

# Chegg Inc.

Lifelong Learning Without Limits

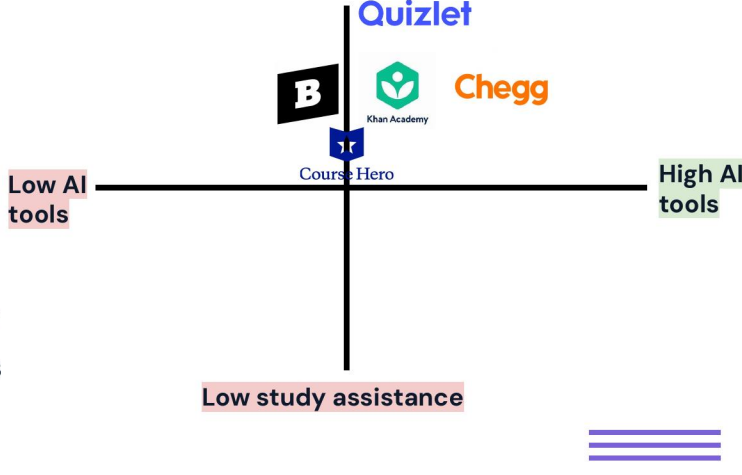
## Gaps in Current Lineup

Assessed the following

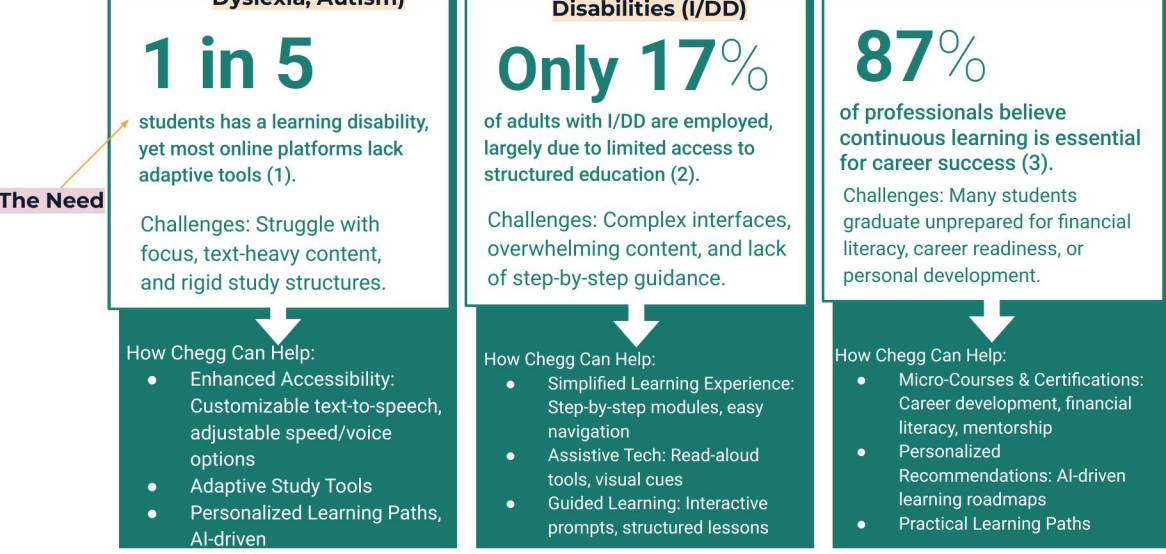
attributes using factor analysis:

- Online courses
- Study assistance
- Homework answers
- AI-powered tools

Most important attributes: study assistance and AI-powered tools



## Target Market



## Concept 1: AI Audio Reader

**Concept Statement:** A **Text-to-Speech** (TTS) Software that **reads aloud** to students with the ability to read ebooks, pdfs and photos, and **answer solutions** using a virtual AI voice.

## Current Strengths and Results

**Leveraging Chegg's Current Capabilities**

- **Expands** current Read Aloud function to outside documents.
- **Enhances** current eBook and answer solution offerings.
- Increases **usability** for neurodivergent and dyslexic users.

**Success of Text-to-Speech Technology**

- 26% of students use TTS technology
- TTS market expected to grow to \$7.6B in 2029 from \$4.0B in 2024

## Concept 2: Chegg Skills for Life

**Concept Statement:** A career-focused learning program designed for **Neurodivergent** and **I/DD** learners, integrating adaptive study tools, assistive tech, and AI-driven learning paths to provide accessible skill development in career readiness, financial literacy, and real-world learning.

## How It Fits with Chegg's Current Offerings

- **Bridges the Gap:** Expands Chegg's role beyond coursework by providing adaptive tools and structured learning paths for Neurodivergent and I/DD learners who need more accessible education.
- **Expands:** Enhances Chegg's learning services with skill-based, adaptive education, ensuring students with diverse cognitive needs receive the right support.
- **Synergizes:** Uses CheggMate AI to personalize learning, improve focus strategies, and provide AI-powered text-to-speech and reading assistance for those who struggle with traditional study methods.

## Results & Market Opportunity

- **Expands Access:** Reaches underserved Neurodivergent and I/DD learners, making education more inclusive with structured, adaptive learning.
- **Boosts Career Readiness:** Meets demand for financial literacy and job skills, using AI-driven tools to support employment and independence.
- **Drives Growth & Retention:** Expands Chegg's user base and revenue streams, keeping learners engaged beyond college in the professional development market.

## Concept 3: Better Study Habits

**Concept Statement:** An AI-driven learning assistant that analyzes user's most effective way of studying, adapts to each user's cognitive needs, offering real-time learning recommendations, study habits tracking, and personalized resources.

## Potential Additions to Chegg

- Take a learning survey each year
  - Figure out user's study habits, strengths, and weaknesses
- Study Notifications
  - If individuals need extra motivation or help, Chegg can give study notifications
- Study Plans
  - Use AI to match the individual user to the best study plan for them

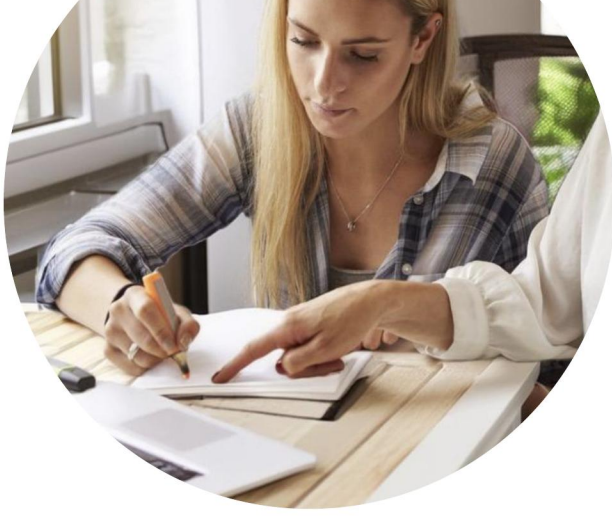
## Effects and How it Fits With Chegg

Effects

- Can lead to more users by fitting different study habits
- Promotes long term relationships with users
- Chegg will be seen as more accessible and user friendly
- Chegg will be seen as more personable and caring
- Overall better for brand image

Fit

- Relates to their dedication to helping students
- Expands on Chegg's current learning services



Chegg has the opportunity to **redefine education**—**breaking down barriers**, **expanding accessibility**, and **empowering learners** at every stage of their journey. By embracing AI-driven personalization, assistive learning, and real-world skill development, Chegg can truly make **'Learning Without Limits'** a lifelong reality.

**"Technology will never replace great teachers, but technology in the hands of great teachers can be transformational."** – George Couros