

Tec to create first Generative Artificial Intelligence Laboratory



Together with Wizeline, it will create the first Generative Artificial Intelligence (AI) Laboratory in Latin America.

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[Tec de Monterrey](#) and [Wizeline](#), a global technology services provider, have joined forces to launch the **first Generative Artificial Intelligence (AI) Laboratory (Gen AI Lab -G.AI.L.-)** in Mexico and Latin America, on the Tec's own campus.

Its goal: to be the bridge between **research, education, entrepreneurship**, and real-world application of **Generative AI**, to **drive innovation** in response to the complex needs of the industry.

The Generative Artificial Intelligence Laboratory will be set up on the Guadalajara campus. **Wizeline** will invest around **9 million pesos for the construction of**

G.AI.L., which will have over **270 m2** of **flexible workspace** and is expected to **open in 2024** as part of the **Tec's AI Hub**.

In conjunction with the launch of **G.AI.L.**, **Wizeline** also announced an investment of **1 million dollars for a scholarship program** to be applied over the next **5 years**, which will allow Tec students to access new technologies and AI-related academic programs.

The **Gen AI Lab (G.AI.L.)** aims to become the leading **Generative AI knowledge hub** in Mexico by driving **innovations adapted** to the **needs of the industry**.

Bismarck Lepe, CEO of Wizeline, highlighted the importance of technology benefiting the community.



Emphasis on innovation

G.AI.L. will combine **Wizeline's AI and technology expertise with that of the Tec's faculty, researchers, and students** to focus their efforts on becoming an innovative development hub in Latin America.

As well as researchers from Wizeline and the Tec, it will include students from **Guadalajara and other campuses** in developing **new technology and solutions** to be used by the company's clients and the **business ecosystem**.

Key features of the **G.AI.L.** laboratory:

- *Customer-centric approach*
- *Emphasis on open innovation*
- *Commitment to interdisciplinary collaboration*
- *Ongoing data collection and analysis, including the creation of a **Generative AI Observatory***
- *Designed for scalability.*

*"We're developing **AI practice** on campus because we believe that our students should contribute **to shaping our country and the world** with modern technologies,"* said Claudia Félix, Vice President of the Tec's Western Region.



Authorities from the Tec, Wizeline, and the Jalisco government during the laboratory's presentation.

Transformative period

The **G.AI.L.** activities program, which will begin in 2023, will involve students in **real AI challenges**, professional internships and projects, and community or training activities such as: hackathons, open workshops for businesses and entrepreneurs, or talks in collaboration with **Wizeline's AI Academy**.

At the same time, **G.AI.L.** will emphasize **development of open-source proof-of-concept prototypes and models** and **business incubation**. It will also establish a **Generative AI Observatory**, responsible for producing reports, publications, and a comprehensive **Generative AI map**.

According to Bismarck Lepe, founder and CEO of Wizeline, *"It's important that **we work proactively to establish policies** and shape technology **for the benefit of humanity**."*

He added, *"**Generative AI** products like Chat GPT, Bard, and Dall-E may seem magical. But they're the **result of decades of work** in algorithms, infrastructure, and chips."*

*"We're on the verge of witnessing the **most transformative period in human history** due to advances in artificial intelligence... Through innovation and technology, by **uniting industry and academia**, we can be more productive and create a better future for Mexico,"* he concluded.



The signing of the agreement between both institutions.

Merging knowledge and expertise

Linda Medina, Western Region Dean of the Tec's School of Engineering and Sciences (EIC), highlighted the strategic importance of this collaboration.

*"It enables the **merging of knowledge and expertise**, with participation from not only students but also teachers. **It combines practical insight and business innovation** with academic rigor," she said.*

She added that this opens doors *"to **explore novel approaches, foster inventive solutions**, and equip students and educators with the essential skills to address the **ever-evolving challenges in AI.**"*

Similarly, she said that *"This association will also aim to bring in important local and national **business leaders** who take advantage of what these technologies can do to **transform the course of their companies.**"*

After the laboratory's presentation, authorities from Tec and Wizeline answered questions from the audience.



A bridge between research and entrepreneurship

The lab will benefit students, teachers, researchers, businesses, and startups who wish to **explore Generative AI** as a strategy for **solving business challenges**.

Similarly, in collaboration with **Wizeline's AI Academy**, it will coordinate community and training activities, including organizing hackathons (intensive challenges in which problems are solved with technology), courses, or talks.

For his part, Alfonso Pompa, Jalisco Secretary of Innovation, Science, and Technology (SICyT), highlighted his wish to "offer a heartfelt thank you to Wizeline for this donation, which is an example that we hope many other organizations follow.

*"If we can have **greater numbers of talented people at the highest level**, we will certainly be **better positioned as a country**."*

Wizeline was founded in Silicon Valley as a company focused on designing and **developing digital products** that drive **business transformation**.

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