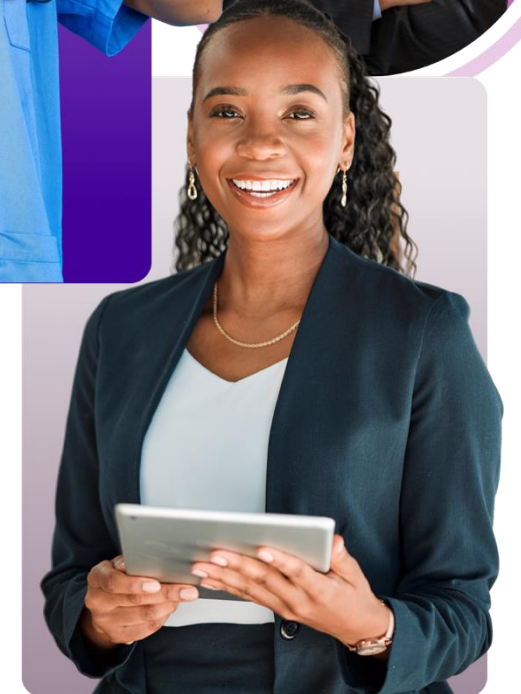




NASDAQ: AMST

End of Year Presentation

December 2024





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

Product and Markets

Sales Wins and Revenue Growth

Marketing and Onboarding

Technology & Pipeline

People, Culture & Leadership

Financials

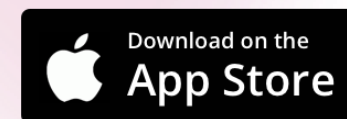
Table of Contents



Amesite Inc. (Nasdaq: AMST)
develops and markets B2C and B2B AI-driven solutions.

FAST GROWTH: NURSEMAGIC™ APP

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



FIRST IN MARKET: AI-POWERED PROFESSIONAL LEARNING PLATFORM

\$2.4M in revenue since product launch

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

Microsoft
Partner



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

Learner Completion: 96-98%

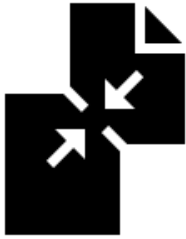
Highest Trust among competitors in third-party evaluation

What NurseMagic™ Does



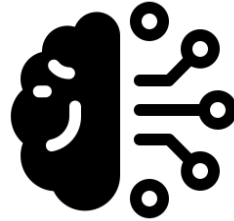
NURSEMAGIC™ SOLVES THE BIGGEST PAINS FOR THE
LARGEST GROUPS OF HEALTHCARE PROFESSIONALS.

Why NurseMagic™ 's AI WORKS



INTEGRATION OF TOP TOOLS

- 91% SCORE ON USMLE EXAM
- 93% SCORE ON NCLEX PREP QUESTIONS



OUTSTANDING MODELS

- TRAINED ON REAL-WORLD DATA
- BUILT ON NURSING ETHICS



SECURE TRAINING

- MEETS HIPAA
- SECURE INTEGRATION

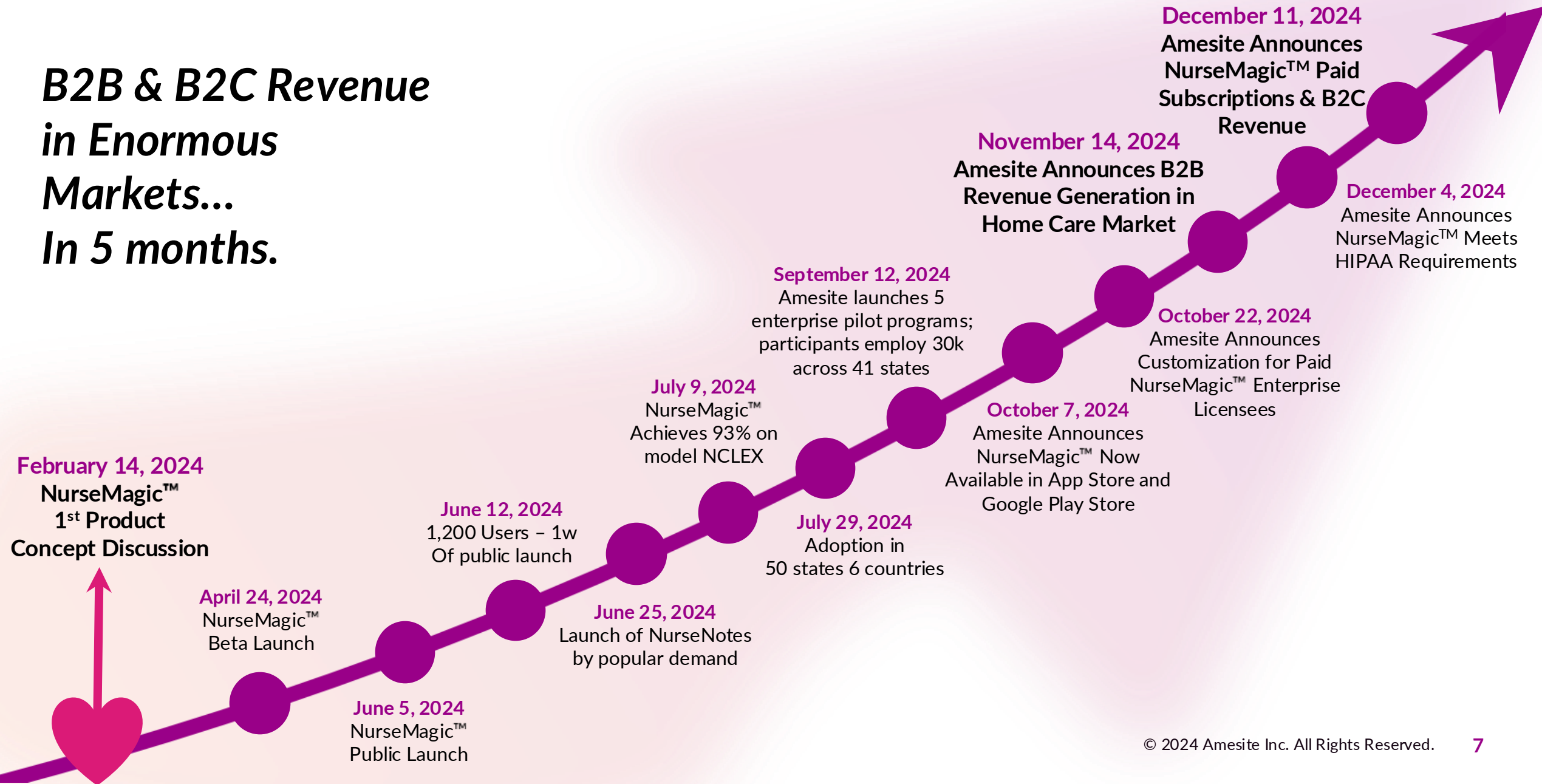
NURSEMAGIC™'S AI ADDRESSES THE GREATEST PAINS FOR
BROAD GROUPS OF HEALTH & CARE PROFESSIONALS.

***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).

Deployment of NurseMagic™

**B2B & B2C Revenue
in Enormous
Markets...
In 5 months.**



Revenue Streams: NurseMagic™

Pricing

Trial Free

- ✓ 3 Tool Uses
- ✓ Try Our Most POPULAR Tools

Try For Free

Individual \$29.99/mo

- ✓ 100 Tool Uses Per Month
- ✓ Cancel Anytime

Buy Now

Enterprise Custom Price

- ✓ Manage, Store and Report All Notes
- ✓ Manage Access for All Users

Contact Sales

“...working with the NurseMagic team was seamless and straightforward—an absolute pleasure. The contract is a simple two-page agreement without any hidden fees.”

Joshua Porter, Owner, Director of Operations, BrightStar Care, Spokane North

“The app literally cuts the work that nurses have to do during a shift by over a third. NurseMagic™ is the answer to reducing stress for my audience.”

Paige Slayton, RN Nurse & Influencer, >1M followers on social media

VIEW MORE
TESTIMONIALS

PURCHASES ARE AUTOMATED FOR B2C.
CONTRACTS ARE STRAIGHTFORWARD FOR B2B.
PRICING IS ATTRACTIVE FOR BOTH PRODUCTS.

Markets for NurseMagic™ Are Large & Growing

B2C: LARGEST SEGMENTS IN HEALTHCARE AND CARE

5.2M U.S. RNs
[https://www.journalofnursingregulation.com/article/S2155-8256\(23\)00047-9/fulltext](https://www.journalofnursingregulation.com/article/S2155-8256(23)00047-9/fulltext)

630K U.S. LPNs
<https://hhs.hrsa.gov/sites/default/files/bureau/health-workforce/state-of-the-health-workforce-report-2024.pdf>

1.4M U.S. Home Health Care Employees
<https://www.statista.com/statistics/185249/persons-employed-in-home-health-care-services-in-the-us-a-nice-2000/>

B2B: HOME CARE & HOME HEALTH

26K Skilled Nursing and Home Health Care Facilities in the U.S.
<https://www.statista.com/statistics/95317/number-of-medicare-skilled-nursing-facilities-in-the-us/>
<https://www.statista.com/statistics/95318/number-of-medicare-home-health-agencies-in-the-us/>

~13% Projected CAGR in Home Health Care, 2024-2043
<https://www.globenewswire.com/news-release/2024/10/10/2961466/0/en/Home-Healthcare-Market-Size-Expected-to-Exceed-USD-1.445-71-Bn-by-2034.html#:~:text=The%20U.S.%20home%20healthcare%20market,of%20around%2040.76%25%20by%202023>

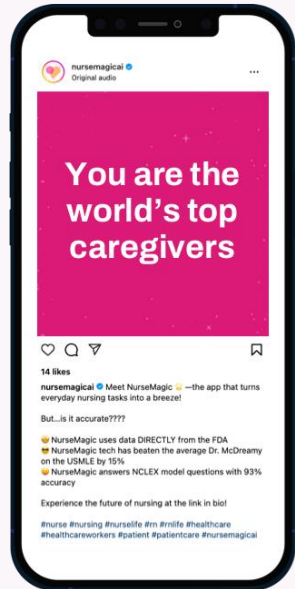
>\$130B US Home Care Providers Market Size
[https://www.journalofnursingregulation.com/article/S2155-8256\(23\)00047-9/fulltext](https://www.journalofnursingregulation.com/article/S2155-8256(23)00047-9/fulltext)
<https://hhs.hrsa.gov/sites/default/files/bureau/health-workforce/state-of-the-health-workforce-report-2024.pdf>
<https://www.hhs.gov/press/2023/may/press-311131.html>
<https://datausa.io/profile/doc/personal-care-usaides/>

87 USER PROFESSIONS REGISTERED ON NURSEMAGIC™

RNs • Physicians • Healthcare Executives & Managers • EMTs • Occupational Therapists • NPs • LVNs/LPNs • CNAs • NAs • Home Care Nurses • HHAs • PSSs

NurseMagic™ App Wins

B2C WINS



>10k
Registered
Free Users

within 6 months of
launch. B2C subscriptions
launched 12/11/24

12.9 Million

Accounts Reached
Instagram + TikTok Over
Last 90 Days

Users in
50 States &
21 Countries
within 6 months
of public launch

B2B WINS

BrightStarCare®



SENIOR
Helpers®

QB
Queens Boulevard
EXTENDED CARE FACILITY
Superior Compassionate Care, Health & Wellness
Post-Acute Care | Short-Term Rehab
Long-Term Care | Dialysis Care | Adult Day Care

>700

Targeted
Franchise
Locations
Based on Wins

\$5.2B

Annual Revenue of
Targeted Customers
being Outreached

5mos

From Public
Launch to 1st
Enterprise
Revenue

NURSEMAGIC'S B2C AUDIENCE ON SOCIAL LOVES THE BRAND.
NURSEMAGIC HAS A VALIDATED MARKET ENTRY WITH NO OBJECTIONS
IN CARE AND HEALTHCARE.

B2C Revenue GROWTH: NurseMagic™

Paths to Profitability

RNs: less than .5%
market penetration

LPNs: less than 4.8%
market penetration

HOW WE CONVERT



Target with Paid Digital Advertising



Gain Endorsements from Trusted Influencers



Outreach Free Users with Email & SMS Marketing

ACHIEVE PROFITABILITY WITH FEWER THAN 30,000 B2C USERS.
HAVE ENROLLED >10,000 FREE USERS.
USER FEEDBACK HIGHLY POSITIVE & PRICE POINT IS ATTRACTIVE.

B2B Revenue GROWTH: NurseMagic™

Paths to Profitability

Skilled Nursing and Home Care: less than 1.6% market penetration

Franchisees in Home Care: 9.3% market penetration in **ACTIVELY** targeted corporations

HOW WE CONVERT



Target Owners with Paid Digital Advertising



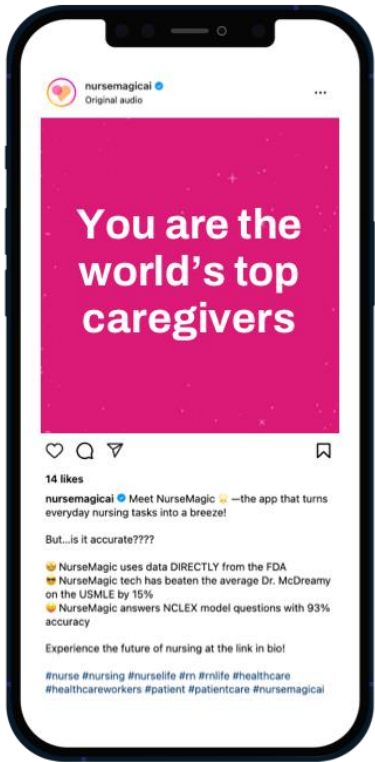
Direct Email & Phone Outreach to Private Organizations



Direct Outreach to Care Agencies via Publicly-Available Government Channels

ACHIEVE PROFITABILITY WITH FEWER THAN 17,000 B2B USERS.
HAVE GENERATED WINS IN BOTH INDEPENDENT AND FRANCHISEE HOME CARE.
FEEDBACK IS OUTSTANDING ON PRODUCT AND PRICE POINT.

NurseMagic™ Brand Reach



125+
SOCIAL POSTS / WK

**MULTIPLE
VIRAL POSTS**
WITH OVER
1 M VIEWS

6 SOCIAL CHANNELS
f X in i d p

38K+
FOLLOWERS SINCE
FEB 2024 INCEPTION

5 BLOGS / WK

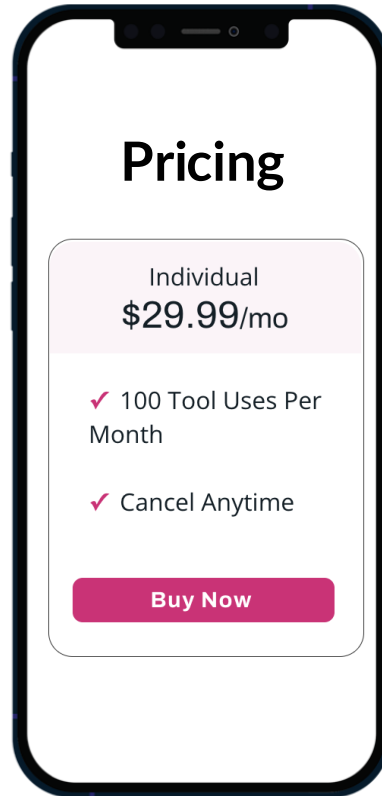
12.9M
ACCOUNTS REACHED
IN LAST 90 DAYS

ROBUST, POSITIVE MARKETING IS DRIVING MILLIONS OF VIEWS.
NURSEMAGIC IS FIRST - AND LOUD - IN AI FOR CARE TEAMS.

NurseMagic™ Onboarding: Simple & Scalable

B2C

- 1 See NurseMagic on social or an ad
- 2 Sign up
- 3 Try it for FREE
- 4 Subscribe



B2B

- 1 Short trial to demonstrated benefit.
- 2 Enterprise gets customized solution.
- 3 Customer manages app access and use.

Get a Quote

First Name:

Last Name:

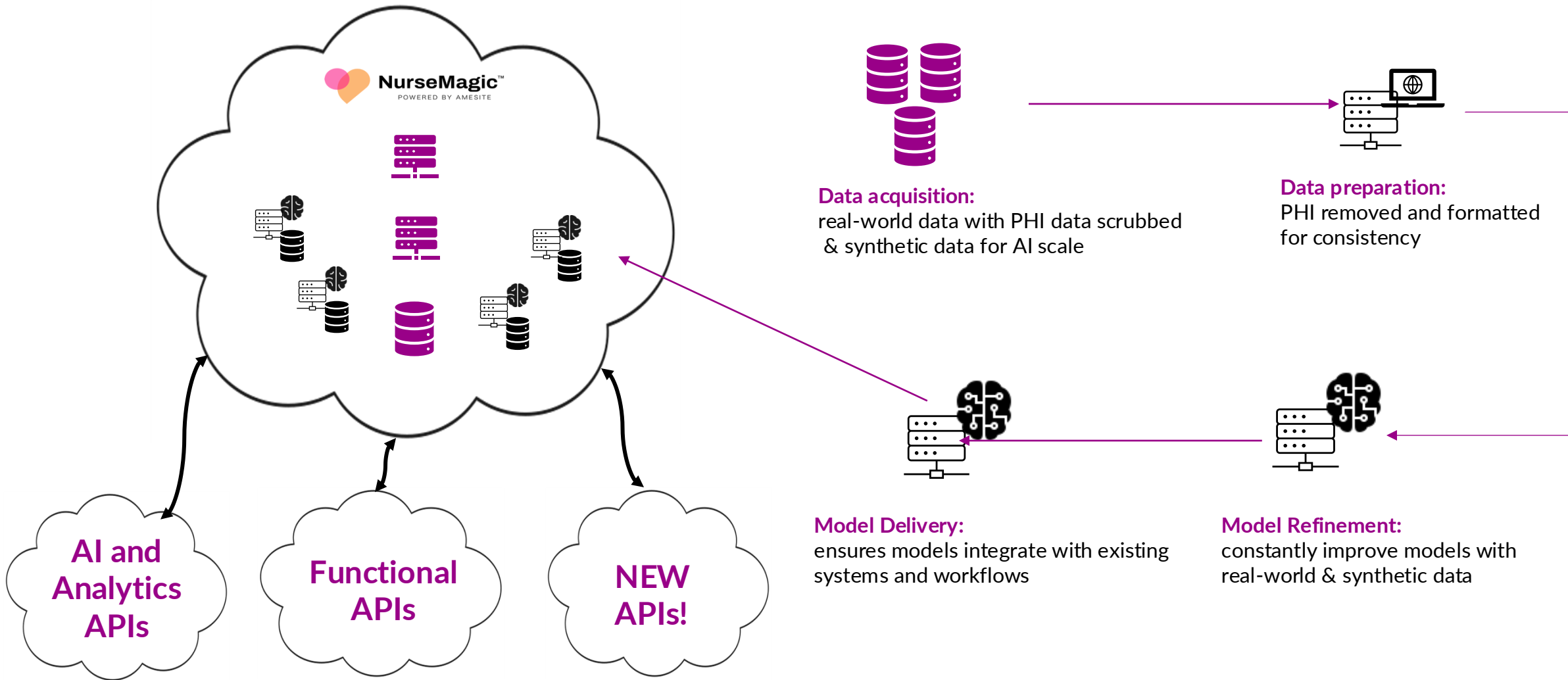
Company Name:

Company Email:

FREEMIUM MODEL BUILDS TRUST AND DRIVES ADOPTION.
LIMITED FREE USAGE ENCOURAGES CONVERSION.
SUBSCRIPTION REVENUE PROTECTS MARGINS WITH CONTROLLED USAGE.

Technology and Pipeline

Infrastructure Is Designed to Integrate Innovative Solutions



NurseMagic™ : Reliable, Trusted and Secure



**Meets HIPAA
Requirements**



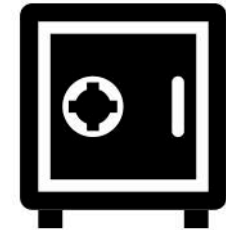
secured electronic protected
health information (ePHI)



24/7 automated threat
monitoring



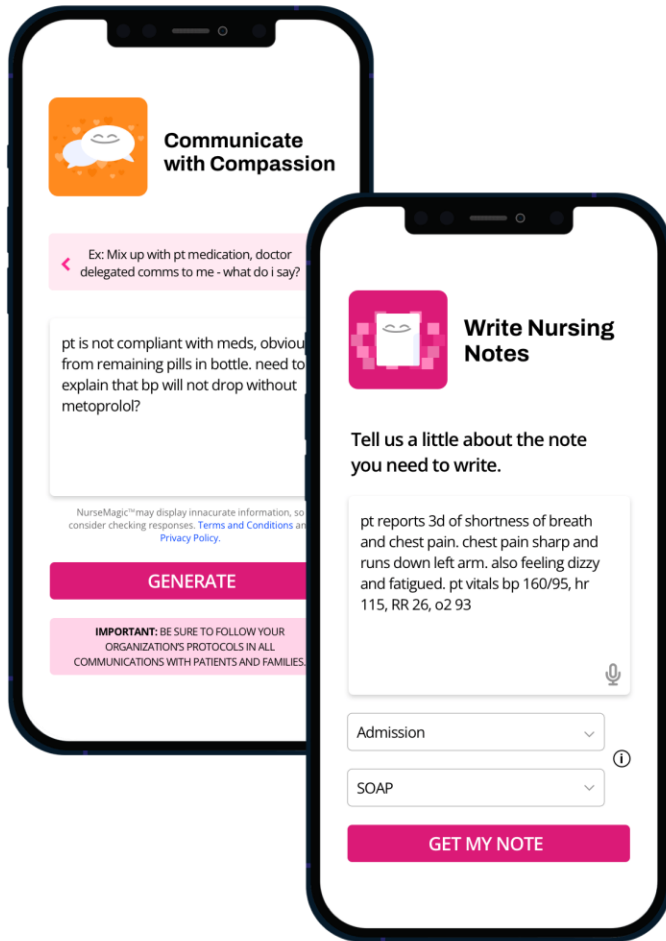
strict development and
access controls



infrastructure enables entry into
ALL HEALTHCARE SEGMENTS

**NURSEMAGIC™ IS A SECURE AND RELIABLE SOLUTION FOR ENTERPRISE:
MEETS HIPAA REQUIREMENTS**

Continuous Improvement of NurseMagic™ Technology



20+

Proprietary models
routinely trained to
assure top
performance

>1B lines 

Projected Training data,
Year One of NurseMagic™
public release

5

Feature upgrades
per week, on
average

>100 

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

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



SALES

22y of collective experience

U.S. and global enterprise sales • higher education sales • enterprise sales • nonprofit sales • healthcare sales • financial services sales



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



FINANCE

32y of collective experience

auditor • private and public experience • financial forecasts • M&A • corporate financial advising

19 EARNED WORKPLACE EXCELLENCE AWARDS 8 OF THEM NATIONAL



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), Oxford Companies, Lucius Partners
- PhD and MS degrees from Cornell University, BS from the University of Delaware, Mech Engineering



George Parmer



J. Michael Losh



Barbie Brewer



**Gilbert S. Omenn,
MD, Ph.D.**

FINANCE



TECH &
HEALTHCARE



PEOPLE & GROWTH



Financial Position

As of Nov 30, 2024

\$1.01M

Cash On Hand

\$0

Debt

3.9

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

\$260K

Monthly Burn

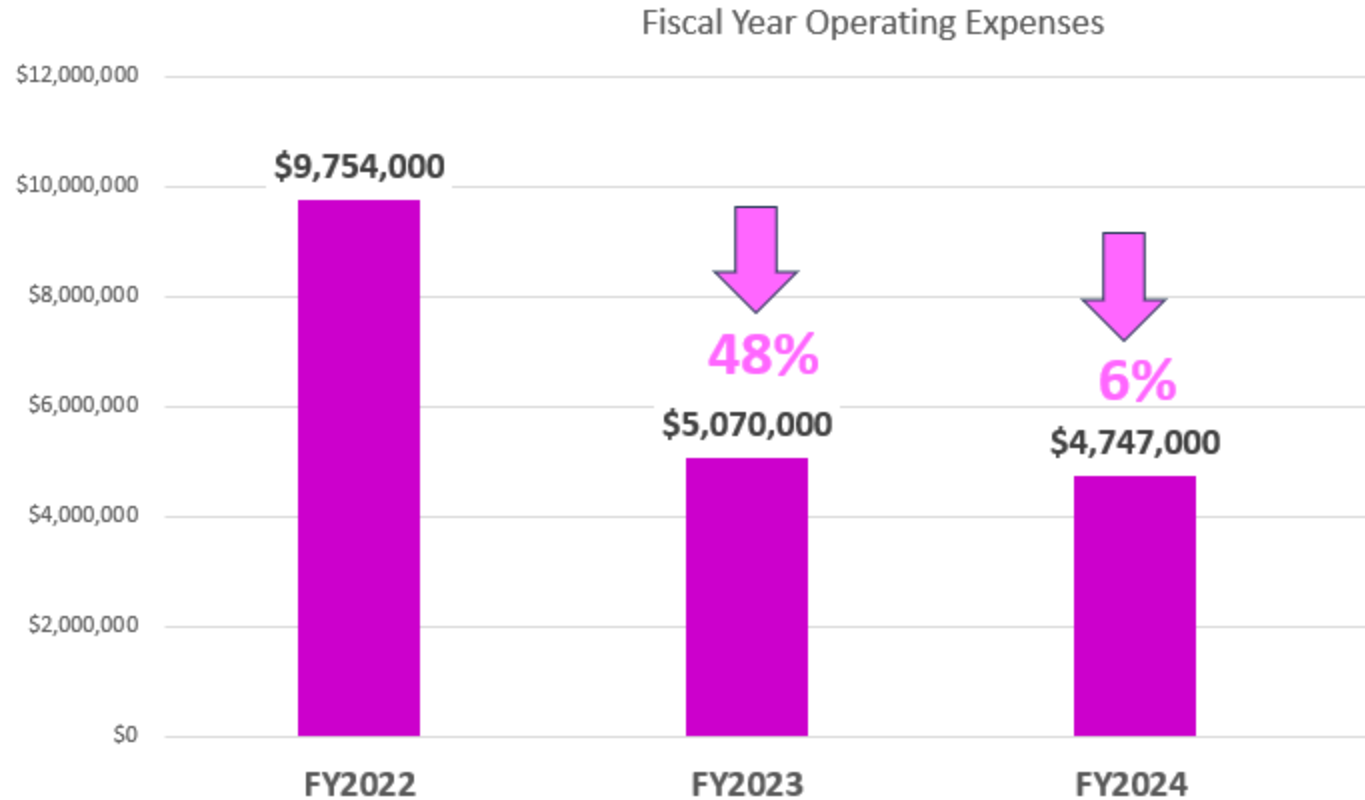
\$2.4M

Total Contract
Value Since Inception

Building Revenue:

- B2B NurseMagic™ B2C Sales Launched and Generating Revenue
- B2C NurseMagic™ Sales Demonstrated in Large and Growing Market
- Recognition Growing, with Social Following in Excess of 38,000 and 12.9 Million Marketing Reach
- Good Liquidity
- **Zero Debt**

Cost Reductions Enabled by Best-in-Class Infrastructure



STEADY BURN RATE PROJECTED FOR FY25
AUTOMATED B2C & EFFICIENT B2B SALES FLOWS DRIVE SCALABILITY
REPEATABLE SALES ENABLE GROWTH WITHOUT SIGNIFICANT EXPENSES.

AMESITE INVESTMENT HIGHLIGHTS



CNBC Squawk Box

Proven AI-Powered Higher Ed
Platform That Runs Turnkey

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

Closed Enterprise Deals
with NurseMagic™ in
\$5.2B Industry

No Corporate Debt &
Good Liquidity

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



Newsy Tonight

THANK YOU



FOR RESOURCES



FOLLOW
OUR PROGRESS



FOR INVESTMENT