

Bridge Alliance

Call For Collaboration



Transforming the Roamers' Experience

Creating breakthrough solutions that elevate the roaming & travel experience



Who are we?

Bridge Alliance is a leading mobile alliance serving consumers and enterprises in the Asia Pacific, Middle East and Africa. Strategic partners in Europe and the Americas extend our coverage, which leads the market in terms of network quality, coverage, quality of partners, and service and support.

Our Roaming Bridge Member Operators (BMOs):



India



Thailand



Hong Kong



Macau



Philippines



Malaysia



Cambodia



Vietnam



Australia



Singapore



South Korea



Taiwan Mobile

Taiwan



Indonesia



Roaming Redefined: A Call for Innovation

In today's connected world, seamless connectivity while traveling for business/leisure is non-negotiable. However, we recognise that consumers see roaming as a commodity, with little product differentiation. Connectivity also powers new digital services and travel behaviours, however operators rarely have a role to play in this broader travelers' journey.

We believe innovating with external collaborators may provide breakthroughs in redefining the customer experience beyond traditional roaming solutions.



Objective

We aim to develop a differentiated regional roaming or travel product that substantially improves the roaming experience and/or travelers' journey. This should drive substantial roaming-related revenue growth, with the option to also include non-roaming related travel revenues. It is not merely about incremental improvements; but redefining how roaming is consumed or integrated into the broader travel experience.



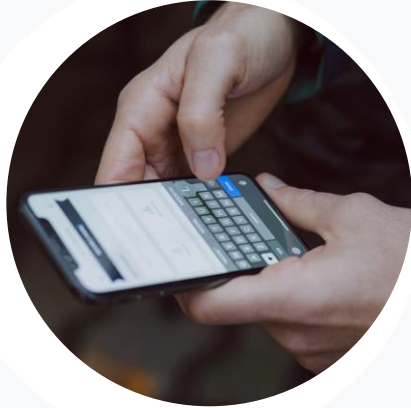
Successful Outcome

We are looking to harness the collective creativity and expertise of scale-up companies and solution providers. By collaborating with us, you will gain access to our huge customer base, resources, and a business platform to bring your ideas to market within the Bridge Alliance footprint.

The winning team(s) will partner with our participating member operators to develop and implement the proposed solution.

Join our Call For Collaboration (CFC) as a Collaborator today!

Key Themes & Areas for Collaboration



Connectivity-driven Innovation

Innovation to significantly enhance either the **connectivity experience** (e.g. Quality of Service), **connectivity-related features** (e.g. various communication features) or the **customer journey (purchase, usage etc.) of roaming**

Role of Collaborator

Provide **technology stack** to enable roaming experience, feature enhancement, or **customer-facing platforms** related to the customer journey



AI/Data Personalisation & Innovation

Innovation to use telco data, analytics and insights to create **personalised roaming and travel** experiences

Role of Collaborator

Companies could either provide **superior back-end AI/data processing** technologies or platforms, or develop a **customer-facing platform** leveraging telco data for specific use cases, or both



Travel Experience Innovation

Innovation to create a **better travel experience** depending heavily on usage of roaming (e.g. mobile data, low latency)

Role of Collaborator

Companies to provide **content, experiences or features** either offered via the BMO, or as a **customer-facing platform** (e.g. AR game, live-streaming tool), requiring use of roaming.

Our Problem Statements (Reflecting BMOs Pain Points)

How might we...

A

Roamers' Journey

...design a convenient and relevant roaming experience so that customers will decide to roam with BMOs when they travel?

B

Roaming Product

...offer a differentiated roaming experience of higher quality and reliability, so that customers will decide to roam with BMOs when they travel?

C

Travelers' Journey

...innovate engaging social, media, retail or interactive experiences during travel so that customers will make greater use of roaming or 5G roaming connectivity?

D

Promise of Personalisation

...use telco data insights to integrate with the roaming and/or travel journey so that travellers' journeys will be more fulfilling?

- Participating teams are welcome to submit your solutions to any of the four problem statements.
- Please state clearly the problem statement your solution is addressing in your submissions.
- Teams should then identify a more specific human-centric problem statement targeting customers' pain points that you will address.

Key Deliverables

For First Submission

Solution Proposal

Proposed solution should include:

- Clear explanation of your idea and concept
- Rationale backed by initial research
- Ability to integrate with or use BMOs' roaming product as a core requirement

Business Case

Teams should also construct:

- Initial business case explaining key revenue drivers, costs, growth potential and partnership model with BMO
- Marketing/Branding: How best to Go-To-Market and position the solution for success

Proposal deck should be limited to 10 slides and in PDF format of maximum 10MB file size. Registration is required prior to submission via the Call for Collaboration microsite (www.bridgealliance.com/roamingcfc).

Teams to present their solution to BMOs on Pitch Day over Zoom (details in later slides).

For Finals Submission

Solution Proposal

Proposed solution should include:

- A working prototype/MVP
- Ability to integrate with or use BMOs' roaming product as a core requirement
- Data/results from marketing testing and research

Business Case






Teams should also construct:

- Clear business case projecting estimated P/L and 3-year returns following commercial launch of solution, inclusive of breakdown between roaming and (if relevant) non-roaming related revenues
- Proposed revenue-sharing or partnership model between BMO and partner
- Marketing/Branding: Detailed Go-To-Market execution plan, brand positioning and strategy to be the preferred choice for roaming and achieve the right-to-play in travel, if relevant

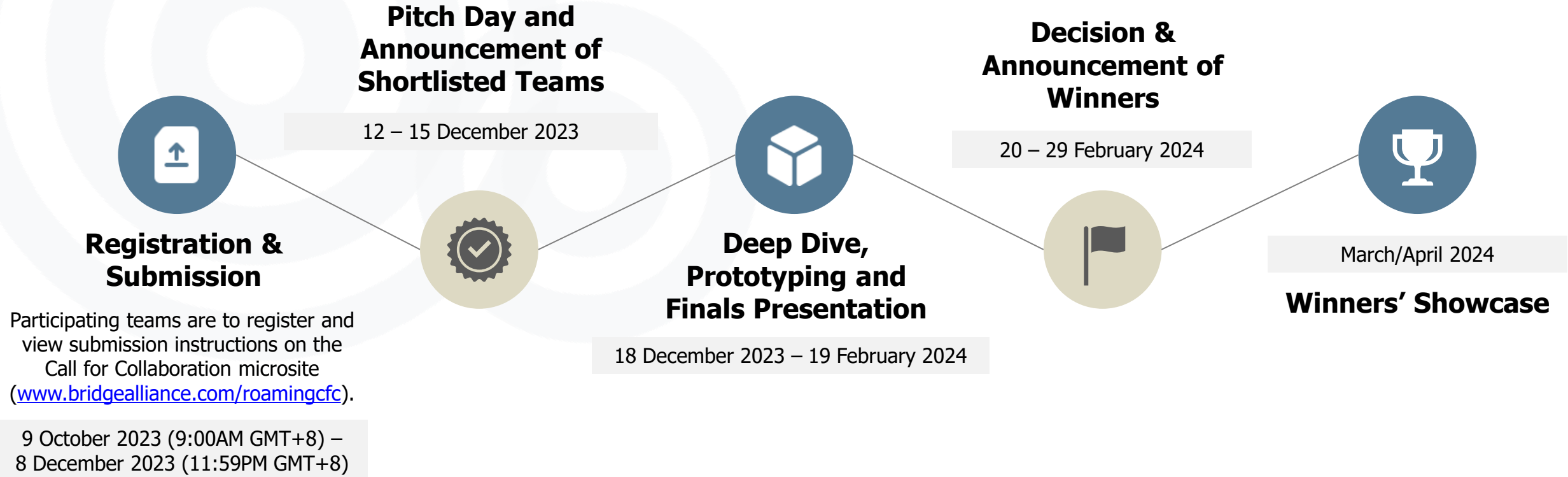
Presentation to be limited to 20 minutes, followed by a 10-minute Q&A session, via Zoom.

Our Assessment Criteria

To identify the true innovators and potential partners for this journey, we have carefully crafted a set of selection criteria that emphasize groundbreaking solutions, revenue generation, and the strategic utilisation of telecom assets.

				
Innovativeness	Revenue generation	Ability to leverage telco assets	Preservation of distinctiveness	Applicability in BMO market(s)
How is the solution/product able to disrupt or transform the telco industry in the context of roaming?	How can the solution/product generate additional roaming revenue, either through increase in number of roamers or increase in ARPU?	To what extent can the solution/product make use of telco assets to either implement new processes or enhance existing ones?	How effectively can the solution/product create a proprietary platform that safeguards against duplication?	How well can the solution/product effectively tackle the problems that are unique to the BMO market(s), while ensuring it complies with local regulations?

Timeline of Events



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Pitch Day and Shortlist (12-15 Dec)	Deep-dive, Prototyping & Finals Presentation (18 Dec – 19 Feb)	Decision & Announcement of Winners (20 – 29 Feb)	Winners' Showcase (Mar/Apr 2024 – exact date TBC)
<p>12-13 Dec – Teams will be given up to 30 minutes to pitch (15 mins) and field Q&A (15 mins) from BMOs in a virtual meeting conducted over video conferencing. The presentation should be based on the document (10-slide pdf) from the First Submission. Partners are free to include additional, updated material or multimedia (e.g. videos, visuals) as part of their pitch.</p> <p>All 12 Bridge Roaming BMOs will be invited to participate in the pitch sessions.</p> <p><i>Teams with at least 2 BMOs interested to explore their solution during the Deep Dive will advance to the next stage.</i></p> <p>15 Dec – Announcement of shortlisted finalists to teams</p>	<p>Shortlisted teams will engage in Deep-dive exercises with each BMO interested in their solution.</p> <p>By the end of this phase, teams should have created 1 prototype (MVP), inclusive of market validation/testing efforts, which are to be submitted for the finals.</p> <p><i>Bridge will facilitate the exercises for each BMO with the team(s) whose solution(s) they are interested in.</i></p> <p>Suggested Format for Deep-dive Meetings:</p> <ul style="list-style-type: none"> • Answering of enquiries from solution partners by BMOs • Presentation of new iterations of solutions • Feedback from BMOs on solutions <p>19 Feb – Finals Presentation via Zoom</p> <p><i>All 12 Bridge Roaming BMOs will be invited to participate in the finals presentation.</i></p>	<p>20-28 Feb – BMOs will select the teams whom they wish to work with to launch the solutions and Go-to-market. These selected teams will be the winners of CFC.</p> <p><i>Winners will be invited to present their solutions and GTM efforts in-person at a showcase event.</i></p> <p>29 Feb – Announcement of winners</p>	<p>This showcase event will be attended by BMOs' senior management and key decisionmakers, giving winners strategic visibility and opportunities to expand to more Bridge Alliance member operators' markets.</p>

THANK YOU!



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