

Startup Failure Post-Mortems

2019 Second Update (6/19/2019)

Seven Dreamers Laboratories

Title: [Laundroid company folds before its giant robot does](#)

Title Link: <https://www.engadget.com/2019-04-23-laundroid-robot-seven-dreamers-bankruptcy.html>

Product: [Seven Dreamers Laboratories](#)

Product Link: <https://www.cbinsights.com/company/seven-dreamers-laboratories>

Panasonic-backed Seven Dreamers Laboratories offered a laundry machine which aimed to act as a combined washer, dryer, and clothes folder. Engadget thought that the machine was trying to do too much:

Clearly, the product was too ambitious. Seven Dreamers had planned a simpler, but still potentially-impressive version that merely folded and sorted clothes. The first-gen model still required a complex combination of robotics, image analysis and artificial intelligence to achieve its goals, however.

[seven dreamers laboratories](#)

CONSUMER PRODUCTS & SERVICES | Consumer Electronics

sevendreamers.com

Founded Year

2011

Stage

Dead | Dead

Total Raised

\$104.02M

About seven dreamers laboratories

seven dreamers laboratories specializes in the development of AI, robotics, and healthcare devices. The company's products include Laundroid, a fully automatic laundry-folding robot, and Shaft, an original 3D measurement system to manufacture totally order-made carbon golf shafts.

seven dreamers laboratories Headquarter Location

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The cause of failure can be simply stated as a failure of product strategy. The product that was launched was extremely expensive for the service that it provided and it simply could not match the human dexterity that a simple task like folding laundry required. I guess we all have to be doing our own laundry for the next foreseeable future after all.