amesite

empowering people with ai tools

NASDAQ: AMST

Amesite 2025 Outlook

January 2025

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.

Table of Contents

Meet Amesite

Product and Markets

Sales Wins and Revenue Growth

Marketing and Onboarding

Technology & Pipeline
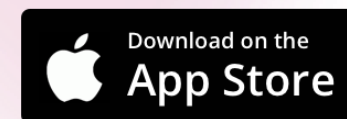
People, Culture & Leadership

Financials

FAST GROWTH: NURSEMAGIC™ APP

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

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
Microsoft

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

Learner Completion: 96-98%

Highest Trust among competitors in third-party evaluation

Download on the App Store

GET IT ON Google Play

Nurses

87 USER PROFESSIONS REGISTERED ON NURSEMAGIC™

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

Deployment of NurseMagic™

Dec 2024: More growth! Larger marketing reach, social media buzz, and enterprise wins with franchise leaders. Paid subscriptions launch.

Nov 2024: B2B revenue established in home care markets. HIPAA compliance confirmed.

Oct 2024: NurseMagic hits App Store and Google Play, plus enterprise customization launches.

Sep 2024: 5 enterprise pilots with companies with 30K employees across 41 states roll out.

Jul 2024: Adopted in all 50 states, 6 countries. App tech scores 93% on model NCLEX questions.

Jun 2024: From beta to launch—1,200 users in week 1, NurseNotes debuts by popular demand.

Feb–Apr 2024: The journey begins on 2/14/24, with concept discussions and beta testing.

NurseMagic™ Pricing: Accessible for Sustainable Scale

Pricing

Trial
Free

✔ 3 Tool Uses

✔ Try Our Most POPULAR Tools

Try For Free

NO CREDIT CARD REQUIRED

Individual
$29.99/mo

✔ Generous Usage Per Month

✔ Cancel Anytime

Subscribe Now

Enterprise
Custom Price

✔ Manage, Store and Report All Notes

✔ Manage Access for All Users

Contact Sales

""NurseMagic's technology is transforming my organization with its intuitive and easy-to-use platform. The tool empowers my team by providing the answers they need directly through the app. It saves me time and ensures fast, accurate resolutions. NurseMagic is both powerful and incredibly easy to use, making it accessible to everyone on my team."

Steven Nickens, Owner, Senior Helpers, Seal Beach, CA

"NurseMagic has been fabulous for us. My least favorite thing about nursing is the documentation part—I love to be hands-on with my clients, and this gives me more time to do just that. It'll also allow my staff to have that same hands-on time with their clients."

Jenny Marshall RN, Director of Nursing, BrightStar Care, Spokane North, WA

VIEW MORE TESTIMONIALS

PURCHASES ARE **AUTOMATED** FOR B2C.
CONTRACTS ARE **SIMPLE AND CLOSE FAST** FOR B2B.
PRICING IS ATTRACTIVE FOR BOTH PRODUCTS.

NurseMagic™ Meets Huge Market Pain

B2C: LARGEST SEGMENTS IN HEALTHCARE AND CARE	B2B: HOME CARE & HOME HEALTH

5.2M
U.S. RNs

https://www.journalofnursingregulation.com/article/S2155-8256(23)000.47-9/fulltext

630K
U.S. LPNs

https://bhw.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-since-2000/

26K
Skilled Nursing and Home Health Care Facilities in the U.S.

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/

~13%
Projected CAGR in Home Health Care, 2024-2034

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%204 0.26%25%20in%202023.

>$130B
US Home Care Providers Market Size

https://www.journalofnursingregulation.com/article/S2155-825.6/23)000.47-9/fulltext
https://bhw.hrsa.gov/sites/default/files/bureau-health-workforce/state-of-the-health-workforce-report-2024.pdf
https://www.bls.gov/oes/2023/may/oes311131.htm
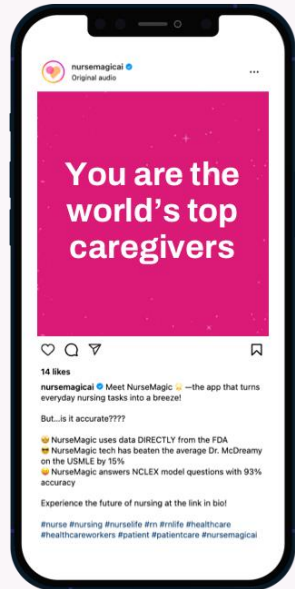https://datausa.io/profile/soc/personal-care-aides#

40%
of healthcare workers' time is spent on documentation

NurseMagic™ App Wins

B2C WINS

>10k
Registered Free Users
within 6 months of launch. B2C subscriptions launched 12/11/24

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

12.9 Million
Accounts Reached
Instagram + TikTok Over Last 90 Days

B2B WINS

BrightStarCare®

Prodigious HOSPICES

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 SIGNIFICANT OBJECTIONS** IN CARE AND HEALTHCARE.

https://www.seniorhelpersfranchise.com/the-opportunity/
https://homehealthcarenews.com/2024/10/how-brightstar-care-got-to-400-us-locations-and-where-it-plans-to-go-next/

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
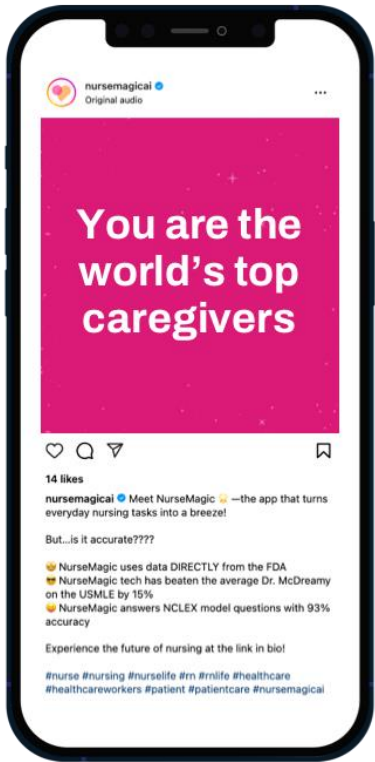
125+
SOCIAL POSTS / WK

6 SOCIAL CHANNELS

5 BLOGS / WK

MULTIPLE VIRAL POSTS
WITH OVER 1 M VIEWS

38K+
FOLLOWERS SINCE FEB 2024 INCEPTION

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

Pricing

Individual
$29.99/mo

✔ 100 Tool Uses Per Month

✔ Cancel Anytime

Buy Now
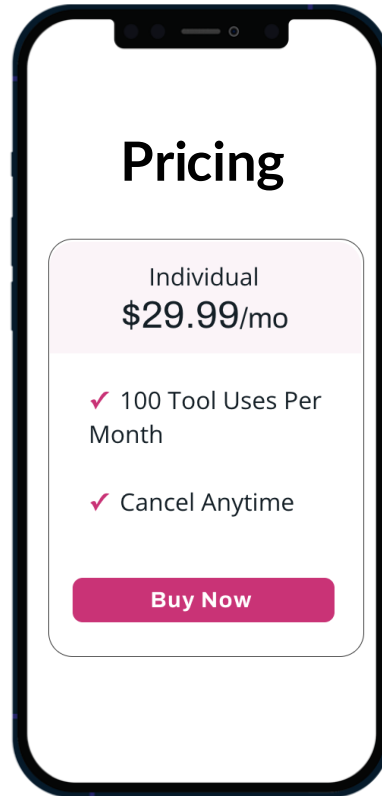
B2B

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:
_____
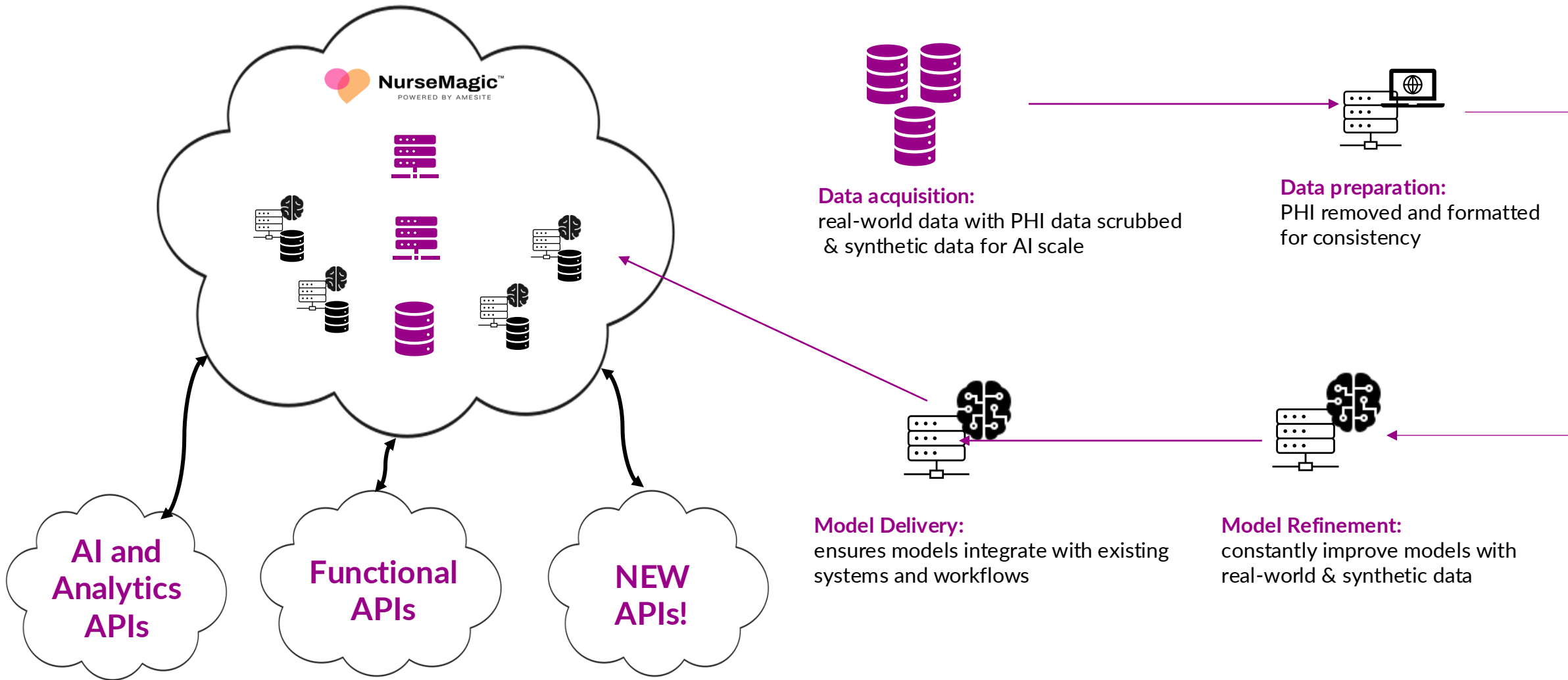
Company Name:
_____

Company Email:
_____

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

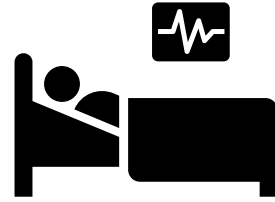## Infrastructure Is Designed to Integrate Innovative Solutions

NurseMagic™
POWERED BY AMESITE

AI and Analytics APIs

Functional APIs

NEW APIs!

Data acquisition:
real-world data with PHI data scrubbed & synthetic data for AI scale

Data preparation:
PHI removed and formatted for consistency

Model Delivery:
ensures models integrate with existing systems and workflows

Model Refinement:
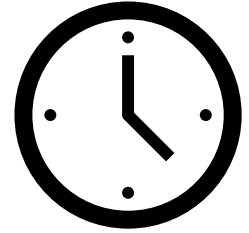constantly improve models with real-world & synthetic data

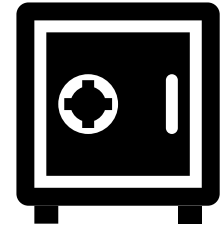# NurseMagic™ : Reliable, Trusted and Secure

Meets HIPAA Requirements

secured electronic protected health information (ePHI)
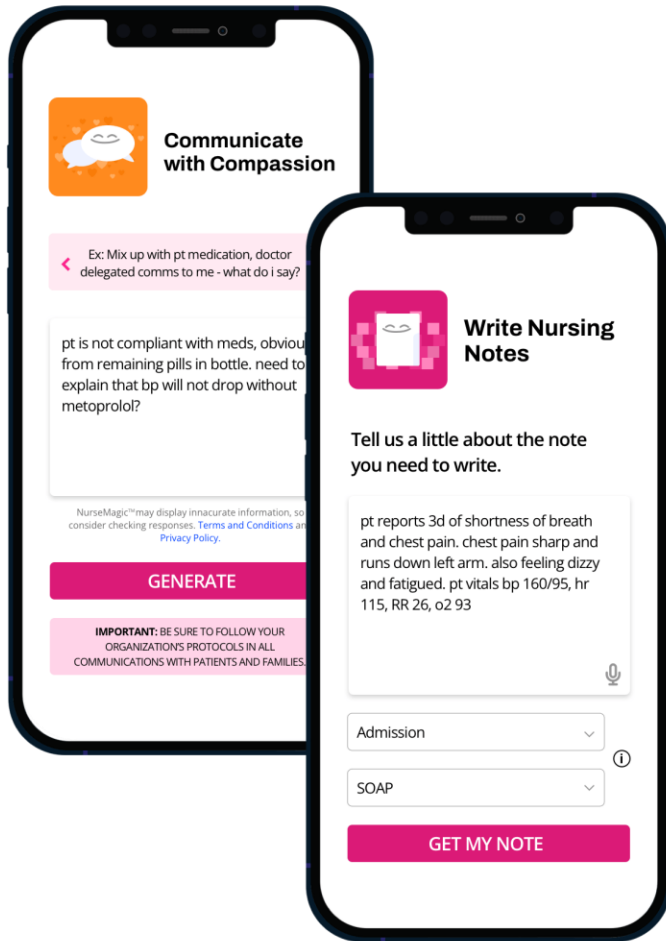
24/7 automated threat monitoring

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

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, 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

THE NATION'S BEST AND BRIGHTEST IN WELLNESS WINNER 2023

BIG INNOVATION 2020

METROPOLITAN DETROIT'S BEST AND BRIGHTEST COMPANIES TO WORK FOR WINNER 2020

THE NATION'S BEST AND BRIGHTEST IN WELLNESS WINNER 2023

BEST AND BRIGHTEST COMPANIES TO WORK FOR IN THE NATION WINNER 2021

BEST AND BRIGHTEST COMPANIES TO WORK FOR IN THE NATION WINNER 2022

METROPOLITAN DETROIT'S BEST AND BRIGHTEST COMPANIES TO WORK FOR WINNER 2021

BEST AND BRIGHTEST IN WELLNESS WINNER 2022

BEST AND BRIGHTEST COMPANIES TO WORK FOR IN THE NATION WINNER 2023

THE NATION'S BEST AND BRIGHTEST IN WELLNESS WINNER 2021

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

Nasdaq: AMST

$3.5M
Cash On Hand

$0
Debt

14.6
Months of burn on hand, assuming no new revenue (conservative).

4M
Shares Outstanding

$2.4M
Total Contract
Value Since Inception

2.8M
Public Float

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

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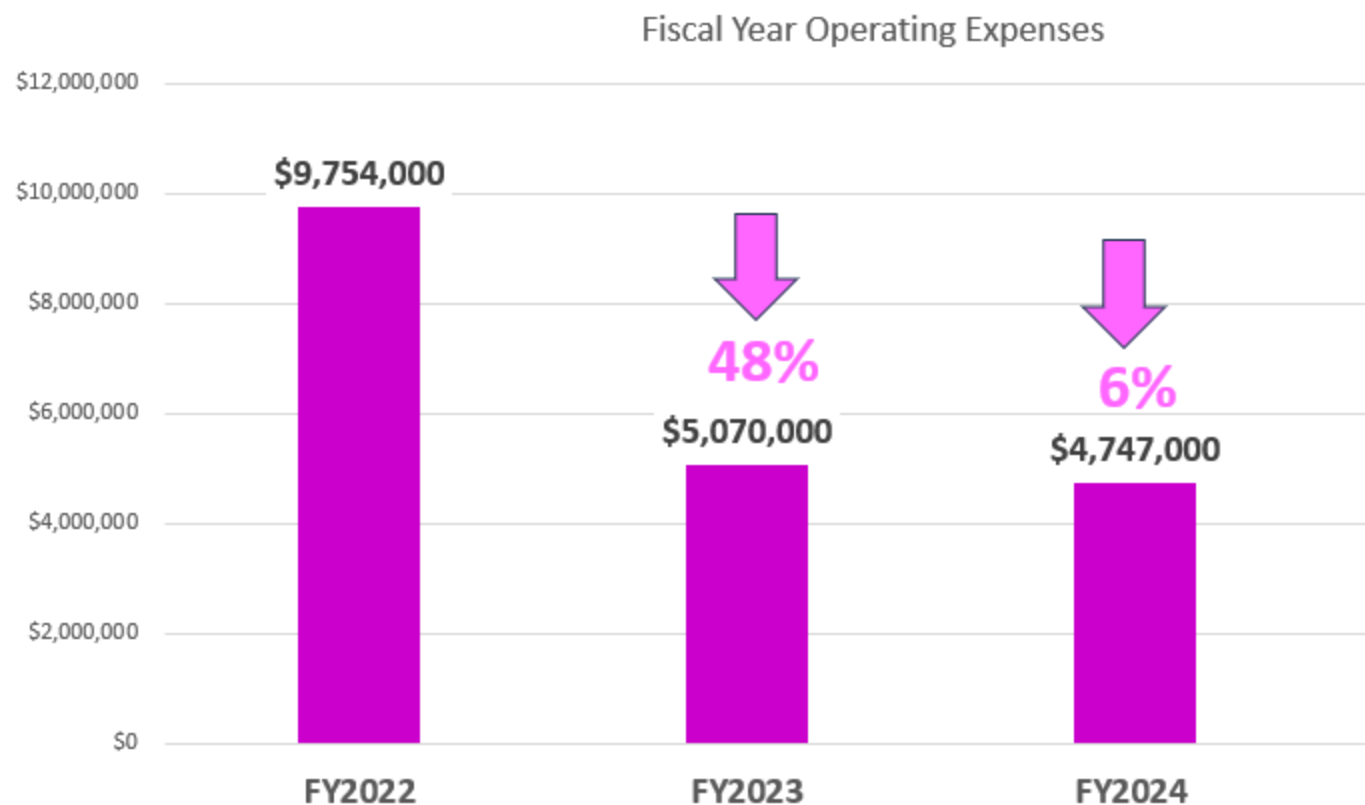
STEADY BURN RATE PROJECTED FOR FY25
AUTOMATED B2C & EFFICIENT B2B SALES FLOWS DRIVE SCALABILITY
REPEATABLE SALES ENABLE GROWTH WITHOUT SIGNIFICANT EXPENSES.

AMESITE INVESTMENT HIGHLIGHTS

CNBC Squawk Box

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

Closed Enterprise Deals with NurseMagic™ in $5.2B Industry

Proven AI-Powered Higher Ed Platform That Runs Turnkey

No Corporate Debt & Good Liquidity

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

Newsy Tonight

THANK YOU

FOR RESOURCES

FOLLOW
OUR PROGRESS

FOR INVESTMENT