

Kahoot! for businesses

Get started with Kahoot! and
create engaging training
content in minutes.

August 2019

Highlights

Kahoot! by the numbers



1B

Cumulative
players in
2018

3.3

Games
played per
second

350K

Business
accounts

2.5M

Business
games hosted
in 2018

2.5B

Cumulative
players since
2013

206

Countries
active

20M

Corporate
participating
players in 2018

60M

Kahoot! games
on platform

Kahoot! has become a pop culture phenomenon in schools and learning environments, with “kahooting” being used as a verb.

-The New York Times

k!

97% of the Fortune 500 use Kahoot!

Sales training, meetings, events, team offsites – in all of these scenarios, Kahoot! connects the audience and keeps everyone engaged.

Leo Silva
LATAM Sales Training Partner
Facebook

Based on feedback of 1,000 sales trainees at Getty Images, a training session with Kahoot! is now rated 4.75-4.8 out of 5.

Greg McLaughlin
VP, Global Sales Operations
Getty Images



Alphabet



facebook.

verizon✓



amazon



Johnson & Johnson

Charter
COMMUNICATIONS

Boston
Scientific

CATERPILLAR



FedEx



stryker®



ECOLAB®

P&G



VISA





**How
companies
use Kahoot!**



Sales training



Get inspired by how **Facebook LATAM** uses Kahoot! to test their **sales reps' product knowledge**.

Sales pros love to compete, which is why Kahoot! works like a charm in sales training.



ORGANIZATION

Facebook LATAM

INDUSTRY

Social media

LOCATION

California, USA

USE CASE

Sales training

GOAL

Create a dynamic, engaging atmosphere in training sessions, resulting in higher learning impact

Watch now



Product training

Learn how **Western Lighting & Energy Controls**, a leading lighting agency, incorporates Kahoot! into their product training for contractors, distributors and electricians



ORGANIZATION	Western Lighting & Energy Controls
INDUSTRY	Lighting & energy
LOCATION	Southern California, US
USE CASE	Product training
GOAL	Effectively train electrical contractors, distributors and electricians in household and commercial lighting products

[Watch now](#)

Western
Lighting & Energy Controls



Corporate training

Struggling with a disengaged audience, or have difficult content to cover? **Spice up your training sessions** by making them engaging and fun through games.

Trainees will learn without even realizing it! This increases knowledge retention and will give you a better **return on your training investment.**

Get inspired by our case study: TechData



ORGANIZATION
TechData

INDUSTRY
IT products and services

USE CASE
Sales training

LOCATION
Stockholm, Sweden

GOAL
Activate audience, make training sessions memorable, reinforce knowledge

[Read more](#)

Remote training

To check off all learning goals and make training mega impactful, you don't necessarily need to have your participants in the same room.

In addition to playing Kahoot! live in a group setting, you can also **assign mobile challenges** that trainees can play anytime on their phones or tablets.

Get inspired by our case study: Kärcher North America



ORGANIZATION

Kärcher North America

INDUSTRY

Manufacturing

LOCATION

USA & Canada

USE CASE

Virtual training

GOAL

Check off training for distributed teams by using Kahoot! challenges

[Read more](#)



Events

Whether you run events in-house or work for an agency, Kahoot! will help you make your event stand out.

Send a Kahoot! challenge before your event to generate buzz, engage the audience with some competition during the event, and recap on key points with a **follow-up kahoot** after the event finishes.

Get inspired by our case study:
Royal Norwegian Consulate General



ORGANIZATION

Royal Norwegian Consulate General

LOCATION

Houston, TX

CONFERENCE FOCUS

Shipping

ATTENDEES

150+

GOAL

Maximize engagement with Kahoot! pre, during, and post event

[Read more](#)

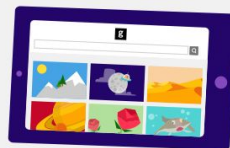


Presentations

Slides are the usual way to make a presentation, but how much of that content actually sticks?

Captivate your audience by using Kahoot! as an interactive presentation tool!

Get inspired by our case study: Getty Images



ORGANIZATION

Getty Images

INDUSTRY

Media

LOCATION

San Francisco, USA

USE CASE

Sales training,
team meetings

GOAL

Move from slides and paper questionnaires
to engaging, interactive training and simplify
tracking of learning outcomes

[Read more](#)



Onboarding

Probably the hardest part of any new job is getting started. So make it fun and stress-free for your new hires, by gamifying onboarding with Kahoot!.

The quicker you get newcomers up to speed with everything they need to know, the sooner they'll be able to make great things happen!

Get inspired by our case study: Children's Miracle Network Hospitals



ORGANIZATION

Children's Miracle Network Hospitals

INDUSTRY

Non-profit, fundraising
for children's hospitals

LOCATION

HQ in Salt Lake City, UT

USE CASE

Onboarding training

GOAL

Make onboarding training sessions across
170 hospitals more fun, memorable and
impactful to increase knowledge retention

[Read more](#)



Trade shows

Get attendees to stop by your stand and hold their attention, by playing kahoot games in a loop at your trade show booth. We call it Kahoot! **“jukebox mode”**.



Organizational culture

A team that plays together stays together! Playing Kahoot! breaks the ice and helps employees connect.

For example, when you welcome new hires, get them to **create a quiz about themselves (a selfie kahoot)** and they'll instantly bond with their new colleagues!

Get inspired by our case study: Liftoff



ORGANIZATION

Liftoff

INDUSTRY

Mobile marketing

LOCATION

California, USA

USE CASE

Team building,
events

GOAL

Help a fast growing team connect and get to know each other better; break the ice in customer events

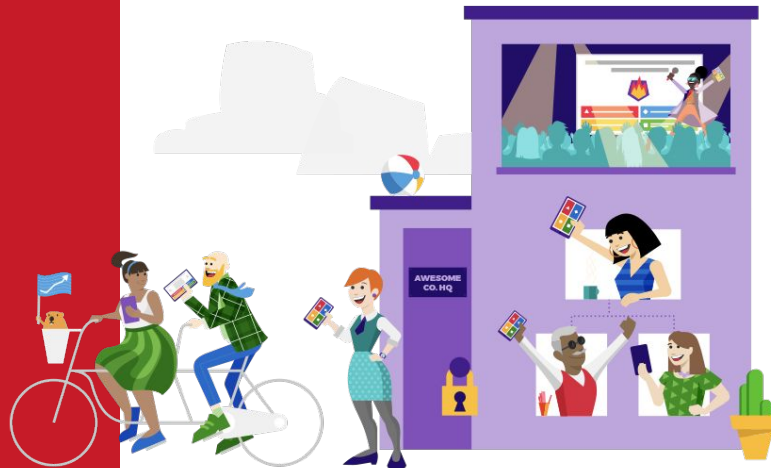
[Read more](#)



Recruitment

Assessing potential hires? Test them on their knowledge of your company or industry and get to know them better by creating and sharing a kahoot **during the interview process.**

It's a stress-free, fun, yet effective exercise!



Gather opinions

When you're finished with a training session or event, create a survey to poll your attendees and gather feedback.

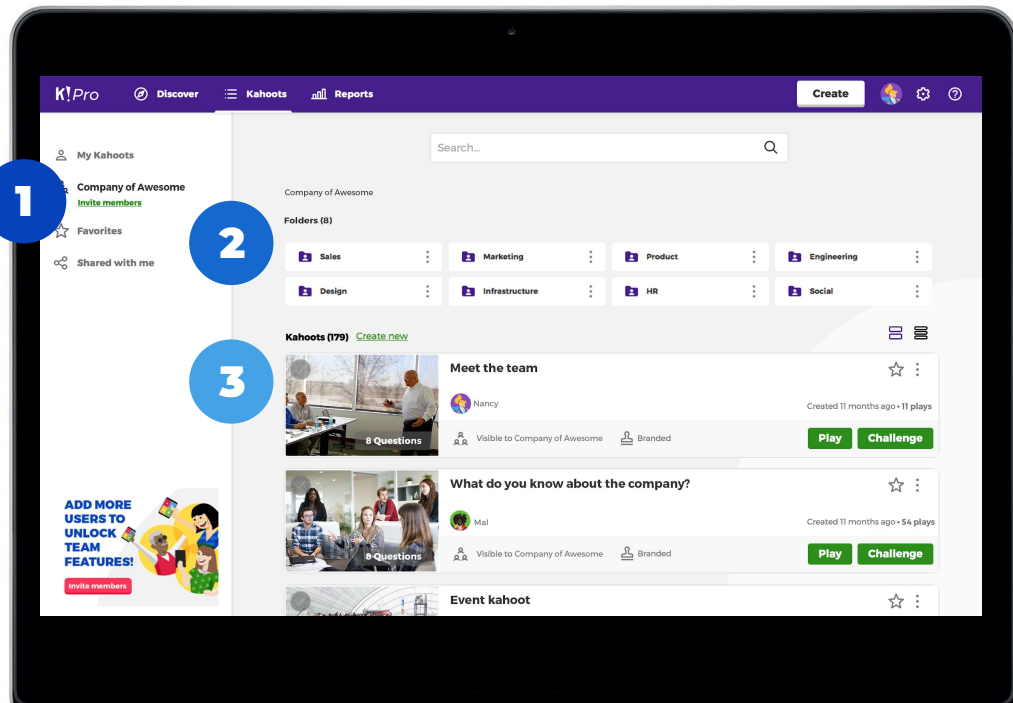
We promise your **answering rate will increase drastically!**





Get started

Team space



1

Add new members to your team here.

2

All your company's kahoots and their folders are **visible here**. Kahoots can be played, edited and shared with all colleagues who join your team space.

3

Get inspired with a set of **editable kahoot templates**.

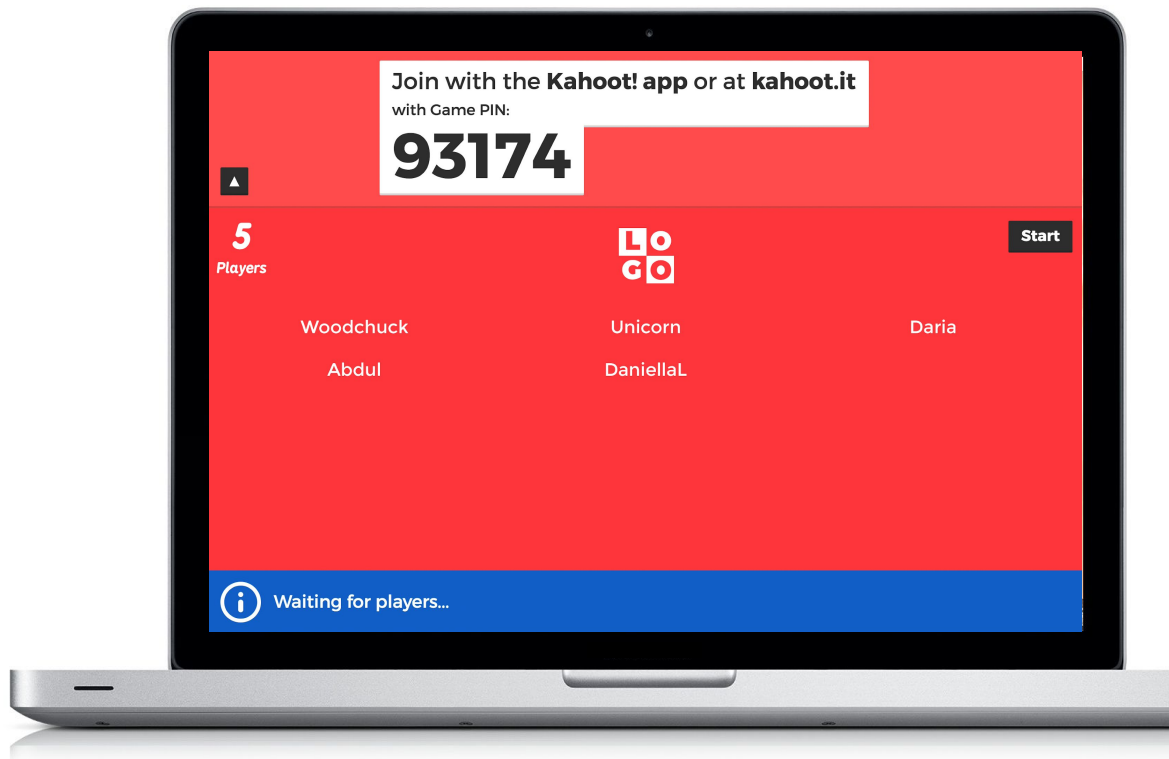
[Learn more](#)



Brand your games

Make the game lobby, question screens and podium your own!

[Learn more](#)





Using Kahoot!



Create engaging training content in minutes



1

Click Create and start typing your first question!

2

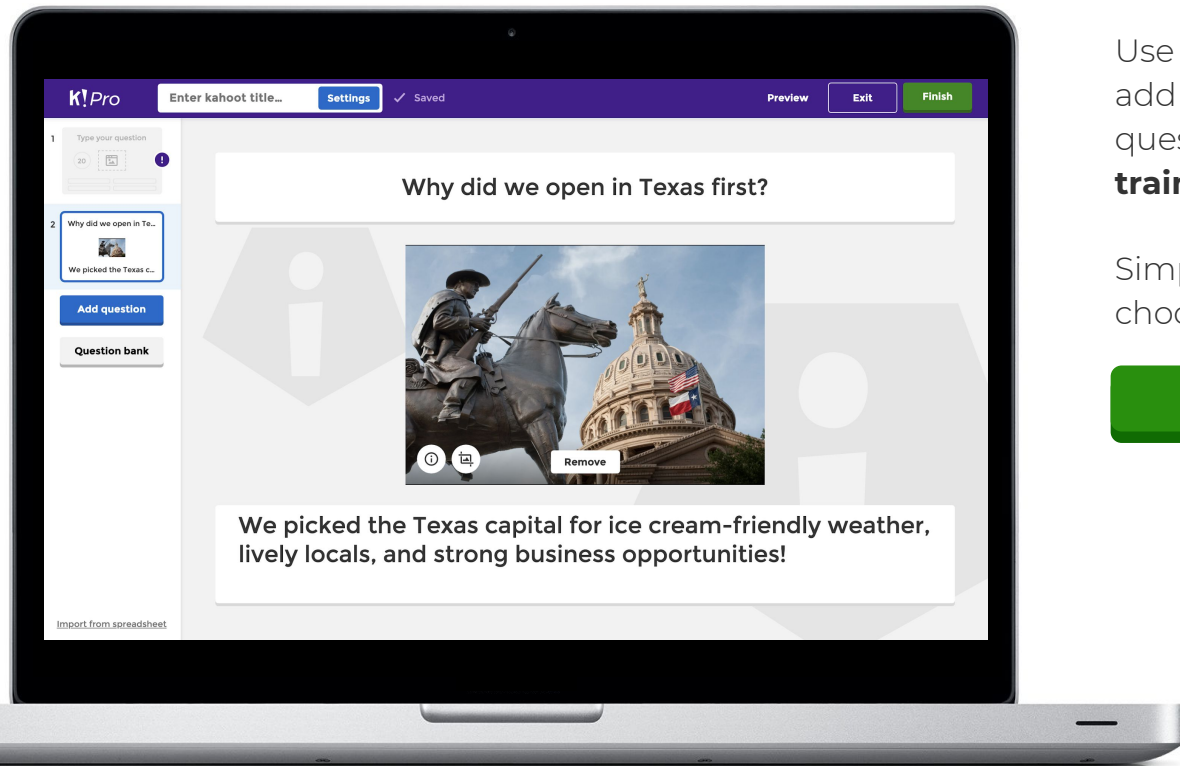
Add questions from our **question bank!** You can reuse questions from other kahoots in your team space.

In addition to quiz questions, you can add **True or False** questions, as well as **Slides** and **Polls**.

[Learn more](#)



Add slides to your game...



Use slides to **introduce** content, to add **context**, or combine quiz questions with them for **remote training** content.

Simply click **Add question** and choose the **Slide** option

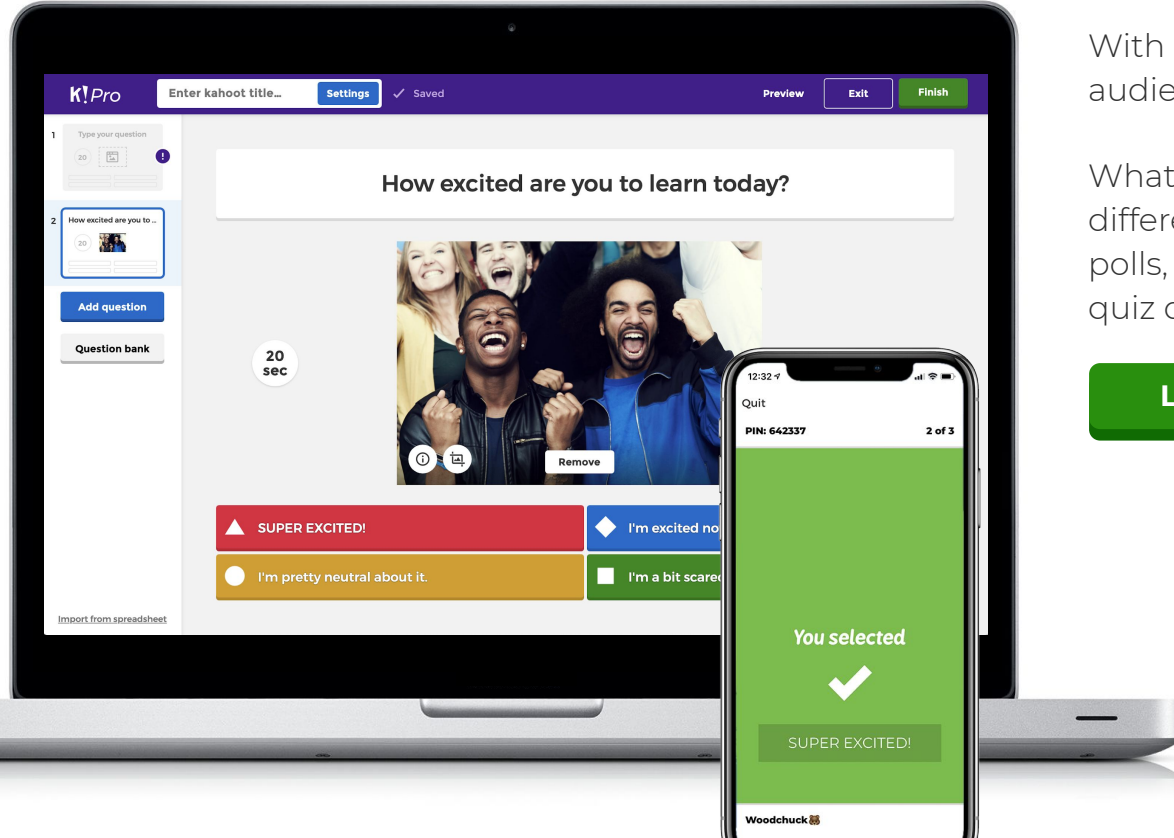
[Learn more](#)

...or do a quick pulse-check with a Poll!

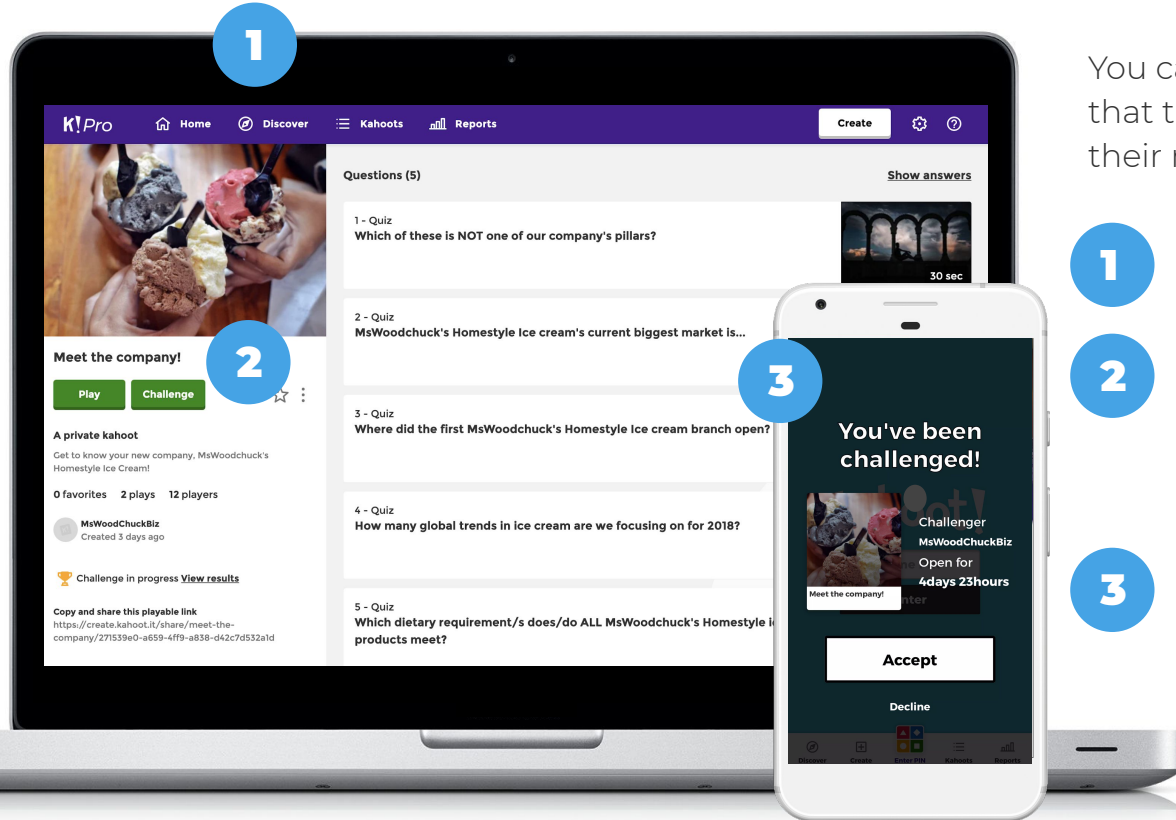
With polls you can gauge the audience or get a quick pulse-check.

What's more, you can now mix up different questions into one kahoot: polls, true and false, slides, and classic quiz questions!

[Learn more](#)



Assign challenges for remote training



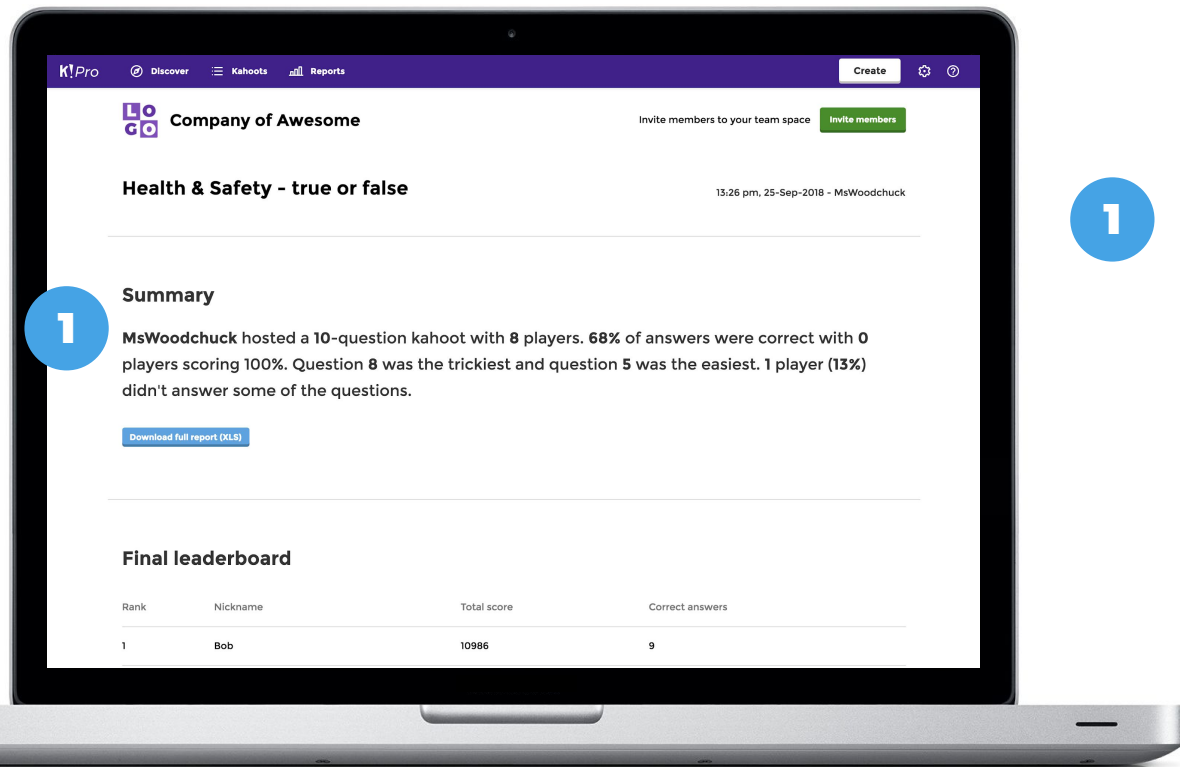
You can **assign kahoot challenges** that trainees can play anytime on their mobile devices.

- 1 **Open** one of your kahoots.
- 2 Create a challenge by clicking on the **Challenge** button. Copy and share the link or PIN, for example, by email.
- 3 Players complete the Challenge on their **mobile device**.

[Learn more](#)



View detailed reports to gain insights



Once you've hosted a **live kahoot game** or a **challenge**, go to **Reports** in the top navigation bar.

1

The **Summary** displays all the key stats. View the results of every participant and how they performed.

Dive into stats for **each question**, such as how many participants answered correctly, and how long it took them to answer.

[Learn more](#)





Pricing

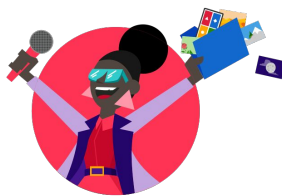
Pricing plans

ENTERPRISE PLANS
ALSO AVAILABLE



Kahoot! Plus

Get started with quiz games
of up to **20 players**.



Kahoot! Pro

Host games of **up to 50 players**.

Increase learning outcomes by
adding slides, polls and
premium images to your games.



Kahoot! Premium

Host games of **up to 2000 players**.

Everything in Pro and additional
support for maximum learning
impact and engagement.



Kahoot!

Sign up today!

Contact us at business@kahoot.com

