My participation in the Week of Innovation and Entrepreneurship (GEIW 2024) at ENSET Mohammedia provided invaluable learning experiences, particularly during the AI conference and the PITCH showcase. These events offered unique opportunities to learn from my classmates and industry experts while delving into cutting-edge advancements in artificial intelligence (AI) and cybersecurity. This essay will focus on my experiences at the AI conference and the PITCH showcase during GEIW 2024, highlighting the insights gained and the impact these activities had on my understanding of innovation and entrepreneurship.

The AI conference, titled "Intelligence Artificielle: Levier de l'Innovation et de la Dynamique Entrepreneuriale," was a highlight of the week. It aimed to explore how AI drives innovation and supports entrepreneurial efforts. Industry experts showcased how AI is transforming industries and shaping entrepreneurship. AI was highlighted as a powerful tool for boosting efficiency and creating new business opportunities. Attending the conference improved my understanding of AI's role in innovation and entrepreneurship. Learning from leaders and real-world examples inspired me to consider AI in my future projects. Additionally, the conference provided networking opportunities to exchange ideas with peers passionate about AI-driven innovations.

At the PITCH showcase, hackathon participants presented projects focusing on leveraging AI to face cyber threats, particularly phishing attacks. It was fascinating to see how my classmates applied AI technologies to develop innovative solutions for detecting and mitigating phishing attempts. The showcase provided insight into the creativity applied in a diverse range of AI-driven projects aimed at enhancing cybersecurity. From machine learning algorithms to natural language processing techniques, each project offered unique insights into addressing complex cybersecurity challenges. Attending the showcase was not only educational but also inspiring, showcasing the importance of collaboration, creativity, and technological innovation in addressing global challenges.

Overall, my experience at GEIW 2024 was transformative, providing me with valuable insights into the intersection of AI, innovation, and entrepreneurship. The AI conference and

the PITCH showcase served as a source of motivation for learning and inspiration, sparking ideas and fueling my passion for leveraging technology to drive positive change in the world. As I reflect on my experiences, I am excited about the possibilities that lie ahead and eager to continue exploring the transformative potential of AI-driven innovations.