

Startup Options + ROI Reference Page

A pharmacy-facing reference for explaining launch options, how pharmacies can make money, and how to think about ROI without turning the conversation into spreadsheet soup.

Best use: place this PDF on the Resources page as Startup Options + ROI Reference. Reps can review it before pharmacy calls and share it after a decision-maker asks, “What does this actually look like financially?”

1. The Simple Pharmacy Value Proposition

- Pharmacies need revenue streams that are not controlled by PBMs, prior authorizations, reimbursement delays, or DIR fee surprises.
- Patients are already asking about weight management, GLP-1 support, energy, hydration, sleep, recovery, and healthy aging.
- Peptide Partners gives pharmacies a front-end wellness category with staff education, patient conversation tools, and subscription reorder potential.
- The goal is not to replace prescriptions. The goal is to create a modern wellness revenue lane around patient demand.

2. Startup Options Overview

Option	Approx. Investment	Best For	How to Explain It
Launch Box	\$454	Staff education and internal product familiarity	A simple way for the pharmacy team to see all 7 products, learn the category, and start patient conversations with confidence.
Starter Combination	~\$414	Immediate patient conversation starter	Includes 1 GLP-1 Support Stack (~\$185) and 1 Breakthrough Stack (~\$229). Good for showing two common patient pathways.
Pilot Program	~\$1,030	A more serious launch test	A larger first order for pharmacies that want enough product to educate staff, create counter presence, and test initial demand.
2K Launch Model	~\$2,000+	Pharmacies ready to launch with momentum	Designed to support a more meaningful front-end launch with multiple stacks, staff training, and a stronger patient conversation plan.

Note: Use current company pricing and compensation documents to confirm exact pricing, discounts, eligibility, and incentive details before presenting numbers to a pharmacy owner.

3. How Pharmacies Make Money

Keep the explanation simple. Pharmacies can benefit in three primary ways depending on how they are set up and how the launch is structured.

Revenue Lane	Plain-English Explanation	Why It Matters
Front-end product sale	The pharmacy can sell a first stack during a consult or patient conversation.	Creates immediate cash-pay wellness revenue at the counter.
Subscription reorder behavior	Patients who like the product can continue through subscription or reorder options.	Turns a one-time conversation into potential recurring revenue.
Category expansion	The pharmacy can build a wellness category around metabolism, hydration, sleep, energy, and recovery.	Gives staff more reasons to engage patients beyond prescription pickup.
Affiliate/customer model	Depending on setup, back-end commissions or wholesale/customer economics may differ.	The setup choice should match the pharmacy owner's goals, simplicity needs, and compliance comfort.

4. Simple ROI Framework

A pharmacy owner does not need a 14-tab spreadsheet to understand this. Use a simple break-even and momentum framework.

- **Start-up cost:** What does the pharmacy invest to begin?
- **Average stack value:** What is the approximate value of a common first purchase?
- **Patient conversations needed:** How many patients need to buy before the initial investment is recovered?
- **Subscription capture:** How many patients reorder or subscribe after the first purchase?
- **Staff behavior:** Is the team trained to bring the product into natural conversations?

Rep Talk Track

“The fastest way to look at this is not as shelf inventory. It is a new patient conversation category. The question is: how many patient conversations would it take for this to pay for itself, and how do we train staff to make those conversations simple?”

5. Example ROI Snapshots

These examples are directional training illustrations. Update with current pricing, compensation plan details, taxes, shipping, and pharmacy-specific setup before using in a formal proposal.

Scenario	Simple Math	What It Shows
Launch Box	$\$454 \text{ startup} \div \sim \$230 \text{ stack value} = \text{about 2 stack sales to cover the initial product cost before other economics.}$	A small launch can feel manageable when tied to real patient conversations.
Starter Combination	$\sim \$414 \text{ startup gives the pharmacy two clear patient pathways: GLP-1 support and breakthrough wellness.}$	Good for low-friction education and demonstration.
Pilot Program	$\sim \$1,030 \text{ startup} \div \sim \$230 \text{ stack value} = \text{about 5 stack-equivalent sales to cover initial product cost before other economics.}$	Gives the pharmacy enough depth to train staff and test demand.
2K Launch Model	$\sim \$2,000 \text{ launch creates stronger shelf/counter presence and enough product for multiple first conversations.}$	Better for owners who want to launch the category, not merely sample it.

6. Sample 30-Day Pharmacy Launch View

Use this to show that ROI is driven by staff education plus patient conversations, not by hoping a product magically levitates off the shelf.

Week	Pharmacy Action	Rep Support
Week 1	Pharmacist and staff review the category, product stacks, and basic patient language.	Provide quick training, staff cheat sheet, and product stack overview.
Week 2	Place counter card, QR flyer, and simple shelf/counter display.	Help set up patient-facing language and answer staff questions.
Week 3	Start conversations with GLP-1, wellness, weight management, energy, sleep, and recovery patients.	Review objections and refine talk track.
Week 4	Review first sales, patient questions, and reorder/subscription capture.	Help plan next 30 days and decide whether to expand.

7. Customer vs Affiliate Setup: Decision Guide

This is often where reps and pharmacy owners need clarity. Keep the conversation objective and transparent.

Setup	Pros	Trade-Offs / Watchouts
Pharmacy as Customer	Simpler setup. Easier for a busy pharmacy to understand. Rep may retain back-end commission structure depending on enrollment.	Pharmacy may not participate in back-end earning potential. Clearly explain how reorders and attribution work.
Pharmacy as Affiliate	Pharmacy may participate more directly in the business economics and back-end commission opportunity.	More setup, more explanation, and potentially more compliance/training needs. Not every pharmacy wants this responsibility.
Hybrid Start	Begin simply, then revisit affiliate setup after the pharmacy sees demand and understands the category.	Requires a clear follow-up plan so the opportunity does not stall.

8. The Clean Close

“The simplest next step is not to overbuild this. Start with the option that matches your comfort level, train the staff on the basic language, and test real patient conversations for 30 days. Then we review what patients asked, what sold, and what should be expanded.”

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Compliance Reminder

Avoid disease claims. Position the products as wellness products and keep language focused on education, patient interest, and general wellness support. Medical questions should be referred to licensed healthcare professionals.