



# FROM STARTUP TO \$100M IN 12 MONTHS

Exigo Made It Possible



Make Wellness entered the direct selling industry expecting to build the business quickly. The leadership team had experience, the product had demand, and the market opportunity was there. Strong growth was part of the plan, but the pace of it surprised everyone.

In less than twelve months, Make Wellness surpassed \$100 million in revenue, becoming one of the fastest growing companies in the industry.

What most did not see was that the initial platform choice could not support the pace of growth the company was generating.

## AT A GLANCE

- \$0 to \$100M+ in under 12 months
- Full enterprise platform migration completed in 3.5 weeks
- Stabilized live hypergrowth without disrupting field operations
- Achieved real-time commission accuracy and executive visibility at scale



## THE BREAKING POINT

Within the first month of launch, demand surged, order volume accelerated, and the field expanded rapidly, increasing operational complexity almost overnight. The platform they launched on quickly became a constraint, as it couldn't scale with the level of growth already underway.

Recognizing that the business was outpacing its infrastructure, the leadership team made the decision to transition to a platform capable of sustaining the momentum in real time.

***"When it became clear our initial system was not going to support the business we were building, we knew we had to act quickly. We were not looking for another short term solution. We needed a proven platform with a track record of supporting enterprise growth in direct selling. That is when we reached out to Exigo."***

Tyler Whitehead, COO and Co-founder, **Make Wellness**

## RUN

### Stabilizing a Business in Motion

The migration decision was made while the company was fully operational. Orders were being placed quickly, commissions needed to be calculated, and the field was actively growing. There was no window to pause and reset the system.

In direct selling, a transition of that size usually stretches across several months. Compensation plans must be rebuilt, genealogy data preserved, payment systems



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reconnected, and reporting reworked, all without disrupting the field.

Make Wellness completed the move to Exigo in three and a half weeks and kept the business running throughout. From the field's perspective, orders continued to process and commissions remained on schedule while the underlying infrastructure was completely replaced.

*“We knew they were a company we could help, and we committed to doing everything necessary to make that happen. Make Wellness trusted us to lead the implementation in a way we knew would work within the timeframe required to stabilize the business. We presented a clear plan and moved immediately. Migrating and launching a live hypergrowth company within one month is something I have never seen achieved in this industry. It is a testament to our team and the scalable foundation of the Exigo platform.”*

Beau Coplin, President, **Exigo**

## KNOW

### Building Operational Clarity at Scale

As growth accelerated, visibility became essential to running the business. Leadership needed to see what was happening across orders, enrollments, and commissions without waiting on manual reconciliation.

At that level, data is not a report you review after the fact. It is part of how the company operates day to day.

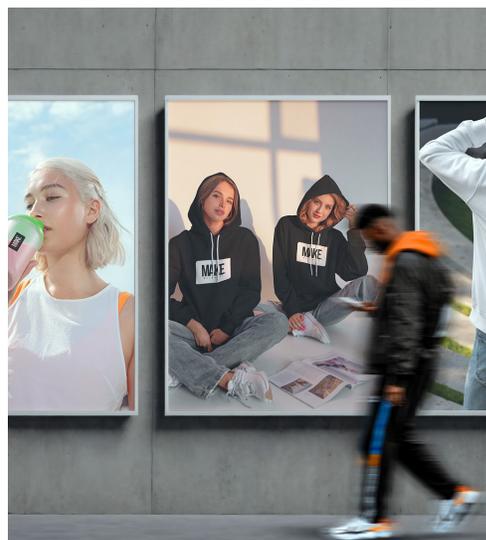
### Make Wellness required a system capable of delivering:

- Accurate, real-time commission calculations across expanding structures
- Transparent reporting for field leaders and top earners
- Executive dashboards reflecting live transaction and enrollment activity
- Reliable performance data to support forecasting and planning

In hypergrowth environments, small inconsistencies compound quickly. Delayed commission visibility or reporting discrepancies create noise in the field and leadership starts questioning the numbers.

Following the migration, reporting stabilized as the business continued to expand. Commission calculations ran accurately at scale, dashboards reflected live activity, and performance metrics remained aligned with actual transaction data. Escalations decreased, reconciliation work dropped, and leadership had metrics that kept pace with increasing complexity.

The platform stopped being something they had to manage around and became something they could rely on with faster decision-making and confident forecasting.



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## GROW

### Scaling Without Rebuilding

Growth continued after the migration, with transaction volume remaining elevated. Compensation structures evolved, and reporting demands increased as the organization continues to expand. The platform scaled alongside the business without requiring rework or introducing and new complexity to the field.

With the core platform no longer demanding attention, the leadership team stayed focused on building the company rather than revisiting technology decisions.



*“We can’t overemphasize the value and strategic nature of our partnership with Exigo. There’s no way Make Wellness would be where we are today without them. We’re able to scale with confidence knowing we have a rock solid platform running the daily operations of our business.”*

Tyler Whitehead, COO and Co-founder, **Make Wellness**



## A FOUNDATION FOR WHAT COMES NEXT

### Building Operational Clarity at Scale

The story of Make Wellness is not simply about rapid growth. It underscores the importance of making the right technology decisions early and choosing a partner that can scale with the business.

As companies expand, expectations rise, regulatory demands evolve, field pressure increases, and operational complexity follows. Sustaining that momentum requires a platform that can adapt and scale as the organization grows, without requiring the business to rebuild its foundation along the way.



*“Choosing the right platform early shapes what a company can become. We help businesses run with confidence, see the numbers clearly, and grow without rebuilding. We will keep investing in the platform so it stays ahead of what the market demands, and Make Wellness is a good example of what happens when the technology stops being the limit.”*

Gary Fitzgerald, Chief Executive Officer, **Exigo**



## ABOUT EXIGO:

Exigo is the leading enterprise platform for the direct selling industry, empowering companies to Run, Know, and Grow their businesses on a single, unified ecosystem. For over 25 years, Exigo has provided the technology backbone for the world’s most complex organizations, supporting millions of distributors and processing billions in commissions across more than 120 countries. By integrating commissions, back office, e-commerce, and advanced analytics into one platform, Exigo eliminates the complexity of disconnected systems, allowing brands to scale globally with confidence.



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