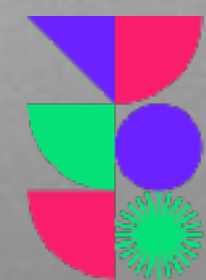


Presentation Coach  
TEDx Speech Coach  
Co-founder of Pitchy

# David Beckett

**best3minutes.com**



Best 3  
Minutes



# 29 Countries

# TRAINED 25,000+ PEOPLE





Trained over 30 TEDx speakers  
**CERN, MUNICH, AMSTERDAM**





**GREAT IDEAS  
NEED A VOICE**





You will receive

# SLIDES AND MANY MATERIALS





A woman's face is shown in profile, looking towards the left. The face is filled with a vibrant, abstract pattern of colorful bokeh (out-of-focus light spots) in shades of pink, purple, blue, and yellow. Several large, stylized question marks are overlaid on the face, particularly around the eyes and mouth. The word "QUESTIONS?" is written in large, bold, white capital letters across the top of the face.

# QUESTIONS?

Please ask  
**ANY TIME**



The background of the entire slide is a dense, overlapping pattern of numerous analog clocks. Each clock has a different colored face, including shades of blue, green, yellow, orange, pink, and purple. The hands of the clocks are black, and the numbers are small and dark. The clocks are arranged in a way that they appear to be floating or scattered across the frame, creating a sense of time and urgency.

Prepare you for any  
**PRESENTATION**





# ACTION STEP

Presentation yourself in  
**30 Seconds** to the  
other person

When the 30 seconds are  
finished, **switch!**

**No Other Instructions**

## LET'S DO IT!





# ACTION STEP


Presentation yourself in  
**30 Seconds** to the  
other person

When the 30 seconds are  
finished, **switch!**

**No Other Instructions**

## LET'S DO IT!





# TOOLS





**Who** are we presenting to?



**Why** are we presenting?



**What** should we present?



# OPEN-3-CLOSE©

Presentation Model



# The Open-3-Close© Presentation Model



Who is your  
**AUDIENCE**



Establish your  
**OBJECTIVE**



**BRAINSTORM**  
with Post-It Notes

**Opening**



**THE POWER OF THREE**

**Closing**





# The Open-3-Close© Presentation Model



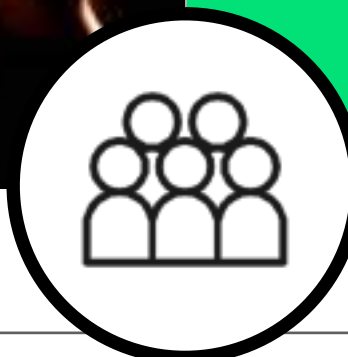
Who is your  
**AUDIENCE**





# WHO'S YOUR AUDIENCE?

What do  
they **CARE**  
about?





# ACTION STEP

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

---

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 presentation

---

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© Presentation Model







# 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?"





A close-up photograph of a dartboard. A single dart is embedded in the center bullseye, which is a small red circle surrounded by a green ring. The rest of the board consists of alternating light-colored wooden segments and dark-colored segments.

# WHAT'S YOUR OBJECTIVE?

**Assign** someone  
to your project

Agree to a **budget**

Plan a **follow up** meeting

Commit to a **deadline**  
for **feedback** to be given





# ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the presentation

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







5

# ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the presentation

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





# QUESTIONS?



# The Open-3-Close© Presentation Model





How do you create  
**YOUR STORYLINE?**







# STOP!!!



# Don't Open **POWERPOINT**

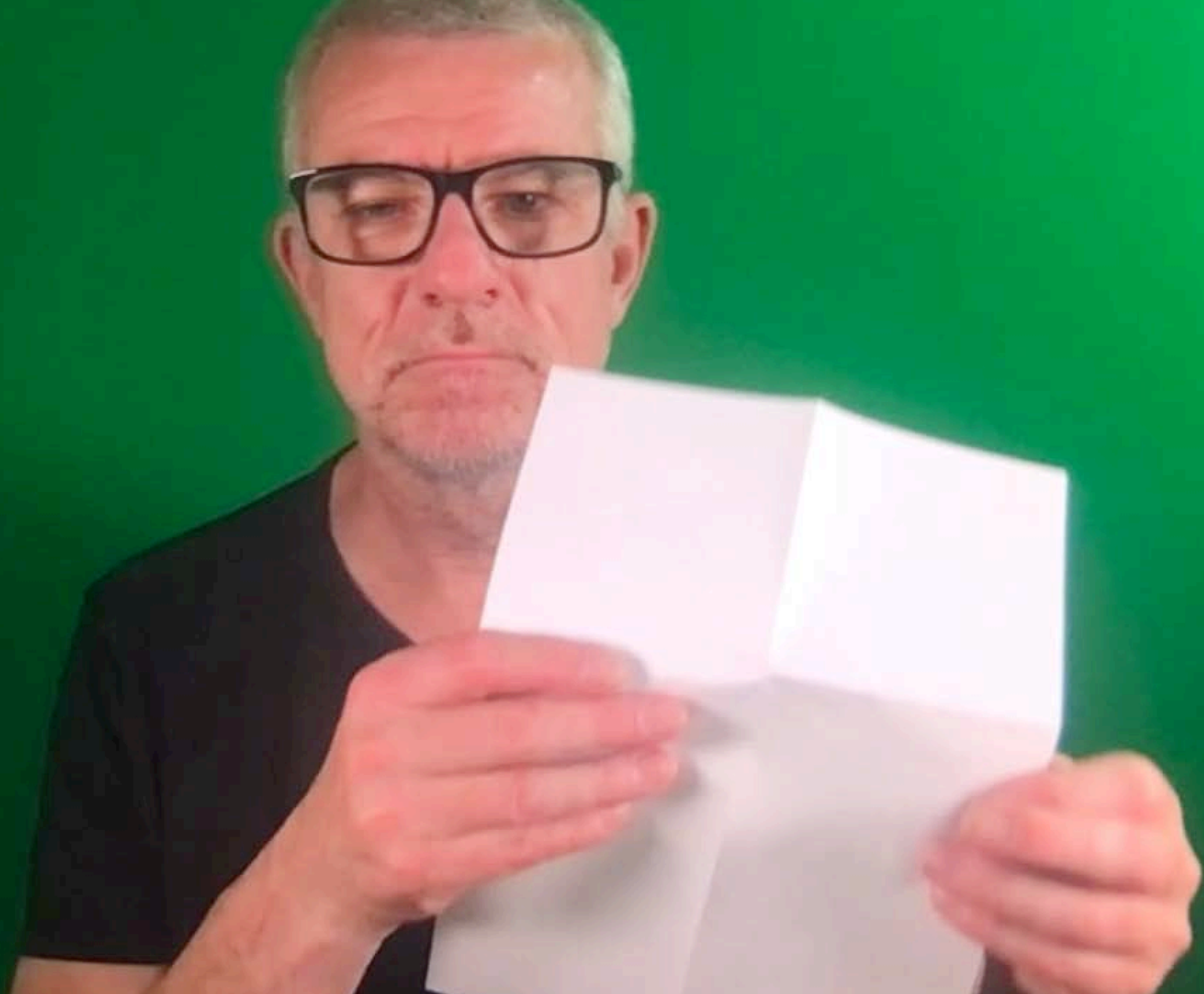
Until you **know** what you are  
going to **say...**





Use  
**POST-IT  
NOTES**  
To Build Your  
Storyline









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.



# QUESTIONS?



Which topics should be in your  
**WINNING PRESENTATION?**



# 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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Please feel free to share The Pitch Canvas®.  
Ensure you reference [best3minutes.com](http://best3minutes.com) after each use.

# THE PITCH CANVAS®

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!**

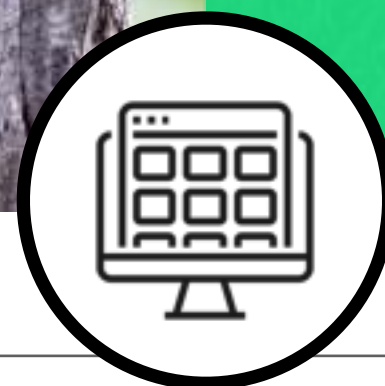






# PRODUCT

What's the  
**proposition?**







# UNIQUE

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

Partnerships,  
co-creation,  
unique tech?





# TRACTION

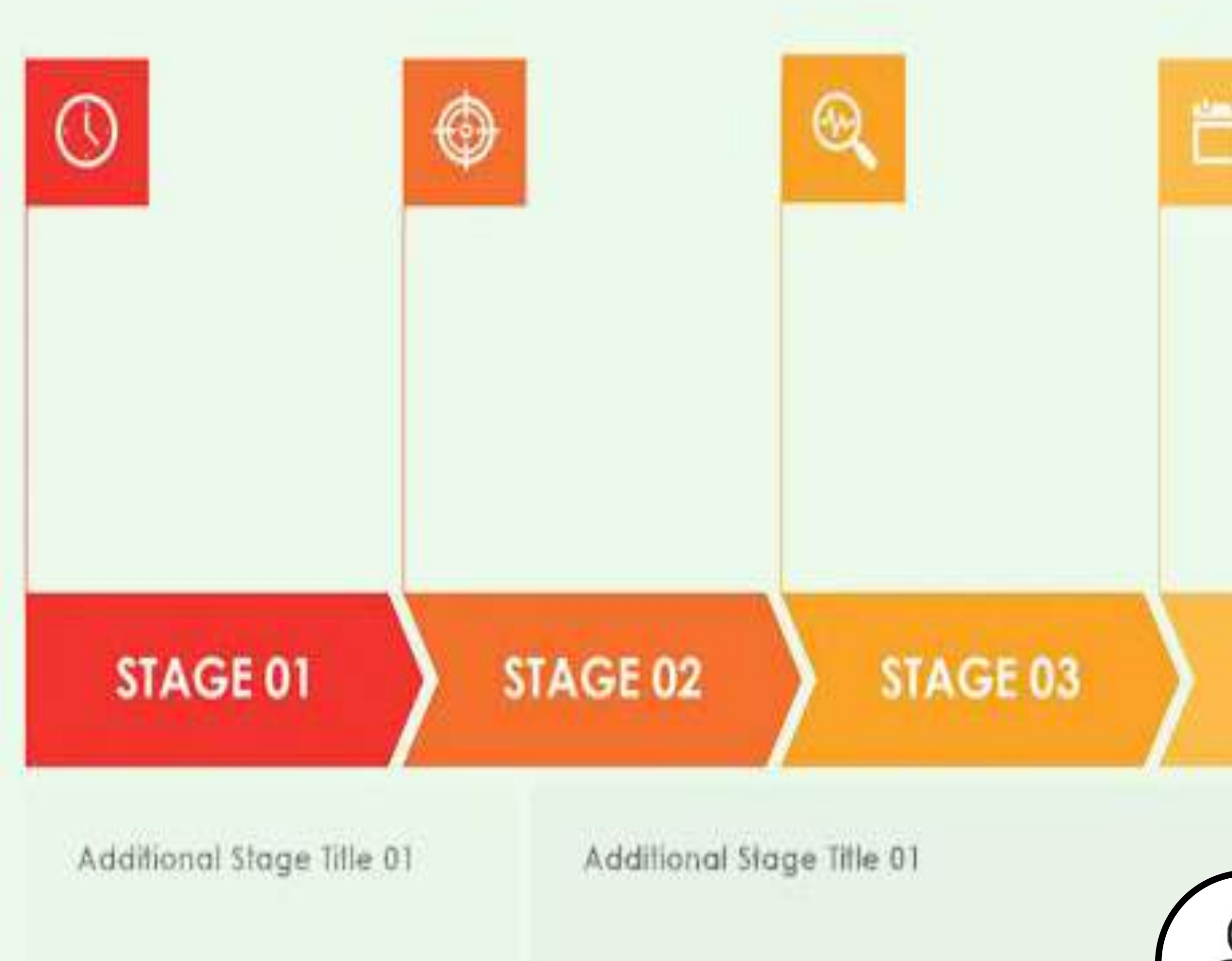
Any relevant  
**track record?**

**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?**





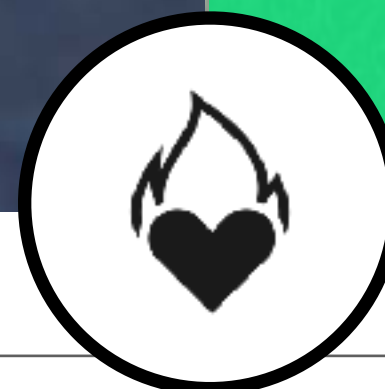
# ONE LAST THING...





# WHY YOU?

What's your  
**personal motivation** to  
offer this proposition?



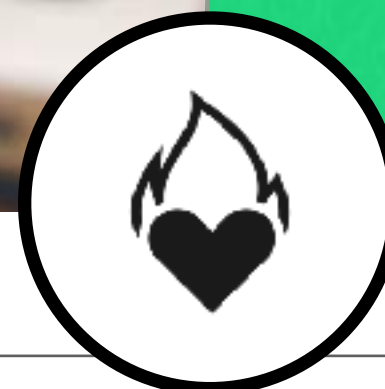




# WHY YOU?

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**





# 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**

brainstorm slides at **[best3minutes.com/netflix-livla](https://best3minutes.com/netflix-livla)**



# The Open-3-Close© Presentation Model



Who is your  
**AUDIENCE**



Establish your  
**OBJECTIVE**



**BRAINSTORM**  
with Post-It Notes

**Opening**

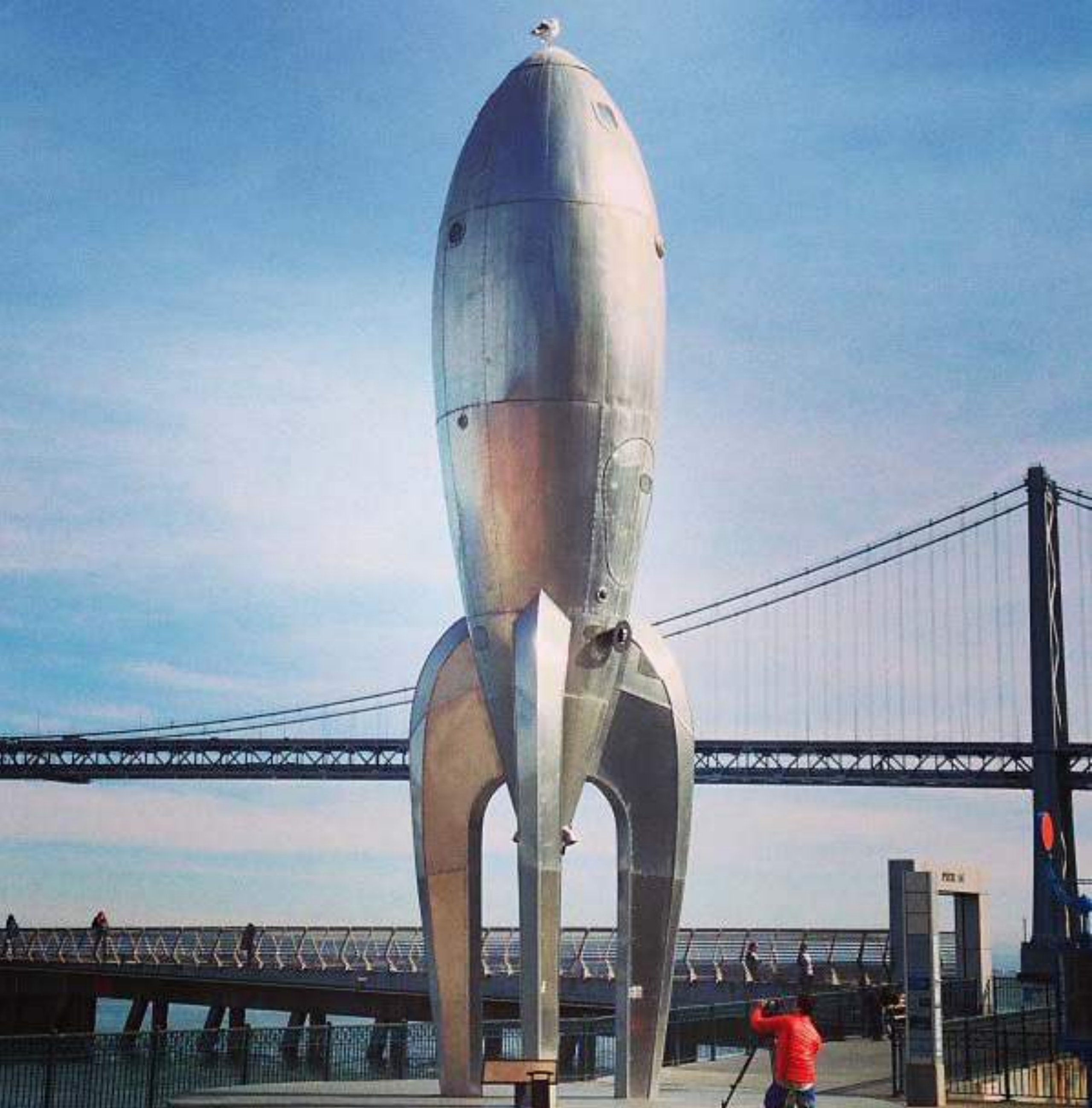




A dramatic photograph of a space shuttle launching, with a massive plume of orange and white smoke and fire at its base. The shuttle is angled upwards towards the top right of the frame. A large, semi-transparent purple rounded rectangle is centered over the image, containing white text.

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**







# Quantify **THE PROBLEM**



**GoodShipping**  
Program



BETTER

KNOW  
WHAT  
WE  
KNOW

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WHAT  
WE  
KNOW

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KNOW



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TEDx Amsterdam

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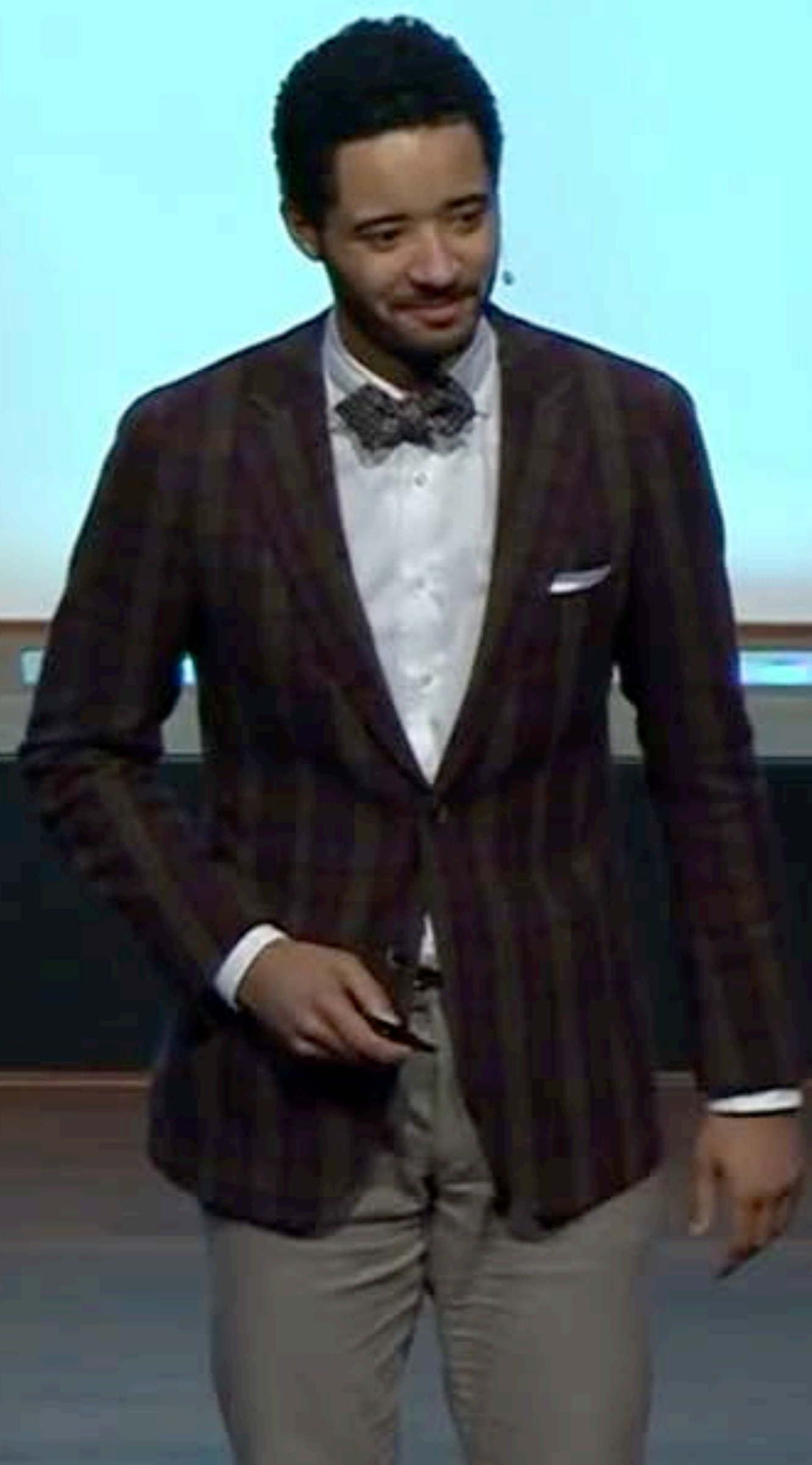
4:35



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



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**

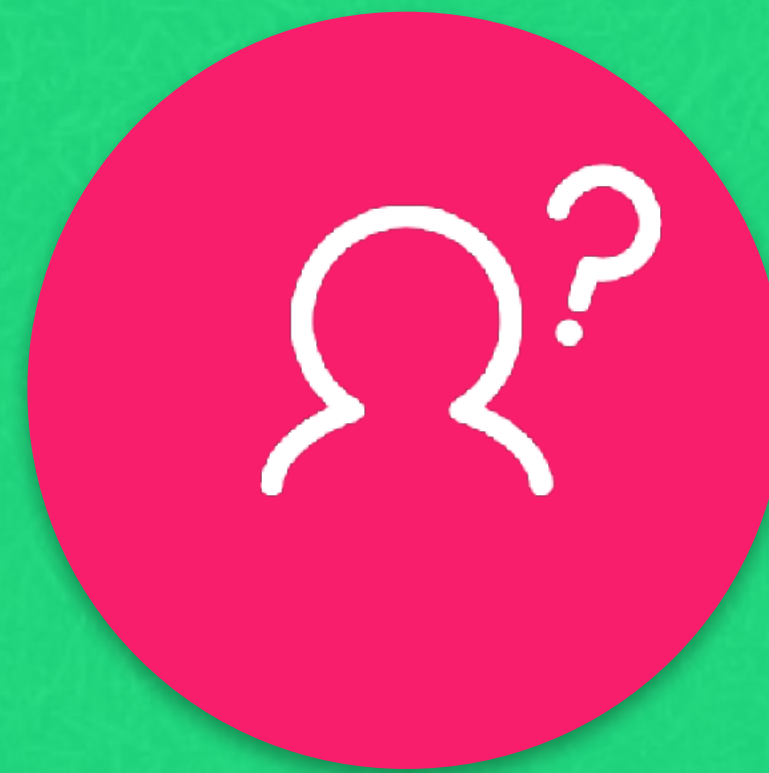




## GET FEEDBACK



What  
stood **out**?



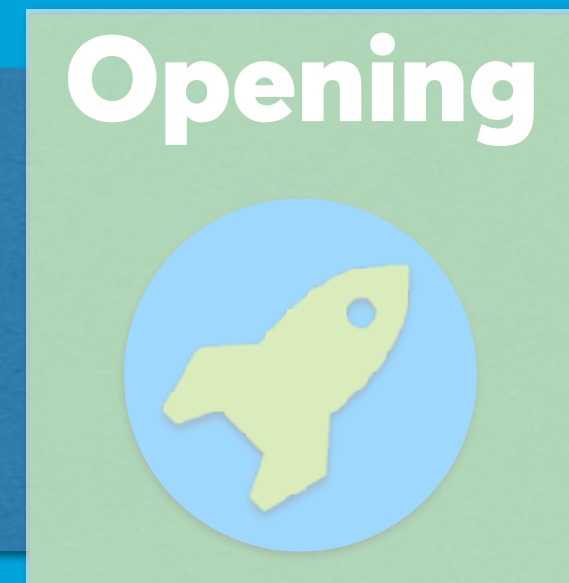
What did you  
**not** understand?



**Friendly** advice  
for improvement



# The Open-3-Close© Presentation 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"**



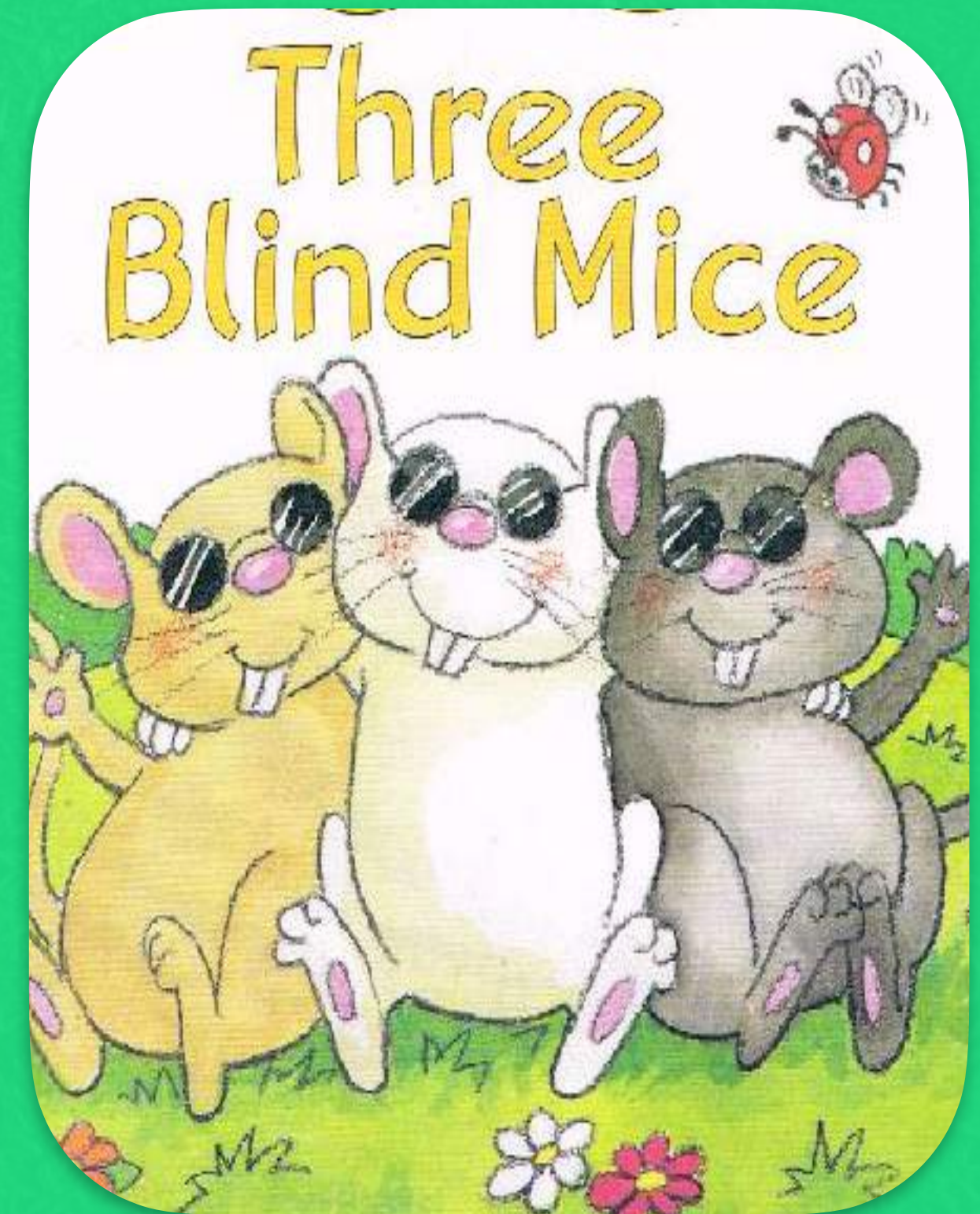
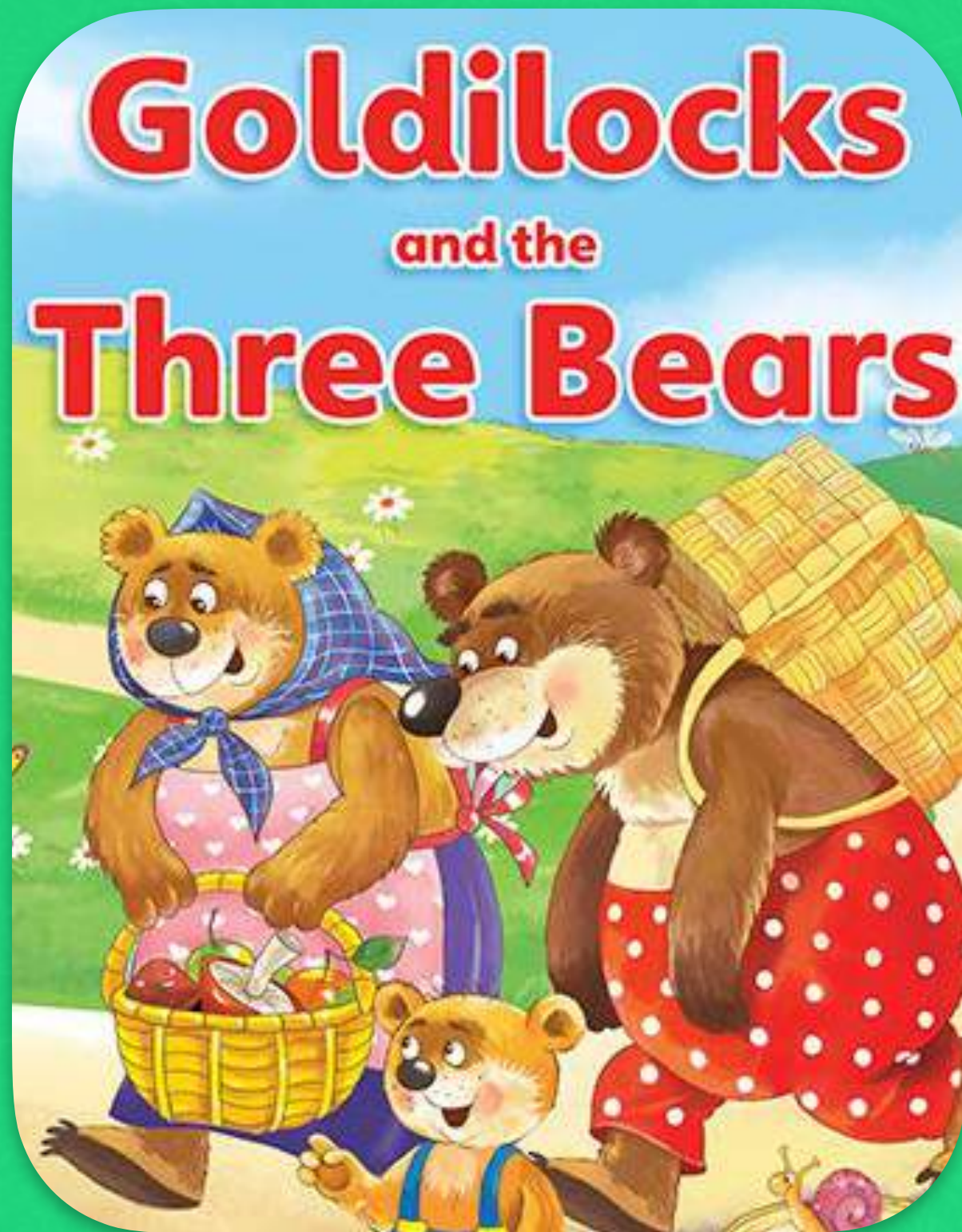


So why  
**THREE?**



We grew up with

# THE POWER OF THREE





We are surrounded by  
**THREES**



# READY, STEADY, GO!





# LIGHTS, CAMERA, ACTION!

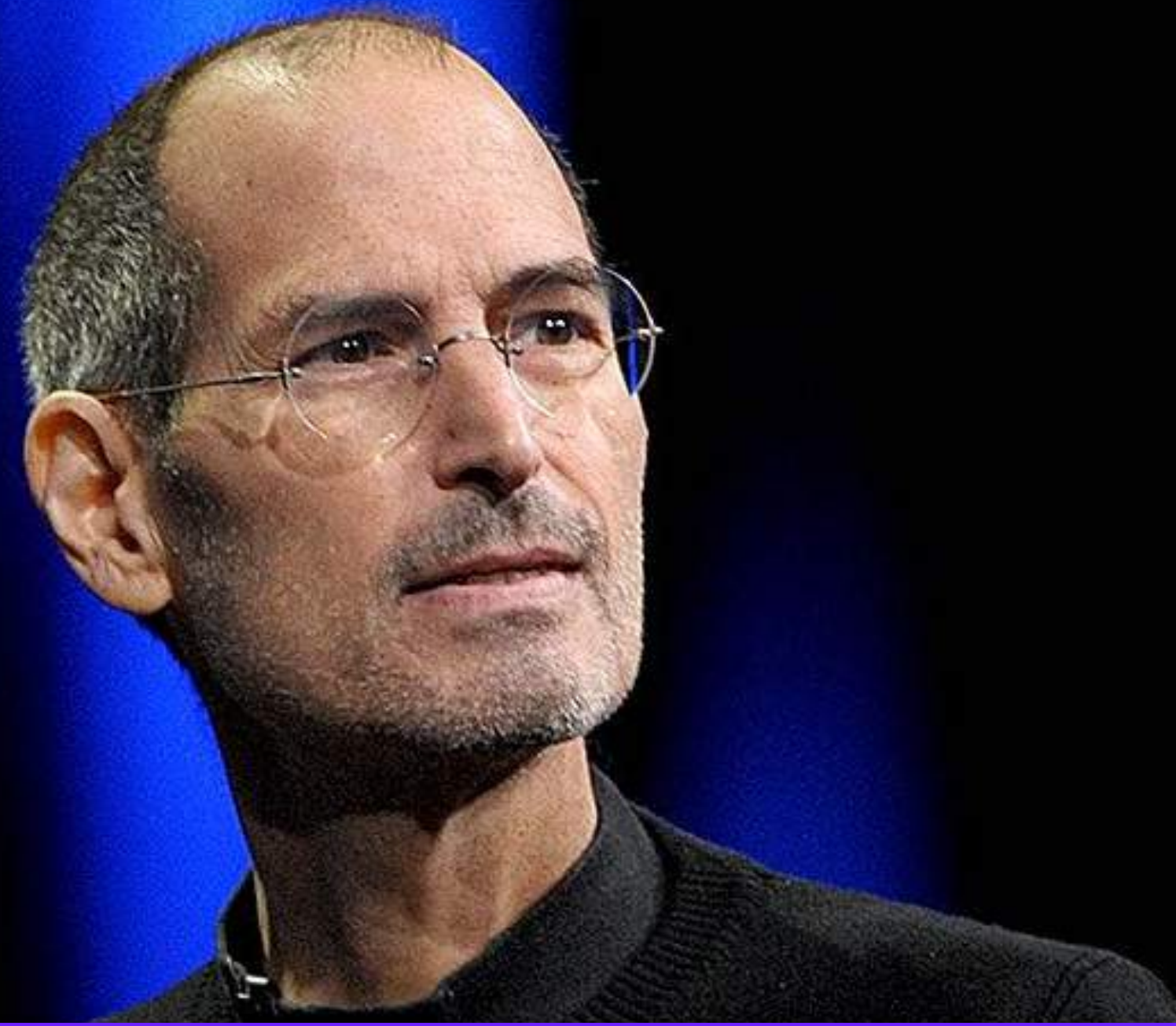




# BEGINNING, MIDDLE, END

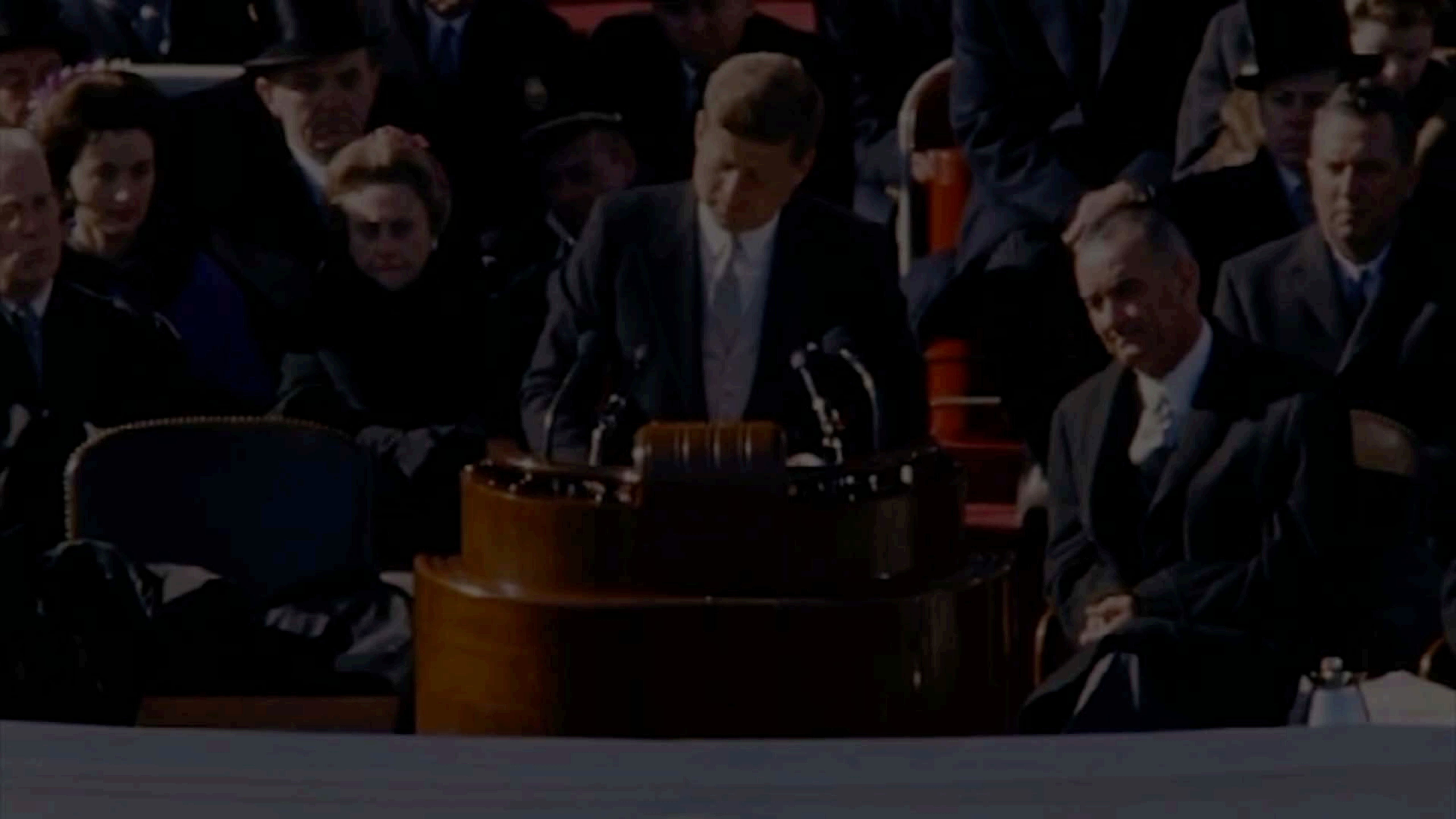






The Power of Three is used by some of the  
**GREATEST COMMUNICATORS**  
**OF ALL TIME**







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 presentation 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 down and 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© Presentation Model







Finish your presentation  
**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© Presentation Model



Who is your  
**AUDIENCE**



Establish your  
**OBJECTIVE**



**BRAINSTORM**  
with Post-It Notes

**Opening**



**THE POWER OF THREE**

**Closing**





# Presentation tools and **RESOURCES**



**[best3minutes.com/femtech](https://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 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 make subconscious work. Target a simple "head and shoulders" shot.

## 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 professional. Cost: £10-£20, and comes in many colors.

W: [Best 3 Minutes](#) | [@best3minutes](#) | [LinkedIn](#) | [Facebook](#) | [Twitter](#)

© 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

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 rehearsal 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 feel and for sure there's no eye contact. 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 cheat sheet.

Video on, create Q&A moments, exit screen sharing, mention attendees by name, and speak with energy and passion.

W: [Best 3 Minutes](#) | [@best3minutes](#) | [LinkedIn](#) | [Facebook](#) | [Twitter](#)

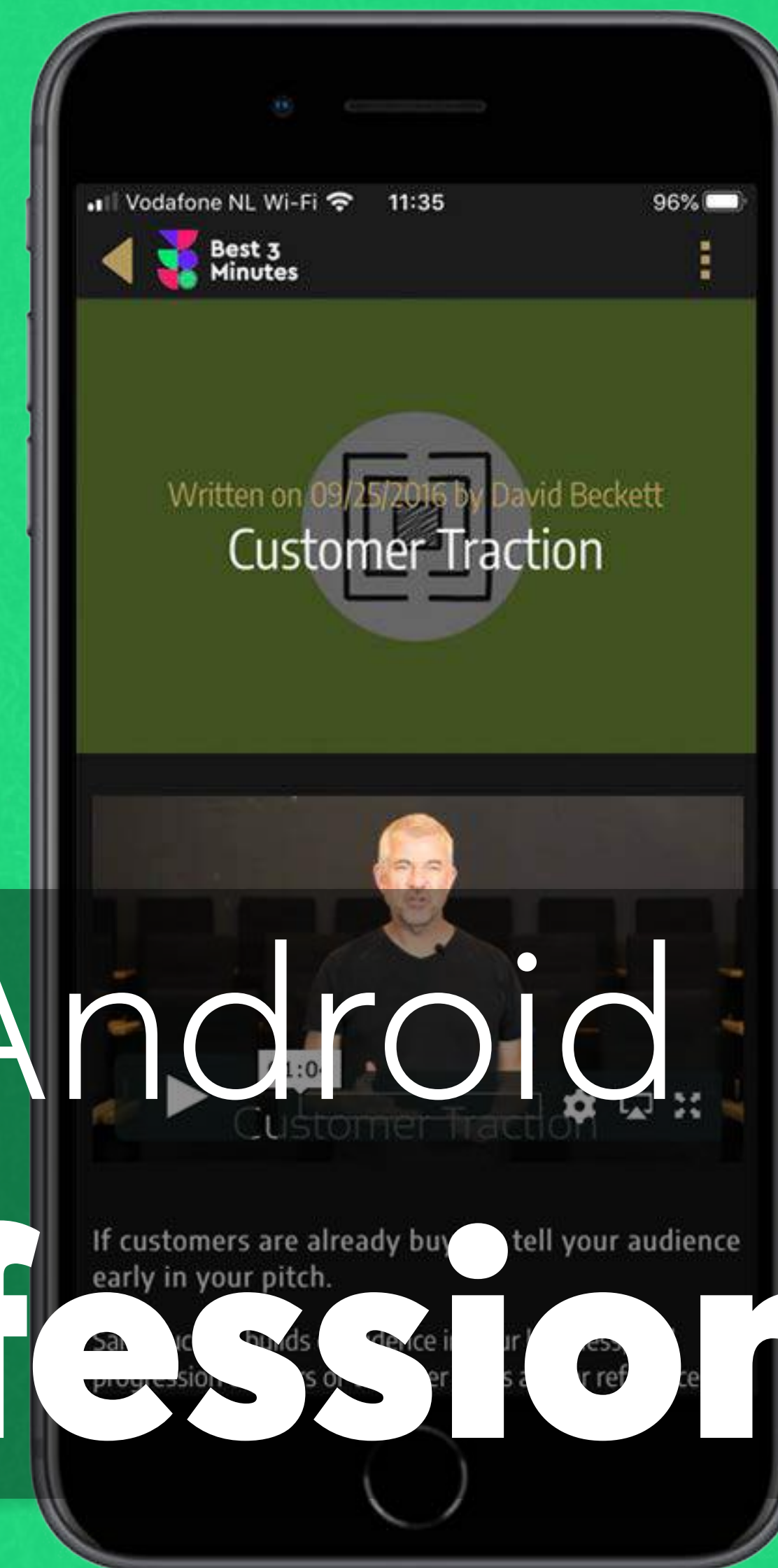
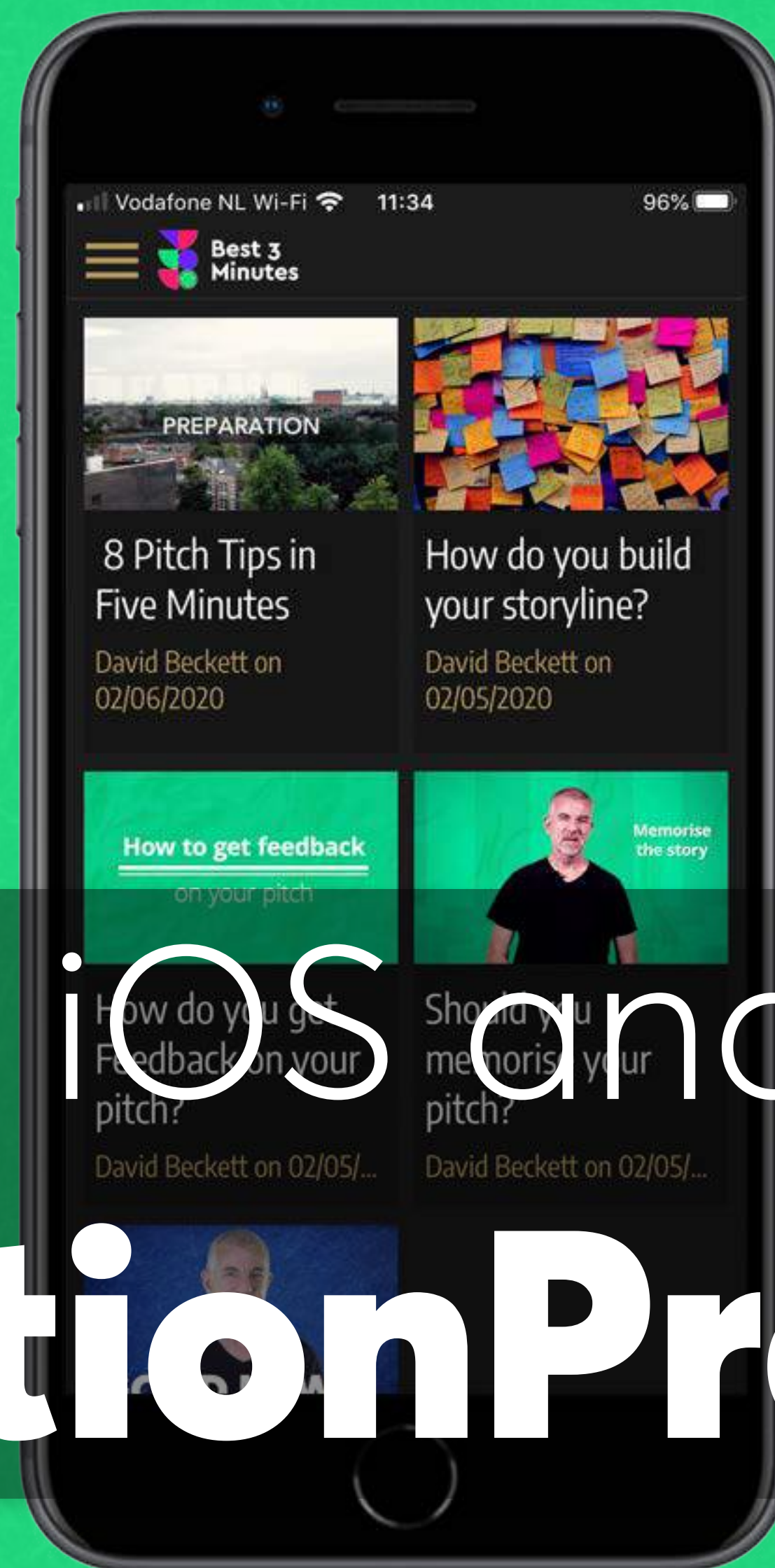
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# THE ONLINE PRESENTATION CHECKLIST

[best3minutes.com/femtech](https://best3minutes.com/femtech)



**FREE**



# The App: iOS and Android **Presentation Professional**

**[best3minutes.com/femtech](https://best3minutes.com/femtech)**

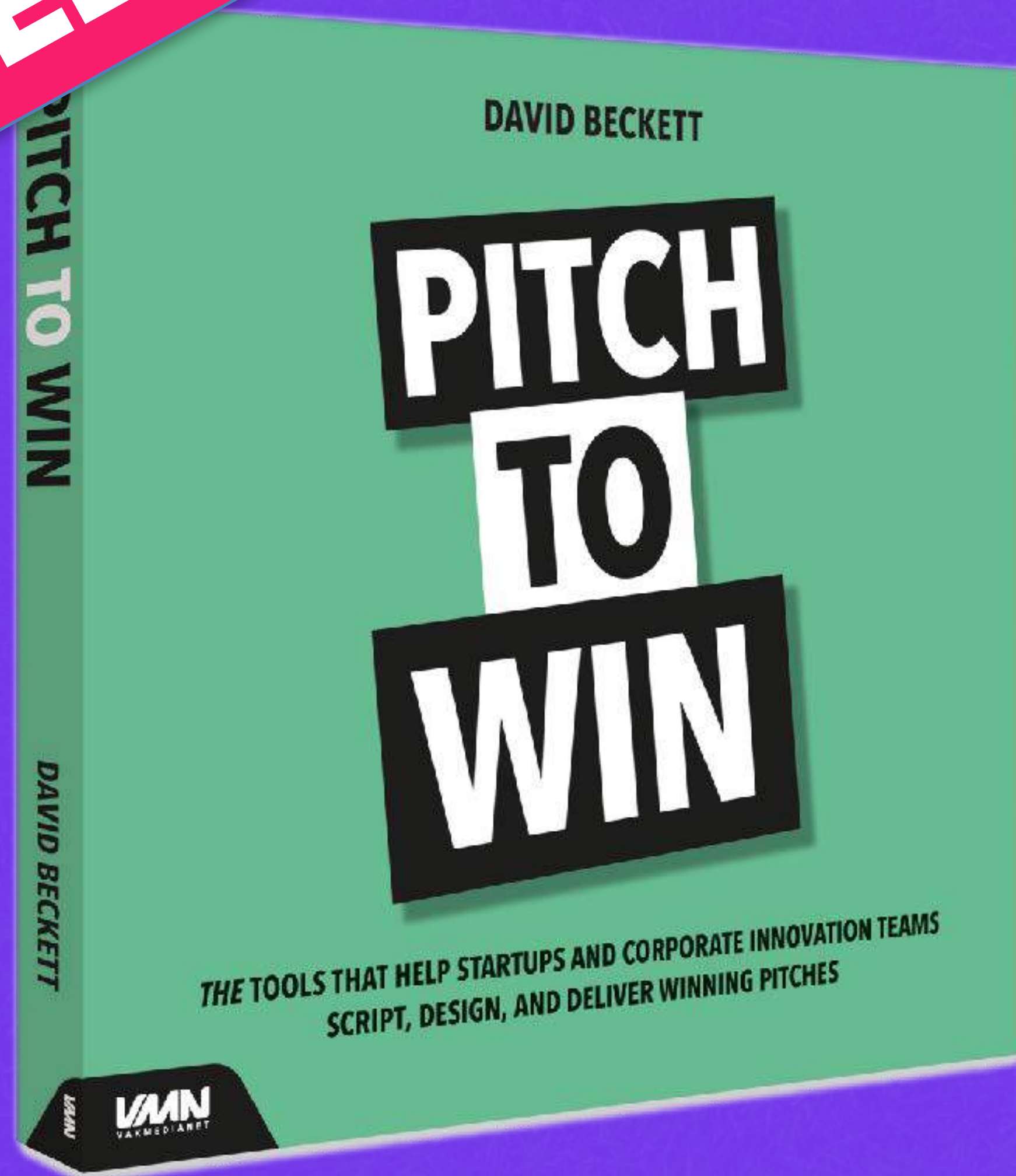




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# David Beckett

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Blue Moon Pitch

Written by  
David Beckett

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