

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 28, 2023**

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, and was posted to the Company's website on September 28, 2023. 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 8.01 Other Events.

On September 28, 2023, the Company issued a press release announcing that its Founder and CEO, Dr. Ann Marie Sastry, will be delivering the opening keynote address at LD Micro's Main Event conference on October 2, 2023 and delivering a presentation on Amesite on October 3, 2023 at the conference. The press release is attached hereto as Exhibit 99.2 and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description
99.1	Presentation Materials – Fall 2023
99.2	Press release dated September 28, 2023
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.

Date: September 29, 2023

AMESITE INC.

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



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

We deliver **branded, online learning programs** for universities, businesses, museums and government, powered by **artificial intelligence** – enabling **scaling of programs at low cost.**

https://www.globenewswire.com/en/news-release/2023/02/02/2600283/0/en/E-Learning-Market-Is-Projected-to-Hit-USD-848-12-Billion-at-a-CAGR-of-17-54-by-2030-Report-by-Facts-Factors-FtF.html

HIGHER EDUCATION

Universities generate revenue with professional online programs. **No risk, no hiring, and an out-of-the-box content solution.**



CENTRAL MICHIGAN UNIVERSITY

CMU offers 13 program offerings ranging from Implicit Bias Training to Power and Influence.

BUSINESS

SMBs employ **46%** of workers. Amesite's flexibility wins all of their learning business.



EWIE onboarded 53 courses in 4 days across 11 countries.

MUSEUMS

Museums generate **\$12B** in revenue annually. Amesite's programs enable them to reach these audiences digitally.



Reagan Programs earn a Presidential Certificate of Completion.

GOVERNMENT

Government employs **> 15%** of U.S. workers. Amesite enables training with ease and scale.



MWSE! serves nearly 18,000 community members across 5 counties.

GLOBAL ONLINE LEARNING MARKET WILL REACH ~\$850B BY 2030. AMESITE TARGETING KEY SEGMENTS WITH DISRUPTIVE AI TECHNOLOGY.

© 2023 Amesite Inc. All Rights Reserved.

3

Amesite Scales Online Learning

Powered by AI.

Three steps and Customers are delivering and managing online learning.

1 Onboard

- Quick, seamless setup
- 100% of training provided
- Integrates to Customer website



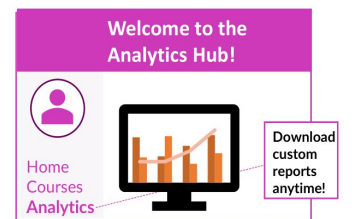
2 Launch

- Users can self-enroll or be enrolled administratively
- Login via SSO is supported



3 Manage

- Instantaneous, unlimited, and customized reporting
- 100% Customer training & progress reviews



© 2023 Amesite Inc. All Rights Reserved.

4

Investment Highlights

- 1 PROVEN AI-POWERED PRODUCT THAT MEETS ENORMOUS MARKET NEED
- 2 TARGETING HIGH MARGINS WITH LEAN OPERATIONS
- 3 SCALABLE CUSTOMER CONTRACTS & REVENUE GROWTH
- 4 UNIQUE BUSINESS MODEL FOR EDUCATION
- 5 CATALYTIC EVENTS THAT VALIDATE BUSINESS MODEL

© 2023 Amesite Inc. All Rights Reserved.

5

Technology Creates Efficiencies that Lower Costs for Customers

Increases their Revenue and Lowers their Costs

Amesite's Disruptive Tech Delivers the Best Deals in EdTech

- No Setup Fee for Many Customers
- Delivering on Customers' Brands
- 100% Flexibility in Content Delivery
- Simple, Long-Term Contracts that Enable Scale
- AI-Powered Coding and Design Practices that Enable Low-Cost Integrations and Custom Features



#1

Ranked #1 among competitors (2U, PowerSchool and Coursera) in recent third-party evaluation: overall reputation • positive sentiment • low negative sentiment

© 2023 Amesite Inc. All Rights Reserved.

6

Amesite's AI Powers Successful Products

AI Capabilities Drive Efficiency and Engagement for Customers & Users:

- **Learning Assistant:** Responsive AI answers questions. 24/7.
- **Creative Assistant:** Creative AI helps users create content. 24/7.
- **AI-Powered Narration:** AI enables creation of content quickly and at low cost.
- **AI-Powered Content Enhancement:** Content is constantly supplemented with new, relevant material, from qualified sources.

Amesite Uses AI to Create Better, Products and Deploy Them in Record Time, at Lower Cost than Our Competitors



Amesite's AI Workflows Speed Development

AI-First Practices

- **Top Talent:** Our goal – employ and promote the top professionals in the industry. Our method – arm them with best-in-class tools.
- **Customer-Focused Tech:** We are 100% focused on our Customers' SUCCESS. Our features are designed to enable them to SCALE.

Our culture brings us and grows the best talent...with 17 workplace excellence awards, 7 of them NATIONAL!



© 2023 Amesite Inc. All Rights Reserved. 7

How Amesite Beats Our Competitors

Type	Vendors	Problems	Amesite
aggregators		high upfront fees. forced competition against strong brands.	Lower marketing and program costs. Delivery to WINNABLE markets!
learning management systems (LMSs)		long training times. high costs using legacy technology. no content services.	EASY to use. Low cost, high technology. FULL services to launch!
online program manager (OPMs)		80% revenue to vendor!	No setup fees.* Simple SAAS pricing. CREATES in-demand certificates that market craves!
content generators		small vendors with labor-intensive solutions.	JIT products! Use of AI lowers production & product costs and increases speed!

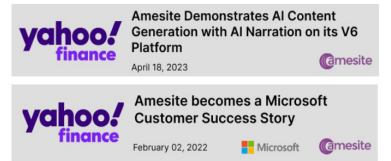
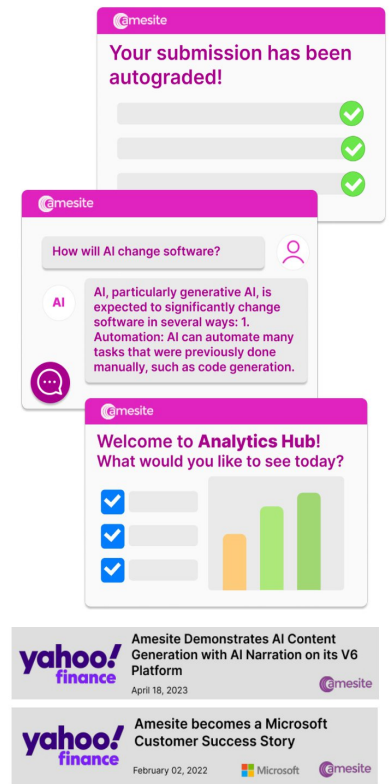


*for most Customers
© 2023 Amesite Inc. All Rights Reserved. 8

Amesite Has Stayed Ahead of the Pack on Technology

Amesite was purpose-built to deliver AI-powered solutions.




- TODAY Leveraging Gen AI and multi-tenancy to craft and deliver targeted courses
- June 28, 2023 V6.3 rollout with AI-first infrastructure to deploy new features with speed and efficiency
- April 3, 2023 Released AI assistants with GPT-4 integration
- February 21, 2023 Launched a free ChatGPT course for the public with AI assistants.
- February 14, 2023 Launched AI Assistants with GPT-3 integration
- June 2022 V5 platform delivered with eCommerce solution, org. sub-branding
- February 2022 Amesite becomes a Microsoft Customer Success Story
- October 2021 V4 platform delivered with enterprise SSO, global dashboard support & SCORM compliance
- September 2020 Delivered In-platform live-streaming and whiteboard capabilities with real time chat
- July 2020 Introduced the Portal, offering an integrated learning experience for managing resources, courses, and tools.
- August 2019 Delivered capability to host and launch in-course laboratories
- February 2019 Launched in-built live messaging and video conferencing capabilities
- September 2018 Implemented NLP for article delivery & writing metrics.



© 2023 Amesite Inc. All Rights Reserved. 9

Amesite's solution delivers for multiple markets with urgently needed solutions that match their key organizational needs.

<https://www.statista.com/outlook/dmo/eservices/online-education/worldwide#revenue>
<https://www.aam-us.org/programs/about-museums/museum-facts-data/>
<https://www.statista.com/statistics/788521/training-expenditures-united-states/>
<https://pubs.royle.com/publication/?m=2061781-727569Sp=24&ver=html5>

	Universities	Museums	Businesses
	 <p>\$103B Projected Revenue, 2023</p>	 <p>\$2B Museum annual spend on education activities</p>	 <p>>\$1B/Y (\$1100/Eee/y) Annual workplace training spend in the U.S.</p>
	<p>SOLUTIONS</p> <ul style="list-style-type: none"> Revenue-generating certificates & industry programs No-cost learning through government/foundation funding eCommerce & branding for revenue and impact 	<p>SOLUTIONS</p> <ul style="list-style-type: none"> Revenue-generating learning, docent-led & affinity experiences Government/foundation-funded K-12 programs eCommerce & branding for revenue and impact 	<p>SOLUTIONS</p> <ul style="list-style-type: none"> Fast program launches for efficient employee upskilling Scalable learning without added costs API integration for cross-platform efficiency

© 2023 Amesite Inc. All Rights Reserved. 10

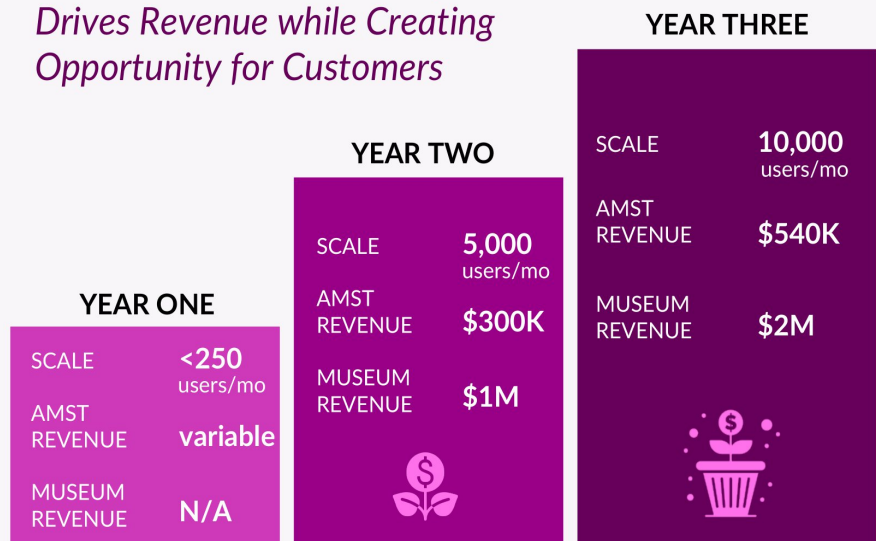
Path to Profitability: Scaling Customer Users + Multi-Institution Deals



Revenue Scaling: Museum (K-12) Model

Benefits: Museums Gain Revenue (Donor or Government); Amesite Scales Revenue

Amesite Monetizes Development + Drives Revenue while Creating Opportunity for Customers



Larger Organizations: Model Revenue Scaling for Higher Ed + Gov't

Highly Customized Ecosystems + Consulting

Benefits: Universities & Government Receive Funds to Drive Strong ROI; Amesite Scales Revenue with Platform & Services

Larger institutions and agencies have greater integration needs and require more custom features and consultation. They can purchase our solutions using outside funds, and Amesite provides overall programmatic support.

YEAR ONE	
SCALE	<250 users/mo
AMST REVENUE	variable
CUSTOMER REVENUE	-

YEAR TWO	
SCALE	5,000 users/mo
AMST REVENUE	>\$9M
CUSTOMER REVENUE	>\$10M

YEAR THREE	
SCALE	10,000 users/mo
AMST REVENUE	>\$19M
CUSTOMER REVENUE	>\$20M

Regional Organizations: Model Revenue Scaling for Higher Ed + Gov't

Affordable Products and Agile Deployments; No setup fees.

Benefits: Regional Universities & Government Agencies Critically Need Systems.

Key for regionals is to price products affordably and target markets that are winnable. Many small to mid-sized institutions have not yet deployed professional learning, and they need an out-of-the-box solution.

YEAR ONE	
SCALE	<250 users/mo
AMST REVENUE	-
CUSTOMER REVENUE	-

YEAR TWO	
SCALE	250 users/mo
AMST REVENUE	>\$90k
CUSTOMER REVENUE	>\$360k

YEAR THREE	
SCALE	1000 users/mo
AMST REVENUE	>\$360k
CUSTOMER REVENUE	>\$1.4M

Amesite: Built for Speed and Efficiency to Meet Our Partners' Needs

V6

Amesite's V6 platform is empowering our users with access to the latest generative AI solutions, that provide them **personalized learning on-demand**.

24h

or less is the delivery time now for a custom-branded, enterprise scale system for our customers – **offering unparalleled speed**.

30d

launches of custom content are available, because **Amesite's easy-to-use platform and flexible business model enable fast, high quality content creation**.

1,000s

of APIs can be integrated with Amesite's platform because **Amesite uses a modern tech stack and is fully modularized**.

99%

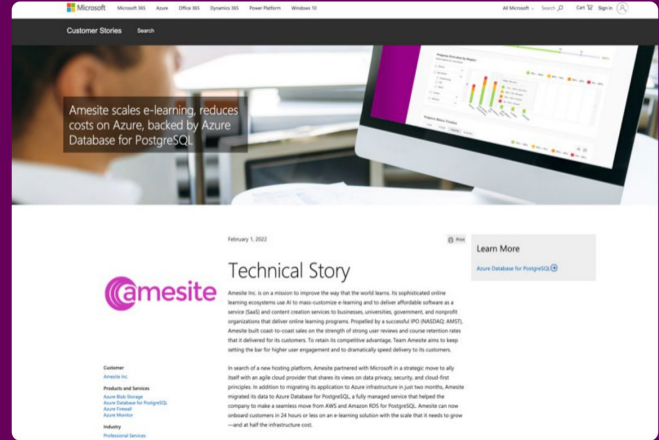
retention rates across all paid products have been achieved – **Amesite's customers deliver learning products that work for their users**.



Amesite & Microsoft

“By empowering Amesite and putting their platform on Microsoft Azure, we can approach our partner universities around the country and get these solutions out to people who need upskilling courses.”

Tamer Erzurumlu
Director of Partner Strategy
Education at Microsoft



© 2023 Amesite Inc. All Rights Reserved. 15

NAFEO – 5 Universities

September 15, 2022

Amesite Inc. announces:

Five new universities join NAFEO alliance

New members include:

- Alabama State University
- Allen University
- Benedict College
- Clark Atlanta University
- University of the District of Columbia

NAFEO – 12 Universities

March 30, 2023

Amesite Inc. announces:

New universities join NAFEO alliance
Collaboration with HBCUs and PBIs

Members include:

- Alabama State University
- Allen University
- Arkansas Baptist College
- Benedict College
- Bowie State University
- Cheyney State University
- Clark Atlanta University
- Huston Tillotson College
- J.F. Drake State University
- Southern University System (Shreveport)
- University of the District of Columbia
- University of the Virgin Islands

“These programs will not only enable our colleges and universities to build their storied brands, but also advance their constituencies economically. I am incredibly excited to see more and more universities take advantage of this opportunity to leverage NAFEO's COEE and deploy effective upskilling to their learners.”

– Hon. Lezli Baskerville, Esq., CEO of NAFEO



© 2023 Amesite Inc. All Rights Reserved. 16

Investment Landscape: Amesite Is in Key Growth Areas

AI IS EATING SOFTWARE

Amesite uniquely is AI-First.
We are disrupting the "LMS."
AI powered growth is expected to be meteoric.

AI GROWTH

\$126B by 2025

<https://www.deloitte.com/deloitte/us/us/topics/ai/ai-influence-market-research-us-2023-the-ai-jobs-report-identifying-100-ai-growth-opportunities-us-2023-report.html>

ONLINE LEARNING IS HERE TO STAY

Technology advancements necessitate continuous upskilling. K-12 markets are hungry for more personalized learning. All ages are game for online support – and market is growing!

ONLINE EDUCATION GROWTH

\$319B by 2025

<https://www.researchandmarkets.com/reports/1986770/global-online-education-market-forecast-2023>

PLATFORMS: THE FUTURE OF WORK

Platforms must integrate and operationalize AI across the enterprise. SaaS that does not quickly incorporate AI for cost control and improved performance will be OBSOLETE. This industry is refactoring operations with AI solutions.

SAAS FOR BUSINESS GROWTH

\$623B by 2023

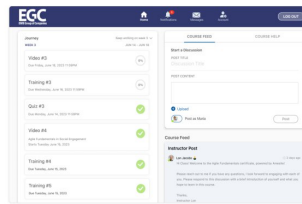
<https://www.profitable.com/news/enterprise-software-as-a-service-market-forecast-2023>

Case Studies: Flexible Use

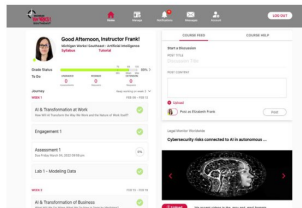
WATCH THE EGC CASE STUDY

WATCH THE MWSE CASE STUDY

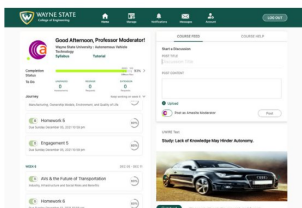
WATCH THE WSU CASE STUDY



PARTNER CONTENT
CUSTOM INTEGRATIONS
CUSTOMIZED FEATURES



CUSTOM CONTENT
LICENSED CONTENT
UPGRADED FEATURES



CUSTOM CONTENT
STANDARD FEATURES

Leadership & Board

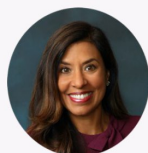
FINANCE



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
- 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

© 2023 Amesite Inc. All Rights Reserved.

19

Financial Position

FY Q3 2023
10-Q May 10, 2023

\$6.1M

Cash On Hand

\$0

Debt

16

Months of burn remaining, assuming no new revenue.

\$373k*

Average Monthly Burn Projection over 12 months

\$2.3M

Total Contract Value Since Inception

Building Revenue:

- Working to reduce monthly burn
- Technology Is Scalable
- Key Staff Positions Filled; Reducing Burn
- Good Liquidity
- No Debt
- \$15M Equity Line to Raise as Needed, Subject to Limits

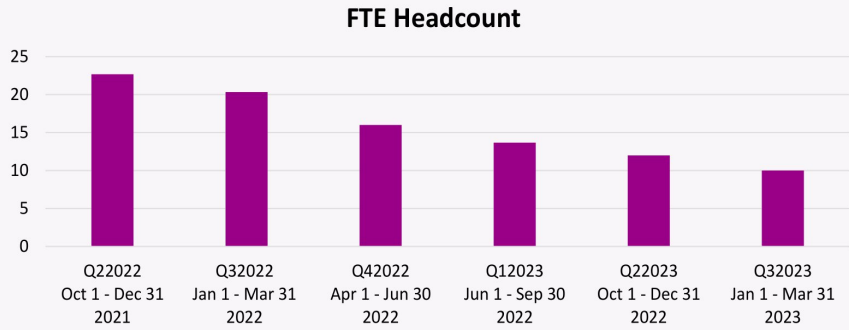
* Does not include fundraising or commissions on fundraising

© 2023 Amesite Inc. All Rights Reserved.

20

Operational Efficiency: People, G&A

Cost Savings: V5 Rollout (announced June 2022) Enabled Leaner Team; Company Is Reducing G&A



Additional G&A Reductions*:

- Reduction in tech & content costs in FY23 (↓ 55%)
- Reduction in marketing cost in FY23 (↓ 40% in \$/MQLs)
- Reduction in insurance costs (similar coverage) in FY23 (↓ 71%)

*periods for calculation of reductions vary by category

© 2023 Amesite Inc. All Rights Reserved. 21

THANK YOU.



FOR RESOURCES

FOLLOW
OUR PROGRESS



FOR INVESTMENT



© 2023 Amesite Inc. All Rights Reserved. 22

Amesite Announces Founder and CEO, Dr. Ann Marie Sastry Delivering Keynote and Company Presentation at LD Micro Main Event XVI

DETROIT, Sept. 28, 2023 (GLOBE NEWSWIRE) -- Amesite Inc. (NASDAQ: AMST), a leading artificial intelligence software company offering a cloud-based learning platform for business and education markets, announced today its Founder and CEO, Dr. Ann Marie Sastry will give the opening keynote address at LD Micro's Main Event on Monday, October 2, 2023 at 5pm PDT. She will be joined by LD Micro CEO and Founder, Chris Lahiji, as they discuss "How AI Is Eating Software and Changing the Investment Landscape."

Dr. Sastry will also deliver a presentation on Amesite on Tuesday, October 3 at 8am PDT, answering questions in a live discussion forum. The Amesite presentation will be live-streamed and can be accessed by using the following link: <https://me23.sequirevents.com/>. Dr. Sastry will also be available to meet 1:1 with investors on Tuesday, October 3rd.

Attendees are invited to contact our IR team to schedule 1:1 meetings with Dr. Sastry about how their AI is transforming learning, improving products and dramatically reducing delivery costs for their Customers.

"Alongside healthcare, education is one of the most important sectors of the economy, and more importantly, society. We are honored to have Amesite present, and looking forward to hearing about their progress and how their online learning platform is changing lives for the better, each and every day." stated Chris Lahiji, Founder of LD Micro.

"LD Micro is the leader in the small cap world, and Chris Lahiji has consistently delivered the most compelling and relevant information to our community. We are once again honored to work with the team and be a part of this must-attend event in our space," said Amesite CEO, Dr. Sastry.

About LD Micro and the Main Event

For the past 15 years, the LD Micro conferences have showcased the next big names in the small-cap world to investors and influencers. In addition, the LD Micro Index provides one of the most accurate representations of the intraday activity of micro-cap stocks in North America. LD Micro's Main Event runs from October 2-5 in Los Angeles, hosting over 200 companies and 1,000 investors.

About Amesite Inc.

Amesite delivers its scalable, customizable, white-labeled online learning platform to universities, businesses, museums, and government agencies, enabling them to deliver outstanding digital learning. Amesite provides a single system that combines eCommerce, instruction, engagement, analytics, and administration using best-in-class infrastructure to serve multi-billion-dollar online learning markets. For more information, visit www.amesite.io.

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:

Christine Petraglia

TraDigital IR

(917) 633-8980

christine@tradigitalir.com
