

IAM X OPENLOOP X YE

# HIS HEALTH. HIS BRAND. HIS TERMS.

A PARTNERSHIP BUILT TO BE OWNED,  
NOT RENTED.

CONFIDENTIAL · CONCEPT V0.1 · PREPARED FOR  
DISCUSSION · AUGUST 2026

YEEZY HEALTH IS AN INTERNAL CREATIVE SAMPLE PENDING PRODUCTION GOVERNANCE SIGNATURE

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SOUND OFF

SECTION 1 · WHY WE'RE HERE

# BEFORE MARKET SIZE OR MONEY, THE ONLY QUESTION THAT MATTERS: WHO ARE THESE PEOPLE, HOW ARE

THEY CONNECTED, AND WHY  
SHOULD YE BE IN BUSINESS  
WITH THEM.



IAM

INTELLECTUAL ASSET MANAGEMENT

WHO WE ARE • THE BRIDGE

**I AM NOT A  
SPOKESPERSON. I AM THE  
ASSET.**

**IAM, Intellectual Asset Management**, builds companies around a talent's IP: their name, audience, and credibility. Instead of talent renting out their name for a one-time endorsement fee, IAM structures an actual business around it; the talent holds equity, earns recurring revenue, and gets paid again if the company is sold.

IAM is a resource for management. Management holds the mandate to guide the talent's success; IAM is engaged to

execute a specific part of that mandate – building the recurring-revenue business.

An endorsement is a fee, paid once, for attention. A membership business is revenue, paid every month, because it's built on trust. IAM builds the second kind.

### **FOUNDER ECONOMICS**

equity,  
distributions,  
participation at  
exit.

### **GOVERNED IDENTITY**

nothing carrying his  
name ships without  
his sign-off.

### **PROTECTED SCARCITY**

no posting quota;  
judgment and signal,  
not labor.

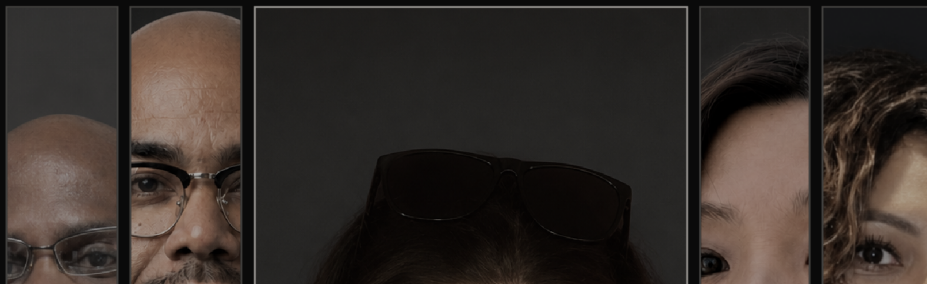
### **PROFESSIONAL OPERATION**

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 Ye's world to OpenLoop's medicine and make sure the company that results is his.**

## **EXECUTIVE LEADERSHIP**

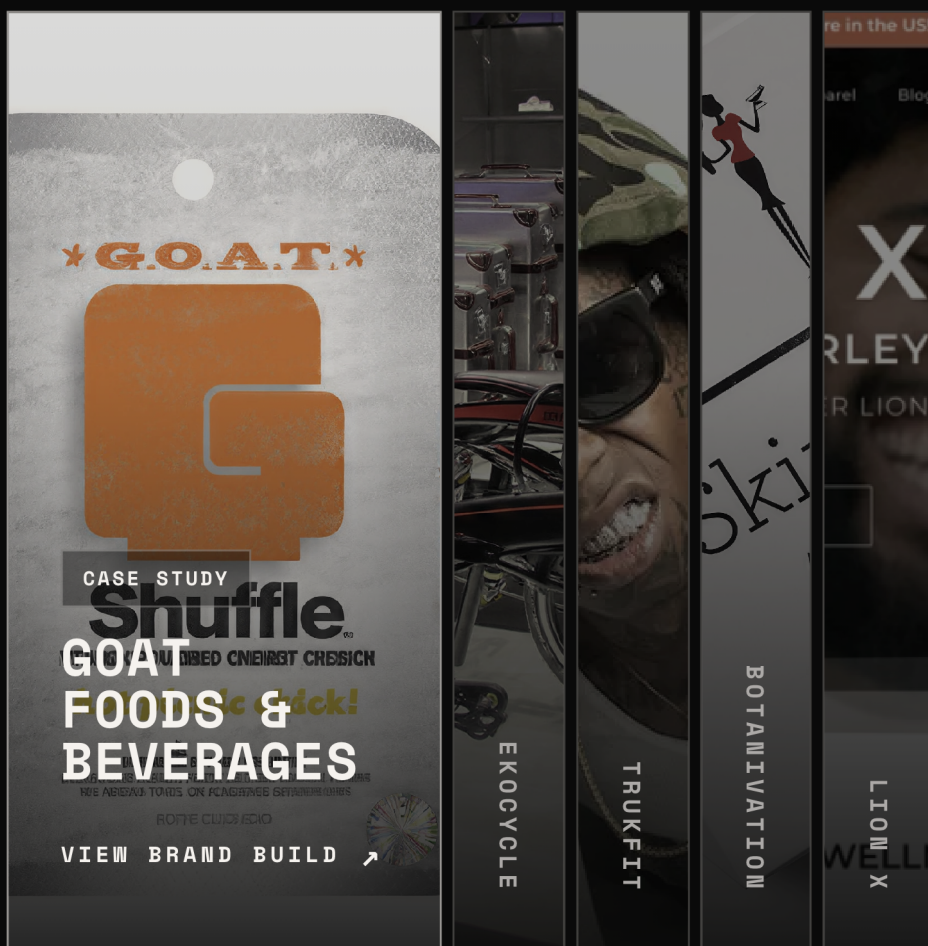
The operating bench connecting talent-side trust, growth, finance, and healthcare execution.



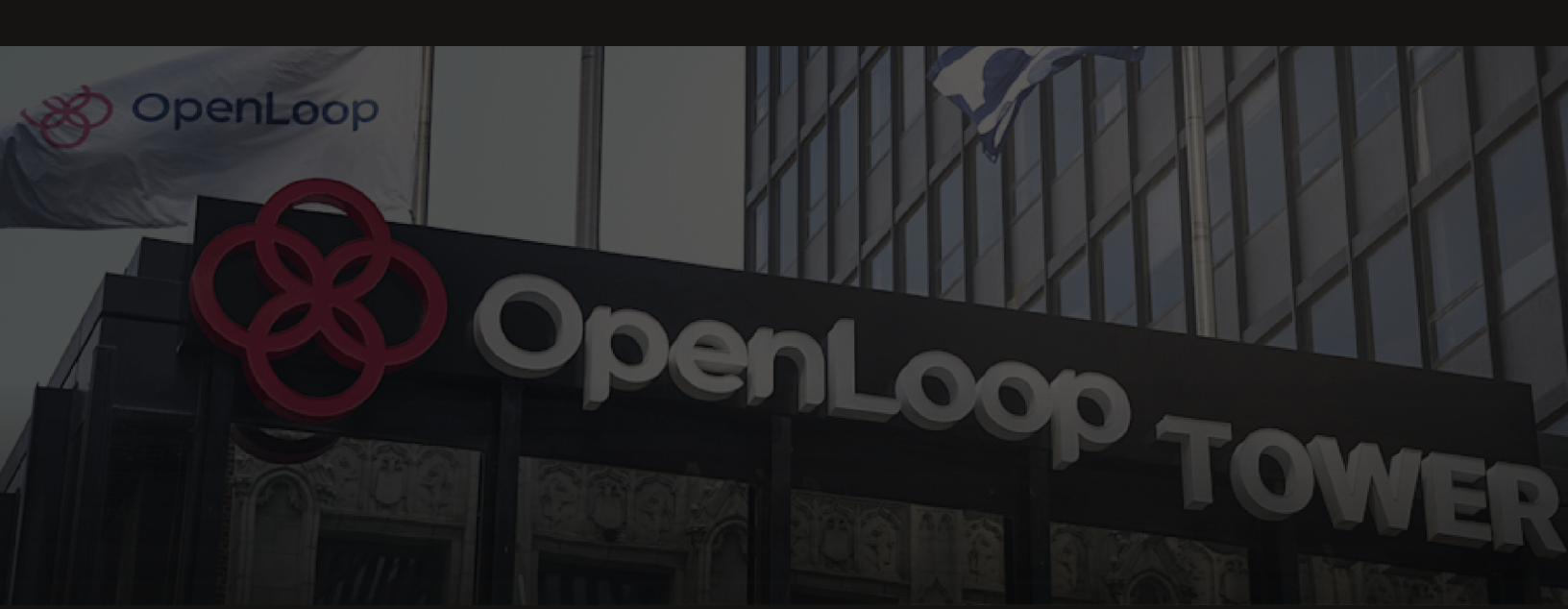


## OUR WORK

Case Studies







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. Ye never touches the medicine. He 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 Ye's trust is the most valuable version of that. Call any brand on their platform and ask about them; the numbers hold up.

WHY YE · SYSTEM, NOT SUPPLEMENT

**THIS ONLY WORKS IF THE  
BRAND CAN MAKE CARE  
FEEL DESIGNED.**

WHY YE · SYSTEM, NOT SUPPLEMENT

# THIS ONLY WORKS IF THE BRAND CAN MAKE CARE FEEL DESIGNED. WITH YEEZY, IT CAN.

Yeezy's thesis has always been product systems, not decoration: severe objects, controlled surfaces, utility language, scarcity, and a refusal to soften the signal. Diagnostics belongs in that world because it is not a vibe. It is measurement. The kit, the panel, the clinician review, the member pathway, and the refill cadence can all behave like a designed operating system instead of another celebrity wellness shelf.

We are not attaching Ye to medicine he has not earned the right to operate. He does not diagnose, prescribe, or direct care. The fit is at the identity layer: turning the health journey into a stark, disciplined product experience while OpenLoop runs the clinical side. That difference is what keeps Yeezy Health from becoming a supplement line. The finding is the product. The care path is the business.

"We're not here to tell Ye what to promote. We're here to show him what can be built when the brand owns the system and clinicians own the care."

THE PROCESS • THE FINDING IS THE OUTPUT,  
NEVER THE PITCH

## FOUR STEPS. BUILT WITH HIM, NOT FOR HIM.

Nothing here is pre-decided. We don't hand Ye a finished product; we build it with him, in four steps – and the diagnostic panel comes before anything is ever sold.

### STEP 1 DISCOVERY / BRAND IMMERSION

We learn how Ye actually wants the health system to feel, what the Yeezy identity can credibly carry, and what his audience would recognize as utility rather than promotion. His team sees the full

OpenLoop platform, so both sides can identify where diagnostics becomes the brand's measurement language.

## STEP 2 DEVELOPMENT OF YE'S PRODUCT MIX

2

OpenLoop's medical team designs the mix around what is real to the audience and operationally safe, anchored on the whole-health diagnostic panel as the spine. Ye approves the brand-facing product system; OpenLoop governs the clinical model.

## STEP 3 EDUCATION

3

Before launch, Ye and the team understand the medicine, the claims boundary, and the compliant messaging lane. The brand can speak about access, measurement, and process without making clinical promises it cannot legally make.



## STEP 4 LAUNCH: ECONOMICS & DEAL POINTS

4

Then we go live. His audience drives the first wave organically; the business compounds through diagnostic membership, nutraceutical cycles, and quarterly refreshes.

Partner-side reference economics – illustrative, not a guarantee.

| LINE                                              | RETAIL                                                                                    | PARTNER-SIDE                                                                                        | CADENCE                                                  |
|---------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| Whole Health Diagnostics + Nutraceuticals (spine) | Starter \$199 · Full Annual \$396                                                         | ~\$147 annual + ~\$356 nutraceutical cycles (4x\$89) + ~\$153 refreshes (3x\$51) = ~\$656/member/yr | Annual + quarterly, before vertical upsell (\$45-185/mo) |
| Dermatology – Acne, Tone & Irritation             | \$45 / \$40 / \$36 per mo (12 / 24 / 52 wk)                                               | \$56 / \$108 / \$189; ~40% of patient spend on 52-wk                                                | Async primary + 12-wk async refills                      |
| Sexual Health                                     | \$69/mo · \$85/consult · treatment pricing varies by pathway                              | \$31 · \$48 consult · partner-side varies by medication and cadence                                 | Async primary + refill where clinically appropriate      |
| Hormone / Metabolic Intake                        | \$79/mo · \$149/mo · \$198/mo where clinically appropriate                                | \$90/12wk (~\$360/yr) · \$233/12wk (~\$932/yr) · \$297/12wk (~\$1,188/yr, labs incl.)               | Async primary, quarterly refills                         |
| Mental Health Therapy                             | \$774 (6-pack) · \$149 one-off                                                            | \$198 · \$48                                                                                        | Per consult                                              |
| Sleep – Diagnostic Ring + Therapy                 | Insurance-covered ring (~\$20-25 copay) or \$33/mo cash · \$149 therapy · \$33-63/mo meds | \$150 intake · \$48 therapy · \$34/cycle meds                                                       | Intake + refills; non-GLP-1 & therapy only               |

### DEAL POINTS

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

# YEEZY

## HEALTH

# HIS HEALTH. HIS BRAND. HIS TERMS.

The Yeezy standard of care – built around a system Ye can own without touching medicine.

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Appendix

## LEAVE-BEHIND DETAIL

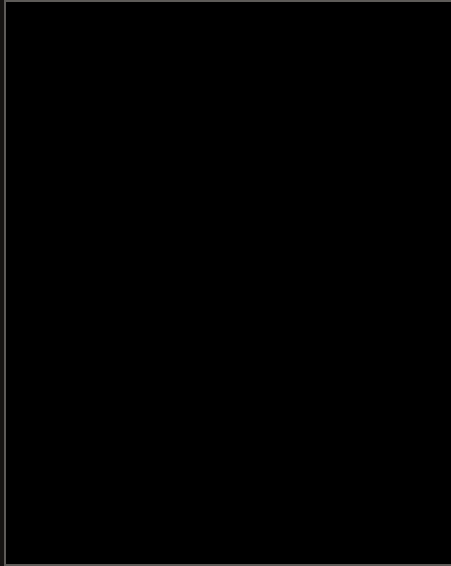
Product examples are directional only. The mix is discovered with Ye.

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APPENDIX • PRODUCT EXAMPLES

## REFERENCE POINTS FOR THE IMMERSION.

These are not the pitch. They are reference points for the immersion – categories OpenLoop can operationalize if they prove authentic to Ye. The diagnostic panel is the spine; everything else hangs off a finding.



## WHOLE HEALTH DIAGNOSTICS + PERSONALIZED NUTRACEUTICALS — THE SPINE

A clinician reads a full panel before anything is sold, then a personalized nutraceutical stack is built to the findings — a care plan, not a supplement line.

STARTER \$199 / FULL ANNUAL  
\$396 RETAIL; RECURRING  
CYCLES + QUARTERLY  
REFRESHES.

## DERMATOLOGY • ACNE, TONE & IRRITATION

Clinician-reviewed dermatology pathways for common skin concerns, framed through access and care rather than beauty promises.

\$36-45/MO BY TERM; ASYNC  
PRIMARY + REFILLS.



SOUND OFF



## SEXUAL HEALTH

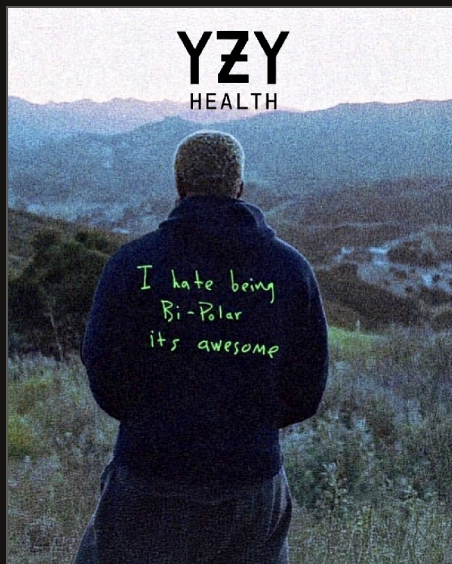
## HORMONE / METABOLIC INTAKE

Clinician-reviewed intake and treatment pathways for sexual wellness, framed through access, privacy, and appropriate care rather than shame or performance hype.

FROM \$69/MO; ASYNC PRIMARY + REFILLS WHERE CLINICALLY APPROPRIATE.

A measurement-first pathway for energy, weight, recovery, and metabolic questions where clinically appropriate.

FROM \$79/MO; QUARTERLY REFILLS; RECURRING-MARGIN CANDIDATE.



## MENTAL HEALTH THERAPY

Brand-safe access to care, grounded in support and follow-through rather than public vulnerability as marketing.

\$129/CONSULT IN A 6-PACK;  
\$149 ONE-OFF.



## SLEEP • DIAGNOSTIC RING + THERAPY

Sleep assessment, device-enabled measurement, therapy, and non-sedative pathways where clinically appropriate.

INTAKE ON INSURANCE-COVERED DEVICE OR CASH; THERAPY + NON-SEDATIVE PATHWAYS.

### APPENDIX • BRAND DIRECTION

## UTILITY-CLINICAL X GOVERNED IDENTITY.

Yeezy Health remains an internal creative sample pending production governance sign-off. The direction stays ink, bone, clay, sand, foil, film, and specification language

— never hospital-blue, never clinical-white, never body-shaming.

INK CANVAS

BONE TYPE

CLAY SIGNAL

SAND FIELDS

FOIL MATERIAL

SPACE MONO ONLY

UPPERCASE LABEL LOGIC

HARD-FRAMED FPO SLOTS

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