

VENTURE STUDIO · CO-LIVING, VIJAYAWADA

# Bliss Co-living — Break-even in 6 Months

## A passionate first-time entrepreneur

IDEA · BRAND · LAUNCH · GROWTH

### The challenge

In the newly formed capital region of Andhra Pradesh, bachelors of both genders struggled to find accommodation due to cultural barriers — a real problem waiting for a brand.

### What we did

DWI triggered incubation mode: online presence, brand and social media marketing built around the founder's idea. The positioning clicked with the audience immediately.

### Results at a glance

#### 6 months

TO BREAK-EVEN &amp; PROFIT

#### First-time

FOUNDER ENABLED

### The outcome

Within six months Bliss reached break-even and profitability. It remains one of our sweetest case studies — the kind of journey that drives DWI's purpose.

**Have a similar challenge?** DWI.agency (a DIAS Works company) takes ideas to sale across brand, web, mobile, enterprise platforms, digital marketing and launches — now accelerated with AI. Brief us at [www.dwi.agency/start-project.html](http://www.dwi.agency/start-project.html) or write to [vinod@dias.works](mailto:vinod@dias.works).