

THE OPENING KEYNOTE

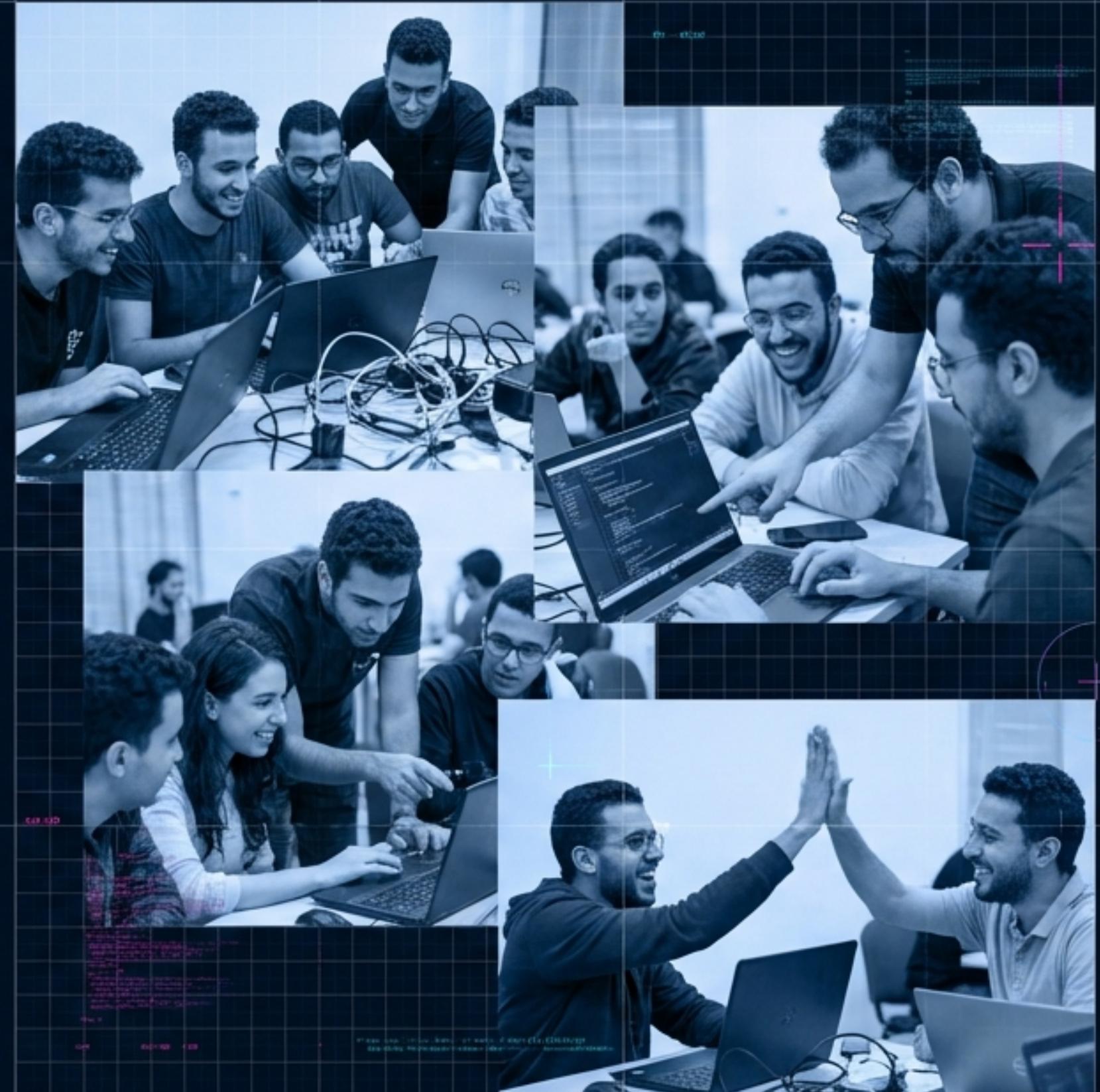


24 Hours of Innovation, Collaboration & Community.

# 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.

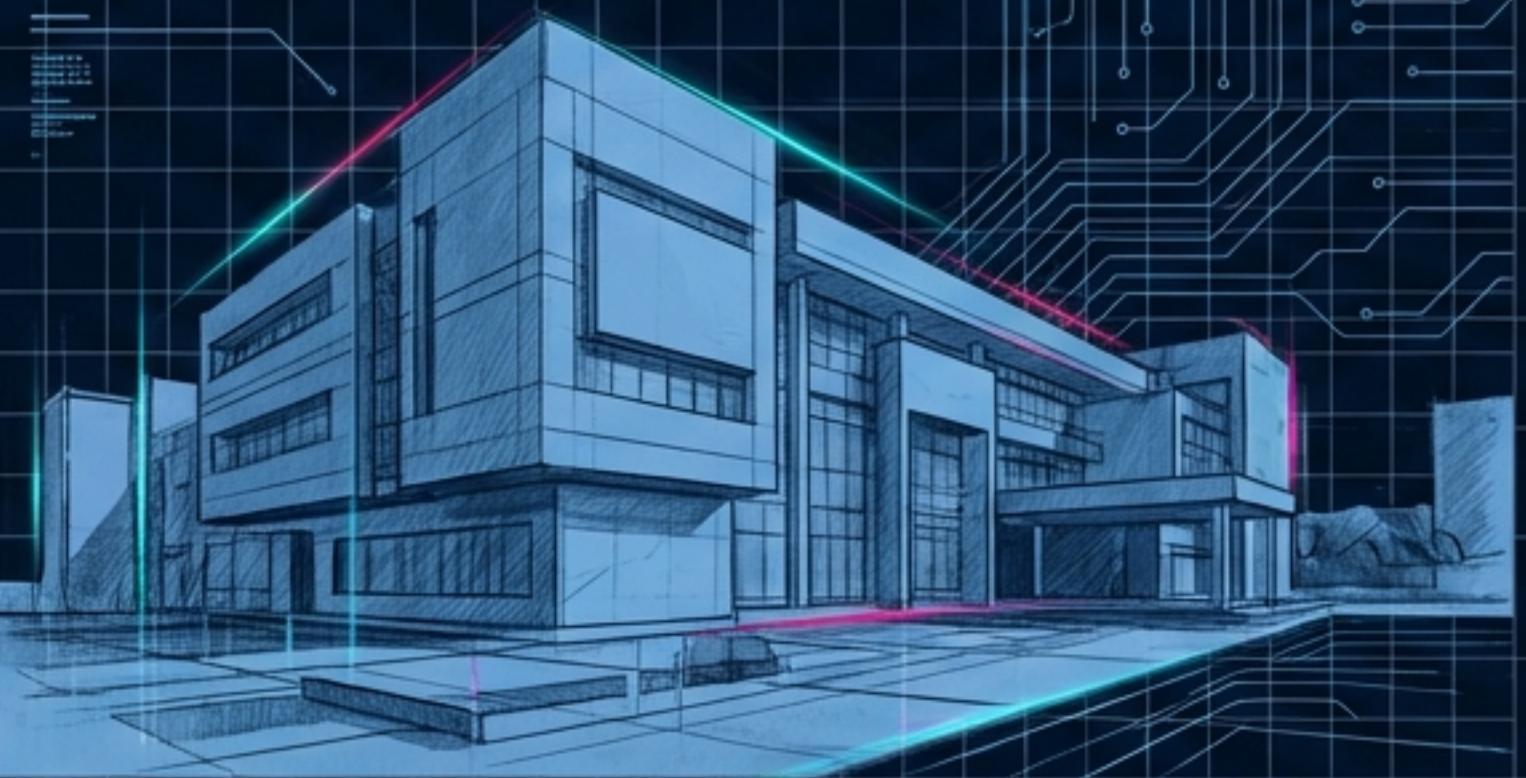
## Powering the TuniHack Vision.

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



## 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

**2015**

Campus Event:  
So You Think  
You Can Code

**2017**

Smart  
Government

**2016**

Data  
Science

**2020**

Pandemics &  
Crisis Mgmt

**2022**

AI in  
Healthcare

**2024**

Future of  
Education

**TODAY**

**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.



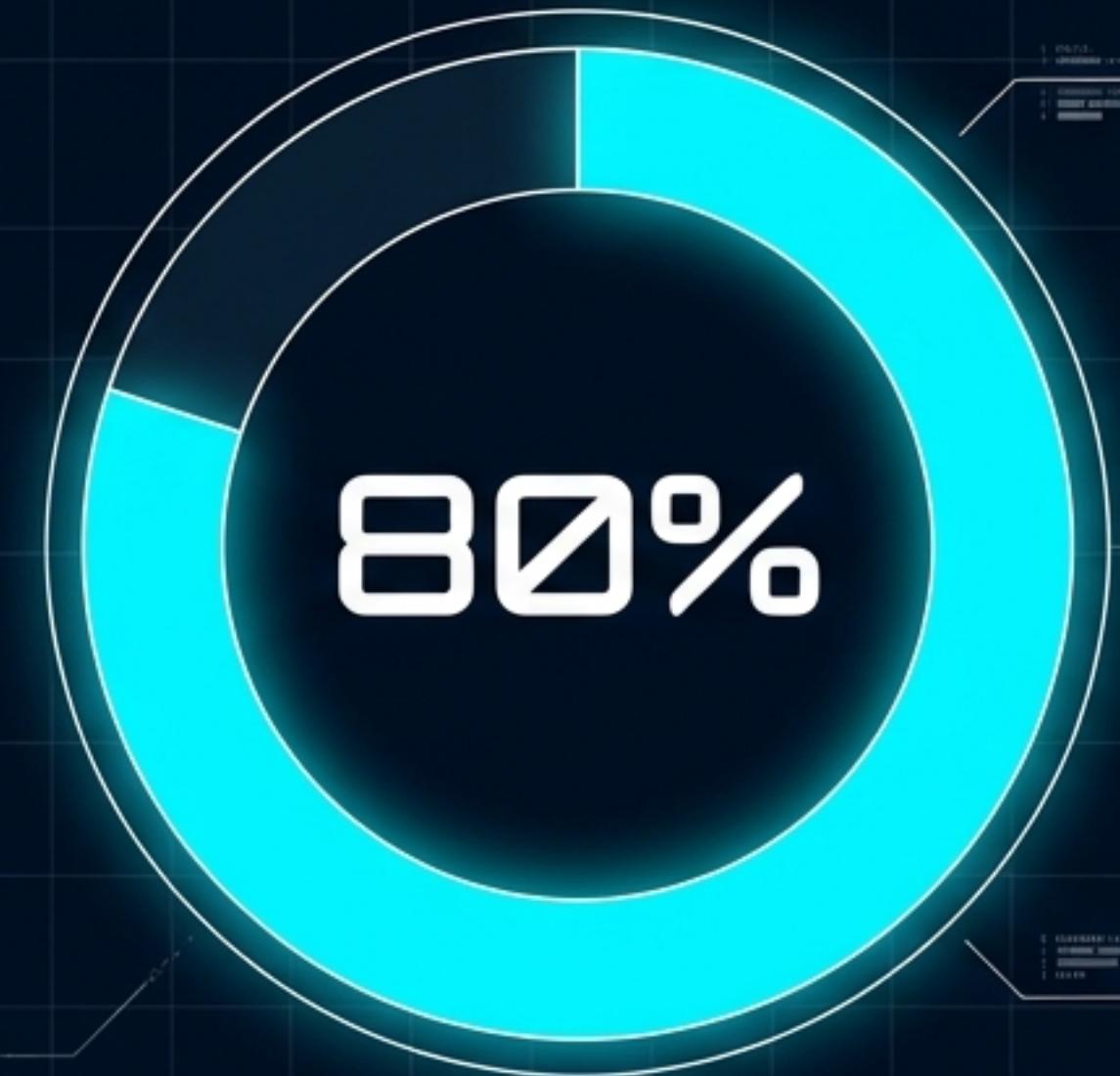
**THE INTERSECTION:**  
Smart systems that understand user behavior to tailor experiences automatically.

## Artificial Intelligence

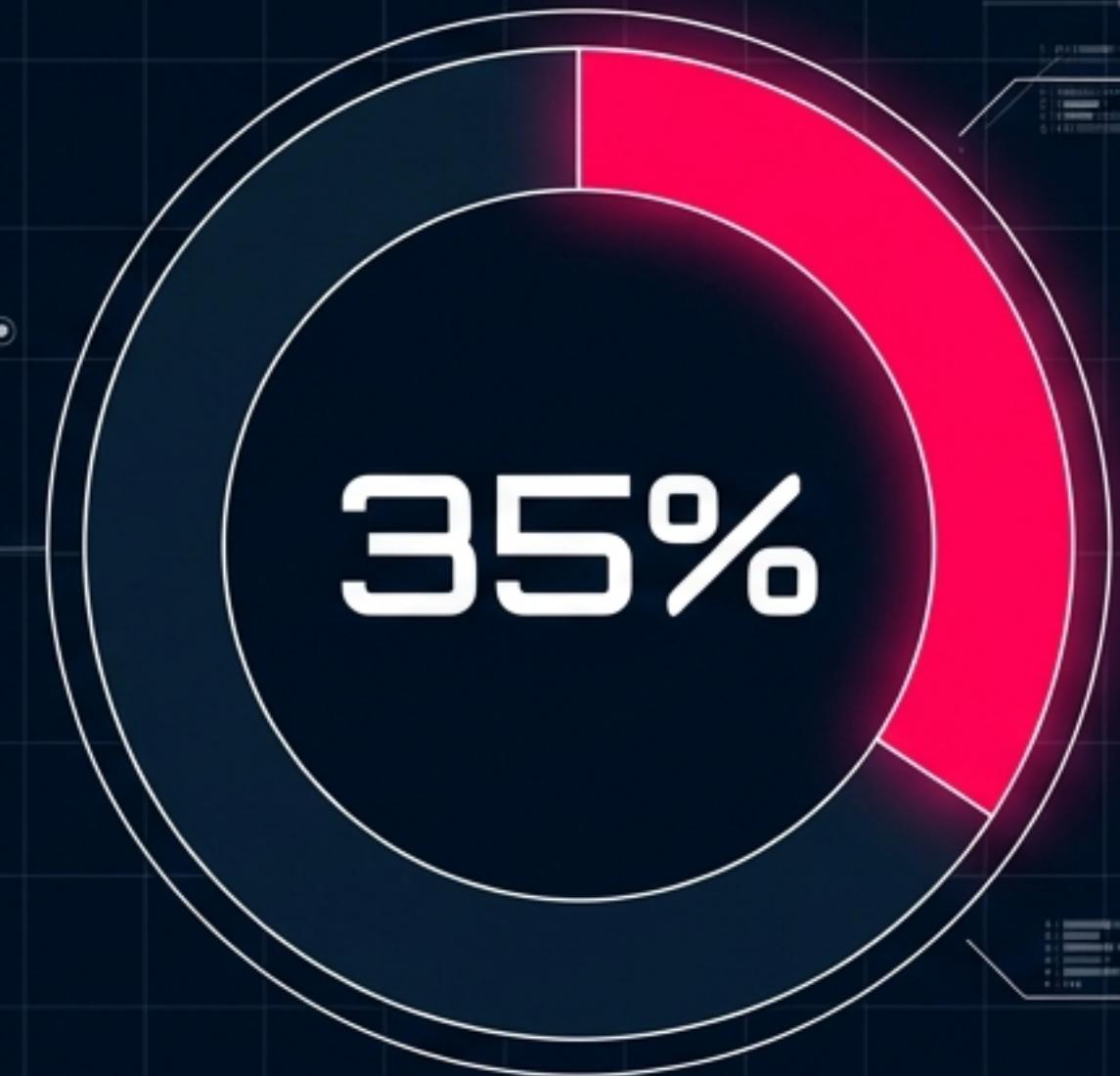
Machines learning from data to predict, personalize, and automate.



# 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.

# 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.

## Breakers:

Gaming corner &  
Photo booth.

# DARE TO SHARE.

## Advice:

Embrace the chaos.



# 11.0

TuniHack 11.0 Starts Now.

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