

# DEFENDR

## PFE BOOK 2026

Your Esports AREA

[www.defendr.gg](http://www.defendr.gg)

# Themes

1. **Marketing**
2. **Design**
3. **Software Development**
4. **Business Development**



# DEFENDR

**A platform designed for:**

- **Players/Teams:** Showcase talent and climb the ranks.
- **TOs including brands:** Manage tournaments effortlessly.
- **Spectators:** Engage and enjoy a competitive scene.

**Key features:** Tournament management, leaderboards, player profiles, and gamification elements.

# Why DEFENDR ?

## **Addressing gaps in the esports market:**

- Lack of accessible opportunities for players/teams.
- Limited tools for small-scale organizers.
- No unified platform for the region's esports.

# Topic 1: Web Development for DEFENDR

## Objectives:

- Building on previous codes and delivering updated code and libraries.
- Fixing errors and bugs.
- Cooperate with UI/UX team.
- Coding features from scratch using components based on the project.
- Ensure a fluid communication and synergy.

## Technology Stack:

- Next.js, Node.js, MongoDB, Express.js.

# Topic 2: Web3 Development & Blockchain Architecture

## Objectives:

- Integrate Web3 functionalities within the platform to enable decentralized features (e.g., digital ownership, token rewards, NFTs).
- Use the Hedera Network (HBAR) for secure, scalable, and eco-friendly blockchain operations.
- Enable smart contract-based tournament payouts, asset verification, and community governance (DAO).

## Architecture:

- **Frontend:** Next.js for UI and wallet integration (e.g., HashPack or Blade wallet).
- **Backend:** Node.js + Express.js for managing smart contract interactions .
- **Database:** MongoDB for off-chain data
- **Blockchain Network :** Hedera Hashgraph for handling token transactions, NFTs, and smart contracts with high speed and low fees.

# Topic 3: Intelligent Chatbot (AI) Development

## "Guardian"

### Objectives:

- Build a chatbot to answer user questions about tournaments, profiles, and features.
- Implement AI and Natural Language Processing (NLP) algorithms for understanding user context.
- Integrate the chatbot into DEFENDR (web and mobile app).
- Test and evaluate the chatbot's ability to provide accurate and helpful responses.

### Architecture:

- **Frontend:** Next.js for creating the chatbox interface.
- **Backend:** Node.js + Express.js for handling NLP requests and data.
- **Database:** MongoDB to store interactions and improve chatbot learning.



# Topic 4: IA generative for images and blogs

## Objectives:

- Develop an AI system capable of generating tournament posters and blog articles automatically.
- Train and integrate image generation models to create visual assets (posters, banners, thumbnails) for organizers.
- Use NLP models to produce high-quality blog content, news, and tournament summaries.
- Evaluate the creativity, accuracy, and relevance of generated visuals and texts.

## Architecture:

- AI Models:
- Image Generation: Stable Diffusion or DALL·E API for poster and banner creation.
- Text Generation: GPT-based model for blog articles, headlines, and summaries.
- Storage: AWS S3 / Cloudinary for storing and serving generated images and published blogs.



# Topic 5: Admin Dashboard Development

## Objectives:

- Centralize platform management for efficient oversight.
- Provide tools to monitor users and resolve issues.
- Manage blogs and CMS for consistent content quality.
- Ensure security with role-based access and audit logs.
- Use analytics to guide strategic improvements

## Technology Stack:

- **Frontend:** Next js for user-friendly dashboard interfaces.
- **Backend:** Node.js + Express.js for managing admin features.
- **Database:** MongoDB for data storage and analytics.

# Topic 6: Community Manager

## Objectives:

- Setting & implementing social media and communication campaigns to align with marketing strategies
- Providing engaging text, image and video content for social media accounts
- Responding to comments and customer queries in a timely manner
- Collaborate with other team members and stakeholders

## Skills required :

- Proficient understanding of social media platforms.
- Experience launching community initiatives (e.g. building an online forum, launching an ambassador program, creating an event series and writing an email newsletter)

# Topic 7: SEO

## Objectives:

- Begin identifying opportunities for on-page optimization.
- Conduct keyword analysis and competitor research.
- Collaborate with content creators to enhance SEO-friendly content.
- Address technical issues affecting site performance.
- Analyze website performance using analytics tools.
- Create reports on key SEO metrics and trends.

## Skills required :

- **Keyword Mastery:** Proficient in researching and selecting relevant keywords for content optimization.
- **Technical Proficiency:** Adept at identifying and resolving technical SEO issues to improve website performance.
- **Content Optimization:** Skilled in creating and optimizing content for SEO, including on-page elements.



# Topic 8: User Experience Optimization

## Objectives:

- **Analyze the user journey:** Identify strengths and weaknesses in how users interact with DEFENDR.
- **Understand user expectations:** Gather both qualitative (descriptive) and quantitative (numerical) data on user needs.
- **Propose optimization plans:** Improve processes, tools, and interactions to create a smooth user experience.
- **Set KPIs:** Define key performance indicators to measure and track the quality of the user experience.

## Eligible Students:

- Marketing or UX/UI Design students

# Topic 9: Graphic designer

## Objectives:

- Develop high-impact visuals that align with DEFENDR's branding and esports identity.
- Design assets for digital campaigns, tournaments, and partnerships with a consistent and modern visual language.
- Ensure brand consistency across all visual materials — including social media, web, merchandise, and events.
- Elevate user engagement and brand perception through storytelling, visual motion, and aesthetic innovation.

## Requirements & Skills:

- Portfolio required
- Strong understanding of composition, color theory, and typography.
- Understanding of branding principles and maintaining consistent identity.
- Awareness of modern design trends and ability to adapt style per project goals.

# Topic 10: Business developer

## Objectives:

- Helping the business obtain better brand recognition and financial growth.
- Implement and coordinate the company's business plan.
- Deploy new growth levers for the company.
- Reviewing current market trends and proposing new business ideas to improve revenue.
- Coordinate with the sales and marketing departments.

## Skills required :

- Demonstrated ability in business-to-business (B2B) sales.
- Verbal and written communication skills (English French and Arabic).
- Proficiency with word processing, spreadsheet and presentation software.



# Topic 11: Implementation of a Marketing Automation System

## Objectives:

- **CRM Configuration:** Set up and configure a CRM tool to automate marketing campaigns.
- **Workflow Automation:** Develop automated workflows for email campaigns and lead scoring.
- **Integration:** Connect the CRM with existing marketing tools like social media platforms and Google Analytics.
- **Performance Analysis:** Track and analyze campaign KPIs to enhance effectiveness.

## Eligible Students:

- Students in Digital Marketing, Computer Science, or Information Systems Management.

# Topic 12: Cyber Security

## Objectives:

- Protect user accounts, personal data, and tournament information from unauthorized access.
- Secure all financial operations, including cash payouts, e-wallet transactions, and in-platform tokens.
- Prevent common cyber threats (DDoS, injection attacks, phishing, account takeover, bots).
- Implement strong authentication and identity protection (MFA, device management, session security).
- Maintain encrypted, compliant, and privacy-respecting data storage across web and mobile.
- Provide real-time security alerts and incident workflows for admins and moderators.

# What you need to know

- Our locations are **The dot , lac 2 or WSHT**.
  - We are a startup full of motivated and experienced youth.
  - **Free** soft , hard and personal development skills trainings.
  - **Recruitment process** will be communicated via Email.
  - Each operation is led by a **dedicated expert** in its respective field only the **Web3** Integration System is a collaborative learning process .
  - We are **serious** about the work, so be serious and let's have fun.
- (Always make sure to check your spam folder in your email)
- We evaluate you based on your skills not experience only.

If you have any questions don't hesitate to approach us:  
via email : **contact@defendr.gg**  
via Whatsapp : **+216 56495975**



# HOW TO APPLY

**To apply for your Final Year Project (PFE) with DEFENDR, please carefully follow the instructions below:**

## **1. Prepare Your Documents**

**CV:** Updated and in PDF format ([Europass](#)).

**Cover Letter:** Briefly explain your motivation, your chosen topic, and why you'd like to join DEFENDR.

**Portfolio :** to show how serious you are on the field .

## **2. Send Your Application**

By visiting **<https://defendr.gg/jobs>**

Then fill the form and choose your subject and submit your application .

## **3. Submission Deadline**

- All applications must be submitted before January 31st, 2025.
- Late or incomplete submissions may not be considered.

**DEFENDR**

**Thank  
you**

**Contact@defendr.gg**  
**+216 56495975**

**Scan me**



**30 €**