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EdTech Company Amesite CEO Sits Down With Benzinga To Discuss 2022 Successes And The Vision For 2023, Building A Promising Future Of AI In Learning

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By David Willey, Benzinga

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Amesite Inc.'s (NASDAQ: AMST) CEO, Dr. Ann Marie Sastry, recently sat down for a chat with Benzinga to discuss its past year of successful partnerships, and to look ahead to a promising 2023 for the Detroit-based company.

Sastry explained how Amesite is an educational technology (EdTech) software-as-a-service (SaaS) company helping modernize educational systems via its artificial intelligence (AI) powered white-label eLearning services. Amesite doesn't compete with the existing educational infrastructure, instead working with them to update their branded programs via Amesite's system. With companies looking to upskill and reskill their workers and employees looking to adapt to an ever-changing market, the corporate eLearning market is currently valued at $117 billion.

"We are proving our theory every day that most professional training as one segment will go online - that is the future," said Sastry. "And that online learning has to be great in order for organizations to succeed, in order for brands to succeed, and in order for people to move ahead." It is this need for great online learning that Amesite is looking to solve through its AI-driven platform.

Amesite serves clients across a range of sectors, including universities, businesses, museums, and government agencies. It operates in a similar market to companies like **Coursera Inc.** (NYSE: COUR) and **Powerschool Holdings Inc.** (NYSE: PWSC).

Sastry touted some major partnerships in 2022 that demonstrate the success of Amesite's transformative AI-implemented tools for modernizing the learning experience. The company lauds its easy-to-use system that makes implementation seamless, with cutting-edge AI technology and proven results resulting in 99% retention of Amesite users.

Amesite's collaborations included the EWIE Group of Companies (EGC), which launched 53 programs in only four days to successfully upskill its global workforce. Amesite also worked with the National Association for Equal Opportunity in Higher Education (NAFEO) - a league of historically black colleges with over 700,000 living alumni - as well as with the City

University of New York (CUNY) to provide professional upskilling programs for students and alumni.

Looking Ahead To A Strong 2023

The conversation included talk of Amesite and the future of AI in learning, which Sastry believes is very promising. “We are very excited about the next six months,” she said. “We have positioned ourselves to support the global education infrastructure,” with the company’s white label technology established in the four massive eLearning sectors of higher education, business, ,museums, and government.

Just as consumers have come to expect proper AI-integrated solutions in areas from navigation and banking to social media and shopping, there is a growing expectation that education will adapt to a tech-driven market. Sastry believes Amesite gives the education industry the necessary tools to make this adaptation.

Amesite believes its industry-leading initiatives could be strengthened in 2023 by initiatives like the Creating Helpful Incentives to Produce Semiconductors (CHIPS) Act. This bill provides $50 billion to boost the United States semiconductor industry, including funding for education in the sector. According to Sastry, the US lost its dominant position in this industry in part from falling behind in its upskilling and reskilling, a problem that Amesite can help solve through its platform technology.

She ended the interview on an upbeat note, with Amesite poised for a strong 2023 of helping industries leverage the power of AI to provide learning solutions for the future.

Watch the full video here:



To learn more about Amesite, visit its website here.

This article was originally published on Benzinga here.

Amesite Inc., an artificial intelligence driven platform and course designer, provides online products in the United States. The company uses machine learning to offer a mass customized experience to learners. Its customers include businesses, universities and colleges, K-12 schools, and non-profit organizations. The company was incorporated in 2017 and is headquartered in Detroit, Michigan.

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