



Scribble

Scribble Labs_Case Study

Background

Scribble Labs is a healthcare AI company building an intelligence layer for home health agencies. Its platform transforms unstructured bedside conversations into real-time clinical documentation and insights, enabling clinicians to spend more time on patient care while helping agencies improve operational efficiency, documentation accuracy, and reimbursement outcomes.

Scribble integrates directly with leading EMRs and operates silently in the background during patient visits, converting clinical conversations into structured, OASIS-compliant documentation. By reducing administrative burden and preventing revenue leakage, Scribble addresses one of the most critical challenges facing the home health industry today.



The Challenge

The company wanted to raise funding to accelerate product adoption, expand EMR integrations, and scale go-to-market efforts within the rapidly growing home health market.

In parallel, Scribble Labs sought to build a strong investor pipeline, validate investor interest in its AI-driven clinical intelligence platform, and position the company for future growth as a category-defining solution in post-acute care.

Campaign Overview

Scribble Labs partnered with TEN Capital Network to design and execute a targeted investor outreach campaign focused on early-stage healthcare investors, angel groups, and family offices aligned with health tech and AI-enabled SaaS opportunities.

The campaign combined curated investor introductions, direct outreach, and exposure through TEN's investor communications and engagement channels, ensuring Scribble Labs was positioned in front of investors with both sector expertise and appetite for early-stage innovation.

What TEN Did

TEN Capital worked closely with Scribble Labs to structure its fundraising campaign and refine investor messaging for clarity, positioning, and traction.

Specifically, TEN:

- Reviewed and supported refinement of investor materials and outreach messaging
- Identified and targeted healthcare-focused angels, family offices, and early-stage investors
- Facilitated warm investor introductions through the TEN network
- Featured the opportunity within TEN investor communications and outreach efforts
- Provided strategic guidance on investor engagement and fundraising process execution

Through TEN's structured approach, Scribble Labs gained access to a qualified and relevant investor audience aligned with its stage and sector.



Key Campaign Metrics

- **Investors engaged:** 75
- **Qualified investor introductions:** 2
- **Total investor introduction value:** **\$1.0M**
- **Fundraise structure:** Pre-Seed SAFE
- **Campaign engagement score:** 35
- **Investor audience:** Healthcare-focused angels, early-stage funds, and family offices aligned with AI, SaaS, and post-acute care

The campaign targeted investors aligned with Scribble Labs' Pre-Seed round, which was structured as a **\$1.0M SAFE** and actively promoted through curated outreach and direct investor engagement.

Results

Through its engagement with TEN Capital Network, Scribble Labs successfully engaged **75 qualified investors** and received **\$1.0M in active investor introductions**, generating meaningful momentum for its Pre-Seed fundraising round.

As a result of the campaign:

- Scribble Labs built a focused and relevant investor pipeline aligned with healthcare AI and SaaS
- Investor introductions led to active discussions with investors evaluating participation in the round
- The company increased visibility within the TEN Capital investor ecosystem
- Scribble Labs strengthened its overall investor readiness and fundraising positioning

The campaign supported Scribble Labs' broader fundraising objectives while positioning the company for continued investor engagement as it scales product adoption and expands EMR integrations.

Strategic Positioning



Through its engagement with TEN Capital, Scribble Labs enhanced its positioning as a differentiated AI platform addressing a critical operational and financial pain point in home health.

The campaign helped position the company for continued fundraising progress, expanded strategic relationships, and long-term growth opportunities as it scales adoption and deepens its product roadmap across the care ecosystem.

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