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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**FORM 8-K**

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**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **December 11, 2019**

**ASPEN GROUP, INC.**

*(Exact name of registrant as specified in its charter)*

**Delaware**  
*(State or Other Jurisdiction  
of Incorporation)*

**001-38175**  
*(Commission  
File Number)*

**27-1933597**  
*(I.R.S. Employer  
Identification No.)*

**276 Fifth Avenue, Suite 505, New York, New York 10001**  
*(Address of Principal Executive Office) (Zip Code)*

**(646) 448-5144**  
*(Registrant's telephone number, including area code)*

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, \$0.001 par value	ASPU	The Nasdaq Stock Market (The Nasdaq Global Market)

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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**Item 7.01. Regulation FD Disclosure.**

At 5:00 p.m. eastern time on December 11, 2019, Michael Mathews, Chief Executive Officer of Aspen Group, Inc. (the “Company”) will deliver a presentation to certain potential investors at the 12th Annual LD Micro Main Event in Bel-Air, California. A copy of the presentation is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The information in Item 7.01 of this report, including the information in the presentation attached as Exhibit 99.1 to this report, is furnished pursuant to Item 7.01 of Form 8-K and shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section. Furthermore, the information in Item 7.01 of this report, including the information in the presentation attached as Exhibit 99.1 to this report, shall not be deemed to be incorporated by reference in the filings of the registrant under the Securities Act of 1933, as amended.

**Item 9.01 Financial Statements and Exhibits**

(d) Exhibits.

<b>Exhibit No.</b>	<b>Exhibit</b>
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99.1 [Investor Presentation dated December 11, 2019](#)



**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: December 11, 2019

**ASPEN GROUP, INC.**

By: /s/ Michael Mathews

Name: Michael Mathews

Title: Chief Executive Officer



LD Micro Main Event 2019



Creating Value by Transforming the College Education Experience

**Michael Mathews**  
Chairman & Chief Executive Officer  
December 11, 2019  
Nasdaq: ASPU

# Safe Harbor Statement

Certain statements in this presentation and responses to various questions include forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding continued growth in nursing opportunities, expected increase in our market share, the future growth of our new business units, sustained revenue growth, achieving positive Adjusted EBITDA in the fiscal year ending April 30, 2020, the future impact of bookings, our plans regarding the opening of new campuses, our campus revenue forecast, our future revenues, our future cash flow from operations, future capital expenditures, expected G&A trends and our liquidity. The words "believe," "may," "estimate," "continue," "anticipate," "intend," "should," "plan," "could," "target," "potential," "is likely," "will," "expect" and similar expressions, as they relate to us, are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs.

Important factors that could cause actual results to differ from those in the forward-looking statements are included in our Risk Factors contained in our Form 10-K for the fiscal year ended April 30, 2019 and our Form 10-Q's for the three and six months ended July 31, 2019 and October 31, 2019.

Any forward-looking statement made by us herein speaks only as of the date on which it is made. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

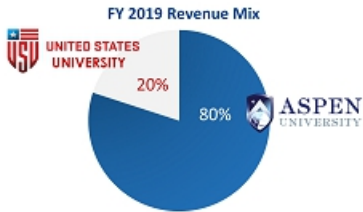
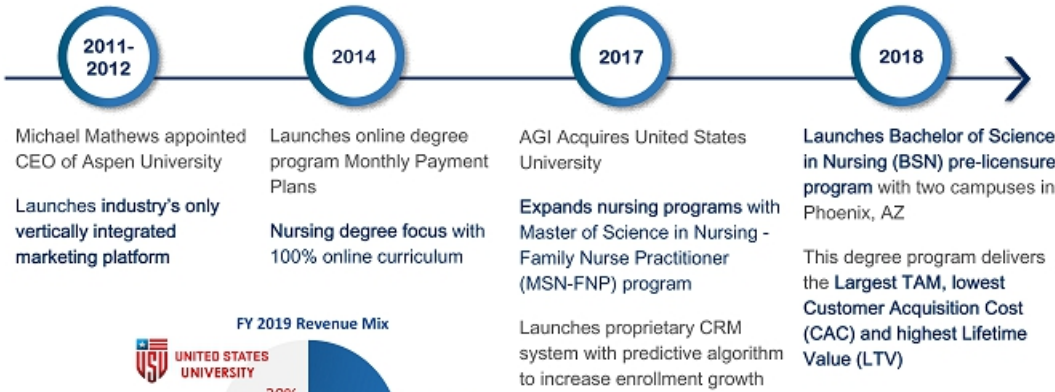
**Regulation G - Non-GAAP Financial Measures.** This presentation includes a discussion of Adjusted EBITDA, a non-GAAP financial measure. Certain information regarding this non-GAAP financial measure (including reconciliations to GAAP) is provided in our press release dated October 10, 2019 and on our website at [www.aspu.com](http://www.aspu.com) - Financial Information.

# Aspen Group is an Education Technology Company With Mission of Making College Affordable Again



- ✓ Our **EdTech competitive advantage** allows Aspen to offer students **lower tuition and financial flexibility**, and **improve student outcomes**
- ✓ **Focused** marketing spend and capital investment in **high LTV nursing programs** drive enrollment, revenue growth, and margin improvement
- ✓ **Industry leading unit economics** – high graduation rates, low Customer Acquisition Cost (CAC) and high Marketing Efficiency Ratio (MER)
- ✓ **Disciplined resource management** allows us to achieve our growth, Adjusted EBITDA and cash flow targets

# Building a Leading EdTech Socially Conscious Nursing College



# Revolutionizing the College Financial Experience

Aspen's approach to financing college degrees allows greater financial flexibility for students to pursue their career goals and improve their incomes.



**Affordable** – Lower tuition costs than comparable campus and online programs



**Monthly Payment Plan** – issuing credit minimizes student debt burden after graduation

66% of ASPU students pay monthly



# Aspen Group's EdTech Advantage is a Key Differentiator

Aspen Group's **best-in-class EdTech infrastructure** and **proprietary CRM system** delivers **value and innovation** to the education market and **fuels our growth**

**Value** – gives our students **greater financial flexibility** with **better outcomes**

- Lower tuition, flexibility in payment options
- Better student outcomes
- High ROI

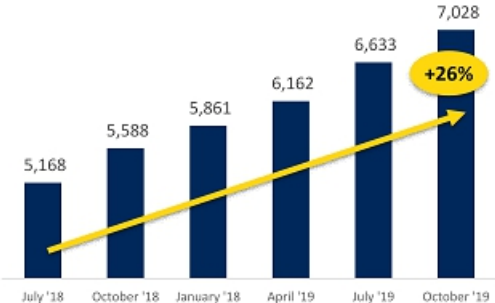
**Innovation** – drives our **market share gains** and **operational leverage**

- Monthly Payment Plans
- Qualified leads, best qualified students enrolled
- Attractive unit economics



# Monthly Fee Payments Deliver Recurring Cash

Monthly Tuition Payers by Quarter



- Monthly payments are **interest free** and paid over a fixed number of months
- **Monthly recurring cash** in excess of \$1.6 million\*

\*As of October 2019

## Key Competitive Advantages Drive Growth

**~\$150**  
Average Cost of Lead

**14%**  
Conversion Rate\*

**\$1,061**  
Cost/Enrollment\*

Key competitive advantages to ASPU model – high conversion rates that drive high rates of enrollment growth

- Vertically integrated internet advertising program produces highly qualified leads versus unqualified leads that competitors buy from third-parties
- CRM designed to achieve industry leading conversion rates via a **proprietary algorithm** that recommends to our enrollment advisors which student leads to engage with at the right time

\*For Aspen University online nursing + other program, as of October 2019, six-month rolling averages

# Outstanding Student Outcomes

## Student Satisfaction

**97%**

Aspen University alumni that felt they achieved the goals they set when they started the course or program

## Aspen University RN to BSN Graduation Rate

**84%**

As compared to the national average of 60% of students who began a bachelor's degree at a 4-year institution

## Monthly Payment Model

**84%**

Aspen University alumni that graduated without financial aid\*

Source: NCES; reported to DEAC for CY2018

\*Based on 1,564 Aspen University graduates between 2017-2018

# Macro Trends Fuel Demand for Nursing Degrees

More jobs are being created in nursing due to demographics and health trends in an aging population

- Aging nursing workforce - almost 50% of Registered Nurses over 40
- Aging American population - 20% Americans will be over 65 by 2030

Hospitals require more higher degreed nurses to receive the prestigious **Magnet Recognition Designation** from American Nurses Credentialing Center (ANCC).

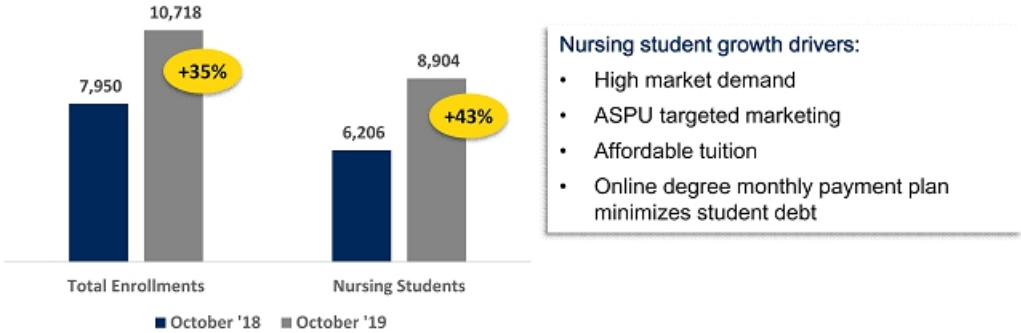
- Increases patient demand and improves reimbursements\*
- Requires that 80% of nursing staff have a BSN degree or higher
- On average 40% of nurses only have a 2-year associates degree

\* CMS Centers for Medicare and Medicaid Services determines fees for services



# Nursing - Fastest Growing ASPU Student Body

ASPU offers affordable nursing degrees from Bachelor to Doctorate, including highly sought-after MSN-FNP and Pre-licensure BSN programs (Nursing represents 83% of total ASPU student body)



# High Student Value Proposition Drives Enrollment

Affordable tuition and improved career options make ASPU nursing degree ROI very attractive

Salary uplift and expanded career options with a payback of one year or less motivates student to enroll in ASPU programs *and* graduate

Degree Program	Tuition Cost	Salary Uplift**	Years to Payback
RN to BSN	\$9,750*	\$9,786	1.00
MSN	\$11,700*	\$16,260	0.72
DNP (AU)	\$18,900	\$21,577	0.88
MSN-FNP (USU)	\$23,250	\$27,361	0.98

\*Aspen University tuition rate for RN to BSN and MSN programs  
\*\*Source: Payscale.com

# Prioritize Investment to Accelerate Growth

**Focusing** our resources on **growth with highest long-term returns**

- 1 Efficient Marketing Spend**  
One marketing dollar spent delivers at least 6.9x revenue and 3.9x contribution margin
- 2 Expand Pre-licensure BSN Campuses – Plan to Add 2 Campuses Per Year**  
Our Pre-licensure BSN program delivers the highest LTV of all our nursing programs



# Pre-Licensure BSN Campuses - \$100 Million Opportunity

Pre-licensure BSN program estimated **\$30,000 LTV per enrollment** - the highest of all our nursing programs

2024 Target of 12 campuses nationally



~1500 active students by year three per campus



Expected \$9 million+ revenue run-rate per campus



Assumptions:

- \$47,600 - average total cost for tuition and fees\*
- ~2/3 of the 400 first year pre-requisite students matriculate to core clinical program
- >90% graduation rate for core clinical students

\*Tuition and fees for students with no college credits

## Fiscal Year 2020 Key Metrics

Increasing enrollments  
in highest LTV program  
while managing costs  
to achieve positive  
Adjusted EBITDA

- 1 Year-over-year enrollment growth of ~30%
- 2 54% annual bookings growth to ~\$102 million
- 3 Annual revenue growth to meet or exceed 41%
- 4 Adjusted EBITDA positive for Fiscal Year 2020

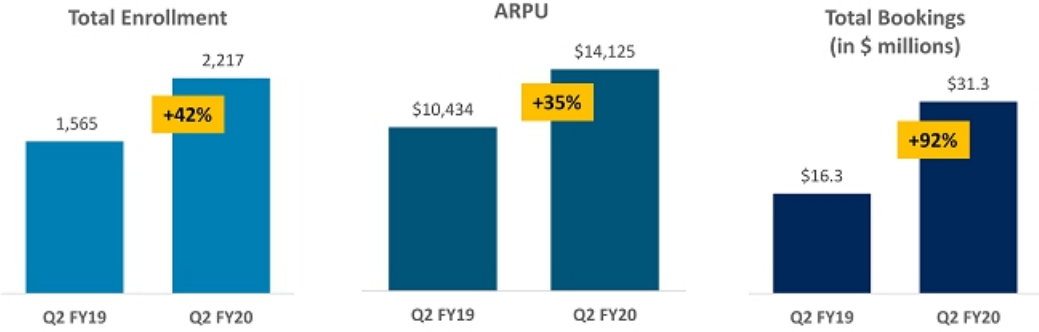


## Operating Metrics and Financial Results Second Quarter FY 2020

## Q2 and Year-to-Date FY 2020 Summary Financials

(\$ in millions)	Three months ended			Six months ended		
	October 31, 2019	October 31, 2018	% Change B/(W)	October 31, 2019	October 31, 2018	% Change B/(W)
Revenue	\$12.1	\$8.1	49%	\$22.4	\$15.3	47%
GAAP Gross profit	\$7.6	\$4.1	87%	\$13.4	\$7.4	81%
GAAP Gross margin (%)	63%	50%	1,300 bps	60%	48%	1,200 bps
Operating Income (Loss)	(\$0.3)	(\$2.5)	87%	(\$2.0)	(\$5.3)	63%
Net Income (Loss)	(\$0.6)	(\$2.5)	74%	(\$2.7)	(\$5.3)	49%
Cash Used in Operations	(\$0.3)	(\$2.1)	84%	(\$2.0)	(\$5.5)	63%
EBITDA (Loss)*	\$0.5	(\$1.9)	>100%	\$(0.5)	(\$4.2)	88%
Adjusted EBITDA (Loss)*	\$1.4	(\$1.3)	>100%	\$1.3	(\$3.1)	>100%

# Strong Bookings Growth and Increased ARPU Fueled by High LTV Program Enrollments



\*\*Bookings\* are defined by multiplying LTV by new student enrollments for each operating unit.

## Average Revenue Per User (ARPU) Increased 35% due to Increased Percentages of High LTV Enrollment

	LTV/ Enrollment	Q2 FY'2019 Enrollments	% of total	Q2 FY'2019 Bookings*	Q2 FY'2020 Enrollments	% of total	Q2 FY'2020 Bookings*
AU Online (Nursing + Other) Unit	\$7,350	1,104	71%	\$8,114,400	1,196	54%	\$8,790,600
AU (Doctoral) Unit	\$12,600	133	9%	\$1,675,800	190	9%	\$2,394,000
AU (Pre-Licensure BSN) Unit	\$30,000	57	4%	\$1,710,000	437	20%	\$13,110,000
USU (FNP + Other) Unit	<u>\$17,820</u>	<u>271</u>	<u>17%</u>	<u>\$4,829,220</u>	<u>394</u>	<u>18%</u>	<u>\$7,021,080</u>
Total		1,565		\$16,329,420	2,217		\$31,315,680
<b>Average Revenue Per User (ARPU)*</b>				<b>\$10,434</b>			<b>\$14,125</b>

\*\*Bookings\* are defined by multiplying LTV by new student enrollments for each operating unit. \*Average Revenue Per User or (ARPU)\* is defined by dividing total bookings by total enrollments.

# Consistent Enrollment Growth with Solid Enrollment Advisor Results Across All Programs

	Q2'19	Q3'19	Q4'19	Q1'20	Q2'20	EAs	Enrolls/ Month/EA
Aspen (Nursing + Other)	1,104	895	944	941	1,196	47	8.5
Aspen (Doctoral)	133	120	113	198	190	8	7.9
USU (FNP + Other)	271	251	317	514	394	18	7.3
Aspen (Pre-Licensure BSN, AZ Campuses)	<u>57</u>	<u>97</u>	<u>186*</u>	<u>276*</u>	<u>437*</u>	<u>8</u>	18.2
<b>Total</b>	<b>1,565</b>	<b>1,363</b>	<b>1,560</b>	<b>1,929</b>	<b>2,217</b>	<b>81</b>	

\*Includes prerequisite students for HonorHealth campus and students registered for upcoming start dates awaiting financial clearance



# Equity Snapshot

As of 12/6/2019

<b>Nasdaq Ticker:</b>	ASPU
<b>Share Price:</b>	\$6.92
<b>52 Week Range:</b>	\$3.58 - \$7.44
<b>Market Cap:</b>	\$134 Million
<b>Shares Outstanding:</b>	18.9 Million
<b>Management &amp; Director Ownership:</b>	17%





