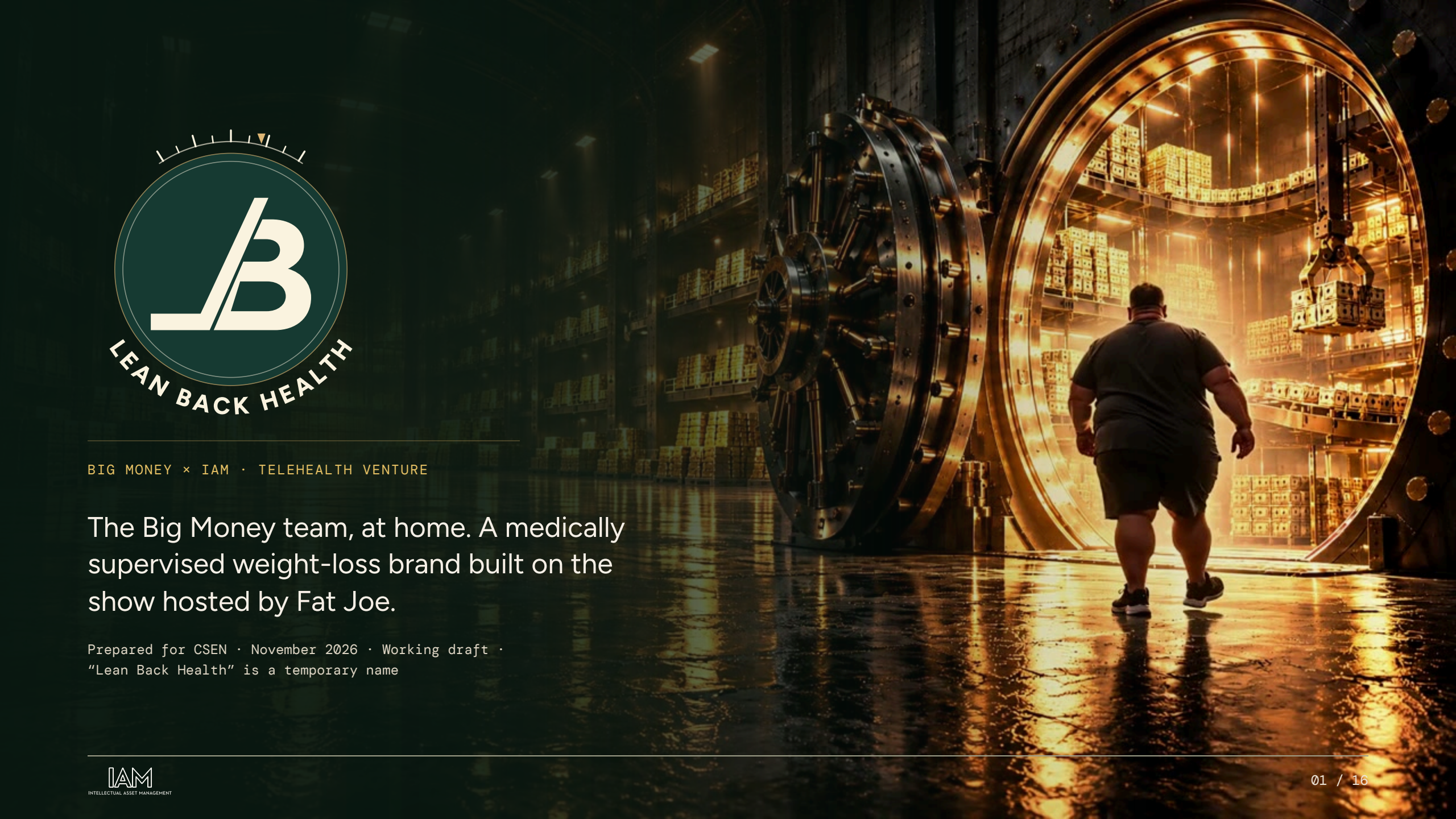
LEAN BACK HEALTH

BIG MONEY × IAM · TELEHEALTH VENTURE

The Big Money team, at home. A medically supervised weight-loss brand built on the show hosted by Fat Joe.

Prepared for CSEN · November 2026 · Working draft · “Lean Back Health” is a temporary name



ONE SHOW. ONE BRAND. A SUBSCRIPTION BUSINESS.

EXECUTIVE SUMMARY

THE SHOW SELLS THE PROGRAM

Every episode shows a medical adviser, therapist, nutritionist and coaches at work. Viewers can't get that team at home. Lean Back Health gives them one.

THE PRODUCERS OWN THE BRAND

CSEN creates and trademarks Lean Back Health and licenses it exclusively into a new venture. IAM brings OpenLoop as clinical operator and runs the business.

MEMBERS, NOT IMPRESSIONS

Monthly memberships built on FDA-approved GLP-1 programs, with companion lines that raise retention and revenue per member.



LEAN BACK HEALTH

THE BRAND · TEMPORARY NAME

Named for Fat Joe's 2004 hit "Lean Back." It is instantly his, and "lean" is the result every member wants.

It carries his voice without putting the word "fat" on a health product. Tagline to test: "The Big Money team, at home."

Owned by the Big Money producers (CSEN). Clearance search and Fat Joe's consent to the song-title reference are needed before filing.

ALTERNATES IF CLEARANCE FAILS

ALL THE WAY UP HEALTH

His 2016 hit. A progress message: every week, a little further up.

DON HEALTH

From his "Don Cartagena" persona. Short, ownable, premium.

FAT MONEY

Travis already holds fat.money. Confirm what it is and whether it fits a health brand.

WEIGHT LOSS MOVED ONLINE, AND THE PRICE CAME DOWN

MARKET OPPORTUNITY

$149

Monthly self-pay starting price of both FDA-approved GLP-1 pills

600K+

Wegovy pill prescriptions in March 2026, its third month on sale

40%+

Share of US adults living with obesity

$2B+

OpenLoop annual revenue, with no celebrity brands on its platform

The pills removed two barriers at once: needles and a $1,000-a-month list price. Demand is there; what the category lacks is a brand people trust.

Sources: BioSpace and Quartz (pill pricing, prescriptions), Pulse (obesity prevalence), OpenLoop management (revenue), November 2026.

WHY FAT JOE MAKES IT CREDIBLE

CULTURAL AUTHORITY

HIS OWN JOURNEY

Joe has lived a weight-loss journey of his own in public. He speaks to this audience as one of them, not at them.

A PERSONAL LOSS

He lost his best friend to obesity. For him this is a health issue, not a vanity one, and that is the tone a medical brand needs.

HIS MONEY ON THE LINE

On Big Money every dollar paid out comes from the host's own pocket. People believe a man who pays for results.

Trust, not reach, is what turns a viewer into a patient.



THE SHOW IS THE FUNNEL

DISTRIBUTION

Episodes 1-7	**DEMONSTRATE**	Each week viewers watch the medical adviser, therapist, nutritionist and coaches change ten lives. The program is the star.
Episode 8	**CONVERT**	The finalists go home for 28 days with no team. At that exact moment, viewers are offered one: “Take the Big Money team home.”
Finale	**RETAIN**	The final payday proves results that last. Maintenance plans and new-body add-ons keep members after they reach goal.

CSEN has committed $9M to production. Lean Back Health turns that spend into an asset that keeps earning after the season airs.

SIX PRODUCT LINES THAT MIRROR THE SHOW'S TEAM

VENTURE CONCEPT

Line	On the show	What members get	Launch
1. Core Weight Loss	Weigh-in, PAYDAY	Clinician visit, labs, FDA-approved GLP-1 or non-GLP-1 plan	Day 1
2. Metabolic Health	Medical Adviser	Blood pressure, blood sugar and cholesterol care	Day 1
3. Mind	Therapist	Emotional eating program, behavioral health, sleep	Day 1
4. Fuel	Nutritionist, Chef	Dietitian visits, meal plans, branded protein line	Day 1
5. The New You	Life after the cameras	Sexual wellness, hormone care, skin and hair	Month 3
6. Train	Celebrity trainers	Recovery care and trainer programs	Phase 2

Final products and every claim are approved by IAM's Chief Medical Officer, Dr. Sonjia Kenya. Prescriptions only where clinically appropriate.

ENTER. STAY. GRADUATE.

BUSINESS MODEL

01 · Enter	**CORE WEIGHT LOSS**	One front-door offer the show can name on air: clinician visit, labs and a GLP-1 plan where appropriate.
02 · Stay	**METABOLIC, MIND, FUEL**	Treat the conditions members already have. These give members reasons to stay past month three, when weight-loss programs usually lose them.
03 · Graduate	**MAINTENANCE, THE NEW YOU**	A lower-cost plan plus add-ons for the new body. Members who reach goal stay subscribers.

The arc follows the show: the house, the home stretch, the final payday. Revenue per member rises at each stage.

EVERY EPISODE CARRIES A HEALTH MOMENT

IN-SHOW INTEGRATION

Episode	Show moment	Lean Back feature
1 · Move the Million$	Baseline assessment with the team	Core Weight Loss: “Know your numbers”
2 · 4 A.M. Fight Club	Pre-dawn boxing	Mind: sleep and recovery
3 · Hit the Beat	Dance routine that keeps growing	Fuel: protein line on set
4 · Five Rounds	MMA rounds get harder	Mind: emotional eating under pressure
5 · The Ladder	Five-level climb	Metabolic Health: blood pressure check
6 · Stadium Run	Pace keeps tightening	Metabolic Health: wins beyond the scale
7 · Boot Camp	Toughest week	Mind: relapse prevention
8 · The Home Stretch	28 days with no team	Full launch: “Take the team home”
Finale payday	Final weigh-in	Maintenance and The New You

THREE TIERS, TWO ADD-ONS

MEMBERSHIP

Tier	Includes	Membership	Medication
Starter	Clinician visit, labs, weight-loss plan, app tracking	$79/mo	From $149/mo
The Team (hero offer)	Starter plus Metabolic Health, monthly Mind session, dietitian	$149/mo	$149–$449/mo
Maintenance	Post-goal plan, quarterly check-ins, rewards	$49/mo	Varies
The New You add-on	Sexual wellness, hormone, or skin and hair care	$30–$90/mo	Generic pricing
Fuel pack add-on	Protein line and daily essentials, shipped monthly	$40–$60/mo	—

Membership fees are placeholders for the financial model, pending OpenLoop's cost per visit. Medication is billed at manufacturers' self-pay prices.

Medication prices: Wegovy pill $149-$299, Foundayo $149-$399, Zepbound $299-$449 self-pay (BioSpace, Morningstar, Benefits and Pensions Monitor, 2026).

A VENTURE STUDIO MODEL: WHO BRINGS WHAT

PARTNERSHIP STRUCTURE

CSEN

Big Money show IP and format. Creates and owns the Lean Back trademark. Licenses it into the venture. In-show integration and audience.

FAT JOE

Host and face of the brand. His story, voice and audience trust. Name and likeness licensed through CSEN.

IAM

Builds and runs the venture: product, brand architecture, paid growth and marketing budget, operations and reporting.

OPENLOOP

Clinical operator: licensed clinicians in all 50 states, compliance, pharmacy and fulfillment. Paid as a vendor, no equity.

A standalone LLC. Members belong to the venture, not to the platform.

THE PRODUCERS OWN THE BRAND

OWNERSHIP

Asset	Owner
Big Money show IP and format	CSEN
Lean Back trademark and brand IP	CSEN, licensed exclusively to the venture for telehealth and related products
Fat Joe name and likeness	Fat Joe, licensed through CSEN
Venture equity	CSEN and IAM. Split to be set in the LOI: [__% / __%]
Members and subscriber list	The venture LLC
Clinical operations	OpenLoop, as vendor
Governance, expansion, exit	Board and approval rights to be set in the LOI

Trademark filings to scope with counsel: medical services (Class 44), pharmaceuticals and supplements (Class 5), protein foods and drinks (Classes 29 and 32), app and software (Class 9).

A SPONSOR CHECK GETS SPENT. MEMBERS RENEW EVERY MONTH.

FINANCIAL OPPORTUNITY · ILLUSTRATIVE

$36M	$90M	$180M
Annual revenue at 10,000 members	Annual revenue at 25,000 members	Annual revenue at 50,000 members

Assumes [$300] blended monthly revenue per member, across membership, medication and add-ons.
A placeholder until IAM's financial model is delivered next week.

FROM LOI TO AIR DATE

LAUNCH ROADMAP

Nov 16-20	**PLAN**	IAM delivers the financial model. Travis delivers brand and IP concepts. Midweek review.
Late Nov	**SIGN**	LOI signed. Trademark clearance search and filings.
December	**BUILD**	Products configured on OpenLoop. Claims reviewed by the CMO. Site and app built.
January	**SHOOT**	Production begins. Integration moments captured. Waitlist opens.
Air date [TBD]	**LAUNCH**	Live with Episode 1. Full push at Episode 8.

The brand goes live with the premiere, so every episode of Season 1 sells memberships.

BUILT TO SURVIVE SCRUTINY ON PRIME TIME

RISK MITIGATION

Risk	How we handle it
FDA action on compounded GLP-1s	FDA-approved branded medications only; no compounded semaglutide or tirzepatide
Contestant results read as typical	All claims approved by the CMO; contestant results clearly labeled
Conflict with a pharma sponsor	Align any show sponsor with the product formulary before the LOI
Member rewards seen as an inducement	Reward engagement and milestones, not weight lost on medication; legal review
Trademark conflict on the name	Clearance search before filing; alternate names ready

EVERY POUND PAYS. EVERY MEMBER RENEWS.

CLOSING

Big Money gives ten contestants a team for eight weeks. Lean Back Health gives every viewer that team for as long as they need it, and gives the producers a company they own.

NAME

Confirm Lean Back or pick an alternate

MODEL

IAM sends the financial model

BRAND

Travis sends brand and IP concepts

LOI

Terms agreed at the midweek review