# Dossier: FIGURE INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $74,987.00

**Award Date:** 2023-05-05

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Figure AI, Inc. (doing business as Figure) is a robotics company focused on developing general-purpose humanoid robots designed to perform a wide range of tasks currently unsuitable or unsafe for humans, thereby addressing labor shortages and increasing productivity across various industries. Their core mission is to accelerate the development and deployment of humanoids through AI and robotics, ultimately aiming to create a robot capable of performing most jobs, starting with manufacturing, logistics, warehousing, and eventually expanding into other sectors like retail and hospitality. Figure's unique value proposition lies in its integrated approach, combining artificial intelligence, robot design, and deployment strategies to create a versatile and adaptable humanoid that can learn and perform complex tasks in unstructured environments, unlike more specialized or automation-focused solutions.

**Technology Focus:**

* Figure 01: A general-purpose humanoid robot designed for initially dull, dirty, and dangerous jobs, aiming for adaptability across manufacturing, logistics, and warehousing. Targeted payload capacity is up to 20 kg.
* AI and Machine Learning: Development of advanced AI models allowing the robot to learn new skills through observation and reinforcement learning, enabling autonomous task execution and continuous improvement. Focus on vision-language-action models.

**Recent Developments & Traction:**

* February 2024: Secured $675 million in Series B funding, valuing the company at $2.6 billion. Investors included Microsoft, NVIDIA, Jeff Bezos (through Explore Investments LLC), Parkway Venture Capital, Intel Capital, Align Ventures, and ARK Invest.
* January 2024: Announced partnership with BMW Manufacturing to deploy humanoid robots in its Spartanburg, South Carolina facility. The robots will be integrated into existing manufacturing processes, beginning with material handling and warehousing tasks.
* November 2023: Released a video demonstrating Figure 01 walking autonomously and performing basic manipulation tasks.

**Leadership & Team:**

* Brett Adcock (CEO & Founder): Previously co-founded Archer Aviation, an electric vertical takeoff and landing (eVTOL) aircraft company.
* Jerry Pratt (CTO): Previously a Senior Research Scientist at the Florida Institute for Human and Machine Cognition (IHMC) and a leading expert in bipedal robotics and humanoid control.

**Competitive Landscape:**

* Boston Dynamics: While Boston Dynamics focuses on specialized robots for specific tasks, Figure is aiming for a more general-purpose humanoid capable of adapting to various industries. Figure aims to beat Boston Dynamics by focusing on the combination of AI & humanoid embodiment for real-world commercial applications, especially leveraging recent advances in vision-language-action models.
* Apptronik: Another company developing general-purpose humanoids. Figure differentiates through its significant capital raised, focus on AI-driven adaptability, and high-profile partnerships for rapid real-world deployment.

**Sources:**

1. [https://www.figure.ai/](https://www.figure.ai/)

2. [https://techcrunch.com/2024/02/29/figure-raises-675m-as-the-humanoid-robot-gold-rush-continues/](https://techcrunch.com/2024/02/29/figure-raises-675m-as-the-humanoid-robot-gold-rush-continues/)

3. [https://www.prnewswire.com/news-releases/figure-and-bmw-partner-to-deploy-humanoid-robots-in-automotive-manufacturing-302040256.html](https://www.prnewswire.com/news-releases/figure-and-bmw-partner-to-deploy-humanoid-robots-in-automotive-manufacturing-302040256.html)

4. [https://ark-invest.com/articles/artificial-intelligence-and-machine-learning/figure-ai/](https://ark-invest.com/articles/artificial-intelligence-and-machine-learning/figure-ai/)