



Capturing the MVNO Opportunity

MVNO Market & Product Suite Development Strategies

December 2008

Overview

Capturing the MVNO Opportunity: MVNO Market and Product Suite Development Strategies evaluates opportunities for both emerging and established mobile virtual network operators to offer highly targeted products and services. This publication determines product portfolio strategy based on key factors including competition, company differentiation, market segmentation and channel strategies.

The publication also assesses pricing strategy relative to market viability and financial metrics. Additional focus includes risk mitigation strategies and focus on critical success factors for the MVNO.

While this report will be of interest to anyone involved in the MVNO space, it will be of particular value to the following groups:

- Handset manufacturers
- Existing and New MVNO's
- MVNE's and other MVNO suppliers
- Infrastructure providers and application developers



Key Findings

- Differentiated products or markets alone do not necessarily mean an MVNO can be successful
- Where is the best source of market research and how to obtain it
- What type of MVNO's are there, set up costs and risks, and margin opportunity cost
- How to find, create and analyze addressable markets
- What is the common thread of successful MVNO start ups and the reason behind failures
- Tips on how to make the product unique and special
- Case studies on some successful start ups in mature markets and what can be learnt from them
- Key factors on what will make an MVNO work and what will not
- Key Risks in establishing and MVNO and some mitigation strategies
- What you need to include when designing tariffs and assessing market viability
- How MVNO's can increase their revenue streams in the future

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About Author



Kashif Amjad is the Managing Director Slimtel, an Australian MVNO delivered on the Vodafone Network and a partner and consultant for MVNO's overseas.

For the past 3 years Kashif established Slimtel into one of Australia's innovators and was able to implement product concepts such as calling overseas for the price of a local call from a mobile and profitable tariff plans that protected users who used their phones a lot outside their normal spend without.

Slimtel is a post paid MVNO with no contracts and has grown 100% in the last twelve months and sustained a phenomenal churn rate of less than 5%. Kashif has guided Slimtel to become one of the fastest government endorsed MVNO's and win several awards for its tariffs plans including the key Gold First Prize Award in the Money Magazine Best of the Best 2008 for the Best High User Tariff.

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