



IEEE CSTAM 2.0 Technical challenge Tech Health

**IEEE Tunisia Section
Entrepreneurship Local Group**

SCOPE & TOPIC:

In a world where healthcare is increasingly digital, this challenge explores the intersection of **cloud computing, generative AI, and secure mobile/wearable innovation**. Developing **AI-powered health and nutrition companions** that leverage cloud infrastructure to provide real-time insights, wellness prediction, and lifestyle coaching.

All while ensuring **data privacy, inclusiveness, and scalability** is our Interest !

CHALLENGE OBJECTIVE:

Develop a cloud-native, GenAI-powered mobile and/or wearable application that delivers personalized health and nutrition guidance by analyzing meals, physical activity, and wellness data, while ensuring secure data processing, ethical AI integration.

The solution should enable:

- Real-time health analysis and wellness prediction
- Personalized fitness or dietary recommendations
- Scalable cloud infrastructure
- Readiness for real-world deployment and startup incubation

TECHNICAL INSTRUCTIONS & DELIVERABLES:

1. Cloud-Integrated Prototype

- A mobile or smartwatch application (or simulation) showcasing core GenAI health features
- Must include at least one generative AI use case (e.g., meal interpretation, personalized coaching)

2. Data Collection

- Identify the **types of data** your app collects (e.g., images of meals, user health history, sensor data, fitness tracker inputs)
- Specify **collection methods**: manual input, wearable sensors, API integrations, photo capture, etc...
- Ensure appropriate user consent mechanisms and adherence to data ethics

3. Data Processing Pipeline

- Explain how collected data is **cleaned, transformed, and prepared** for AI model consumption
- Highlight any preprocessing steps (e.g., image resizing, feature extraction, tokenization, normalization)
- Outline how data is **transferred to and from cloud services**, ensuring privacy and real-time usability

4. Cloud Storage & Integration

- Show how data is stored and retrieved using **cloud infrastructure** (e.g., Firebase, AWS S3, Azure Cosmos DB)
- Include security practices like **data encryption, IAM roles, and backup strategies**
- Emphasize modularity and scalability of your cloud design

5. System Architecture Diagram

- End-to-end system diagram including frontend, cloud components, GenAI model(s), and data pipelines
- Label third-party services (e.g., cloud functions, ML APIs) and their roles

6. Security & Privacy Design

- Detail methods for ensuring secure data access, storage, and transmission
- Include privacy-preserving mechanisms (e.g., anonymization, encryption at rest and in transit)
- Demonstrate alignment with GDPR, HIPAA, or other relevant regulations

PS . Free Tools & Workarounds

- **Data Storage:** Use MinIO (S3-compatible, Docker-ready) as a free local alternative to AWS S3. Swap credentials later for deployment.
- **AI APIs:** Tools like DeepSeek offer free GenAI APIs for NLP and health logic.
- **Cloud Simulation:** Local setups (MinIO, mock APIs) are accepted. Just explain what cloud services they simulate.
- **Student Credits:** Use your GitHub Student Pack

ENTREPRENEURSHIP INSTRUCTIONS & DELIVERABLES

- 1. Business Plan (including a complete Business Model Canvas - BMC)**
- 2. Proof of Concept (POC)**
- 3. Pitch Deck**
- 4. Promotional Video showcasing the product**

Bonus Points (Optional Enhancements):

Additional points will be awarded for teams that go beyond the basics and provide any of the following:

- Marketing Campaign (offline or online)
- Digital Marketing Strategy
- Other entrepreneurship-related initiatives (e.g. branding, customer validation, etc.)
- Join Entrepreneurship LG Workspace on Collaboratec: 0.5pt per member (maximum 2 points)

SUBMISSION :

- Submission form link : [Link](#)

RULES & CRITERIA :

- Teams of 3 (minimum) to 5 members (maximum).
- Open for IEEE and Non-IEEE students

PITCHING DURATION : 5 mins

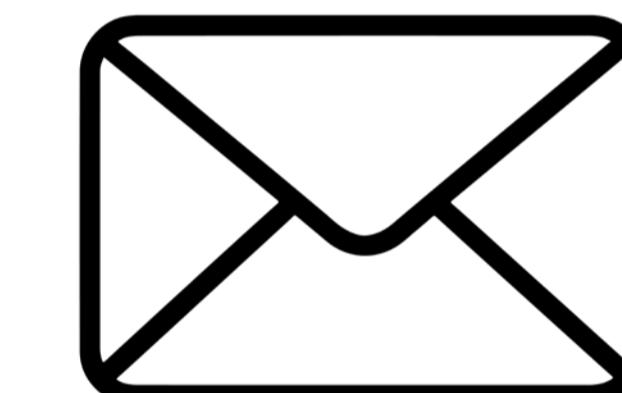
PITCHING LANGUAGE : ENGLISH

WINNERS :

- Number of winners : 3 Teams
- Prizes : will be announced later

Important Date :

- Submission deadline : 08 Nov. 2025



For any inquiries or clarifications, please contact us at cstam@ieee.tn