

Kahoot!

Headquarters
Oslo, Norway

Launched
2013

Employees & contractors
500+

Last updated: September 2022

Highlights

~2B

Non-unique participants LTM

8B

Non-unique participants since 2013

1.2M+

Paying users

28M

Active users LTM

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. Since launch, Kahoot! has hosted hundreds of millions of learning sessions with 8 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. Kahoot! is listed on the Oslo Stock Exchange under the ticker KAHOT. To learn more, visit us at 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! began trading on the Oslo Stock Exchange main list on March 18, 2021, after being listed on Euronext Growth on October 10, 2019.



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.

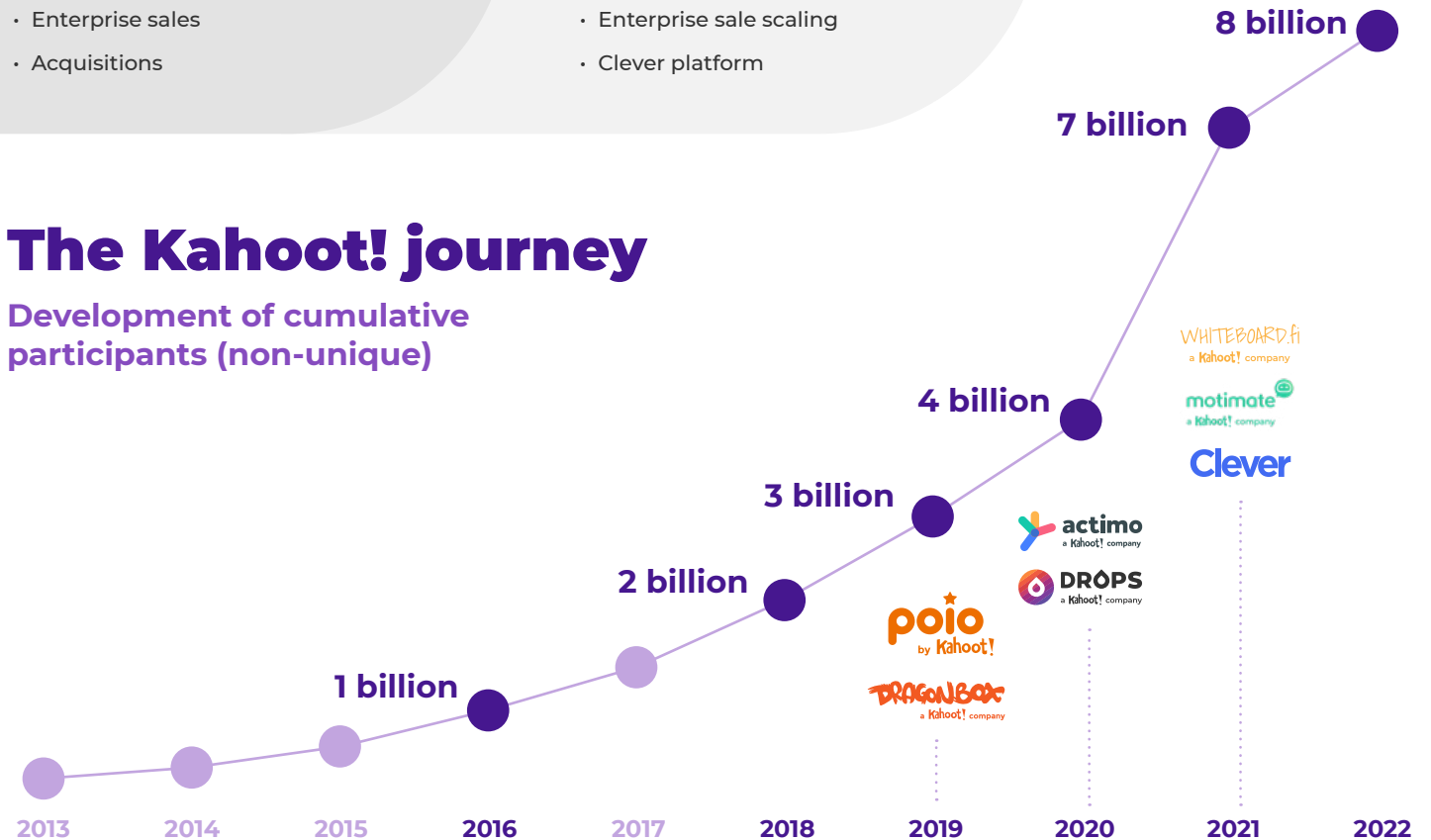
Global recognized brand with a **viral distribution model** based on **scalable technology platform**

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

100M+ user generated kahoots, hundreds of millions of sessions hosted with **8 billion participants** (non-unique) since launch

The Kahoot! journey

Development of cumulative participants (non-unique)



Kahoot!

Business areas



Kahoot! at school

Used in schools by teachers and students to increase classroom engagement, for formative assessment and in-person, remote or hybrid settings.

- ▶ ~9M teachers and hundreds of millions of students participating
- ▶ 50% of teachers in the US active on platform in the last 12 months
- ▶ 410K paid users in the School segment

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
- ▶ Kahoot! DragonBox school, math curriculum grades 1-3 in Norway and Finland
- ▶ Kahoot! Poio Read used in school pilot
- ▶ Whiteboard.fi digital whiteboard



Kahoot! at home

Ensures playful learning in a social setting, enabling parents to connect with their children's education, students to study independently or in a group and lifelong learners to learn anywhere - ad free!

- ▶ Top 5 in U.S. app stores (EDU)
- ▶ Used by more than 18 million learners of all ages as an at-home gamified learning solution
- ▶ 270K subscriptions in the Home & Study category (including DragonBox curriculum and Drops language learning subscriptions)

Current offerings

- ▶ Kahoot!+ premium plans for families
 - ▶ Kahoot! app
- ▶ Kahoot! DragonBox Math apps
- ▶ Kahoot! DragonBox Chess app
- ▶ Kahoot! Poio read app
- ▶ Drops language learning apps
- ▶ Kahoot!+ Study for higher education students (age 16 and up)



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!
- ▶ 530K paid users in the Work segment

Current offerings

- ▶ Kahoot! 360 premium plans for individuals, teams, enterprises and events
- ▶ Actimo and Motimate employee engagement and learning platforms

Kahoot!

Business areas



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!+ AccessPass content subscription offering a library of premium, ready-to-use resources
- ▶ Monetize your learning resources or discover high-quality learning content created by trusted creators and publishers on Kahoot! Marketplace

kahoot.com/academy

Clever

Clever

Clever brings students, educators, and learning applications together in one friendly platform that helps secure and simplify digital learning.

- ▶ ~70% of all U.S. K-12 schools
- ▶ 23M+ monthly active students
- ▶ 1.4M monthly active teachers using the platform
- ▶ Used by 10,000 school districts in the U.S.

Current offerings

- ▶ Clever, the digital learning platform with single sign-on, automated rostering, and secure data management
- ▶ Clever API, used by the leading brands in EdTech to simplify integration and safeguard data
- ▶ Clever Badges, easy access for young learners
- ▶ Clever IDM, identity management
- ▶ Clever MFA, multi-factor authentication
- ▶ Clever App Store for K-12 school buyers

clever.com



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.

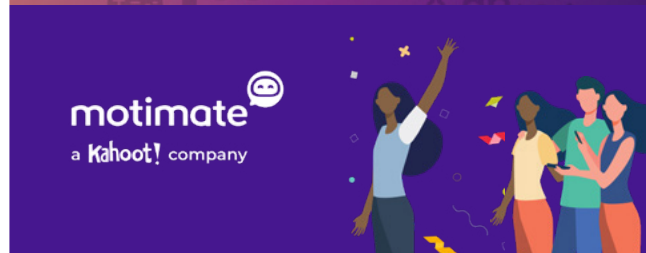
Clever brings schools, teachers, students and education application developers together in a single sign-on digital learning platform that simplifies accessible learning.

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,
email hello@kahoot.com

For press inquiries,
email press@kahoot.com

For business inquiries,
email business@kahoot.com

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