

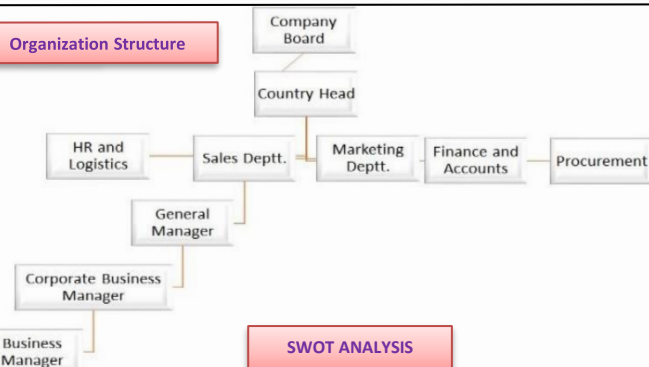
## Neowinn Biotech Pvt Ltd

- Neowin Biotech is a Bangalore based, research driven company, committed towards advancing the science of neonatal nutrition. The company is backed by global experts, scientists and investors from Australia, US & India.
- Our products mirror mothers milk most closely as they contain nothing which mother milk doesn't and contain almost everything that mother milk does.
- We are the 1st Company in India to offer Clean, Specialized and Research-driven Infant Nutrition, made with globally sourced, clean ingredients, formulated under the most hygienic conditions.

### VISION

To address the differentiated, distinguished needs of preterm babies in India, and beyond

### Organization Structure



### SWOT ANALYSIS

#### Strengths

- We are the 1st Company in India to offer a Healthier Infant Nutrition
- Products closely mirror mother's milk
- Our nutritional solutions are specifically designed for the preterm babies

#### Weaknesses

- Niche market focus
- Lower brand awareness
- Limited Manpower

#### Opportunity

- Potential for global market and product expansion
- Expanding online sales channels to reach a broader customer base directly.

#### Threats

- Intense competition from established brands
- Regulatory challenges
- Market acceptance hurdles

### INTRODUCTION

- IVIG is a pooled human immunoglobulin that holds antibodies from multiple donors, which can help to neutralize the harmful bacteria and reduce inflammation in the body.
- IVIG is a medication used to treat immune deficiency. It is a form of immunoglobulin, which is a protein in the blood that helps fight infection.
- Neonatal sepsis is a severe and life-threatening infection that affects newborns, leading to high morbidity and mortality rates. IVIG has been explored as a treatment way for neonatal sepsis due to its immunomodulatory and anti-inflammatory properties.

### Objectives

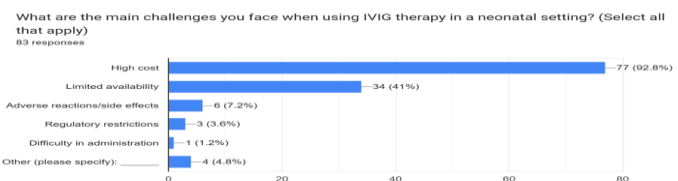
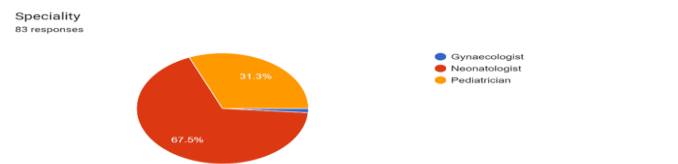
To assess the opinions and practices of neonatologists and pediatricians about the use of IVIG therapy in neonatal sepsis

### Methodology

- Study Design: A cross-sectional survey was conducted.
- Population: Neonatologists and Pediatricians from Mumbai and Pune hospitals and clinics taken part in the survey.
- Sample Size: eighty-three responses were received and analyzed.
- Data Collection: An offline questionnaire form was distributed, including questions on IVIG usage, therapeutic application, specific conditions, effectiveness, dosage, frequency, administration, adverse effect, challenges, and monitoring.

### RESULT/FINDINGS

Most of the 83 respondents (37 from Mumbai, 46 from Pune) prescribe IVIG, primarily Immunorel, for neonatal sepsis and hemolytic disease at a dose of 0.5-1.0 g/kg once daily for 2-3 days.



### Suggestions

To enhance company growth, focus on digital marketing, market expansion, increasing manpower, and establishing a structured operational framework.

## Mothers milk is best, We are Next!

### Challenges

- Gaining Entry and Convincing Security and Receptionists
- Difficulty Locating Doctors
- Convincing Doctors to Participate
- Traveling via Local Transport
- Unavailable Doctors and Time Management Issues
- Incomplete or Improper Responses

### Learnings:

- Enhanced Research Skills
  - Improved Critical Thinking
  - Strengthened Communication Skills
  - Better Time Management
  - Increased Technical Proficiency
  - Deeper Understanding of Neonatal Care
- This experience improved my planning skills and patience, as well as my ability to adapt to unexpected changes.



### Difference Between Practical Exposure And Theoretical Work

Practical exposure emphasizes hands-on, real-world experience and adaptive problem-solving with medical professional while theoretical work focuses on research, conceptual understanding, and strategic planning based on established knowledge.

### Usefulness of Internship

Throughout this journey, I have learned invaluable lessons, including the importance of building relationships, gaining insights into the neonatal segment, effective fieldwork, time management, sharp decision-making, and respectful communication with doctors.