



## FM&M x Scott Tong Briefing

### LOGISTICS

- **When:** Wednesday, February 11, 2026   
ET
- **What:** Call with Scott Tong
- **Joining the meeting**
  - Details to come
- **Length:** 30 Minutes
- **On camera:** Yes
- **On the record:** Yes
- **Recorded:** Yes



### About Scott:

X: [@TongScott](#)

LinkedIn: [Scott Tong](#)

Scott Tong is a co-host and correspondent for [Here & Now](#), [NPR's](#) national daily news program. On the show, he covers a wide range of topics including business, technology, economics, and public policy, with a focus on how major news developments affect people and communities across the country.

Prior to joining Here & Now, Tong spent years reporting for NPR, including serving as an economics and business correspondent. His reporting has frequently explored innovation, globalization, labor, and the intersection of markets and society, both domestically and internationally.

Overall, Tong brings a clear, explanatory, and listener-focused lens to news coverage, with an emphasis on helping audiences understand complex economic and technological issues in accessible terms. His interviews are known for being thoughtful, balanced, and grounded in real-world implications rather than ideology or hype.

Tong is based in the DC area.

### Recent Coverage:

- [25 at 50: An antique gunboat and America's first mail-order record club](#) - February 6, 2026
- ['KPop Demon Hunters': Inside the music behind the Netflix hit](#) - January 9, 2026
- [Why Trump is letting Nvidia sell powerful AI chips to China](#) - December 9, 2025

### Audience Info:

- Mainly news-engaged listeners interested in understanding how major economic, technological, and policy developments affect everyday life in the United States.

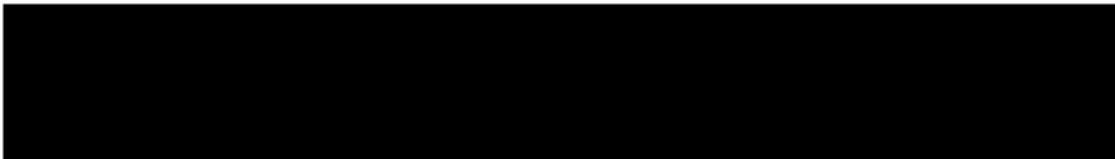
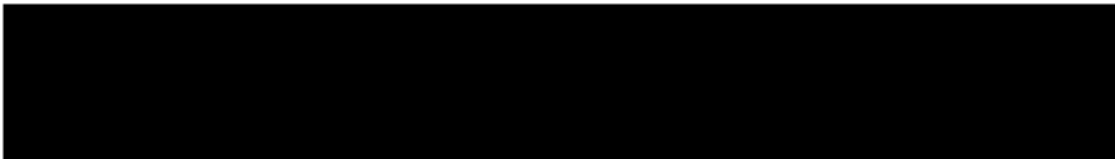
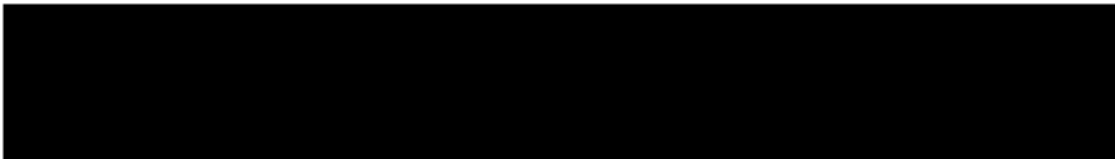


- Ranges from professionals, business leaders, and policymakers to general news consumers seeking clear, trustworthy context on complex issues.
- Many look to Here & Now for accessible, balanced reporting that explains what's happening, why it matters, and how national and global trends impact workers, businesses, and communities.

**What to Expect:**

- Scott closely follows major national business and technology stories and has covered the intersection of innovation, economics, and public policy for a broad NPR audience. He approaches these conversations through an explanatory, listener-first lens, focused less on technical detail and more on helping people understand why a story matters and what it means in everyday terms.
- He'll be interested in:
  - What happened at iRobot, framed clearly for a general news audience, and why the company's bankruptcy matters beyond a single business outcome.
  - What Colin learned from building iRobot, including lessons around innovation, scale, leadership, and the realities of creating a category-defining company.
  - How iRobot's story fits into broader questions about U.S. innovation, including how market forces, regulation, and timing shape outcomes for American technology companies.
  - What Colin is doing now, and how his experience at iRobot informs his thinking about what comes next, without positioning the conversation around a product launch.
  - Why this moment is relevant to workers, consumers, and the broader economy, helping listeners understand how changes in technology and business affect real lives.

**Topics to Avoid (on the record):**

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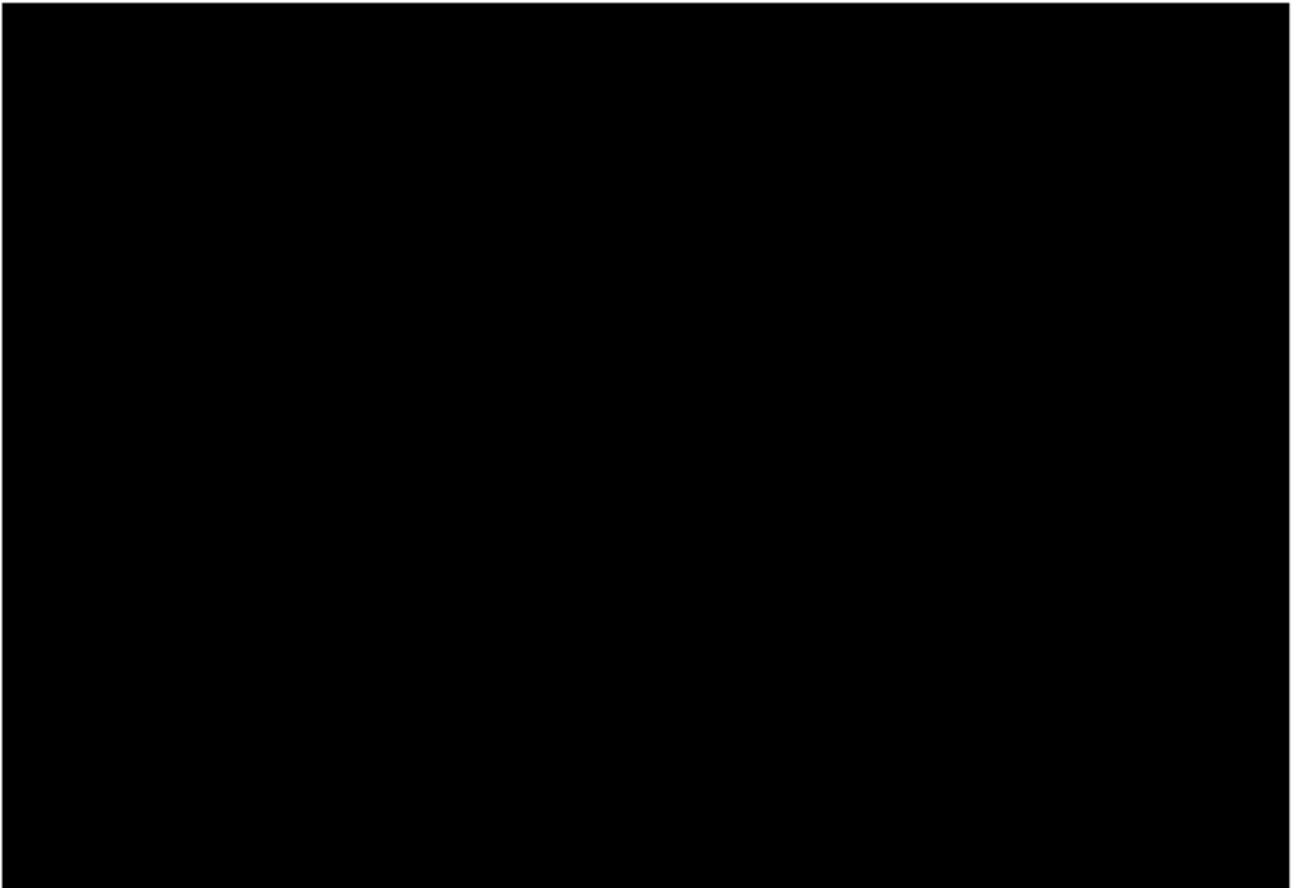
**GUIDELINES: SAFE TO SHARE**

- **Ideas & Philosophy:**
  - Category-level framing of Social Physical AI
  - Why emotional support is a major next wave of AI
  - Why embodiment matters for meaningful human–AI interaction
  - Everyday, real-world examples of how Social Physical AI can make life easier (no product tie-ins)
  - Interest in AI devices that integrate across daily life
- **HEART & Thought Leadership:**
  - Why and how HEART was conceived, including its purpose and themes
  - The goal of the Bermuda Position Paper



- Similar to the conference's objective: catalyzing essential conversations about Physical AI
- A way to share key outcomes with a broader audience
- Influence of the Dartmouth AI paper as part of the historical and philosophical throughline (if asked)
- Ability to connect him with select HEART leaders who have consented to interviews
- **Values & POV:**
  - Colin's views on:
    - Ethics, transparency, and emotional safety
    - Why starting by mimicking human-human relationships is a mistake
    - The importance of crawl-walk-run approaches
    - The value Social Physical AI can deliver before human form factors or language
- **Familiar Machines**
  - Mission: building platforms and solutions for Social Physical AI
  - Long-term ambition to be among the first to scale in this category
  - Team strength (e.g., talent from iRobot, Boston Dynamics, Disney, AI research backgrounds)
  - Openness to "taking her along the journey," without product details
  - If asked about funding: seed round closed (no elaboration)

**GUIDELINES: NOT SAFE TO SHARE**





## FM&M x Lucia (Lucy) Maffei iRobot Briefing

### LOGISTICS

- **When:** Monday, December 15, 2025, [REDACTED] ET
- **What:** Catch Up Call with Lucy Maffei
- **Joining the meeting**
  - [REDACTED]
- **Length:** 45 Minutes
- **On camera:** Yes
- **On the record:** Yes
- **Recorded:** Likely



### About Lucy:

X: [@BosBizLucy](#)

Instagram: [@Lucia.Maffei](#)

LinkedIn: [Lucia \(Lucy\) Maffei](#)

Lucy is a technology and innovation reporter for [Boston Business Journal](#), where she covers startups, venture capital, and the companies shaping Greater Boston's tech and innovation economy. Her reporting focuses on emerging technologies, high-growth startups, funding activity, and the intersection of innovation, business, and regional economic development.

Prior to joining the *Boston Business Journal*, Maffei reported on technology and business for a range of publications, with experience covering startups, entrepreneurship, and local innovation. Her work often highlights how new technologies move from research and early-stage development into real companies, jobs, and economic impact.

Overall, Maffei brings a strong local-business lens to technology reporting, with particular attention to founders, investors, and the institutions that support innovation in the Boston area. Her coverage helps readers understand not just what technologies are emerging, but how they translate into viable businesses and regional growth.

Maffei is based in the Boston area.

### Recent iRobot/Familiar Machines & Magic Coverage:

- [New Book By iRobot's First Full-Time Employee Tells The Story of Its Flagship Product](#) - November 17, 2025
- [iRobot's Search for Buyers Stalls as Last Potential Suitor Withdraws](#) - October 27, 2025
- [iRobot Stock Soars to 7-Month High as CMO Touts 'Interesting Growth Phase'](#) - October 15, 2025
- [Colin Angle's New Startup Raises \\$15M, Documents Show](#) - December 17, 2024
- [Colin Angle, iRobot Alumni to Launch New Home-Robot Startup](#) - November 26, 2024
- [Amazon iRobot Acquisition Called Off](#) - January 31, 2024

### Recent Coverage with Colin:

- [After iRobot Exit, Former CEO Colin Angle Talks About Building Something Familiar](#) - December 12, 2024

### Recent Bankruptcy Coverage:

- [Once-Promising Desktop Metal Enters Chapter 11, Races to Sell Off Business Units](#) - July 29, 2025
- [E-Commerce Unicorn Thrasio Files for Chapter 11 Bankruptcy](#) - February 28, 2024
- [Starry Plans To Continue Operations After Filing For Chapter 11 Bankruptcy Protection](#) - February 21, 2023

### Audience Info:

- Mainly business-minded readers interested in startups, innovation, and the technology shaping Greater Boston's economy
- Ranges from founders, investors, and executives to policymakers, academics, and professionals tracking regional growth and emerging industries
- Many look to her for clear insight into funding activity, company growth, and how new technologies translate into real businesses, jobs, and economic impact in the Boston area.

### What to Expect:

- Lucy closely follows the Boston-area innovation ecosystem and has covered iRobot, Colin Angle, and multiple Chapter 11 filings involving tech and manufacturing companies. She approaches these stories through a business, capital, and regional impact lens, rather than a consumer-product one.
- She'll be interested in:
  - Why iRobot's Chapter 11 moment matters beyond one company, particularly what it signals for Boston's robotics ecosystem and the sustainability of consumer robotics businesses.
  - How iRobot's trajectory fits into broader patterns she has covered, including stalled acquisitions, withdrawn buyers, and the difficulty of finding viable exits for capital-intensive hardware companies.
  - What iRobot's restructuring means for talent, startups, and spin-outs in the local area, including how alumni and former leadership are shaping the next wave of robotics and Physical AI companies.
  - How Familiar Machines & Magic fits into the post-iRobot landscape, including how lessons from iRobot's scale challenges are informing new approaches to building and financing robotics companies.
  - How this bankruptcy compares to other recent Chapter 11 cases she's covered, such as Desktop Metal, Thrasio, and Starry, and what common structural pressures these companies face.

### Topics to Avoid (on the record):



## GUIDELINES: SAFE TO SHARE

- **Ideas & Philosophy:**
  - Category-level framing of Social Physical AI
  - Why emotional support is a major next wave of AI
  - Why embodiment matters for meaningful human–AI interaction
  - Everyday, real-world examples of how Social Physical AI can make life easier (no product tie-ins)
  - Interest in AI devices that integrate across daily life
- **HEART & Thought Leadership:**
  - Why and how HEART was conceived, including its purpose and themes
  - The goal of the Bermuda Position Paper
    - Similar to the conference’s objective: catalyzing essential conversations about Physical AI
  - A way to share key outcomes with a broader audience
  - Influence of the Dartmouth AI paper as part of the historical and philosophical throughline (if asked)
  - Ability to connect him with select HEART leaders who have consented to interviews
- **Values & POV:**
  - Colin’s views on:
    - Ethics, transparency, and emotional safety
    - Why starting by mimicking human–human relationships is a mistake
    - The importance of crawl–walk–run approaches
    - The value Social Physical AI can deliver before human form factors or language
- **Familiar Machines**
  - Mission: building platforms and solutions for Social Physical AI
  - Long-term ambition to be among the first to scale in this category
  - Team strength (e.g., talent from iRobot, Boston Dynamics, Disney, AI research backgrounds)
  - Openness to “taking her along the journey,” without product details
  - If asked about funding: seed round closed (no elaboration)

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## FM&M x Jennifer Tuohy iRobot Briefing

### LOGISTICS

- **When:** Monday, December 15, 2025, [REDACTED] ET
- **What:** Catch Up Call with Jen Tuohy
- **Joining the meeting**  
[REDACTED]
- **Length:** 45 Minutes
- **On camera:** Yes
- **On the record:** Yes
- **Recorded:** Likely



### About Jennifer:

X: [@JP2E](#)

Instagram: [@SmartHomeMama](#)

LinkedIn: [Jennifer Pattison Tuohy](#)

Jen is the senior smart home reviewer and technology journalist for [The Verge](#), where she covers connected devices, home automation, and the evolving smart home ecosystem. Her work spans product reviews, buying guides, and analysis of how smart technologies integrate into daily life, with particular expertise in devices like robot vacuums, smart locks, video doorbells, and connected appliances.

Prior to joining *The Verge* in 2021, Tuohy wrote extensively about consumer technology, home design, and connected living for a range of publications including *The New York Times' Wirecutter*, *Wired*, *Dwell*, *BBC Science Focus Magazine*, *U.S. News & World Report*, and others. She began her journalism career on London's Fleet Street with *The Daily Telegraph* and later worked in local news in the United States before focusing full-time on tech reporting.

Overall, Tuohy has more than three decades of experience as a journalist and editor, and she is known for approachable, in-depth coverage of consumer tech and smart home innovations. Her reporting helps readers understand not just the newest gadgets, but how connected technology can improve everyday life.

Tuohy lives in Charleston, South Carolina.

### Recent Coverage:

- [iRobot's Revenue Has Tanked and It's Almost Out Of Cash](#) - November 10, 2025
- [The Best Robot Vacuums](#) - December 4, 2025
- [iRobot Has No Buyer and No Money](#) - October 27, 2025
- [How Roomba Got Stuck](#) - March 25, 2025



### Recent Coverage with Colin:

- [What Makes the Perfect Robot Vacuum?](#) - *The Verge* August 21, 2025
- [We Could Make Rosie the Robot but Should We?](#) - *The Verge* August 19, 2025
- [iRobot's Founder is Working On a New Kind Of Home Robot](#) - December 17, 2024

### Audience Info:

- Mainly tech-savvy consumers interested in smart home technology, connected devices, and how emerging consumer tech fits into everyday life.
- Ranges from early adopters and home-tech enthusiasts to everyday consumers looking for practical guidance on purchasing and setup decisions.
- Many look to her for hands-on reviews, clear explanations, and real-world testing that help demystify smart home systems, interoperability standards (such as Matter), and the practical benefits and trade-offs of connected technology.


### What to Expect:

- Jennifer is deeply familiar with smart home technology, connected devices, and consumer robotics, and previously spoken with Colin on multiple occasions.
- She'll be interested in:
  - Why iRobot's Chapter 11 moment matters beyond one company, and what it reveals about the structural challenges of scaling consumer robotics in the U.S.
  - What went wrong for consumer robotics, despite strong technology and brand recognition, and whether this outcome was inevitable or the result of broader market and regulatory forces.
  - How the collapse of a category-defining company affects innovation moving forward, including investor confidence, startup formation, and the pace of new consumer robotics entering the space.
  - What this means for the smart home ecosystem, especially as robotics, AI, and connected devices increasingly converge inside everyday living spaces.
  - Whether the next generation of Physical AI in the home will look different from past consumer robots, and what lessons should be taken from iRobot's experience.



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