

# Kahoot!

**Headquarters**  
Oslo, Norway

**Launched**  
2013

**Employees**  
200+

Last updated: February 2021

## Highlights

**1.5B**  
Cumulative players  
in the last year

**5B**  
Cumulative  
players since 2013

**550K+**  
Paying users

**23M**  
Corporate participating  
players in the last year

**97%**  
of the Fortune 500  
are using Kahoot!

**7M**  
Active teachers  
on the platform

**200+**  
Countries  
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 play learning games that drive compelling engagement. In addition, our family of apps takes math learning to a new level and empowers children to learn to read through play. Learners of all ages can make language learning natural with immersive visuals and play through our Drops apps. Organizations can also connect and engage their work teams with Actimo, our employee engagement platform.

Launched in 2013, Kahoot!'s vision is to build the leading learning platform in the world. In the last 12 months, more than 250 million games have been played on the Kahoot! platform with over 1.5 billion participating players in 200 countries. The company is headquartered in Norway with offices in the US, the UK, France, Finland, Estonia, Denmark and Spain. 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** \$325 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! was listed on the Oslo Stock Exchange's Merkur Market on October 10, 2019.

**Kahoot! can be played  
in many ways:**



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



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



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

# Kahoot! Timeline



## 2016-17

**Launched** in September 2013  
**Growth focus** on US and K-12  
**Top 3 tool** in US education  
**50+ employees**

## 2018

**Launched first commercial editions** with 40K paid subscriptions  
**Launched mobile apps for iOS and Android**  
**75+ employees**

## 2019

**New commercial subscription editions** for all segments  
**Reached 170K** paid subscriptions  
**Acquired Poio and DragonBox**  
**120+ employees**

## 2020

**Expanding commercial** with 550K paid subscriptions  
**Launched** first platform service  
**Acquired Actimo** for Enterprise Learning and language learning platform Drops  
**200+ employees**

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

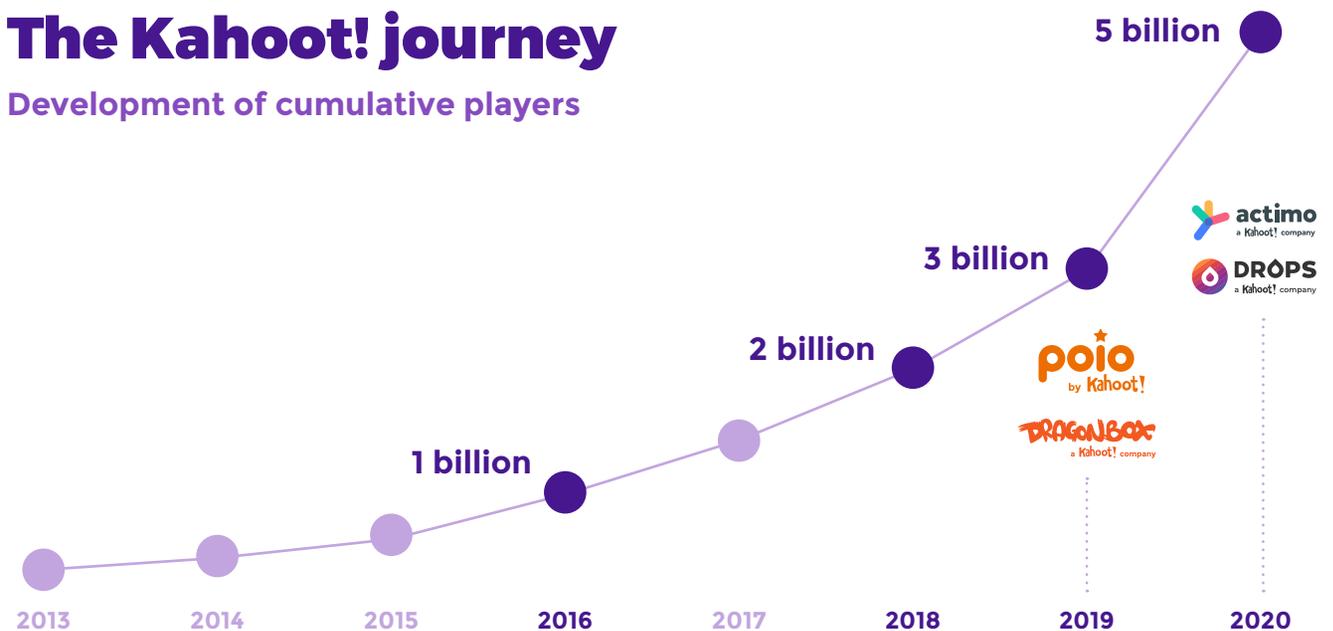
**Global recognized brand** with a **viral distribution model** based on **scalable technology platform**

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

**100M user generated kahoots**, over 250M games played last 12 months with over **1.5B participating players**

## The Kahoot! journey

Development of cumulative players



# Kahoot!

## Our companies

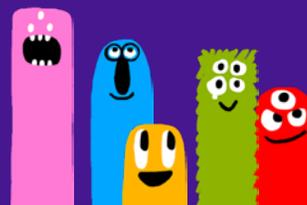
### The Kahoot! Group consists of the following companies:

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

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

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.



# Kahoot!

## Business areas



### Kahoot! at school

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

- ▶ Over 7M teachers and hundreds of millions of students participating
- ▶ Over 230K paid users in the School segment and 200K 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! 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)
- ▶ 140M games played in the last year, making learning awesome in all settings and any topic

#### Current offerings

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



### Kahoot! at work

Provides engaging presentations, training, events, team building and distance learning

- ▶ 97% of Fortune 500 companies use Kahoot!
- ▶ 500K business accounts hosted 3M games with 23M participating players in the last 12 months

#### Current offerings

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



### Kahoot! Academy

A unique online community and knowledge platform that lets educators 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 and premium partners
- ▶ Apply to become a Verified educator and share learning content
- ▶ Kahoot! Publisher educational publishers, brands, and content creators

### 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](#)