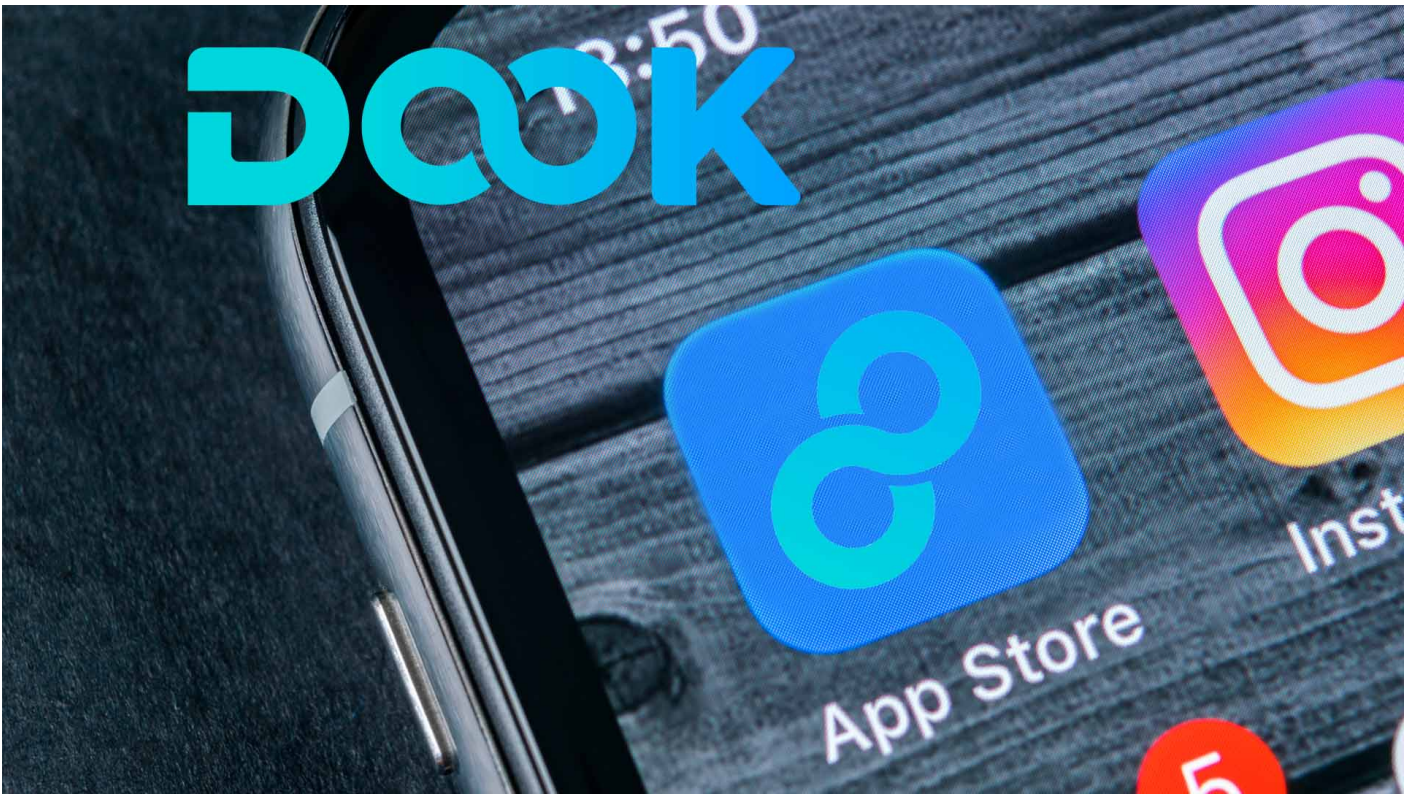


Tec project promoting education given awards by IBM and Microsoft

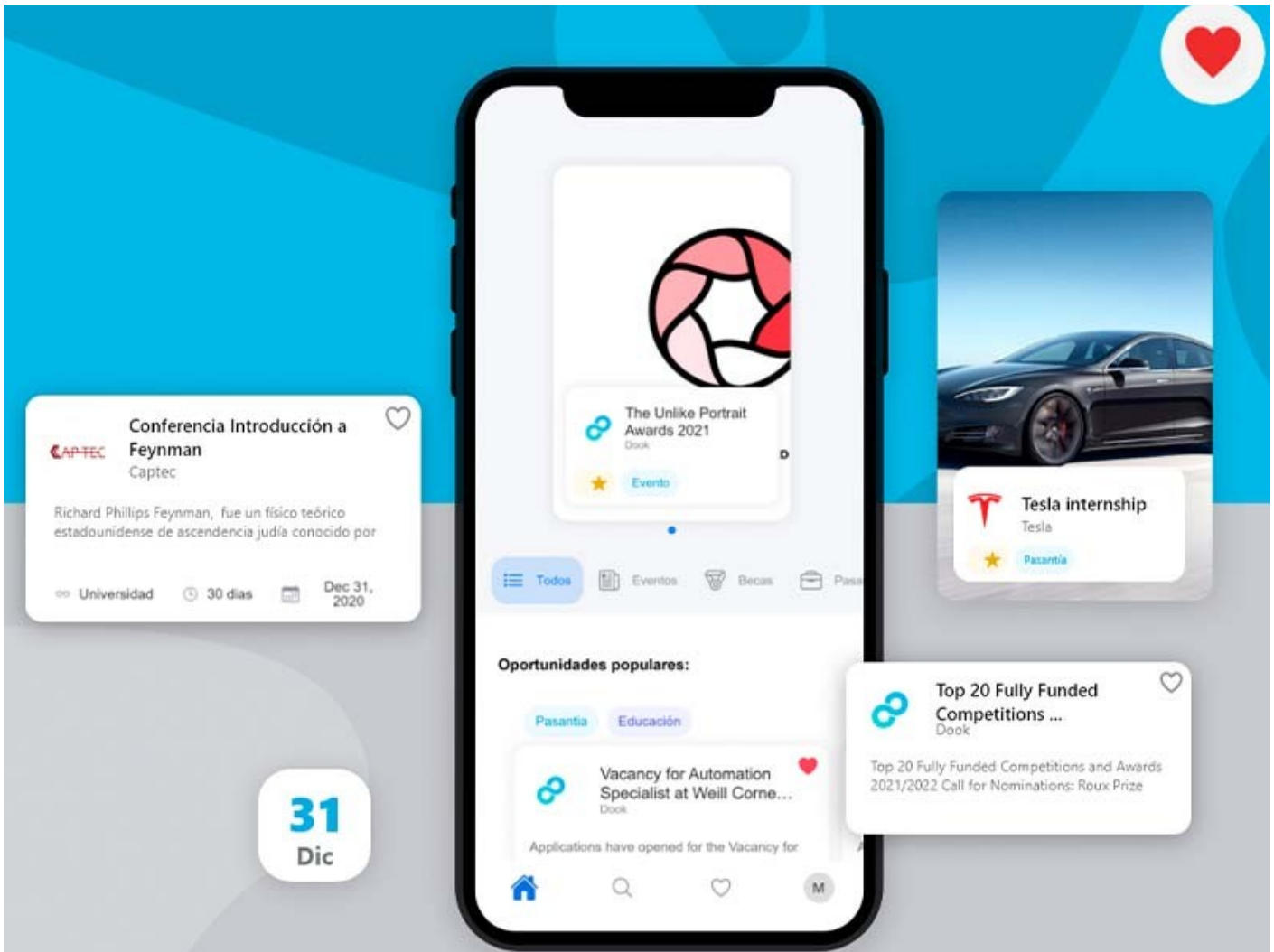


Two students from the [Tec de Monterrey School of Engineering and Sciences](#) created **Dook**, a mobile application which uses an **algorithm** to suggest **new educational experiences** to students based on their profile and preferences.

The invention, developed by **Rodrigo Ruz** and **Matías Molinari**, respectively Industrial Engineering Physics and Mechatronic Engineering students at the Monterrey campus, won first place in both [IBM Call for Code](#) Latin America and [Microsoft Future of Work](#) competitions.

It also reached the final stages at entrepreneurship festivals such as **INCmty**, the Tec entrepreneurship festival, and **Brain Mexico**.

In March 2020, it won 1st place at the **“MIT COVID-19 Challenge 2020”** hackathon.



width="800" loading="lazy">

What is Dook?

The creators clarified that the objective of this app is not to act as a recruitment platform, but rather **connect students with opportunities** that will complement their studies.

“Dook is a bridge between academic life and a student’s first experience in the world of work via internships,” explained **Rodrigo**.

In addition, **Matías** shared that the motivation leading them to develop **Dook** was *“to prepare more competitive students for the job market, providing a platform that allows them to strengthen their resume.”*

Dook is able to find opportunities on various internet sites, as well as from the **70 organizations and student groups** it currently works with, regardless of the degree that a student is studying for.

“Dook is a bridge between academic life and a student’s first experience in the world of work.”



width="800" loading="lazy">

“We work in partnership with more than 70 groups and organizations, and our search algorithms are able to find incredible opportunities,” both developers agreed.

The algorithm, based on interests and focused on Tec student profiles, provides **personalized support to users trying to find** internship options, scholarships, conferences, awards, competitions, and hackathons.

The tool also promotes the institution’s entrepreneurial ecosystem; it has been **used by some Tec Entrepreneurship department startups** to find students who can develop certain projects.



width="800" loading="lazy">

Although the **Dook** developers have acknowledged that the project is still under development, they will announce the launch of **two pilot programs, at the Monterrey and Querétaro campuses**, in the next few days.

There they will be collaborating with the Tec's Student Leadership and Education (**LiFE** in Spanish) department, which coordinates the Tec student experience, and different groups of students.

"Our search algorithm is able to find incredible opportunities."

They added that private initiative organizations such as **Caintra** have shown interest in working with them; this would give companies **access to analytics and data management software** that will optimize student recruitment strategies.

At the moment, the **Dook** application is being used by students from the **Tec** community. However, its creators think that this service **could be used by students from other universities** at a future stage in the project.

“We were two engineering students who saw how everything had changed as a result of the pandemic, and we wanted to provide new opportunities for receiving education”, said **Rodrigo Ruz**

The **Dook** platform can be downloaded at **onelink.to/dook** and is **compatible with both iOS and Android**. The developers recently announced the addition of **Jesús Elizondo** and **Gabriela Rangel** to their team.

Prizes and awards given to Dook

Awards won by Dook in the last year:

- *1st Place in the “MIT Covid-19 Challenge 2020” Hackathon (March 2020)*
- *1st Place in the IBM “Call 4 Code Mexico” contest (May 2020)*
- *1st Place in the IBM “Call 4 Code Latin America” contest (July 2020)*
- *1st Place in Microsoft’s “Future of Work” competition (October 2020)*
- *Selected for the “iLab Citibanamex” entrepreneurship program’s 100% scholarship (November 2020)*
- *Finalists in the “Inc Prototype” entrepreneurship contest at the INCmtty Festival*
- *Finalists in the “Brain Mexico” entrepreneurship contest*

YOU’LL DEFINITELY WANT TO READ THIS TOO:

<https://tec.mx/es/noticias/monterrey/emprendedores/ganan-alumnos-del-tec-con-app-el-hackathon-virtual-de-call-code>