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¶1: Startup Failure Post-Mortems 2019 Second Update (6/19/2019)

¶2:

¶¶3: Seven Dreamers Laboratories

¶4: Title: Laundroid company folds before its giant robot does

¶5: Title Link:

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

¶6: Product: Seven Dreamers Laboratories

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

¶8: 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:

¶9: 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.

¶10: [seven dreamers laboratories](#)

¶11: CONSUMER PRODUCTS & SERVICES | Consumer Electronics

¶12: sevendreamers.com

¶13: **Founded Year**

¶14: 2011

¶15: **Stage**

¶16: Dead | Dead

¶17: **Total Raised**

¶18: \$104.02M

¶19: **About seven dreamers laboratories**

¶20: 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.

¶21: **seven dreamers laboratories Headquarter Location**

¶22: Mita Kokusai Building 17F 1-4-28, Mita, Minato-ku

¶23: Tokyo, Japan

¶24: +81-3-6453-7018

¶25:

¶26:

¶27: AT: <https://www.failory.com/cemetery/seven-dreamers-laboratories>

¶28: 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.