

THE OPENING KEYNOTE



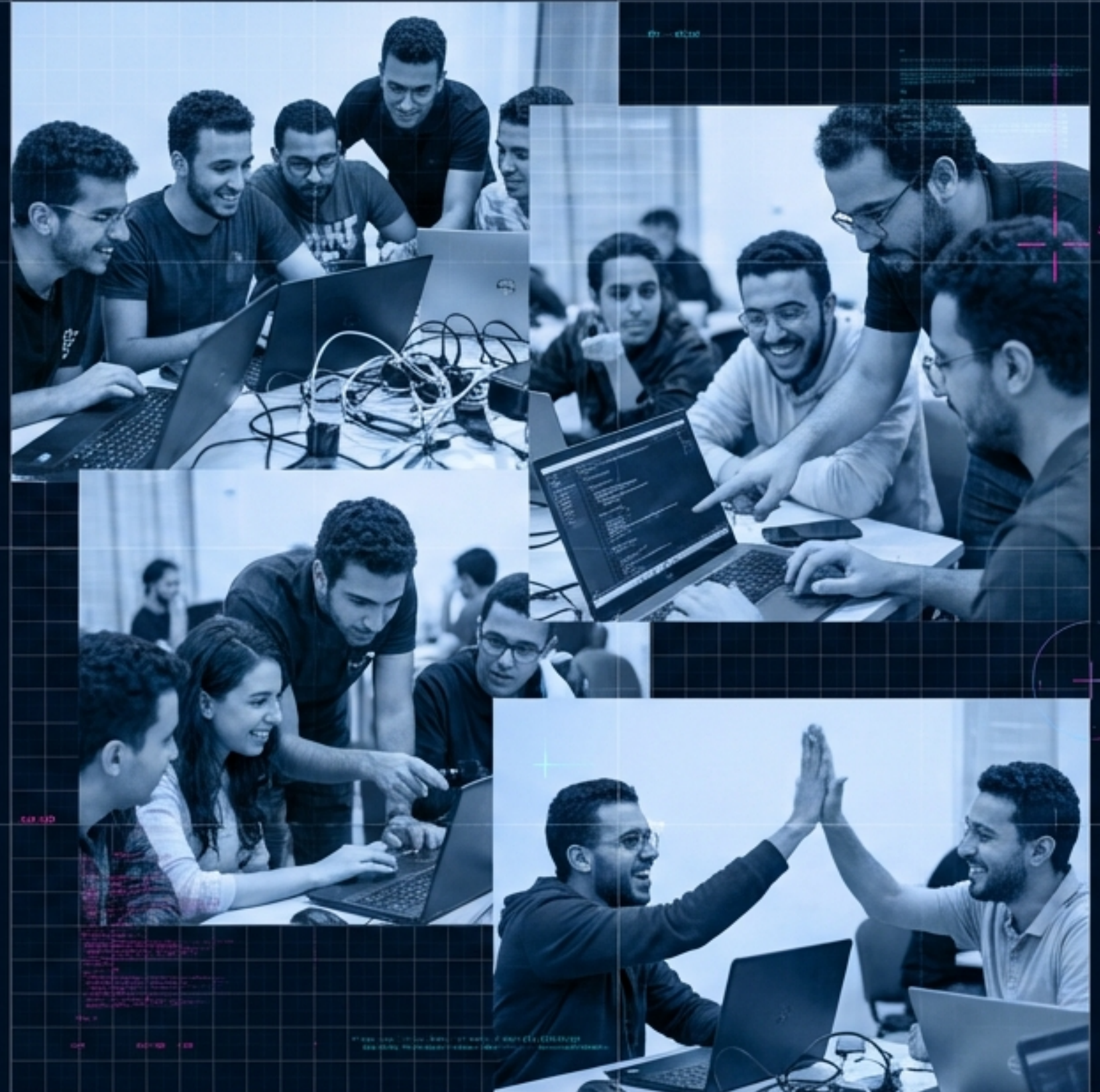
TUNIHACK 11.0

24 Hours of Innovation, Collaboration & Community.

Welcome to the Innovation Playground.

Whether you are a first-time hacker or a veteran, you are part of a national tradition. Tonight, we turn this campus into a hub of creativity where anything is possible.

- **The Crowd:** Students, mentors, and enthusiasts from across Tunisia.
- **The Vibe:** Camaraderie, caffeine, and 3 A.M. genius.
- **The Goal:** Build something amazing from scratch.



Mission Enablers.

Powering the TuniHack Vision.

Thank you to our partners for believing in student innovation and fueling this adventure.



Positive innovation



Pristine

So fresh, so pure, so clean

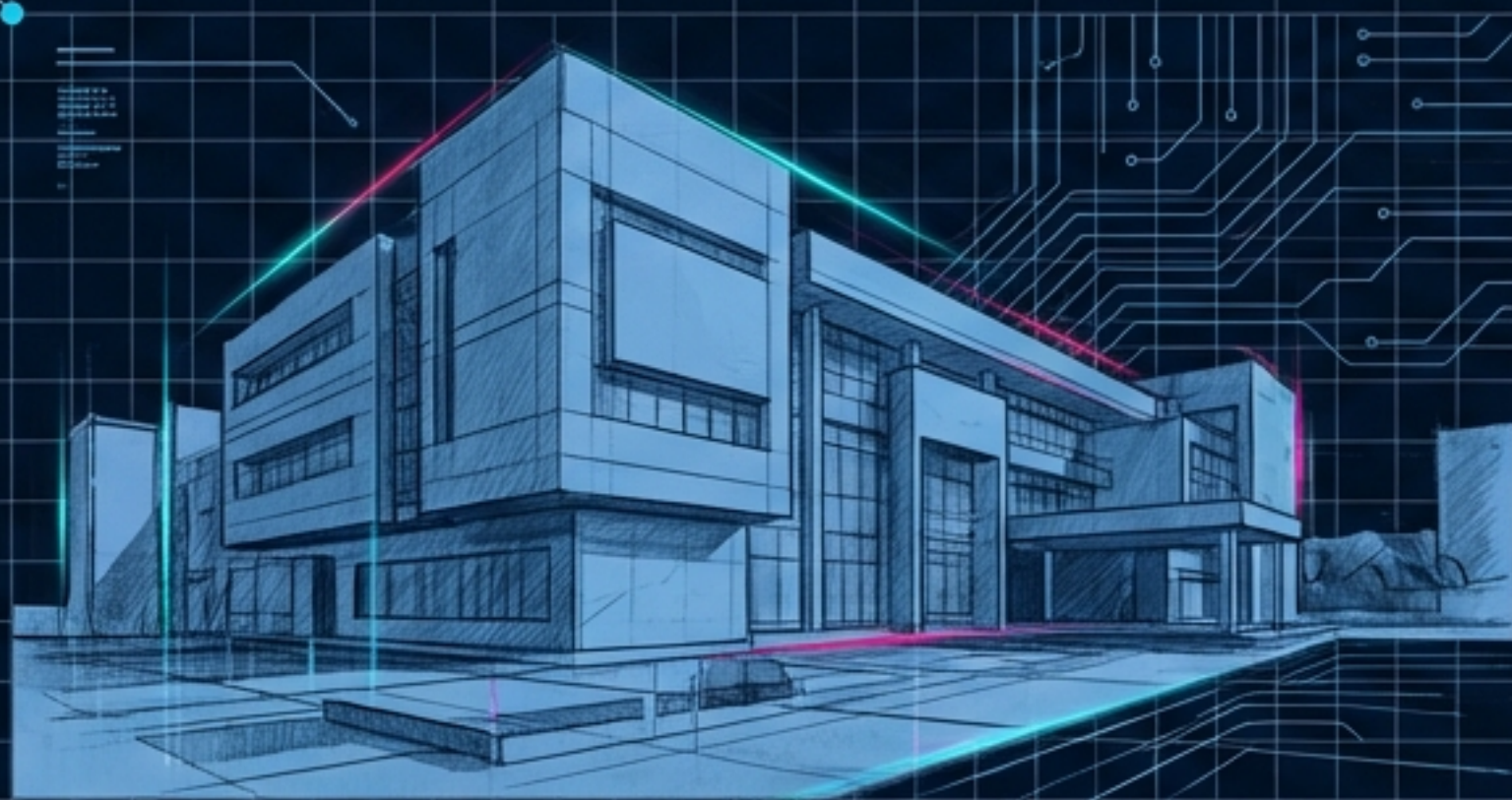


TECH-TECH

JUST READ IT!

The Host: ENSI

Thank you to the ENSI Leadership and administration for opening the doors to innovation and supporting this tradition for over a decade.



The Engine: OSSEC

The student-driven powerhouse.

“Dare to Share”

Months of planning to create a space for open-source knowledge sharing.



A Decade+ of Evolution.

2016

Data
Science

2017

Smart
Government

2022

AI in
Healthcare

TODAY

2015

Campus Event:
So You Think
You Can Code

2016

Data
Science

2020

Pandemics &
Crisis Mgmt

2024

Future of
Education

**TUNIHACK
11.0**

From a humble meetup to Tunisia's National Hackathon Festival.
Today, you write the next chapter.

The Mission: Digital Marketing & AI.



Digital Marketing

The art and science of connecting with people online. Getting the right content to the right person at the right time.

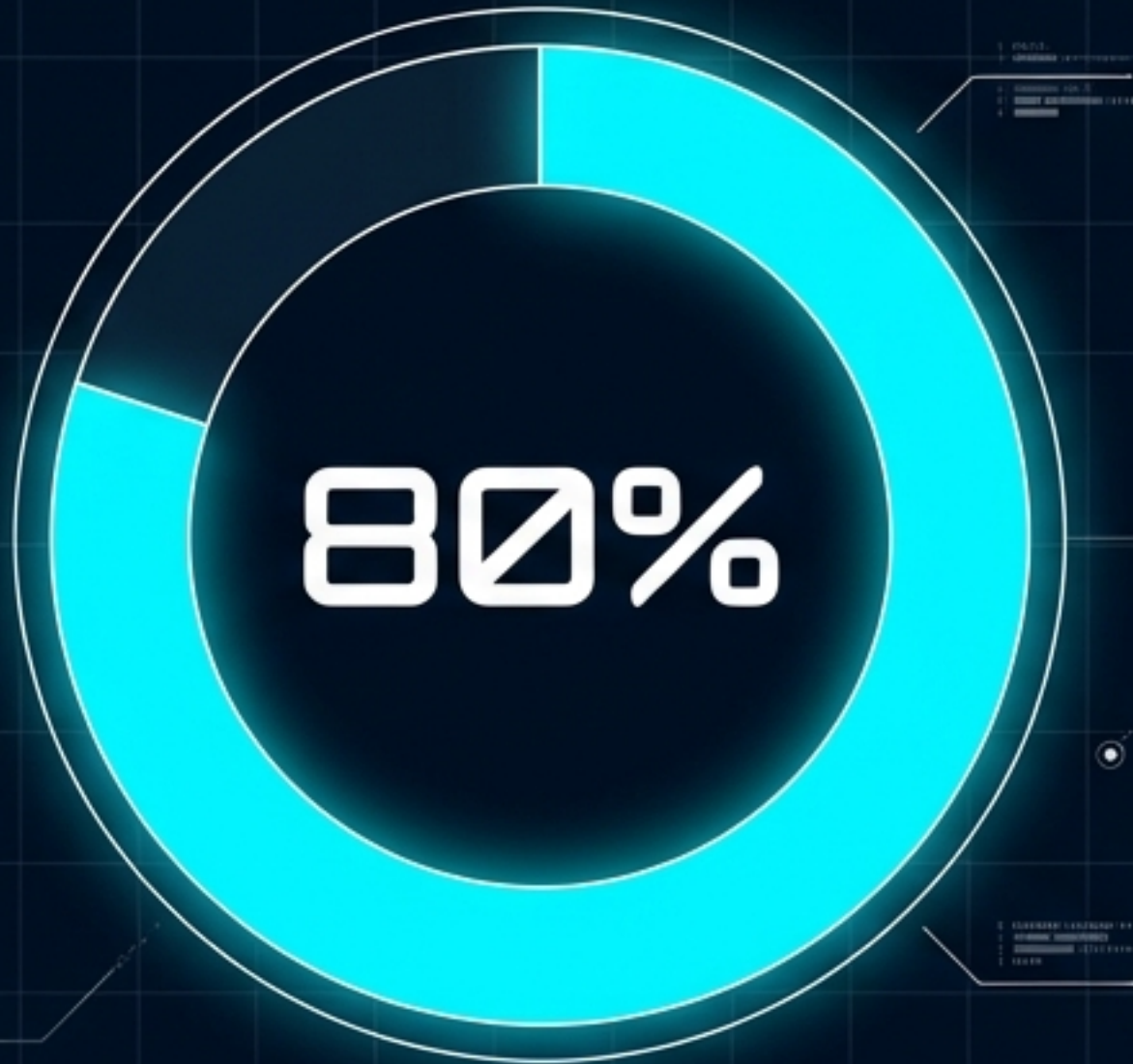
THE INTERSECTION:
Smart systems that understand user behavior to tailor experiences automatically.

Artificial Intelligence

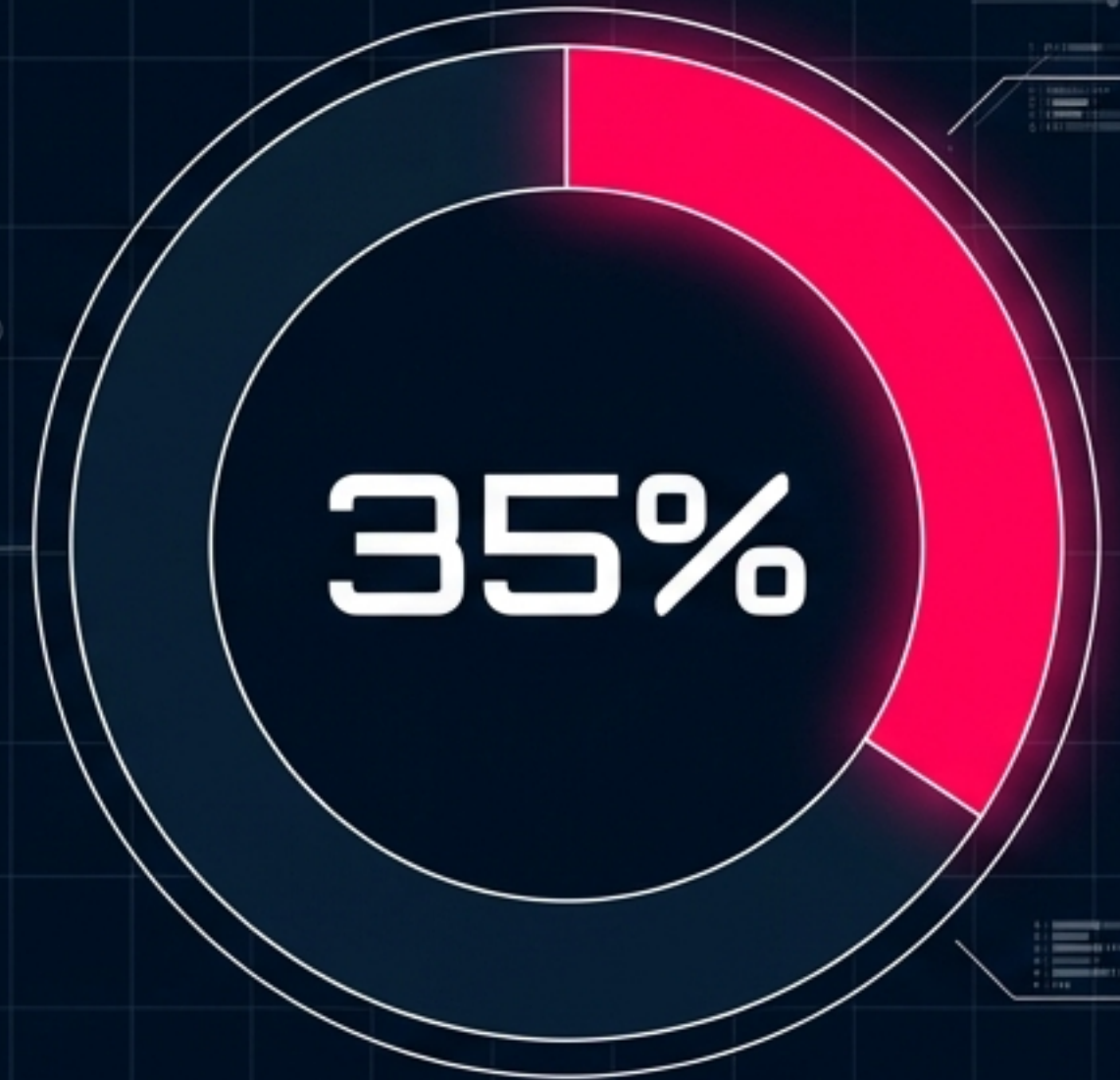
Machines learning from data to predict, personalize, and automate.



AI in the Wild: Why It Works



of content viewed on NETFLIX is driven by AI recommendations.



of AMAZON sales come from AI product suggestions.

Spotify: Discover Weekly | **Social Media:** Algorithmic Feeds | **Chatbots:** 24/7 Sales Reps

THE CHALLENGE SPECTRUM.

One randomly assigned sub-theme per team.

01

AI-Enhanced Customer Experience (UX)
Smarter journeys.



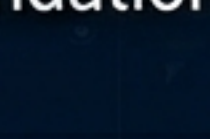
02

AI in Payment & Checkout
Less friction.



03

AI-Powered Product Recommendation
Right product, right time.



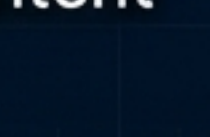
04

AI-Based Client Targeting
Segmentation & reach.



05

Generative AI for Marketing Content
Text, visuals, media.



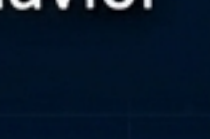
06

Personalization Using AI
Tailored experiences.



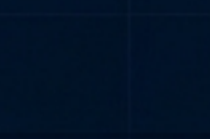
07

Predictive AI for Customer Behavior
Anticipating churn.



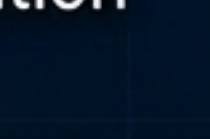
08

Conversational AI
Chatbots & assistants.



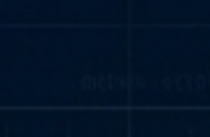
09

AI-Driven Conversion Optimization
Visitor to customer.



10

AI-Assisted Decision Making
Data-driven insights.



Protocol: The 24-Hour Sprint.

FRESH START:
No pre-built projects.
Build from scratch.

**24
HOURS**

TOOLS: Open
source libraries &
APIs encouraged.

THE TWIST: Solve
for your assigned
sub-theme.

Constraints are not limitations; they are creative fuel.

Victory Conditions

Judging Criteria Priorities

01

WOW FACTOR

Originality &
Creativity.

Is the idea novel?
Does it solve a
problem in a
clever way?

02

TECH INNOVATION

Innovative use of
Emerging Tech.

Smart application
of AI, not just tech
for tech's sake.

03

DEMO QUALITY

Presentation
professionalism.
Clear storytelling.
Sell the hack!

04

DOCUMENTATION

README.md quality.
Clarity,
completeness, and
credit.

The TuniHack Spirit.

Collaborate:
Talk to your team.

Resources:
Find Mentors for ML,
UX, or debugging.

DARE TO SHARE.

Breakers:
Gaming corner &
Photo booth.

Advice:
Embrace the chaos.

LIFTOFF.

TuniHack 11.0 Starts Now.

- ☐ Get your sub-topic assignment.
- ☐ Brainstorm with your team.
- ☐ Push boundaries.
- ☐ Happy Hacking!