Nuuaa

OVERWHELMED TO OPTIMISED

AI FOR BUSINESS USERS

WHO ARE NUUAA?

SMEs are facing a tidal wave of AI hype and uncertainty.
Many feel paralysed by complexity, cost, and risk.

At Nuuaa we bridge that gap, transforming confusion into clarity, by giving small and medium-sized businesses the **training, policies, and deployable AI solutions** they need to move from hesitation to confident AI adoption.

MUSIC HAS THREE BROAD LEVELS

LISTENERS

Never written a song, never plan to. Comfortable with playlists and singing in the shower.

MUSICIANS

Part of the music world and willing to try new things.

COMPOSERS

Trying to change the world and are successful on a bigger level.

AI HAS THREE BROAD LEVELS

LISTENERS

- Users of out-of-the-box AI
- Comfortable with most buzzwords

MUSICIANS

- Combining tools
- Very confident
- Pushing their organisation forward

COMPOSERS

- Designing new products
- Implementing solutions to pre-existing problems and inventing new problems

What level are you?

Search

Level 1 - Listeners

What Level Zero Organisations Lack

1. Training for Staff
2. AI Culture
3. Policies
4. Vision
5. Paid LLM
6. Courage

Level 2 - Musicians

What Level One Organisations Lack

1. Strategy Shared with Staff
2. Integrations in All workflows
3. Consistency
4. Technical Skills

Level 3 - Composers

What Level Two Organisations Lack

1. Desire to be level three
2. Huge Technical Staff
3. Complete AI focus
4. Technical Skils

AI Terms Explained

Term	Definition	Topic
LLM	Large Language Model	Automated Language
Shadow AI	Using AI without permission	Culture
Agent	An LLM with agency	Given Tools
RAG	Retrieval Augmented Generation	Truly Reproducible AI
AI Shame	Judgement for AI use	Culture

ChatGPT Alternatives

Perplexity

Claude

DeepSeek

Mistral

WHAT'S NEXT?

- **Practical AI Training**: Hands-on, accessible AI training, designed to build confidence, understanding and engagement, face to face & online.
- **AI Policy & Governance**: Clear, actionable policy templates and frameworks to ensure responsible, compliant, and ethical AI adoption.
- **Conversational AI Agents**: Scalable solutions that boost customer service, lead qualification, and operational efficiency.

ICE Group have asked us to provide an opportunity for all attendees to have a complimentary AI consultation with Nuuaa, which we are delighted to make available.

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