

AI
powered
today



AI
transformed
tomorrow



About ARCANUM

Arcanum have specialised in implementing AI powered solutions since 2016, and have worked on projects across a variety of industries in ANZ.

As a team of passionate technology enthusiasts set on enabling SMBs to access the latest AI technology - Arcanum strives to unlock better work efficiency with their non-technical, user-friendly tools.

As long-term AWS partners, Arcanum leverage the latest safe and secure generative AI technology to power their innovative tools.



80% of small-medium non-technical businesses are not able to access the AI resources of their larger counterparts.

Here's why:

- ✗ AI tools aren't designed with small businesses in mind.
- ✗ Growing as a small business is tough, as you typically need to hire more people which significantly increases running costs.
- ✗ Knowing where and how to start with leveraging AI in your business is hard, especially when you don't want to bring specialist consultants on board.

Overcoming adoption challenges

AI Adoption Canvas

<div>People</div> <div>Essential to successful positive change</div> <div><ul style="list-style-type: none">Who are the AI enthusiasts in your organisation?What is your team's current experience with AI?What AI skills are the team lacking and what education is needed?</div>	<div>Ideas</div> <div>Understanding your opportunities</div> <div><ul style="list-style-type: none">What are your organisation's unfair advantages that AI can amplify?What opportunities are available with the current market trends and customer preferences?What component of the customer journey or internal team processes could AI enhance?</div>	<div>Money</div> <div>Investing wisely in AI</div> <div><ul style="list-style-type: none">What AI projects are most essential to your businesses survival or represent growth opportunities?Which AI initiatives will offer high potential returns with minimal downside risks?What areas could yield significant results?</div>	<div>Prize</div> <div>Strategic approach to AI</div> <div><ul style="list-style-type: none">How can you use AI to outpace competitors in your industry?Do you want to focus on incremental improvements or disruptive innovations?How can AI create long term business benefits?</div>
<div>Impact</div> <div>Anticipating changes</div> <div><ul style="list-style-type: none">How might AI adoption disrupt and enhance your industry?How will your employees evolve with more AI integration?What potential risks are there and how can you mitigate them?</div>	<div>Time</div> <div>Considering timelines</div> <div><ul style="list-style-type: none">Which AI initiatives have shortest time to value and are most feasible?What is your window of opportunity to retain fast-mover advantage?How can you speed up the pace of deploying AI solutions and time to value?<div>Consider - what is the opportunity cost of not getting started now?</div></div>	<div>Governance</div> <div>Adopting AI Responsibly</div> <div><ul style="list-style-type: none">What roles and responsibilities need to be in place to ensure accountability for safe AI use?What legislation and regulations do you need to comply with and how does this impact your use and adoption of AI?How can understanding of the risk implications of AI be fully understood to ensure informed decision making?</div>	<div>Where to Begin?</div> <div>Find a safe place to start</div> <div><ul style="list-style-type: none">Consider your ideas and budget, then determine what is the quickest and simplest AI systems to implement.The goal here is to start learning with little risk, in order to work towards bigger projects.</div>

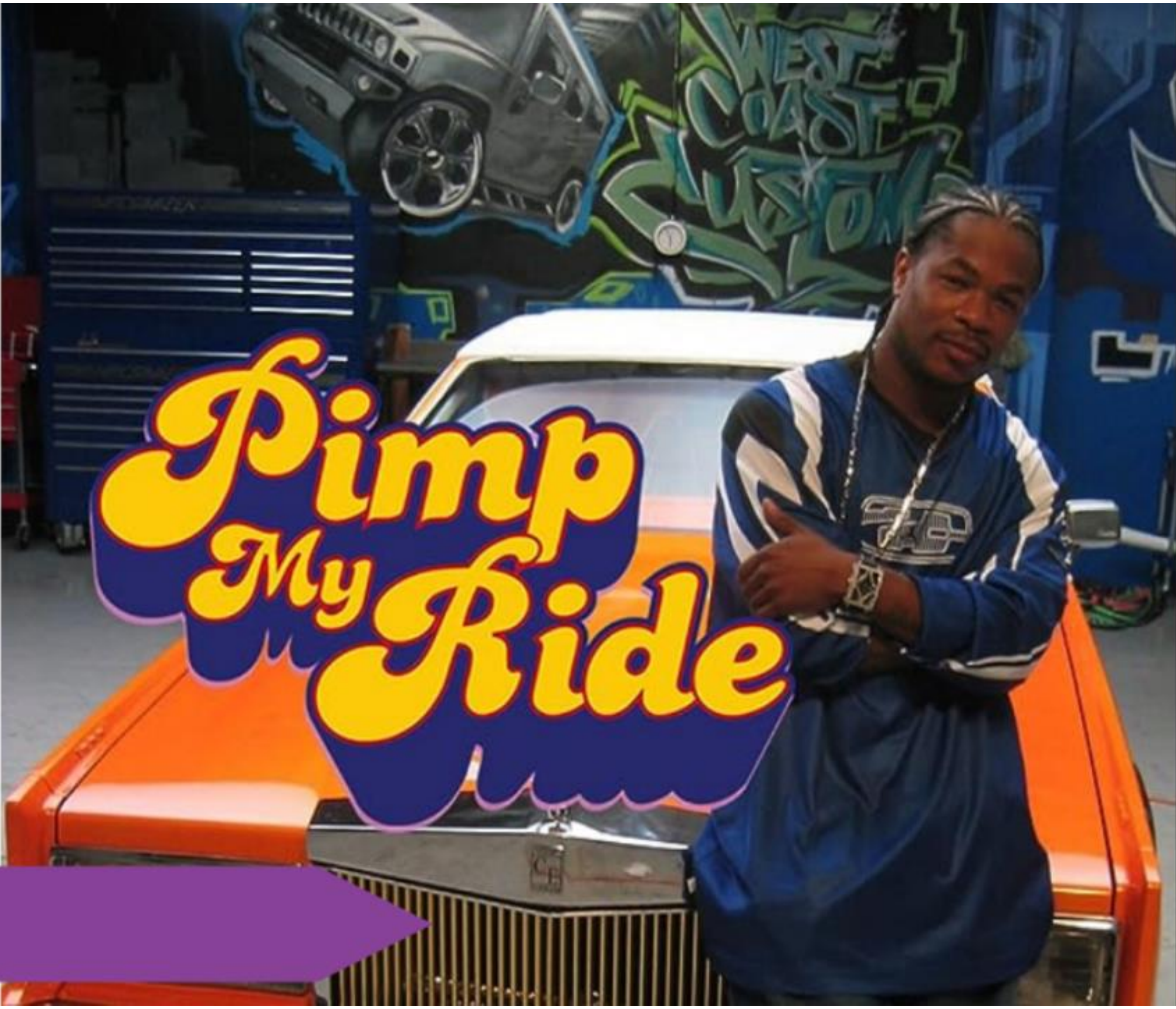


ARCANUM

PIMP-IT

AI ADOPTION
FRAMEWORK

ARCANUM					
Enthusiasm Magnet. Skills Reality. Education.	Unfair Advantage. Research. Journey.	Case vs Necessity. No regrets. Better spent.	Capitalise. Exponential. Existential.	BAU disruption. Workforce evolution. Risk.	Required vs possible. Windows. Faster.
People	Ideas	Money	Prize	Impact	Time
P	I	M	P	I	T



The Big Tech AI marketing



Reality: AI is like an e-bike

“It almost feels like cheating...”





“It feels like I’m not using it right...”



Lessons for new e-bikers

Prompt patience

Examples of good

Workflow realities

Pacing yourself



1,100+

Industries
represented in our
membership

\$29.3B

Gross revenue of
companies working with
TAB

500+

TAB advisory
boards across
the globe

>500 monthly board meetings
>5k monthly coaching
sessions



Before AI:
1 hour prep
2 hours post

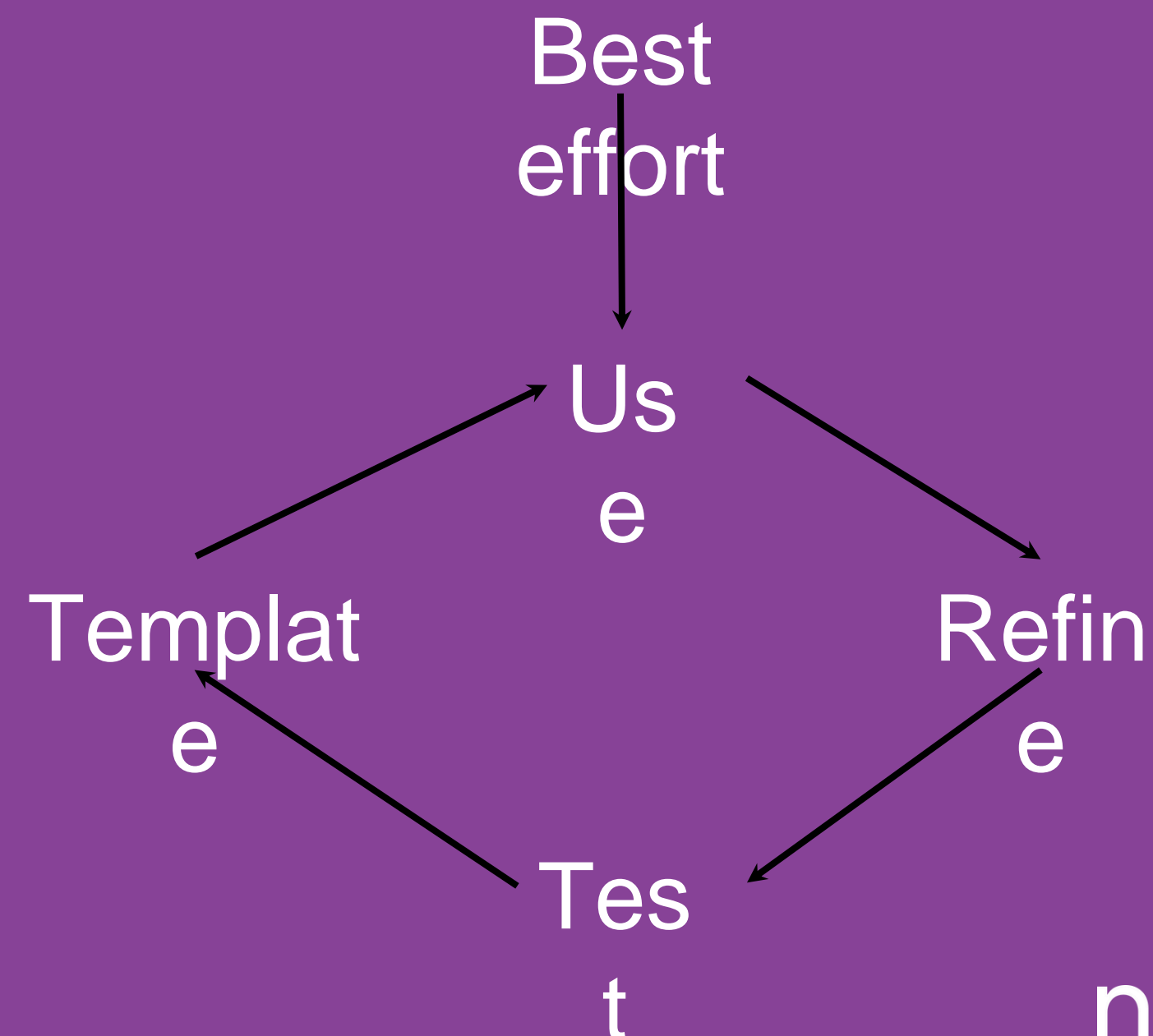
After AI:
15mins
prep

15mins post

In-person recording device
Dedicated user → template for all

2x billable time!

PROMPT PATIENCE





AV Media

Client quotes
Venue coordination
Event preparation
=
High volume comms.

EXAMPLES OF GOOD





EXAMPLES OF GOOD

In education, experience matters. Our centre has been tutoring & coaching students for over 11 years.



We have
supported
7000+
students
since 2011

"At Uplift, our mission is to offer a learning experience that extends beyond the classroom. You aren't just enrolling in a weekly tutorial, you're becoming part of a learning ecosystem, joining a community of mentors and students supports you before and after class. Our students have always mattered to us which is why we continue to go above and beyond in supporting their learning needs."

- Varun Sharma (B.A. LLB. UNSW 2016), Founder & Principal



AV Media



EXAMPLES OF GOOD

Historical venue
info

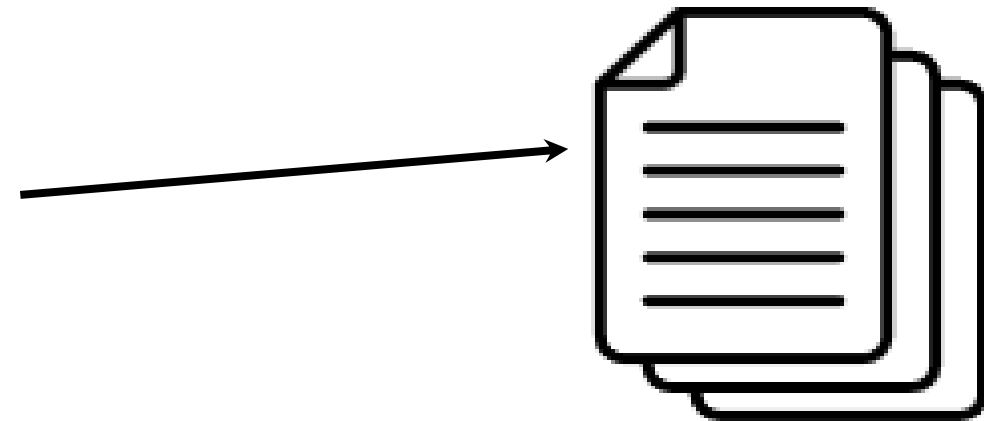
Previous quotes

Meeting minutes

- Less time finding answers
- Less time creating quotes
- More time selling

+ More revenue

+ Happier customers



Marking guidelines

Past marked
papers



- Less time marking papers
- Less time preparing lessons
- More time teaching

+ More profit

+ Happier parents



WORKFLOW REALITIES



File types

3rd parties

Systems

Assumptions

AI tool

readiness



WORKFLOW REALITIES



NOW

Case research
1hour → 10 mins

CTRL+F per case
3hours → 30
mins

NEX
T

Sharing, Permission,
Workflows
Days → Hours

PACING YOURSELF



PACING YOURSELF

Start simple.
Take everyone along.
Be prepared to fall over.



NEXT
T

CEO ambition

A+

Team desire

B+

Data readiness

C+

Task by task.

System by system.

Systems

F

Quoting prep <50%

Visit reports <75%

AI
powered
today



AI
transformed
tomorrow

Grow revenue.

Grow profits.

Reduce risk.

AI:
unlocks
new
how's

My transformation path: the power of narrative



AI'S JOURNEY: FROM CALCULATOR TO NARRATOR

Calculator

Organiser

Prediction

Storyteller

Meaning

1950s-70s:

1980s-90s:

2000s-2010s:

2015-2022:

2023-Present:

Early computation

Information

Prediction models

Basic

Transformative narration

AI'S JOURNEY: AN EXAMPLE

Calculator

Organiser

Prediction

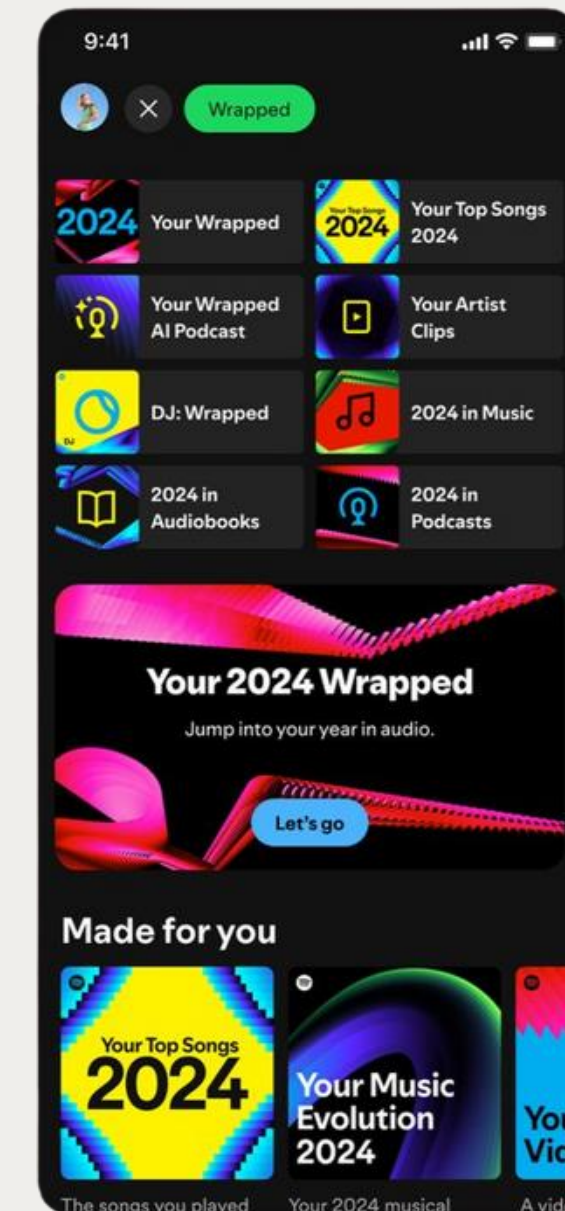
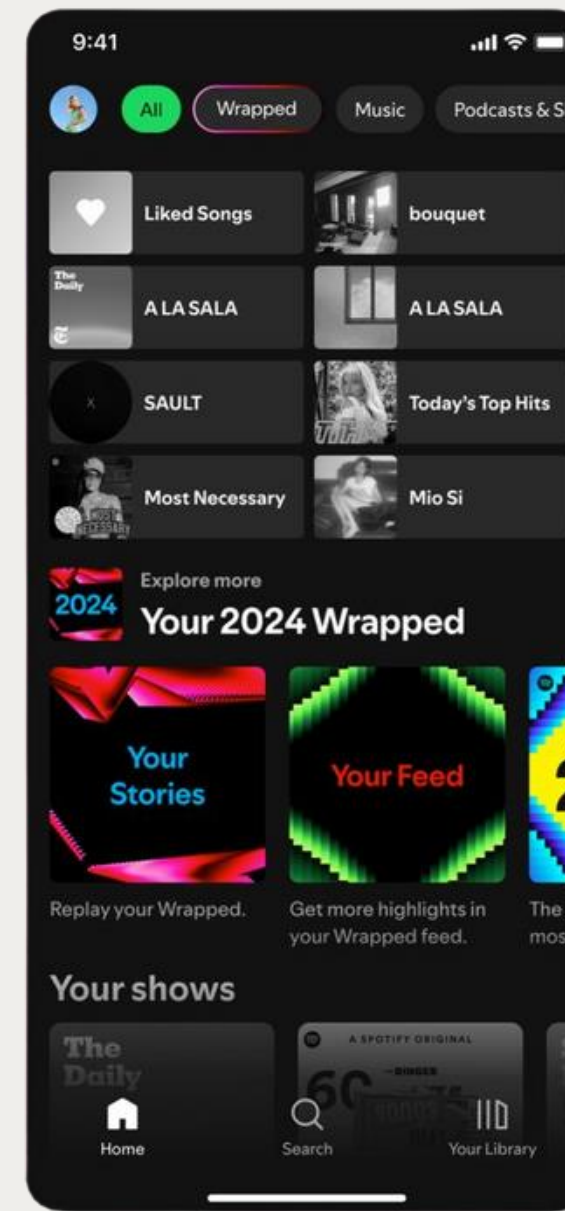
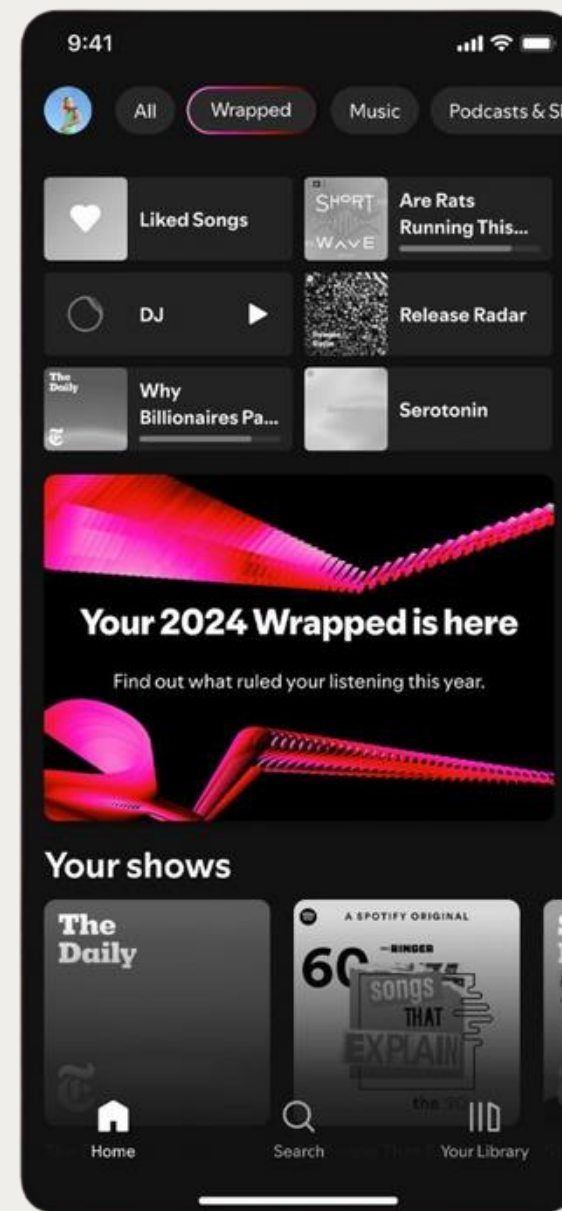
Storyteller



21% app download

increase

60M+ shared stories





THE HUMAN-AI NARRATIVE PARTNERSHIP

THE NEW SUPERPOWER

AI handles data so you focus on narrative

1+1=

AI AS RESEARCHER

Uncovering patterns humans would miss



AI AS TRANSLATOR

Making Complexity Understandable

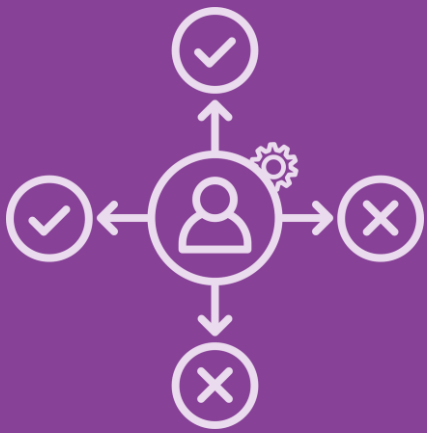


2



AI AS AMPLIFIER

Resonating with Your Audience



2



AI: UNLOCKS BETTER



AI: UNLOCKS TIME

AI: UNLOCKS CHANGE





START
YOUR AI
UNLOCKING
TODAY



ARCANUM

Get started



asa@arcanum.ai



www.arcanum.ai/meetnuma



FREE 14-day trial