VALOIR VIEW
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DRAFT

Udemy

Udemy provides a platform for online learning that connects its global community of instructors with learners for flexible skills development and validation. The company's generative AI strategy targets organizations, learners, and instructors.

- Skills Mapping maps a company's skill taxonomy, extracts learning objectives from its courses and lectures, and maps skills to learning guidance in skills trees. A skills mapping wizard helps leaders define skills and outcomes at varying proficiencies to define custom learning plans.
- AI Learning Assistant helps learners find the right content, summarizes course content, answers questions about course content, and can direct learners to specific lectures based on their questions and skill level.
- GenAI Skills Pack curates generative AI learning from more than 1600 courses into role and industry-tailored learning paths.



AT A GLANCE

Udemy is evolving from a marketplace of courses to an intelligent skills platform. That includes skills mapping and learning guidance as well as support for interactive learning, different learning modalities, validation and assessments, and benchmarks and insights for learning and development (L&D) leaders.



DEEP DIVE

With 75,000 instructors globally, Udemy provides local language training in more than 15 languages – and AI knows every word of every lesson in every course. Udemy Business curates courses with the highest learner ratings into tailored packages, meaning learners get access to best-in-class training on emerging topics tied to their skills development.



LONG VIEW

Career development is the 2nd reason employees choose an employer (after salary) – but L&D is often challenged to deliver engaging learning in emerging areas. With Udemy, companies can take advantage of the market forces driving instructors to the platform while providing curated, personalized learning and skill development for employees.



MONEY: Udemy offers individual, team, and enterprise plans starting at $20/user/month. Its Leadership Academy also supports training of cohorts.



MARKET: Udemy's differentiation is its marketplace approach to content, which enables it to reach the market with leading-edge training in emerging areas like generative AI at a much faster rate than other learning providers.



PEOPLE: Only 14% of organizations have training for effective AI use; only 8% of organizations have a training or development program in place for workers whose jobs or roles could be replaced by AI. Udemy could help jumpstart their efforts.



TECH: Udemy has built more than 4500 canonical skills trees to help leaders understand both technical and nontechnical skill definitions and which portion of Udemy content – at the individual lecture level – is tied to which part of a skills tree.

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