



## Kokopelli Outdoor, Inc.\_Case Study

### Background

Kokopelli Outdoor, Inc. is a premium outdoor gear company specializing in packrafts, inflatable kayaks, and lightweight adventure equipment. The company designs innovative, portable watercraft engineered for durability, performance, and ease of transport. With a strong brand identity and a growing base of outdoor enthusiasts, Kokopelli has positioned itself at the intersection of adventure, innovation, and accessibility.

Through patented technology, strategic retail partnerships, and a loyal customer following, Kokopelli has built meaningful traction in both direct-to-consumer and specialty outdoor retail channels. The company's mission is to make backcountry water exploration more accessible by offering compact, high-performance inflatable gear that enables customers to go further and explore more.

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### The Challenge

The company wanted to raise funding to scale operations, expand distribution channels, accelerate marketing initiatives, and strengthen working capital to support growing demand.

While Kokopelli had demonstrated strong product-market fit and brand traction, it needed strategic investor introductions and structured outreach to access the right capital partners aligned with consumer product and outdoor industry growth opportunities.

## Campaign Overview

TEN Capital partnered with Kokopelli Outdoor to design and execute a targeted investor outreach campaign focused on consumer product, outdoor recreation, and growth-stage investors.

The campaign combined strategic positioning refinement, curated investor targeting, and disciplined outreach to capital partners aligned with Kokopelli's industry, traction level, and funding objectives.

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## What TEN Did

TEN Capital implemented a structured capital formation strategy that included:

- Refining the company's investor narrative and positioning to clearly communicate growth potential and competitive differentiation
- Identifying and targeting investors active in consumer products, outdoor recreation, and scalable e-commerce brands
- Leveraging TEN's investor network to facilitate curated introductions
- Coordinating outreach campaigns and managing follow-up communications
- Providing ongoing engagement support and investor communication strategy guidance
- Creating visibility opportunities through TEN events and investor channels

This disciplined approach ensured Kokopelli was introduced to investors aligned with its sector focus and stage of growth.

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## Key Campaign Metrics

-Total Introduction Dollar Amount: \$3.2M

-Capital Raised to Date: \$1.7M

-Remaining Available in Round: \$1.5M

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## Results

Through TEN's structured outreach and targeted introductions, Kokopelli Outdoor gained access to aligned investors actively deploying capital in the consumer products and outdoor recreation sectors.

The campaign expanded the company's investor pipeline, strengthened engagement with growth-oriented capital partners, and increased visibility among investors familiar with scaling branded consumer products.

Kokopelli progressed investor discussions aligned with its funding objectives, positioning the company to accelerate growth initiatives and execute on its strategic expansion plans.

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## **Strategic Positioning**

The TEN Capital campaign positioned Kokopelli Outdoor as a scalable premium outdoor brand with defensible product innovation and expanding distribution channels.

By refining the investor narrative and targeting aligned capital partners, TEN helped elevate Kokopelli's visibility within the growth capital ecosystem. The campaign reinforced the company's positioning as an emerging category leader in portable adventure gear, supporting both near-term capital objectives and long-term growth opportunities.

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## **How TEN Helps Startup**

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](mailto:sales@tencapital.group)**