

SYNCRON IA · TECHNOLOGY OF IMAGINATION

Applied *Imagination* Laboratory

Experimentation in the service of a cause.

A TEN-SESSION PROGRAM WITH ARTIFICIAL INTELLIGENCE

A DOSSIER FOR INSTITUTIONS AND
TEAMS

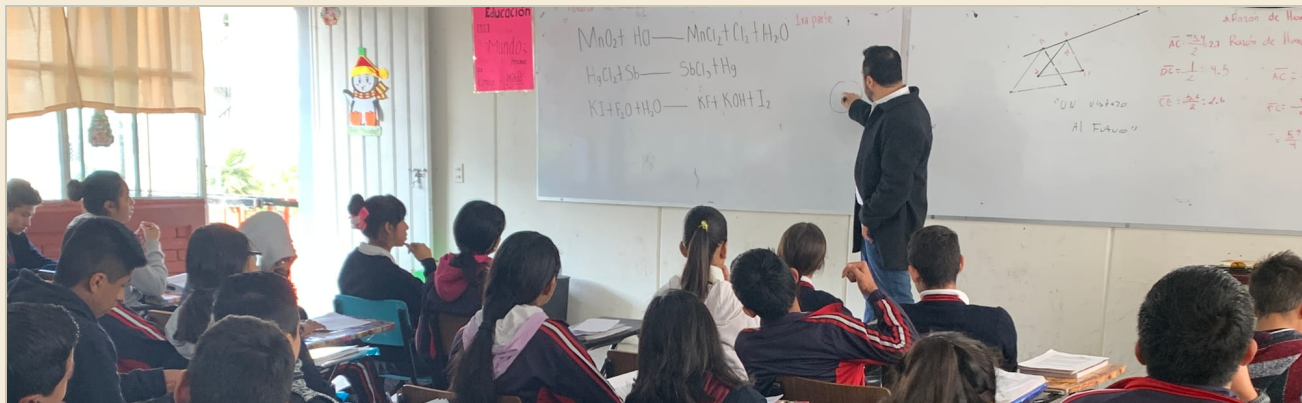
ARTURO
ORDORIKA

CHOLULA, PUEBLA · SEPTEMBER
2026



WHAT IT IS

Ten sessions to experiment, *until a project reaches the world*



Ten sessions to stop having opinions about artificial intelligence and start experimenting with it. Everyone comes in with a question and leaves with something that answers it: a website, a book, a daimon, an essay, a piece of work, presented at a public showing.

For teachers, leadership teams, creative teams, and any group with a cause in their hands. You can arrive knowing nothing about artificial intelligence.

THE LABORATORY RUNS ON TWO QUESTIONS

- I What do you think about artificial intelligence?**
You write it down in the first session and test it in the last one, with your own project in hand.
- II What do you want to achieve?**
The experiment is designed around your cause. Never around the machine.

We are the involuntary pioneers of this era. The least we can do is experience it instead of having opinions from the shore.

LENGTH	PLACES	FORMAT	INVESTMENT
10 sessions of 120 minutes, one a week	8 to 12 projects it opens with eight enrolled	In person or online at your venue, or live by videoconference	\$6,000 MXN per project, the ten sessions

THE PROGRAM

Three pillars, *separately or as a path*

Each pillar can be booked on its own, just one if that is what your team needs. Together they are the full program, with the showings built in instead of repeated. All prices in Mexican pesos.

I	Training · two sessions Your team gets its hands on every machine and solves a real day-to-day problem the same day.	\$2,000 ON ITS OWN · PER PERSON
II	Active Experimentation Workshop · four sessions on its own, three inside the program This is where trying things out ends and experimenting begins: everyone designs their own around their own cause. On its own, it closes with a showing for the group.	\$3,200 ON ITS OWN · PER PROJECT
III	Project Incubator · five sessions on its own, four inside the program plus the public showing The project genuinely comes into being and is presented to an audience. High performance: you get in through the two previous pillars, or by showing you have the level.	\$4,500 ON ITS OWN · PER PROJECT

THE FULL PROGRAM

\$6,000 PER PROJECT · THE TEN SESSIONS

The three separately add up to eleven sessions and ~~\$9,700~~. The full program, ten sessions, comes to **\$6,000 per project**.

A project is one person, or two working together: the second pays \$1,500. A cycle runs eight to twelve projects. A full group of twelve: **\$72,000**.

Only one part? That works. Just the Training, to get your hands on every machine; or the Workshop, to design the experiment; or the Incubator, if your people already have the level. The minimum of eight enrolled projects is the same.

One a week, *and the public showing at the end*

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| 01 | The context and the position
What this actually is. Everyone writes down their opening thesis. |
| 02 | The arsenal
Try everything within reach and measure how far each person gets. |
| 03 | Your causes
What moves you, and what you wanted to achieve before any of this. |
| 04 | Design the experiment
Put the machine in the service of that cause, not the other way around. |
| 05 | Experiment like a painter
Try, fail, adjust. Everyone shows the group what they found. |
| 06 | From experiment to project
What is going to be born, with a name and a shape. |
| 07 | Building it properly
Resources get added and the piece goes up. |
| 08 | Landing and final form
The website, the book, the essay, the daimon. |
| 09 | Packaging and tuning
Translation and finish, to show it to the world. |
| 10 | The public showing
Everyone presents and answers their own thesis. Were you right? |
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Sessions 01 and 02, Training · 03 to 05, Active Workshop · 06 to 09, Incubator · 10, Showing.

THE ARSENAL

A guru pretends to have mastered everything. An experimenter tells you how far he got.

The ones I use hard.

ChatGPT

Claude

Claude Code

Gemini

Google Notebook

AI Studio

Google Flow

Grok

ElevenLabs

And underneath the interfaces.

Building an app

Working with APIs

Digital daimons

The ones I have barely tried.

Kimi

Manus

DeepSeek

and whatever shows up tomorrow

Digital daimon: a synthetic personality of artificial intelligence. That is what we call them at Synchron iA.

WHAT IS INCLUDED

- ♦ Ten 120-minute sessions, one a week, in person at your venue or live by videoconference.
- ♦ The public showing at the end, theses in hand: everyone presents their project and answers what they wrote in the first session.
- ♦ Every machine on a free plan: nobody has to buy a subscription to take part.
- ♦ Work between sessions, with the arsenal open and everyone's experiment under way.
- ♦ Travel within Puebla and Cholula. Beyond that, travel and expenses are added, negotiated with whoever books it.

EACH PARTICIPANT BRINGS

- ♦ A computer and a Gmail account. With that account we open everything else on free plans.
- ♦ A question and a cause. You can arrive knowing nothing about artificial intelligence.

THE VENUE PROVIDES

- ♦ High-speed internet for everyone and a projector. I bring my own computer.
- ♦ A room with tables big enough for the computers. Online, a professional videoconference.

HOW TO BOOK IT

The institution books the laboratory *and pays for the people who attend*

Per person for the Training; per project for the Workshop, the Incubator and the full program. A cycle opens with a minimum of eight enrolled projects, the same for the full program as for any single pillar. If somebody is coming on their own, the door is the Augmented Imagination Advisory.

01

You write to me.

On WhatsApp or with the form in the online dossier: your institution or your group, and what you want to move.

02

I send the proposal.

Dates, venue or online, and the quote per project or for the whole group. In under two business days.

03

The payment holds the date.

Bank transfer, card or the other methods. The whole process is at synchronia.com/en/como-pagar.

04

We start.

Ten weeks, one session a week, and the public showing at the end.

WHO TEACHES IT

Arturo Ordorika

Head writer on the Disney series *Fabricantes de Ovnis*. Producer for Televisa-Univisión, VIX, Vice Media, Banijay and Pampa Films. International juror for Fox Networks. National Prize for Fantasy and Science Fiction Short Story, 2004. Master's degree from Leicester. Ten published books. Founder of Synchron iA: since late 2023, more than three thousand hours of nocturnal experimentation with these machines. He only teaches what he has already tried himself.

This is already happening, *and not in a lab in Palo Alto*



77

El Capi, a 77-year-old teacher

Captain José Arturo Zepeda teaches at the Military School for Sergeants. He prepares his teaching material and meets his deadlines with AI at his side. It takes apart the argument about age and the one about the technical barrier.

01

Sirena Interior, a dance that premiered its own score

A poem by Princesa Hernández became music composed with AI. Ángeles Rodríguez created the dance and performed it in front of an audience. More than twelve performances.

20

Sherezad, our own case

A screenwriter with no code built a narrative development studio by directing artificial intelligences. What you learn at night turns into something that serves other people.

LET'S TALK HUMAN TO HUMAN

WHATSAPP

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ONLINE DOSSIER AND QUOTE

sincron-ia.com/en/laboratorio/dossier