



## Email pitch

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To: Andy Pasztor, Senior Special Writer, The Wall Street Journal

From: [kogunshote@spacex.com](mailto:kogunshote@spacex.com)

Subject: Space X can fuel a rocket to space for \$200K

Dear Mr. Pasztor,

I want to bring our new breakthrough in satellite technology and space exploration to your attention. Yesterday, Space X launched its Falcon 9 rocket and landed it on a platform at sea. This pioneering achievement makes our rockets reusable like airplanes and brings down the cost of satellite launches and space exploration by more than 50 percent.

This means the cost of fuel to power a rocket on a space mission will come down to as low as \$200,000. It also means Space X can now transport an astronaut to the space station for \$20 million instead of the \$70 million Russia charges for a seat on the Soyuz rocket.

After reading your recent informative piece on the quest to send an unmanned mission to Mars, I thought you might want to know how Space X achieved this feat and share with your audience its implications for science, technology, space exploration and human survival. I could arrange an interview with our chairman, Elon Musk and our chief technology officer, Thomas Mueller if you would like to have more details and perspective.

Here is a [video](#) of the historic landing.

Please let me know if you are interested.

Kola Ogunshote

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