



# 6 questions to our partner

Interview with Sebastien Lebbe, CEO de Wooclap

## 1 What does Wooclap do?

New generations want to live experiences, in most of what they do... notably in the classroom. The latest studies in cognitive science have shown the limits of traditional educative models and draw a roadmap of how to design pedagogies that are more aligned with the way our brain learns. By creating Wooclap, we wanted to revolutionize teaching.

Wooclap is an Edtech tool that let students become actors of their own learning. Thanks to our interactive questions, to which students answer through their smartphones, more than 100,000 professors everywhere in the world make their pedagogy and courses more playful, engaging and adapted to today's students.

## 2 Why this partnership with TestWe?

We have very complementary solutions and we're quite convinced of the efficiency of TestWe. A partnership seem to be the ideal way to better penetrate the marker of Higher education and the ideal way to share our best practices to enhance learning.

## 4 What's your feedback up to this day?

We learned a lot about the Education sector, especially in France? TestWe shares with us a lot of their research and we've been able to exchange lots of interesting feedback.

The "Petit Dej" events created under a co-branding let us get the attention of new partners and re-engage conversation with numerous institutions.

## 5 What are the next steps?

We're going to continue co-branded events to let everyone discover innovating Edtech startups. We know want to work a bit more on the international market and exchange our respective contacts or event organize coordinated campaigns.

## 6 Any other partnership this year?

For the moment, we haven't built any other institutional partnership as strong as the one we built with TestWe. We focused on technological partnerships leading to integrations of Wooclap on platforms like Moodle LMS or Microsoft.

## 3 What's the nature of your partnership with TestWe?

We started our partnership by launching the first edition of the "Petit Déjeuner Edtech" in order to introduce innovating startups in Education. The result was very positive and on October 3 2019 we launch the 3rd edition. We also work on social networks engagement by sharing content posted by TestWe and vice versa. We also co-wrote a white paper together and plan or doing more engaging content like this together.

