



The Shape Sensing Company_Case Study

The Shape Sensing Company

Shaping the Future of Smart Surgery

Background The Shape Sensing Company (TSSC) is an Austin-based medical technology company transforming minimally invasive surgery by enabling real-time, radiation-free, three-dimensional navigation of medical devices. Built on a proprietary, NASA-derived fiber optic shape sensing platform, TSSC converts traditionally manual and visually guided procedures into data-rich, digitally navigated interventions.

Unlike legacy technologies that rely on 2D imaging, distal-tip tracking, or limited visualization, TSSC's platform delivers continuous, full-length 3D awareness of device position, shape, and movement inside the body. This capability improves procedural precision, reduces operating time and radiation exposure, and establishes the foundation for AI-enabled and autonomous surgical systems across endoscopy, vascular, robotic, and interventional markets.

The Shape Sensing Company Intro...



The Challenge

The company wanted to raise funding to accelerate commercialization of its shape sensing platform, expand strategic partnerships with leading medical device manufacturers, and scale deployment across multiple clinical verticals.

In parallel, TSSC sought to broaden investor awareness, refine its fundraising narrative, and position the company as the enabling platform for next-generation smart surgery—while building momentum toward long-term strategic exit opportunities with major medtech and robotics players.

Campaign Overview

The Shape Sensing Company partnered with TEN Capital to execute a targeted capital-raising campaign focused on strategic and financial investors with deep expertise in medical technology, life sciences, robotics, and advanced sensing platforms.

The engagement emphasized curated investor outreach, clear articulation of TSSC's differentiated IP position, and exposure through TEN Capital's proprietary investor network and curated events.

What TEN Did

TEN Capital worked closely with The Shape Sensing Company to structure and execute a disciplined investor engagement strategy. Key actions included:

- Refining the company's investment positioning and fundraising narrative
- Identifying and targeting qualified investors aligned with medtech, surgical robotics, and deep-technology platforms
- Facilitating direct introductions to angels, family offices, venture investors, and strategic partners
- Promoting the company through TEN Capital investor mailings and curated outreach campaigns
- Providing guidance on investor conversations, follow-up strategy, and capital raise execution



- Securing opportunities for presentation at TEN Capital events and conferences to increase investor visibility

Through this process, TEN ensured that TSSC's story, traction, and long-term platform value were communicated clearly and consistently to the right investor audience.

Key Campaign Metrics

- **Investor Introductions:** *[Number to be inserted from Client Worksheet]*
- **Total Introduction Dollar Amount:** *[\$ amount from Client Worksheet]*
- **Active Investor Engagements:** *[As reported in Client Worksheet]*
- **Events and Investor Forums Participated:** *[As reported in Client Worksheet]*

These metrics reflect targeted outreach and meaningful investor engagement aligned with the company's strategic objectives.

The Shape Sensing Company Deck ...

Results Through its partnership with TEN Capital, The Shape Sensing Company achieved strong investor engagement and advanced its fundraising objectives. The campaign generated introductions to a high-quality group of investors actively evaluating the opportunity, including those with experience in medical devices, surgical platforms, and deep-tech commercialization.

Investor discussions supported continued momentum toward commercialization partnerships, reinforced validation of the company's platform approach, and strengthened TSSC's positioning for long-term value creation. The campaign also expanded awareness of TSSC's role as a critical enabling layer for the future of AI-driven and autonomous surgical systems.

Strategic Positioning



The TEN Capital campaign positioned The Shape Sensing Company as a category-defining platform company rather than a single-product medtech venture. By emphasizing scalable integration, recurring revenue potential, and locked-down IP, TSSC emerged as a compelling partner for OEMs and a strategic acquisition target for large medtech and robotics companies seeking to enable smart surgery at scale.

This positioning supports multiple exit pathways, including strategic M&A, platform roll-ups, or longer-term growth toward public markets as adoption expands across clinical specialties.

How TEN Helps Startups

TEN Capital partners with growth-stage companies to refine fundraising strategy, strengthen investor positioning, and execute targeted investor outreach. By leveraging its global network of over 25,000 investors, TEN delivers curated introductions, strategic guidance, and event exposure designed to accelerate capital formation and long-term value creation.

Through hands-on collaboration and disciplined execution, TEN helps founders connect with the right investors at the right time—while building durable momentum beyond the current raise.

You can see more about TEN Capital at <https://tencapital.group/> or email us at sales@tencapital.group