SeeMyVitals | on LastStop OS

Draft rules · need clinician and counsel sign-off

PILLAR · THE MEDIA

Growth Engine

Brand, ads and outreach from one kit, checked before anything runs.

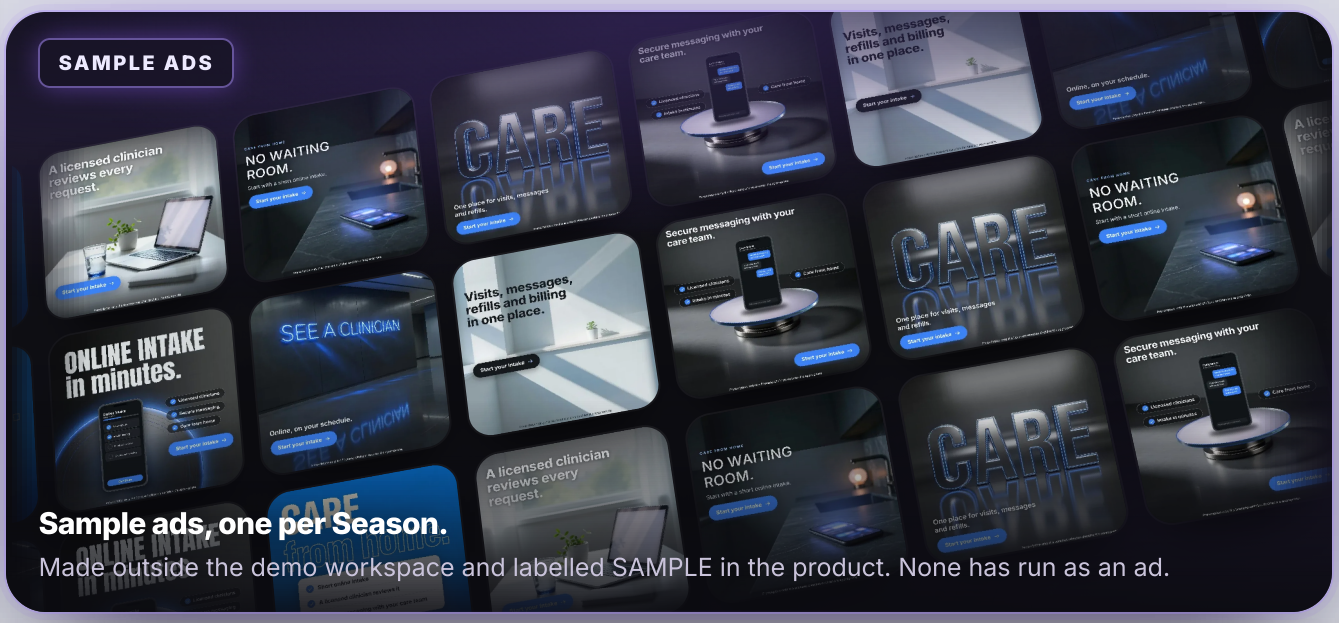
- Brand Absorber reads a site into a brand kit; Style Absorber borrows a look without the identity.
- Ad Studio builds finished ads in 7 formats from pre-approved messages, in the practice's locked Seasons.
- Outreach bots draft messages for four patient segments. Nothing sends without a person.
- Every ad and message runs through the claim rules before a person sees it.

Brand kit in · Finished ads out · Every line checked

BRAND ABSORBER LIVE · AD STUDIO BUILT, OFF IN THIS DEMO WORKSPACE · SEASONS IN A PREVIEW BUILD

AI · brand absorber · AI · image ad maker · Pre-approved messages

25 Brand Absorber · 26 Style Absorber · 27 Ad Studio, telehealth mode · 28 Seasons · 29 What the Seasons look like · 30 Asset Library



1 Read the page · 2 Keep the kit DNA · 3 Ads in that kit

Replay

THE PAGE IT READ

Saved public page · sample brand, name hidden

NAME HIDDEN

See a licensed clinician online, on your schedule.

A real clinician reviews every plan. AI drafts, a person decides.

Start a short intake

THE BRAND KIT

Brand kit

KIT DNA

PRIMARY #3B82F6 · ACCENT #2A2E33 · BACKGROUND #16191C · INK #F4F6F8

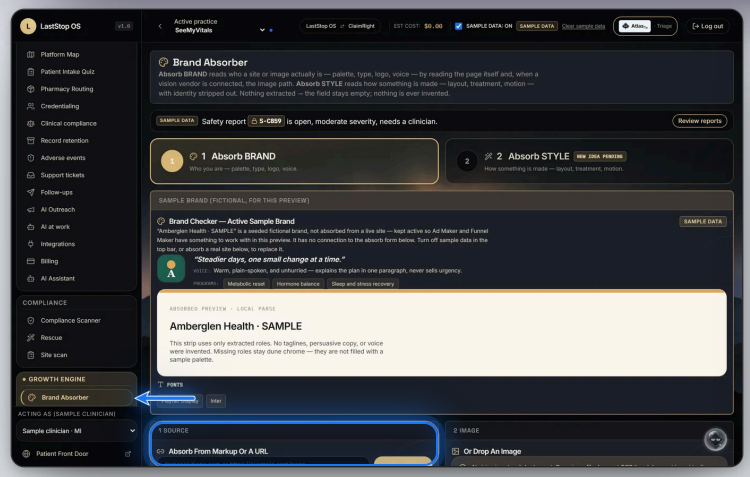
TYPE Aa Space Grotesk · display
Inter · body

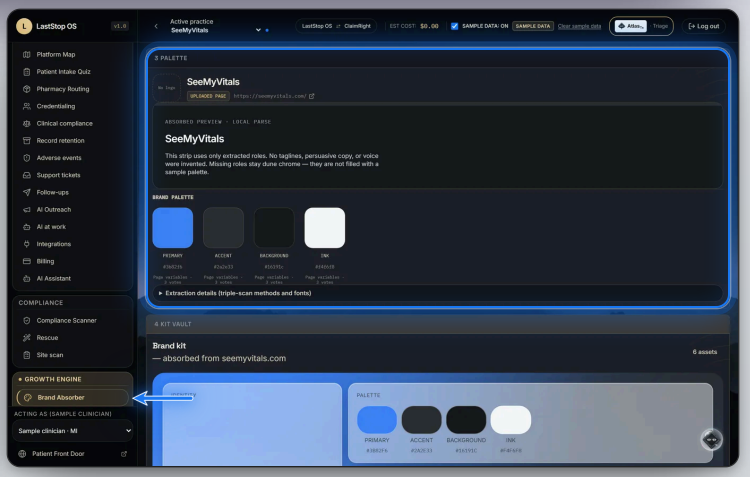
LOGO No logo file on the page. Left empty, never invented.

SAMPLE ADS IN THAT KIT

SAMPLE ADS

Built from the real run shown below: the saved page Brand Absorber read (name hidden here), the colors it returned, and Season samples made for the same brand. The sweep and the flying chips are this page's animation.





25 GROWTH ENGINE

Brand Absorber

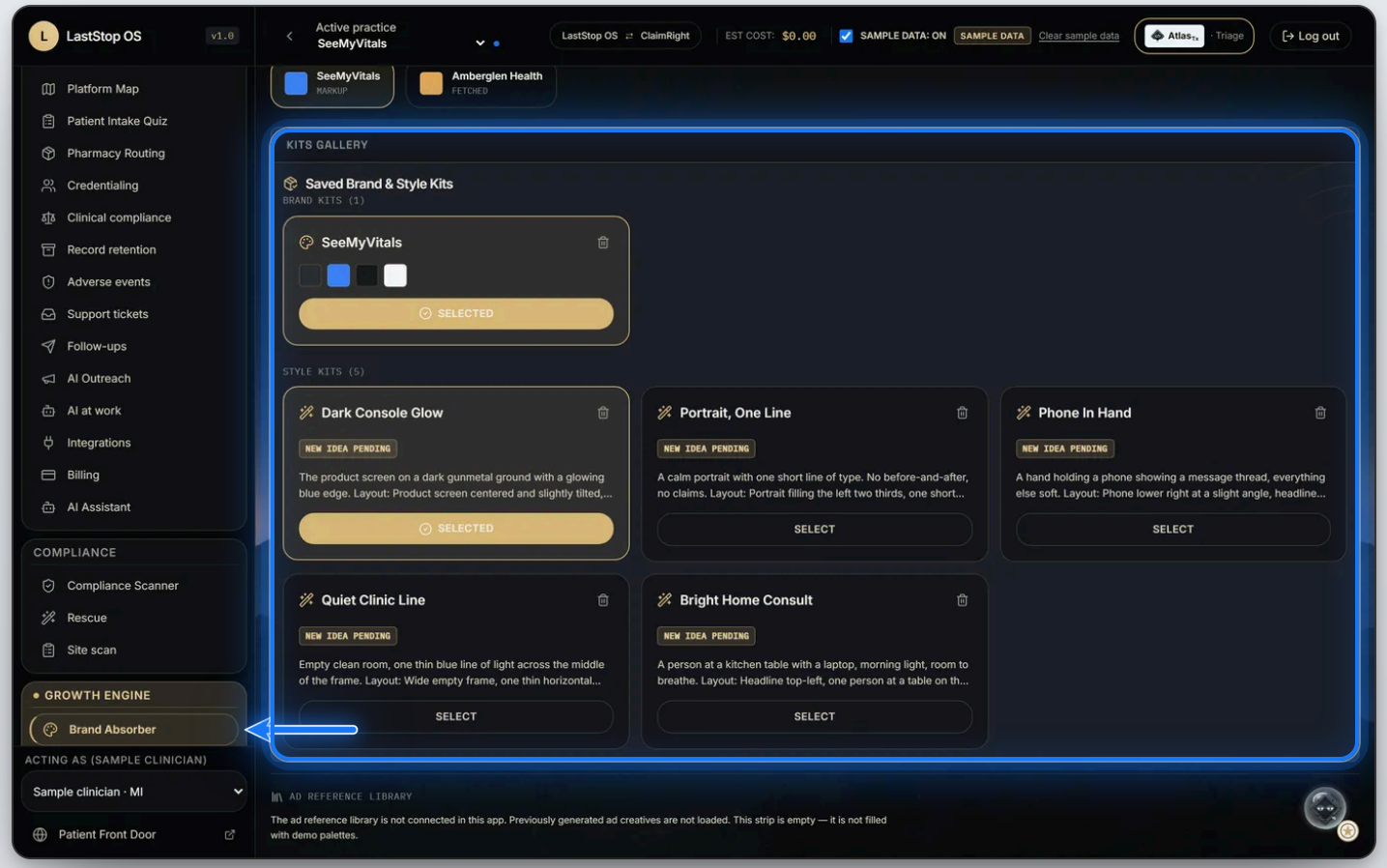
BRAND DESIGNER −0.5 FTE $2,600/mo

→ Reads the live site · Palette, fonts, logo · You approve the kit

LIVE IN PRODUCT · ✦ AI vision + page read

- Reads a site's palette, fonts and logo into the brand kit. An HTML upload works too.
- Every ad, page and message after that draws from the kit.
- One of the platform's live functions: it runs in the product today, not only in the demo.
- A person reviews and edits the kit before it is used.

Paste your site's address. Get your brand kit: colors, fonts, logo.



26 GROWTH ENGINE

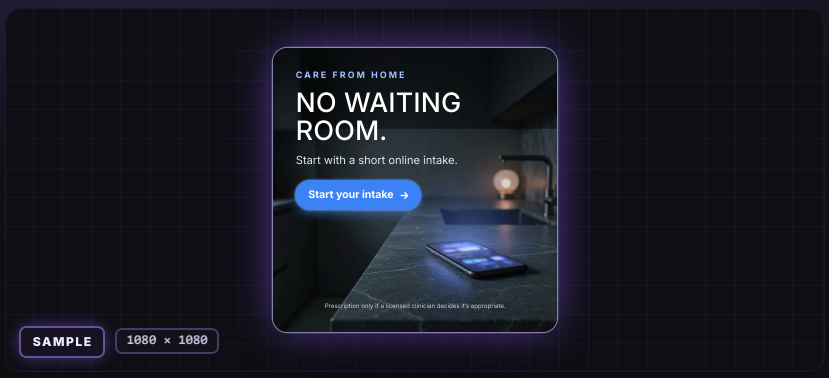
Style Absorber

→ Screenshot or page in | Style kit out | No logos, names or colors carried over

BUILT · LABELLED "NEW IDEA PENDING" IN THE PRODUCT | AI vision · style extraction | Identity-leak refusal

- Rebranded? New style? Want to test a look, or learn from one that's working for someone else?
- Upload a screenshot or give a page address. It extracts a style kit: layout, composition, type treatment, color treatment, photography, motion and copy approach.
- It never carries identity: no logos, company or product names, copy text or exact color values. A check refuses any kit that leaks a hex color code.
- If the page has no preview image, it fails honestly instead of guessing.
- The product labels it "New idea pending".

Borrow the look. Never the brand.



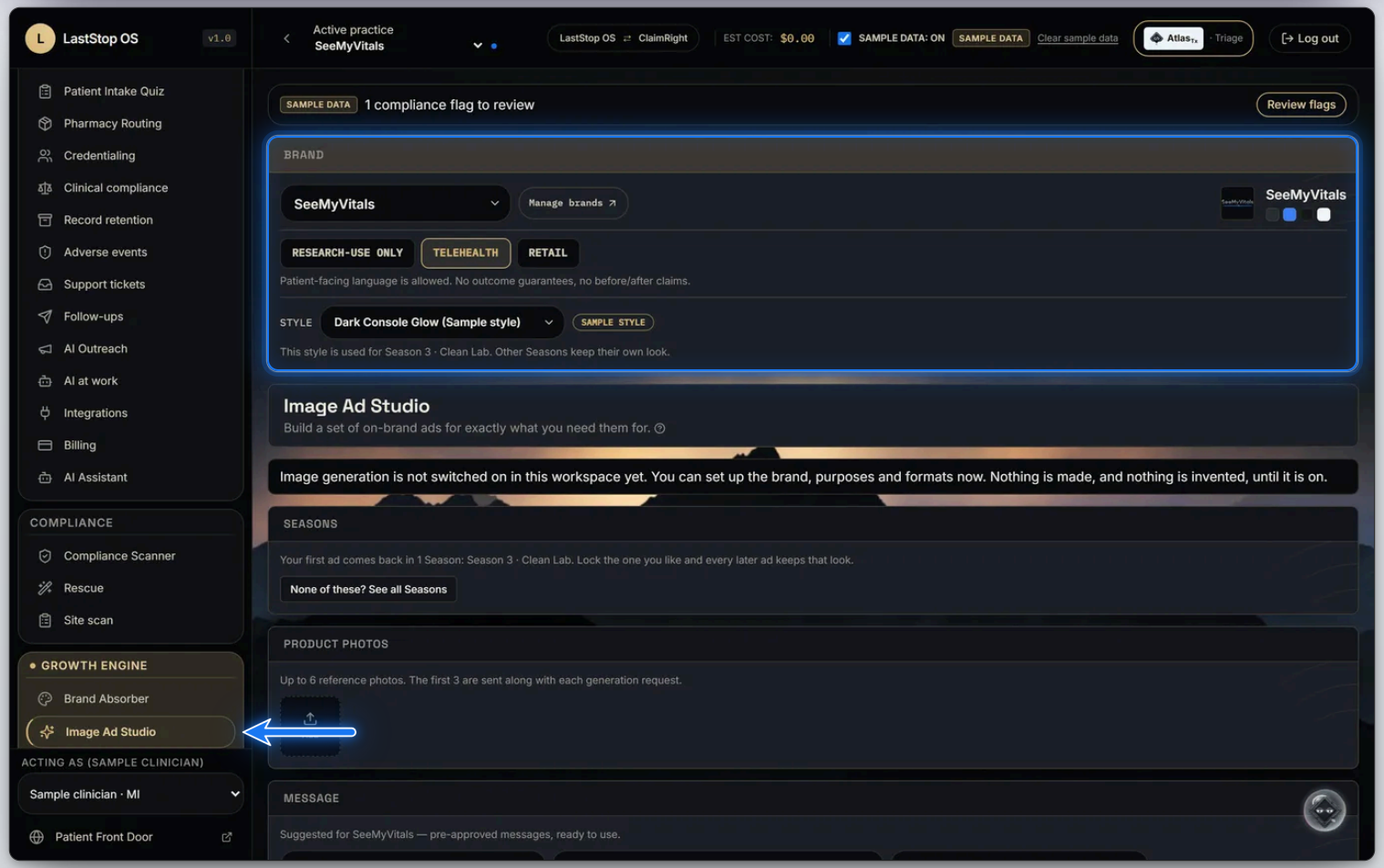
EVERY SIZE

One ad. Every size.

The same Season re-frames for each placement. The words, the button and the required line are set by code, so they stay exact at every size.

Feed 1:1	1080 × 1080
Feed 4:5	1080 × 1350
Stories and Reels 9:16	1080 × 1920
Display 16:9	1920 × 1080

Sample. The photo is the real Season 4 plate; the words are set live in this page. Four of the seven formats.



27 GROWTH ENGINE

Ad Studio, telehealth mode

AD DESIGNER −0.5 FTE $2,600/mo

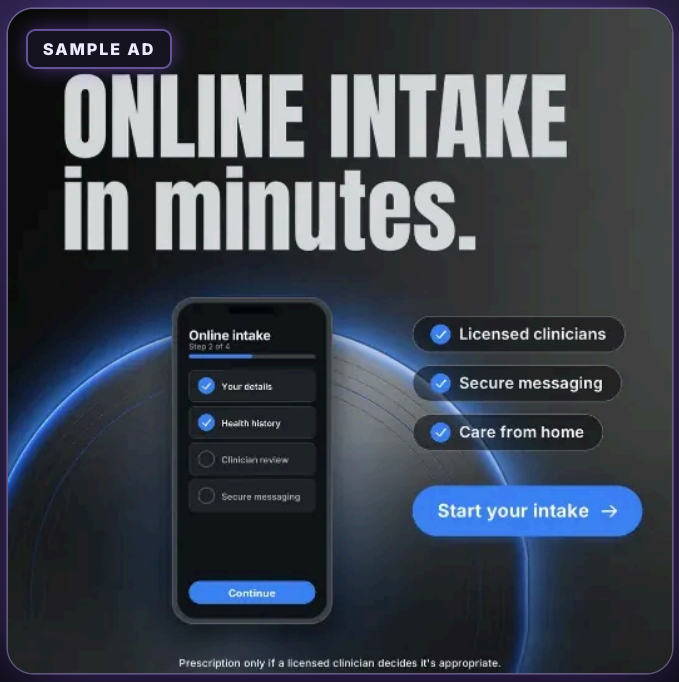
COPYWRITER −0.5 FTE $3,200/mo

→ 7 formats | Pre-approved messages | Code sets the required lines

BUILT · OFF IN THIS DEMO WORKSPACE | AI · image ad maker | Pre-approved messages

- Telehealth mode allows patient-facing language. Outcome guarantees and before-and-after claims are not allowed.
- Six pre-approved messages for SeeMyVitals, for example "A real clinician reviews every plan. AI drafts, a person decides."
- Formats: feed 1:1, feed 4:5, Stories and Reels 9:16, display 16:9, email header, web hero, product card.
- Logo, call to action and required lines are always set by code.
- In this demo workspace the page says plainly that image generation is not switched on. It is on in other LastStop workspaces.

Ads built only from messages you've pre-approved, in every size you run.



SEASONS

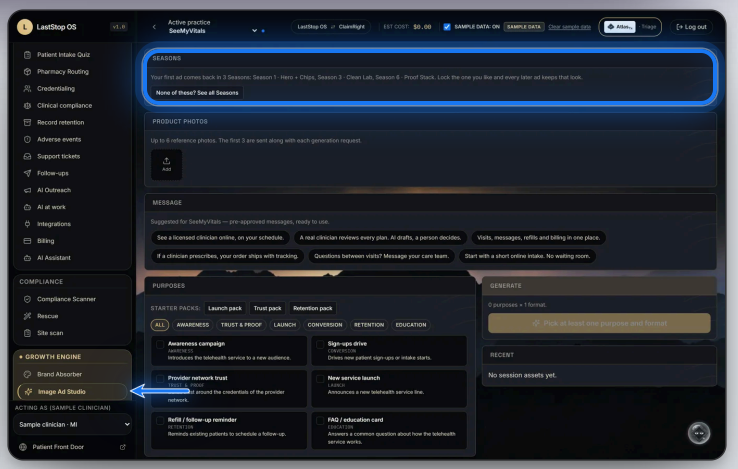
One brand. Eight Seasons.

A Season is a saved ad style. **Pick one or two Seasons; every later ad follows them.**

1	**Hero + Chips** Type drawn into the image	2	**Gold Card** Type drawn into the image
3	**Clean Lab** Type set over the photo	4	**Editorial** Type set over the photo
5	**Sculpted Type** Type drawn into the image	6	**Proof Stack** Photo plus a layer
7	**Clean Plate** Type set over the photo	8	**Headline in Photo** Type drawn into the image

Season 1 · Hero + Chips
One sample ad per Season, for the sample brand. Labelled SAMPLE; none has run.





28 GROWTH ENGINE

Seasons

→ Lock 1 or 2 Seasons | Every ad traceable to its recipe | Misspelled ads never ship

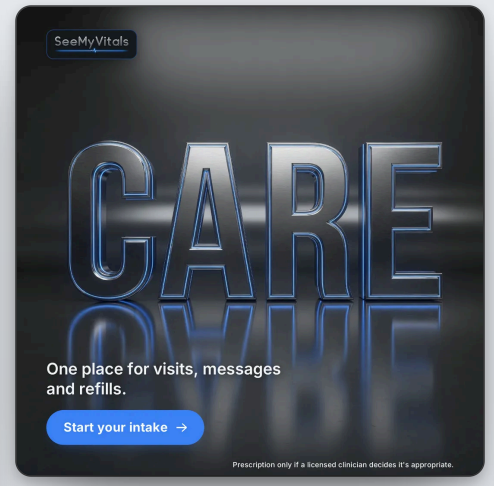
PREVIEW BUILD | ✦ AI image + code layout | Text read-back

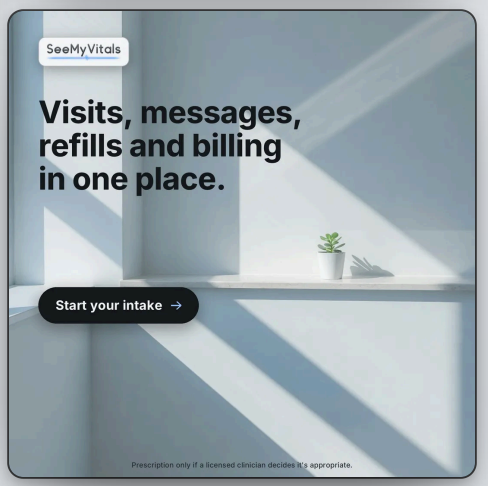
- A Season is a saved, versioned ad recipe. Nine are active in the gallery.
- The first ad arrives in three Seasons. "None of these?" opens the gallery of finished samples, each labelled SAMPLE.
- Lock one or two Seasons as the house look; later ads rotate between them. "Surprise me" is still there.
- Every ad records the Season and version it came from, so a good ad can be traced and made again.
- When the image model draws a headline, a text reader checks it: one retry on a mismatch, then set type. A misspelled ad is never shown as finished.

Pick a house look once. Every ad after that stays on it.

Draft rules · need clinician and counsel sign-off







29 GROWTH ENGINE

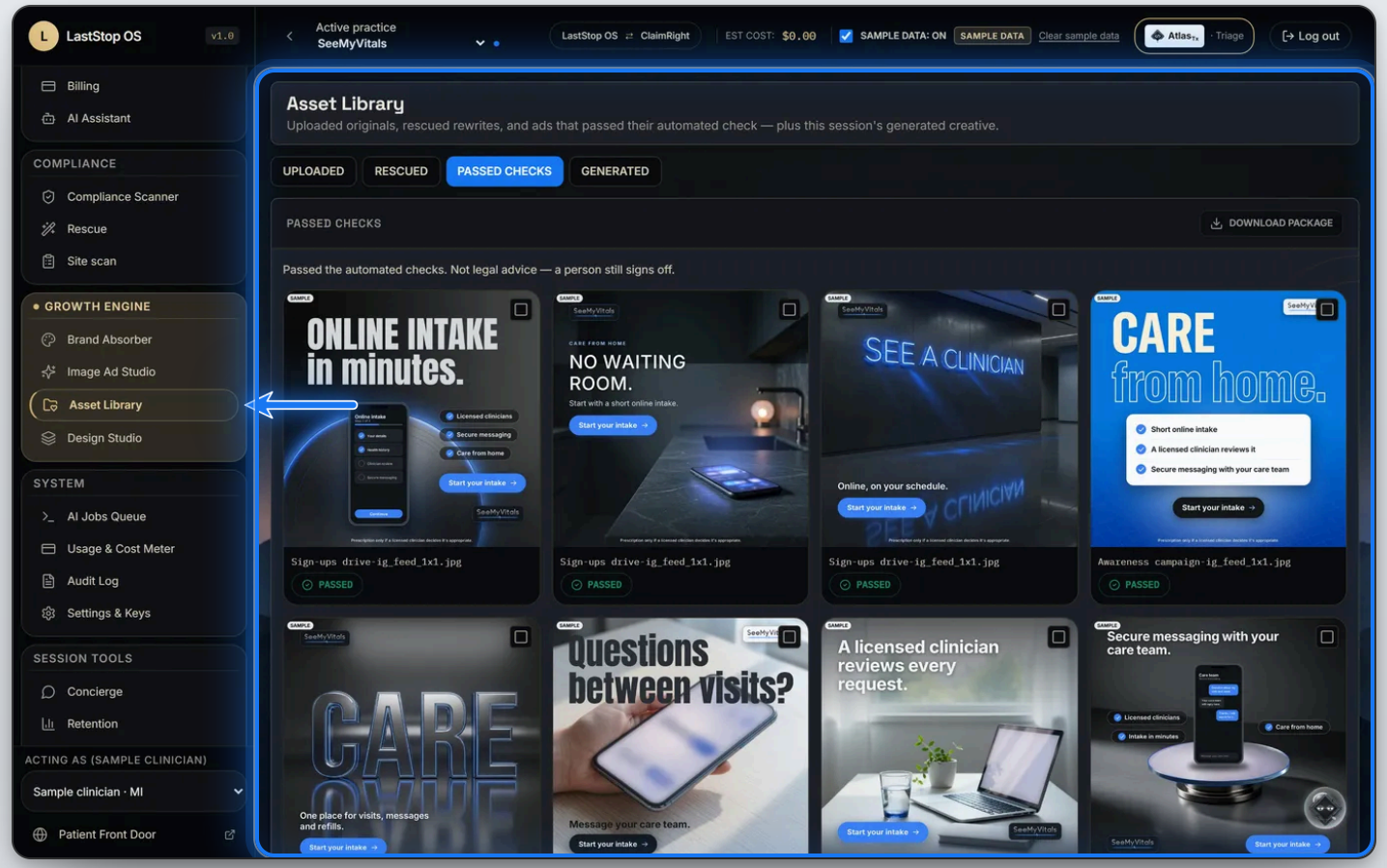
What the Seasons look like

→ Sample ads, labelled SAMPLE | Made outside this demo workspace | Words and required lines set by code

SAMPLE CREATIVE | ✦ AI image + code layout | Text read-back

- Sample ads made outside this demo workspace: pictures from an image model, words, logo and required lines set by code. Labelled SAMPLE in the app's Season gallery; none has run as an ad.
- One sample per Season, in the owner's order. Right: Season 5, Sculpted Type, and Season 7, Clean Plate.
- Every word the image model drew was read back letter by letter. The phone screens in Seasons 1 and 6 are drawn by code, not screenshots of the app.
- No outcome, weight-loss or “guaranteed” claims, no drug names, no before-and-after bodies. The prescription line is on every ad, and every copy set passes the app's own telehealth copy check.

Nine Season looks, one sample ad each. Made outside this demo workspace, labelled SAMPLE.



30 GROWTH ENGINE

Asset Library

→ Uploaded · rescued · passed

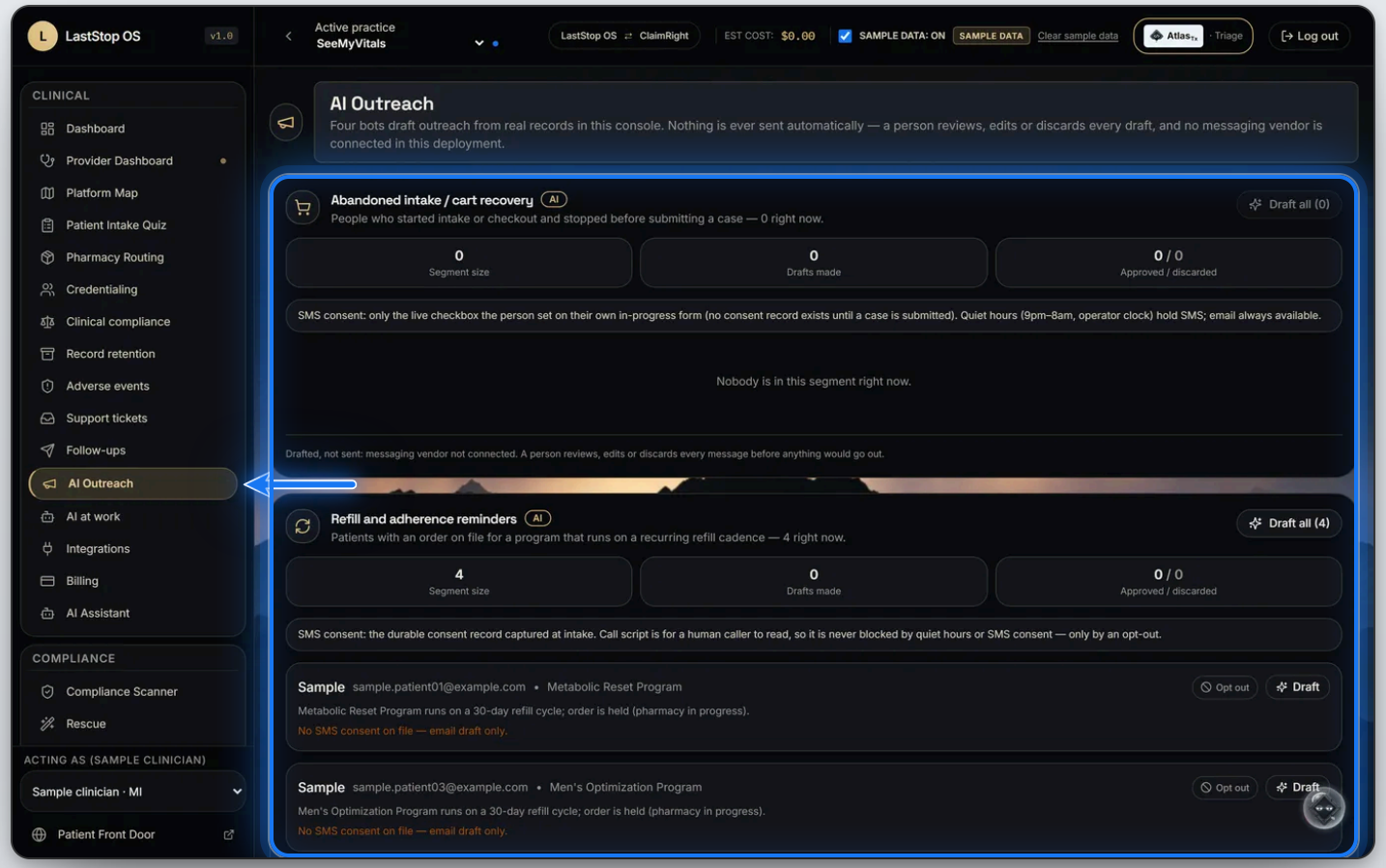
Download as one package

Status on every ad

LIVE IN DEMO · BROWSER SESSION ONLY

- Three shelves: uploads, ads rescued by a compliant rewrite, and ads that passed.
- Each ad keeps its status and its compliance verdict.
- Download a set as one package, ready to hand to an agency or load into an ad account.
- Today the library lives in this browser session. A server-side library is not built yet.

Every ad that passed or was rescued, on one shelf, ready to download.



31 GROWTH ENGINE

Outreach bots 1 · Abandoned intake and new leads

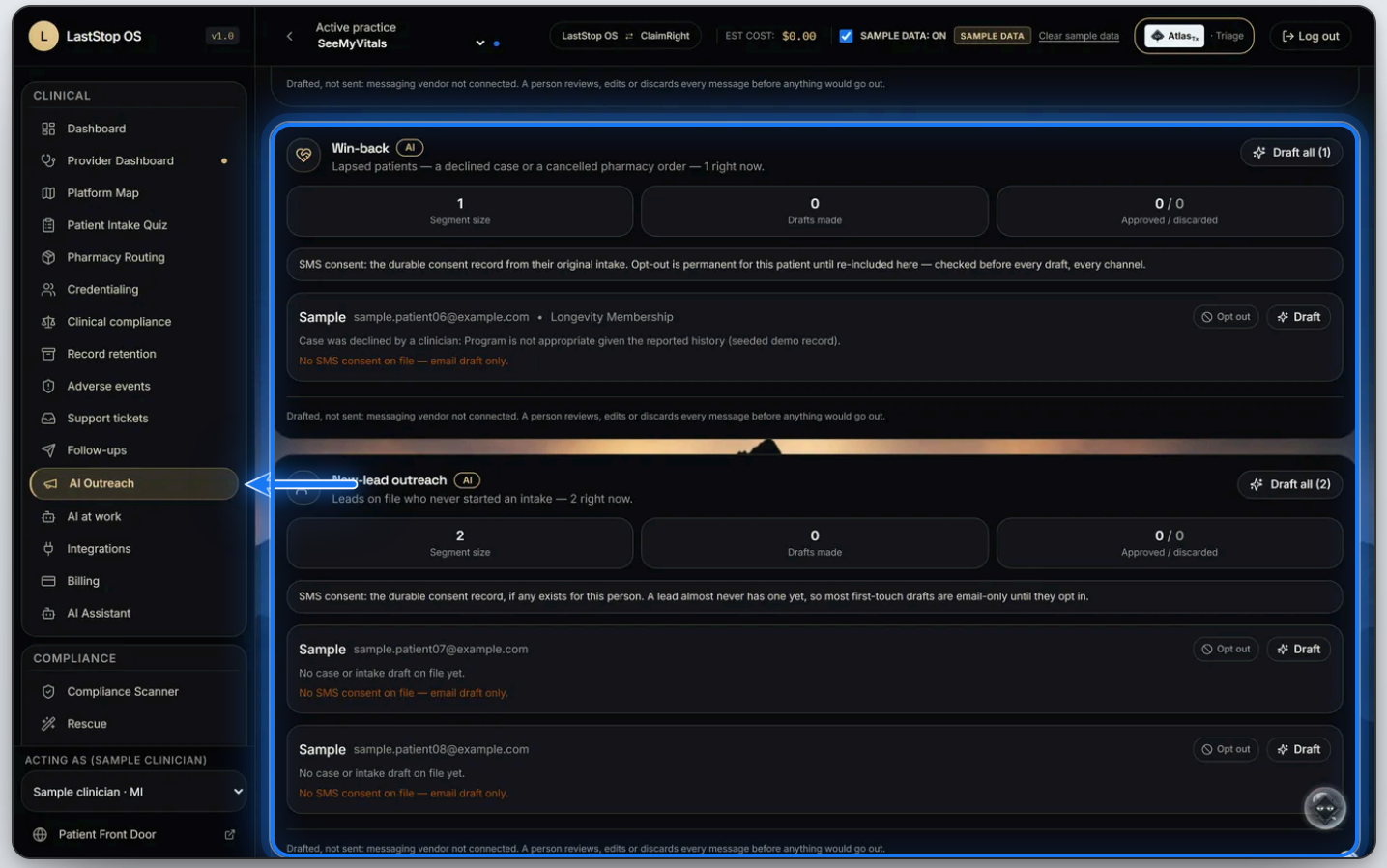
LIFECYCLE MKTG
−0.5 FTE
$3,300/mo

→ Abandoned intake | New leads | Drafts only

SAMPLE DATA | LIVE IN DEMO · DRAFTS | ✦ AI · cart recovery bot | ✦ AI · new-lead bot

- The abandoned-intake bot drafts a text and an email for people who started intake or checkout and stopped.
- The new-lead bot drafts first-touch messages for leads who never started intake.
- Texts need a consent record. Quiet hours (9 pm to 8 am) hold texts. Every row has an opt-out.
- No messaging provider is connected, so nothing is sent.

People who stopped halfway get a drafted nudge, within their consent.



32 GROWTH ENGINE

Outreach bots 2 · Refills and win-back

Refill and adherence | **Win-back** | **A person sends**

SAMPLE DATA | **LIVE IN DEMO · DRAFTS** | ✦ AI · refill and adherence bot | ✦ AI · win-back bot

- The refill and adherence bot drafts a text plus a short call script for a human caller when a refill or dose check is due. Four sample patients sit in the refill segment.
- The win-back bot drafts messages for lapsed or cancelled patients and respects opt-outs.
- A person reviews, edits or discards every draft.
- Sending needs an SMS and email provider and carrier registration (10DLC).

A refill due or a patient gone quiet: the draft and a call script are waiting.

SAMPLE data: every screen runs on labelled sample records from a local demo build.

Demo connection — agreement pending: Charm Health, Beluga Health and Hallandale Pharmacy are shown connected in the demo only. Nothing is sent to them. The payment processor is not yet named or contracted.

No patients, orders, revenue or certifications are claimed. LastStop never prescribes or dispenses.

FTE figures are estimates at BLS May 2025 median wages for a practice that has not launched.

SeeMyVitals wordmark and palette are a placeholder brand made for this demo, not the final brand.