

SUMMER INTERNSHIP PROGRAM

At



BIOHUBB

From **14 May 2024** to **13 July 2024**

A REPORT BY

TANU SHARMA

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Sanjay Gupta Sir



CERTIFICATE

This is to certify that Ms. **Tanu Sharma** of **2023-2025** (batch) of **IIHMR University, Jaipur** has worked with our organization for her summer internship from **14th May 2024** to **13th July 2024**. The overall performance shown by her during the period was excellent/good/average. This certificate is being issued to meet the requirements of the IIHMR, University.

Date: 13/07/2024

Place: Jaipur



(Signature of organization Mentor)

Name: Mr. Puneet Sethi

Designation: Co-founder BIOHUBB

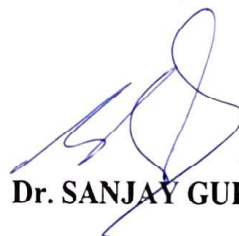
Seal/Stamp of the Organization

IIHMR University Faculty Mentor Approval

This is to certify that **MS. TANU SHARMA** of academic year 2023 - 2025 of SCHOOL OF PHARMACEUTICAL MANAGEMENT has prepared a poster with respect to her summer internship held during May-June 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date:

A handwritten signature in blue ink, appearing to be 'Dr. Sanjay Gupta', written over the printed name.

Dr. SANJAY GUPTA

Professor

IIHMR UNIVERSITY JAIPUR

Weekly Reporting Format (8 Reports For 8 Weeks)

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: BIOHUBB

Area/ Department/ Project of Summer Internship Program: Marketing and Market Research

Name of the Student: TANU SHARMA

Roll no:0587

Stream: PM

Week no:1st From: 14thMAY,2024 to 18th MAY,2024

Activity Done	Activity Done: • Orientation and introduction to company protocols and team members by Puneet Sethi Sir. • Received a task of Preliminary Research and Marketing. Marketing: • Task: Promoted Biohubb's ARVR Set for DMLT, BMLT, and BScMLT programs in Rajasthan colleges to enhance student understanding. • Activities: ◦ Created engaging content for LinkedIn showcasing the ARVR Set's benefits. ◦ Directly messaged relevant college personnel on LinkedIn and WhatsApp.
Linking theory (Classroom learning) with practice at your organisation	☐ Theory Applied: Digital marketing strategies, social media engagement, and lead generation from marketing courses. ☐ Practical Application: Created LinkedIn content and directly messaged college personnel.
Gaps identified on the working area.	Industry-Specific Marketing: Realized the need to tailor messaging to the educational technology sector within the life sciences industry.

Suggestions for improvement	Industry-Focused Courses: Incorporating industry-specific case studies or projects into marketing curriculums could better prepare students for real-world scenarios.
Plan for the next week	☐ Preliminary Research: • Begin initial research on Biohub's ARVR Set. • Familiarize with target audience (DMLT, BMLT, and BScMLT programs in Rajasthan colleges). ☐ Marketing Strategy Development: • Outline a marketing plan for promoting the ARVR Set.

Signature of the Student

TANU SHARMA

Approved by the IIHMR University's Mentor

Week no:2nd

From: 20th MAY,2024 to 25th MAY,2024

Activity Done	Marketing: • Task: Promoted Biohub's ARVR Set for DMLT, BMLT, and BScMLT programs in Rajasthan colleges to enhance student understanding. • Activities: ○ Developed and sent email campaigns to college faculty and administration. ○ Tracked campaign performance and adjusted for better reach.
Linking theory (Classroom learning) with practice at your organisation	• Applied: Content creation and direct marketing strategies. • Practical Application: Created LinkedIn content and messaged college personnel.
Gaps identified on the working area.	Industry-Specific Marketing: Learned to customize messages for the target audience in educational technology.

Suggestions for improvement	Guest Lectures: Inviting industry professionals to share their experiences and insights would provide students with valuable practical knowledge.
Plan for the next week	☐ Content Creation: • Create engaging LinkedIn content showcasing the ARVR Set's benefits. • Draft direct messages for LinkedIn and WhatsApp. ☐ Direct Outreach: • Identify relevant college personnel to contact. • Begin direct messaging campaign on LinkedIn and WhatsApp. ☐ Feedback and Adjustments: • Collect feedback from initial outreach. • Adjust content and messaging based on responses.

Signature of the Student

TANU SHARMA

Approved by the IIHMR University's Mentor

Week no:3rd

From: 27th MAY,2024 to 1st JUNE,2024

Activity Done	Marketing: • Task: Promoted Biohub's ARVR Set for DMLT, BMLT, and BScMLT programs in Rajasthan colleges to enhance student understanding. • Activities: ◦ Continued creating engaging LinkedIn content. ◦ Sent follow-up messages and emails to college personnel.
Linking theory (Classroom learning) with practice at your organisation	☐ Theory Applied: Email marketing strategies and performance tracking. ☐ Practical Application: Created and sent email campaigns, tracked performance, and adjusted strategies.
Gaps identified on the working area.	Data Analysis and Tracking: Realized the importance of tracking campaign performance and making data-driven adjustments.

Suggestions for improvement	Internship Integration: Collaboration between universities and organizations like Biohubb could create internship programs that allow students to directly apply their learning in a practical setting.
Plan for the next week	☐ Email Campaign Development: - Develop email templates for campaigns targeting college faculty and administration. - Craft personalized emails highlighting the benefits of the ARVR Set. ☐ Email Campaign Launch: - Send out email campaigns to identified contacts. - Track email open rates and responses. ☐ Performance Tracking: - Begin tracking campaign performance. - Adjust strategies based on initial data insights.

Signature of the Student

TANU SHARMA

Approved by the IIHMR University's Mentor

Week no:4th

From: 3rd JUNE,2024 to 8th JUNE,2024

Activity Done	Marketing: Task: Promoted Biohubb's ARVR Set for DMLT, BMLT, and BScMLT programs in Rajasthan colleges to enhance student understanding. Activities: - Compiled and analyzed data from marketing campaigns. - Prepared a summary report of marketing efforts.
Linking theory (Classroom learning) with practice at your organisation	☐ Theory Applied: Follow-up strategies in digital marketing. ☐ Practical Application: Sent follow-up messages and emails to college personnel.
Gaps identified on the working area.	Industry-Specific Marketing: Continued refining messages for the educational technology sector.

Suggestions for improvement	Industry-Focused Courses: Continued emphasis on incorporating industry-specific case studies into the curriculum.
Plan for the next week	☐ Continued Content Creation: • Create additional LinkedIn posts to maintain engagement. • Send follow-up messages to contacts who have not responded. ☐ Data Analysis: • Analyze performance data from email and direct messaging campaigns. • Identify trends and areas for improvement. ☐ Strategy Adjustment: • Adjust marketing strategies based on data analysis. • Implement changes to improve outreach effectiveness.

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TANU SHARMA

Approved by the IIHMR University's Mentor

Week no:5th

From: 10th JUNE,2024 to 15th JUNE,2024

Activity Done	Market Research (Month 2): • Task 1: Identified CRO companies offering Human Biospecimen, Biobanking, Biorepository, and Biosample services in India and internationally. ◦ Methodology: Utilized industry databases, company websites, and online directories.
Linking theory (Classroom learning) with practice at your organisation	☐ Theory Applied: Research methodologies and database utilization. ☐ Practical Application: Conducted detailed research using various resources.

Gaps identified on the working area.	Data Analysis and Tracking: Applied research methodologies to collect relevant data.
Suggestions for improvement	Guest Lectures: Continued recommendation for industry professionals to provide practical insights through guest lectures.
Plan for the next week	☐ Market Research Preparation: • Prepare for the transition to market research phase. • Identify key areas of focus for CRO and PCR Kit market research. ☐ Research Methodology: • Develop a research methodology for identifying CRO companies. • Utilize industry databases and online directories. ☐ Data Collection: • Begin data collection on CRO companies offering Human Biospecimen, Biobanking, Biorepository, and Biosample services.

Signature of the Student

TANU SHARMA

Approved by the IIHMR University's Mentor

Week no:6th

From: 17th JUNE,2024 to 22nd JUNE,2024

Activity Done	• Day 1: Orientation with Mr. Puneet on Biohubb mission, services, and ARVR Patho Train. • Day 2: ◦ Training on pitching ARVR Patho Train to colleges. ◦ Pitch practice with fellow interns. • Day 3:
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	○ Researched colleges offering BMLT, DMLT, and BSc MLT in and around Jaipur. ○ Compiled contact details. ● Day 4: Contacted colleges via calls and emails to introduce Biohubb and ARVR Patho Train.
Linking theory (Classroom learning) with practice at your organisation	● Applied marketing and communication theories to pitch effectively. ● Utilized research skills for data collection.
Gaps identified on the working area.	● Difficulty reaching the right contact person. ● Ensuring accurate contact information. ● Need for a more engaging pitch.
Suggestions for improvement	● Schedule calls via email in advance. ● Verify contact details for accuracy. ● Refine pitch script with success stories or testimonials.
Plan for the next week	● Follow up with contacted colleges. ● Expand target list beyond Jaipur. ● Refine pitch based on feedback. ● Create marketing materials to support pitches.

Signature of the Student

TANU SHARMA

Approved by the IIHMR University's Mentor

Week no:7th

From: 24th JUNE,2024 to 29th JUNE,2024

Activity Done	DAY 1: Initiated market research on PCR kits for infectious diseases and gathered information on key competitors. DAY 2: Identified major competitors and collected data on their pricing strategies. DAY 3: Analyzed pricing data to determine average market prices and began researching market size.
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	DAY 4: Continued market size analysis by gathering data on sales volumes and revenue figures; identified key market trends. DAY 5: Conducted detailed market analysis, including SWOT analysis of major competitors. DAY 6: Finalized and summarized research findings; prepared a comprehensive report on PCR kits market research.
Linking theory (Classroom learning) with practice at your organisation	Applied market research methodologies and analytical skills from classroom learning to gather and interpret data. Utilized knowledge of competitive analysis and market dynamics to evaluate the PCR kits market effectively.
Gaps identified on the working area.	Inconsistent availability of detailed pricing information from some competitors. Difficulty accessing precise market size data due to limited public reports.
Suggestions for improvement	Utilize industry reports and market intelligence platforms to fill data gaps. Establish contacts within the industry for more accurate and detailed information.
Plan for the next week	Follow up on pending data sources to complete any missing information. Begin drafting a detailed market entry strategy based on the research findings. Prepare a presentation to share research insights with the team and discuss potential strategic actions.

Signature of the Student

TANU SHARMA

Approved by the IIHMR University's Mentor

Week no:8th

From: 1st JULY,2024 to 6th JULY,2024

Activity Done	This week, my job role was changed to focus on identifying and reaching out to Clinical Research Organizations (CROs) specializing in human biospecimens biobanking and biorepository services to explore potential partnership opportunities with Biohub. Key activities included: • Conducting research to identify relevant CROs. • Evaluating and shortlisting potential CROs based on their service offerings and reputation. • Initiating contact with shortlisted CROs via introductory emails and scheduling follow-up discussions.
Linking theory (Classroom learning) with practice at your organisation	The theoretical knowledge gained from my coursework in biotechnology and business development has been instrumental in this task. Understanding the fundamentals of biobanking, biorepository processes, and strategic partnership frameworks has enabled me to: • Efficiently identify CROs that align with Biohub's needs. • Evaluate potential partners based on industry-specific criteria. • Craft compelling outreach messages leveraging marketing principles learned in class.
Gaps identified on the working area.	• Limited access to comprehensive and up-to-date databases for CRO information. • Challenges in tailoring outreach messages to resonate with diverse CROs. • Need for more streamlined internal communication channels to collaborate effectively with different teams (e.g., marketing, research).
Suggestions for improvement	• Investing in premium databases or industry-specific tools for more accurate and extensive CRO information. • Conducting workshops on personalized communication strategies for different stakeholders. • Implementing a centralized communication platform to enhance team collaboration and information sharing.
Plan for the next week	• Continue engaging with the shortlisted CROs to schedule detailed discussions about potential partnerships. • Prepare a comprehensive report on the findings to present to senior management for review and decision-making. • Collaborate with the marketing team to refine outreach strategies and improve messaging.

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| | <ul style="list-style-type: none"> Explore additional CROs to expand the list of potential partners. |
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Signature of the Student

TANU SHARMA

Approved by the IIHMR University's Mentor

Week no:9th

From: 8th JULY,2024 to 13th JULY,2024

Activity Done	Digital Marketing – Identifying Contact Information for CROs - Conducted extensive online research to identify reputable CROs in the human biospecimens biobanking and biorepository sector. - Utilized LinkedIn, company websites, professional networks, and industry databases to gather the names and email addresses of decision-makers and relevant contacts within these organizations. - Cross-referenced and verified collected email addresses for accuracy. - Compiled a comprehensive spreadsheet of over 50 key contacts, categorized by organization, role, and region.
Linking theory (Classroom learning) with practice at your organisation	Digital Marketing: - Applied digital marketing principles learned in the classroom to identify and engage with key industry contacts. - Utilized data collection and verification techniques to ensure accurate and relevant information, mirroring classroom exercises. Market Research: - Employed market research methods to gather and analyze competitive pricing data, as taught in my courses. - Created comprehensive reports that integrate theoretical knowledge with practical industry insights
Gaps identified on the working area.	Data Accessibility: Difficulty in accessing comprehensive and updated contact information for CROs due to limited publicly available data.

	Pricing Transparency: Variability in pricing information from suppliers, with some requiring direct inquiries, leading to delays in data collection.
Suggestions for improvement	Data Accessibility: Implementing subscription-based access to industry databases and professional networks can enhance data collection efficiency. Pricing Transparency: Establishing direct communication channels with suppliers and negotiating for standardized pricing data can improve transparency and speed up the data collection process.
Plan for the next week	Follow-up on CRO Outreach: Initiate outreach to the compiled contacts from CROs to explore potential partnerships and gather feedback. Further Pricing Analysis: Expand the pricing analysis to include additional suppliers and incorporate qualitative data on product performance and customer satisfaction. Internal Collaboration: Collaborate with the marketing and procurement teams to align strategies based on the collected data and insights. Skill Development: Attend internal training sessions on advanced digital marketing and data analytics tools to enhance my capabilities.

Signature of the Student

TANU SHARMA

Approved by the IIHMR University's Mentor

Annexure-F

Compiled Report

Name of the Organisation: BIOHUBB

Organization's Mentor Name: Mr. Puneet Sethi

Area/ Department/ Project of Summer Internship Program: Market Research, Marketing, and Digital Marketing

Name of the Student: TANU SHARMA

Roll no: 0587

Stream: MBA in Pharmaceutical Management

• Activity Done	Orientation and introduction to company protocols and team members by Puneet Sethi Sir. Received a task of Preliminary Research and Marketing. The internship can be broadly divided into two phases: Marketing (Month 1): • Task: Promoted Biohub's ARVR Set for DMLT, BMLT, and BScMLT programs in Rajasthan colleges to enhance student understanding. • Activities: ○ Created engaging content for LinkedIn showcasing the ARVR Set's benefits. ○ Directly messaged relevant college personnel on LinkedIn and WhatsApp. ○ Developed and sent email campaigns to college faculty and administration. ○ Tracked campaign performance and made adjustments for better reach. Market Research (Month 2): • Task 1: Identified CRO companies offering Human Biospecimen, Biobanking, Biorepository, and Biosample services in India and internationally. ○ Methodology: Utilized industry databases, company websites, and online directories. • Task 2: Analyzed the PCR Kit market for infectious diseases. ○ Focus: Market size, pricing trends for various brands, and disease categories. ○ Deliverable: Compiled a report with key findings and market insights.
Linking theory (Classroom learning) with practice at your organization	My internship at Biohub provided a valuable opportunity to bridge the gap between classroom learning and real-world practice. Here's a detailed analysis: • Theory Applied: My marketing courses covered concepts like digital marketing strategies, social media engagement, and lead generation. These concepts directly translated to my work promoting Biohub's ARVR Set.

	• Practical Application: During the internship, I implemented these concepts by creating engaging LinkedIn content, directly messaging college personnel, and crafting email campaigns to reach out to potential customers.
Gaps identified on the working area.	While classroom learning provided a strong foundation, there were some areas where practical experience filled the knowledge gap: • Industry-Specific Marketing: My courses focused on general marketing principles. Biohubb's marketing required tailoring messaging to the educational technology sector within the life sciences industry. • Data Analysis and Tracking: My courses primarily focused on marketing theory. At Biohubb, I learned the importance of tracking campaign performance and adjusting strategies based on data insights.
Suggestions for improvement	To further strengthen the link between theory and practice in future internships, I recommend: • Industry-Focused Courses: Incorporating industry-specific case studies or projects into marketing curriculums could better prepare students for real-world scenarios. • Guest Lectures: Inviting industry professionals to share their experiences and insights would provide students with valuable practical knowledge. • Internship Integration: Collaboration between universities and organizations like Biohubb could create internship programs that allow students to directly apply their learning in a practical setting.

Signature of the Student

Approved by the IIMR University's Mentor