



NASDAQ: AMST

Company Presentation

Fall 2024





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Meet Amesite

Key Wins & Market Opportunity

Revenue & Growth

Technology & Pipeline

Marketing, Sales & Onboarding

People, Culture & Leadership

Financials

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Amesite Inc. (Nasdaq: AMST) develops and markets of B2C and B2B AI-driven solutions, including NurseMagic™ for healthcare, and Amesite Engage, offering professional learning through colleges.

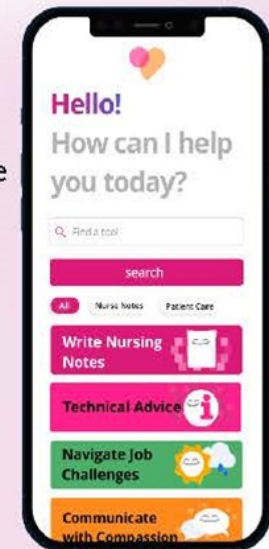
HIGHER EDUCATION: PROFESSIONAL LEARNING PLATFORM

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

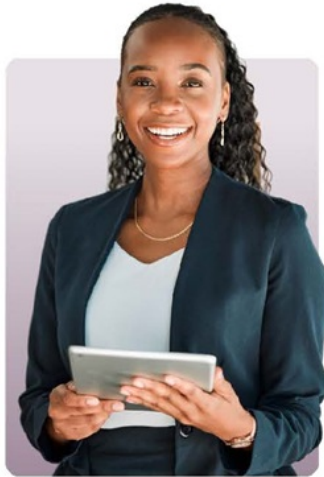


HEALTHCARE: NURSEMAGIC™ APP

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



Higher Ed Platform Wins



PERFORMANCE WINS

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



Learner Completion: 96-98%

Highest Trust among competitors in third-party evaluation

SALES WINS

- No-Fee Setup
- 7 Deals with Colleges, Including One of Largest in Nation (announced Sept 2024)

\$2.4

MILLION

in revenue since product launch



CURRENT CUSTOMERS: 5-YEAR DEALS



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Nurses

NurseMagic™ App Wins

B2C WINS



50 States &
6 Countries
within only
eight (8) weeks
of public launch

830%
User growth
month on
month from
June to July
2024

27%
increase in
users following
most recent
influencer
engagement

B2B WINS

5

Secured Pilots
with Healthcare
Companies

30K

Employees Collectively
Across the 5 Companies

41

States represented
in pilot program

100%

of pilot participants anticipate
improved patient care &
reduced costs

RANGE OF USER PROFESSIONS ON NURSEMAGIC™

Healthcare Executives & Managers • CMPs • CNSs • NPs • RNs • Pediatric RNs • PTs
• OTs • LVNs/LPNs • CNAs • NAs • Home Care Nurses • HHAs • PSSs

Enormous Market Pains Addressed by NurseMagic™

WIDE RANGE OF CARE MODALITIES NEED SUPPORT

Skilled Nursing

Assisted Living

Memory Care

Residential

Continuing Care Retirement Communities

Home Health

Rehabilitation Centers

STRESS AND LACK OF SUPPORT LEAD TO LABOR SHORTAGES

26k skilled nursing and home health care facilities in the U.S.

5.2M U.S. RNs

3.9M U.S. home health workers

~80% of home health care workers leave their jobs within 100 days

ON THE JOB SUPPORT is desired by majority of workers to prevent burnout

LACK OF SUPPORT MEANS REDUCED ABILITY TO PROVIDE CARE & LOST REVENUE

25% of referred home care patients are **turned away** due to staffing shortages

16% of annual salary is the average cost of replacing a frontline employee

<https://academic.oup.com/gerontologist/article/59/6/1055/5075539?toin=false>
<https://homehealthcarenews.com/2024/07/home-cares-industry-wide-turnover-rate-reaches-nearly80/#:~:text=The%20report%20found%20that%20home-wide%20turnover%20rate%20is%2079.2%25>
https://www.hcaqa.org/uploads/1/3/3/0/133041104/workforce_report_and_call_to_action_final_03272023.pdf
<https://www.statista.com/statistics/195317/number-of-medicare-skilled-nursing-facilities-in-the-us/>
<https://www.statista.com/statistics/195318/number-of-medicare-home-health-agencies-in-the-us/>

NurseMagic™ Enterprise – Smart, Tactical, No-Hassle Buy



EASY TO PURCHASE & DEPLOY



loved by C-Level, Sales, Clinical and IT, compliance, rigor and ROI

Zero

integrations needed to deploy to staff, with 24/7 support

100%

deployable to any group of professionals, 24/7, using in-app onboarding

100%

of features and models can be customized to paying customers

CLEAR & COMPELLING ROI



improved patient care with enhanced communication & technical support – reducing audit risk and loss of clients

15X

expected ROI, with ~30% increase in efficiency for ~2% of wages

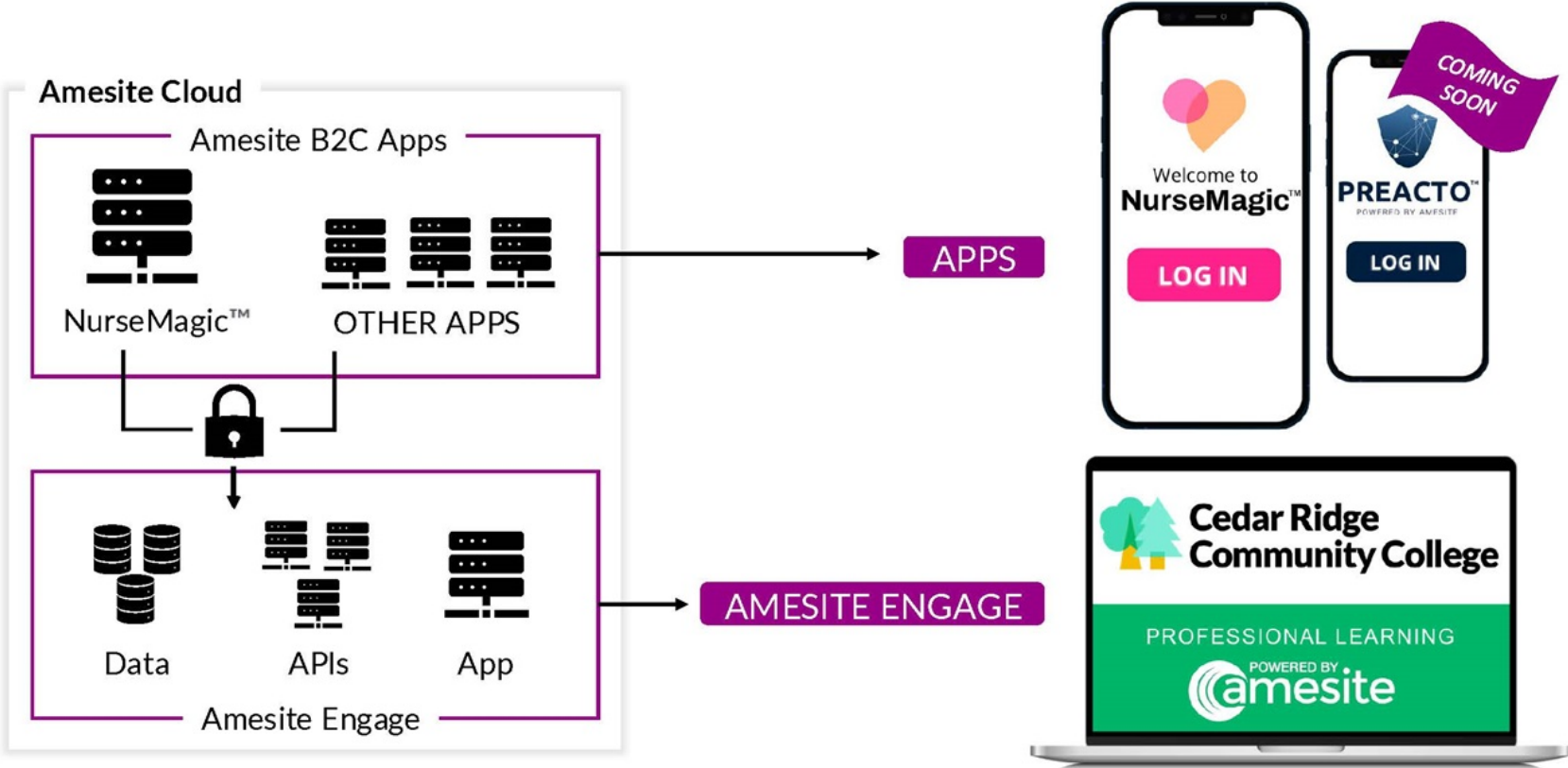
\$2600

additional, minimum savings achieved per retained employee - by reducing burnout and increasing on-the-job support with NurseMagic™

SIGNIFICANT QUARTER ON QUARTER GROWTH ANTICIPATED WITH ENTERPRISE NURSEMAGIC™ SALES

Technology and Pipeline

Flexible, adaptable infrastructure supports multiple products.



NurseMagic™ Product & Technology Wins



REVIEWS

5 Star
★★★★★

Apple App store rating

**Top 100
App**

Charted as a **top-100** free medical app in the Apple App store within 4 weeks

ACCURACY

91%

Score that the technology powering NurseMagic™ achieves on the U.S. Medical License Exam*

93%

Score that NurseMagic™ achieves on model NCLEX (nursing boards) exam questions

MARKET FIT

1st Multifunctional, AI app created expressly for the **largest** professions in healthcare

14 Key features that improve **patient care, reduce costs, and drive revenue**

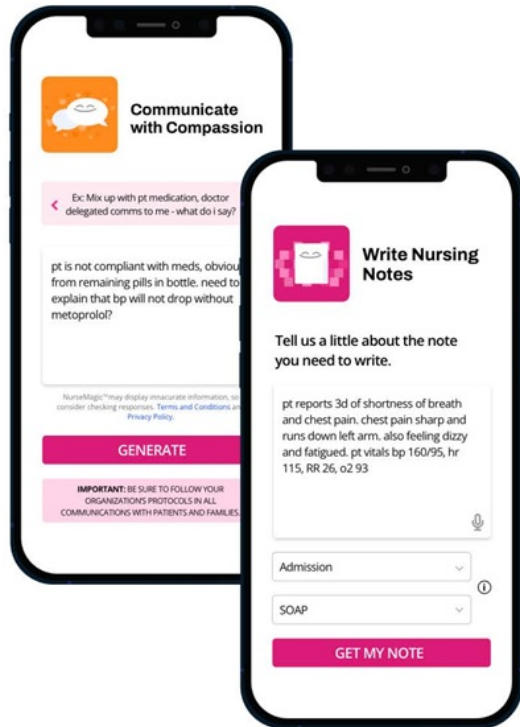
1000s of APIs that can be integrated to our tech stack

27 Professions using the app, from frontline to executive leadership in healthcare

*Data on Step 3 of the USMLE from:

Nori, Harsha, Nicholas King, Scott Mayer McKinney, Dean Carignan, and Eric Horvitz. "Capabilities of gpt-4 on medical challenge problems." arXiv preprint arXiv:2303.13375 (2023).

Continuous Improvement of NurseMagic™ Technology



20+

Proprietary models routinely trained to assure top performance

5

Feature upgrades per week, on average

>1B lines 

Projected Training data, Year One of NurseMagic™ public release

>100 

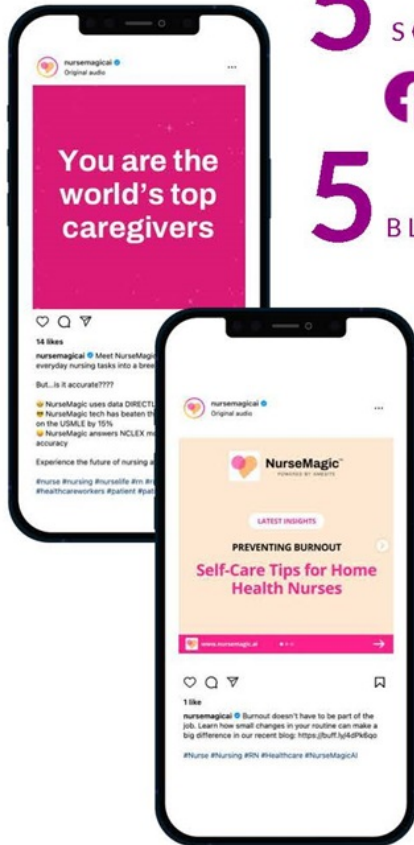
APIs integrated including connections to government databases, authentication services, payment gateways, LMSs, and AI-powered tools.

NurseMagic™ Brand Wins

5 SOCIAL CHANNELS



5 BLOGS / WK



125 SOCIAL POSTS / WK

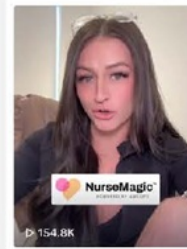
22.7K FOLLOWERS

INFLUENCERS DRIVE AWARENESS

947K

FOLLOWERS

Nurse Paige
@paigeslayton_

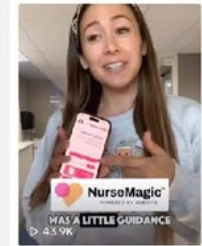


41% INCREASE IN USERS

510K

FOLLOWERS

Nurse Hailey
@rnnewgrads

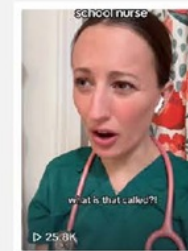


56% INCREASE IN USERS

1.3M

FOLLOWERS

Nurse Tara
@officialtiktoknurse



11% INCREASE IN USERS

533K

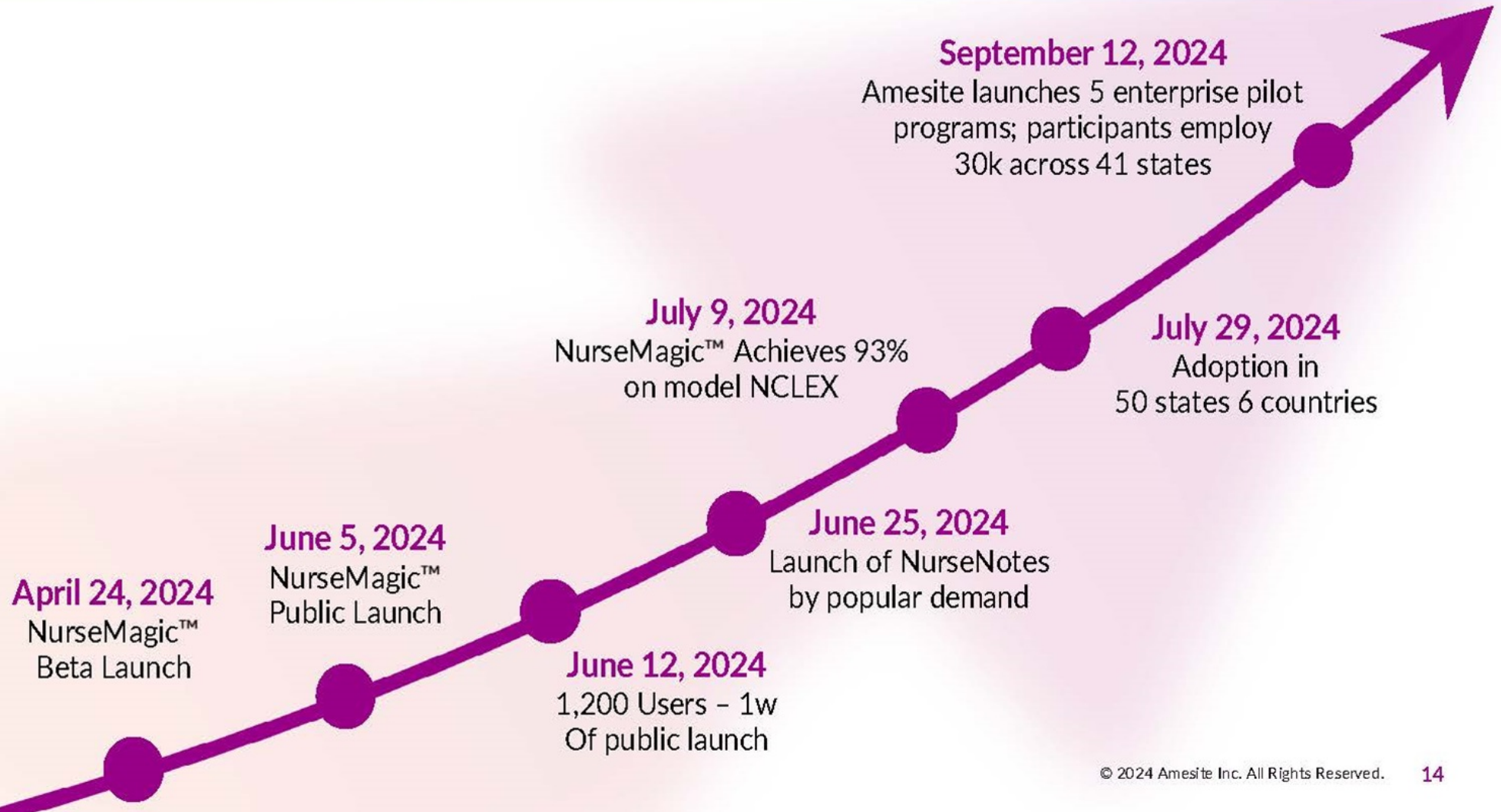
FOLLOWERS

Nurse Cynesse
@thatnursebyn



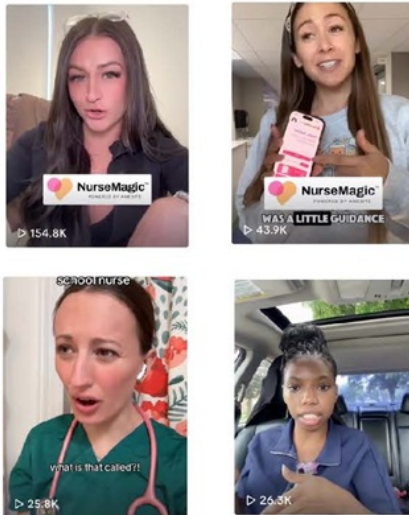
653% INCREASE IN USERS

Development, Deployment & Scale of NurseMagic™



NurseMagic™ User Onboarding Is Simple & Scalable

1 See it on social



2 Sign up

A smartphone screen displaying the NurseMagic sign-up form. At the top is the NurseMagic logo (two overlapping hearts, one pink, one orange) and the text 'Join For Free!'. Below are input fields for 'First Name', 'Last Name', 'Email', 'Password', and 'Confirm Password'. A pink 'SIGN UP' button is at the bottom.

3 Use it for FREE



USERS GET FREE APP WITH LIMITED USAGE. DATA COLLECTION ENABLES ANALYSIS OF USER FEATURE NEEDS AND USAGE INTENSITY.

NurseMagic™ Enterprise Solutions Deploy Easily

1

Pilots assess needs & benefits.



BrightPath Care has invited you to join NurseMagic!

SIGN UP FOR NURSEMAGIC

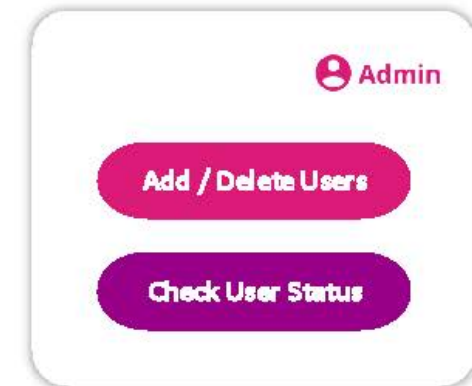
2

Enterprise customers receive customized solutions.



3

Customer manages app access.



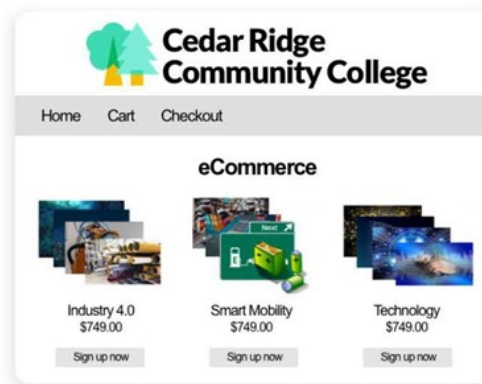
PAYING CUSTOMERS GET GREATER INTENSITY OF USAGE AND MANAGE THEIR USERS EASILY WITH ON-APP ADMINISTRATION.

College Platform Is Turnkey and Runs Efficiently

1 Customer onboarding – with content and instructors available.



2 Users enrolled by college or via website.



3 Customer manages programs with flexible, self-customized reporting.



SYSTEMS ARE TURNKEY AND SCALABLE.
INCREMENTAL COSTS OF DELIVERY ARE LOW WITH SELF-CUSTOMIZATION.

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



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 sales • enterprise sales • nonprofit sales • healthcare sales • financial services sales



FINANCE

40y of collective experience

Big 4 accounting • auditor • insurance specialist & manager (multiple fields)
• financial forensics • M&A specialist • corporate financial advising

19 EARNED WORKPLACE EXCELLENCE AWARDS
8 OF THEM NATIONAL



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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), 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

FINANCE



TECH & IP



PEOPLE & GROWTH



Financial Position

As of 10-Q May 10, 2024

\$3M

Cash On Hand

\$0

Debt

Building Revenue:

- B2C NurseMagic™ Gaining Traction
- B2B NurseMagic™ Sales Outlook Promising
- B2B Amesite Engage Platform Is Complete, Scalable & Turnkey
- **7 New Deals Announced across the US since offering no set-up fee**
- Good Liquidity
- Zero Debt

10.5

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

\$248K*

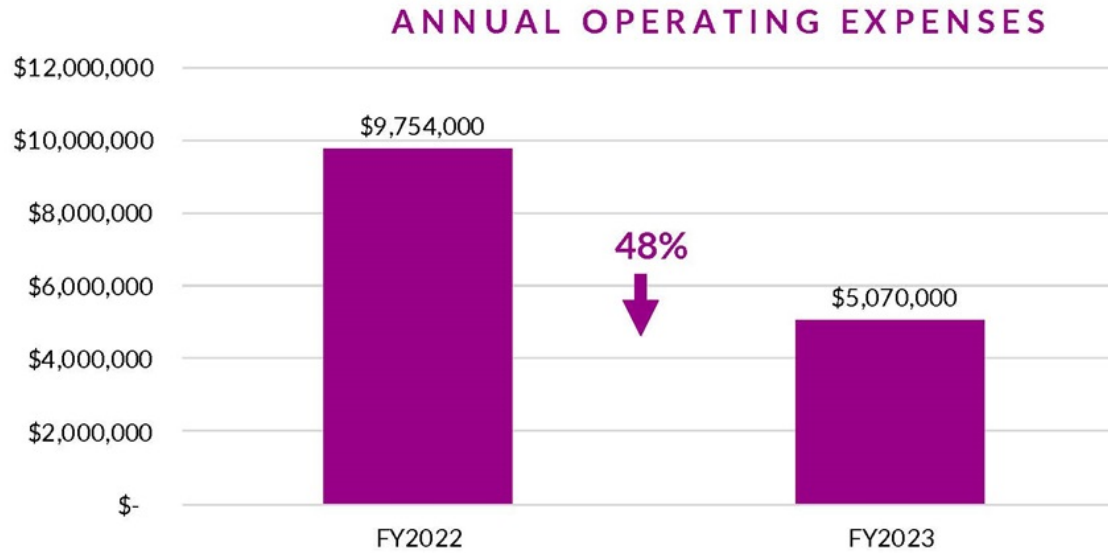
Monthly Burn

\$2.4M

Total Contract Value Since Inception

** Does not include fundraising or commissions on fundraising*

Cost Reductions Enabled by Best-in-Class Infrastructure



ANTICIPATE SAVINGS IN OUR ENGINEERING, SALES & MARKETING, AND INSURANCE COSTS IN FY2024 BASED ON RESULTS REPORTED THROUGH MARCH 31, 2024.

AMESITE INVESTMENT HIGHLIGHTS



CNBC Squawk Box

Proven AI-Powered Higher Ed Platform That Runs Turnkey

7 New Deals Announced in Higher Ed platform since Business Pivot to No Setup Fee Deal

No Corporate Debt & Good Liquidity

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

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 High Margins with Lean Operations – 50% reduction in SG&A in last FY



Newsy Tonight

THANK YOU



FOR RESOURCES



FOLLOW
OUR PROGRESS



FOR INVESTMENT

