

Kahoot!

Headquarters
Oslo, Norway

Launched
2013

Employees
500+

Last updated: February 2022

Highlights

2B
Non-unique participants
in the last year

7B
Non-unique participants
since 2013

1.1M+
Paying users

300M+
Sessions hosted on Kahoot!
in the last 12 months

97%
of the Fortune 500
are using Kahoot!

9M
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.

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. In the last 12 months, 300 million sessions have been hosted on the Kahoot! platform by 30+ million active accounts, with 2 billion participants (non-unique) in more than 200 countries and regions. The Kahoot! Group also 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 and Spain. Kahoot! is listed on the Oslo Stock Exchange under the ticker KAHOT. Let's play!

Mission
To make learning
awesome!

Vision
To build the leading
learning platform
in the world

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

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! has raised over \$500 million in total funding from Softbank, Northzone, Creandum, M12 (formerly Microsoft Ventures), Datum Group, Accelerator Investments LLC (owned by Walt Disney Company), and Norwegian and international investors. Kahoot! began trading on the Oslo Stock Exchange main list on March 18, 2021, after being listed on Euronext Growth on October 10, 2019.

Kahoot! can be played in many ways:



Through live sessions where the host launches a kahoot on a larger screen and participants answer questions through a simple browser-based interface or the Kahoot! app, either in a physical setting or virtually over video conference.



Through assignments sent by the host to users to be played at their own pace in the Kahoot! iOS or Android app or on the web.



Through self-study mode in the Kahoot! app. Kahoot! Study, a self-study mode in the app is perfect for engaging individual study and study groups in different locations.

Kahoot! Timeline



2013-18

Launched September 2013
Top 3 tool in US education
 Launched first commercial editions with 40K paid subscription
 75+ employees

2019

New commercial subscription editions for all segments
 Reaching 170K paid subscriptions
 Acquisition of **Poio and DragonBox**
 120+ employees

2020

More commercial offerings, and over 550K paid subscriptions
 Launched first platform service
 Acquisition of **Actimo and Drops**
 200+ employees

2021

More features and over 1.1M paid subscriptions
 Available in over 11 languages
 Acquisition of **Whiteboard.fi, Motimate and Clever**
 500+ employees

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

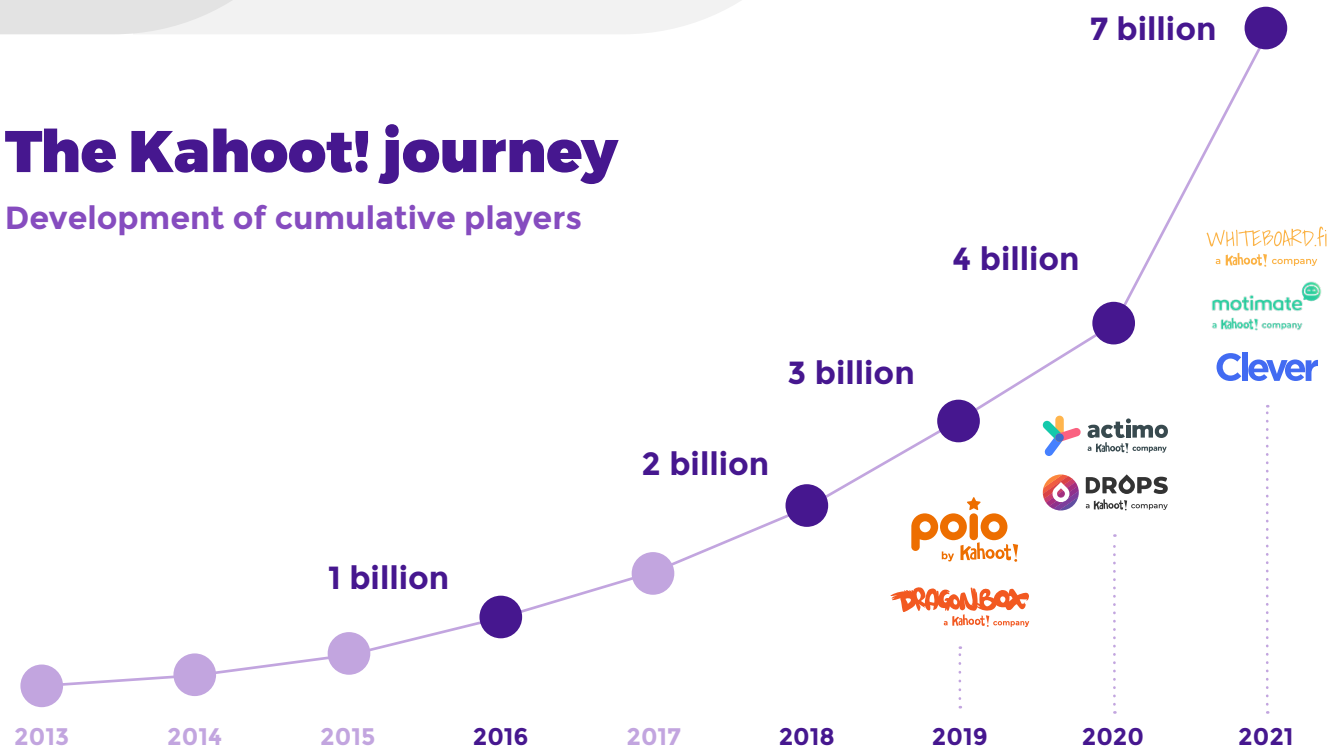
Global recognized brand with a viral distribution model based on scalable technology platform

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

100M+ user generated kahoots, 300M games played last 12 months with over 2B participating players

The Kahoot! journey

Development of cumulative players



Kahoot!

Business areas



Kahoot! at school

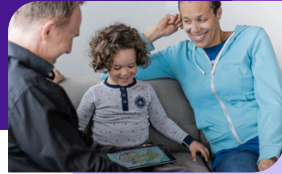
Used in schools by teachers and students to increase classroom engagement, for formative assessment and distance learning.

- ▶ 9M teachers and hundreds of millions of students participating
- ▶ 60% of teachers in the US active on platform in the last 12 months
- ▶ Over 365K paid users in the School segment and 255K subscriptions in the Home & Study category (including DragonBox curriculum and Drops language learning subscriptions)

Current offerings

- ▶ Kahoot! at school basic (free) and premium subscriptions plans for in and outside the classroom, all subjects
- ▶ Kahoot! EDU site license for schools and districts
- ▶ DragonBox school, math curriculum grades 1-3 in Norway and Finland
- ▶ Poio used in school pilot

kahoot.com/schools



Kahoot! at home

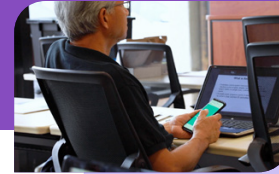
Ensures playful learning in a social setting, enabling parents to connect with their children's education - ad free!

- ▶ Top 5 in U.S. app stores (EDU)
- ▶ 100M+ games played in the last year, making learning awesome in all settings and any topic

Current offerings

- ▶ Kahoot! at home (free and premium plans), all subjects
 - ▶ Kahoot! app
- ▶ Kahoot! DragonBox Math apps
- ▶ Kahoot! DragonBox Chess app
- ▶ Kahoot! Poio read app

kahoot.com/home



Kahoot! at work

Provides interactive training, meetings, presentations, and events that engage employees and strengthen company culture.

- ▶ 97% of Fortune 500 companies use Kahoot!
- ▶ Hundreds of thousands of organizations in over 150 countries are engaging teams, delivering learning, strengthening company culture and more with Kahoot!
- ▶ 490K paid users in the Work segment

Current offerings

- ▶ Several tiers of commercial offerings tailored specifically for businesses at small, medium and enterprise level

kahoot.com/business



Kahoot! Academy

A unique online community and knowledge platform that lets educators and business professionals access and share high-quality learning content, build a profile, and join communities based on their subjects and interests.

Current offerings

- ▶ High-quality, verified content from educators, business professionals and premium partners.
- ▶ Apply to become a Verified Creator and share learning content
- ▶ Kahoot! Publisher educational publishers, brands, and content creators
- ▶ Create your own community, network and get access to exclusive updates from educators and brands with Kahoot! Academy Connect

kahoot.com/academy

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! Poio Read** 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,
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For press inquiries,
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For business inquiries,
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