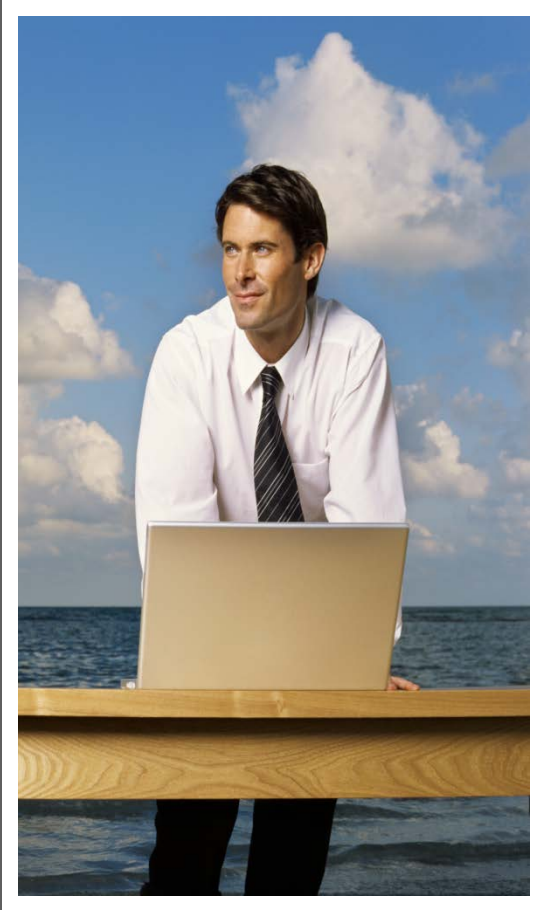


# Company Presentation



Mobile Data Consultancy with Hands-On Experience



- **About Us**
- **Consulting Services**
- **Training Programs**
- **Market Research & Tools**
- **Contacts**

# Profile

- Specialists in the mobile data industry with subject matter expertise in the mobile wholesale.
- 120 years of cumulative experience in the telecom industry in the US, Europe and Asia.
- Mission is to provide mobile data players with knowledge, services and tools enabling them to perform optimally in their mobile environment.
- Service portfolios include: Mobile Data, MVNO, MVNE, and HNO.
- Training services include: Private LTE, OnGo, Mobile Wholesale, US IoT, MVNO, Cable MVNO, US MVNO and MVNE seminars.
- Clients include mobile operators, MVNOs, MVNEs, mobile vendors, law firms, investment banks, venture capital and private equity firms.
- Presence in 3 continents with a network of independent consultants.
- Available to work either as interim executives or as consultants.
- Founded in 2004 in the State of Virginia as Limited Liability Corporation.



# Benchmark of Experience

Experience	The Besen Group	ABC Consulting
Hands-On US Mobile Market Experience	Yes	Yes
Hands-On European Mobile Market Experience	Yes	Some
Hands-On Fortune 500 Experience	Yes	Some
Hands-On Mobile Data Experience	Yes	Some
Hands-On Mobile Industry Experience	Yes	Some
Hands-On Satellite Experience	Yes	No
Hands-On MVNO Experience	Yes	No
Hands-On MVNE Experience	Yes	No
Hands-On Wholesale Business Experience	Yes	No
Hands-On Mobile Data Laboratory Experience	Yes	No
Hands-On Mobile Operator Experience	Yes	No
Hands-On Mobile Vendor Experience	Yes	No
Number of Years (Cumulative)	120+	5 – 10

# Benchmark of Capabilities

Capabilities	The Besen Group	ABC Consulting
Business Strategy & Planning	Yes	Yes
Market & Customer Segmentation	Yes	Yes
Market Research & Competitive Analysis	Yes	Yes
Auction Strategy & License Application	Yes	Some
Marketing & Product Launch	Yes	Some
Partnership & Alliance Development	Yes	Some
Project Management & RFP Preparation	Yes	Some
Vendor Evaluation & Analysis	Yes	No
Custom Business Case Modeling	Yes	No
Churn Management & Revenue Assurance	Yes	No
Market Entry Evaluation	Yes	No
Measurement of KPIs and Dashboard	Yes	No
Training: Workshops/Seminars/Courses	Yes	No

# Benchmark of Education, Values, Pricing

Education	The Besen Group	ABC Consulting
Bachelor of Science	Yes	Yes
Master of Business Administration	Yes	Some
Values	The Besen Group	ABC Consulting
Commitment to Integrity	Yes	Yes
Commitment to Quality	Yes	Some
Entrepreneurial Spirit & Passionate	Yes	No
Pricing	The Besen Group	ABC Consulting
Reasonable Fee Structure	Yes	Some
Discounts on Bundled Services	Yes	No

# References



# International Experience

Representing mobile and mobile data experience around the world.

France



USA



S. Africa



Turkey



Czech R.



Germany



Greece



Italy



Spain



Holland



Japan



Sweden





# Team

Alex Besen



Founder/CEO

Daide Angotta



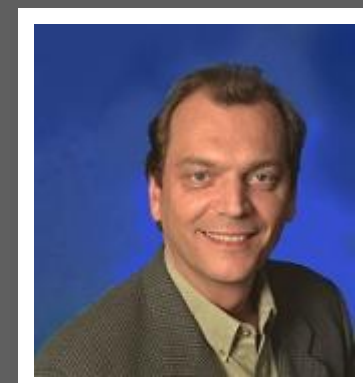
Handset Advisor

Dr. Tuna Alper



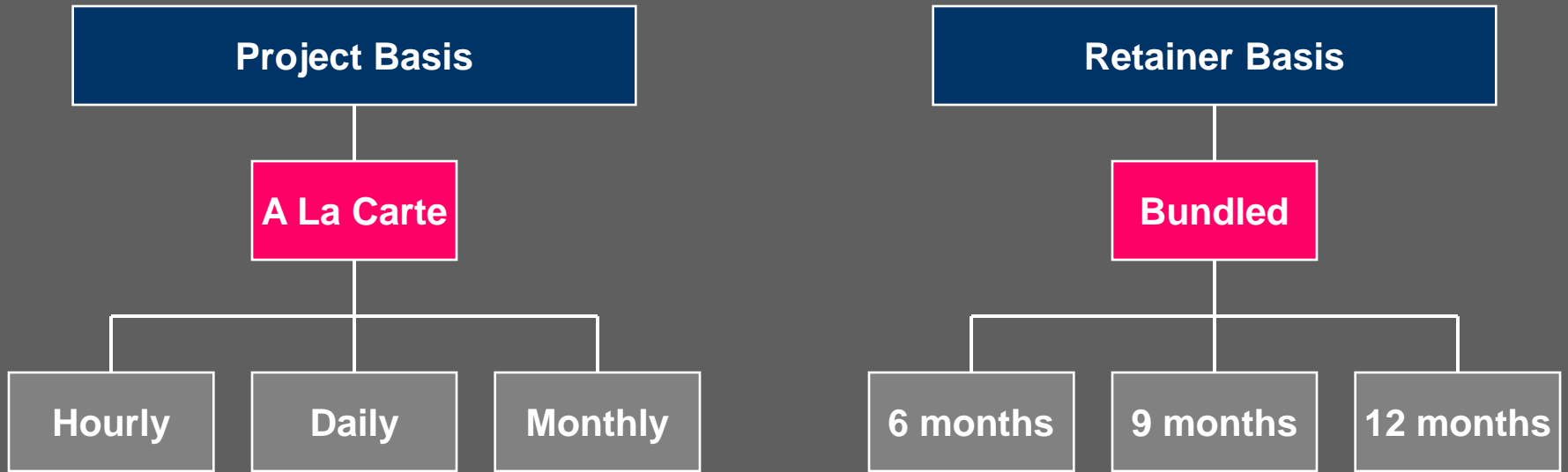
Satellite Advisor

Didier Stom



Mobile Networks  
Advisor

# Engagement Options





- About Us
- Consulting Services
- Training Programs
- Market Research & Tools
- Contacts

# Expertise Summary



Note: The Besen Group can develop customized Scope of Work based on the client requirements.

# Service Portfolios



[Download](#)



[Download](#)



[Download](#)



[Download](#)



- About Us
- Consulting Services
- **Training Programs**
- Market Research & Tools
- Contacts

# Training Summary

## Seminars

Private LTE Seminar

OnGo Seminar

Mobile Wholesale Seminar

US IoT Seminar

MVNO Seminar

Cable MVNO Seminar

US MVNO Seminar

MVNE Seminar

Note: The Besen Group can develop customized training programs based on the client requirements.

# Training Services



[Download](#)



[Download](#)



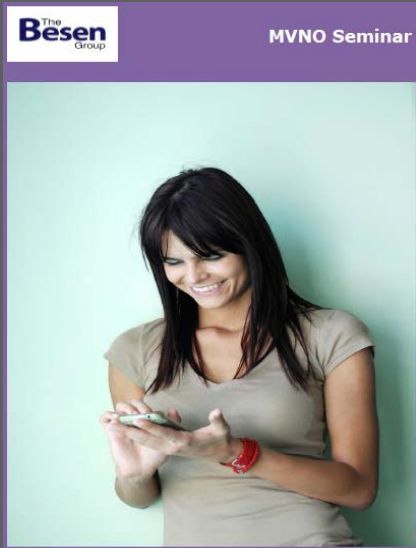
[Download](#)



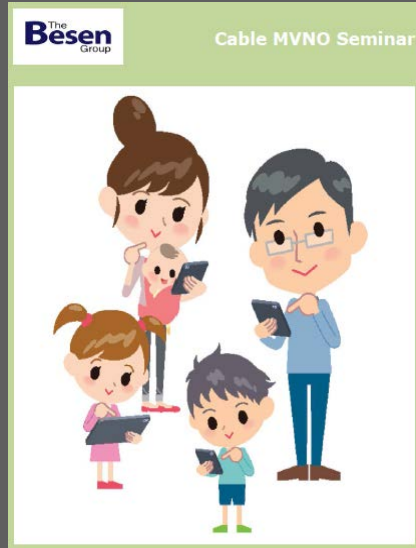
[Download](#)



# Training Services Continued



[Download](#)



[Download](#)



[Download](#)

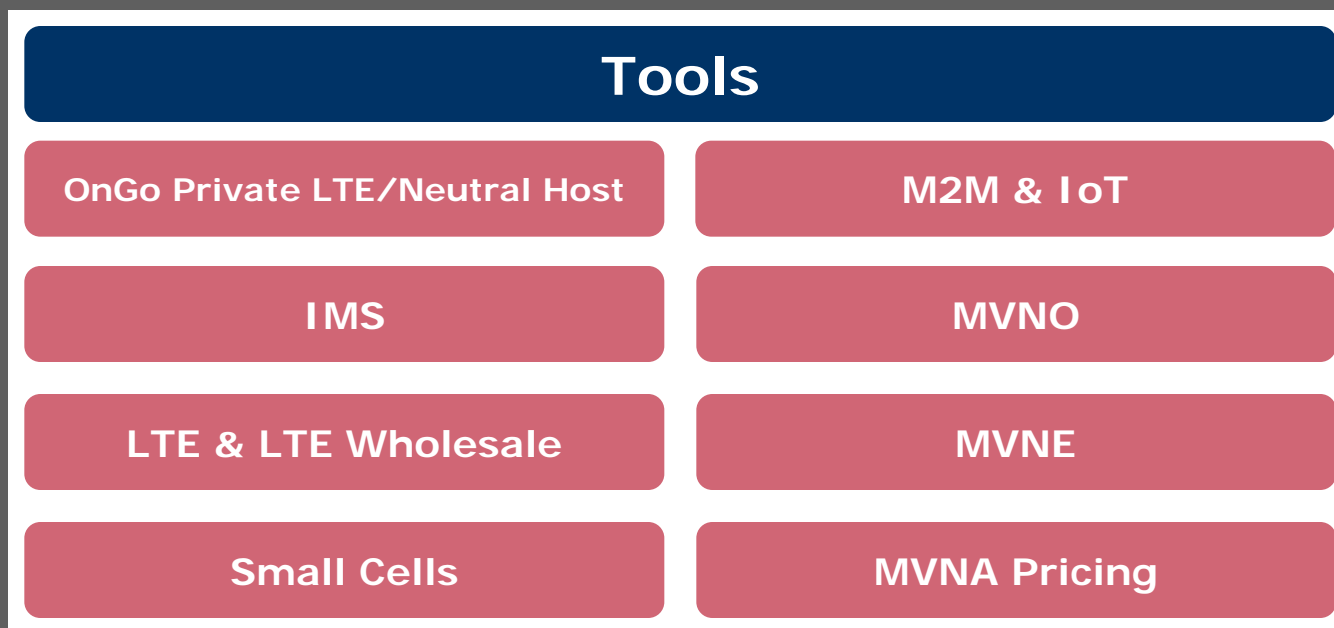


[Download](#)



- About Us
- Consulting Services
- Training Programs
- **Market Research & Tools**
- Contacts

# Business Case Tools Summary



Note: The Besen Group can develop customized business case tools based on the client requirements.

Our OnGo Business Case Tool for Private LTE & Neutral Host Networks is available for purchase per individual or corporate license basis.

Our Small Cells Business Case Tool is available for purchase per individual or corporate license basis.

Our MVNA Pricing & Business Case Tool is available for purchase per individual or corporate license basis.

All other tools are available only for workshop purposes. Clients receive summary graphs and financial indicators.

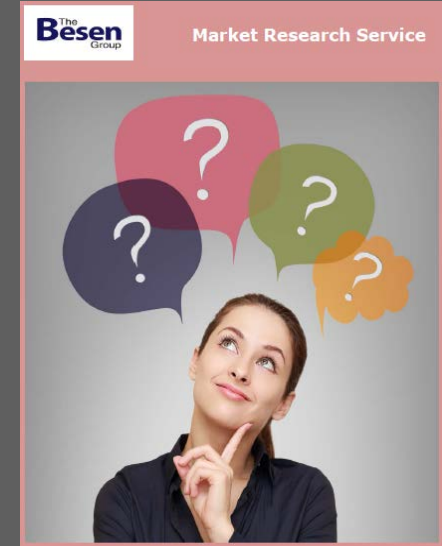
# Market Research Services



[Download](#)



[Download](#)



[Download](#)



- About Us
- Consulting Services
- Training Programs
- Market Research & Tools
- **Contacts**

# Contacts

## Washington DC

Tel: + 1.703.981.8168

[alex@thebesengroup.com](mailto:alex@thebesengroup.com)

## Paris

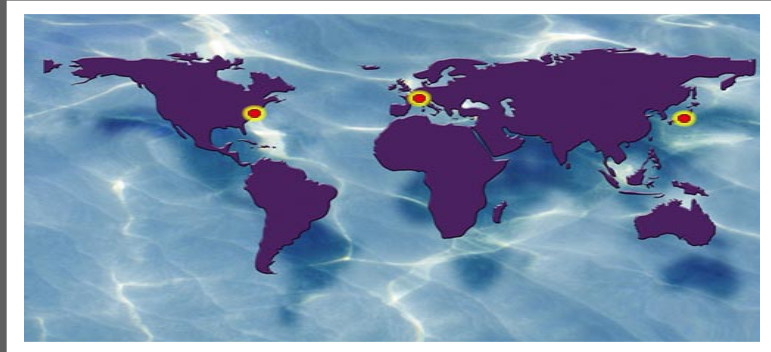
Tel: + 33.6.03.24.63.65

[stefano@thebesengroup.com](mailto:stefano@thebesengroup.com)

## Tokyo

Tel: + 81.90.30.43.46.64

[kaz@thebesengroup.com](mailto:kaz@thebesengroup.com)



## Press Contact

Christine Besen

[christine@thebesengroup.com](mailto:christine@thebesengroup.com)

## Career

To be considered for an independent consultant/interim executive position, please submit your resume to:

[consultants@thebesengroup.com](mailto:consultants@thebesengroup.com)

## Sponsor

To sponsor our seminars, webinars, workshops, and case studies, please send an email to:

[sponsor@thebesengroup.com](mailto:sponsor@thebesengroup.com)

# Legal Notice

**No part of this presentation may be reproduced by any means in whole or in part without the express written consent of The Besen Group and may not be changed or modified in any way.**

**The Besen Group reserves the right to modify, change, alter or otherwise edit the content of this presentation at any time without any notice to you.**

**Certain images and/or photos on pages 1, 2, 3, 11, 13, 14, 16, 17, 20, 21, 22 are the copyrighted property of Getty Images and are being used with permission under license. These images and/or photos may not be copied or downloaded without permission from Getty Images.**

**All trademarks are the property of their respective owners.**

**Copyright © 2019. The Besen Group, LLC. All Rights Reserved.**

**Updated: September 2019**

[www.thebesengroup.com](http://www.thebesengroup.com)