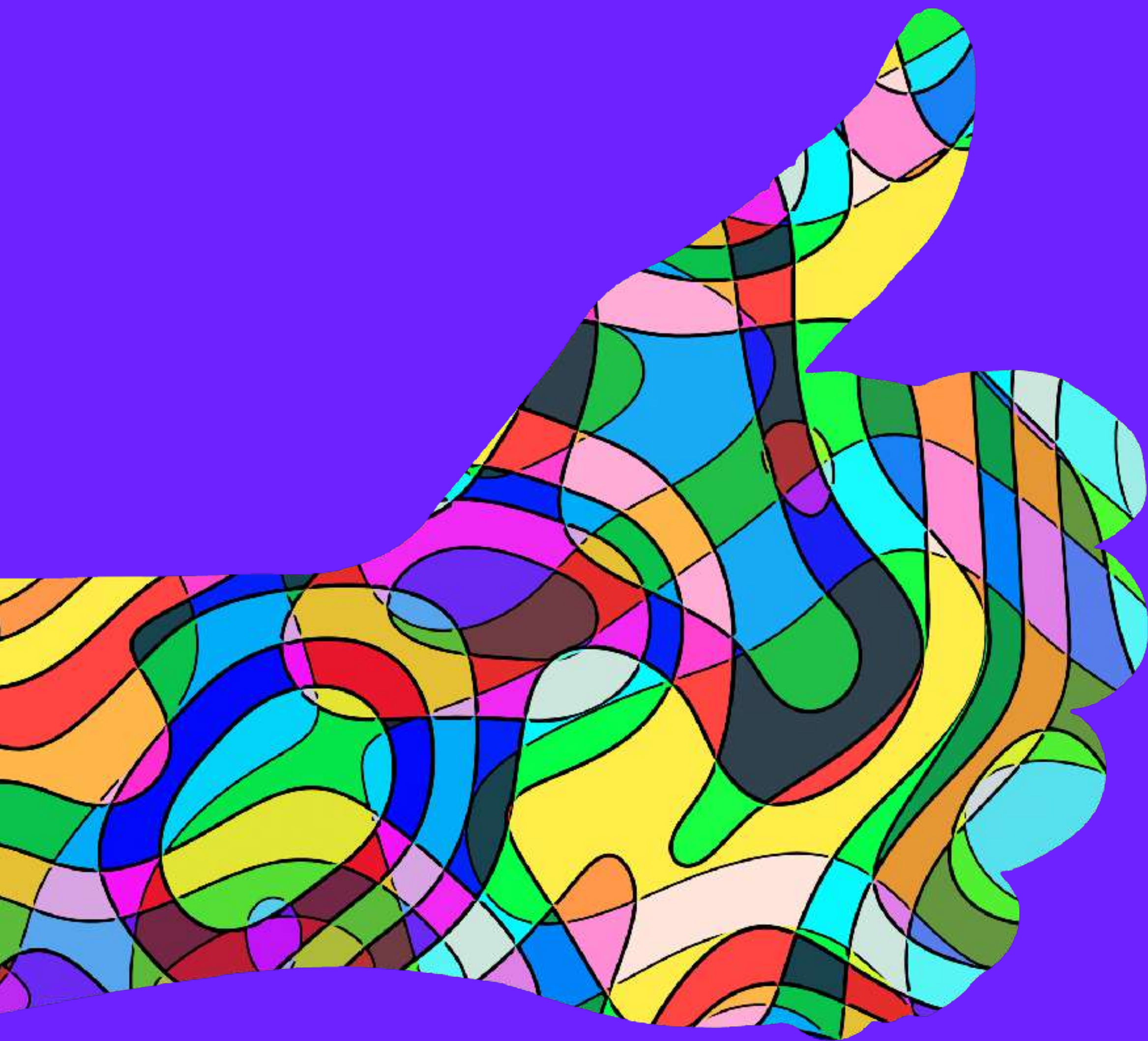
**Wat is je  
DOEL?**

Wat hoop je te  
**bereiken?**



Wat wil je dat  
ze na je pitch  
gaan doen?

**ACTIE**

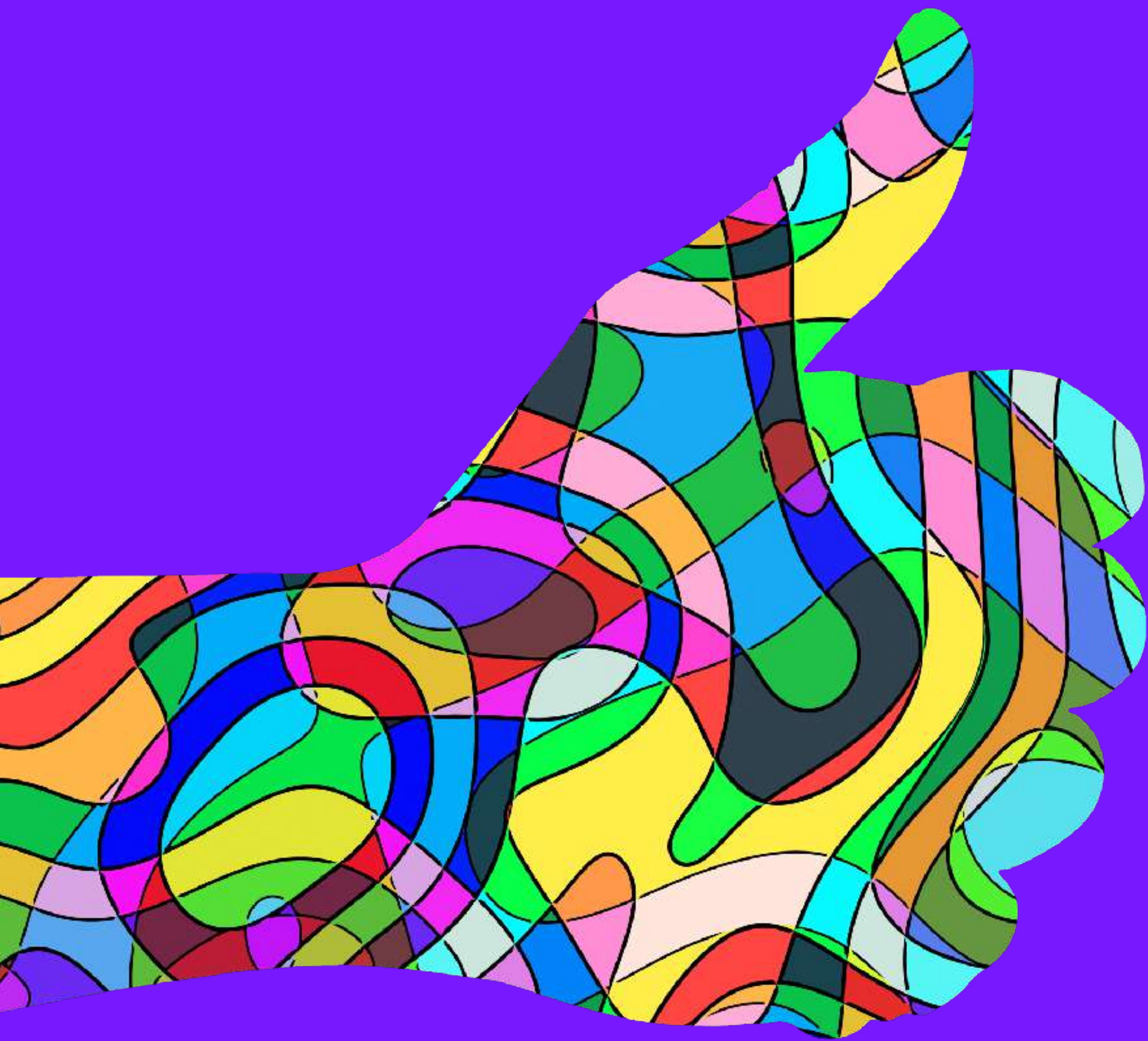


# Hoe kan het publiek jou **HELPEN** bij...

Het ontwikkelen van  
je bedrijf?

Het maken van een  
moeilijke beslissing?

Netwerk? Ervaring?



Geef hen iets  
waar ze  
**JA!**  
op kunnen  
zeggen



# ACTIE

Schrijf in 1 minuut op:  
wat wil je dat je publiek  
gaat **doen** na het horen  
van je pitch

Focus op **Actie** - niet  
alleen anders denken



# Voorbereiden op jouw **WINNENDE PITCH**

Waar denk je aan bij het horen van  
het woord **PITCH**?



**David  
Beckett**

Een pitch is een  
presentatie onder **tijdsdruk**  
met een **duidelijke vraag**  
en een **persoonlijk element**

Op 28 oktober

# 2 à 3-MINUTEN PITCH

## 3-5 Minuten Q&A (jury)

# Hoe bouw je **JOUW VERHAAL?**



# Begin niet met **POWERPOINT**

A composite image featuring a person's hands typing on a silver MacBook Pro keyboard. The laptop is on a wooden desk, and a smartphone and a notebook are visible to the left. A large purple banner with white text is overlaid across the middle of the image.

En ook wanneer je  
**GEEN SLIDES** gebruikt...



Gebruik  
**POST-IT**  
**NOTES**  
voor je  
verhaalopbouw

# BRAINSTORM

Schrijf al  
je ideeën op

Kijk eens goed:  
wat zijn de

## BELANGRIJKSTE PUNTEN?

Verdeel in  
**HOOFDSTUKKEN**



# Welke onderwerpen moeten in **JOUW WINNENDE PITCH?**

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### 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...)  
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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?  
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Use data and facts to strengthen your case.

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How do you get paid?  
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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.

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Please feel free to share The Pitch Canvas®. Ensure you reference Best3minutes.com after each use.

# HET PITCH CANVAS®

Download GRATIS  
via [Best3minutes.com](https://best3minutes.com)



# PIJN

Wat is het **probleem**  
dat je oplost?

Wat is het  
**MENSELIJK**  
**RESULTAAT?**



Toegang tot  
arbeidsmarkt?

Eenzaamheid?

Uitsluiting?

Sociale  
ongelijkheid?



# PRODUCT

Wat is jullie **oplossing**  
voor het probleem?

ONTHOU:  
**Begin** met de **Pijn**, pas  
daarna over het  
product

A photograph of a field of yellow flowers, likely rapeseed, with a single red flower in the foreground. The red flower is in sharp focus, while the yellow flowers in the background are blurred.

# UNIEK

Wat is **speciaal** en  
**nieuw** aan jullie  
propositie?

Wat is **anders** t.o.v.  
huidige aanbod?



# TRACTIE of VALIDATIE

**Partnerships?**  
Betaalde **pilots?**  
Gebruikers? Omzet?  
**Groei?**  
Klanten-**interviews?**



# TRACTIE of VALIDATIE

Wat is bijv. **een groot cijfer** dat je kunt delen?

Groei; marktgrootte?

Eerste bedrijf dat...,  
De enige die...

Net X gelanceerd..., Net  
getekend met partner/klant Z...

# IMPACT

Welke **impact** maak je?  
Maakt het echt verschil?

Wat is je visie, je **ambitie**?  
Doelgerichte plannen?

(Ga je het waarmaken?)

# BUSINESS MODEL

Op **welke manier** komt er geld binnen?

Wat zijn de **groeimogelijkheden**?



# WAT HEB JE NODIG? = CALL TO ACTION

Advies? **Introductions?**

Follow Up **Meeting?**

**Feedback** - waarom?

(Budget/Geld?)



# TEAM

**Wie** zorgt dat het allemaal gebeurt?

Vaardigheden?  
Ervaring? **Karakter?**



# WAAROM JIJ?

Wat is jouw  
**persoonlijke motivatie**  
deze propositie  
aan te bieden?

Je **enthousiasme** telt!

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Developed from an original idea by David Beckett.

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**Best 3  
Minutes**

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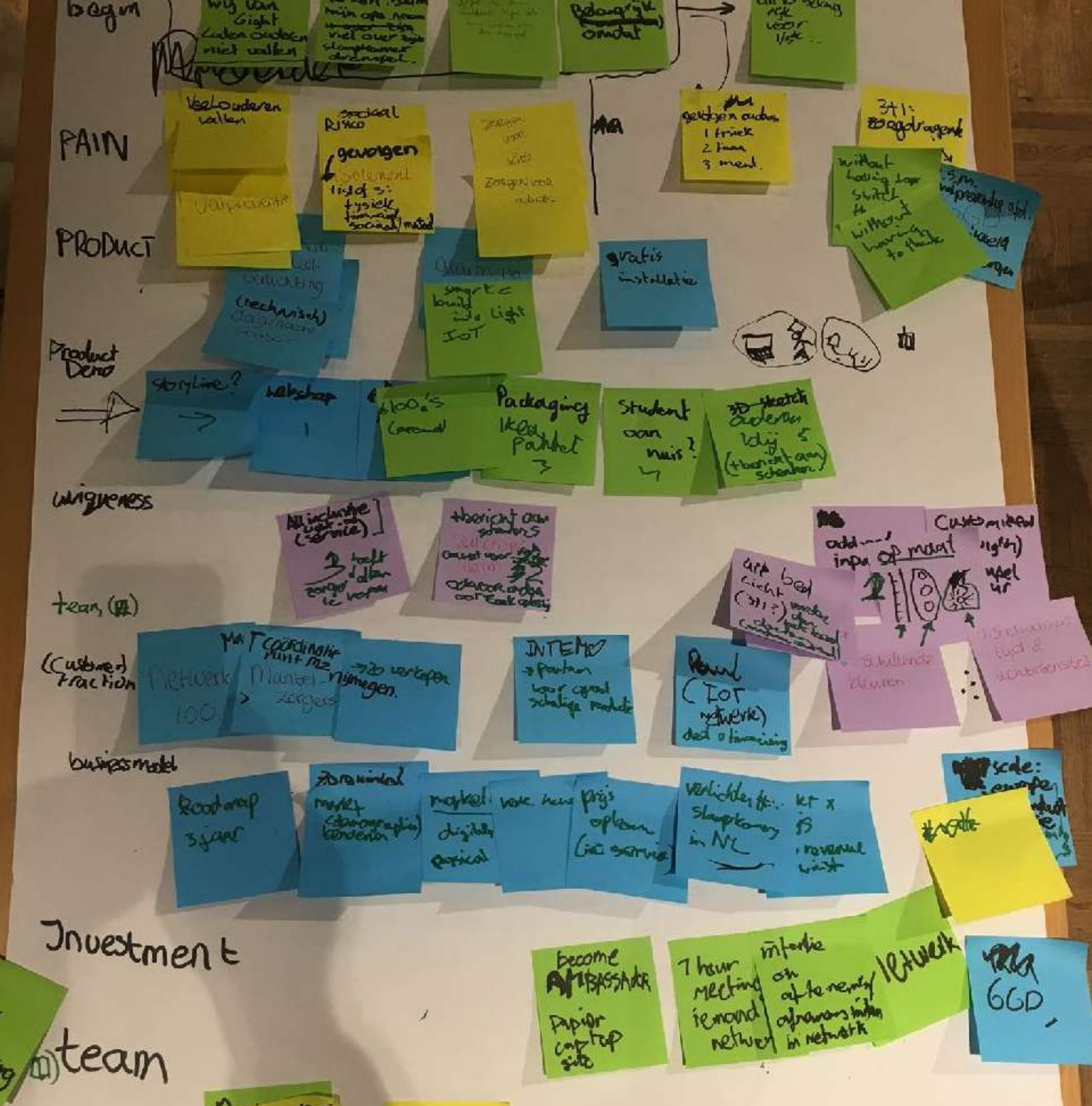
# ACTIE

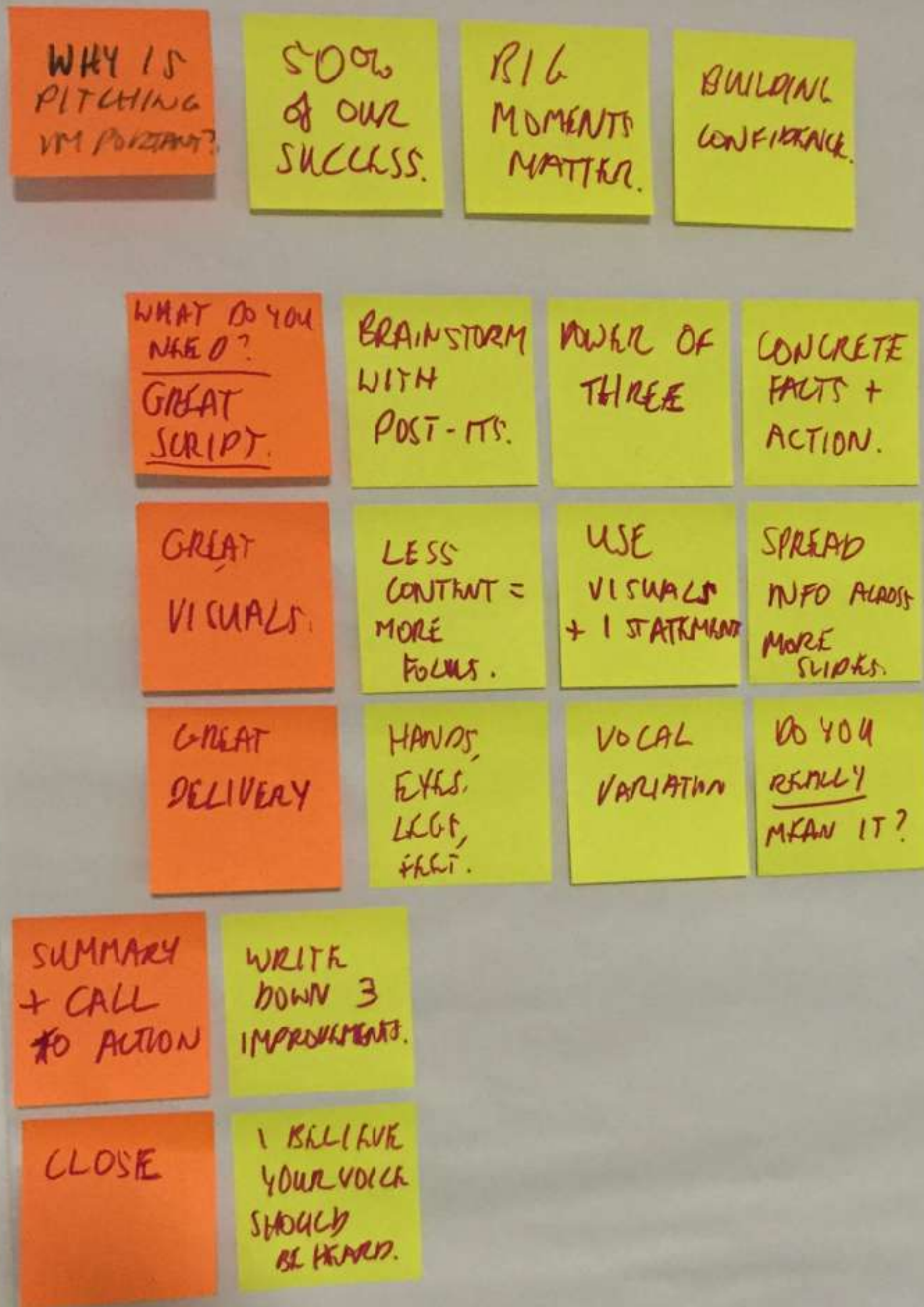
## Brainstorm op Post-Its

**Snel** opschrijven van  
**sleutelwoorden** en woordgroepen  
geen hele zinnen

# Eén idee per Post-it

Niet teveel nadenken:  
**gewoon schrijven**





# ACTIE

Brainstorm op Post-Its

Snel opschrijven van sleutelwoorden en woordgroepen, geen hele zinnen

**Eén idee** per Post-it

Niet teveel nadenken:

gewoon schrijven

Bouw een **verhaal** voor 2 à max (!!)**3** minuten



**10 MINUTES**  
**incl. pauze**

# ACTIE

**Brainstorm** inhoud voor;  
Pijn, Uniek, Validatie/Tractie,  
Impact, Wat heb je nodig (CTA),  
Waarom jij? (Of meer blokken!)

**Snel** opschrijven van  
**sleutelwoorden** en woordgroepen,  
niet hele zinnen

**Eén idee** per Post-it

Niet teveel nadenken:  
**gewoon schrijven**

# Einde Brainstorm



# Pitch Deel 1:

## De OPENING



Volgende week donderdag

# 2 à 3-MINUTEN PITCH

Hoeveel  
**WOORDEN PER MINUUT?**

**150**  
**WOORDEN**  
**MAXIMAAL**



# Hoeveel **WOORDEN PER MINUUT?**

**130-140 woorden  
per minuut**



Vanaf het eerste woord knallen:

**OPEN MET KRACHT**



Met de eerste  
20 seconden  
pak je  
**AANDACHT**

Is deze persoon een  
**PROFESSIONAL?**

Wil ik of moet ik  
**MEER WETEN?**

# Onderschat niet de kracht van je **STEM**

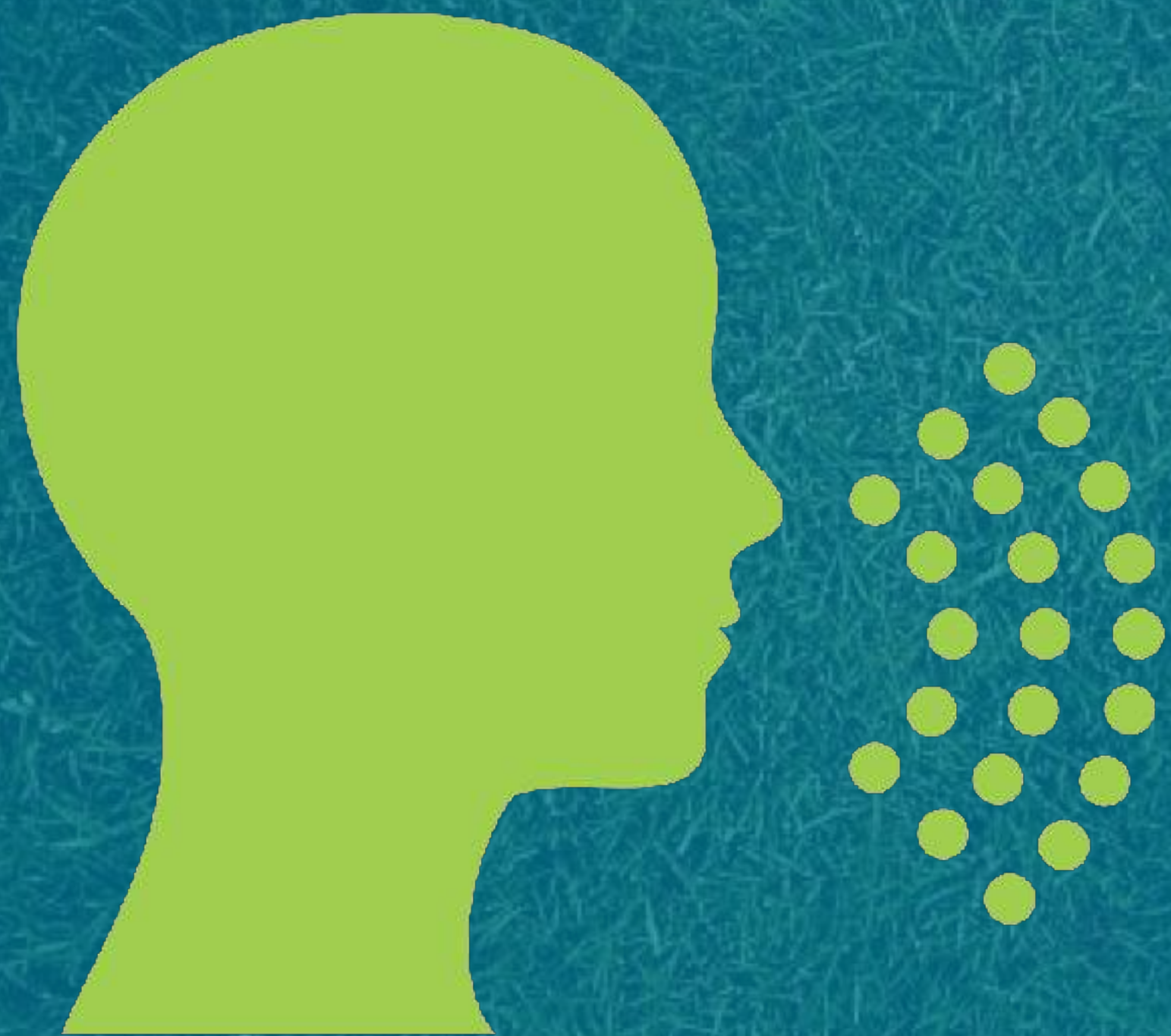


Wat wil je dat ze

# DENKEN EN VOELEN?



# Gebruik je stem voor **NADRUK & VARIATIE**



VOLUME

TEMPO

PITCH (hoog-laag)

Antony zei niet dat zijn baas  
heeft gefraudeerd

# Kwantificeer het **PROBLEEM**



# Een Impactbedrijf **OPENING**



# Plastic verwijderen uit grachten

# Deel je **EARLY TRACTION**



Wees simpelweg  
**PROFESSIONEEL**

**SADDL**

Nu is het  
**JOUW BEURT**

Hoe kun jij je  
**PITCH OPENEN?**



**3 MINUTEN**  
om het op te schrijven

# ACTIE

## Review je brainstorm

Kijkend naar je Post-Its:

Wat zouden de  
**eerste 5 zinnen**  
van jouw pitch kunnen zijn?

**Noteer** deze 5 openingszinnen  
(individueel)



# FEEDBACK

Wat is dat **ENE** dat positief opviel?

Wat is dat **ENE** dat je  
**NIET** begreep?

Een **VRIENDELIJKE** tip  
voor verbetering

# ACTIE

Krijg feedback op jouw opening

**Test** je 5 openingszinnen  
tijdens de **break-out**

Krijg feedback op basis van  
← deze drie punten

5 min = 2,5 minuut p.p.

Iemand uit een **ander** team!

# Neem Een **MINUUT**

**Schrijf op** - wat heb je **geleerd**?

Van het **geven** en **krijgen** van feedback?

Wat ga je **veranderen**?

Denk er  
over na

Schrijf  
het op

Zeg het  
hardop

# KRIJG FEEDBACK

# KRIJG FEEDBACK

Wat viel  
je het  
meest op?

Wat  
begreep je  
niet?

Vriendelijk  
advies voor  
verbetering?



# Pitch Deel 2!

## Memorabel MIDDEN

Hoe zorg je voor

# FOCUS & ONTHOUDEN

# De Kracht van **DRIE**



# Hoe gebruik je de **KRACHT VAN DRIE?**

Splits je product op in

# **DRIE TOPKWALITEITEN**

**JONG  
& OUD**

**MEER  
KANS OP  
WERK**

**TALENT-  
GEDREVEN**

Breek je pitch op in

# **DRIE HOOFDSTUKKEN**

**PROBLEEM**

**OPLOSSING**

**TEAM**

# Als je vastloopt: welke drie zijn **ECHT BELANGRIJK?**

**Ten  
eerste...**

**Ten  
tweede...**

**Ten  
derde...**

# Gebruik de Kracht van Drie voor **DUIDELIJKHEID, FOCUS**



# ACTIE

Als je maar **drie** dingen kon vertellen, wat koos je dan?

**STAP 1:** Kies **DRIE** dingen die je publiek echt moet onthouden

**STAP 2:** Schrijf **1-2 zinnen** op voor elk punt (individueel)

Waarom? **Focus!**



# Pitch Deel 3!

## EEN STERK SLOT



Finish als een  
**PROFESSIONAL**

Maak een plan voor de laatste  
**30 SECONDEN**

Hoe?

# HERHAAL HET STAPPENPLAN



Denk er  
over na

Schrijf  
het op

Zeg het  
hardop

# KRIJG FEEDBACK

# KRIJG FEEDBACK

Wat viel  
je het  
meest op?

Wat  
begreep je  
niet?

Vriendelijk  
advies voor  
verbetering?

En de

**LAATSTE DRIE WOORDEN?**

# Dank jullie wel!

=

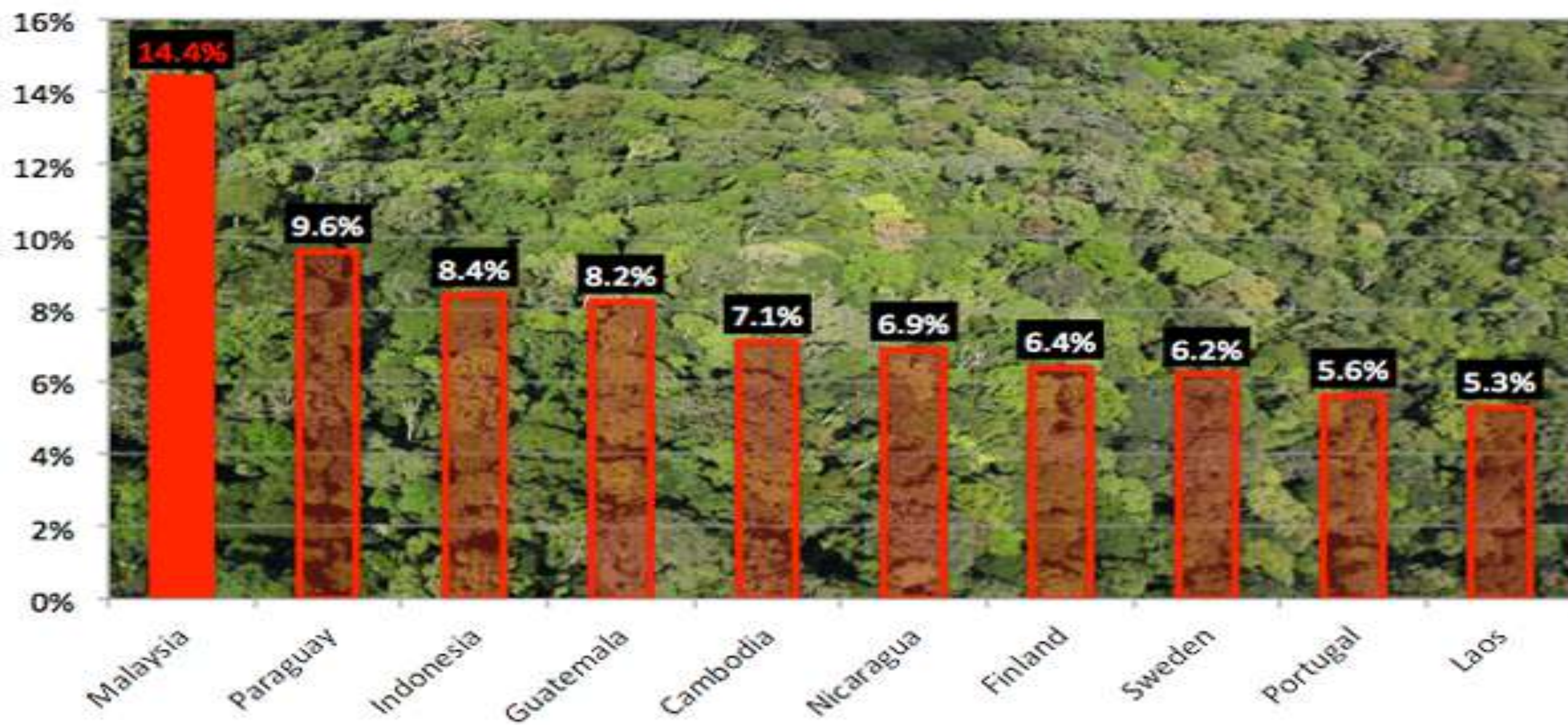
# Ik ben klaar, jullie mogen klappen!

Ter afronding... Een pitch ter  
**INSPIRATIE**



**Ryan Pandya (US)**

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





**VORTEX GENIE 2**

**IKAMAG RCT**

TEMP °C

MOTOR

Test acc. to EN 274-2  
Standard Level 2 (AGL 1.50 - 1.50)

|       |      |      |      |      |
|-------|------|------|------|------|
| Level | 1    | 2    | 3    | 4    |
| 1     | 1.50 | 1.50 | 1.50 | 1.50 |
| 2     | 1.50 | 1.50 | 1.50 | 1.50 |
| 3     | 1.50 | 1.50 | 1.50 | 1.50 |
| 4     | 1.50 | 1.50 | 1.50 | 1.50 |

Test acc. to EN 274-3  
Standard Hydrostatic 40% Level II

|       |      |      |      |      |
|-------|------|------|------|------|
| Level | 1    | 2    | 3    | 4    |
| 1     | 1.50 | 1.50 | 1.50 | 1.50 |
| 2     | 1.50 | 1.50 | 1.50 | 1.50 |
| 3     | 1.50 | 1.50 | 1.50 | 1.50 |
| 4     | 1.50 | 1.50 | 1.50 | 1.50 |

Test acc. to EN 274-4  
Abrasion 0, Col. 0, Tear 0, Perforation 0

**Powder-FREE 1**  
single-use examination gloves

**sampers**



**RYAN  
PANDYA**

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



**RYAN  
PANDYA**

# Bij Muufri, maken we **Melk Zonder Koeien**



**Onthou: het is een PITCH!**  
**Geen rapport of bijlage**

Pitch: **statements**

Gebaseerd op:  
**onderzoek/ervaring**



**Onthou: het is een PITCH!**  
**Geen rapport of bijlage**

Overlaad ze niet met  
details...

**Pak** eerst hun  
aandacht!

# Runner-up Green Challenge 2015



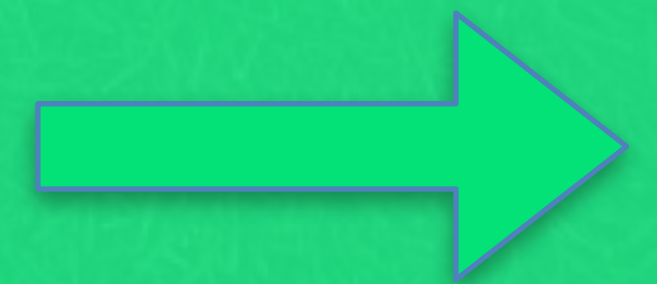
# De laatste **VRAAG!**

# Wat staat er tussen jouw idee en **JOUW SUCCES?**

**IDEE**



**SUCCES**



# DE KUNST JE VERHAAL TE DELEN, **TE KUNNEN PITCHEN!**

**OPENING**



**MIDDEN**



**EINDE**



# Pitch Gereedschap & **MATERIALEN**



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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.

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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)

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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.

Don't miss out on all the tools available online at:  
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## 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.

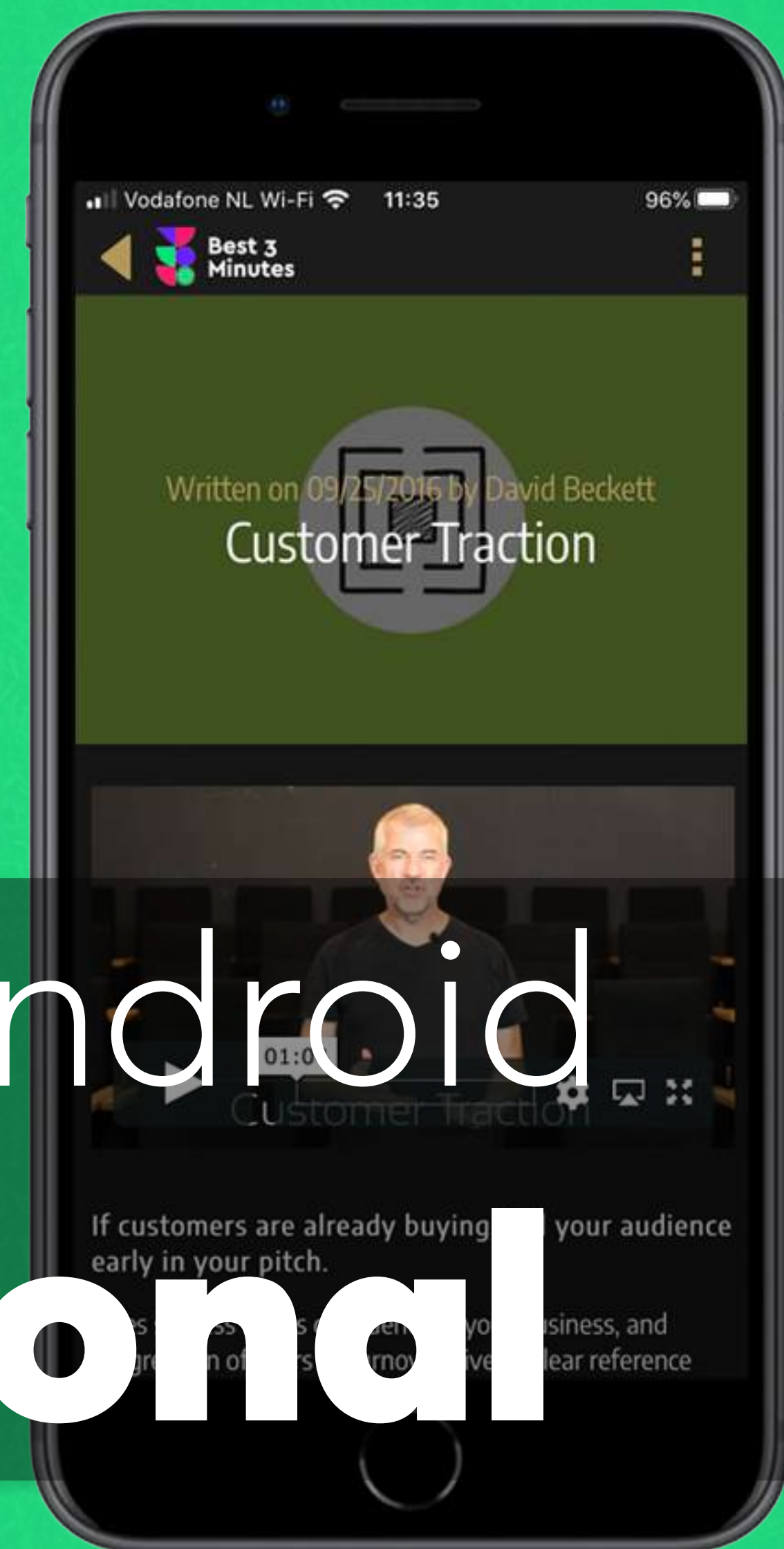
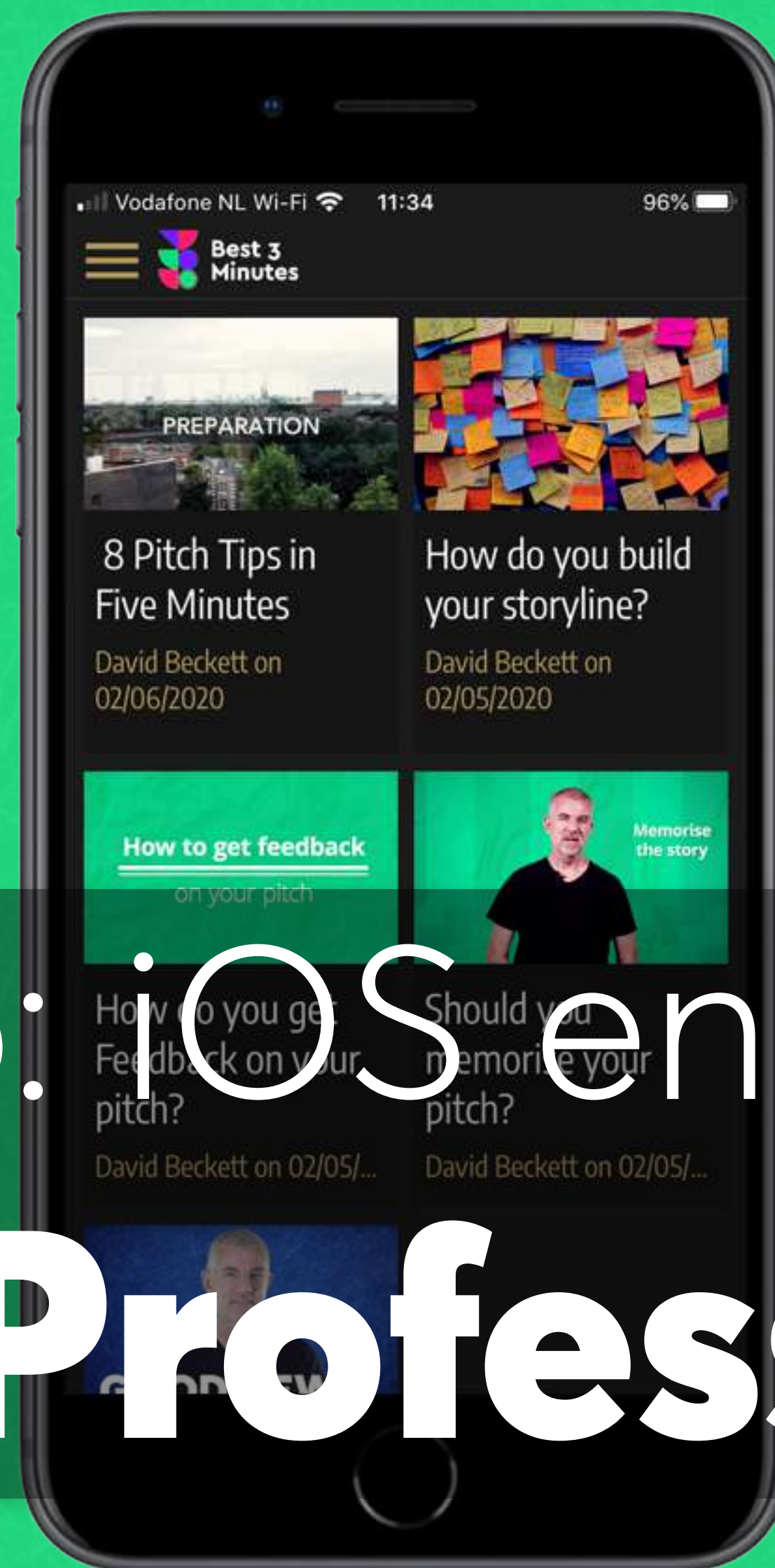
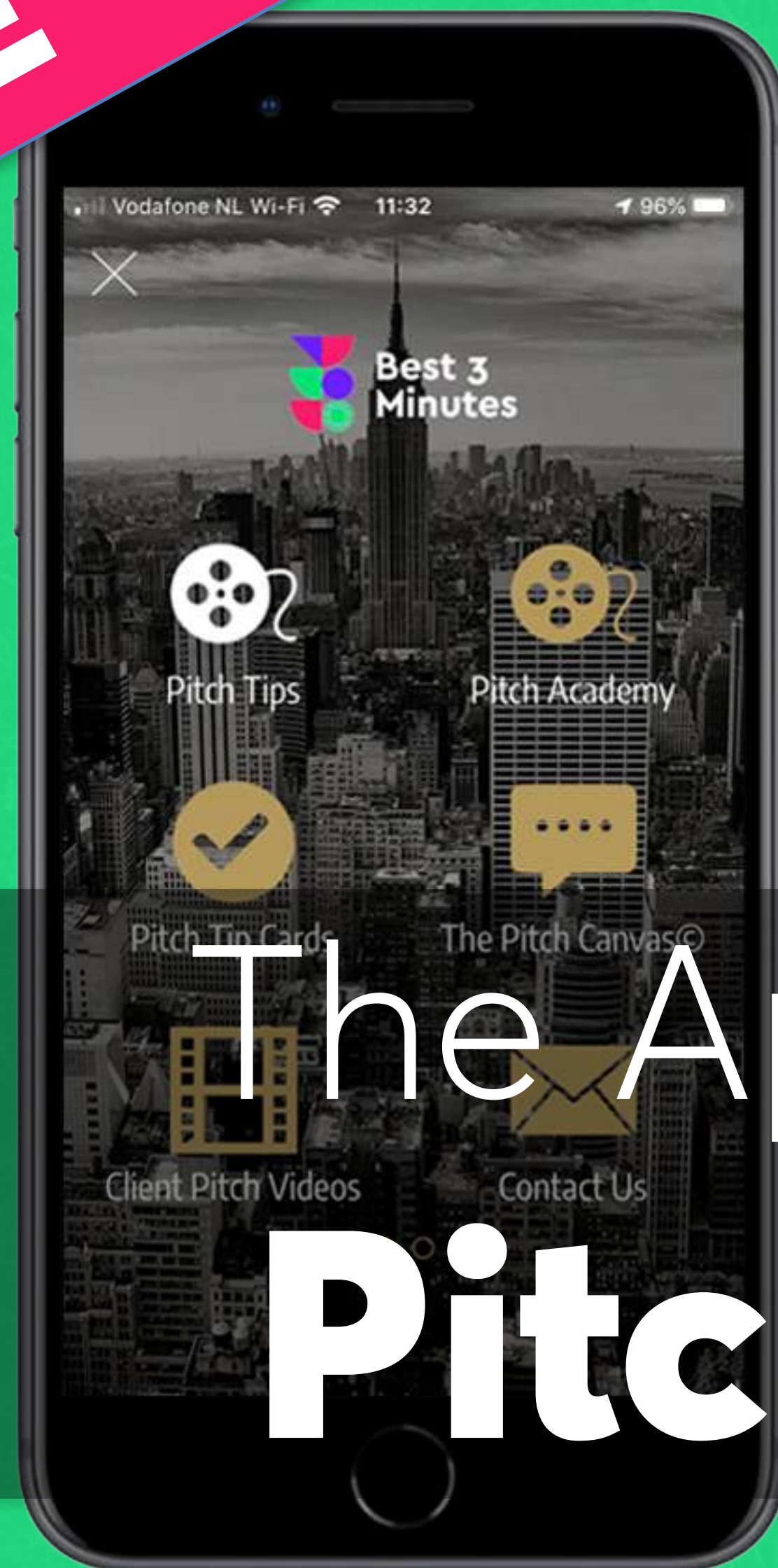
Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

Don't miss out on all the tools available online at:  
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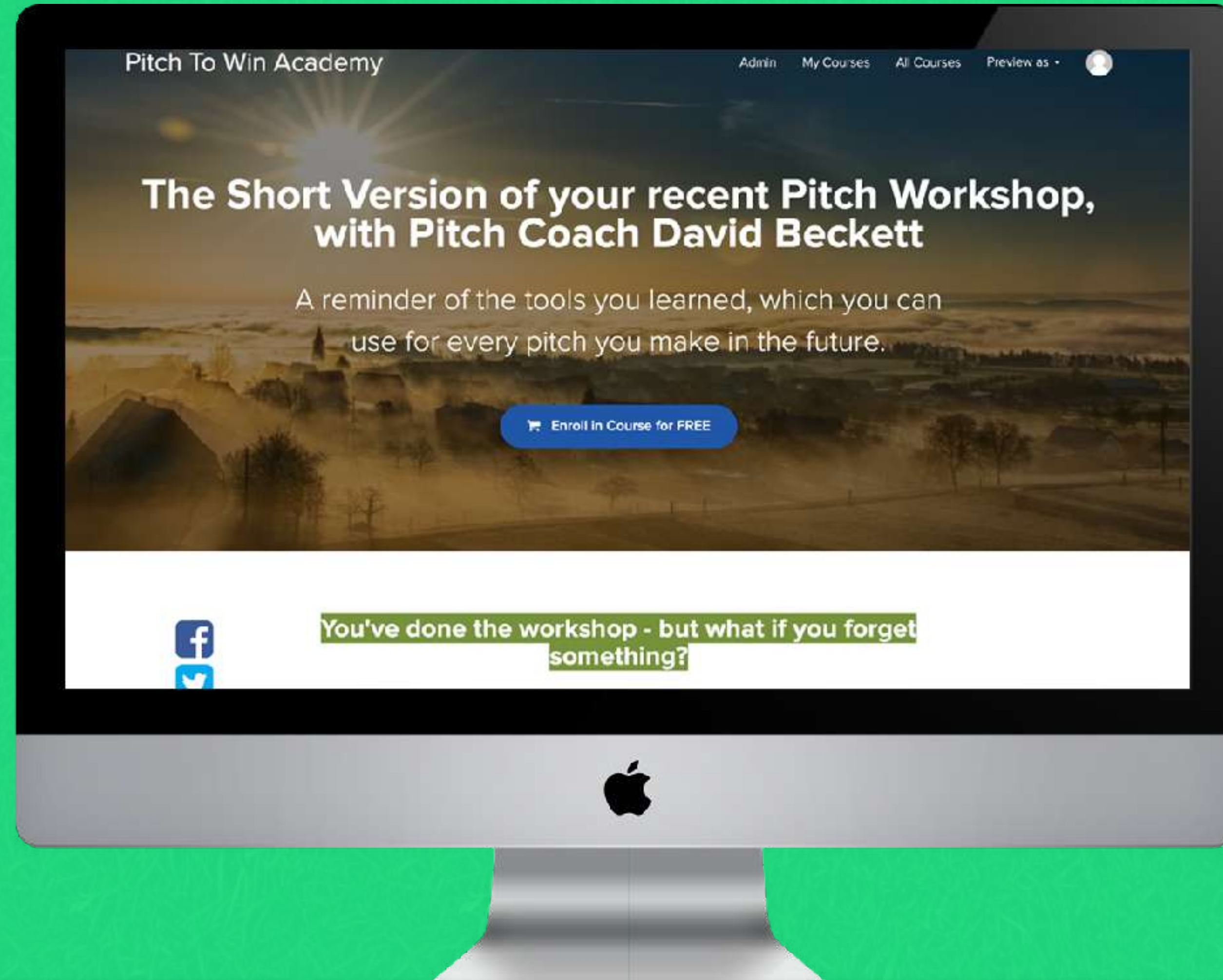


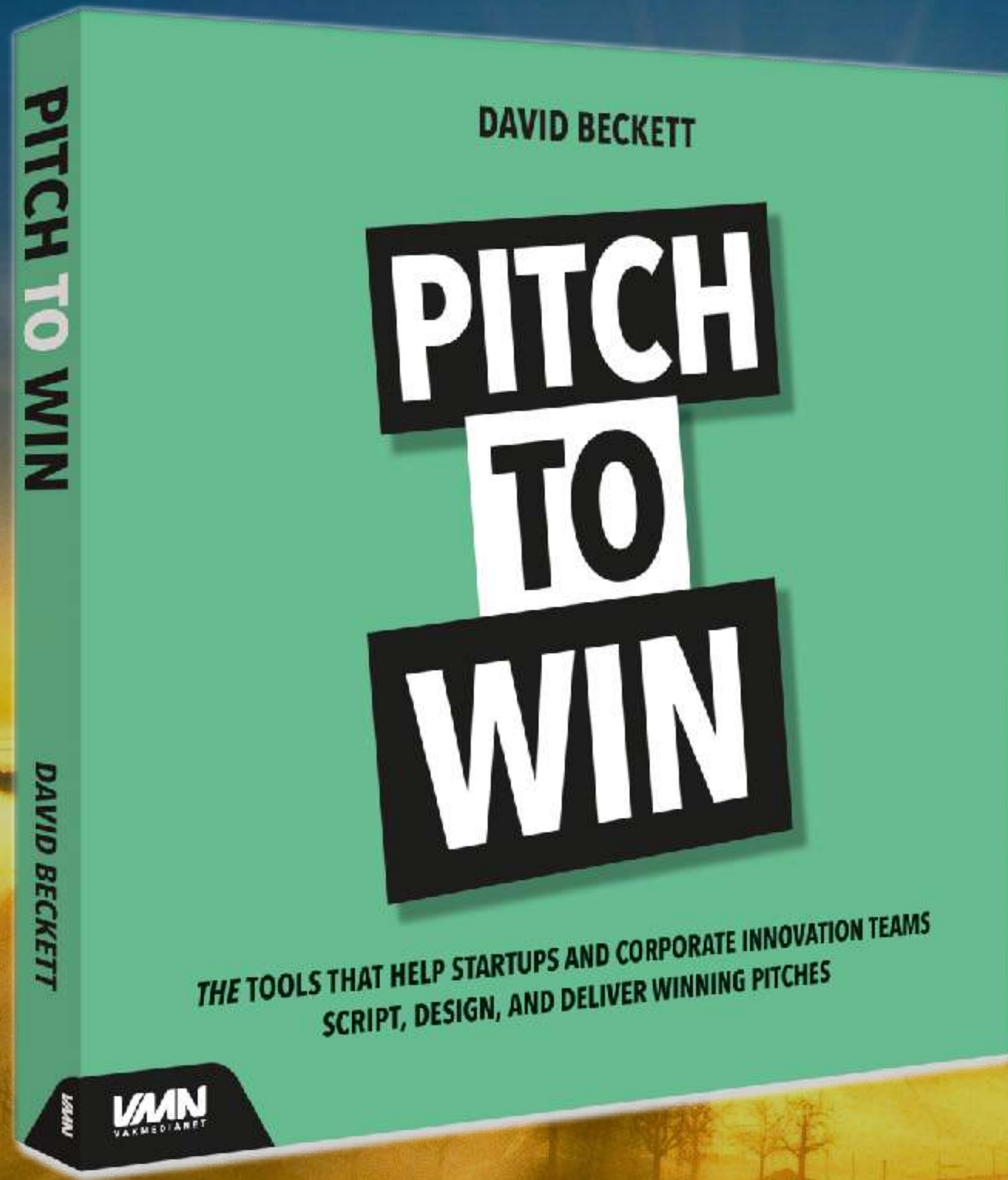
# The App: iOS en Android

# PitchProfessional

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# Alles weten?

## Pitch to Win

### Nederlands, Engels, Duits en audiobook

# Sheila Schenkel

## Best3minutes.com

Contact?

Linked  <sup>TM</sup>



Blue Moon Pitch

Written by  
David Beckett

# Tips voor de **Q&A SESSIE**

# Tips voor de **Q&A SESSIE**

**Luister  
naar laatste  
woord van  
vraag**

**Neem een  
moment voor  
je antwoordt**

**Schrijf de  
vragen op die  
je niet wilt  
krijgen!**

# Tips voor de **Q&A SESSIE**

**Nooit  
tegenspreken!**

**Beantwoordt  
zwakheden als  
leer-kansen**

**Schrijf de  
vragen  
op die je **WEL**  
graag krijgt!**