

# Project Overview

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## SnowIT — Project Overview

### What is SnowIT?

SnowIT (snowit.ba) is an AI-driven agency focused on the Bosnia & Herzegovina market. It provides software development, design, security, data, infrastructure, and marketing services under one roof.

### Current Status

- **Phase:** Active development
- **Website:** snowit.ba (live)
- **Market:** Bosnia & Herzegovina (B&H)
- **Business Model:** Full-service digital agency

### Recent Work

- Website launch with services pages (/usluge)
- LinkedIn company page creation
- OG image optimization (text rendering fix)
- Sales playbook development
- 30-day content calendar for LinkedIn
- Financial model for first 6 months
- Market research for B&H market

### Services Offered

1. **Software Development** — Web, mobile, custom applications
2. **Design** — UI/UX, branding, visual design
3. **Security** — Infrastructure security, compliance
4. **Data** — Analytics, business intelligence
5. **Infrastructure** — Cloud hosting, deployment
6. **Marketing** — Digital marketing, content, campaigns

# Tech Stack

- **Website:** Modern web stack (details in project repo)
- **Hosting:** TBD (see Deploy & Hosting Strategy task #271)
- **Email:** snowit.ba domain (DNS/MX setup in progress)

# Contacts

- **Partner:** Asmir (asmirmc@gmail.com)
- **Status:** Active collaboration, LinkedIn outreach campaign planned

# Key Documents

- **Sales Playbook** — Agent-generated detailed sales strategy
- **Content Calendar** — 30-day LinkedIn posting schedule (3 posts/week)
- **Financial Model** — 6-month revenue projections
- **Service Catalog** — Full service offerings at snowit.ba/usluge

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