



Novuson - Case Study

Background

Novuson is a medical device company focused on transforming surgical procedures through its proprietary Direct Therapeutic Ultrasound (DTU) technology. The company developed the world's first DTU surgical instruments designed for minimally invasive, robotic, and other surgical specialties. Unlike traditional radiofrequency and harmonic surgical devices that generate excessive heat, tissue damage, and surgical smoke, Novuson's technology delivers lower-temperature energy "from the inside out," enabling safer, more precise surgeries with minimal thermal spread and no smoke generation.

Novuson's platform addresses a major challenge in modern surgery, as electrosurgical devices are used in approximately 90% of all surgeries and surgical smoke mitigation regulations continue expanding across the U.S. and Europe. The company's initial product, the 3mm MiniLS vessel sealer/divider, is positioned as a first-in-class solution for minimally invasive surgery.

The Challenge

Novuson wanted to raise funding to accelerate regulatory clearance, complete validation and verification studies, manufacture its 3mm MiniLS platform, and support commercialization efforts. The company was raising a \$3 million Series B Preferred Equity round in two tranches to bring its first-in-class DTU surgical platform to market.

Additionally, Novuson sought to:

- Increase investor awareness and visibility within the medical device and healthcare investor community.
- Secure introductions to strategic investors, venture capital firms, family offices, and healthcare-focused angel groups.
- Position the company for future strategic partnerships and acquisition opportunities within the surgical technology sector.

- Support investor engagement around its regulatory milestones, commercialization strategy, and growing patent portfolio.
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Campaign Overview

Novuson was raising funding for:

Novuson sought to raise \$3 million in Series B Preferred Equity financing to fund regulatory clearance activities, manufacturing, validation studies, commercialization efforts, and strategic R&D collaborations for its DTU surgical platform.

Novuson came to TEN to:

Novuson partnered with TEN Capital to strengthen its fundraising strategy, increase investor exposure, and connect with healthcare-focused investors aligned with medical device innovation and surgical technologies.

TEN promoted the deal through:

- Organized online investor meetings and pitch opportunities.
 - Featured mailing campaigns through TEN's investor network.
 - Strategic outreach to venture capital firms, family offices, and angel investors.
 - Medical technology and healthcare-focused investor events.
 - Direct investor introductions based on sector alignment and investment criteria.
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What TEN Did

TEN Capital worked closely with Novuson to support its fundraising campaign and investor engagement efforts. TEN helped position the company's DTU technology, regulatory pathway, market opportunity, and commercialization strategy for investor audiences.

By leveraging its investor network, TEN facilitated introductions to healthcare investors, strategic medical technology groups, and family offices interested in surgical innovation and minimally invasive technologies.

Additionally, TEN supported Novuson through:

- Investor targeting and outreach campaigns.
 - Fundraising strategy support.
 - Investor presentation opportunities.
 - Strategic positioning around regulatory milestones and commercialization plans.
 - Ongoing investor engagement initiatives.
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Key Campaign Metrics

- Facilitated **26 investor introductions** representing approximately **\$1.45M in potential investor interest** through TEN's investor network.
 - Engaged with **45 investors** across TEN Capital investor events, strategic outreach campaigns, and direct introductions.
 - Supported visibility for Novuson's **\$3 million Series B Preferred Equity raise** focused on regulatory clearance, manufacturing, validation studies, and commercialization.
 - Promoted Novuson's proprietary **Direct Therapeutic Ultrasound (DTU)** surgical technology platform and first-in-class **3mm MiniLS** device.
 - Increased exposure around Novuson's FDA **510(k) regulatory pathway**, commercialization strategy, and market expansion opportunities.
 - Highlighted Novuson's strong intellectual property portfolio, including multiple issued U.S. and international patents protecting the DTU platform.
 - Supported investor awareness around Novuson's strategic collaborations, licensing opportunities, and long-term acquisition potential within the surgical device market.
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Results

Novuson actively engaged with TEN Capital's investor network and fundraising initiatives, significantly increasing visibility among healthcare and medical device investors.

The campaign generated meaningful investor engagement and helped position Novuson as an emerging innovator in surgical energy technology. Through TEN's investor outreach and introductions, Novuson expanded conversations with strategic investors and healthcare-focused investment groups interested in minimally invasive surgery, robotics, and next-generation surgical technologies.

Key outcomes included:

- Expanded investor awareness around Novuson's DTU platform and regulatory progress.
- Increased strategic investor engagement surrounding the company's commercialization roadmap.
- Strengthened positioning for future fundraising milestones and strategic partnerships.

- Enhanced exposure to investors focused on healthcare innovation, medical devices, and surgical technologies.
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How TEN Helps Startups

TEN Capital collaborates with emerging growth companies to strengthen fundraising strategies, improve investor positioning, and connect startups with highly targeted investors. Through its investor network, strategic outreach programs, investor events, and fundraising support services, TEN helps companies accelerate investor engagement and raise capital more effectively.

TEN supports startups through:

- Investor targeting and introductions.
- Fundraising strategy development.
- Investor readiness and positioning.
- Pitch event participation.
- Strategic investor communications.
- Capital raise execution support.

You can learn more about TEN Capital at [TEN Capital](#) or contact the team at sales@tencapital.group