

## Acquisition Brief — ImmunityCapital.com (EN)



### Proposed asset

- **Domain name:** ImmunityCapital.com (.com, exact-match)
- **Nature:** descriptive digital asset designed as a neutral banner for the concept of “**immunity capital**” – the way in which immunity (to infectious diseases, via vaccination or past infection) becomes a form of social, economic and political capital, unequally distributed and shaping access to jobs, mobility, income, healthcare and social protection. [Wikipédie+1](#)

### Not included:

- No medical services, no diagnosis, no treatment, no telemedicine.
- No health data collection, no patient records, no clinical platform.
- No advisory services (actuarial, reinsurance, public health, impact investing).
- No rating engine, scoring algorithm or triage tool for individuals.

### Contacts (suggested)

- **Website:** <https://www.immunitycapital.com>
- **Email:** contact@immunitycapital.com
- **LinkedIn:** <https://www.linkedin.com/company/immunitycapital>

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### 1. Purpose of this note

This document is a **conceptual acquisition brief** aimed at Boards, Executive Committees, public health leaders, Chief Risk / Chief Medical / Chief Sustainability Officers and impact investors. It is intended to:

- outline the notion of *immunity capital*;
- position ImmunityCapital.com within 2025–2035 debates on health inequality, pandemics, resilience and insurance;
- illustrate potential use cases for public, private or philanthropic actors;
- clarify the neutrality, compliance and responsibility framework attached to the domain.

This document does **not** provide medical, legal, financial or tax advice.

It is **not** a regulated marketing communication for insurance or investment products.

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## **2. What ImmunityCapital.com is / is not**

### **2.1 Origin and definition of the concept**

The idea of *immunity as capital* draws on the work of **historian Kathryn Olivarius**, who has shown how, in antebellum New Orleans, immunity to yellow fever functioned as a form of social and economic capital: those considered “acclimated” gained privileged access to jobs, credit and marriage, while others remained exposed and marginalised.  
[ResearchGate+2OUP Academic+2](#)

More recent authors have extended this insight to contemporary pandemics, using the notion of “**immunocapitalism**” to describe how immunity or vaccination status can be leveraged, intentionally or not, in ways that reinforce pre-existing inequalities across individuals, occupations, regions and countries. [Wikipédie+1](#)

In this perspective, **ImmunityCapital.com** is a descriptive .com domain that points to:

- the transformation of immunity into a form of capital (social, economic, political);
- **inequalities in access** to vaccines, treatments, diagnostics and protection (Global North vs South, rich vs poor, formal vs informal workers);  
[SpringerLink+3SpringerLink+3UNDP+3](#)
- public policy choices (health passes, prioritisation of vaccines, essential workers, mobility regimes); [PMC+2PMC+2](#)
- the way insurers, reinsurers and investors think about pandemic risk, health at work, protection gaps and new coverage models. [unepfi.org+3scor.com+3Swiss Re+3](#)

The domain can serve as a neutral banner for:

- an **Immunity Capital Observatory** tracking immunity inequalities and protection gaps;

- an **Immunity Capital Index** rating countries, regions or populations;
- research programmes on links between immunity, work, income and discrimination;
- impact investing vehicles dedicated to global health equity.

## **2.2 What ImmunityCapital.com is not**

ImmunityCapital.com is **not**:

- a healthcare provider, hospital, clinic network or telemedicine platform;
- a triage or scoring system for individuals in HR, banking or insurance;
- an automated decision-making tool for hiring, insurance, credit or migration;
- a label, certification or recommendation on health products or policies;
- an official standard of any international organisation or regulator.

The seller:

- does not collect or process health data;
- does not run epidemiological surveillance or case reporting;
- does not advise on vaccination, containment or testing strategies;
- does not provide regulated insurance, reinsurance or investment services.

The acquirer remains solely responsible for:

- all use cases, content, services, scores or indices deployed under ImmunityCapital.com;
- compliance with applicable frameworks (data protection, healthcare, non-discrimination, insurance, financial regulation);
- adherence to standards such as **GDPR**, and where relevant **HIPAA** or equivalent health data regulations. [UNDP+1](#)

## **3. Target audience for ImmunityCapital.com**

### **Public institutions**

- Ministries of Health, Labour, Social Affairs, Finance, Civil Service.
- Public health agencies, pandemic preparedness and response authorities. [PMC+1](#)
- Social security institutions and national health insurance funds.

- Cities and regions implementing **health equity** and urban resilience strategies. [BCG Global+1](#)

### **International organisations and philanthropy**

- Multilateral organisations (WHO, UN system, World Bank, regional development banks). [PMC+2](#)[SpringerLink+2](#)
- Global foundations and philanthropic initiatives in vaccines, primary care and health systems.
- Public–private partnerships on global health (e.g. vaccine alliances, technology transfer hubs). [BCG Global+1](#)

### **Insurance, reinsurance, finance and employers**

- Life & health insurers, group health and employee benefits providers. [Swiss Re+3](#)[unepfi.org+3](#)[sg-reinsurers.org.sg+3](#)
- Reinsurers and (re)insurance pools working on pandemic and catastrophe risk. [Swiss Re+1](#)
- Impact investors and ESG-focused asset owners targeting health equity and protection gaps.
- Large employers and global companies (occupational health, prevention, inclusion, mobility).

## **4. Why ImmunityCapital.com matters (2025–2035)**

### **4.1 From epidemic history to pandemic governance**

Historical work on yellow fever in New Orleans shows how immunity could become a precondition for full participation in economic and social life. [ResearchGate+1](#)

The **COVID-19** pandemic has made similar dynamics visible worldwide:

- stark inequalities in access to vaccines, treatments and diagnostics across income groups and countries; [SpringerLink+3](#)[SpringerLink+3](#)[UNDP+3](#)
- controversies around health passes, essential workers and differentiated risk tolerances; [OMC+1](#)
- corporate and governmental strategies to restart economies based, implicitly or explicitly, on immunity status.

The concept of **immunity capital** provides a way to analyse these patterns without endorsing them, by making explicit how health can function as capital in stratified societies. [Wikipédie+1](#)

#### 4.2 Health inequality, human rights and global justice

Multiple studies stress that unequal access to COVID-19 vaccines and health products not only increases mortality and morbidity but also prolongs the pandemic's social and economic costs. [UNDP+3PMC+3SpringerLink+3](#)

For public health and human rights communities, immunity capital is relevant to:

- identifying groups and territories with **low immunity capital** (unvaccinated, under-served, unprotected);
- understanding how health systems, labour markets and insurance arrangements reproduce or reduce these inequalities; [unepfi.org+1](#)
- designing policies and financial instruments aimed at closing **protection gaps** and improving health equity. [Swiss Re+2sg-reinsurers.org.sg+2](#)

#### 4.3 Implications for insurers, reinsurers and investors

Pandemic risk has long been on insurers' radar, but COVID-19 revealed blind spots regarding the breadth of impacts and the complexity of systemic interactions (health, economy, supply chains, social cohesion). [scor.com+2Swiss Re+2](#)

For these actors, a banner like **ImmunityCapital.com** can:

- host **risk observatories** and scenario work on health inequality and protection gaps;
- anchor **dashboards and indexes** combining epidemiological, socio-economic and insurance data;
- support **impact investment** strategies focused on health systems strengthening and inclusive insurance. [unepfi.org+2BCG Global+2](#)

#### 4.4 Why an exact-match .com is relevant

- **Conceptual precision:** *Immunity Capital* is already present in academic and policy debates on pandemics and inequality. [Wikipédie+1](#)
- **Global readability:** the pairing of *immunity* and *capital* is immediately intelligible to an English-speaking policy and financial audience.
- **Board-level language:** the name speaks to CFOs, CROs, Chief Medical Officers, Chief Sustainability Officers, global health leads and impact investors.

- **Flexible, non-corporate identity:** the domain can front an observatory, lab, index or fund without being tied to a single corporate brand.
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## 5. Illustrative use cases

### 1. “Immunity Capital Observatory”

- A global or regional observatory mapping immunity capital and protection gaps;
- country / region / group dashboards on vaccination coverage, access to treatments, primary care capacity, social protection and insurance coverage.  
[SpringerLink+3](#)[SpringerLink+3](#)[UNDP+3](#)

### 2. “Immunity Capital Index”

- A composite index ranking countries, cities or regions according to immunity capital and health equity; [unepfi.org+1](#)
- potential users: international organisations, development banks, impact investors, insurers, cities and NGOs.

### 3. “Immunity Capital Lab” (research & policy programme)

- Multi-stakeholder lab (universities, think tanks, international organisations, insurers, cities);
- research on the intersections of immunity, work, precarity, race, gender and migration; [n+1+1](#)
- policy and product recommendations aimed at reducing protection gaps and advancing health equity.

### 4. “Immunity Capital Impact Fund”

- A banner for an impact investment fund dedicated to global health and equitable access to care;
- investments in primary care infrastructure, vaccine cold chains, digital health, inclusive insurance and community health workers. [unepfi.org+2](#)[BCG Global+2](#)

*(All examples are illustrative only and do not describe existing projects. They do not bind the seller.)*

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## **6. Related assets — “Immunity & Resilience Stack” (optional)**

Depending on the acquirer’s strategy, **ImmunityCapital.com** can be:

- used alone as a central banner for health inequality, equity and pandemic resilience;
- combined with other descriptive assets (for example SystemicImmunity.com, PlanetarySolvency.com, ClimateSolvency.com, NatureSolvency.com, etc.) to build a broader “health–systems–resilience” narrative.

Other assets are **not** included by default in any potential sale of ImmunityCapital.com. Any bundle discussion would require a separate agreement and specific due diligence.

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## **7. Legal, ethical and responsibility framework**

The seller transfers **only** the domain name **ImmunityCapital.com**.

- No medical, scientific, actuarial, legal, financial or tax advice is provided.
- No health data is collected or processed by the seller.
- No regulated insurance, reinsurance, asset management or investment service is offered.

The acquirer:

- designs and operates, under its own responsibility, any services, publications, indices, products or platforms linked to ImmunityCapital.com;
- should implement appropriate governance (e.g. scientific, ethics and patient advisory bodies, where relevant);
- is responsible for complying with all applicable laws and regulations (healthcare, data protection, non-discrimination, insurance, finance, labour, etc.).

This note:

- is not a prospectus or a public offering;
  - does not guarantee any health, social or financial outcome;
  - does not create any affiliation or endorsement by institutions mentioned as potential users of the concept.
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## **8. Typical acquisition process**

A simple acquisition process, adaptable to the acquirer's internal rules, may follow these steps:

### **1. Initial contact & confidentiality**

- initial contact via **contact@immunitycapital.com**;
- optional bilateral Non-Disclosure Agreement (NDA).

### **2. Conceptual & strategic discussions**

- clarification of intended uses (observatory, index, lab, impact fund, data platform);
- discussion of neutrality, governance, visibility needs and potential complementary assets.

### **3. Letter of intent / offer**

- scope (ImmunityCapital.com alone, or combined with other assets if available);
- proposed terms (conditions, timeline, confidentiality).

### **4. Escrow-based security**

- use of a recognised domain-name **escrow** service to secure payment and transfer;
- coordination with the acquirer's legal, IT, compliance and finance teams.

### **5. Domain transfer & technical transition**

- change of registrant with the registrar;
- optional support for DNS cut-over and hosting transition.

### **6. Communication (optional)**

- joint public announcement, if desired;
- or strict confidentiality, depending on the acquirer's strategy.

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## **9. Contact**

- **Email:** [contact@immunitycapital.com](mailto:contact@immunitycapital.com)
- **Website:** <https://www.immunitycapital.com>
- **LinkedIn:** <https://www.linkedin.com/company/immunitycapital>