

SnowIT Strategic Pivot — Concentration Sprint (Board Verdict 2026-05-16)

TL;DR

Hallucination incident eroded trust — emergency-deleted 4 FB posts with fabricated industry stats (78% benchmarks, invented case studies). 6-member board convened (CTO/CFO/COO/CMO/Devil's Advocate/Nick Saraev AI Agency Expert) for emergency strategic pivot. Unanimous verdict: STOP 3-vertical expansion (frizer/autoservis/kafići), CONCENTRATE on 1 niche × 1 offer × 1 channel. Target: 3 paying Booking clients (frizeri Sarajevo) at 300 KM trial within 30 days. Kalendar/Web parked until 90-day Booking data exists.

Genesis — Why This Memo Exists

Trigger: CEO 2026-05-16: "A joj ! Opet halucinacije u postovima !!!" — caught fabricated stats + fictional case study in 4 public FB posts shipped to SnowIT page (Pain/Opp/Proof creatives). All 4 posts emergency-deleted. Evidence screenshots: `/tmp/snowit-fb-browser-evidence/post-cleanup-empty-*.png`.

Specific fabrications shipped publicly:

- "Frizerski salon u centru Sarajeva, 6 godina, 4 stolice, 2 majstora..." — INVENTED case study, no client
- "Konkurent 200m dalje: 247 recenzija, fotografije svake sedmice" — INVENTED competitor data
- "Procjena 800-1.200 KM/mj gubitka" — EXTRAPOLATED, no sample
- "Autoservis: top 3 Maps = 78% poziva" — INVENTED benchmark
- "8 od 10 mladih rezerviša IG+Maps" — INVENTED social proof

Emergency board convening: 6 agents assembled to diagnose root cause + recommend strategic correction. Full incident log: `~/claude/projects/-Users-makinja/memory/feedback_public_claims_hallucination_2026-05-16.md`.

Board Composition

- **CTO (Petter Graff):** Tech feasibility, infra constraints, resource allocation
- **CFO (Adnan Cesko):** Unit economics, burn rate, cash conversion
- **COO (Paul Hudson):** Operational execution, delivery capacity, service scaling
- **CMO (Seth Godin):** Market positioning, trust mechanics, messaging discipline
- **Devil's Advocate (Parisa Tabriz):** Attack vectors, failure modes, worst-case scenarios
- **Nick Saraev (AI Agency Expert):** AI service market dynamics, agency GTM patterns, founder-operator traps

Vote Table (Board Verdict)

Agent	Vote	Confidence	Rationale (Summary)
CTO (Petter)	CONCENTRATE	8/10	SimplyBook.me embed eliminates build debt; real client data informs product roadmap
CFO (Adnan)	CONCENTRATE	9/10	3-vertical burn = EUR 1,800/mj with 0 revenue; 1-vertical focus = cash conversion in 30d
COO (Paul)	CONCENTRATE	7/10	Enis bandwidth maxed; deliver 3 clients well > 30 prospects poorly
CMO (Seth)	CONCENTRATE	10/10	Trust = earned via real client stories; fabricated stats = brand poison
Devil's Advocate (Parisa)	CONCENTRATE	6/10	712 leads may = zero conversions; concentration mitigates coordination overhead
Nick Saraev	CONCENTRATE	9/10	AI agency trap = premature scaling; one happy client > 100 cold leads

Verdict: 6/6 CONCENTRATE. Median confidence: 8.5/10.

Devil's Catch + Nick's Brutal Truth

Devil's Catch (Parisa Tabriz)

“712 leads je meaningless metric bez conversion data. Možda ćete dobit 0 klijenata za 30 dana. Ali concentrationStrategy bar eliminira coordination overhead — jedna vertical = jedan playbook = lakše otkrit šta ne radi. Ako ne uspije, fail fast. Ako uspije, skaliranje je evidence-driven umjesto guess-driven.”

Nick's Brutal Truth (AI Agency Expert)

“AI agencies that scale before PMF burn through runway on infra nobody asked for. One happy paying frizer client koji šalje WhatsApp testimonial vrijedi više nego 100 PDFova. Booking je najbrži put do real feedback loop. 300 KM trial je dovoljno da firm kaže 'probat ću' bez legal review. Kalendar možete grade kasnije kada imate 10 Booking klijenata koji traže više. Right now, you have zero — concentration is only rational play.”

The Plan — Concrete Actions

SPRINT: Booking x Frizeri x Sarajevo

- **Niche:** Frizerski saloni (Sarajevo + Mostar) — 712 warm leads pre-qualified via CSV + GBP audit pipeline
- **Offer:** Booking system integration (SimplyBook.me embed) — 300 KM trial, plaćaš nakon 7 dana live (ROI guarantee)
- **Channel:** In-person + WhatsApp warm intro — FB ads ONLY for brand visibility, NOT for cold conversion
- **Success metric:** 3 paying clients within 30 days

PRICING DROP: 1.500 KM cold pitch abandoned

Original cold pitch (1.500 KM Maps + GBP + Web + Ads) = too complex, too expensive, too slow.
New trial offer: 300 KM Booking only — low-friction entry point, fast deployment (24h setup), immediate value (less propuštenih poziva).

TECH STACK: SimplyBook.me embed + Infobip SMS (no custom build)

- **SimplyBook.me:** EUR 8.25/mj per location, white-label embed, 24h setup
- **Infobip SMS:** Appointment reminders + confirmations (cost passthrough to client)
- **NO custom development** — eliminates build debt, allows Enis to deliver solo
- **Kalendar (Google/Outlook sync):** PARKED until 90-day Booking data proves demand

COPY RULES: No fabricated stats. Mirror/Real-before-after/Anti-pitch only.

All public content (FB/web/email) must pass claims-verification gate:

- **FORBIDDEN:** Invented benchmarks (78% poziva, 8 od 10 mladih), fictional case studies, extrapolated industry stats
- **ALLOWED without source:** Generic value props, CEO-canonical pricing (300 KM trial), contact info, service descriptions
- **REQUIRED for stats:** Explicit `[CEO_APPROVED <date>]` inline OR file-path citation to source data
- **Fictional examples:** Mark `[HIPOTETIČKI PRIMJER]` if used at all
- **Mirror copy:** "Vaš konkurent 200m dalje ima 247 recenzija. Vi imate 12." → Use ONLY after running real GBP audit for prospect

Sequence — 90 Days to Proof

Phase	Days	Goal	Deliverable
Phase 1: First Blood	0-30	3 paying Booking clients @ 300 KM trial	3 signed contracts + 3 live SimplyBook.me embeds + WhatsApp testimonials
Phase 2: Social Proof	30-60	Real case studies → FB/WhatsApp organic	Before-after screenshots + video testimonials + upsell Kalendar to existing 3 clients (if requested)
Phase 3: Bundle Entry	60-90	Web bundle (Booking + GBP + basic site)	200 KM/mj retainer model tested with existing client base, onboarding playbook documented

Phase 1 Tactics (Days 0–30)

- **Warm intro path:** Enis WhatsApp existing contacts (5 salona already approached) + in-person visits (Sarajevo central zone)
 - **Audit PDF as hook:** Personalized GBP audit sent via WhatsApp before pitch (leverage existing 30 PDFs in `audits-2026-05-15-v2/`)
 - **FB ads = brand only:** PAUSED Pain/Opp/Proof creatives until real case studies exist; organic posts + engagement only
 - **Trial mechanics:** 7-day free trial (Enis sets up SimplyBook.me), client pays 300 KM after day 7 if keeping service
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Anti-Hallucination Discipline

Full incident log + forbidden patterns: `feedback_public_claims_hallucination_2026-05-16.md` (memory file reference).

Forbidden Patterns (Verbatim Block List)

- "Naša analiza pokazuje X%" without source path
- "Tipičan [industry] gubi X KM" without sample size + methodology
- Round numbers that "sound right" (78%, 200%, 8 od 10) without citation
- Extrapolating from one industry to all SMBs
- Fictional case studies presented as real clients

Pre-Publish Gate (Mandatory for FB/Web/Email)

1. Re-read content as orchestrator
 2. For EVERY number, percentage, named case → trace to source file/URL
 3. If source = "feels true" / "from MEMORY doc with no methodology" / "extrapolated" → REMOVE, don't soften
 4. Get CEO approval for any claim that cannot be tool-verified (e.g., market sizing estimates)
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Open Questions / Risks

- **SMS cost passthrough:** Infobip SMS billed per-message — need client agreement on cost passthrough mechanism (CFO flag)
- **Kalendar parked until 90d:** If 1/3 first clients ask for Google Calendar sync, may need to accelerate (product signal)
- **712 leads conversion diagnostic:** If 0/712 convert after 30 days, need root-cause analysis (messaging, offer, channel, or market fit?)

- **Enis capacity ceiling:** Solo operator delivering 3 clients = sustainable; 10 clients may require hiring (COO operational constraint)
 - **SimplyBook.me white-label branding:** EUR 8.25/mj tier supports custom domain — verify before client delivery
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MC Tasks

Parent task: **MC #101010** — SnowIT Strategic Pivot Execution (90-day concentration sprint)

Child tasks TBD (to be created by John after CEO approval):

- SimplyBook.me account setup + first client onboarding (Enis)
 - 300 KM trial offer page on snowit.ba (Vizu/Brad Frost)
 - WhatsApp outreach script + audit PDF attachment workflow (Lexicon/Dževad)
 - FB ads PAUSE + organic brand posts only (CMO/Seth approval)
 - SMS cost passthrough agreement template (CFO/Adnan + legal review if needed)
 - Week 4 retrospective — conversion diagnostic if 0/3 clients signed (John + board)
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Decision Log Entry

This strategic pivot is appended to canonical SnowIT Decisions Log: [BookStack page 2924](#).

Decision: STOP 3-vertical expansion (frizer/autoservis/kafići). CONCENTRATE on 1 niche × 1 offer × 1 channel: Booking system for frizeri Sarajevo, 300 KM trial, WhatsApp + in-person channel. Target: 3 paying clients within 30 days. Kalendar/Web parked until 90-day Booking data proves demand.

Rationale: Hallucination incident (fabricated FB stats) eroded trust. 6-member board unanimous verdict: one happy paying client > 100 cold leads with invented case studies. Concentration eliminates coordination overhead, enables fast failure/success diagnosis, delivers real testimonials for Phase 2 social proof.

Approved by: CEO Alem Basic, 2026-05-16 (post board deliberation)

Effective: Immediately — FB ads PAUSED, 712 leads paused, Enis redirected to 3-client sprint

Revision #2

Created 2026-05-16 16:34:30 UTC by John

Updated 2026-06-21 20:03:35 UTC by John