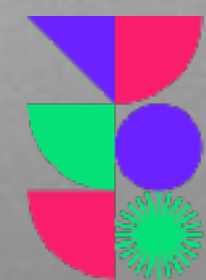


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



Best 3
Minutes

Coached 1500+ Startups & Scaleups
RAISED OVER €360MILLION





I believe (and have proven...) **ANYONE CAN LEARN TO PITCH**

door middel van vrijwilligerswerk
bij sportevenementen.

ASTRIDSONNEVELD

We are proud to
announce our
series C funding
of 60 million dollars
led by  airbnb

Tigets

IGNITE
AWARDS

PITCH
TO
WIN

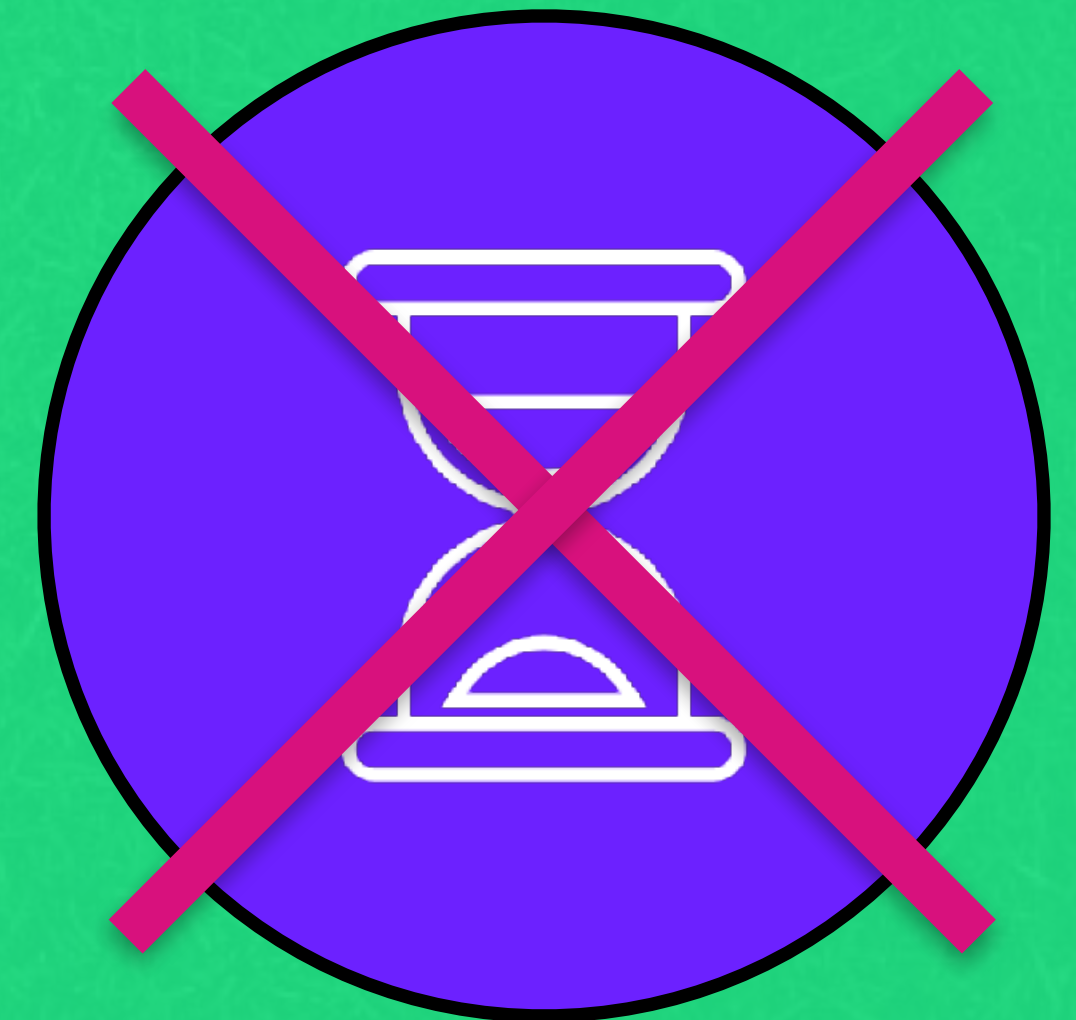
PITCH
TO
WIN

PITCH
TO
WIN

**GREAT IDEAS
NEED A VOICE**



The Tools **YOU'LL USE**





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?



TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model



The Open-3-Close© Pitch Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do
they **CARE**
about?





JURY CRITERIA

50% **pitch**
delivery

50% **viability**
of the idea





JURY CRITERIA

"Convince the panel that their **idea**, approach, and **team** are the best."





ACTION STEP

Write down in 2 minutes who the **audience** is for your pitch

What is their biggest **challenge**?

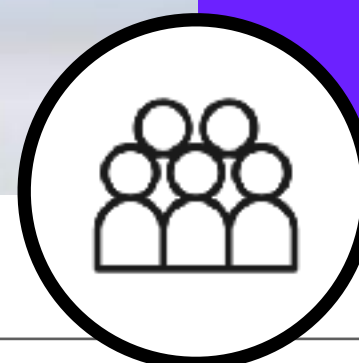
Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection**?



The Open-3-Close© Pitch Model





WHAT'S YOUR OBJECTIVE?

What do you want
them to **do**?

Action, not just
thinking



A close-up photograph of a dartboard. The dartboard has a wooden face with alternating light and dark segments. A green ring surrounds the bullseye, which is a red circle. A dart with a silver barrel and black flights is embedded in the bullseye.

WHAT'S YOUR OBJECTIVE?

"What could they
do at **09:30** on a
Monday morning?"





WHAT'S YOUR OBJECTIVE?

Award you
the **prize!**





ACTION STEP

Write down what you want the audience **to do** as a result of the pitch

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



The Open-3-Close© Pitch Model



How do you create
YOUR STORYLINE?



STOP!!!



Don't Open **POWERPOINT**

Until you **know** what you are
going to **say...**



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**

VIRTUAL TOOLS

miro.com

mural.co

WHY IS
PITCHING
VM IMPORTANT?

50%
of OUR
SUCCESS.

RIG
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,
FACE.

VOCAL
VARIATION

DO YOU
REALLY
MEAN IT?

SUMMARY
+ CALL
TO ACTION

WRITE
DOWN 3
IMPROVEMENTS.

CLOSE

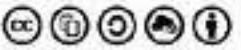
I BELIEVE
YOUR VOICE
SHOULD
BE HEARD.

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. <small>A memorable one-sentence explanation of what you do for customers.</small> | |
| Pain (+ Gain) <small>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?</small> | Product <small>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.)</small> |
| Product Demo <small>Live demo? (Always risky, but powerful if it works...) A screen/low 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 – moving product on screen is better. Can you show a real customer using it?</small> | What's Unique <small>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.</small> |
| Customer Traction <small>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.</small> | Business Model <small>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?</small> |
| Investment <small>Have you invested money yourself? Have you raised money so far? How much are you looking 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?</small> | Team <small>What relevant experience and skills does your team have that supports your story? Awards won 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?</small> |
| Call To Action and End Statement <small>Finish the pitch strongly with a clear request for the audience to take action = what is their first next step?</small> | |
| Why You? <small>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?</small> | |



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



Version 1.1.0, Produced by David Beckett and Scott van Vliet, www.best3minutes.com
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Please feel free to share The Pitch Canvas®.
Ensure you reference best3minutes.com after each use.

THE PITCH CANVAS®

Copies available



PAIN

What is the **problem**
you solve?

The **Why** of the
product





PAIN

What's the
Human Result
of the problem
you're solving?





Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



Be specific

PUT A NUMBER ON IT




"It creates a lot of CO₂"

"Many people are unhealthy because of..."



"It creates **X Million Tonnes** CO₂ **every year**"

"**7%** of the world's population are unhealthy because of..."



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?

Technology,
partnerships,
co-creation?





TRACTION

Who's already **buying**?

Numbers of users or customers? **Growth**?



But this is early stage...

WE DON'T HAVE SALES YET



PLANNED VALIDATION

Customer **Interviews?**

Pilots?

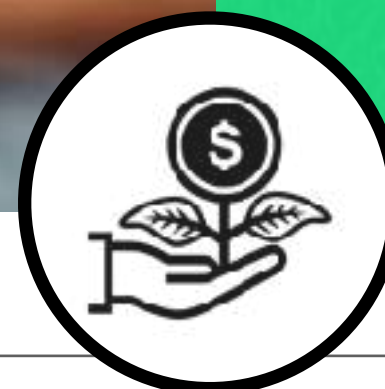
How will you **engage**
with potential
customers?



IMPACT OF PRIZE MONEY

What will you **do** with
the €500?

First next steps





Q:What's the most **important**
thing in a **Startup**?

A group of people are dancing in a room with wooden walls. In the foreground, a woman on the left is wearing a black top and a colorful lei, and a man on the right is wearing a black shirt and a necklace. Other people are visible in the background, some wearing casual clothing like a grey hoodie with 'PATA STUSSY' on it. The scene is lively and social.

Q:What's the most **important** thing in a **Startup**?

A:TEAM!

The background of the entire image is a dense, overlapping collage of numerous analog clocks. The clocks vary in size, color (including shades of pink, blue, green, yellow, and white), and are slightly out of focus, creating a sense of depth and repetition. A central clock is more prominent and in sharper focus than the others.

And yet... you never have
ENOUGH TIME

Pick out one or two
MEMORABLE POINTS





TEAM

Who will make it happen?

Complimentary **Skills**?
Any work **experience**?

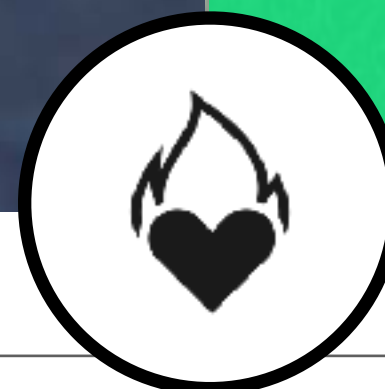


ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

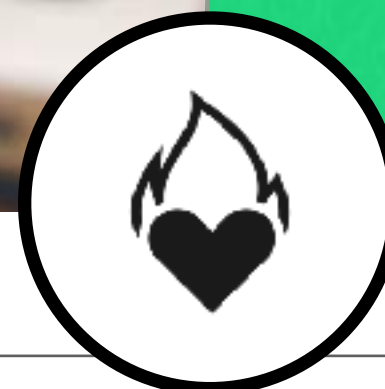




WHY YOU?

What makes **you**
excited about your
proposition?

Your **Enthusiasm**
Counts!





10
MINUTES

ACTION STEP

Brainstorm content for
4-5 of the following;
Pain, Product, What's Unique,
Validation, Impact of Prize
Money, Team, Why You

Quickly write down
key words and phrases,
not full sentences

brainstorm slides at **best3minutes.com/acedb**

How many words can you say in 1 minute
& REMAIN UNDERSTANDABLE?



How many words can you say in 1 minute
& REMAIN UNDERSTANDABLE?

150 WORDS
Maximum!



How many words per minute
IN YOUR SCRIPT?

**130-140 words
per minute
9 Sentences**

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



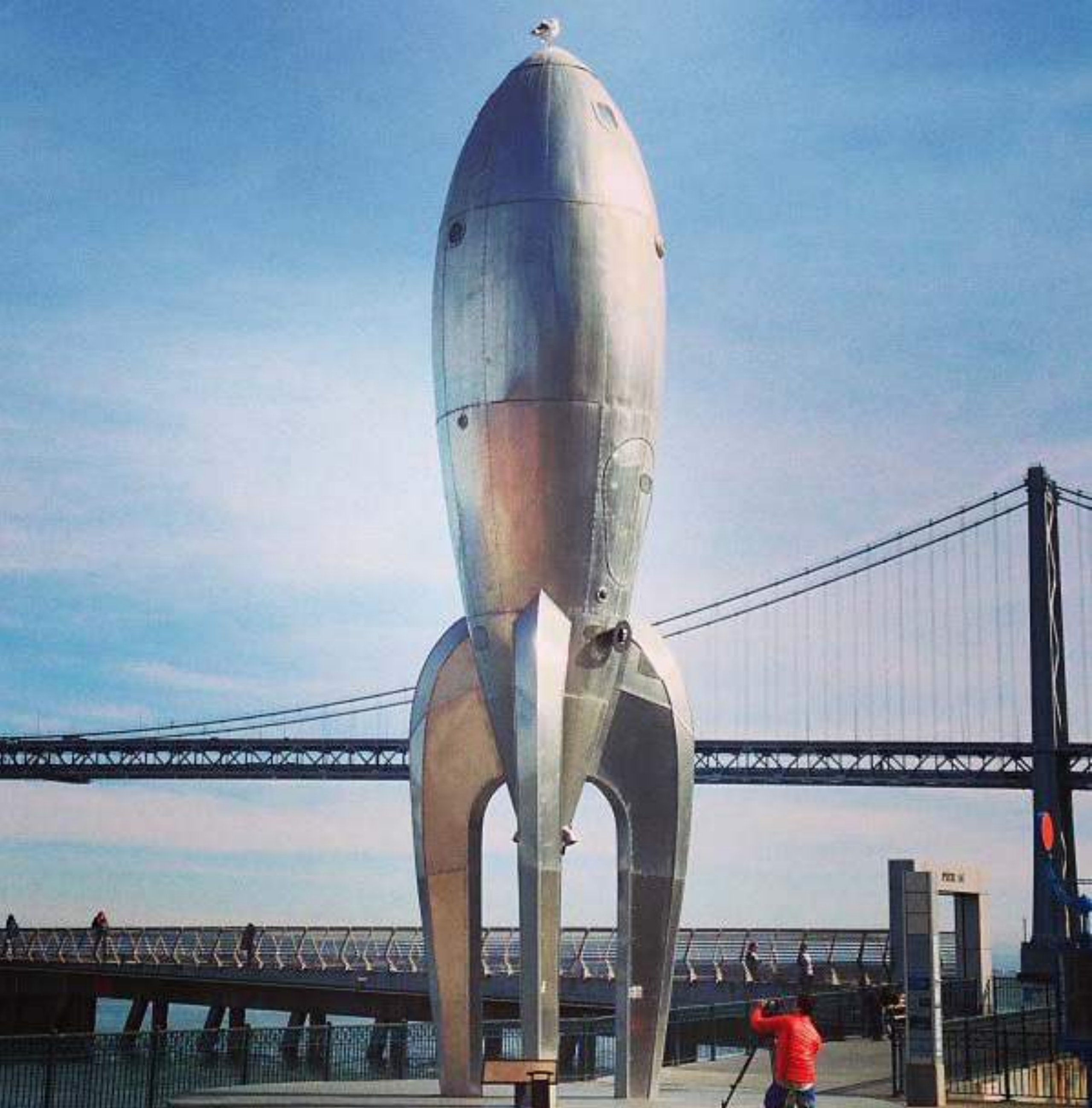
BRAINSTORM
with Post-It Notes

Opening



A dramatic photograph of a space shuttle launching, with a massive plume of orange and white smoke and fire at the base. The shuttle is angled upwards towards the top right of the frame. A large, semi-transparent purple rounded rectangle is centered over the image, containing white text.

Make the first word count
OPEN POWERFULLY



The first 20
seconds buys
ATTENTION



Is this person
professional?



Do I **want** to
know more?
Do I **need** to
know more?





Deliver some

BOLD STATEMENTS



GoodShipping
Program

Simply
BE PROFESSIONAL

SADDL



Is this person
professional?



Do I **want** to
know more?
Do I **need** to
know more?





ACTION STEP

Review your brainstorm

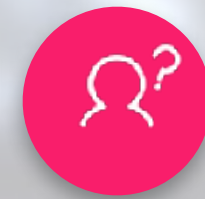
Write down your
opening 5 sentences



FEEDBACK



Which **ONE** thing stood out as memorable?



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



One **FRIENDLY** piece of advice for improvement

ACTION STEP

Test out your
opening 5 sentences
out loud on someone else

In **pairs**: 3,5 minutes each



FEEDBACK



Which **ONE** thing stood out as memorable?



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



One **FRIENDLY** piece of advice for improvement

ACTION STEP

Test out your **opening 5 sentences** out loud on someone else

In **pairs**: 3,5 minutes each



Take one minute
TO REFLECT

Write down:

What did you **learn**?

From **giving** and **receiving** feedback?

What will you **change**?



Think it through



Write it down



Say it out loud



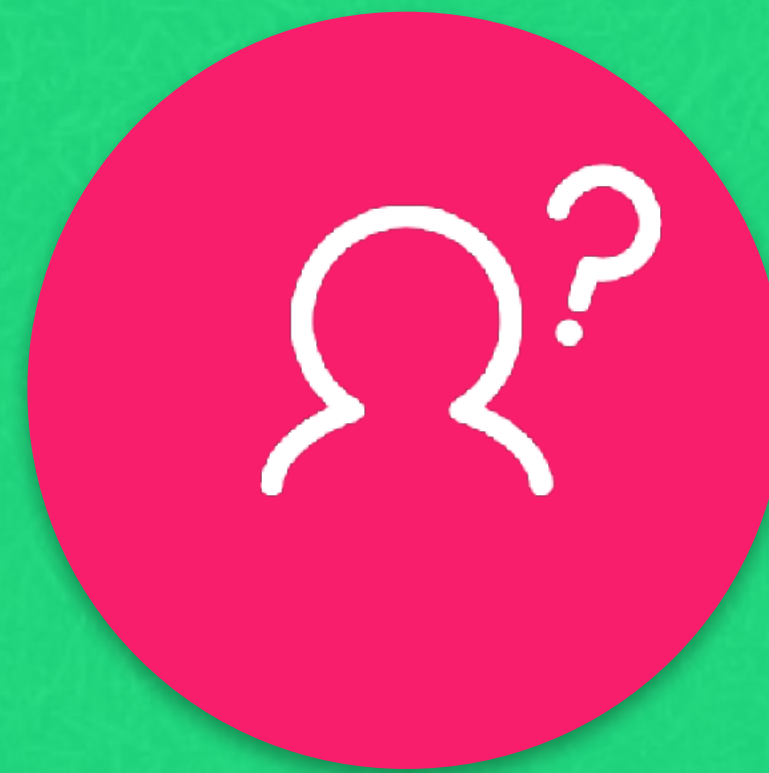
GET FEEDBACK



GET FEEDBACK



What
stood **out**?

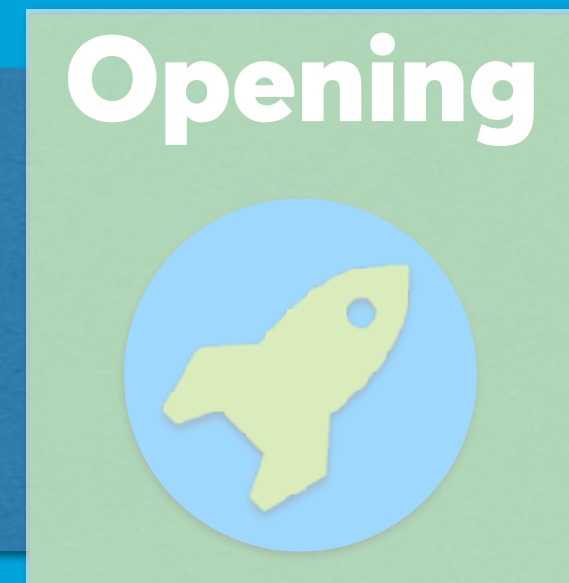


What did you
not understand?



Friendly advice
for improvement

The Open-3-Close© Pitch Model



THE POWER OF THREE

Making your story
FOCUSED & MEMORABLE

The Power of **THREE**



What happens if I say...

**"Hi, I'VE GOT 11 THINGS
I WANT TO TELL YOU..."**



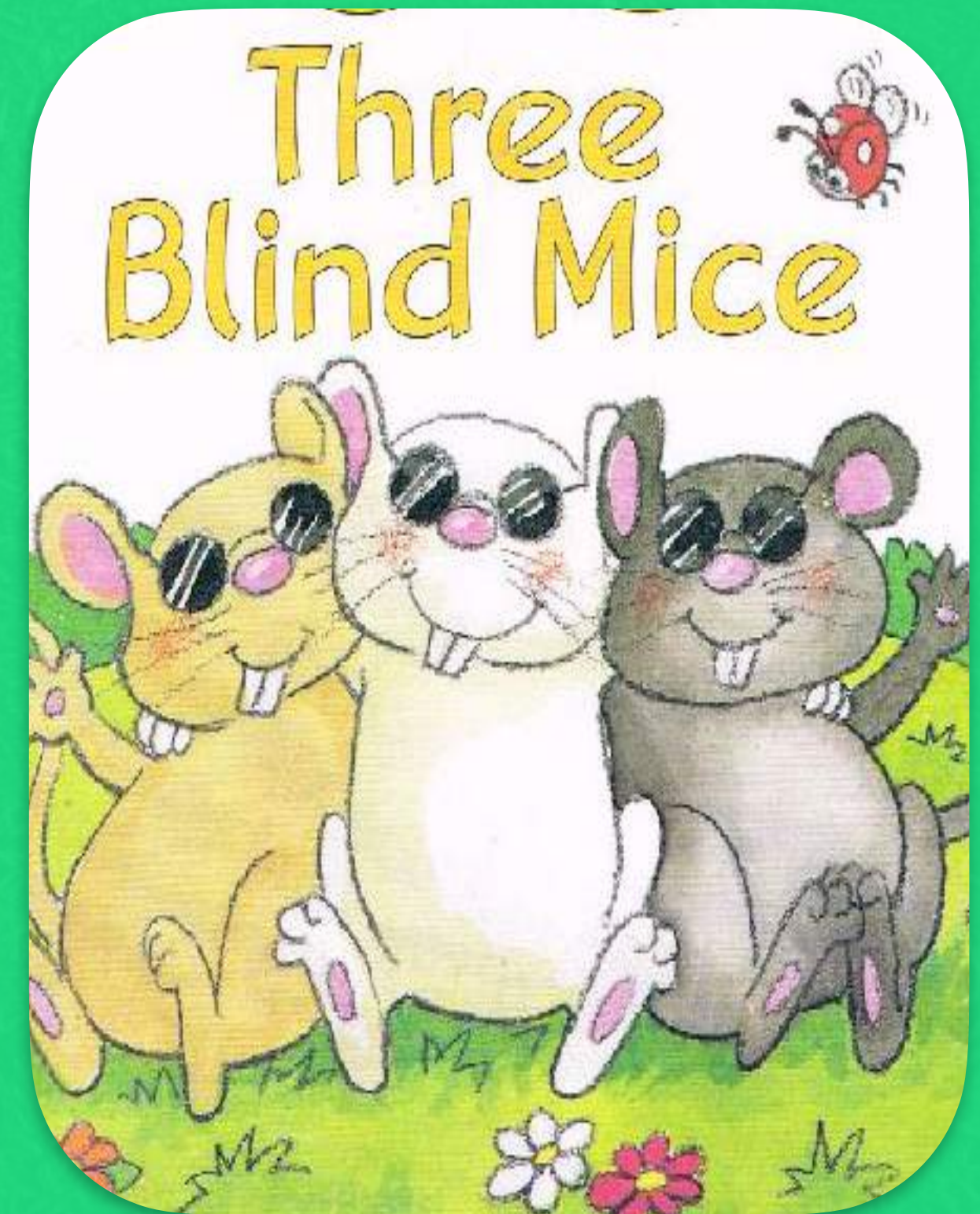
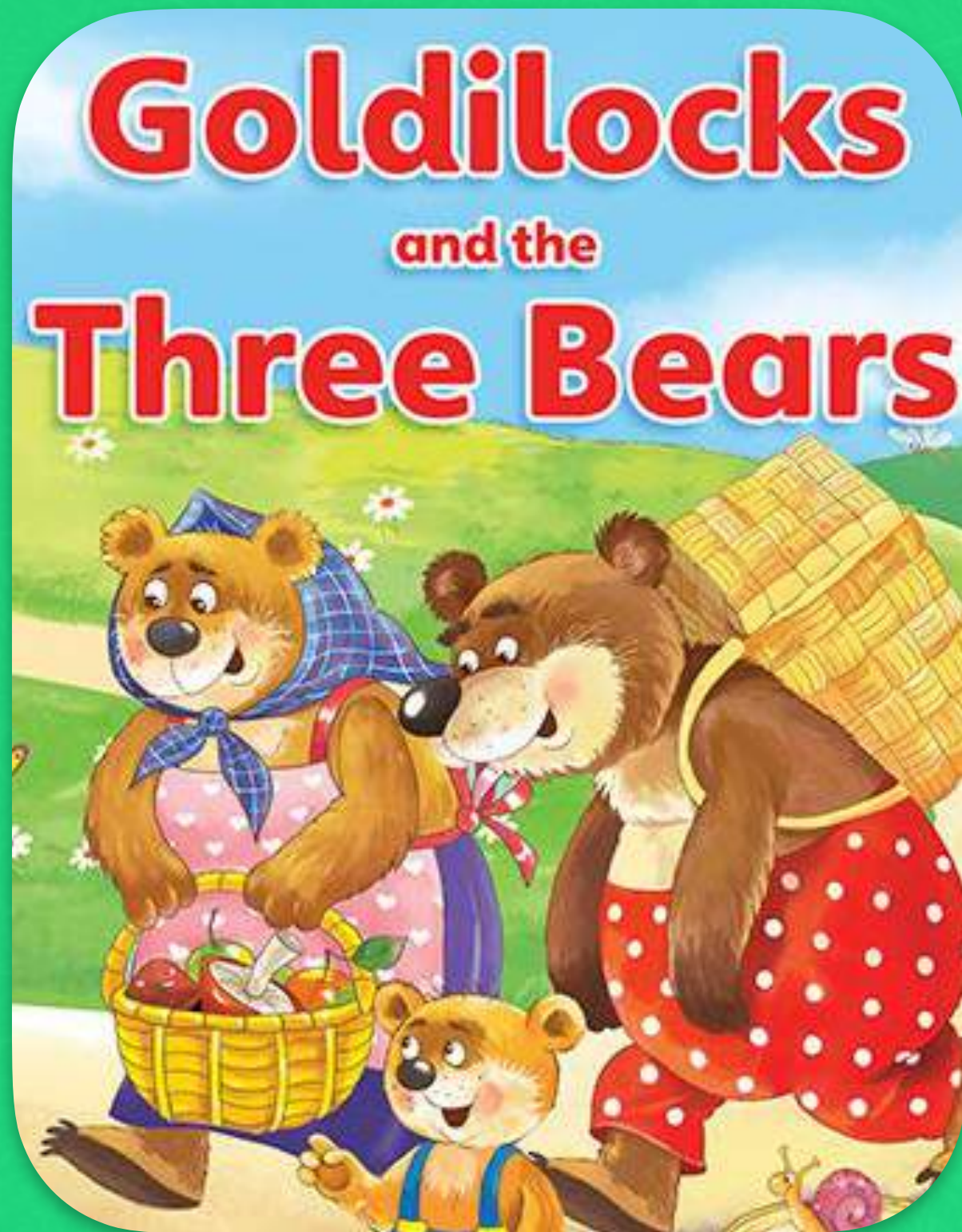
"There are many things I could tell you,
**BUT THERE ARE 3 THINGS
I WANT YOU TO REMEMBER"**



So why
THREE?

We grew up with

THE POWER OF THREE



We are surrounded by
THREES

READY, STEADY, GO!

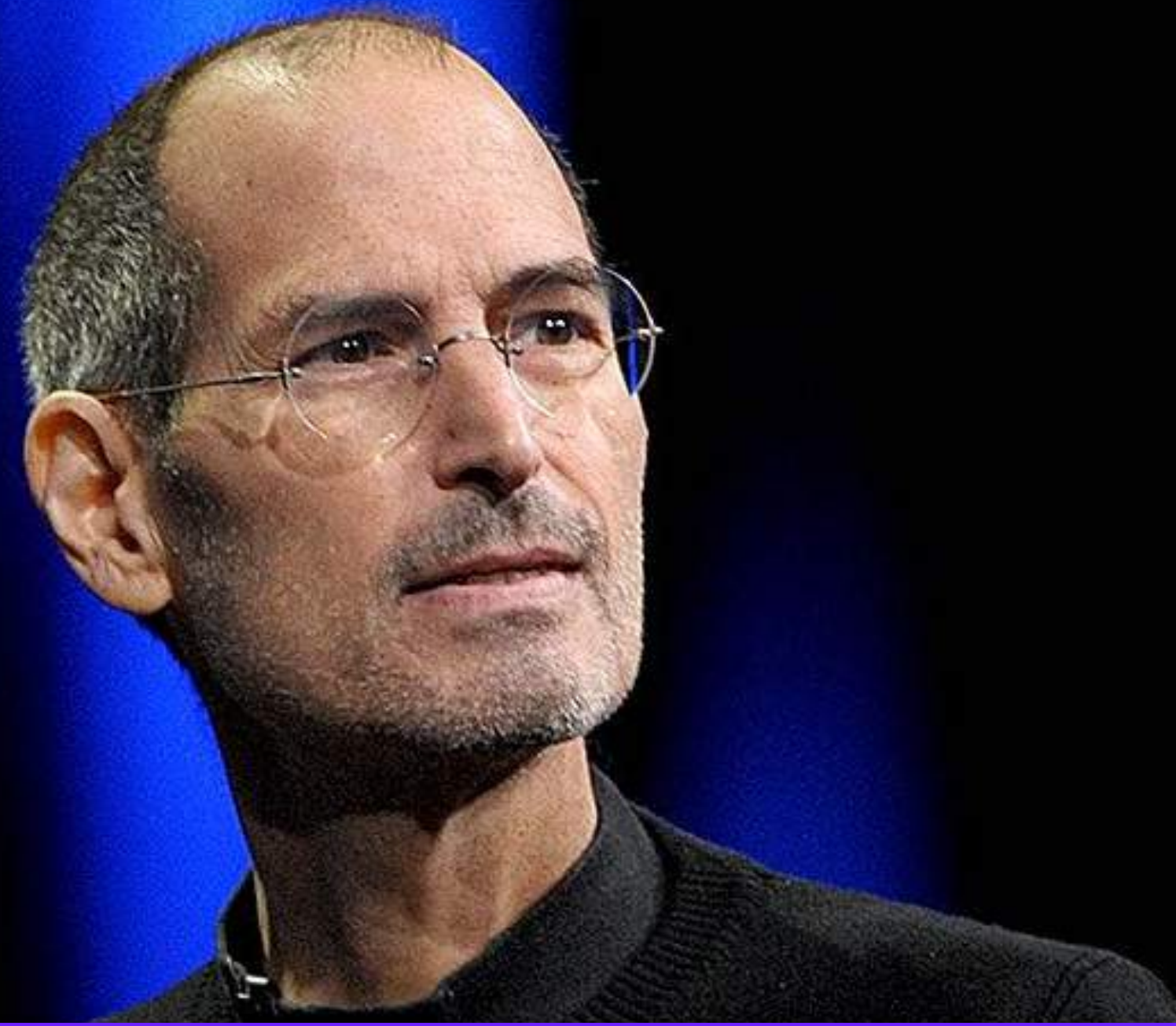


LIGHTS, CAMERA, ACTION!

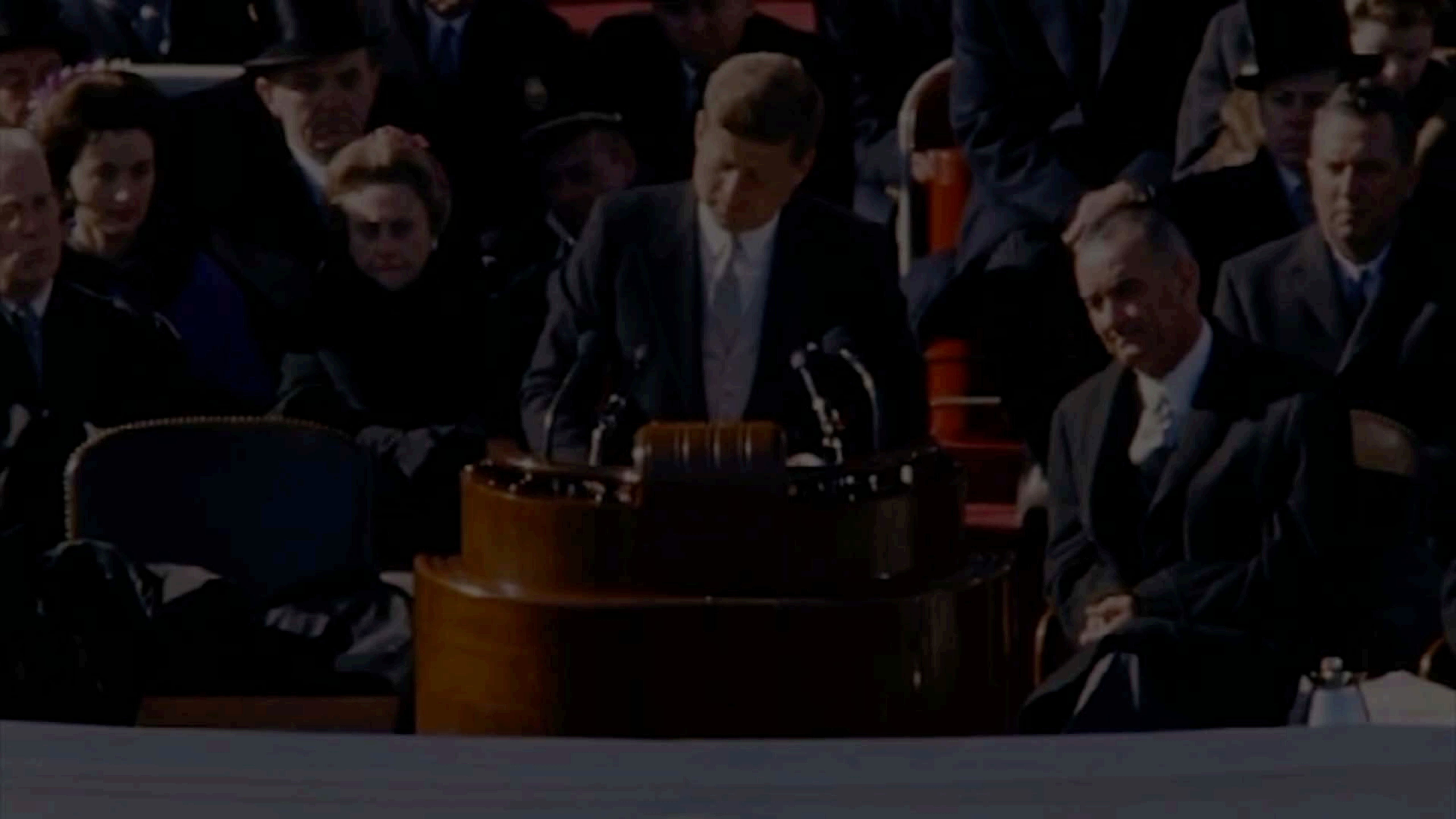


BEGINNING, MIDDLE, END





The Power of Three is used by some of the
GREATEST COMMUNICATORS
OF ALL TIME



How do you apply


THE POWER OF THREE?

Example: break your product into
THREE BIG QUALITIES

FASTER

**LOWER
COST**

**MUCH
EASIER
TO USE**

A man with dark hair, wearing a dark suit jacket, 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 simple stage with a light blue upper half and a dark brown lower half.

Ryan Pandya (USA)

Muufri

ACTION STEP

Imagine:

They will only remember
3 things of the the **whole** story.

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things about your proposition;
1-2 sentences per item.



The Open-3-Close© Pitch Model





Finish your pitch
LIKE A TRUE PROFESSIONAL



The last thing you say is
THE 1st THING THEY REMEMBER

Make a plan for the
LAST 20 SECONDS



What you've seen is...

(a 3-point, 1-sentence summary)



If we win, we'll...

(tell them the impact of the prize money)

**THANK
YOU!**

=

I've finished, you can clap now!

The Open-3-Close© Pitch Model



Pitch tools and **RESOURCES**



best3minutes.com/acedb



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

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david.beckett@best3minutes.com
linkedin.com/in/davidbeckettpresentationcoach

 David Beckett



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


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 David Beckett



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

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Online Presentation Checklist

Think of this as an online event. The preparation, professionalism and structure of the meeting, as well as the content of the presentation, influence how the customer perceives you and the team.

Tech Check
15-30 Mins in Advance.

Camera and Mic work, your internet connection is good, screen sharing works, everything is as expected.

Turn off all notifications and close all apps.

Breaks there are no distractions, so that you can focus on your message and the audience.

Use Laptop/desktop computer, not phone.

Save time by going wrong, such as, laptop type and background problems often occur with phones.

Don't look down on your audience.

Adjust the camera so that you look directly into the camera. This creates a feeling of eye contact.

Have good lighting: make your face

Set up a desk lamp to light up your face. Avoid heavy background, draw the curtains or choose a bright background.

Turn your video on, and ask them to switch on too.

Seeing each other creates a bond. In meetings with a few people, ask them to switch on too.

Make sure your face is not too big on camera!

A big face can cause subconscious and forget a simple "hold and show" card.

Tidy up your background: put focus on you.

Have a neutral background, remove all distractions and use a virtual background if possible.

Buy a Pop-Up sign for an instant tidy-up to you

A sign makes a virtual background look effective. Cost £10-£20, and comes in many colors.

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David Beckett

Online Presentation FAQ

How do I connect with my audience?

Ensure you don't just broadcast what you think is important. Give the audience something every 8-10 minutes.

Welcome them on arrival

We all love to hear our own name! Say their name and welcome them to the meeting or event.

Run Polls

Simple is best: Multiple Choice (max 3 options), Yes/No questions, and "What's your biggest challenge with...?"

Q&A

The most effective way to connect with your audience. See below for how to manage questions.

How do I manage questions?

Questions give the audience a chance to re-set their attention, ask what's on their mind and get new energy.

Inform how and when they can ask questions

Tell them at the beginning. If you will take questions during the presentation, or at the end (I recommend during).

Take questions by chat rather than by voice

When speaking, people sometimes ramble. If they have to type it into the chat, usually they read it more.

Come out of the presentation to answer questions

Exit the screen share, so they can focus on you while you answer questions. This creates more of a personal bond with you.

How to put energy in when presenting to a computer!

Your voice has a big impact on how much energy they feel from you.

Get connected to the story and your content

Think: you can't why does this matter to you? What's your message? What do you want people to walk away with at the end?

Record yourself. Listen out for energy and emphasis

Which words or key messages really matter? What do you think and feel? Are you convincing, that's how the audience will feel.

Practice the opening 3-5 minutes out loud

Saying things out loud in someone helps you to find out if the story in your head sounds the same when you speak.

How do I know if they like the presentation?

When face to face, we can "sense" the audience and how they are reacting to the presentation. It's harder to do when you're on a screen. If a computer screen creates a barrier between you and the audience, the best way to break through that barrier is to use what's been mentioned here as a checklist: Video on, create Q&A moments, exit screen sharing, mention attendees by name, and speak with energy and passion.

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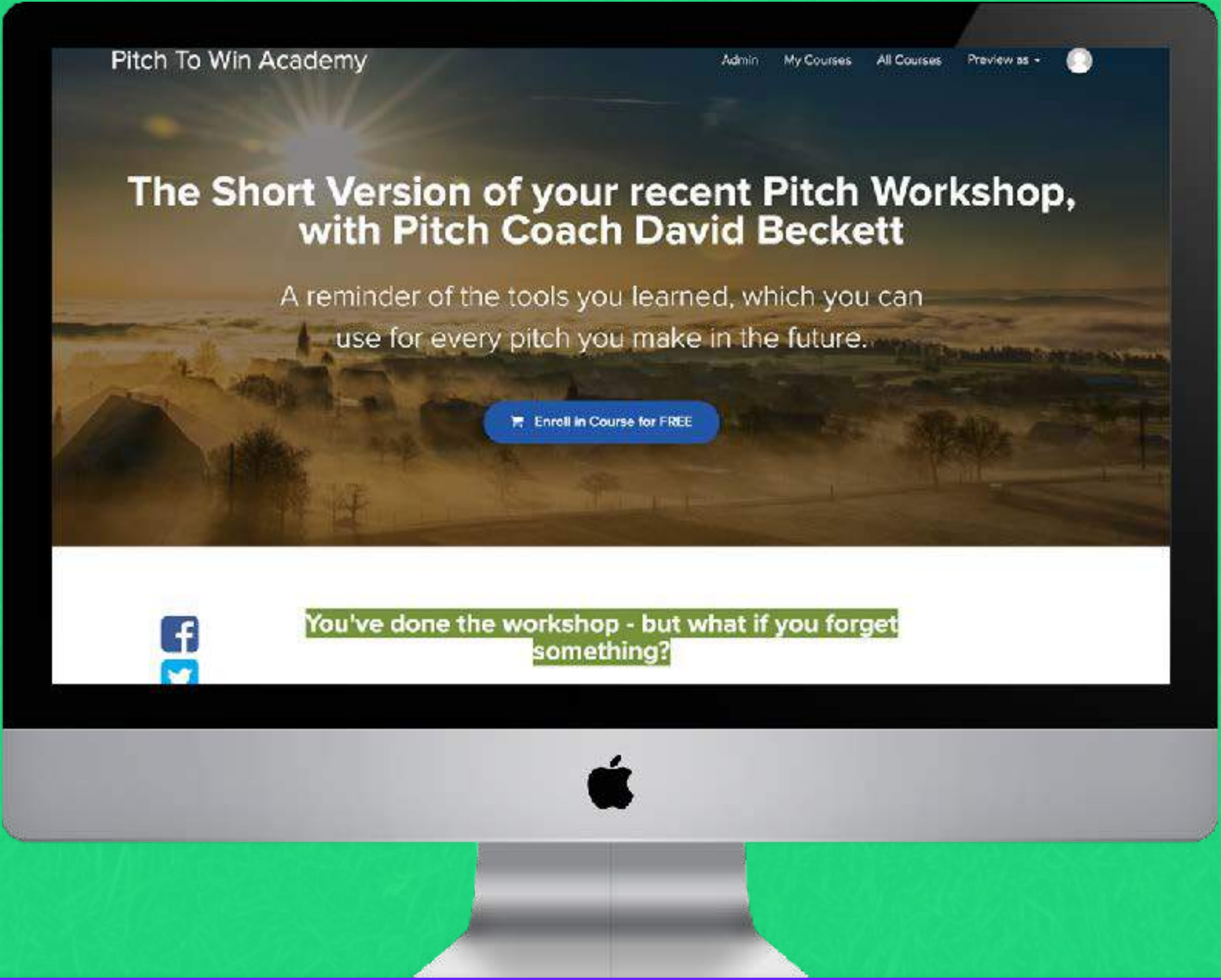
David Beckett

THE ONLINE PRESENTATION CHECKLIST

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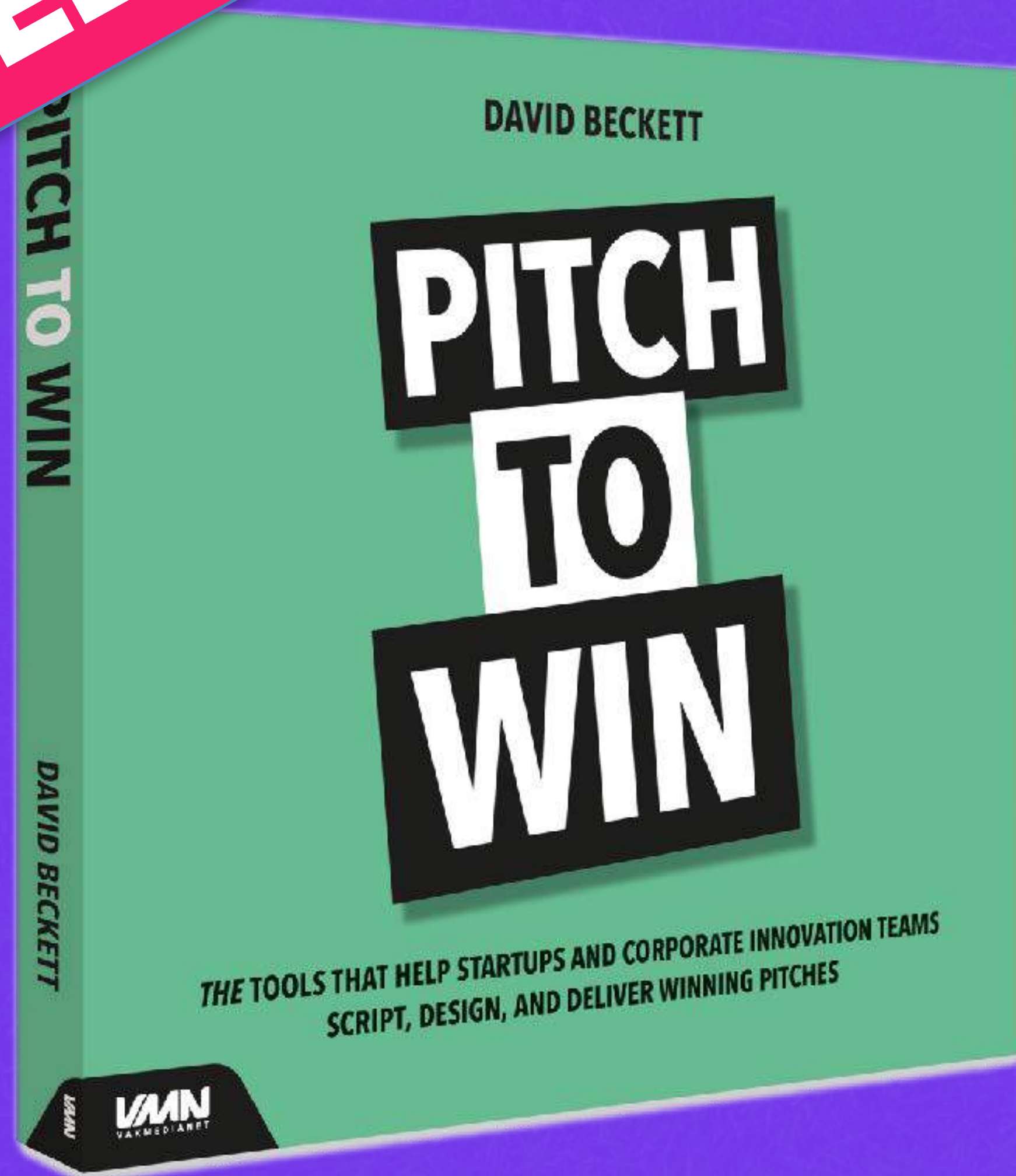
FREE

Online Pitch Course



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**FREE
AUDIOBOOK**

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The Essential Pitch Podcast

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Blue Moon Pitch

Written by
David Beckett

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