



How to Launch an MVNO in 15 Steps

The Launch Checklist Companion

Published by Atomic Mobile Research

Based on the Atomic Mobile article of the same name by Brian Latchford, Founder and CEO, drawn from experience helping launch and support more than 100 MVNOs. Use this checklist throughout your planning process. Check each step as it is completed and revisit each phase before moving forward. Read the full article at atomicmobile.com/blog.



Phase 1: Strategy and Business Case

Atomic Tip: Answer why this MVNO should exist before touching technology. Distribution is often a greater advantage than network access.

✓	Step	Task	Notes
■	1	Define who your MVNO will serve Identify the audience, the problem you solve, and why customers will choose your brand.	
■	2	Choose your MVNO business model Consumer, enterprise, embedded, IoT, FWA, travel eSIM, or affinity. Pick the model that matches your strengths.	
■	3	Build the MVNO business case Model subscriber growth, revenue per subscriber, wholesale costs, taxes, churn, and working capital. Do not rely on averages.	

Phase 2: Network and Platform

Atomic Tip: The operating model you choose here determines how much of the telecom stack you must run yourself.

✓	Step	Task	Notes
■	4	Select the right operating model Decide between full MVNO, light MVNO, or working through an MVNA/MVNE based on control, cost, and speed.	
■	5	Obtain wholesale network access Secure network agreements directly with a carrier or through an aggregator with rates that fit your model.	
■	6	Choose an MVNE platform Select the platform for provisioning, rating, billing, and subscriber management that fits your roadmap.	

Phase 3: Product, Billing and Compliance

Atomic Tip: Compliance cannot be solved after launch. Build it into the operating model, customer experience, and billing from day one.

✓	Step	Task	Notes
■	7	Design your plans and pricing Structure plans that fit your audience and protect margins against high usage, roaming, and fraud.	
■	8	Build billing and payment operations Cover invoicing, recurring payments, failed payments, top ups, taxes, and remittance.	
■	9	Prepare for telecom tax and compliance Address registrations, USF, 911, CPNI, porting rules, disclosures, and recordkeeping with qualified professionals.	

Phase 4: Experience and Operations

Atomic Tip: Customers see one brand, not your vendors. Every journey must behave like one connected experience.

✓	Step	Task	Notes
■	10	Implement SIM and eSIM activation Support the right mix of physical SIM, consumer eSIM, QR, app based, bulk, and IoT provisioning flows.	
■	11	Create the complete customer experience Map every journey from account creation to cancellation, with near real time usage visibility.	
■	12	Establish customer support and operations Build specialized wireless support with clear escalation paths through to the underlying carrier.	
■	13	Test the complete MVNO Test activations, ports, voice, SMS, data, billing, failures, refunds, and escalations before launch.	

Phase 5: Launch and Scale

Atomic Tip: The launch is the beginning, not the finish line. Measure everything and let the data drive iteration.

✓	Step	Task	Notes
■	14	Prepare your go to market strategy Line up positioning, channels, launch offers, and distribution before the first customer arrives.	
■	15	Launch, measure, and scale Track activation success, churn, support volume, margins, and usage. Iterate and expand deliberately.	

Ready to go deeper? The Ultimate MVNO Launch Checklist expands these 15 steps into 100 actionable items across every phase. Download it at atomicmobile.com/downloads.

