



Tecnológico  
de Monterrey

Sustainable Smart  
Logistics Center

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Cambridge, MA, February 15, 2023

Participation Letter

RE: Letter of Participation for Hiram Jiménez Cabrera for the MIT LIFT Lab challenge "Innovating the retail traditional channel in Mexico"

To whom it may concern,

The MIT Low Income Firms Transformation ([LIFT](#)) Lab, from the MIT Center for Transportation and Logistics, focuses on alleviating poverty and lifting the life of the bottom billion via working with micro-enterprises in developing countries and providing them with opportunities to grow.

The MIT LIFT Lab and Monterrey Tech joined in deploying a nationwide project that included the participation of 1100+ students, who carried out a field study to observe and register data of the micro-retailing ecosystem; including micro-retailers, consumers, and logistics operations.

Accordingly, Hiram Jiménez Cabrera was selected among the top students in the country to present his work at the "MIT LIFT Lab - TEC FEST 2023", an annual event designed to showcase the best-applied research projects, findings, and recommendations to help shape the future of the micro-retailing ecosystem in Mexico.

On behalf of the MIT LIFT Lab team, I acknowledge his outstanding work and participation in this impactful project.

If you have any questions regarding this letter or need more, please do not hesitate to contact me at [josuevm@mit.edu](mailto:josuevm@mit.edu)

**Josué C. Velázquez Martínez, PhD**