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LIFESTYLE
LIVE LONGER. LIVE BETTER.

Investor Deck

Members-only research peptide platform · 2026

A clinical-grade membership funnel, a built platform, and a $2B category with no trusted brand.

RAISING	EQUITY	VALUATION
$350,000	**20%**	**$1.75M**

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THE ASK

$350,000 for 20% — deployed into demand, not engineering.

Go-to-market: team, paid acquisition, inventory depth, brand content, and fulfillment automation.

USE OF FUNDS

Team & payroll (12 months)	$228,000 · 65%
Paid acquisition & creator partnerships	$66,500 · 19%
Inventory depth (top 25 SKUs)	$30,000 · 9%
Brand, content & photography	$12,500 · 4%
Platform, compliance & fulfillment automation	$8,000 · 2%
Operating reserve	$5,000 · 1%

WHY NOW

The platform, catalog, compliance layer, and fulfillment integrations are already live. Capital buys traffic and inventory depth — the two things that convert a built product into revenue.

THE PROBLEM

Research peptides are a $2B gray market with no trusted brand.

Buyers today choose between anonymous overseas sellers with no testing and clinics charging 5-10x. There is no consumer-grade brand with real purity data, real onboarding, and a modern buying experience.

- Fragmented supply — hundreds of no-name vendors, zero brand loyalty
- No verification standard visible to the buyer
- Compliance risk keeps mainstream operators out — a moat for whoever does it right

AT A GLANCE

316	**68%**	**$168**	**4**
SKUs loaded	Gross margin	AOV	Research tracks

THE SOLUTION

A members-only research supply with a clinical-grade intake.

Longevity Lifestyle gates the catalog behind a free research membership. Every member completes a doctor-style intake that captures their research track, baseline profile, and a research-use acknowledgement before any product is visible.

- Intake-first funnel: track → questions → screening → acknowledgement
- HPLC-verified, third-party tested, U.S. shipped
- Subscribe & save at 90 days (10%), 6 months (15%), 12 months (20%)

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HOW IT WORKS

Four steps from cold traffic to a subscribed member.

The membership wall does double duty — it qualifies the buyer and it collects the data that makes every downstream email, offer, and reorder relevant.

- 1. Age-gated landing page establishes research-only positioning
- 2. Free membership signup — email captured before pricing is shown
- 3. Onboarding wizard segments the member into a research track
- 4. Track-matched catalog, cart, and subscription checkout

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WHO BUYS

Two core segments, both already spending.

Our buyer is not a biohacking stereotype. They are the 30-something who lives hard and wants to recover, and the 45-65 year old who is watching their body change and refuses to accept it.

- Segment A — 28-40, high-intensity lifestyle: recovery, sleep, injury repair
- Segment B — 45-65: metabolic health, weight management, reverse-aging
- Both segments over-index on subscription retention and referral

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PRODUCT STATUS

The platform is already built and operating.

The capital is not for engineering — it is for demand. The storefront, membership system, admin, and fulfillment integrations are live today.

- 316 SKUs loaded with cost and pricing; top sellers activated
- CartRover and ShipStation wired for order push and tracking sync
- Encrypted credential vault, role-based admin, RLS-protected member data
- Subscription plans and cart flow shipped

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WHY WE WIN

Compliance posture plus brand is the defensible position.

Anyone can dropship a vial. Very few will build the age gate, the intake, the acknowledgement trail, the testing documentation, and a brand people are proud to buy from.

- Research-only compliance architecture built in from day one
- Owned member list and intake data — not rented from a marketplace
- Apple-grade brand in a category that looks like 2011

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UNIT ECONOMICS

Fully loaded payback in 5.2 months.

AOV	GROSS MARGIN	BLENDED CAC
$168	68%	$118

REPEAT RATE	LTV	PAYBACK
41%	$431	5.2 mo

HOW PAYBACK IS CALCULATED

Payback is measured fully loaded, not on first-order gross margin. A $168 order at 68% margin returns $114 of gross profit, but after payment processing, fulfillment, packaging, and an allocated share of payroll and platform cost, first-order net contribution is roughly $34. At a $118 blended CAC and a 41% repeat rate, a member pays the acquisition cost back around month 5 and turns profitable from the second reorder or the first subscription renewal onward.

TEAM & PAYROLL

Five operators. $19,000/mo.

MONTHLY PAYROLL	12-MONTH TOTAL
$19,000 / mo	$228,000

Founder / CEO — $4,000/mo
Darrell Weaver — Brand, supplier relationships, compliance posture, merchant and capital relationships.

Operations & fulfillment lead — $4,000/mo
Full-time — Inventory, lot documentation, CartRover/ShipStation queues, returns, supplier QC.

Growth / performance marketer — $4,000/mo
Full-time — Paid media buying, creator sourcing, funnel testing, reporting.

Content & brand lead — $4,000/mo
Full-time — Editorial, photography direction, education library, email and social production.

Member support & retention — $3,000/mo
Part-time — Intake review, member questions, subscription saves, reorder outreach.

Five people carry the company for the first 12 months: four core operators at $4,000/month and one support role at $3,000/month — $19,000/month, $228,000 for the year. These are working-operator wages, not growth-stage salaries, and they are reviewed at month 12 against revenue.

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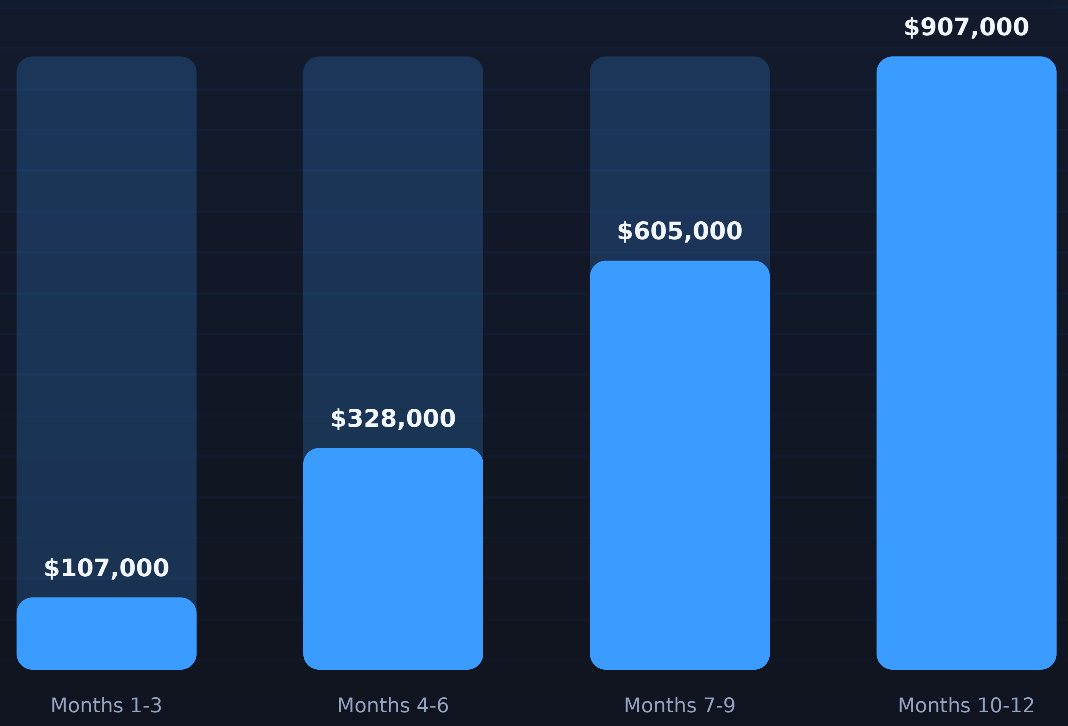
YEAR ONE PLAN

Revenue compounds as the subscription base builds.

NET REVENUE BY QUARTER



MILESTONES

Months 1-3 — 1,200 members
640 orders · Creator seeding + retargeting live

Months 4-6 — 3,400 members
1,950 orders · Subscription base compounds

Months 7-9 — 6,100 members
3,600 orders · Second SKU tier activated

Months 10-12 — 9,500 members
5,400 orders · Referral + reorder engine

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INVESTOR RETURN

Four paths to return on a $350K check.

Recover capital from gross profit, not a future round

At a 68% blended gross margin, the Year-1 revenue plan produces roughly $1.3M in gross profit against a fully loaded operating base of payroll, ads, and platform. Even at half plan, contribution after ad spend and payroll clears the $350K raise inside 18-24 months.

Subscriptions turn one purchase into four

A 90-day plan at 10% off still carries margin while quadrupling order value. Every point of subscription attach rate pulls payback forward and raises LTV against a fixed CAC.

Distributions once working capital is covered

After inventory float and a 90-day operating reserve are funded, free cash is distributed pro-rata — the 20% stake earns from cash flow rather than waiting on an exit.

Exit optionality

Branded DTC health assets with recurring revenue trade at 3-5x revenue. A $3-5M run-rate puts the equity in a materially different place than the entry valuation.

RISK & CONTACT

Known risks, and how they are already mitigated.

- Regulatory posture — mitigated by research-only framing, age gate, intake acknowledgement, and no medical claims.
- Payment processing — high-risk merchant relationships secured in parallel with backup rails.
- Supply variability — multi-supplier sourcing plus lot-level testing documentation.

Darrell Weaver — Founder & CEO

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