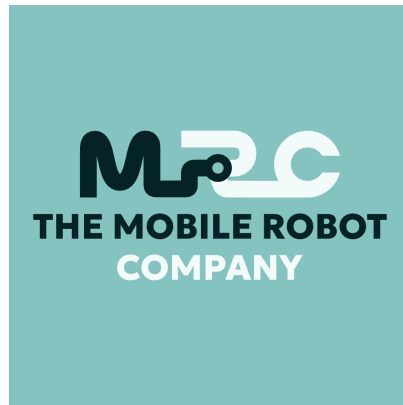




The Mobile Robot Company

Knowledge Center — Mission and Vision · 2026-08-04

<https://info.mobilerobot.com/company/about/mission-and-vision>

Mission and Vision

The Mobile Robot Company's mission is to redefine how robots assist people in warehouses and factories. The desired outcome is not a people-free process: robots remove tedious, repetitive movement so employees can focus on work requiring judgment, adaptability, and uniquely human insight.

Core positioning

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) is positioned in the space between a conventional electric pallet jack and a fully automated [AMR/AGV](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) system:

- manual solutions preserve flexibility but require [operator walking](https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/) and travel time;
- full automation can eliminate labor from a task but often needs expert configuration, integration, infrastructure, and stable processes;
- [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) operation preserves manual control and automates the travel portion, targeting up to 80% of the [productivity and labor benefit](https://info.mobilerobot.com/applications/results/productivity-improvements/) at a fraction of full-automation cost and complexity.

How the company talks about itself

Recurring phrases in [the company's messaging](https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/):

- "human in the loop"
- "automation should adapt to people"
- "the future drives itself"
- "drop, go, repeat"
- "teach and repeat"
- "consumer-level easy"
- automation that works "out of the box"

The human-value argument

Warehouses are messy, dynamic, and unpredictable. The company's ten-example argument identifies damaged pallets and goods, unstable loads, plastic-wrap snags, misplaced pallets, steep dock plates, crowded floors, urgent reprioritization, and route changes as situations where human context remains valuable. The full reasoning is covered in the [Human-in-the-Loop Philosophy](https://info.mobilerobot.com/company/about/human-in-the-loop-philosophy/) (<https://info.mobilerobot.com/company/about/human-in-the-loop-philosophy/>) and in [Human-in-the-loop automation](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/) (<https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/>).

Where the vision comes from

The founders had collectively completed projects for hundreds of customers and deployed more than 10,000 robots before starting the company. They concluded that robot projects were too hard, too slow, and too complex, and formed the company to make mobile robots more operator-centric, easier to use, and more flexible. See the [Founding Story](https://info.mobilerobot.com/company/history/founding-story/) (<https://info.mobilerobot.com/company/history/founding-story/>).