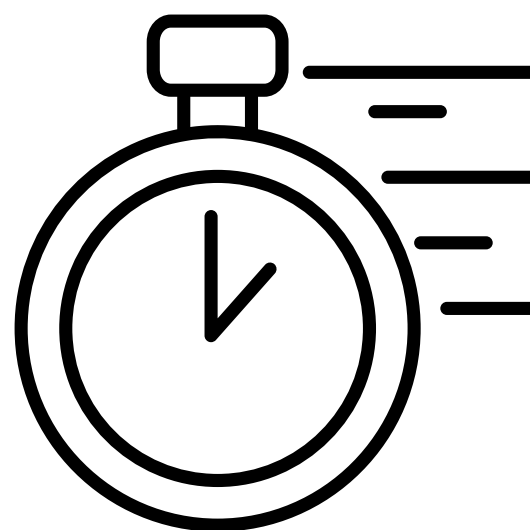


From Connectivity to Experience: How the Next Generation of MVNOs Will Win

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Chief Strategy Officer





A journey from physical territory to digital experience.

The Era of Physical Territory

The Landscape

- Copper lines & Heavy Infrastructure
- Fiber wasn't on the radar
- Wireless was an emerging luxury

The Requirements

- Massive Capital
- Proprietary Hardware
- An Army of People

The World Today

*Connectivity is no longer the product.
It's the baseline.*



The Truth

Winning = execution of fundamentals

There is no silver bullet.



The Four Pillars



PRODUCT



PROCESS



PEOPLE



PLACEMENT



Product: Beyond the Megabyte

*If your product is just data...
you don't have a product.*

- Must solve a specific problem
- Must target a specific cohort
- Must add value beyond connectivity

Process: The Frictionless Frontier

Process is now a product feature

- Onboarding < 3 minutes
- Seamless eSIM
- Real-time everything
- Invisible operations

People: The Empathy Engine

In a world of AI... human experience becomes premium

- Problems WILL happen
- Difference = how you respond
- Empowered teams = retained customers

Placement: Where the Customer Lives

Distribution is no longer physical. It's contextual.

- Embedded in apps
- Inside ecosystems
- At moment of need



Winning isn't one big idea.

***It's doing a thousand small things better.
That's how the next generation of MVNOs wins.***



BRINGING THE 4 PILLARS TOGETHER



WE'VE MOVED FROM THE ERA OF
INFRASTRUCTURE
TO THE ERA OF
EXPERIENCE

Telgoo5's focus and automation allow
you to focus on **what matters most.**