



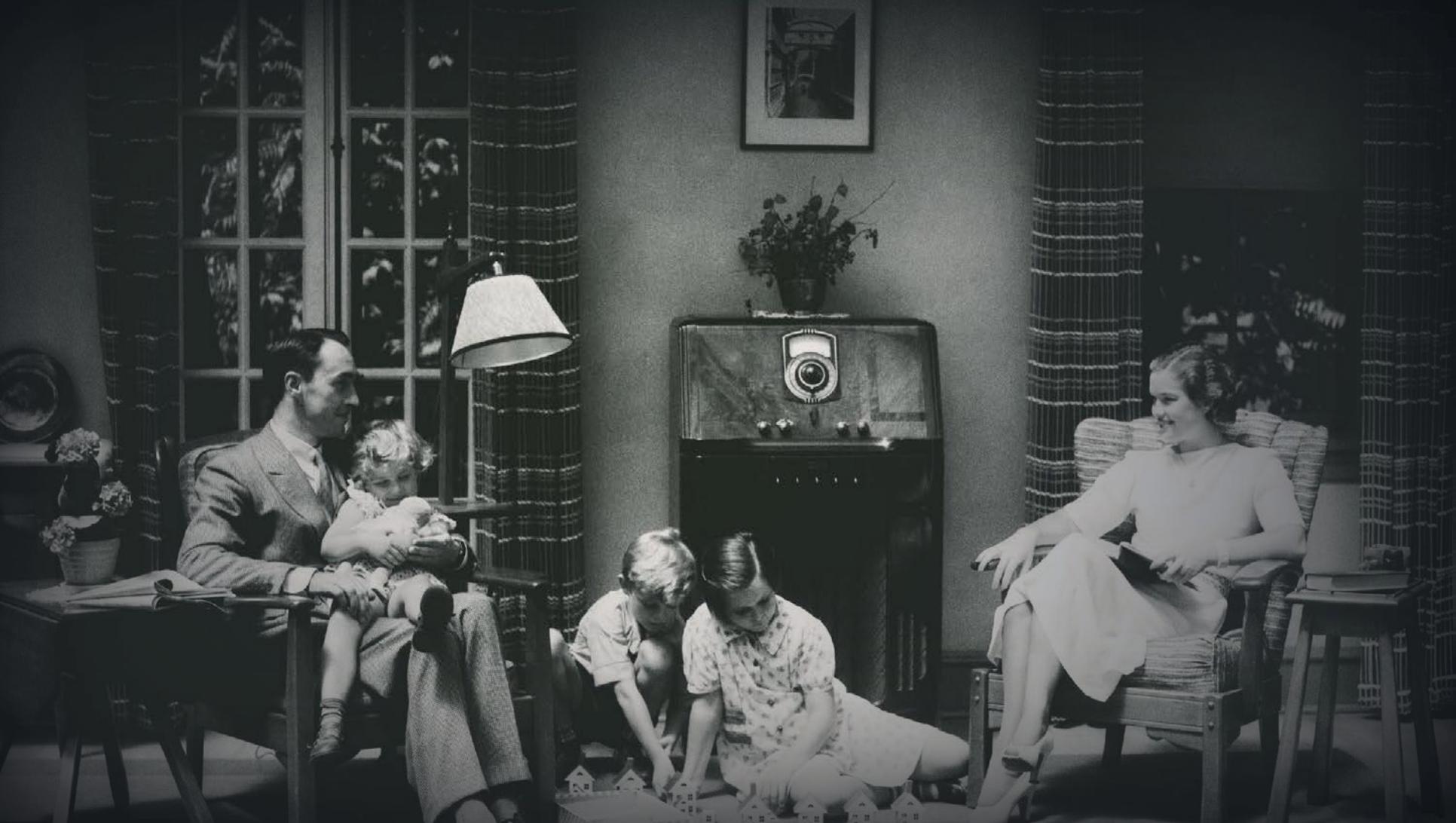
**Udemy**  
for Government

**Shelley Osborne,**  
**Vice President of Learning**



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# Disruption vs. Innovation





**Radio**









**Radio**



**Old Model**



**New  
Innovation**

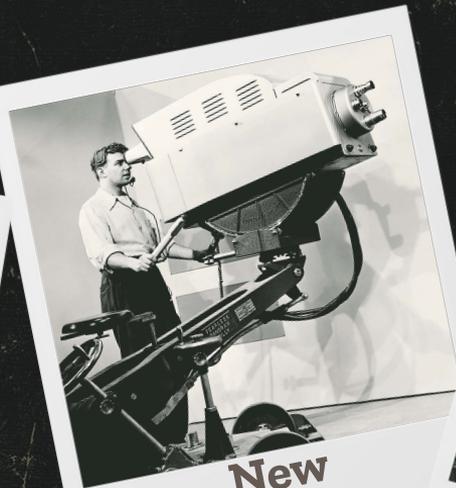




**Radio**



**Old Model**



**New  
Innovation**



**Same Application**





**Radio**



**Old Model**



**New  
Innovation**



**Same Application**

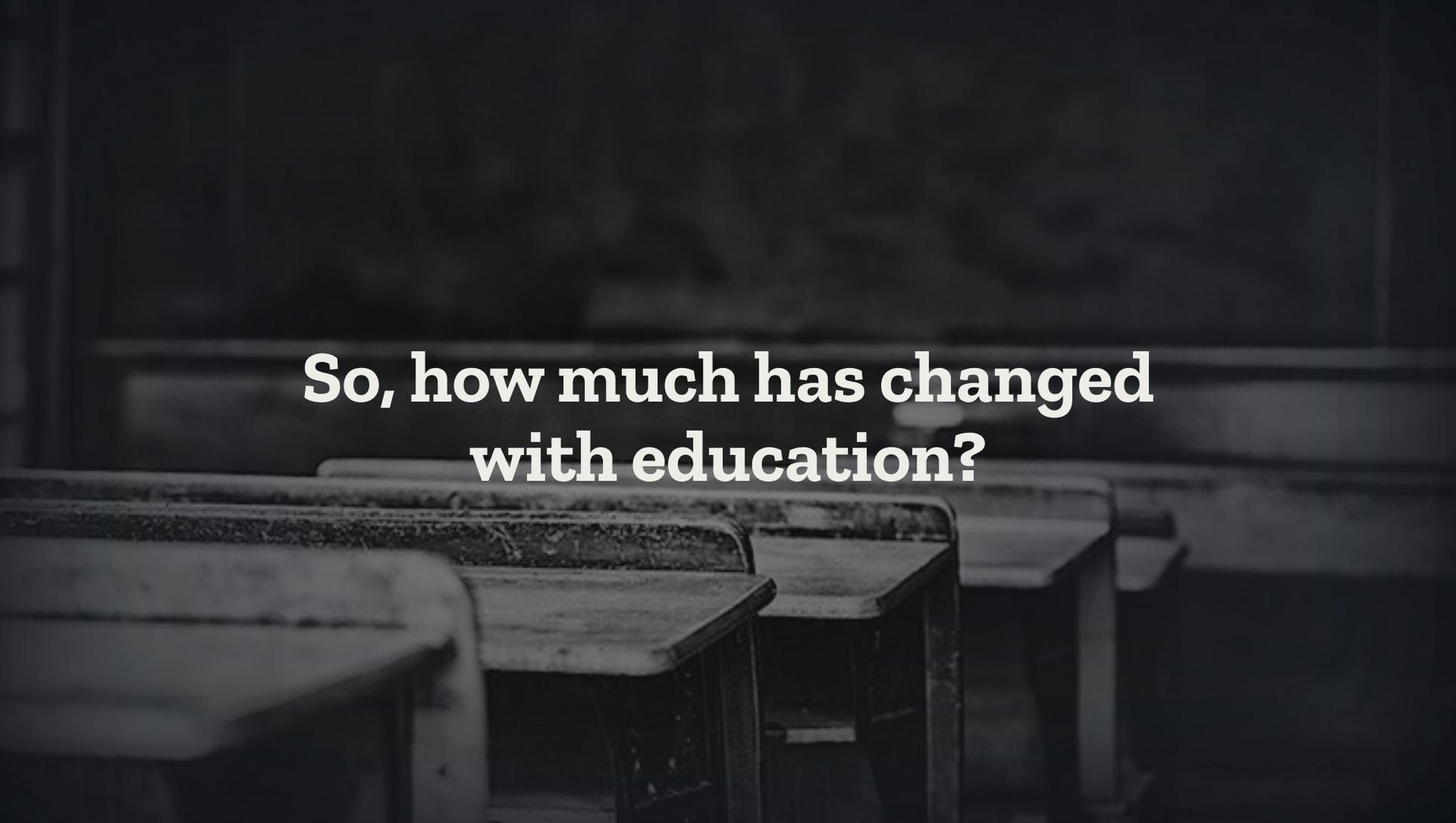


**Disruption**

“

We look at the present through a rearview mirror.  
**We march backwards into the future.**

Marshall McLuhan, 1967



**So, how much has changed  
with education?**

# We help companies achieve this mission through the world's largest learning marketplace

**150k**

Marketplace courses

**Millions of**

Global learners

**57k**

Subject matter experts



# A dynamic model powered by data and human insights



**150K**  
Courses

**50M**  
Learners



**4k high-quality courses vetted by our team**

**Our Content team continuously monitors the collection for course quality and relevance based on:**

- **Consumer demand**
- **Average rating**
- **Instructor responsiveness**
- **Demand across our customers**

# Content curation that meets the needs of global learners

## Largest learning marketplace:

- In-demand skills are surfaced through the data of **50 million** people learning

## Dynamic curation through:

- **Ratings and reviews:** signal quality and relevancy
- **Instructor quality:** responsiveness and activeness
- **Consumer demand:** data across learners and customers

## Strategic content acquisition:

- Team of expert content strategists to address customer feedback and forward-looking trends

### Microsoft Excel – Data Analysis with Excel Pivot Tables

4.7  
★★★★★ 2,985 Reviews



"Clear and concise explanations, hands on of practice! Really awesome course!! Chris responses to any kind of questions were really prompt and thorough. Certainly one of the best courses for pivot tables (if not the best) in Udemy!"



"The best course to master Pivc teacher, all lectures are in depth my Pivot Table skills."

### 7 Scientifically Proven Steps to Increase Your Influence

4.5  
★★★★★ 8,790 Reviews



"Vanessa's presence throughout the whole course is admirable. She truly lives what she preaches and one can implement her proven tips right away and notice a difference. I loved not only the content, but the delivery itself. Made me smirk and sometimes even laugh out loud. Thanks for providing such an important resource. I'm a fan!"



"I absolutely LOVED this course! I consider myself as a little "weird" and have battled some insecurity most of life. I am definitely more empowered and confident that using this knowledge will increase my influence and help to better connect with others around me."

**4,000+ top rated courses**  
**based on customer demand and market**  
**trends**

# Feedback loop ensures quality content

Opportunity overview for English courses on AWS Amplify

## Insights to build comprehensive course

- Marketplace data sets up instructor for success

## Quality assurance:

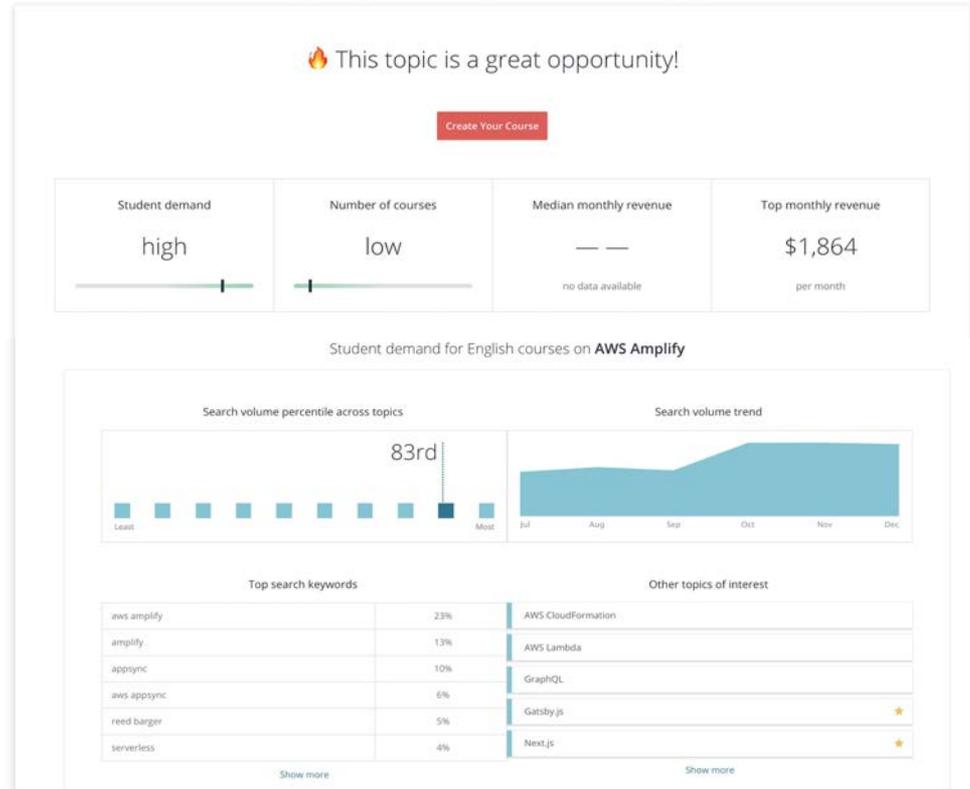
- Ratings and reviews for active feedback to instructors

## Content freshness:

- Instructors are incentivized to create the most up to date course

## Access to Instructors:

- QA to ensure deeper understanding of material



# Learner-centric focus drives engagement

## Personalized Discovery:

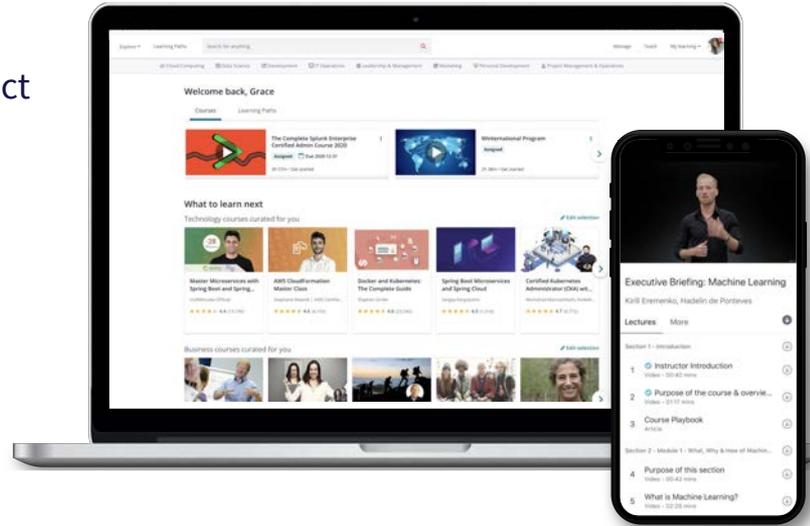
- Enhanced content matching for more relevancy and impact

## Power of Choice:

- Courses range in instructors, teaching styles, and content

## Seamless Experience:

- Ease of use through web and mobile for optimal learning



# From functional training to learner outcomes



## Skills & Content

### Business Leaders:

- Manager Training
- Building a culture of feedback
- Communication and collaboration

### Tech Teams:

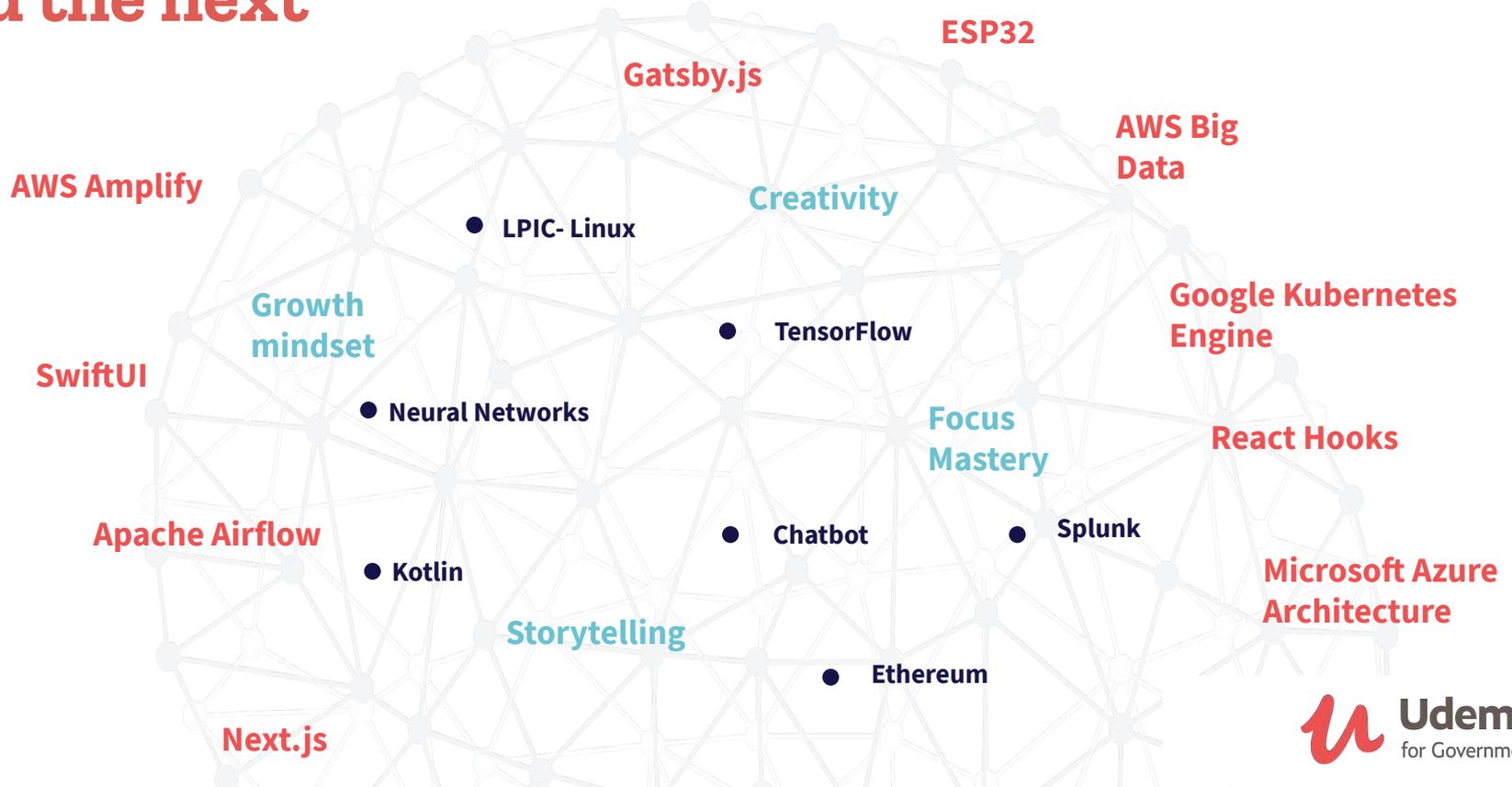
- IT Certifications
- Cloud Infrastructure
- Data Visualization



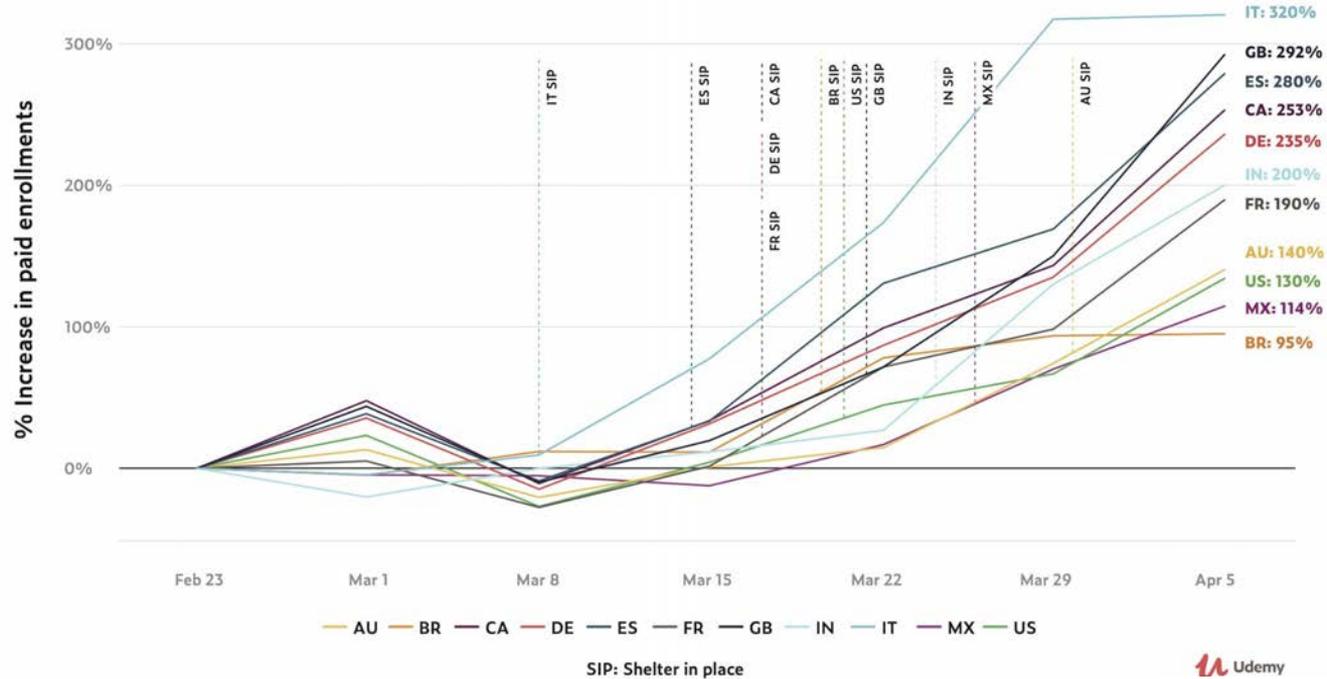
## Desired outcomes

- Improve employee engagement scores
- Career progression for employees - higher retention
- Increased cybersecurity measures
- Improved customer experience

# Trends for the now and the next



# Global demand for learning



# Increase in learning for key topics around the world



Highest percent increase in enrollments by country 21 days before and after respective shelter-in-place orders

# Increase in learning for key topics in Asia since March

## Bangladesh

Communication Skills ↑**600%**  
Leadership ↑**500%**  
Business Analysis ↑**307%**

## Indonesia

Financial Accounting ↑**551%**  
Video Production ↑**243%**  
Database Programming ↑**229%**

## Nepal

Dart Programming ↑**371%**  
Google Flutter ↑**271%**  
Financial Analysis ↑**193%**

## India

Psychology ↑**487%**  
Civil Engineering ↑**474%**  
Interior Design ↑**460%**

## Malaysia

Business English ↑**1,010%**  
Agile ↑**688%**  
Excel Charts ↑**360%**

## Philippines

CCNP Enterprise ↑**400%**  
Focus Mastery ↑**350%**  
Social Media Management ↑**261%**