



The Mobile Robot Company

Knowledge Center — Business Model · 2026-08-04

<https://info.mobilerobot.com/company/about/business-model>

Business Model

The Mobile Robot Company sells practical mobile-robot automation through an international partner channel. Public list prices reduce customer friction, while end-user inquiries are routed to [distributors, integrators, or service partners](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>).

Route to market

The company does not sell robots directly to end users. Partners provide local demonstrations, trials, sales, installation, service, and customer ownership. The company provides robots, software, parts, training, technical support, marketing materials, leads, and joint business planning.

The service model lets partners retain the revenue from local human services, while the company supplies parts, software, and paid engineering support to the partner. By June 2026, distributor partnerships existed in eight countries and the network was expanding — see [Growth and International Expansion](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>).

[Qualified integrators, distributors, and service partners](https://info.mobilerobot.com/partners/become-a-partner/who-we-are-looking-for/) (<https://info.mobilerobot.com/partners/become-a-partner/who-we-are-looking-for/>) [can apply by country](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>). The [Partners section](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>) describes the partner program.

The customer journey

The sales model removes [adoption barriers](https://info.mobilerobot.com/documentation/concepts/pallet-automation-fundamentals/) (<https://info.mobilerobot.com/documentation/concepts/pallet-automation-fundamentals/>) through a low-risk, four-step journey:

1. **Demo** (<https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/>) — 30–60 minutes of hands-on use at a partner experience center. A first-time visitor can typically send the robot on an autonomous task within about 15 minutes.
2. **Trial** — a [two-week paid trial](https://info.mobilerobot.com/products/buying-and-deployment/two-week-trial/) (<https://info.mobilerobot.com/products/buying-and-deployment/two-week-trial/>) with free return at any time, no questions asked.

3. **Purchase** — full purchase of the robot and [selected options](https://info.mobilerobot.com/products/chargers-and-accessories/available-options/) (<https://info.mobilerobot.com/products/chargers-and-accessories/available-options/>).
4. **After-sales service** — an [ongoing service and maintenance agreement](https://info.mobilerobot.com/support/faq/service-and-warranty/) (<https://info.mobilerobot.com/support/faq/service-and-warranty/>).

Demo and trial can be skipped, for example by repeat customers, and an after-sales agreement is optional.

What the company sells

Revenue-bearing offers include:

- the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) self-driving pallet jack and manual or automatic chargers;
- [Standard and Advanced software](https://info.mobilerobot.com/products/software/software-comparison/) (<https://info.mobilerobot.com/products/software/software-comparison/>), and the [Fleet Manager](https://info.mobilerobot.com/products/software/fleet-manager/) (<https://info.mobilerobot.com/products/software/fleet-manager/>);
- two-week paid trials;
- [installation and commissioning](https://info.mobilerobot.com/products/buying-and-deployment/installation-and-commissioning/) (<https://info.mobilerobot.com/products/buying-and-deployment/installation-and-commissioning/>);
- annual Basic Care and Full Care support plans;
- spare parts and software upgrades;
- paid on-site support;
- a starter package for new partners.

The J1600 [lists from €65,000](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) (<https://info.mobilerobot.com/products/j1600/pricing-and-roi/>), and a two-week trial costs €4,000 including setup and support. List prices are published openly; the €65,000 base price contrasts with full-automation projects that can reach approximately €1 million.

Why public list prices

Public pricing removes a common adoption barrier. Customers can request or book demos, trials, and [purchases](https://info.mobilerobot.com/products/buying-and-deployment/request-a-quote/) (<https://info.mobilerobot.com/products/buying-and-deployment/request-a-quote/>) online, and inquiries are then channeled to the partner best placed to serve them — normally the partner with the nearest experience center. Partners are expected to respond rapidly and maintain a seamless experience.

Designed for single-shift economics

The economics are intended to work for a single-shift SME operating eight hours per day, five days per week — an operation that cannot justify a large automation project but values immediate, measurable productivity gains. See [Markets We Serve](https://info.mobilerobot.com/company/about/markets-we-serve/) (<https://info.mobilerobot.com/company/about/markets-we-serve/>).