

**Telecoms & Tech
Academy**

5G & MVNOS: EXPLORING THE 5G GROWTH OPPORTUNITY

**Build in-depth, comprehensive
knowledge and competencies
of the 5G & MVNO ecosystem**

Dates: 24 June 2021


In partnership with:

**MVNOs
Series**



www.telecomstechacademy.com/course/how-to-launch-an-mvno-business/

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PROGRAMME SUMMARY

As 5G launches across global markets there is an as yet untapped opportunity for MVNOs to embrace the new and exciting use cases that 5G connectivity can unlock.

This programme is targeted specifically at the MVNO industry, MVNO's, vendors, wholesaling operators and regulators, and will explore the benefits, and in some cases challenges of bringing a 5G proposition to market.

The course will cover the important 5G technologies and how these unlock new use cases for the industry, the opportunities that 5G can deliver for MVNOs including FWA (fixed wireless access) connected cities, private networks and the huge IoT opportunity. This will include some of the latest cutting edge industry case studies.

The course will also explore some of the challenges MVNOs may face including the impact of 5G on commercial models and how they can lobby their host network to give them 5G access. Candidates will leave the course with a greater understanding of the 5G MVNO opportunities, risks and how best to manage them.

PROGRAMME FORMAT

Candidates can expect an interactive session with two presenters offering both the technical and the customer/ commercial perspective on 5G.

The sessions will cover the technologies, use cases and global case studies of successful and innovative customer propositions driven by 5G.

The course also includes practical interactive sessions including building a business model canvas for a MVNO 5G proposition.

There will be ample time in the course for candidates to quiz the trainers and benefit from over 50 years combined telecoms and MVNO experience.

LEARNING OUTCOMES

Benefits for the Individual

At the end of the programme delegates will:

- *Understand the different 5G technologies and how these enable new use cases*
- *Be able to understand where the opportunities are for their individual businesses*
- *Recognise the benefits and the challenges that 5G can deliver*
- *Be able to build a plan to engage their host operator and build a strong case for 5G access*
- *Have mastered developing a business model canvas for a range of 5G opportunities*
- *Have practical case studies and reference data to inform their 5G strategy*

Benefits for the Organisation

- *Upskill your team on the next big opportunity in telecoms*
- *Ensure that your business is prepared for 5G and can build a 5G strategy*
- *Have the practical tools to enable quality discussions with operators about getting 5G access. Demonstrate how this can be mutually beneficial for both organisations*

WHO IS IT FOR?

This programme has been designed for:

- *MVNO founders and principles*
- *MVNO Strategy Directors*
- *MVNO Proposition Directors & Marketing teams*
- *MVNO Commercial & Relationship Managers*
- *Vendor Sales Directors & Sales teams*
- *Vendor Marketing teams*
- *Vendor Strategy Directors*
- *MNO Wholesale teams*
- *MNO Strategy teams*
- *Regulatory Teams*
- *IoT connectivity organisations*
- *Broadband service providers*

COURSE CONTENT

Introduction to the Global MVNO market & value chain

- What is an MVNO
- Value chain and definitions
- Market size and opportunity

5G technologies and their key benefits

- The importance of spectrum
- Key technologies
- Consumer benefits of the technologies
- Different deployment methodologies

What opportunities does 5G offer MVNOs

- Fixed wireless replacement and broadband substitution
- Massive IoT
- Private enterprise networks
- Supporting case studies
- How this fits with MVNOs

Managing operator resistance to MVNO 5G access

- Understanding the operator perspective
- Demonstrating the incremental value
- Regulatory remedy actions

Exercise

Understanding the business model canvas tool and building a business model canvas for 3 different MVNO use cases. This will be a team activity with teams presenting back to one another.

Commercial Impacts of 5G

- Typical wholesale commercial models

- Impact of 5G on MVNO / Operator commercials and contracts
- Potential solutions

DETAILED PROGRAMME AGENDA

Timetable as a virtual classroom/Timetable as F2F programme

Please include modules as well as approximate duration of each day and module

Day 1
Introduction to the Global MVNO Market and value chain- 45 minutes
5G technologies and their key benefits- 60 minutes
What opportunities does 5G offer MVNOs- 60 minutes
Managing operator resistance to MVNO 5G access- 30 minutes
Developing your 5G MVNO business model canvas 60 minutes
Commercial impacts of 5G -45 minutes
Wrap up and Q&A- 45 minutes

COURSE DIRECTORS

James Gray Managing Director Graystone Strategy



James is an experienced commentator and advisor in the MVNO and telecoms industry with over 25 years experience working in marketing and commercial C level roles at operators and MVNOs.

James is a Fellow of the Chartered Institute of Marketing & The Institute of Direct and Digital Marketing. He has worked with MVNOs globally including clients in Kenya, Somalia, Mexico, Greece as well as the UK and Ireland. Recently James has worked with a mobile network operator defining their MVNO and 5G strategy.

Erick O'Connor Commercial and Technology Strategy at Graystone Strategy



Erick is an extremely experienced advisor to companies and governments on commercial and telecoms strategy. Erick holds an MBA from the University of Bath and a BSc from City University in Electrical & Electronic Engineering.

He previously held senior management positions at Motorola's global GSM Infrastructure group as well as at Inktomi. The purchase of Inktomi by Yahoo! in 2002 led Erick to co-found and raise funding for DotDash, the first pan-European MVNO to address corporate customers.

PRICING

	SUPER EARLY BIRD Before Friday April 20 th	EARLY BIRD Before Friday 28 th May	STANDARD RATE After Friday 28 th May
DELEGATE PASS	£399	£499	£599

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