**Overview**

Our US MVNO seminar is the most comprehensive seminar of its kind for new and established MVNOs in the US wireless industry. It will help our clients stay ahead of their competition and become one of the most successful MVNOs in the mobile market. Our seminar is offered at our clients’ locations with 3 weeks advance notice.

With our seminar, our clients will learn innovative and disruptive go-to-market strategies from 50 current and potential MVNO case studies spanning over 15 different categories as well as how to build a compelling voice and data centric MVNO business case.

Our ultimate goal is to maximize our client’s knowledge and answer all of their MVNO questions. Depending on our client needs, we can also customize the seminar to fit their particular situation.

The Besen Group considers roaming, reseller, MVNO, network sharing and spectrum sharing as mobile wholesale business models. We believe that the US is and will be the largest market for MVNOs globally in the years ahead.

**Mobile Wholesale Definitions**

- **MNO**: It is a mobile network operator that owns its mobile network infrastructure and allocation of spectrum. It does not open its network to MVNOs, MVNAs and may work with multiple MVNEs.
- **HNO**: It is a mobile network operator that owns its network infrastructure and allocation of spectrum. It opens its network to MVNOs, MVNAs, and may work with multiple MVNEs.
- **MVNO**: It is an organization that offers mobile and mobile data services with or without spectrum. The spectrum can be licensed, unlicensed or shared. It may work with multiple HNOs, MVNAs, MVNEs.
- **MVNA**: It is an organization that combines multiple MVNOs and may work with multiple HNOs, and MVNEs.
- **MVNE**: It is an intermediary organization that offers managed services and may work with multiple MNOs, HNOs, MVNEs, and MVNAs.

**Session I: US MVNO Market Overview**

- **US MVNO Market Overview 2019**
  - Mobile wholesale value chain and mobile wholesale industry definitions
  - MVNO market opportunities, types of MVNOs and key MVNE/MVNA players
  - MVNO market evolution phases including current and potential MVNOs
  - Reasons for becoming an MVNO and MVNO structural relationships
- **US MVNO Market Size from 2019 to 2023**
  - MVNO subscribers and forecast by host network operator from 2019 - 2023
  - MVNO subscribers vs America Movil (Tracfone) subscribers and forecast from 2019 - 2023
  - US mobile and MVNO subscribers and MVNO mobile penetration from 2019 - 2023
- **US MVNO Wholesale Pricing & Wholesale Margin Benchmark 2019**
  - Wholesale margin analysis for AT&T, Sprint, T-Mobile and Verizon Wireless
  - Wholesale voice, SMS and data pricing analysis for AT&T, Sprint, T-Mobile and Verizon Wireless
  - Unlimited talk, text, data usage and wholesale ARPU for AT&T, Sprint, T-Mobile and Verizon Wireless
Session II: US MVNO Business Guide

- **MVNO Market Entry Evaluation & Strategy Planning**
  - Defining the MVNO value proposition and identifying the key success factors
  - Evaluating multiple MVNO & WiFi based business models and determining the next steps to move forward

- **Market & Customer Segmentation**
  - Identifying new and untapped consumer and enterprise segments for specific mobile data services
  - Segmenting the market for mobile data services and devising a product portfolio for each segment
  - Determining how much subscribers are willing to pay for mobile data services and its impact for ARPU

- **HNO Evaluation & Analysis & Contract Negotiation**
  - Selecting a Host Network Operator (HNO) and evaluating pros and cons
  - Determining the criteria HNOs look for hosting MVNOs and MVNAs as well as selecting MVNEs
  - Negotiating a win-win deal with HNO(s) and examining the types of wholesale pricing structures

- **MVNE/MVNA Identification & Evaluation & Analysis**
  - Evaluating the costs and benefits of working with an MVNE/A and understanding the selection process
  - Negotiating a win-win deal with an MVNE/A and examining the pricing models and current market prices
  - Determining the business operations an MVNO should outsource to an MVNE and the telecom vendor

Session III: US MVNO Case Studies

- **OTT:** Amazon, Apple, Facebook, Google, Microsoft
- **Device Centric:** Dell, HP, Lenovo, Motorola, Panasonic
- **Ethnic & Immigrant:** Lycamobile, KDDI Mobile, China Telecom, PLDT, Red Pocket, TracFone, Ultra
- **Machine to Machine:** Aeris, Kore Telematics
- **Business & Quad Play:** DataXoom, Vodafone Americas, Xfinity Mobile
- **Network & Spectrum Sharing:** Charter, FirstNet, Dish Network
- **Freemium & Domain Registrar:** FreedomPop, Go Daddy, Ting
- **VOIP & WiFi:** Republic Wireless, Scratch Wireless, Vonage
- **Content:** AMC, ESPN, Hulu, Netflix, Playboy, ROK Mobile
- **Transportation:** Amtrak, GM, United Airlines, Tesla
- **Lessons Learned:** Amp’d Mobile, Best Buy, Cox, Disney, ESPN, Hello, Movida, Time Warner, Solavei

Workshops: Strategy & Business Case Development

- **Revenue Structure:** Market Sizing, Take-Up Usage, Service Selection and Pricing
- **Capex (Capital Expenditures) Structure:** Network Related and Non-Network Related Expenses
- **Opex (Operating Expenditures) Structure:** Direct and Indirect Expenses
- **Wholesale Pricing Table:** AT&T, Sprint, T-Mobile, Verizon
- **Financial Indicators:** Internal Rate of Return (IRR), Net Present Value (NPV), Payback
About The Presenter

Alex Besen is the Founder & CEO of The Besen Group LLC. He provides advisory and training services to corporate executives in the mobile data industry.

Alex has over 23 years of hands-on experience in the mobile industry working for operators and vendors in North America and Europe in numerous roles including business development, marketing, project management and finance. He has been working with mobile network operators in developing their digital transformation strategies, advising MVNOs and enterprises to launch their mobile and mobile data services.

Previously, Alex worked at Ericsson with mobile operators on MVNO and UMTS projects in the EMEA (Europe, Middle East and Africa) region. He was also responsible for identifying potential partners and hosting workshops at Ericsson Mobility World (a mobile data laboratory) where developers create, optimize and commercialize mobile applications. Prior to Ericsson, Alex was employed at T-Mobile USA (Omnipoint Communications) where he was responsible for partnerships, joint ventures and provided billing, customer care, marketing and financing solutions to mobile operators. Alex began his mobile career with Pocket Communications based in Washington DC where he managed the company’s auction activity for C-block spectrum licenses as well as other activities associated with market research, market segmentation, pricing plans and market distribution strategies.

He holds a BS degree in Management from the University of Tampa and an MBA degree in International Business from the American University. He is fluent in French, Turkish and proficient in Italian.

He has delivered a 4G LTE wholesale seminar to International Telecommunications Union (ITU) in March 2012, Cellular Telecommunications Industry Association (CTIA) in January 2011, Competitive Carriers Association (CCA) in December 2010 and Federal Communications Commission (FCC) in October 2010.


About The Besen Group

The Besen Group LLC is an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo.

The Besen Group brings global perspective and an open approach to client engagements, where the transfer of our mobile data knowledge, hands-on experience, and strategic thinking become part of our clients’ ongoing competitive strength. Its mission is to provide mobile data players with tools, knowledge, and services enabling them to perform optimally in their mobile environment. The Besen Group’s competitive edge is based on practical experience with mobile operators, mobile vendors, and a mobile data laboratory.

Our references include Amdocs, Arterra Mobility, BeQuick, BICS, Cosmote, Ericsson, Fenerbahce, Globecomm, Globalstar, Ligado Networks, Limitless Mobile, MTS, Nokia, Orange, Panasonic, Plintron Americas, Reglo Mobile, Sprint, T-Mobile US and Turk Telekom.

The Besen Group offers the following service portfolios: Mobile Data Service Portfolio, MVNO Service Portfolio, MVNE Service Portfolio and HNO Service Portfolio.

The Besen Group offers the following training seminars: Private LTE Seminar, CBRs Seminar, Mobile Wholesale Seminar, US IoT Seminar, MVNO Seminar, Cable MVNO Seminar, US MVNO Seminar, MVNE Seminar.

All of our services are tailored to ensure that each of our clients’ needs are met and surpassed. We work on a project basis or retainer basis with mobile operators, MVNOs, MVNEs, mobile vendors, law firms, investment banks, venture capital and private equity firms from all around the world.
Pricing

**US MVNO Seminar includes:**

- Session I: US MVNO Market Overview
- Session II: US MVNO Business Guide
- Session III: US MVNO Case Studies
- Workshops: Strategy & Business Case Development

For pricing information, please send an email to: seminar@thebesengroup.com.

The seminar price is for unlimited number of participants. The seminar price will vary for a customized seminar.

The duration of the seminar can be one day or half-day. Customers will be responsible for all travel related expenses including air, transportation, and lodging for the presenter.

In case, customers will need a training facility, all Regus business center expenses will be billed additionally.

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For a customized seminar, please contact us at +1.703.981.8168 or by email to: seminar@thebesengroup.com.

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