

MVNO Business Plan

with Financial Modeling Spreadsheet

June 2011

Financial Modeling Spreadsheet
included

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.

The major benefit of this report is to assist in the development of an MVNO launch and to help examine and 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:

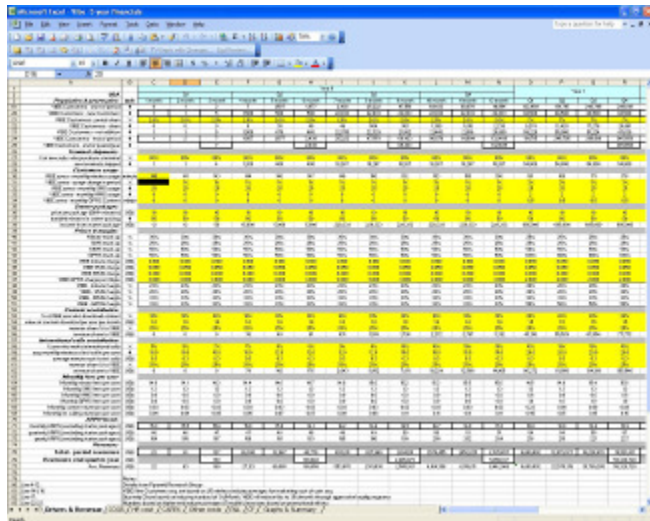
- MVNO start-ups
- Mobile network operators
- MVNE/MVNO service providers

MVNO Business Plan Financial Modeling Spreadsheet

Why build your financial assessment from scratch?!?

This report includes an Excel spreadsheet with financial modeling including:

- P&L
- COGs
- CAPEX
- HR Costs
- Cash Flow
- Other Costs
- Drivers and Revenue
- Graphs and Summary

This detailed, working Excel spreadsheet provides pro-forma information for a five year projection based on assumptions for Contendus. The spreadsheet provides both data points for analysis as well as a format for modeling your own parameters for a financial assessment of your MVNO business plan.

Table of Contents

1. EXECUTIVE SUMMARY

- A. THE BUSINESS
- B. THE STRATEGY
- C. THE MARKET
- D. THE MANAGEMENT
- E. THE FINANCIALS
- F. THE COMPANY MISSION
- G. THE CRITERIA OF MVNO
- H. EXCEPTIONS

2. THE BUSINESS

- A. REQUIREMENT ANALYSIS
- B. DESCRIPTION OF SERVICES
- C. TARGET MARKET
- D. SERVICES OFFERED - PRIMARY REVENUE DRIVERS
- E. POTENTIAL FUTURE SERVICES - ALTERNATIVE REVENUE SOURCES
- F. DISTRIBUTION, PURCHASING AND REFILLS
- G. STARTER PACKAGE
- H. HANDSETS AND HARDWARE
- I. GSM SYSTEM AND THE SIM-CARD
- J. THE WEB-SITE AND CUSTOMER INTERFACE
- K. SCOPE FOR ENHANCEMENTS AND FUTURE TECHNOLOGY 4G/LTE
- L. BACK-OFFICE AND CUSTOMER CARE
- M. THE NETWORK OPERATOR
- N. REGULATORY
- O. CHURN

3. THE OPPORTUNITY

- A. OPPORTUNITY
- B. STRATEGY
- C. PROVISIONING AND MANAGEMENT
- D. INFRASTRUCTURE
- E. MULTI-IMSI APPROACH
- F. MULTI-NETWORK VPN
- G. SECURITY AND CONTROL
- H. FORECAST

4. THE MARKET

- A. US WIRELESS MARKET
- B. PREPAID MARKETS
- C. WHOLESALE
- D. NEGOTIATION VECTORS
- E. ANALYSIS ON SETUP COST
- F. TERMINAL USAGE AND CONTROL
- G. NETWORK USAGE AND CONTROL

5. MARKETING PLAN

- A. GENERAL OVERVIEW
- B. MARKETING IDEAS
- C. INITIAL MARKET SEGMENTS AND STRATEGIC CONSIDERATIONS.
- D. PARTNERING AND CO-BRANDING
- E. LOYALTY PROGRAM
- F. MIGRATION STRATEGY

6. FINANCIAL OVERVIEW

- A. REVENUE STREAMS & COST CONSIDERATIONS
- B. REVENUE GROWTH
- C. FINANCIAL PROJECTIONS
- D. FUNDING
- E. EXIT STRATEGY

8. EXTENSIONS AND UPGRADES

- A. SELECTION CRITERIA
- B. TECHNICAL REQUIREMENTS
- C. OTHER FACTORS

9. POTENTIAL MARKET SEGMENTS

10. THE MANAGEMENT TEAM AND PARTNERS

- A. MANAGEMENT
- B. BOARD OF ADVISORS AND PARTNERS
- A. PARTNERS

11. COMPETITION

- A. GENERAL OVERVIEW
- B. PREPAID PLAYERS
- B. SWOT ANALYSIS
- C. PREPAID COMPETITION ANALYSIS
- EUROPE VS. UNITED STATES
- C. GENERAL OVERVIEW

12. THE MOBILE VIRTUAL NETWORK OPERATOR MARKET & GROWTH OVERVIEW

- A. GENERAL OVERVIEW
- B. GLOBAL OVERVIEW AND FORECAST
- C. MVNO DRIVE IN EUROPE
- D. MVNO DRIVE IN AMERICA
- E. MVNO DRIVE IN MIDDLE EAST
- F. MVNO DRIVE IN ASIA PACIFIC

13. CASE STUDIES

14. CONCLUSION

Order Form

Report Title

MVNO Business Plan with Financial Modeling Spreadsheet

License Type

- Single User License**\$ 1,995 USD**
- Team License (2-5 people) **\$ 3,465 USD**
- Company-wide License.....**\$ 6,995 USD**
- Other Licensing options available: Contact Mind Commerce

Family/Surname

First Name

Position

Company

Address

Country

Post Code

FAX

Telephone

Email

Order Type



Order by FAX at 1 877 646 3266

Card Number

Expiration Date (MM/YY)

CV Code

Cardholder's name

Signature

Billing Address

Postcode

Country

Signature

Date

Online Ordering

Customers can order online by visiting report web page:

[http://www.mindcommerce.com/Publications/MVNO_Business_Plan\(wSpreadsheet\).php](http://www.mindcommerce.com/Publications/MVNO_Business_Plan(wSpreadsheet).php)