

VENTURE STUDIO · IDEA TO SALE

etax.center — Launched in 15 Days

FFTCS · Taxation services

IDEA · BRAND · BUILD · LAUNCH · OPERATE · SALE

The challenge

FFTCS approached us for a new way to take taxation to the world — with the taxation deadline just 15 days away. There was no name, no brand, no product.

What we did

A brainstorming session produced the market positioning — 'the OLA of taxation' — a new brand name and domain, etax.center, taken immediately. Market research and a go-to-market mind map followed; logo and brand guidelines were approved on first cut for refinement.

etax.center launched with huge success before the deadline. We then operated the business 24/7 on a Build-Operate-Transfer model for three months.

Results at a glance

15 days	3 months	24/7	Nov 2018
IDEA TO LAUNCH	OPERATED UNDER BOT	LAUNCH OPERATIONS	SUCCESSFUL EXIT

The outcome

DWI exited the etax.center business in November 2018 after a successful launch — the complete Idea-to-Sale route ridden end to end, proving the venture-studio model in the hardest possible deadline conditions.

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 or write to vinod@dias.works.