



## NtelCare Case Study

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#### Background

NtelCare is the first comprehensive AI platform for predictive senior care, transforming eldercare from a reactive model to a proactive and preventative one. The company combines 4D radar sensing, real-time vitals monitoring, and clinical-grade artificial intelligence to deliver continuous, contactless, and privacy-safe monitoring in assisted living, memory care, and skilled nursing facilities.

NtelCare's platform enables caregivers to identify risk earlier, reduce falls, improve outcomes, and lower operational and liability costs—while creating new, scalable revenue opportunities for care operators through a recurring SaaS and reimbursable care model.

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#### The Challenge

The company wanted to raise funding to scale U.S. deployments, accelerate go-to-market execution, expand product development, and support growing demand from assisted living and skilled nursing operators.

In parallel, NtelCare sought to refine its fundraising narrative, strengthen investor targeting, and build a high-quality investor pipeline aligned with healthcare, AI, and senior-care innovation.



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## Campaign Overview

NtelCare engaged TEN Capital to support its Pre-Series A fundraising campaign and expand investor exposure across venture capital firms, angel groups, and family offices with healthcare and technology focus areas.

The campaign focused on positioning NtelCare as a category-defining platform in predictive senior care while generating meaningful investor engagement through curated outreach and live investor presentations.

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## What TEN Did

TEN Capital collaborated closely with NtelCare to structure and execute a targeted fundraising campaign. Key initiatives included:

- Refinement of the company's pitch deck and investor messaging to align with institutional investor expectations
- Development of a targeted investor outreach strategy focused on healthcare, AI, and age-tech investors
- Direct introductions to qualified venture capital firms, angel investors, and family offices within TEN's investor network
- Promotion through TEN Capital's investor communications and curated outreach channels
- Opportunities to present at TEN-hosted investor events, panels, and virtual pitch sessions

Throughout the engagement, TEN provided strategic guidance on positioning, investor engagement, and fundraising execution.

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## Key Campaign Metrics

- **Investor Introductions:** 19 qualified investor introductions generated through TEN Capital's targeted outreach
- **Total Introduction Dollar Amount:** \$2.85 million in aggregate investor interest
- **Investor Profile:** Healthcare-focused angels, family offices, and strategic healthtech investors
- **Engagement Stage:** Multiple introductions progressed to meetings and active fundraising discussions

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## Results

Through TEN Capital's engagement, NtelCare significantly expanded its investor visibility and engagement:

- Built a qualified investor pipeline aligned with healthcare AI, senior care, and enterprise SaaS
- Generated meaningful investor interest through curated introductions and live presentations
- Strengthened its fundraising position while continuing to grow commercial traction, including live deployments, contracted beds, and an expanding pipeline

The campaign helped position NtelCare as a credible, scalable solution addressing one of the most urgent challenges in senior care.

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## Strategic Positioning

TEN Capital's fundraising campaign positioned NtelCare as a category leader in predictive senior care—bridging AI, clinical intelligence, and enterprise healthcare operations. The company emerged with a stronger investor narrative, increased market visibility, and an expanded investor network to support future growth and strategic outcomes.



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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**