



Healthy For Life Foods - Case Study

Background:

Healthy For Life Foods is the company behind Jaca®, a branded rare-sugar allulose product created to help consumers reduce conventional sugar without sacrificing taste or functionality. Jaca has 90% fewer calories than sugar, is diabetic- and keto-friendly, carries FDA GRAS status, and is designed to cook and bake like conventional sugar. The company combines an omnichannel B2B, direct-to-consumer, and Amazon model with proprietary AI-driven demand capture and a patent-pending production process.

The Challenge:

The company wanted to raise funding to scale Jaca into a mainstream allulose brand, expand customer acquisition, support inventory and new product development, and accelerate growth across consumer and commercial channels. Healthy For Life Foods was pursuing a \$5M Series A at a \$20M pre-money valuation.

In parallel, the company needed to sharpen its investor narrative, validate its valuation and growth case, strengthen its diligence materials, and build a qualified pipeline across consumer, CPG, health and wellness, family office, angel, strategic, and international investors.

Campaign Overview

Healthy For Life Foods was raising funding for:

A \$5M Series A to fund advertising and customer acquisition, expand inventory and new SKUs, strengthen operations, and support R&D as the company scaled Jaca across B2B, DTC, and Amazon channels.

Healthy For Life Foods came to TEN to:

Healthy For Life Foods partnered with TEN Capital to refine its fundraising strategy, improve investor readiness, strengthen its materials, and connect with investors aligned with consumer health, CPG, food innovation, impact, and international expansion.

TEN promoted the deal through:

- Targeted introductions across TEN Capital's investor network.
- Featured deal mailers and recurring investor newsletter updates.
- Online and in-person pitch events, SpeedMatch sessions, and investor education programs.
- Outreach to angel groups, family offices, venture funds, strategic investors, and MENA investors.

What TEN Did:

TEN Capital evaluated the company's valuation, pitch deck, 90-second pitch, intro mailer, website, LinkedIn presence, and investability. TEN also reviewed data-room consistency, guided the due diligence process, and delivered a final due diligence report to strengthen investor-facing readiness.

The campaign added investor primers, investor-framed vignettes, market-timing analysis, a Deal by the Numbers summary, competitive positioning, investor objection responses, a risk map, a lead-investor participation map, and an annotated financial model. TEN paired these

materials with fundraising coaching, follow-up guidance, targeted introductions, and repeated event exposure.

Key Campaign Metrics:

- 69 investors engaged through arranged introductions.
- \$3.5M in aggregate investor introduction value recorded in the campaign worksheet.
- 16 attended or hosted campaign events, spanning virtual, in-person, regional, and international investor audiences.
- 18 investor updates distributed to maintain visibility and share campaign progress.
- Final due diligence report and pre- and post-report data-room consistency reviews completed.
- Investor-readiness work included valuation, pitch, investability, market-timing, risk, competitive, and financial-model analyses.
- One documented investor discussion indicated potential interest in the \$200K-\$500K range, subject to diligence and follow-up.

Results:

The campaign built a broad investor pipeline across venture capital firms, family offices, angel groups, strategic investors, and international capital sources. Healthy For Life Foods gained repeated exposure through TEN events, SpeedMatch sessions, Quick Pitch programs, newsletters, and targeted introductions.

TEN's preparation work gave the company a more complete and consistent fundraising package, with clearer responses to investor questions on valuation, growth, market timing, competition, execution risk, milestones, and use of funds.

- **Investor Engagement:** Established direct dialogue with investors aligned to consumer, CPG, health and wellness, impact, and international opportunities.
- **Funding Progress:** Created a quantified introduction pipeline supporting continued diligence and follow-up toward the \$5M Series A target.
- **Market Visibility:** Expanded exposure through 16 attended or hosted events and 18 investor updates during the campaign.

Strategic Positioning:

The campaign positioned Healthy For Life Foods as more than a sugar-alternative product: a scalable health and wellbeing platform combining a mainstream rare-sugar brand, omnichannel distribution, AI-enabled demand generation, purpose-led programs, and process innovation. This framing strengthened the company's case for category leadership and a future strategic acquisition by a global food, beverage, or consumer health company.

How TEN Helps Startups

TEN Capital helps startups become investor-ready by refining their fundraising story, valuation, pitch materials, diligence package, and outreach strategy. Through targeted introductions, investor updates, fundraising coaching, and opportunities to pitch at online and in-person events, TEN helps founders build qualified investor relationships and move their raises forward.

You can see more about TEN Capital at <https://tencapital.group/> or email us at sales@tencapital.group