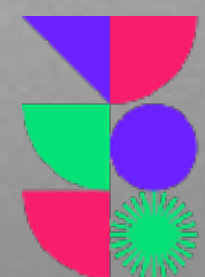


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



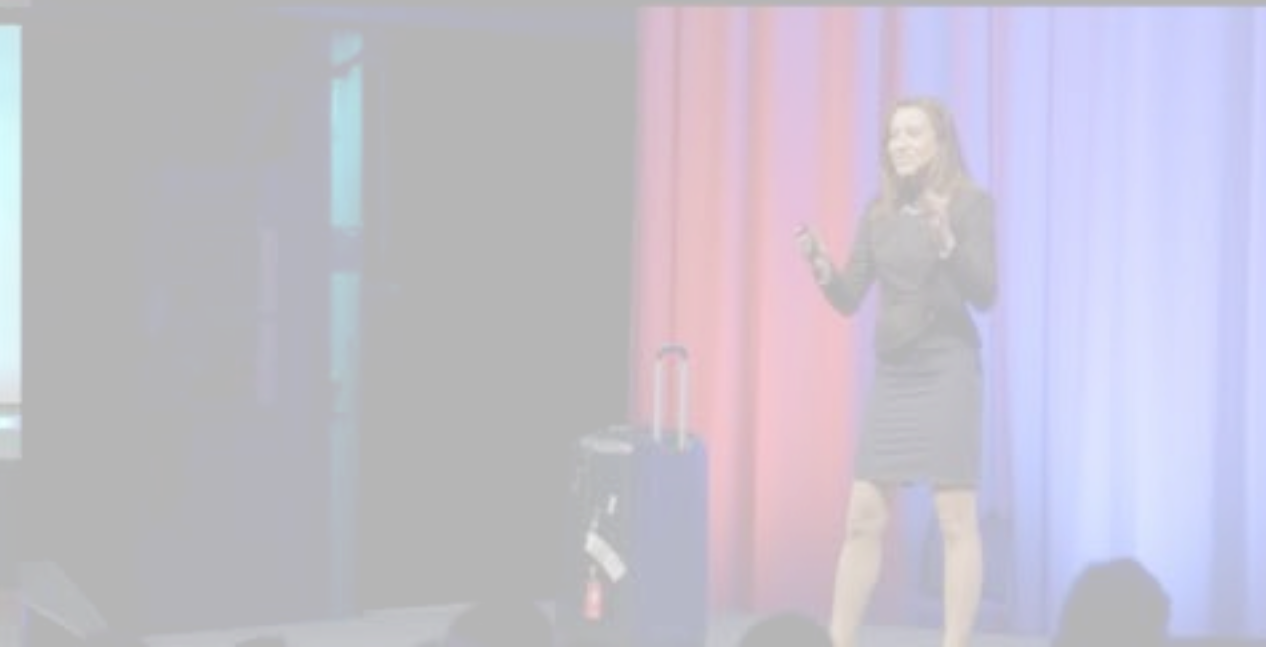
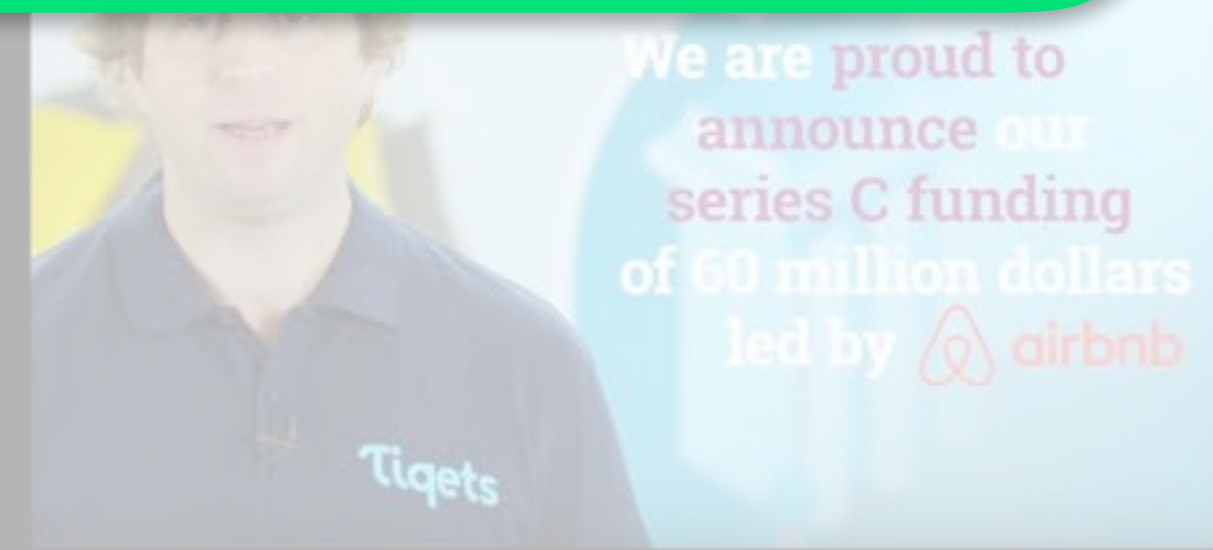
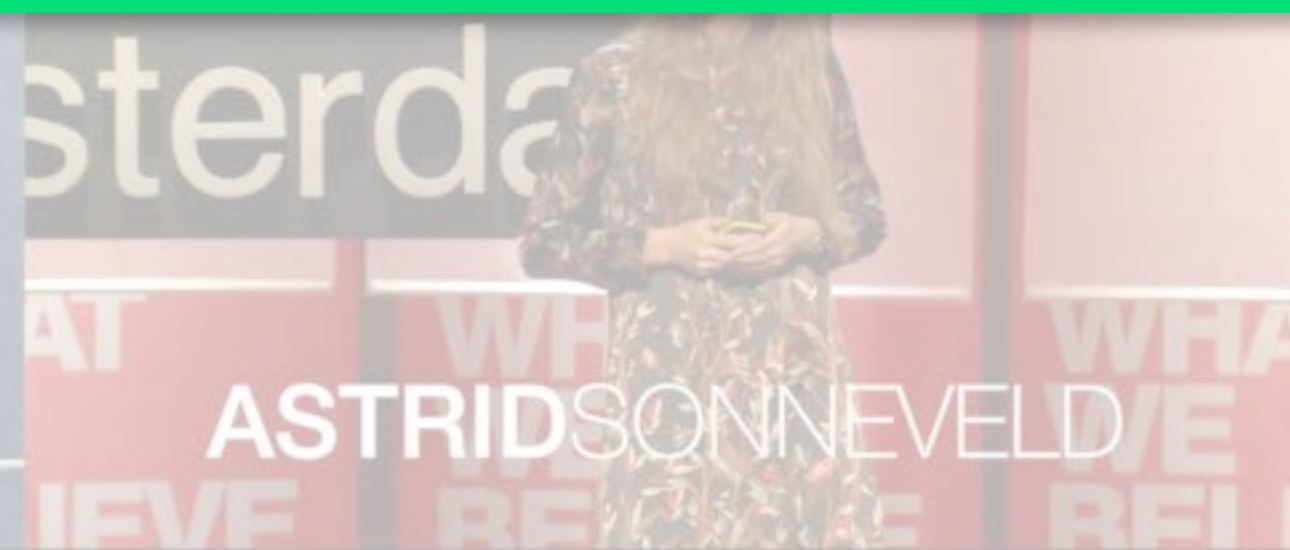
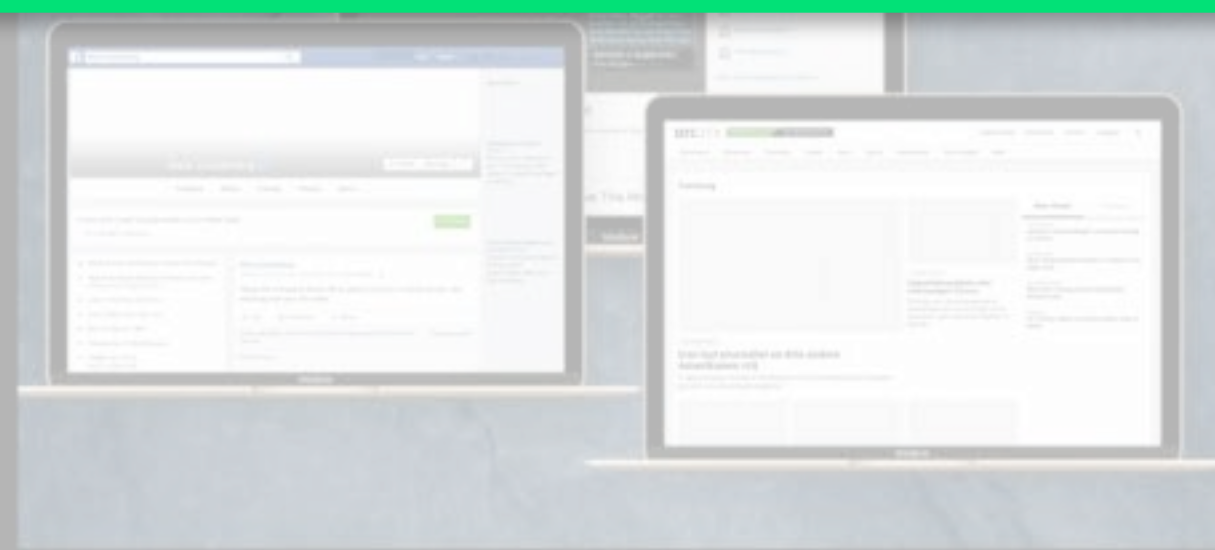
Best 3
Minutes

Coached 1500+ Startups & Scaleups
RAISED OVER €360MILLION



I believe (and have proven...)

ANYONE CAN LEARN TO PITCH



**GREAT IDEAS
NEED A VOICE**

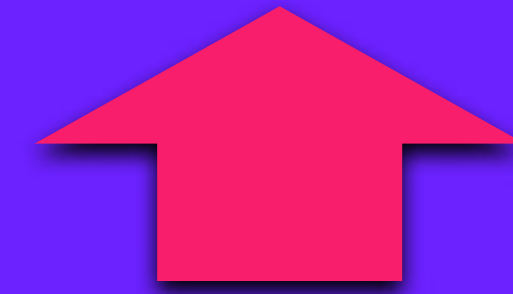




This is a
DO
workshop
not just a think session



ACTION STEP



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

The Tools **YOU'LL USE**



You will receive

SLIDES AND MANY MATERIALS





QUESTIONS?

You can ask
ANY TIME



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?


Prepare you for your
3-MINUTE PITCH



PITCH



Q&A

A collection of various antique tools hanging on a white wooden wall. The tools include hammers, wrenches, pliers, saws, and other hand tools, arranged in rows. The word "TOOLS" is overlaid in large white letters on a dark blue background in the center of the image.

TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing



The Open-3-Close© Pitch Model

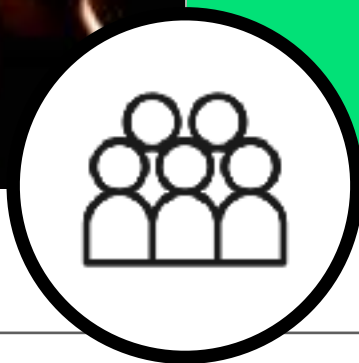


Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do
they **CARE**
about?

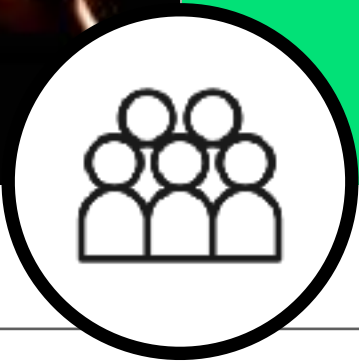




JURY CRITERIA

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**?





WHO IS IN THE JURY?

Anne van de Graaf

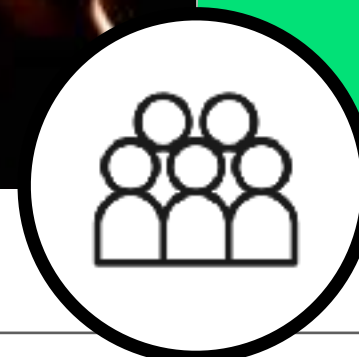
(Humanities Faculty Director UvA)

Jesse Dijksman

(Founder & Director of Lukida)

Rob Doeve

(Director Taalcentrum-VU.)



The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking





WHAT'S YOUR OBJECTIVE?

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





WHAT'S YOUR OBJECTIVE?

Provide **introductions**

Agree to a **pilot**

Plan a **follow up** meeting





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



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

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 PAINFUL?	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.		

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? Progress on in users or downloads? Customer reference quotes or movies? 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

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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

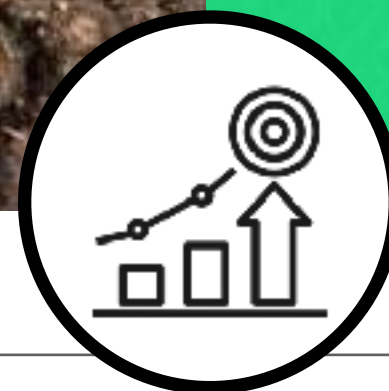


PLANNED VALIDATION

Customer **Interviews?**

Pilots?

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



A group of diverse young adults are celebrating in a room with light-colored wooden walls. They are huddled together, smiling, and some have their arms around each other. One man in the center is wearing a grey hoodie with 'PATA STUSSY' printed on it. The overall mood is joyful and energetic.

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

A group of people are dancing in a room with light-colored wooden walls and floors. The scene is lively and social. A woman on the left is wearing a black top and patterned pants, with a colorful lei around her neck. In the center, a man is wearing a grey hoodie with 'PATA STUSSY' printed on it. On the right, a man is being carried piggyback by another person. The overall atmosphere is one of fun and team spirit.

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

A: TEAM!

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**?

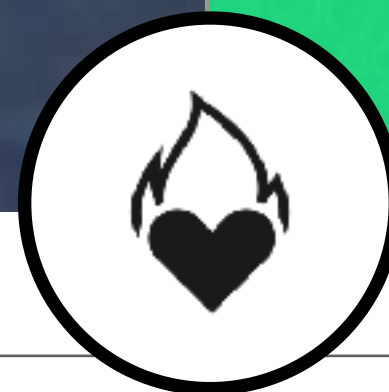


ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

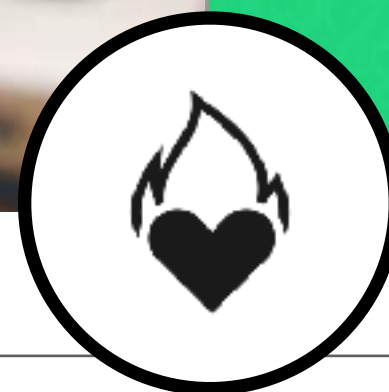




WHY YOU?

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

Your **Enthusiasm**
Counts!





10
MINUTES

ACTION STEP

Brainstorm content for at least 3-4 of the following; Pain, Product, What's Unique, Validation, Team, Why You

Quickly write down **key words** and phrases, not full sentences

ACTION STEP

Brainstorm content for
4-5 of the following;
at least 3-4 of the following;
Pain, Product, What's Unique,
Validation, Team, Why You

Quickly write down
key words and phrases,
not full sentences

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

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



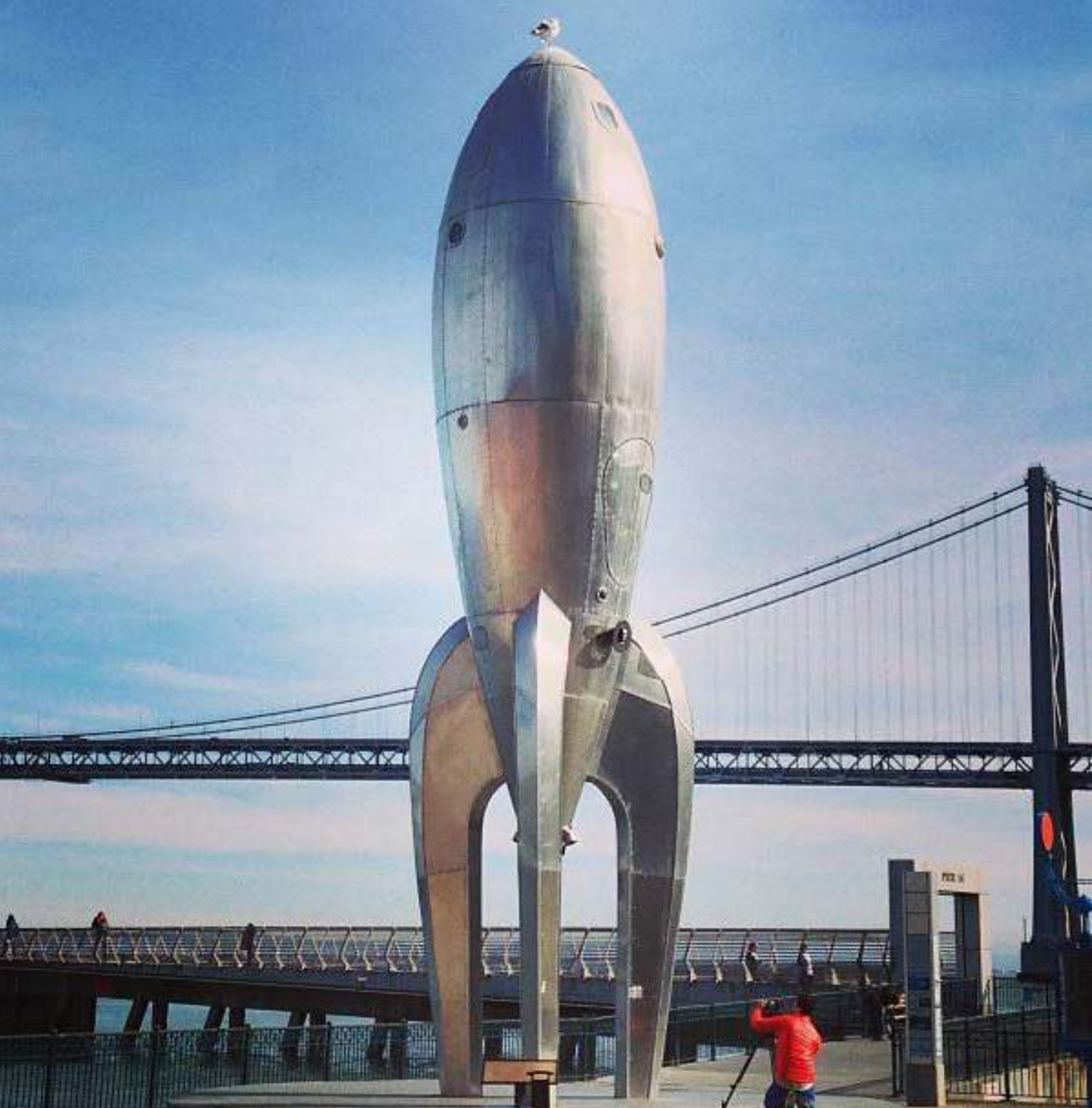
BRAINSTORM
with Post-It Notes

Opening



A space shuttle is shown in the process of launching, ascending vertically against a backdrop of a bright, hazy sky. The shuttle is surrounded by a massive, billowing plume of white and orange smoke and fire. The scene is captured from a low angle, emphasizing the scale and power of the launch. The shuttle's external tank and boosters are clearly visible, along with the orbiter attached to the side. The overall atmosphere is one of intense energy and achievement.

Make the first word count
OPEN POWERFULLY

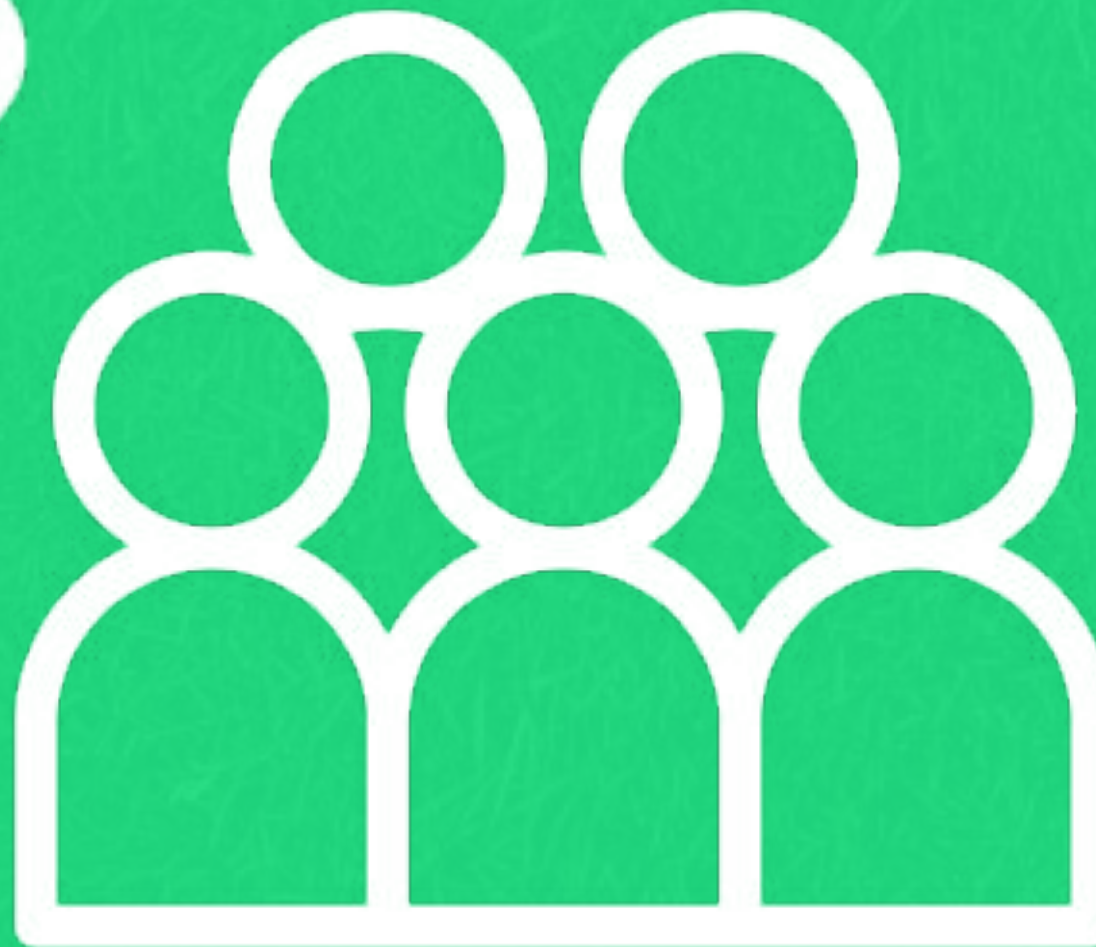


The first 20
seconds buys

ATTENTION

Is this person
professional?

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



THE GREAT
BUBBLE BARRIER



A professionally planned opening from
The Great Bubble Barrier



Deliver some

BOLD STATEMENTS



GoodShipping
Program

BEYOND

KNOW
WHAT
WE
KNOW



KNOW
WHAT
KNOW

KNOW
WHAT
WE
KNOW

WHAT
WE
SEE

WHAT
WE
SEE

WHAT
WE
FEEL

WHAT
WE
FEEL

TEDx Amsterdam

FEEL

FEEL

FEEL

FEEL

FEEL

WE
BELIEVE

WE
BELIEVE

WE
BELIEVE

WE
BELIEVE

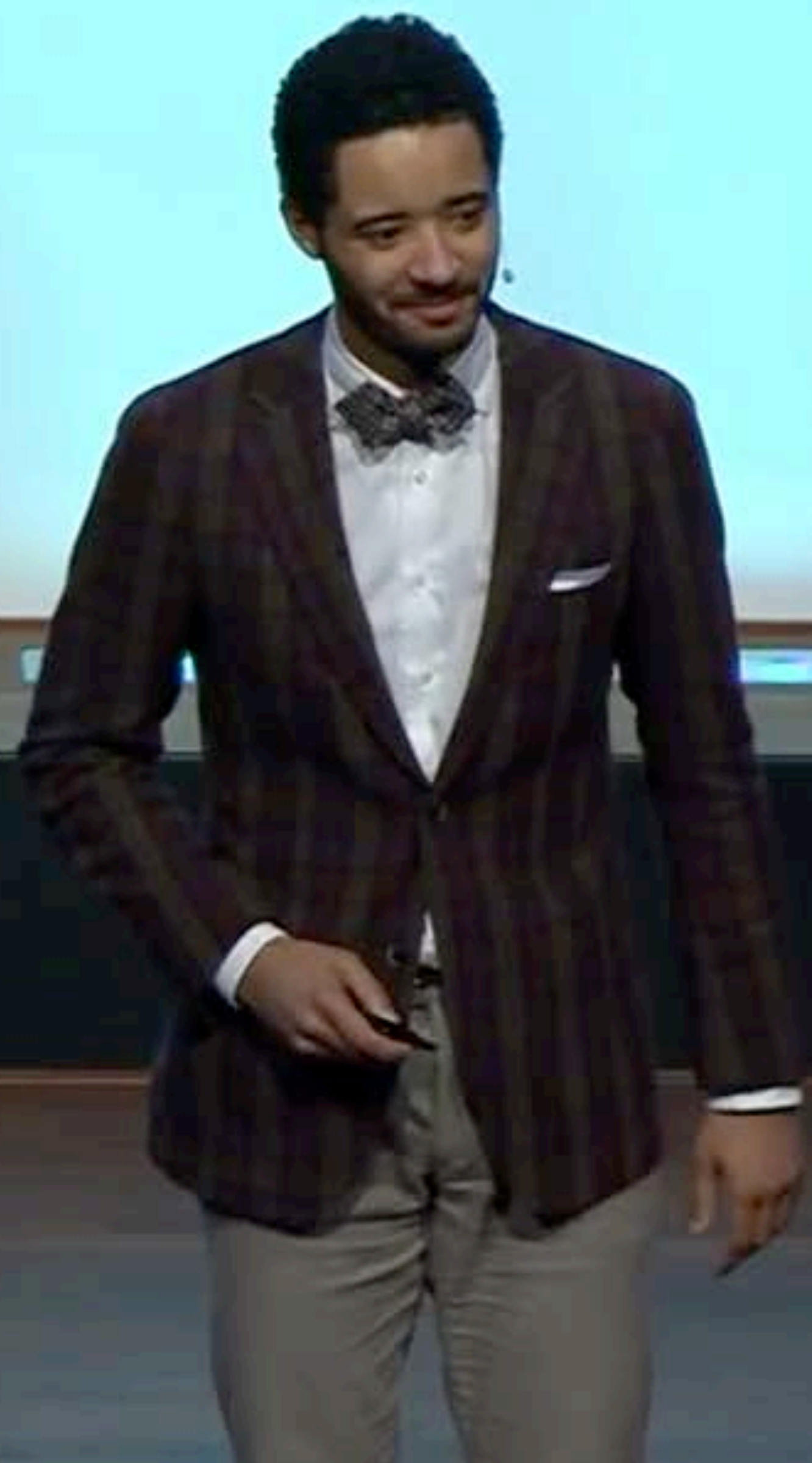
WE
BELIEVE



4:35

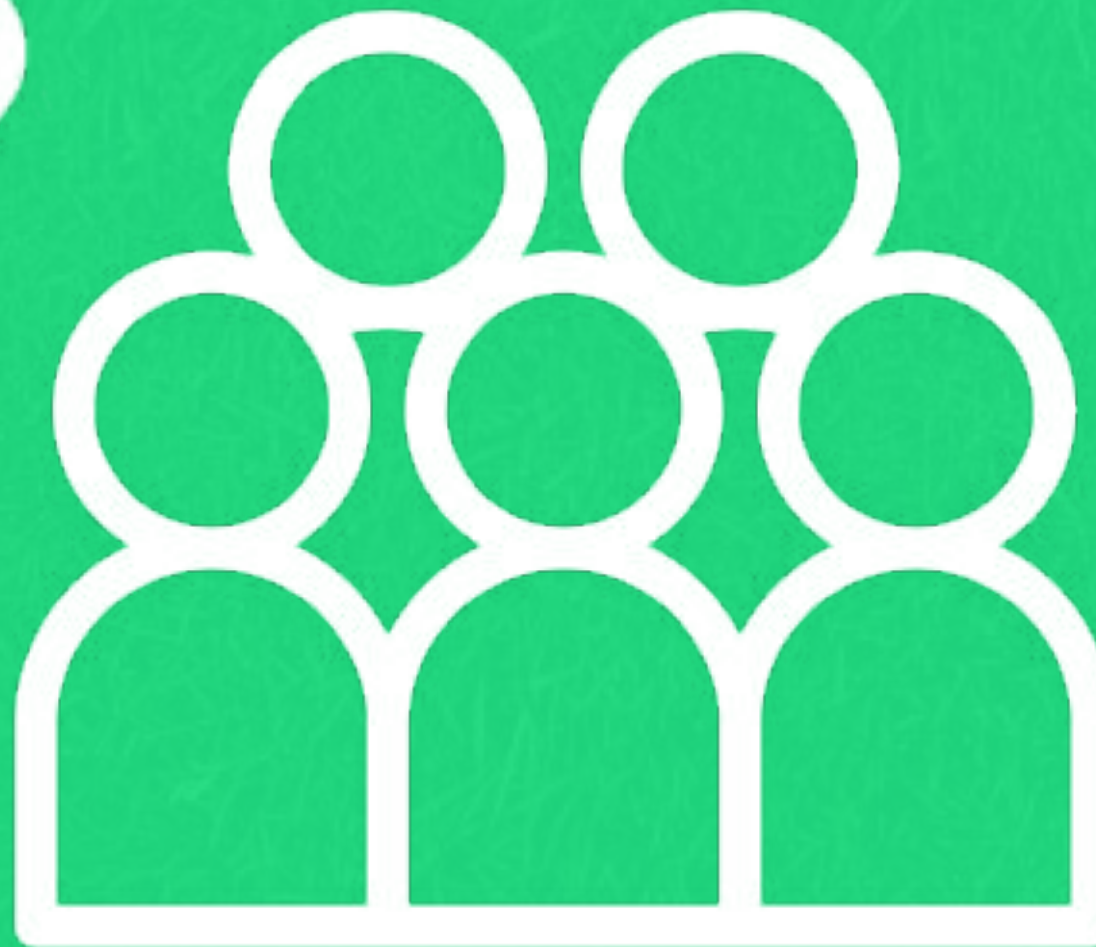
Simply
BE PROFESSIONAL

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



ACTION STEP

Review your brainstorm

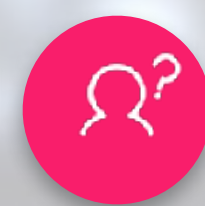
Write down your
opening 5 sentences



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**?

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



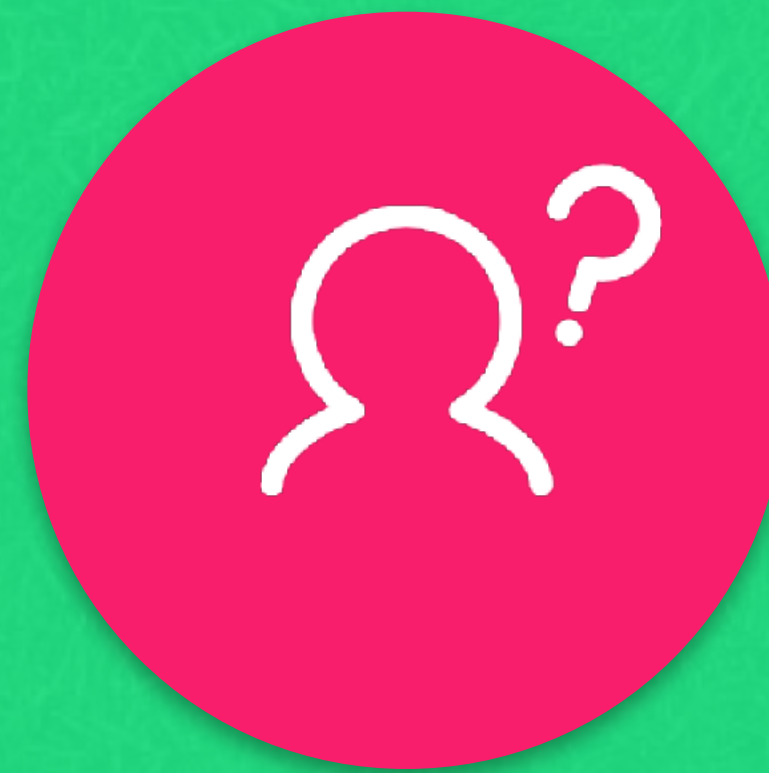
GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?



Friendly advice
for improvement

The Open-3-Close© Pitch Model



Who is your
AUDIENCE




Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



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...”**

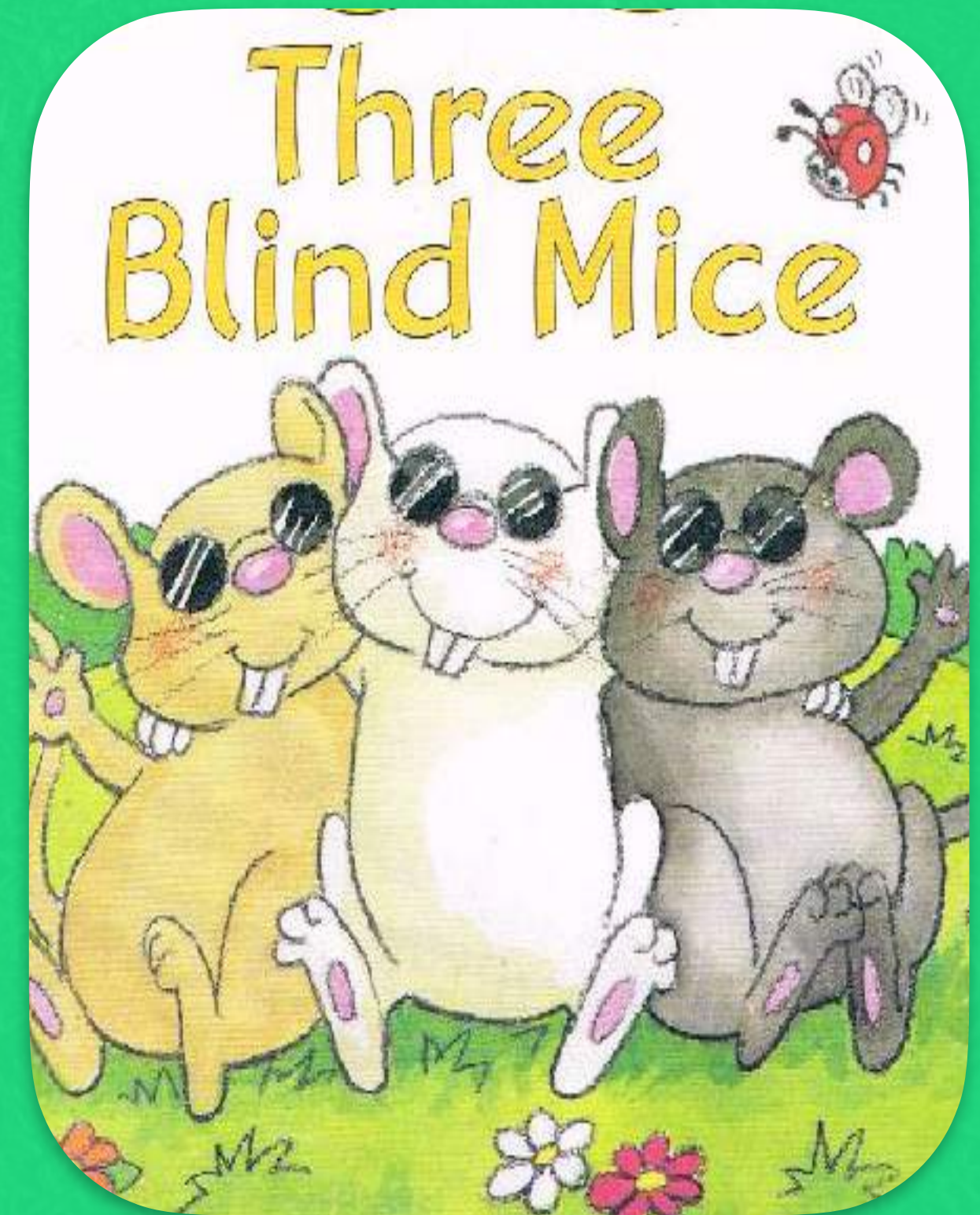
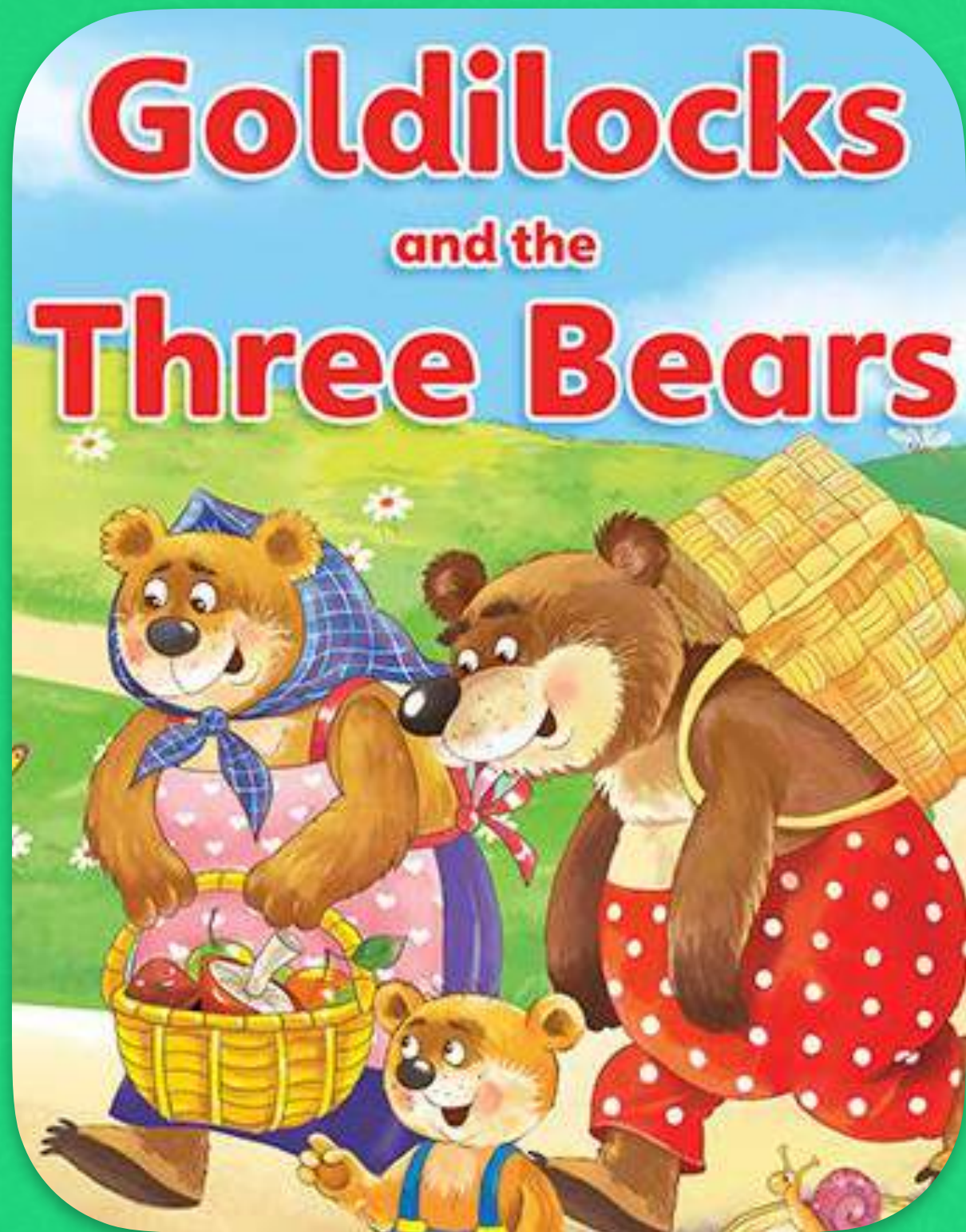


“There are many things I could tell you,
**BUT THERE ARE 3 THINGS
I WANT YOU TO REMEMBER”**



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 slightly to his left. The background is a light blue wall with a dark horizontal band.

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.



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



Who is your
AUDIENCE




Establish your
OBJECTIVE




BRAINSTORM
with Post-It Notes

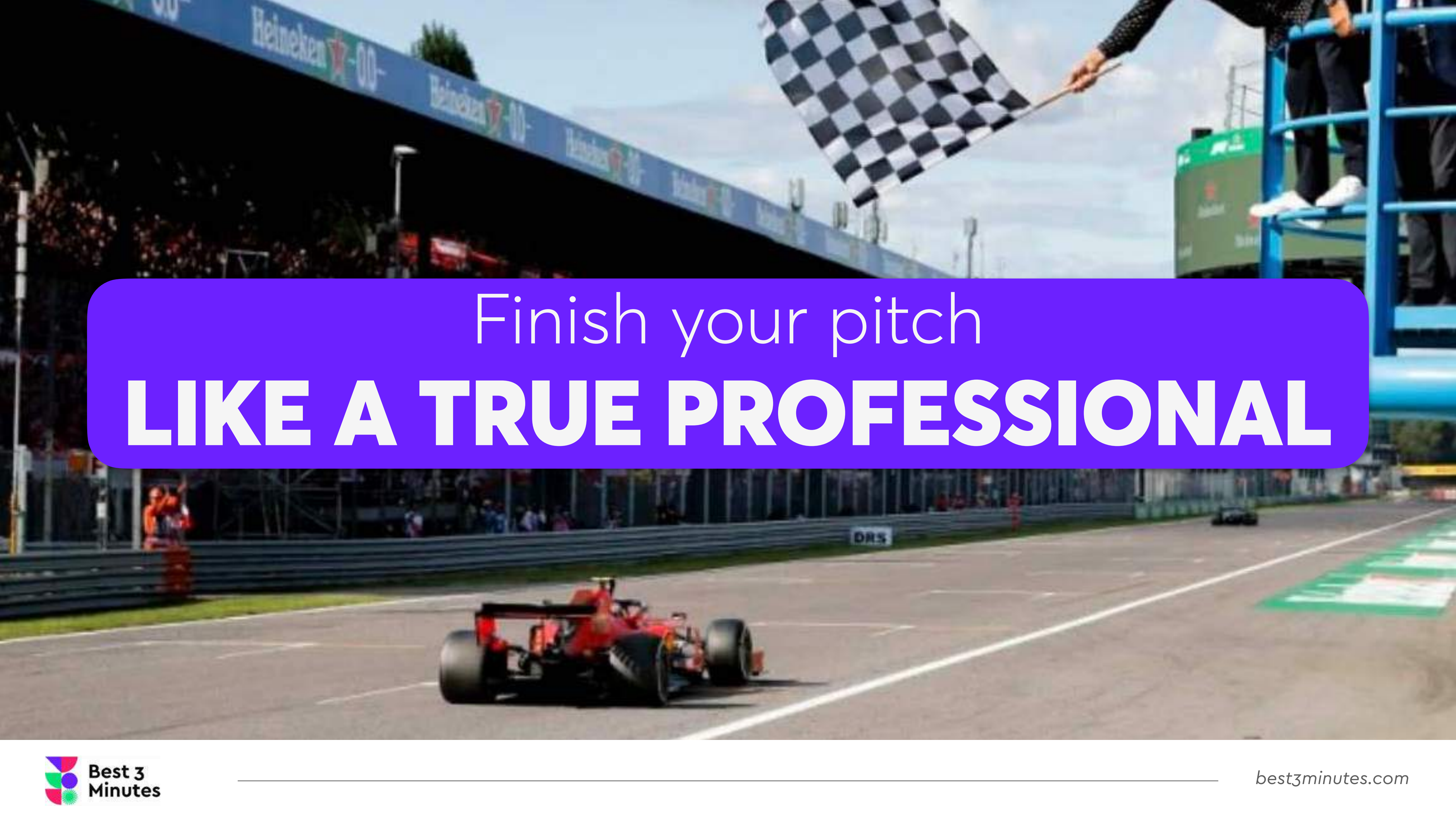
Opening



THE POWER OF THREE

Closing





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)



What we ask you to do is...

(give them a clear call to action)

**THANK
YOU!**

=

I've finished, you can clap now!

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing



Pitch tools and **RESOURCES**



best3minutes.com/acehum

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

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

5

Ways To Manage Your Pitching Nerves

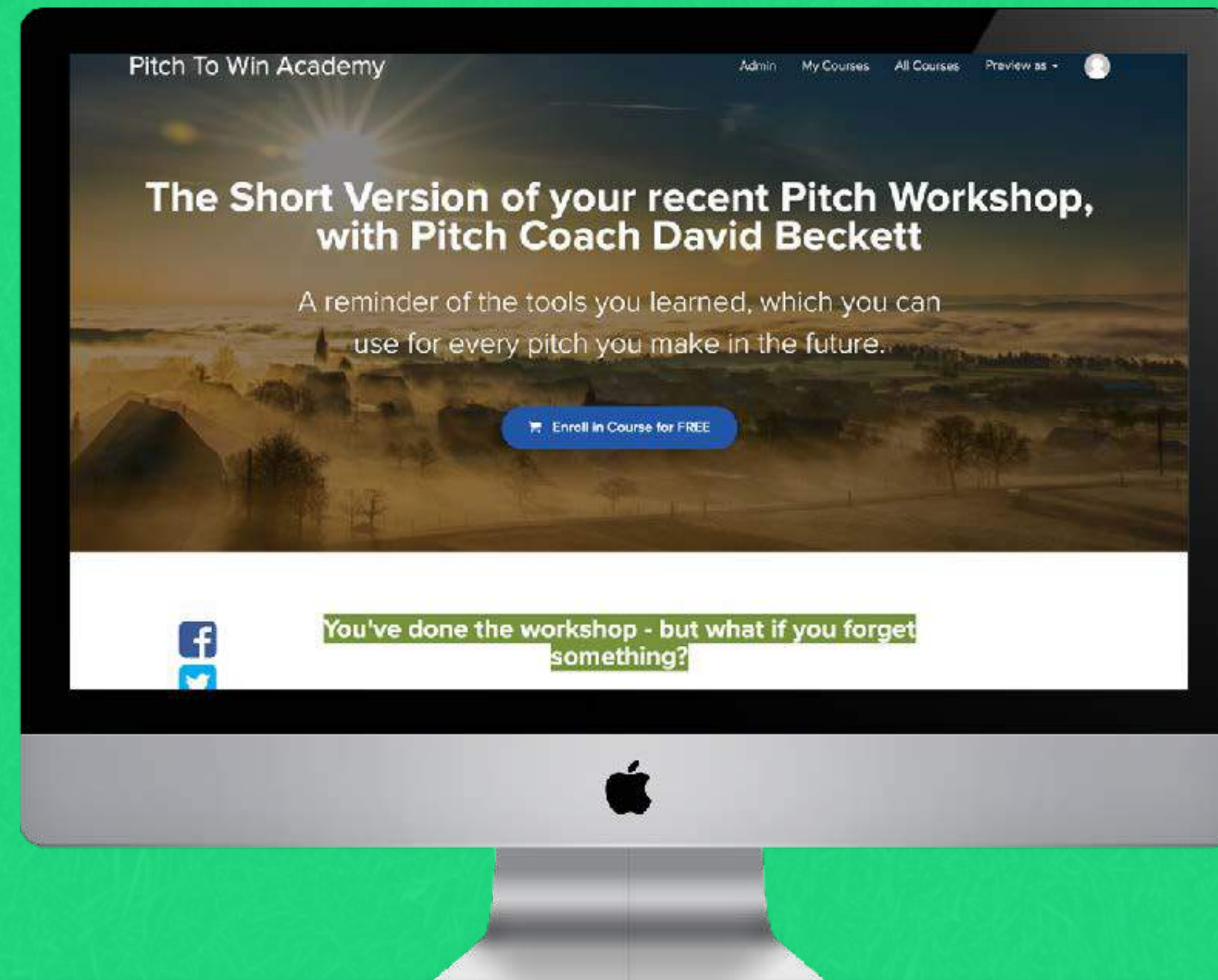


Thanks for joining the recent Pitch workshop!

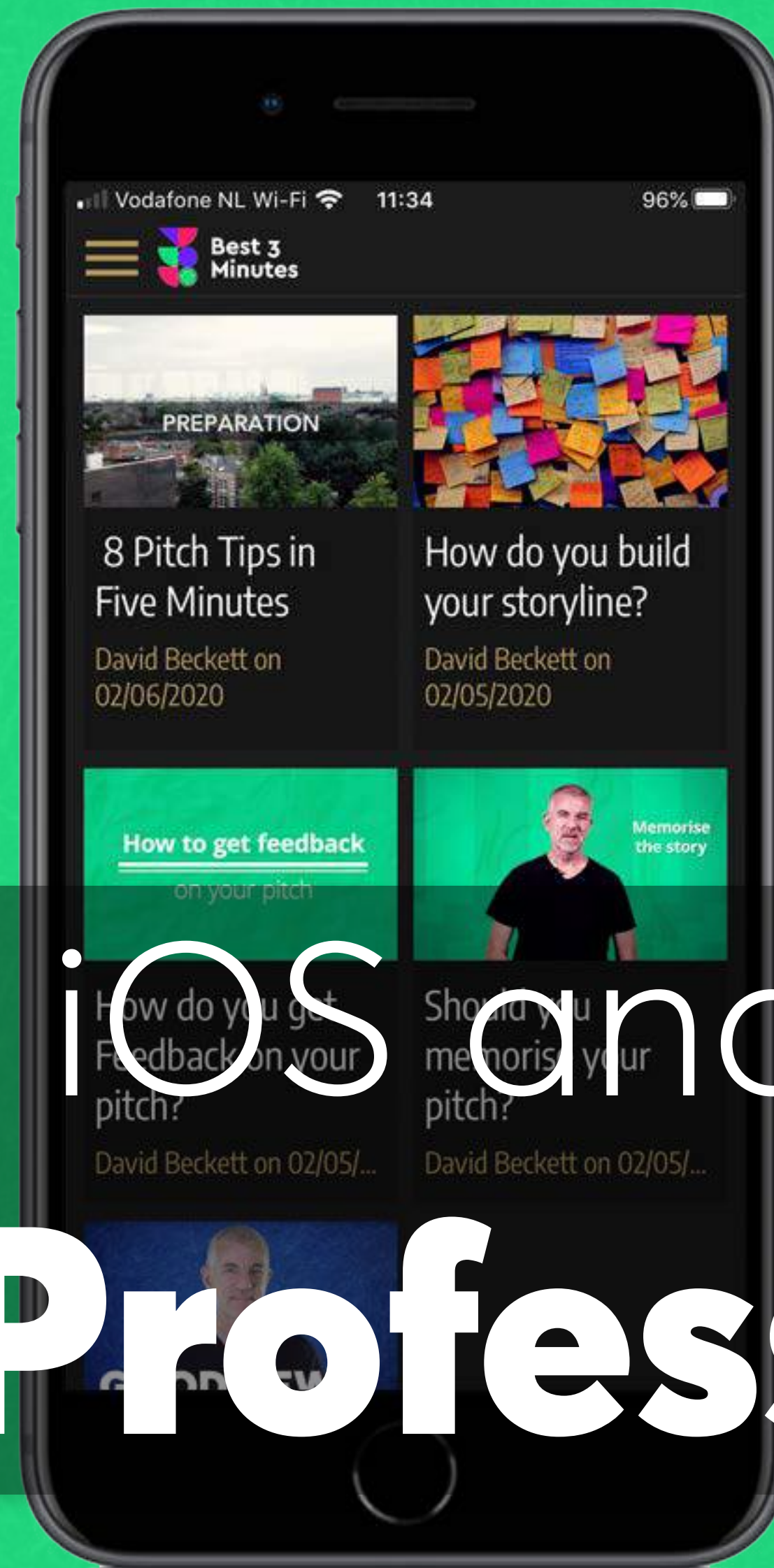
Here's a quick overview of some of the most powerful tools to overcome something that most people experience - getting nervous before a pitch. Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

Don't miss out on all the tools available online at: tiny.cc/pitchworkshop

Online Pitch Course

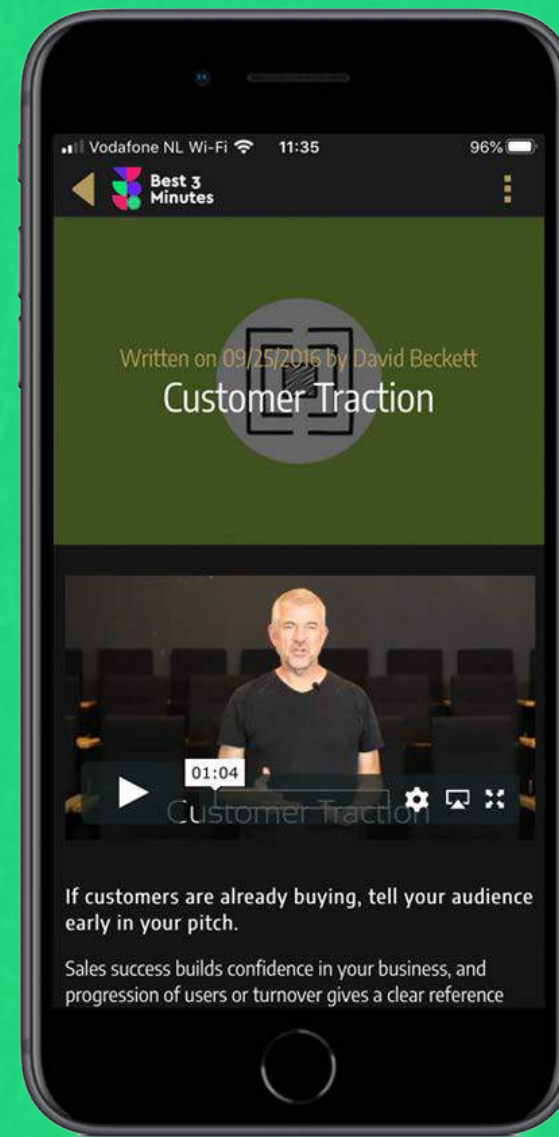
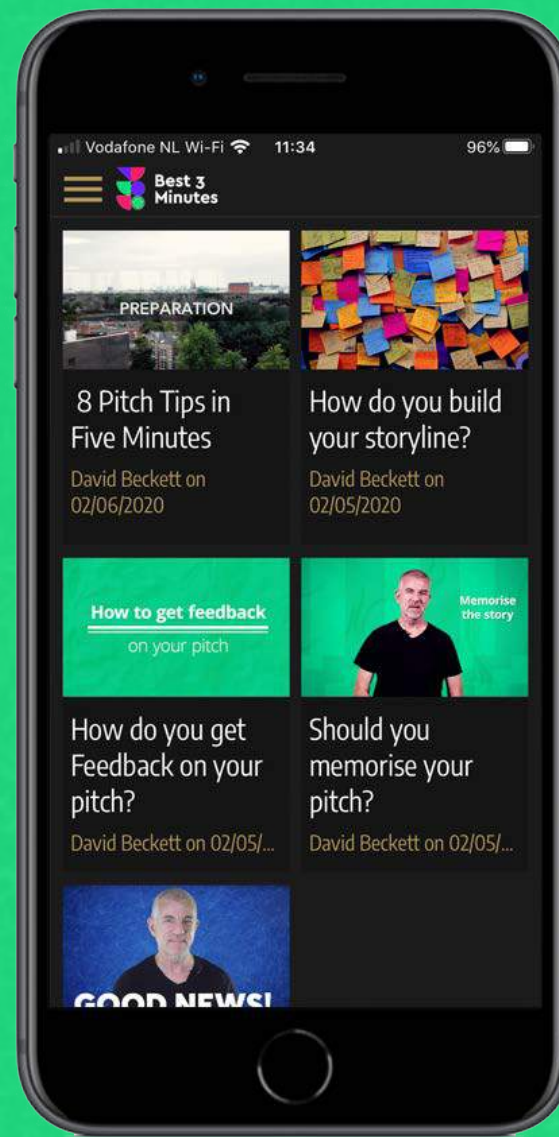
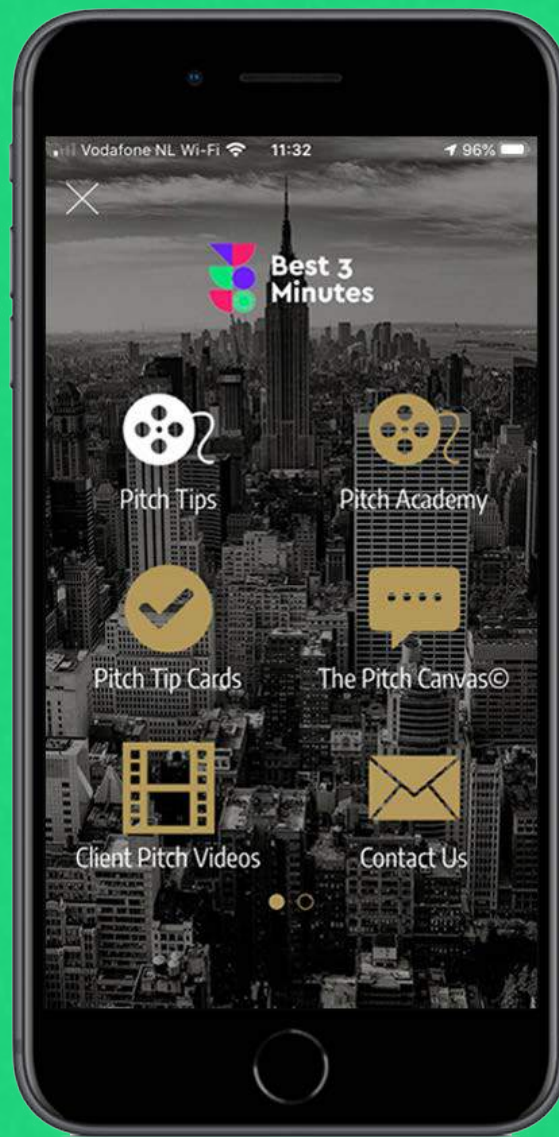


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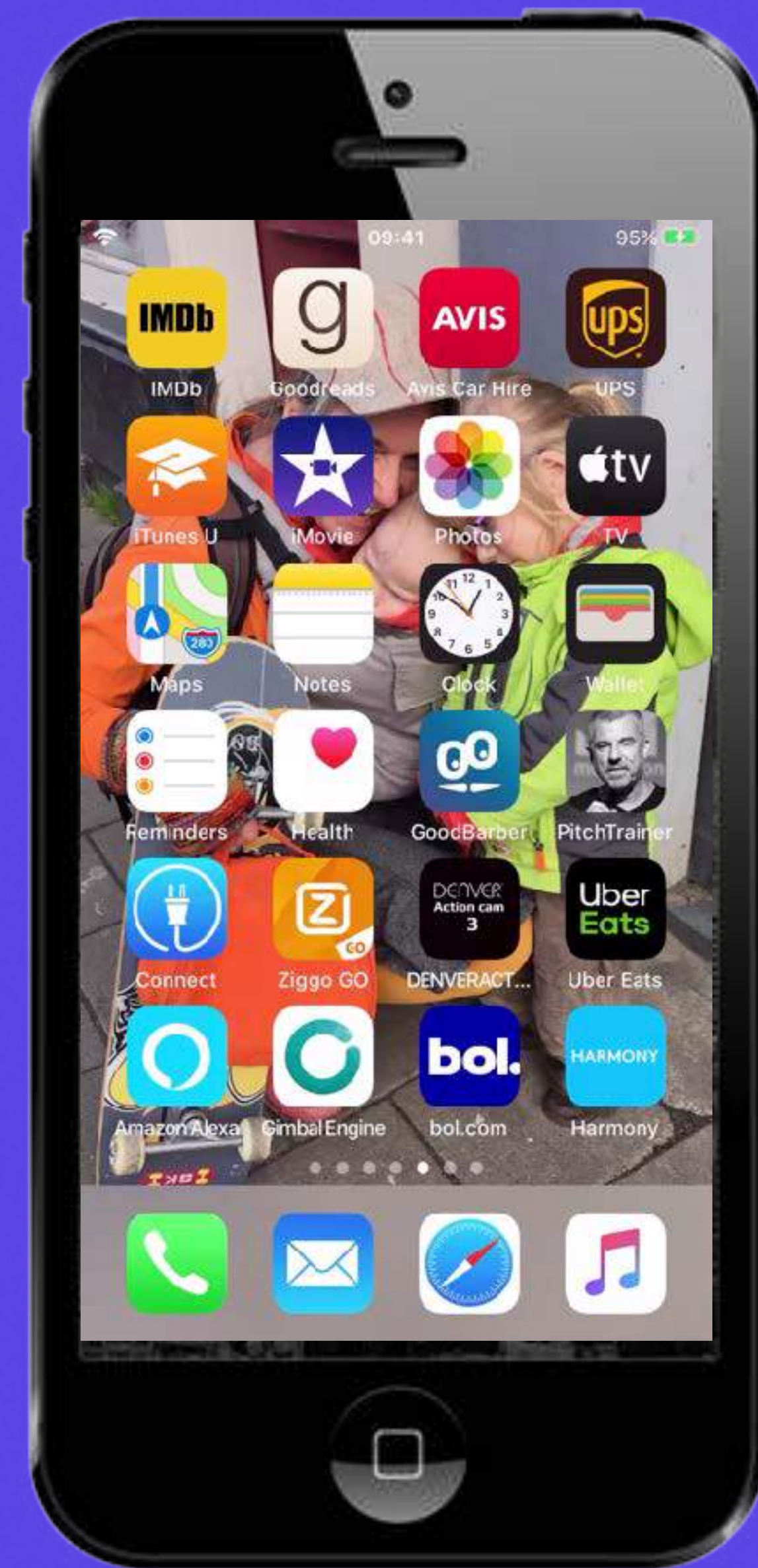
The App: iOS and Android **PitchProfessional**

best3minutes.com/acehum



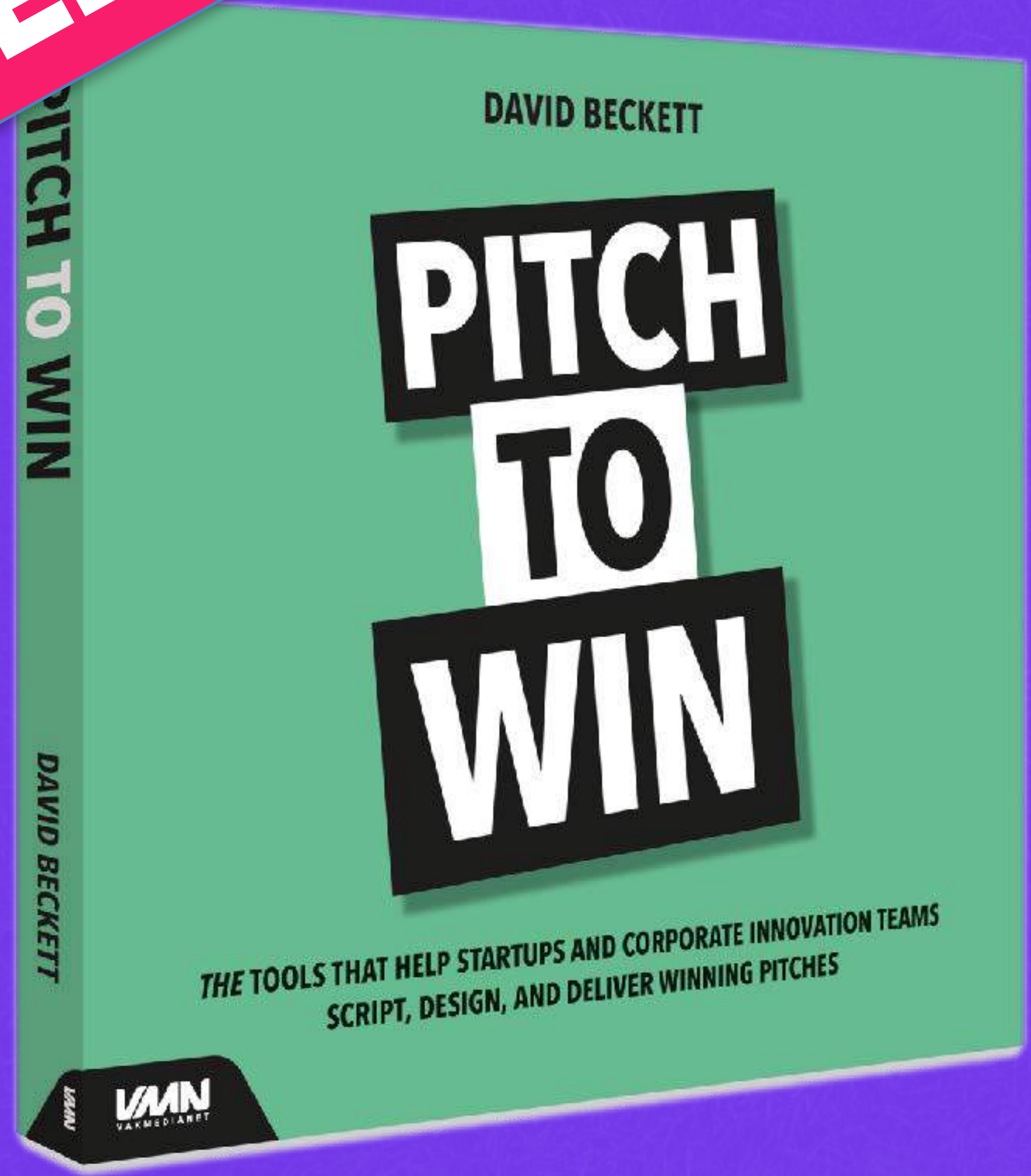
The App: iOS and Android

PitchProfessional



best3minutes.com/acehum

FREE



**FREE
AUDIOBOOK**

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FREE



**The
Essential
PITCH**

The Essential Pitch Podcast

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Blue Moon Pitch

Written by
David Beckett

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