

**A COMPREHENSIVE STUDY ON GLOBAL MARKET POTENTIAL FOR THERAPIES
OF URINARY BLADDER CANCER**

Internship Report Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

In

Pharmaceutical Management

by

SHRIYANI ROY

IIHMR-U/02/2022-24/0440

Under the Supervision and Guidance of

DR. RAHUL SHARMA

Associate Professor

School of Pharmaceutical Sciences

IIHMR University, Jaipur

2024

INTERNSHIP REPORT

Introduction

Triomics is an organization which helps in navigating into the world of artificial intelligence and aiding it in the treatment of cancer. The company is in the initiate stage of growth where it works extensively in the domain of market research. Market Research is a domain which helps to understand a particular industry, disease or any specific thing to its detail. The project I worked on was related to the bladder cancer market. The title of the project was A Comprehensive Study on Global Market Potential for Therapies of Urinary Bladder Cancer. The aim of the study was to understand the global bladder cancer market, its growth, trends, insights, segmentation, regional analysis and the dominant players in the market. The study sectionalizes the market to get a broader picture of past trends and how it will impact the future growth of the market. The competitive landscape, product portfolio and strategies of dominant players in the market is also studied. This will help companies to understand the market is profitable or not and that would help them to invest further in the market. This also helps the new entrants to decide whether to invest in the market or not. Market research is a vast domain. It helps to get proper idea about a topic and formulate hypotheses and at the same time prove it to be true or not.

Objective of internship

The internship helped to explore vast domains of market research, specifically in the domain of oncology. The goals of internship were as follows:

1. Market research on different types of cancer
2. How artificial intelligence is used in the diagnosis of artificial intelligence.
3. Working on promotional strategies of the product Prism and contacting the principal investigators.
4. Working of company profiling and studying of pipeline cancer drugs and contacting the sponsors and investigators.

Organization profile

Triomics Healthcare Pvt Ltd is a US-based company involved in oncology research. The company is a product-based company having Prism and OncoLLM as its chief products. The company aims to fasten the treatment of cancer by integrating it with Artificial Intelligence. Prism is a product

which helps fasten the clinical trial process of oncology drugs by selecting the most ideal candidates with the help of AI. The step which earlier used to take months can now be fastened up to 1-2 days. This product has shown great results in speeding up of clinical trial process.

OncoLLM is the product which contains all the necessary information related to oncology. This consists of market study, drugs, ongoing trials, treatments, market share and works just like ChatGPT or any other AI tool. It is a prime tool that consists of all the cancer related information at a place.

Service provided by organization

The company is a product-based oncology research company which aims to navigate cancer and artificial intelligence together. The company's product helps to fasten cancer clinical trial with the help of their product prism. OncoLLM is their deep learning tool just like ChatGPT that consists of all the relevant information needed regarding cancer research.

Key activities/project undertaken other than dissertation

I got to work on a plethora of small projects along with the major one. These include:

1. Major project was to work on the bladder cancer market
2. Working on lead generation and contacting the sponsors and principle investigators
3. Market research on different types of cancer
4. Data Analysis of various databases
5. Patient registry profiles of top players
6. Company profiling of different companies

Key learning from internship

There was vast range of knowledge gained from the internship. Knowledge about different market, market sizing, market estimation, data analysis and visualization, company profiling, using different market research tools.