

Her Health. Her Brand. Her Terms.

A partnership built to be
owned, not rented.

CONFIDENTIAL · PREPARED FOR DISCUSSION · AUGUST 2026



WORKING BRAND MARK

b healthy is a placeholder pending Cardi's buy-in.

Before market size or money, the only question that matters: who are these people, how are they connected, and why should Cardi be in business with them.



IAM

INTELLECTUAL ASSET MANAGEMENT

WHO WE ARE · THE BRIDGE

I am not a spokesperson. I
am the asset.

I am... (IAM) is an intellectual asset management firm managed by Obsidian Capital Partners. We build companies around the one thing that cannot be rented: trusted demand.

Management runs the career. IAM builds the company with the people already at the table, finding where culture is already creating demand and turning it into something Cardi can own.

An endorsement monetizes attention once. A membership monetizes trust continuously.

Founder economics

equity, distributions, participation at exit.

Governed identity

nothing carrying her name ships without her sign-off.

Protected scarcity

no posting quota; judgment and signal, not labor.

Professional operation

proven operators, institutional capital, underwritten first.

IAM is the bridge: talent-side judgment on one side, a national medical operator on the other. We connect Cardi's world to OpenLoop's medicine and make sure the company that results is hers.



WHO WE ARE · THE ENGINE

The medical infrastructure behind America's biggest telehealth brands.

OpenLoop is a white-label medical operator, the clinical engine behind major direct-to-consumer health brands (the Hims and Fridays of the category). They handle everything a health company is afraid of: clinicians, prescriptions, pharmacy, compliance, patient support, billing, technology. Cardi never touches the medicine. She owns the brand; they run the rest.

600K+

patients served
every month

Hundreds

of brands powered

20,000+

licensed clinicians

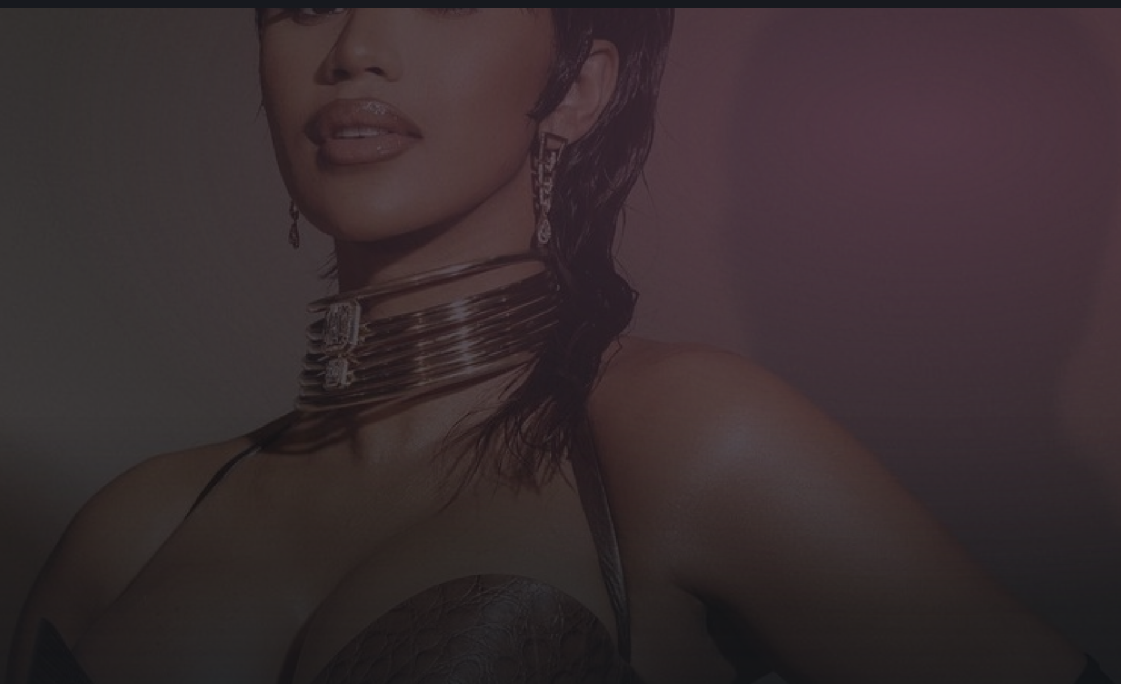
All 50

states, fully licensed

~\$2B

revenue trajectory

OpenLoop has always powered B2B health brands. This is the first time they're building around a person's audience instead of buying one, and Cardi's trust is the most valuable version of that. Call any brand on their platform and ask about them; the numbers hold up.



This only works if it's already true.

WHY CARDI · AUTHENTIC BY DEFAULT

This only works if it's already true. With Cardi, it is.

Grow-Good sold out in 45 minutes with zero paid spend because it was true: her real hair journey, her family's recipes, priced for her community.

We're not attaching Cardi to a category she hasn't lived. We're building around the wellness lifestyle she's already living out loud: body, hormones, confidence, and the honest conversations her audience already trusts.

Her audience isn't a media buy. It's a community that already takes her word to checkout. That's the one asset a health brand can never rent, and it's the entire reason the economics work.

"We're not here to tell Cardi what to promote. We're here to show her what she can, and build it around what's already true about her."

THE PROCESS · BUILT WITH HER, NOT FOR HER

Four steps. The product is the output, never the pitch.

Nothing here is pre-decided. We don't hand Cardi a finished product; we build it with her, in four steps.

STEP 1

Discovery / Brand Immersion

We learn how Cardi actually lives, what she already uses, and what she'd want for herself and her fans. Her team also sees the full OpenLoop platform, so both sides can identify what feels authentic.

STEP 2

Development of Cardi's Product Mix

OpenLoop's medical team designs a product mix around what's real to Cardi, not a generic catalog. She approves every product and can launch with one hero offer or a broader line.

STEP 3

Education

Before launch, Cardi understands the medicine and the compliant messaging lane. She can speak from experience without making claims she legally can't.

STEP 4

Launch: Financial Projections & Deal Points

Then we go live. Her audience drives the first wave organically; the business compounds through monthly membership and quarterly product evolution.

SCENARIO	ACTIVE PATIENTS (MO. 12)	2-YEAR REVENUE
Conservative	10,000	\$22.0M
Moderate	25,000	\$55.0M
Optimistic	40,000	\$88.0M

Blended patient spend \$183.40/mo; months 1-6 organic, paid growth after; illustrative only, not a guarantee. Even "Optimistic" assumes limited reach into her 170M+ audience.

DEAL POINTS

This is ownership, not a fee. Cardi holds a founder's position: equity, monthly distributions while the business runs, and participation at exit. IAM builds and operates alongside her; OpenLoop runs the medicine.
Final terms structured together.



Her health.
Her brand.
Her terms.

The pink-diamond standard of care, built around trust Cardi already owns.

Leave-behind detail

Product examples are directional only. The product mix is discovered with Cardi.

APPENDIX • PRODUCT EXAMPLES

Examples of what the platform can support.

These are not the pitch. They are reference points for the immersion: categories OpenLoop can operationalize if they prove authentic to Cardi.

LOOK GOOD

b

Compounded
GLP-1/GIP
Contains Tirzepatide
30mL Multi-Dose Vial
Rx only

REFERENCE ONLY

Weight optimization and metabolic support.

LOOK GOOD

Compounded semaglutide and weight optimization programs. Clinician-supervised. Recurring monthly prescription.

FEEL GOOD

b

Estradiol
Multiple Dose Gel
Rx only

REFERENCE ONLY

Hormone and metabolic health.

FEEL GOOD

HRT, hormonal optimization, and metabolic health for women 30+. The fastest-growing segment in women's telehealth.



F**K GOOD

Clinician-prescribed sexual wellness. Scream Cream, arousal support, intimacy health. Women-only. Discreet delivery.

APPENDIX · BRAND DIRECTION

Luxury-pharmaceutical × street credibility.

b healthy remains the working brand mark until Cardi decides whether it is the right name. The direction stays dark, premium, lowercase, confident, never clinical, cold, or pushy.

GRAPHITE CANVAS

NEON PINK SIGNAL

DIAMOND-B MARK

TENOR SANS DISPLAY

DM MONO LABELS

FRAMED IMAGE SLOTS

b healthy

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