**Big Risk that ended in Success**

In 2017 Apple announced the IPhone X which would use face-id over the beloved touch-id that many people have grown accustomed to. It remains a mystery as to why Apple has removed this feature. Despite the removal of the touch-id the IPhone 10 and beyond continue to experience good sales. In 2016 Apple made a similarly irrational move by removing the headphone jack from the IPhone 7, claiming that it took up too much space. Some people argue that there are many phones that still have the headphone jack with similar aesthetics of the IPhone and further state that if Apple are the ones engineering their phones then they can engineer it in such a way that things fit.

**Big Risk that ended in Failure**

In 2019 Facebook took a bold shot at creating a global currency called Libra knowing that it had a high chance of failure. Libra would be tied to a basket of other currencies around the world and is thus redeemable for those currencies. The main driving factor of this endeavor is being in control of the global financial market, it would give Facebook unprecedented power over the global financial system. Governments around the world did not like the prospect of this and many prohibited Libra before it was even launched.

In 2019 Google announced Google Stadia which was meant to be a cloud based gaming platform where users could play streamed games at high resolutions such as 4K. If the project was successful it would bring great profits to Google as it takes a highly profitable platform as a service approach, similar to that of Amazon Web Services. Google’s Stadia was made available to the public on November 19, 2019, however gameplay was disappointing. The latency made games unplayable especially at 4K.

**Beyond Luck**

A successful project should not depend solely on pure luck. The course of action with the highest probability to reward ratio should be taken in order to result in the greatest change of success. For instance, the aforementioned case with Apple might seem like it should fail however it was done very strategically. As IPhones get older they stop receiving updates while the hardware of the phone becomes outdated or even obsolete. The Apple ecosystem has for many years been large and most users do not want to leave the ecosystem. As such they are “forced” to get a later or the latest IPhone model despite its limitations.