

NEWS | BOARDROOM INSIGHTS

Gatsby Makes U.S. History with First Humanoid Robot Cleaning Service for a Consumer

San Francisco Startup Dispatches Humanoid Robot to Customer's Home, Launching \$150 Residential Cleaning Service and a New Consumer Robotics Model

By **Ankit Kankar** | September 13, 2026



Image Courtesy: Public Domain

Gatsby made U.S. history by performing the first humanoid robot cleaning service delivered to a consumer in the United States, dispatching a humanoid to a random customer's San Francisco apartment booked through the company's app.

The cleaning marks the first time a humanoid robot has completed a residential cleaning for an end consumer in U.S. history. Gatsby selected the customer at random from its San Francisco waitlist; the customer booked through the Gatsby iOS app.

"Housework is the largest unpaid job in human history, and it falls hardest on the people with the least time to give," said Aron Frishberg, Founder and CEO of Gatsby. "Right now, somewhere, there's a parent scrubbing floors who would rather be with their kid. A worker mopping after a sixteen-hour shift. We've mapped every neuron and synapse in a fruit fly's brain, yet we still clean our homes the same way our ancestors did hundreds of years ago. We didn't build this to clean apartments, we built it to give that time back to humanity."

Gatsby is live in San Francisco at a flat \$150 per clean, regardless of apartment size, compared to \$150-\$300 for the average professional cleaning service. Customers book through the Gatsby iOS app, and the company has a large waitlist already in the Bay Area and a quickly growing waitlist around the rest of the country.

Founded in January 2026, Gatsby's mission is enabling human-robot interaction. The company is robot-agnostic, building the consumer distribution layer rather than competing on underlying humanoid hardware. Cleaning is the company's first market, not its endpoint: the underlying platform extends to the broader category of consumer robotics.

Read online: <https://worldbusinesswatch.com/news/10/100/gatsby-makes-u-s-history-with-first-humanoid-robot-cleaning-service-for-a-consumer.html>

© 2026 World Business Watch. All rights reserved.