

 **NUVOTHERA****Case Study: [Nuvothera](#)****Post-Revenue, scaling stage****Biotechnology; Healthcare, Skincare products****[Art Clapp](#), CEO**

Nuvothera was raising funding for

To be able to put their product to retail stores, introduce new products, and eventually expand internationally.

Nuvothera came to TEN to

Look for more investor exposure to raise funding through angel groups and family offices.

TEN promoted the deal through:

Featured mailing campaign through TEN weekly newsletters.

Strategic investor outreach to the TEN network based on criteria.

Angel Group and Family Office topic panels via Zoom.

Organized online meetings.

(investor mailing campaign, TEN Newsletters, TEN events, etc.)



Nuvothera Client Success:

Background

Nuvothera develops and sells unique, highly effective over-the-counter dermatology skincare products supplemented with natural botanical ingredients that produce prescription-like results.

The company is managed by CEO, [Art Clapp](#).

Challenges

Putting their product to retail stores, introducing new products, and expanding their company internationally.

What TEN did

Through weekly meetings, TEN Capital worked with Nuvothera to refine the pitch deck, structure the fundraiser, build a list of target investors, and make introductions.

TEN Capital provided guidance on deal terms and structuring. TEN Capital also made introductions to key investors in the healthcare industry and provided numerous events online for engaging with investors.

Ten Capital offered \$200,000 worth of introductions to investors.

Key Campaign Milestones:

TEN Capital provided fundraiser coaching and strategic guidance

- Nuvothera pitch deck
- Valuation review
- Investor target list

TEN Capital reviewed progress with Nuvothera

- Family offices
- Valuation negotiations
- Investor closings

Nuvothera was active in TEN Capital events and attended 2 events. In the events, they met ten investors including Oak Seed Ventures, Horned Frog Investment Network, and SV Venture Group.



Nuvothera pitched in front of 23 high networth individuals and received meaningful investor interest; including Venture Capitalist, Family Offices, and Angels.

Results

Nuvothera provided regular updates to TEN Capital to share with the Investor Network. The updates showed a clear growth story.

Nuvothera was active in the TEN Program for 2 months.

Nuvothera was exposed to ~20,000 TEN Investor Network, while engaging with 580 investors.

Nuvothera ended the TEN program with a Campaign Score of 207.4.

How TEN helps startups

TEN Capital has been helping startups raise funding for over 12 years and now works with startups around the country. Using online events, webinars, and podcasts, TEN Capital creates and runs a fundraise campaign program to identify and engage investors from angels, venture capitalists, family offices, and other investor types.

TEN Capital helps startups raise funding through investors relations and introductions. TEN Capital has an extensive network of investors in tech, healthcare, consumer, energy, and sustainability. TEN Capital is not a broker as it does not have a FINRA license.

You can see more about TEN Capital at

<https://tencapital.group/>

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