

SEOPS Expands Waymaker Program as Inaugural LEO Rideshare Mission Nears Capacity

Strong customer demand prompts Company to assign previously announced GTO rideshare mission as second Waymaker mission to low Earth orbit

HOUSTON, TX, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [SEOPS](#) today announced that its inaugural [Waymaker](#) dedicated rideshare mission to sun-synchronous orbit (SSO) is nearing capacity, with 90% of available payload mass already under contract just months after the program's launch.



To meet growing customer demand for dedicated rideshare opportunities to low Earth orbit (LEO), SEOPS is introducing a second Waymaker mission in early 2028. The new mission repurposes the company's previously announced Darkstar-1 mission to geostationary transfer orbit (GTO) and will fly to a mid-inclination LEO destination under the Waymaker program.

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Evan Hoyt, President of SEOPS

Both missions will launch aboard a SpaceX Falcon 9 rocket in 2028. Together, the two missions significantly expand SEOPS' dedicated rideshare offerings for spacecraft developers seeking predictable schedules, flexible integration and greater mission assurance outside of traditional shared rideshare opportunities.

"We've seen exceptionally strong demand for dedicated LEO rideshare capacity," said Evan Hoyt, president of SEOPS. "Customers are looking for more opportunities to launch while maintaining the flexibility to support a wide range of spacecraft and mission profiles. Adding a second Waymaker mission allows us to respond to that demand today while continuing to evaluate the

right timing for our future GTO offerings."

The updated dedicated rideshare missions at-a-glance include:

- Waymaker-1: Mid-inclination orbit | Falcon 9 | Early 2028
- Waymaker-2: Sun-synchronous orbit | Falcon 9 | Late 2028

Demand for launch services continues to accelerate as commercial, civil and national security satellite operators deploy larger constellations and shorten spacecraft development cycles.

Unlike traditional rideshare models, SEOPS procures launch capacity years in advance and manages every phase of the mission, from reservation and integration through deployment. The company's hardware-agnostic approach combines launch procurement, mission management, payload integration and deployment services into a single end-to-end solution that reduces complexity while giving customers confidence in mission execution.

"Our goal is to give customers predictable access to orbit without sacrificing flexibility," Hoyt said. "As demand continues to grow, we'll continue expanding the Waymaker program to provide additional dedicated launch opportunities where the market needs them most."

For more information or to reserve capacity on an upcoming Waymaker mission, visit seops.space/waymaker.

About SEOPS

SEOPS is redefining access to space by moving beyond traditional rideshare brokerage to full control of the access layer. As a U.S.-owned provider, SEOPS secures and manages dedicated launch capacity, overseeing allocation, integration, and mission execution across LEO, GTO, cislunar, and beyond. By directly procuring launch vehicles, SEOPS enables customers to secure capacity years in advance and align to precise mission windows. With deep expertise in mission management and spacecraft integration, SEOPS delivers reliable, end-to-end launch solutions trusted by government and commercial customers.

Jodi Sorensen

Little Candle Marketing, on behalf of SEOPS

+1 2068564202

[email us here](#)

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