

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): **April 13, 2021**

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

**Delaware**  
(State or other jurisdiction  
of incorporation)

**001-39553**  
(Commission File Number)

**82-3431717**  
(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 (see General Instruction A.2. below):

- ☐ 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	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.**

Attached as Exhibit 99.1 to this Current Report on Form 8-K is an updated version of Amesite Inc.'s (the "Company") investor presentation, which may be used in presentations to investors from time to time in the future.

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 8.01 Other Events.**

On April 13, 2021, the Company issued a press release announcing the launch of a pilot program with the EWIE Group of Companies (EGC) to develop and implement an eLearning and eTraining platform for its employees across the globe. A copy of the press release is attached hereto as Exhibit 99.2 and is incorporated herein by reference.

**Item 9.01 Financial Statements and Exhibits**

**Exhibits**

Exhibit No.	Description
99.1	<a href="#">Investor Presentation</a>
99.2	<a href="#">Press release, dated April 13, 2021</a>

**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: April 20, 2021

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



SPRING 2021

# 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.



# Investment Highlights

1

**MARKET OPPORTUNITY** addressing multi-billion dollar online learning markets in business and education.

2

**UNIQUE MODEL** for transparent B2B business that creates an opportunity for growth and revenue for customers.

3

**PROVEN TECHNOLOGY** that scales, with the efficiency and interoperability that customers need.

4

**SUCCESSFUL PRODUCTS** that customers LOVE ♥: strong focus on technology + design to create great user experiences.

5

**STRONG DIFFERENTIATION** in markets that urgently need technology to meet the demand for growth.

# AMESITE WINS

## SALES

### Ford Motor Company Pilot

- Global managers upskilled in AI – demonstrating high quality, satisfaction and outcomes

### EWIE Group of Companies Pilot

- Global turnkey learning system that tracks people, teams and locations, easily

### Warrior TechSource: Wayne State

- Learning ecosystem called the most advanced in the industry, transforming alumni opportunities for advancement

### inHub: The Henry Ford

- Enterprise-wide solution that enabled the partner to deliver, digitally – and effectively

## PRODUCT

**98%**

**Retention across all  
Amesite products**

“

I really enjoyed the Innovation Journey assignment. I enjoyed the sessions with THF staff. **This has been one of the best PD's I have ever done.**

– THF Learner, Dec 2020

“

This is a **great way to explore new technologies** and industries. I can see this being **especially helpful to people that don't already have a background in the subject matter.**

– WSU Learner, Nov 2020

## TECHNOLOGY

- Outstanding **video streaming capabilities, right on the platform**
- Top security**, with analytics to keep partners' and user data safe
- Efficient infrastructure management** to make operations efficient and speed launches
- Artificial Intelligence to drive unparalleled engagement** and give the ability to continuously improve the user experience

**Amesite is addressing enormous markets with a unique, scalable B2B SaaS solution that customers love – and is built to scale.**




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# Meet Amesite

Amesite's cloud-based platform + content creation services provide **fully-managed, customized learning environments** for businesses and universities.

Amesite is unique in its focus on the **user experience** for learning: for instructors, administrators and learners.



**Good Morning, Lucas!**  
Model i Innovation Learning  
Professional Development

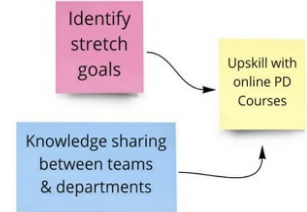
[Syllabus](#) [Tutorial](#)

Grade Status  90% >

To Do

UNGRADED	REGRADE	EXTENSION
2 Assessments	3 Requests	40 Requests

How might we upskill our sales team and reach goals faster?



## Your Forecasted Grade



**Our mission** is to  
*improve the way  
the world learns.*

“

Music, retail, even banking,  
**have leapt ahead** with user  
friendly, engaging platforms  
that allow work to be done or  
entertainment to be  
consumed. **Education has  
lagged. That will end.**

**Dr. Ann Marie Sastry**  
Founder & CEO  
on Cavuto: Coast to Coast



**2017** Founded

**2018** Closed first financing, built a team, launched first products

**2019** Launched full-stack, cloud-based solution; sales in key sectors

**2020** Nasdaq IPO \$AMST

#### KEY ACCOMPLISHMENTS

- Won sales in three major sectors: Business, Higher Education and K-12
- Won major, organization-wide sales to become sole L&D platform
- Demonstrated industry-leading retention rates across all programs: 98%
- Secured nameplate customers and delivered excellent customer reviews
- **Positioned for growth — just when the world of learning needs our solutions**

#### BUSINESS AND TECHNICAL AWARDS AND RECOGNITIONS





## MODEL AND MARKETS

**MODEL: SAAS FLEXIBILITY AND SCALABILITY, TARGETING HIGH MARGIN + ARR**

<b>SETUP FEE</b>	<b>ADAPTABLE:</b> Amesite delivers custom, enterprise-wide systems, or new, specialized or technical programs, branded to the Customer
<b>COURSE CREATION FEE</b>	<b>FLEXIBLE:</b> Amesite can build-from-scratch, from technical to introductory / general-interest courses and programs — or Customers can use their own content
<b>MAINTENANCE FEE</b>	<b>RELEVANT:</b> Amesite assures content stays up-to-date
<b>USER FEE</b>	<b>SCALABLE:</b> Manageable user fees enable course monitoring and customer service, leveraging infrastructure that supports growth

### USER FEE

**SCALABLE:** Manageable user fees enable course monitoring and customer service, leveraging infrastructure that supports growth



# Enterprise Solutions

“

The **results we've seen so far are unparalleled, the technology has made the system scalable and easy to use** and we can fully achieve our goals of inspiring that next generation of innovators and inventors.”

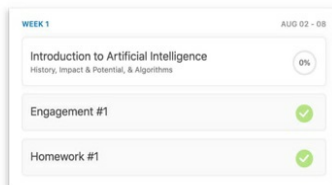
**Patricia Mooradian**  
President & CEO,  
The Henry Ford Museum

WATCH THE  
CASE STUDY HERE

**Amesite** is a solution for **ENTERPRISES** that scales easily.

## Delivering Courses & Programs to Upskill Flexibly

- Access to **best-in-class content and instructors** — on demand
- **Continuously refreshed** employee learning programs
- Delivery of **job-specific certifications** for teams, quickly and efficiently



**\$151B**

Worldwide market revenues from SaaS companies by **2022**

Source: Statista, "Worldwide Market Revenues from SaaS Companies by 2022", 11/11/2020

**73%**

of organizations will be using all or mostly SaaS solutions by **2021**

Source: Statista, "Organizations Using SaaS Solutions by 2021", 11/11/2020

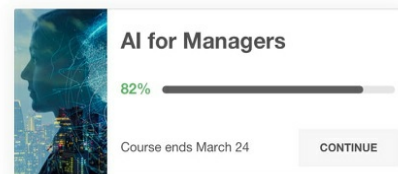
**93%**

of CIOs indicate they're **already adopting** or are soon planning to adopt SaaS solutions

Source: Statista, "CIOs Planning to Adopt SaaS Solutions by 2021", 11/11/2020

## Delivering Whole Enterprise Solutions that Meet L&D Needs

- Fully **branded-to-Customer, AI-backed platform**, complete with the exact learning products that businesses need
- **Full integration** of top tier tools, and **custom-built features**, delivered on-demand
- **Auto-scaling out-of-the-box** — no additional complexity for businesses



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# Higher Ed Solutions

“

We chose to partner with Amesite because they offer **the most advanced online learning platform in the market today**. The feedback from our students and instructors has been overwhelmingly positive.”

**Dr. Farshad Fotouhi**  
Dean of Engineering,  
Wayne State University

WATCH THE  
CASE STUDY HERE

## Amesite is a solution for HIGHER ED that drives revenue for universities.

### Delivering Ecosystems that Generate Revenue

- **Courses, programs and certificates** delivered on a fully-managed platform, enabling colleges to launch efficiently
- **AI-backed platform** matches content to courses — continuously
- Strategic consultation enables colleges to **create certifications that have impact**



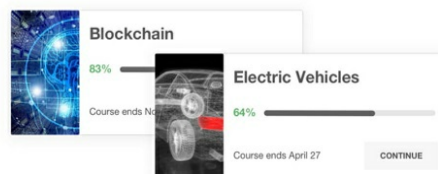
**\$74B**

Global Online Degree  
Market Forecast by **2025**

Source: Global Online Degree Market Forecast by 2025, 2020-2025, 2020-2025

### Delivering Experiences that Build Loyalty and ARR

- Delivery of the programs needed — paying only as-you-go — **branded to universities, to meet their markets' needs**
- Access to content, instructors and **expert curation of content**
- **Best-in-class customer service** — enabling growth without expanding or taxing university infrastructure



**\$319B**

Global Online Education  
Market Forecast by **2025**

Source: Global Online Education Market Forecast by 2025, 2020-2025, 2020-2025

# THF Case Study

“

I am a teacher by heart and I come from a family of teachers, so I know educators want access to the best possible resources that inspire their students and activate their potential. **inHub is the embodiment of that and Amesite's technology is making it possible.**”

**Lucie Howell**  
Chief Learning Officer,  
The Henry Ford Museum

## The **Henry Ford's inHub** Advances Their Vision of Being a **Global Force** for **Innovation, Invention** and **Entrepreneurship**

### ABOUT THE HENRY FORD

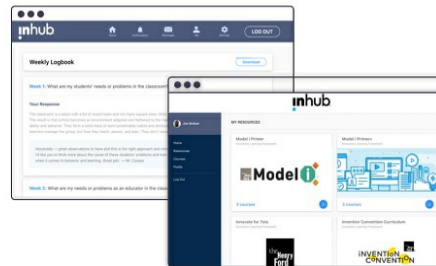
The Henry Ford provides unique educational experiences based on authentic objects, stories, and lives from America's traditions of ingenuity, resourcefulness and innovation.

**Industry:** Museums & Art Galleries, Hospitality

**Company Size:** 501 - 1,000

**Location:** Dearborn, Michigan

**Software:** Enterprise



### THE CHALLENGE

To increase access to The Henry Ford's unparalleled **collection of 26 MILLION primary and secondary source artifacts** to provide insights into 300 years of American innovation, ingenuity and resourcefulness. And more importantly, to allow these artifacts and their stories **to be translated into impactful experiences and lessons** within a digital environment **to impact and inspire users and educators around the globe in a powerful and engaging way.**

### THE ANSWER

The **Henry Ford** partnered with **Amesite** to **deliver inHub**, a global resource and community for activating an innovative mindset. This **specialized digital learning platform** enables users **to engage, interact and experience** The Henry Ford's collections and its stories in **a whole new way.**



# WSU Case Study

“

We are focused on making sure that professionals learn the latest and best technology. **Having Amesite as a trusted partner has enabled us to scale very fast. Together, we are having greater impact.**”

**Weisong Shi**

Associate Dean of Engineering,  
Wayne State University

## Wayne State University's Warrior TechSource for the Enterprise Enables Professionals to Be Future-Ready

### ABOUT WSU

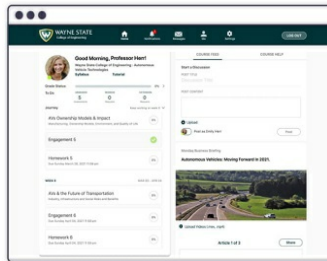
Wayne State University is a public research university in Detroit, Michigan. It is Michigan's third-largest university.

**Industry:** Colleges & Universities

**Company Size:** 1,001 - 5,000

**Location:** Detroit, Michigan

**Software:** Higher Education



### THE CHALLENGE

To help Wayne State University alumni and professionals **execute on today's automotive technology** and **provide them with educational opportunities that allow upward movement in the transforming field of mobility**. Most engineers did not graduate with degrees that covered in-demand topics like electric vehicles, autonomous vehicles, or the Internet of Things – and now **require upskilling to stay competitive in their fields**.

### THE ANSWER

Wayne State University partnered with Amesite to deliver **Warrior TechSource**, a holistic platform that provides fully online, on-demand courses with live instructors. The **platform offers a superior way for WSU to upskill alumni and other professionals** on digital technology and technologies of the future. The **courses contain the latest findings on every topic they train on, in real-time, worldwide** – delivered to students, wherever and whenever needed. It is the **perfect solution for busy professionals** who want to stay relevant and **advance their careers**.

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11

# TECHNOLOGY

## AMESITE USES AI TO IMPROVE LEARNING

AI drives engagement with fresh, relevant content and analytics that give actionable insights. Amesite's analytics architecture enables agile, continuous improvements.

## AMESITE USES BEST-IN-CLASS CODE AND ARCHITECTURE

Amesite's platform is built with tools that enable integration with thousands of APIs and offers reliable, out-of-the box auto scalability.

## AMESITE TECHNOLOGY SUPPORTS SIMPLE, SCALABLE DESIGNS CUSTOMERS LOVE

If it's easy to code, it's hard to use. If it's easy to use, it's hard to code. Our platform is easy to use because we support accessible design with a flexible, sophisticated codebase.

AI-DRIVEN



SCALABLE & SECURE



BEST-IN CLASS FEATURES  
AND INTEGRABILITY



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12



# INVESTMENT LANDSCAPE: AMESITE

## LEARNING MANAGEMENT SYSTEMS

Amesite uniquely focuses on the user experience, driving success for customers and learners. We are disrupting the “LMS.”

Companies: Pluralsight [PS], Stride [LRN], Blackbaud [BLKB]

## CONTENT CURATORS, PROGRAM MANAGERS, SERVICE PROVIDERS

We believe that the private sector will continue to spur advancements in learning markets.

Companies: 2U [TWOU], Chegg [CHGG]

## PLATFORMS FOR THE FUTURE OF WORK

Amesite brings new data, and insights to other Enterprise SaaS platforms. We believe that the future of work is more digital, more connected and will offer continuous learning.

Companies: Workday [WDAY], Atlassian [TEAM]

AI GROWTH

**\$126B** by 2025

<https://www.statista.com/statistics/1077977/worldwide-artificial-intelligence-market-revenue/> - Statista

ONLINE

EDUCATION GROWTH

**\$319.2B** by 2025

<https://www.researchandmarkets.com/reports/468729/global-online-education-market-forecast-from-2020-to-2025>

SAAS FOR

BUSINESS GROWTH

**\$623B** by 2023

<https://www.pymarketing.com/news/2020/04/01/saas-market-size-forecast-2020-2023/>



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13

# LEADERSHIP AND BOARD



**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
- Her technology and business work have been featured in *WSJ*, *Fortune*, *Forbes*, *The Economist*, *USA Today*, *The New York Times* and on the cover of *Inc.*
- Arthur F. Thurnau Professor (UM's highest teaching honor) at the University of Michigan, 17 years
- Recognized with some of the highest honors in her scientific fields
- Co-authored over 100 publications and 100 patents and filings and delivered over 100 invited lectures and seminars globally (NIH, NSF, NAE, MIT, Stanford, UC Berkeley, Oxford, Cambridge, etc.)
- Serves on the Boards of the International Council on Clean Transportation (ICCT), the Alpha House Family Homeless Shelter, Laidlaw & Company, among others
- Holds PhD and MS degrees from Cornell University, and a BS from the University of Delaware, all in Mechanical Engineering



Anthony Barkett, J.D.



Barbie Brewer



J. Michael Losh



Gilbert S. Omenn, MD, Ph.D.



Richard Ogawa, J.D.



George Parmer

## FINANCE



## TECH & IP



## PEOPLE & GROWTH



# THANK YOU.



FOR RESOURCES

FOLLOW  
OUR PROGRESS



FOR INVESTMENT



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15

April 13, 2021



**Amesite Announces Contract for Pilot Program with the EWIE Group of Companies, A Global Leader in Commodity and Chemical Management Services for the Automotive and Other Industries**

DETROIT, April 13, 2021 /PRNewswire/ -- **Amesite Inc.**, (Nasdaq: AMST), an artificial intelligence software company providing advanced A.I. powered online learning ecosystems for business and higher education, announced today it is launching a pilot program with the EWIE Group of Companies (EGC) to develop and implement an eLearning and eTraining platform for its employees across the globe. This platform will provide program, process and technology learning and training while also allowing managers to assess program and process understanding of their team members. The A.I. based Amesite solution will integrate data from multiple platforms and will enable EGC to harness the full potential of its human resources to create value for its customers and shareholders.

EGC is a supplier group that provides manufacturing, products and supply chain solutions to companies across automotive, aerospace, medical, agriculture and energy industries. Their products and services are used at over 250 manufacturing facilities across the globe.

"We have experienced significant growth and expansion of our customer base over the last few years, and this platform will help us train our workforce to better meet the needs of our customers," said EGC President Jay Mullick. "Amesite is clearly the company of choice to integrate our platforms because of the quality and depth of their A.I driven technology. People are our greatest investment, and we are committed to making sure they are the best prepared in our industry. "

"This contract is another big win for Amesite. We are particularly proud to be partnering with EGC, a global leader in manufacturing and supply chain management services. This opportunity is more evidence that our online content and delivery systems are a best-in-class solution for multiple industries," said Dr. Ann Marie Sastry, founder and CEO of Amesite. "Our easy-to-use platform continues to gain traction in the marketplace because of the capabilities of our A.I. technology. I am excited to move forward with the implementation of our platform for another industry leading company."

**About Amesite Inc.**

Amesite is an ed-tech, SaaS company with the most advanced artificial intelligence driven online learning platform in the industry, providing both content creation and a best-in-class infrastructure for the multi-billion-dollar online learning markets in business and education. For more information, visit [www.amesite.com](http://www.amesite.com).

**About EWIE Group of Companies (EGC)**

EGC is a supplier group providing manufacturing and supply chain management services. It is comprised of the following businesses:

Azoth: A leader in customized mass production of small complex metal parts using 3D printing technology. [www.azoth3D.com](http://www.azoth3D.com)

MBEMRO: An ecommerce platform enabling b2b transactions to reduce spend and transaction costs. [www.mbemrocatalog.com](http://www.mbemrocatalog.com)

EWIE: A global leader in providing supply chain process optimization solutions for metalworking tools and chemicals. [www.ewie.com](http://www.ewie.com)

PSMI: A global leader in providing facilities management and supply chain management services to improve operational efficiencies and reduce spend. [www.psmicorp.com](http://www.psmicorp.com)

GS&S: A gage and measurement management business providing quality management and consulting services. [www.gsncorp.com](http://www.gsncorp.com)

SourcePro: A market leader in providing MRO (Maintenance, Repair and Operating goods) supply solutions and Inventory management solutions. [www.sourcepro.com](http://www.sourcepro.com)

**Forward Looking Statements**

This communication contains forward-looking statements (including within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and Section 27A of the Securities Act of 1933, as amended) concerning the Company, the Company's planned online machine learning platform, the Company's business plans, any future commercialization of the Company's online learning solutions, potential customers, business objectives and other matters. Forward-looking statements generally include statements that are predictive in nature and depend upon or refer to future events or conditions, and include words such as "may," "will," "should," "would," "expect," "plan," "believe," "intend," "look forward," and other similar expressions among others. Statements that are not historical facts are forward-looking statements. Forward-looking statements are based on current beliefs and assumptions that are subject to risks and uncertainties and are not guarantees of future performance. Actual results could differ materially from those contained in any forward-looking statement. Risks facing the Company and its planned platform are set forth in the Company's filings with the SEC. Except as required by applicable law, the Company undertakes no obligation to revise or update any forward-looking statement, or to make any other forward-looking statements, whether as a result of new information, future events or otherwise.

Investor Relations Contact:  
RedChip Companies Inc.  
Dave Gentry  
[Dave@redchip.com](mailto:Dave@redchip.com)  
1-800-RED-CHIP (733-2447)  
(Or) 407-491-4498

Media Contact – Robert Busweiler – [busweiler@sunshinesachs.com](mailto:busweiler@sunshinesachs.com)

View original content:<http://www.prnewswire.com/news-releases/amesite-announces-contract-for-pilot-program-with-the-ewie-group-of-companies-a-global-leader-in-commodity-and-chemical-management-services-for-the-automotive-and-other-industries-301267215.html>

SOURCE Amesite Inc.

