



The Mobile Robot Company

Knowledge Center — Founding Story · 2026-08-04

<https://info.mobilerobot.com/company/history/founding-story>

Founding Story

[The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) (<https://info.mobilerobot.com/company/about/company-overview/>) was founded in Denmark in November 2024 by [Emil Hauch Jensen and Odin Kudahl Skovsted](https://info.mobilerobot.com/company/team/leadership/) (<https://info.mobilerobot.com/company/team/leadership/>).

The experience behind the company

Before founding the company, the two founders had built international careers at mobile-robotics and automation companies. Between them they had completed projects for hundreds of customers and deployed more than 10,000 robots worldwide.

That experience led to a clear conclusion: robot projects were too hard, too slow, and too complex. Automation that should have freed people from repetitive work instead demanded expert configuration, systems integration, and rigid processes.

The founding mission

The founders formed the company to make mobile robots more operator-centric, easier to use, and more flexible. The philosophy is that robots should assist rather than displace operators — automating tedious transport so people can focus on decisions and exceptions that require human context. This became the company's [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 shaped the design of the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>), the company's first product.

A fast first chapter

The company's first chapter moved quickly:

- founded in November 2024;
- [first product launched by January 2026](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>);
- a major international award — [IFOY Industrial Truck of the Year 2026](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) (<https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/>) — won by June 2026;

- [distributor partners active in eight countries \(https://info.mobilerobot.com/company/history/growth-and-international-expansion/\)](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) by June 2026.

The full timeline is in [Company Milestones \(https://info.mobilerobot.com/company/history/company-milestones/\)](https://info.mobilerobot.com/company/history/company-milestones/).