

# poio

by Kahoot!

**First launched**  
2017

**U.S. launch**  
2020

**Joined Kahoot!**  
2019

## Highlights

- ▶ Helped more than **100K** children learn to read
- ▶ The **#1** learn-to-read app in Scandinavia
- ▶ Available in American English, British English, Swedish, and Norwegian
- ▶ **85%** of parents report a significant positive impact on their children's literacy skills\*
- ▶ **94%** of parents say they would recommend Poio to others\*
- ▶ **2K** American families applied to be part of the test program
- ▶ Mainly used at home, but commonly used in preschools, primary schools, and kindergartens as an introduction to literacy

\*Study with 662 participating parents  
[View information about the study here](#)



**Suitable for children ages 3-8 at all reading levels**



Last updated: March 2020

## What is Poio?

Poio is an immersive game designed for children aged 3-8 to learn how to read through play and exploration. The game is so intuitive that they can practice without the need for support from parents or teachers.

The app is developed by a committed group of game developers, scientists, and educators, with its most important goal being to give children a positive and fun first impression of education.

We do that by putting play first and making learning a result of the playing - what we call the Scandinavian method. The game adapts to each child's level of skill, so that all children can enjoy learning how to read! Children are given a safe environment where they are constantly encouraged to try again and go for new challenges.

Learn more about the Poio Method [here](#).

**Poio does two admirable and often rare things in the gaming world when it comes to teaching children to read. It lets kids control the pace and allows learning to be a byproduct of play.**

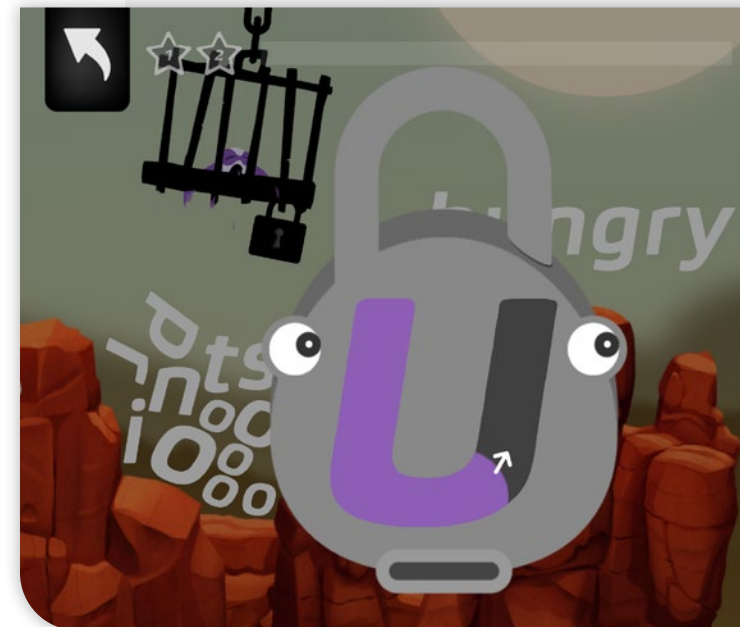
 common sense education®

## Mission

**Giving all children the very best chance to succeed in life, starting with the fundamental skill of reading.**

## Vision

**Empower children through play. So that every child can enjoy the process of learning how to read.**



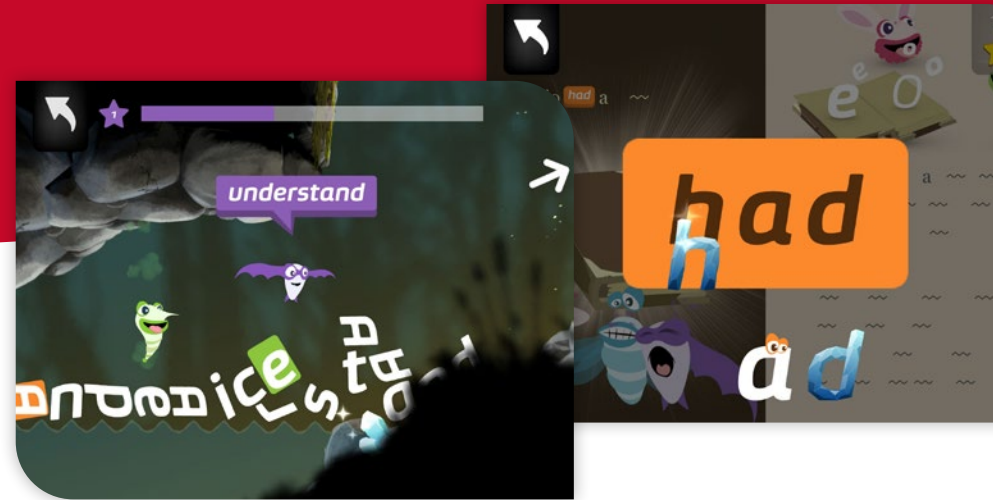
# History and usage

Daniel Senn is the founder, dad, and educator behind the learn-to-read game Poio. For Daniel, Poio began as a personal journey:

Seven years ago, he embarked on a journey of trying to help his own son, Leon, learn how to read. Leon was born with a severe hearing problem, and Daniel was told that he would need extra assistance to keep up with other kids. However, experts also explained that motivating young children to practice reading is very hard, and that adults who push the learning early on often make matters worse, resulting in negative learning spirals and a loss of confidence.

So together, his family engaged in a fun project to crack the reading code through play, where Leon's ideas were the main inspiration to the method that is now called Poio. A game that is able to help all kinds of children learn how to read, whether they are learning at a regular pace, are struggling with the process, or are gifted.

Watch the short documentary on the story behind Poio [here](#).



## A unique and playful approach to phonics training

In the game, your child controls these cute little characters, called Readlings, on their hunt for letters and words.

Together with educators, we've developed exciting tasks and blended play together with a massive amount of phonics training that your child gets exposed to constantly. By letting your child play freely, the learning becomes a result of their own exploration.

The game starts off gently, with simple letters and sounds. As your child is

playing, Poio automatically adapts to your child's level of skill, until they are collecting and reading words. These words reveal a magical story, and in the end, your child has created their very own book!

Although your child can do all of this on their own, parents receive reports on their child's swift progress and tips on how to get involved.

Learn more about the game elements [here](#).

**2012** Daniel had his son Leon

**2016** Daniel founded Poio

**2017** Poio launched in Norway

**2018** Poio launched in Sweden

**2019** Poio launched in the UK; acquired by Kahoot!

**2020** Poio launched in the U.S.



# Key features & recognition

## Poio is an immersive game that enables children to learn how to read on their own

- ▶ Covers the first years of learning to read, from matching letters and sounds to reading a complex fairy tale story with irregular words
- ▶ Based on “the Scandinavian method” - an approach that puts play in focus, and enables learning to be a result of playing
- ▶ An immersive game that triggers children’s curiosity for reading
- ▶ Adapts to each child’s level of skill
- ▶ Intuitive gameplay - children get to figure things out and learn on their own
- ▶ Enables quality screen time together with parents or other children
- ▶ Designed for both boys AND girls
- ▶ 100% safe - no ads or in-app purchases
- ▶ Parents receive email reports on their child’s swift progress, along with tips on how to get involved
- ▶ There is a hard copy version of the book that children are putting together in the game, which parents can give to their children
- ▶ Available for iOS (10 or newer) and Android (5 or newer) devices

After playing Poio, very quickly after, he started coming home with certificates saying that he’d been the best in class or scored top marks in his phonics test. It’s a phenomenal change in a very, very short amount of time.

**Ian, dad to 5-year-old Deacon**

Coraline used to be reluctant to practice reading, now she comes home from school asking to play “that game that helps me learn to read”. Normally, if there’s a chance of failure she won’t even try. Poio takes away her ability to be self-critical and that makes it fun for her!

**Djrianna Betts, mom to 7-year-old Coraline**

It’s not like any other educational app on the market because it looks and feels just like an adventure game. Poio is intuitive and can be accessed even by younger children. The gameplay is fast and very responsive. The learning is incidental and that’s what makes Poio unique.

**Joanne Sains, teacher and mom to 4-year-old boy**

I’m amazed at the difference it’s made to my daughter, she’s sounding out words and reading! She’s just 4 years old! We’ve been telling all our friends about it because we are so impressed.

**Vicky Heart, mom to 4-year-old Annabelle**

## Get in touch

For U.S. press inquiries, email Falguni Bhuta at [falguni@kahoot.com](mailto:falguni@kahoot.com)

For all other press inquiries, email Vilde Randgaard at [vilder@kahoot.com](mailto:vilder@kahoot.com)

[Case studies \(video\)](#)

[Case studies \(articles\)](#)



**Gold winner for Best Learning Game 2019**

[Learning Technologies Awards](#)



**Shortlisted for Educational App 2020**

[Reimagine Education](#)



**Gold winner for Apps and Software ages 5-8**

[Mom's Choice Awards](#)



**Top picks: Great Early Reading Resources**

[Common Sense Education](#)