

VíaConecta Launches in Spain with a Smart Mobile + Transport Subscription for Urban Youth

The new digital-first MVNO offers eSIM/SIM, public transport access, and cashback in one flexible monthly plan — 100% online activation and no paperwork.



Barcelona, Spain Jul 27, 2025 ([IssueWire.com](https://www.issuewire.com)) - VíaConecta Prepares to Launch in Spain, Merging Mobile Service, Urban Transport, and Rewards in One Smart Subscription

In a world where mobility is essential, digital convenience is expected, and rewards are valued,

VíaConecta steps forward with a bold new proposition. This upcoming mobile virtual network operator (**MVNO**) based in Spain is preparing to launch a next-generation service tailored for the fast-paced lives of students, young professionals, and digital nomads.

VíaConecta's concept is simple but powerful: one digital subscription that brings together mobile connectivity, public transport access, and lifestyle rewards — all managed from a single app, without the need for paperwork, in-store visits, or confusing contracts.

Set to begin rollout in **Barcelona**, the company plans to offer full **eSIM** and **physical SIM** activation in under 5 minutes, entirely online. Users will be able to use their phone plans, board a metro or Rodalies train, and earn cashback from partner brands — with just one monthly payment.

“We believe the mobile experience has been stuck in the past — it’s time to make it human, useful, and truly digital,” says the founding team.

Inspired by user-friendly fintech models, VíaConecta merges technology with lifestyle. It is not just about offering mobile data; it’s about giving people what they really need to navigate modern urban life—seamlessly.

With a soft launch (MVP) expected in **August 2025** and a commercial rollout in **September**, the team is actively forming partnerships with transport networks, student organizations, and lifestyle brands to integrate real-world benefits into the subscription.

VíaConecta positions itself not only as a telecom player, but as an **urban platform** — a modern gateway to digital services for the next generation.

More info: <https://viaconecta.co>

Contact for press inquiries: contact@viaconecta.co

Media Contact

VíaConecta

*****@viaconecta.co

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