
Veho & RIVR

Case Study

Reimagining the Last 100 Yards of Parcel
Delivery with Physical AI





Fred Cook

Co-founder and Chief Technology Officer, Veho

When Veho was founded our mission was simple but ambitious: to build a logistics platform that puts technology— and people—at the center. While legacy carriers relied on outdated infrastructure, we knew that technology would revolutionize the shipping industry.

Today, we're continuing to push the boundaries of what's possible in parcel delivery by partnering with RIVR, a leader in Physical AI and robotics.

Together, we're testing a groundbreaking approach to the “last 100 yards” of delivery, **blending human intelligence with robotic assistance and physical AI.**



The Challenge:

The Last 100 Feet

The final stretch of delivery remains one of the most complex and expensive stages of the e-commerce journey. Dense urban environments, limited parking, stairs, gates, and uneven sidewalks make this part of delivery difficult to automate effectively.

So we asked: **What if robots could support driver-partners in efficient and reliable delivery?**



The Partnership:

The Collaborative Pilot

In May 2025, **Veho partnered with RIVR**—a physical AI and robotics company focused on solving the toughest challenges in last-mile logistics—to launch a two-week pilot in Austin, Texas.

The pilot tested a collaborative model: Veho driver-partners made one delivery while the RIVR robot handled another nearby, ferrying parcels from the delivery van directly to customers' doorsteps.

The goal? Increase efficiency, reduce physical strain, and maintain the high-touch delivery experience Veho is known for.



“This isn’t automation for automation’s sake. It’s a thoughtful **experiment to make our people more effective**—and protect the delivery experience our brand partners count on.”



Garrick Pohl

VP of New Initiatives, at Veho

The Solution:

About the RIVR Robot

Unlike curbside-only delivery bots, RIVR's robots are designed for real-world complexity.

Their advanced wheel-legged design lets them:

- *Climb stairs*
- *Navigate narrow paths and dense neighborhoods*
- *Keep pace with humans for high-density routes*

That physical intelligence, paired with Veho's proprietary routing and tracking tech, created a seamless, scalable delivery system.



The Veho x RIVR pilot in Austin was designed not just to test robotic functionality, but to answer bigger questions about the future of logistics:

Can humans & robots deliver faster, better, and more cost effectively—together?

The Results:

400+

deliveries completed
over a 10 day period



95%

delivery success rate,
with robots completing
drops independently



<5%

human intervention,
primarily due to
solvable issues.



0

customer issues
reported related to the
robot-assisted deliveries



“ If we can **reduce strain**, give drivers fewer steps—especially carrying heavy boxes around—that’s a huge win.”



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“ Veho offers the **ideal environment for deploying at scale**—helping us deliver not just faster and more cost-effective service, but a smarter, more human-centered model for robotics in logistics.”



Marko Bjelonic

Chief Executive Officer, RIVR

Customer Experience & Brand Impact

Delivery Standards

Maintained Veho's high-touch, **branded delivery standards** throughout the trial

Brand Alignment

Robots operated in a **non-intrusive, brand-aligned manner**, avoiding “novelty tech” feel

Client Expectations

Piloted a **customizable, scalable solution** that preserves the experience our clients expect

Looking Ahead:

With strong early results and positive customer feedback, **Veho and RIVR are planning to expand testing to additional US cities later this year.** The pilot validated not only the robot's performance—but its alignment with Veho's long-term operational strategy.

- Designed for multi-drop, high-density urban delivery, where efficiency and agility matter most
- Aligned with Veho's tech-first, people-powered mission, using innovation to empower—not replace—our driver-partners
- Positioned to scale quickly across Veho's 50+ metro markets, where we serve beloved national retailers like Lululemon, Macy's, Saks, and Sephora



As we grow, we'll keep tackling logistics' biggest question:

How do we continue to make
delivery work better for people?