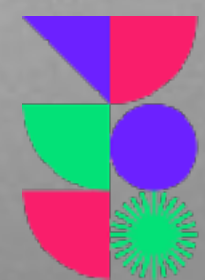


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



Best 3
Minutes

Coached 1500+ Startups & Scaleups
RAISED OVER €360MILLION



A person with a backpack stands on the peak of a rocky mountain, arms raised in triumph. Below them is a vast valley with green fields, a small town, and distant mountains under a blue sky with white clouds.

A successful pitch will
CHANGE YOUR LIFE



More **resources**
More **confidence**

More **opportunity** to
show your **true value**



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**



You will receive

SLIDES AND MANY MATERIALS




A close-up of a woman'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 a dark, textured font, some appearing to be part of the bokeh pattern. The woman's eyes are closed, and her lips are slightly parted, showing a smile. The overall effect is one of wonder and curiosity.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

The background of the slide is a dense, overlapping collage of numerous analog clocks. The clocks have various colored faces including white, pink, blue, green, and yellow. They are all slightly out of focus, creating a sense of depth and a busy, time-related atmosphere.

Prepare you for any **TIME-PRESSURED PITCH**



TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model



The Open-3-Close© Pitch Model

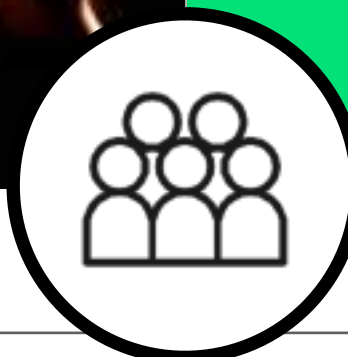


Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do
they **CARE**
about?



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**?

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?

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?

Plan a **follow up**
meeting?

Visit your website?

Download
a White Paper?

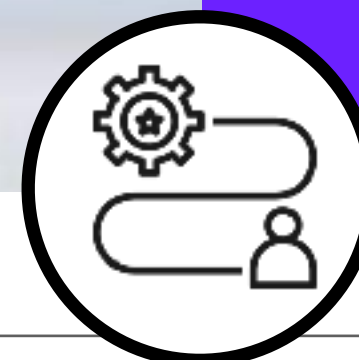


ACTION STEP

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

1
MINUTE





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



A close-up of a woman'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 shades of blue and red. The woman's eyes are looking down, and her lips are slightly open.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

The Open-3-Close© Presentation Model



How do you create
YOUR STORYLINE?



STOP!!!

A photograph of a person's hands typing on a laptop keyboard, overlaid with a semi-transparent red filter. The word "STOP!!!", in large, bold, white capital letters, is centered across the image. The background shows a laptop screen with some text and a smartphone on the desk to the left.

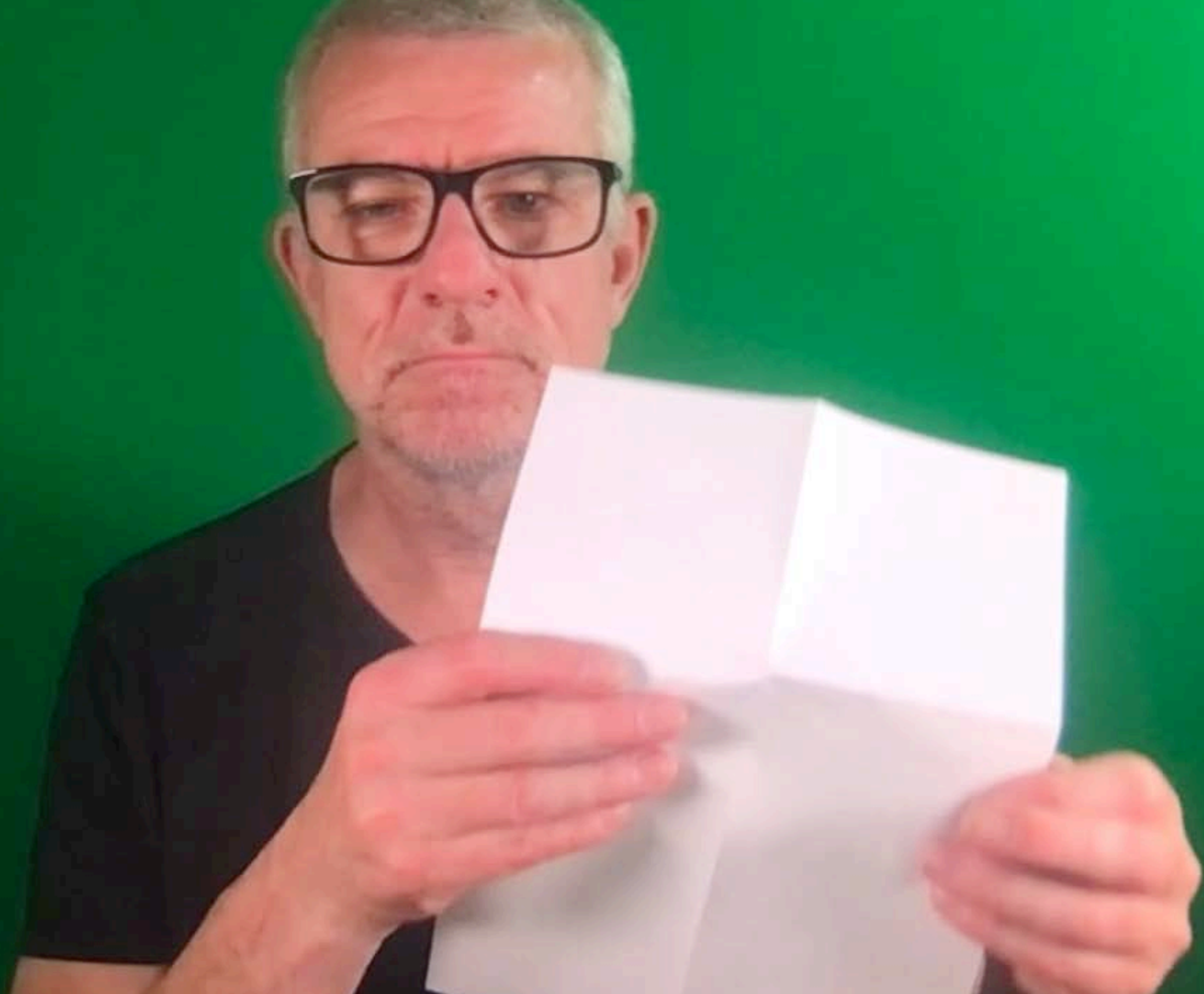


Don't Open **POWERPOINT**

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



Use
POST-IT
NOTES
To Build Your
Storyline





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
VITAL FOR STARTUPS?

50%
OF OUR
SUCCESS.

16
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.

A close-up of a woman'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 various colors, including red, blue, and green. The woman's eyes are visible on the left side of the frame, looking towards the right.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!

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 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?

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?
Progress on in users or downloads?
Customer reference quotes or movies?
PR coverage? Competition wins?
Use dots 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 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?

Team

What relevant experience and skills does your team have that supports your story?
Boards 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?

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

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To view a copy of this license, go to <http://creativecommons.org/licenses/by-sa/4.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

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?

Put a number on it!



Be specific

PUT A NUMBER ON IT




"It wastes a lot of hours"

"They have to make a lot of calls"



"It takes up to 72 hours"

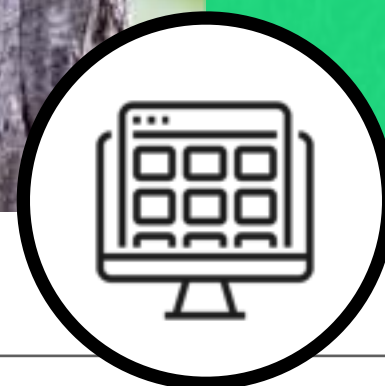
"They have to make up to 30 calls"



PRODUCT

How do you **solve**
the problem?

What can **customers**
do as a **result** of your
product?





UNIQUE

What's **special** and **new**
about your proposition?

Technology,
partnerships,
co-creation?





TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Customer **Interviews?**

Online **Experiments?**

How have you
engaged with potential
customers?





WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting?**



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

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 pinks, blues, greens, yellows, and oranges), 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?

Skills? Experience?
Character?

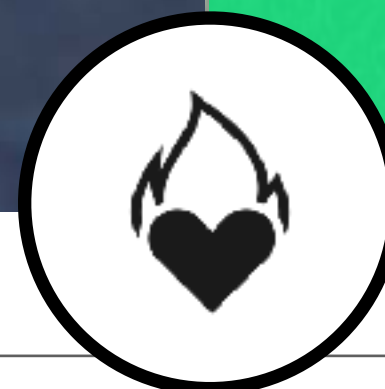


ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

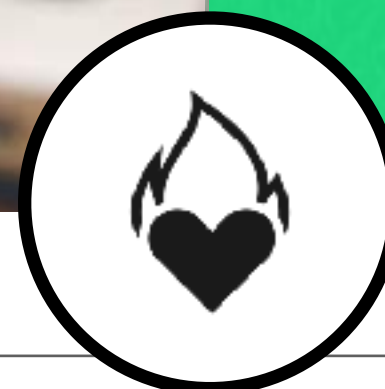




WHY YOU?

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

Your **Enthusiasm**
Counts!



A close-up of a woman'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 shades of blue and red. The woman's eyes are looking down, and her lips are slightly open.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!



10
MINUTES

ACTION STEP

Brainstorm content for **3-4**
of the following topics

Pain, Product, Unique
Traction/Validation
Team, Why You?

Don't think too much:
just write



ACTION STEP

Brainstorm content for **3-4**
of the following topics

Pain, Product, Unique
Traction/Validation
Team, Why You?

Don't think too much:
just write

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

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© Presentation Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



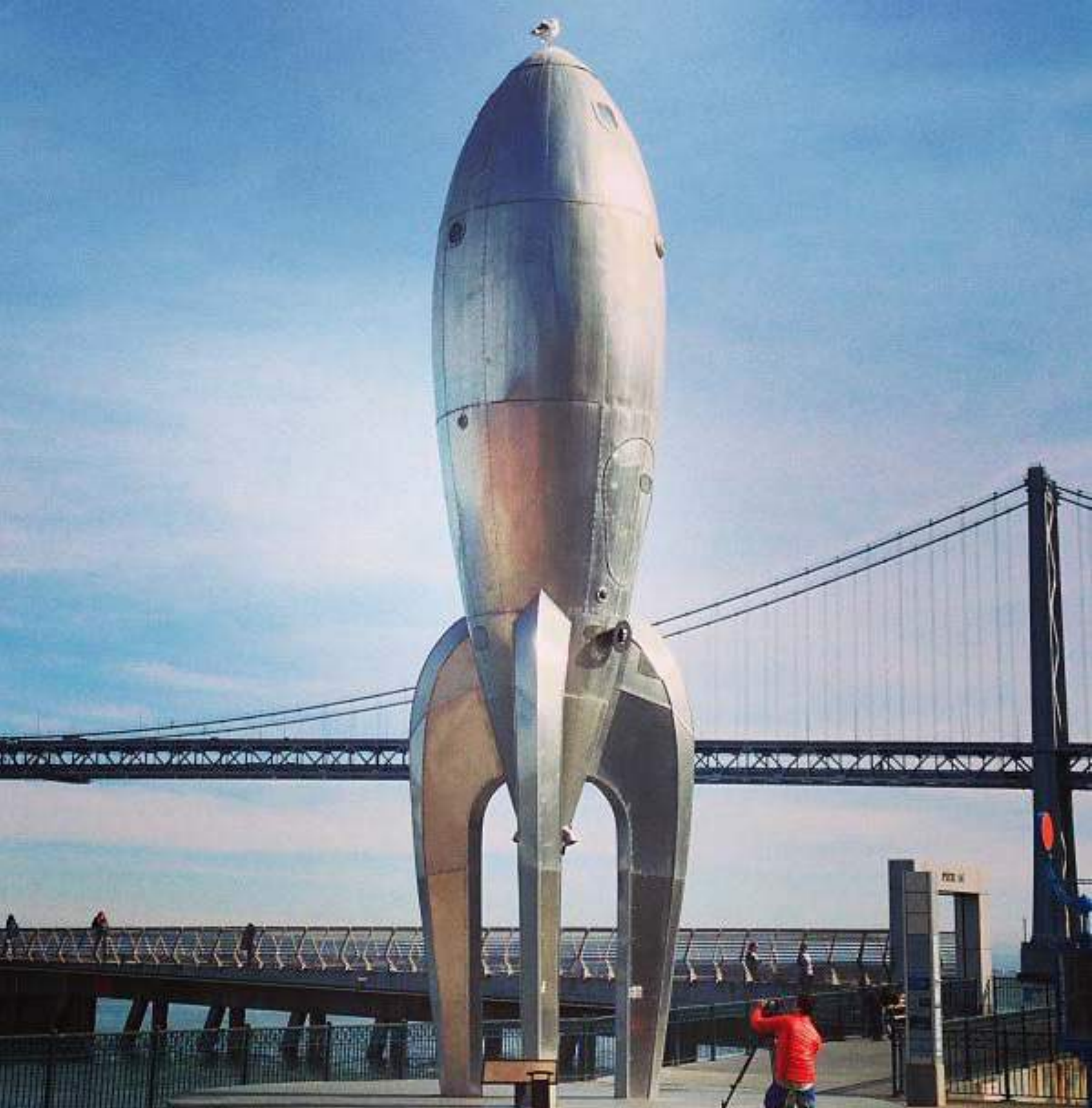
BRAINSTORM
with Post-It Notes

Opening



A dramatic photograph of a space shuttle launching, with a massive plume of orange and white smoke and fire at its 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

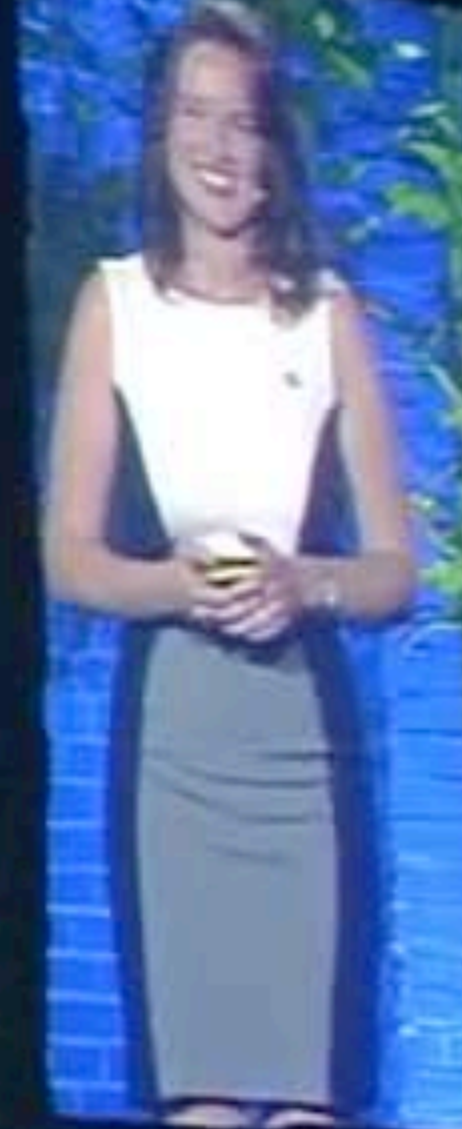


*Is this person
professional?*



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





A professionally planned opening from
The Great Bubble Barrier





Ryan Pandya (US)

Quantify **THE PROBLEM**



GoodShipping
Program

BETTER

KNOW
WHAT
WE
KNOW

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KNOW

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TEDx Amsterdam

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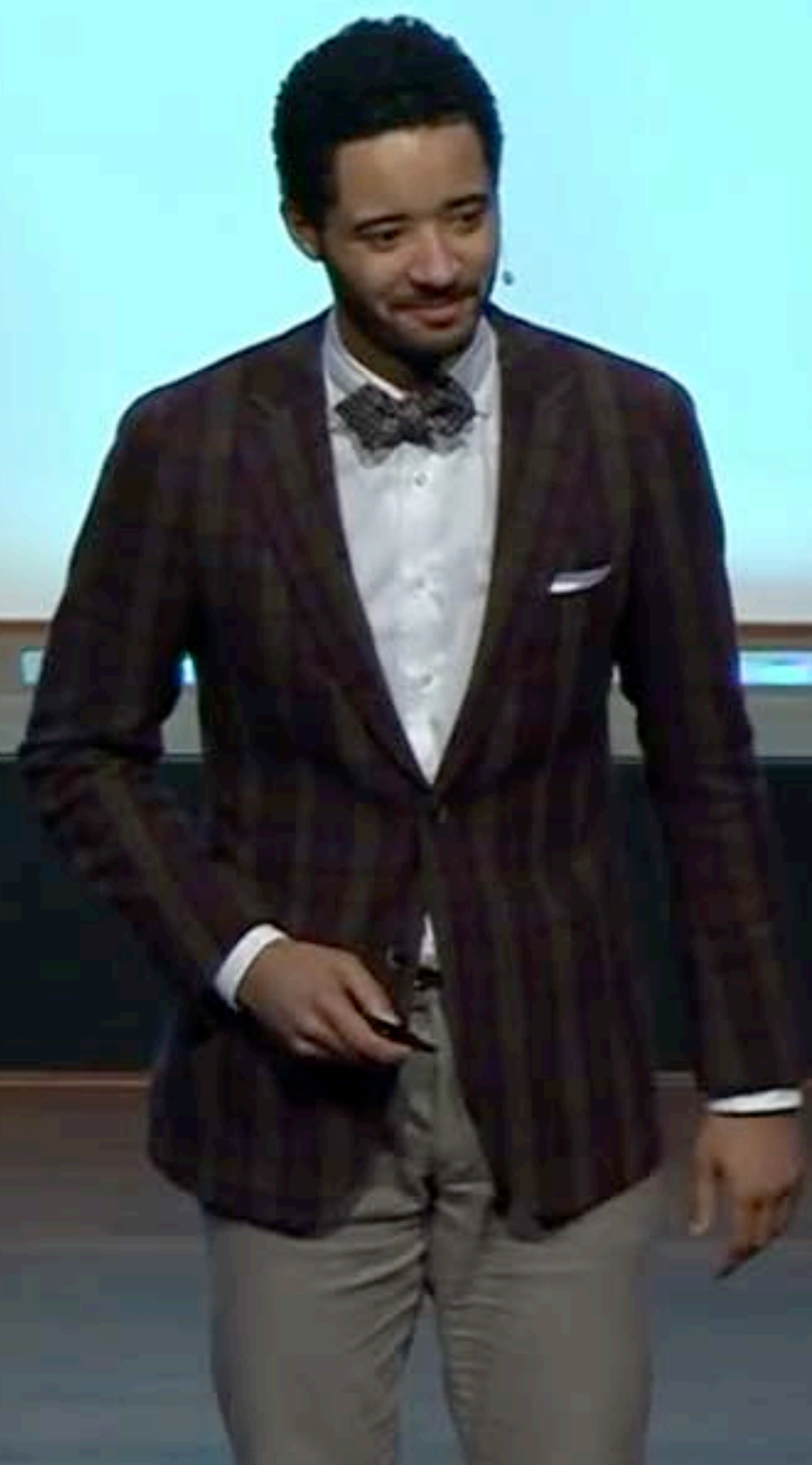
KNOW
WHAT
WE
KNOW



4:35

Simply
BE PROFESSIONAL

SADDL





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

Review your brainstorm

Test out your
opening 5 sentences
out loud on someone else

best3minutes.com/lifesci

A close-up of a woman'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 woman's eyes are looking down, and her lips are slightly open.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!



You've just gone through a
REPEATABLE PROCESS



Think it through



Write it down



Say it out loud



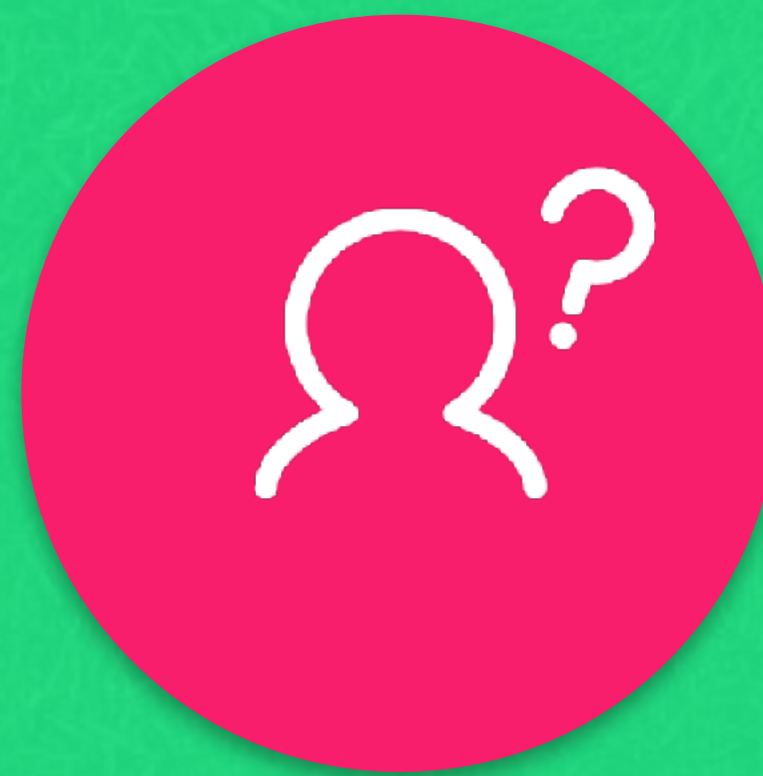
GET FEEDBACK



GET FEEDBACK



What
stood **out**?

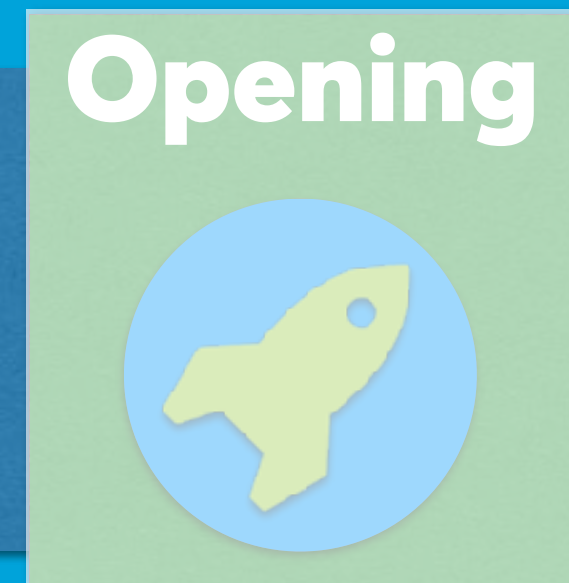


What did you
not understand?



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..."**



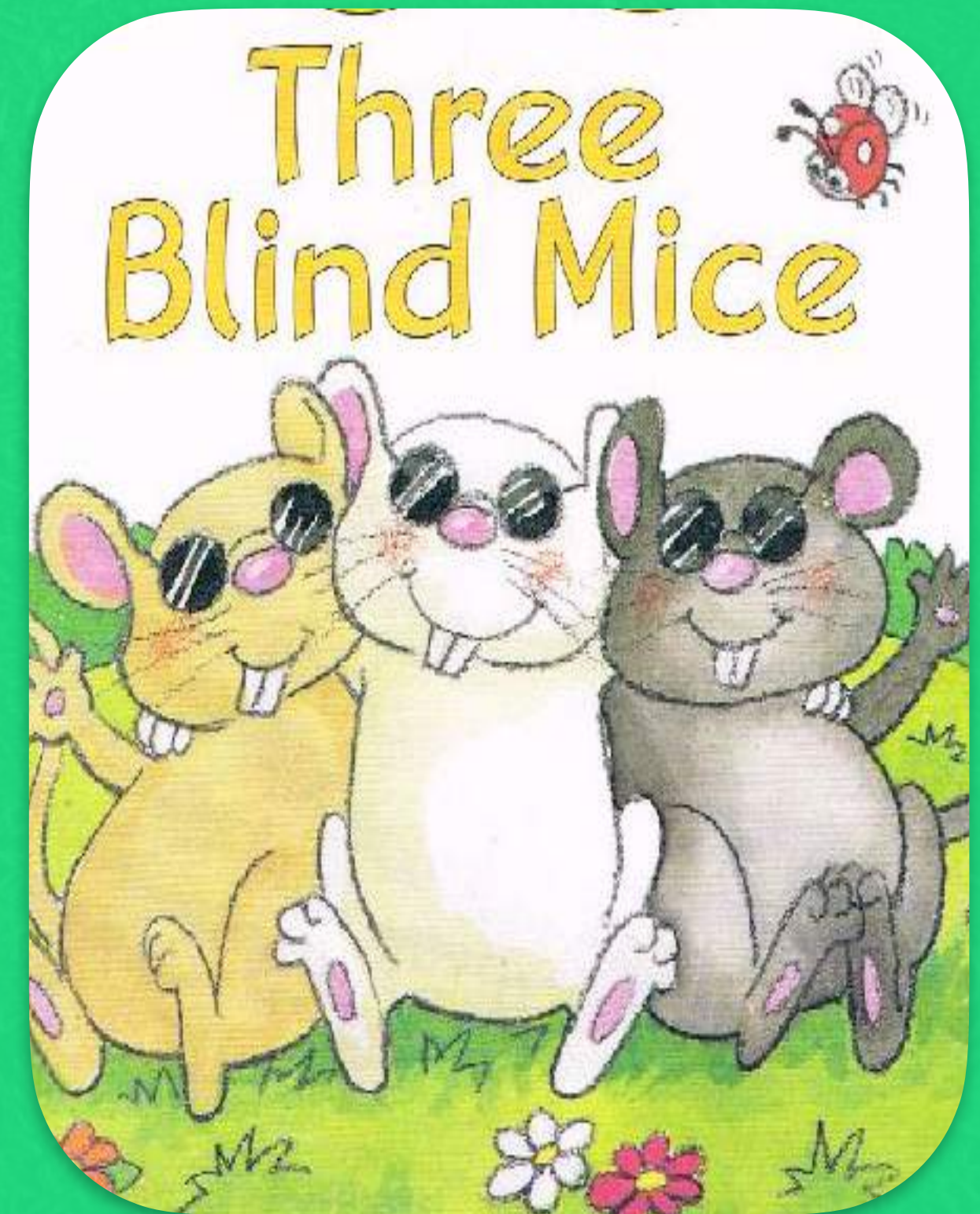
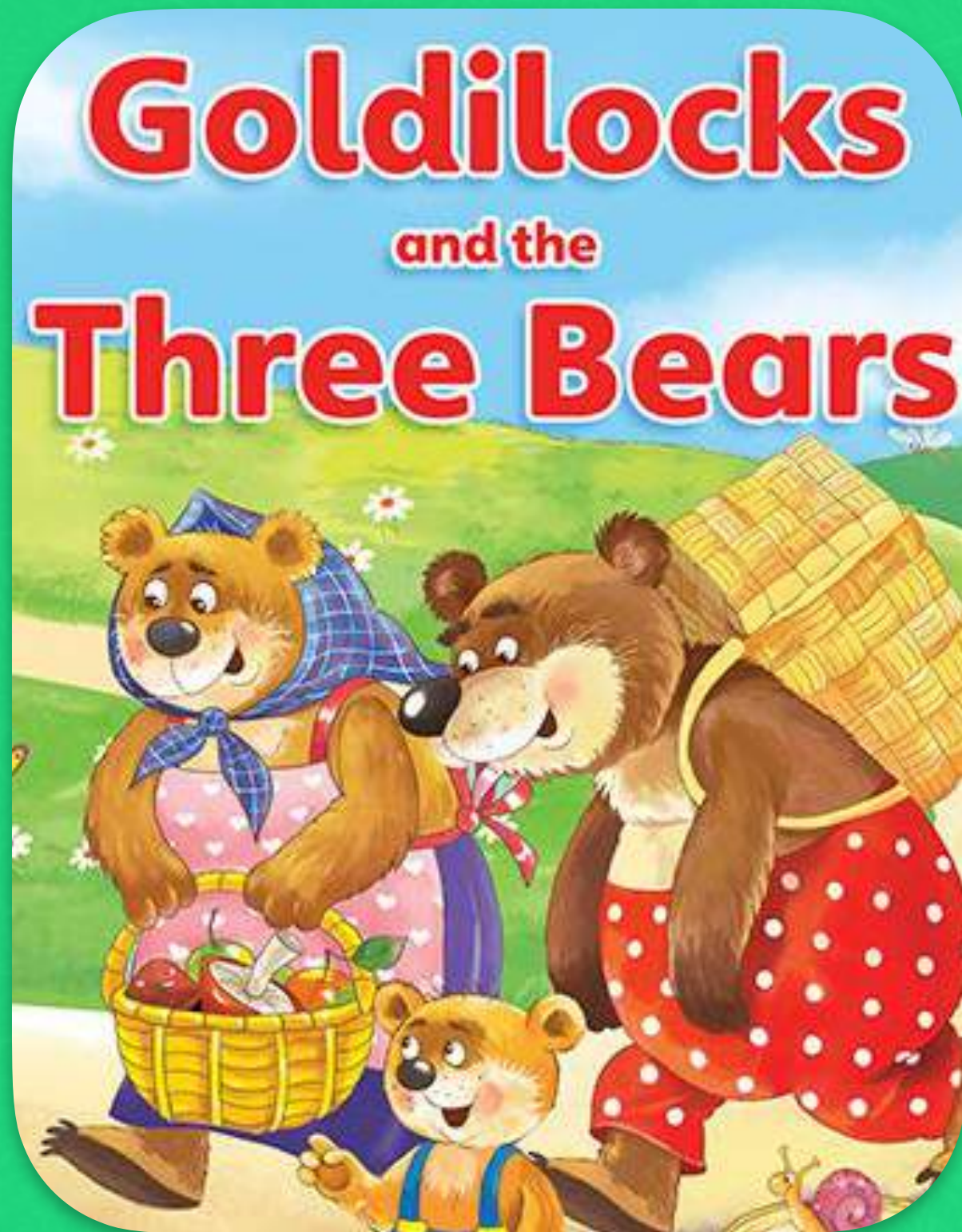
"There are many things I could tell you,
**BUT THERE ARE 3 THINGS
I WANT YOU TO REMEMBER"**



So why
THREE?

We grew up with

THE POWER OF THREE



We are surrounded by
THREES

READY, STEADY, GO!

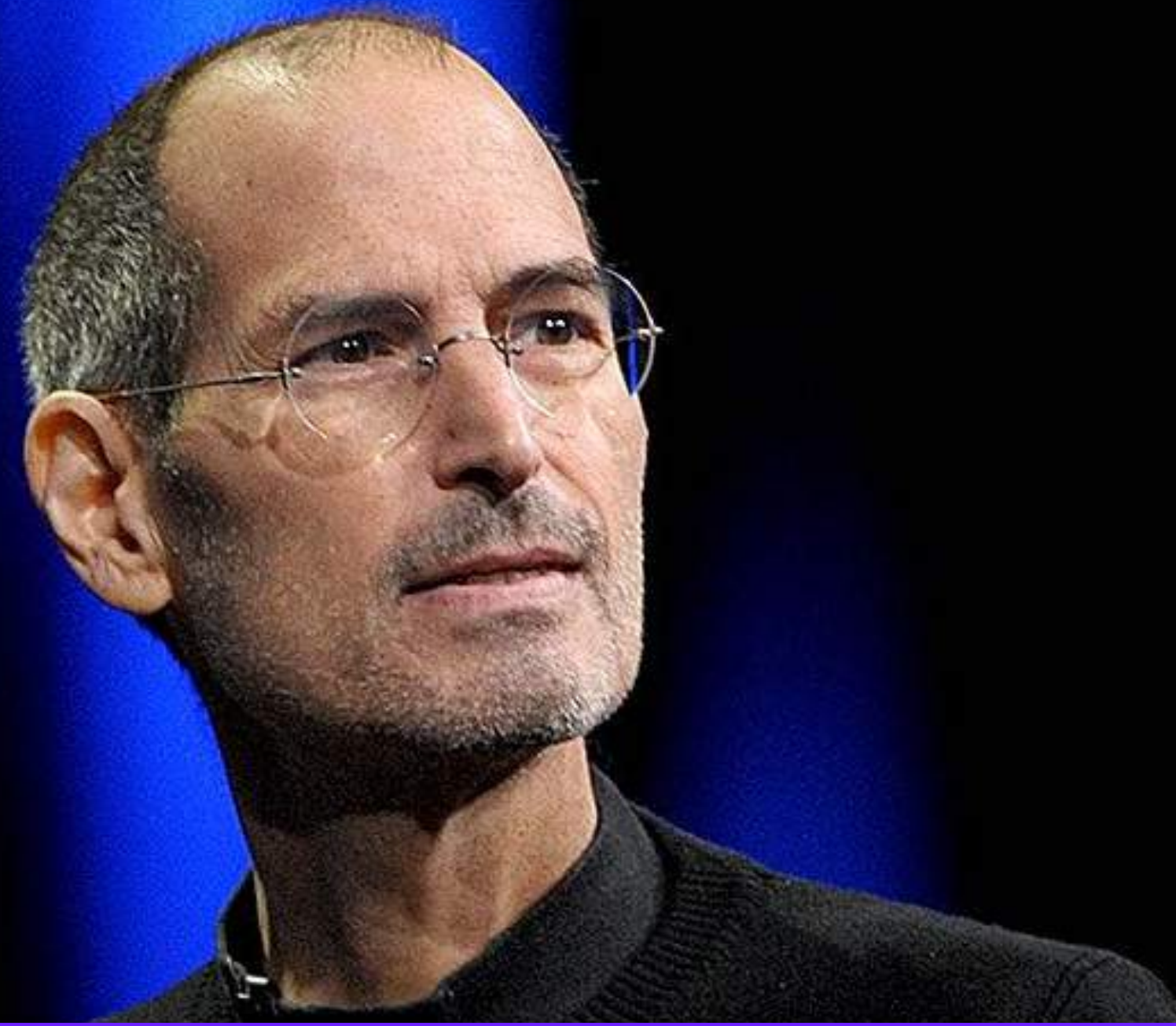


LIGHTS, CAMERA, ACTION!

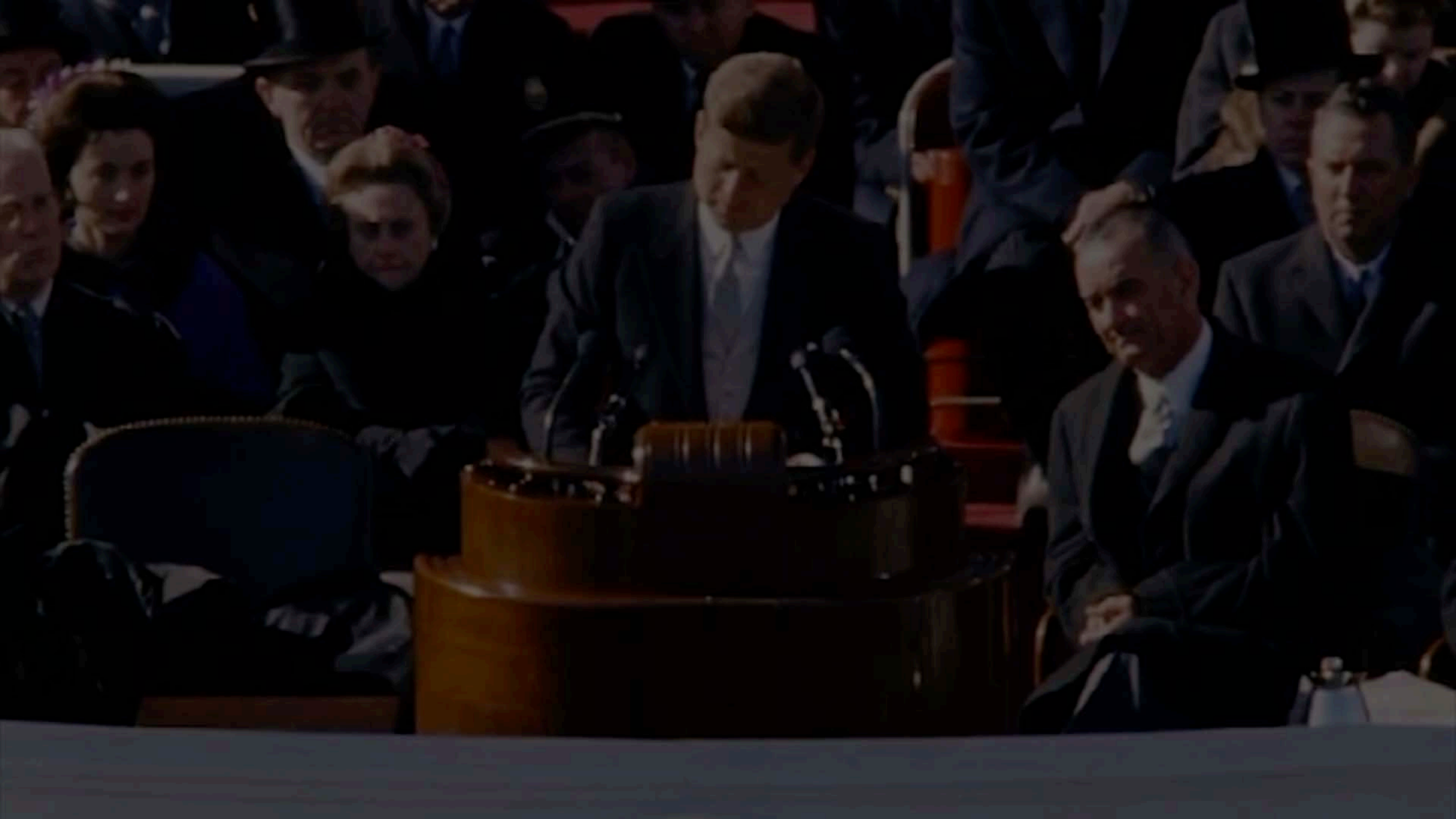


BEGINNING, MIDDLE, END





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



How do you apply

THE POWER OF THREE?

Break your product into

THREE BIG QUALITIES

FASTER

**LOWER
COST**


**MUCH
EASIER
TO USE**

Break your whole pitch into
THREE BIG CHAPTERS

PROBLEM

SOLUTION

**EASY TO
IMPLEMENT**

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 simple stage with a light blue upper half and a dark lower half.

Ryan Pandya (USA)

Muufri



ACTION STEP

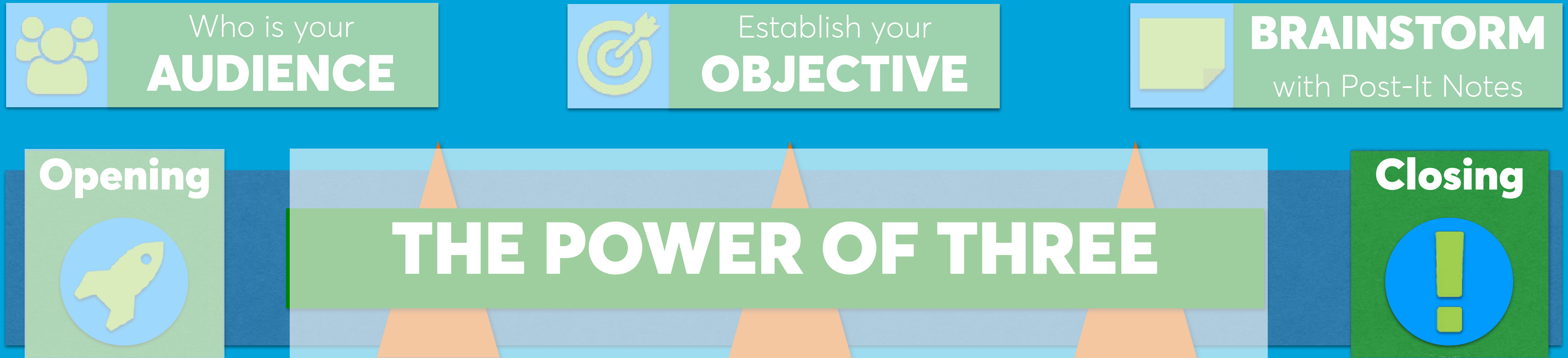
Imagine:

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 20-30 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



Pitch tools and **RESOURCES**



best3minutes.com/femtech

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.

Broken 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 backlights, draw the curtains or shut the blinds.

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 'hello' and 'thank you' for the meeting."

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 more professional. Cost: £10-£20, and some are free.

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TW: [@best3minutes](#)

E: info@best3minutes.com
LI: <https://www.linkedin.com/company/best3minutes>

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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

Everyone loves to hear their 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 find out for sure, but there are ways to do it. 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.

W: [Best 3 Minutes](#)
TW: [@best3minutes](#)

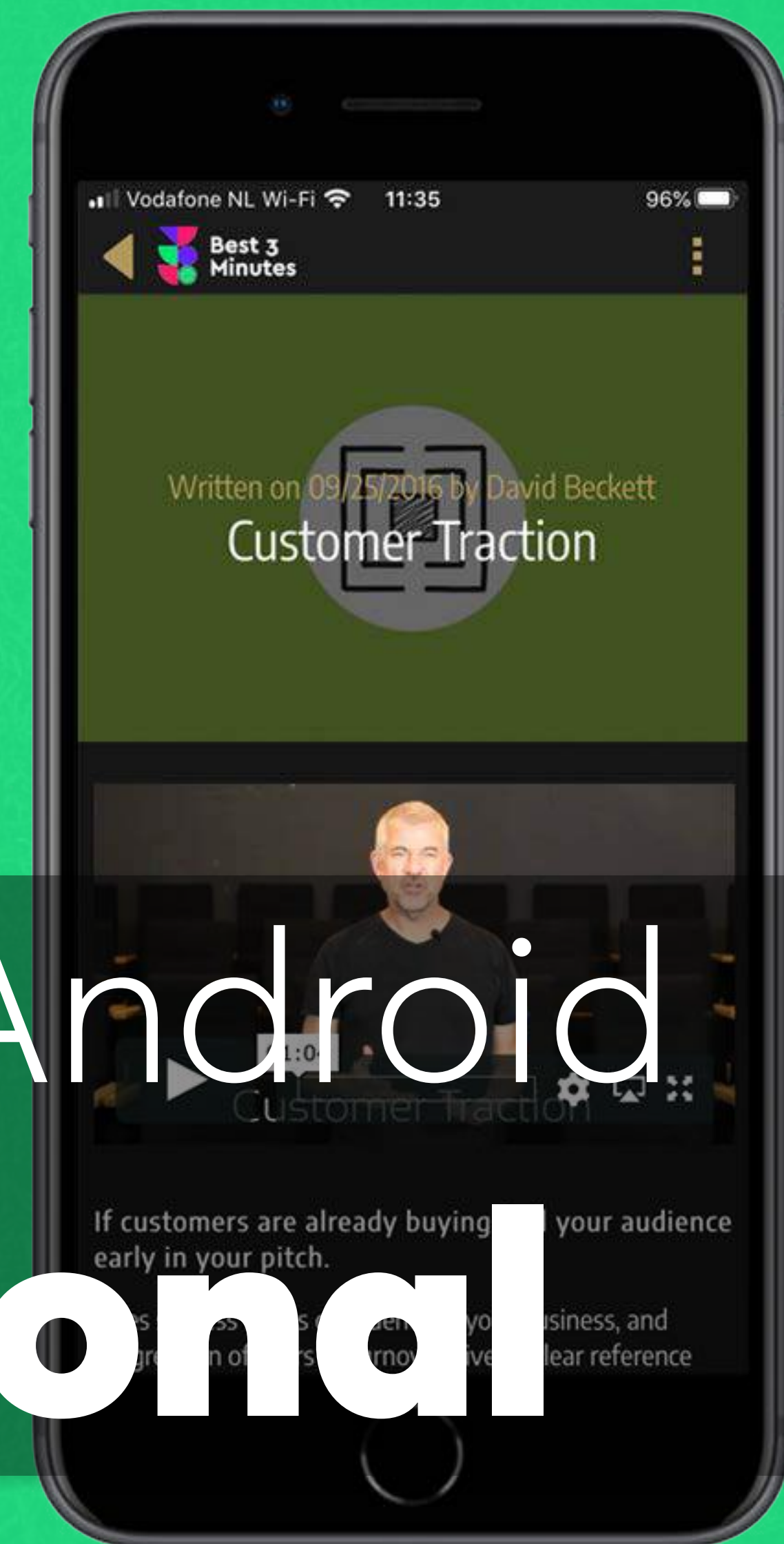
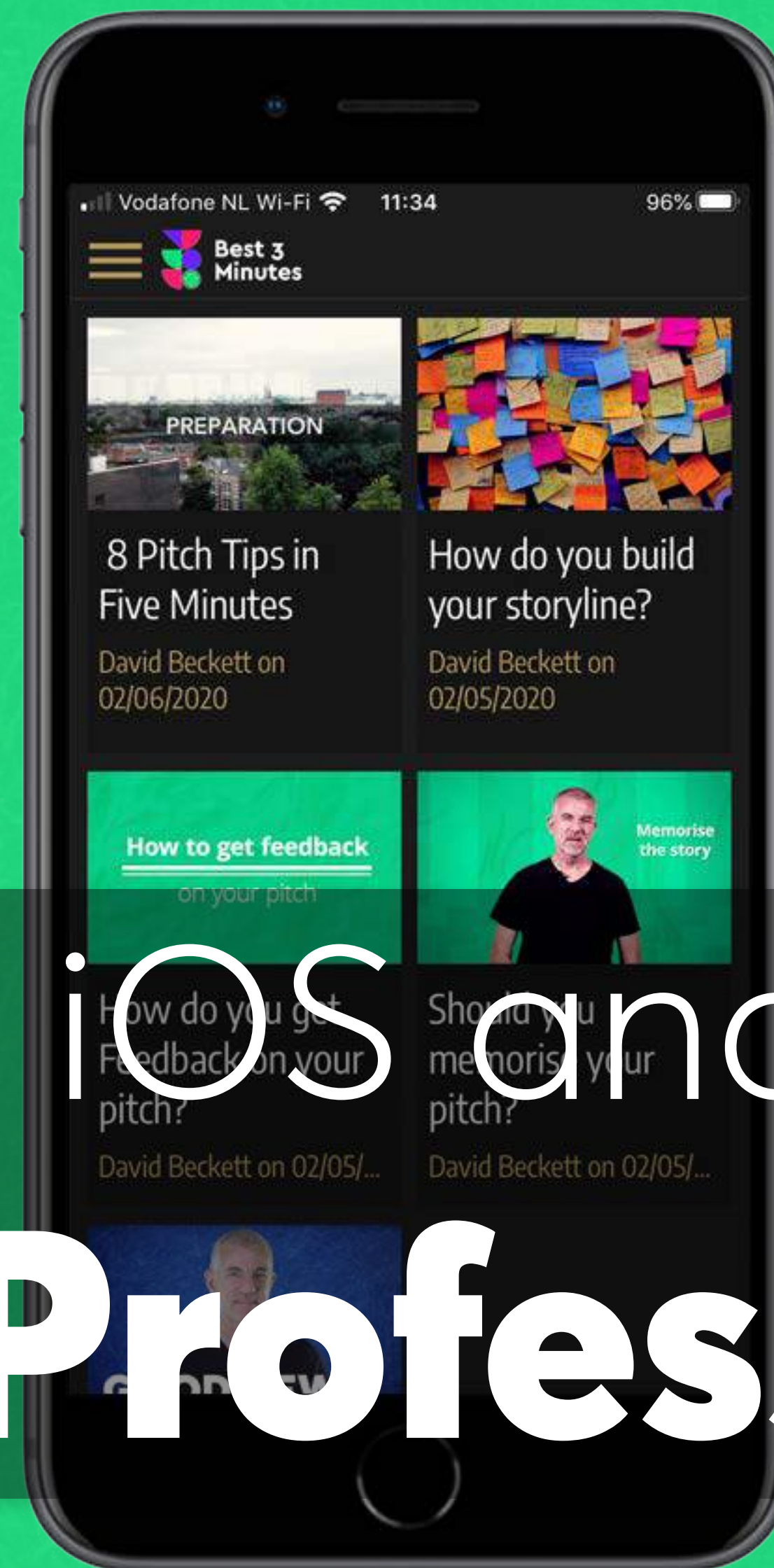
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THE ONLINE PRESENTATION CHECKLIST

best3minutes.com/femtech

FREE



The App: iOS and Android

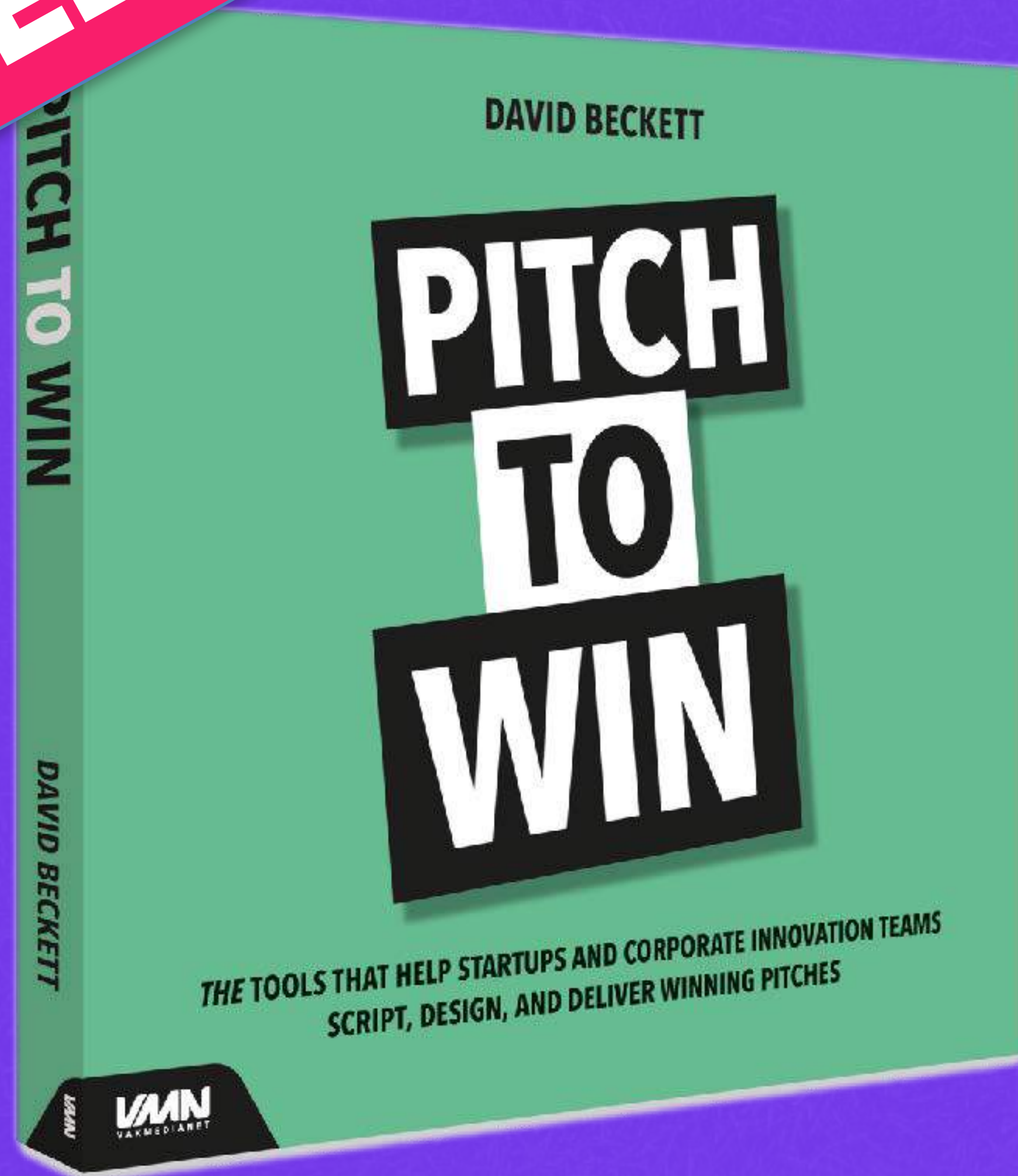
PitchProfessional

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FREE



**FREE
AUDIOBOOK**

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FREE



The Essential Pitch Podcast

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David Beckett

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Linked in™

Blue Moon Pitch

Written by
David Beckett

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