

## OCTAVUS CONSULTING

Octavus is a boutique consulting company, engaged in comprehensive business research, market intelligence, market research and data analytics by providing support and outsourcing solutions to bio-pharma, MedTech, diagnostics, digital health companies and healthcare start-ups.

Services offered:

1. Competitive Intelligence
2. Business Intelligence
3. Market Assessment
4. Conference Coverage
5. Business development analysis

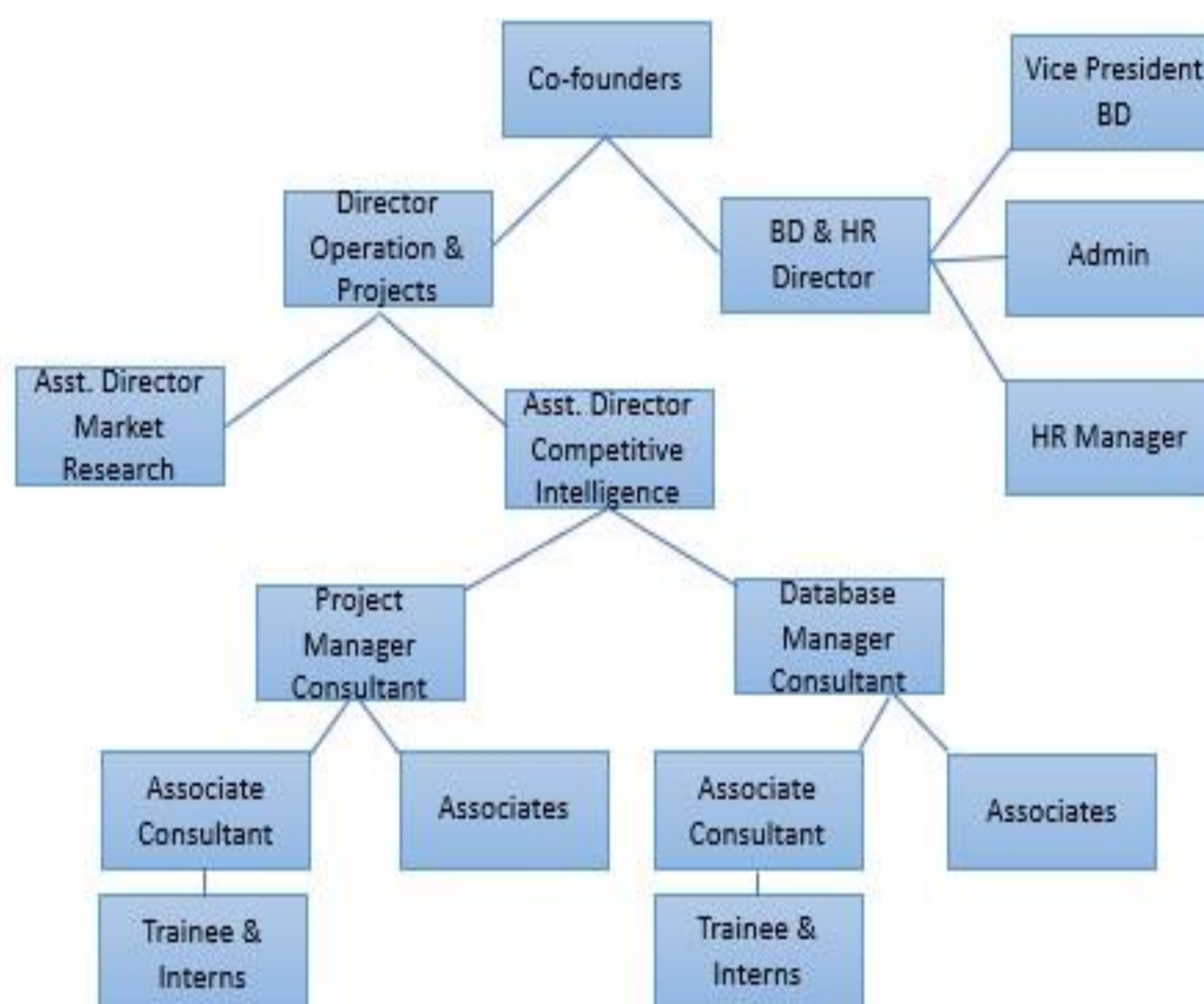
## MISSION

To cater business needs with the right sources at the right time to enable our clients' take strategic decisions. Redefining intelligence reinforced with dynamic data, knowledge, and technology.

## VISION

To be a valued partner to our clients and an asset to our communities, To undertake and deliver every project, with the same enthusiasm & zeal, To provide a differentiated offering resulting in the value-for-value return.

## ORGANIZATION STRUCTURE



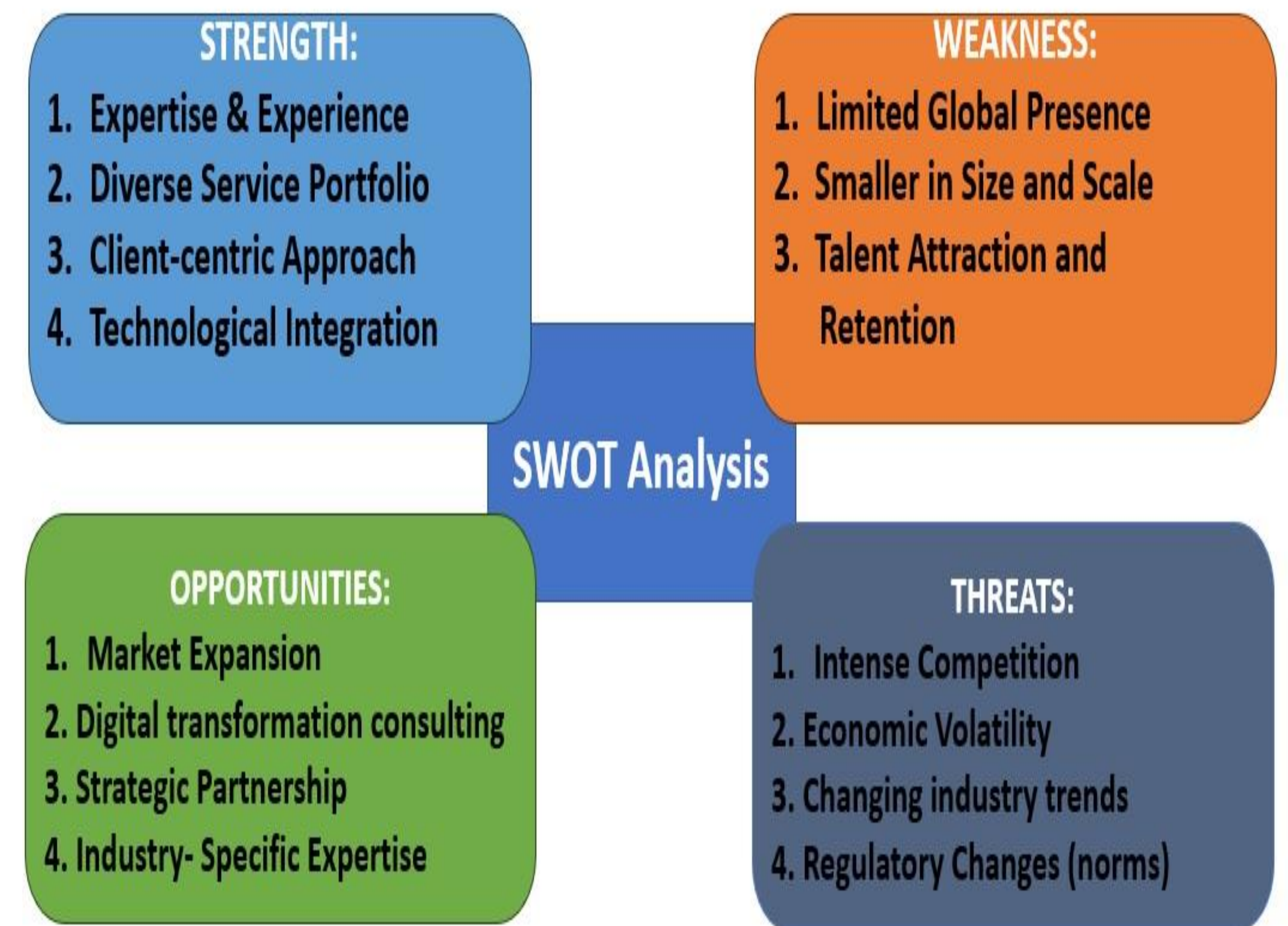
## METHODOLOGY

- Social Media Marketing: Utilize platforms like Facebook, Instagram, LinkedIn, etc., to share content and drive traffic to your website.
- SEO: Optimize website content with relevant keywords to improve visibility and attract organic traffic.
- Email Marketing: Send personalized messages and newsletters to convert prospects into leads.
- Webinars and Events: Host online/offline events to share valuable information, establish brand authority, and capture leads.

## LEARNING & VALUE ADDITIONS

1. **Industrial Exposure** – Exposure to a wide range of industries and sectors worked on projects for different clients & exposure to various business models and strategies.
2. **Problem-Solving Skills** – Develop critical thinking and analytics skills. Learned how to break down complex issues. Gather data and propose strategic solutions.
3. **Teamwork and collaboration** – learned how to effectively communicate delegate talk and work together towards a common goal.
4. **Research and data analysis** – Learned how to conduct research, gather relevant data, and analyze it to support.
5. **Project management** – Learned project management skills such as setting objectives, establishing timelines, managing resources, and delivering high-quality work within deadlines.
6. **Projection development** – Received mentorship and guidance from experienced professionals that allowed me to enhance my skills, receive feedback, and develop a strong professional network.

## SWOT ANALYSIS



## BRIEF DESCRIPTION ABOUT PHARMASHOTS

- PharmaShots brings curated, summarized, authentic and insightful life science and pharmaceutical global news for their readers
- PharmaShots offers their reader critical insights and exclusive anecdotes on the technologies, products, deals, funding, companies, and products influencing paradigm shifts in the life science industry affecting human health
- We bring you news from boardrooms, labs, sales teams, hospitals and other KOL and experts to your inbox

## OUTCOMES

- Increased the visibility of PharmaShots through email marketing.
- Got proposal of 7-8 pharma and healthcare events to cover.

## CHALLENGES

- Demonstrating clear return on investment (ROI) to clients.
- Challenges in attracting and retaining skilled talent
- Adapting to evolving market demands and staying relevant.
- Intense competition from other consulting firms.

