



## WANT TO KNOW HOW TO:

- Assess the mobile data MVNO business opportunity
- Negotiate a **win-win deal** with a Host Network Operator (HNO)
- Develop **innovative** mobile data MVNO business strategies
- Build a **bottom-up** mobile data MVNO business case
- Attack **niche markets** that exhibit **unique needs and characteristics**
- Create, market, and communicate attractive mobile data services **fast and efficiently**
- Evaluate costs and benefits of working with an MVNE
- Deploy and dimension scalable mobile data **Service Delivery Platform (SDP)** and launch **Multi-Access Portal (MAP)**
- Structure revenue share agreements

## WHO WILL BENEFIT:

- Venture Capitalists
- MVNEs & Mobile Vendors
- ASPs & Content Providers
- Cable & Media Companies
- Existent Voice & Mobile Data MVNOs

### Current Market Situation:

An explosion of MVNO activity is taking place in the mobile marketplace. Many players from multiple industries are exploiting the MVNO model to get revenues from the mobile market. While many MVNOs have entered the mobile market on a "pure voice play", their offerings are not very different than traditional mobile network operators. As the voice ARPU declines, MVNOs need to execute effective mobile data strategies and create innovative ways to differentiate their services to high-margin multimedia, location-based, and mobile commerce services.

### What is a Mobile Data MVNO?

An MVNO offers not only voice services but also value-added services or sometimes referred as mobile data services which are a combination of voice, data, graphics, and video information.

Examples include mobile music, mobile TV, games, ring tones, multimedia messaging, mobile commerce, and location-based services.

We consider Ampdmobile, ESPN, Helio, and Disney current mobile data MVNOs.

### Benefits of On-Site Seminar are:

For a convenient, quality, learning experience that will maximize your knowledge and answer your mobile data and all your MVNO questions.

- **Convenience:** Delivered to your team, at your location, at your schedule
- **Cost-Effective:** Eliminates travel related expenses and increase the productivity of your team
- **Confidentiality:** Discuss proprietary and relevant information to your company's business plan

## Agenda Session I: 9am – 11am

### MVNO Market

- Definitions
- Forecasts
- Business Models
- Network Architecture

### Mobile Data Market

- Eco-System/Forecasts
- Mobile Data Survey
- Delivery Platform/MAP
- Pricing Models

### MVNE Market

- Players
- Relationships
- Service Portfolio
- Service Pricing

## Agenda Session II: 11:15am – 1:15pm

### MVNO Business Strategy

- Positioning
- Segmentation
- Offering
- Technology
- Distribution
- Partnerships

### Mobile Data MVNO Business Case Development

- **Revenue Structure**  
Market Sizing, Take-Up Usage, Service Selection/Pricing
- **Capex Structure**  
Network Related and Non-Network Related
- **Opex Structure**  
Direct and Indirect
- **Revenue Sharing Arrangement**  
Content Providers, ASPs, MVNEs

## About The Presenter

Alex Besen is the Founder and Managing Consultant for The Besen Group LLC. He provides advisory and consulting services to executive managers in the mobile data industry.

Prior to founding The Besen Group, Alex developed opportunities with mobile operators in North America and Europe for Mantas and worked at Ericsson with mobile operators on MMS, GPRS, MVNO and UMTS projects in the EMEA region. He identified potential partners and hosted workshops at Ericsson Mobility World (a mobile data laboratory) where developers create, optimize and commercialize mobile applications.

Prior to Ericsson, Alex was a Business Development Manager at Omnipoint Communications (T-Mobile USA) where he was responsible for partnerships, joint ventures and provided billing, customer care, marketing and vendor financing solutions to mobile operators. Alex began his mobile career with Pocket Communications as a Program Manager.

He holds a BS degree in Management and MBA from the American University. He has spoken on MVNO panels at CTIA Wireless 2005, CTIA Wireless 2006, United States Telecom Association Webinar and is quoted frequently in Telephony Magazine.

## 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.

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 mobile data laboratory.

The Besen Group's MVNO service portfolio is organized into four bundled groups of services based on developmental needs. This ensures that before and after the launch of its mobile services, an MVNO's needs are met and surpassed. The Besen Group's objective is to deliver the highest value for their customers and ultimately own their loyalty.

The Besen Group works on a project or retainer basis with mobile operators, MVNOs, MVNEs, mobile vendors, content providers, content aggregators, ASPs, ISPs, VCs and enterprises from all around the world.

## Price

\$4,000 for the seminar, plus all travel related expenses including air, transportation, and lodging for the presenter. Full payment is required prior to the scheduled seminar date. All payments should be made by check or wire transfer.

Give the promotional code **MobileIN.com** to obtain any information about this seminar.

To arrange for a wire transfer, please contact us at +1.703.981.8168 or by email to: [info@thebesengroup.com](mailto:info@thebesengroup.com).

To schedule a seminar, please send your request to [seminar@thebesengroup.com](mailto:seminar@thebesengroup.com) with your contact details and availability.

## Legal Notice

The Besen Group LLC does not accept any legal responsibility for any actions taken on the basis of the information provided in the seminar. All opinions, assumptions, estimates and recommendations cannot be guaranteed and participants to the seminar use this information at their own risk. This seminar is provided as is without warranty of any kind, express or implied, including, but not limited to, the implied warranties or merchantability, fitness for a particular purpose, or non-infringement.

The Besen Group LLC reserves the right to cancel the seminar, modify, alter or otherwise edit the content of the seminar and change the price for the seminar at its discretion at any time without giving any notice to you. Furthermore, The Besen Group LLC accepts no liability for any loss or damage or unforeseen consequential loss or damage arising from the use of the information contained in the seminar.

Certain images and/or photos on the cover page are the copyrighted property of JupiterImages and being used with permission under license. These images and/or photos may not be copied or downloaded without permission from JupiterImages. The seminar presentation is the exclusive property of The Besen Group LLC. No part of the seminar may be reproduced, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the written permission of The Besen Group LLC. A limited version of the seminar presentation will be provided to seminar participants.

This seminar is for informational purposes only. THE BESEN GROUP LLC MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SEMINAR. © Copyright 2006. The Besen Group, LLC. All Rights Reserved.

Updated: April 11th, 2006.