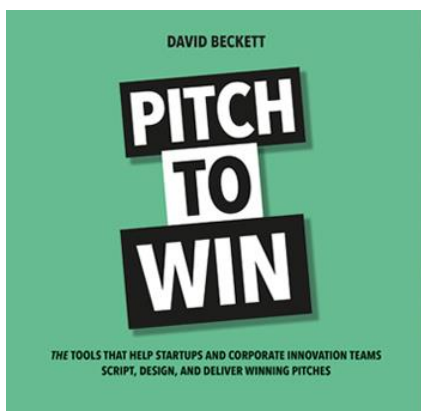


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David Beckett - Pitch to Win

The Tools That Help Startups and Corporate Innovation Teams Script, Design, and Deliver Winning Pitches

COMMUNICATION | PRESENTATION



'Hi, my name is David Beckett, I'm a Pitch Coach, and I'm here to ensure your ideas have a voice.'

The big pitch is coming up. You've got just a few minutes to convince that investor or your Board, that your idea is worth investing money, time and people in. What should you say? How should you say it? And how do you beat those nerves that are already building up inside?

David Beckett has coached over 700 startups to raise over €170 million in investment. And he has trained thousands of professionals in innovation teams at companies like Google, Unilever, Booking.com and PwC. He is also a TEDx speech coach.

In *Pitch to Win*, David provides practical tools to help you Script, Design and Deliver pitches that are short, professional and persuasive. His methods and practices have been tested with hundreds of pitchers and reviewed by numerous investors and members of the Board.

The focus is on actionable tools and real-life examples. With step-by-step exercises that will guide you to your best pitch ever.

Published in May 2018 | Paperback | With illustrations | 200 pages | ca. 40,000 words

- Full English manuscript available
- Winner of a Bronze eLit Medal for e-books
- German rights sold to Redline Verlag
- English and Dutch editions published by Management Impact



ABOUT THE AUTHOR

David Beckett has coached over 700 startups to win over €170 million in investments. He has also trained thousands of professionals in innovation teams at companies such as Google, IKEA, Booking.com, ING, Unilever and PwC, to pitch to the Board for resources for their game-changing innovation projects. He's a TEDx speech coach at TEDx Amsterdam, CERN and Munich.

David Beckett provides active and inspiring Keynote talks to large and medium-sized events and congresses. See him in action and find out more at best3minutes.com/keynote-speaker. Contact him for bookings at speaker@best3minutes.com. David also delivers interactive and transformative training for Accelerators, Corporate Innovation programs and major companies. Contact Best3minutes for more information at info@best3minutes.com.

RECOMMENDATIONS

'I've seen David transform ordinary presenters into fantastic pitchers. Follow the steps in *Pitch to Win* and you'll have a great shot at pitching successfully for the resources you need to make your innovation ideas a success.'

Patrick de Zeeuw, cofounder of Startupbootcamp

'A masterful how-to manual for engaging people in what you want them to do. Beckett's focus on high-intensity, high-payoff presentations, has produced a wealth of great coaching here for all who would like to influence anyone else, about anything. Though I've done presentations for years, it's given me some real gems I'll use right away!'

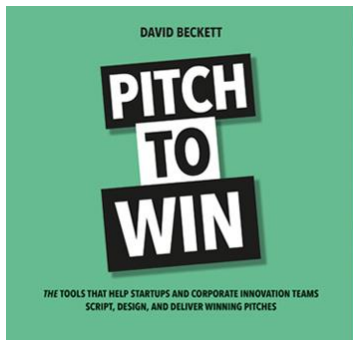
David Allen, author of the international bestseller, *Getting Things Done: The Art of Stress-Free Productivity*

'I have had the privilege to witness first-hand how David's powerful coaching has helped numerous startups, professionals and innovation leaders improve their pitch. *Pitch to Win* brings the best of his tools, experience and lessons learned, together in one practical and actionable book.'

Ilja Linnemeier, Head of Digital, PwC

'It's not only the big ideas that benefit from David's work. You'll learn valuable new ways of thinking and communicating for impact, and have fun along the way. Highly recommended.'

Arne-Cristian van der Tang, Chief HR Officer TomTom



RECOMMENDATIONS

'David was a wonderful coach when I pitched my first startup ComfyLight. I am glad David put all his key points into this book, to help everyone get their story from good to great. Our pitch raised some million euros and David certainly had a part in that development.'

Stefanie Turber, founder ComfyLight

'This book is an excellent practical toolkit. David is the best pitch coach in the world and provides you with tips and tricks to give your ideas the best possible voice and set yourself up for a winner. Guaranteed success.'

Michael Dooijes, Managing Director Startupbootcamp FinTech & CyberSecurity, Amsterdam & Frankfurt

'*Pitch to Win* gives you all the ingredients to deliver impactful pitches. Whether you are fundraising, giving a management team presentation or pitching your product or service, this book will provide all practicalities needed to nail the pitch and walk away smiling.'

Frank Appeldoorn, Venture Capital specialist, Arches Capital

'David is quite simply the Pitch-Maestro. We've worked with him on a wide variety of projects during our meetings, all of which involve culturally diverse audiences from dozens of countries. Whether he's delivering inspirational keynotes, masterfully moderating interactive breakouts, designing innovative and experiential workshops, or delivering personalized training for ICCA's young professionals, to competitively pitch their education session ideas for our next year's Congress. He always delivers beyond expectations. And now he's distilled all of his conceptual and practical knowledge into this one handy package! Of course it doesn't beat the live experience, but if you want to boost your personal impact in front of any audience, it's a great start.'

Martin Sirk, CEO ICCA, International Congress and Convention Association

'Pitching is not just for startups. With staff presenting our foundation's story around the world, we need to make sure they can do so in the best way, and David Beckett's training helped us immeasurably. Even if you're an accomplished public speaker, you will improve with his insights.'

David Campbell, Director of Communications and Engagement, World Press Photo Foundation

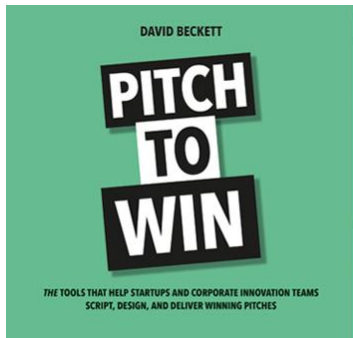


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Oh... one more thing

To wrap it up

Thank you

About the author