

FIBROHEAL WOUNDCARE PVT. LTD

It is a biotech and healthcare start-up that focuses on using silk proteins as a biomaterial for wound healing. They specialize in developing innovative, advanced, and active wound care products to heal acute, chronic, non-healing, slow-healing, or difficult-to-heal wounds.

VISION

To be a global leader in wound care by delivering superior products that meet the highest standards of safety and efficacy

MISSION

To provide value-added advance and active wound care products and services derived from silk proteins. We are constantly striving to provide superior wound care solutions with optimal balance between efficacy, accessibility, tolerance and cost-effectiveness.

ORGANOGRAM



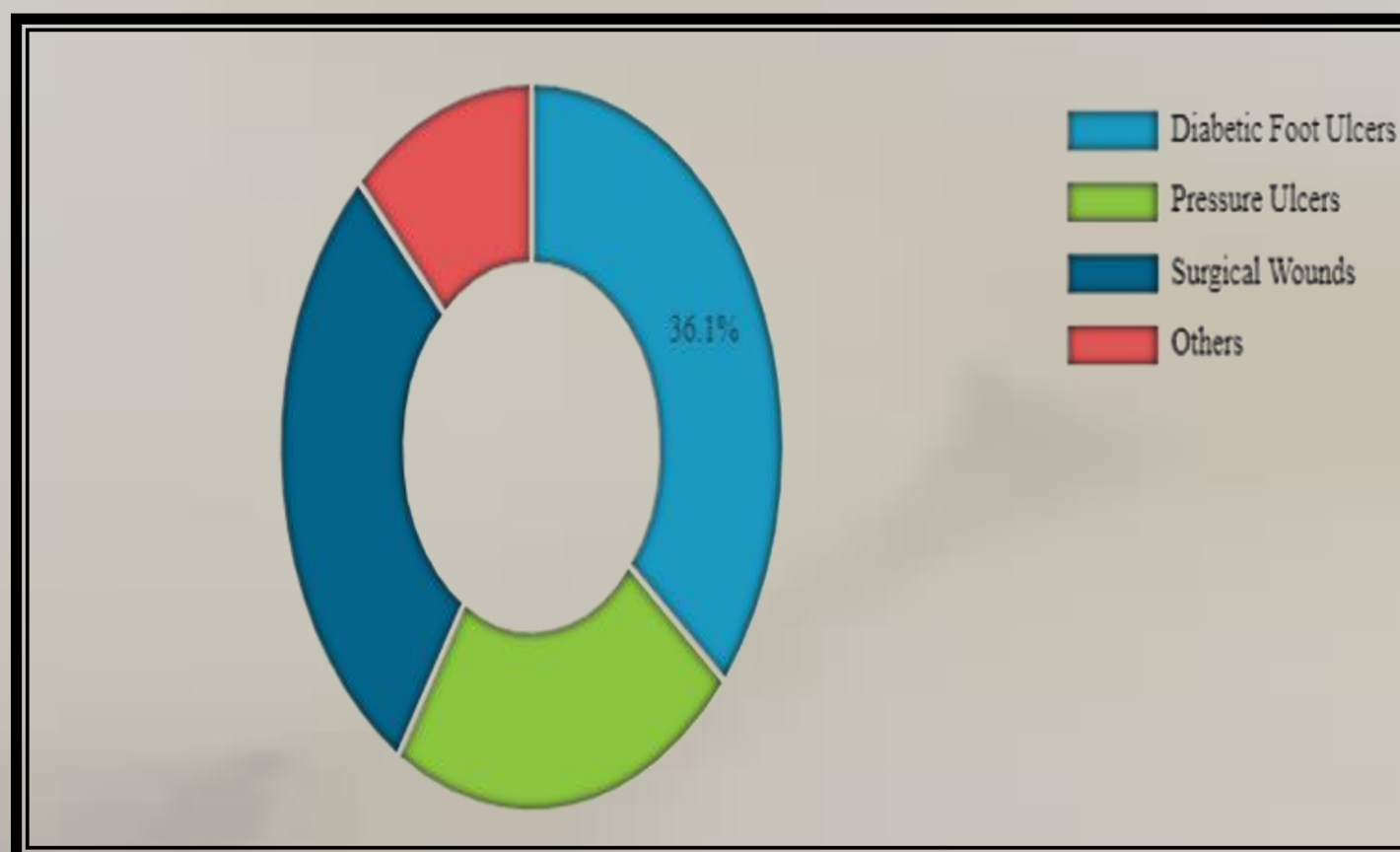
WOUNDCARE MARKET

- Estimated at USD 22.25 billion in 2023, projected CAGR of 4.17% (2024–2030).
- The Indian market is unorganized which is approximately Rs 2000 Cr.
- Reasons: Surgical cases rise, chronic disease prevalence grows globally.
- **Market Drivers:**
 - Rising Burden of Chronic Diseases:** significant burden of chronic health issues, including diabetes, obesity, and peripheral vascular diseases. These conditions frequently culminate in chronic wounds, necessitating specialized care and products.
 - Healthcare Infrastructure and Awareness**
 - Growing Geriatric Population:** advancing age comes an increased susceptibility to wounds due to diminished healing capacities and a higher prevalence of chronic ailments.
 - Surgical Procedures:** India sees approximately 3646 surgeries per 100,000 population annually, leading to surgical wounds that require specialized care.

COMPETITOR ANALYSIS

Brand Name	Composition	Company	Size	MRP
D-Fibroheal Ag Sprinkling Powder	Silk Protein & Nano Silver	Fibroheal Woundcare	10 gm	Rs 250
Neosporin	Neomycin sulfate, Polymyxin-B sulfate, Bacitracin zinc	Johnson & Johnson	10 gm	Rs 94.55
Betadine Powder	Povidone Iodine Power (5% w/w)	Win Medicare Pvt Ltd	10 gm	Rs 158
Burnheal Dusting Powder	Calamine, Zinc oxide, Menthol, Starch	Wallace Pharmaceuticals Pvt Ltd.	10 gm	Rs 21

- ❖ D-Fibroheal Ag Sprinkling powder is expensive but we are first movers in this segment who are using silk as a biomaterial for wound healing.
- ❖ Neosporin may cause antibiotic resistance which could delay wound healing.
- ❖ Betadine powder being widely used, it still has its limits because it has slower healing rate than our product.
- ❖ It proves that Ag Sprinkling powder is more efficient product.



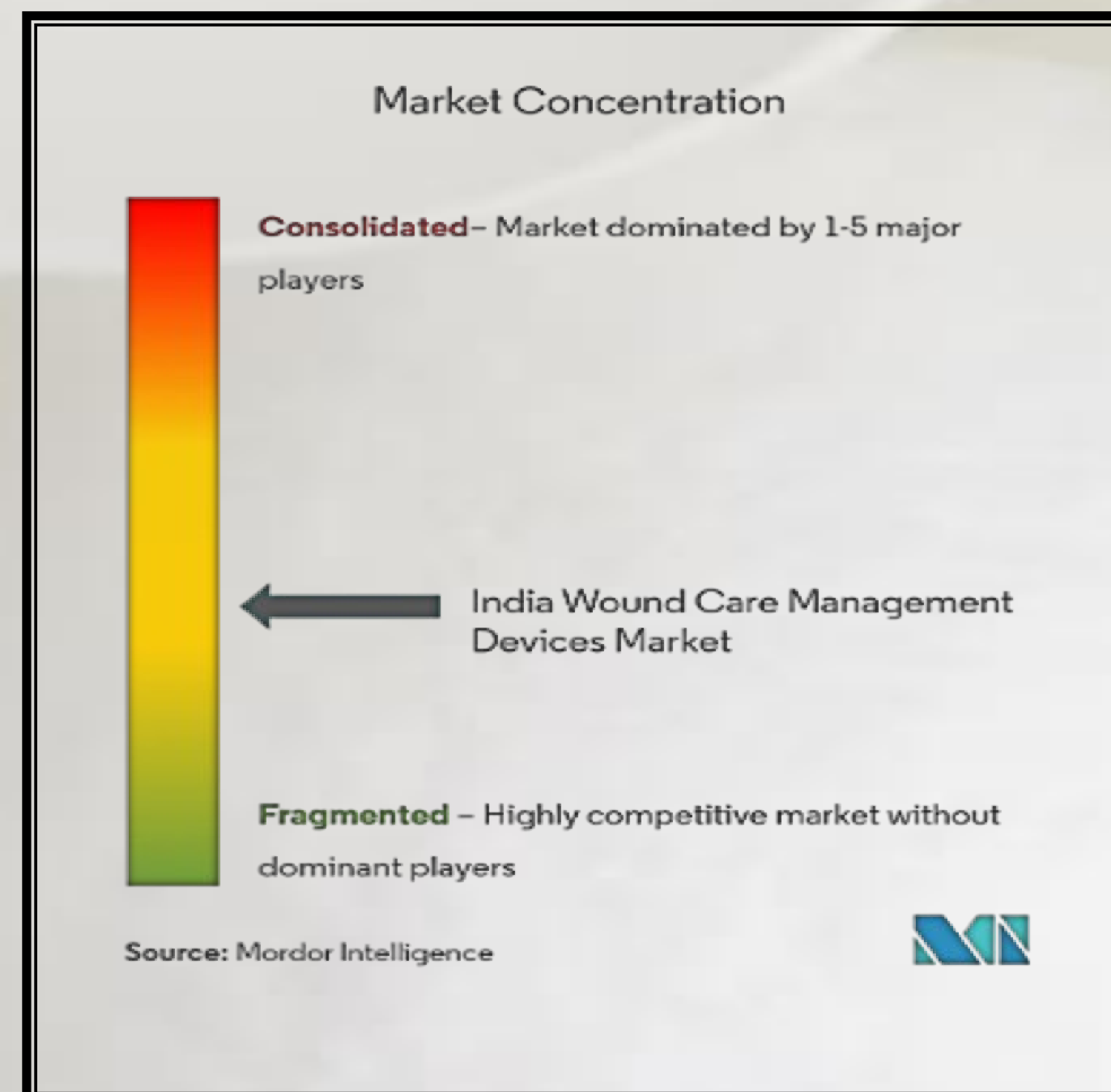
Advanced Woundcare Market Segmentation

PESTLE Analysis

POLITICAL	Regulations and Policies: Government rules concerning the creation, distribution, and usage of medical products. Healthcare Policies: National and regional policies that influence the adoption of innovative wound care technologies.
ECONOMIC	Healthcare Spending: More investment in healthcare means a higher demand. Cost of Raw Materials: If the prices of silver and other materials increase, it can affect our production costs. Consumer Purchasing Power: We need to ensure our products are affordable and accessible, especially in developing countries.
SOCIAL	Aging Population: An increase in the geriatric population needs advanced wound care. Health Awareness: Knowledge of infection control among people. Cultural Acceptance: Acceptance & trust among different demographics. Lifestyle Changes: A poor lifestyle has an increased risk of diabetes.
TECHNOLOGIC	Innovations and Development: Investment in R&D to improve product features and efficacy. Digital Health Integration: Incorporation with digital health platforms for better patient monitoring and care. Manufacturing Advances: Improvements in manufacturing processes & reducing costs.
LEGAL	Intellectual Property Protection: Ensuring patents and trademarks are safeguarded to prevent counterfeiting. Health and Safety Compliance: Adherence to health and safety standards for medical products. Data Protection: Regulations concerning patient data handling.
ENVIRONMENT	Sustainability: The environmental impact of the product's lifecycle, including sourcing. Waste Management Regulations: Adherence to regulations for medical waste disposal. Climate Impact: Effects of climate-related events on the supply chain.

SEGMENTATION, TARGETING & POSITIONING

- Segmentation:** Patients of all ages with acute or chronic wounds, Hospitals, clinics, and home care settings globally, and Individuals seeking advanced wound care solutions.
- Targeting:**
 - (i) Primary Target:** Healthcare professionals (doctors, nurses) and caregivers.
 - (ii) Secondary Target:** Patients with chronic wounds like diabetic ulcers or pressure sores.
- Positioning:** As an “Advanced antimicrobial wound care with silk protein and silver nanoparticles for faster healing and infection control.”



Marketing Campaign

- Launch an integrated marketing campaign combining digital, print, and direct marketing.
- Position D Fibroheal AG as a premium and effective wound healing solution suitable for medical environments.
- Leverage influencer partnerships and testimonials from healthcare professionals.
- Identify and prioritize customer segments such as hospitals, clinics, and healthcare providers.

Marketing Tactics

- Educational Campaigns.
- Promotional Offers
- Digital Marketing
- Participation in Events
- Public Relations
- Optimized Distribution

Leave Behind Literature

D-FIBROHEAL™ AG
Sprinkling Powder

Available in variable sizes (10 gm, 50 gm, 100 gm)

WHY D-FIBROHEAL ?

- Broad-spectrum antimicrobial activity shows no antimicrobial resistance.
- Absorbs wound exudates and provide perfect healing with reduced scar.
- Silk protein and silver-based antimicrobial dressing for faster wound healing.
- Compatibility with NPWT, compression, and total contact cast dressings



“Silk & Heal”
Accelerate Healing, Naturally

Indications:

- Infected deep cavity, undermined wounds
- Tunnelled, surgical, and trauma wounds
- Skin ulcers, sores, minor cuts, burns, scalds, lesions, blisters, and lacerations.



Bed Sores

Diabetic foot ulcer



ABOUT THE PROJECT

It aims to provide a brand plan for D-Fibroheal Ag Sprinkling Powder with an innovative treatment approach. It will contribute to understanding the market scenario of wound care, the competitive landscape in brief, market analysis and strategizing marketing procedures.

ABOUT THE PRODUCT

Name: D-Fibroheal Ag Sprinkling Powder
Manufacturer: Fibroheal Woundcare Pvt. Ltd.
Composition: Silk Protein And Nano Silver
Mechanism Of Action:
(i) NF-kB Pathway
(ii) MAPK’s Pathway
(iii) Antimicrobial Action

Indications

- Cuts, grazes, lacerations, abrasions, and blisters
- Grafted and minor surgical wounds
- 1st and 2nd degree burns
- Leg ulcers, diabetic ulcers, and pressure ulcers
- Partial and full-thickness wounds
- Vascular and traumatic wounds

SWOT Analysis

STRENGTHS

- Innovative product with proven efficacy.
- Strong R&D capabilities.
- Established relationships with healthcare providers.
- Incorporates silk fibroin and silver, recognized for their natural healing and antimicrobial properties.
- Suitable for diverse wound types, from minor cuts to post-surgical wounds.

WEAKNESS

- Limited brand recognition in some markets.
- High production costs.
- Market Education: Challenges in educating consumers about the benefits of silk fibroin and silver in wound care

OPPORTUNITIES

- Expansion into emerging markets.
- Strategic partnerships and collaborations.
- Growing demand for advanced wound care products.
- Rising consumer demand for natural and effective wound care solutions.
- Opportunities to develop new formulations or applications based on market needs and technological advancements.

THREATS

- Intense competition from established brands.
- Regulatory challenges.
- Consumer reluctance due to higher pricing relative to conventional wound care options.
- Economic downturns affecting healthcare budgets. Fluctuations in economic conditions impacting consumer spending on healthcare products.

SWOT Analysis

TASK ASSIGNED

The assigned role includes gathering in-depth product information, considering various sales strategies, visiting doctors, and intensively investigating competitors and the biomaterials currently available in the market and producing a brand plan for D Fibriheal Ag Sprinkling Powder.

DIFFERENCE BETWEEN PRACTICAL & THEORITICAL EXPOSURE

- Skill development in communication, negotiation, problem-solving, and adaptability
- Hands-on experience in real-world scenarios.
- Direct involvement in sales and marketing activities
- Understanding customer behavior and market dynamics.
- Application of theoretical concepts in practical settings.
- Enables strategic planning and campaign development.

LEARNINGS AND VALUE ADDITION

- Understanding the customer behavior.
- Understanding the target audience
- Market research & Analysis
- Sales enhancement strategies.
- Customer relationship management
- Collaboration and teamwork
- Negotiation Skills

USEFULNESS OF THE INTERNSHIP

- Exposure of the Industry
- Career Exploration
- Networking Opportunities
- Skill Development
- Personal and Professional Growth

CHALLENGES FACED

- Dealing with Rejections
- Adapting to changing market dynamics
- Territory Management
- Negotiation
- Building and Maintaining Relationships

SUGGESTIONS

- Provide Training and Support to Sales Team
- Establish Key Partnerships
- Focus on Brand name differentiation.
- Explore Digital Health Solutions