Student Name

Assignment Title

Colorado Technical University

Date

Introduction

 Introduce the topics that you will cover in your paper. Use 12-pt. Times New Roman, double space, and indent each paragraph throughout your assignment. Each paragraph should include a topic sentence, at least 2 qualifier sentences, and a transition, for a total of 4 sentences. Use APA in-text citations where your references are used. Do not change the document margins. The assignment should be 3–5 pages (plus a title page and a reference page).

Describe the innovative efforts. Were they successful or not with the innovations and why?

Type your response here.

How did the organization identify unique opportunities in the market?

Type your response here.

How did the organization innovate and create to solve problems and serve customer needs?

Type your response here.

Conclusion

 Summarize the main points of your paper. Be sure to proofread your assignment for organization, grammar, punctuation, and APA style.

**References**

Cite 1–3 sources in APA format. Here are some examples of references cited in APA format:

Cagan, M. (2008). *Inspired: How To Create Products Customers Love* (2nd ed.) Wiley.

Crawford, C.M., & DiBenedetto, C.A. (2021). *New Products Management* (12th ed.). McGraw Hill.

Estay, B. (2021). *How to Determine Market Viability and Conduct Product Research (2021 Guide).* <https://www.bigcommerce.com/blog/evaluate-product-market-viability>