

# **Kahoot! for businesses: solution brief**

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# Introduction

Over a million people in companies ranging from dynamic startups to Fortune 500 businesses use Kahoot!, our game-based learning platform, in training, presentations, team building activities, events and other work settings to engage employees, customers and partners.

To help you understand what Kahoot! is and how it can add value to your company, we created this document with an executive summary of the following topics:

- What is Kahoot!? and how it works
- An overview of the main product features
- Examples of Kahoot! use cases in different companies
- A list of tech requirements Kahoot! has
- Easy-to-understand explanation of how Kahoot! is built
- Kahoot!'s approach to security and data privacy

We hope this executive summary will help you define whether Kahoot! is the right fit for your company's needs, as well as support the evaluation process of our product in your company with all the key information.

Except where noted, the information in this document applies to Kahoot! products for businesses - Kahoot! Plus, Kahoot! Pro and Kahoot! Premium.

## What is Kahoot!

Kahoot! is a game-based learning platform used in schools and universities, corporate offices, social settings, sporting and cultural events. In this multitude of settings, Kahoot! helps to review and retain knowledge in a fun, interactive and engaging way. Kahoot!'s mission is to make learning awesome in all contexts.

Since its launch in 2013, Kahoot! has surpassed 1.6 billion cumulative players on its platform. The largest Kahoot! user groups are students and teachers. In 2017, more than a million corporate employees used Kahoot! in training sessions, presentations, events and other settings every month, and usage has been growing by more than 100% year-over-year. 97% of companies on the Fortune 500 list use Kahoot!

To respond to the needs of our growing business community, in 2017 we introduced new products tailored to corporate use. Today, we offer the following paid business plans:

- Kahoot! Plus, Kahoot! Pro and Kahoot! Premium (including an event edition) for individuals and smaller teams;
- Kahoot! Plus, Kahoot! Pro and Kahoot! Premium for enterprise.



## How does Kahoot! work?

After signing up for an account, any Kahoot! user can create a game - such as a multiple-choice quiz, our most popular game type - on any topic, in any language. Users can also choose a ready-to-play game from our public library on the platform. To play Kahoot!, all you need is a mobile device, laptop or desktop with an internet connection and a web browser.

The classic live game experience is playing Kahoot! in a group setting with questions displayed on a shared screen, which engages participants' attention. Players use their devices as game controllers to answer. In challenge mode, players compete against each other remotely. Both questions and answers are displayed on their mobile devices in the Kahoot! app.

Players can join kahoots without an account, so they can stay anonymous in the game by using nicknames. Some game hosts encourage participants to use their real names, but this is also up to you!

To create and host kahoots in a live setting, assign mobile challenges and view game reports as a business user, you need a paid business license.

After a game, you can access a detailed, downloadable report with results to assess each player's performance and evaluate knowledge retention.

## Product features

In Kahoot! for businesses, you receive a set of advanced features on top of all classic Kahoot! features for searching, creating and hosting games.

### Basic features:

- Create games - most commonly, a multiple choice quiz - on any topic, in any language
- Host games in a live setting
- Search the library of ready-to-play games

### Advanced features for businesses (Kahoot! Plus, Kahoot! Pro, Kahoot! Premium):

- Add branding to kahoots with your logo
- Collaborate on kahoots with your team
- Get a secure team space to organize all kahoots
- Choose from millions of images in our searchable image library



- Assign mobile challenges for remote training
- View detailed, visual game reports to access performance data and assess progress
- Access customizable kahoot templates
- Enjoy an ad-free game experience
- Get priority support
- Pay by invoice
- Customer success coach (Kahoot! Premium)
- Support of large scale games (Kahoot! Premium)
- Coming soon: folders

## Pricing

Businesses can purchase a Kahoot! license within one of these two pricing grids:

- **For individuals and small teams**, pricing per license: Kahoot! Plus, Kahoot! Pro and Kahoot! Premium (including an event edition).
- **For enterprise**, bulk pricing: Kahoot! Plus, Kahoot! Pro and Kahoot! Premium (including an event edition).

For individual users and small teams, standard pricing for Kahoot! for businesses starts at \$10 per user / month. For enterprise users, standard pricing starts at \$350 for 25 users per month. A “user” is someone who creates and hosts kahoots, as well as assigns challenges. A player doesn’t need a paid account in order to join a game.

For registered nonprofits and non-governmental organizations, we offer a 50% discount off the regular price.

For the most up-to-date info on feature comparison, product pricing and any special offers, please see our [Pricing page for individuals and small teams](#), [Pricing page for enterprise](#) or contact us at [business@kahoot.com](mailto:business@kahoot.com) for a quote.

## Use cases

Kahoot! is extensively used by corporate trainers, team leaders, HR managers, event organizers and other professionals who would like to gamify learning in the workplace. Here are some of the most common use cases of playing Kahoot! in a business context:

- Corporate training
  - Sales training
  - Product training



- Customer service training
  - Policy training
  - Learning and development training
- Remote training
  - Training distributed teams across several offices
  - Retail sales training
  - Follow-up assignments after live sessions
  - Training on the go
- Employee onboarding
  - Employee orientation
  - Onboarding training program
  - Introducing newcomers to the team
- Presentations
  - Team meetings
  - Company all-hands
  - Conferences
- Culture building activities
  - Team building
  - After-work activities
  - Internal competitions
- Events
  - Conferences
  - Seminars
  - Online events
- Sales and marketing
  - Consultancy
  - Product and service promotion
  - Content marketing

## Under the hood

Kahoot!'s deployment model is a cloud hosted, multi-tenant SAAS platform. We do not own or operate our own infrastructure or network. Our services are built up using various programming languages and backend technologies to serve various needs.

For example, all servers we manage run on Ubuntu Linux. For our front-end, we use Javascript and WebSockets. For our back-end, we use Java, Node.js and various languages for internal tooling and automation. We also have integrations with third party systems - for payment, email delivery, analytics, customer support, and other purposes.



# IT setup guide

## Browsers and devices

To run Kahoot!, you need any modern computer/portable device with a recent version of a major HTML5 browser (for example, Google Chrome, Firefox or Safari) or an iOS or Android device with our mobile app installed on it.

## Network settings

If using a firewall, Kahoot! needs access to ports 80 and 443 on these domains:

- <https://create.kahoot.it>
- <https://play.kahoot.it>
- <https://kahoot.it>
- <https://test.kahoot.it>

Other domains will also be needed to load sub-assets from the domains above.

SSL is used to encrypt data between devices and servers. Networks that monitor SSL activity

sometimes replace our certificates with their own. This can cause authentication errors. The above URLs may need to bypass network monitoring.

Kahoot! uses secure WebSockets. To ensure they can be used on proxy servers, you might need to whitelist our WebSockets URLs:

`wss://play.kahoot.it/cometd/*`  
`wss://kahoot.it/cometd/*`

Cookies are also used to support the internal operations of our services.

## Player capacity and internet bandwidth

By default, Kahoot! supports up to 1,000 devices in any single live game. Please contact us at [business@kahoot.com](mailto:business@kahoot.com) if you're planning a game with more participants.

Below are the recommended minimum bandwidths based on the number of participants:

- 20 players - 2 Mbps
- 50 players - 3 Mbps
- 100 players - 5 Mbps
- 500 players - 23 Mbps
- 1,000 players - 45 Mbps

A hardware connection is recommended for hosting larger games.



# Privacy and security

At Kahoot!, we take data security and privacy very seriously, and we recognize you care a lot about them, too. While we'd prefer, as a safety measure, to not disclose too much detail about our practices, we have some high-level information that will introduce you to how we work and what we do to make your Kahoot! experience smooth and safe.

## What user data does Kahoot! store?

We do not collect any personal information from a person who merely plays a kahoot. However, in order to be able to create and host a kahoot, a user must create an account on our platform. During the registration process we collect basic details such as name (optional), email address, and usage type.

## Where does Kahoot! store user data?

Our user-facing servers and those storing data are from AWS, Google Cloud, Hetzner and OVH. Data is stored across multiple servers and locations in the EU, Canada and the US for redundancy.

## How we may use information

- To respond to your inquiries or requests.
- To send administrative information to you regarding our services or changes to policies.
- To share information we believe may be of interest to you, subject to your consent.
- To personalize your experience while using our services.
- To allow participation in sweepstakes, contests, or similar promotions.
- To send system emails, e.g. resetting your password.
- For business purposes, such as data analysis, fraud monitoring, or improving our services.

## How we may share information

- To third party services we use for hosting, data analysis, IT and infrastructure provision, customer service, email delivery, auditing and other services.
- To trusted third party sponsors of sweepstakes, contests, or similar promotions.
- To identify you when you share a kahoot or other messages through our services.

If you'd like to export your data or have all of it deleted, please contact customer support.

## Kahoot!'s security practices

Our security practices include security audits, risk assessments, server security, application security, as well as internal policies related to our staff and the way we organize our workflow.

We perform regular backups and periodic restore tests, automated patching and updates, and we securely wipe all data from retired servers. We use end-to-end encryption in transit



and internally between our datacenters. We use an external company for regular penetration tests following OWASP standards.

### **Internal policies**

All Kahoot! employees are required to understand and follow our internal policies and standards. As a Norwegian company, we follow European data policies. Our applicants go through a pre-screening during recruitment process and our employees have an implicit NDA through their employment contract.

We follow industry best practices to restrict access to internal systems. For employees leaving the company we have established offboarding processes that include immediate access removal.

### **Third parties**

Third parties have contractually limited data access based on the needs of services rendered. Our hosting providers follow security and best practices for physical and environmental risks, including geographically distributed centers with failover methods in place to make sure the experience can continue in case of any regional failure.

## **Questions?**

If you have any questions about Kahoot! for businesses, please reach out to us at [business@kahoot.com](mailto:business@kahoot.com).

