



## EVject Case Study

### EVject

#### **Smart EV Connectors for Safety and Automation**

##### **Background**

EVject is a Utah-based electric vehicle hardware company developing patented smart connector technology designed to improve driver safety and reduce infrastructure downtime across consumer and commercial EV charging environments. Its flagship product, the EVject Escape Connector, enables a safe emergency breakaway for electric vehicles without requiring the driver to exit the vehicle or manually unplug.

In addition to its consumer solution, EVject manufactures the Industrial ProTip, an interchangeable charging connector tip designed for EV fleets and public charging operators to dramatically reduce charger downtime, maintenance costs, and service disruptions. EVject's products are protected by multiple issued and pending patents across the U.S. and internationally, positioning the company as a category leader in EV charging safety and reliability.

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##### **The Challenge**

The company wanted to raise funding to scale manufacturing, expand retail and enterprise distribution, and accelerate go-to-market execution across both consumer and industrial EV charging segments.



As EV adoption continues to rise globally, EVject needed to engage investors with experience in hardware, mobility, energy infrastructure, and strategic partnerships—while clearly articulating the company's differentiated IP, revenue traction, and long-term platform vision.

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### Campaign Overview

TEN Capital partnered with EVject to support a targeted capital-raising campaign focused on qualified angel investors, strategic investors, and early-stage venture groups aligned with mobility, EV infrastructure, and industrial hardware. The engagement emphasized investor readiness, narrative clarity, and high-quality introductions to groups capable of supporting EVject's Seed round and future Series A.

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### What TEN Did

TEN Capital executed a structured investor outreach and advisory campaign, including:

- Refinement of EVject's investor positioning and fundraising narrative
- Review and optimization of pitch materials and investment highlights
- Targeted investor sourcing across TEN's angel and family office network
- Direct investor introductions aligned with EVject's check size and sector focus
- Ongoing campaign management, investor feedback tracking, and founder support

TEN also advised on valuation context, fundraising strategy, and investor engagement best practices to position EVject for follow-on institutional capital.

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### Key Campaign Metrics

- **Investor Introductions:** Multiple qualified investor introductions made through TEN's network
- **Raise Target:** \$1.0M Seed round
- **Investor Introductions:** \$2,300,000
- **Number of investors:** 44
- **Committed Capital at Campaign Stage:** \$200K committed with \$800K available



- **Target Investor Profile:** Angels, family offices, and strategic investors with \$100K-\$1M check capacity

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## Results

Through TEN Capital's campaign, EVject successfully engaged investors aligned with the company's safety-driven mission and scalable hardware platform. The company generated strong investor interest driven by:

- Active product shipments and revenue traction
- Enterprise and strategic conversations with major retailers, insurers, and fleet operators
- A defensible IP portfolio and clear expansion roadmap into software, data, and licensing

The campaign positioned EVject to continue closing its Seed round while building momentum toward a planned Series A.

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## Strategic Positioning

TEN's engagement helped position EVject as a foundational EV safety and infrastructure company with multiple revenue streams spanning consumer hardware, industrial solutions, IP licensing, and future software integration. This positioning supports both strategic acquisition interest and long-term platform expansion as EV infrastructure scales globally.

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## 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**