

About:- 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.

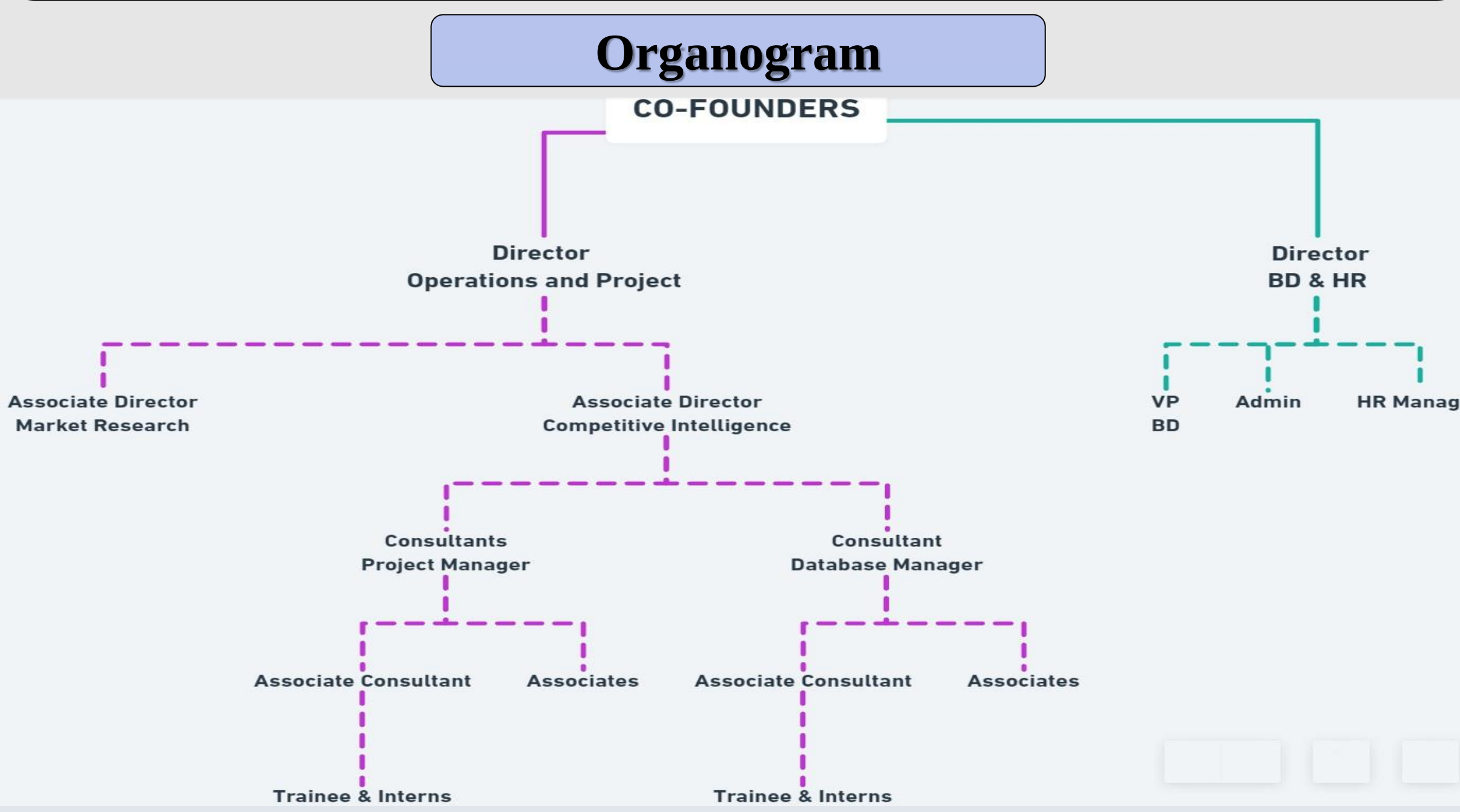
Octavus offers services in Competitive intelligence, Business intelligence, Conference coverage, Market assessments and Business development analysis.

Mission

- Our mission is 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.

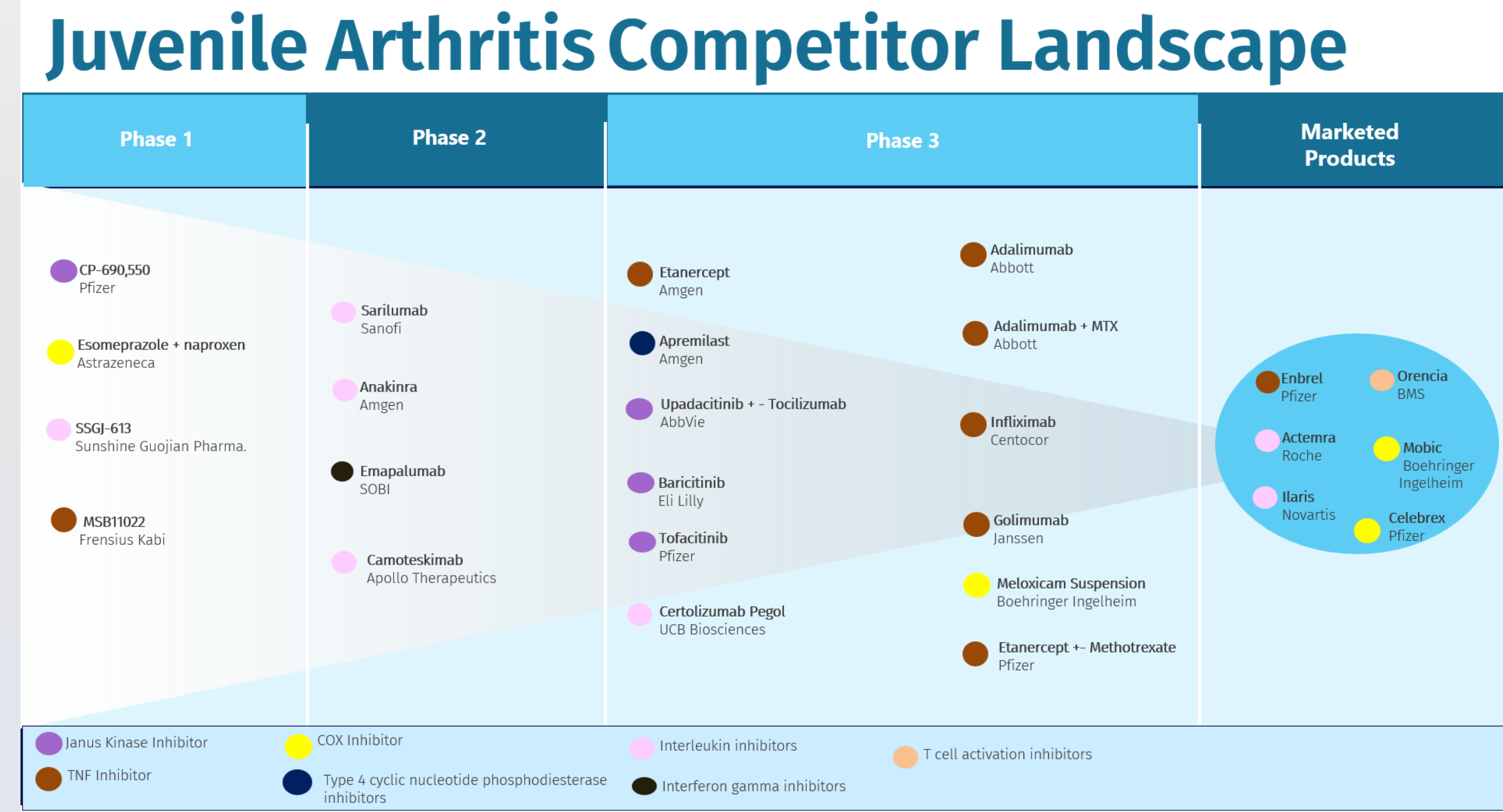
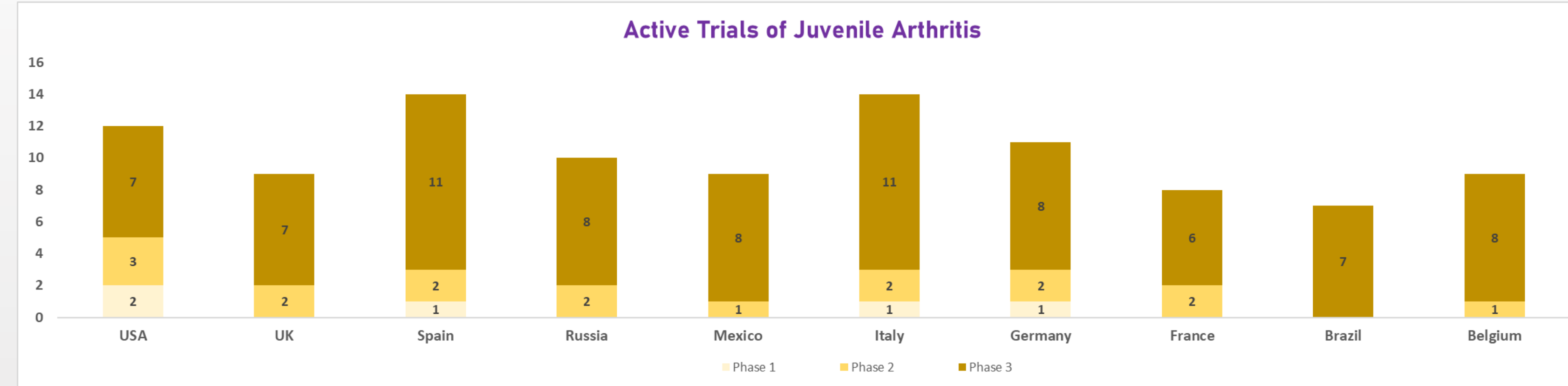
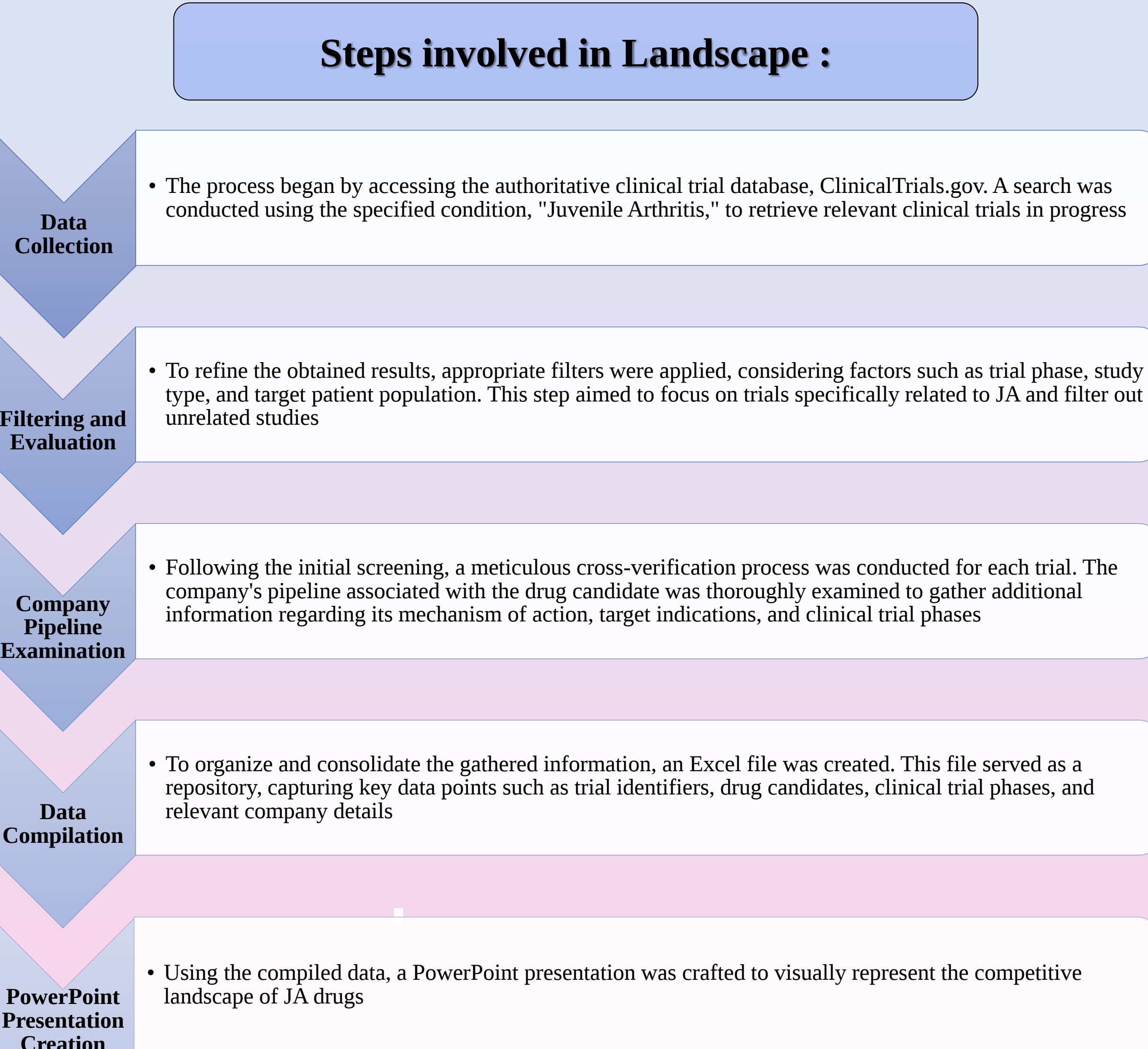
Vision

- 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

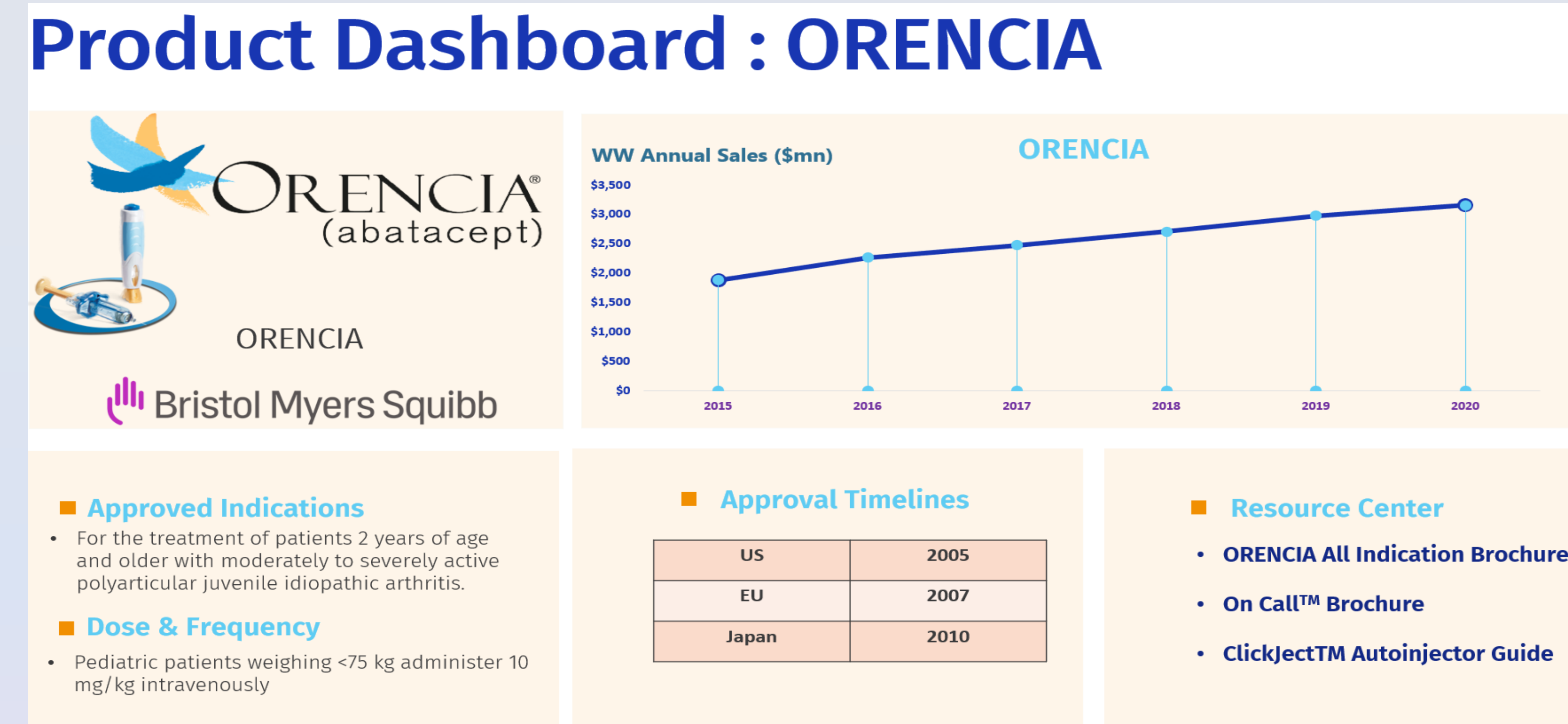


Project Description

- Competitive Intelligence is a science and a systematically planned strategy of gathering, analyzing, and distribution of business relevant information to stay ahead of your competitors
- According to the National Institute of Health, ~3M children and young adults are estimated to suffer from JIA globally. The global prevalence of JIA is estimated to range from 3.8 - 400/100,000 with an incidence of 1.6 to 23/100,000
- The juvenile idiopathic arthritis diagnosis market is expected to grow in the upcoming days due to the high demand for effective medications. The market demand was expected to be valued at US\$ 5,810.5M in 2022 and predicted to grow US\$ 8,6000M till 2032 at a CAGR of 4%



This slide illustrated the various drug molecules under investigation for JA, segregated based on their respective clinical trial phases.



This slide focused on a specific drug, ORENCIA, developed by BMS. It presented a comprehensive product dashboard, featuring key details such as sales performance, approved countries, indications, and its usage in JA

Drug Name	Approval Year (US)	Approval Year (EU)	Company Name
Enbrel	1998	2000	Pfizer
Celebrex/Celecoxib	1998	2004	Pfizer
Mobic	2000	NA	Boehringer Ingelheim
Orencia	2005	2007	Bristol Myers Squibb
Ilaris	2009	2009	NOVARTIS
Actemra/RoActemra	2010	2009	NOVARTIS

The table represents different drugs approved for Juvenile Arthritis in US & EU

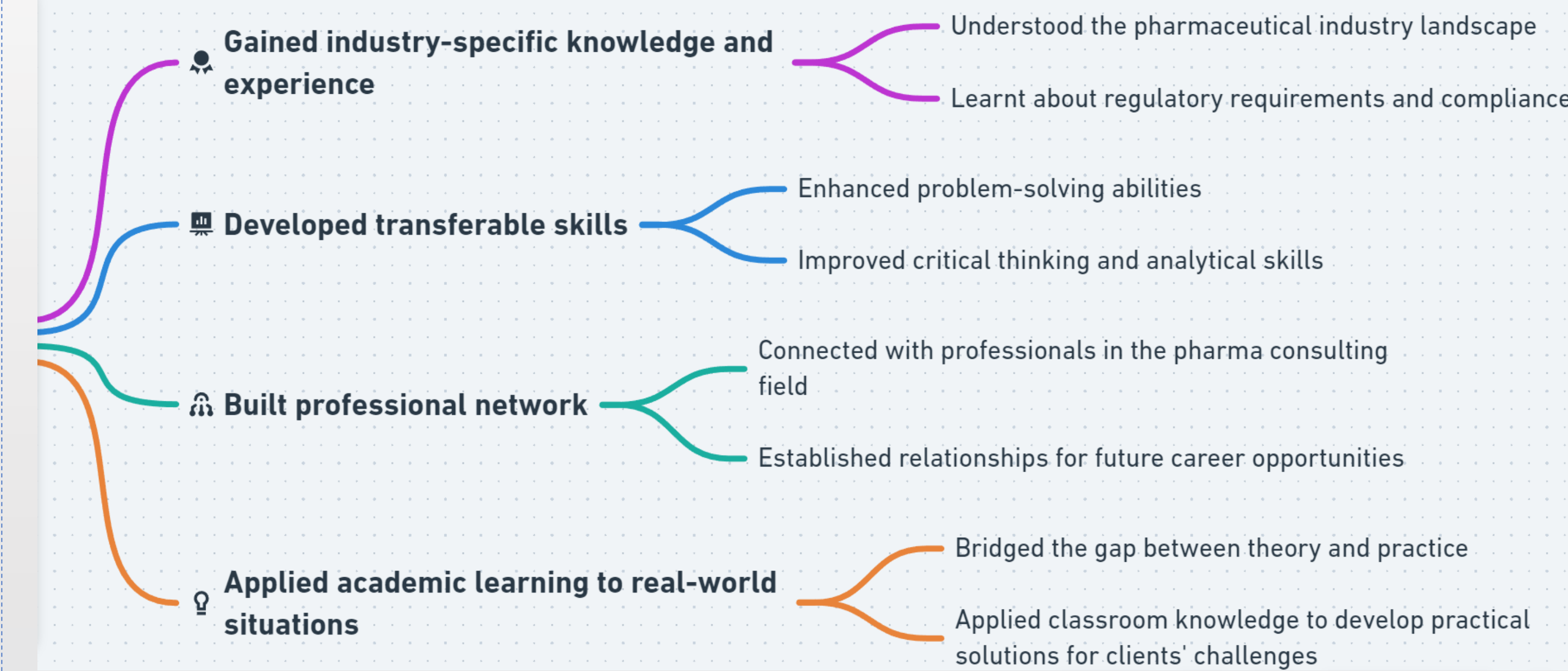
Challenges faced during internship:

Ensuring Data Accuracy and Quality

Information Overload and Filtering

Navigating Competitive Landscape Complexity

Learnings During Internship



Difference between practical exposure and theoretical understanding

Theoretical exposure equipped me with the necessary conceptual understanding, while practical exposure helped me develop the practical skills, critical thinking abilities, and problem-solving techniques needed to effectively navigate the competitive intelligence.

Practical exposure honed my skills as I encountered real challenges, made decisions based on data analysis, and developed critical thinking abilities to address client needs

Usefulness of Internship

- Developed expertise in conducting secondary research and analyzing press releases to gather valuable insights into the pharmaceutical industry.
- Understood Competitive Landscape Analysis
- Gained valuable experience about Key Opinion Leaders (KOLs)
- Formulated concise and relevant email interview questions for pharmaceutical firms
- Developed proficiency in lead generation by collecting and organizing key personnel contact information

Project References

