



## Pivotal Health - Case Study

### Pivotal Health Case Study

*Healthcare Platform for Gen Z*

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#### Background

Pivotal Health is a technology-enabled healthcare platform transforming how Gen Z accesses urgent and primary care. The company delivers **on-demand house calls and telehealth services** directly to students and young adults, eliminating the inefficiencies of traditional campus health systems.

By combining a **subscription-based direct care model**, proprietary logistics technology, and a mobile-first user experience, Pivotal Health provides fast, transparent, and accessible care—addressing a critical gap in the \$30B+ Gen Z healthcare market.

The platform has demonstrated strong traction, including over **16,500 clinician house calls and \$1M+ in revenue**, validating both demand and scalability.

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#### The Challenge

The company wanted to raise funding to **scale its operations, expand into new metro areas, and accelerate nationwide growth.**

Despite strong traction and a differentiated model, Pivotal Health needed to:

- Clearly communicate its **unit economics and scalability**
  - Position itself within the broader **direct care and Gen Z healthcare market**
  - Engage the right investors aligned with **healthcare innovation and platform growth**
  - Streamline its narrative for **efficient investor conversations and capital raising**
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## Campaign Overview

Pivotal Health partnered with TEN Capital to execute a **targeted investor engagement campaign** designed to position the company as a high-growth, scalable healthcare platform.

The campaign focused on:

- Refining the company's **investment narrative and positioning**
  - Identifying and targeting **high-fit healthcare and venture investors**
  - Driving **qualified investor introductions**
  - Supporting outreach through structured communication and investor materials
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## What TEN Did

TEN Capital delivered a comprehensive investor readiness and outreach strategy, including:

### Investor Targeting & Outreach

- Identified and segmented investors aligned with healthcare, digital health, and platform models
- Executed targeted outreach campaigns to maximize engagement

### Narrative & Pitch Optimization

- Refined messaging to highlight:
  - Strong **unit economics (22:1 LTV:CAC)**
  - Scalable **metro expansion model**
  - Clear **path to profitability and exit opportunities**

### Investor Materials Enhancement

- Strengthened positioning of:
  - Market opportunity and timing
  - Competitive differentiation (house calls + direct care model)
  - Revenue growth and expansion strategy

## Strategic Exposure

- Positioned the company within investor networks
  - Increased visibility among **qualified, high-intent investors**
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## Key Campaign Metrics

- **Investors Engaged: 75**
  - **Investor Introductions: 12**
  - **Total Dollar Value of Investor Introductions: \$1.5M-\$3M**
  - **Stage:** Seed+ / Venture Round
  - **Capital Raise Target:** \$3M – \$5M
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## Results

### Strong Investor Engagement

- Generated meaningful conversations with investors aligned to healthcare innovation and scalable platform models

### Improved Investor Positioning

- Clearly communicated Pivotal Health's:
  - Proven traction
  - Scalable expansion model
  - Attractive unit economics

### Accelerated Fundraising Process

- Enabled efficient progression from outreach to investor discussions
- Increased likelihood of closing capital within target range

### Validation of Market Opportunity

- Reinforced investor confidence in:
    - The **broken university healthcare system**
    - Growing demand for **direct care models**
    - Pivotal Health's **first-mover advantage in Gen Z healthcare**
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## Strategic Positioning

The campaign positioned Pivotal Health as:

- A **category-defining platform** in Gen Z healthcare
- A **scalable, tech-enabled direct care model** with strong margins
- A company with a **repeatable metro expansion playbook**
- A compelling **acquisition target** for strategic buyers and private equity

With strong unit economics, validated traction, and a clear expansion roadmap, Pivotal Health is well-positioned to become a **dominant national player in direct care healthcare delivery**.

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## How TEN helps startups

TEN Capital collaborated with the company to refine their pitch deck, structure their fundraising campaign, and develop a targeted investor engagement strategy. By leveraging its network of 25K investors, TEN facilitated strategic introductions to venture capitalists, family offices, and angel investors.

Additionally, TEN provided valuation guidance, closing strategies, and opportunities to pitch at online and in-person events, ensuring the company could connect with the right investors and strengthen their fundraising efforts.

**You can see more about TEN Capital at <https://tencapital.group/> or email us at [sales@tencapital.group](mailto:sales@tencapital.group).**