**Startup Failure Post-Mortems 2019 Second Update (6/19/2019)**

### Seven Dreamers Laboratories

Title: [Laundroid company folds before its giant robot does](https://www.engadget.com/2019/04/23/laundroid-robot-seven-dreamers-bankruptcy/)

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

Product: [Seven Dreamers Laboratories](https://www.cbinsights.com/company/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](https://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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AT: [https://www.failory.com/cemetery/seven-dreamers-laboratories](https://www.forbes.com/sites/maryjuetten/2019/02/05/failed-startups-jawbone/?sh=2caa46675b6d)

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.