

Combatting Lyme & tick-borne diseases (Lyme+)  
through community *storytelling* & education

*lyme*Lnk

to create a world that *cares* about Lyme+

A single tick bite. Bacterial infection. Systemic illness.  
**Life changed, *forever*.**

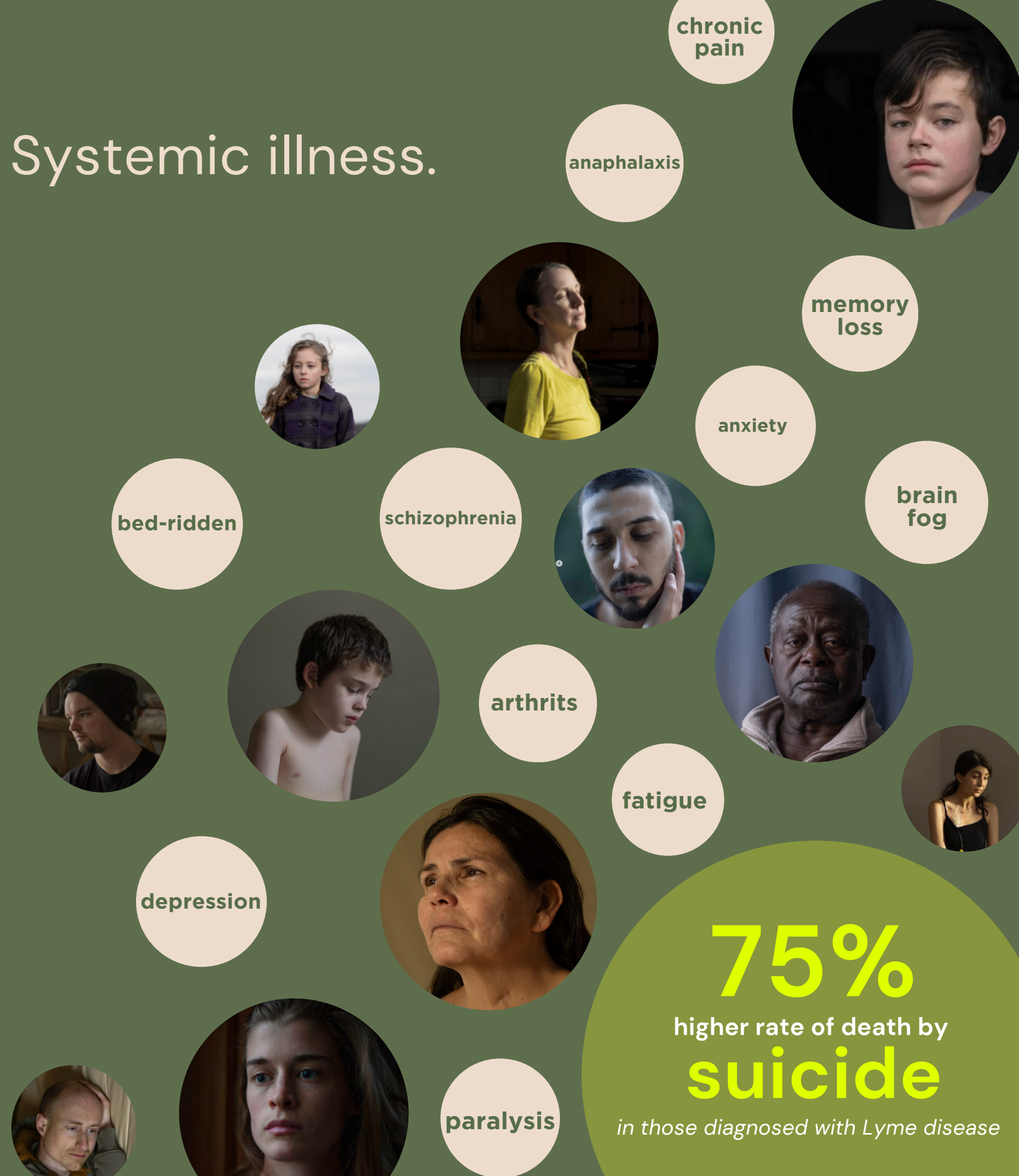


"I couldn't remember what I did in class, make it through the day without a nap, or walk without **pain**."

**We're telling stories so Lyme+ doesn't become part of yours."**

- Eva Scarano, Founder & Executive Director

*These are real people impacted by Lyme+*



**75%**

higher rate of death by

**suicide**

*in those diagnosed with Lyme disease*

# An unattended epidemic

**1B+** cases globally

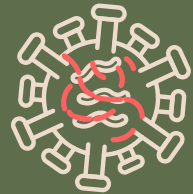
**500K+** new U.S. cases annually

**20%** of cases are chronic



NIH Research Budget per U.S. Patient  
for Vector-borne Diseases in 2022

# Why is it unattended?



## Complex Bacteria

*Borrelia Burgdorferi*



**65% Inaccurate**

*Diagnostic Test*



## Broken & Privatized

*Healthcare Market*



**No Insurance Coverage**

*for Chronic Lyme+ Cases*



## Often-invisible

*Illness with Varied Symptomology*



**1 in 5 Children Don't Recover**

*with Limited Treatment & No Cure*



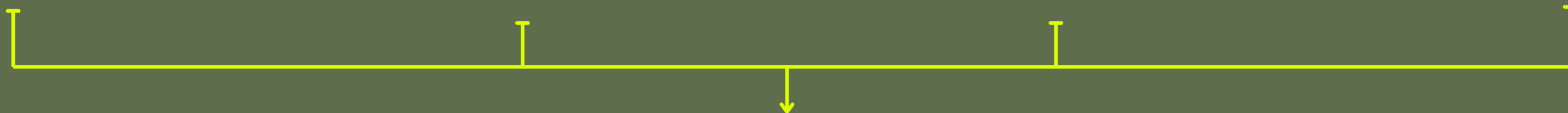
## Climate Crisis

*Increasing Temperatures & Deforestation*



**2x Tick-borne Illness**

*Annually*



## Misinformation & Stigma

*Limited understanding, support, & investment hinder medical progress*

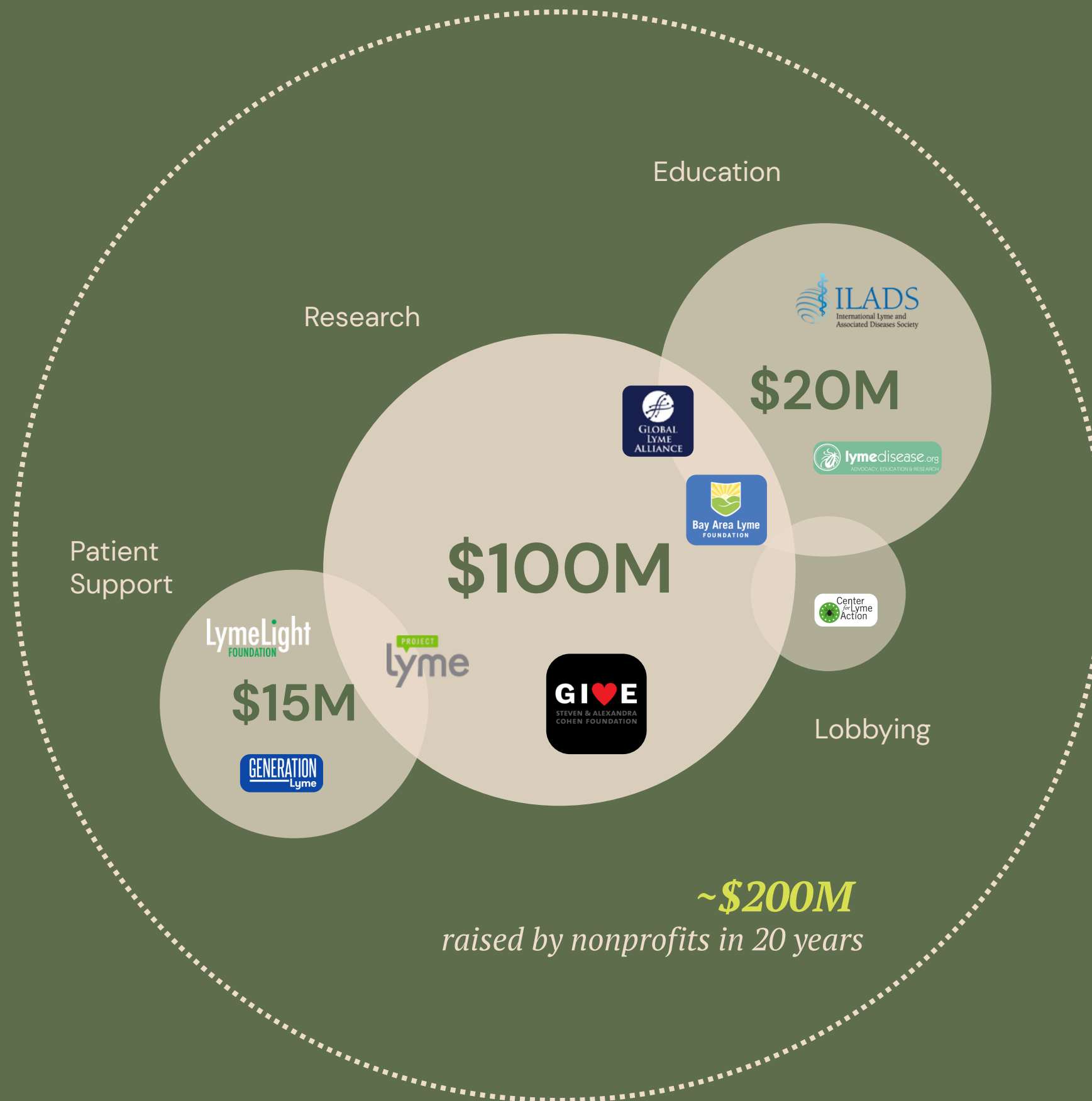
# *Why now?*



Smaller forest fragments have 3x higher tick density  
Increasing temperatures allow the tick's life cycle to speed up & survive longer seasons

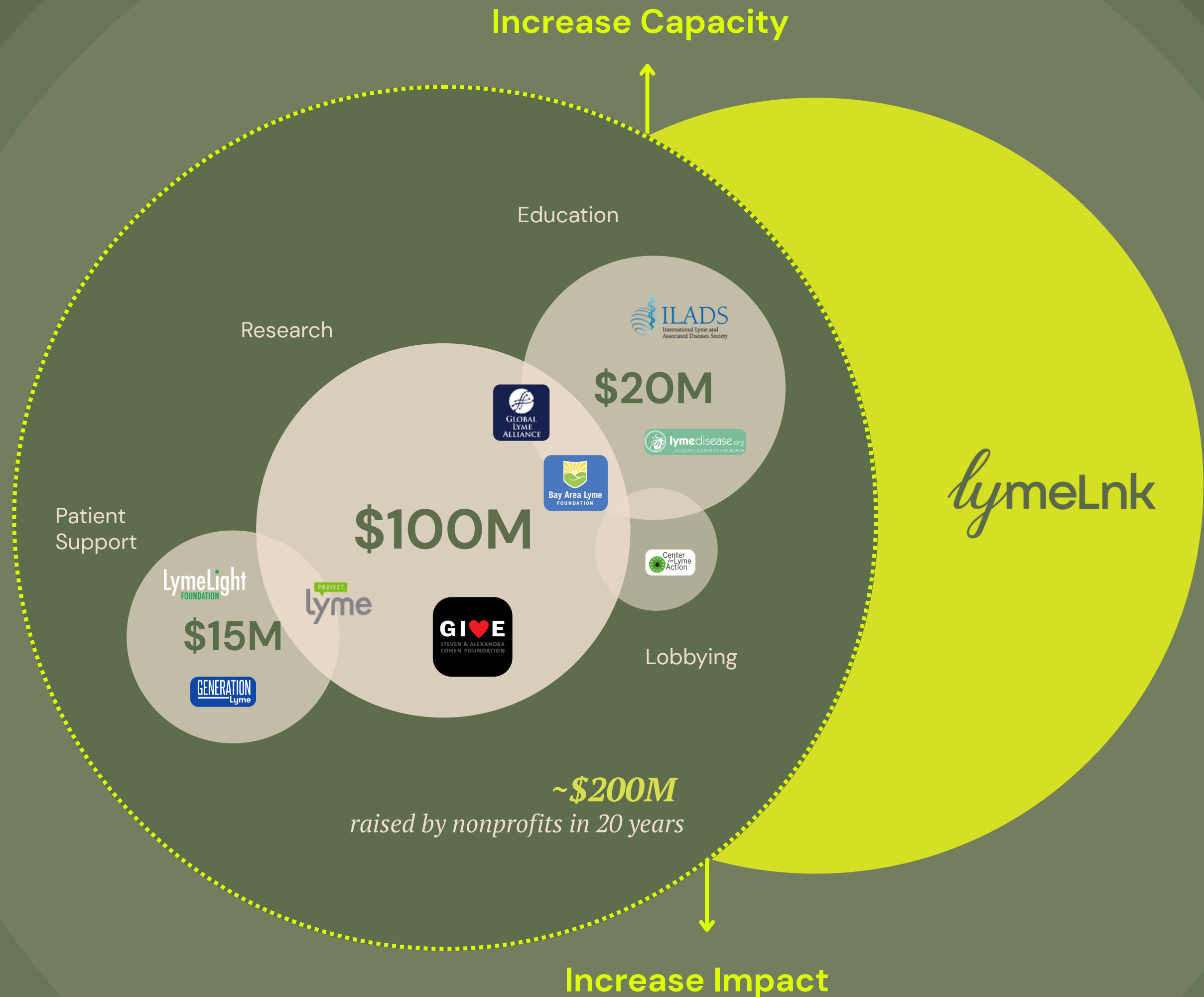
Sources: Climate Now, ScienceDaily, NIH  
Sources: CDC, NIH, Center for Lyme Action

# Lyme & tick-borne diseases Landscape





# Amplifying *voices* to educate



# Our Approach





# Program Examples

A world that *cares* about Lyme+



## \$20K Corporate Campaigns

Full scale ad & product campaign to enable outdoorsmen on tick prevention



## \$5K Community Programming

Co-designing with parent teacher associations for schools to teach tick prevention



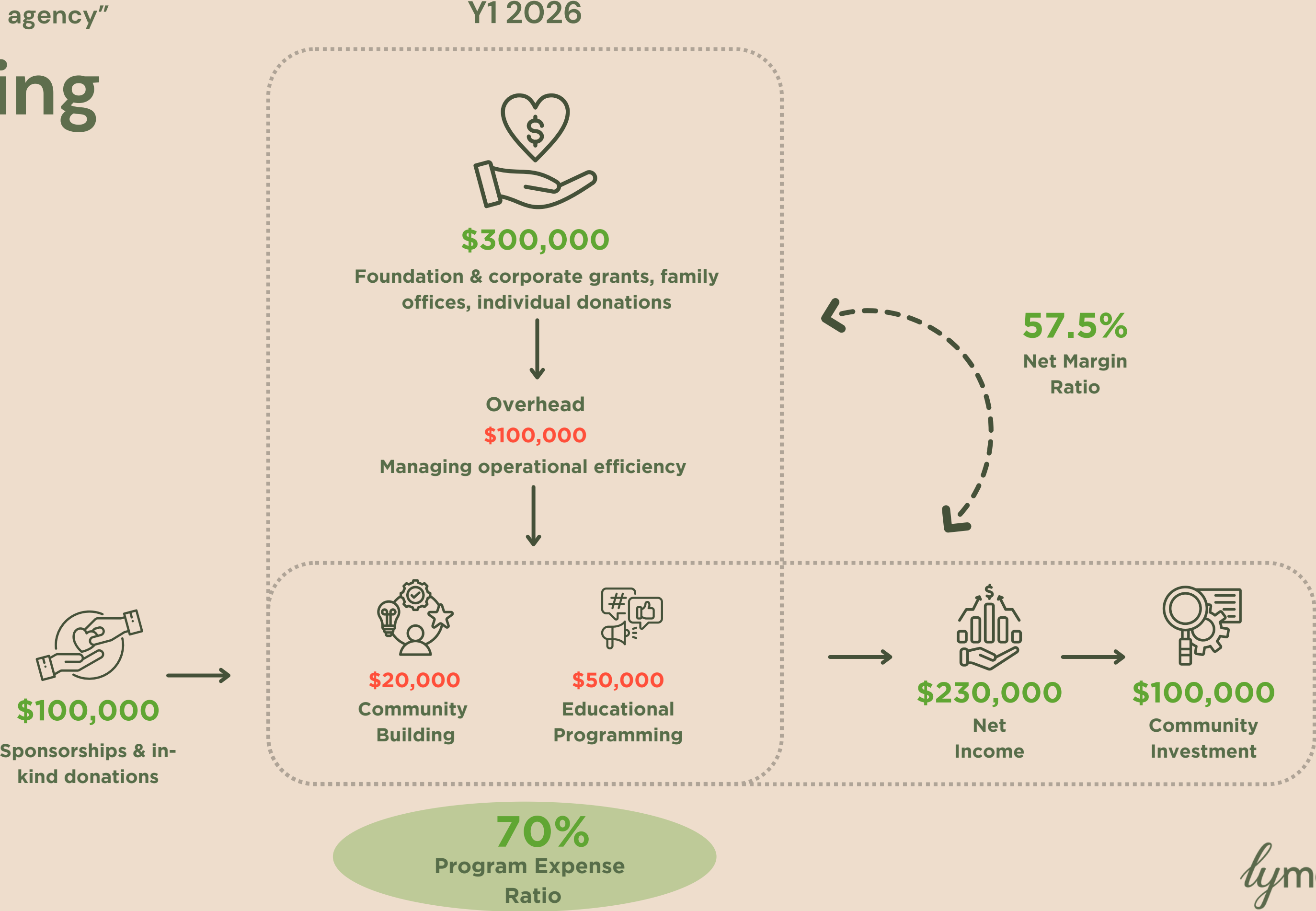
## Pro bono Community Partnership

Comms partner for petition campaign co-designing narrative with 13 organizations for *5k signatures* from all *50 states*.

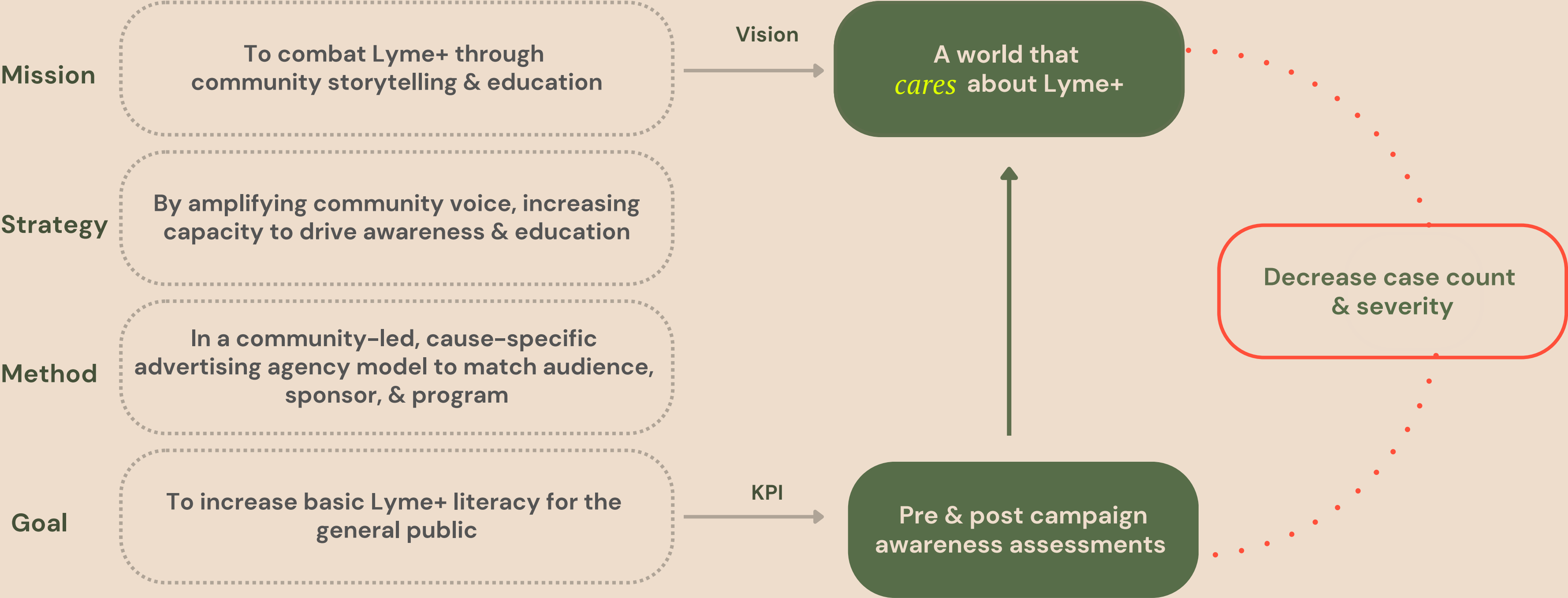


A community-led “ad agency”

# Operating Model



# Envisioning success



# *Our Team*



**Eva Scarano**

*Founder &  
Executive Director*



**Camila Bravo**

*Head of Marketing &  
Design*



**Dorothy Yen**

*Head of  
Finance*



**Juliana Klien**

*Head of  
Operations*

# The future, together

	Phase	Results	Investment	Annual Funds Raised	Literacy Increase
Year 0 2H25	Research community; prototype model & campaigns	Connect community; launch brand	\$75K	\$125K	5%
Year 1 FY26	Programmatize campaigns	Build ground swell of Lyme+ awareness	\$175K	\$400K	10%
Year 2 FY27	Scale operations	Increase Lyme+ literacy; national recognition	\$325K	\$625K	25%
Year 10	Vision actualization	Education decreases case count & severity	\$1M	\$1.5M	70%

The best time  
was yesterday,

the second  
best time is  
*now*

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