



enrichly

Enrichly Technologies, Inc. _Case Study

Background

Enrichly Technologies, Inc. is a white-labeled eCommerce and member-engagement platform designed for fraternities, sororities, and other membership-based organizations. Founded by experienced Greek-life executives and alumni, the company replaces predatory merchandise vendors with a branded commerce solution that allows organizations to monetize existing member engagement while protecting intellectual property and brand integrity.

By combining organization-branded online stores, centralized governance, and localized execution, Enrichly transforms merchandise sales into a scalable, recurring revenue stream. The platform initially targets the \$400 million Greek merchandise market, with a long-term expansion opportunity across a \$13+ billion global membership-organization industry.

The Challenge

The company wanted to raise funding to remove hiring and inventory bottlenecks that were limiting its ability to onboard new organizations already in the sales pipeline. While



Enrichly had proven product-market fit and early revenue traction, scaling operations required additional capital to accelerate client launches and expand market reach.

To achieve this next phase of growth, Enrichly engaged TEN Capital to help position the company for investor visibility and connect with aligned early-stage investors.

Campaign Overview

TEN Capital executed a targeted investor-outreach campaign focused on seed and pre-seed investors with experience in SaaS, eCommerce, and marketplace-driven business models. The engagement emphasized Enrichly's strong insider founding team, demonstrated revenue traction, and defensible position within a historically fragmented market.

The campaign was designed to generate qualified investor introductions while reinforcing Enrichly's positioning as a scalable roll-up opportunity within the membership-organization ecosystem.

What TEN Did

TEN Capital worked closely with Enrichly to refine its investor narrative and execute a focused capital-raising campaign. Specific activities included:

- Refining the investor pitch and positioning to emphasize recurring revenue, margin structure, and expansion potential
 - Identifying and targeting investors aligned with SaaS-enabled commerce and platform roll-up strategies
 - Facilitating curated investor introductions across TEN Capital's national investor network
 - Providing ongoing strategic guidance throughout the fundraising process
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Key Campaign Metrics

Investor Engagement:

- **23 curated investor introductions** facilitated through TEN Capital's national investor network
- **32 qualified investors actively pitched**, including angels, angel syndicates, and early-stage funds with SaaS, eCommerce, and marketplace experience

Indicated Capital Interest:

- **~\$4.0 million in cumulative indicated investor interest** generated through active conversations
- Interest aligned with Enrichly's **\$2.5M convertible note** raise, reflecting strong investor-market fit and early demand for allocation

Revenue Traction at Campaign Launch:

- ~\$100,000 in monthly recurring merchandise sales across 5 initial client organizations

Pipeline Strength:

- 45+ additional organizations in the onboarding pipeline

Capital Raised Prior to Campaign:

- \$1.8 million raised from Greek organizations and affiliated alumni investors (friends-and-family round)



Results

The campaign generated **meaningful, quantifiable investor engagement**, resulting in **23 direct investor introductions and 32 active investor conversations**, with approximately **\$4.0 million in indicated interest** discussed across the funnel.

Through TEN Capital's network, Enrichly significantly expanded its exposure to aligned early-stage investors who understood the company's insider-driven advantage, capital-efficient growth model, and roll-up potential within the membership-organization ecosystem. The level of interest generated provided strong validation of Enrichly's positioning and supported continued momentum toward closing its \$2.5M convertible note round.

Strategic Positioning

As a result of the campaign, Enrichly is now positioned as a high-margin, recurring-revenue platform with a clear path from proof of concept to rapid market expansion. The company's insider-led team, expanding client pipeline, and defensible customer relationships support both continued independent growth and future strategic acquisition opportunities within the broader eCommerce and membership-services landscape.

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