Rendoo.ai
PFE Excellence Book

Bridging Tunisian Academic Excellence
with Real-World Product Building

Message from the Founders

Rendoo.ai was created with a simple belief: talent exists everywhere, opportunity does not.

As founders, we strongly believe that the Projet de Fin d'Études (PFE) is not just an academic requirement. It is often the first real encounter between a student and the professional world: real users, real constraints, real decisions.

Through this book, we want to highlight serious, concrete PFEs carried out with high technical standards, product thinking, and delivery responsibility. These projects reflect how we work at Rendoo: pragmatic, product-driven, and impact-oriented. This book is addressed to students, universities, and companies who believe that learning is strongest when theory meets execution.

Who We Are

Rendoo.ai is a technology-driven company building scalable B2C and B2B digital products in the leisure, sports, and team-building ecosystem. Our work combines product thinking, solid engineering practices, and data-driven decision-making.

Our Teams

Rendoo.ai relies on experienced professional teams working closely together:
- ✓ Engineering team focused on quality, scalability, and reliability
- ✓ Product team driven by user value, business impact, and continuous discovery
- ✓ Delivery & QA practices aligned with real industry standards

These teams actively frame, guide, and support interns and future hires throughout their projects, ensuring exposure to real-world constraints and expectations.

Opportunities & Recognition

PFEs at Rendoo.ai are treated as real professional engagements.
- ✓ Clear objectives and evaluation criteria are defined at the start
- ✓ **Compensation** is provided to students who successfully meet their internship objectives
- ✓ Top-performing students may receive **hiring opportunities** based on performance, mindset, and alignment with Rendoo.ai values

PFE 1 – Advanced QA and Debugging Automation System for Rendoo.ai Applications

Context

Rendoo.ai operates multiple web and backend applications that evolve rapidly through continuous development. Ensuring application stability and performance across environments is a constant challenge.

Manual QA and post-release debugging consume significant developer time and often delay deployments. Rendoo.ai needs a robust, automated system to detect, trace, and manage application issues early in the development cycle.

Objectives

Design and implement a complete QA and debugging automation system that supports developers in identifying, reproducing, and fixing issues faster.

The solution should centralize monitoring, automate test execution, and provide a clear visualization of issues and their root causes.

Main Tasks / Methodology

1. Audit & Benchmark: Analyze current QA and debugging workflows, identify bottlenecks, and benchmark industry tools (Playwright, Cypress, Sentry, Datadog, etc.)
2. Monitoring & Logging:
   - Implement a unified logging and error-tracking system across Rendoo.ai applications
   - Add metrics collection (performance, uptime, resource usage)
3. Test Automation Framework:
   - Design automated functional and regression tests
   - Integrate them with CI/CD pipelines (GitHub Actions, GitLab CI, or Jenkins)
4. Debugging Dashboard:
   - Create a centralized interface for tracking bugs, logs, and metrics
   - Enable developers to reproduce issues easily using snapshots or recorded sessions
5. Deployment & Validation:
   - Deploy the system in staging/production
   - Measure impact on issue resolution time and release stability

Expected Deliverables

- Functional QA and monitoring system
- Automation scripts and CI/CD integration
- Debugging and issue-tracking dashboard
- Documentation and test reports

Required Skills / Profile

- Strong background in software engineering or DevOps
- Experience with CI/CD tools, Docker, Kubernetes
- Knowledge of automated testing frameworks (Playwright, Cypress, Selenium)
- Familiarity with observability tools (Grafana, Prometheus, Sentry, ELK stack)

Added Value for Rendoo.ai

This project will reduce production incidents, improve testing reliability, and accelerate delivery cycles providing a stable foundation for future AI and B2B product development.

PFE 2 – B2B Integration Engine: AI-Powered Workflow Connector for Partners

Context
Rendoo.ai aims to strengthen its B2B offering by enabling partners (agencies, companies, SaaS vendors) to connect their tools easily with the Rendoo.ai platform. Currently, integration requires manual adaptation, which slows down onboarding.

Objectives
Design and develop an extensible B2B integration engine that allows partners to connect external systems (CRM, ERP, analytics tools, etc.) and automate workflows powered by Rendoo.ai.

Main Tasks / Methodology
o   Identify top partner integration use cases
o   Design an API gateway or "connector SDK"
o   Implement a few sample connectors (e.g., HubSpot, Salesforce, or Airtable)
o   Integrate AI features to recommend or automate workflows
o   Ensure security, scalability, and documentation

Expected Deliverables
•   Integration engine (PoC or MVP)
•   Two working connectors
•   Developer documentation and SDK guide

Required Skills / Profile
- Full-stack or backend engineering
- REST/GraphQL APIs, OAuth, webhook systems
- Understanding of enterprise SaaS architectures

Added Value for Rendoo.ai
~~Accelerates B2B partnerships, reduces integration costs, and opens new commercial opportunities via a standardized~~ connector ecosystem.

PFE 3 – B2C Go-to-Market Strategy and Growth Playbook for Rendoo.ai

Context
Rendoo.ai seeks to expand its footprint in the B2C market by offering AI-based solutions directly to end users. A structured go-to-market (GTM) plan is required to identify the right audiences, value propositions, and acquisition channels.

Objectives
Design and test a complete B2C go-to-market and growth strategy for Rendoo.ai, from market analysis to real acquisition experiments.

Main Tasks / Methodology
- Analyze the B2C AI tools landscape (competitors, pricing, value proposition)
- Define target personas and positioning
- Design and test acquisition campaigns (SEO, social, paid ads, content marketing)
- Measure KPIs (CAC, conversion, retention)
- Produce a detailed GTM and growth playbook

Expected Deliverables
- Market analysis report
- Growth playbook and marketing funnel
- Experimental campaign results with metrics

Required Skills / Profile
- Marketing, business analytics, or growth hacking background
- Familiar with digital tools (Google Ads, Meta, HubSpot, etc.)
- Analytical and creative mindset

PFE 4 – Building a Strong B2B Brand and Communication Strategy for Rendoo.ai

Context
Rendoo.ai seeks to expand its footprint in the B2C market by offering AI-based solutions directly to end users. A structured go-to-market (GTM) plan is required to identify the right audiences, value propositions, and acquisition channels.

Objectives
Define and implement a communication strategy that strengthens Rendoo.ai's B2B brand awareness and credibility.

Main Tasks / Methodology
- Benchmark top AI SaaS brands and their messaging
- Define brand positioning, tone of voice, and key messaging pillars
- Create a B2B brand book (visual identity, content strategy, templates)
- Design a pilot campaign (LinkedIn, email, or webinar)
- Measure engagement and brand perception

Expected Deliverables
- B2B brand book
- Communication assets (content samples, visuals, copy)
- KPI-based performance report

Required Skills / Profile
- Communication, digital marketing, or branding background
- Graphic design or copywriting experience a plus
- Strategic and creative mindset

PFE 5 – Community Building and Engagement Strategy for Rendoo.ai

Context
To compete in the growing AI software ecosystem, Rendoo.ai needs a solid and consistent B2B identity that resonates with professional clients, partners, and investors.

Objectives
Define and implement a communication strategy that strengthens Rendoo.ai's B2B brand awareness and credibility.

Main Tasks / Methodology
- Benchmark top AI SaaS brands and their messaging
- Define brand positioning, tone of voice, and key messaging pillars
- Create a B2B brand book (visual identity, content strategy, templates)
- Design a pilot campaign (LinkedIn, email, or webinar)
- Measure engagement and brand perception

Expected Deliverables
- B2B brand book
- Communication assets (content samples, visuals, copy)
- KPI-based performance report

Required Skills / Profile
- Communication, digital marketing, or branding background
- Graphic design or copywriting experience a plus
Strategic and creative mindset

Added Value for Rendoo.ai
 Creates a professional, coherent, and distinctive brand image to support B2B sales and partnerships.

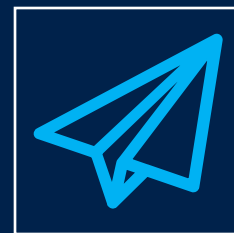**Centre Urbain Nord**

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