Google Cloud AI Unlocked

Welcome to the Gemini Universe

**Laura
Horvath-Perge**
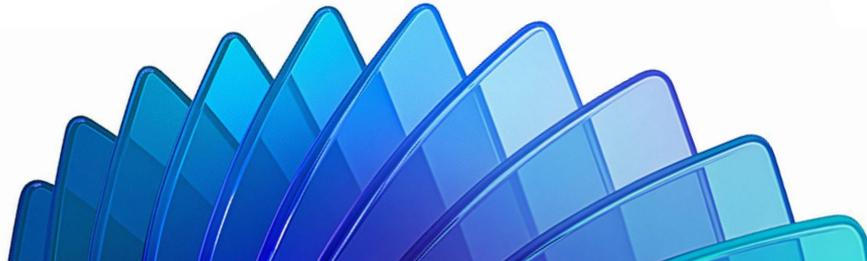
**Kristoffer
Overgaard Høeg**

Google Cloud

Agents

Agents will dominate every area of the Enterprise

Customer agents
Managing customer support and requests

Creative agents
Crafting narratives and building content/creatives

Data agents
Extracting rich insights from the data across organization

Security agents
Protecting enterprise against threats and breaches

Code agents
Assisting developers get more productive

Partner agents
Coordinating with your partners to drive business forward

Organizations need a platform to orchestrate these agents

Google Cloud

What are AI Agents?

Google Cloud

Chatbot

USER:

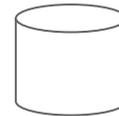"My 9-year-old son has a backache but is allergic to Paracetamol. Is there a good alternative?"

CHATBOT:

"My 9-year-old son has a backache but is allergic to **Paracetamol**. Is there a good alternative?"

ML Algorithm

One source
No AI

ML Algorithm

eCommerce Source

Paracetamol Novum ABECE 500 mg
paracetamol

Paracetamol Novum Apofri 500 mg
paracetamol

Paracetamol NET 500 mg
paracetamol

Google Cloud

AI Agents

USER:

"My 9-year-old son has a backache but is allergic to Paracetamol. Is there a good alternative?"

"Ibuprofen is a good option for back pain and 200mg works for a 9-year-old"

Understands context, intent & details

LLM

One source
100% AI

Answers with reasoning based on context, intent and details

LLM

AI AGENT

"My **9-year-old** son has a **backache** but is **allergic to Paracetamol**. Is there a good **alternative**?"

eCommerce Source

Google Cloud

AI Agents

USER:

"My 9-year-old son has a backache but is allergic to Paracetamol. Is there a good alternative?"

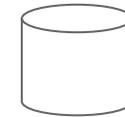Understands context, intent & details

LLM

AI AGENT

"**My** 9-year-old son has a **backache** but is **allergic to Paracetamol.** Is there a good **alternative**?"

Multi source
100% AI

"Ibuprofen is a good option for back pain and 200mg works for a 9-year-old. **Ibuprofen 200mg is in stock at the pharmacy in Täby Centrum, it closes at 19.00** "

Answers with reasoning based on context, intent and details

LLM

eCommerce Source

Customer address

Google Maps

Store Inventory

Google Cloud

"An *AI agent* combines *AI models* with *data sources* and *tools* to *reason* and make *decisions* to achieve a user specified *goal*."

Google Cloud

Gemini Enterprise

NotebookLM Enterprise next-gen AI interactions

Upload **anything**
Slides, PDF, youtube, documents...

Up to **300 x sources**
in one **Notebook** (your own agent)

Ask & **Discuss**

Dynamic podcast
with two hosts, **join** option
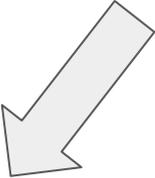
Video presentations

Full **data** sovereignty &
compliance
bring your credentials

Google Cloud

notebooklm.google.com

Demo time !

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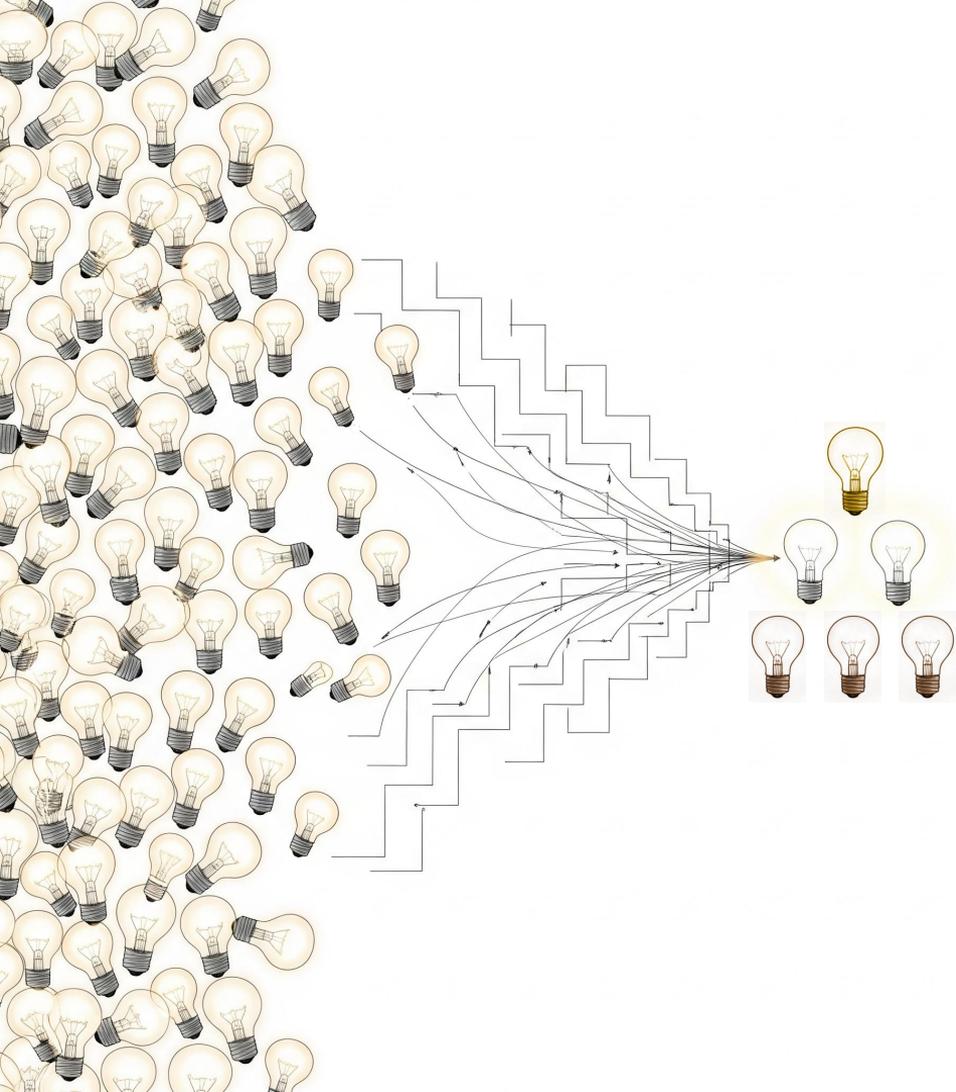
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Gemini Enterprise

Idea Generation Agent

next generation AI business development

Ignite Breakthrough Ideas

Harness the power of Gen AI to generate powerful, detailed, high-impact ideas across all business domains

Streamlined Idea Validation

Utilize a dynamic, tournament-style system to rapidly rank and refine ideas to find the best solutions

Accelerate Innovation Cycles

Empower teams to ideate, develop and find winning strategies with unparalleled speed and innovation

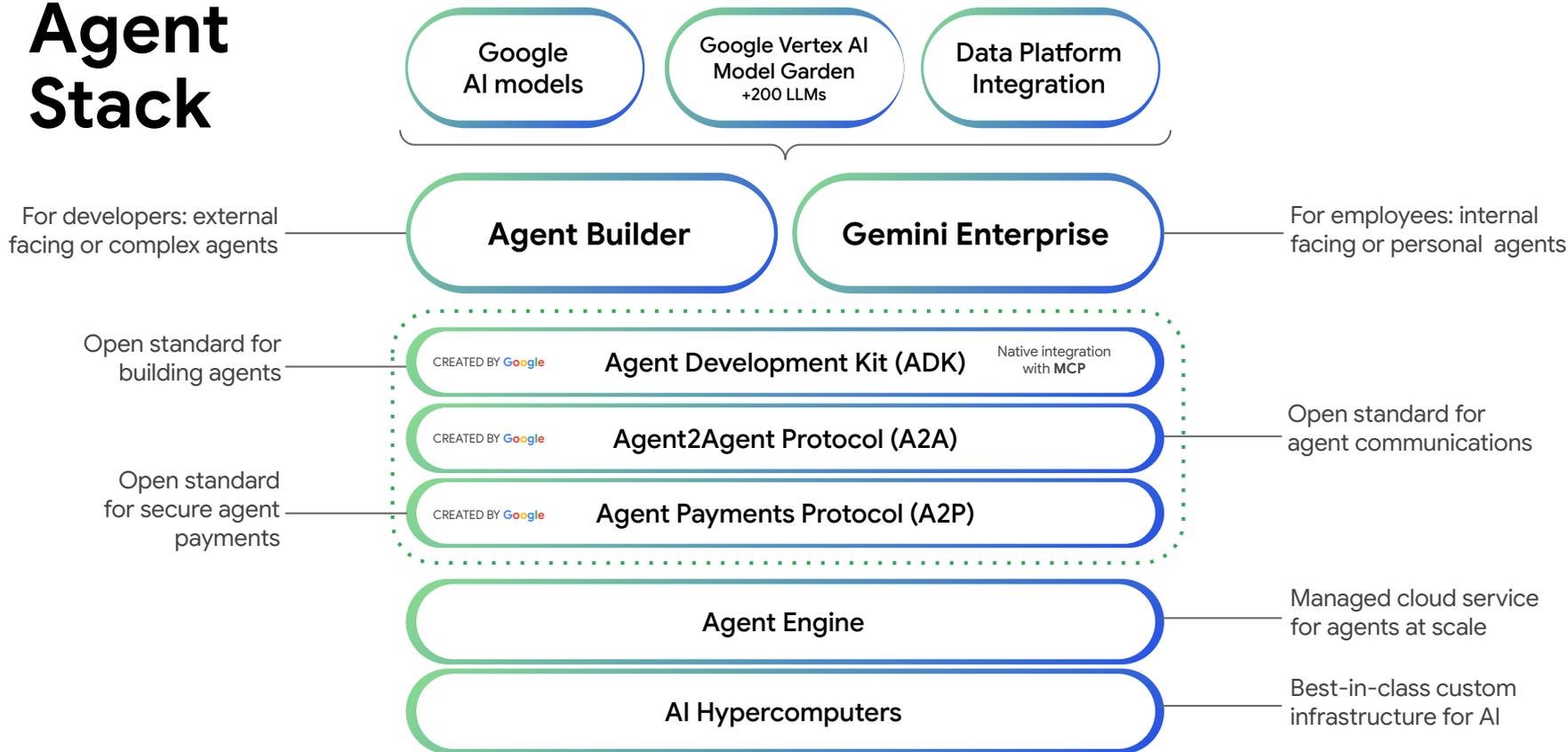**ONE QUESTION**   **+100 IDEAS**   **ANALYZED & RANKED**

Demo time !

Ask anything, search your data, @mention or /tools

Google
Agent
Stack
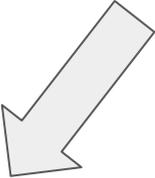
Google
AI models

Google Vertex AI
Model Garden
+200 LLMs

Data Platform
Integration

For developers: external
facing or complex agents

Agent Builder

Gemini Enterprise

For employees: internal
facing or personal agents

Open standard for
building agents

CREATED BY Google
Agent Development Kit (ADK)
Native integration
with **MCP**

Open standard for
agent communications

CREATED BY Google
Agent2Agent Protocol (A2A)

Open standard
for secure agent
payments

CREATED BY Google
Agent Payments Protocol (A2P)

Agent Engine

Managed cloud service
for agents at scale

AI Hypercomputers

Best-in-class custom
infrastructure for AI

Google Cloud

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Media generation

Google Cloud

8 images in a single prompt:
bring together in a bedroom

Gemini 2.5 Image (a.k.a 🍌 Nano Banana)

8 images in a single prompt:
bring together in a bedroom

Gemini 2.5 Image (a.k.a 🍌 Nano Banana)

Google Cloud

Prompt: *Change the world outside to **forest**, paint the walls in **dark grey**, add a **cool lamp** hanging from the ceiling*

Gemini 2.5 Image (a.k.a 🍌Nano Banana)

Prompt: *Change the world outside to **forest**, paint the walls in **dark grey**, add a **cool lamp** hanging from the ceiling*

Gemini 2.5 Image (a.k.a 🍌 Nano Banana)

Prompt: *Dog **stands up** and **exits** the room to the left, **soft music** playing*

Google **Veo 3.1**

Demo time !

Veo 3.1

Interpolation
first & last Frame

R2V
multi **reference**
image **to video**

Ultra realistic video incl. native
sound effects and speech

Supports image-to-video
AND text-to-video

Industry benchmark leader

Model ⇅	Score ↑
G veo-3.1-audio	1404
G veo-3.1-fast-audio	1395
⊚ sora-2-pro	1365

lmarena.ai   28/10 - 2025

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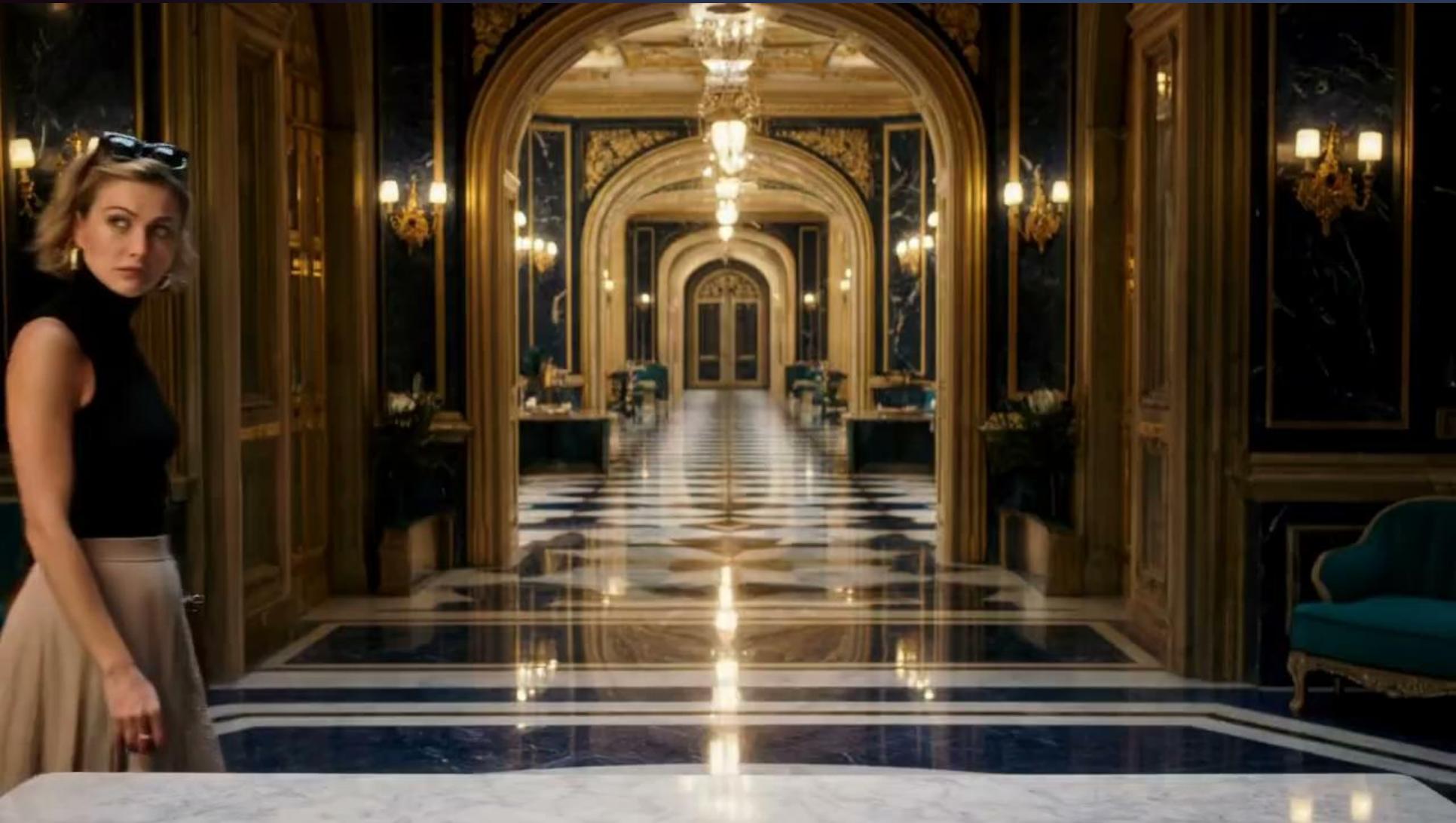
R2V - Reference-to-video

Using **7 reference artifacts:**
woman, skirt, top, purse, sunglasses, earrings and room

Google Cloud

Demo time !

Google Cloud

The 3 hour Gemini Challenge
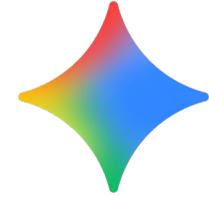
- Consulting business

- Online webshop

- Local craftsman

Research, analysis, to-do lists, content, etc.

TimberGuard - Business launch to-do list

This expanded checklist provides the comprehensive scope for launching Ti[...]
While the list is extensive, we maintain the strict prioritization required for a [...]
low-overhead launch in Denmark.

Execute in this order. Do not delay revenue-generating activities for non-criti[...]

Phase 1: Critical Compliance & Legal (The "Right to Operate")

Timeline: Today. This ensures you are legally compliant, insured, and able [...]
in Denmark.

1. **CVR & VAT (Moms) Registration:**
   - **Action:** Go to Virk.dk. Register "TimberGuard" as an
     Enkeltmandsvirksomhed (Sole Proprietorship) for speed. Reg[...]
     immediately to appear professional and reclaim VAT on purch[...]
2. **Digital Security & Communication (Crucial):**
   - **MitID Erhverv:** Order this immediately after receiving the CV[...]
     for accessing your bank, Skat.dk (Tax Authority), and Virk.dk.
   - **Digital Post (e-Boks):** Activate the business Digital Post ass[...]
     your CVR. All official communication from authorities arrives [...]
     message can result in fines.
3. **Business Bank Account & NemKonto:**
   - **Action:** Open a dedicated account. Digital banks (e.g., Luna[...]
     Business) are often faster.[1]
   - **Tactic:** Ensure the account is designated as the company's N[...]
     account (where public authorities pay).
4. **Liability Insurance (Erhvervsansvarsforsikring):**
   - **Tactic:** CRITICAL. Do not touch a client's property without it. [...]
     policy specifically covers property damage resulting from pres[...]
     and chemical application (e.g., overspray on siding, damaging [...]
5. **Invoicing & Payment Setup:**
   - **Action:** Select a simple, low-cost digital invoicing system (e.[...]
     Starter, Billy Basic).
   - **Tactic:** Set up MobilePay Erhverv for instant customer payme[...]

TimberGuard - Marketing plan

This is your tactical marketing and communications plan for TimberGuard. This [...]
designed for immediate execution with minimal cost, focusing entirely on gener[...]
in Hellerup and Gentofte.

1. Strategy: Hyper-Local Dominance through Specialization

The strategy is **Direct Response and Visual Proof**. We are not building broad [...]
we are securing immediate jobs in the 2900 and 2920 postcodes.

TimberGuard must be positioned as the *only* specialized wood restoration expe[...]
from general painters. The strategy relies on demonstrating a superior process [...]
chemical prep) and stunning visual results to justify premium pricing.

2. Target Persona & Tone of Voice

Persona: "The Detail-Oriented Homeowner" (Henrik & Mette, 45-65)

- **Profile:** High disposable income. Owns a villa with extensive exterior wo[...]
  specialized services (gardeners, cleaners).
- **Pain Points:** Their expensive deck is turning gray. They worry about the [...]
  cost of replacement. They distrust "handymen" who might damage the w[...]
  high pressure or apply cheap stain that flakes off quickly.
- **Motivation:** Protecting their investment, maximizing curb appeal, and ac[...]
  long-lasting solution.

TimberGuard Tone of Voice: The Trusted Specialist

- **Tone:** Professional, Precise, and Reassuring. You are a consultant, not [...]

TimberGuard - Blog post 1

The Hidden Killer of Deck Stain:

Why TimberGuard *Always* Tests Wood Moisture Before Applying Finish

You've invested in a beautiful
wooden deck or fence for your
Hellerup or Gentofte home. You
want it to look its best, stay
protected, and last for years. So,
when it's time for re-staining, you
call a professional. But how do
you know if you're getting a
solution that *lasts*, or just a
temporary fix?

At **TimberGuard**, we believe in
delivering longevity, not just a coat of paint. And the single biggest factor often overlooked[...]
general contractors, leading to premature stain failure, is **wood moisture content**.

The $15%\$-$18%\$ Rule: Your Deck's Silent Enemy

Wood is a living material, even after it's cut. It's **hygroscopic**, meaning it constantly abso[...]
and releases moisture from the air around it. This is why wood swells in humid conditions [...]
shrinks when it's dry.

The critical mistake many make is applying stain or sealer when the wood is too wet. For [...]
exterior decks and fences, applying a finish when the wood's moisture content is above [...]

TimberGuard Logo — **Specialized Restoration Estimate**

Proposal ID: #TG-2025-[ID]

🔍 1. Expert Assessment Summary

Prepared For: [Client Name(s) Placeholder]
Property Address: [Client Address Placeholder -
Hellerup/Gentofte]
Date of Inspection: [Date]
Quote Valid Until: [14 Days from Date]

Wood Type Assessed: [e.g., Pressure-Treated
Pine]
Surface Area: [Total Area] m² (Deck) / [Total
Linear Meters] m (Fence)
Moisture Content: [e.g., 18%] - *Targeting
<18% for sealing.*
Recommended Service: **The [Restore]
Package**

Our on-site analysis confirms your exterior wood is experiencing **UV degradation** and surface
oxidation, resulting in the "graying" that diminishes curb appeal.

✂️ 2. The TimberGuard Specialized Process

We are **Specialists in Exterior Wood Restoration**, not general painters. Our precise 4-step process is
designed for maximum **longevity** and superior aesthetic results.

| Step	Action	Rationale (Specialization Focus)
1. Preparation	**Chemical Stripping/Deep Clean**	Removes failing coatings, mildew, and grime using specialized chemicals—*not high-pressure washing*—to protect wood fibers.
2. Neutralization	**pH Balance & Brightening**	CRITICAL step: Neutralizes the cleaner's pH, eliminates black tannins, and restores the wood's natural tone for optimal stain absorption.
3. Application	**Premium Stain Application**	Uses a commercial-grade, deep-penetrating semi-transparent sealer, applied in [1 or 2] coats to maximize UV protection and depth.
4. Quality Check	**Moisture Content Guarantee**	Final check ensures the wood is at the optimal moisture content for bonding, preventing premature stain failure (flaking/peeling).

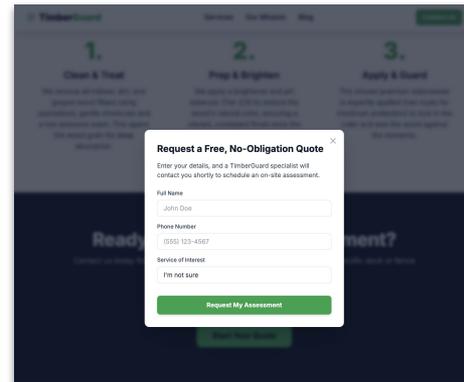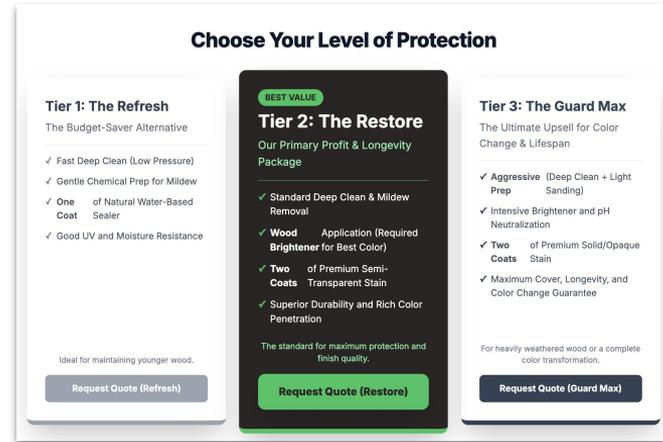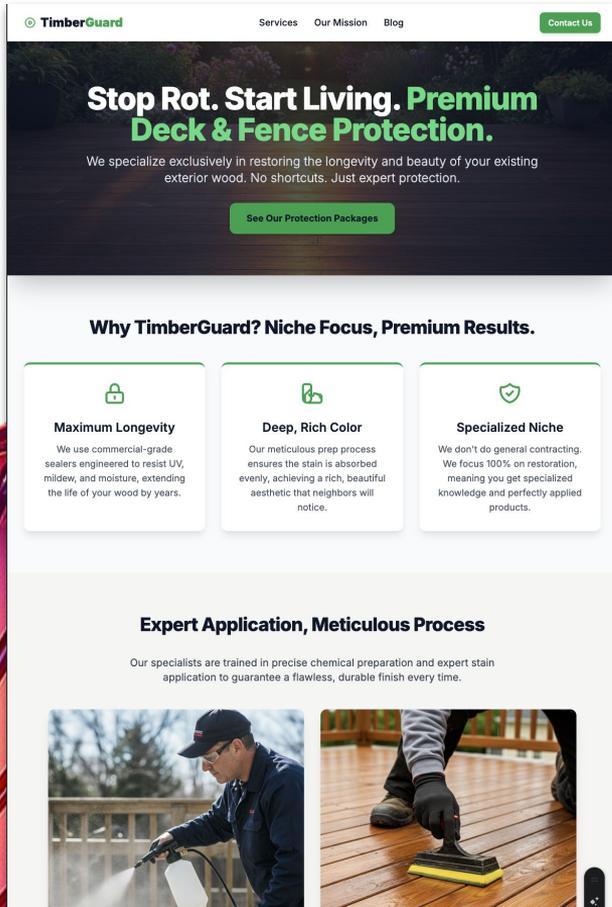### 🏷️ 3. Pricing & Package Details

Recommended: **The [Restore] Package**

Total Investment (Incl. VAT)
DKK [Price]

This package includes **Aggressive Prep**, **Two Coats** of premium, semi-transparent stain, [...]

Logo, images, video
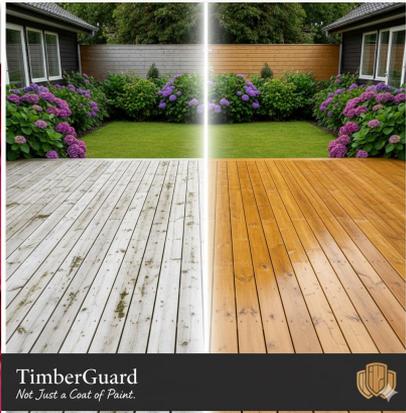
Website

CRM

TimberGuard: Revenue Command Center

Pipeline Dashboard

Revenue Secured (DKK)	Active Pipeline	Conversion Rate	Avg Job Value (DKK)	5-Job Jumpstart Milestone
17.000	3	50.0%	8.500	2 / 5

Service Tier Distribution
- Tier 2 (The Restore)
- Tier 3 (The Guard Max)
- Tier 1 (The Refresh)

Pipeline Status Breakdown
- Quote Sent
- Booked
- New Lead
- Completed/Paid
- Lost

+ Log New Lead

Job & Lead Tracker

ID / CLIENT (CLICK TO EDIT)	ADDRESS / CONTACT	TIER	PRICE (DKK)	STATUS	MOISTURE (%)
TG-J5RTGL H. Jensen	Bernstorffsvej 88, 2900 Hellerup 50405040 / jensen@test.dk	Tier 2 (The Restore)	9.200	Quote Sent	-
TG-AK86DL P. Madsen	Gentoftegade 55, 2820 Gentofte 40304030 / madsen@test.dk	Tier 3 (The Guard Max)	21.000	Booked	18
TG-RCCC9T E. Nielsen	Dyssegårdsvej 10, 2920 Gentofte 60506050 / nielsen@test.dk	Tier 2 (The Restore)	15.500	New Lead	-
TG-G41M5P M. Sørensen	Gammel Vartov Vej 11, 2900 Hellerup 30203020 / sorensen@test.dk	Tier 1 (The Refresh)	4.500	Completed/Paid	12
TG-KZ3S7J J. Hansen	Øresundsvej 42, 2900 Hellerup 20102010 / hansen@test.dk	Tier 2 (The Restore)	12.500	Completed/Paid	15
TG-7NG6XZ F. Møller	Charlottenlundvej 15, 2920 Gentofte 70607060 / moller@test.dk	Tier 3 (The Guard Max)	18.000	Lost	-

+ Log New Lead

Edit Job: TG-AK86DL

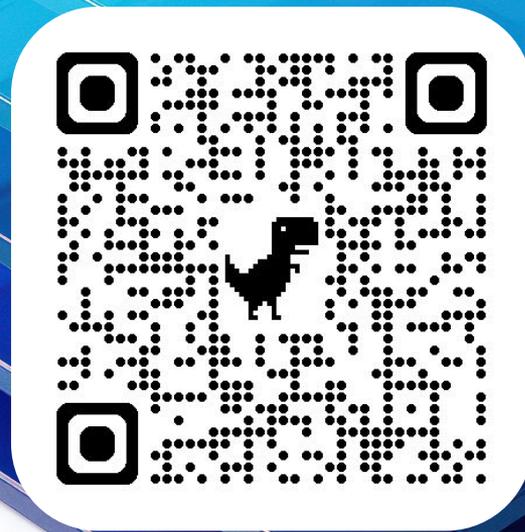| Field	Value
Client Name *	P. Madsen
Address (Hellerup/Gentofte focus) *	Gentoftegade 55, 2820 Gentofte
Phone	40304030
Email	madsen@test.dk
Quote Price (DKK) *	21000
Service Tier *	Tier 3 (The Guard Max) - Elite Upsell
Moisture Reading (%)	18
Status *	Booked

Job Notes (Wood condition, prep needed, prev. coating)
Full deck and pergola strip/stain. Scheduled for next week.

Cancel Save Job

Download Gemini Today!

Android

iOS