TABLE A-19

Case study: Laundroid

(Innovation failure summary)

Variable	Description
Innovation	Robotic AI-driven wardrobe that folds clothes, launched in 2018
Radical or incremental	Radical
Category	Product
Sector	Household appliances
Failure timing	Launch stage, failure in 2019
Failure root cause	Poor performance • Very large • Unrealistically high price point
Failure root cause timing	Product development
Outcomes	• Virtually zero sales • Seven Dreamers bankrupt in 2019 (company believed to have taken on $20 million or more in debt while trying to bring product to market)
Business insight into the innovation process	• Even if "time is right" for a new technology, performance must be acceptable and price must be aligned with value
Pivot	na
Pivot enabler	na

na = not applicable.

AI = artificial intelligence.

Source(s):
National Center for Science and Engineering Statistics and SRI International, special research (2020) of 2010–20 open-access articles, including *MIT Technology Review*, *New York Times*, *Fast Company*, U.S. General Accountability Office, and *Defense News*.