

# Kahoot!

**Headquarters**  
Oslo, Norway

**Launched**  
2013

**Employees & contractors**  
500+

Last updated: January 2024

## Highlights

**1.6B**

Non-unique participants LTM

**10B**

Non-unique participants since 2013

**1.4M**

Paying users

**24M**

Active users LTM

**97%**

of the Fortune 500 are using Kahoot!

**8M+**

Active teachers on the platform

**200+**

Countries and regions active

**100M+**

Kahoot! games on the platform

**Kahoot! is on a mission to make learning awesome! We want to empower everyone, including children, students, and employees to unlock their full learning potential.**

Our learning platform makes it easy for any individual or corporation to create, share, and host learning sessions that drive compelling engagement.

Launched in 2013, Kahoot!'s vision is to build the leading learning platform in the world. Since launch, Kahoot! has hosted hundreds of millions of learning sessions with over 10 billion participants (non-unique) in more than 200 countries and regions. The Kahoot! Group includes Clever, the leading US K-12 EdTech learning platform, together with the learning apps DragonBox, Poio, Drops, Actimo, Motimate, and Whiteboard.fi. The Kahoot! Group is headquartered in Oslo, Norway with offices in the US, the UK, France, Finland, Estonia, Denmark, Spain and Poland. To learn more, visit us at [kahoot.com](https://kahoot.com). Let's play!

**We are playful**  
**We are curious**  
**We are inclusive**

### Mission

**To make learning awesome!**

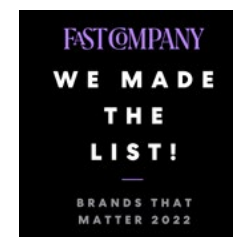
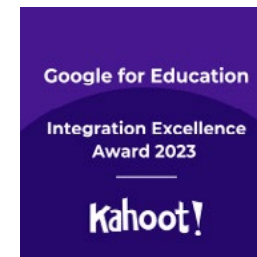
### Vision

**To build the leading learning platform in the world**

## Kahoot!'s history

**Kahoot! was founded** in 2012 by Morten Versvik, Johan Brand, and Jamie Brooker who, in a joint project with the Norwegian University of Science and Technology (NTNU), teamed up with Professor Alf Inge Wang, and were later joined by entrepreneur Åsmund Furuseth.

**The technology** is based on research conducted by Kahoot! co-founder Morten Versvik, a student of Professor Wang's at the time, for his Master's degree at NTNU.



# Kahoot! Timeline



## 2013-17:

### Kahoot! the quiz

- Kahoot! multiple choice quiz
- Single user
- Free solutions
- School + Home segments

## 2018-2021:

### Commercial launch

- Added functionality, multi-user + team
- Free-to-paid
- School, Home and Work segments
- Enterprise sales
- Acquisitions

## 2022 →

### Scalable platform

- Learning and engagement platform
- All segments
- Enhanced premium upgrades
- Enterprise sale scaling
- Clever platform

**Kahoot!** started in 2012 as a quiz-based game to **ensure attention, create engagement** and **provide knowledge** in classrooms.

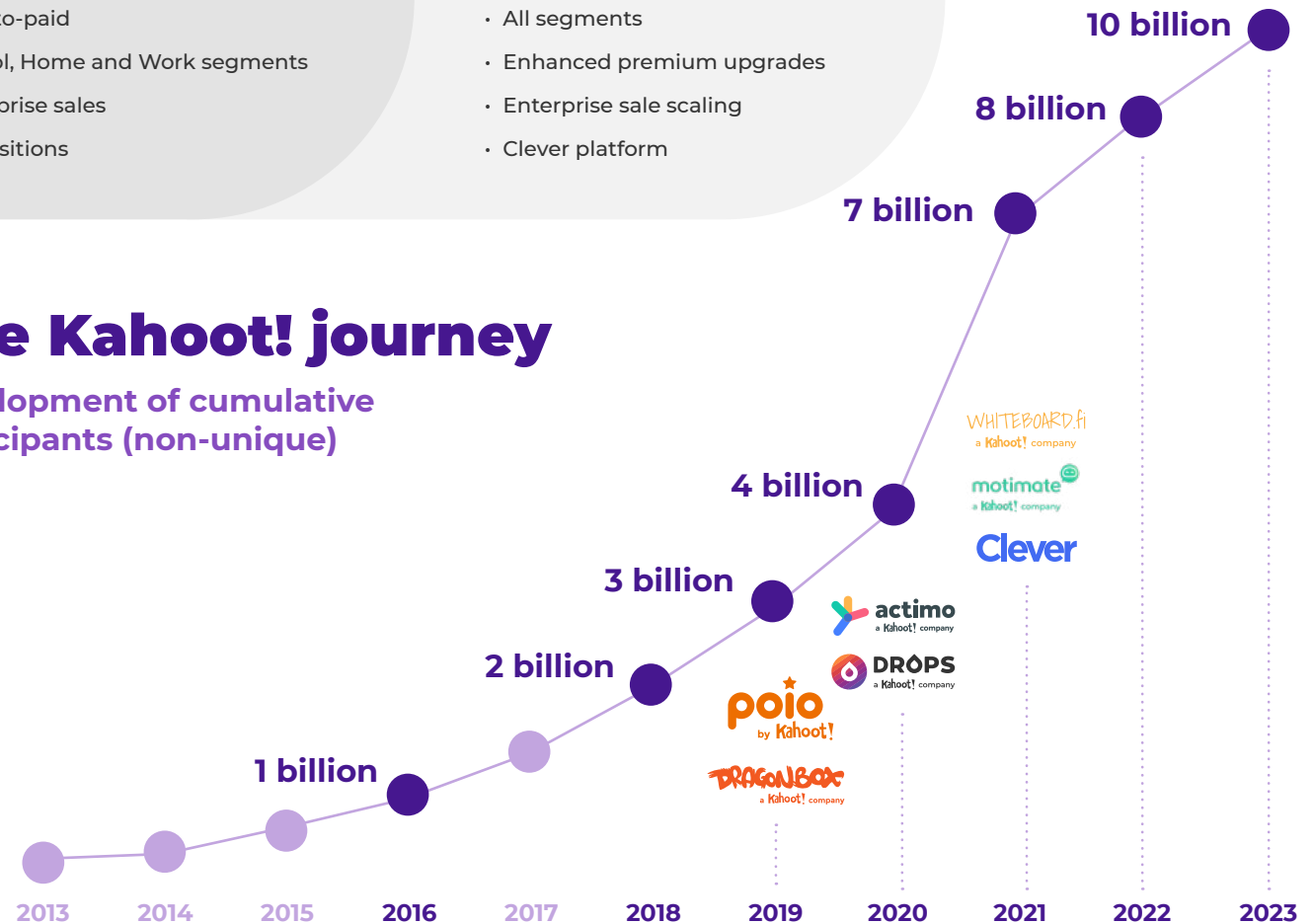
**Global recognized brand** with a **viral distribution model** based on **scalable technology platform**

**User centric, data-driven** and **iterative approach** to product development and innovation

**100M+ user generated kahoots, hundreds of millions of sessions** hosted with **over 10 billion participants** (non-unique) since launch

## The Kahoot! journey

Development of cumulative participants (non-unique)

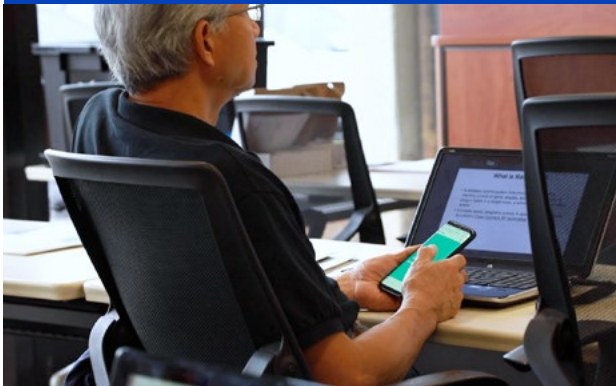


# Kahoot!

## Business areas

### Commercial

Engaging corporate training and communication solutions for all employees



Kahoot! used in **97%** of Fortune 500 Companies  
**40m+** participants on professional sessions LTM

Kahoot!  
at work

motimate

actimo

### Education

Learning platform powered by engagement and learning tools for teachers and students



**8m+** teachers on the platform LTM  
~**75%** of U.S. K12 schools use Clever

Kahoot!  
at school

DRAGONBOX

Clever

### Consumer & Experience

Social learning and global community and marketplace for creators and learners



~**140m** hosted sessions with 300m+ participating players LTM

Kahoot!  
at home

Kahoot!  
ACADEMY DROPS

### Get in touch

For general inquiries,  
email [hello@kahoot.com](mailto:hello@kahoot.com)

For press inquiries,  
email [press@kahoot.com](mailto:press@kahoot.com)

For business inquiries,  
email [business@kahoot.com](mailto:business@kahoot.com)

[Our press page](#)

# Kahoot!

## Our companies

### The Kahoot! Group consists of the following companies:

The **Kahoot!** brand represents the original Kahoot! learning platform that is synonymous with learning and engagement, no matter the subject, age, audience or context.

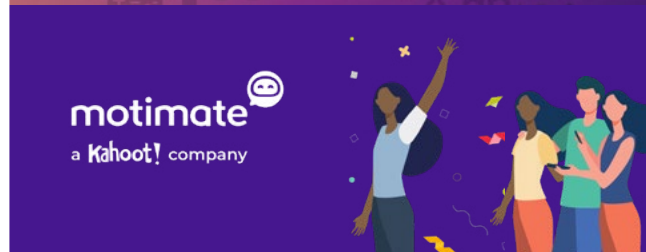
**Clever** brings schools, teachers, students and education application developers together in a single sign-on digital learning platform that simplifies accessible learning.

Organizations can connect and engage their work teams with **Actimo** and **Motimate**, our employee engagement and learning platforms.

Learners of all ages can make language learning natural with immersive visuals and play through our **Drops** apps.

The **Kahoot! DragonBox** series of apps takes math learning to a new level, while the **Kahoot! Learn to Read by Poio** app empowers children to learn to read through play.

**Whiteboard.fi**, the online whiteboard, provides powerful learning tools for educators, teachers and classrooms worldwide.



### Get in touch

For general inquiries,  
email [hello@kahoot.com](mailto:hello@kahoot.com)

For press inquiries,  
email [press@kahoot.com](mailto:press@kahoot.com)

For business inquiries,  
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[Our press page](#)