



## SonoVascular, Inc. - Case Study

### Background

SonoVascular, Inc. is a clinical-stage medical device company developing a next-generation **ultrasound-facilitated “mechanical-pharmaco” thrombectomy system (SonoThrombectomy™)** designed to improve the treatment of venous and arterial thrombosis.

The company’s technology combines **focused ultrasound, microbubbles, and thrombolytic drugs** to enable precise clot disruption while minimizing risks such as blood loss, vascular trauma, and ICU dependency—limitations commonly associated with current treatment options.

Operating in a large and growing market (estimated ~\$8.8B TAM), SonoVascular is positioned to address significant unmet clinical needs in venous thromboembolism (VTE), including deep vein thrombosis (DVT) and pulmonary embolism (PE).

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### The Challenge

The company wanted to raise funding to advance clinical development, achieve key regulatory milestones, and accelerate commercialization of its SonoThrombectomy™ platform.

Specifically, SonoVascular aimed to:

- Raise capital for its **Series A Preferred Equity round (~\$7M-\$8M target)**
- Fund **first-in-human clinical studies and FDA IDE approval milestones**
- Expand its investor pipeline across venture capital, family offices, and strategic medtech investors
- Strengthen positioning for **strategic acquisition opportunities in a highly active M&A market**

## Campaign Overview

### SonoVascular was raising funding for:

- Series A Preferred Equity round targeting ~\$7M+ to support clinical trials and regulatory progress

### SonoVascular came to TEN to:

- Refine its investor narrative and positioning
- Build a targeted investor pipeline aligned with medtech and healthcare investors
- Increase visibility and engagement with qualified capital sources

### TEN promoted the deal through:

- Targeted investor outreach across TEN's network
  - Featured email campaigns and investor introductions
  - Virtual pitch sessions and curated investor meetings
  - Strategic positioning across life sciences-focused investor groups
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## What TEN Did

TEN Capital partnered with SonoVascular to structure a focused fundraising campaign tailored to institutional investors in the medical device and healthcare sectors.

Key activities included:

- Refinement of investor materials and messaging to highlight clinical differentiation and market opportunity
- Strategic outreach to relevant investors across venture capital, family offices, and strategic healthcare groups
- Coordination of investor meetings and introductions
- Ongoing advisory support on positioning, valuation alignment, and investor engagement strategy

By leveraging its network, TEN ensured SonoVascular was introduced to investors aligned with **clinical-stage medtech innovation and high-growth healthcare opportunities**.

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## Key Campaign Metrics

- **Total Investor Introductions:** 142 Introductions
- **Total Dollar Value of Investor Introductions:** **\$18.7M**
- **Number of Investors Engaged:** **176 Investors**
- **Investor Type Mix:** Venture Capital, Family Offices, Strategic Healthcare Investors
- **Campaign Reach:** Broad exposure across TEN's curated investor network

## Results

- **Investor Engagement:** SonoVascular engaged with a targeted pool of qualified investors aligned with medtech and clinical-stage opportunities
  - **Capital Formation Progress:** Advanced discussions with multiple investors supporting its Series A raise
  - **Market Validation:** Strong interest driven by differentiated technology and large addressable market
  - **Strategic Visibility:** Increased exposure among investors focused on vascular devices and interventional therapies
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## Strategic Positioning

SonoVascular is positioned as a **next-generation leader in clot management**, offering a differentiated solution that addresses key limitations of current therapies.

With:

- Strong early clinical results
- A clear regulatory pathway
- Significant market opportunity
- Active M&A landscape (including multi-billion-dollar acquisitions in the space)

The company is well-positioned for **future growth and potential strategic acquisition**.

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## How TEN helps startups

TEN Capital collaborated with **SonoVascular, Inc.** 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 **SonoVascular, Inc.** 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)**