



# Entrepreneurial Students

*Interview with Sébastien Lebbe, a Solvay alumnus who created 'Wooclap' an online platform to make classes and conferences more interactive.*



## About Sébastien Lebbe

Sébastien is a Civil Engineer graduated from ULB. After his studies, he participated in the [StartLab](#) program organized by Solvay Entrepreneurs.

He is the co-founder of "Blocus Assistance" to help students with their exams.

Since 2014, Sébastien is co-founder and CEO of [Wooclap](#).

## Interview

### WHAT IS WOOLAP?

Wooclap is a web-based platform meant to make classes and conferences more interactive. Rather than fighting smartphones, Wooclap turns them into an exceptional learning tool.

The platform offers a wide array of features, including multiple choice questions, polls, word clouds, and so on. Students answer those questions using text messages or through a link, displayed on the teacher's PowerPoint presentation. The results are displayed in real time, allowing the teacher to gauge their audience's knowledge.

### HOW WAS WOOLAP CREATED?

Jonathan and I studied civil engineering at the ULB. Once I had obtained a master's degree from Solvay Brussels School, we both attended a Solvay Entrepreneurs programme, during which we were given three months to develop a prototype for an app.

We agreed classes at university weren't interactive enough, and we realized it was quite difficult for teachers to know whether their students understood the material they were being taught. That's when we decided to create a platform centered around speed and simplicity of use, through which students could ask and answer questions instantaneously.

Our coach and teacher, Olivier Verdin, was immediately drawn to the idea and chose to found the company with us. His entrepreneurial and neuro-scientific skills have been of great use to us.

#### WHAT DOES THE NAME WOOLCLAP MEAN?

The name is, in itself, an invitation for the audience to participate.

#### HOW DOES WOOLCLAP WORK?

Using Woolclap is as fast as it is easy.

The teacher creates every question in a few seconds' time. Those questions are later displayed on students' screens (smartphones, tablets, and computers), and the incoming results are displayed on the teacher's projected screen.

Students can also participate via text message and ask the teacher for information or clarification.

#### HOW DO YOU SEE WOOLCLAP IN 10 YEARS?

Universities are aware they must continuously evolve if they want to survive. We want to help them with this transition, which is why we work with neuroscientific researchers to improve the quality of education.

In 10 years, Woolclap will be offering different platforms to make classes more fun, more exciting, and more efficient.

#### TO WHAT DO YOU ATTRIBUTE YOUR SUCCESS?

We answer a real need: students' attention spans have dropped below the 10-minute mark. It is no longer viable to teach the old way; content is available everywhere, all the time. Coming to class is useless if teachers merely repeat what can be found online., which is why more and more teachers ask their students to come to class prepared and use Woolclap to emphasize topics that have proven most difficult, or potentially problematic.

I would also mention the fact that we have enjoyed a great environment, be it through Solvay Entrepreneurs, the "Entreprendre Bruxelles"- network, or business owners.

#### HOW DID "SOLVAY ENTREPRENEURS" HELP YOU IN BUILDING YOUR CAREER?

Studies, especially in institutes of technology, teach us to do difficult - I might even say very difficult - things. Solvay Entrepreneurs taught me to keep things simple, and simple businesses often work best.

#### DO YOU RECEIVE FEEDBACKS ABOUT WOOLCLAP FROM SOLVAY PROFESSORS AND TRAINERS? WHAT ARE THEY?

Both teachers and students love to use Woolclap. The user feedback we have enjoyed has been excellent, and we do our best to continuously improve the platform even further.

#### ARE UNIVERSITIES CONTRIBUTING TO ENCOURAGE ENTREPRENEURSHIP? AND WHAT ABOUT THE SBS-EM?

I think they are doing so more and more, but it's not enough. I believe students in any faculty, and starting in their very first year, should be given the opportunity to substitute a course with an entrepreneurial project.

People learn things far better when they're performing those tasks than when they're reading or hearing about them. It's also far more exciting and informative to develop a project, rather than study a course without knowing exactly what it could be used for.

#### WHAT IS A VERY BAD DAY FOR YOU AS AN ENTREPRENEUR?

I sometimes come across certain hardships, but I strive to always have fun and I get to learn every day, no matter what happens.

#### WHAT IS A VERY GOOD DAY FOR YOU AS AN ENTREPRENEUR?

When we announce a new feature and our users share our excitement, as well as their congratulatory feedback. It gives the team's motivation a boost, and it pushes us to keep moving forward.

Of course, we're always very excited when we sign big clients.

#### WHAT IS YOUR ADVICE FOR STUDENTS WHO WANT TO BECOME SUCCESSFUL ENTREPRENEURS?

**Be passionate about your project.** Starting and running a business requires a lot of energy and time. To me, developing Woolclap is a passion more than it is a job, and never would I trade it for a job I'm not excited about.

Other than that, I think it's important to surround yourself with the right people and be ready to take a few slaps along the way.

#### More Information

Discover [Solvay Entrepreneurs](#)

Visit [Woolclap](#)

About [our studies](#)