

So You Want to Launch Your Own MVNO Business?

If starting a Mobile Virtual Network Operator (MVNO) business was easy, everyone would do it. Truthfully, it's complex and costly, but when you make it, the rewards are worth it. Launching a wireless brand requires industry knowledge, in-depth planning, financial backing, and most importantly, a strong partnership with a strategic Mobile Network Operator (MNO). Successfully growing your MVNO business after launch requires much more.

8 Things to Do Before Launching Your MVNO Business

Today's most profitable MVNO business owners did these eight things before launching, and it made all the difference.

1. They identified a unique niche and built their business around it.

Whether it's focusing on offering pre-paid plan options, ensuring low prices when traveling internationally, or targeting students only, long-lasting MVNOs provide a differentiated offering with a unique value proposition and a clearly defined target market.

2. They knew how to navigate the red tape.

Successful MVNO business leaders understand the ins and outs of the telecommunications industry – specifically federal and state requirements, including FCC licensing, and more. And if services extend overseas, it's crucial to understand how laws change when crossing borders.

3. They started with a rock-solid business plan.

The best of the best put together a comprehensive plan for launching their business, scaling strategically, and remaining profitable long-term. Effective business owners project finances, operations, go-to-market strategies, growth forecasts, devices, sales, and distribution.

4. They secured financing ahead of time.

Starting a wireless business is a significant expense, so it's crucial to secure financial resources from investors or a parent company before diving into the market. Some fees to consider are implementation fees, Mobile Virtual Network Enabler (MVNE) fees, go-to-market budget, cost of acquiring devices, etc.

5. They found the best MVNO management platform available.

Launching a business is one thing. Running it successfully is altogether different. Smart MVNO leaders obtain a comprehensive platform with customizable tools and helpful resources designed to ensure growth – like subscriber management, data usage controls and thresholds, business insights, subscriber support tools, and more.

Common Industry Acronyms

MNOs

Mobile Network Operators are traditional mobile operators that own and operate their own networks.

MVNOs

Mobile Virtual Network Operators are standalone wireless businesses that rent capacity from MNOs so they can offer mobile services to their customers.

MVNEs

Mobile Virtual Network Enablers provide infrastructure and back-end services to help MVNOs operate their businesses efficiently.

6. They created a robust device strategy.

Launching a business is one thing. Running it successfully is altogether different. Smart MVNO leaders obtain a comprehensive platform with customizable tools and helpful resources designed to ensure growth – like subscriber management, data usage controls and thresholds, business insights, subscriber support tools, and more.

7. They developed and executed a flawless go-to-market strategy.

Identifying your North Star and connecting everything back to it before, during, and after launch is crucial. It's not enough to define your ideal audience – you must put together airtight messaging to keep your teams aligned and show how your offering meets a specific market need.

8. They built an amazing relationship with their Mobile Network Operator (MNO).

Experience in this industry can give you a leg up and ensure your success. The right MNO partner provides guidance and works alongside you to keep your customers happy and keep your business running smoothly (e.g. providing call center resources, implementing a billing system, etc.).

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