

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): **September 1, 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. ☐

-1-

**Item 7.01 Regulation FD Disclosure.**

Attached as Exhibit 99.1 to this Current Report on Form 8-K are presentation materials that management intends to use from time to time on and after September 1, 2021, in presentations about the Company's operations and performance, including a presentation at the ATD 2021 International Conference & EXPO being held in Salt Lake City, Utah on September 1, 2021.

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**

**Exhibits**

Exhibit No.	Description
99.1	<a href="#">Investor Presentation</a>

-2-

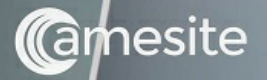
SIGNATURES

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: September 2, 2021

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



2022 Insights

# **Adapting to New Work Patterns, Practices & Platforms with eLearning**

2022

# The Future of Work



# Key Insights

93%

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

68%

of L&D professionals reported a significant rise in the level of urgency around launching learning programs.

80%

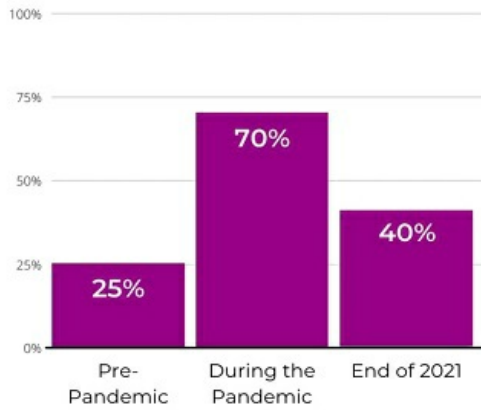
of employees expect to work from home at least three days per week.

22%

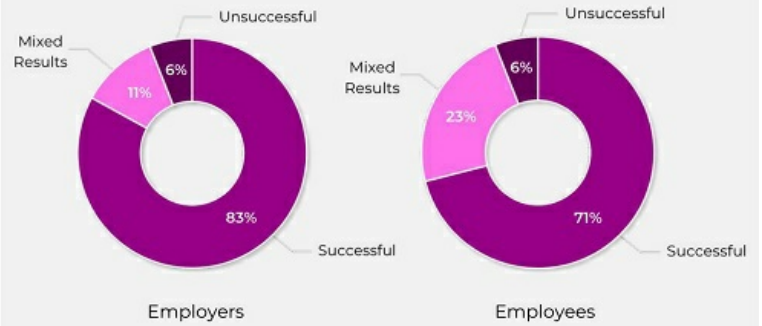
Increase in performance for remote employees.

## Remote Work is Here to Stay

% of Employees Working Remote



Remote Work Has Been A Success



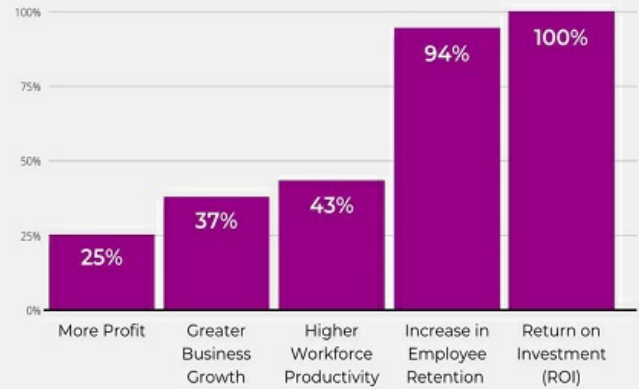
## Clear Shift to Online, Clear Benefits to Upskilling

### Budget is Shifting from ILT to Online Learning



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### Companies that Invest in Upskilling Report:



# 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	3	40
Assessments	Requests	Requests

## Your Forecasted Grade

89%

Homework 2 80%

Homework 3

Homework 4 98%

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

Identify stretch goals

Upskill with online PD Courses

Knowledge sharing between teams & departments



## 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.

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A host of self-paced, highly engaging, and intuitive courses can be ready for any organization in as little as 30 days.



# 100%

Amesite's retention rate  
in the enterprise sector.

## Competitive Landscape

Features	Blackboard	Canvas	Amesite
On-demand AI powered article feed with instructional video sharing	✗	✗	✓
Integrates out-of-the-box with leading whiteboarding platform for collaborative sessions, including small breakout groups	✗	✗	✓
Multi-view graphical gradebook	✗	✗	✓
Auto-graded assessment scores auto-released to learners	✗	✗	✓
Real-time, NLP Driven Feedback	✗	✗	✓
Social media sharing	✗	✗	✓
Do not share data to third parties or advertisers	✓	✓	✓
Scalable, cloud-based solution	✓	✓	✓
Native, email, and SMS notifications	✓	✓	✓

# The Role of Universities



# Key Insights

## 14%

loss of revenue across 2020 and 2021 for higher education institutions.

## 50%

drop in the "importance of college" among young adults since 2015.

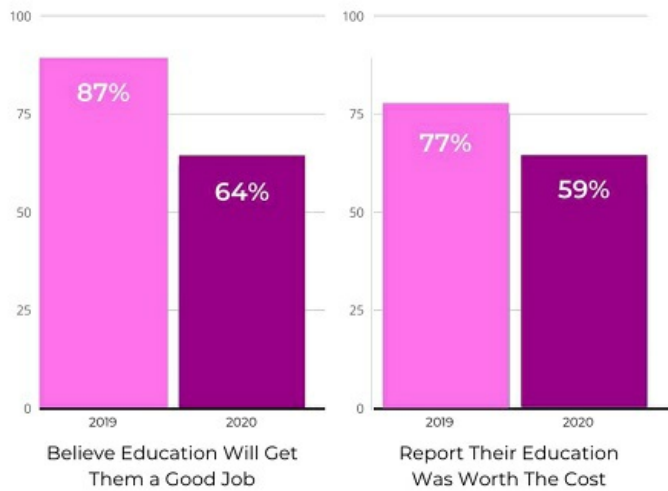
## 89%

of CEOs do not have strong confidence in the work-readiness of graduates.

## 26%

of US college educated adults strongly agree their education is relevant to their work.

## Universities Need Innovative Ways to Build Revenue



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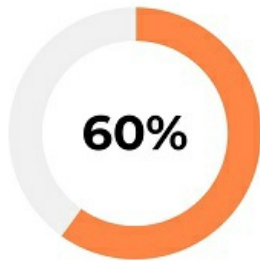
### 4.5%

overall decrease in enrollment in Spring 2020

### 14%

Decline in revenue across 2020 and 2021

## Changing Role of Universities in 2022



of employees believe their skill sets will be out of date within 3-5 years.



of CEOs are concerned about employees' lack of essential skills.

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“

Universities must become providers of educational services throughout the entire career cycle of people, not just before people join the labor market but during and even after.

- **Julio Frenk**  
University of Miami President

# Wayne State University

Forward thinking universities like **Wayne State University** have recognized the need to for micro-courses designed for their alumni and professionals and partnered with **Amesite Inc.** to win.

## How is Amesite helping WSU win?

### By 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**



### By 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



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

### 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.

### 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.

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Working with Amesite, we had nearly 100% retention in our programs. That's not an accident. Artificial intelligence is critical in creating engagement and is important for us not only to build programs, but to build programs that people complete. The feedback from our students and instructors has been overwhelmingly positive. In working with Amesite, we have access to the best technology with a partner that we trust. They customized to our needs and to our market. And helped us deliver in a way that supports the professionals who are transforming the field of digital mobility."

**-Farshad Fotouhi,**  
Dean of Wayne State University  
College of Engineering



## Universities Build Impact & Reputation with Relevant Upskilling

# 100%

of the Top 50 Universities, including Princeton, Harvard, Columbia, MIT, and Yale, have professional programs

Alumni markets are

# 20X

the size of undergraduate markets

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### Meet the Needs of Large and Growing Markets

Gain expanded availability of professional non-credited courses for large, unaddressed markets of professionals.

### Build Reputation & Impact in Cutting Edge Areas

Launch cutting-edge content, building relevance and reputation.

### Launch with the Industry's Most Advanced EdTech

Leverage AI technology to deliver unparalleled engagement and scalability – without the need to increase staffing.

# The Role of Businesses



## Key Insights

87%

of executives report skill gaps in their current workforce.

94%

of employees would stay at a company longer if it invested in their career.

51%

of companies reported plans to implement an upskilling program this year.

80%

of manufacturers struggle to fill open positions due to the skills gap.

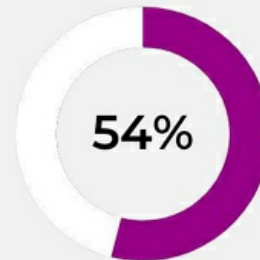
## Solve the Skills Gap to Drive Revenue

### Cost if One Data Scientist Left Your Company

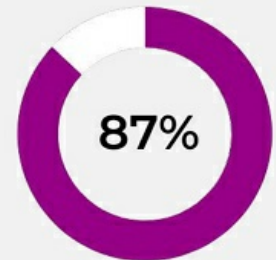


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### Is Your Business Future Ready?



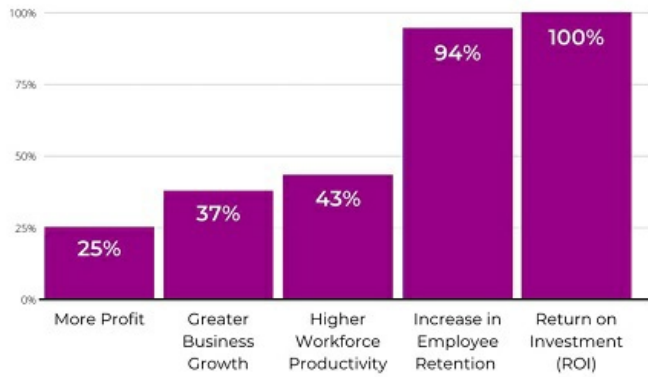
of all employees will  
require significant  
upskilling by 2022.



of executives report  
skill gaps in their  
current workforce.

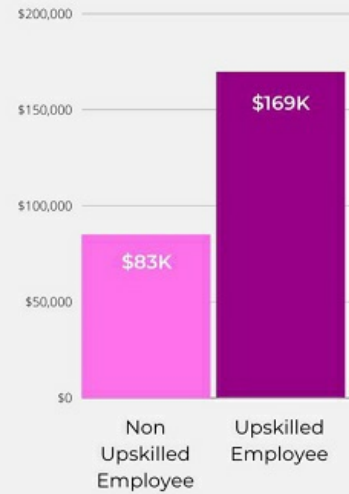
## How Businesses Can Win in 2022

### Companies that Invest in Upskilling Report:



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### Increase Your Median Revenue by Upskilling Your Workforce



# The Ford Motor Company

Ford partnered with **Amesite** to build and deliver an AI powered platform to a diverse, global cohort of full-time professionals.

## How is Amesite helping Ford win?

By delivering a **fully-managed enterprise learning platform & customized courses**

By allowing managers to **identify trends and make informed decisions while upskilling their teams**

By **engaging their teams with social media inspired interface design and the latest content**



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# EWIE Group of Companies

EGC partnered with **Amesite** to develop and implement an eLearning and eTraining platform for its employees across the globe.

## How is Amesite helping EGC win?

By providing **program, process and technology learning and training**

By allowing managers to **assess program and process understanding** of their team members

By **integrating data** from multiple platforms with AI, enabling EGC to harness the full potential of its human resources

"Amesite is clearly the company of choice to integrate our platforms because of the quality and depth of their AI driven technology. People are our greatest investment, and we are committed to making sure they are the best prepared in our industry."

-Jay Mullick,  
President  
EGC



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# The Role of Non Profits





# Key Insights

35%

of museums' annual operating income was anticipated to be lost last year.

98%

of museums' top investment priorities include online platforms and digitalizing collections.

47%

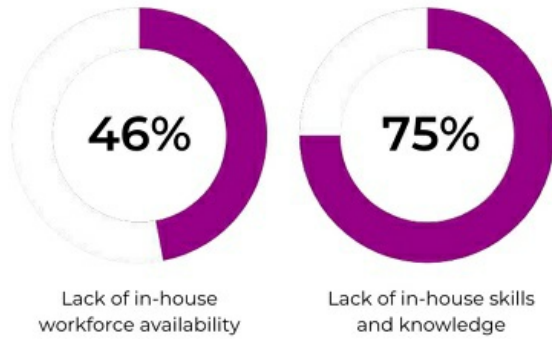
of museums see a positive impact by leveraging technology.

\$850K

of lost revenue for museums after the pandemic.

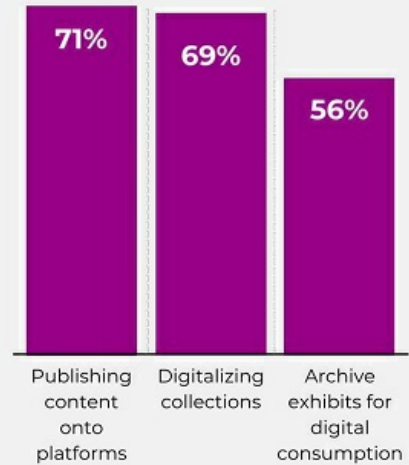
## Non Profits Need Innovative Ways to Build Revenue

### Barriers for Starting Digital Transformation



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### Museums are Prioritizing Digital Activities



# The Henry Ford Museum

The Henry Ford chose to partner with **Amesite**, so they could get a customized system that worked for their patrons, and their markets.

## How is Amesite helping THF win?

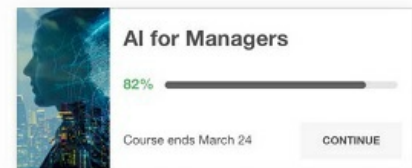
### By delivering Courses & Programs to Upskill Flexibly

- 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



### By 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



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

### 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.

### 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.

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Initial results indicate that inHub is an unparalleled educational tool. Amesite's technology has made our system scalable, flexible, and easy-to-use so that we can fully achieve our goals of teaching and inspiring that next generation of innovators and inventors."

- Patricia Mooradian,  
President and CEO,  
The Henry Ford Museum

## How to Make Digitalization Work for People: *The Role of L&D Professionals*



## Communicate the Value of Online Learning to Your C-Suite

L&D professionals that are quick to receive buy in from decision makers and adapt, will become successful and increase value for their company.

- Identify your company's upskilling and reskilling needs.
- Define the impact and influence that L&D has in the organization.
- Demonstrate the value of learning to decision makers. Package the statistics and share them with your executive leadership to underscore the value learning has brought.

# 83%

of L&D professionals say their executives support employee learning

But only

# 27%

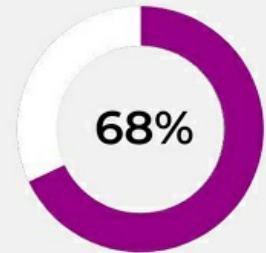
of L&D professionals say their CEOs are active champions of learning

The continued rise of learning validates that:

1. Employees value learning now more than ever before.
2. They are building the learning habit to help them adapt and cope with change.
3. L&D is successfully meeting employee needs with learning content, exactly when they need it.

# 100%

Return on Investment when upskilling.



of L&D professionals reported a significant rise in the level of urgency around launching learning programs.



## How Organizations Benefit from Upskilling

Companies that invest in upskilling see:

**100%**

Return on investment

**43%**

Higher workforce productivity

**37%**

Greater business growth

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### Drive Revenue & Profitability

Generate real ROI, retain employees, increase productivity, and increase revenue.

### Leverage Powerful AI

Artificial Intelligence technology makes enterprise learning low cost and scalable, out of the box.

### Upskill Quickly with Ease

Transform your entire organization effortlessly, launching within 24 hrs., without new support staff.



## L&D Professionals: Dominate in Your Industry

Learn how to adapt to new work patterns, practices, and platforms with eLearning.



Download the eBook today!



Visit us at Booth 382 to  
receive promotional  
pricing for ATD attendees!



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