



OmniHelio - Case Study

Background

Helio is a healthcare operations platform designed to automate high-volume communication and workflow tasks for medical clinics and healthcare networks. Built by experienced clinician-operators, Helio centralizes patient communication, task management, and operational workflows into a single AI-powered platform. The company's technology integrates with electronic medical record (EMR) systems to reduce administrative burden, improve operational efficiency, lower staffing costs, and enhance the patient experience across multi-site healthcare organizations. Helio's scalable SaaS model positions the company to capitalize on growing demand for operational automation within the healthcare sector.

The Challenge

The company wanted to raise funding to accelerate EMR integrations, expand its operational platform across healthcare networks, and scale customer acquisition efforts within the rapidly growing healthcare operations market. Helio was seeking a \$5M Series A financing structured through SAFE notes to support product expansion, strategic growth initiatives, sales and marketing, and operational scaling.

Campaign Overview

Helio partnered with TEN Capital to structure and execute a targeted investor engagement campaign focused on healthcare investors, venture capital firms, angel groups, and family offices. TEN Capital positioned the company within its healthcare and SaaS investor ecosystem while supporting the company with strategic outreach, investor visibility, and fundraising guidance.

Strategic investor outreach to TEN Capital's investor network.

Targeted introductions to healthcare-focused venture capital firms, angel investors, and family offices.

Featured exposure through TEN Capital newsletters and investor communications.

Participation in investor pitch sessions, online events, and networking opportunities.

Fundraising advisory support, positioning guidance, and investor engagement strategy.

What TEN Did

TEN Capital worked closely with Helio to refine its investor messaging, strengthen fundraising positioning, and increase visibility among relevant healthcare and SaaS investors. The TEN team supported the company through pitch refinement, investor targeting, strategic introductions, and ongoing campaign coordination.

Reviewed and refined fundraising positioning and investor messaging.

Provided guidance on pitch presentation structure and investor communications.

Introduced the company to targeted healthcare and technology investors.

Facilitated participation in TEN investor events and networking opportunities.

Supported ongoing investor follow-up and fundraising momentum.

Promoted the company through curated outreach campaigns and investor mailers.

Key Campaign Metrics

- Facilitated **41 investor introductions** through TEN Capital's investor network, representing approximately **\$205M+ in combined investor capital exposure and fundraising reach**.
- Engaged with **117 targeted investors** across venture capital firms, healthcare-focused investors, angel groups, and family offices.
- Completed **21 investor updates and engagement touchpoints** to maintain fundraising momentum and investor communication.
- Generated investor visibility through TEN Capital events, strategic outreach campaigns, and featured investor communications.
- Positioned the company within key healthcare operations, SaaS, AI, and digital health investment sectors.
- Supported ongoing investor engagement through targeted introductions, fundraising guidance, and strategic campaign coordination.

Results

Through TEN Capital's investor engagement campaign, Helio significantly increased visibility among healthcare and technology-focused investors while strengthening its fundraising pipeline. The company generated meaningful investor engagement and positioned itself as a scalable healthcare operations platform addressing critical inefficiencies within the healthcare industry.

Expanded investor awareness within healthcare technology and SaaS investment communities.

Built relationships with strategic investors aligned with healthcare operations and AI-driven automation.

Strengthened fundraising momentum through targeted investor introductions and outreach.

Enhanced market positioning as a scalable operational infrastructure platform for healthcare networks.

Strategic Positioning

Helio's campaign positioned the company as a scalable and capital-efficient healthcare operations platform capable of supporting multi-site healthcare organizations at scale. By emphasizing operational efficiency, automation, EMR integration capabilities, and clinician-built workflows, the company strengthened its positioning within the digital health and healthcare infrastructure market. The campaign also highlighted Helio's recurring SaaS revenue model, expanding healthcare network opportunities, and long-term acquisition potential within the healthcare technology ecosystem.

How TEN Helps Startups

TEN Capital collaborates with growth-stage companies to refine fundraising strategies, strengthen investor positioning, and connect founders with qualified investors. By leveraging its investor network, targeted outreach capabilities, and strategic fundraising expertise, TEN helps startups increase visibility, accelerate investor engagement, and build momentum toward successful financing outcomes.