



MVNO Business Plan

June 2011

This is a full business plan based on the launch of an illustrative Mobile Virtual Network Operator (MVNO) known as Contendus. The plan covers all aspects of the company launch plan including market assessment, funding requirements, financial analysis, market segmentation and product differentiation. Also included is go-to-market plan, distribution and replenishment plans, comparison of MVNO's and more. The major benefit of this report is to assist in the development of an MVNO launch and to help validate existing plans.

While this report will be of interest to anyone involved in the start-up or business development in the wireless space, it will be of particular value to the following groups:

- MVNO start-ups
- Mobile network operators
- MVNE/MVNO service providers
- Investors and analysts in the mobile space
- Suppliers of MVNO equipment and software
- Consultants and systems integration companies

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