

An entrepreneurial brainstorming tool that helps you structure and visualise your pitch on one page

A memorable one-sentence explanation of what you do for customers


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

Version 1.0.0. Produced by David Beckett and Geert van Vliemen. br3st3m1nutes.com
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Copies available



THE BIG IDEA

In **1-2 sentences**, what is the presentation all about?

What is the central topic of **change**?



PAIN

Is there a **problem**
being solved?

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?

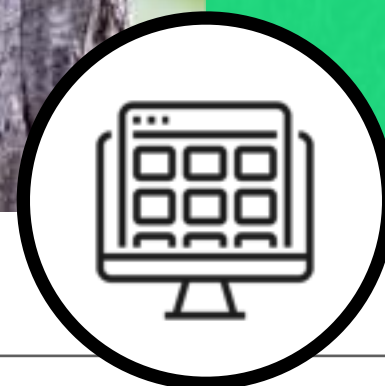
Put a number on it!





PRODUCT

What's the
proposition?





UNIQUE

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

Partnerships,
co-creation,
unique tech?



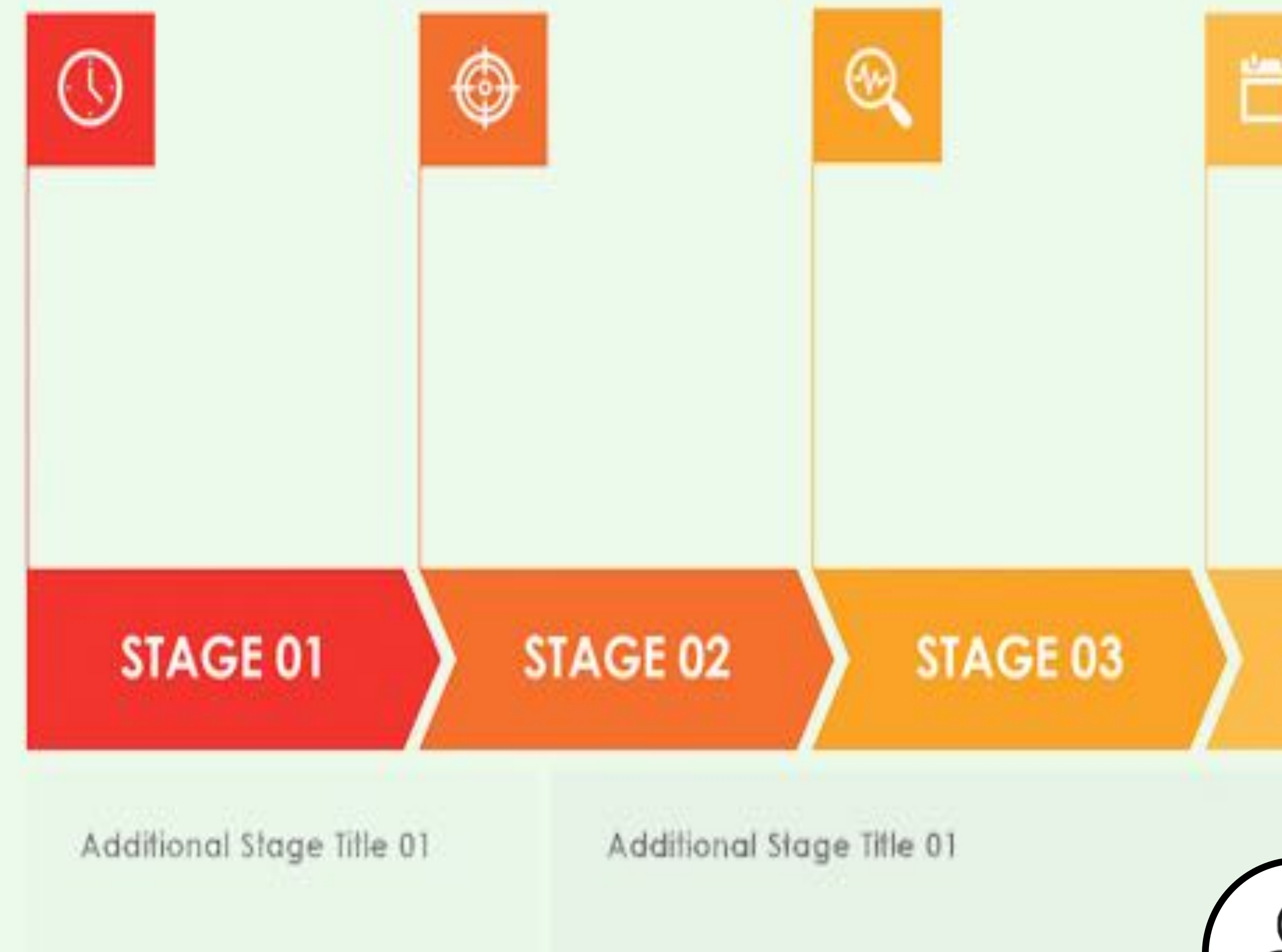
TRACTION

Any relevant
track record?

Proof that this
will be a **success?**



Project Timeline



TIMELINE

What happens, **when**?

What happens **next** -
first steps?





WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting?**



TEAM

Who will make it happen?

Skills? Experience?
Character?

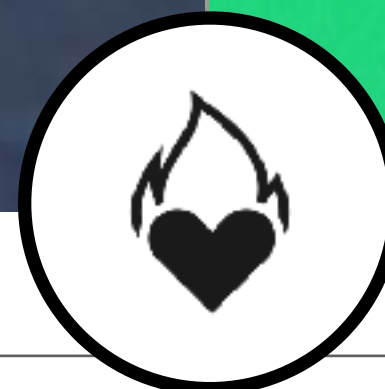


ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

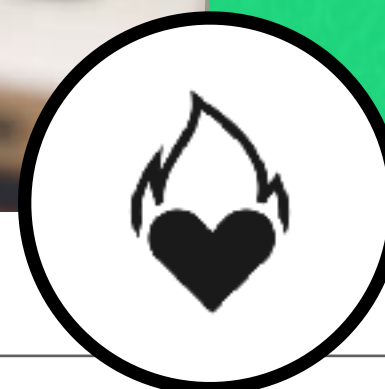




WHY YOU?

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

Your **Enthusiasm**
Counts!



QUESTIONS?



**10
MINUTES**

ACTION STEP

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

(Pain), Product, Unique
Traction, Timeline,
What do you need?
Team, Why You?

Don't think too much:
just write