



The Ultimate MVNO Launch Checklist

100 Steps Before Your First Customer

Published by Atomic Mobile Research

Use this workbook throughout your MVNO planning process. Check each item as it is completed and revisit each phase before moving forward.



Phase 1: Business Strategy

Atomic Tip: Complete every item in this phase before progressing to the next. Early planning reduces launch delays and costly rework.

✓	Step	Task	Notes
■	1	Define target audience	
■	2	Validate market demand	
■	3	Choose consumer, enterprise, IoT, or niche focus	
■	4	Develop value proposition	
■	5	Build financial model	
■	6	Forecast subscriber growth	
■	7	Identify funding	
■	8	Create pricing strategy	
■	9	Define KPIs	
■	10	Develop roadmap	



Phase 2: Carrier & Network

Atomic Tip: Complete every item in this phase before progressing to the next. Early planning reduces launch delays and costly rework.

✓	Step	Task	Notes
■	11	Evaluate carrier partners	
■	12	Compare MVNA and MVNE providers	
■	13	Review coverage	
■	14	Understand wholesale pricing	
■	15	Evaluate roaming	
■	16	Plan eSIM	
■	17	Plan SIM fulfillment	
■	18	Design porting	
■	19	Verify device compatibility	
■	20	Complete testing	



Phase 3: Technology Platform

Atomic Tip: Complete every item in this phase before progressing to the next. Early planning reduces launch delays and costly rework.

✓	Step	Task	Notes
■	21	Select MVNO platform	
■	22	Configure billing	
■	23	Configure taxation	
■	24	Implement payments	
■	25	Deploy CRM	
■	26	Enable self-service	
■	27	Configure APIs	
■	28	Deploy eSIM	
■	29	Enable usage monitoring	
■	30	Deploy fraud detection	
■	31	Configure analytics	
■	32	Build dashboards	
■	33	Automate notifications	
■	34	Backup procedures	
■	35	Disaster recovery	

Phase 4: Compliance & Security

Atomic Tip: Complete every item in this phase before progressing to the next. Early planning reduces launch delays and costly rework.

✓	Step	Task	Notes
■	36	Review regulations	
■	37	Privacy policy	
■	38	Terms & Conditions	
■	39	Acceptable Use Policy	
■	40	Configure E911	
■	41	Review CALEA	
■	42	Validate PCI	
■	43	Secure customer data	
■	44	Audit logging	
■	45	Cybersecurity review	



Phase 5: Operations

Atomic Tip: Complete every item in this phase before progressing to the next. Early planning reduces launch delays and costly rework.

✓	Step	Task	Notes
■	46	Build support	
■	47	Train staff	
■	48	Knowledge base	
■	49	Escalations	
■	50	Billing cycles	
■	51	Refund policies	
■	52	Activation workflows	
■	53	Porting workflows	
■	54	Inventory	
■	55	Service quality	
■	56	Internal procedures	
■	57	SLAs	
■	58	Vendor management	
■	59	QA testing	
■	60	Incident response	

Phase 6: Sales & Marketing

Atomic Tip: Complete every item in this phase before progressing to the next. Early planning reduces launch delays and costly rework.

✓	Step	Task	Notes
■	61	Launch website	
■	62	SEO	
■	63	AEO	
■	64	Branding	
■	65	Analytics	
■	66	Email marketing	
■	67	Referral program	
■	68	Sales collateral	
■	69	Launch announcement	
■	70	CRM automation	
■	71	Onboarding emails	
■	72	Landing pages	
■	73	Paid advertising	
■	74	Conversion tracking	
■	75	Customer education	

Phase 7: Go Live

Atomic Tip: Complete every item in this phase before progressing to the next. Early planning reduces launch delays and costly rework.

✓	Step	Task	Notes
■	76	Test activations	
■	77	Test billing	
■	78	Test payments	
■	79	Test support	
■	80	Test emails	
■	81	Test APIs	
■	82	Test porting	
■	83	Internal beta	
■	84	Pilot program	
■	85	Security review	
■	86	Verify reporting	
■	87	Executive review	
■	88	Monitor performance	
■	89	Rollback plan	
■	90	Launch	

Phase 8: Growth & Optimization

Atomic Tip: Complete every item in this phase before progressing to the next. Early planning reduces launch delays and costly rework.

✓	Step	Task	Notes
■	91	Collect feedback	
■	92	Monitor churn	
■	93	Review growth	
■	94	Improve onboarding	
■	95	Expand automation	
■	96	Introduce AI	
■	97	Optimize pricing	
■	98	Strategic partnerships	
■	99	Plan future services	
■	100	Continuous improvement	



MVNO Launch Readiness Score

■ Business Strategy: ____ / 10

■ Carrier & Network: ____ / 10

■ Technology: ____ / 10

■ Compliance: ____ / 10

■ Operations: ____ / 10

■ Sales & Marketing: ____ / 10

■ Go Live: ____ / 10

■ Growth: ____ / 10

Atomic Take

Launching an MVNO is about building a scalable business, not simply activating SIM cards. Organizations that invest in planning, technology, automation, and customer experience before launch are better positioned for sustainable growth.

