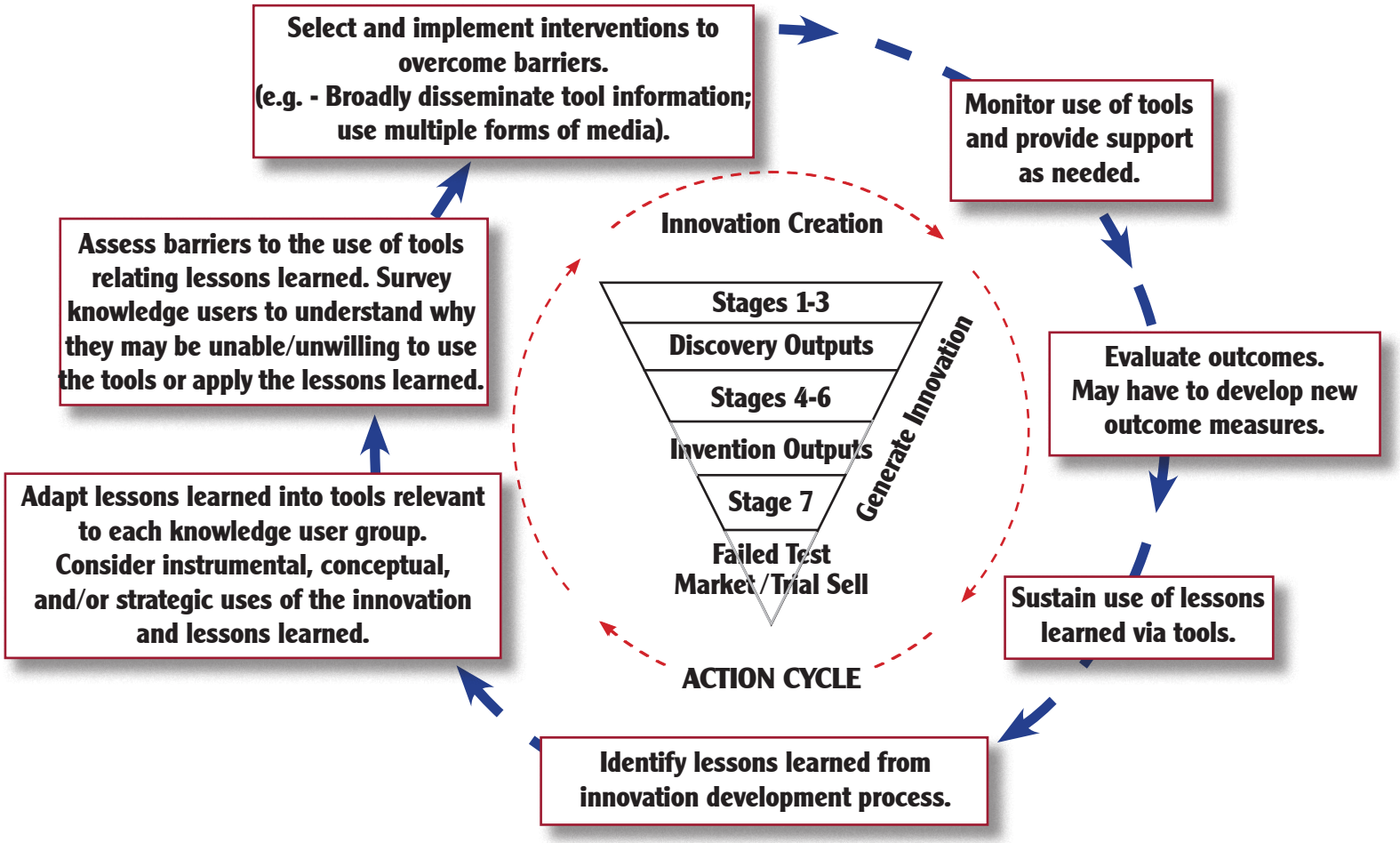Failed Test Market Innovation Outputs