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. You can find >20 million publicly available games on the platform.

Ideas from Prof. Alf Inge Wang, Morten Versvik, Jamie Brooker and Johan Brand

2006-2011

2012
The brand Kahoot! is born

2013
Co-founder Åsmund Furuseth joins the company
Kahoot! Soft-launched on SXSW in Texas; Full launch in September

2015
25 million monthly active users

2016
40 million monthly active users

May 2017
1 billion + cumulative participating players

Aug 2017
Kahoot! Studio launched

Sep 2017
Kahoot! native Mobile App launched

Nov 2017
Kahoot! Plus launched

Dec 2017
70 million monthly active users
1.6 billion cumulative participating players
Played in every country in the world!
Over 2 billion cumulative players

Highlights

**2013**
- **Trialed** at SXSW Edu 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

**2016**
- **Reached 0.9 Billion** cumulative players
- **Developed** a world-wide recognizable brand

**2018**
- **Reached 1B** cumulative players in 2018
- **Achieved 12M** unique users with registered accounts in 2018
- **Top 3 tool** in US education
- **Launched** solutions for schools, businesses, family and friends and publishers

TODAY
- **Top 3 tool** in US education
- **Launched** solutions for schools, businesses, family and friends and publishers
Half of U.S. teachers use Kahoot!

The majority collaborate on Kahoot! games with colleagues at their school

Kahoot! asked teachers how they collaborate with their colleagues on learning games on the platform

- 75% of surveyed teachers say 10 or more colleagues use Kahoot!
- 60% of surveyed teachers collaborate on kahoots with colleagues

Kahoot’s game like features and easy-to-use format have helped turn it into a classroom phenomenon. Kahooting is an actual word now.

- The New York Times

#3 EdTech tool overall

#1 in assessment with 12% of all usage events in the category ahead of YouTube
What is Kahoot! for schools?
Make learning awesome together with

Kahoot! for schools

Put your creative minds together with other teachers and make learning awesome as a team!

Folders, detailed reports, team collaboration, image library - you can unlock all these features by upgrading to Kahoot! Plus or Pro.
Kahoot! for schools in a nutshell

Choose from our awesome plans

1. Co-create, edit and share learning games
2. Shared kahoot bank
3. Add questions from millions in our question bank
4. Advanced reporting
5. Customize games with your school logo
6. Organize kahoots in team folders
7. Invite school admins to your team
Kahoot! for schools in a nutshell

Choose from our awesome plans

1. Co-create, edit and share learning games
2. Shared kahoot bank
3. Add questions from millions in our question bank
4. Advanced reporting
5. Add slides and polls to your kahoots
6. Organize kahoots in team folders
7. Built-in, high-quality images library
8. Combine question types
9. Invite school admins to your team

Kahoot! PRO
Kahoot!’s promise: Kahoot! is forever free for teachers

Kahoot!’s free version that millions of educators know and love is still available for teachers and their students, and always will be!

The company plans to continue improving Kahoot! as part of its mission to make learning awesome.

Our Kahoot! for schools plans complement the free product that is available today.
Advanced features
Getting your school ready in 1-2-3

Add your school’s logo

Upload your logo. Add your school's logo. Get your corporate branding on the game lobby and each question screen. It’s always better with a personal touch.

Copy kahoots

Copy any kahoots from your own account to your school’s shared team space.

Invite teachers

Add your colleagues to create and edit kahoots in your team space, as well as share data.

1. Add your school’s logo
   It’ll let you brand your game, for example, the game lobby and each question screen.

2. Copy kahoots
   Copy any kahoots from your own account to your school’s shared team space.

3. Invite teachers
   Add your colleagues to create and edit kahoots in your team space, as well as share data.
Copy relevant kahoots

Select private kahoots from your account that you would like to copy into the team space.

Confirm and transfer them to your team space.
Account management

The Settings page allows you to manage your team and adjust other settings, such as logo and school name.

Send new invites: both individually or in batches

Manage pending and expire invites: resend or cancel them. You can also remove users from your team space.
Kahoot! for schools

Features

Co-create, edit and share learning games together in a private team space.

Use folders to organize your personal games in My Kahoots and the school’s kahoots in the team space.
Your school’s team space

1. Switch between your personal kahoots (My Kahoots) and your school’s team space with shared kahoots.

2. Get inspired with a set of editable kahoot templates automatically added to your team space.

3. Create folders to organize your kahoots in!

4. Your team space serves like a shared kahoot bank where teachers can create, edit and start a game in one spot.
Create new folders to go in your team space. Here, you can Open, Rename, Move, Duplicate, or Delete a folder.

Move kahoots into folders by selecting the dropdown.
Collaborate with colleagues

1. Switch between private account and your school’s **shared area** in Kahoot! for school.

2. **Share and access** other teachers kahoots in the shared team space.

3. All content is organized in one kahoot bank. And give the school’s admins **visibility into content creation and game data**.
Make the game lobby & podium your own by adding your school logo or mascot.

Your logo will show in each question.
Kahoot! for schools

New ways to play with Pro!

Create more engaging games with the newest features.

Add slides and polls to your kahoot to switch up to format.

Choose from millions of royalty-free images for your kahoots from our image library.
Teach a whole lesson with Kahoot!

With our Kahoot! Pro for schools plan you can...

Combine **different question types** in one awesome game to keep students on the edge of their seats.

Add a **slide** to instruct on new content, provide additional explanation for questions, or transition to the next topic.

Add a **poll** to collect feedback and opinions from the players.
Save time on creating games

With our Kahoot! Pro for schools plan you can...

...get access to millions of royalty-free images in our image library. Save time on creating high-quality kahoots and increase engagement with relevant images.
Kahoot! for schools

Gain data insights

Detailed, visual reports support formative assessment and help you improve student learning outcomes.

Track student progress and view feedback.
Advanced reporting in Kahoot! for schools

1. Go to Reports in the top navigation bar.
2. Switch between reports on your personal games and shared school’s reports.
3. Dive into details for each game.
Game data in a visual report

Check a short summary first: how many students joined, what question was the most difficult, etc.

View the final leaderboard and the students’ scores.

**Food from around the World**

**Summary**

KLauren hosted a 10-question kahoot with 4 players. 68% of answers were correct with 0 players scoring 100%. Question 6 was the trickiest and question 9 was the easiest. 0 players (0%) didn’t answer some of the questions.

*Download full report (PDF)*

**Final leaderboard**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Nickname</th>
<th>Total score</th>
<th>Correct answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Woodchuck</td>
<td>884</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>I love Kahoot</td>
<td>882</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>CaptainMolecule</td>
<td>796</td>
<td>7</td>
</tr>
</tbody>
</table>
Track student progress and view feedback

1. Track each student’s progress throughout a game.

2. You can see who was leading and how positions changed, who was the highest climber, etc.

3. Feedback on your game students shared after the game.
Detailed question analysis

1. Expand each question and dive into details.

2. See the percentage of correct answers and how long it took players to answer them correctly.

3. When did the players answer? Did those who answered quickly get it wrong? Or did people need more time and ended up guessing?
Get started with Kahoot! for schools
How much does it cost?

Kahoot! is committed to keep its free version available for individual K-12 teachers and students.

Knowing that budgets are a challenge, the company aimed to make the price for Kahoot! Pro for schools as affordable as possible.

Kahoot! for schools plans start from $1 a teacher per month for K-12 schools.

This low price is subsidized by the 1000s of companies already paying for Kahoot!

Kahoot! PLUS
From $1 per teacher per month

Kahoot! PRO
From $3 per teacher per month

"This is something I could see my department using as we could create and share kahoots across our curriculum and see real-time data."
What’s in it for school admins?

Get admins engaged in your training

Give your school’s admins visibility into content creation and game data by adding them to your school’s team space.

Collaborate and create a content bank of kahoots that colleagues and future teachers can find quality kahoots.

Team space makes it easy for admins and teachers to find relevant content.
Teacher feedback...

“My students enjoy using Kahoot and I find that I can assess their knowledge better because everyone is engaged. With the new features I would probably use it more often and I am sure students would benefit even more. It's a win-win for everyone”

“[The pricing] is affordable for teachers or principals to pay. Our budget is very tight and we're unlikely to get approval for larger expenditures”

“Most subscriptions for EdTech are at a per student cost. This is a very low cost for something a few of us love to use. The proposed premium features would allow us to customize our Kahoots to better meet the needs of our students, make them more engaging, and encourage students to get more creative.”

“Kahoot offers the level of engagement needed for students of this era. It would be well worth the small investment”.

“We love Kahoot. We are data driven and it's a great tool for teacher and makes learning fun for students. It's a win-win”

“I am very interested in data driven instruction. Sounds like this would provide us with another avenue to steer our children in the direction they need.”
Kahoot!

Learn more!

Sign up at kahoot.com

For inquiries, email schools@kahoot.com