

# Marketing. Intelligence. Strategy

**tonse telecom**  
research :: analysis :: consulting

# [Tonse – Resurgence: 2021]

- Business Plan for Video SaaS Product
  - Fund Raising Mandate
  - Technology Evaluation
  - Opportunity Sizing
- Business Plan for Energy Efficiency Product
  - Fund Raising Mandate
  - Global tech partner
  - Opportunity Sizing
- Deployment of Audio Enabled teaching aids for rural teachers. Multi-language Text to Audio conversion kits for rural schools



# [Tonse – Resurgence: 2020-2019]

- Business Plan for Education ERP Suite
  - Investor Plan, pitch deck
  - Business Development and Marketing Support
  - Helped scale from first 10 to 70 clients in 14 months
- Business Plan for Mental Health & Wellness Product
  - Worked with State Agency for Skill Development
  - Conceptualized Skills Assessment drive for 1 mil rural youth using Hosted AI-powered Skills Assessment Software tool. The Project received approval and fund allotted for execution (\$5 mil)
- Deployment of Audio Enabled Books tech for Schools



# [Tonse Telecom– Earlier]

- Tonse Research Team merged into leading European Research player
- European Pay TV Research unit set up in India
- Created Indian operations, built Event practice, Research Operations, managed the team, built local client base
- Continued Consulting Practice



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# [ Research / Consulting Services ]

- Research Team on Hire
- Build Operate Transfer (BOT) Resource base
- Sector Trackers
- Custom Technology Reports
- Advisory Services - Strategic and Investment
- Market Entry Services



# [ Investment Advisory, M&A ]

- Wi-Fi ISP Operator – Organized Corporate Bridge Debt, \$12 Million
- Broadband Wireless Operator – Organized Risk Capital, \$6 Mil via PE
- Broadband Wireless Equipment Maker – Organized M&A with Canadian Equipment Supplier, \$ 7 Mil (deal fell apart facing regulatory barriers)
- Buy side: Representing VC Firm – due diligence on tech, market, people, legal diligence
- Sell side: Helped tech firm raise multiple angel rounds for Educational SaaS product for Automated Accreditation Engine – from \$75k to \$200k, from various individual angels



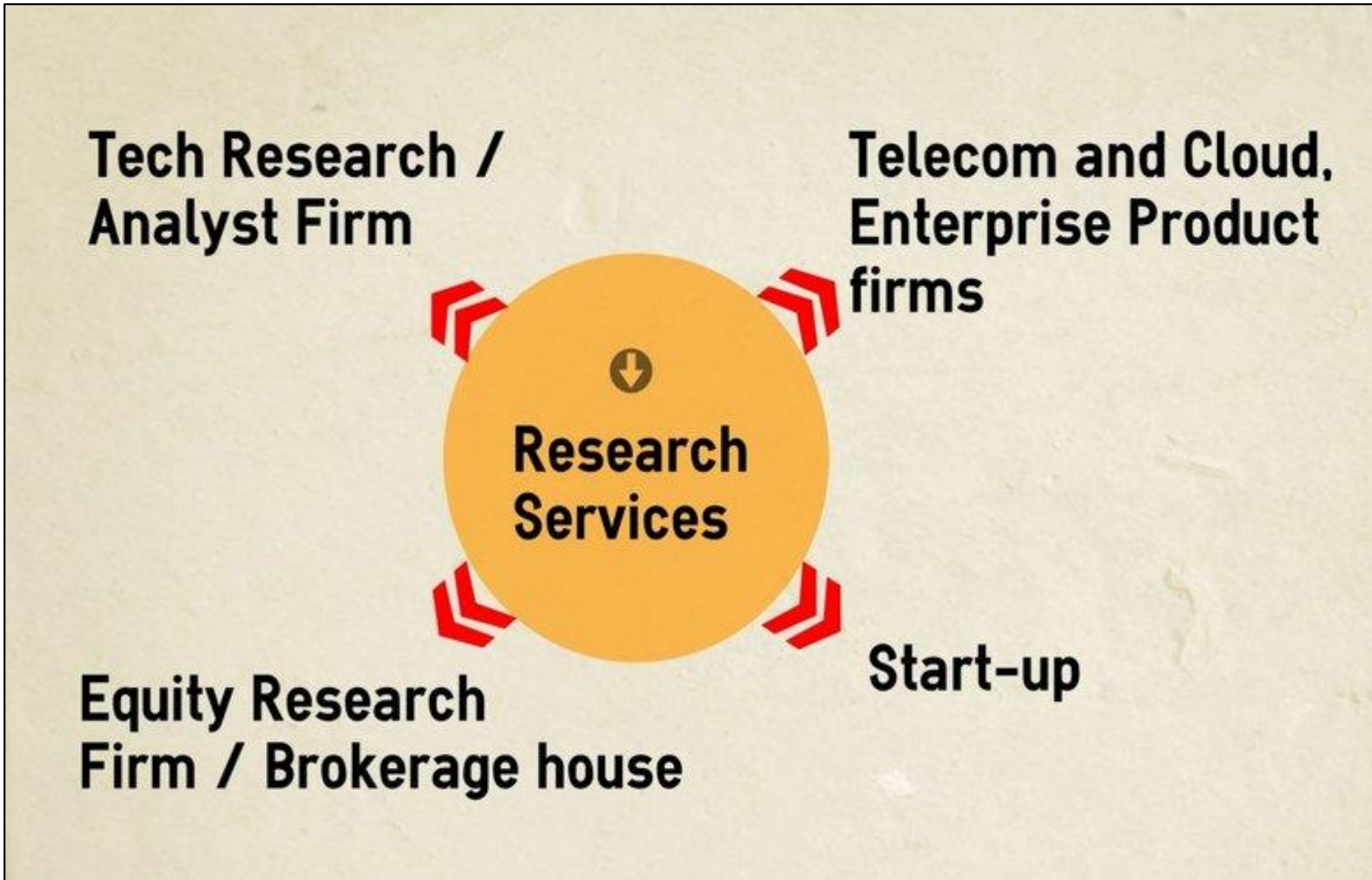
# [ Research Services On-Demand ]

Create a hi-value, dependable,  
qualified Research team - custom  
built for you - Minus the overheads!





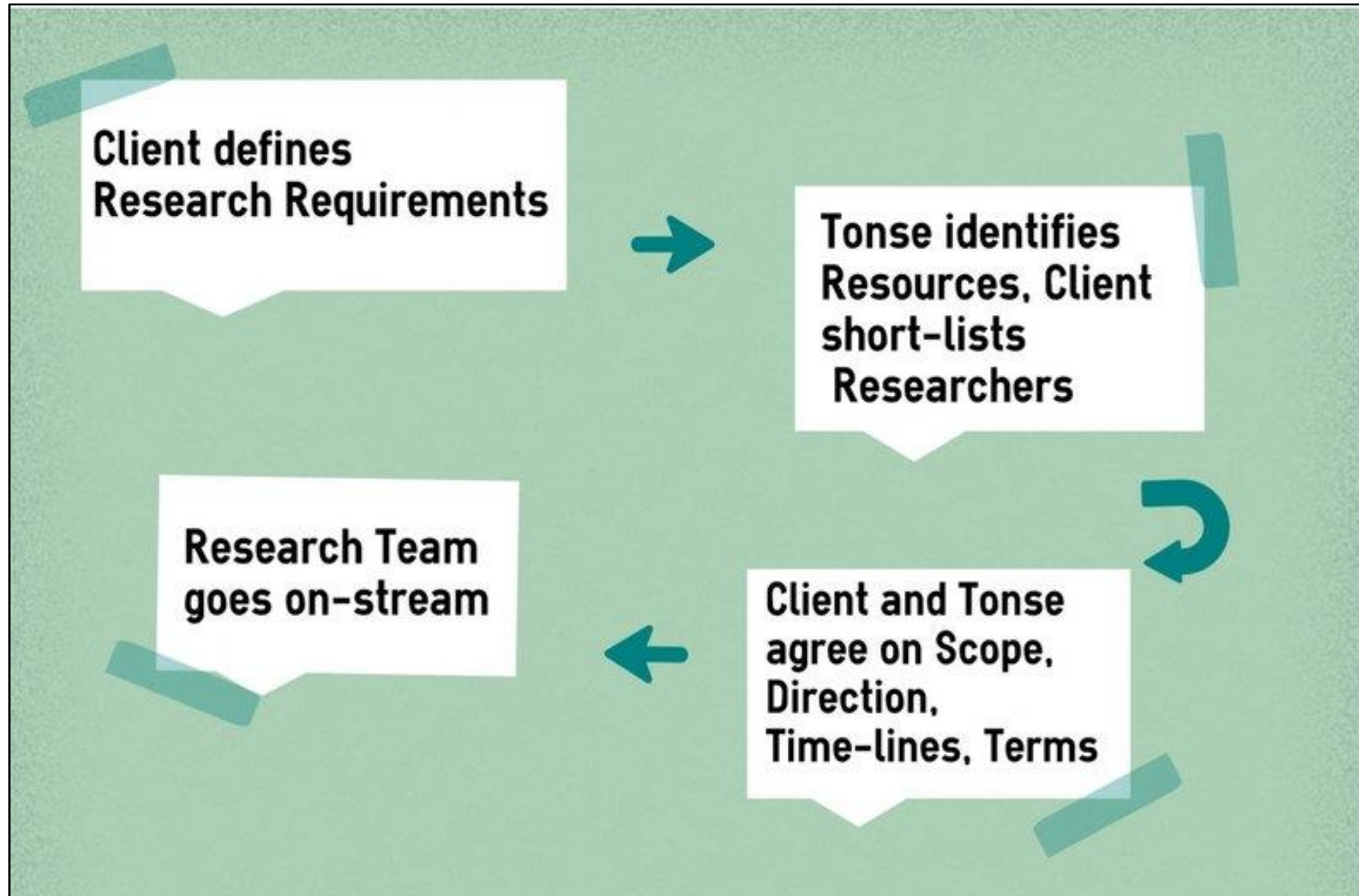
# [ On-Demand Research is for You! If you are a... ]



# [ On-Demand Research work done so far (Some examples) ]

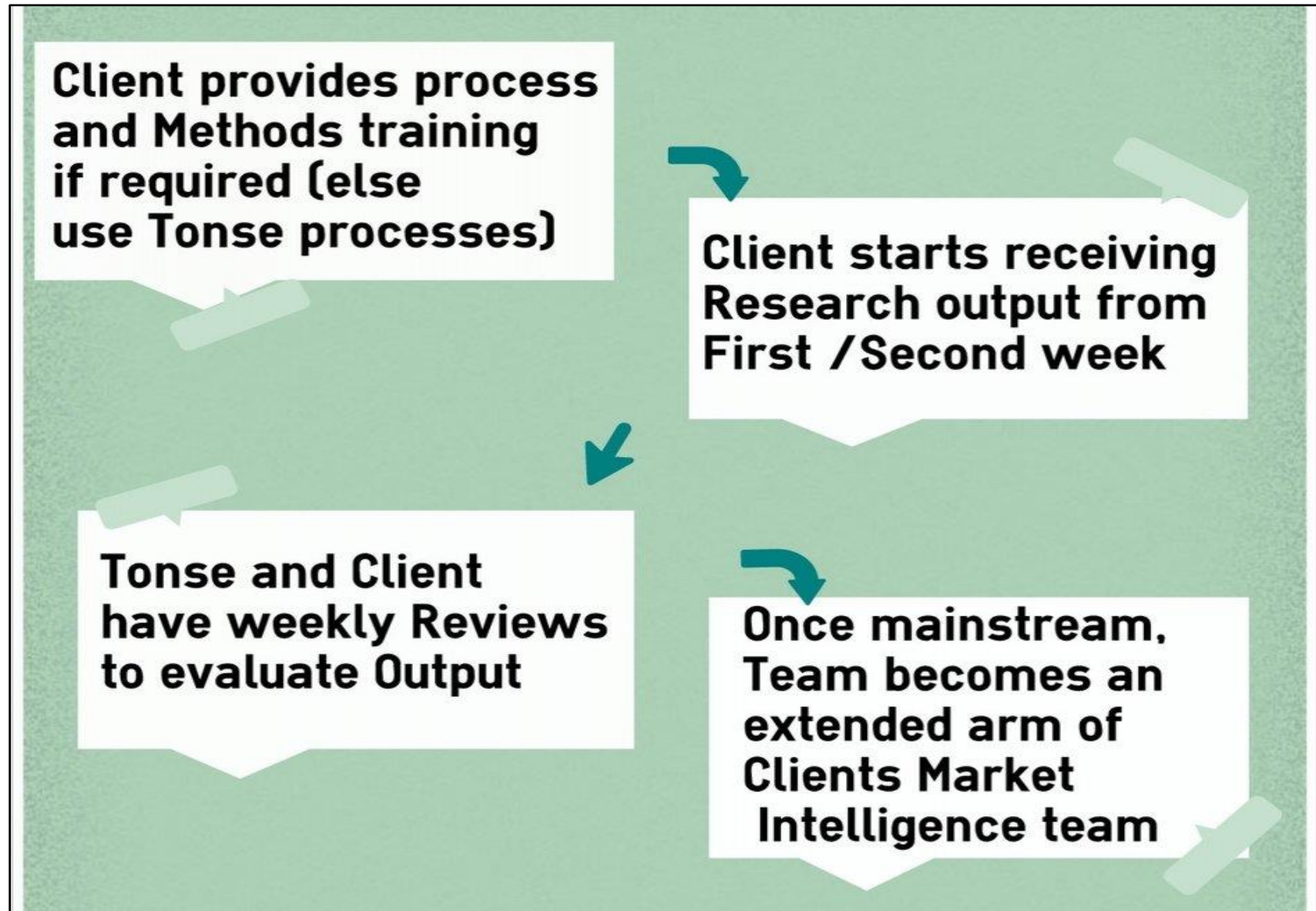


# Research Services On-Demand – Model





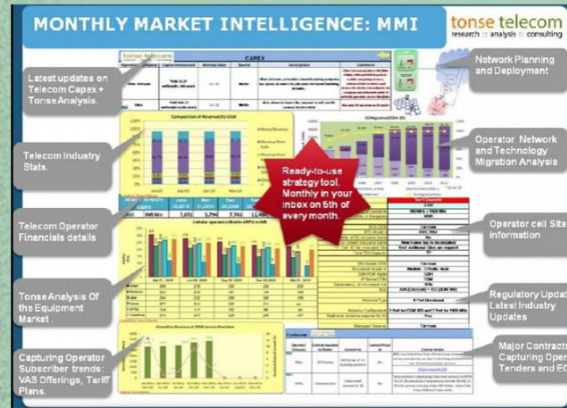
# Model...



# [ Partial List of Clients ]

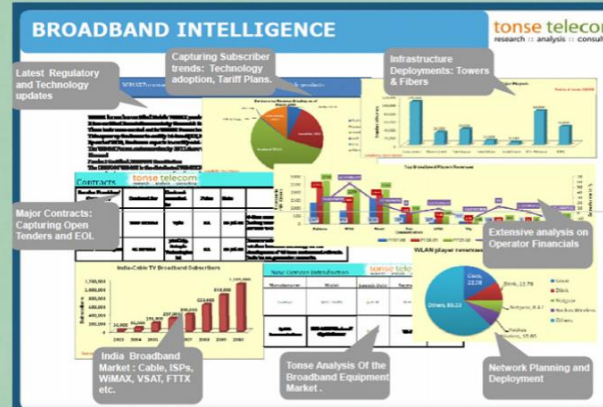


# Publications: Tonse Trackers

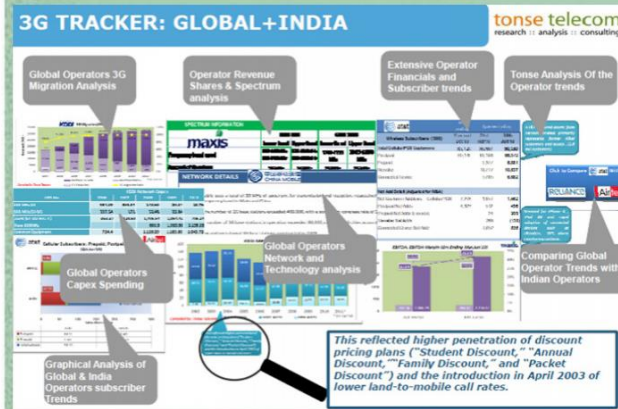


Monthly Market Intelligence (MMI)

Broadband Intelligence

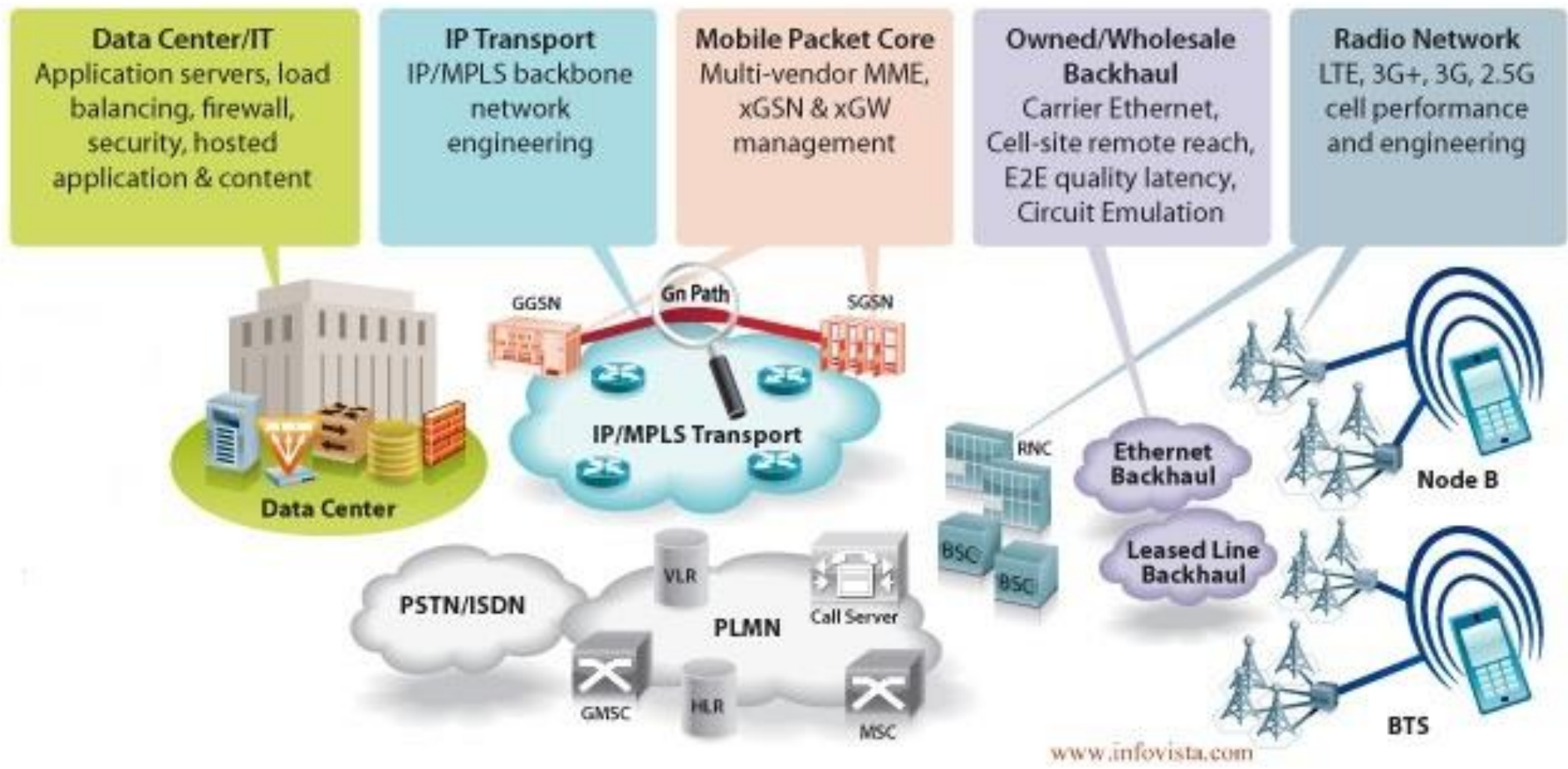


3G Tracker-Global + India

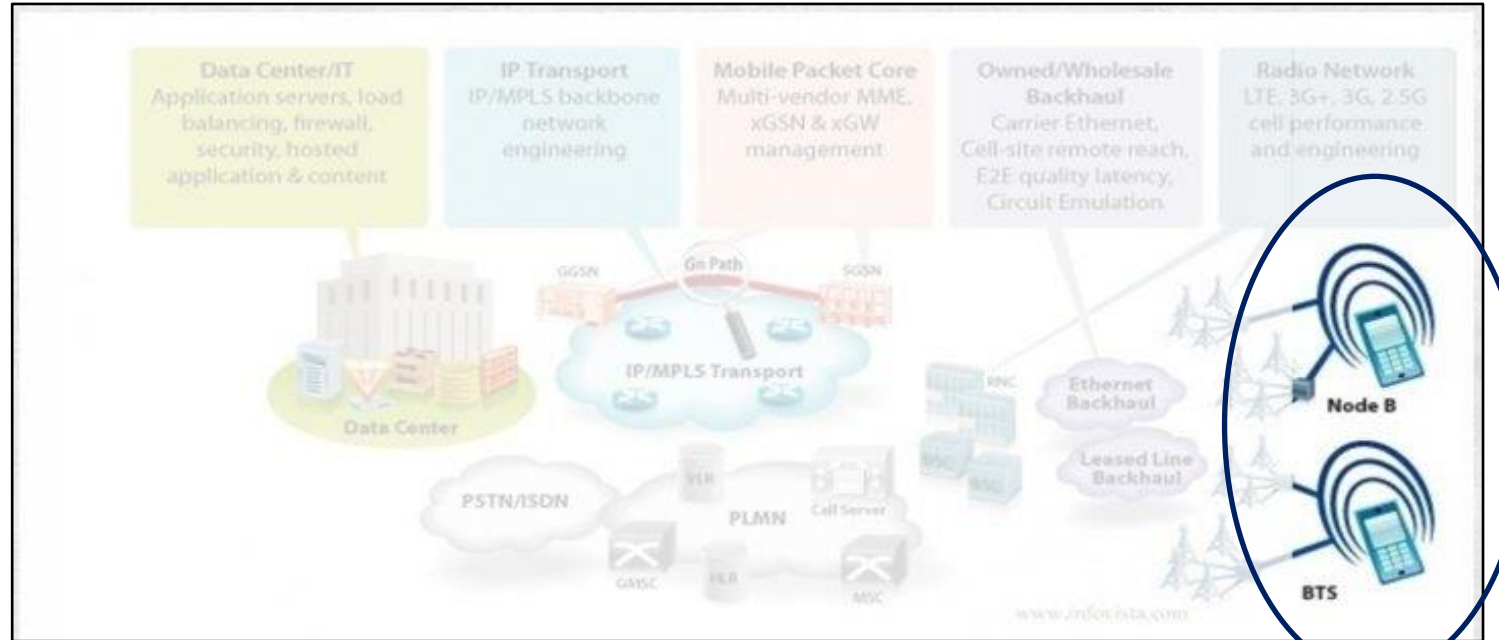
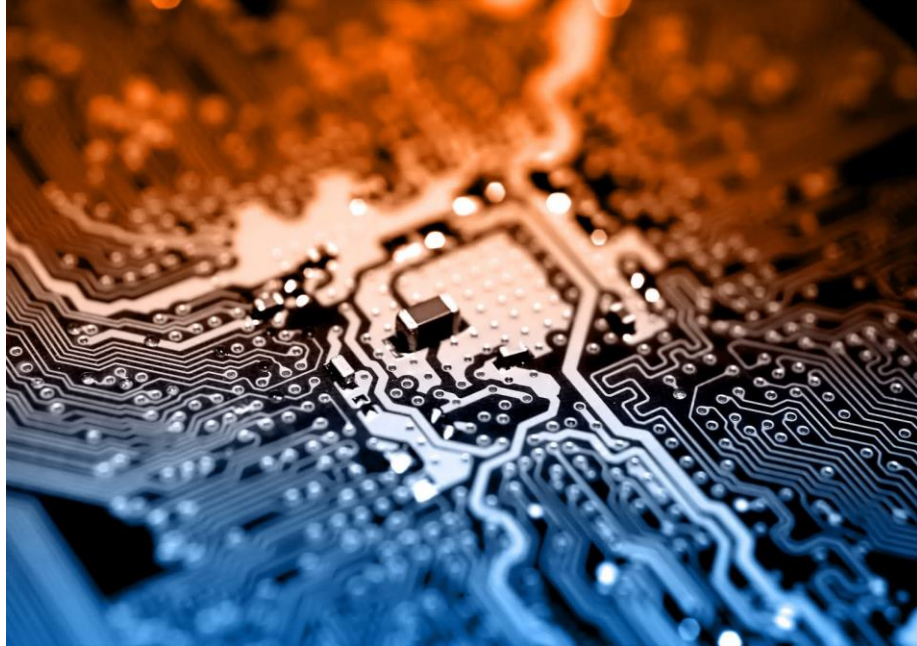




# [ TONSE TELECOM: SECTOR PRESENCE ]



# Projects in [ 4G Chipsets ]



- \* Executive Briefing Sessions for CxO staff of Semiconductor firms
- \* Telecom Market Trackers for South Asia Region (monthly)
- \* Device / Mobile Applications Tracker / VAS Tariff Trackers
- \* Device Testing RFP / Vendor Assessment for Tier-1 global firm



# Projects in [ Access Devices ]



## Access/ Devices

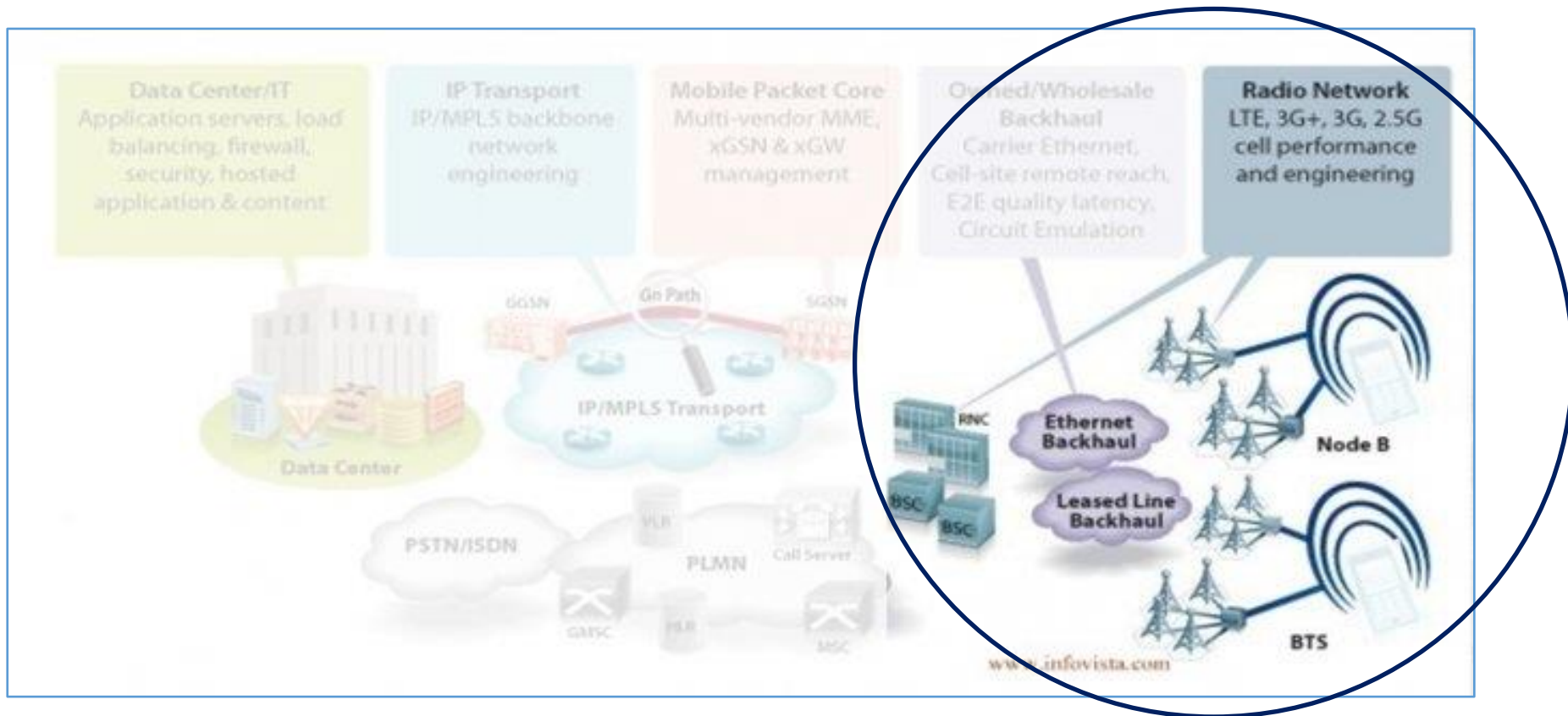
- \* GSM device eco-system India
- \* GSM / CDMA testing eco-system India
- \* Mobile Device Codec / Opportunity, Activation - TAM Study
- \* Device-based VAS delivery / App Store Admin & Delivery



## Wired Broadband

- \* Market Sizing - PON /GPON Systems India
- \* Market Sizing - FTTX -Fibre Panels /Splitters / Enclosures
- \* Market Sizing Low cost Video Surveillance Systems  
(Market Sizing Report includes Competition, technology comparison, Landscape, Pricing & Strategy, Roadmap, Distribution & Channels, Manufacturing & Policy, Regulation aspects of the industry covered)

# [ RAN ]

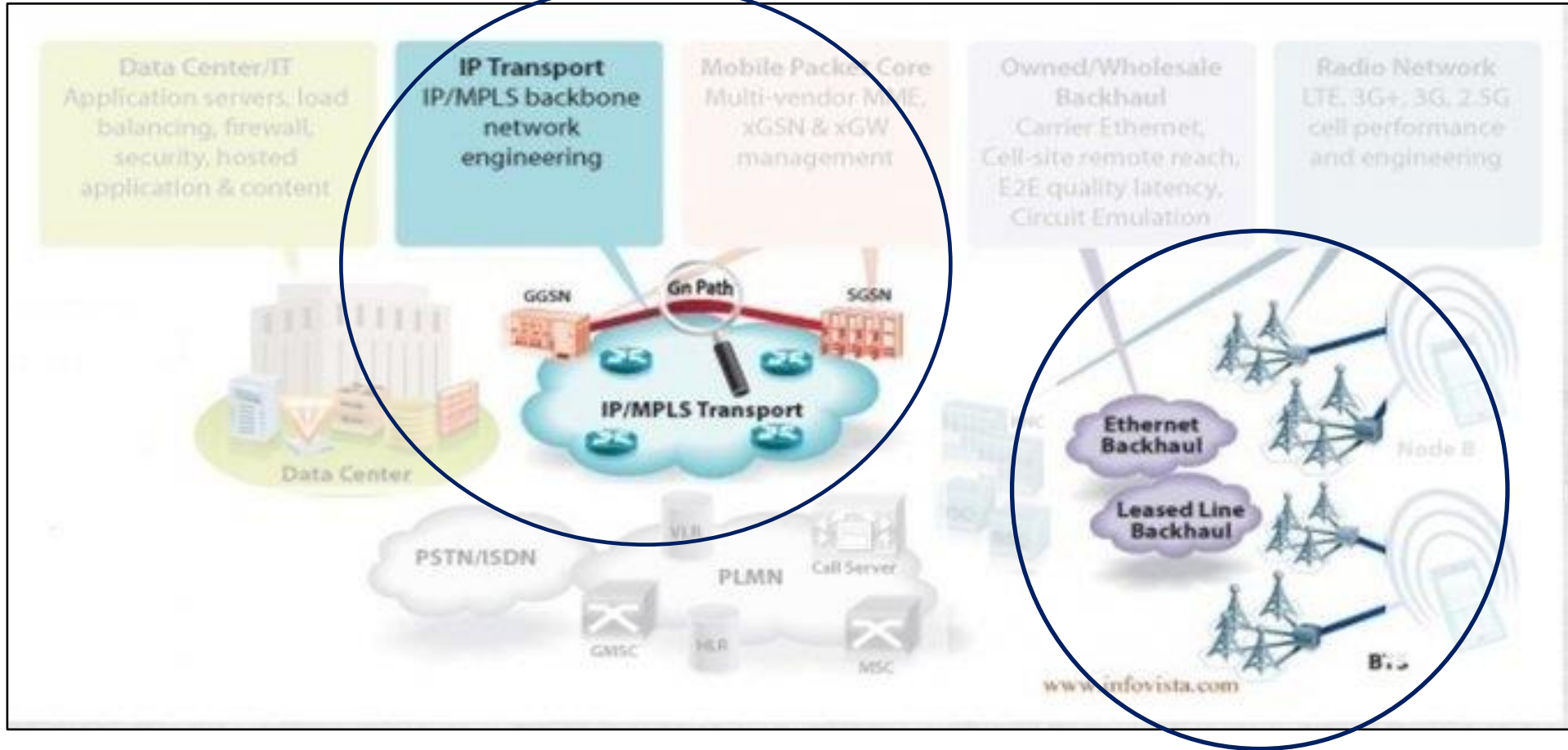




# Projects in [ RAN ]

- \* **Wi-Fi Market Definition, Estimation, Services Opportunity, ECO-SYSTEM**
- \* **In-building Wireless Solutions sizing / opportunity description**
- \* **Wi-Fi / BWA / WiMAX -Market Sizing / Trends / forecasts**
- \* **Managed RAN / Trends**
- \* **Fixed WiMAX Base Station Market Opportunity**
- \* **Wi-Fi Service Provider Business Plan**
- \* **WiMAX Service Provider Business Plan**
- \* **Wi-Fi ISP CDMA Alliance Study / Business Plan**
- \* **FSO Market Opportunity and Sizing**

# [ Transmission / Aggregation ]

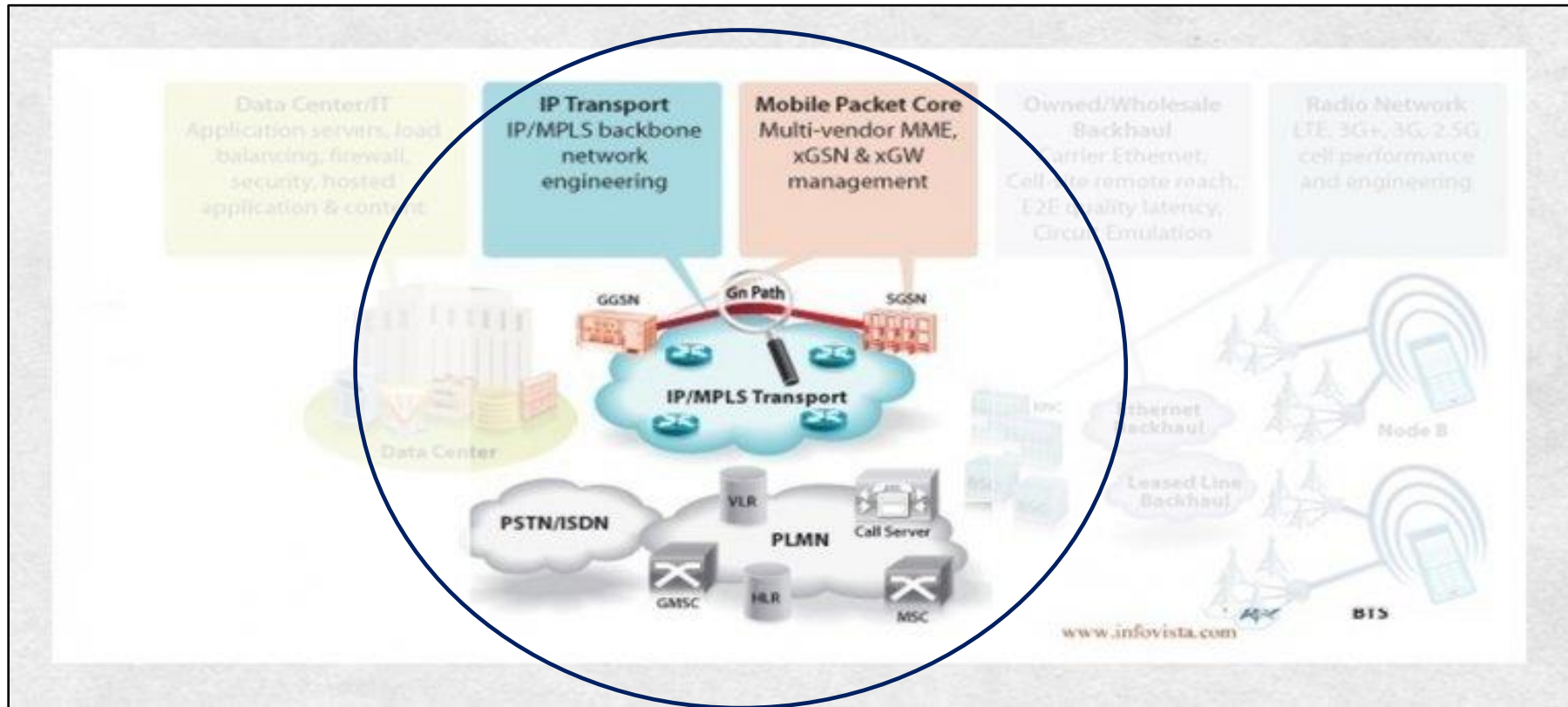




# [ Transmission / Aggregation ]

- \* **2G / 3G Backhaul Market Sizing / Landscape**
- \* **Detailed Microwave Backhaul Study Vendor analysis**
- \* **Microwave / Fibre backhaul Comparison Feasibility of Strategic fit across 2 Vendors as part of M & A Diligence**
- \* **Low cost BS Market Development in P2P / P2MP Aggregation**
- \* **Market Development / Channel study for High Efficiency / Dense Compression Algorithm for Satellite long haul Links**

# Projects in [ CONVERGED CORE ]



- \* Signalling Solution Market Sizing / Opportunity
- \* Hi-capacity Core Router sizing / pricing / strategy
- \* Timing / Synchronization for Network elements Definition, TAM
- \* PC Managed Service Model Development / Analysis





# Support Infrastructure



Source: computer.kku.ac

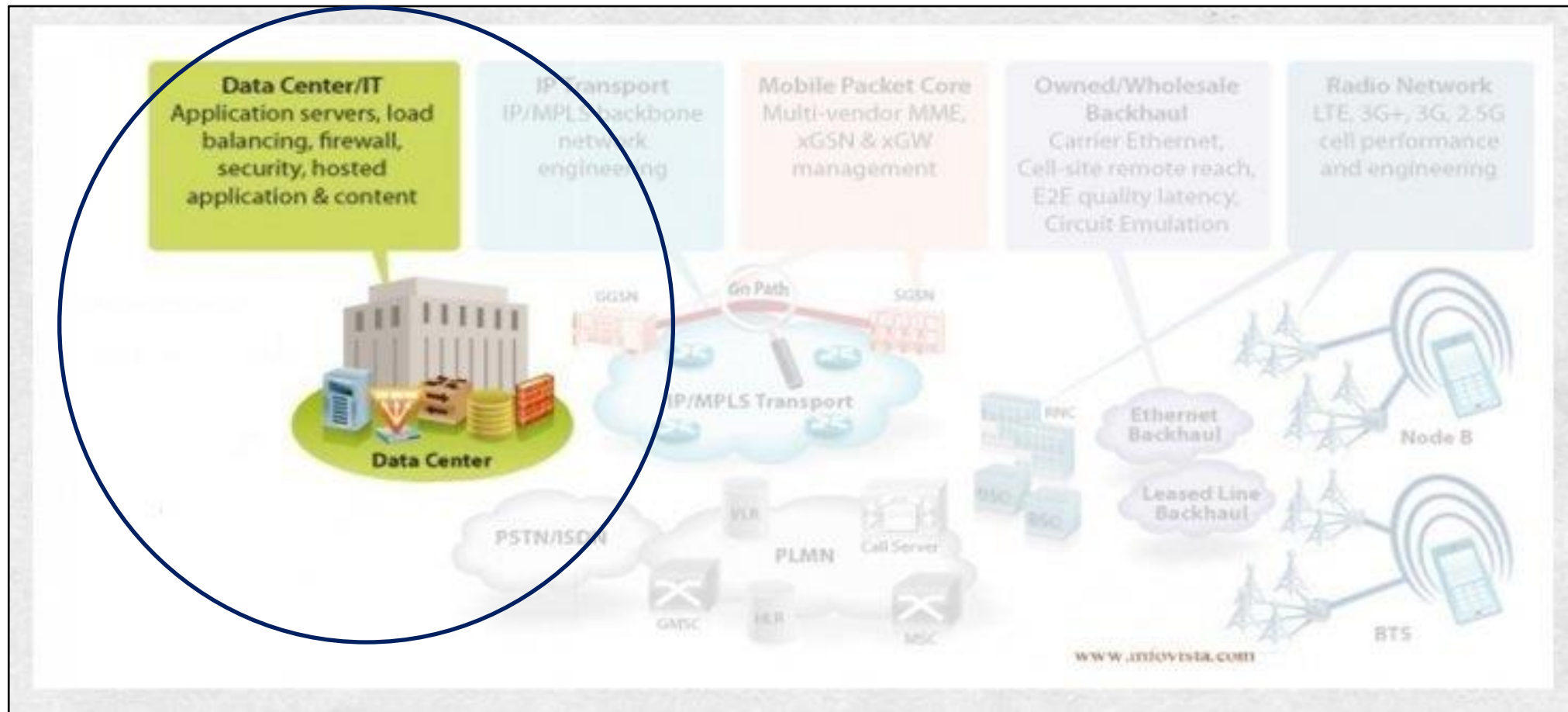
**VAS**

**BSS**

**OSS**

**OSP**

# [ Support Infrastructure ]





# [ Support Infrastructure ]

## **Billing /OSS:**

- > **Market Entry / Development for Data Billing Engine GPRS**
- > **BSS/OSS Vendor assessment / Evaluation**
- > **BSS /OSS Vendor partner for strategic M&A**

## **VAS:**

- > **Managed VAS / Hosted VAS model Development / Sizing**
- > **Complete Business Plan for Mobile VAS ISV [several]**
- > **VAS Venture Funding / Business Plans / Due Diligence**
- > **Advisory Role for Several VAS firms music/ ODP/ MMI/ Messaging Suite/ LBS/ Mobile Ads/ Local language Text**



# Cable, Satellite and Next Generation TV services



**Cable Eco-system tracking - including MW / CAS / STB / SMS / MUX / OSS / Billing vendors/ partnerships**

**Key Cable/ DTH carrier Operational metrics**

**Digitization Progress, tracking investors, fund Raising, new alliance definition**

**Research team Tracking South/ SE Asian Cable / Pay TV markets**

**OTT Players/ Next Gen services, Cable Broadband services - profiling, DB build-out, Key Leadership contacts**

**Similarly Dedicated Research teams can be set-up for global Research/ publication firms, in-depth Analysis delivered from India**

# tonse telecom

research :: analysis :: consulting



Sridhar Pai  
CEO and Founder

#63, II Floor  
14th Cross, 9th Main  
Indiranagar 2nd Stage  
Bangalore, India 560 038  
Phone : +91 80 4093 6921  
Mobile : 91 99800 36371  
[www.tonsetelecom.com](http://www.tonsetelecom.com)

 [stpai\(at\)tonsetelecom.com](mailto:stpai(at)tonsetelecom.com)

 <https://www.linkedin.com/in/sridharpaitonse2019/>

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 @tonse\_pai



Thank you!