

# Wooclap

The Belgian EdTech company

wooclap



# Wooclap in key numbers



**2015** was the **launch** of **Wooclap**



**+2M professors and trainers** use Wooclap and Wooflash to boost their courses



**+150 countries** where higher education institutions use Wooclap



**3 Offices: Brussels (HQ), Paris and Montreal**

# We have a **global** impact

**+2M**

Professors  
& Trainers



**150**

Countries

**+700**

Corporations  
and higher ed  
institutions

# Wooclap

The web based platform  
of interactive questions

wooclap





# Support education continuity and improve the learning process

4 pillars of learning, by Stanislas Dehaene

- 1 To learn, one must **pay attention**
- 2 Stimulate and motivate **active engagement**
- 3 **Measure the level of understanding** of your learners and give them **feedback** throughout
- 4 Make sure for learners **to consolidate** the course content

“



**Activate** your **learners' neurons**  
for **better learning** and **teaching**.

**Steve Masson,**  
Professor at the Faculty of Education,  
University of Quebec in Montreal.  
2020



# Active Learning for better learning outcomes

1

## Learner-Centered Approach

Learners bring in their **own knowledge, past experiences, education and ideas**, and this affects how they absorb and learn new information.

2

## Better Retention

Research has shown that students who are **actively engaged in the learning process** have **better retention** of what they have learned.

3

## Increased Critical Thinking

Students are **encouraged to think critically**, analyze information and develop solutions, which **promotes critical thinking and problem-solving skills**.

4

## Increased Engagement

Interactive learning tools make the learning process fun and engaging. They **capture students' attention** and **keep them engaged** throughout.

5

## Collaborative Learning

Providing an **interactive platform** for learners to **encourage collaboration and teamwork**, which has a positive impact on the learning process.

6

## Adaptable to Different Settings

Including **face-to-face learning**, **online learning**, and **remote learning**. It can be used in different contexts.

# Wooclap ...

## A pedagogical interactive tool for student engagement and formative assessment

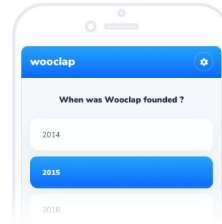
### My question

When was Wooclap founded?

1

### Ask a question

Create your questions and insert them in your PowerPoint presentation.



2

### The participants answer

The audience participate using SMS or via the internet by entering the URL displayed on the screen.



3

### Present the results

The results are displayed instantly in your PowerPoint presentation.



# 21 interactive questions for an engaging and varied experience\*



Multiple choice



Poll



Find on image



Rating



Open question



Word Cloud



Find a number



Whiteboard



Matching



Sorting



Fill in the  
Blanks



Slide



Brainstorming



Script  
concordance  
test



SCT Judgment



Audio / Video



Spin the  
wheel



Prioritisation



**Competition mode**



**Collaborate with colleagues**



**Wall of messages**

# wooflash

Foster inclusive and  
collaborative learning

wooflash



# Wooflash is an intelligent, interactive and collaborative microlearning platform

- Based on Steve Masson's neuro-education principles
- Using mechanisms to increase usage frequency and student engagement
- Collaborative in the content creation process as well as during training sessions

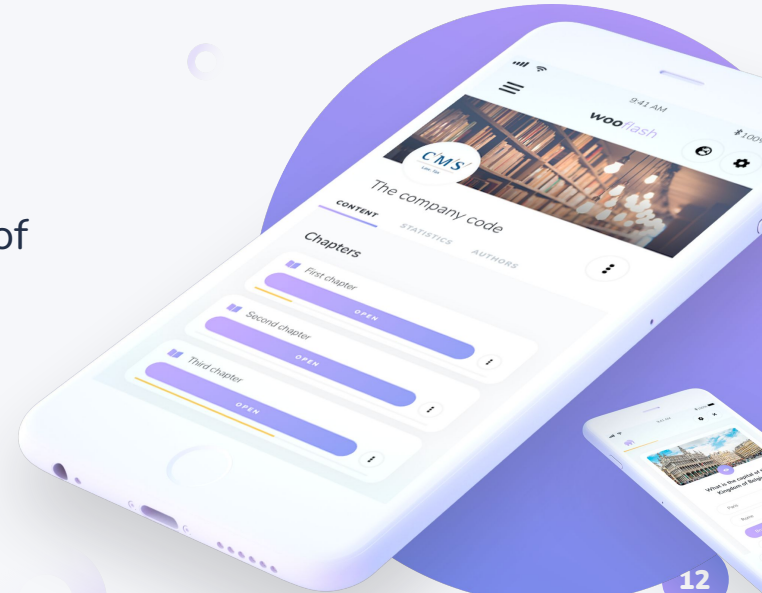
# Wooflash allows...



...your **learners** to follow **adapted and personalized study paths**

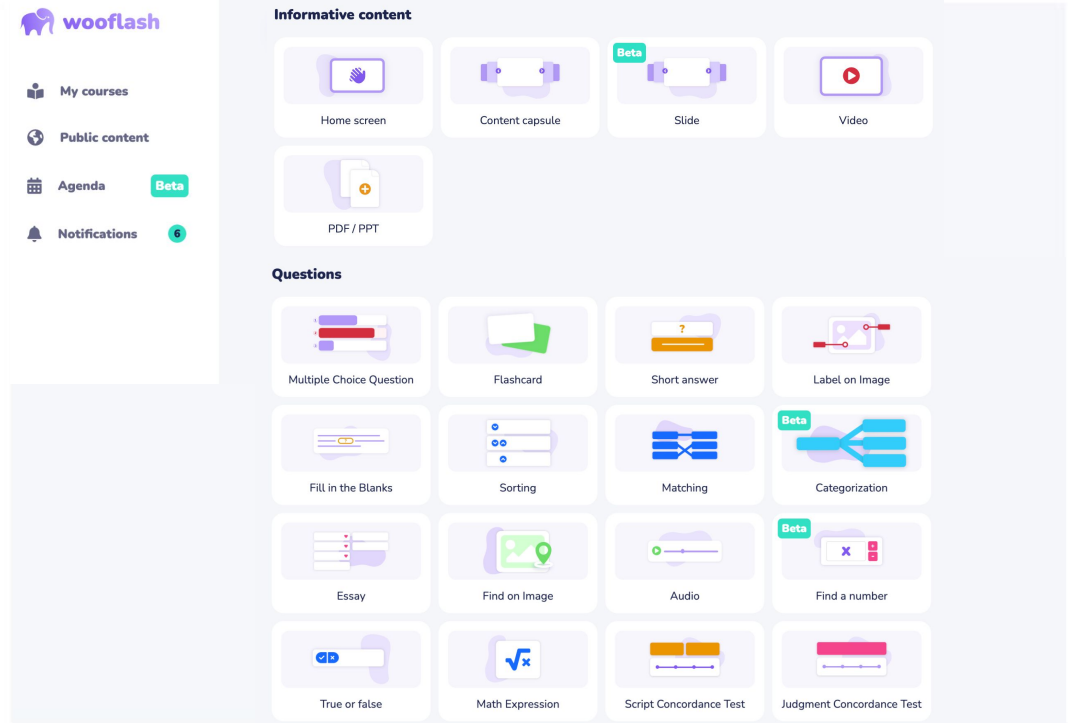


...your **instructors** to follow the progress of their learners thanks to **statistical tables**



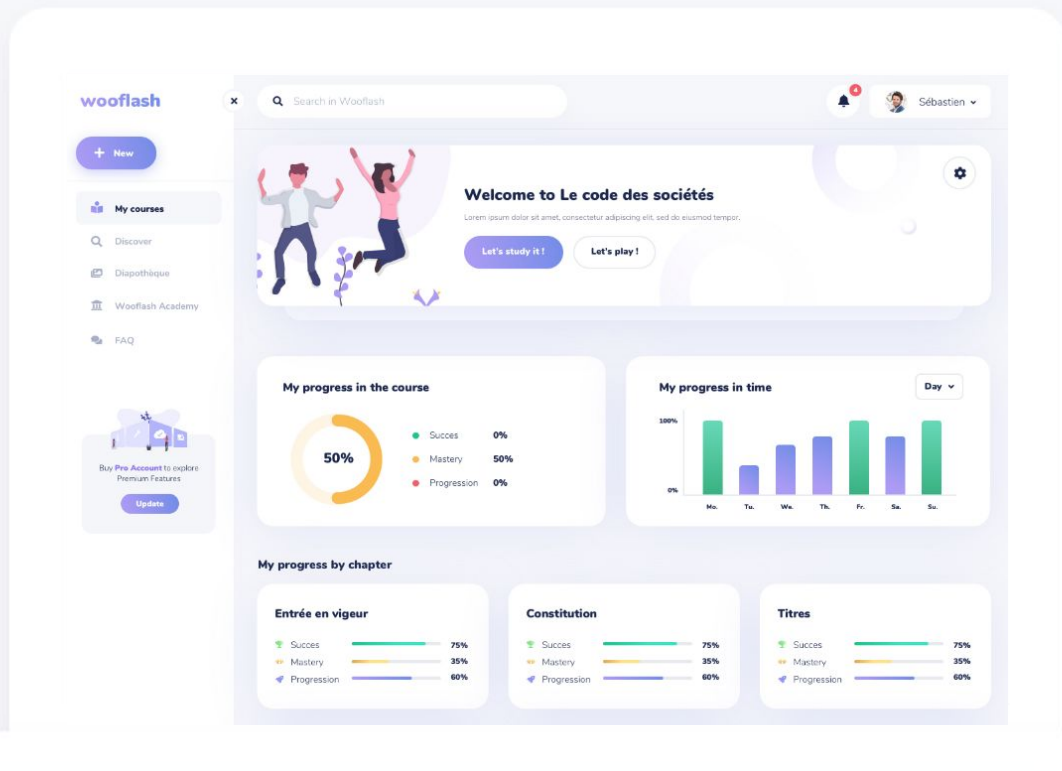
# Revision paths to favourize memorization

The instructor or student creates a study path with the different question types available



# Simple and actionable dashboards

Students can  
follow-up on their  
learning  
throughout their course  
advancement



# Simple and actionable dashboards

The teachers can track students' progress and easily identify points of attention



+ New

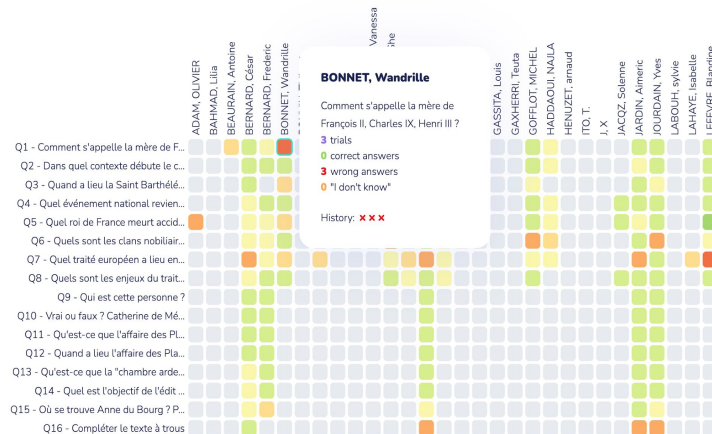
+ Join

My courses

FAQ

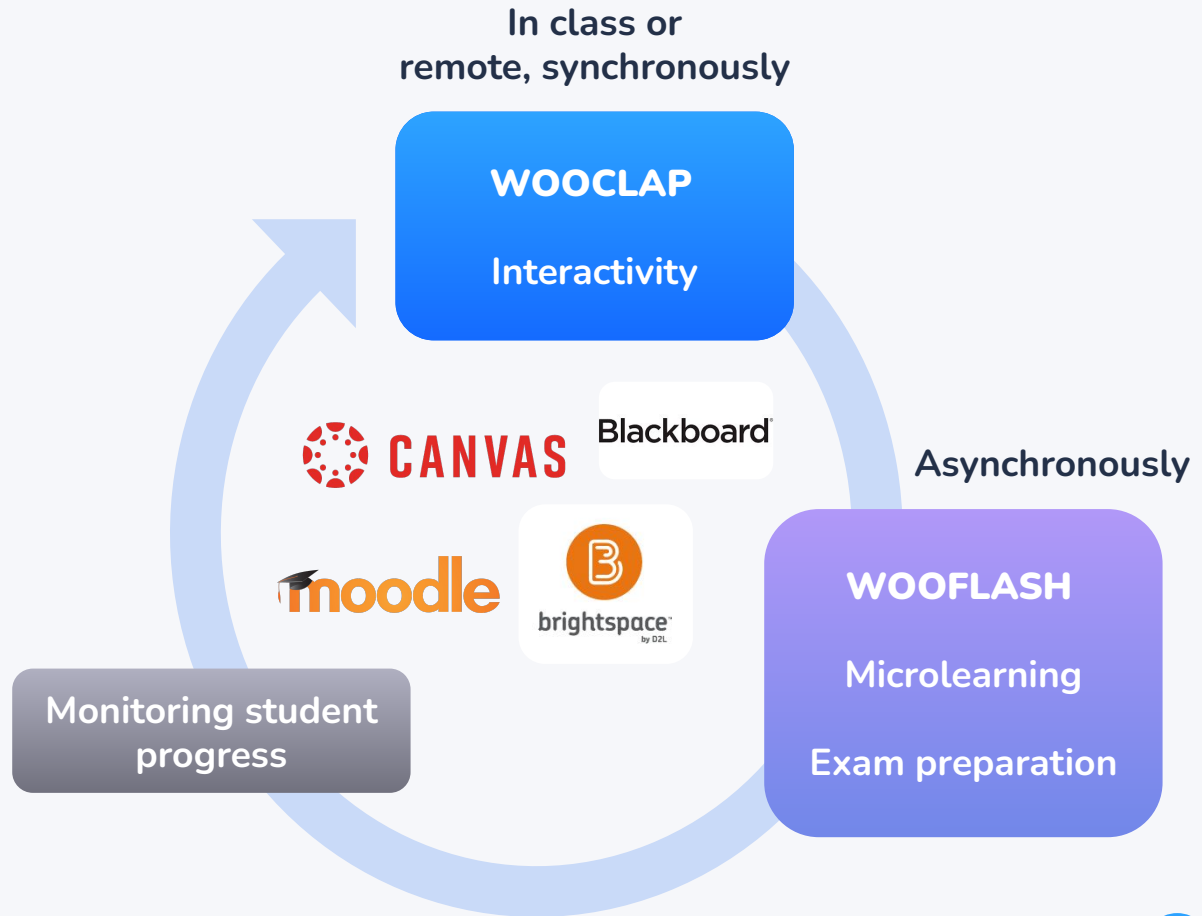
## Students' progress

Download the statistics





**Two platforms which  
intervene in different  
stages in the learning  
experience**





In class or  
remote, synchronously

**WOOC LAP**  
Interactivity

Asynchronously

**WOOF LASH**  
Microlearning  
Exam preparation

Monitoring student  
progress



Blackboard



# wooclap<sup>AI</sup>



**Create Content  
from any source**



**Tailor content to your  
audience and teaching  
objectives**



**Export to your favorite  
tool**



Source



Content type



Questions

## From which source would you like to generate questions?



The security and confidentiality of your data is our priority and we guarantee that no AI model will be trained with your data. Find out how we protect your information on [our dedicated page](#).



Document



Text



Topic



YouTube



Link



Audio/video

## What type of content would you like to create?



The security and confidentiality of your data is our priority and we guarantee that no AI model will be trained with your data. Find out how we protect your information on [our dedicated page](#).

☐ **Multiple choice questions**  
Generate multiple choice questions, their correct answers and associated distractors

☐ **Poll questions**  
Generate polls with their associated choices

☐ **Open questions**  
Generate open-ended question statements and associated correct answers

☐ **Fill in the blanks** BETA  
Generate cloze questions with blanks that need to be filled

☐ **Matching questions** BETA  
Generate matching questions with their correct answers

☐ **Brainstorming questions** BETA  
Generate questions for brainstorming sessions, with categories to organize the answers

# wooclap<sup>AI</sup>



### Flashcards set

Generate a set of double-sided cards to test concepts, definitions, dates...

What is your flashcard set about?



Question - Answer



Term - Definition



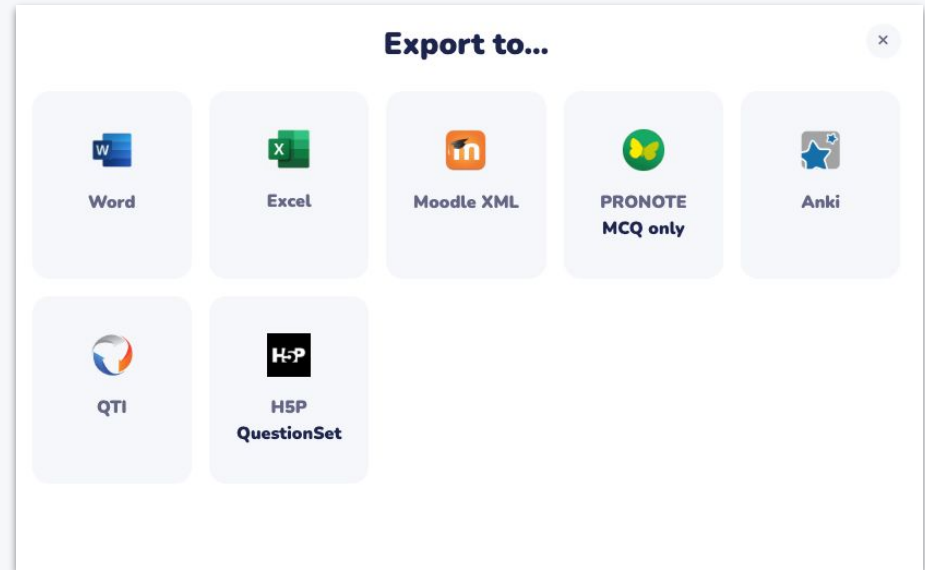
Personalized

**Generate content**



**Add your AI generated questions immediately to your **Wooclap** event or your **Wooflash** course!**

**You can export to other tools too!**



# Everything Integrated within your everyday tool stack and still as easy to use

## In a few clicks...

- Import **PPT, Gslides and Keynote** in Wooclap
- Use the **Add-in** in **PowerPoint** or **Gslides**
- Integrated into **Moodle, Teams, Zoom**
- Import your **Moodle** set of questions in Wooclap and visualize your reports in your LMS
- Integrate into your LMS based on **LTI**





# Want to test **Wooflash** and/or **Wooclap** to the scale of your institution?

## 1 **Deployment assistance**

We guide you in taking ownership of Wooflash/Wooclap and related communications, through adapted resources

## 2 **Unlimited access to the platform**

For teachers and students. We also share quantitative data about their usage, and you assess the qualitative feedback from students and teachers.

## 3 **Clear and supported decision-making**

We guide you in your Wooflash/Wooclap license choice, so you can take the best possible decision according to your needs and the pilot results

**Test and evaluate**

**One full semester**

**Free and  
non-binding!**

[More information about our pilot projects](#)

## Some of our partners



# Improve learning

Inside the classroom | Outside the classroom

**wooclap**

**wooflash**

**wooclap**

Your contact person



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