

HEROSHIP

The operating system for modern telehealth clinics

Proposal & Scope of Work

Launch Track – White-Label Telehealth Build

PREPARED FOR

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New Peptide, Longevity & Wellness Brand (in formation)

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Landing page: heroship-landing.vercel.app

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Proposal valid for 30 days from date above.

1. Engagement Overview

Thank you for the time on our discovery call. You three are building a new peptide, longevity, and wellness brand alongside Josh, with Promise Pharmacy as your fulfillment partner and a plan to enter on GLP-1s before layering in peptides, hormone therapy, and longevity products. This proposal lays out exactly what Heroship builds for you, what it costs at the relationship pricing Josh committed to, and how we get you launched.

The short version: you focus on marketing, partnerships, and raising capital. We build and run everything else behind your brand, from the first click to the patient refill.

2. Situation Snapshot

- **Partners:** Dawson, Charlotte, and Mike, building the brand in partnership with Josh (Thrive Lab, Promise Pharmacy).
- **Stage:** Pre-launch. Name and brand vision close to locked, final registrations in progress. No live site or domain yet.
- **Model:** Direct-to-consumer telehealth. Online shopping, provider visit, and fulfillment through Promise Pharmacy out of Miami.
- **Product roadmap:** GLP-1 as the entry product, then peptides, NAD+, hormone therapy, and longevity as the catalog expands.
- **Go-to-market:** Paid ads, organic SEO, and AI avatar creative. Community-driven brand. Fundraising phase beginning within a few weeks.
- **Target timeline:** Up and running within roughly 120 days, with LegitScript certification as the main gating item.

Bottom line: You do not need a website vendor, an SEO partner, a CRM, an EHR, a provider network, a payment stack, and a pharmacy stitched together. Heroship is all of it, already connected, under your brand.

3. Why Heroship Is the Game-Changer

One partner, one point of contact

Most operators try to assemble this themselves and quickly hit the wall: payment processing, compliance, data attribution and tracking, provider networks, CRM, EHR, websites, and pharmacies are each their own project. When something breaks and nothing is connected, you become the integration layer for your own company. With Heroship, if there is an issue anywhere from development to product to marketing, you have one team to call. We perfected this stack for our own brands first, then made it available to partners like you.

Programmatic SEO that actually moves the needle

This is our edge. We proxy into your site and load a programmatic sitemap on the back end. A traditional site might have 50 pages. We build tens of thousands. Every service is mapped against every major metro we have provider coverage in, so a patient searching for a compounded semaglutide partner in Portland, Maine or tirzepatide in Louisville, Kentucky lands on a page built for exactly that. That is how we stretch organic reach and pull your blended patient acquisition cost down over time.

Real proof: When we took over Promise Pharmacy, a 22-year-old pharmacy with flat traffic and no real SEO focus, the programmatic build drove a 510% increase in clicks and roughly a 3,000% increase in impressions over three months. Their sales team went from booking 12 to 15 appointments a week to around 90 a week. We are hiring more reps and a VP to keep up.

Owned growth compounds, rented growth does not

Paid ads are rented. Your cost per lead climbs as you scale. Organic is an asset you own, and cost per lead falls over time as your programmatic footprint grows. We do both: we sprinkle in paid media on Meta while the organic engine compounds underneath it. That blended model is what keeps acquisition efficient as you grow.

A higher-value patient engine, built in

The platform does not just acquire a GLP-1 patient and stop. Based on patient data, the marketplace recommends the next right product, whether that is NAD+, peptides, hormone therapy, or a nutraceutical. With 660+ SKUs available across sexual wellness, hair loss, longevity, anti-aging, and aesthetics, your patients can expand their care and your LTV climbs, all on platform.

Compliance and certification handled

You need LegitScript for payment processing, and for paid advertising on Meta, Google, and TikTok. From scratch it takes five to eight months. Because Heroship pre-purchases certifications for client builds, your turnaround is roughly five to six weeks instead. This is one of the single biggest advantages of partnering with us, and it is included in your build price. Supply is limited, so timing matters if you want to protect your launch window.

4. Scope of Work

Objective: Stand up your complete, white-labeled, headless telehealth clinic on the Launch track, live and taking patients in weeks once LegitScript clears, with GLP-1 as the hero product and a clear path to expand into peptides, NAD+, hormones, and longevity.

The problem, and how Heroship solves it

The problem when you DIY	How Heroship solves it
A website guy, an SEO guy, a CRM, a processor, a provider network, and a pharmacy that none of which talk to each other.	One connected system under your brand, already wired together from first click to refill.
Months of integration and a small fortune spent on an unfinished product that breaks when you try to grow.	Live in weeks, not months. We stood this up for our own brands and productized it.
Payment declines and lost patients in a high-risk category.	Triple-redundant WizloPay orchestration. If processor A declines, it routes to B, then C in milliseconds, for higher approval rates.
Ad accounts suspended, certification stuck for months.	LegitScript pre-purchased and fast-tracked to roughly 5 to 6 weeks, plus compliant marketing guidance from a team that runs these offers daily.
Flying blind on which spend produces patients.	CRM, automation, and end-to-end attribution baked in, so you can see what is working.

Phase 1 – Brand & Website Build

- Full brand build available: naming support, logo, and design system if you want it built from scratch. If your look and feel is already locked, we build to it.
- Conversion-optimized website on next-generation server-side rendering (Vercel), so it loads near-instantly and sends a stronger signal to Google than a typical WordPress build.
- Programmatic SEO foundation: every service mapped against every major metro in your coverage, indexing thousands of pages fast to drive organic patient flow.
- Consumer-forward design in the mold of the leading DTC telehealth brands, tuned to convert.

Phase 2 – Platform, Providers & Pharmacy (Wizlo, Wizdoc, Promise)

- Full telehealth platform: intake, self-assessment, checkout, encounters, EMR, and notifications, all coded for synchronous, asynchronous, and hormone (patient 360) visit types.
- 50-state provider network via Wizdoc, with clinical decisioning, Good Faith Exams, and e-prescribing.
- WizloPay payment orchestration: triple-redundant processor routing built for the peptide and GLP-1 space, where standard processors struggle.

- Promise Pharmacy as your primary fulfillment partner, with automatic routing across a 30-pharmacy network if there is ever a pricing, stock, or territory issue, so there is no downtime and no shipping delays.
- LegitScript certification, pre-purchased and fast-tracked, included in the build.

Phase 3 – Owner & Patient Experience

- Owner back-office: every encounter (sync, async, HRT), payments, support chats, medical tickets, reporting, schedules, subscriptions, and payment plans, all in one dashboard.
- Marketplace control: cherry-pick which of the 30 pharmacies, which products, and what price points appear on your storefront.
- White-label patient portal: 200+ connected smart devices and apps, care plans, shipment tracking, provider scheduling, document and lab uploads, and self-service subscription management.
- Whizzy AI chat, trained on 28,000+ provider encounters, handling an estimated 80 to 90% of patient questions to keep your team lean.
- AI-driven marketplace that recommends the next product (NAD+, peptides, HRT, nutraceuticals) to lift LTV automatically.

Marketing & growth (optional add-on)

Because we run these offers for our own brands, we can also run yours. If you engage marketing, we meet biweekly and manage paid media, creative, and lifecycle. If not, your team runs growth and we stay available through your account manager and support. Either way, the growth engine (site, SEO, CRM, attribution) is built to fill the calendar.

Scoreboard metric: Cost per acquired patient trending down as programmatic SEO compounds, measured against a target blended acquisition cost of roughly \$200 to \$500 per patient.

Our launch recommendation

Lead with GLP-1. It is the most searched, most well-known category, with no patient education required, and only 12 to 15% of the US population has tried it, so the market is still wide open. Launch clean on GLP-1, add a couple of peptides, then layer in NAD+, hormones, and the rest of the catalog as you are ready. GLP-1 patients average roughly \$200 to \$300 per month with about six months of stickiness (\$1,200 to \$1,800 LTV). Adding hormone therapy later extends stickiness to roughly two years.

5. Investment

Retail for the Launch track is \$50,000 to \$60,000 one-time plus a \$5,000 per month platform fee. Based on your relationship with Josh, we are extending 50% off both. Your pricing is below.

Item	Retail	Your price (50% off)
Launch build – full end-to-end white-label clinic (one-time)	\$50,000	\$25,000
Platform fee – CMS, EHR, pharmacy routing, encryption & billing, portal (monthly)	\$5,000 / mo	\$2,500 / mo
Startup total to launch	\$50,000+	\$25,000

What the platform fee replaces

The \$2,500 per month platform fee replaces roughly \$21,000 per month of tooling you would otherwise need to run this at scale: your CMS, EHR, pharmacy routing, encryption and billing, and patient portal, all consolidated into one connected system.

Per-encounter cost (pass-through)

Encounter type	What it is	Cost per encounter
Async	Self-assessment, no live visit	\$25–\$30
Sync	Live telemedicine visit required	~\$45
Hormone (Patient 360)	45–60 min full discovery intake	\$45–\$65

This is a one-time cost per encounter (the clinical approval to start or re-up a script, or a provider question). Most brands eat this initial cost as part of a low-priced front-end offer, then recover it on the back end as the patient adds products. You can also pass it through as a new-patient special. Your call during onboarding.

Other pass-through fees

- **Payment processing:** 2.99% + 1% (roughly 4% all-in), paid to the processor. Competitive for this industry.
- **Ad spend:** Paid directly to Meta, Google, or TikTok, separate from any marketing management fee.

What we need to start: your locked brand name and any existing brand assets, confirmation of the go-ahead so we can reserve a LegitScript certification slot, and a kickoff call to run onboarding (brand tier, target price positioning, and launch products).

6. Proof

The same provider network, platform, and pharmacy behind this proposal already run some of the largest brands in the category. Our house brand Thrive Lab operates a full concierge, patient-360 model (roughly \$10M/year, 4.9 Trustpilot). Established DTC leaders like Eden, TrimRx, and Shed run on this infrastructure, with some doing \$1M+ per day in GLP-1 sales. You can review the full ecosystem, tracks, and capabilities on the landing page we walked through:

heroship-landing.vercel.app

7. Next Steps

1. Review this proposal and the landing page (heroship-landing.vercel.app).
2. Give us the go-ahead so we can reserve your LegitScript certification slot before they run out.
3. Book the onboarding and live back-end demo call, where you will see the exact owner and patient platform you would operate.
4. Kick off the build. We fast-track certification and stand up your clinic in weeks.

Any follow-up questions, reach out anytime. Let's get you launched.

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