



THE BUSINESS MODEL

YOUR OWN LONGEVITY BUSINESS IN THE US MARKET

A US company, an online clinic under your brand,
connected doctors and pharmacy.

AS OF OCTOBER 2026



YOU OWN A US COMPANY WITH AN ONLINE CLINIC UNDER YOUR BRAND.

Through the clinic, US patients book medically supervised programmes for hormones, weight and prevention, with video consultations, lab results and delivery to their door. Your business earns from patient memberships and from the margin on product prices in the clinic.

4 weeks

We form the company and hand over the finished online clinic after four weeks.

After that

we connect the doctor network, the pharmacy and, depending on the package, the lab.

2

revenue streams: patient memberships and the margin on product prices in the clinic.

TREATMENT WITHOUT WAITING WEEKS FOR AN APPOINTMENT

Many Americans want hormone therapy, weight loss or preventive care without waiting weeks for an appointment at a practice. Your clinic gives them the direct route: questionnaire, video consultation with a licensed US doctor, lab results, prescription and delivery, all online and under a brand they trust.

01

Questionnaire

02

Video
consultation

03

Lab results

04

Prescription

05

Delivery



A MARKET BACKED BY HARD NUMBERS

USD 4.3 billion

Direct-to-consumer sales of medicines via telehealth, worldwide (2025). USD 14.4 billion expected for 2035, with the USA the largest single market at 42.6 percent.

GLOBAL MARKET INSIGHTS, 2026

USD 2.35 billion

Hims & Hers, market leader: revenue 2025, up 59 percent, 2.5 million subscribers.

ANNUAL REPORT 2025

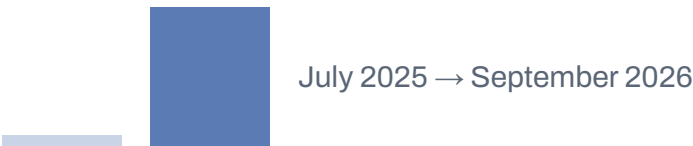
USD 114 million

Hone Health, the model with a blood test as the entry point: around USD 114 million in annual subscription revenue, September 2025 (estimated, privately held).

SACRA, 2025

20,100

Google searches for "longevity clinic" in the USA per month (September 2026), up from 1,000 in July 2025.



SE RANKING, ESTIMATED

USD 6,293

Wellness spending per US resident per year (2024).

GLOBAL WELLNESS INSTITUTE, 2026

TWO LINES, FIXED TREATMENT PROGRAMMES



MEN'S HEALTH

Your clinic has two lines: men's health and women's health. Each line is made up of fixed treatment programmes.



WOMEN'S HEALTH

A programme is a treatment offer for one concern, for example testosterone therapy, with questionnaire, medical consultation, prescription and delivery.

USA

Your clinic draws on the full range of a US doctor network: approved medicines and formulations from licensed US pharmacies. Medical responsibility lies with the network.

THREE PACKAGES, ONE-OFF PRICE

BASIC

€14,900

one line of your choice with three programmes

- **Men's health:** testosterone therapy, sexual health (erectile dysfunction), hair loss
- **or women's health:** menopause hormone therapy, sexual health with approved hormone products, hair loss

STANDARD

€19,950

both lines with three programmes each

- the three programmes for men and the three for women as above
- **Lab testing:** blood values before and during treatment through a connected lab
- non-prescription supplements as an additional offer

PREMIUM

€29,900

both lines fully built out, plus lab testing and supplements

- **Men's health, eight programmes:** testosterone therapy, sexual health, hair loss, weight loss with GLP-1 (branded medicines and formulations), growth hormone axis with peptides, heart health, metabolism, male hormone axis as an alternative to testosterone
- **Women's health, seven programmes:** menopause hormone therapy, sexual health, hair loss, weight loss with GLP-1, thyroid, heart health, metabolism

You can move up to a larger package at any time. Our sample clinic shows what a finished clinic looks like: firststakepartners.com/vorschau

THE MARKET IS PROVEN, BUT THE BIG PLAYERS HAVE OPEN FLANKS

Your clinic is built to be better in exactly those places.

WEAKNESS IN THE MARKET	EVIDENCE	YOUR CLINIC
Advertising that equates formulations with branded medicines	30 FDA warning letters to telehealth providers in March 2026	✔ FDA advertising rules built into the template: pharmacy origin stated openly, no equating with branded medicines
Subscription models that annoy patients	FTC lawsuit against Hims & Hers since July 2026	✔ no charge before medical approval, cancellation on the first page of the customer account
Third-party ad services on health pages	Hone Health loads 117 third-party services without patient consent, ad networks even on the testosterone page	✔ no ad pixels on health-related pages
Dated design and user journeys	Ad banners, garish colour blocks and stock photos look like advertising brochures. On a phone, the home pages run up to 23 screens long, take up to 24 seconds to load, and key information sits in the small print	✔ modern design, one system for website, checkout and customer account

YOUR CLINIC: BUILT ON THE WEAKNESSES OF THE MARKET LEADERS

The build is preceded by months of SEO and design analysis of the US market: checkout flows, prices, technology, Google visibility and customer complaints of the market leaders, from Hims & Hers to Hone Health. Your clinic starts exactly where these providers lose customers.

UP-TO-DATE TECHNOLOGY

Website, checkout and customer account are one application, built to load fast on a phone. Our target is under 2.5 seconds; market leaders such as Noom take around 24 seconds on a phone.



BUILT ON THE PILLAR-CLUSTER MODEL

Each treatment topic has a comprehensive lead page (pillar), surrounded by articles on individual questions (cluster), all linked to each other. That shows Google your clinic covers a topic completely. The market leaders do not use this model consistently. Their sites follow older patterns: flat category folders, long article collections, automatically generated page series.

DESIGN AND USER JOURNEY FROM CURRENT ANALYSIS

One design from home page to customer account, the treatments on the first screen, a checkout that starts with a single question, and prices that are clearly visible. At Henry Meds and Hone Health, fonts and colours change between website and checkout.

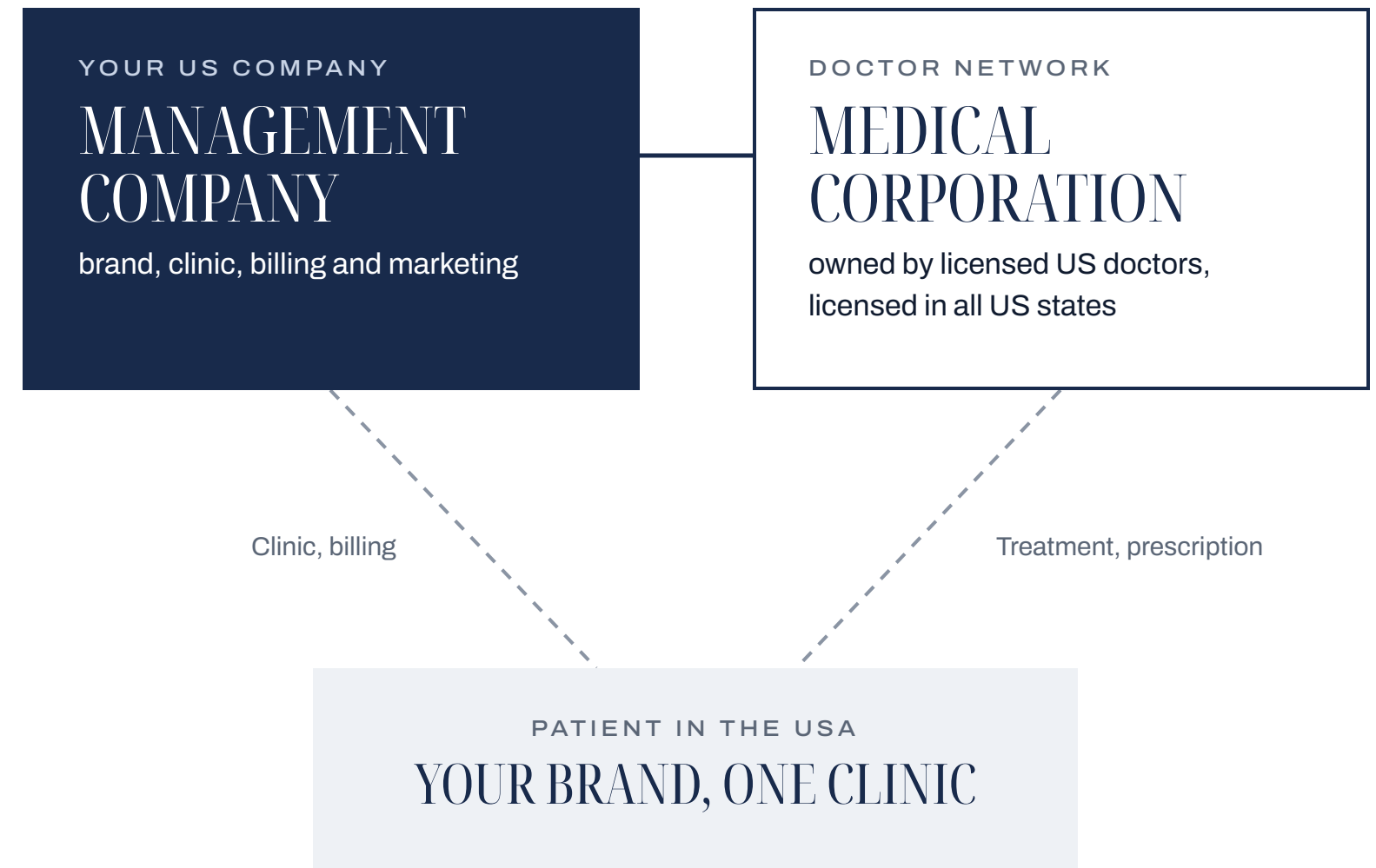
CONTENT THAT BRINGS VISITORS

Your clinic launches with calculators and a dedicated page per active ingredient. Hone Health has neither.

YOU DON'T NEED TO BE A DOCTOR

Your US company is the management company: brand, clinic, billing and marketing. Treatment is provided by a medical corporation owned by licensed US doctors, which we connect through a doctor network licensed in all US states. This structure is standard in the USA; Hims and Hone Health work the same way. You don't need to be a doctor.

The company, the clinic and the source code belong to you. You receive the full source code of your clinic, with no licence fee and no right of termination on our side.



YOUR BUSINESS EARNS IN TWO PLACES

01

Membership

02

Margin on products

The patient pays a monthly membership for medical care, lab checks and messages to the medical team. Then come the products: your company buys consultation and medicine at partner prices and sells them in the clinic at the price you set. The difference is your margin. For orientation on what the market charges: testosterone programmes typically cost USD 150 to 250 a month, and the Hone Health premium membership is USD 155. You set your own prices.

Package, one-off	€14,900 to €29,900, half on order, half on handover
Hosting	€1,250 a year, included in Premium for the first year
Compliance monitoring	€250 a year, included in Premium for the first year
LegitScript certification	included in the package price for the first year
Medical consultation and pharmacy	per case at the partners' price list, paid from the patient's programme price
State fees of the company, for example for the annual report	paid by your company, a few hundred US dollars a year depending on the state (annual report in Florida: USD 138.75); on request we handle them for a surcharge
Advertising budget	we recommend €2,000 to €3,000 a month through your own ad account

THREE STEPS TO MARKET LAUNCH

1

WEEKS 1 TO 4

Formation of your company, build of the clinic, handover with a briefing.

2

AFTER THAT

Connection of the doctor network, pharmacy and payment provider, plus the LegitScript certification that Google and Meta require for health advertising.

We plan 8 to 12 weeks from handover to market launch.

3

MARKETING

through Google Search, Meta and guide content on your clinic. Marketing is the responsibility of your company.

On request, we take it on after handover under a separate contract: ad management at €950 a month (Google and Meta campaigns, landing pages, tracking), social media management at €690 a month, both together €1,500. Term six months, twelve at a reduced rate, advertising budget on top.

FOUR WEEKS TO YOUR CLINIC

You choose a package, and we send you the order, terms and service description. Your project starts with the first instalment, and four weeks later we hand over your clinic.

BOOK A CONSULTATION →

firststakepartners.com/en/consultation

FIRST STAKE PARTNERS

Revis-1 LLC, 2645 Executive Park Dr, Weston, FL 33331
info@firststakepartners.com

This document describes our offer and the market. It is not legal or tax advice and contains no commitment on revenue, profit or patient numbers. The order, terms and service description are binding. Contract documents are in German.