wellstaq.

HOW IT WORKS

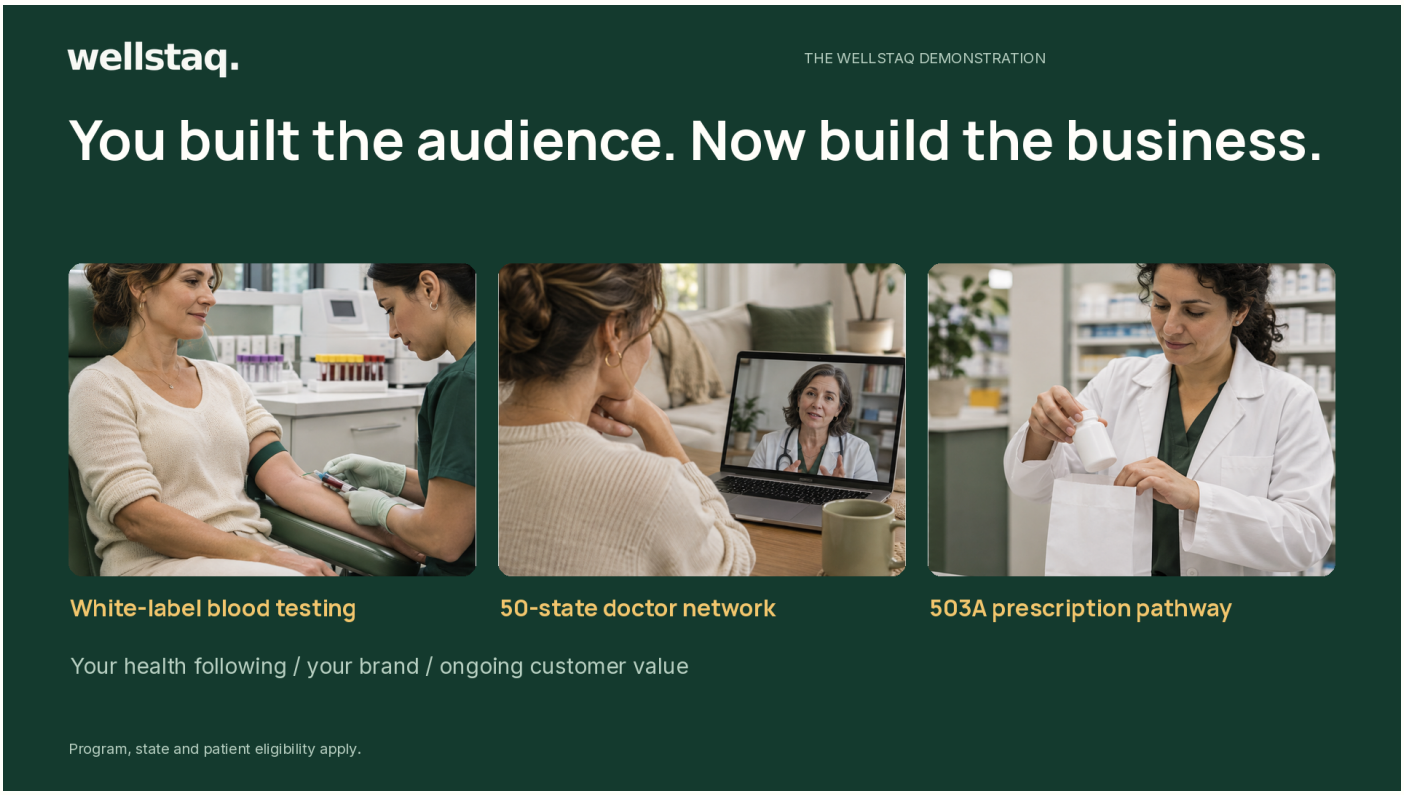
You built the audience. Now build the business.

Slides + written presentation

All 19 slides, the complete narration, and source notes for the company examples and comparisons.

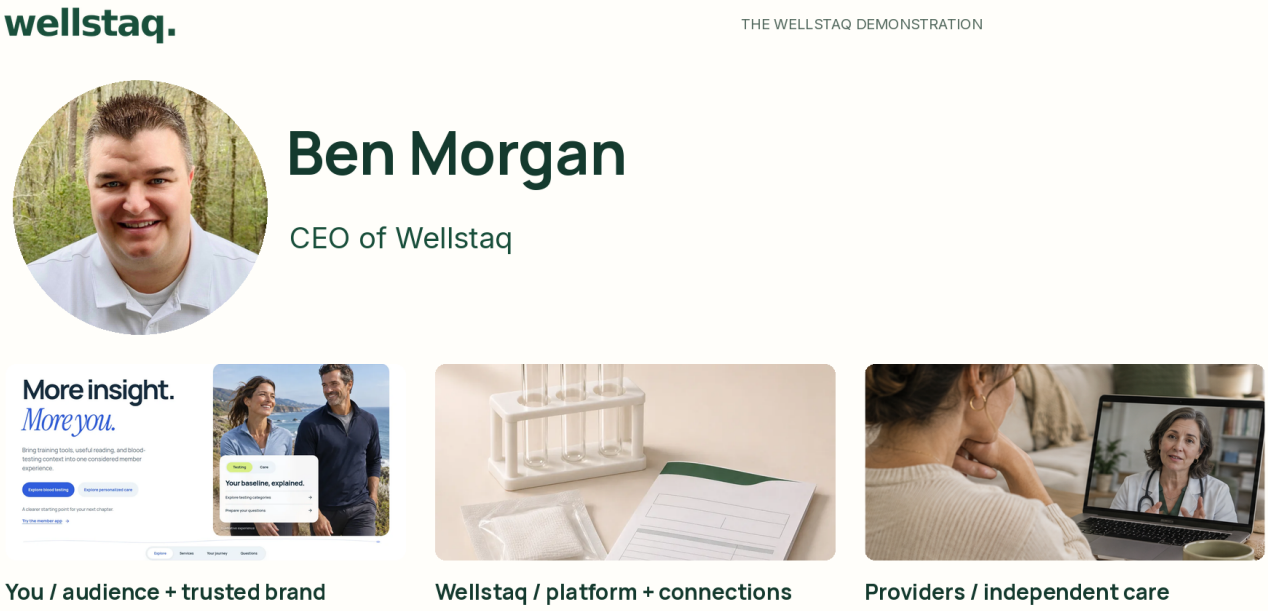
Ben Morgan
CEO of Wellstaq

Read at your own pace. Share with your team.



Written presentation

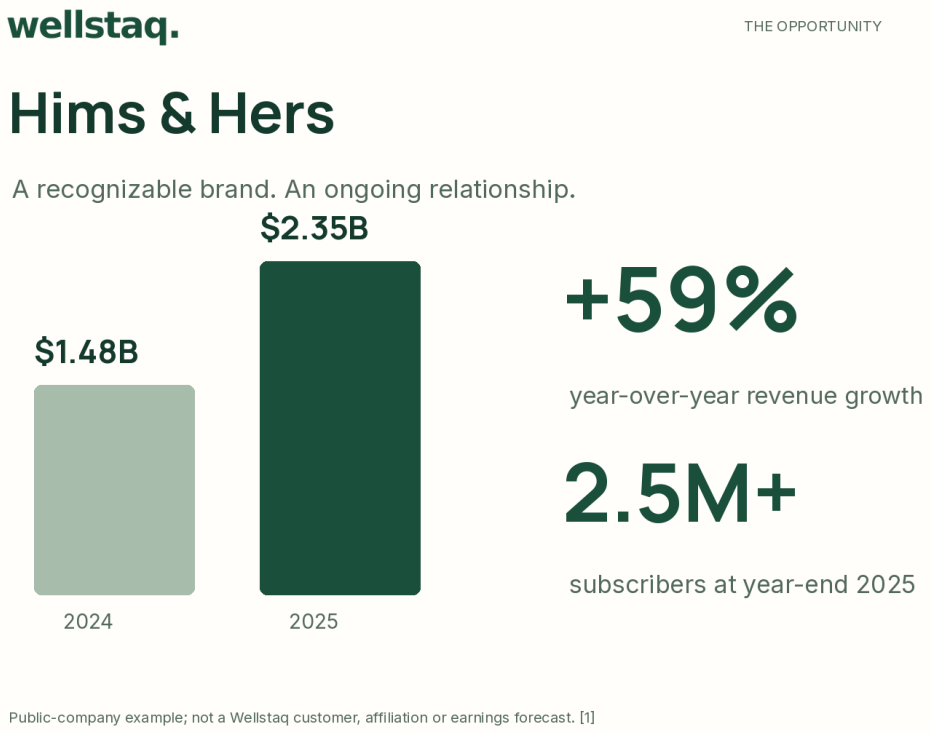
You've done the hard part: built a health audience that trusts you. But how do you turn that trust into a real business? Sponsorships come and go. Affiliate commissions depend on someone else's offer. Your followers still need a clear next step. Wellstaq is built to help you monetize that following through your own health brand: white-label blood testing, access to a fifty-state doctor network, and appropriate ongoing care. Here's how.



Illustrative customer journey and design concepts throughout.

Written presentation

I'm Ben Morgan, CEO of Wellstaq. We built this for people who already influence health decisions and want a practical way to turn that audience into customers. You bring the brand, the trust, and an offer that fits your followers. Wellstaq connects the platform and supported services behind it. Independent clinicians make medical decisions. Licensed pharmacies dispense. You can build a focused health business without assembling every connection from scratch.



Written presentation

Hims and Hers makes the opportunity tangible. A recognizable brand brings people into an online care experience, with an ongoing relationship around their needs. In twenty twenty-five, Hims and Hers reported about two point three five billion dollars in revenue and more than two point five million subscribers. The lesson is powerful: people will choose a convenient branded experience for needs that continue beyond a single purchase.

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THE OPPORTUNITY

Digital care. Real demand.

TELADOC HEALTH

$2.53B

2025 revenue · 17.1M total visits

LifeMD

$194.1M

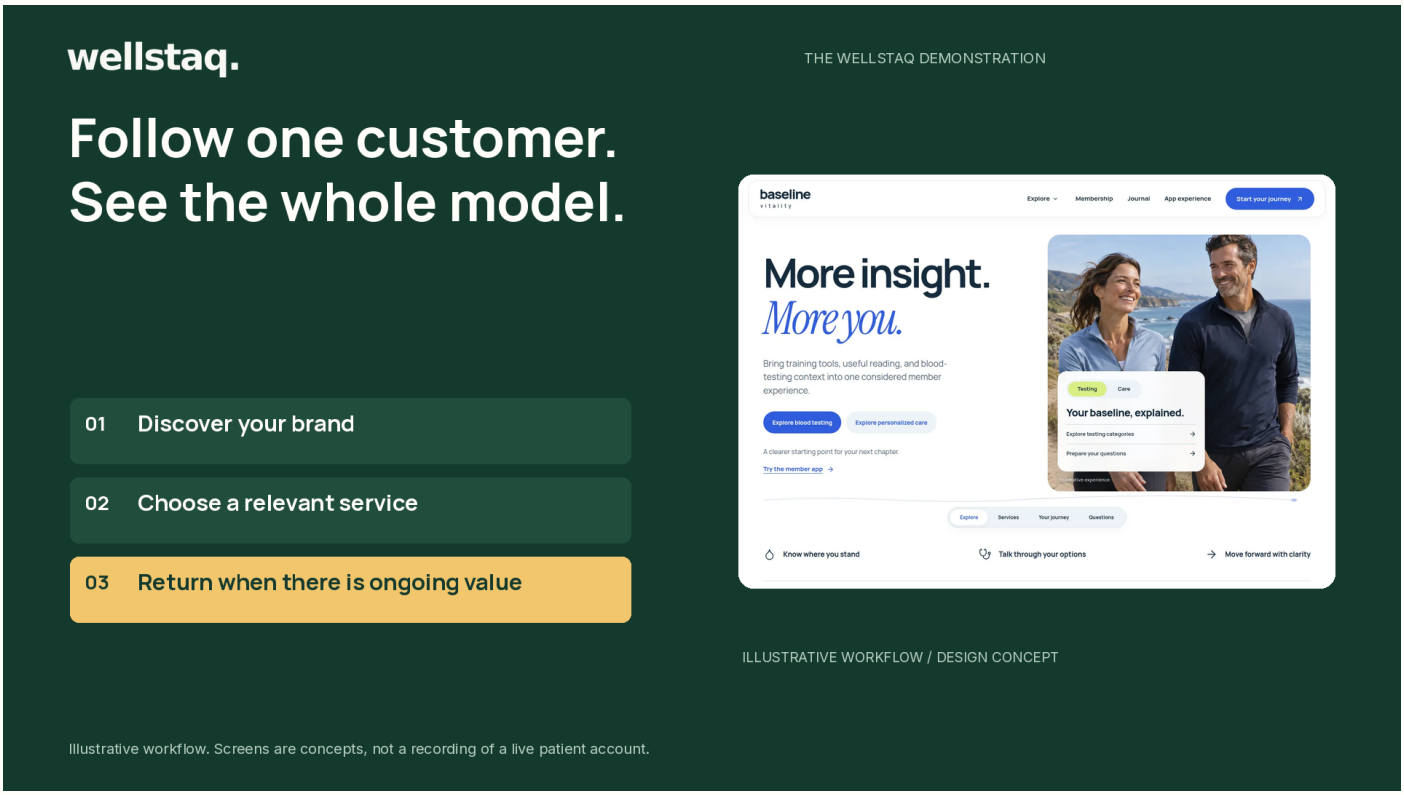
2025 telehealth revenue · +25%



FY2025. Teladoc revenue −2%; net loss $200.3M. Public-company examples only. [2–3] Care imagery is illustrative.

Written presentation

Teladoc reported two point five three billion dollars in twenty twenty-five revenue across Integrated Care and BetterHelp. Life M D reported one hundred ninety-four point one million dollars in telehealth revenue, up twenty-five percent. These are substantial businesses serving continuing needs. They're different models, and scale doesn't guarantee profit: Teladoc reported a net loss. Your opportunity is to serve one audience well, with a useful offer and sound economics.



Written presentation

Let's follow a fictional customer through a wellness brand. She discovers your offer, understands the price, and chooses a relevant next step. We'll show a blood-testing path, then a telehealth path. They can connect when appropriate, but a blood test does not automatically mean someone needs treatment. Your launch scope determines the services you can actually offer.

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01 / White-label blood testing

01 Your brand + testing offer

02 Clear price + ordering steps

03 Supported laboratory access

Testing, collection and processing are separate service costs.

THE WELLSTAQ DEMONSTRATION



ILLUSTRATIVE WORKFLOW / DESIGN CONCEPT

Written presentation

First, white-label blood testing. Your customer sees your brand, your testing offer, and clear purchase instructions. You choose the supported panels and permitted customer pricing for your audience. The customer completes the required ordering steps through the configured experience. Wellstaq connects access to testing; you aren't opening a laboratory or analyzing the sample yourself.

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THE WELLSTAQ DEMONSTRATION

From your offer to the collection.

01 Quest Diagnostics / supported locations

02 Labcorp / supported locations

03 At-home options / where supported

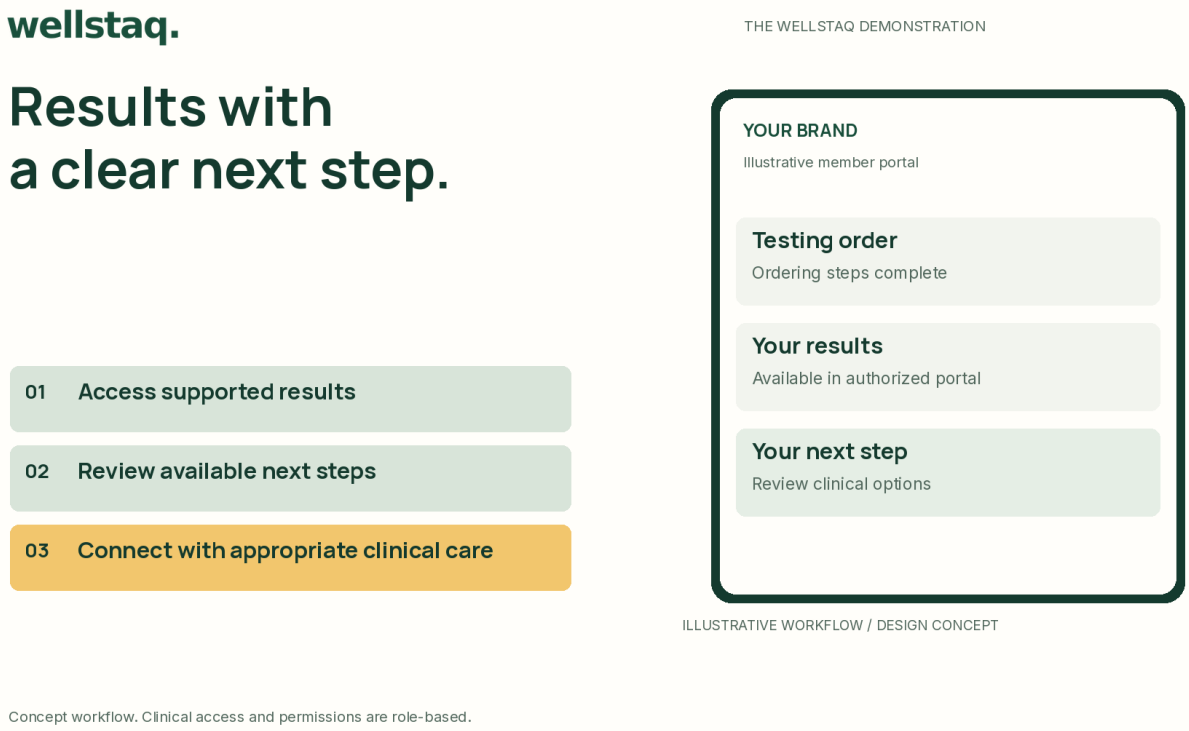


ILLUSTRATIVE WORKFLOW / DESIGN CONCEPT

Collection method and availability depend on the selected test and location. [8]

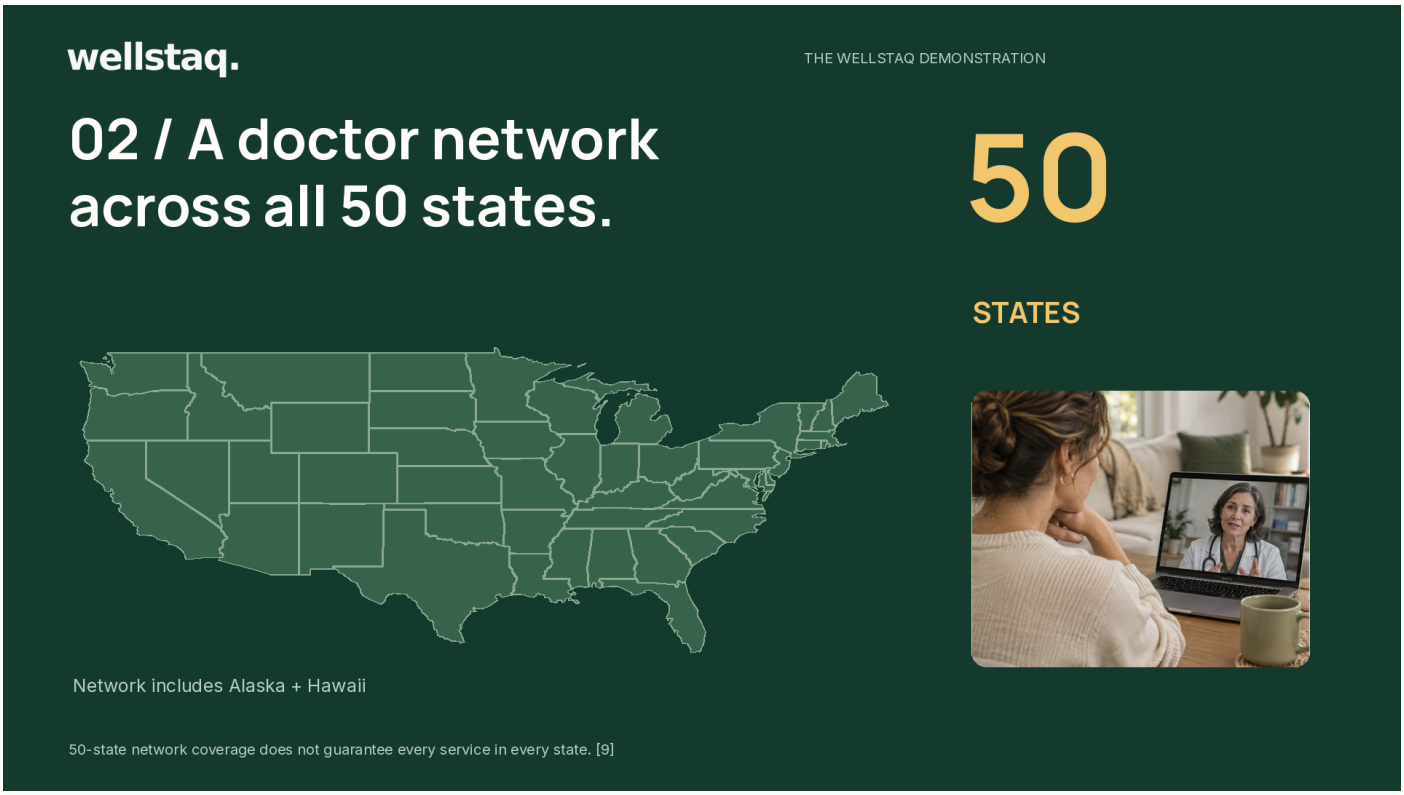
Written presentation

For supported in-person testing, collection is available through Quest Diagnostics and Labcorp locations. Supported at-home options may also be available, depending on the test and location. Show the customer where to go or what to do, what the purchase includes, and how to access results. The laboratory handles the testing. Your brand makes the customer journey easier to follow.



Written presentation

Results belong in the authorized member experience. The customer can access supported results and, where arranged, connect with an independent clinician for interpretation or follow-up. Your business sees the operational information it's permitted to access. It does not get unrestricted access to private clinical records. A clear experience helps people understand where they are and what to do next.



Written presentation

Now, telehealth. Wellstaq connects your brand with an independent licensed doctor network serving all fifty states. That means you can plan beyond a single local market, with care delivered by appropriately licensed professionals. It does not mean every program is available to every patient everywhere. State, program and patient eligibility are confirmed for your launch and each clinical encounter.

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Intake. Evaluation. A clinical decision.

01 Complete health intake

02 Async or video evaluation

03 Clinician decides the next step

No guaranteed prescription. Clinical visits are charged separately.

THE WELLSTAQ DEMONSTRATION



ILLUSTRATIVE WORKFLOW / DESIGN CONCEPT

Written presentation

Your customer completes the required health intake. Depending on the program, an independent clinician evaluates the patient through supported asynchronous or video care. They decide whether treatment is appropriate, whether more information is needed, and what follow-up is required. Your brand connects the experience. The clinician controls the medical decision, including deciding not to prescribe.

wellstaq.

THE WELLSTAQ DEMONSTRATION

03 / The 503A prescription pathway

01 Patient-specific prescription

02 Licensed pharmacy review

03 Preparation + dispensing if accepted



ILLUSTRATIVE WORKFLOW / DESIGN CONCEPT

503A compounded drugs are not FDA-approved. Availability and legal requirements apply. [10]

Written presentation

For eligible compounded prescriptions, here's where the five-oh-three-A pharmacy pathway fits. A clinician writes a prescription for an identified patient when medically appropriate. A licensed pharmacy reviews it and, if accepted, prepares and dispenses the medication under the applicable requirements. Five-oh-three-A describes the compounding framework; it isn't a type of telehealth appointment. Compounded medications are not F D A approved.

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THE WELLSTAQ DEMONSTRATION

Connected care. Clear responsibilities.

01 Clinician / decides care

02 Pharmacy / dispenses + fulfills

03 Your business / brand + permitted support

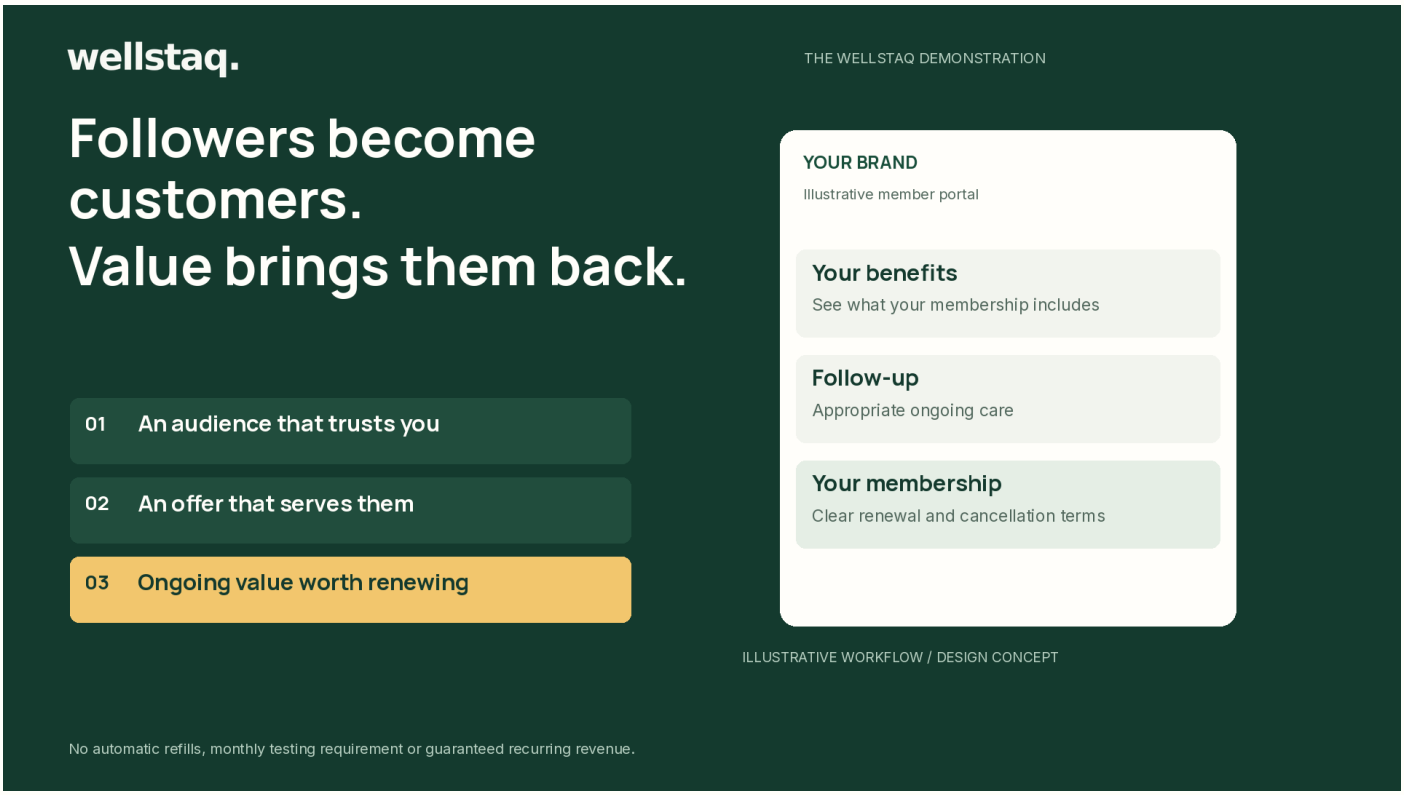


ILLUSTRATIVE WORKFLOW / DESIGN CONCEPT

Provider charges still apply. Pharmacy acceptance, service scope and shipping availability vary. [8–9]

Written presentation

Wellstaq selects and contracts pharmacy partners, and the supported workflow connects prescribing with fulfillment. The pharmacy handles dispensing and shipping where available. You manage the brand and permitted customer-service activity. You don't make prescribing decisions or substitute your own medical advice. Doctor consultation rates and five-oh-three-A pharmacy prescription rates pass through without Wellstaq adding a markup, margin, or retained share of those charges.



Written presentation

This is the monetization path: give your audience a useful reason to become customers, then give customers a reason to stay. A first test can lead to appropriate follow-up. A membership can offer clearly defined benefits people choose to renew. Ongoing care and separate MD-brand supplement subscriptions can support continuing relationships. Repeat testing and prescriptions follow clinical need and eligibility. You're building a business around customer value, with the potential for recurring revenue beyond a one-time promotion.

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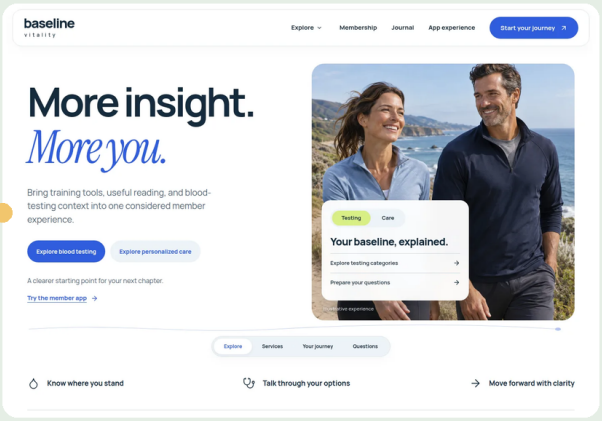
THE WELLSTAQ DEMONSTRATION

You run the business. Professionals deliver care.

01 You / brand, offer, acquisition, support

02 Wellstaq / platform + connections

03 Providers / testing, care, dispensing



ILLUSTRATIVE WORKFLOW / DESIGN CONCEPT

Commercial arrangements and clinical billing are confirmed before launch.

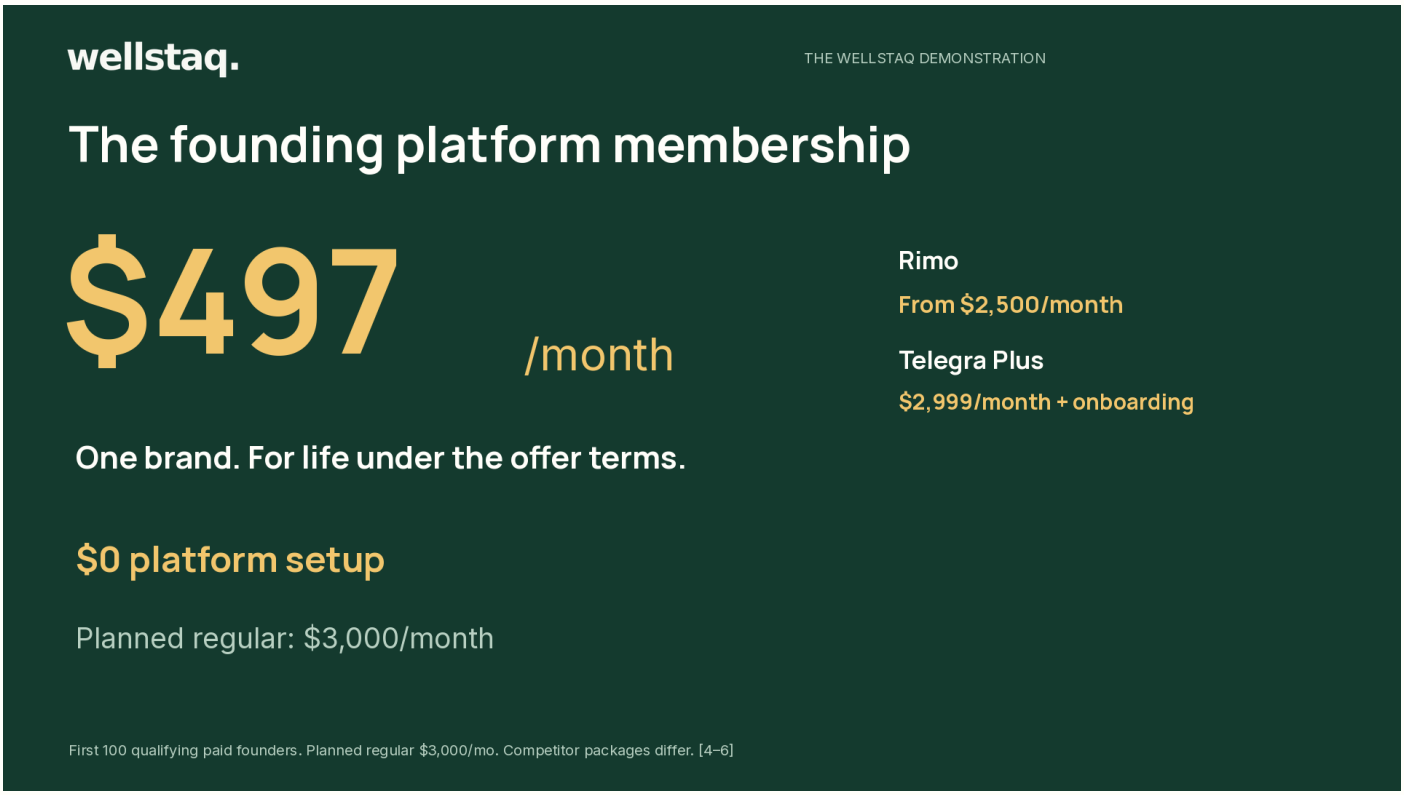
Written presentation

On the business side, you manage your offer, marketing, permitted customer pricing and operational workflows. Wellstaq provides the branded portal, supported intake, dashboard, payment connections and service access within your agreed scope. Your receipts still have to cover testing, clinical services, pharmacy, processing, acquisition and operations. Understand the contribution after those costs before deciding how aggressively to grow.



Written presentation

For illustration, one hundred members paying ninety-nine dollars a month produces nine thousand nine hundred dollars in monthly gross membership revenue. That's an example, not a forecast or a Wellstaq program price. Deduct the costs of what you promise to deliver. The goal is a focused offer customers want to renew, with economics that work for your business.



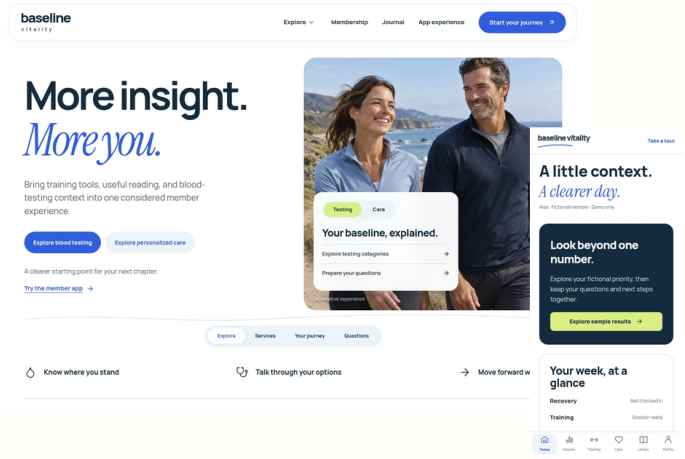
Written presentation

The founding platform membership is four hundred ninety-seven dollars per month for one brand, locked for life under the offer terms, with zero platform setup. The planned regular rate is three thousand dollars a month. Service charges, custom builds and applicable ongoing costs are separate. For context, Rimo advertises platform pricing from twenty-five hundred a month, and Telegra Plus lists twenty-nine ninety-nine, plus onboarding. Compare the full scope as well as price.

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THE WELLSTAQ DEMONSTRATION

Business in a Box



$8,000

Combined regular: $30,000

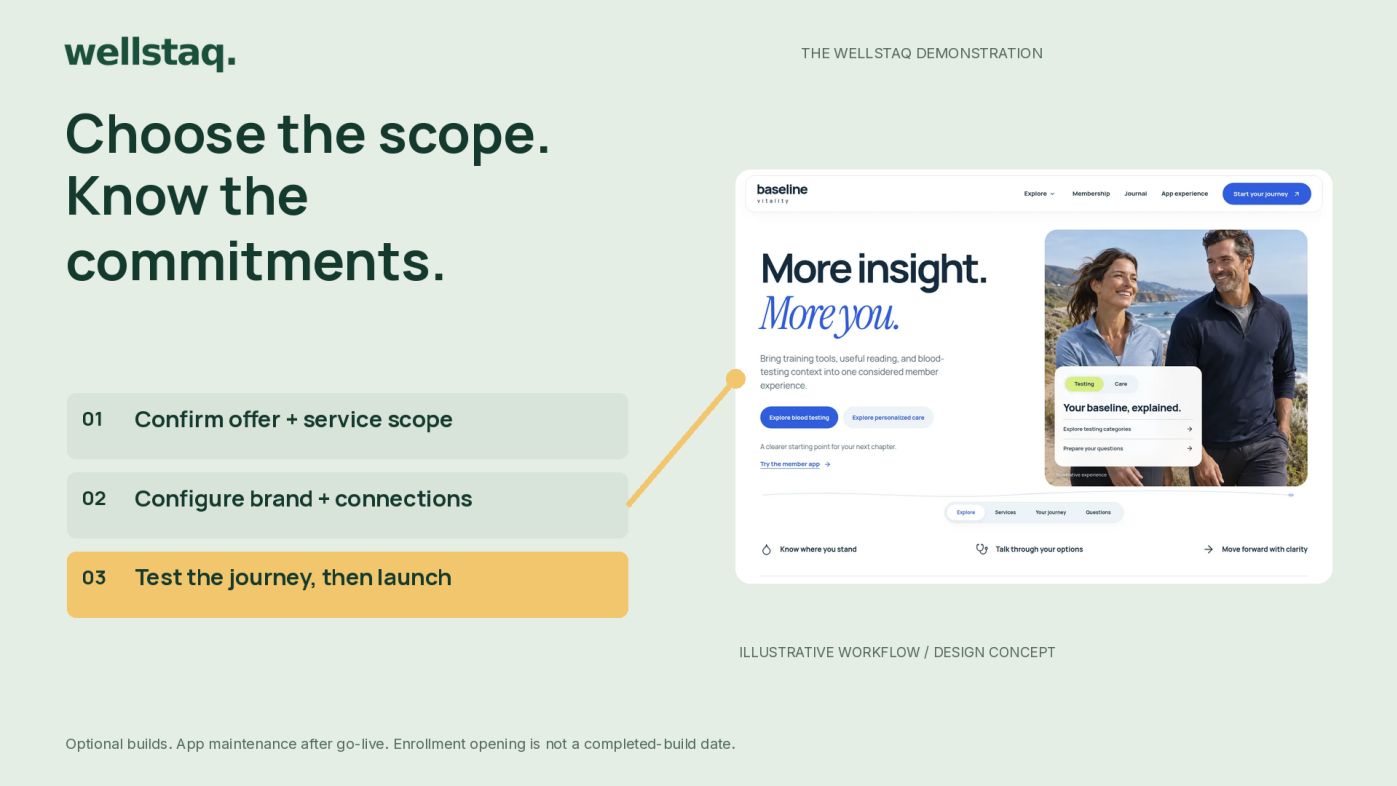
Save $22,000

Website only · $5,000
Native apps only · $5,000

Combined regular bundle components $30,000. Website regular $10,000; apps $20,000. [7]

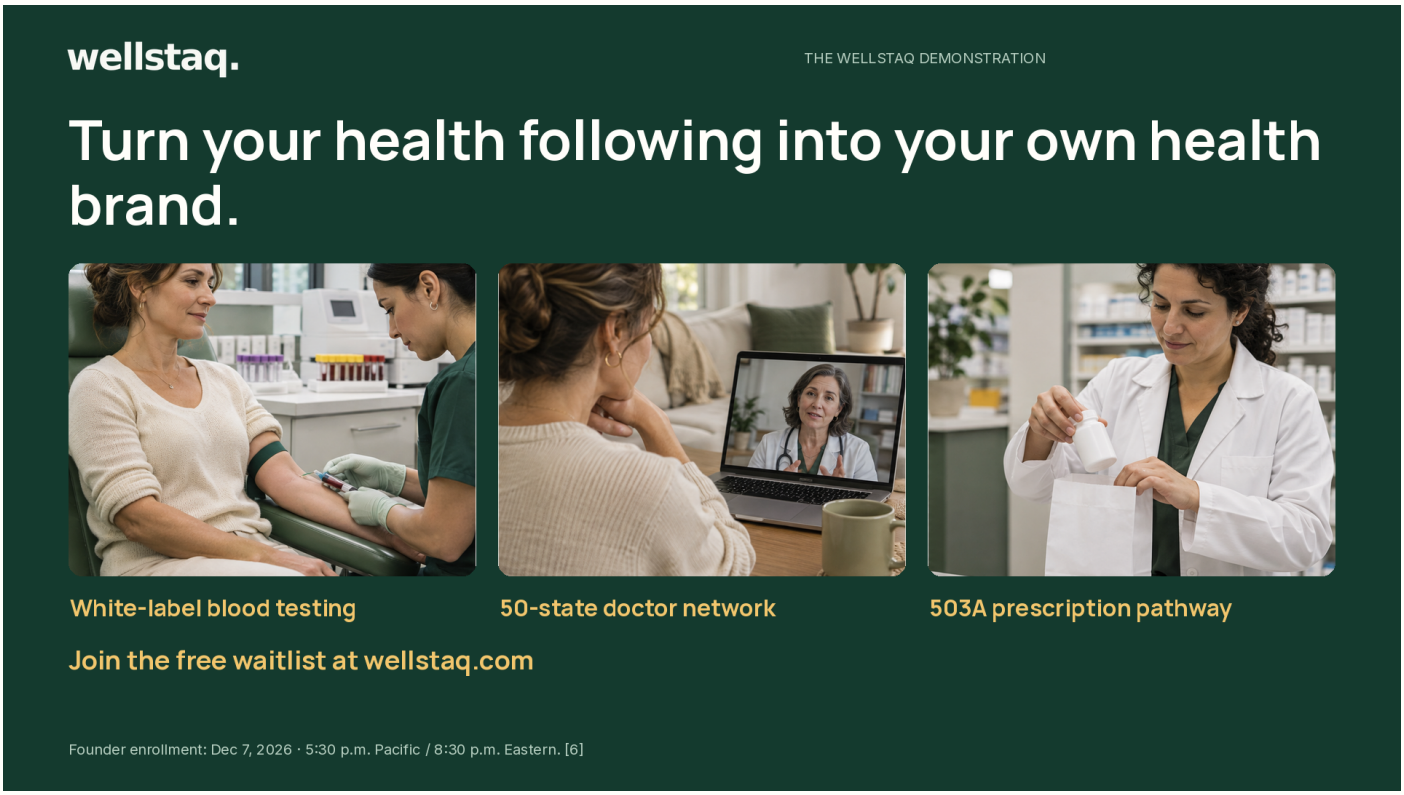
Written presentation

If you want us to build the customer-facing brand too, Business in a Box combines a custom website with native iPhone and Android apps. Our regular component prices total thirty thousand dollars: ten thousand for the website and twenty thousand for the apps. The founder bundle is eight thousand dollars, saving twenty-two thousand against those combined regular prices. Or choose website-only or apps-only, each five thousand dollars. These are alternative optional builds.



Written presentation

The bundle also offers four monthly payments of two thousand dollars at zero interest. App maintenance is two hundred fifty dollars a month after go-live, once per covered brand; platform membership stays separate. Start by confirming your audience, service mix, locations, costs and integrations. Then configure your brand and test the customer journey before launch. Custom website and app timing depends on the agreed scope and approvals.



Written presentation

You've already built an audience. Give them a next step with your own health brand: white-label blood testing, a fifty-state doctor network, and connected prescription care. That's why Wellstaq is built for health-audience monetization. Join the free waitlist for the founder invitation. Enrollment is planned to open December seventh, twenty twenty-six, at five thirty Pacific, eight thirty Eastern. The first one hundred qualifying paid founders secure the offer, first come, first served. The free waitlist gets you the invitation; it does not reserve a paid spot.

Evidence behind the presentation

[1] Hims & Hers FY2025 results, SEC exhibit, February 23, 2026

$2.3476B revenue; over 2.5M subscribers. Public-company model example; not a Wellstaq affiliation or earnings forecast.

Read the source

[2] Teladoc Health FY2025 results, February 25, 2026

$2.530B total revenue, down 2%; $200.3M net loss. Integrated Care and BetterHelp. Different business model and scale.

Read the source

[3] LifeMD FY2025 results, SEC exhibit, March 9, 2026

$194.1M telehealth revenue, +25%; Rex MD and virtual primary care. Public-company example only.

Read the source

[4] Telegra public pricing, checked November 10, 2026

Plus $2,999/mo + $5,000 onboarding; Pro $5,999/mo + $10,000 onboarding; Pro includes white-labeled mobile apps. Scope differs from Wellstaq.

Read the source

Evidence behind the presentation

[5] Rimo white-label platform, checked November 10, 2026

Flat platform fee from $2,500/mo; no revenue share; consultation and card processing separate. Confirm final quote and scope.

Read the source

[6] Wellstaq waitlist and founding offer, checked November 10, 2026

Founder $497/mo vs planned regular $3,000/mo; first 100 qualifying paid founders; $0 setup; one brand; service charges separate; launch Dec7 at5:30Pacific.

Read the source

[7] Wellstaq Business in a Box scope

Optional custom website + native iPhone/Android. Latest direct owner instruction Nov10: standard website $10,000, standard native apps $20,000; each offered at $5,000; combined at $8,000. Four $2,000 payments at0%; app maintenance $250/mo after go-live.

Read the source

Evidence behind the presentation

[8] Wellstaq white-label blood testing and connected pathways

Branded testing, Quest/Labcorp access, supported collection, authorized results and independent clinical review.

Read the source

[9] Wellstaq service scope and provider costs

50-state physician network; program/state/patient eligibility; zero markup on doctor consultations and 503A prescription charges; independent clinical decisions.

Read the source

[10] FDA: Compounding and prescription requirements under section 503A

Compounded drugs are not FDA-approved. 503A requires a valid prescription for an identified patient, subject to applicable requirements.

Read the source

Company-scale examples are not Wellstaq customer results, endorsements or earnings forecasts. Competitor scopes differ. Prices and terms should be reconfirmed when evaluating an offer. Standard build prices were confirmed directly by Wellstaq on November 10, 2026.