

# MVNO Business Plan with Financial Modeling Spreadsheet

<https://marketpublishers.com/r/MC20DF4182DEN.html>

Date: September 2020

Pages: 187

Price: US\$ 1,995.00 (Single User License)

ID: MC20DF4182DEN

## Abstracts

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.

### 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.

Launching a MVNO involves a lot of careful planning and an understanding of the competitive threats and opportunities. Understanding competitive issues, opportunities, and challenges based on type of MVNO is key to success.

A critical aspect to the success of any MVNO is its wholesale negotiations with the host mobile network operator (MNO). Accordingly, the MVNO Business Plan includes Modeling and Negotiation Strategies for Contracting with MNOs. This includes rate structures, cost plus models, pros and cons, how to implement, and more!!

The MVNO Business Plan also includes evaluation of wholesale incentives, reconciliation process, and macro and micro environmental aspects to consider when defining a negotiation strategy.

It also includes an example Service Level Agreement (SLA), modeled from real-life operational MVNO SLAs, which can be customized to meet unique service management requirements.

In addition, the MVNO Business Plan includes The Future of Virtual Network Operators, which will help the reader understand the evolution of VNOs and identify future business opportunities in areas such as the Internet of Things, Virtual Reality, and Wearables.

Purchasers of the MVNO Business Plan and Financial Modeling Spreadsheet may also choose any one of the following reports at no additional cost:

Market Opportunity: Big Data in the Internet of Things

Telecom Carrier Big Data Operations, Applications, and Services

Understanding and Capitalizing Upon Telecom APIs for Communications

Enabled Applications

Technologies Impacting and Impacted by Operational Support Systems (OSS)

Bonus: Purchasers at the Team License and Company-wide License level will also receive at no additional cost:

IT Strategy in the Application Economy: DevOps, Data Management, and APIs

Bonus: Purchasers at the Company-wide Level will also receive at no additional cost:

Communication Enabled Apps, Content, and Commerce: WebRTC, Telecom APIs, and Mobile Apps

All purchases of Mind Commerce reports includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

Target Audience:

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

## Contents

### **MOBILE VIRTUAL NETWORK OPERATOR (MVNO) BUSINESS PLAN**

#### **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

#### **7. EXTENSIONS AND UPGRADES**

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

#### **8. POTENTIAL MARKET SEGMENTS (AD. 1)**

## **9. THE MANAGEMENT TEAM AND PARTNERS (AD. 2)**

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

## **10. COMPETITION (AD. 3)**

- A. GENERAL OVERVIEW
- B. PREPAID PLAYERS
- B. SWOT ANALYSIS
- C. PREPAID COMPETITION ANALYSIS

## **EUROPE VS. UNITED STATES (AD. 4)**

- C. GENERAL OVERVIEW

## **11. THE MOBILE VIRTUAL NETWORK OPERATOR MARKET & GROWTH OVERVIEW (AD. 5)**

- 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

## **12. CASE STUDIES (AD. 6)**

## **13. CONCLUSIONS**

## **14. APPENDIX**

- A. CELLULAR OPERATOR ORGANIZATION STRUCTURE
- B. INITIATING CONTACT WITH MNOS
- C. ESTABLISHING A STRATEGY

## **MVNO OPERATIONAL COST PLANNING: MODELLING AND NEGOTIATION**

# **STRATEGIES FOR CONTRACTING WITH HOST MOBILE NETWORK OPERATORS**

## **INTRODUCTION**

- 1.1. The MVNO Landscape
- 1.2. MVNO Background
- 1.3. MVNO Technology Options

## **2. WHOLESALE MODELS**

- 2.1. Cost Plus Model
  - 2.1.1. Cost Plus Rate Sheet
- 2.2. Retail Minus Model
  - 2.2.1. Straight Retail Minus
  - 2.2.2. Benchmark Retail Minus
  - 2.2.3. Retail Minus Rate Sheet
- 2.3. Interconnect
- 2.4. Wholesale Incentives

## **3. INVOICING AND RECONCILIATION**

- 3.1. Invoice Dispute Process
  - 3.1.1. Sample Invoice

## **4. ENVIRONMENTAL CONSIDERATIONS**

- 4.1. Macro Environmental Analysis
- 4.2. Micro Environment Analysis

## **5. RECOMMENDATIONS**

- 5.1.1. Knowledge and Expertise
- 5.1.2. Technology Solution
- 5.1.3. HNO MVNO Rate Structure
- 5.1.4. HNO Services List

## **6. NEGOTIATION TACTICS**

- 6.1.1. Tell them What they Want to Hear

6.1.2. Start High

6.1.3. Contract Clauses

## **7. CONCLUSIONS**



## List Of Figures

### LIST OF FIGURES

Figure 1- MVNO Technology Options

Figure 2 - Wholesale Charges for Network Activity using the Cost Plus Model

Figure 3- Segments Diagram

Figure 4- Wholesale Charges for Network Activity using the Retail Minus Model

Figure 5 - Calculating the straight Retail Minus

Figure 6 - Calculating the Benchmark Retail Rate

Figure 7- Calculation for Wholesale Rate

Figure 8- Interconnect Charging

Figure 9 - Wholesale Rate Variance Calculation with Interconnect Consideration

Figure 10 - Example MNO MVNO Commercial Relationship

Figure 11- Sample Wholesale Invoice Page One

Figure 12 - Sample Wholesale Invoice Page Two

MVNO, MVNE and MNO Service Level Agreement (SLA)

### INTRODUCTION

#### WHAT IS A SERVICE LEVEL AGREEMENT

#### WHY IS IT IMPORTANT TO HAVE AN SLA?

#### SLA'S IN THE MVNO WORLD

#### SAMPLE SERVICE LEVEL AGREEMENT

MVNO Billing through Wholesale Line Rental

#### 1. REVIEW

#### 2. DISPUTE RESOLUTION

#### 3. METRICS

#### 4. DEFINITIONS

- 4.5. Unconfirmed Clear
- 4.7. Confirmed Clear Permanent
- 4.8. Parked Time
- 4.9. Establishment of Contact Points
- 4.10. Reoccurring faults
- 4.11. Fault escalation

## **5. FAULT ESCALATION PROCESS**

## **6. SLA SCHEDULE**

- Appendix 1- Exclusions
- Appendix 2- Guidelines for Payment of Penalty Credits
- Appendix 3 - Parked Time
- Appendix 4 - General Dispute Process
- Appendix 5 - Wholesale Usage Invoicing and Dispute Process

## **THE FUTURE OF VIRTUAL NETWORK OPERATORS**

### **UNDERSTANDING VIRTUAL NETWORK OPERATORS**

MVNO Ecosystem

#### **MVNO**

#### **MVNE**

#### **MVNA**

- Next Generation Virtual Network Operators
- Converged VNO
- VNO and Internet of Things
- Future VNO Market Opportunities
- Internet of Things VNO
- IoT Full Service VNO
- IoT Data VNO
- Virtual Reality VNO
- Wearables VNO

## I would like to order

Product name: MVNO Business Plan with Financial Modeling Spreadsheet

Product link: <https://marketpublishers.com/r/MC20DF4182DEN.html>

Price: US\$ 1,995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MC20DF4182DEN.html>