

WINTER 2021-2022

Company Presentation



Microsoft
Partner



Education Specialist



Forward Looking Statements

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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.

Meet Amesite

Amesite's cloud-based platform + content creation services provide **fully-managed, customized learning environments** for businesses, nonprofits, government agencies 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](#)

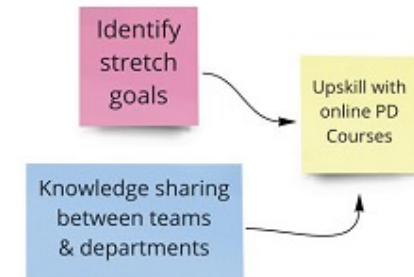
Grade Status

90% >

To Do

UNGRADED	REGRADE	EXTENSION
2	3	40
Assessments	Requests	Requests

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



Your Forecasted Grade

89%

Homework 2	80%	<div></div>
Homework 3		<div></div>
Homework 4	98%	<div></div>

Financial Position

As of September 30, 2021

\$10.6M

Cash On Hand

\$0

Debt

\$1.2M

Operating Cash
Used Q1 2022

>1y

Cash Remaining

\$15.0M

Cash Remaining
on Equity Line

Amesite's Financial Position:

- Good Liquidity
- No Debt
- Equity Line to Raise as Needed, Electively

Revenue

As of September 30, 2021

27.7%

Q1 2022 YoY Revenue
Growth

10X

FY2021 Revenue
Growth Over FY2020

\$1.4M

Total Contract Value
Since Inception

\$115K

Average Deal Size
Since Inception

Building Revenue:

- Key Staff Positions Filled
- Company Is Diversifying Our Customer Base
- Large Addressable Markets in Four Sectors:
Enterprise, Higher Ed, Nonprofit and Government

Amesite's Technology, Business Model and Partnerships Support Scaling Customers & Revenue

V4

Amesite's V4 platform is now on Microsoft's Azure Cloud - enabling **scalability, speed,** and **best-in-class infrastructure.**

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.**

98%

retention rates across all 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

THE IMPACT

As of Sept. 10, 2021, Amesite is equipped to reach a vast network of professionals through offering on Azure Marketplace.



Wins: Context

<https://www.cuny.edu/about-cuny/colleges-universities/city-college-of-new-york/>
<https://www.cuny.edu/about-cuny/colleges-universities/michigan-works-southeast/>
<https://www.wvu.edu/about-us/wayne-state-university/>
<https://www.wvu.edu/about-us/henry-ford-museum/>
<https://www.cuny.edu/about-cuny/colleges-universities/city-college-of-new-york/>

CITY COLLEGE OF NEW YORK

- Part of **the largest urban university system in the United States**

MICHIGAN WORKS! SOUTHEAST

- Part of the Michigan Works! Association, a **sixteen-agency system serving nearly 18,000 community members**

WAYNE STATE UNIVERSITY

- Provides key education and training to the Greater Detroit Area as **Michigan's third-largest university**

THE HENRY FORD MUSEUM

- Provides unique education experiences based on America's traditions of ingenuity, resourcefulness and innovation and **hosts over 1.7M visitors annually**

\$133.7B

10-year strategy for **building and enhancing city infrastructure** announces by the NYC Dep. Of City Planning in July 2021

Upskilling is a

\$358B

global market with employers spending

\$1,300

on **each employee annually** for continuing education

150M

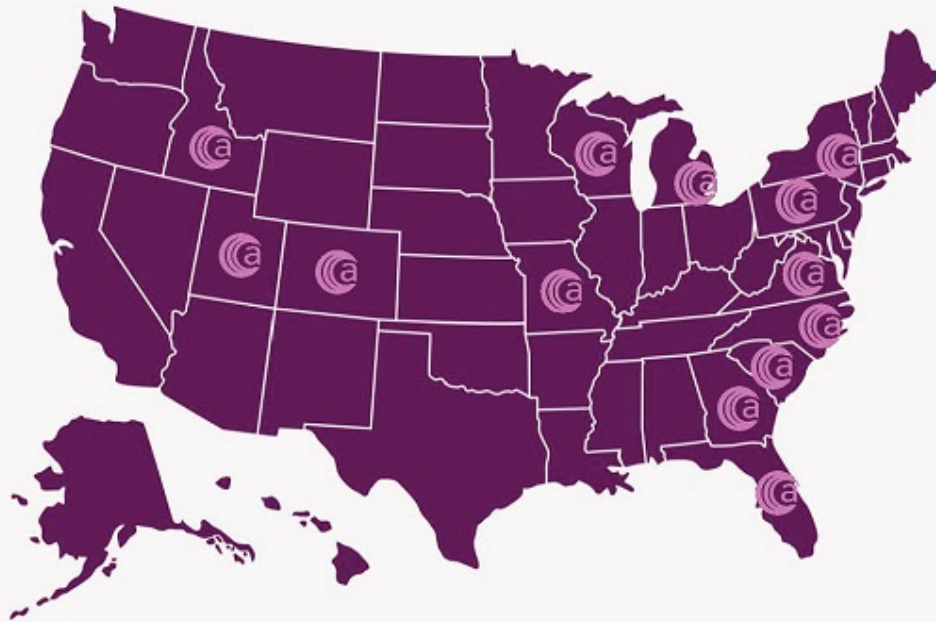
new technology jobs will be added to the global economy over the next 5 years

Market size of the museum industry in the US reached

\$12.7B

 in 2020

People & Growth



- 22 Employees in 13 States
- Strong ability to attract talent
- Building bench strengths and partnerships in Sales and Marketing
- Aligning technical work to disrupt markets and serve our customers



We are honored to be among the winners of the following workplace and technical awards, including three national workplace excellence awards.



Model & Markets

Model: SaaS Flexibility and Scalability, Targeting High Margin + ARR

SETUP FEE

ADAPTABLE: Amesite delivers custom, enterprise-wide systems, or new, specialized or technical programs, branded to the Customer

COURSE CREATION FEE

FLEXIBLE: Amesite can build-from-scratch, from technical to introductory / general-interest courses and programs — or Customers can use their own content

MAINTENANCE FEE

RELEVANT: Amesite assures content stays up-to-date

USER FEE

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

ENTERPRISE

\$165B

<https://www.cisatrac.com/knowledge/156416/role-of-the-workplace-training-market-northamerica/>

HIGHER ED

19.7M learners

<https://nces.ed.gov/ipeds/data/ipedspx/ind1012>

GOVERNMENT

\$3.6B

<https://www.dhs.gov/sites/default/files/governance/budget/2020/FY20-20C-persingPlanVPTp.d>

Learning Solutions for Enterprise are in High Demand

By 2030, the talent shortage and **skills gap** in the U.S. alone is expected to total a **loss of \$8.5 trillion**.



of executives report **skills gaps** in their current workforce.



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



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

https://www.mckinsey.com/capabilities/mckinsey-digital/insights/skills-shortage-2030?cid=mc-sdp-top-cta&utm_source=LinkedIn&utm_medium=sponsored-content&utm_campaign=2021-01-20%20-%20Skills%20Gap%20-%20McKinsey&utm_term=skills%20gap%20-%20McKinsey

Amesite's Enterprise Solutions: Scalable & Easy

“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

“**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.”

Jay Mullick
President,
EWIE Group of Companies

“Using brain-savvy and business-tested concepts, we help our clients achieve excellence in performance. **By partnering with Amesite, we are able to take our workshops and launch them online, expanding our reach and ability to serve our clients.**”

Dan Suwyn
Partner,
Enriched Business Strategies

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

WATCH THE
CASE STUDY HERE

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

ABOUT THE HENRY FORD

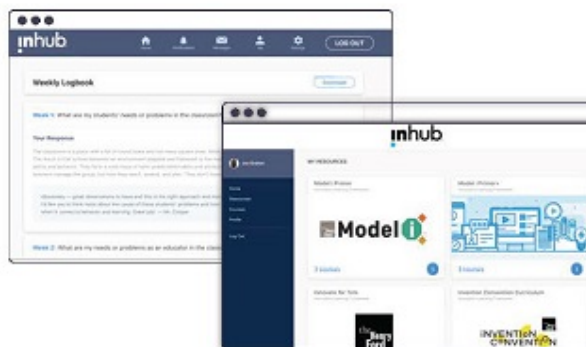
The Henry Ford provides unique educational experiences based on authentic objects, stories, and lives from America's traditions of ingenuity, resourcefulness and innovation.

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

WATCH THE
CASE STUDY HERE

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

ABOUT WSU

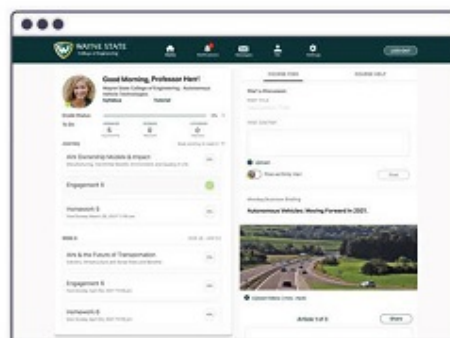
Wayne State University is a public research university in Detroit, Michigan. It is Michigan's third-largest university.

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**.

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.

AI-DRIVEN



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.

SCALABLE
& SECURE



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.

BEST-IN CLASS
FEATURES
& INTEGRABILITY



Investment Landscape

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.pymetrics.com/insights/ai-market-size-and-forecast-2025>
<https://www.fortune.com/story/ai-market-size-forecast-2025>
<https://www.statista.com/statistics/1111111/ai-market-size-forecast-2025>

ONLINE EDUCATION GROWTH

\$319B by 2025

<https://www.pymetrics.com/insights/online-education-market-size-and-forecast-2025>
<https://www.fortune.com/story/online-education-market-size-forecast-2025>

SAAS FOR BUSINESS GROWTH

\$623B by 2023

<https://www.pymetrics.com/insights/saas-market-size-and-forecast-2023>
<https://www.fortune.com/story/saas-market-size-forecast-2023>
<https://www.statista.com/statistics/1111111/saas-market-size-forecast-2023>

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

THANK YOU.



FOR RESOURCES

FOLLOW
OUR PROGRESS



FOR INVESTMENT



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