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Coursera Coach Wins Newsweek AI Impact Award for Outcomes in Commercial Learning

By [Mustafa Furniturewala](#)

Chief Technology Officer • June 23, 2025

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I'm excited to announce that [Coursera Coach](#) has won the [Newsweek AI Impact Award](#) for AI Education: Best Outcomes, Commercial Learning. This award recognizes innovations using AI to tackle key business challenges and deliver measurable impact.

Coach is an AI-powered personal tutor designed to make online learning more personalized, interactive, and effective for millions of learners worldwide. It's powered by large language models and uniquely grounded in course material from top institutions like Stanford, Yale, and Google. By offering a personal tutor that delivers continuous support across Coursera's catalog in 26 different languages, Coach helps learners engage more deeply with their courses,

regardless of their background. Since its initial launch, Coach has exchanged over 34 million messages with more than 2.4 million learners.



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“AI is reshaping our world, and the organizations receiving this award are at the forefront of that transformation,” said Jennifer H. Cunningham, editor-in-chief of Newsweek. “We are proud to spotlight the companies whose technologies and practices are pushing the boundaries of what AI can achieve—responsibly and effectively.”

Coach beta was launched in April 2023 — just six months after ChatGPT’s release — and I’m incredibly excited by how it represents a major step forward in delivering on the promise of personalized and accessible learning. From the initial pilot on the lecture pages in 2023, to refining the UX to focus on video explanations, practice questions, pre-quiz prep and course navigations in 2024, we continue to enhance Coach to support more learners with even greater personalization, accessibility, and impact across the platform. With Coach, global learners, particularly those underserved by traditional education systems, can more effectively learn the skills they need to unlock economic opportunity.

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