

OPTO

PFE BOOK

JOIN TO BUILD

2026

www.opto.tn

AGENDA

- About OPTO
- Our PFE topics
- Why apply to OPTO
- How to join OPTO

ABOUT OPTO

OPTO is a sports-tech startup that designs tailor-made digital products for clubs, academies and sports organizations. We help sports brands to structure themselves, digitalize and perform thanks to modern and useful solutions.



OUR PFE TOPICS

OPTO's first Interns Program is an open door for builders, not spectators.

If you're looking for a place to learn by doing and create impact from day one , you're in the right place.

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PROJECT #1: GROWTH FOR SOCIAL GAME

Context

Building a social game designed to create interaction, competition, and community.

The challenge is not only to improve the game but to make people play, stay, and invite others.

Objectives

- Build an active community around it
- Create viral growth loops
- Improve player retention
- Prepare the ground for monetization

Main Tasks

- Define the game's positioning, target audience, and core message
- Build a strong storytelling and social narrative
- Design viral mechanics (referrals, challenges, sharing, rankings)
- Launch organic acquisition strategies
- Animate and grow the player community (social platforms)
- Track key metrics (DAU, retention, virality)
- Run experiments, analyze results, and iterate continuously

Role:

Marketer / Growth Strategist (B2C)

PROJECT #2: ERP / CRM (AI-POWERED)

Context

Many companies collect data but rarely use it. Traditional ERP and CRM systems are complex, rigid, and under-used. This project aims to build a conversational ERP / CRM where decision-makers can simply ask questions and instantly get business insights.

Objectives

- Build a functional ERP / CRM MVP
- Enable natural language queries over business data
- Simplify access to key insights for non-technical users
- Create a scalable and modular architecture

Main Tasks

- Analyze business workflows and data needs
- Design the ERP / CRM data model
- Build backend services and APIs
- Integrate AI / NLP for conversational queries
- Develop a chat-based interface and admin dashboard
- Test, optimize, and iterate the product

Role:

Full-Stack Developer / AI Engineer

PROJECT #3: DIGITAL SCOUTING PLATFORM

Context

Building a digital scouting platform to connect talent with clubs and agents, leveraging performance stats, videos, and coach evaluations.

Objectives

- Build a functional MVP to manage player profiles, stats, and videos
- Enable coaches to evaluate players and provide feedback
- Allow clubs and agents to shortlist and contact talent
- Create a scalable system for multi-region use

Main Tasks

- Design database for players, clubs, evaluations, and videos
- Build web/mobile interface for players, coaches, and clubs
- Implement video upload & performance tracking
- Add search, filter, and ranking features
- Test with sample users and iterate based on feedback

Role:

Full-Stack Developer

PROJECT #4: MODULAR CMS

Context

Many academies and organizations manage content, events, and programs manually.

OPTO needs a flexible CMS that can handle multiple products internally.

Objectives

- Build a CMS platform for internal OPTO products
- Make it modular so it can be adapted for different academies or organizations
- Allow easy management of content, users, events, and data
- Ensure scalability and multi-tenant usage

Main Tasks

- Design database and architecture for multi-product support
- Build user-friendly admin dashboard for content and user management
- Implement role-based access (admins, coaches, staff)
- Create modules for events, schedules, content, and notifications
- Test internal workflows and iterate based on feedback
- Document for external deployment and onboarding

Role:

Full-Stack Developer

PROJECT #5: FINANCE TRACK

Context

To grow sustainably, products require clear financial visibility, strong pricing models, optimized cash flow, and well-defined monetization strategies

Objectives

- gain clear visibility on revenues, costs, and cash flow
- support decision-making with financial KPIs and dashboards
- design pricing and subscription models for OPTO products
- forecast financial performance and growth scenarios
- optimize payment and cash collection processes
- define sustainable monetization strategies

Main Tasks

- define and track key financial KPIs
- build revenue, cost, and cash flow dashboards
- design pricing and subscription models
- create financial forecasts and growth scenarios
- analyze payment flows (cash, wallet, subscriptions)
- recommend monetization strategies for sport tech products

Role:

Financial Analyst / Business Analyst

PROJECT #6: BRAND & SOCIAL MEDIA

Context

To stand out, companies need a strong visual identity, consistent storytelling, and high-quality content on social media.

Objectives

- strengthen OPTO's visual identity
- build a consistent brand image across social platforms
- create engaging and professional content
- increase visibility and brand recognition

Main Tasks

- design social media visuals and short videos
- maintain brand consistency (colors, fonts, tone)
- create content for LinkedIn, Instagram, TikTok
- collaborate with marketing and product teams
- experiment with creative formats and trends
- analyze content performance and improve outputs

Role:

**Marketer / Brand & Social Media Strategist
(B2B)**

PROJECT #7: CREATIVE DESIGN SYSTEM

Context

OPTO is building digital products for the sports industry. Visual identity is key for how our products, ideas, and vision are perceived by academies, clubs, and partners.

Objectives

- Strengthen OPTO's visual identity across all platforms
- Create consistent and modern designs for sport-tech products
- Support marketing and product teams with high-quality visuals

Main Tasks

- Design social media posts, carousels, and stories
- Contribute to UI visuals for web and mobile products
- Adapt designs for different markets

Role:

Graphic Designer

WHY APPLY TO OPTO?

- Work on a real sport-tech startup (no fake or boring tasks)
- Direct collaboration with the founders (fast feedback, real impact)
- Exposure to international projects
- Young, ambitious, innovation-driven environment
- Long-term opportunity if it's a good fit (freelance / full-time)

HOW TO JOIN OPTO?

- Send your CV or portfolio to **rh@opto.tn**
- Tell us why you want to join OPTO (short & honest)
- Quick interview to understand your mindset and creativity
- Onboarding + real projects from day one

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Thank you!

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