



Press Release

Impact Expansion invests close to 25 million euro in Belgian tech leader Wooclap to accelerate international growth and spearhead innovation in active pedagogy

Brussels, September 2025 – *Wooclap*, the Belgian-based Edtech SaaS leader in pedagogical engagement and active learning platforms, used by over 50 million learners globally, announces a partnership with **Impact Expansion**, a €150 million European private equity fund specialising in growth capital and buy-out for mission-driven businesses. As part of the transaction, **Impact Expansion becomes the lead financial investor**, investing a significant amount alongside the **founders** and a group of **historical shareholders** who will continue supporting the company's next growth phase. In parallel, **finance&invest.brussels** co-invests alongside Impact Expansion, underscoring Wooclap's roots.

Wooclap: Transforming Learning Through Engagement

Wooclap's platform enables **higher education institutions and corporations** to boost learner engagement and retention, improving learning outcomes, in both **in-person and online settings**. By turning passive lectures into interactive experiences, Wooclap empowers educators and trainers with tools to make learning more active, efficient, and impactful. Additionally, Wooclap extends its impact beyond the classroom as its platforms allows for asynchronous learning (spaced repetition, teacher follow-up, LMS feedback loop, personalised learning, and more).

Already trusted by **over 50 million learners globally**, Wooclap has become a global reference in active pedagogy.

Scaling Internationally in Education and Corporate Learning

Wooclap is a fast growing and profitable EdTech SaaS company. With Impact Expansion's backing, the company will accelerate its international growth, with a strong focus on the North American higher education market and the corporate learning sector. Just as critically, the investment will enable Wooclap to lead the next wave of innovation in active pedagogy by further developing AI-powered features that enhance learner engagement.

"Active engagement is at the heart of every successful learning experience, and empowering educators is the key to making that possible," said Baudouin Corman, CEO of Wooclap. *"We're proud of our team, our community of users, and our partners who bring this vision to life every day in classrooms and training rooms around the world. With Impact Expansion by our side, we are ready to accelerate our growth, drive innovation, and partner with educators to shape the future of active learning."*

Wooclap's pedagogical excellence and co-construction approach with education experts have made it the platform of choice for organizations around the world. Recognized for its educational relevance,

ease of use, and seamless integration into other reference tools, Wooclap has become a standard for interactive learning. From leading universities to global companies, organizations across sectors use Wooclap to transform passive audiences into active participants and deliver measurable impact at scale.

“Since day one, we’ve believed that every learner should be empowered to take an active role in their learning,” said Sébastien Lebbe, co-founder and chairman of Wooclap. *“This investment brings us closer to that vision and gives us the means to continue building tools that truly support educators and learning designers around the world.”*

With this new funding, Impact Expansion’s support and a continued commitment to pedagogical innovation, Wooclap is set to bring its vision of active learning to even more institutions and learners around the world. New partners will join the ranks of leading organizations such as **Sorbonne University, University of Sheffield and Duke University**, as well as large organisations like **Dior, Pernod Ricard**, and **the Red Cross** for their learning & development programs, all of whom trust Wooclap to power more engaging, effective learning experiences.

Impact Expansion was drawn to Wooclap’s unique combination of pedagogical depth, product quality, and global ambition.

“We’re thrilled to back a company and a team that combines tech excellence and pedagogical depth with measurable impact on learning. Wooclap is redefining the way knowledge is shared and absorbed, providing immediate value to teachers and instructors to achieve their mission,” said Gilles Davignon and Karen de Vits, Managing Director and Investment Manager at Impact Expansion.

“Through this investment, Impact Expansion reaffirms its commitment to ambitious European companies, deploying significant equity to accelerate their international growth and, as the key shareholder, supporting the management team in fully seizing its growth momentum” said François de Borchgrave, Partner at Impact Expansion.

This is the eighth investment for Impact Expansion Fund I (and its third in Belgium), following investments in Potential Project (Skillings), SomniPlanet (Sleep apnea home healthcare provider), Mon Kit Solaire (DIY solar panels), BeliVert (Energy solutions), Helpper (Community sharing platform), MoveUp (Orthopaedic implants) and Neurocare (mental healthcare).

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About Impact Expansion

Impact Expansion is an investment fund sponsored by KOIS, a pioneer in impact investing, which currently manages circa €500 million in impact-focused private equity. Impact Expansion operates from its offices in Brussels and Paris, with the mission to invest in businesses that align with three strategic themes:

1. **Skilling & Inclusion** – investing in sectors like education, training, social inclusion, and youth employment to combat long-term unemployment and isolation.
2. **Climate & Nature** – supporting companies that offer solutions to environmental challenges related to the climate crisis, pollution, and biodiversity loss, while promoting the circular economy.
3. **Health & Well-being** – focusing on improving access to high-quality care.

Impact Expansion takes both minority and majority stakes, usually investing equity tickets of €15 to €25 million in companies based in Western Europe. By leveraging deep expertise in impact investing alongside disciplined private equity practices, the team aims to achieve outstanding social and environmental outcomes while delivering top-tier financial returns.

Learn more at www.impact-expansion.com.

About Wooclap

Wooclap is an EdTech platform that turns any class or training session into an interactive and engaging experience. Founded in 2015 in Brussels by Sébastien Lebbe and Jonathan Alzetta, with the support of Olivier Verdin, Wooclap's mission is to make learning more effective by placing the learner at the center of the process. Based on cognitive science, the platform offers dozens of interactive activities (multiple-choice questions, polls, word clouds, brainstorming, image annotations, etc.) that help capture learners' attention, measure their understanding in real time, and strengthen skills acquisition.

Intuitive and powerful, Wooclap integrates seamlessly with existing tools (LMS, PowerPoint, Microsoft Teams, etc.) and is now used by tens of millions of teachers, trainers, students, and professionals in more than 200 countries.

Wooclap is also behind **Wooflash**, a complementary microlearning app powered by AI and spaced repetition, designed to help learners retain knowledge more effectively and build long-term understanding.

Learn more at www.wooclap.com.