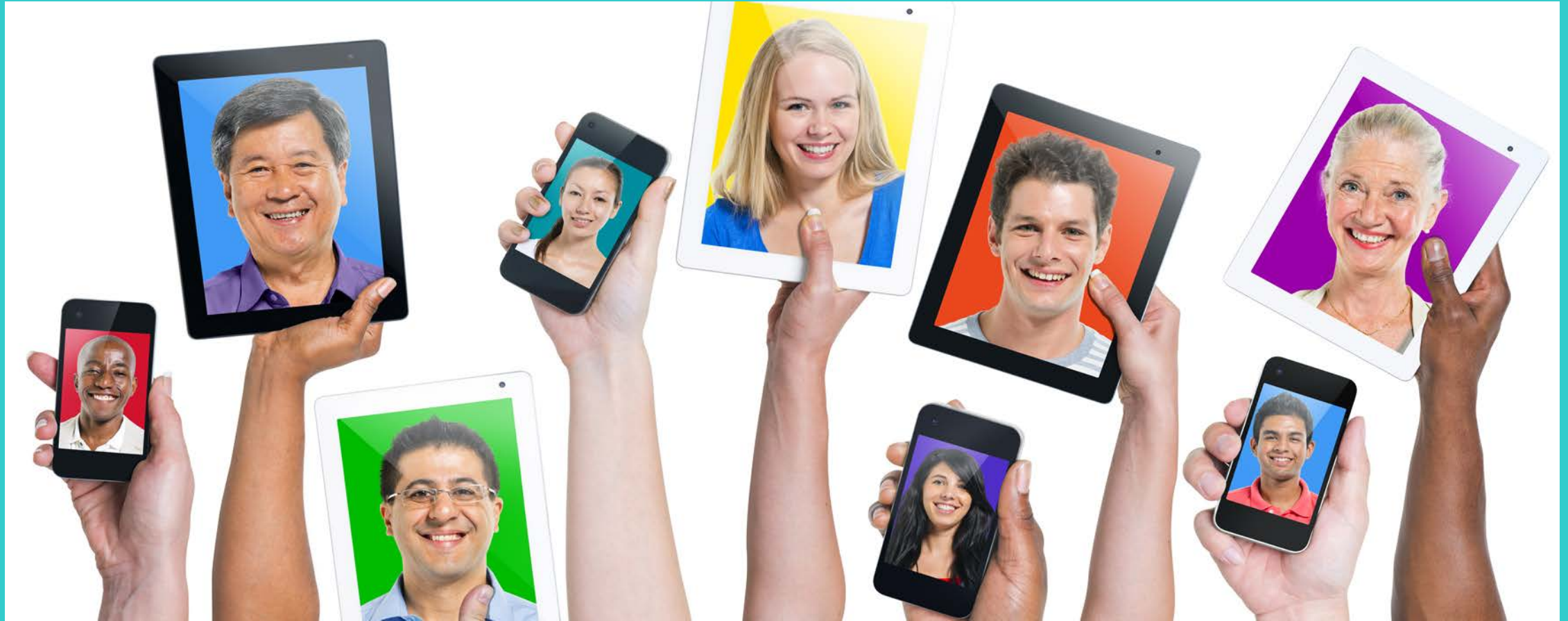


The New Wave of Celebrity MVNOs



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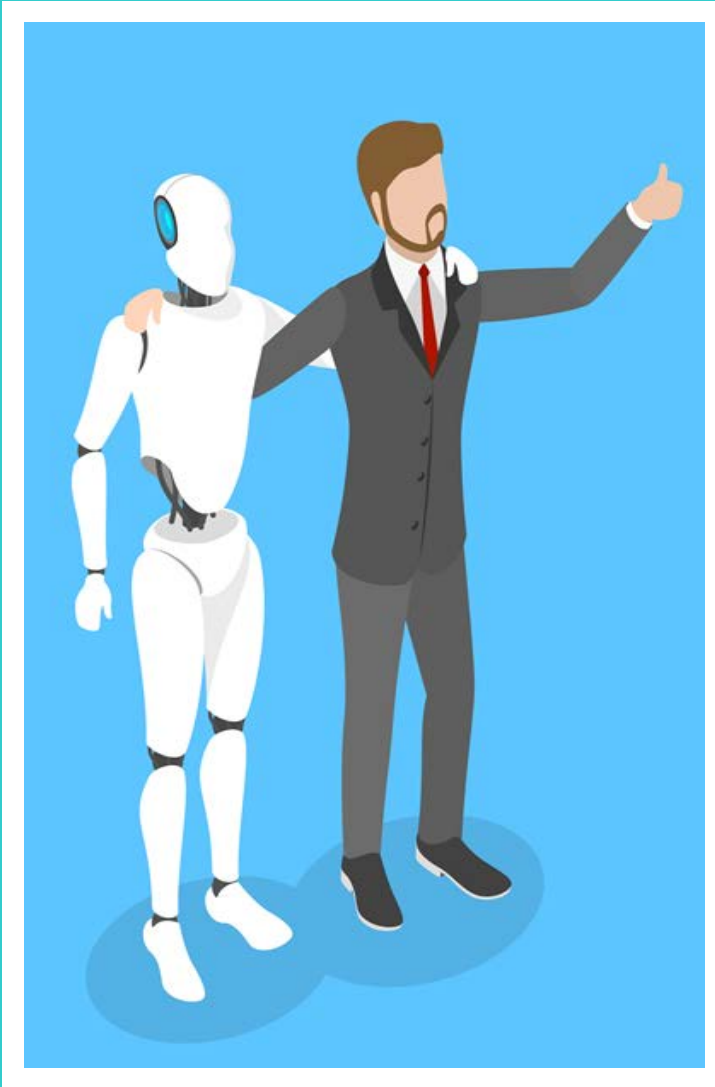
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- **About The Besen Group LLC**

- **Celebrity MVNO Value Proposition**
- **Celebrity MVNO Marketing Strategy**
- **Celebrity MVNO Business Case**
- **Beast Mobile SWOT Analysis**

Our Story

- Founded in 2004, we are specialists in mobile wholesale market and private networks market.
- 30 years of hands-on experience in the mobile industry from mobile network operators and vendors in North America and Europe.
- Mission is to provide mobile data players with knowledge, services and tools enabling them to perform optimally in their mobile environment.
- We offer strategic advisory, business development, market research and training services with a network of independent consultants.
- Strategic advisory services include: Private Networks, MVNO, MVNE, HNO.
- Market research services include: Private Networks, Case Studies, Tools.
- Training services include: Private 5G, Private LTE, CBRS, Mobile Wholesale, MVNO, Cable MVNO, US MVNO and MVNE seminars.
- Clients include CSPs, MVNOs, MVNEs, enterprises, system integrators, mobile vendors, hyperscalers and financial institutions.



References



MVNO Experience

Cable Operator



European Football Club



Ethnic Group



Satellite Operator



Hypermarket Chain



Broadcaster





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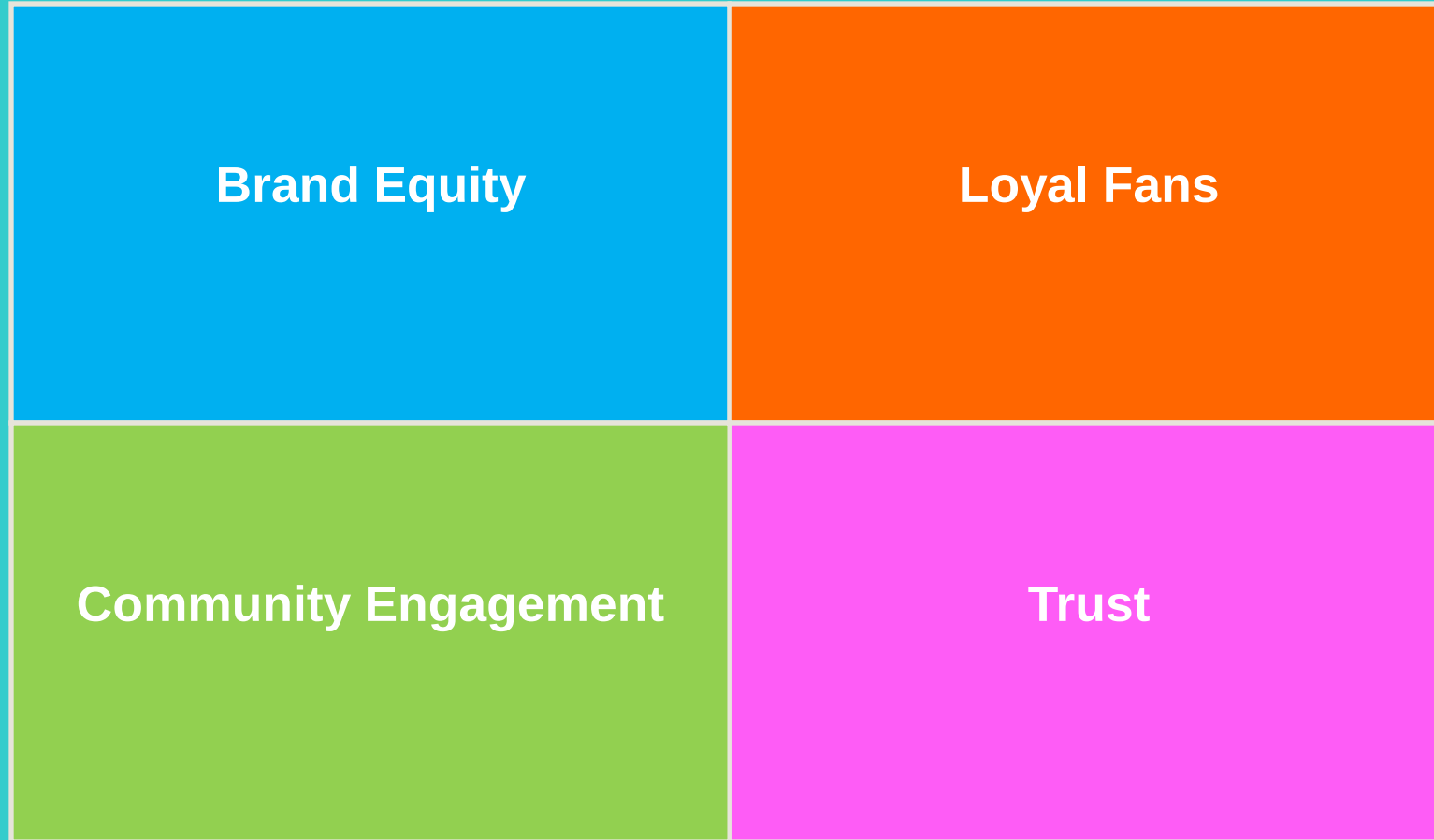
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Celebrity MVNO Value Proposition



Source: The Besen Group Estimates

Mint Mobile not Celebrity MVNO

Launched in August 2016, as a subsidiary of Ultra Mobile by David Glickman and Rizman Kassim.

Ryan Reynolds acquired 25% stake in November 2019.

T-Mobile acquired Mint Mobile and Ultra Mobile in March 2023 for \$1.35 Billion.

Ryan Reynolds made around \$300 Million from selling its stake.



Source: Internet, Media Articles, ChatGPT, The Besen Group Estimates, T-Mobile

Current Celebrity MVNOs in the US



ROCKSTAR
WIRELESS

SMARTLESS
MOBILE

noble
mobile

TRUMP
MOBILE

Source: The Besen Group Estimates

Rockstar Wireless

Launched in December 2023 over T-Mobile's network co-founded by Grammy-nominated music producer Leon "Rocstar" Youngblood Jr. and entrepreneur Darius Allen.

Rockstar Wireless aims to blend affordable wireless connectivity, celebrity-style branding, and digital-only customer experience, positioning itself as a budget-friendly alternative to larger carriers.

It offers three different plans: Gold (\$24.99), Platinum (\$39.99), Diamond (\$49.99).

The logo for Rockstar Wireless, featuring the word "ROCKSTAR" in a large, bold, gold-colored font, with the word "WIRELESS" in a smaller, bold, gold-colored font directly below it.

Source: Internet, Media Articles, ChatGPT, The Besen Group Estimates , Rockstar Wireless

Trump Mobile

Launched in June 2025 targeting conservative, pro-Trump consumers with an MVNA partnership agreement with Liberty Mobile over T-Mobile's network.



Offers a simple, single-plan wireless service called "The 47 Plan", priced at \$47.45 per month with unlimited talk, text and data, plus extras like international calling, roadside assistance and telehealth benefits with US based customer support.

Markets a Trump-branded smartphone (T1 Phone) that was initially promoted as US made and sold at around \$499, though details about production and delivery have changed over time.

The brand is used under a licensing agreement from The Trump Organization.

Source: Internet, Media Articles, ChatGPT, The Besen Group Estimates , Trump Mobile

SmartLess Mobile

Launched in June 2025 by the podcasts hosts of SmartLess (Jason Batemen, Will Arnett, and Sean Hayes) over T-Mobile's network.



SmartLess Mobile is a digital-first, low-cost wireless phone service and companion mobile app designed to give consumers simpler, more affordable cellular plans without the “bloat” of huge unlimited data packages.

SmartLess Mobile is marketed with a playful, straightforward tone – encouraging users to “get SmartLess” by paying for what they actually needs rather than overpaying for data they rarely use.

It offers three different plans: \$10 for 10 GB, \$25 for 15 GB, \$30 for 30 GB.

Source: Internet, Media Articles, ChatGPT, The Besen Group Estimates , SmartLess Mobile

Noble Mobile

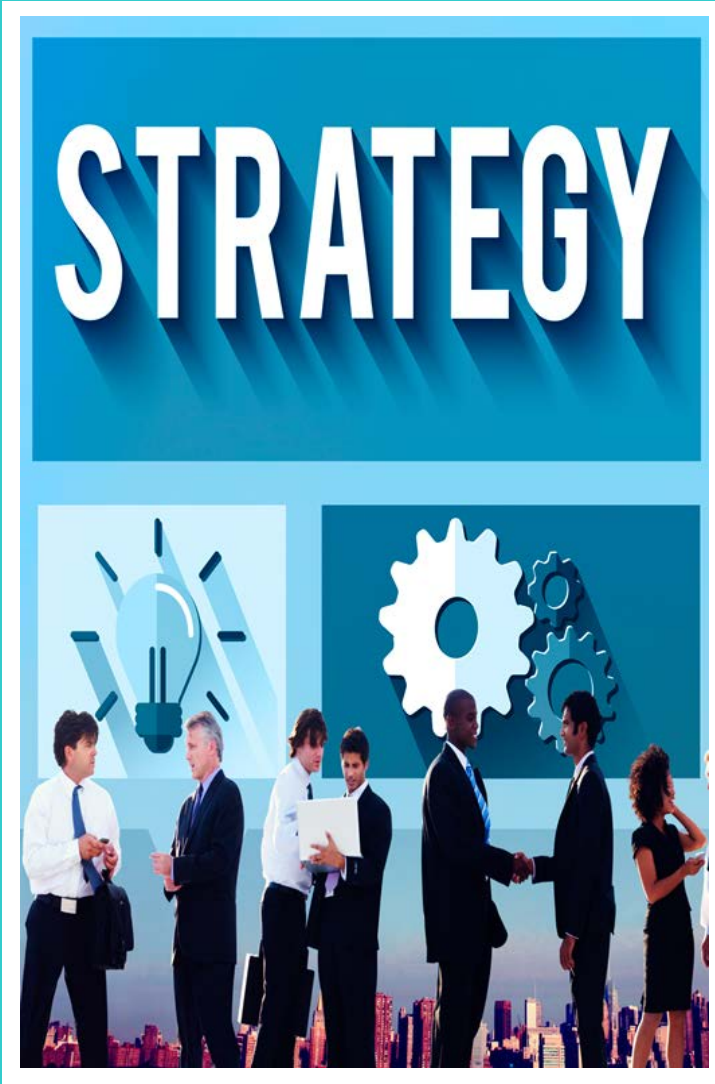
Launched in September 2025 over T-Mobile's network by Andrew Yang, entrepreneur and US presidential candidate in 2020 campaign.

Noble Mobile's unique feature is its "cash back" or "Noble Cash" program – subscribers who consume less than a set of amount of data (e.g. under 20 GB/month) earn money back for unused data, which can even grow with interest over time.

It offers a straightforward plan that includes unlimited talk, text and data for a flat monthly rate at \$50.



Source: Internet, Media Articles, ChatGPT, The Besen Group Estimates , Noble Mobile



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Celebrity MVNO Marketing Strategy



Source: The Besen Group Estimates



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Sample Celebrity MVNO Business Case

Metric	Year 1	Year 2	Year 3
Subscribers (#)	100,000	120,000	144,000
ARPU (\$)	\$35	\$36	\$37
Annual Revenue (\$)	\$42,000,000	\$51,840,000	\$63,936,000
MVNA Cost (\$)	\$30,000,000	\$36,000,000	\$43,200,000
USF Cost (\$)	\$1,260,000	\$1,555,200	\$1,918,080
Regulatory Compliance Cost (\$)	\$420,000	\$518,400	\$639,360
Marketing Cost (\$)	\$8,400,000	\$7,776,000	\$6,393,600
COGS (\$)	\$40,080,000	\$45,849,600	\$52,151,040
Gross Profit (\$)	\$1,920,000	\$5,990,400	\$11,784,960
Gross Profit (%)	5%	12%	18%
Net Profit to Celebrity MVNO (\$)	\$1,920,000	\$5,990,400	\$11,784,960
Operating Expenses (\$)	\$2,940,000	\$3,628,800	\$4,475,520
Operating Expenses (%)	7%	7%	7%
EBITDA (\$)	(\$1,020,000)	\$2,361,600	\$7,309,440
EBITDA (%)	-2%	5%	11%

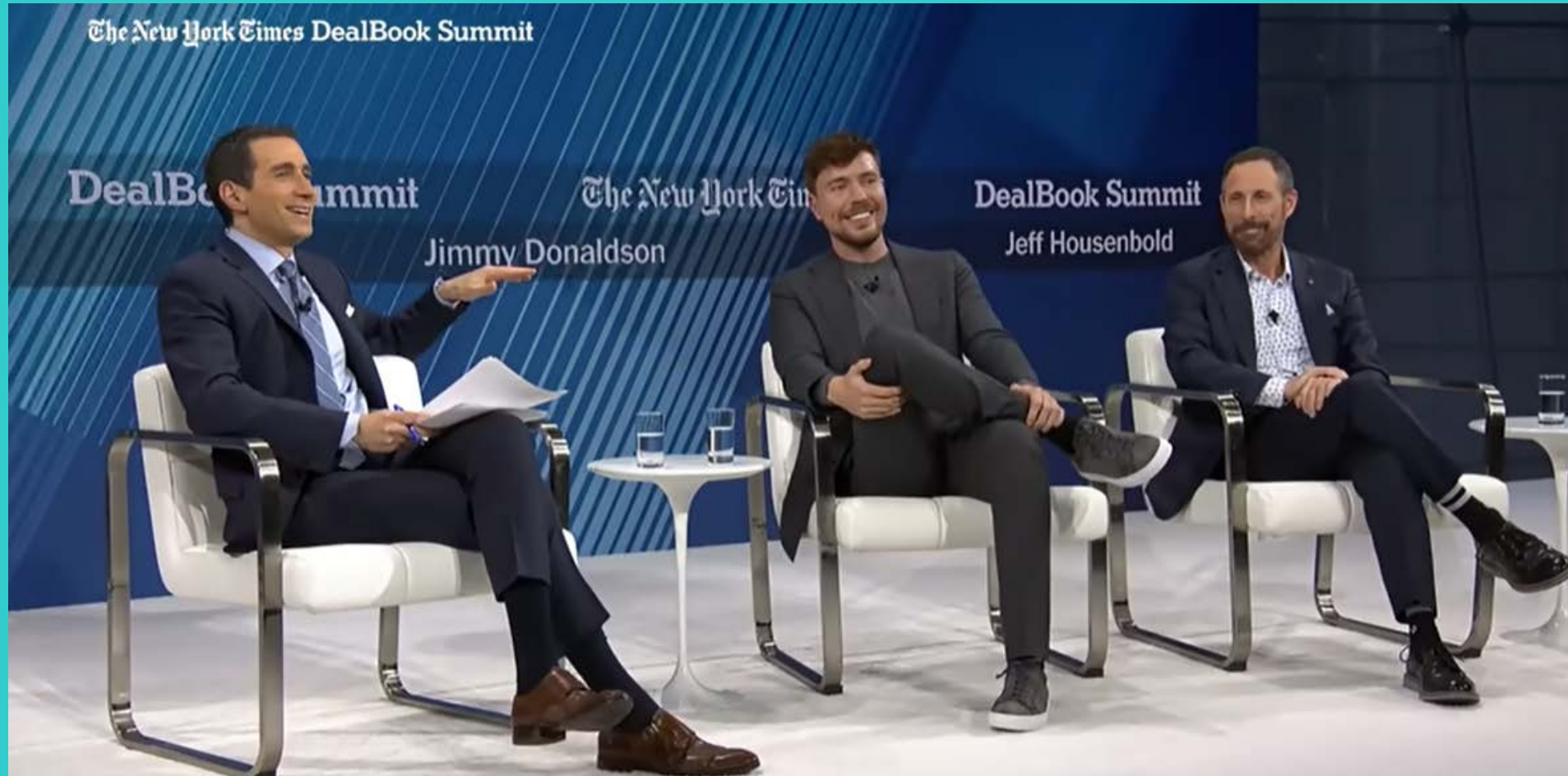


Source: The Besen Group Estimates



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The New York Times DealBook Summit 2025



Source: YouTube, The New York Times, DealBook Summit, December 3, 2025, Time: 20:58

Business Insider Article: Beast Mobile

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MEDIA

MrBeast is planning to launch a phone service called 'Beast Mobile'

By [Dan Whateley](#) [+ Follow](#)

The content creator, who has over 450 million subscribers, is planning to launch a phone business called "Beast Mobile" as one of his company's next ventures, Beast Industries CEO Jeffrey Housenbold said on Wednesday, speaking at The New York Times' DealBook Summit.

Source: Business Insider, December 3, 2025

Beast Industries



Source: Internet, Media Articles, The New York Times, DealBook Summit, December 3, 2025, The Besen Group Estimates

MrBeast Target Demographics

Primary Target

13 – 34 (Gen Z and Young Adults)

High engagement with challenges, stunts, and giveaways

Secondary Target

6 – 15 (Gen Alpha)

Growing through toys and animation

Geography

US, India, Brazil, UK, Canada, Australia

Source: Internet, Media Articles, ChatGPT, Gemini

Beast Mobile SWOT Analysis

Strengths

- Massive Built-In Audience (467 MM)
- Proven Entrepreneurial Success
 - Established Brand Identity

Weaknesses

- Potential Short-Term Hype
- Brand Diversification Risks
 - Market Saturation

Opportunities

- Leveraging Viral Marketing
- Bundling with Other Ventures
- Expansion into Fintech & Gaming
 - Expansion Internationally

Threats

- Brand Perception Risks
- Intense Competition
 - Economic Factors
 - Family Plans

Source: The Besen Group Estimates

THANK YOU

www.thebesengroup.com