

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): **February 20, 2024**

Amesite Inc.

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction
of incorporation)

001-39553

(Commission File Number)

82-3431718

(IRS Employer
Identification No.)

**607 Shelby Street
Suite 700 PMB 214
Detroit, MI**

(Address of principal executive offices)

48226

(Zip Code)

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

N/A

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

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

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

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

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

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

Emerging growth company

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

Item 7.01 Regulation FD Disclosure.

Amesite Inc. (the "Company") has prepared presentation materials (the "Presentation Materials") that management intends to use from time to time in presentations about the Company's operations and performance, and was posted to the Company's website on February 20, 2024. The Presentation Materials are furnished as Exhibit 99.1 to this Current Report on Form 8-K.

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

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

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

SIGNATURES

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

AMESITE INC.

Date: February 21, 2024

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 AI-powered online learning systems for colleges and universities, under a new, **no-risk, no setup fee deal**, enabling professional development programs to scale at low cost.

White Labeled Systems.



AI-Powered Learning.

AI Assistant:
Hi there! What questions can I answer for you about your course?

TARA G2002:
In module 4, I have a question on dosing. For a 50 lb child, how do I calculate the medication dose with Clark's Rule?

AI Assistant:
Apply Clark's Rule: (Child's Weight in lbs / 150) x Adult Dose. So, (50 / 150) x 300 mg = 100 mg dose.

Dozens of catalog offerings.



GLOBAL ONLINE LEARNING MARKET WILL REACH ~\$850B BY 2030.

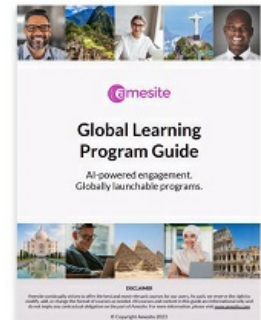
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3

Simple Deal. Enormous Markets. Sustainable Systems.

Amesite's Disruptive Tech Delivers the Best Deal in EdTech for Higher Ed.

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



#1

Highest Learner Retention in the Industry

#1

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

Source: <https://www.globesonline.com/en/news-release/2023/02/02/2400283/0/en/E-Learning-Market-is-Projected-to-Hit-USD-848-12-Billion-at-a-CAGR-of-17-54-by-2030-Report-by-Facts-Factory-FIF.html>

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4

Amesite Scales Online Learning

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

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

- Instant, unlimited, customized reporting
- 100% user training & progress reviews



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How Amesite Generates Revenue with College Partnerships

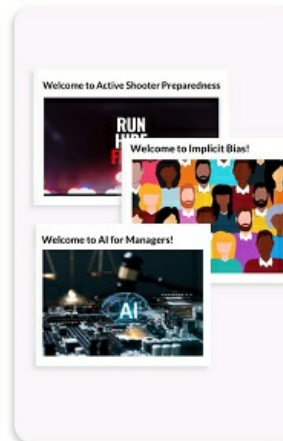
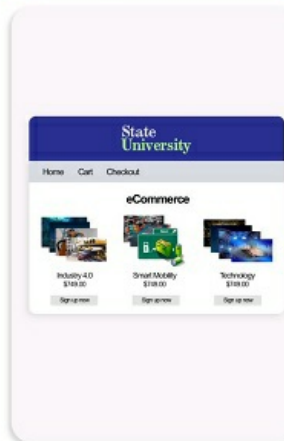
Amesite leverages regional and community colleges to market and sell professional programs.

Deliver Learning Community Environments® (LCEs).

Colleges sell regionally.

Revenue scales for college & Amesite.

(present pricing estimates & targets)



YEAR THREE



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

YEAR TWO



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

YEAR ONE

Users: -
College Revenue: -
AMST Revenue: -

Simple, repeatable deal – targets are workforce development & professional learning divisions at regional colleges and universities that want to generate impact and revenue.

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Performance and Customer Accolades

Source
<https://files.eric.ed.gov/fulltext/EJ1154164.pdf>

Amesite Retention Rates

96-98%

Industry Average Retention Rate

68-73%

“Amesite’s technology relieves administrative headaches and ultimately allows us to do our jobs well. The intuitive dashboards and powerful analytics tools make managing and upskilling teams all over the world simple.”

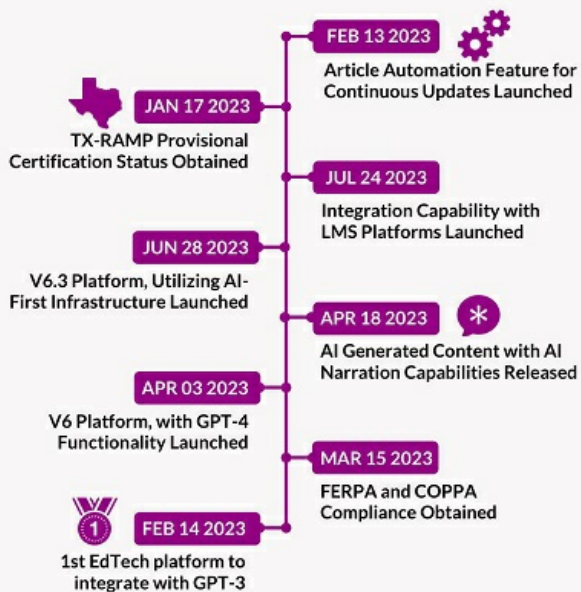
Kasey Braun
 Training & Quality Manager
 EWIE Group of Companies

“Amesite is at the center of all our business process training at EGC. We have appreciated their support of their team throughout the relationship. Using Amesite’s global upskilling technology platform enables our people to gain the know-how to meet our most demanding customers’ needs, quickly and efficiently.”

Jay Mullick
 President
 EWIE Group of Companies

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Amesite’s Tech: Ahead of the Pack



Microsoft Highlighted Amesite’s Tech on Their Website

“By empowering Amesite and putting their platform on Microsoft Azure, we can ...get these solutions out to people who need upskilling courses.”

Tamer Erzurumlu
 Director of Partner Strategy
 Education, Microsoft



Amesite Compliance & Security: Best in Class

>100
 Compliance Certifications (Azure)

95%
 Fortune 500 Choose Azure

100%
 Amesite Web Accessibility Score

Sources
<https://azure.microsoft.com/en-us/pricing/azure-99-995>
<https://news.microsoft.com/stories/cloud-security/>

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Amesite Is Positioned for Growth

Multitenant cloud infrastructure efficiently supports both B2B and B2C applications.

Amesite Cloud: Supports Multiple Products Powered by AI

Amesite B2B Learning Community Environments (LCEs)



Target: Colleges & Universities

Amesite B2C Apps



Target: Direct to professionals

CURRENT PRODUCTS

Delivering Professional Learning through Partner Brands



2024: INTRODUCING AI-Powered B2C Apps (Development + Acquisition)



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Award Winning Culture. Scalable Infrastructure.

- Talent Strategy: Arm with AI tools.
- Scale-Ready Infrastructure: Use best practices in DevOps.
- 17 Workplace Excellence Awards. 7 National.



REPEATABLE B2B SALE: Gaining Traction

Amesite TCV:

\$2.4M

Sales Targets:

~2k Colleges

https://www.amesite.com/press-releases/2024/01/02/2024-sales-targets-confirmed.html

NEW B2C PRODUCTS: Same Infrastructure

US App Market

\$45B in 2023

https://www.statista.com/statistics/1104444/us-app-market/

TARGETING B2C ACQUISITIONS: AI Apps across Markets

Number of AI Companies Globally

67k

https://www.statista.com/statistics/1104444/us-app-market/

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Financial Position

10-Q February 14, 2024

\$3.7M

Cash On Hand

\$0

Debt

12

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

\$297k*

Average Monthly Burn Projection over 12 months

\$2.4M

Total Contract Value Since Inception

Building Revenue:

- B2B Platform Build Is Complete and Scalable
- **Sales Meetings Increased by 169% and Opportunities by 118%** since pivot to repeatable motion with no set-up fee
- Investments in B2C Tools Planned
- Good Liquidity
- No Debt

* Does not include fundraising or commissions on fundraising

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11

Leadership & Board

FINANCE



TECH & IP



PEOPLE & GROWTH



Dr. Ann Marie Sastry
Founder, Chair & CEO

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



Anthony Barkett, J.D.



Barbie Brewer



J. Michael Losh



Gilbert S. Omenn, MD, Ph.D.



Richard Ogawa, J.D.



George Parmer

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12

Cost Reductions Enabled by Best-in-Class Infrastructure

Focus is on profitability – by executing efficiently.

V5 & V6 Rollouts Streamlined Infrastructure, Enabled Leaner Team, Agile Launches



Additional G&A Reductions*:

- Reduction in tech & content costs in FY24 (↓27%)
- Reduction in marketing cost in FY24 (↓24%)
- Reduction in insurance costs (similar coverage) in FY24 (↓28%)

*periods for calculation of reductions vary by category

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13

Investment Landscape: Amesite Is in Key Growth Areas

AI: EATING SOFTWARE

Amesite uniquely is AI-First.
AI powered growth is expected to be meteoric.

AI GROWTH

\$126B by 2025

ONLINE : HERE TO STAY

Deployment of AI tools is inevitable.
Markets will grow as AI.

ONLINE EDUCATION GROWTH

\$319B by 2025

PLATFORMS: THE FUTURE OF WORK

AI essential for cost control and performance.
AI powered companies will beat incumbents.

SAAS FOR BUSINESS GROWTH

\$623B by 2023

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14

Why Investors Should Care

Amesite (Nasdaq: AMST) has built a high-tech solution that has been relentlessly innovated that allows partners to start generating revenue with professional learning programs instantaneously.

Investment Highlights

- Unique Business Model for Education
- 169% increase in meetings held and a 118% increase in sales opportunities since Business Model Pivot
- Proven AI-Powered Product That Meets Enormous Market Need with Industry-Leading 96-98% Student Retention
- Targeting High Margins with Lean Operations – 50% reduction in SG&A in last FY
- Scalable Customer Contracts & Revenue Growth
- New Products in B2C
- No Corporate Debt
- Featured In Fox Business News, Yahoo Finance, CNBC, Bloomberg, Forbes, Business Insider, and other publications



CNBC Squawk Box



CNBC Squawk Box



Mornings with Maria



FOX 2 Detroit



Newsy Tonight

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15

THANK YOU.



FOR RESOURCES

FOLLOW
OUR PROGRESS



FOR INVESTMENT



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16