PB

PUBLISHING · EDUCATION

The PROpeptides Playbook

A sports-medicine clinic playbook on peptides, written in a straight-talk coach voice.

In writing

OVERVIEW

What we do

A practical book from the PROpeptides and PRO Sports Medicine team covering every peptide and blend in the catalog with short, fixed templates, plus expanded sections on stacks, goal-specific use, supporting compounds and labs.

PROBLEM

The problem

- Most peptide books are either sales pieces or dense and hard to apply.
- Readers want the science, reasoning and practical use explained plainly.

SOLUTION

Our solution

- Short templates per peptide and blend, plus Real Talk boxes.
- Focus on science, reasoning for use and routes of administration.
- Written from a working sports-medicine clinic's point of view.

PRODUCT

The product

- Peptide and blend chapters.
- Stacks and goal-specific sections.
- Supporting compounds and lab guidance.

MARKET

Who it serves

Athletes, active adults, wellness clinicians and peptide customers.

BUSINESS MODEL

How it makes money

- Book sales (print and digital).
- Top-of-funnel education for PROpeptides and PRO Sports Medicine.

TRACTION

Where we are today

- Manuscript in progress.

GO-TO-MARKET

How we grow

- PROpeptides and clinic audiences.

TEAM

Who is building it

Phil Veatch, MS

Founder, CEO & Managing Member, PRO Ventures. Healthcare entrepreneur and founder of PRO Sports Medicine, PROpeptides, PRO Therapeutics and Reminder Pass. A physician assistant by training, he builds the clinical, product and technology side of every venture.

THE ASK

Partner with us

Seeking publishing and distribution partners.

USE OF FUNDS

- Editing and design
- Publishing and launch

CONTACT

Let's talk.

PRO Ventures LLC · Tempe, Arizona

Reach us through the contact form at the PRO Ventures site.

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