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Here are 10 epic PMF failures:



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In 2014, Amazon released the Fire Phone with a high price and limited app selection, making it uncompetitive in the smartphone market, leading to its discontinuation and a significant financial loss for Amazon.





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In 2011, Google launched its social network, Google+, which struggled with low user engagement and privacy concerns. It shutdown for consumers in 2019.





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In 1985, Coca-Cola introduced a new formula to rival Pepsi, but faced major consumer backlash, leading to the return of the original "Coca-Cola Classic.





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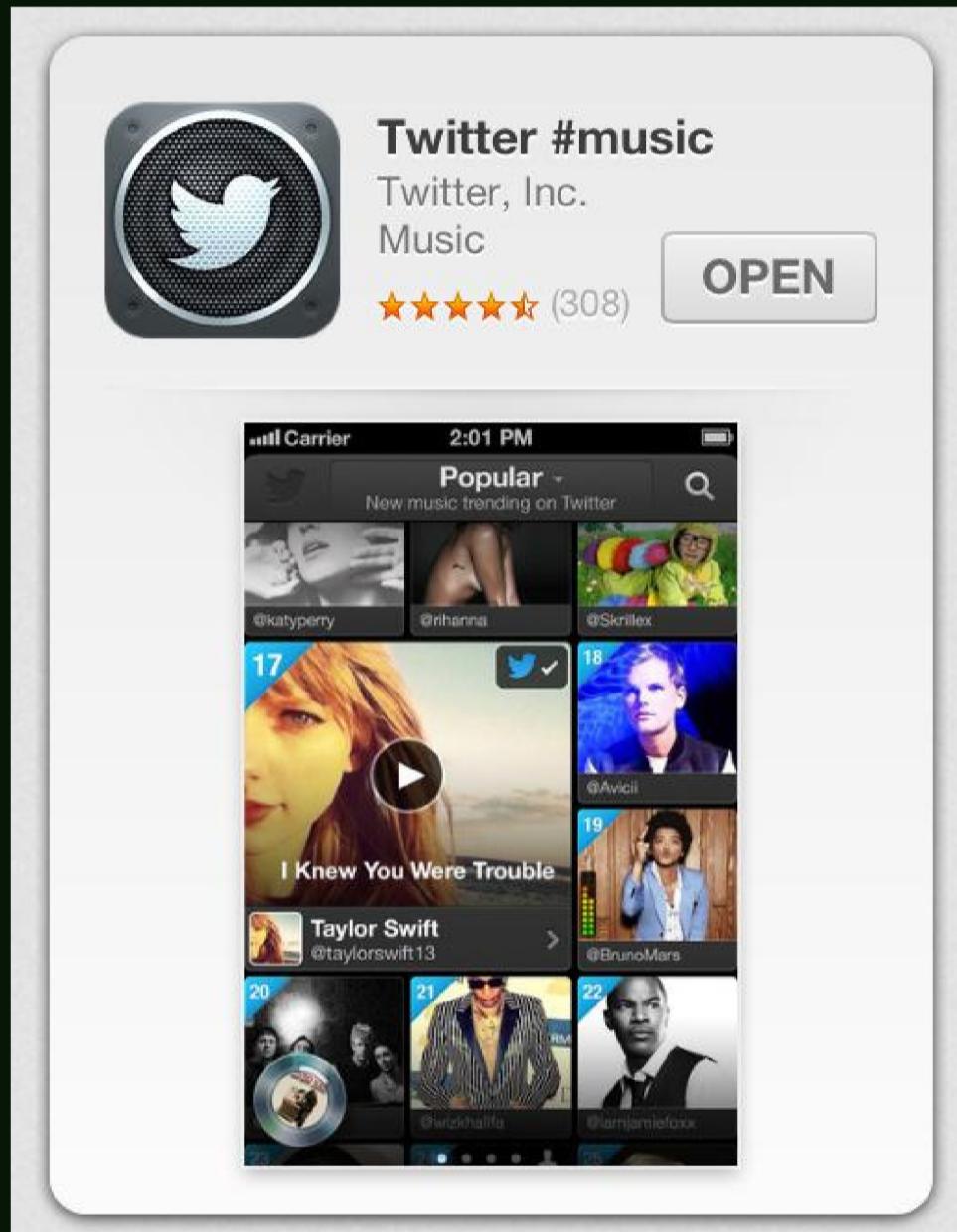
In 2001, the Segway was introduced with hype as a revolutionary transport device, but it struggled with high costs, regulatory issues, and practicality in urban environments, eventually discontinued in 2020.





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In 2013, Twitter introduced #Music, a music discovery app that failed to differentiate itself in a crowded market, leading to its shutdown in 2014.





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In 2020, Quibi was launched as a short-form video streaming service. It raised \$1.75 billion but failed to attract a significant audience. It shut down just six months after its launch.





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In 2017, Juicero launched a high-end juicer that used proprietary juice packs, which were later found to be unnecessary as the packs could be squeezed by hand. It raised \$120M before shutting down.



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In 2013, Google launched Glass with excitement but it failed due to privacy concerns, a high price point, and lack of practical applications, leading to limited consumer interest.



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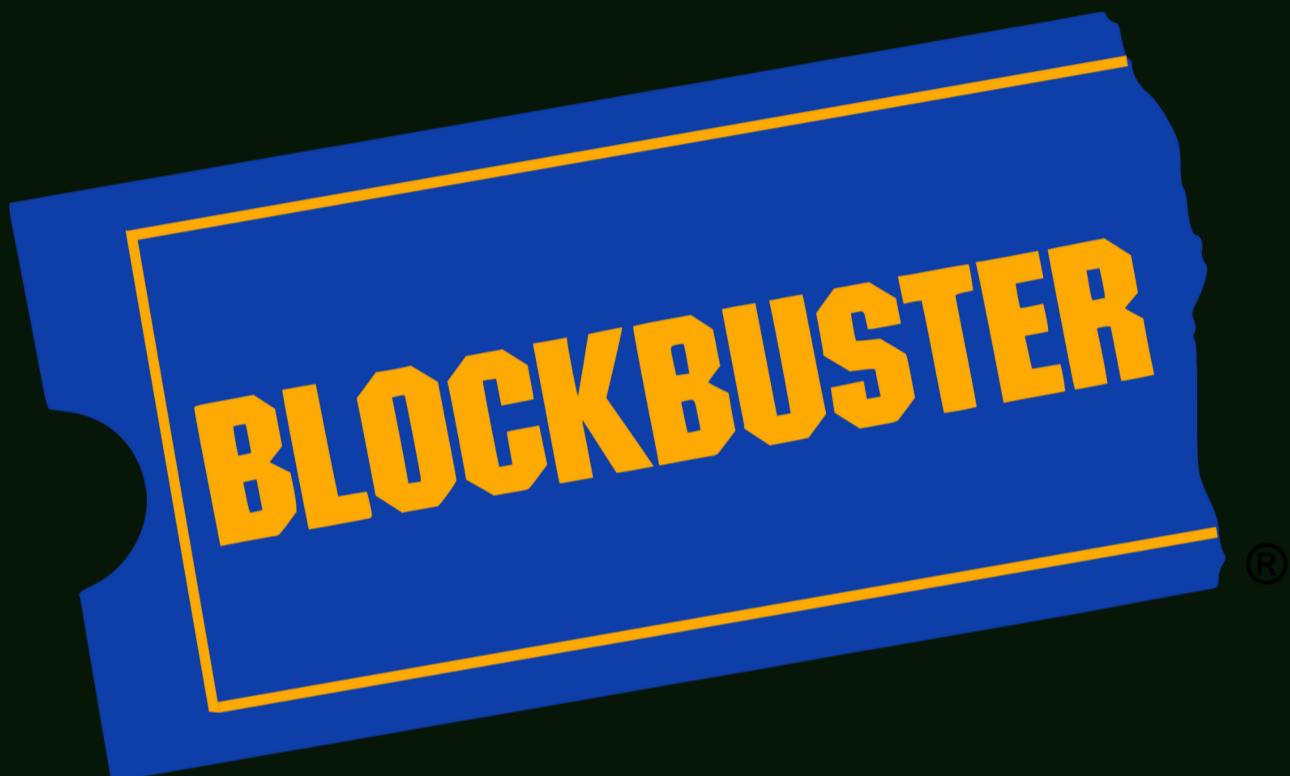
In 2012, Pebble launched one of the first smartwatches, gaining attention and funding through Kickstarter.

However, it struggled to compete with companies like Apple and Samsung.



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Blockbuster - an example of an established company which lost PMF. A case often cited as a classic example of failure to adapt to technological changes and new consumer behaviors in its industry.