

Kahoot!

Headquarters
Oslo, Norway

Launched
2013

Employees
110+

Highlights

1.3B

Cumulative players in the last year

4.4B

Cumulative players since 2013

200K+

Paying users

19M

Corporate participating players in the last year

10

Minutes average per game session

6M+

Active teachers on the platform

6.9

Games played per second

200+

Countries active

100M

Kahoot! games on the platform

Management



Eilert Hanoa
CEO



Ken Østreng
CFO

Last updated: May 2020

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 218 million games were played with over 1.3 billion participating players in over 200 countries, reaching 4.4 billion cumulative players since launch in 2013.

- ▶ **50% of U.S. K-12 students** use Kahoot! on a monthly basis and Kahoot! had 800 million participating students in the last 12 months
- ▶ **6+ 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!
- ▶ **87% of the global top 500 universities** use Kahoot!

Kahoot! has 110+ employees with offices in Oslo, Norway; London; Paris; Helsinki; Austin, Texas and Palo Alto, California.

Mission

To make learning awesome!

Vision

To build the leading learning platform in the world

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



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

Kahoot! can be played in many 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, either in a physical setting or virtually over video conference.
- 2 Through challenges** sent by host to users to be played at their own pace in the Kahoot! iOS or Android mobile app or on the web.
- 3 Through self-study mode** in the Kahoot! mobile app. Kahoot! Study, a self-study mode in the app is perfect for engaging individual study and study groups in different locations.

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 Science and Technology (NTNU), teamed up with Professor Alf Inge Wang, and were later joined by entrepreneur Åsmund Furusest.

The technology is based on research conducted by Kahoot! co-founder Morten Versvik, a student of Professor Wang's at the time, for his Master's degree at NTNU.

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.

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

Embraced by teachers

6M+
teachers played Kahoot!
in the last year

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

87%
of global top 500
universities use Kahoot!

Loved by students

800M+
participating
students in 2019

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 0.9 billion cumulative players

Developed a world-wide recognizable brand

TODAY

Reached 4.4 billion cumulative players since launch

97% of Fortune 500 companies use Kahoot!

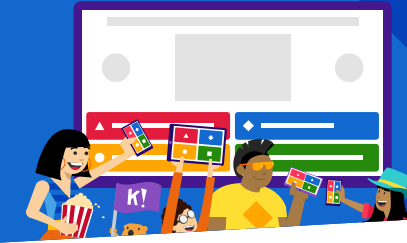
Top 3 tool in U.S. education

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, for formative assessment and distance learning.

- ▶ Over 6M teachers and hundreds of millions of students participating
- ▶ Over 91K paid users in the School segment and 18K from DragonBox School

Current offerings

- ▶ 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 (free and premium plan), all subjects
 - ▶ Kahoot! app
- ▶ DragonBox Math apps
- ▶ DragonBox Chess app
- ▶ Poio - learn to read app



Kahoot! at work

Provides engaging presentations, training, events, team building and distance learning

- ▶ 97% of Fortune 500 companies use Kahoot!
- ▶ 350K business accounts hosted 2.5M games with 200M participating players in the last 12 months

Current offerings

- ▶ Several tiers of commercial offerings tailored specifically for businesses at small, medium and enterprise level

Get in touch

For general inquiries, email hello@kahoot.com

For press inquiries, email press@kahoot.com

For business inquiries, email business@kahoot.com