

TestU: Marketing 6.0 and New Pedagogical Approaches

From the Sky to the Classroom: Learning to Recall

TestU was born from an aviation insight. Chilean airline pilot Diego San Jorge realized that even after years of training, professionals sometimes failed to recall crucial information when it mattered most. His hypothesis: it's not enough to store knowledge — one must train recall itself.

Together with Hugo Gisande, a marketing and data-mining expert, he designed a system combining neuroscience, technology, and artificial intelligence to personalize learning and strengthen memory. Thus emerged TestU Labs, Inc. (California, USA) and its first platform, *PreU by TestU*, transforming university-entry preparation into an immersive and human-centered experience.

The TestU Method: Remember on Time

TestU's AI engine predicts forgetting and schedules "just-in-time" reviews, keeping knowledge active.

Each student follows an adaptive journey — from diagnostic tests to practice, mock exams, and personalized reinforcement — guided by a 24/7 virtual tutor that provides feedback and next steps.

This model does not replace teachers; it **reduces anxiety, boosts confidence**, and ensures knowledge retrieval at the exact moment it's needed.

Purpose and Pedagogical Value

Rooted in the humanistic principles of *Marketing 6.0*, TestU uses technology as a means to equality. It seeks to close educational gaps by providing data-driven, accessible, and personalized learning paths.

Students show measurable progress — a 30 % average score improvement and 42 % reduction in forgetting — while schools gain insight dashboards that enhance teaching efficiency.

Socially, the project democratizes access: students in remote areas can prepare for university with the same high-quality tools available in major cities. Personalization becomes an engine of equity.

Ecosystem and Partnerships

TestU's value proposition unfolds across three interconnected fronts:

- B2C (students and families): gamified, personalized learning with real-time progress reports.
- B2B (schools): data dashboards to identify learning gaps and improve academic outcomes.
- B2B2C (social allies): companies, NGOs, and public institutions fund scholarships and monitor measurable educational impact.

Marketing 6.0 in Practice

TestU exemplifies the essence of *Marketing 6.0*:

- Technology with purpose: AI and analytics enhancing human potential.
- Phygital experience: seamless blend of digital and physical learning.
- Shared value: partnerships that extend access and opportunity.
- Human-centered design: reducing anxiety and empowering learners.
- Sustainability: lower dropout rates and optimized time use.

By combining High-Tech and High-Touch, TestU bridges innovation and empathy. It transforms education into a connected, adaptive, and human experience — proving that *Marketing 6.0* can move from theory to real, measurable social impact.