

Kahoot!

HQ
Oslo, Norway

LAUNCHED
2013

EMPLOYEES
60+



HIGHLIGHTS

70M
MAUs

2B
Cumulative
users

206
Countries
reached

\$60M
Funding
received

60M
Public games
available

42M
MAUs in
the US

3.3
Kahoots
hosted per
second

1M
Corporate
MAUs

97%
of the
Fortune 500
use Kahoot!

KEY MANAGEMENT



Åsmund Furuseth
CEO



Martin Kværnstuen
CFO

WHAT IS KAHOOT!?

Kahoot! is a game-based learning platform that makes it easy to create, share and play fun learning games or trivia quizzes in minutes. It's used in classrooms, meeting rooms and living rooms alike.

Users can play Kahoot! on any mobile device or laptop with an internet connection and web browser. Since its launch in 2013, Kahoot! has had more than 2 billion cumulative players on its platform. More than 50% of U.S. K-12 students use Kahoot! on a monthly basis and 47% of U.S. K-12 teachers have signed up for the platform.

The largest Kahoot! user groups are students and teachers, followed by business and social users. The company has 70 million monthly active users of which 42 million are in the United States. The top 5 countries where Kahoot! is played are the US, UK, Australia, Netherlands, and Canada.

Kahoot! has more than 60 employees with offices in Oslo (Norway), London (UK), Austin and Palo Alto (USA).

HOW IS KAHOOT! PLAYED?

Kahoot! can be played in two ways:

1

Group play in classrooms, meeting rooms, and events

2

Single-player or multiplayer through the Kahoot! iOS and Android app

Kahoot!'s **lean-in format** allows for high-engagement rates with users spending up to **10 minutes per session** in the app or the web platform. Users have spent **15 billion cumulative minutes** on platform since launch: an equivalent of 28K years.



“

[This] Norwegian company has taken the globe by storm.
-EdSurge

”

Kahoot! has become a pop culture phenomenon in schools and learning environments, with “**kahooting**” being used as a verb.

MISSION

To make learning awesome!

VISION

To build the world's largest learning community

PRODUCT SNAPSHOT



Get started with Kahoot! for free

Kahoot!'s platform is available for anyone to create, host and play kahoot games from their computer or mobile device.

Create

Create a fun learning game in minutes – we call these 'kahoots'. The format and number of questions is up to you. Add videos, images and diagrams to your questions to amplify engagement.

Play

Kahoots are best played in a group setting. Players answer the questions on their own devices, while games are displayed on a shared screen to unite the lesson.

Share

After a game, encourage players to create and share their own kahoots to deepen understanding, mastery and purpose, and engage in peer-led discussions.

THE MAGIC OF KAHOOT!

Make and play learning games anytime, anywhere

Students and teachers can easily create and host kahoots anywhere on the web or with their mobile device through the Kahoot! mobile app.

Students and teachers can switch roles as students share their knowledge as a kahoot creator and host.

KAHOOT! FOR Businesses

Kahoot! offers several tiers of its premium version tailored specifically for corporate teams and corporate learning.

Kahoot! Plus Essential features for creating, sharing and playing games

Kahoot! Pro Advanced features such as a premium image library and a license to use at external events

Kahoot! Premium & Premium Event Support for large scale games, your own customer success coach and flexible payment



options. Premium Event edition is tailored for one-off events of all different sizes.

KAHOOT! FOR Schools

Kahoot!'s premium offerings allow teachers to collaborate, stay organized and take formative assessment to the next level.

Kahoot! Plus Lets teachers collaborate with a secure shared area, stay organized with folders, plus access to advanced reports and branded kahoots.

Kahoot! Pro All the benefits of Kahoot! Pro, plus an image library with millions of images, advanced certification opportunities and priority support.

KAHOOT! FOR Brands

Kahoot! supports publishers and brands in creating and featuring premium educational content on the Kahoot! platform.

GET IN TOUCH!

For general inquiries, email business@kahoot.com
 For press inquiries, email press@kahoot.com

HISTORY AND USAGE

KAHOOT! USAGE

Who is playing Kahoot!?

Since its launch in 2013, Kahoot! has reached more than 2 billion cumulative participating players on the platform, 1 billion of which are in the United States.



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



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



Kahoot! has raised \$60 million in venture funding from Creandum, Northzone, M12 and private investors from Norway.



Generation X
Parents & corporates



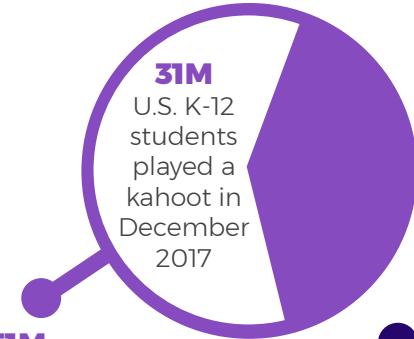
Teachers



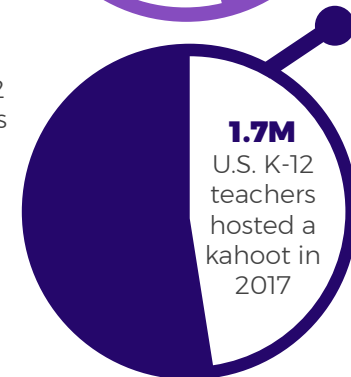
Generation Z
K-12 students, new corporates



Generation Y
Corporates, new parents



51M
Total U.S. K-12 students



3.6M
Total U.S. K-12 teachers

47% of U.S. K-12 teachers and 50% of U.S. K-12 students use Kahoot!

2013

Tried at SXSWedu in March. Bill Gates mentions quiz games in his keynote speech as an exciting learning opportunity for schools
Launched in September 2013 as a free platform

2015

Growth focus on US and "K-12" education segment
Reached 20M MAUs
Developed a world-wide recognizable brand

TODAY

Topped 70M MAUs
Achieved 2B cumulative players
Top 3 tool in US education
Launched monetizable products for schools & businesses, updated mobile app