

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): **January 22, 2025**

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, including at the Sidoti Micro-Cap Virtual Conference held on January 22, 2025 (the "Conference"). The presentation made at the Conference using the Presentation Materials is available at <https://www.youtube.com/live/V4LrN6GzvyY> and may also be posted to the Company's website at <https://ir.amesite.com>. 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 are 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	Presentation Materials – January 2025
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

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: January 24, 2025

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



NASDAQ: AMST

Amesite 2025 Outlook

January 2025



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
- Product and Markets
- Sales Wins and Revenue Growth
- Marketing and Onboarding
- Technology & Pipeline
- People, Culture & Leadership
- Financials

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Amesite Inc. (Nasdaq: AMST)
develops and markets B2C and B2B AI-driven solutions.

FAST GROWTH: NURSEMAGIC™ APP

Real-time support for wide range of healthcare professionals, reducing time in charting, assisting with technical answers and patient communication.



FIRST IN MARKET: AI-POWERED PROFESSIONAL LEARNING PLATFORM

\$2.4M in revenue since product launch

Turnkey, AI-supported professional training platform that enables higher ed to generate revenue.

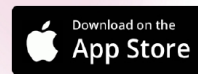
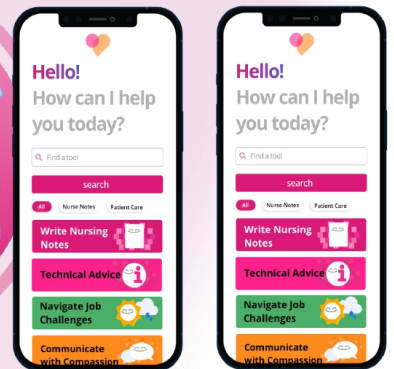
Microsoft Partner



Best in class AI tools - 1st in EdTech to integrate ChatGPT

Learner Completion: 96-98%

Highest Trust among competitors in third-party evaluation



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What NurseMagic™ Does

Nurses

87 USER PROFESSIONS REGISTERED ON NURSEMAGIC™

RNs • Physicians • Healthcare Executives & Managers • EMTs • Occupational Therapists • NPs • LVNs/LPNs • CNAs • NAs • Home Care Nurses • HHAs • PSSs

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Deployment of NurseMagic™



Dec 2024: More growth! Larger marketing reach, social media buzz, and enterprise wins with franchise leaders. Paid subscriptions launch.



Nov 2024: B2B revenue established in home care markets. HIPAA compliance confirmed.



Oct 2024: NurseMagic hits App Store and Google Play, plus enterprise customization launches.



Sep 2024: 5 enterprise pilots with companies with 30K employees across 41 states roll out.



Jul 2024: Adopted in all 50 states, 6 countries. App tech scores 93% on model NCLEX questions.



Jun 2024: From beta to launch—1,200 users in week 1, NurseNotes debuts by popular demand.



Feb–Apr 2024: The journey begins on 2/14/24, with concept discussions and beta testing.

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NurseMagic™ Pricing: Accessible for Sustainable Scale

Pricing

<p>Trial Free</p> <ul style="list-style-type: none"> ✓ 3 Tool Uses ✓ Try Our Most POPULAR Tools <p>Try For Free</p> <p>NO CREDIT CARD REQUIRED</p>	<p>Individual \$29.99/mo</p> <ul style="list-style-type: none"> ✓ Generous Usage Per Month ✓ Cancel Anytime <p>Subscribe Now</p>	<p>Enterprise Custom Price</p> <ul style="list-style-type: none"> ✓ Manage, Store and Report All Notes ✓ Manage Access for All Users <p>Contact Sales</p>
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"NurseMagic's technology is transforming my organization with its intuitive and easy-to-use platform. The tool empowers my team by providing the answers they need directly through the app. It saves me time and ensures fast, accurate resolutions. NurseMagic is both powerful and incredibly easy to use, making it accessible to everyone on my team."

Steven Nickens, Owner, Senior Helpers, Seal Beach, CA

"NurseMagic has been fabulous for us. My least favorite thing about nursing is the documentation part—I love to be hands-on with my clients, and this gives me more time to do just that. It'll also allow my staff to have that same hands-on time with their clients."

Jenny Marshall RN, Director of Nursing, BrightStar Care, Spokane North, WA

[VIEW MORE TESTIMONIALS](#)

PURCHASES ARE AUTOMATED FOR B2C.
CONTRACTS ARE SIMPLE AND CLOSE FAST FOR B2B.
PRICING IS ATTRACTIVE FOR BOTH PRODUCTS.

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NurseMagic™ Meets Huge Market Pain

B2C: LARGEST SEGMENTS IN HEALTHCARE AND CARE	B2B: HOME CARE & HOME HEALTH
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5.2M
U.S. RNs

<https://www.bls.gov/statements/2022/06/22/062222a.htm>
 0113, 021, 027, 037, 071, 074, 084

630K
U.S. LPNs

<https://www.bls.gov/statements/2022/06/22/062222b.htm>
 0113, 021, 027, 037, 071, 074, 084

1.4M
U.S. Home Health Care Employees

<https://www.bls.gov/statements/2022/06/22/062222c.htm>
 0113, 021, 027, 037, 071, 074, 084

26K
Skilled Nursing and Home Health Care Facilities in the U.S.

<https://www.bls.gov/statements/2022/06/22/062222d.htm>
 0113, 021, 027, 037, 071, 074, 084

~13%
Projected CAGR in Home Health Care, 2024-2034

<https://www.aarp.org/health/longevity/2022/08/22/longevity-2022/>

>\$130B
US Home Care Providers Market Size

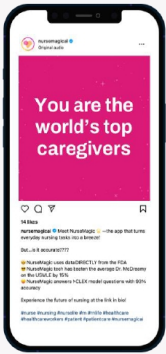
<https://www.aarp.org/health/longevity/2022/08/22/longevity-2022/>
 0113, 021, 027, 037, 071, 074, 084

40% of healthcare workers' time is spent on documentation

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NurseMagic™ App Wins

B2C WINS



>10k Registered Free Users

within 6 months of launch. B2C subscriptions launched 12/11/24

12.9 Million

Accounts Reached
Instagram + TikTok Over
Last 90 Days

Users in
50 States &
21 Countries
within 6 months of public launch

B2B WINS

BrightStarCare®



SENIOR
Helpers®

Queens Boulevard
SUPERIOR CARE FACILITY
Superior Compassionate Care, Health & Wellness
Post-Acute Care | Short-Term Rehab
Long-Term Care | Dialysis Care | Adult Day Care

>700
Targeted Franchise Locations Based on Wins

\$5.2B
Annual Revenue of Targeted Customers being Outreached

5mos
From Public Launch to 1st Enterprise Revenue

NURSEMAGIC'S B2C AUDIENCE ON SOCIAL LOVES THE BRAND.
NURSEMAGIC HAS A VALIDATED MARKET ENTRY WITH NO SIGNIFICANT OBJECTIONS IN CARE AND HEALTHCARE.

<https://www.seniorhelperfranchise.com/the-opportunity/>
<https://homehealthcarenews.com/2024/10/how-brightstar-care-got-to-400-us-locations-and-where-it-plans-to-go-next/>

B2C Revenue GROWTH: NurseMagic™

Paths to Profitability

RNs: less than .5% market penetration

LPNs: less than 4.8% market penetration

HOW WE CONVERT



Target with Paid Digital Advertising



Gain Endorsements from Trusted Influencers



Outreach Free Users with Email & SMS Marketing

ACHIEVE PROFITABILITY WITH FEWER THAN 30,000 B2C USERS.
HAVE ENROLLED >10,000 FREE USERS.
USER FEEDBACK HIGHLY POSITIVE & PRICE POINT IS ATTRACTIVE.

B2B Revenue GROWTH: NurseMagic™

Paths to Profitability

Skilled Nursing and Home Care: less than 1.6% market penetration

Franchisees in Home Care: 9.3% market penetration in **ACTIVELY** targeted corporations

HOW WE CONVERT



Target Owners with Paid Digital Advertising



Direct Email & Phone Outreach to Private Organizations

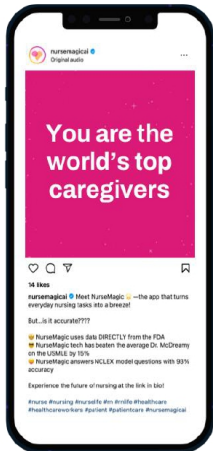


Direct Outreach to Care Agencies via Publicly-Available Government Channels

ACHIEVE PROFITABILITY WITH FEWER THAN 17,000 B2B USERS. HAVE GENERATED WINS IN BOTH INDEPENDENT AND FRANCHISEE HOME CARE. FEEDBACK IS OUTSTANDING ON PRODUCT AND PRICE POINT.

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NurseMagic™ Brand Reach



125+
SOCIAL POSTS / WK

6 SOCIAL CHANNELS

5 BLOGS / WK

MULTIPLE VIRAL POSTS
WITH OVER 1 M VIEWS

38K+
FOLLOWERS SINCE FEB 2024 INCEPTION

12.9M
ACCOUNTS REACHED IN LAST 90 DAYS

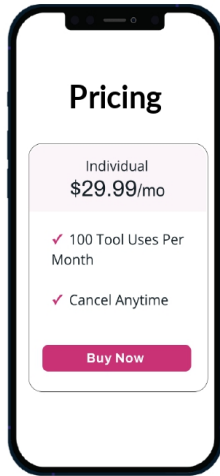
ROBUST, POSITIVE MARKETING IS DRIVING MILLIONS OF VIEWS. NURSEMAGIC IS FIRST - AND LOUD - IN AI FOR CARE TEAMS.

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NurseMagic™ Onboarding: Simple & Scalable

B2C

- 1 See NurseMagic on social or an ad
- 2 Sign up
- 3 Try it for FREE
- 4 Subscribe



B2B

- 1 Short trial to demonstrated benefit.
- 2 Enterprise gets customized solution.
- 3 Customer manages app access and use.

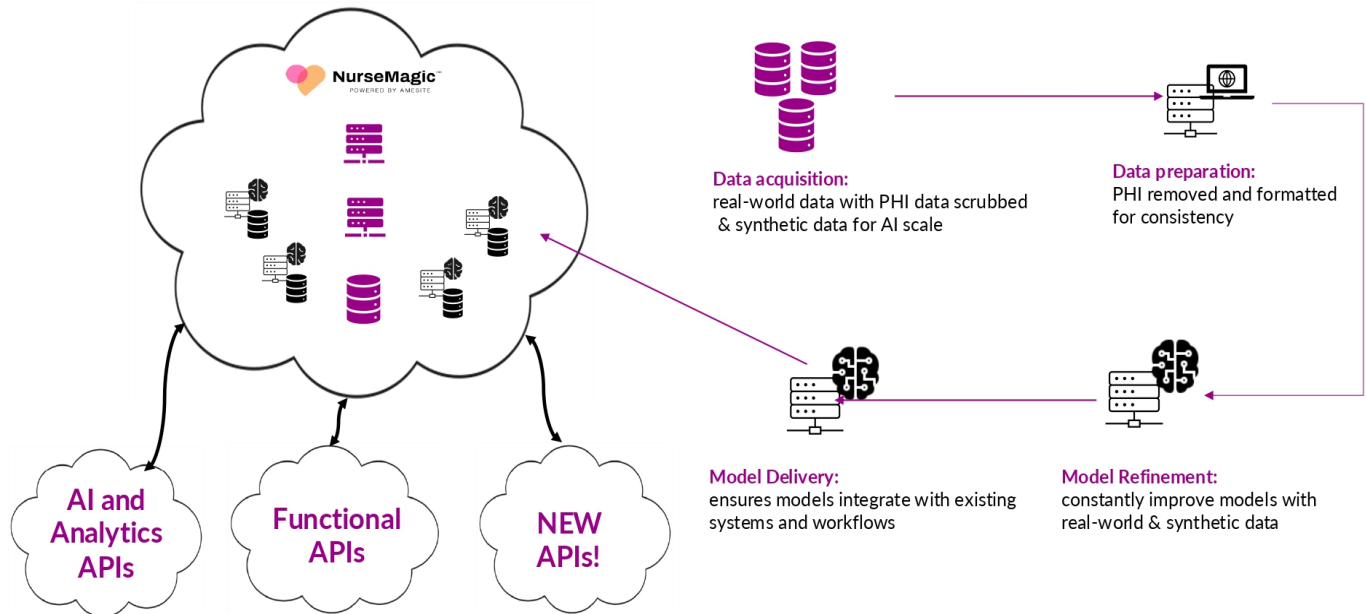
Get a Quote

First Name: _____
Last Name: _____
Company Name: _____
Company Email: _____

FREEMIUM MODEL BUILDS TRUST AND DRIVES ADOPTION.
LIMITED FREE USAGE ENCOURAGES CONVERSION.
SUBSCRIPTION REVENUE PROTECTS MARGINS WITH CONTROLLED USAGE.

Technology and Pipeline

Infrastructure Is Designed to Integrate Innovative Solutions



NurseMagic™ : Reliable, Trusted and Secure



Meets HIPAA Requirements



secured electronic protected health information (ePHI)



24/7 automated threat monitoring



strict development and access controls

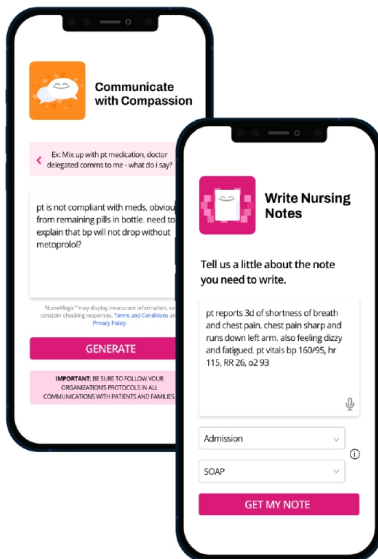


infrastructure enables entry into ALL HEALTHCARE SEGMENTS

NURSEMAGIC™ IS A SECURE AND RELIABLE SOLUTION FOR ENTERPRISE: MEETS HIPAA REQUIREMENTS

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Continuous Improvement of NurseMagic™ Technology



20+

Proprietary models routinely trained to assure top performance

>1B lines

Projected Training data, Year One of NurseMagic™ public release

5

Feature upgrades per week, on average

>100

APIs integrated including connections to government databases, authentication services, payment gateways, other services, and AI-powered tools.

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Team Experience and Award-Winning Culture



ENGINEERING

49y of collective experience

full stack coding • software engineering • software & cloud architecture • product engineering • cybersecurity • US & global compliance • data science • AI system design • natural language processing • optimization and performance tuning • app development • computational modeling • statistical data analysis



SALES

22y of collective experience

U.S. and global enterprise sales • higher education sales • enterprise sales • nonprofit sales • healthcare sales • financial services sales



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



FINANCE

32y of collective experience

auditor • private and public experience • financial forecasts • M&A • corporate financial advising

19 EARNED WORKPLACE EXCELLENCE AWARDS
8 OF THEM NATIONAL

THE NATION'S
BEST AND
BRIGHTEST
IN WELLNESS
WINNER 2023

BIG
INNOVATION
20 20

METROPOLITAN
DETROIT'S
BEST AND
BRIGHTEST
COMPANIES
TO WORK FOR
WINNER 2020

THE NATION'S
BEST AND
BRIGHTEST
IN WELLNESS
WINNER 2023

BEST AND
BRIGHTEST
COMPANIES
TO WORK FOR
IN THE NATION
WINNER 2021

BEST AND
BRIGHTEST
COMPANIES
TO WORK FOR
IN THE NATION
WINNER 2022

METROPOLITAN
DETROIT'S
BEST AND
BRIGHTEST
COMPANIES
TO WORK FOR
WINNER 2021

BEST AND
BRIGHTEST
IN WELLNESS
WINNER 2022

BEST AND
BRIGHTEST
COMPANIES
TO WORK FOR
IN THE NATION
WINNER 2023

THE NATION'S
BEST AND
BRIGHTEST
IN WELLNESS
WINNER 2021

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Leadership & 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
- 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), Oxford Companies, Lucius Partners
- PhD and MS degrees from Cornell University, BS from the University of Delaware, Mech Engineering



George Parmer



J. Michael Losh



Barbie Brewer



Gilbert S. Omenn,
MD, Ph.D.

FINANCE



TECH & HEALTHCARE



PEOPLE & GROWTH



Nasdaq: AMST

As of January 17, 2025
FY Jun 30

\$3.5M

Cash On Hand

\$0

Debt

Building Revenue:

- B2B NurseMagic™ B2C Sales Launched and Generating Revenue
- B2C NurseMagic™ Sales Demonstrated in Large and Growing Market
- Recognition Growing, with Social Following in Excess of 38,000 and 12.9 Million Marketing Reach
- Good Liquidity
- **Zero Debt**

14.6

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

4M

Shares Outstanding

\$2.4M

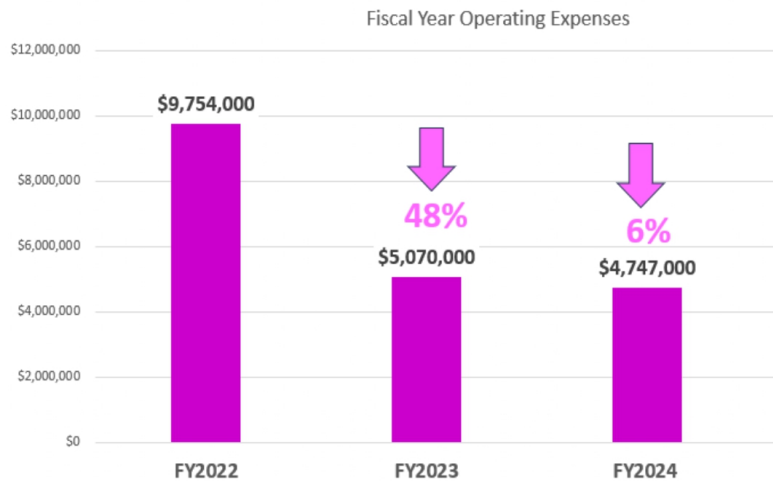
Total Contract Value Since Inception

2.8M

Public Float

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Cost Reductions Enabled by Best-in-Class Infrastructure



STEADY BURN RATE PROJECTED FOR FY25
AUTOMATED B2C & EFFICIENT B2B SALES FLOWS DRIVE SCALABILITY
REPEATABLE SALES ENABLE GROWTH WITHOUT SIGNIFICANT EXPENSES.

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AMESITE INVESTMENT HIGHLIGHTS



CNBC Squawk Box

Proven AI-Powered Higher Ed Platform That Runs Turnkey

Featured in Fox Business News, Yahoo!Finance, CNBC, Bloomberg, Forbes, Business Insider, and other publications

Closed Enterprise Deals with NurseMagic™ in \$5.2B Industry

No Corporate Debt & Good Liquidity

NurseMagic™ App Seeing Rapid Adoption, both B2C and B2B

Rapid Increase in Revenue Anticipated with B2B App Sales in Large & Hungry Health Care Market

Targeting Sustainable Margins with Lean Operations - 50% reduction in SG&A in last FY



Newsy Tonight

THANK YOU



FOR RESOURCES

FOLLOW OUR PROGRESS



FOR INVESTMENT

