



The Henry Ford Partners with Amesite Inc. to Create Intuitive Learning Environment through AI-Propelled Platform

The partnership leverages Amesite's platform to make THF's Archive of American Innovation Globally Accessible for K-12 students, educators

Dearborn, MI – August 31, 2020 – Understanding the immediate challenges educators and learners are facing due to the ongoing pandemic, The Henry Ford has accelerated its work over these past few months to bring its Archive of American Innovation and expertise to millions of students across the globe through a collaboration with [Amesite, Inc.](#), an artificial intelligence software company that provides fully-managed, customized, online learning ecosystems for K12, university and business. This unprecedented partnership will deliver customized course materials and user experiences through a new virtual-learning platform powered by The Henry Ford, offering free and subscription-based resources to assist educators, students, and workforce in learning how to apply innovative thinking to their daily lives. The platform will help use foundational knowledge learned in K-12 combined with project-based learning rooted in the habits and actions of innovators studied and curated by the expert staff at The Henry Ford for more than 90 years.

“Knowing more than 300,000 students may not gain access to The Henry Ford this year and next through field trips and our Invention Convention programming, this partnership allows us to offer all of our educational products from our onsite programming, our Invention and Innovation curricula in a dynamic and intuitive virtual learning environment, said Patricia Mooradian, president & CEO of The Henry Ford. “This online learning platform will provide an understanding of the habits and actions of innovators through primary and secondary sources from our Archive of American Innovation so all learners can develop an innovative mindset.”

Amesite Inc., based in Ann Arbor, MI, creates online learning solutions for enterprises, colleges, universities, faculty and students utilizing artificial intelligence technologies, including machine learning and natural language processing, to deliver cost effective, cloud-based digital versions of courses that greatly enhance and improve the educational experience of students. Amesite's online platform includes customized user messaging and tracking as well as seamless integration of updated topics and materials into traditional course curriculum, creating a more meaningful experience for both students and instructors alike.

Amesite has customized a learning environment for The Henry Ford to enable the organization to deliver domain-specific modules to educators and learners quickly and efficiently. Some of the key benefits include automated evaluation of content, through AI-driven article selection, auto-grading to simplify learning and improve user experience as

well as rich engagement features to promote meaningful discourse and discussion.

“We are extremely proud to be a part of The Henry Ford’s efforts to facilitate content and enable learners with tailored solutions and materials,” said Dr. Ann Marie Sastry, chief executive officer, Amesite Inc. “This partnership will benefit many educators and students within the network by allowing learners to access content that is constantly refreshed and help faculty and staff develop courses that meet the needs of each learner.”

The Henry Ford will be opening this virtual learning environment to an invited, closed group this fall for further testing. The entire platform will launch publicly in early 2021.

About The Henry Ford

Located in Dearborn, Michigan, The Henry Ford, a globally recognized destination, fosters inspiration and learning from hands-on encounters with artifacts that represent the most comprehensive collection anywhere focusing on innovation, ingenuity and resourcefulness in America. Its unique venues include Henry Ford Museum of American Innovation, Greenfield Village, Ford Rouge Factory Tour, Benson Ford Research Center and Henry Ford Academy, a public charter high school. Together with its online presence at thehenryford.org, its national television series, *The Henry Ford’s Innovation Nation* and Invention Convention Worldwide, the growing affiliation of organizations dedicated to fostering innovation, invention and entrepreneurship in students, K-12, The Henry Ford inspires individuals to unlock their potential and help shape a better future.

About Amesite, Inc.

Amesite is a high-tech artificial intelligence software company offering a cloud-based platform for learning products to be cost-effectively and conveniently delivered to learners online, in business, higher education and K-12. Amesite uses artificial intelligence technologies to provide customized environments for learners, up-to-the-minute, curated content, and easy-to-manage interfaces for instructors and learners. For more information, visit <https://www.amesite.com>.

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