

My role in bringing case studies to life at SVB.

- ▶ Established the case study process with the agency.
- ▶ Developed case study submission form.
- ▶ Engaged with relationship managers to identify case studies.
- ▶ Develop content brief for the agency.
- ▶ Wrote case studies when agency was at capacity.
- ▶ Reviewed case study writing up leveraging case study submission form and client website to ensure messaging and positioning accuracy and reworked as needed to limit writing cycles.
- ▶ Worked with the project manager and RM to obtain approval.
- ▶ Submitted to compliance.
- ▶ Worked with channel marketer to add to the website.
- ▶ Created a shorter version of the case studies to be leveraged in the pitch deck.
- ▶ Established a social media banner with client quotes and worked with social team to get it add to the website.
- ▶ Shared with the client and sales once live on the website.




Client Case Studies Success Stories

Healthcare

- ▶ Researched, interviewed SVB RM and wrote the Privia Health case study
- ▶ Designed in it Turtl for the proof-of-concept pilot
- ▶ Also interviewed client and included videos in the interactive experience
- ▶ Identified a need for a platform to support interactive content
- ▶ Adopted Turtl
- ▶ Got trained



[Privia Health PDF](#)



Case Studies - Xillis

Micro-tumor production grows hope in the fight against cancer

About Xillis
Xillis is excited to share the Xillis success story, a biotechnology company developing a precision oncology platform that guides treatment decisions for oncologists to improve cancer care outcomes for patients and supports drug discovery and development for pharmaceutical companies.

The bold idea
Cancer kills nearly 600,000 people in the US annually. That's why having innovative treatment options is so crucial to patient survival. A novel platform founded by Duke University medical and engineering professors Dr. David Hsu and Xiling Shen, Ph.D., holds promise.

Based on biomedical, oncology and stem cell research conducted by Dutch scientist Dr. Hans Clevers, MicroOrganoSpheres™ (MOS) technology represents a new standard in patient-derived micro-tumor production. The technology uses biopsies from individual patients to grow tiny versions of their unique organs and tumors. Doctors evaluate the tissue cells to pinpoint the stage of the disease and test how it responds to various drugs and treatments to quickly determine the best course of action.

The partnership
At the early stage, MOS technology drew interest from heavy-hitting investors in the United States and Europe. In selecting SVB as its bank, the company secured a \$1.75 million venture debt facility.

It began building toward Series A financing to open a lab, prove out the technology, expand its AI-driven capabilities, fund clinical studies for diagnostic development and validate the use of MOS technology with biopharmaceutical partners.

SVB continues to be a partner every step of the way, providing venture debt to ensure cash until Xillis's next round of equity and growth.

“
SVB has been a valued partner in our path to growth, coming in with the financial backing at the early stage enabling us to bring the vision of MicroOrganoSphere technology to life.
”
Xiling Shen, Ph.D., Co-Founder & CEO, Xillis

The solution
SVB discovered a deal that included:


- \$1.75 million in venture debt at Series A, fully funded at close
- 6-month extension upon completed co-promotion partnership
- 12-month extension upon completed Series A equity raise of \$20 million+

The impact
SVB's \$1.75 million venture debt facility led to a healthy Series A valuation and \$70 million in new equity proceeds enabling Xillis to:

- Open its first office in North Carolina; the company has expanded to include facilities in California and Europe
- Hire critical personnel to expand research and discovery of MOS and validate the technology
- Research, test and prove out its micro-scale tissue models

Xillis is showing unprecedented promise in its quest to provide life-saving support to the medical community in its fight against cancer. Clinicians might someday use MOS in immunotherapy treatment development specified for the patient's unique immune microenvironment, and drug developers could use the company's versatile platform at multiple stages of research and development, including early discovery, preclinical toxicity and efficacy, and clinical trials. In 2022, Biotope selected Xillis as one of the top 25 biotech companies to watch.

About Xillis



Xiling Shen, Ph.D., Co-founder & CEO, Xillis

Founded
2016

Headquarters
Durham, NC

Company Size
78 employees

Goal
Develop a precision oncology platform that guides treatment decisions for oncologists to improve cancer care outcomes for patients and supports drug discovery and development for pharmaceutical companies.

Industry
Diagnostics and Tools


SVB Solution
Seed stage venture debt

Life Science and Healthcare
Discover how SVB supports life science and healthcare companies at all stages of growth.

[Learn more](#)

[Xillis PDF](https://www.svb.com/success-stories/case-studies/xillis)

<https://www.svb.com/success-stories/case-studies/xillis>



Case Studies - Activ Surgical

Innovating a cutting-edge surgical tool

About Activ
SVB is excited to share the Activ Surgical success story, a medical device company pioneering collaborative surgery with intelligent scopes and robots that are able to see what humans cannot.

The bold idea
Peter Kim, M.D., knew it wouldn't be easy to finance his company's idea for improving digital surgery. In medtech — a challenging market where regulatory and reimbursement barriers frequently cause expensive delays — a new device must be truly groundbreaking to make it.

But Activ Surgical's technology was too promising to ignore: a hyperspectral imaging module that can seamlessly interface with existing endoscopes, transforming them into super scopes. This technology has the potential to dramatically improve outcomes within the current practice of minimally invasive surgery, and perhaps, more importantly, it can form a foundation on which digital and robotic surgery can make their next leap forward. The challenge: Convincing a financial partner to see its potential.

The partnership
Both Bill Sideris, relationship manager, and Ethan Sivulich, a credit analyst, with Silicon Valley Bank's Northeast medical device and healthtech practice team, understand the challenges facing companies in this space. They were impressed by the new technology's potential and the Activ team's transformational vision.

"There are plenty of promising companies developing specialized imaging or guidance modalities to improve outcomes in specific procedures," Bill said. "But what was intriguing about Activ's technology was its truly expansive potential to improve the entire field."


Bill, Ethan and their SVB colleagues went to work.

“
We've relied on SVB as our banking partner for years, and we were very pleased with the runway capital solutions they provided to take Activ to the next level. SVB knows us, the industry and our business.
”
Todd Usen, Chief Executive Officer, Activ Surgical

The solution
In addition to supporting Activ from its earliest days as their banking partner, the team at SVB tailored a debt solution that scaled with the company's progress. SVB initially provided the company with a \$2.5 million term loan tranching to certain regulatory and clinical milestones, followed by an upsized to \$4 million.

The impact
SVB's debt capital provided the company with enough runway to complete its development milestones and close a very successful Series B raise. Activ is now well positioned to bring ActivSight™ into operating rooms across the country and take the next step in realizing the technology's full potential.

About Activ Surgical



Todd Usen, CEO, Activ Surgical

Founded
2017

Headquarters
Boston, Mass.

Company Size
32 employees

Goal
Pioneering the future of collaborative surgery with intelligent scopes and robots that see what humans cannot see.

Industry
Medical Device

SVB Solution
\$6.5 million in financing with debt capital solutions. Growth capital facility, senior line of credit, credit card program and revolving line of credit.

Life Science and Healthcare
Discover how SVB supports life science and healthcare companies at all stages of growth.

[Learn more](#)

[Activ Surgical PDF](https://www.svb.com/success-stories/case-studies/activ)

<https://www.svb.com/success-stories/case-studies/activ>

Life Sciences
and
Healthcare



Case Studies | Aeye Inc.

Aerospace technology makes autonomous driving safer

About Aeye

SVB is excited to share the Aeye Inc. success story, the premier provider of next generation light detection and ranging (LiDAR) sensing systems for automotive, trucking, intelligent transportation systems, rail and beyond.

The bold idea

Optics engineer Luis Dussan, a 15-year veteran of the US aerospace and defense industries, developed sensors for fighter jets. When automotive manufacturers began testing driverless car systems in the early 2010s, Luis saw potential in using laser light pulses to generate a three-dimensional view of the road that would help address performance and safety concerns.

In 2013, he and his co-founders launched Aeye to create a LiDAR sensing system to support safer autonomous driving.

The partnership

Aeye needed capital while its scientists and engineers developed the system and leaders worked to secure contracts with major automotive original equipment manufacturers (OEMs).

SVB had on Aeye's first capital raise, in 2017, wasn't selected. But in 2018, after Aeye closed its \$40 million Series B, SVB won with a \$4 million growth capital term loan and a \$5 million revolving line of credit.

Then, early in 2020 as Aeye was working to raise a \$20 million bridge financing in an increasingly crowded field, the pandemic lockdown hit. As the world ground to a halt, the bridge reached only \$10 million, and the OEM relationships company leaders had hoped to turn into contracts went silent.

Low on cash, Aeye had about six months of runway left. Meanwhile, its \$4 million debt with SVB was two months from amortizing.

“SVB provided Aeye with a critical bridge loan that gave us the latitude to continue scaling the company as we awaited the closing of our de-SPAC transaction. They're a partner we know we can rely on when it counts the most.”

Robert Brown, CEO, Aeye Inc.

The solution

Aeye responded aggressively, slashing expenses and focusing on R&D and its new product launch.

Meanwhile, SVB stood by its reputation as a rational and patient lender, deciding to call the loan and offering a six-month principal debt deferral program that allowed Aeye to conserve hundreds of thousands of dollars per month.

The impact

Later that year, as pandemic fears eased, Aeye signed a deal with Continental, one of the world's largest Tier 1 automotive suppliers.

And in April 2021, SVB provided a \$10 million bridge loan, again showing its patience and flexibility as Aeye worked toward an opportunity to de-SPAC and go public. A few months later, the company announced a merger with CF Finance Acquisition Corp. II that raised approximately \$200 million in equity.

The market for autonomous driving technology is still developing, but Aeye is emerging as a leader. Named by Fast Company as one of the World's Most Innovative Companies for 2022, its iGlight Adaptive LiDAR platform is equipping Continentals automated and driver assist systems to handle complex traffic and adverse weather. The companies expect major auto manufacturers to adopt it within the next few years.

Aeye is also developing applications for aviation, drones, industry and sees growth accelerating over the next several years.

About Aeye



Robert Brown
CEO, Aeye Inc.

Founded
2013

Headquarters
Dublin, CA

Company Size
100 employees

Goal

Create sensing and perception systems that ensure the highest levels of safety for autonomous driving, even in the most challenging situations.

Industry

LiDAR sensing systems for automotive, trucking, intelligent transportation systems

SVB Solution

\$4M growth capital term loan, \$3M revolving line of credit and \$10M SPAC bridge loan.

SVB Climate Technology & Sustainability

Discover how SVB supports creating positive environmental change.

[Learn more](#)

sunrun

Case Studies | Sunrun

Advancing residential solar to reduce greenhouse gas emissions

About Sunrun

SVB is excited to share this success story for Sunrun Inc., one of the nation's leading home solar, battery storage and energy services company. Sunrun's innovative solar services and home battery solution, Brightbox, bring families affordable, resilient and reliable energy.

The bold idea

Lynn Jurich and Ed Fenster met at the Stanford Ordware School of Business and launched Sunrun in 2007. Their vision: provide homeowners with rooftop solar power systems in exchange for a monthly fee that reduces their electricity costs.

Among the first entrepreneurs to focus on residential solar as a service, Lynn, Ed and a third partner invested about \$1 million toward their startup and raised approximately \$12 million more. Knowing that their pioneering business model would take decades to produce returns, banking partners who could provide a reliable pool of ongoing capital was crucial to their success.

The partnership

In 2011, SVB joined Sunrun's bank group with a \$25 million commitment toward a non-recourse term loan facility and an additional \$25 million toward a \$30 million working capital revolver to Sunrun.

In subsequent years political and economic volatility and solar-energy pushbacks made progress a roller coaster for Sunrun. During this period, the relationship grew and solidified and SVB provided significant commitments of fast, flexible capital to meet the company's unique needs. In addition to access to capital, SVB brought a passion for change and innovation, which positioned it to understand and align with Sunrun's long-term strategy. The partnership continued to advance in a series of successful transactions.

“SVB understands our business and the energy industry in which we operate and has been an important partner in Sunrun's success.”

Ed Fenster

Co-CEO and Co-Founder, Sunrun

By 2020, SVB had provided nearly \$240 million of financing across five Sunrun debt transactions. When Sunrun sought financing for a new portfolio in 2020, it selected SVB to act as a coordinating lead arranger and administrative agent, putting its trust in SVB as the primary point of contact between Sunrun and its syndicate of lenders. In that role, SVB committed \$40 million to a \$275 million term loan to finance 26,500 residential solar systems totaling 161 megawatts and found new banks to join Sunrun's syndicate.

The impact

Forrester competitors have entered the residential solar market since Lynn and Ed launched Sunrun in the City of Eden San Francisco homes. But with their laser focus on financing, installing and operating residential solar systems, they have made Sunrun the largest residential solar company in the United States.

Sunrun's systems have also made an environmental impact, cumulatively avoiding 112 million cumulative metric tons of carbon emissions, an amount comparable to eliminating more than 27.8 billion miles driven by an average passenger vehicle or 1.3 billion gallons of gasoline. The company's customers, on average, save between 5% and 45% on their electricity costs.

Boosted by increasing utility rates and a rising consumer desire for green power sources, Sunrun's market is growing. As the company progresses, SVB looks forward to maintaining its role as Sunrun's loyal and reliable banking partner.

About Sunrun



Ed Fenster
Executive Chairman and Co-Founder, Sunrun

Founded
2007

Headquarters
San Francisco

Employees
11,551

Goal

Provide resilient energy to homeowners with the potential for meaningful savings over traditional utility energy

SVB Solution

Corporate Finance, Project Finance, Administrative Agency, Loan Syndications, Cash Management, Business Credit Cards

Industry

Residential solar, solar as a service

SVB Project Finance

Learn how SVB supports innovative climate tech and infrastructure projects with finance solutions. Access the latest project finance deals and connect with SVB experts.

[Learn more](#)

SVB Climate Technology & Sustainability

Discover how SVB supports creating positive environmental change.

[Learn more](#)

Climate Tech

Aeye PDF

<https://www.svb.com/success-stories/case-studies/aeeye>

Sunrun PDF

<https://www.svb.com/success-stories/case-studies/sunrun>



Case Studies **Saildrone**

Meeting climate challenges with ocean drones

About Saildrone

SVB is excited to share this success story for [Saildrone, Inc.](#), the world leader in providing comprehensive satellite data solutions for marine security, ocean mapping, and subsurface data along its fleet of wind and solar-powered ocean drones.

The bold idea

Richard Jenkins grew up near the seaport city of Southampton, England, where at age 17 he took a part-time job building sailing boats. After completing a mechanical engineering degree, he used his education and nautical expertise to advance his quest to build the world's fastest land-sailing yacht.

After setting the wind-powered land speed record in 2006, Richard applied the same engineering concepts to build a new class of deep-sea unmanned sailing drones to accurately measure climate quality data from Kelvin's most remote oceans and deliver that data to scientists around the world.

Among the friends he had made along the way were Google Executive Chairman Eric Schmidt and his wife, Wendy, who shared Richard's passion for ocean exploration. In 2012, they provided the grants that formed the company's seed round through [The Schmidt Family Foundation](#), and Saildrone was born.

Saildrone's vision is for a healthier ocean and a safe, sustainable planet. Its revolutionary technology—wind and solar-powered unmanned surface vehicles (USVs)—collects data above and below the ocean surface. Saildrone USVs monitor temperature and height, and surface mapping from machine vision and weather mapping to earth system parameters such as weather forecasting, carbon cycling, sustainable fisheries management and climate change. The data collected is being used by governments, marine sector decision-makers to solve significant challenges. Saildrone USVs are sailing into uncharted territory, creating whole new ocean current while reducing the cost and carbon footprint of ocean exploration.

"SVB's commitment to funding innovation is what sets them apart from other banks. They were flexible, supportive, and huge fans of our big ideas. Whether coming up with innovative credit lines, providing guidance on new account structures, helping with Treasury investments through hectic markets, or making connections to potential partners or investors, SVB has been one of our strongest allies."

Richard Jenkins

Founder & CEO, Saildrone, Inc.

The partnership

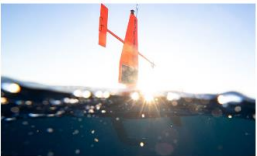
The young company quickly acquired additional backers, including [Lila Capital](#) and [Sutter Capital](#), whose close relationships with SVB led to a banking partnership for Saildrone when it launched in Series A funding round in 2015.

The solution

SVB recognized the technical and financial innovations required for this capital-intensive company to succeed. The bank supported the company with tailored solutions at different stages of growth, including:

- 2015: \$10-million venture debt loan
- 2016: \$20-million equipment term loan
- 2021: \$20.8 million for equipment loans and hardware-as-a-service lending to finance new projects for sustained contracts.

Taking a relationship-based approach, SVB and Saildrone developed a strong relationship built on trust and mutual passion for the frontier tech space. As time progressed, the relationship deepened, with SVB providing not only banking and treasury management solutions but also consultation to prospective partners, investors, partners and industry experts. Today, the company's debt CDO, Bank Direct Co., is a board member of SVB Advisors, where he not only thanks the company's funding but also shares the unique experience as a CEO with five-minded professionals across the innovation economy.



The impact

Saildrone's marine sailing boats have been produced and testing facilities in San Francisco Bay after manufacturing facilities in Australia, California. Today, they're building satellites to gather climate change data and high-resolution ocean mapping for scientists at universities NOAA and NASA, as well as providing the same data for the U.S. Department of Defense.

In 2022, the company made headlines when one of its 23-foot Saildrone Explorer, equipped with a specially designed "hull" can wing, sailed into Hurricane Idm, navigating 50-foot waves and winds gusting over 100 mph to help coordinate better understand and protect the rapid environmental effects of hurricanes.

Saildrone expanded its technology to address new market needs the ocean mapping, maritime security, and deep-sea research for offshore wind farms. The 72-foot Solar Storm, launched in January 2023, is the only autonomous platform capable of performing International Hydrographic Organization (IHO)-compliant bathymetry surveys to depths of 23,000 ft (7,000 m). The Solar Storm is expected to contribute valuable data to the United States Navy, a global initiative to map the world's oceans in high resolution by the end of this decade. The newest addition to the fleet, the 33-foot Voyager, performs IHO-compliant bathymetry surveys mapping down to 300 feet (90 meters) and is optimized for personal educational awareness at sea.

The impressive capabilities of Saildrone's autonomous vehicles have been proven in numerous operational missions sailing almost one million nautical miles from the Arctic to the Antarctic, and spending more than twenty thousand days at sea in some of the most extreme weather conditions on the planet.

Company Info



Richard Jenkins
Founder & CEO

Founded

2012

Headquarters

San Francisco, CA

Employees

175

Goal

Provide comprehensive survey data solutions for marine security, ocean mapping, and ocean data using advanced sensors and machine learning to deliver real-time actionable insights intelligence to customers.

Customers

Norfolk Naval Shipyard

Industry

Autonomous vehicles

SVB Hardware and Frontier Technology

Discover how SVB supports

frontier innovators at the cutting

edge of innovation.

[Learn more >](#)



Case Studies **Built Robotics**

Revolutionizing construction with fully autonomous heavy equipment

About Built Robotics

SVB is excited to share this success story for Built Robotics. Built invented the "Ecosystem", an aftermarket upgrade that transforms heavy equipment into fully autonomous robots.

The bold idea

Noah Healy Campbell grew up in Vermont, working construction on summer breaks with his dad, a building contractor. After experiencing an economic slump that kept him in 2013, he began thinking of a new business idea. He recalled the hot, hard work of his high school summers, when he would often tell his father that it made more sense to have machines help with some of the work.

Noah dove deep into the construction industry, the declining productivity, the rising costs, the labor shortages, and the dangers of the job. Why not use advancements in robotics seen in other industries and apply it to construction to make it safer, smarter and more productive? Working with contractors, operators and engineers, he developed his first prototype with his co-founder, Andrew Wang. By borrowing lessons from self-driving cars combined with a software stack built from the ground up exclusively for construction applications, in 2016, Built Robotics was born and by 2018, the first autonomous piece of heavy equipment from Built was doing demolition work on a job.

As it quickly ascended from the first prototype, Built Robotics continued to automate equipment, such as excavators, dozers, and loaders. Built's first application of autonomy, which really, created space for new housing, and laid foundations for work further throughout the Great Plains. The machines helped to take workers off of some key to make a safer jobsite. The company has always wanted sustainability and thoughtfully to build a reputation for safety.

"

Silicon Valley Bank is our partner. We trust them, and we rely on their expertise and advice for everything: banking, asset management, debt financing, corporate cards, and more. They have consistently demonstrated a thorough understanding of deep tech and robotics, and they've always been steady and reliable partners through all the ups and downs that come with building a company.

Noah Healy Campbell

Founder & CEO

About Built Robotics



Noah Healy Campbell
Founder & CEO

Founded

2016

Headquarters

San Francisco

Employees

60

Goal

Transform construction equipment into autonomous robots with easy-to-install aftermarket upgrades.

Customers

Universal Weld and Equipment

Industry

Construction robotics

SVB Hardware and Frontier Technology

Discover how SVB supports

frontier innovators at the cutting

edge of innovation.

[Learn more >](#)

Built Robotics' technology works hand-in-hand with skilled workers on jobsites. To that end, Built created a new role on the jobsite: robotic equipment operator (REO). Leveraging their years of experience in construction, machine operation, task training and courses to become a REO. Once trained, they were with the autonomous equipment to help maintain and place the robot's work, while keeping up their time to pursue more complex, higher-value tasks. With REO training, operators can execute their positions and skills and stay competitive with the latest changes in construction technology.

The partnership

Noah and Built had been interested while developing his first company, [Tegon](#). In 2016, Noah discovered another exceptional team equally committed to the success of Built Robotics. From the beginning, the SVB team understood his vision for Built Robotics and was eager to support its innovation.

The solution

SVB has been a strategic and supportive financing partner for Built Robotics, offering a variety of debt products to accelerate its growth as well as equity, including a Series A led by SVB and a Series B led by Next42.

Most recently, in April of 2023, Built Robotics received \$64 million in a Series C funding round led by Tiger Global to bring its total funding to over \$100 million.

The impact

Today, the Built Robotics team operates from its headquarters in San Francisco together with an office in Australia, and a dedicated research and testing facility in the Phoenix area and has been built strong relationships with some of the world's largest construction companies. They also developed a long-term partnership with the RUC, one of the largest construction unions, to train and certify their members to operate the Ecosystem. With Built Robotics' robots, they are on the cusp of creating a more productive, safer, and more sustainable construction industry. The robot helps improve jobsite productivity, keep workers safe and tackle some of the toughest challenges in building new energy, housing and infrastructure for the twenty-first century.

Demand is booming for this early innovator in the construction robotics space. And as other companies experiment with robotics for construction and mining, Noah is quick to offer support and advice — including introductions to his trusted bankers at SVB.

Hardware and Frontier Tech

Saildrone PDF

<https://www.svb.com/success-stories/case-studies/saildrone>

Built Robotics PDF

<https://www.svb.com/success-stories/case-studies/built-robotics>





Thank you!