

Dynamis-solution (PFE BOOK)





Introduction

At Dynamis, we are committed to helping students complete impactful and career-ready Final Year Projects (PFE) through real missions that contribute directly to live platforms and startup development.



Who We Are

- Leading digital agency based in Tunisia
- Specialized in web, mobile, marketing, and blockchain
- Supporting companies in their digital transformation
- Delivering modern and scalable digital solutions



Projects

Project 1

Moutouri.tn

Students will work on upgrading the official Moutouri.tn platform,

Project 2

TunGPT

This project focuses on transforming TunGPT into an AI-powered assistant.

Project 3

Dynamis

A new platform built from scratch to connect:
Founders
Developers
Marketers





Project 1

Moutouri.tn

Student will work on upgrading the official Moutouri.tn platform,

01

Integration of the shop/e-commerce section

02

Product pages, checkout flow, and admin management

03

Implementation of a full security layer (data protection, anti-bot/anti-fraud)

04

Performance optimization & documentation

Objective: Deliver a stable, secure, and functional online shop ready for production.



Project 2

TunGPT

This project focuses on transforming TunGPT into an AI-powered assistant.

01

Integrate advanced AI APIs (LLMs, embeddings, automation tools)

02

Build a modern, responsive chat interface

03

Implement context management & user history

04

Optimize prompts and test UX flows

Objective: Build a fully functional AI chat assistant inside the platform.



Project 3

Founder–Talent Matching Platform

A new platform built from scratch to connect:

Founders
Developers
Marketers

01

Multi-role authentication (founders, devs, marketers...)

02

Profile creation & project posting system

03

Dashboard + messaging system

04

Scalable backend architecture

Objective: Create an MVP connecting startup founders with the right technical and marketing talent.

Marketing Projects

Project 1

Moutouri.tn

Brand repositioning +
e-commerce
marketing strategy

Project 2

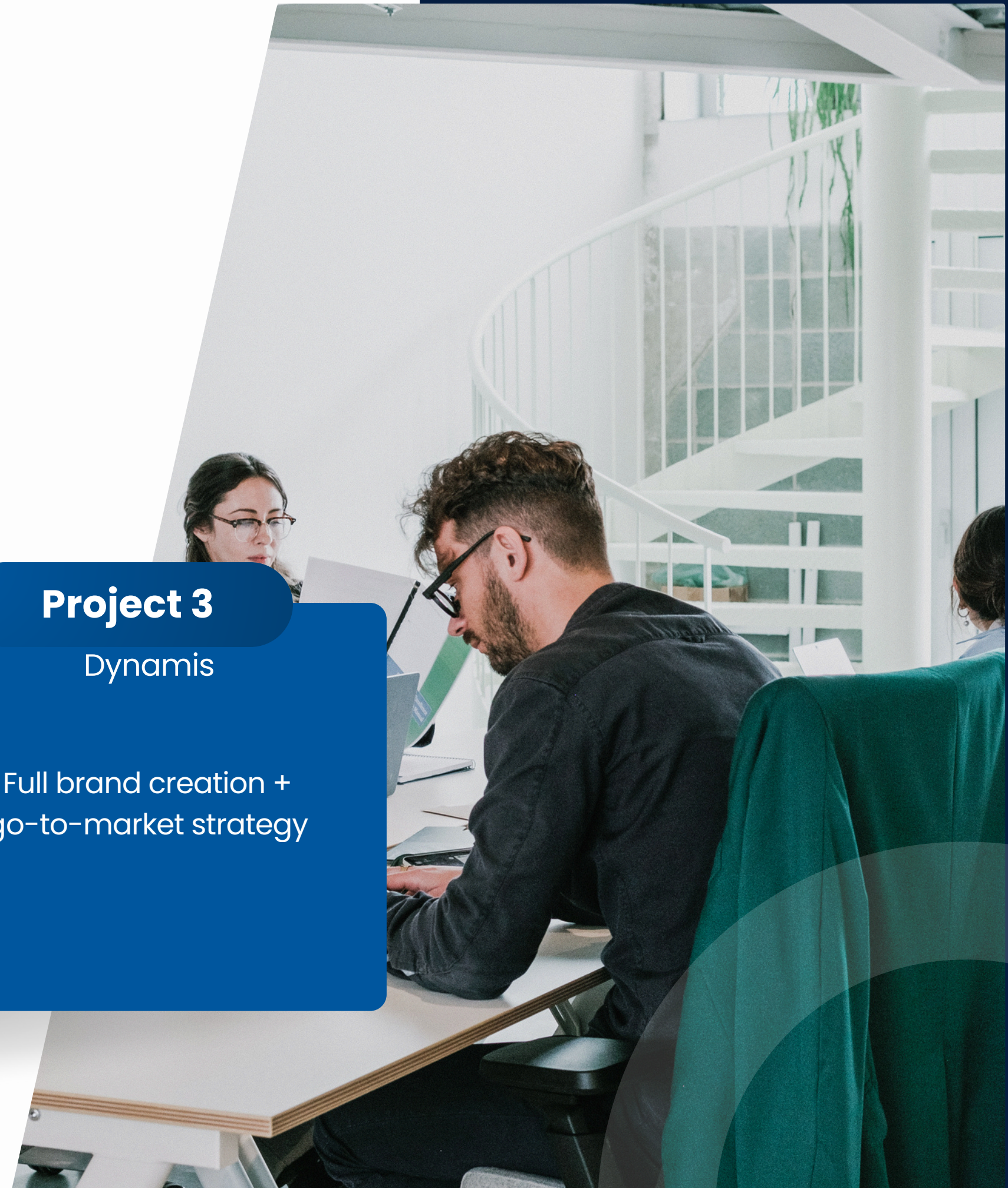
TunGPT

personal branding +
digital communication +
launch plan

Project 3

Dynamis

Full brand creation +
go-to-market strategy



Marketing

Students : 1 Marketer per Project

Each project requires one marketing student to lead the full communication and branding strategy.

Moutouri.tn

- Brand identity creation (colors, messaging, tone)
- Market analysis & competitive positioning
- Social media strategy & content plan
- Launch communication strategy
- User acquisition plan & KPIs

TunGPT

- Brand identity creation (colors, messaging, tone)
- Market analysis & competitive positioning
- Social media strategy & content plan
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- User acquisition plan & KPIs

Dynamis

- Brand identity creation (colors, messaging, tone)
- Market analysis & competitive positioning
- Social media strategy & content plan
- Launch communication strategy
- User acquisition plan & KPIs

- Objective: Ensure every platform has a clear identity, communication strategy, and growth roadmap.





THANK YOU!