

Kahoot!

Headquarters
Oslo, Norway

Launched
2013

Employees
100+

Highlights

1.1B

Participating players in the last year

2B+

Cumulative players since launch in 2013

97%

of Fortune 500 companies use Kahoot!

20M

Corporate players in 2019

10

Minutes per game session

350K

Business accounts

3.3

Games played per second

206

Countries active

60M

Kahoot! games on the platform

Management



Eilert Hanoa
CEO



Martin Kværnstuen
CEO

Last updated: December 2019

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 computer with an internet connection. In the last 12 months, over 200 million games were played with over 1.1 billion participating players in over 200 countries, reaching 2B+ cumulative players since 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
- ▶ **50% of U.S. K-12 teachers** use Kahoot! during a school year
- ▶ **97% of Fortune 500 companies** use Kahoot!

Kahoot! has 100+ employees with offices in Oslo, Norway; London; Paris; Helsinki; Austin, Texas and Palo Alto, California.

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

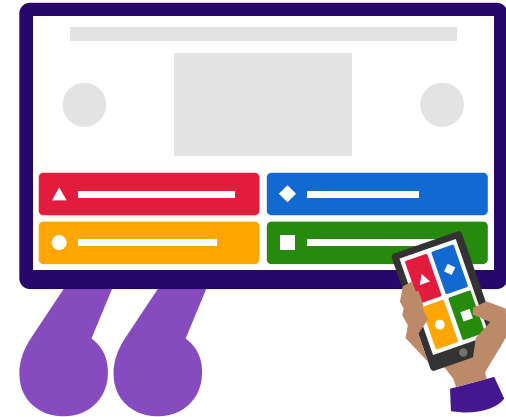
- The New York Times

Mission

To make learning awesome!

Vision

To build the leading learning platform in the world



[This] Norwegian company has taken the globe by storm.
-EdSurge



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 28,000 years!

Kahoot!

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 Furusest.

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 \$85 million in total funding from Northzone, Creandum, M12 (formerly Microsoft Ventures), Datum Group, Accelerator Investments LLC (owned by Walt Disney Company), and Norwegian and international investors. Kahoot! was listed on the Oslo Stock Exchange's Merkur Market on October 10, 2019.

1.1 BILLION participating players in more than **200 COUNTRIES** in the last year

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 the last year

350K+

business accounts with paying customers

97%

of the Fortune 500 have played or hosted a kahoot

2013

Tried at SXSW EDU 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 U.S. and K-12 education segment

Reached 0.9B cumulative players

Developed a world-wide recognizable brand

TODAY

Reached 2B+ cumulative players since launch

97% of Fortune 500 companies use Kahoot!

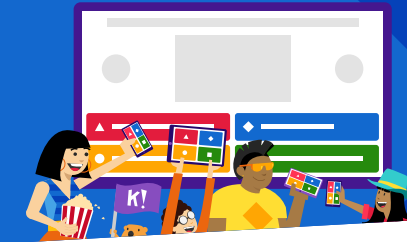
Top 3 tool in U.S. education

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

Acquired DragonBox and Poio for math and reading, expanding the Kahoot! family of learning apps

Kahoot!

Product snapshot



Kahoot! at school

Used in schools by teachers and students to increase classroom engagement and for formative assessment

- ▶ Over 5M teachers and hundreds of millions of students participating
- ▶ Over 40K paying teachers and 15K class curriculum set (DragonBox)

Current offerings

- ▶ Kahoot! in the classroom, all subjects
- ▶ DragonBox school, math curriculum grades 1-3 in Norway and Finland
- ▶ Poio used in school pilot



Kahoot! at home

Ensures playful learning in a social setting, enabling parents to connect with their children's education - ad free!

- ▶ Top 5 in U.S. app stores (EDU)
- ▶ 100M games played in the last year, making learning awesome in all settings and any topic

Current offerings

- ▶ Kahoot! at home
- ▶ DragonBox Math apps
- ▶ DragonBox Chess app
- ▶ Poio - learn to read app



Kahoot! at work

Provides engaging corporate learning, used for training, presentations, events and team building

- ▶ 97% of Fortune 500 companies use Kahoot!
- ▶ 350K business accounts hosted more than 2.5M games with 20M participating players in 2019

Current offerings

- ▶ Several tiers of commercial offering tailored specifically for corporate teams and corporate learning

Get in touch

For general inquiries, email hello@kahoot.com

For press inquiries, email press@kahoot.com

For business inquiries, email business@kahoot.com