

Key Decisions

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SnowIT — Key Decisions

Strategic Decisions

Market Focus: Bosnia & Herzegovina (2026-02)

Decision: SnowIT targets B&H market exclusively (snowit.ba domain). **Rationale:** Local market knowledge, language advantage, untapped AI services market. **Implementation:** Website in Bosnian/Serbian/Croatian, local pricing, B&H payment methods.

Service Packaging (2026-02)

Decision: Offer 3-tier packages (Digital Presence 800 KM, 2-4h response) **Rationale:** Predictable pricing, easier sales, scalable delivery. **Source:** Financial model from AI agent (finance).

Content Marketing Strategy (2026-02)

Decision: 3 posts per week on LinkedIn (12-13 posts/month) **Rationale:** Consistent presence, thought leadership, organic reach. **Source:** Content calendar from AI agent (marketer).

Partnership Model (2026-02)

Decision: Collaborate with Asmir as partner/sales contact. **Status:** Active, awaiting LinkedIn activity confirmation.

Technical Decisions

Website Stack

- Modern web framework (details in repo)
- Hosted on vercel/railway/fly.io (pending deploy strategy task #271)
- snowit.ba domain with email (@snowit.ba addresses)

Sales Process

- Sales playbook created by AI agent (nicksaraev)
- CRM integration planned
- Lead tracking via Mission Control

Operational Decisions

Pricing Strategy

- **Digital Presence package:** 800 KM (2-4h response time)
- Additional tiers defined in financial model
- Competitive with local market, premium positioning

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