



AVIANA HOLDINGS INC.

Aviana Holdings Inc. Case Study

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Precision in Your Pocket: Redefining Point-of-Care Diagnostics

Background

Aviana Holdings Inc. is transforming healthcare diagnostics with a portable, digital biosensing platform that delivers lab-grade precision in minutes at the point of care. Built on **Surface Acoustic Wave (SAW) chip technology originally developed for NASA's Space Shuttle program**, Aviana's platform integrates advanced electronics, AI-enabled analytics, and smartphone connectivity to make diagnostics faster, more accurate, and more accessible.

Aviana's technology requires only a single drop of blood or other body fluids and delivers quantitative results with high sensitivity and specificity—without the trade-offs traditionally associated with rapid tests. The company's initial focus is Lyme disease, with expansion planned into women's health, traumatic brain injury, and zoonotic diseases, positioning Aviana as a scalable diagnostic platform company.



The Challenge

The company wanted to raise funding to accelerate commercialization of its first diagnostic products, expand clinical validation, and advance regulatory pathways while building visibility with experienced healthcare and life sciences investors.

In addition to capital, Aviana sought strategic investor introductions that could support long-term growth, regulatory execution, and potential partnerships within the diagnostics and healthcare ecosystem.

Campaign Overview

Aviana partnered with TEN Capital to structure and execute a targeted investor outreach campaign designed to introduce the company to high-quality angels, family offices, and healthcare-focused investors aligned with diagnostics, medical devices, and digital health.

The campaign emphasized Aviana's differentiated technology, early clinical performance, scalable business model, and clear regulatory and commercialization roadmap.

What TEN Did

TEN Capital worked closely with Aviana to refine its investor positioning and fundraising narrative while executing a disciplined investor engagement strategy. Key activities included:

- Refinement of Aviana's pitch materials and investor messaging
- Targeted investor outreach aligned with diagnostics, healthcare, and life sciences investment theses
- Distribution through TEN's investor network and curated communications
- Strategic investor introductions and follow-up coordination
- Guidance on fundraising strategy, positioning, and investor engagement best practices

By leveraging TEN Capital's national investor network, Aviana was able to efficiently connect with investors capable of supporting both near-term fundraising goals and long-term growth.



Key Campaign Metrics

- **Secured** 10 qualified investor introductions **through TEN Capital's investor network.**
- **Generated** \$1.3M in total introduction dollar volume, **reflecting strong early investor interest from healthcare-focused angels, family offices, and strategic investors.**
- **Investor Engagement:** Meaningful discussions with healthcare-focused angels, family offices, and strategic investors
- **Campaign Exposure:** Featured through TEN Capital's investor outreach channels and direct introductions

Results

Through its engagement with TEN Capital, Aviana significantly expanded its investor pipeline and strengthened its visibility within the healthcare and diagnostics investment community.

The campaign resulted in active investor conversations, increased awareness of Aviana's differentiated technology platform, and tangible progress toward its fundraising objectives. Investor feedback validated Aviana's positioning as a next-generation point-of-care diagnostics company with strong platform potential beyond its initial Lyme disease application.

Strategic Positioning

TEN Capital's campaign positioned Aviana as a **platform diagnostics company** rather than a single-product opportunity. The outreach emphasized Aviana's ability to scale across multiple disease areas, leverage AI-enabled analytics, and integrate seamlessly into modern care settings including pharmacies, urgent care clinics, and decentralized healthcare environments.



This positioning supports Aviana's long-term strategy for strategic partnerships, acquisition interest from major diagnostics players, or future public market opportunities as the platform matures.

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