

Kahoot!

HQ
Oslo, Norway

LAUNCHED
2013

EMPLOYEES
60



HIGHLIGHTS

1B
Cumulative players in 2018

2B
Cumulative players since 2013

13M
Unique users with registered accounts

20M
Corporate players in 2018

350K
Business accounts

10
Minutes per game session

3.3
Games played per second

206
Countries active

60M
Kahoot! games on the platform

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.

Users can play Kahoot! on any mobile device or laptop with an internet connection. Kahoot! added 1 billion cumulative players in 2018, and has reached 2 billion cumulative players since its launch in 2013.

50% of U.S. K-12 students use Kahoot! on a monthly basis and Kahoot! had 700 million participating students in 2018. 5 million teachers globally in K-12 and higher education hosted a kahoot game in the last year. 97% of Fortune 500 companies played or hosted a kahoot in 2018.

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

HOW IS KAHOOT! PLAYED?

Kahoot! can be played in two ways:

- 1 Through live games** where the host launches a kahoot quiz on a larger screen and participants answer questions through a simple browser-based interface or the Kahoot! mobile app.
- 2 Through challenges** sent by host to users to be played at their own pace in the Kahoot! iOS or Android mobile app. Kahoot! can also be played by users in single-player or multiplayer mode through the mobile app.

Kahoot!'s unique gameplay delivers high engagement with users spending up to 10 minutes per session. To date, users have spent 15 billion cumulative minutes on the 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.
- The New York Times

MISSION

To make learning awesome!

VISION

To build the leading learning community in the world by connecting teachers, students, parents and organizations with premium content.

HISTORY AND USAGE



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 Datum AS, Creandum, Northzone, M12 (formerly Microsoft Ventures), Accelerator Investments LLC (owned by Walt Disney Company) and private investors from Norway.

1 BILLION participating players in more than 200 COUNTRIES in 2018

Embraced by teachers

5M teachers played Kahoot! in the last year

50% of U.S. K-12 teachers use Kahoot! during a school year

Loved by students

700M+ participating students in 2018

50% of U.S. K-12 students play Kahoot! monthly

Valued by organizations

20M+ participating players in organizations in 2018

350K+ business accounts with paying customers

97% of the Fortune 500 played or hosted a kahoot in 2018

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

2016

Growth focus on US and "K-12" education segment

Reached 0.9B cumulative players

Developed a world-wide recognizable brand

TODAY

1B cumulative players in 2018

13M unique users with registered accounts in 2018

Top 3 tool in US education

Launched editions for schools, businesses, family and friends, and publishers.

PRODUCT SNAPSHOT



Get started with Kahoot!

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.



KAHOOT! FOR Schools

Kahoot! offers a free forever version for teachers and schools to stay true to the company's mission to make learning awesome for all.

Kahoot! offers two premium plans for teachers and schools - Kahoot! Plus and Pro. Kahoot's premium offerings allow teachers to collaborate, stay organized and take formative assessment to the next level.

Kahoot! for schools plans start from \$1 per user per month.

For more information, visit <https://kahoot.com/schools>

KAHOOT! FOR Businesses

Kahoot! offers several plans tailored specifically for corporate teams, corporate learning and one-off events.

Kahoot! Enterprise plans are designed specifically for large companies for a scalable, easy and secure deployment across teams and geographies.

GET IN TOUCH!

For general inquiries, email hello@kahoot.com • For press inquiries, email press@kahoot.com

Commercial versions for businesses are available from \$10 per user per month.

For more information, visit <https://kahoot.com/businesses>

KAHOOT! FOR Family and friends

Kahoot! offers premium plans for social usage among family and friends for birthdays, weddings, holidays, family dinners, game nights and more.

Friends and families can use a free version or upgrade to a premium plan from \$5 per user per month.

For more information, visit <https://kahoot.com/family-friends>

KAHOOT! FOR Publishers

Kahoot! also partners with content owners and brands to create and market premium educational content on the Kahoot! platform.

For more information, visit <https://kahoot.com/publishers>