

SUMMER 2024

Company Presentation





Microsoft Partner | Education Specialist



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

Amesite (Nasdaq: AMST)

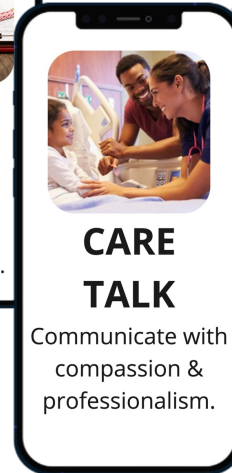
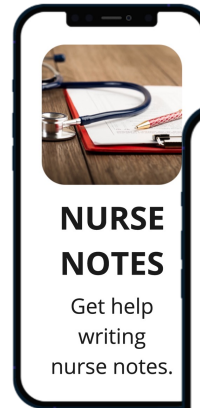
Pioneering AI-driven technology company delivering B2C and B2B solutions with proprietary AI infrastructure.

Higher Ed Learning Community Environment (LCE) Platform: Best-in-class student outcomes and scalable professional learning.

NurseMagic™ App: AI tools for nurses, providing patient care support, nurse notes, medication information, and career assistance.

Preacto™ App (Beta): Real-time emergency alerts and guidance, including active shooter response.

NURSES: NURSEMAGIC™ APP



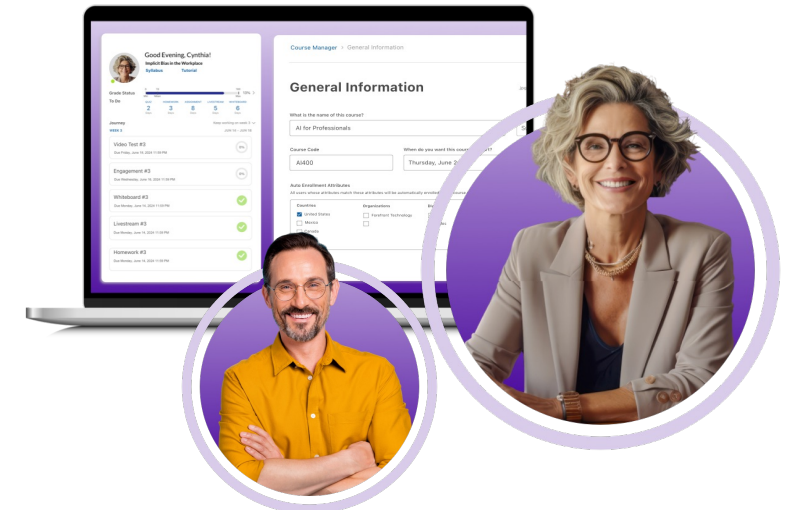
CONSUMERS: PRACTO™ APP



HIGHER EDUCATION: LEARNING COMMUNITY ENVIRONMENT (LCE) PLATFORM



BUSINESS: LCE PLATFORM



B2B: Amesite's Higher Ed Learning Community Environment (LCE)

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

Amesite: Most Loved Brand in EdTech Delivers Disruptive Tech for Higher Ed Professional Learning



Highest Learner Retention in the Industry: 96-98%



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

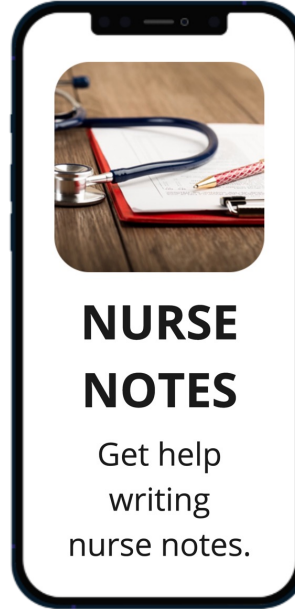
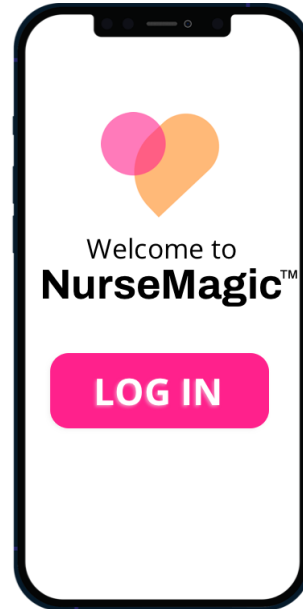
Amesite's B2C APPS

NurseMagic™ App: AI tools for nurses, providing patient care support, nurse notes, medication information, and career assistance.

Preacto™ App (Beta): Real-time emergency alerts and guidance, including active shooter response.



NurseMagic™
POWERED BY AMESITE



LAUNCHED IN BETA April 24, 2024

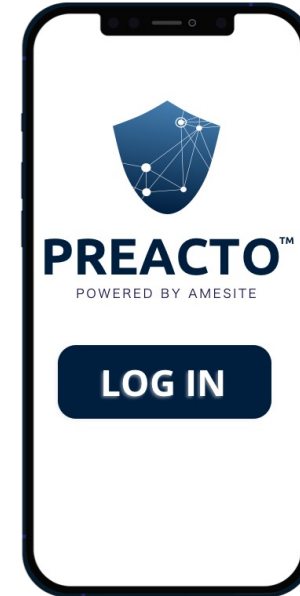
LAUNCHED WITH FULL PUBLIC ACCESS June 5, 2024

WITHIN 7 WEEKS, USERS IN:

50 STATES **6** COUNTRIES



PREACTO™
POWERED BY AMESITE



COMING SOON TO PUBLIC!

LAUNCHED IN BETA July 16, 2024

MARKETING

Partnership with ASPP provides ready audience of Fortune 100 and 500 companies

AMST Products Improve Human Performance

Amesite's Data-
Driven Approaches
WORK for Multiple
Markets

SAVING TIME

30%

of our time on basic tasks could be saved by AI by 2030

[\(McKinsey 2023\)](#)

IMPROVING JOB PERFORMANCE

63%

of jobs to be complemented by Generative AI

[\(Goldman Sachs 2023\)](#)

IMPROVING LEARNING

55%

of teachers believe AI had a positive effect on the learning process

[\(Forbes 2024\)](#)

AMESITE'S EFFECTIVE, SCALABLE PRODUCTS

Amesite LCE Platform

5 Colleges

96-98% Completion



NurseMagic™

Core tech passes the USMLE with 91% (doctors get avg of 76%).

DELIVERS 93% ACCURACY ON NCLEX MODEL QUESTIONS.

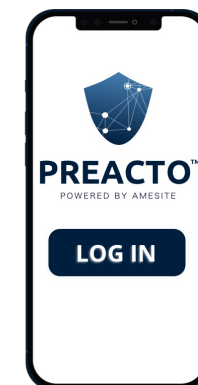
PREACTO™

PUBLIC Launch Coming Soon!

66%

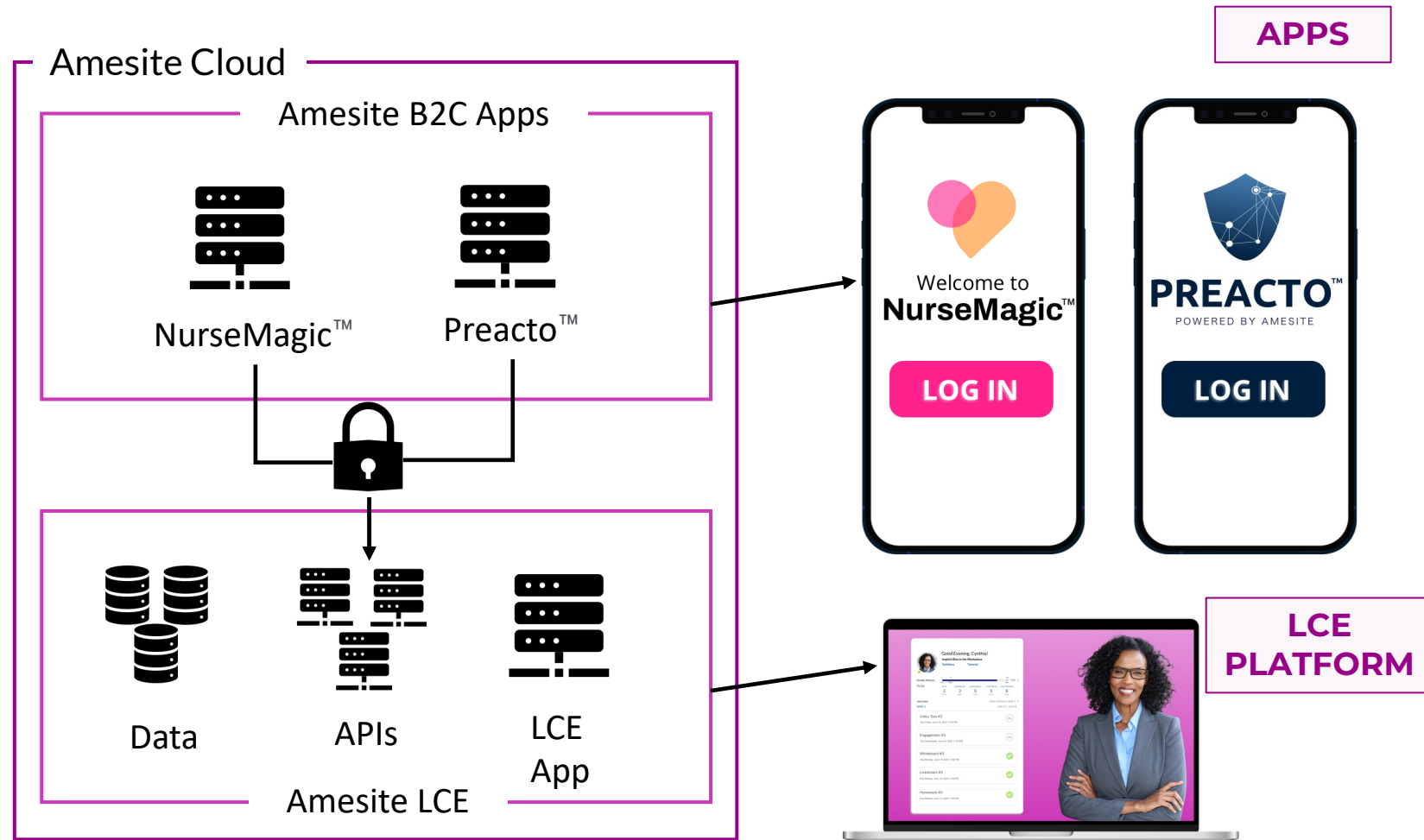
of adult Americans avoid common activities because of fear of crime

[\(Gallup\)](#)



How Amesite Infrastructure Enables B2B and B2C Revenue

Flexible, adaptable infrastructure supports multiple products. Partnerships support scale.



“ 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

Microsoft
Partner

Education Specialist



Amesite Scales Online Learning for Colleges

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

1 Onboard

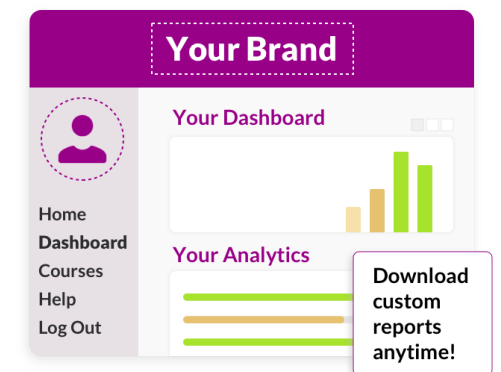
- Quick, seamless setup
- 100% of training provided
- Integrates to customer website
- Amesite can provide content AND top instructors

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

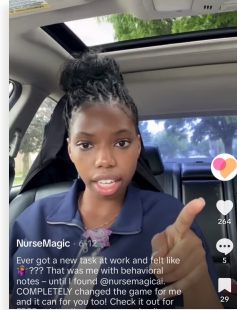


Amesite Scaling Professional and Consumer Apps

Powered by AI.
*Easiest workflows
on the planet.*



1 See it on social



2 Sign up

3 Use it for FREE



Care Talk: Communicate with compassion and professionalism.

PROGRESS: Nurses use tools actively, from generating nursing note reports to seeking guidance for challenging patient interactions.

NEXT STEPS: Build subscription. Drive revenue with ads, paid usage and enterprise sales.

COMING SOON TO THE PUBLIC...



66% of adult Americans report they avoid common activities because of fear of crime ([Gallup](#))

337M United States 2024 Population ([Census.gov](#))

PROGRESS: Beta (announced on July 16, 2024)

NEXT STEPS: Launch app to public with ASPP. Refine tools with feedback. Drive revenue.

Our Products Target Large Markets that Need AI Solutions

We solve problems with our products. Out of the box.

HIGHER ED LCE



41%

of undergraduates enrolled in community colleges in 2022-21 academic year
[\(CCRC\)](#)

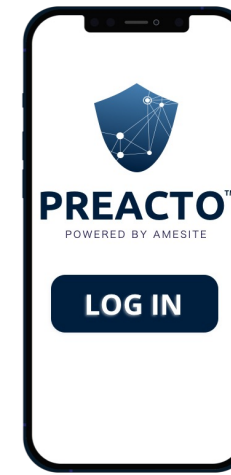
\$60B

U.S. Continued Ed Market Value in 2022

\$93B

Expected U.S. Continued Ed Market Value in 2028
[\(Arizton\)](#)

B2C APPS

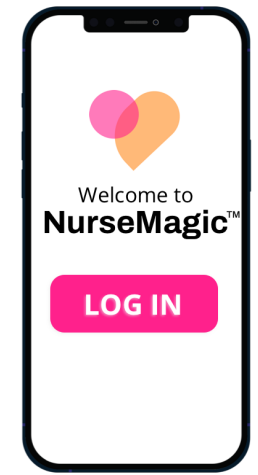


66%

of adult Americans report they avoid common activities because of fear of crime
[\(Gallup\)](#)

58%

of U.S. adults stating that crime reduction should be a top priority of the President and Congress
[\(Pew Research\)](#)



5.2M

U.S. Nurses in 2022
[\(Journal of Nursing Regulation\)](#)

77K

Projected nursing shortage (full-time RNs) by 2025
[\(HRSA\)](#)

40%

Time nurses spend documenting / charting
[\(NLM\)](#)

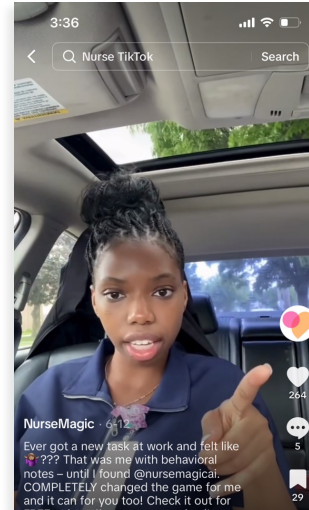
Amesite Building NurseMagic™ Followership to Drive Usage of App

Scaling our community gives huge revenue opportunity.

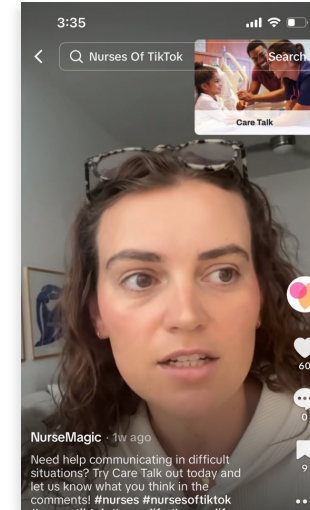
NURSE TARA*
1.3 M
Support for Nurses



CYNESSS (LPN)*
530 K
Support for Nurses & Nursing Students



NURSEMAGIC™
User Engagement,
Tool Use and Humor



SOCIAL CHANNELS & ENGAGEMENT

Instagram: @nursemagical
LinkedIn: /nursemagical
Facebook: /nursemagical
TikTok: @nursemagical

18k
Followers

* Paid Influencers

User Newsletter



Good afternoon! We're hitting your inbox with the latest tea on nursing and technology. In this newsletter we will cover why you should give your I.T. bestie a hug, Apple doing what Apple does best, and a Welsh training center living in the year 3000.

FUN FACT

Walk a Mile in These Louboutins



Did you know the average nurse takes about 59,657 steps per week? That is 31,000 more than the average American – and the equivalent of a marathon! Nurses – you truly go the extra mile every day.

Check out our top shoe recs in 2024 [here](#).

**LARGE AUDIENCES
ENABLE REVENUE
GENERATION:**

- advertising
- enterprise sales

Award Winning Culture. Scalable Infrastructure.

- 19 Workplace Excellence Awards.
- 8 National Workplace Awards.



LEAN TEAM OF EXPERIENCED PROFESSIONALS



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



Sales: 22y of collective experience - U.S. and global enterprise sales • higher education • business • nonprofits • healthcare • environmental consulting • financial services



Engineering: 49y of collective experience – full stack coding • software engineering • software architecture • algorithm design • product engineering • cyber security • global compliance • US compliance • cloud architecture • data science • AI system design • natural language processing • optimization and performance tuning • app development • computational modeling • statistical data analysis



Finance: 40y of collective experience – Big 4 accounting • auditor • insurance specialist & manager (multiple fields) • financial forensics • M&A specialist • corporate financial advising

WAYS TO WIN.

B2B GROWTH in higher ed LCE platform

*Higher Ed needs to
cut costs
and improve performance
with AI. Revenue scales
with customers and users.*

Deliver Learning Community Environments® (LCEs).
Colleges Sell Regionally.

*Amesite provides platform, instructors and content to resource-limited schools
with ability & need to reach learners.*

YEAR
ONE

Users: -
College Revenue: -
AMST Revenue: -

YEAR
TWO

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

YEAR
THREE

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

“Partnering with Amesite enables us to expand our educational capabilities and reach. This collaboration aligns with our goal to meet and adapt to the changing educational and workforce training requirements in our community.”

Dr. Patricia Sims
President of Drake State

“Partnering with Amesite allows us to grow our educational capabilities and reach. This collaboration will help us drive economic impact through partnerships with our community.”

Dave Lantz
Manager, Corporate & Community Services at Joliet
Junior College

“Vol State has partnered with Amesite to lead our communities in the adoption and utilization of AI. Delivering AI and technical programs enables us to support learners from local high school districts to local industries as they seek to improve job performance.”

Nicholas Bishop,
Vice President for Economic Development & Regional
Centers at Volunteer State Community College

WAYS TO WIN.

B2C GROWTH in platform and apps.

Consumers and Professionals need to improve performance with AI – Amesite apps are specialized, effective and scalable.

Create and market apps via Influencers* and other channels.
Revenue through freemium, enterprise sales.

5.2M

Audience Size
[\(SOURCE\)](#)

100k

Near-term
targeted user base

>\$20B

Annual spend on marketing
to healthcare workers
[\(SOURCE\)](#)

Revenue – Audience: Nursing audiences are powerful consumers, with both enormous buying power, and also the subject of intensive marketing. Brands actively seek ways to engage.

Revenue – Freemium: NurseMagic™ is low-cost to deliver on Amesite’s optimized infrastructure and the solution is sticky, essential and monetizable.

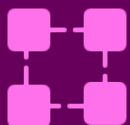
Revenue – Enterprise: Turnover is 18.4% in nursing and shortages are severe. Healthcare organizations seek solutions to reduce nurses’ stress while improving patient care. [\(Source: NSI 2024 National Health Care Report\)](#)

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

Financial Position

As of 10-Q May 10, 2024

\$2.97M

Cash On Hand

\$0

Debt

10.5

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

\$284k*

Average Monthly Burn
Projection over 12 months

\$2.4M

Total Contract
Value Since Inception

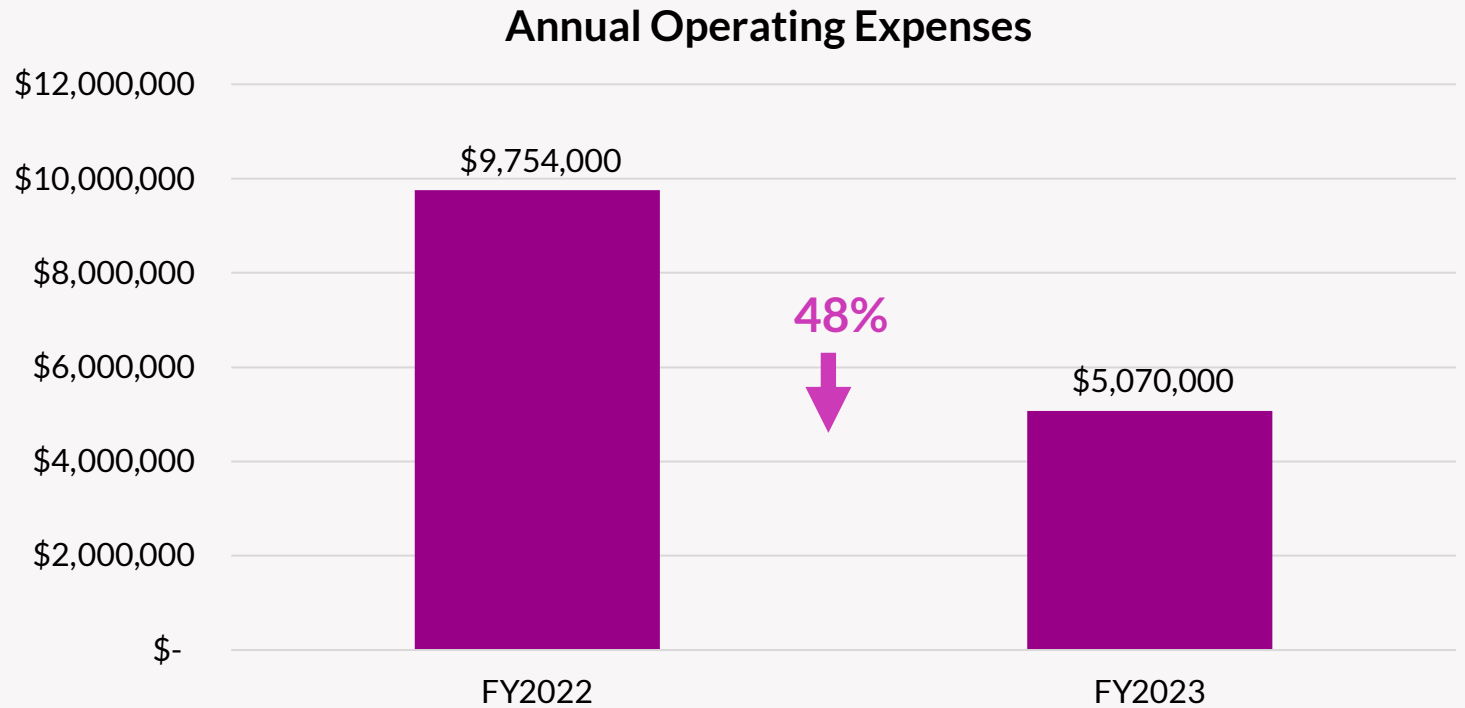
Building Revenue:

- B2C Apps Gaining Traction
- B2B LCE Platform Build Is Complete and Scalable
- **5 New Deals Announced across the US since offering no set-up fee**
- Investments in B2C Tools Planned
- Good Liquidity
- Zero Debt

* Does not include fundraising or commissions on fundraising

Cost Reductions Enabled by Best-in-Class Infrastructure

Focus is on profitability – by executing efficiently.



Continued Cost Reductions:

Based on results reported through March 31, 2024; we are showing additional savings in our tech & content, sales & marketing, and insurance costs in FY2024.

Why Investors Should Care

Amesite (Nasdaq: AMST) has successfully moved from B2B to B2C, maintaining customers and growing user bases, with its proprietary AI technology, while maintaining lean operations.

Investment Highlights

- **Pivot to New B2C Products**
- **First B2C Product Trending Well**
- 5 New Deals Announced in Higher Ed LCE since Business Pivot to **No Setup Fee Deal**
- Proven AI-Powered LCE 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
- 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

THANK YOU.



FOR RESOURCES

FOLLOW
OUR PROGRESS



FOR INVESTMENT