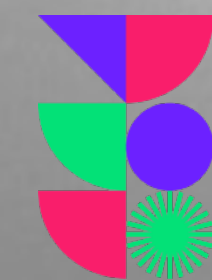




Pitch Coach  
Creator of The Pitch Canvas©  
TEDx Speech Coach

# David Beckett

**[best3minutes.com](http://best3minutes.com)**



Best 3  
Minutes



I'm here with  
**ONE GOAL**



**10x**  
your chances of  
doing something  
**AMAZING**



Coached 2200+ Startups & Scale-Ups  
**RAISED OVER €450MILLION**







**GREAT IDEAS  
NEED A VOICE**



"It's almost impossible  
**TO RAISE INVESTMENT**"



You can **increase** your **chances**  
if you're **ready** to run the **Marathon**



# 99% Startups fail at 3 points of the **INVESTMENT MARATHON**



Cold Outreach to  
get a meeting



First 2 Minutes of  
First Meeting



End of  
Second Meeting



# 99% Startups fail at 3 points of the **INVESTMENT MARATHON**

**12K** Pitches seen  
/year



Cold Outreach to  
get a meeting

**1K** First Meetings  
/year



First 2 Minutes of  
First Meeting

**80** Second Meetings  
/year



End of  
Second Meeting



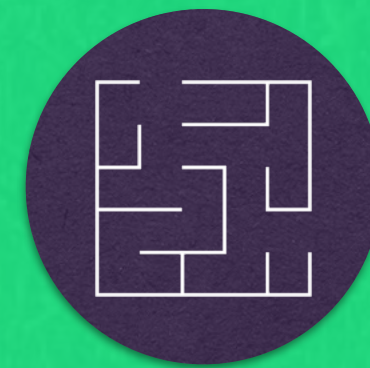
# What goes wrong with **COLD OUTREACH?**



**92% FAIL**  
11,000/12,000



Wrong Match



Too Much Information



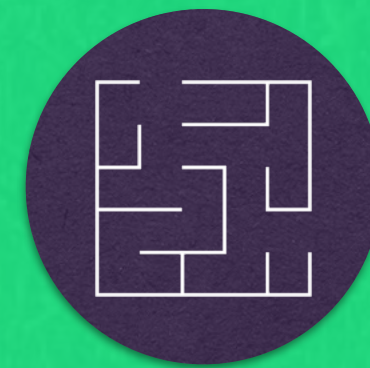
# What goes wrong with **COLD OUTREACH?**



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Too Much Information



You can fix the problem of  
**TOO MUCH INFORMATION**



**Guy Kawasaki: 5-Sentence Email**





# The 5-Sentence Email

**Who** are you?

What do you **want**?

**Why** are you asking **me**?

**Why** should I do what you're asking?

What is the **next step**?



## The 5-sentence email pitch

How many emails and LinkedIn messages do you receive a day? How many are requests to do something? And **how many do you act on, or reply to?**

Not many, because you're busy, right?

It's the same for anyone **you** ever email or message with a request. At that moment, you're **pitching for attention and action**.

We can never respond to every request, and the difference between archive or response is related to length and clarity.

**Guy Kawasaki** told the story of having 600 emails in his inbox – all read, but all unanswered. He explained why he didn't answer.

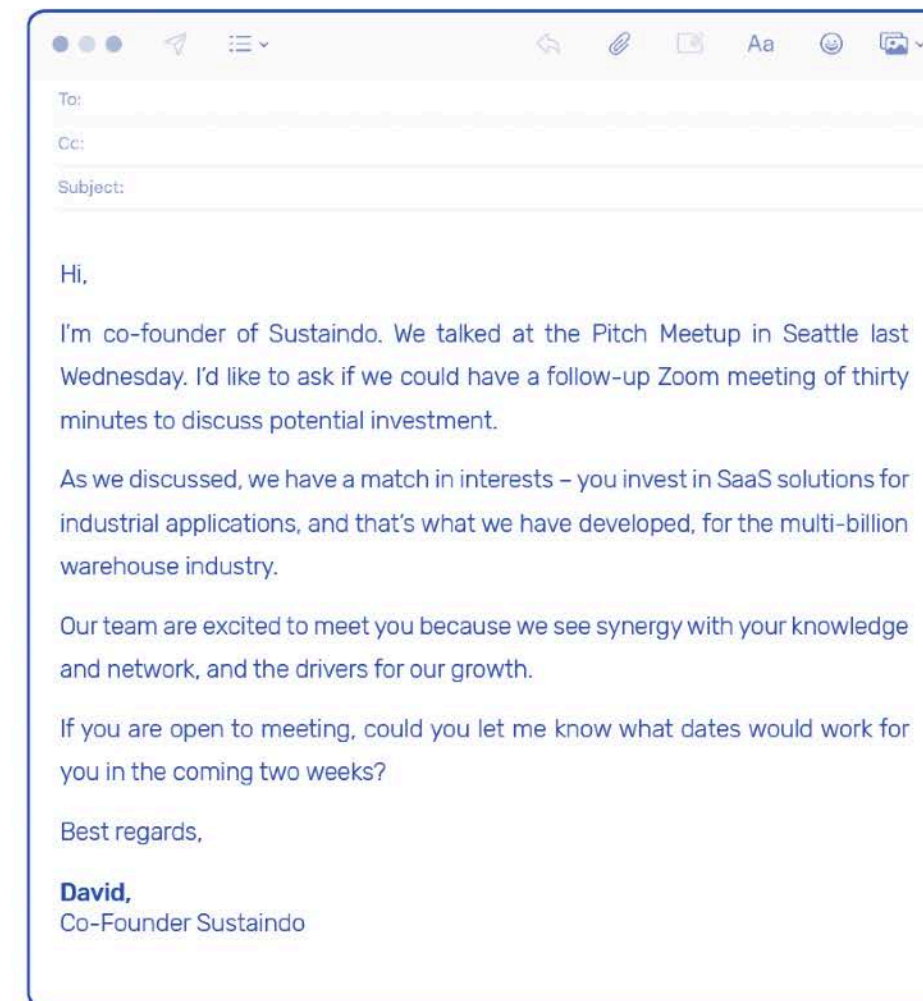
**The emails were too long. And it wasn't clear what he should do, or why he should do it.**

His formula for a successful first email is this:

- ① **WHO ARE YOU?**
- ② **WHAT DO YOU WANT?**
- ③ **WHY ARE YOU ASKING ME?**
- ④ **WHY SHOULD I DO WHAT YOU'RE ASKING?**
- ⑤ **WHAT IS THE NEXT STEP?**

Sentences count: **5**

HERE'S AN EXAMPLE OF A STARTUP FOLLOWING UP WITH AN INVESTOR



Try this 5-point approach next time you send a cold message requesting action, when you're at the early stage of contact. **Brevity and clarity** will increase the chance of the receiver taking the next step.

# From my book BLUE MOON PITCH

Connect with me on LinkedIn to get free book, slides etc.



Should I send a  
**slide deck** with my  
5-sentence email?





**David  
Zwagermaker**  
*Peak Capital*

We need to be able  
to scan through it  
in 1 minute



# Send a **ONE PAGER**

## 24SESSIONS

### Why 24sessions?

Experts & their clients **waste 2 hours/day** planning & travelling to meet offline while doing it online makes both their lives easier.

### What do we do!

24sessions offers advice organizations a total solution for **online video-chat help** that saves time & increases satisfaction.

### They already love us



### Facts & figures



Our video-chat is 100% p2p and thus **reliable & scalable**



**>1000% ROI** if you have 25 experts and save just 1 hour travel per expert per month



Clients rate our service **9+** on average with **40% repeat**

### Total solution. Use your own look & feel and domain



Find the right expert



Agenda & meeting planner



Secure video-chat in any browser



Advanced review system



Integrated payment solution

### Benefits



Zero travel time & gas **costs**



Get **feedback** & build reputation online



Better **match** clients to the right expert



Save **time** matching & planning meetings



**Simply works** without any software installs



Safe, **secure** & private connection

### Leadership



**Rutger Teunissen CEO**  
Internet entrepreneur. Sold his first startup at 27 to Werkspot.



**Alex Bisschop BizDev**  
Winning sales leader for video-conference vendors & distributors.



**Konstantin Goncharuk CTO**  
Strong back-end developer, team leader and WebRTC pioneer.

Need more info? [rutger@24sessions.com](mailto:rutger@24sessions.com) +31651709811



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- 9+** Clients rate our service **9+** on average with **40% repeat**

### Total solution. Use your own look & feel and domain



### Benefits

- Zero travel time & gas **costs**
- Get **feedback** & build reputation online
- Better **match** clients to the right expert
- Save **time** matching & planning meetings
- Simply works** without any software installs
- Safe, **secure** & private connection

### Leadership



**Rutger Teunissen CEO**  
Internet entrepreneur. Sold his first startup at 27 to Werkspot.



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## SKACE

INSTANT PEOPLE FEEDBACK & COACHING  
IN YOUR POCKET

### PROBLEM

Formal annual reviews were designed over 30 years ago. 95% of HR managers now agree that because they are done too infrequently, they aren't supporting the professional growth intended and thus are too costly for the little value delivered.

### SOLUTION

SKACE is a performance management app unique in engaging managers to give employees frequent and timely feedback together with personalised coaching through simple swiping of Yes/No questions from their own devices.

### HOW IT WORKS ?



- Managers are swiping simple Yes/No questions served by intelligent feedback algorithm
- Employees get instant training insights and check their progress through online scorecards
- The organisation transforms to 21st century open, transparent & fast learning culture

### BENEFITS

#### for managers



#### for employees



#### for leadership



### PILOT CLIENTS



### FOUNDING TEAM



+420 605 283 560  
[jan@getskace.com](mailto:jan@getskace.com)  
[jantlustak](#)

follow us on



## CrazyLister

Amazingly simple, web-based, design software  
for everything eCommerce.

### The Problem

eCommerce design is hard, expensive and time consuming. Online merchants need design for: Marketplace listings, Social media posts, Web shop banners, posters, PPC banners and more.

### Our Solution

CrazyLister offers an AI guided platform to create high converting eCommerce designs.

### Facts and Figures



18K users | \$14K MRR  
25% MoM Growth



Million+ designs Created



\$15Bn Market  
50M merchants

### Benefits



**Easy**  
No skills required



**Multi-platform**  
All in one



**Affordable**  
Freemium



**Smart**  
AI guided

### Our Winning Team



**Victor Levitin, CEO**  
B.A Economics, LLB Law  
Took 1st company to \$4.5M annual sales



**Maxim Godin, CMO**  
B.A, MBA at Technion  
2012, 2015 highest conversion awards winner



**Or Poran, CTO**  
B.A Comp. Science, Math  
16 years at Intel and IBM  
Experienced Team Leader

+972 526 374 940

[vic@crazylister.com](mailto:vic@crazylister.com)

Connect with me on LinkedIn to get access



# 99% Startups fail at 3 points of the **INVESTMENT MARATHON**



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First 2 Minutes of  
First Meeting



End of  
Second Meeting



# What goes wrong in the **FIRST 2 MINUTES OF 1st MEETING?**

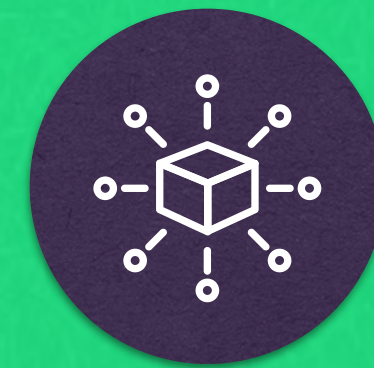


**92%**  
**FAIL**

920/1000



Too much history



Too much product



Too long a story



What happens in the  
**FIRST 2 MINUTES?**

I put the startup  
into one of  
3 mental buckets....





**EXCITING!**

Tell me more!



**MAYBE..**

Let's see...



**NO!**

Not for me



You can fix what goes wrong in  
**FIRST 2 MINUTES**



**Give them your BEST STUFF  
in the first 2 Minutes**



# Tell them the things **THEY WANT TO KNOW**



**Huge  
Unsolved Pain**



**Decent  
Product**



**Progress &  
Traction**



**Amazing  
Team**



Tell them the things  
**THEY WANT TO KNOW**



**Huge  
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**Decent  
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**Progress &  
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**Amazing  
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# STRUCTURING YOUR NEXT PITCH MEETING



# How we usually **plan** a 30-Minute Meeting

Pitch  
**20 Mins**

Q&A  
**10 Mins**

The **reality** of how it actually goes!

Tech  
**3 Mins**

Pitch  
**25 Mins**

Q&A  
**5 Mins**



# A **Better Plan** for a 30-Minute Meeting

Tech  
**3 Mins**

Pitch  
**3-5 Mins**

Q&A  
**15 Mins**

Next  
Steps  
**5 Mins**

Ask the magic question... ✨

**What would you like to know more about?**



# 99% Startups fail at 3 points of the **INVESTMENT MARATHON**



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get a meeting



First 2 Minutes of  
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End of  
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I want to see the  
**PASSION** in the eyes  
of the entrepreneur



A photograph of Steve Jobs, co-founder of Apple, speaking on a stage. He is wearing a black V-neck t-shirt, glasses, and a small microphone. He is gesturing with his hands, holding a small black device in his right hand. The background is a bright blue stage with a green screen on the left.

**INVESTORS  
WANT YOUR  
VISION**



## René Janssen about record funding Lepaya: 'The moment to step on the accelerator'

René Janssen and Peter Kuperus have again raised tens of millions with Lepaya. Their platform that trains employees online and offline seems to have found the perfect position in hybrid learning. 'We are exactly between 6 days on the heath and 'click on our content!'



€38M





**David  
Beckett**

**CERTAINTY**  
beats  
**CONFIDENCE**



# Do what you can to complete the **INVESTMENT MARATHON**



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First Meeting



End of  
Second Meeting



# One more thing...





I'm here with  
**ONE GOAL**



**10x**  
your chances of  
doing something  
**AMAZING**





**"DON'T QUIT.  
SUFFER NOW.  
LIVE THE REST OF YOUR  
LIFE AS A CHAMPION."**



**Best 3  
Minutes**





# David Beckett

**Best3minutes.com**

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**Linked in**™

**Connect with me on LinkedIn to get free book, slides etc.**