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.
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.

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

2013

2016

Growth focus on US and “K-12” education segment
Reached 0.9B cumulative players
Developed a world-wide recognizable brand

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.

2018

1 BILLION participating players in more than 200 COUNTRIES in 2018

Embraced by teachers
5M teachers played Kahoot! in the last year

Loved by students
700M+ participating students in 2018

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
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.

Commerical 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

GET IN TOUCH!
For general inquiries, email hello@kahoot.com • For press inquiries, email press@kahoot.com