

Presented By: (MBA PM 14)
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INTRODUCTION

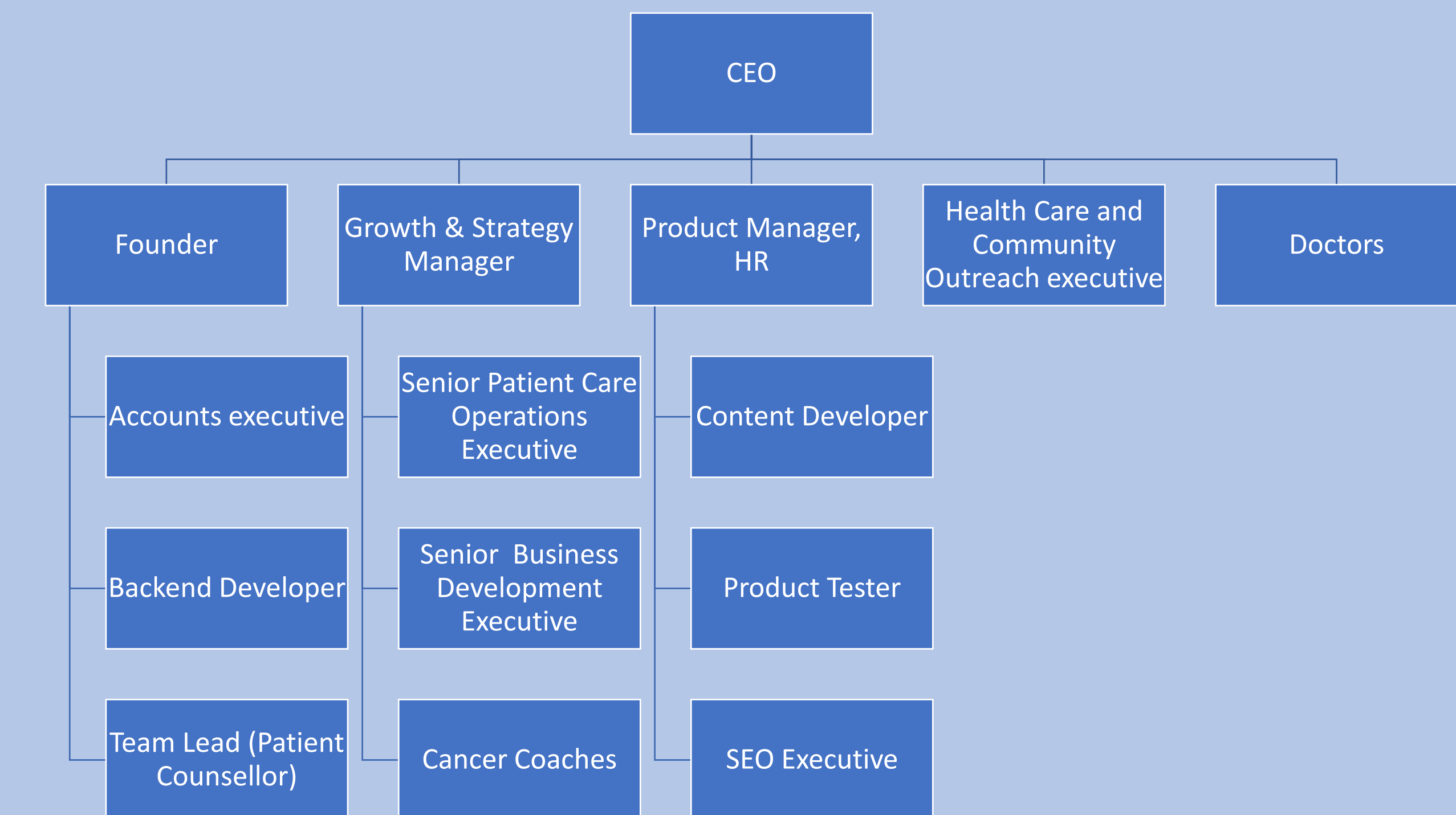
ZenOnco.io is the world's first Integrative Oncology cancer care healthtech platform, founded in November 2019. It offers comprehensive care to cancer patients, combining medical treatments like surgery, chemo, radiation, and advanced therapies with complementary approaches like Anti-Cancer Diet, Medical Cannabis, Ayurveda, and more. The platform's focus is on improving patients' quality of life, increasing chances of cure, and empowering both patients and caregivers. It provides education, treatment planning, standardized service providers, last-mile care delivery, survivor connections, and regular follow-ups. Integrative oncology aims to be patient-centered, evidence-informed, and utilizes mind and body practices, natural products, and lifestyle modifications to optimize health and clinical outcomes throughout the cancer care journey.

- Improve clinical outcomes and quality of life.
- Improves the body's immunity and strength
- Managing Side effects and symptoms
- Reduces treatment toxicity and side effects
- Reduces chances of cancer relapse.

Vision: Vision is to improve the quality of life and increase life for cancer patients.

Mission: Provide the best cancer treatment in India and positively touch the lives of many cancer patients.

ORGANIZATION STRUCTURE



ABOUT THE PROJECT

- Worked on the expansion Search of hospitals for the Center selection in cities, Reached out to the hospitals for the collaboration and Hiring ayurveda doctors and nutritionists for new centers.
- Worked on supplement database research project in which we Investigating the impact of supplements on health outcomes. Evaluating supplement effectiveness and safety for health conditions. Exploring the potential benefits of supplements in cancer prevention or treatment. Investigating supplements as cancer complementary therapies. Exploring the link between supplement use and medical conditions.
- Reviewed a blog post for content, writing style, structure, clarity, and relevance. Provided constructive feedback to improve impact and engage readers effectively. Enhanced overall appeal and relevance to the target audience.
- Worked on NGOs collaboration in which Search of NGOs who worked for cancer patients in all over India. And Reached out to the NGOs for the collaboration.
- Prepared 1 page document of Zenonco services and benefits
- Understood metabase, mixpanel and smart look.

LEARNINGS DURING INTERNSHIP

- I have learnt about the various processes in Business Development such as Market Research, insights about Conventional and ayurvedic approaches towards oncology, content writing, Product Marketing, Customer Engagement and Team Leadership .
- HR Department (Interviews taken for Ayurveda Doctorand Nutritionist Roles)
- Reviewed and corrected over 500 Blogs on cancer and its types, treatments.
- I have searched hospitals in different locations for the center selections in the cities, reached out to the hospitals for the collaboration.
- I have worked on supplement database research project. Investigated supplement impact on health outcomes. Evaluated effectiveness and safety for health conditions. Explored potential benefits in cancer prevention. Investigated supplements as cancer complementary therapies. Explored link between supplement use and medical conditions.
- I have searched NGOs, added in the list and reached out to them for collaboration.
- I have prepared 1 page Zenonco services and benefits.
- I have inderstood Metabase, Mixpanel and Smartlook.

Strength: They are the world's first integrative oncology cancer care health tech platform to be featured on Shark Tank producing their own medicines for the effective treatment journey of cancer patients.

Weakness: Being the first of a kind they are still lacking in making patients take advantage of their services because of less media coverage and exposure to a larger audience.

Opportunity: Being working towards cancer where in India one in every nine people is prone to suffering from cancer in their lifetime they can emerge as a leading organization in providing a safe and comfortable journey towards the recovery of cancer patients.

Threats: Although able to counsel cancer patients outside India, they cannot deliver medicines due to customs obligations, making their hold in the international market weak.

CHALLENGES FACED DURING INTERNSHIP

- Takes time to adapt to the office environment, but eventually everything went aligned.
- Sometimes, work goes overloaded, but somehow, I managed to complete it on the deadline given by Mentor.
- We organised meetings between Ayurveda practitioners and nutritionists with the corresponding managers, however numerous practitioners had scheduling conflicts, necessitating the cancellation or rescheduling of appointments, which had an impact on the effectiveness of the work.

USEFULNESS OF INTERNSHIP

- Learned how to make Blogs
- How to take interviews for different job profiles.
- Leadership and Team Management
- Power Point Presentations
- Learned the Use of Excel, Google Docs, and Word
- I learnt about the various processes in Business Development such as Market Research, insights about Conventional and ayurvedic approaches towards oncology, content writing, Customer Engagement and Team Leadership .

SUGGESTIONS

- Focus on creating more awareness regarding organizations through social media platforms.
- Need to be focused in customer retention.
- Focused in packaging and marketing

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL UNDERSTANDING

Practical experience, in my opinion, is far more extensive than academic knowledge because the latter can have numerous flaws.

