

Launching a Wireless Brand

Seven things you need to know

Every day we are connecting in new ways. For many of us, our wireless devices are an extension of who we are. It's no surprise you want to be part of something that has revolutionized the way we do everything from talk on the phone, to how we connect through social media, to how we monitor our fitness.

MVNO Defined

A Mobile Virtual Network Operator is a wireless communications services provider that does not own the wireless network infrastructure over which the MVNO provides services to its customers. An MVNO enters into a business agreement with a carrier to obtain access to network services. The MVNO is responsible for its own retail pricing, customer service, billing support systems, marketing and sales personnel. It could also employ the services of a mobile virtual network enabler (MVNE) to manage some of the back office functions.

The MVNO business is extremely complex, challenging and expensive to start. As a standalone entity, the MVNO owns the market offering and the customer, Sprint provides network and operational interfaces, flexible solutions and dedicated personnel to support the MVNOs growth and success.

Sprint Provides

- Network
- Products and Solutions
- Dedicated People, Resources and Partner Ecosystem

MVNO Brings

- Funding
- Customer Ownership
- Customer Care
- Billing
- Brand
- Go to Market Strategy
- Devices & Device Strategy
- Sales & Distribution

The most successful MVNOs target a specific niche or leverage innovative solutions. They also have seven core commonalities. If this sounds like you, Sprint has a long history in the business, an award winning network and a team of experts ready to help you grow your revenue and subscriber base. [Apply to be a Sprint MVNO](#)

Seven Requirements of a Successful MVNO

1	Deep Industry Knowledge	The wireless industry is very complex with many federal and state requirements including regulatory, FCC licensing and more. A working knowledge of what it takes to get into the wireless industry, along with an understanding of the competitive landscape is critical to launching, and sustaining an MVNO.
2	Solid Business Plan	A comprehensive business plan for launching an MVNO factors in both the cost to launch and ramp a new MVNO as well as plans for long-term viability and growth. The best business plans include detailed planning for each of the following components: financial, operations, go to market, growth forecasts, devices, sales and distribution.
3	Secure Financial Backing	Starting an MVNO is a significant expense, and having the financial resources from investors or a parent company is paramount. When launching an MVNO, companies should consider implementation fees, MVNE fees, go to market budget, device costs and one year's worth of expenses during the ramp period of your new business.
4	Strong Operations Function	A well thought out operations structure is the foundation for any business. MVNOs fully manage their own back office systems, customer care, device activations, billing, systems/IT and sales training to activate and support subscribers. Some enlist the help of an MVNE.
5	Differentiated Go to Market Plan	The keys to success of any company and product starts with a strong brand, a differentiated offering with a unique value proposition, and a clearly defined target market. How will your MVNO compete in the cut-throat wireless industry?
6	Robust Device Strategy	Critical to any wireless provider is the device offering. Determining the right device type, fulfillment vendors and inventory strategy is the lynchpin of your wireless offering. Devices are also one of the most significant costs of your business.
7	Comprehensive Sales & Distribution Model	Packed with your brand and go to market strategy, a well-defined and executed sales and distribution method is where the rubber meets the road, so to speak. As MVNOs are ramping up their launch they have to stand up their offering in parallel with becoming market launch ready. When, where and how are you going to get your product into market?