

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **July 25, 2024**

Amesite Inc.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

001-39553
(Commission File Number)

82-3431718
(IRS Employer
Identification No.)

**607 Shelby Street
Suite 700 PMB 214
Detroit, MI**
(Address of principal executive offices)

48226
(Zip Code)

Registrant's telephone number, including area code: **(734) 876-8130**

N/A
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.0001 per share	AMST	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☒

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 7.01 Regulation FD Disclosure.

Amesite Inc. (the "Company") has prepared presentation materials (the "Presentation Materials") that management intends to use from time to time in presentations about the Company's operations and performance. The Presentation Materials were presented as part of a shareholder update on July 25, 2024, and were posted to the Company's website on July 29, 2024. The Presentation Materials are furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The information in this Item 7.01 and Exhibit 99.1 of this Current Report on Form 8-K is furnished and shall not be deemed to be "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section. The information in this Item 7.01 and Exhibit 99.1 of this Current Report on Form 8-K shall not be incorporated by reference into any filing under the Securities Act of 1933, as amended, or the Exchange Act, whether made before or after the date of this Current Report, regardless of any general incorporation language in any such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description
99.1	Presentation Materials – Summer 2024
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AMESITE INC.

Date: July 30, 2024

By: /s/ Ann Marie Sastry, Ph.D.
Ann Marie Sastry, Ph.D.
Chief Executive Officer

SUMMER 2024

Company Presentation



Forward Looking Statements

This presentation may contain "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, as amended. For such forward-looking statements, we claim the protection of the safe harbor for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995. As used below and throughout this presentation, the words "we", "us" and "our" may refer to Amesite individually or together with one or more partner companies, as dictated by context. Such statements include, but are not limited to, any statements relating to our growth strategy and product development programs and any other statements that are not historical facts. Forward-looking statements are based on management's current expectations and are subject to risks and uncertainties that could negatively affect our business, operating results, financial condition and stock price. Factors that could cause actual results to differ materially from those currently anticipated include: risks related to our growth strategy; risks relating to the results of research and development activities; our ability to obtain, perform under and maintain financing and strategic agreements and relationships; our dependence on third party suppliers; our ability to attract, integrate, and retain key personnel; the early stage of products under development; our need for and continued access to additional funds; government regulation; patent and intellectual property matters; competition; as well as other risks described in our Securities and Exchange Commission filings. We expressly disclaim any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in our expectations or any changes in events, conditions or circumstances on which any such statement is based, except as may be required by law. The information contained herein is intended to be reviewed in its totality, and any stipulations, conditions or provisions that apply to a given piece of information in one part of this presentation should be read as applying mutatis mutandis to every other instance of such information appearing herein.



Meet Amesite

Amesite (Nasdaq: AMST)

Pioneering AI-driven technology company delivering B2C and B2B solutions with proprietary AI infrastructure.

Higher Ed Learning Community Environment (LCE) Platform: Best-in-class student outcomes and scalable professional learning.

NurseMagic™ App: AI tools for nurses, providing patient care support, nurse notes, medication information, and career assistance.

Preacto™ App (Beta): Real-time emergency alerts and guidance, including active shooter response.

NURSES: NURSEMAGIC™ APP



CONSUMERS: PREACTO™ APP



HIGHER EDUCATION: LEARNING COMMUNITY ENVIRONMENT (LCE) PLATFORM



BUSINESS: LCE PLATFORM



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B2B: Amesite's Higher Ed Learning Community Environment (LCE)

- No Setup Fee
- White Labeled
- 100% Flexible Content Delivery
- No-Risk, 5y Contracts
- AI-Powered Coding and Features that Drive Retention

Amesite: Most Loved Brand in EdTech Delivers Disruptive Tech for Higher Ed Professional Learning



Highest Learner Retention in the Industry: 96-98%



Ranked #1: against competitors (2U, PowerSchool and Coursera) in third-party evaluation

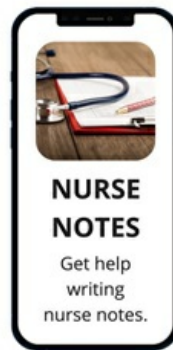
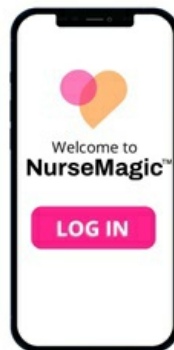
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Amesite's B2C APPS

NurseMagic™ App: AI tools for nurses, providing patient care support, nurse notes, medication information, and career assistance.

Preacto™ App (Beta): Real-time emergency alerts and guidance, including active shooter response.



LAUNCHED IN BETA April 24, 2024

LAUNCHED WITH FULL PUBLIC ACCESS June 5, 2024

WITHIN 7 WEEKS, USERS IN:

50 STATES **6** COUNTRIES



COMING SOON TO PUBLIC!

LAUNCHED IN BETA July 16, 2024

MARKETING

Partnership with ASPP provides ready audience of Fortune 100 and 500 companies

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AMST Products Improve Human Performance

Amesite's Data-Driven Approaches
WORK for Multiple
Markets

SAVING TIME

30%

of our time on basic tasks could be saved by AI by 2030
[\(McKinsey 2023\)](#)

IMPROVING JOB PERFORMANCE

63%

of jobs to be complemented by Generative AI
[\(Goldman Sachs 2023\)](#)

IMPROVING LEARNING

55%

of teachers believe AI had a positive effect on the learning process
[\(Forbes 2024\)](#)

AMESITE'S EFFECTIVE, SCALABLE PRODUCTS

Amesite LCE Platform
6 Colleges
96–98% Completion



NurseMagic™

Core tech passes the USMLE with 91% (doctors get avg of 76%).
DELIVERS 93% ACCURACY ON NCLEX MODEL QUESTIONS.

PREACTO™
PUBLIC Launch Coming Soon!

66%

of adult Americans avoid common activities because of fear of crime
[\(Gallup\)](#)

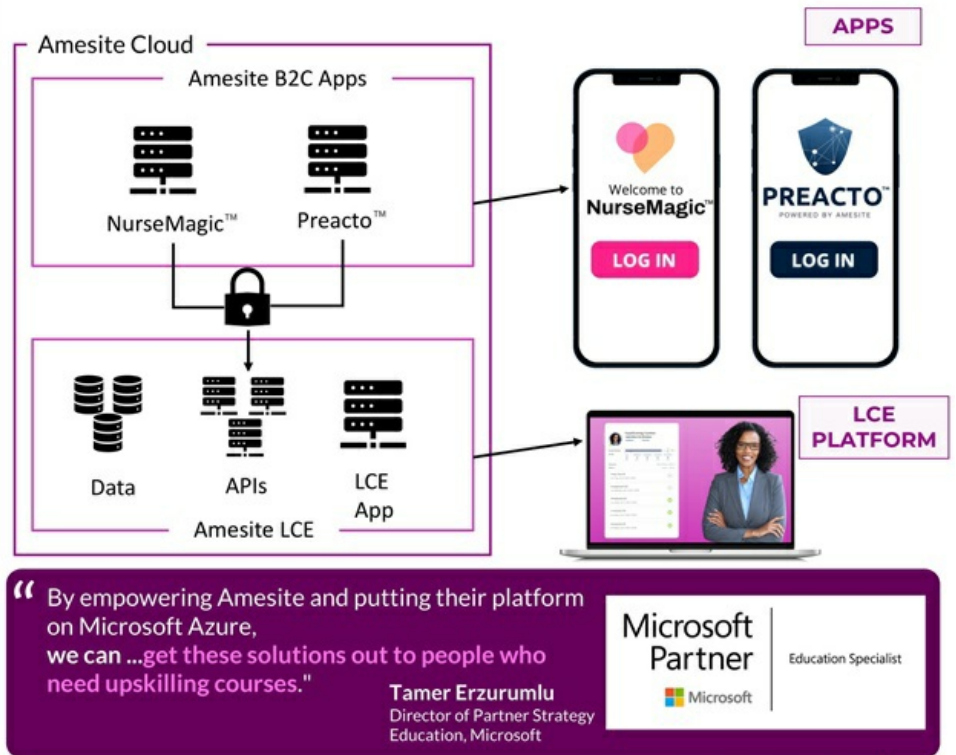


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How Amesite Infrastructure Enables B2B and B2C Revenue

Flexible, adaptable infrastructure supports multiple products. Partnerships support scale.



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Amesite Scales Online Learning for Colleges

Powered by AI. Out-of-the-box scalability.

- 1 **Onboard**
 - Quick, seamless setup
 - 100% of training provided
 - Integrates to customer website
 - Amesite can provide content AND top instructors
- 2 **Launch**
 - Users can self-enroll or be enrolled administratively
 - Login via SSO is supported
- 3 **Manage**
 - Instant, unlimited, customized reporting
 - 100% user training & progress reviews



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Amesite Scaling Professional and Consumer Apps

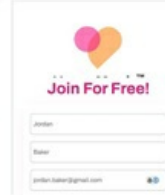
Powered by AI.
*Easiest workflows
on the planet.*



1 See it on social



2 Sign up



3 Use it for FREE



Care Talk: Communicate with compassion and professionalism.

PROGRESS: Nurses use tools actively, from generating nursing note reports to seeking guidance for challenging patient interactions.

NEXT STEPS: Build subscription. Drive revenue with ads, paid usage and enterprise sales.

COMING SOON TO THE PUBLIC...



66% of adult Americans report they avoid common activities because of fear of crime ([Gallup](#))

337M United States 2024 Population ([Census.gov](#))

PROGRESS: Beta (announced on July 16, 2024)

NEXT STEPS: Launch app to public with ASPP. Refine tools with feedback. Drive revenue.

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Our Products Target Large Markets that Need AI Solutions

We solve problems with our products. Out of the box.

HIGHER ED LCE



41% of undergraduates enrolled in community colleges in 2022-21 academic year ([CCRC](#))

\$60B U.S. Continued Ed Market Value in 2022

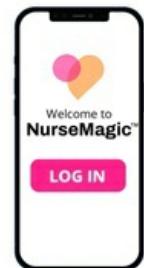
\$93B Expected U.S. Continued Ed Market Value in 2028 ([Arizton](#))

B2C APPS



66% of adult Americans report they avoid common activities because of fear of crime ([Gallup](#))

58% of U.S. adults stating that crime reduction should be a top priority of the President and Congress ([Pew Research](#))



5.2M U.S. Nurses in 2022 ([Journal of Nursing Regulation](#))

77K Projected nursing shortage (full-time RNs) by 2025 ([HRSA](#))

40% Time nurses spend documenting / charting ([NLN](#))

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Amesite Building NurseMagic™ Followership to Drive Usage of App

Scaling our community gives huge revenue opportunity.

NURSE TARA*

1.3 M
Support for Nurses



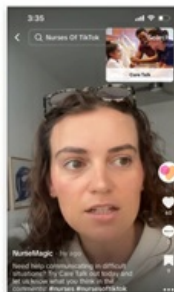
CYNNESS (LPN)*

530 K
Support for Nurses & Nursing Students



NURSEMAGIC™

User Engagement,
Tool Use and Humor



User Newsletter

The Scan

Good afternoon! We're filling your inbox with the latest in nursing and healthcare. In this newsletter we will cover why you should give your 15 seconds a day to Apple doing what Apple does best: tell you a threat before you're in the line of fire.

FUN FACT

Walk a Mile in These Loudbouts



Did you know the average nurse takes about 30,000 steps a day? That is 11,000 more than the average American - and the equivalent of a marathon. 11 Nurses - you truly go the extra mile every day.

Check out our top alone news in 2024!

SOCIAL CHANNELS & ENGAGEMENT

Instagram: @nursemagical
LinkedIn: /nursemagical
Facebook: /nursemagical
TikTok: @nursemagical

18k
Followers

**LARGE AUDIENCES
ENABLE REVENUE
GENERATION:**

- advertising
- enterprise sales

* Paid Influencers

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Award Winning Culture. Scalable Infrastructure.

- 19 Workplace Excellence Awards.
- 8 National Workplace Awards.



Amesite

LEAN TEAM OF EXPERIENCED PROFESSIONALS



Marketing: 8y of collective experience - digital marketing • lead generation • paid advertising • social media • influencer relations • content creation • brand management • SEM • SEO • public relations • data analytics



Sales: 22y of collective experience - U.S. and global enterprise sales • higher education • business • nonprofits • healthcare • environmental consulting • financial services



Engineering: 49y of collective experience - full stack coding • software engineering • software architecture • algorithm design • product engineering • cyber security • global compliance • US compliance • cloud architecture • data science • AI system design • natural language processing • optimization and performance tuning • app development • computational modeling • statistical data analysis



Finance: 40y of collective experience - Big 4 accounting • auditor • insurance specialist & manager (multiple fields) • financial forensics • M&A specialist • corporate financial advising

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WAYS TO WIN.

B2B GROWTH in higher ed LCE platform

*Higher Ed needs to
cut costs
and improve performance
with AI. Revenue scales
with customers and users.*

Deliver Learning Community Environments® (LCEs).
Colleges Sell Regionally.

*Amesite provides platform, instructors and content to resource-limited schools
with ability & need to reach learners.*

YEAR ONE

Users: -
College Revenue: -
AMST Revenue: -

YEAR TWO

Users: 250 / mo
Target College Revenue: \$180k
Target AMST Revenue: \$90k

YEAR THREE

Users: 1000 / mo
Target College Revenue: \$720k
Target AMST Revenue: \$360k

“Partnering with Amesite enables us to expand our educational capabilities and reach. This collaboration aligns with our goal to meet and adapt to the changing educational and workforce training requirements in our community.”

Dr. Patricia Sims
President of Drake State

“Partnering with Amesite allows us to grow our educational capabilities and reach. This collaboration will help us drive economic impact through partnerships with our community.”

Dave Lantz
Manager, Corporate & Community Services at Joliet
Junior College

“Vol State has partnered with Amesite to lead our communities in the adoption and utilization of AI. Delivering AI and technical programs enables us to support learners from local high school districts to local industries as they seek to improve job performance.

Nicholas Bishop,
Vice President for Economic Development & Regional
Centers at Volunteer State Community College

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WAYS TO WIN.

B2C GROWTH in platform and apps.

*Consumers and
Professionals need to
improve performance
with AI – Amesite apps
are specialized,
effective and scalable.*

Create and market apps via Influencers* and other channels.
Revenue through freemium, enterprise sales.

5.2M

Audience Size
(SOURCE)

100k

Near-term
targeted user base

>\$20B

Annual spend on marketing
to healthcare workers
(SOURCE)

Revenue – Audience: Nursing audiences are powerful consumers, with both enormous buying power, and also the subject of intensive marketing. Brands actively seek ways to engage.

Revenue – Freemium: NurseMagic™ is low-cost to deliver on Amesite's optimized infrastructure and the solution is sticky, essential and monetizable.

Revenue – Enterprise: Turnover is 18.4% in nursing and shortages are severe. Healthcare organizations seek solutions to reduce nurses' stress while improving patient care. (Source: NSI 2024 National Health Care Report)

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Leadership & Board

FINANCE



TECH & IP



PEOPLE & GROWTH



Dr. Ann Marie Sastry
Founder, Chair & CEO

- Former CEO and co-Founder of Sakti3 (acquired by Dyson in 2015 for \$90M)
- Recognized by President Obama at the White House in 2015 for her technology entrepreneurship
- Featured in *WSJ*, *Fortune*, *Forbes*, *The Economist*, *USA Today*, *The New York Times*; cover of *Inc.*
- Arthur F. Thurnau Professor (UM's highest teaching honor) at the University of Michigan, 17 years
- >100 publications and 100 patents and filings. >100 invited lectures and seminars globally (NIH, NSF, NAE, MIT, Stanford, UC Berkeley, Oxford, Cambridge, etc.)
- Boards of the International Council on Clean Transportation (ICCT), Alpha House Family Homeless Shelter, Laidlaw & Company
- PhD and MS degrees from Cornell University, BS from the University of Delaware, Mech Engineering



Anthony Barkett, J.D.



Barbie Brewer



J. Michael Losh



**Gilbert S. Omenn,
MD, Ph.D.**



Richard Ogawa, J.D.



George Parmer

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Financial Position

As of 10-Q May 10, 2024

\$2.97M

Cash On Hand

\$0

Debt

10.5

Months of burn on hand, assuming no new revenue (conservative).

\$284k*

Average Monthly Burn
Projection over 12 months

\$2.4M

Total Contract
Value Since Inception

Building Revenue:

- B2C Apps Gaining Traction
- B2B LCE Platform Build Is Complete and Scalable
- **5 New Deals Announced across the US since offering no set-up fee**
- Investments in B2C Tools Planned
- Good Liquidity
- Zero Debt

* Does not include fundraising or commissions on fundraising

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Cost Reductions Enabled by Best-in-Class Infrastructure

Focus is on profitability – by executing efficiently.



Continued Cost Reductions:

Based on results reported through March 31, 2024; we are showing additional savings in our tech & content, sales & marketing, and insurance costs in FY2024.

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Why Investors Should Care

Amesite (Nasdaq: AMST) has successfully moved from B2B to B2C, maintaining customers and growing user bases, with its proprietary AI technology, while maintaining lean operations.

Investment Highlights

- Pivot to New B2C Products
- First B2C Product Trending Well
- 6 New Deals Announced in Higher Ed LCE since Business Pivot to **No Setup Fee Deal**
- Proven AI-Powered LCE That Meets Enormous Market Need with Industry-Leading 96-98% Student Retention
- Targeting High Margins with Lean Operations – 50% reduction in SG&A in last FY
- Scalable Customer Contracts & Revenue Growth
- No Corporate Debt
- Featured In Fox Business News, Yahoo Finance, CNBC, Bloomberg, Forbes, Business Insider, and other publications



CNBC Squawk Box



CNBC Squawk Box



Mornings with Maria



FOX 2 Detroit



Newsy Tonight

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THANK YOU.



FOR RESOURCES

FOLLOW
OUR PROGRESS



FOR INVESTMENT



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