Strategic Alliances and Contractual Agreements in the Pharmaceutical Industry: Driving Innovation and Growth
Lead Generation in action: Transforming Prospect into Valuable Clients

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: Competitive Intelligence, Business Intelligence, Market Assessment, Conference Coverage, Business development analysis.

Products & Services

PharmaShots | IntelliShots | ProfileShots | TrialMaps

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.

Organogram

Co-founders
Vice President BD
Director Operation & Projects
BD & HR Director
Admin
Asst. Director Market Research
Asst. Director Competitive Intelligence
HR Manager
Project Manager Consultant
Database Manager Consultant
Associate Consultant
Associates
Associate Consultant
Associates
Trainee & Interns
Trainee & Interns

Brief about Work and Terminologies

Deals : 1. R&D Licensing, Commercialisation/Sales
2. Option to License

Payments : Upfront- 1. Cash, 2. Equity
Milestones- 1. R&D, 2. Regulatory, 3. Commercialisation
Royalties

Rights : 1. Exclusive,
2. Non-Exclusive

Partnership Feature :
Collaborative, Co-promotion, Co-development (Shared Cost), License- Handoff

Acquisition : An **acquisition** is when one company purchases most or all of another company's shares to gain control of that company.

Merger : A merger is a business deal where two existing, independent companies combine to form a new, singular legal entity

Reverse Merger : A private company acquires a publicly listed company.

SPAC : A special purpose acquisition company (SPAC) is a company that has no actual business operations but goes through an initial public offering.

SWOT Analysis

STRENGTH:
1. Expertise & Experience
2. Diverse Service Portfolio
3. Client-centric Approach
4. Technological Integration

WEAKNESS:
1. Limited Global Presence
2. Smaller in Size and Scale
3. Talent Attraction and Retention

OPPORTUNITIES:
1. Market Expansion
2. Digital transformation consulting
3. Strategic Partnership
4. Industry- Specific Expertise

THREATS:
1. Intense Competition
2. Economic Volatility
3. Changing industry trends
4. Regulatory Changes (norms)

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Office Mentor : Mr. Pravesh Jain

Deals and Contracts- Trend Analysis

In 2022, there were a total of **1,360** licensing deals announced in the pharma sector in 2022. This represents a **25% decrease** from the 1,775 deals announced in 2021.

Despite the decline in overall licensing activity, there were some notable deals announced in 2022, including:

- Bristol Myers Squibb's **$4.1 billion** deal to acquire Turning Point Therapeutics.
- AstraZeneca's **$39 billion** deal to acquire Alexion Pharmaceuticals.
- Pfizer's **$6.7 billion** deal to acquire Arena Pharmaceuticals.

Licensing deals :

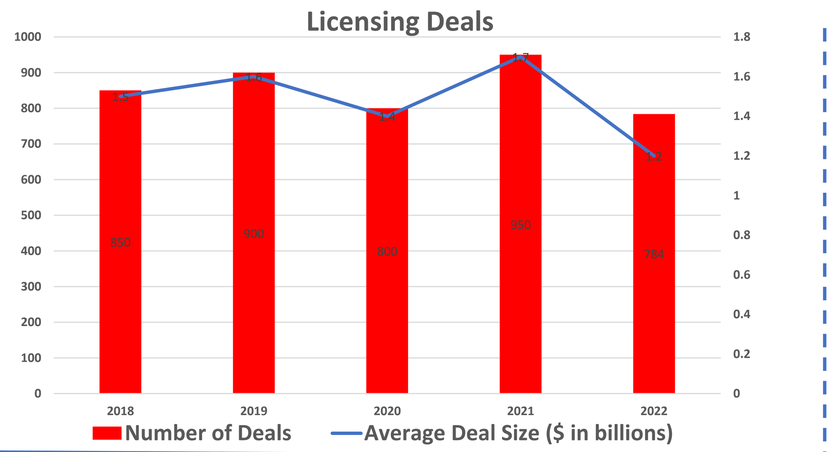
- The average deal size was **$100 million**.
- The most active therapeutic areas were **oncology, immunology, and rare diseases.**
- The most active regions were **North America and Europe.**

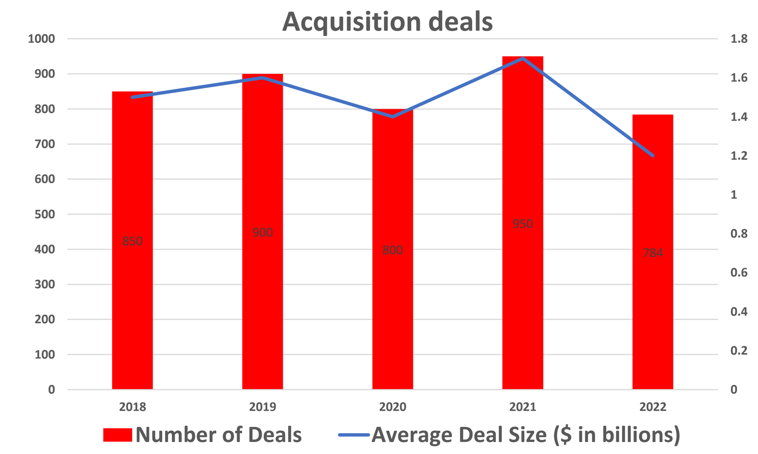
Acquisitions :

- The average deal size was **$ 1.48 billion.**
- The most active therapeutic areas were **oncology, immunology, and rare diseases.**
- The most active regions were **North America and Europe.**

Conclusion : There has been a slight **decline** in the number of acquisition deals in the pharma sector over the past 5 years. However, the average deal size has increased. The most active therapeutic areas have also remained consistent, with oncology, immunology, and rare diseases leading the way. North America and Europe continue to be the most active regions for acquisition deals.

Overall, the data suggests that the acquisition market in the pharma sector is still relatively healthy. However, there are some signs that the market may be maturing, with companies becoming more selective about the deals they pursue.





Lead Generation

Lead generation is the process of attracting prospects to business and increasing their interest through nurturing, all with the end goal of converting them into a customer.

Ways to generate leads :

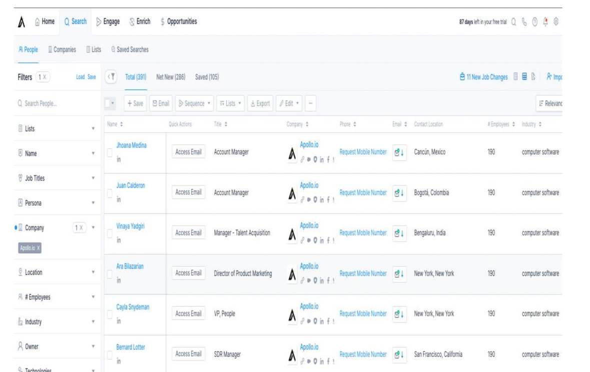
- Inbound lead generation : Blog posts, white papers, case studies, and webinars.
- Outbound lead generation: Reaching out to prospects directly, such as through email marketing, direct mail, or telemarketing.
- Social media lead generation: Social media platforms to connect with prospects and build relationships.

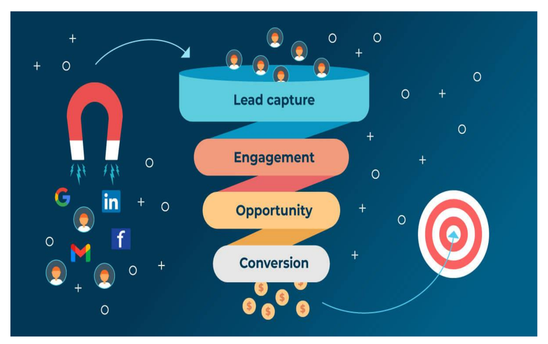
Benefits :

- Lead generation can help to reach new prospects and increase brand awareness.
- It can help to qualify leads and identify those who are most likely to convert into customers.
- It can help to build relationships with prospects and nurture them until they are ready to buy.

Procedure:

Search company website onto google
In about section- Management team
Extract the people to be targeted
Fill the details (Name, designation, company name, etc.)
Find the lead's email from official website
Use tools such as Hunter, Snov.io, Skrapp, etc to get a verified email id





Challenges faced during internship

- In Deals and Contracts ,finding the updated daily news of new deals from PR websites.
- Secondly, identifying what type of deal it is was a quite tough task, the reason was generally companies don't disclose the type of deal specifically.
- Reading the whole news properly, referring not only single website but multiples ,sometime even SEC filings of that desired Company.
- Lead Generation- Finding the Verified email address of the leads.

Usefulness of Internship

- Learned the types of deals and contracts -licensing, R&D collaborations, manufacturing, clinical trials, co-marketing, consulting, out-licensing, joint ventures, marketing, and supply agreements. Each type offers unique insights into payment structures, rights, and partnership features, such as intellectual property, cost-sharing, data ownership, marketing strategies, and profit-sharing.
- As a BD intern, I got to learn an insights of Lead Generation, Target Person Identification, Database Management, Product and Service Outreach, Follow-Up Strategies, Positive Client Response, Setting Up Client Meetings, Pitching Products and Services.

Suggestions

- Upscaling the work in a firm by leveraging various AI and analytical tools can significantly enhance its effectiveness and efficiency.
- Implementing regular training sessions for employees and even to the trainees/ interns ,to learn and adapt to new tools is crucial for the growth and success.