



The Ultimate MVNO Launch Checklist

100 Steps Before Your First Customer

Published by Atomic Mobile Research

How to Use This Workbook

Use this workbook to guide your MVNO from concept to launch and beyond. Check each completed task. Your readiness score equals the total number of completed checklist items out of 100. Not every item applies equally to every organization, but each deserves consideration during planning.



Phase: Business Strategy

Atomic Tip: Spend extra time defining your target customer. Trying to serve everyone usually means serving no one well.

✓	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: Carrier & Network Selection

Atomic Tip: Don't choose a carrier based only on coverage maps. Evaluate support, APIs, commercial flexibility, and long term roadmap.

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



Phase: Technology Platform

Atomic Tip: Your platform becomes the foundation of your business. Replacing it later is significantly harder than choosing the right one today.

✓	Step	Task	Notes
■	21	Select an MVNO platform	
■	22	Configure billing	
■	23	Configure taxation	
■	24	Implement payment processing	
■	25	Deploy a CRM	
■	26	Enable customer self service	
■	27	Configure APIs	
■	28	Deploy eSIM capabilities	
■	29	Enable usage monitoring	
■	30	Deploy fraud detection	
■	31	Configure analytics	
■	32	Build reporting dashboards	
■	33	Automate customer notifications	
■	34	Create backup procedures	
■	35	Develop a disaster recovery plan	

Phase: Compliance & Security

Atomic Tip: Address compliance requirements before launch. Retrofitting security and regulatory processes is costly.

✓	Step	Task	Notes
■	36	Review regulatory requirements	
■	37	Create a privacy policy	
■	38	Create terms and conditions	
■	39	Create an acceptable use policy	
■	40	Configure E911	
■	41	Review CALEA obligations	
■	42	Validate PCI compliance	
■	43	Secure customer data	
■	44	Enable audit logging	
■	45	Conduct a cybersecurity review	



Phase: Operations & Customer Experience

Atomic Tip: Customer experience is built in operations. Well defined processes often matter more than adding headcount.

✓	Step	Task	Notes
■	46	Build a customer support team	
■	47	Train support staff	
■	48	Build a knowledge base	
■	49	Define escalation procedures	
■	50	Configure billing cycles	
■	51	Create refund policies	
■	52	Build activation workflows	
■	53	Build porting workflows	
■	54	Establish inventory management	
■	55	Measure service quality	
■	56	Document internal procedures	
■	57	Define service level agreements	
■	58	Manage vendor relationships	
■	59	Perform quality assurance testing	
■	60	Create an incident response plan	

Phase: Sales & Marketing

Atomic Tip: Your website should answer the questions buyers are already asking. Educational content builds trust before your sales team ever gets involved.

✓	Step	Task	Notes
■	61	Launch the website	
■	62	Optimize for SEO	
■	63	Optimize for Answer Engine Optimization (AEO)	
■	64	Finalize brand identity	
■	65	Configure analytics	
■	66	Build email marketing campaigns	
■	67	Launch a referral program	
■	68	Create sales collateral	
■	69	Prepare the launch announcement	
■	70	Configure CRM automation	
■	71	Create onboarding emails	
■	72	Build landing pages	
■	73	Launch paid advertising	
■	74	Configure conversion tracking	
■	75	Create customer education resources	

Phase: Go Live

Atomic Tip: Launch only after testing every critical customer journey, from activation to billing to support.

✓	Step	Task	Notes
■	76	Test activations	
■	77	Test billing	
■	78	Test payments	
■	79	Test customer support	
■	80	Test email notifications	
■	81	Test APIs	
■	82	Test number porting	
■	83	Run an internal beta	
■	84	Launch a pilot program	
■	85	Complete a security review	
■	86	Verify reporting	
■	87	Conduct an executive review	
■	88	Monitor launch performance	
■	89	Prepare a rollback plan	
■	90	Launch your MVNO	

Phase: Growth & Optimization

Atomic Tip: Revisit this checklist every quarter. The strongest MVNOs continuously improve rather than treating launch as the finish line.

✓	Step	Task	Notes
■	91	Collect customer feedback	
■	92	Monitor churn	
■	93	Review growth metrics	
■	94	Improve onboarding	
■	95	Expand automation	
■	96	Introduce AI capabilities	
■	97	Optimize pricing	
■	98	Build strategic partnerships	
■	99	Plan future services	
■	100	Continuously improve operations	



MVNO Launch Readiness Score

- Business Strategy: ____ / 10
- Carrier & Network Selection: ____ / 10
- Technology Platform: ____ / 15
- Compliance & Security: ____ / 10
- Operations & Customer Experience: ____ / 15
- Sales & Marketing: ____ / 15
- Go Live: ____ / 15
- Growth & Optimization: ____ / 10

Total Score: ____ / 100

90–100: Ready to launch

75–89: Minor gaps remain

50–74: Additional planning recommended

Below 50: Revisit your launch strategy before launch.

