

**Telecoms & Tech  
Academy**

# **HOW TO LAUNCH AN MVNO BUSINESS**

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


**Dates: 22-23 June 2021**

**In partnership with:**

**MVNOs  
Series**

[www.telecomstechacademy.com/course/how-to-launch-an-mvno-business/](http://www.telecomstechacademy.com/course/how-to-launch-an-mvno-business/)

 [training@telecomsacademy.com](mailto:training@telecomsacademy.com)

 +44 (0) 207 017 4144

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## PROGRAMME SUMMARY

*MVNOs are a growing and important part of the mobile telecoms ecosystem. As new markets open up to MVNOs and existing markets continue to see significant MVNO subscriber growth, it is increasingly important to understand the fundamentals of MVNO, whether you are an operator, regulator, vendor MVNO, MVNE or MVNA.*

*This course will be invaluable for anyone needing to understand the technical, commercial, regulatory and customer aspects of developing and launching an MVNO.*

*The course will cover all elements of the MVNO value chain and explore the different technical models, MVNO segments and their different needs, the common commercial models, different operator approaches to MVNO strategy and the critical success factors for getting a wholesale deal and launching your MVNO.*

*Written and delivered by experienced MVNO professionals who have worked across the industry advising operators on strategy, regulators on the correct frameworks, and MVNOs on delivering and operating a successful business.*

*On completing the course, candidates will have an excellent understanding of how the MVNO model works globally, theoretical models and tools to use and a wealth of practical real world experience and insight to draw upon.*

## PROGRAMME FORMAT

*The course will be delivered over 2 days and candidates can expect interactive sessions, case studies and ample time for Q&A sessions with our experts.*

*The sessions have been designed to cover all aspects of the ecosystem to ensure that whether you are an MVNO, vendor or operator, you understand the challenges, opportunities and commercial implications of an MVNO strategy.*

*Day 1 will set the scene, giving you a detailed understanding of MVNO ecosystem, the technical models and key trends to consider.*

*Day 2 is all about the practical considerations for launching an MVNO, including choosing the right model for your proposition, negotiating your MVNO deal, important contractual clauses and exactly what to expect after launch.*

## LEARNING OUTCOMES

### Benefits for the Individual

At the end of the programme delegates will:

- *Understand the different technical models and the needs of different MVNO segments.*
- *Be able to apply the MVNO value chain to their business, understand who is doing the “work” and how commercial models charge or reward that work.*
- *Recognise the different commercial models and understand what they mean in practical terms.*
- *Be able to build your own MVNO business model canvas.*
- *Be able to build a credible plan for engaging a potential host operator.*
- *Understand the key components for bringing your MVNO to market and reference real life case studies.*

## Benefits for the Organisation

- *Upskill your team to understand global MVNO best practice.*
- *Ensure that your business is prepared for it's MVNO launch or a changes in regulatory guidance on MVNOs.*
- *Have the practical tools to enable quality discussions with operators and MVNOs.*
- *Demonstrate credibility in the MVNO market.*
- *Have a broad set of tools, models and case studies to draw upon when building an MVNO strategy or go to market plan.*

## WHO IS IT FOR?

This programme has been designed for:

- *MVNO Strategy Directors.*
- *MVNO Proposition Directors & Marketing teams.*
- *MVNO Commercial & Relationship Managers.*
- *Vendor Sales Directors & Sales teams.*
- *Vendor Marketing teams.*
- *Vendor Strategy Directors.*
- *Regulators in markets considering licencing MVNOs.*
- *MNOs in markets considering licencing MVNOs.*
- *MNO Wholesale teams.*
- *MNO Strategy teams.*
- *MNO Regulatory Teams.*
- *IoT connectivity organisations.*
- *Broadband service providers.*
- *Organisations considering an MVNO strategy.*

## 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	Day 2
The MVNO Business	Launching Your MVNO
Market Definitions and different technical models	Key stages to launching an MVNO
What is the difference between an MVNO, MVNA, MVNE and MVNIOT	Market case studies including operators segmented market approaches
The evolution of MVNOs and the MVNO value chain	Operator wholesale strategies
Global Market value and trends	Operator and MVNA commercial models and important clauses in the contract
Local market trends and opportunities	How to engage your operator to maximise your wholesale deal
MVNX business model canvas (Exercise)	What happens after launch

### Day 1- The MVNO Business

#### Module 1: Market Definitions and Models

- What is an MVNO.
- History of MVNOs globally.
- Defining MVNOs through technical models.

#### Module 2: MVNX- the difference between MVNO, MVNA, MVNE and MVNIOT

- The different models and terminology.
- Some definitions.
- Different MVNO segments.
- Which model suits which segment or situation.

#### Module 3: MVNX- the MVNO value chain and evolution of MVNOs

- Overview of how MVNOs have evolved.
- Detailed elements of the value chain and who does the work.

#### Module 4: Global Market value and trends

- Global value of the MVNO market.
- What happens as markets “open up” to MVNOs.
- Typical regulatory approaches to MVNO and real-life examples.



## Module 5: Local Market trends and opportunities

- Group discussion on specific activities relevant to their local markets.

## Exercise : Business model canvass

Understanding the business model canvas tool and building a business model canvas for 3 different MVNO use cases, Retail MVNO, Low Cost or International MVNO, Multi-play MVNO.

This will be a team activity with teams presenting back to one another.

Q&A with the course directors.

## Day 2- Launching your MVNO

### Module 1: Key stages to launching an MVNO

- Feasibility.
- Technology Strategy.
- Design and Delivery.
- Operational Readiness.
- Launch.

### Module 2: Market Case studies & segmented market approach

- Customer segmentation and why it's important.
- Why operators build segmented strategies and what it means to you.
- Case studies of global MVNOs and key success factors.

### Module 3: Operator Wholesale strategies

- Why operators have a wholesale strategy.
- The different approaches taken by operators.
- What about sub brands?

### Module 4: Operator Commercial Models and key commercial clauses

- The different commercial models you may be offered.
- Pros and Cons.
- Key contractual clauses you need to know about.

### Module 5: How to engage your operator to maximise the commercial deal

- What are operators looking for?
- How to build your pitch for engagement.
- Do's and Don'ts for your discussions with operators.

### Module 6: Launch is just the start- what happens next

- Managing the base.
- Developing the roadmap.
- Q&A- ask us anything!

## Case Studies

Our case studies will draw from a range of different MVNO markets and models and will use publicly available information and the Course Directors interpretation and opinion on key success factors.

## 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

	<b>SUPER EARLY BIRD</b> Before Friday April 20 <sup>th</sup>	<b>EARLY BIRD</b> Before Friday 28 <sup>th</sup> May	<b>STANDARD RATE</b> After Friday 28 <sup>th</sup> May
<b>DELEGATE PASS</b>	£899	£999	£1,099

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