1.Innovation Selection: Apple Watch Ultra 2 The Apple Watch Ultra 2 is recognized as one of Time Magazine's best 100 innovations of the year. This smartwatch is notable for its gesture control features that allow users to answer calls or snooze alarms by tapping their fingers, and for its commitment to sustainability as one of Apple's first carbon-neutral products.

2. Historical Look-Alike Innovation for Smartwatches: To understand the potential adoption and diffusion of the Apple Watch Ultra 2, we will compare it to a relevant historical innovation within the smartwatch industry. This will be based on the adoption of smartwatches in general, using the dataset provided on the sales of smartwatches in Norway from 2014 to 2021. By comparing the Apple Watch Ultra 2's features and market strategies to those of earlier smartwatches, we can estimate how such innovations tend to diffuse through the market and how Apple's latest model might perform similarly or differently.

3. Statistical Data Source: The given data covers smartwatch sales in Norway from 2014 to 2021, which will be used to approximate the adoption curve of the Apple Watch Ultra 2 using the Bass Model. The data can be found here: Smartwatch Sales Data.

4. Estimate Bass Model Parameters for the Samsung Gear Smartwatch: Using the provided sales data for smartwatches in Norway, estimate the Bass Model parameters to analyze the adoption pattern of the Samsung Gear smartwatch series. Apply non-linear least squares fitting to the cumulative sales data to derive the coefficients of innovation ( p p), imitation ( q q), and market potential ( m m).

5. Predictions of the Diffusion of the Apple Watch Ultra 2: Based on the Bass Model parameters estimated from the Samsung Gear smartwatch data, forecast the diffusion curve for the Apple Watch Ultra 2. Use the derived parameters to simulate future adoption rates and visualize the potential growth trajectory over time.

6. Estimate the Number of Adopters by Period: Utilize the Bass Model to estimate the number of new adopters for each period, translating to annual sales figures. Apply Fermi estimation techniques to determine the potential market share of the Apple Watch Ultra 2, considering factors such as market trends, consumer behavior, and the competitive landscape.

7. Scope of Analysis: Conduct the analysis on a country-specific basis using Norwegian market data. Alternatively, extrapolate the findings to make worldwide predictions, adjusting for global market size, demographics, and smartwatch penetration rates.