

INTERNSHIP REPORT

Introduction

This report details the experiences and learnings from my internship at Winglobe, a medtech startup specializing in the development of advanced electrosurgical units (ESUs). The internship spanned from March 20 to June 21, 2024, and provided a comprehensive overview of the operational, strategic, and technical aspects of the medical device industry.

Objectives of Internship

The primary objectives of this internship were:

1. To gain practical experience in the medical technology sector.
2. To understand the intricacies of developing and marketing advanced electrosurgical units.
3. To contribute to ongoing projects and initiatives at Winglobe.
4. To apply theoretical knowledge from my MBA program in a real-world setting.

Organizational Profile

Winglobe Healthcare Pvt. Ltd. is a pioneering MedTech startup that focuses on creating innovative electrosurgical equipment. Founded with the vision of enhancing surgical precision and patient outcomes, Winglobe has rapidly positioned itself as a significant player in the MedTech industry. The company's product portfolio includes a range of advanced ESUs designed to meet the evolving needs of modern surgical practices.

Services Provided by Organization

Winglobe Healthcare offers the following services:

- Development and Manufacturing: Creation of high-precision electrosurgical units.
- R&D: Continuous research and development to innovate and improve ESU technology.
- Customer Support: Comprehensive after-sales service and technical support for healthcare providers.
- Training and Education: Programs to train medical professionals in the use of their electrosurgical units.

Key Activities/Projects Undertaken Other Than Dissertation

During my internship, I was involved in several key activities and projects, including:

- 1. Market Research:** Conducted extensive market research to identify potential opportunities and threats in the electrosurgical equipment sector.
- 2. Product Development:** Assisted in the development and testing of new ESU models.

3. Regulatory Compliance: Worked on ensuring the company's products meet the necessary regulatory standards.

4. Brand Management: Supported the marketing team in developing strategies to enhance brand visibility and market penetration.

Key Learnings from Internship

The internship at Winglobe provided several critical learnings:

1. **Industry Insights:** Gained in-depth understanding of the electrosurgical equipment industry, including current trends and future directions.
2. **Technical Skills:** Developed technical expertise in the development and functioning of ESUs.
3. **Regulatory Knowledge:** Learned about the regulatory landscape and compliance requirements for medical devices.
4. **Brand Management:** Acquired practical experience in brand management strategies specific to the medtech sector.
5. **Problem-Solving:** Enhanced problem-solving skills by addressing real-world challenges in product development and marketing.

This internship not only provided valuable industry exposure but also enriched my academic learning, bridging the gap between theory and practice. The experience and insights gained will undoubtedly contribute to my future career in the healthcare management field.