



UBWIRU AI

Getting Started with Uri

Your complete, click-by-click setup guide — written for someone who has never installed software before.

Take your time. Every step is explained — nothing is assumed.

Welcome!

Thank you for choosing Uri. This guide assumes you have never installed software on a computer before — every click is explained. You do not need any technical background at all. Just follow along in order, and take breaks whenever you need to.

If at any point you feel stuck, skip to Part 10 (“When Something Goes Wrong”) or simply click the chat bubble in the corner of ubwiruai.com and ask Uri directly — Uri has read this entire guide and can walk you through any step.

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Part 1 — What You'll Need Before Starting

- A Windows 10 or 11 computer (or Linux, if you know you have that)
- An internet connection — needed for downloading, not needed afterward
- The email Ubwiru AI sent you, with your download link and license file
- About 30–60 minutes without needing to rush
- A little patience — some steps involve waiting for downloads. That's completely normal.



You do NOT need to know anything about programming, AI, or computers in general. If you can send an email and open a web browser, you can do this.

Part 2 — Computer Basics

A handful of everyday computer skills come up in this guide. If you already know these, skip ahead to Part 3.

Double-Clicking

Quickly pressing the left mouse button twice, without moving the mouse in between. On a laptop trackpad, this is usually tapping twice quickly, or pressing the bottom-left corner twice quickly. This is how you open most files and programs.

Files and Folders

A folder is like a physical folder that holds papers — except it holds files on your computer. A file is a single item, like a document, picture, or program. Folders can contain other folders inside them.

The Downloads Folder

When you click a download link in your web browser, the file is almost always saved automatically into a folder called Downloads. You can find it by opening File Explorer (the yellow folder icon in your taskbar) and clicking “Downloads” on the left side.

What Is a ZIP File?

A ZIP file is many files bundled together into one, to make downloading faster. You'll recognize it by a little zipper icon and the ending “.zip” in its name. Before you can use what's inside, you need to “extract” (unzip) it — Part 4 shows exactly how.

Command Prompt (Don't Worry — We Only Use It a Tiny Bit)

Command Prompt is a plain black window where you type instructions instead of clicking buttons. It looks intimidating but we only use it briefly, and every command you need to type is written out exactly in this guide — just type it exactly as shown and press Enter.

 *To open Command Prompt at any time: click the Start button (bottom-left of your screen), type the word `cmd`, then press Enter.*

Copy and Paste

To copy text: select/highlight it with your mouse, then press Ctrl and C at the same time. To paste it somewhere else: click where you want it, then press Ctrl and V at the same time. You'll use this to paste your license file's contents.

Part 3 — Getting Your Files From Ubwiru AI

1. Open your email inbox and find the message from Ubwiru AI with your download link.
2. Click the download link inside the email. Your web browser will open a page.
3. On that page, click the button to download your installer — it will save automatically into your Downloads folder as a .zip file.
4. You should also have received (or will separately receive) a .lic file — this is your license. Save it somewhere easy to find, like your Desktop.

 *Can't find the email? Check your Spam/Junk folder, or contact Ubwiru AI at info@ubwiruai.com or +250 786-238-878.*

Part 4 — Extracting (Unzipping) Your Installer

1. Open File Explorer (the yellow folder icon in your taskbar, or press the Windows key and E together).
2. Click “Downloads” on the left side.
3. Find the .zip file you downloaded — it will have a little zipper on its icon.
4. Right-click on it (click your mouse's right button once) — a menu will pop up.
5. Click “Extract All...” in that menu.
6. A window will appear asking where to put the extracted files. The suggested location is usually fine — click “Extract.”
7. A new folder will appear with the same name, but without the zipper icon — this is your installer folder. Open it.

 *Tip: dragging this new folder to your Desktop makes it easy to find again later.*

Part 5 — Running the Installer

1. Inside the folder you extracted, find a file called `install.bat` (it may just show as “install” with a gear icon, depending on your computer's settings).
2. Double-click it.

If Windows Shows a Blue “Windows protected your PC” Screen

This is completely normal for new software and does not mean anything is wrong. Ubwiru AI's installer is safe.

1. Click the small text that says “More info.”
2. A button labeled “Run anyway” will appear — click it.

What Happens Next

A black Command Prompt window will briefly open. It's checking whether some required software (Python) is already on your computer. If it's not, it will install it automatically — you may see a lot of text scroll by quickly. This is normal; just wait.

 **If a window says Python is being installed, do not close it. When it finishes, it will tell you to close the window and double-click `install.bat` again — do exactly that, and the second time will move much faster.**

Part 6 — The Setup Wizard, Screen by Screen

After the black window finishes its checks, a friendly window will pop up with your product's name at the top. From here on, everything is done by clicking — no more typing commands.

Screen 1: Activate Your License

1. Click the button that says “Load .lic File...”
2. Find the .lic file you saved earlier (Part 3) and double-click it.
3. Click the “Activate” button.
4. You should see a green message saying your license is active. Click “Continue.”

Screen 2 & 3: Your Business Information

1. Type in your business name (this is the only required box).
2. Fill in anything else you'd like (website, phone, industry) — or leave them blank and click Next.

Screen 4: Name Your AI Assistant

1. Type a name for your AI (many people just use “Uri”).
2. Choose a tone from the dropdown — Friendly and warm is a safe default.
3. Choose a model size. Not sure? Leave the first option selected — it works well on most computers. (Part 7 explains exactly what this choice means.)

Screen 5: Product-Specific Setup

Depending on which product you bought, you'll be asked one more question here:

Your Product	What this screen asks for
Email Assistant	Your email address, its server, and password (an “app password” for Gmail/Outlook — ask us if unsure)
Lead Generation	Same as above, plus an optional word that appears in your contact-form emails
Invoice Processing	Same email details — this is the inbox that receives vendor invoices
Client Onboarding	Your outgoing email (SMTP) details — usually different settings from the above, found on your email provider's website
Blog Generator	Nothing extra — skip straight to the next screen
AI Receptionist	Nothing extra, but this product works best with a good microphone/speaker and a strong computer

Final Screen: Review and Install

Check everything looks right, then click “Install.” A dark window will show a live progress log while your computer downloads and sets up the AI — this is the longest part, and can take 5–20 minutes depending on your internet speed.



Do not close this window while it's working, even if it looks like nothing is happening for a minute or two — large downloads are still in progress. When you see “All done!”, click Finish.

Part 7 — Understanding Ollama and Your AI Model

This part explains, in plain language, the two things being installed behind the scenes during that last step — so it doesn't feel mysterious.

What Is Ollama?

Think of Ollama as a small, quiet engine that runs on your computer and does the actual “thinking.” It works entirely offline once installed — nothing you type or any of your business data is sent over the internet. Ollama by itself doesn't know anything; it needs an AI “brain” to run, which is where your model comes in.

What Is an AI Model (like “Llama” or “Phi”)?

The model is the actual “brain” — the part that has been trained to understand language and generate replies. Ollama is like the vehicle; the model is like the driver. During setup, you chose one of three models:

Model	Best for	Needs
phi3:mini	Most computers — fastest replies	Any normal laptop
llama3.2:3b	A bit smarter, slightly slower	A decent amount of memory (RAM)
llama3.1:8b	The smartest replies	A powerful computer, ideally with a graphics card (GPU)

💡 Not sure which you picked, or want to change it? Open your control panel (Part 9) — Business & AI Info tab — to see or change it anytime.

Why Does This Take So Long to Install?

AI models are large files — similar in size to a movie download. The first time you set up your software, your computer downloads the entire model, which is why that step can take a while. After that first download, it's stored on your computer and never needs to download again unless you choose a different model.

Do I Need to Do Anything With Ollama Myself?

Normally, no — the installer in Part 5/6 handles installing Ollama and downloading your model completely automatically. Part 8 is only needed if something went wrong during that automatic step and you need to finish it by hand.

Part 8 — Installing Ollama Yourself (If Needed)

Only follow this section if your setup wizard showed a warning about Ollama, or if a tool in your control panel says “GPU not available” or similar and isn't working. Otherwise, skip to Part 9.

Step-by-Step: Installing Ollama

1. Open your web browser (Chrome, Edge, or Firefox — whichever has an icon on your desktop or taskbar).
2. Click into the address bar at the top and type: `ollama.com/download` then press Enter.
3. Click the download button for Windows.
4. Once downloaded (check your Downloads folder if it doesn't open automatically), double-click the file named `OllamaSetup.exe`.
5. Click through the installer: Next, then Install, then Finish. You don't need to change any settings.

Step-by-Step: Checking That It Worked

1. Click the Start button (bottom-left of your screen).
2. Type: `cmd` and press Enter. A black window will open.
3. Type exactly: `ollama --version` then press Enter.
4. If you see a version number appear (like “ollama version 0.3.2”), it worked! If you instead see “not recognized,” close the window, restart your computer, and try this step again — sometimes Windows needs a restart to notice new software.

Step-by-Step: Downloading Your AI Model Manually

1. In that same black window, type exactly: `ollama pull phi3:mini` then press Enter (replace `phi3:mini` with a different model name if you chose a different one during setup).
2. You'll see a progress bar filling up — this is downloading the AI model. It can take several minutes; this is completely normal.
3. When it finishes and you see your typing cursor blinking again with no progress bar, it's done.

 Once both checks above succeed, go back to your installer folder and double-click `install.bat` one more time — it will notice Ollama and your model are already there and skip straight to the setup screens.

Part 9 — Using Your Software Every Day

Once setup is complete, you won't need to touch Command Prompt or installers again. Everything from here is clicking buttons.

Opening Your Control Panel

In your installer folder, double-click `manage.py`. (If nothing happens, right-click it, choose “Open with,” and select Python.)

What You'll See

- Your license status at the top — green means all is well; a note in gold means it's expiring soon
- A “Run” tab — click here to start your AI tool working
- A tab to update your business or AI details
- A tab to view recent activity/logs if something seems off

Renewing Your License

When Ubwiru AI emails you a new license before or after expiry, click “Renew License” at the top of your control panel, load the new file, and click Activate — no reinstalling needed.

Part 10 — When Something Goes Wrong

What you see	What to do
Nothing happens when I double-click install.bat	Right-click it and choose “Run as administrator”
A blue security screen appears	Click “More info” then “Run anyway” — this is normal and safe
It says my license is invalid	Make sure you loaded the exact .lic file Ubwiru AI sent — don't copy just part of the text
Setup seems stuck on “Installing...”	Large downloads can take 10–20 minutes on slower internet — leave it running
“Python is not recognized” in a black window	Restart your computer, then double-click install.bat again
I closed a window by accident	Just double-click install.bat again — it's safe to run more than once

Still Stuck?

Click the chat bubble in the corner of ubwiruai.com and describe what you're seeing — Uri has read this entire guide and can walk you through it step by step. Or email info@ubwiruai.com or call +250 786-238-878.

Part 11 — Glossary

Term	What it means
Double-click	Pressing the mouse button twice quickly without moving the mouse
Download	Saving a file from the internet onto your own computer, usually into the Downloads folder
Extract / Unzip	Unpacking a .zip file so you can use the files inside it
File Explorer	The yellow folder-icon program for browsing files on your computer
Command Prompt	A black window where you type text commands instead of clicking
.lic file	Your personal license file that unlocks the software you purchased
Ollama	The program that runs your AI “brain” entirely on your own computer, offline
AI Model	The actual “brain” (like phi3:mini or llama3.2:3b) that understands language and writes replies
Control Panel (manage.py)	The window you use every day to run your tool and manage settings
License Renewal	Extending your license for another year when it's close to expiring