

Frequently Asked Questions

1. How is RocketBuilderSM different from the current ways customers procure launch services?

RocketBuilderSM provides more transparency to potential customers. In the past, this kind of information wasn't easily or publicly available, but now customers can use it much earlier in their planning and development process.

2. Why did ULA choose to release its launch costs?

ULA is committed to make space more accessible and affordable. One way to achieve that goal is to ensure continued transparency with our customers, but now also the general public. This platform is a game-changer for our customers, offering insight and flexibility during their planning process.

3. Is this website all about the cost of a launch service?

At ULA, we know our customers value cost, but a launch service is more than just that. Reliability, schedule assurance and performance are foundational to any launch services, and RocketBuilderSM enables customers insight to those key factors for a true value comparison. The three distinct parameters include launch service reliability that translates to a lower commercial launch insurance premium for ULA versus our competitors, schedule assurance that translates to schedule certainty for the start of on-orbit revenue generation of the satellite and performance to orbit and mission design tailorability that translates to increased satellite lifetime and prolonged generation of on-orbit revenues.

4. If it's a public site, then what about everyone else who isn't a customer?

That is another benefit to this RocketBuilderSM platform. By having this website, we educate the general public on how we will be selling our launch services in the future. Students and teachers can use the website as educational materials and references. Really anyone with an interest in rockets and access to the internet can use our site to learn about how to get to space.

5. Will the introduction of RocketBuilderSM affect how much a launch costs?

One of the long-term goals for RocketBuilderSM is to reduce costs for our customers. RocketBuilderSM allows the customer to make their own trades by empowering them with general information. When they are on their development path, customers can use the website to determine how their choices along the path affect their final launch cost. For example, if they decide to add weight to the spacecraft, and that requires an additional solid rocket motor or a larger payload fairing, how does that affect their cost? RocketBuilderSM demystifies the launch component for our customers. They can use the website as a tool to help financially plan as they evolve the future of their business.

6. How realistic are the prices published on the website?

These prices are consistent with recent commercial missions that have flown or will fly on Atlas V. The RocketBuilderSM process provides customers with estimated pricing based on their spacecraft or launch service requirements. So, each particular customer's cost may vary slightly from the basic cost listed on the site.

7. When are the first launch slots available for customers who use RocketBuilderSM? How fast can a customer get under contract?

Previous commercial contracts have been executed in less than two weeks. RocketBuilderSM will only help streamline that process even further.

8. What if we wait XX days/months until the price drops?

ULA has unmatched schedule certainty – when you are given a launch date, our history indicates that you will launch on that date. Much like any other product or service offered in the market, if you wait to book your launch date, there's a good chance it won't be available anymore.

9. Why does RocketBuilderSM only offer Atlas V data? What about Delta IV or Vulcan Centaur?

Atlas V is our cost-competitive rocket. Delta IV is being phased out, and ultimately, Vulcan Centaur will be phased in. We will update the information and offerings on our website accordingly.

10. Does the website work if ULA is required to sell commercial rockets through Lockheed Commercial Launch Services?

Commercial Launch Services are contracted through Lockheed Martin Commercial Launch Services (CLS). All other launch services are contracted through ULA. However our goal is that the process will be seamless in the eyes of the customer. Lockheed Martin Commercial Launch Services (CLS) is the exclusive vendor of Atlas V sales and marketing. We work in tandem and just like our previous commercial missions, we will work inside the margin and scope provided by Lockheed Martin Commercial Launch Services.