CHAPTER 14 CHECKLIST

Launch Plan: Your First 30 Days

- [ ] LegitScript, processor and insurance applications submitted in week 1
- [ ] A2P 10DLC registration submitted once the EIN is issued
- [ ] Week 1 gate passed
- [ ] Week 2 gate passed
- [ ] Week 3 gate passed, including one full end-to-end test order
- [ ] Week 4 gate passed, with a recorded go, limited go or hold
- [ ] Readiness review, orientation and activation complete
- [ ] Daily dashboard running, and daily review for the first two weeks

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