

NIKKI Lyme Support Program

A frequency-based wellness platform built from a family's fight to reclaim normal life.

Founder story

Our family learned Lyme is not just a diagnosis. It can become years of fatigue, brain fog, pain, isolation, and unanswered questions. NIKKI was created to make structured daily support feel accessible, personalized, and hopeful.

Investor framing: unmet need + scalable support model



Draft positioning. Replace this founder story with your exact family details before investor use. NIKKI program described as wellness support, not diagnosis, cure, treatment, or medical advice.

Lyme can create a multi-system health burden

The problem is bigger than a rash. Unaddressed symptoms can affect daily functioning, family stability, and work capacity.

Clinical reality

Untreated Lyme may progress from flu-like illness to neurologic, cardiac, and joint manifestations.

Patient reality

Even after care, many families seek supportive routines to manage energy, stress, and consistency.

Investor reality

There is space for credible, non-pharmaceutical support that is structured, compliant, and scalable.

Fatigue
& malaise

Brain fog
& mood

Nerve
& facial palsy

Joint pain
& arthritis

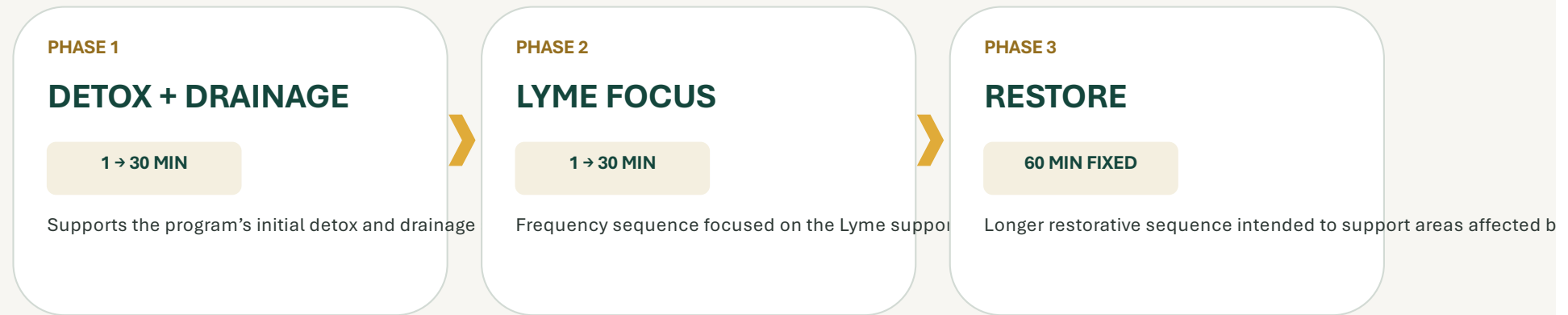
Heart rhythm
concerns

Sleep, stress
& life disruption

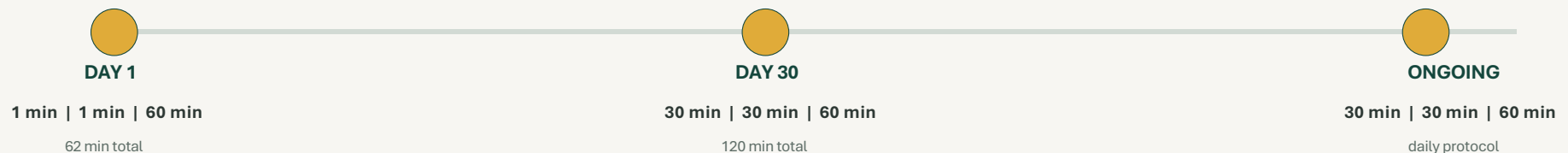
Sources: CDC Signs & Symptoms of Untreated Lyme Disease, CDC Lyme disease clinical overview. NIKKI should avoid disease treatment claims unless clinically validated.

NIKKI Lyme Program: one standardized protocol, staged over time

Every user follows the same 3-phase sequence. The first two phases ramp by one minute per day for 30 days; Phase 3 remains fixed at 60 minutes.



30-DAY RAMP The program builds exposure gradually, but the sequence itself does not change.



AFTER DAY 30 Continue the 30 / 30 / 60-minute program daily until symptoms are reported as resolved.

Investor takeaway: a fixed, repeatable protocol with a defined ramp-up and recurring daily engagement. User-reported symptom resolution is not a claim of cure.

Potential U.S. Lyme market burden

Upper-bound scenario using market estimates and high-end persistent-symptom assumptions.

620K+

Estimated new U.S. Lyme cases annually
Bay Area Lyme Foundation estimate

12.4M

Potential cumulative cases over 20 years
 $620K \times 20$; assumes unique cases and
constant annual incidence

10×

Historical estimate: diagnosed Lyme cases
were roughly 10× annual surveillance reports

Up to 6.2M

Maximum modeled persistent/chronic
population
 $50\% \text{ high-end rate} \times 12.4M \text{ cumulative cases}$

Investor thesis: an upper-bound model suggests 12.4M cumulative U.S. cases over 20 years and, at a 50% high-end persistent-symptom rate, a potential chronic population approaching 6.2M. This is a modeled ceiling, not measured prevalence.

Scenario model, not measured prevalence. Inputs: 620K+ annual cases (Bay Area Lyme Foundation); historical ~10× surveillance gap; persistent/chronic estimates up to 50% cited by LymeDisease.org. Assumes constant annual cases and unique patients.

REAL STORIES. REAL IMPACT.

Lyme customers describe meaningful changes in daily life after using the same NIKKI Lyme frequency program.

“The device has really changed my life.”

RITA

Living with Lyme for 6 months

Reported near-immediate improvement in longstanding stomach issues.

“I was feeling better. My sleep also improved.”

SUE

Living with Lyme for 30+ years

Reported that others noticed improvement within two weeks.

“She’s gotten her life back.”

LYME FAMILY STORY

11-year-old Lyme patient

Reported return to school-life activities, including tennis.

INVESTOR SIGNAL | Consistent protocol + compelling customer stories = a foundation for scalable outcome validation

Customer-reported experiences are anecdotal and do not establish clinical efficacy. Earlier WAVE 1 testimonials used the same Lyme program in a different device housing.

A SIMPLE TWO-PART REVENUE MODEL

Low-cost platform entry creates the customer relationship; the Lyme Support Program drives the majority of initial revenue.



INVESTOR ECONOMICS **\$1,300** initial revenue per Lyme customer **\$500** Lyme program value within the 10-program bundle

Revenue shown in USD. Slide reflects the stated customer purchase model only; no renewal or repeat-purchase assumptions are included.