

**Management –Engineering – Consulting
MEC Telematik FZ, LLC.**

Launch Services



TKonsult

What we do

What we propose to do

Very simple:
We successfully launch networks

To successfully launch your operator
so that it really “hits the ground
running”

Where we did it before



Sao Paulo, Brazil. Exceeded Business Plan forecast by over 33%



Obtained 30,000 subscribers in the first year, exceeding the goal by 22,000 and allowing for an intake of market share quite above expectations, Generated \$13.2M in revenue for Y1.



Developed and implemented all market related processes and authored all documentation required for the launch of a multimillion-satellite mobile telecommunications operator.



Designed and implemented the Pre-Launch activities needed to offset the pressure of a delayed launch date. Main achievement: Three hundred thousand subscribers before launch.



Developed and implemented a launch strategy based on a creative pricing proposition that allowed for a good initial customers intake that translated in an above-budget market share by end of Y1.



Developed the Launch Plan consisting on: Marketing, Sales, Distribution, Technology, IT, Legal, Regulatory and Interconnect, Customer Care, HR and Administration.



After three months of operation revenue is 12% over budget while active customers are 300% over forecasted, allowing to calculate a market share by end of Y1 twice as originally planned.



What we propose to do

Our proposal assumes three stages

Stage one : Pre-Launch – Three months

Marketing	Distribution	Products	Pricing	Customer Care
<ul style="list-style-type: none">✓ Define brand personality, mission, vision and strategic pillars✓ Translate the above in a coherent and successful set of communications tools that will impact the target audience at launch	<ul style="list-style-type: none">✓ Define and implement channel strategy: Direct, Indirect and Alternative (civil associations, interest groups, etc.)✓ Define commissioning and KPIs	<ul style="list-style-type: none">✓ Define and develop a unique product portfolio that will clearly differentiate Unicell from its competitors. Ex: Zero Balance Optimisation; Voice Registration, etc.	<ul style="list-style-type: none">✓ Define and implement a pricing strategy based on the latest available Pricing Tools, guaranteeing revenue intake in full accordance with Business Plan	<ul style="list-style-type: none">✓ We will define and implement an adequate customer care strategy based on a mix of:<ul style="list-style-type: none">▪ Outsourcing▪ Home based✓ We will hire and train both areas

We will develop and implement a Pre-Launch campaign to intake an important percentage of subscribers before the actual launch of the services.

What we propose to do

Our proposal assumes three stages

Stage two : Launch – Three months

Marketing	Distribution	Products	Pricing	Customer Care
<ul style="list-style-type: none">✓ Emphasis will be placed in communicating:<ul style="list-style-type: none">• Brand values• Basic Product Portfolio• Launch offers	<ul style="list-style-type: none">✓ Channels will be followed-up and filtered through the defined KPIs. If necessary some will be replaced.	<ul style="list-style-type: none">✓ New products will be launched in order to transmit the image of continuous innovation	<ul style="list-style-type: none">✓ Launch offers will be kept for three months	<ul style="list-style-type: none">✓ We will follow-up calls intake and 1) Right size the service✓ 2) Redefine strategy: outsource/home based

We will organise a Big Bang event to launch services

What we propose to do

Our proposal assumes three stages

Stage three : Post-Launch – Nine months

Marketing	Distribution	Products	Pricing	Customer Care
<ul style="list-style-type: none">✓ Emphasis will be placed in communicating the new products	<ul style="list-style-type: none">✓ Existing channels will be assessed through the defined KPIs. If necessary some will be replaced.✓ Affiliates / Partnerships strategy to be developed	<ul style="list-style-type: none">✓ More new products will be launched in order to transmit the image of continuous innovation	<ul style="list-style-type: none">✓ Launch offers will fade to be replaced by stable pricing✓ Revenue intake will be reviewed in terms of Business Plan	<ul style="list-style-type: none">✓ We will continue to follow-up calls intake and✓ 1) Right size the service✓ 2) Redefine strategy: outsource/home based accordingly

We will launch multiple campaigns to support new service/product launches

How we propose to do it



The
Team

Project Director. He will be in Nairobi/Kisumu one week every month to follow up the project and meet with team and Unicell executives

Marketing: Marketing function will include strategy, webpage, graphic design, etc. and will be handled by sister company Momentum360 (See attached presentation)

Distribution: Will be handled by a MEC resource based in Nairobi/Kisumu for the duration of the project

Product and Pricing: Will be handled by a MEC resource based in Nairobi/Kisumu for the duration of the project

Customer Care: Will be handled by a MEC resource based in Nairobi/Kisumu for the duration of the project

Next Steps

The next step we suggest is a meeting to discuss the particulars of the proposal