

# Kahoot!

**HQ**  
Oslo, Norway

**FOUNDED**  
2013

**EMPLOYEES**  
50+



## HIGHLIGHTS

**70M**

MAUs

**1.6B**

Cumulative users and the end of 2017

**200+**

Countries reached

**\$43.5M**

Private funding

**28.1 M**

Public games available

**42M**

MAUs in the US

**3.3**

Kahoots hosted per second

## KEY MANAGEMENT



Åsmund Furuseth  
CEO



Martin Kværnstuen  
CFO

## WHAT IS KAHOOT!?

Kahoot! is a game-based learning and trivia platform used in a multitude of settings—in K-12 and university classrooms, corporate offices, social settings, and major sporting and cultural events.

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 1.6 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 50 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

Kahoot!'s mission is to unlock the deepest potential of every learner, regardless of age or context, by making learning fun, magical, and engaging through games.

# Kahoot!

## PRODUCT SNAPSHOT

### CREATE

Users can make a series of multiple choice questions or Jumble with the possibility to add videos, images and diagrams. User can also choose among millions of existing games

### PLAY

Generally games are played in a group setting (i.e. classrooms, training sessions), players use their own device while games are displayed on a shared screen

### SHARE

Users can also share their own kahoots (games) and game results with anyone using the same platform

### REINFORCE

Kahoots can also be assigned as homework (i.e. teachers can assign kahoots to students, employees can complete training remotely by using their mobile phones)



### KAHOOT! PLATFORM

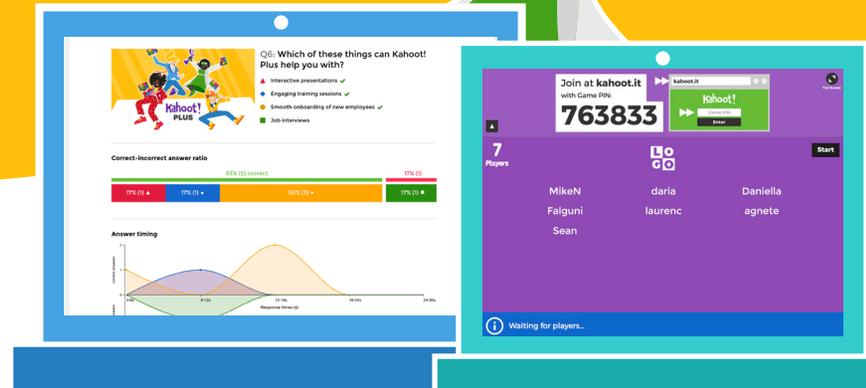
Kahoot's web-based platform is available for anyone to create, host and play kahoot games from their computer or mobile device.



### KAHOOT! MOBILE APP

Kahoot's mobile app, designed for iOS and Android, brings the magic of game-based learning outside the classroom: teachers can send after-class challenges to students as homework and learners can continue playing for revision and fun wherever they are.

The Kahoot! App experience isn't limited to schools. Anyone can use the new Kahoot! app to play fun learning and trivia quiz games on any topic they're interested in, either in single-player mode, or in challenge mode, competing against friends or family members virtually.



### KAHOOT! FOR BUSINESSES

**Kahoot! Plus** is a premium version of Kahoot! tailored specifically for corporate teams and corporate learning internally within the organization. With Kahoot! Plus corporate trainers, marketers, sales teams and other corporate teams can have a more private, organized, collaborative and company-branded experience.

**Kahoot! Pro** has all the benefits of Kahoot! Plus and, additionally, the ability to train and present with Kahoot! outside the organization with customers, partners and prospects and at events, big or small.



### KAHOOT! STUDIO

Kahoot! Studio offers a library of ready-to-play games by Kahoot! and partners, ranging from trivia, general knowledge and entertainment to curriculum aligned games within math, science, ELA and history.



## GET IN TOUCH!

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

## HISTORY AND USAGE

### OVER HALF OF U.S. STUDENTS PLAY KAHOOT! EVERY MONTH



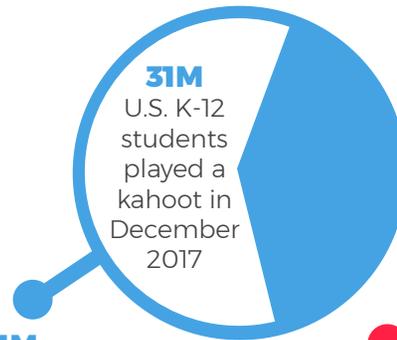
**Kahoot! was founded** in 2012 by Morten Versvik, Johan Brand, and Jamie Brooker who in a joint project with the Norwegian University of Technology and Science, teamed up with Professor Alf Inge Wang, and were later joined by Norwegian entrepreneur Åsmund Furuseth.



**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** \$26.5 million in venture funding from Creandum, Northzone, Microsoft Ventures, and private investors from Norway.



**51M**  
Total U.S. K-12 students



**3.6M**  
Total U.S. K-12 teachers

### WHAT ARE KAHOOT!'S SOURCES OF REVENUE?

#### Corporate usage

Kahoot! is actively used in the workplace for training purposes. Kahoot! for Businesses has two offerings for corporate users: Kahoot! Plus and Kahoot! Pro. Both are premium paid versions of Kahoot! tailored for corporate teams for training either internally within the organization or externally, respectively. More than a million corporate employees use Kahoot! for corporate training every month, including at 25% of Fortune 500 companies, and usage has been growing 100% year-over-year.

#### Content owners and brands

Kahoot! partners with content owners and brands to create and market premium educational content, similar to YouTube for video content.

#### Free product for schools

Kahoot! wants revenue generation efforts to enable having a free product for schools and stay true to our mission of unlocking the deepest potential of every learner globally.

## 2013

**Trialed** 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

## 2017

**Topped 70M** MAUs

**Achieved 1.6B** cumulative players (non-uniques)

**Top 3 tool** in US education

**Launched** K! Plus, Mobile App, new homepage, and K! Studio