6 Degrees
Could Change
the World
Kahoot!
Kahoot! for schools
Make learning awesome together!

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.

2006-2011

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

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

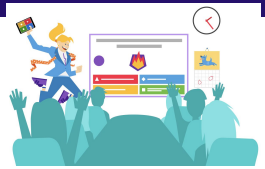
1 billion + cumulative participating players

Aug 2017

Kahoot! Studio launched

Sep 2017

Kahoot! native Mobile App launched



Nov 2017

Kahoot! Plus launched

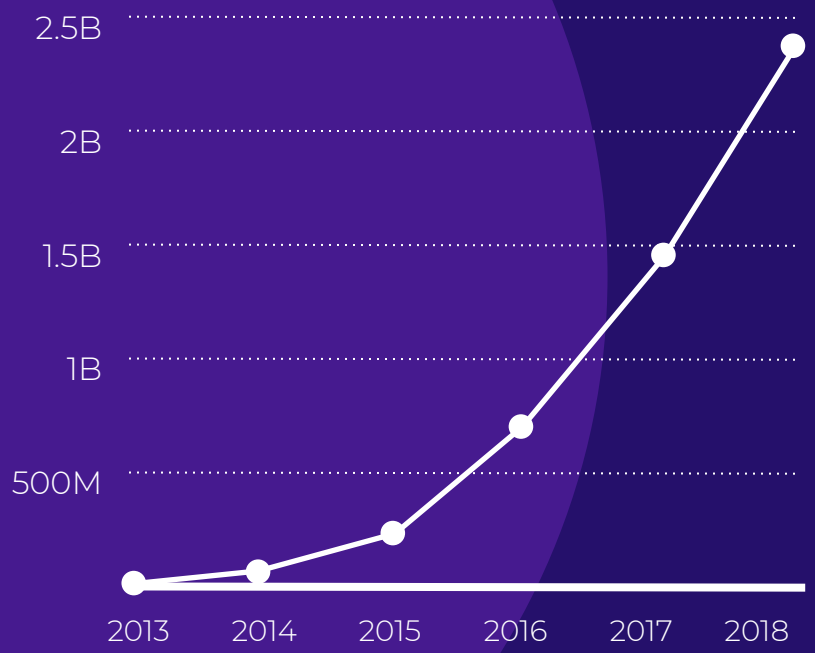
Dec 2017

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 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

2016

Growth focus on US and “K-12” education segment

Reached 0.9 Billion cumulative players

Developed a world-wide recognizable brand

TODAY

Reached 1B cumulative players in 2018

Achieved 12M unique users with registered accounts in 2018

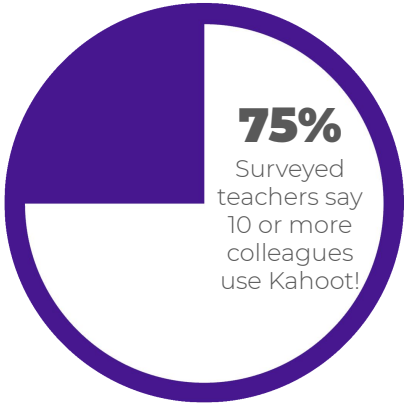
Top 3 tool in US education

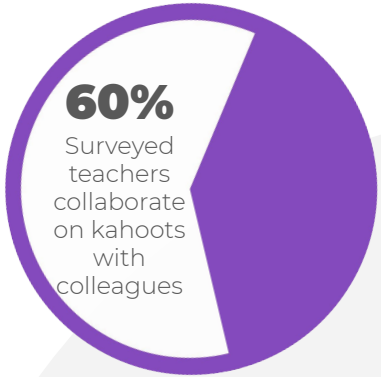
Launched solutions for schools, businesses, family and friends and publishers

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





> 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**

EDWEEK Market Brief
K-12 Intel for Business Leaders

#3 EdTech tool overall

#1 in assessment with 12% of all usage events in the category ahead of YouTube

1

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

Kahoot! PLUS

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

Kahoot! PRO

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!’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!**

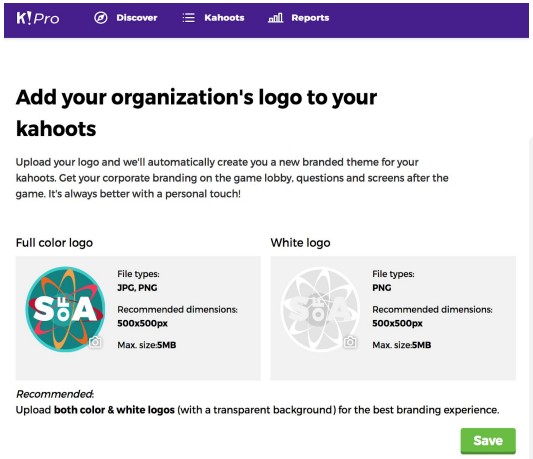
The company plans to **continue improving Kahoot!** as part of its mission to make learning awesome.

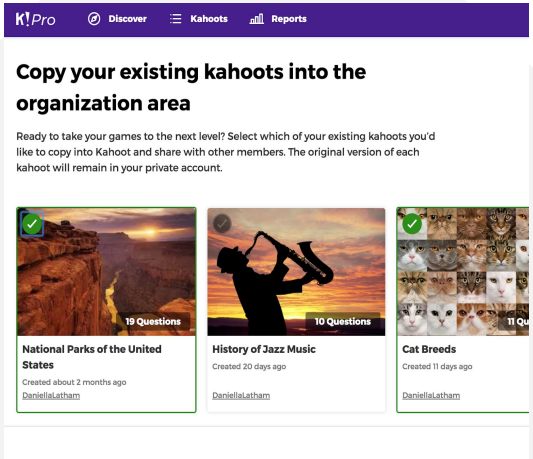
Our Kahoot! for schools plans **complement** the free product that is available today.

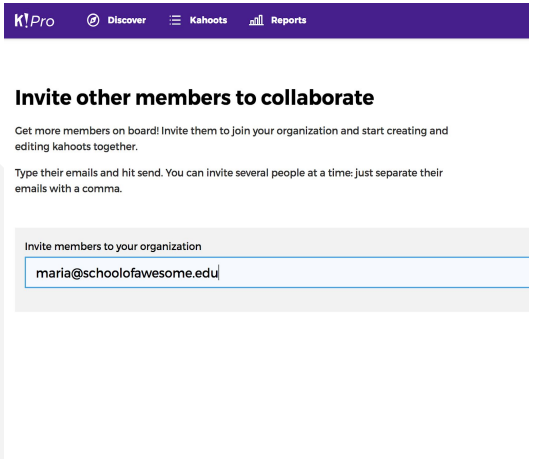
2

Advanced features

Getting your school ready in 1-2-3







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

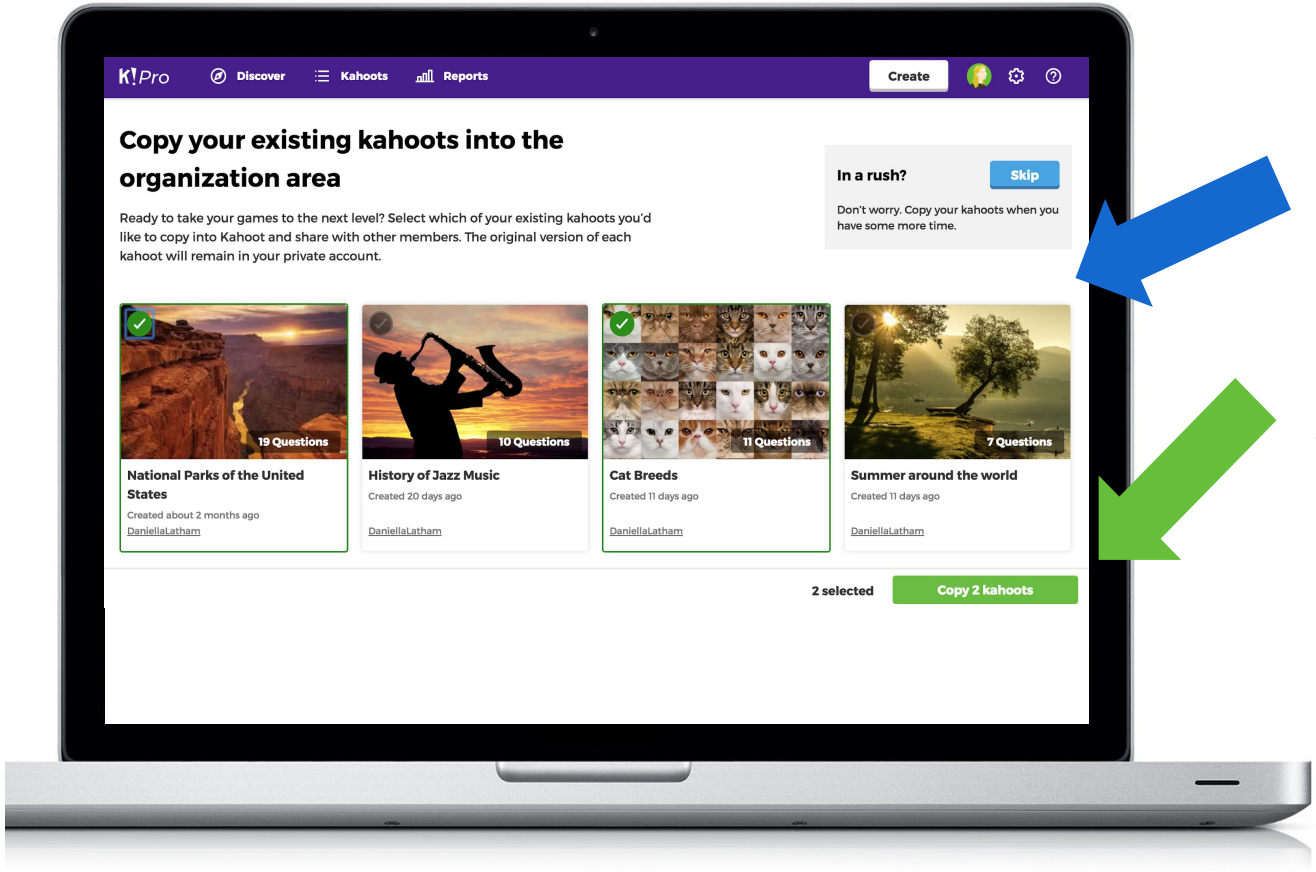
Copy any kahoots from your own account to your school's shared team space.

3

Invite teachers

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

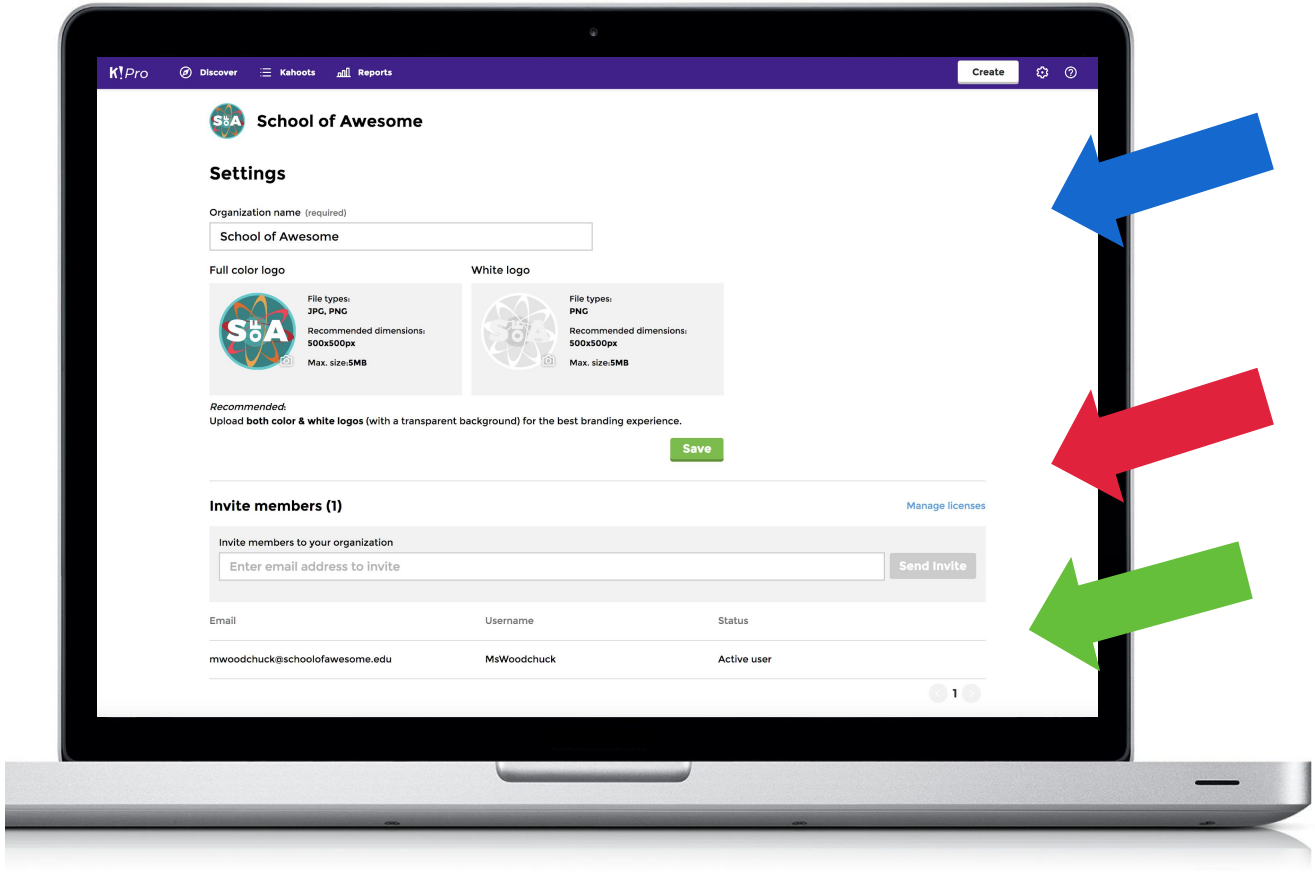
Copy relevant kahoots



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

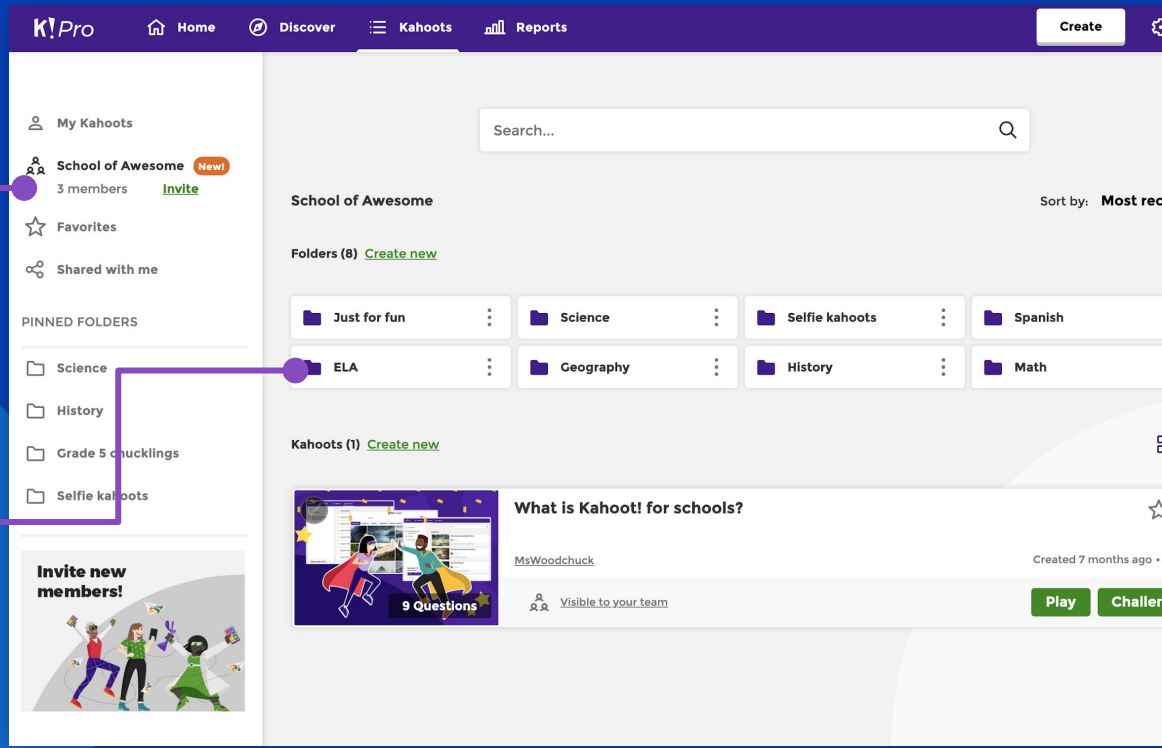
Manage pending and expire invites: resend or cancel them. You can also remove users from your team space

Kahoot! for schools

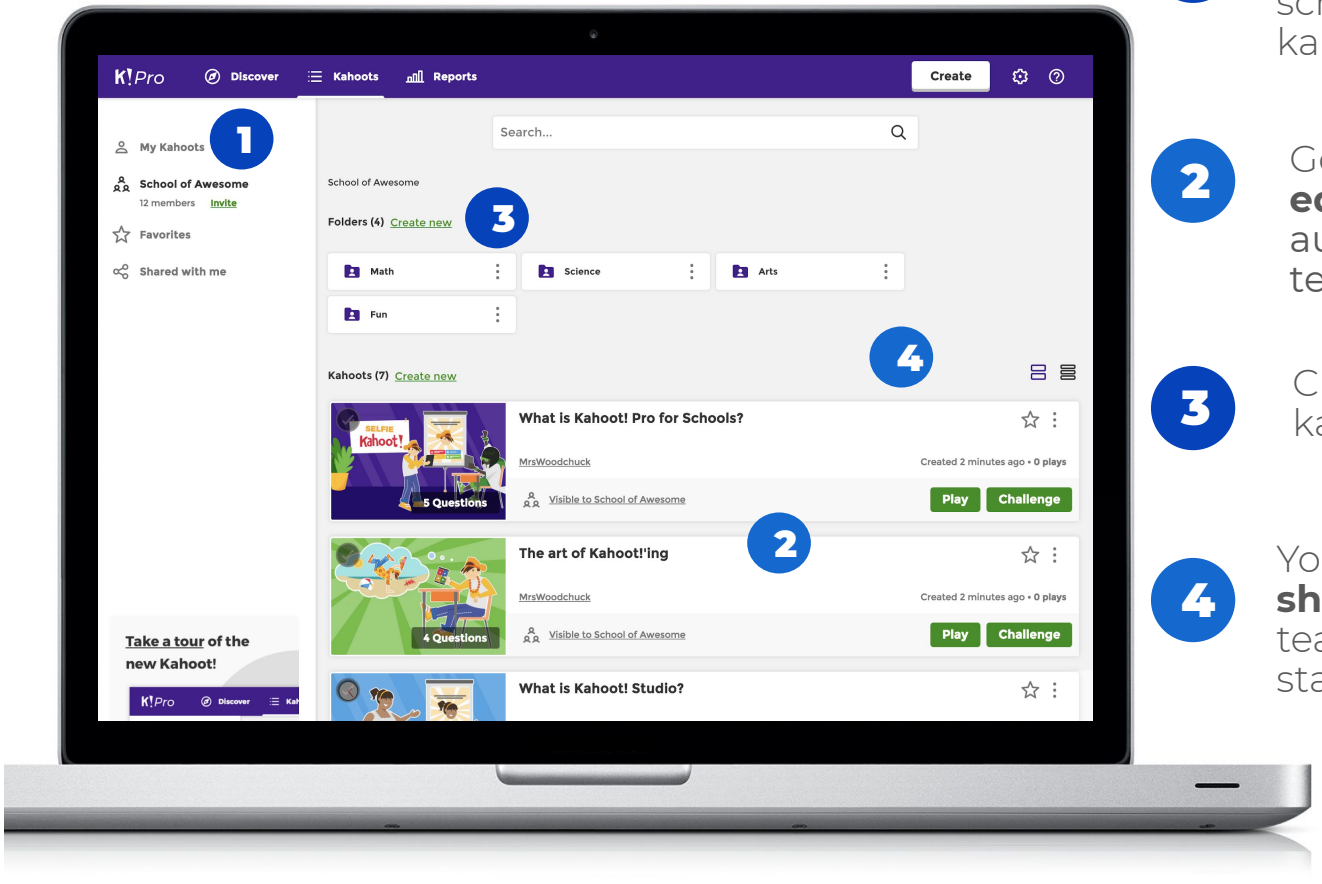
Features

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



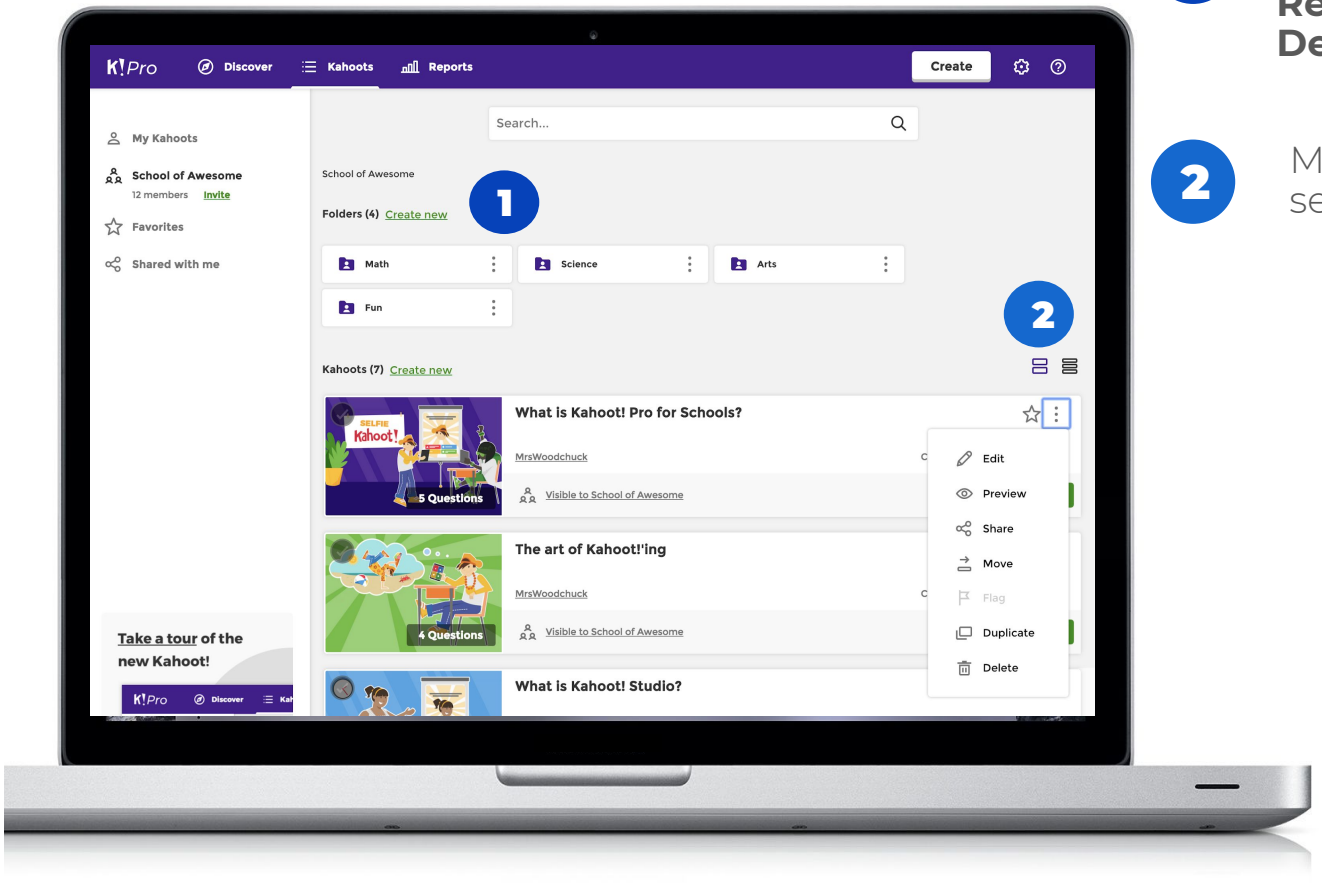
1. Switch between your personal kahoots (**My Kahoots)** and your school's team space with shared kahoots.

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.

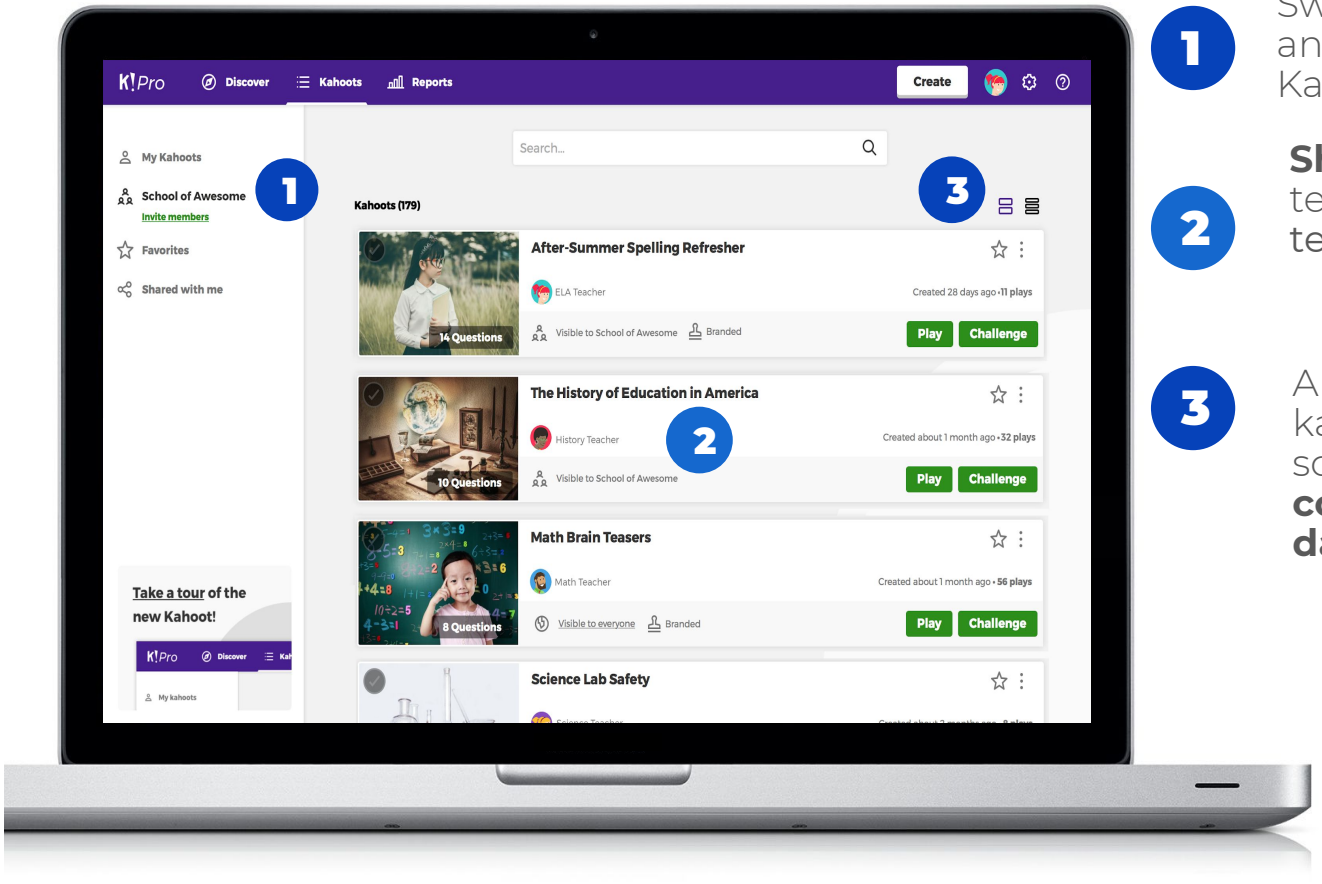
Folders



1. Create new folders to go in your team space. Here, you can **Open**, **Rename**, **Move**, **Duplicate**, or **Delete** a folder.

2. Move kahoots into folders by selecting the dropdown.

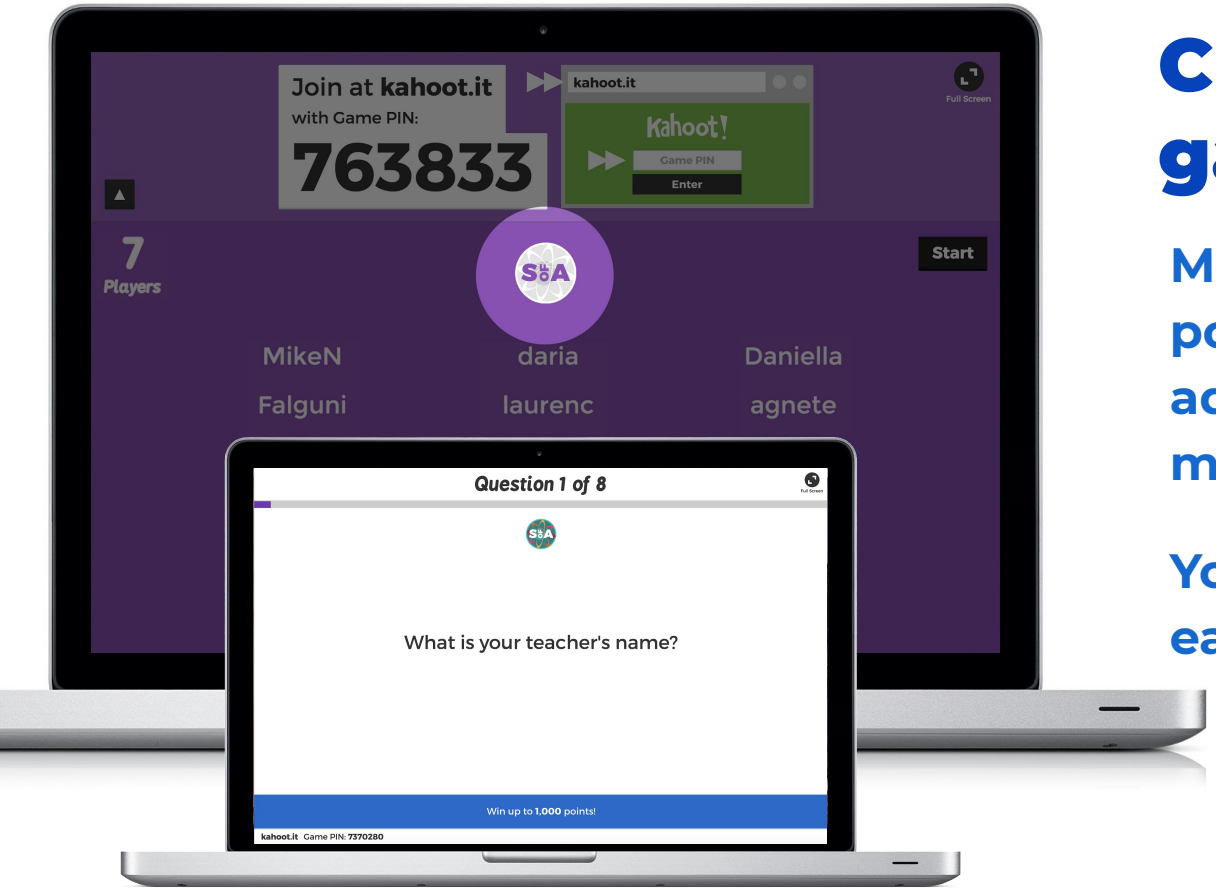
Collaborate with colleagues



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.**



Customize your games

Make the game lobby & podium your own by adding your school logo or mascot

Your logo will show in each question

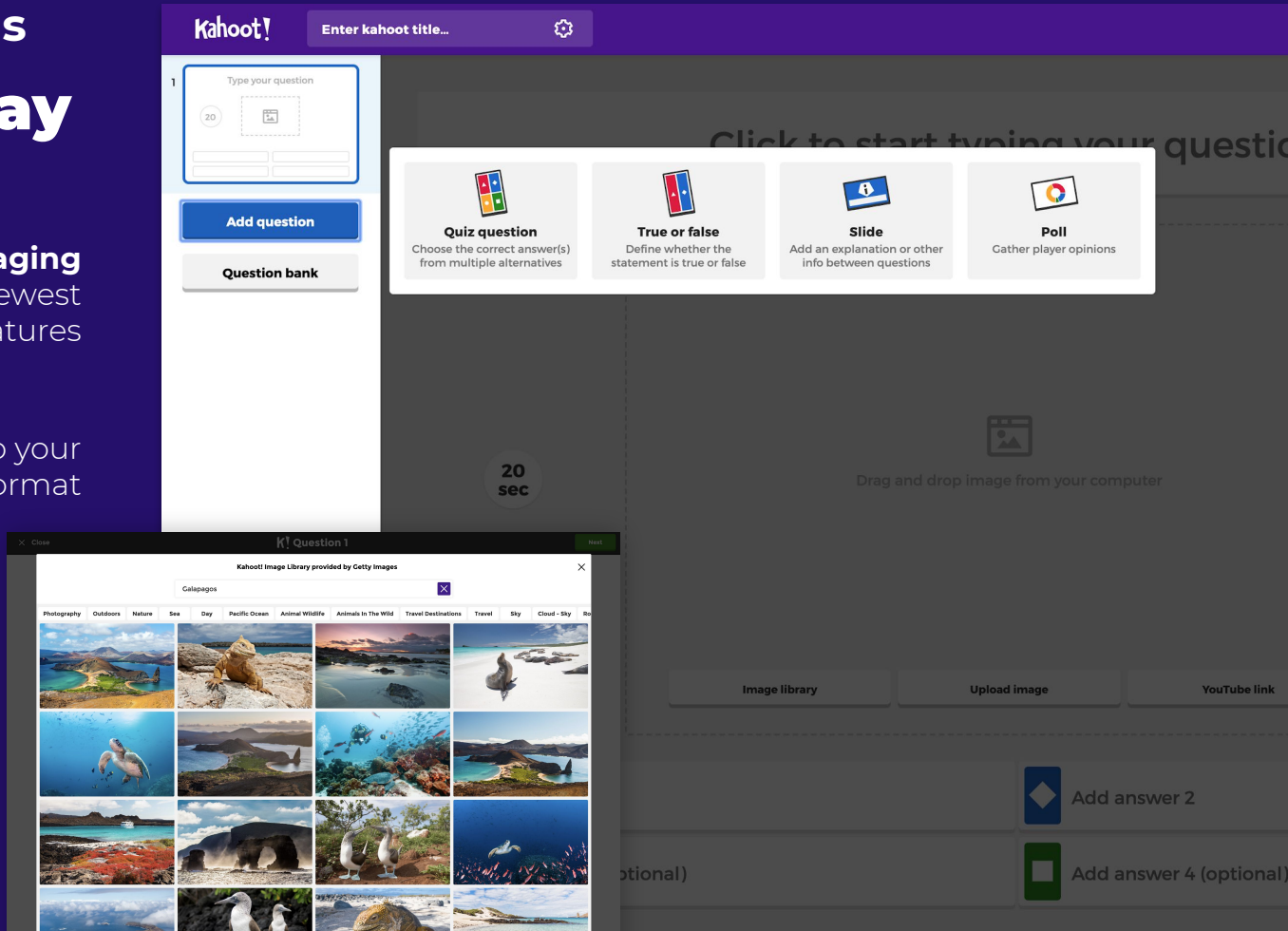
Kahoot! for schools

New ways to play with Pro!

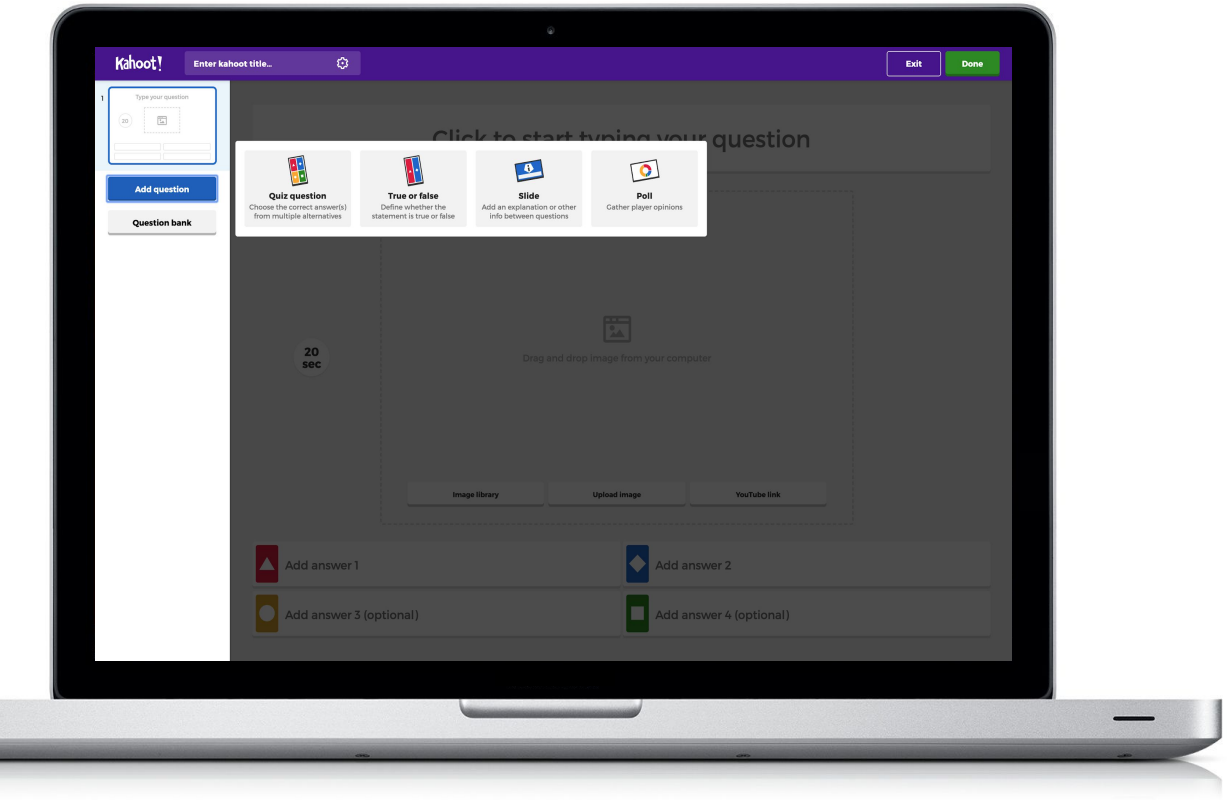
Create more **engaging games** with the newest features

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!



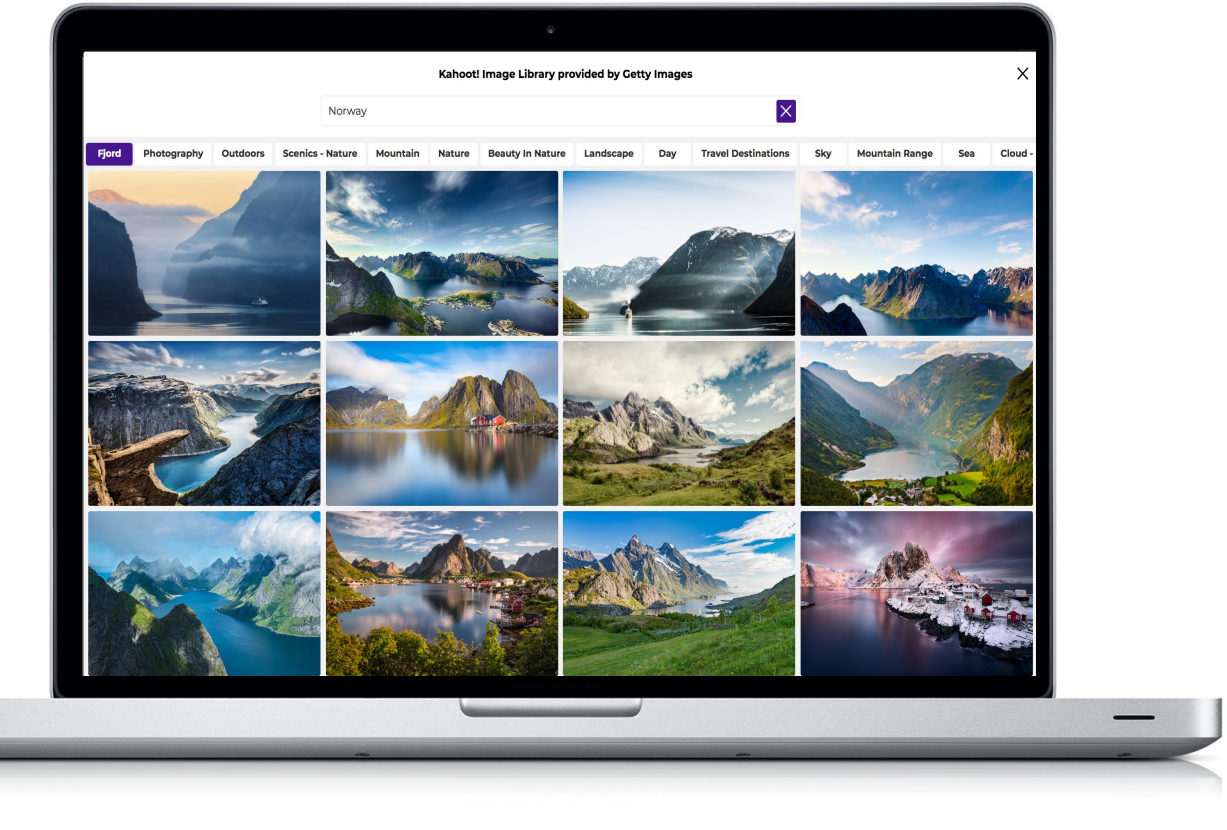
With our Kahoot! Pro for schools plan you can...

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

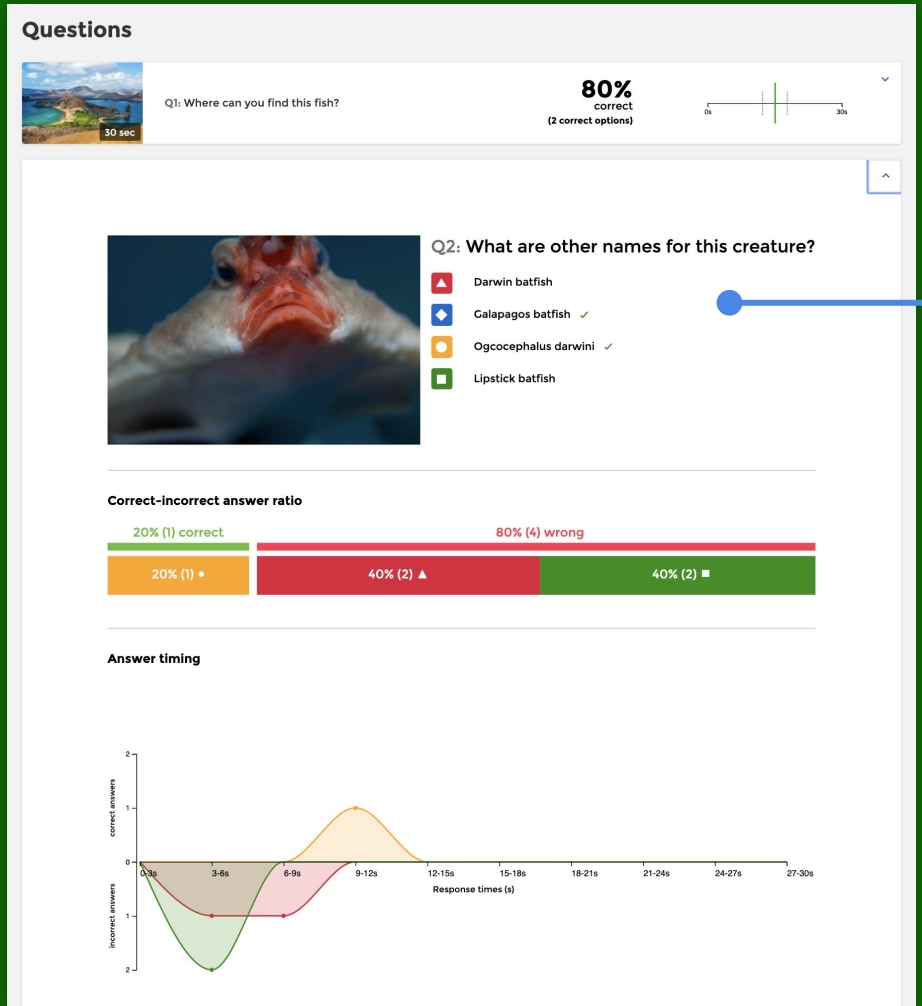
Add a **poll** to collect feedback and opinions from the players

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.



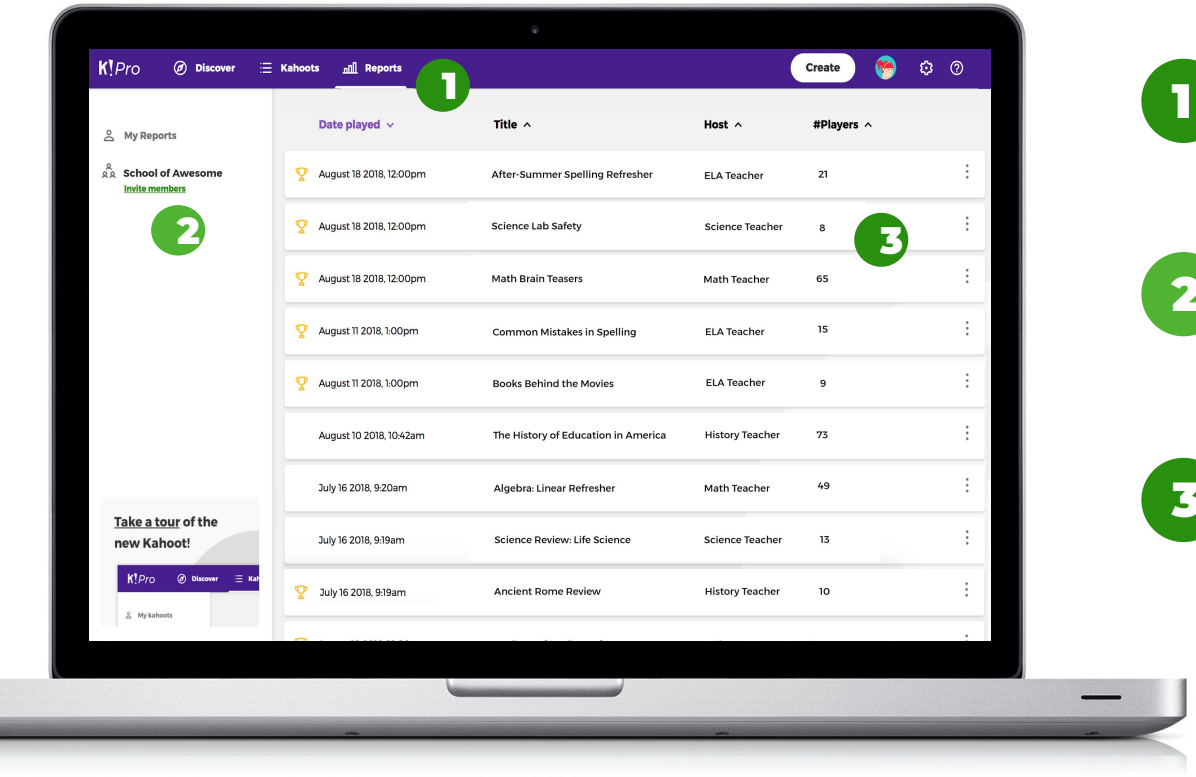
Kahoot! for schools

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

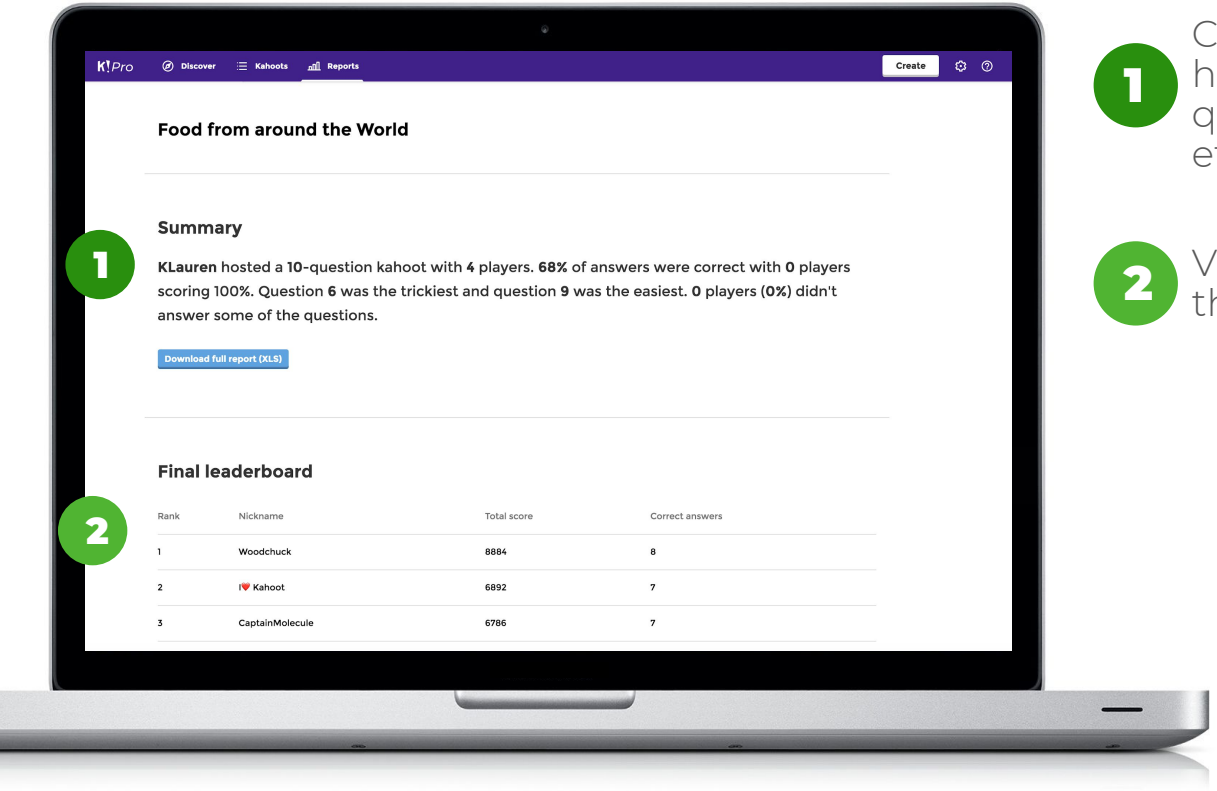


1. Go to **Reports** in the top navigation bar.

2. Switch between reports on your personal games and shared school's reports.

3. Dive into details for each game.

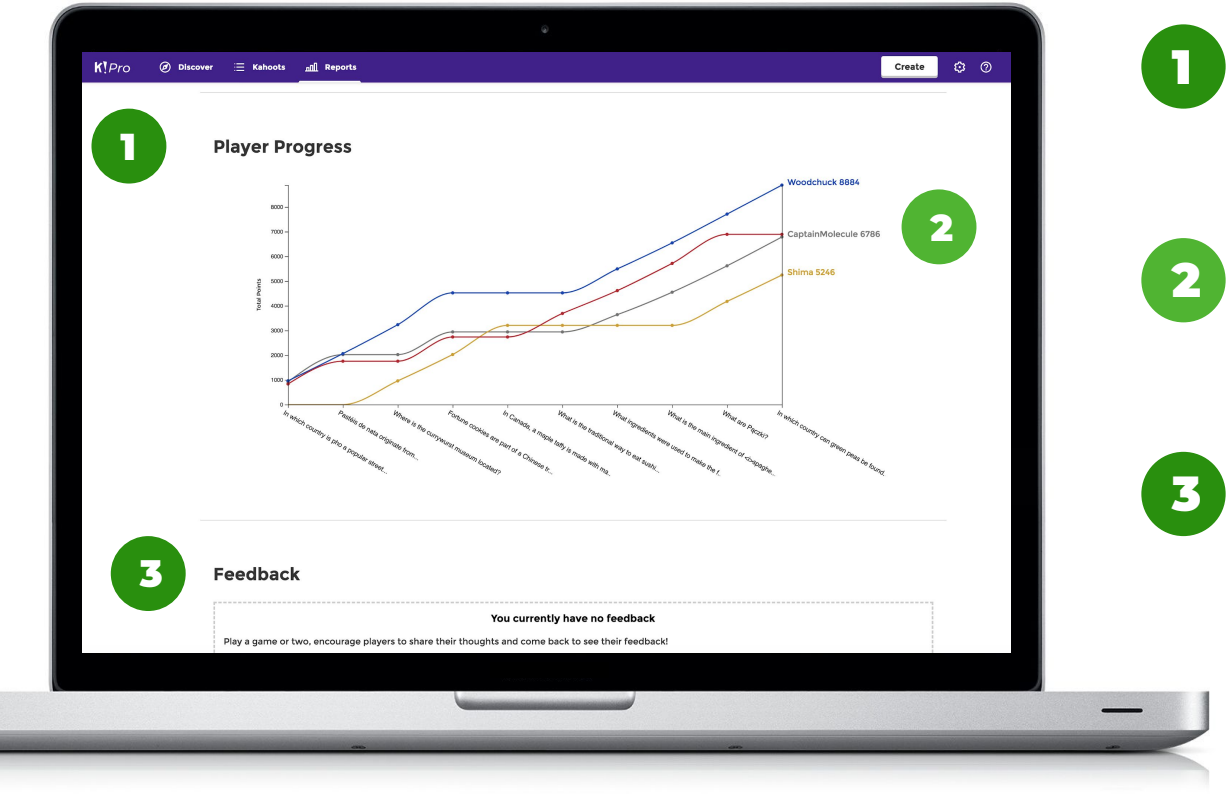
Game data in a visual report



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

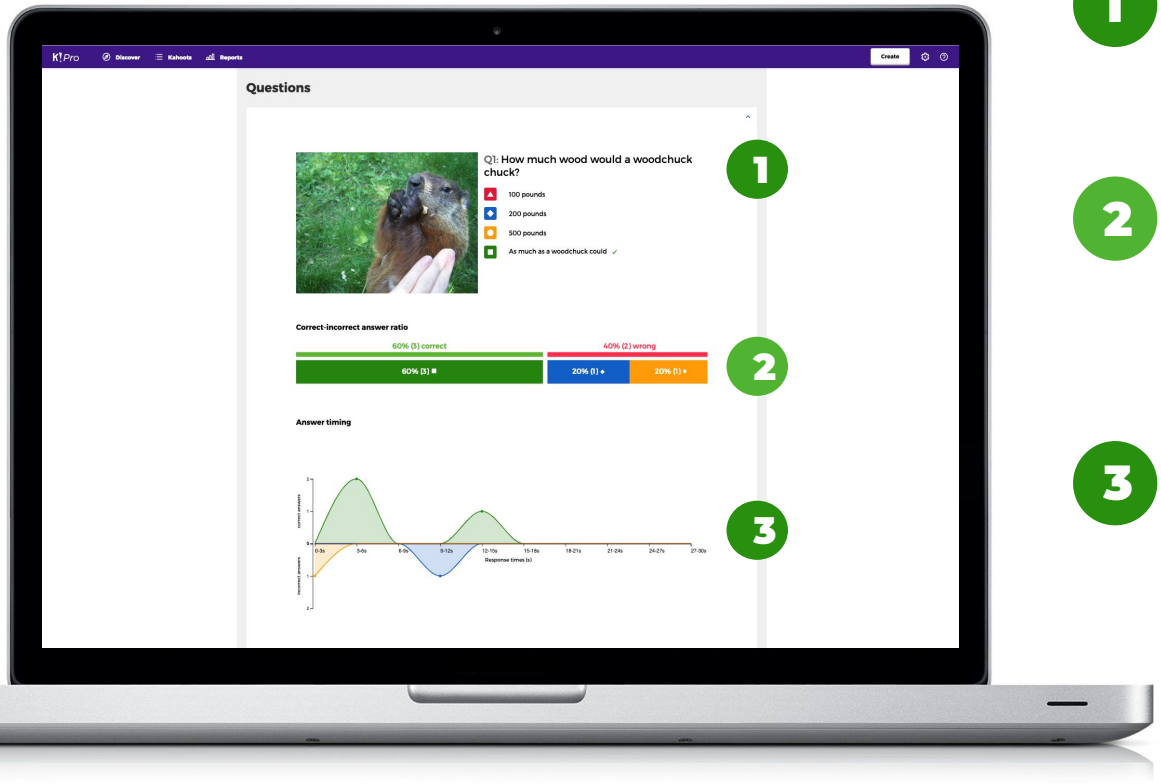
2. View the **final leaderboard** and the students' scores.

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**