

HORIZON

PFE BOOK

Academic year 2025-2026

HORIZON

At a Glance

Creation:	February 2020
App Downloads:	100,000+
Countries:	2
Team:	12+
Industries:	EdTech, Gaming
Markets:	MENA, EU

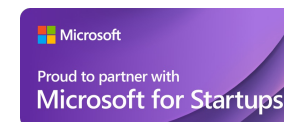
Our Partners



StartupTunisia ooredoo



Eklectic



About Us

Horizon Education is an EdTech company based in Sousse, Tunisia. We make innovative educational products, using the latest in gaming technologies to make learning stick.

Our main project, **Ferid Around the World**, is a mobile and web SuperApp that Arabic kids love. It started with a simple idea: learning should feel like an adventure, not a chore.

We believe **technology can make education better**, not just different. That's why we're here, to help kids fall in love with learning again, one game at a time.



Our Values



Passion



Collaboration



Continuous
Improvement



Innovation
&
Creativity

Why Join Horizon ?

- ★ An internship with the possibility of employment
- ⚙ Mixing passion and work
- +1 Improve your skills
- ✓ Work on impactful projects

How To Apply ?

- 1 Choose your Subject
Email us your Resume & Portfolio
in addition to the topic and subject Number
To: **Carrers@feridaroundtheworld.com**
- 2
- 3 Interview
- 4 Welcome To The Team!

Web Dev & Mobile Dev





Subject #1

SmartLocal Market



Title:

SmartLocal Market:

An AI-Enhanced E-Commerce Platform for Tunisian Small Businesses



Description

- This project develops a national e-commerce platform dedicated to small Tunisian businesses, artisans, and local creators.
- The marketplace offers each seller a personalized online store, enabling customers to shop easily and securely.
- An integrated artificial intelligence module enhances the experience through product recommendations, automated classification, and a virtual assistant for customer support.
- Designed to be modern, reliable, and scalable, the platform addresses the specific needs of the Tunisian market while fostering digital inclusion and economic growth.



Technologies and programming languages

- Visual Code, Github, Slack
- React or Angular, NodeJS, ExpressJS, MongoDB



Required profile

- Strong knowledge in both backend and frontend development
- Solid understanding of object-oriented programming principles
- Algorithmic problem-solving skills at an intermediate to advanced level
- Good knowledge of microservices architecture and distributed system concepts



Internship Type

License, Masters, Engineer



Constraints

On Site, Individual

Subject #2

Sales & Logistics CRM



Title:

Sales & Logistics CRM: A Unified Platform for Leads, Sales & Delivery Operations



Description

- This project focuses on the development of a centralized CRM platform that streamlines lead management, sales workflows, and logistics for different products.
- The system creates a persistent customer database and integrated delivery & logistics management.
- Through optimized workflows across Sales, CEXP, and Logistics teams, the CRM ensures higher efficiency and real-time visibility on all activities.
- The platform is designed to be scalable, secure, and adapted to different local and regional needs.



Technologies and programming languages

- Visual Code, Github, Slack
- Laravel (Backend), Laravel Blade (Frontend), MySQL
- REST APIs (VoIP, SMS/WhatsApp, Delivery)



Required profile

- Strong Laravel backend experience
- Good knowledge of Laravel Blade & frontend integration
- Solid understanding of object-oriented programming principles
- Ability to design scalable database structures and workflows
- Experience with REST API integration
- Intermediate to advanced problem-solving & algorithmic skills
- Knowledge of CRM logic, microservice concepts, and distributed systems is a plus



Internship Type

Masters, Engineer



Constraints

On Site, Individual

Subject #3

Interactive E-Learning Platform



Title:

Interactive Learning Platform for Schools



Description

- A web-based educational platform designed for teachers and schools to create, manage, and share interactive courses for children.
- Teachers can prepare lessons, quizzes, and activities directly on the platform, while students engage with the content through interactive, gamified experiences.
- The system aims to enhance learning outcomes, encourage active participation, and make education fun and accessible for kids.



Technologies and programming languages

- Frontend: React.js or Angular
- Backend: Node.js with MongoDB
- APIs: RESTful or GraphQL
- Collaboration tools: Slack, Email
- Cloud hosting: Azure
- Version control: GitHub,



Required profile

- Experience in web development (React or Angular)
- Familiarity with Node.js and MongoDB
- Understanding of educational content creation and gamification
- Ability to design intuitive user experiences for teachers and students
- Strong problem-solving skills and teamwork
- Creativity in implementing interactive features for kids



Internship Type

Masters, Engineer



Constraints

On Site, Individual

Subject #4

Interactive Learning Mobile App for kids



Title:

Interactive Learning Mobile App for Kids



Description

- A Flutter-based mobile application that complements the Interactive Learning Web platform, allowing children to access interactive courses, quizzes, and learning activities on the go.
- Teachers can manage lessons and content through the common backend, while students engage in gamified learning experiences directly from their mobile devices.
- The app ensures a seamless connection with the web platform, providing synchronized progress tracking and a consistent learning experience across devices.



Technologies and programming languages

- Frontend: Flutter (iOS & Android)
- Backend: Node.js with MongoDB
- APIs: RESTful or GraphQL for data synchronization
- Collaboration tools: Slack, Email
- Cloud hosting: Azure with Docker
- Version control: GitHub,



Required profile

- Experience in Flutter mobile development (cross-platform)
- Understanding of Node.js/MongoDB backend integration
- Familiarity with RESTful/GraphQL APIs
- Ability to implement interactive, gamified learning features
- Creativity in building child-friendly UI/UX
- Strong problem-solving and teamwork skills



Internship Type

Masters, Engineer



Constraints

On Site, Individual

H O R I Z O N E D U C A T I O N

Unity & Game Dev





Subject #5

Game Development



Title:

Mini engine games "Madrasatouna"



Description

Interactive mobile games for educational purposes



Technologies and programming languages

- Unity 2020 LTS
- Adobe Illustrator
- Adobe PhotoShop
- Github
- Slack
- Visual Studio
- Horizon Frameworks



Required profile

- Basic knowledge in unity game dev
- OO programming knowledge
- Mobile Gamer
- Algorithm D level problem solving
- Creativity



Internship Type

License, Masters, Engineer



Constraints

On Site, Individual



Subject #6

Game Development



Title:

Serious Mobile Games



Description

Fully interactive mobile game for educational purposes



Technologies and programming languages

- Unity 2020 LTS
- Adobe Illustrator
- Adobe PhotoShop
- Github
- Slack
- Visual Studio
- Horizon Frameworks



Required profile

- Basic knowledge in unity game dev
- OO programming knowledge
- Mobile Gamer
- Algorithm D level problem solving
- Creativity



Internship Type

License, Masters, Engineer



Constraints

On Site, Individual



Subject #7

Islamic Educational Board Game



Title:

Islamic Educational Board Game



Description

A collaborative Islamic board-style game built in Unity, where children play together on the same device.

Players advance on the board while answering cards from various Islamic topics such as عقيدة, فقه, سيرة, and more. The game promotes learning, teamwork, and cultural understanding through an interactive and playful experience.



Technologies and programming languages

- Unity 2020 LTS
- Adobe Illustrator
- Adobe PhotoShop
- Github
- Slack
- Visual Studio
- Horizon Frameworks



Required profile

- Basic knowledge in Unity game development
- Object-oriented programming knowledge
- Interest in educational or cultural games
- Mobile gamer mentality
- Algorithm D-level problem solving
- Creativity and ability to design fun mechanics



Internship Type

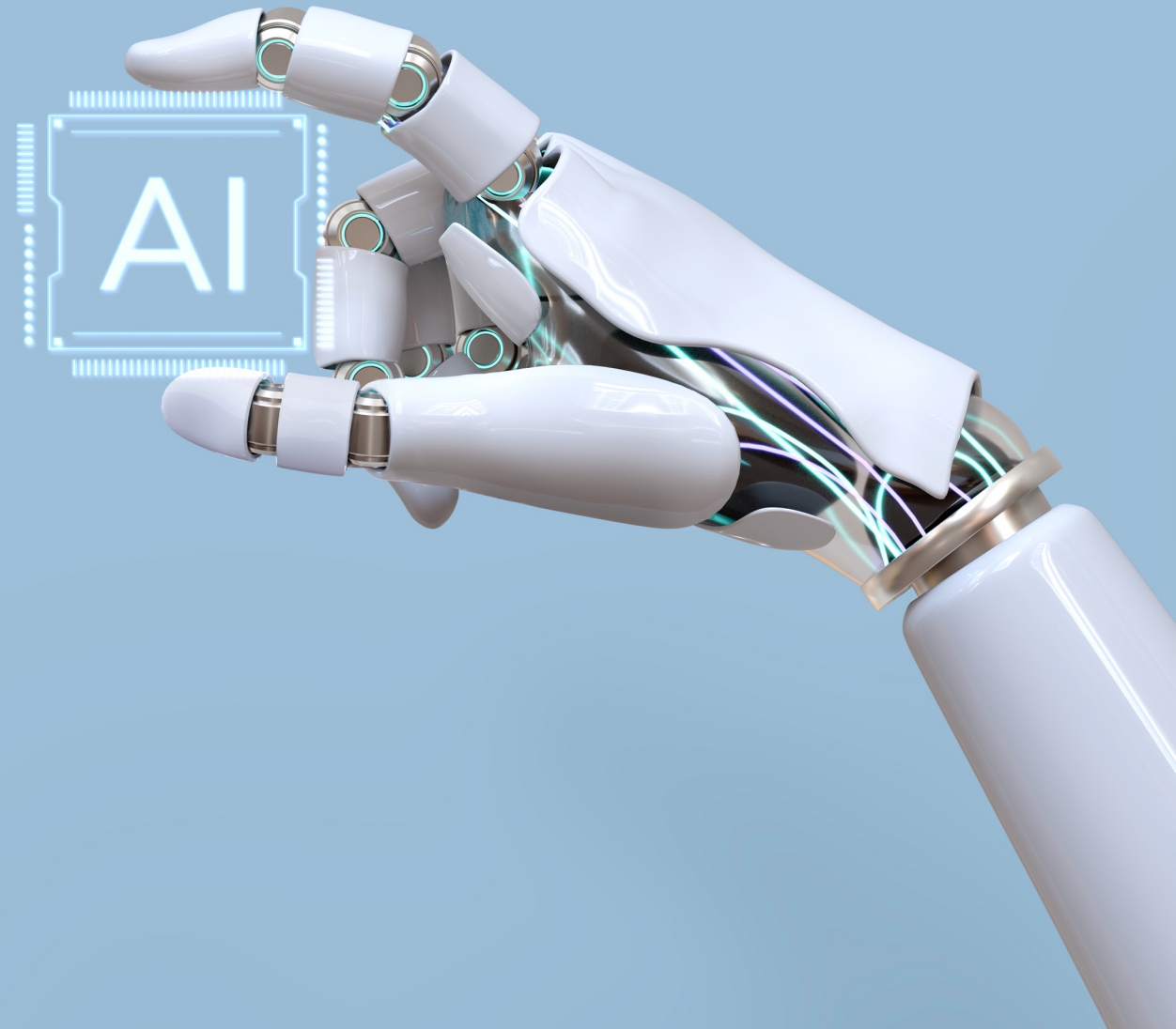
License, Masters, Engineer

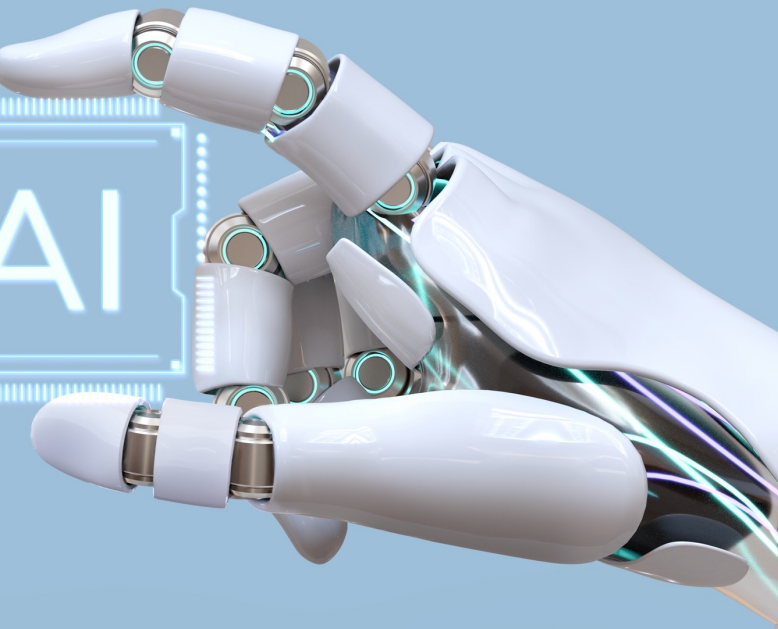


Constraints

On Site, Individual

AI & ML





Subject #8

AI-Powered Smart Parking Detection



Title:

AI-Powered Smart Parking Detection & Mobile App



Description

A complete smart-parking solution combining real-time computer vision and a user-friendly mobile application. Street cameras analyze live video streams to detect vehicles and identify available parking slots using AI. The detected free spots are instantly displayed inside a Flutter mobile app, allowing users to check parking availability before arriving—directly from their car or on the go.

The system aims to reduce parking search time, optimize city traffic flow, and offer an efficient, modern parking experience.



Technologies and programming languages

- Python (AI & Computer Vision)
- OpenCV / TensorFlow / PyTorch
- Flutter (mobile application)
- Any backend Framework + PostgreSQL
- REST APIs
- GitHub
- Slack
- Visual Studio Code
- Cloud hosting (Azure)



Required profile

- Basic knowledge of Python and AI (object detection, segmentation, tracking)
- Understanding of computer vision pipelines
- Familiarity with Flutter mobile development
- Good problem-solving and analytical skills
- Ability to integrate AI outputs with mobile apps
- Creativity in building intelligent user experiences



Internship Type

Masters, Engineer



Constraints

On Site, Individual

H O R I Z O N E D U C A T I O N

Marketing & Sales





Subject #9

Content Creation: Storytelling Specialist



Title:

Content Creator – Storytelling Specialist



Summary

The Storytelling Content Creator is responsible for shaping the brand's voice and narrative identity. They create scripts, stories, characters, and educational scenarios that make the app engaging, memorable, and emotionally meaningful for kids. Their work brings the startup's mission to life across all digital platforms.

This role allows students to explore emotional marketing, content psychology, virality mechanisms, and narrative techniques. It is ideal for research on why people watch, remember, and share content. It also provides concrete performance data, making it perfect for academic work combining creativity + analytics.



Key Missions (Thesis-Friendly):

- Develop engaging scripts & narratives (Dialogues, story arcs, emotional hooks, character development).
- Adapt storytelling across platforms: TikTok: Fast, emotional, trend-based stories, Instagram: visual, aesthetic, community-driven. YouTube: Educational, long-form storytelling.
- Experiment with content psychology (Hooks, pacing, emotional triggers, relatability, humor).
- Create insights & dashboards using Storytelling data to guide future content decisions.

Thesis topic students can explore

"The impact of emotional storytelling on audience retention in educational short-form content."



Subject #9

Content Creation: Storytelling Specialist



Required profile & core skills

- Good writing skills, especially for short scripts, narratives, and educational storytelling.
- Basic understanding of storytelling techniques (hooks, structures, emotional arcs).
- Ability to adapt tone and vocabulary for children's content.
- Creativity in generating narrative ideas for videos, reels, and animated scripts.
- Curiosity about audience psychology and content virality.
- Ability to collaborate with designers and all the teams.
- Willingness to learn video scripting and content planning.

Requirements for Internship Students

- Final-year bachelor or master student in Marketing ,Literature, Media, Communication, or related fields.
- A writing sample or small storytelling portfolio (even student-level).
- Interest in social media content and children-focused storytelling.
- Motivation to experiment with trends, learn viewer psychology, and analyze content performance.



Subject #10

Content Creation: Digital Marketing Specialist



Title:

Content Creation – Digital Marketing Specialist



Summary

The Digital Marketing Content Creator transforms marketing objectives into high-performing content across all platforms. They produce videos, visuals, carousels, educational posts, and promotional materials designed to attract, convert, and retain users. Operating at the intersection of creativity, analytics, and strategy, they ensure every piece of content supports the startup's growth and communicates effectively with parents, kids, and educators.

You will learn how **real digital strategies are built**: testing formats, analyzing performance data, adapting content to algorithms, and crafting messages that drive conversions. This role is ideal for exploring how **marketing theory becomes practical content** that reaches thousands of users daily especially in the fast-evolving children's and EdTech markets.



Key Missions (Thesis-Friendly):

- Create performance-driven digital content Produce visuals, ads, and promotional materials optimized for engagement and reach.
- Apply SEO and algorithm optimization Use keyword research, metadata optimization, and trend monitoring to increase discoverability.
- Build and maintain content calendars Plan, schedule, and coordinate publication across all marketing channels.
- Collaborate with the Educational team Produce educational digital assets aligned with curriculums and learning objectives.

Thesis topic students can explore

"How data-driven content creation and platform optimization influence growth and user acquisition in digital-startups."



Subject #10

Content Creation: Digital Marketing Specialist



Required profile & core skills

- Basic understanding of social media algorithms, KPIs, and content performance.
- Ability to create simple but effective digital assets (using Canva, CapCut, or similar tools).
- Good sense of timing, trends, and platform-specific best practices.
- Ability to plan and schedule posts with an editorial calendar.
- Curiosity for data (reach, engagement, retention) and willingness to learn analytics.
- Creativity in proposing campaigns adapted to children and parents.

Requirements for Internship Students

- Final-year student in Digital Marketing, Communication, Business, Media, or equivalent fields.
- Basic familiarity with TikTok, Instagram, and YouTube content formats.
- Interest in growth marketing, content optimization, and trend analysis.
- Ability to work with the storytelling creator and graphic designer.
- Motivation to test ideas, analyze results, and build digital strategies for the thesis.



Subject #11

Data Analyst



Title:

Data Analyst – Marketing



Summary

The Data Analyst transforms raw numbers into strategic insights. They study traffic, conversion rates, retention, user behavior, and campaign performance to help the company grow efficiently.

This role is a goldmine for students interested in data , predictive modeling , consumer behavior , and marketing optimization . It offers access to real datasets, performance metrics, and business-impact research.



Key Missions (Thesis-Friendly):

- **Performance dashboards** Build dashboards with metrics such as campaign performance, conversion rate, retention funnels.
- **Behavior analysis & segmentation** Identify patterns: which users convert, why they drop, when they engage.
- **A/B testing & hypothesis validation** Run experiments to validate pricing, messaging, design, and content formats.
- **Predictive modeling** Forecast trends, identify high-intent leads, predict drop-off points.

Thesis topic students can explore

“Data-driven optimization of marketing funnels in digital education platforms.”



Subject #11

Data Analyst



Required profile & core skills

- Understanding of digital marketing analytics, including basic familiarity with web analytics platforms and campaign performance metrics.
- Solid grasp of key marketing KPIs and methodologies (e.g., CTR, conversion rates, funnel analysis, customer segmentation).
- Ability to create clear data visualizations or dashboards using tools such as Power BI, or Google Data Studio, or any other related tool.
- Familiarity with CRM systems or marketing automation tools gained through coursework, internships, or university projects.
- Awareness of consumer behavior concepts and data-driven marketing strategies.

Requirements for Internship Students

- Final-year student pursuing a degree in Data Science, Marketing Analytics, Statistics, Economics, Computer Science, Business Analytics, or a related quantitative field.
- Academic projects, internships, or coursework demonstrating experience in analyzing marketing, digital, or customer data.
- Ability to present analytical findings clearly through reports, visualizations, or project presentations.
- Previous experience collaborating on group projects or working with cross-functional teams (e.g., marketing, business, or tech teams) is considered an advantage.



Subject #12

B2C Sales



Title:

B2C Sales Internship



Description

As a B2C Sales Intern, you will contribute to our direct-to-consumer sales operations and help us grow our customer base across Tunisia. Your role will involve engaging with potential clients, presenting the value of the product, understanding customer needs, and supporting our in-house call center team. You will also assist in analyzing sales performance, identifying improvement opportunities, and contributing to the optimization of our sales processes.



Required profile

- Manage and follow up with inbound leads generated through Meta ads and other channels.
- Communicate with clients & leads to explain the product, features, and value.
- Support the sales team in closing deals and ensuring a smooth purchase flow.
- Participate in customer satisfaction calls and feedback collection.
- Assist in daily reporting, CRM updates, and performance tracking.
- Collaborate with the marketing and operations teams to improve conversion rates.



Hiring possibility

YES



Training Period

Between 3 and 6 months

HORIZON EDUCATION

Graphic Design



Subject #13

Graphic Design



Title:

Graphic Design: Creative Visual Architect



Description

The Graphic Designer is the visual storyteller of the company. Translating ideas into meaningful, high-impact visuals that strengthen the brand's presence across all platforms. Working at the intersection of creativity, digital strategy, and visual communication, they ensure the brand remains consistent, modern, and engaging.

Instead of building the brand identity from scratch, you will elevate and expand an existing visual universe. You will adapt established brand guidelines into fresh digital assets, explore new creative formats, and contribute to visuals that reach users every day.



Key Missions (Thesis-Friendly):

- Refine and evolve the existing brand identity (update components, extend guidelines, maintain visual consistency)
- Create compelling graphic assets for social media, ads campaigns, and website.
- Produce motion design and short animations to support marketing and storytelling needs.
- Apply design psychology and UX principles to improve visual clarity, engagement, and emotional impact.
- Ensure cross-platform coherence by adapting visuals for different audiences and formats.

Thesis topic students can explore

"How refined visual identity and consistent design systems enhance consumer engagement in digital-Product startups."

Subject #13

Graphic Design



Required profile & core skills

- Intermediate mastery of Adobe Creative Suite (Illustrator, Photoshop).
- Understanding of visual identity systems and ability to work within existing brand guidelines.
- Knowledge of color theory, typography, and visual hierarchy.
- Interest in motion design and willingness to learn animation tools.
- Sensitivity to designs for children (simplicity, emotion, color psychology).
- Ability to organize files, follow briefs, and respect deadlines.
- Curiosity and creativity in proposing visual improvements.

Requirements for Internship Students

- Final-year student in Graphic Design, Design Arts, Visual Communication, Multimedia or equivalent.
- A portfolio (student-level) showing creativity, good taste, and basic technical skills.
- Interest in digital content creation for social media and educational platforms.
- Motivation to learn, iterate, and collaborate with marketing and storytelling teams.

Join Us

We are looking for **Innovators**, **Different thinkers**, and **Creative** minds to join our team.

Join us for your PFE internships, by sending your applications to

Carrers@feridaroundtheworld.com

The deadline for submitting applications is **15/01/2026**

Want to reach **Your Horizons** ?

Contact Us



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