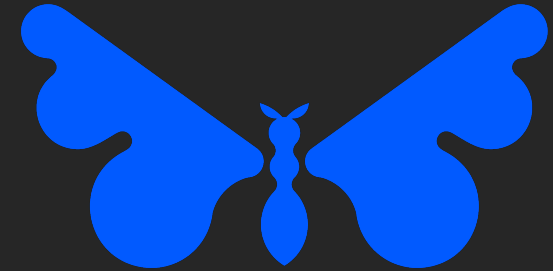


MVNO Workshop | Beyond the Standalone SIM



MVNO Nation Americas 2026
Wesley Hellyar
27 April 2026



Moth
Innovate

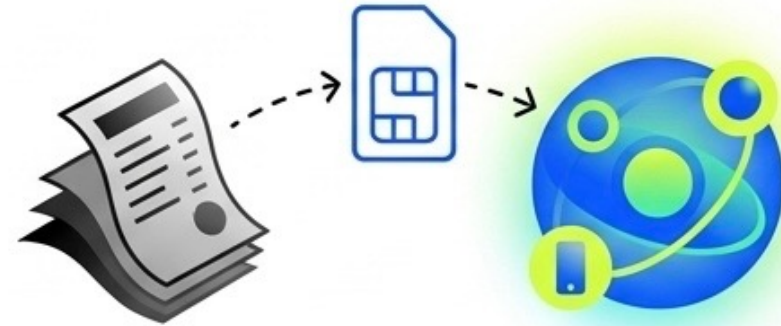
The Commodity Trap | Illusion of choice



The "VAS" Value Matrix | From Utility to Ecosystem

The Baseline: In the U.S., "Unlimited" is no longer a selling point; **it's the baseline expectation.**

The Pivot: To be bold, you must move the SIM card from the "Bills" category to the "Lifestyle/Tools" category.



Three Key Pillars of the new MVNO Matrix:

FINTECH INTEGRATION



Connectivity as a reward
for financial health

RETAIL FLYWHEEL



Connectivity as a reward
for consumption

CAUSE-BASED



Connectivity as a vehicle
for social impact

Reward for financial health



Retail Flywheel | The "Grocery-to-GB" Pipeline



Cause-Based | The "Patronage" Model

THE 'CAUSE' Love Mobile



Users Choose Their Cause
Data that Empowers



THEIR 'PATRONAGE' Value-Driven Loyalty



Loyalty
beyond
price



Exclusive
experiences



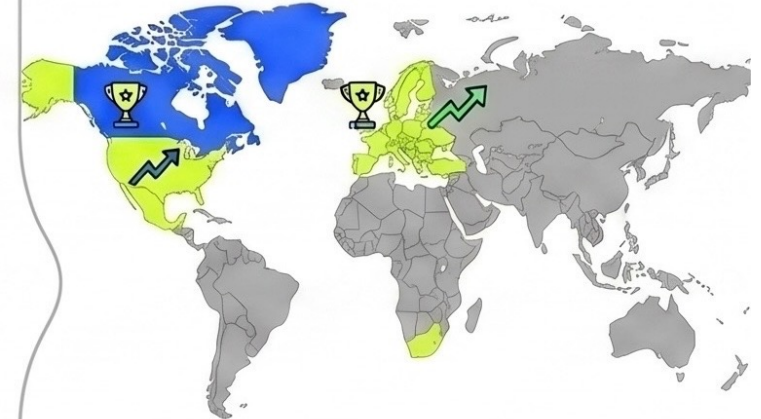
Early-access
benefits



Community
perks

Building a Moat
through Affinity,
not just Cost

GLOBAL SUCCESS Cause + Patronage



Lower churn
Higher NPS

Shifting from ARPU to LTV

THE OLD VIEW: ARPU (Average Revenue Per User)



- Measures transactional value at a single point in time
- Ignores future potential and retention
- Short-term focus

THE FUTURE: LTV (LIFETIME VALUE)



- Predicts total projected revenue from a customer relationship
- Accounts for retention, churn, and loyalty
- Focuses on long-term growth and customer health
- Optimizes acquisition and marketing spend

TRANSITION TO A
HOLISTIC VIEW

**LTV REPLACES ARPU AS THE PRIMARY
METRIC FOR STRATEGIC SUCCESS**





Workshop Exercise

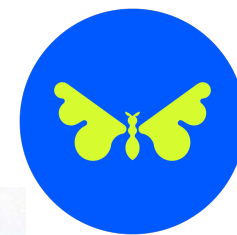
Kill Your MVNO

The Scenario: Amazon launches an MVNO tomorrow. Data is **FREE** as a loss-leader for Prime.

The Task: You have 15 minutes to find and discuss one non-telco reason why your customers stay when the competitor is free.



Your Toolkit | The US Market



Thank you



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