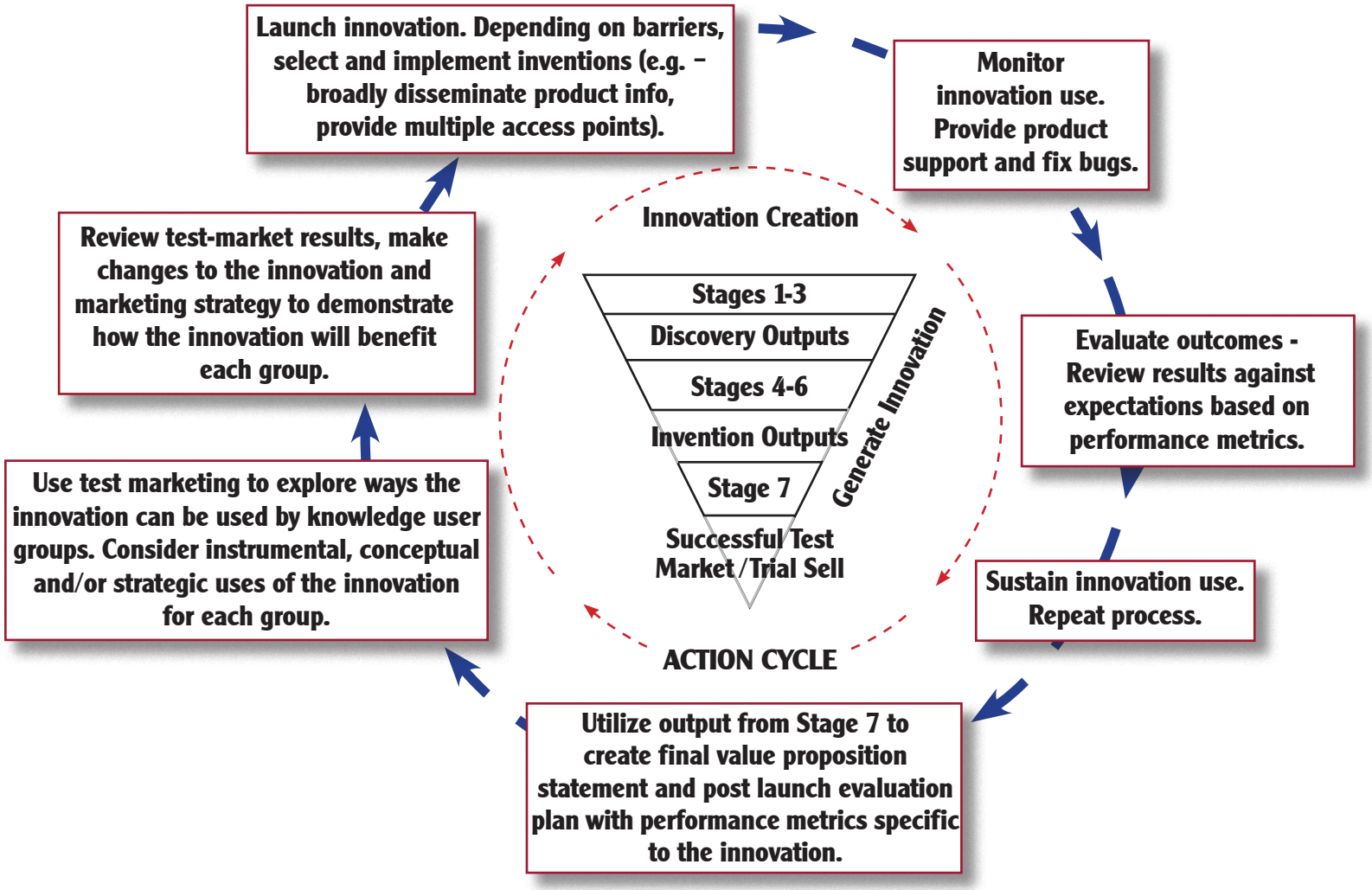Successful Test Market Innovation Outputs