

Octavus Consulting

Octavus is a boutique consulting company, engaged in comprehensive business research, market intelligence, market research and data analytics by providing support and outsourcing solutions to bio-pharma, medtech, diagnostics, digital health companies and healthcare start-ups.

Octavus Consulting offers services in Competitive intelligence, Business intelligence, Conference coverage, Market assessments and Business development analysis.

Mission

Our mission is to cater business needs with the right sources at the right time to enable our clients' take strategic decisions. Redefining intelligence reinforced with dynamic data, knowledge and technology.

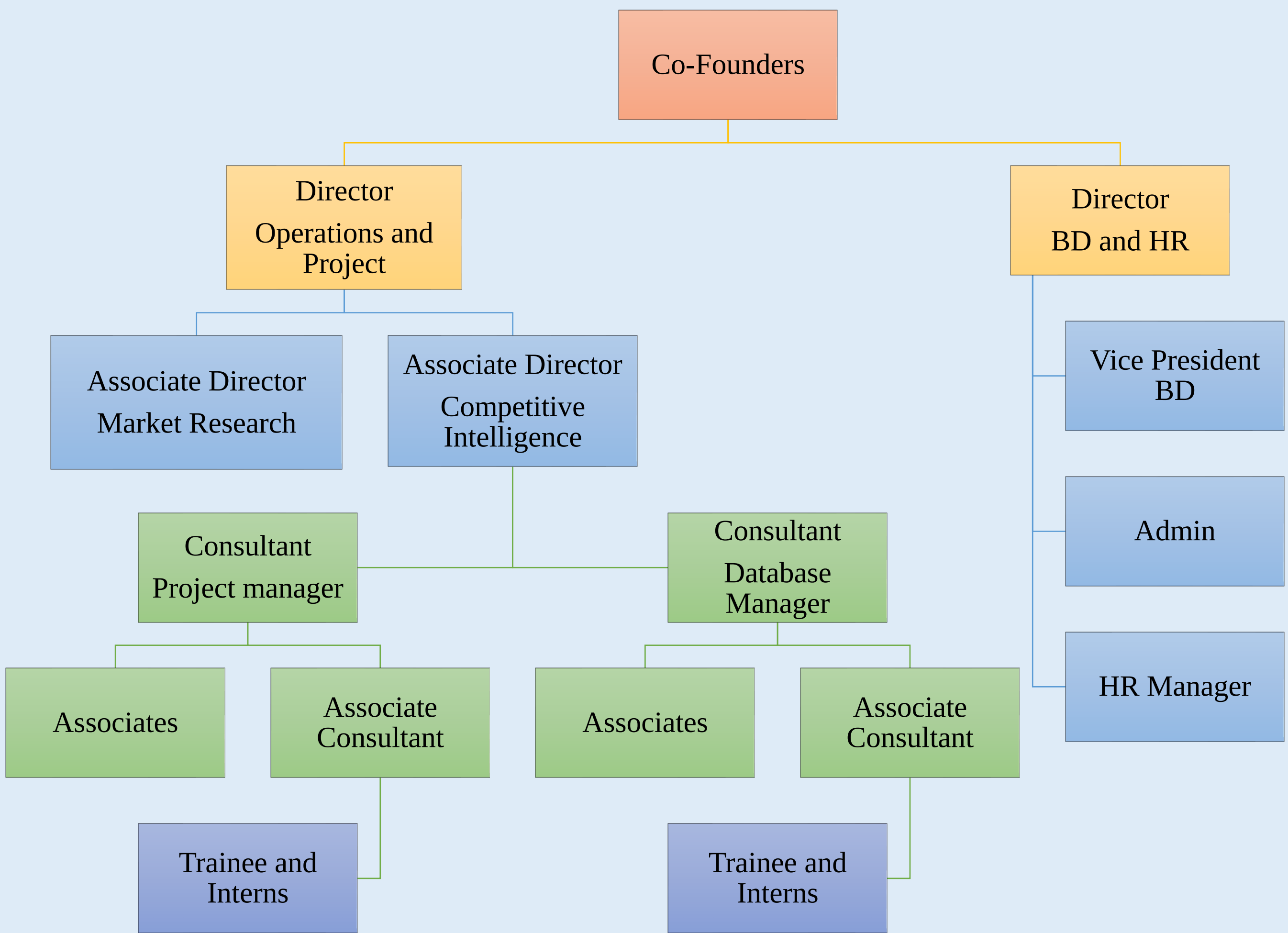
Vision

To be a valued partner to our clients and an asset to our communities

To undertake and deliver every project, with the same enthusiasm & zeal

To provide a differentiated offering resulting in the value-for-value return

Organization Structure



SWOT Analysis

Strength

- Experience and Expertise.
- Customer-Centric or Customized Solutions for clients.
- Diverse service portfolio.

Weakness

- Limited global presence.
- Limited size and scale.

SWOT

Opportunity

- Expansion into new markets.
- Emerging trends in healthcare and pharmaceutical industries

Threat

- Intense competition from larger consulting firms.
- Economic downturns affecting client's budget.

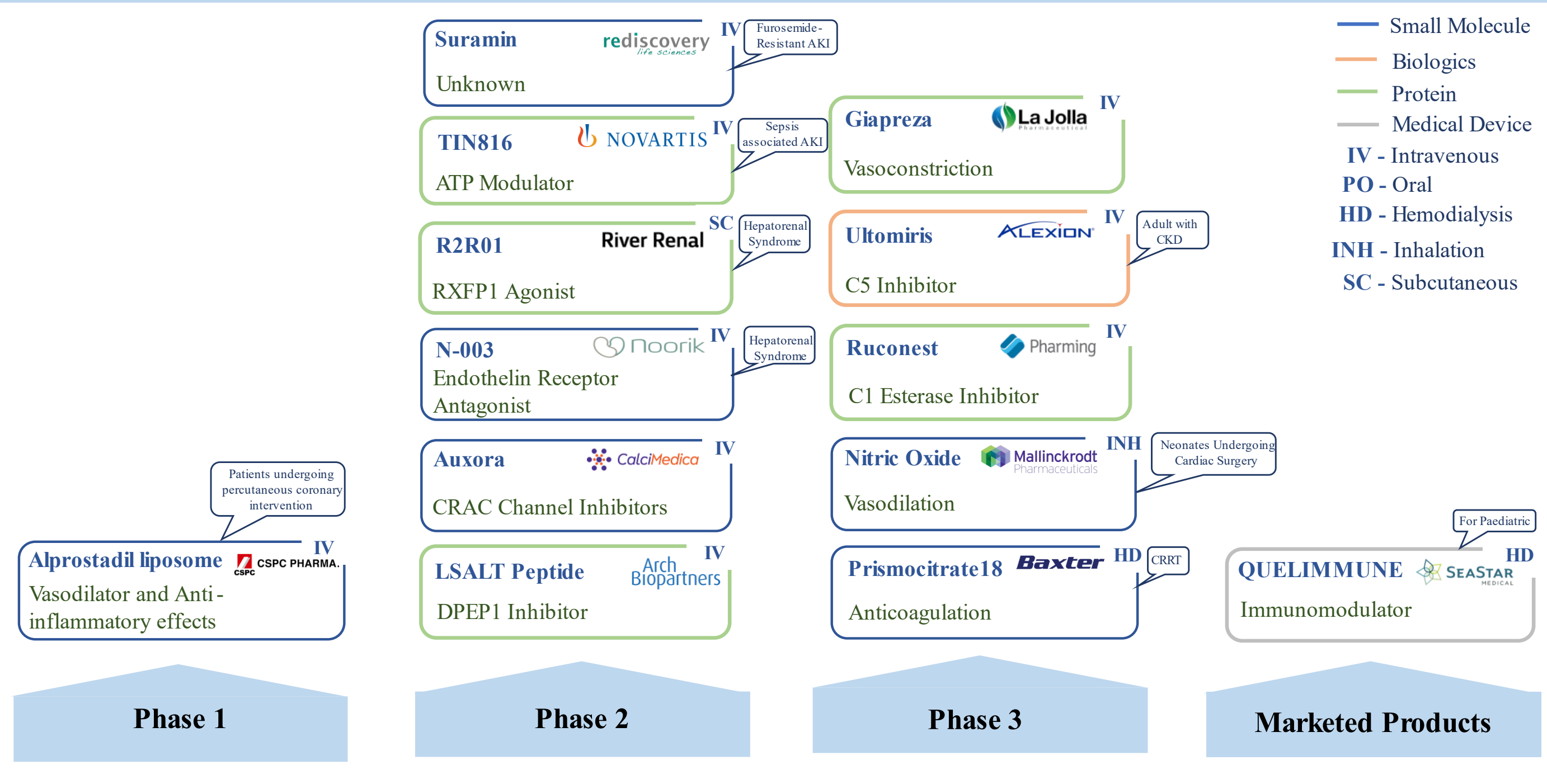
Project Description

Competitive Intelligence is a science and a systematically planned strategy of gathering, analyzing, and distribution of business relevant information to stay ahead of your competitors

AKI is commonly seen in hospitalized patients. In the United States, 1% of all hospital admissions have AKI on admission. During hospitalization, the approximate incidence rate of acute kidney injury is 2% to 5%, and it occurs in up to 67% of patients admitted to the intensive care unit. AKI is thus an important contributor to more extended hospital stays and patient morbidity

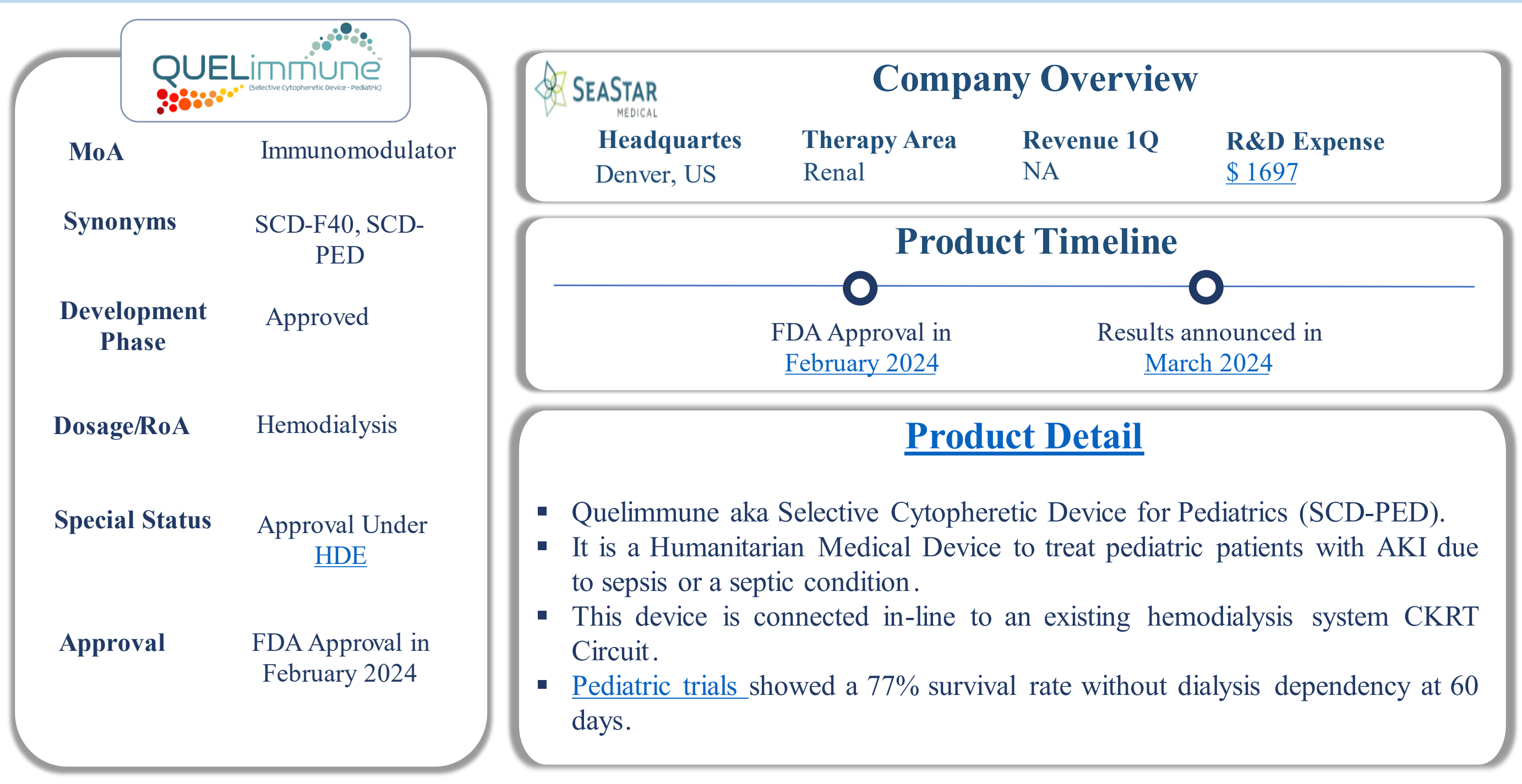
Reports says that the Acute Kidney Injury Treatment Market size is expected to be worth around USD 3.5 Billion by 2032 from USD 1.6 Billion in 2022, growing at a CAGR of 8.1% during the forecast period from 2022 to 2032

Acute Kidney Injury



This slide illustrated the various drug molecules under investigation for Acute Kidney Injury, segregated based on their respective clinical trial phases.

Product Profile



This slide focused on a specific drug, QUELIMMUNE, developed by SeaStar Medical. It presented a comprehensive product dashboard, featuring key details such as company overview, product timeline, mechanism of action, and its usage in Acute Kidney Injury.

Result of Competitive Analysis

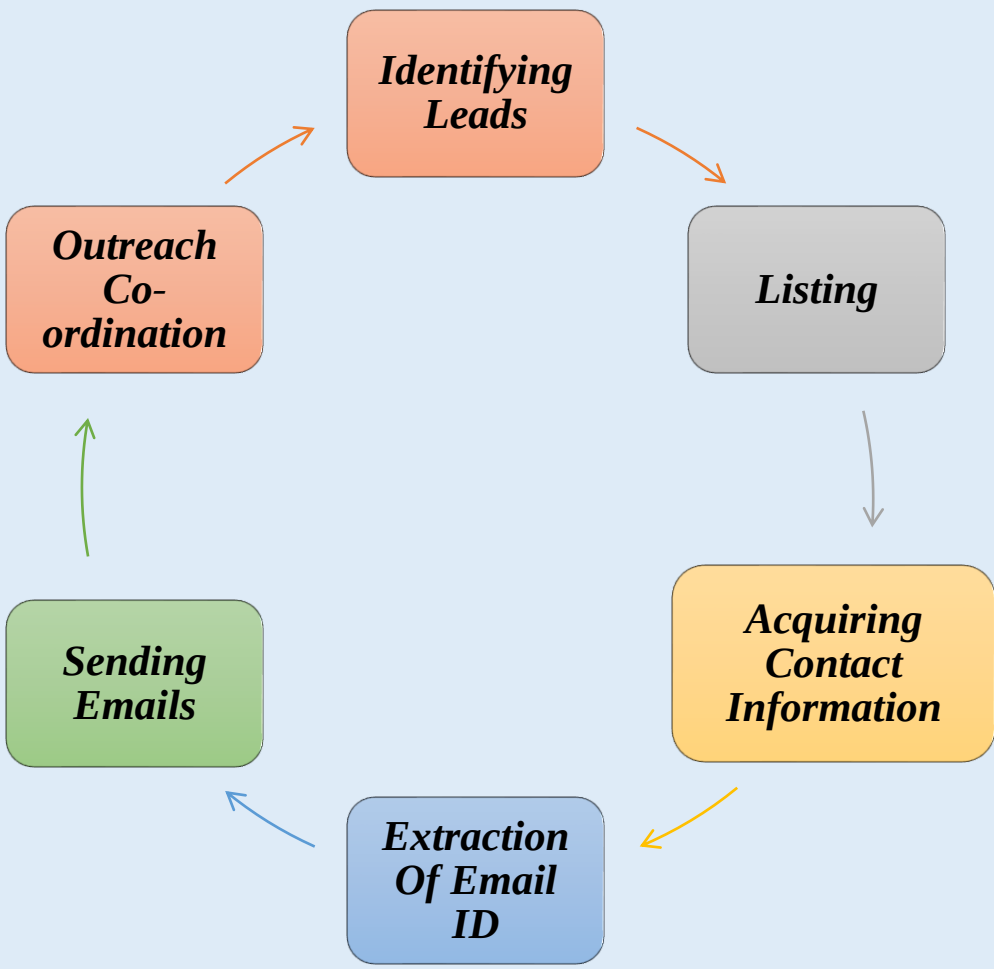
- Only one product, a medical device from Seastar Medical, has received FDA approval.
- Currently, 5 molecules are in phase 3 trials, 6 are in phase 2, and 1 is in phase 1.
- Among the molecules in Phase 3, Ultomiris, Giapreza, and Ruconest have already been approved for other indications.
- Major companies conducting clinical trials for AKI include Seastar Medical, Novartis, Noorik Biopharmaceuticals, Pharming Technologies, Alexion Pharmaceuticals, among others.

Project Description

Business development refers to the activities and strategies undertaken by an organization to stimulate growth, improve performance, and expand its reach. It focuses on identifying and capitalizing on opportunities that can bring value to the business, such as new markets, products, or partnerships.

My project comprised the following elements:

- Identifying leads within pharmaceutical companies.
- Compiling a list of identified leads
- Acquiring accurate contact information for these leads, including deliverable email addresses and LinkedIn profiles.
- Sending emails to these leads to offer our services.
- Responding to the emails received from these leads.



Usefulness of Internship

- Gained expertise in conducting secondary research which honed my ability to gather and analyze relevant information effectively and also analyzing press releases for valuable pharmaceutical industry insights.
- Gained a thorough understanding of competitive landscape analysis.
- Improved communication skills through crafting effective emails and learned the use of secondary research for finding leads, which are crucial in driving business growth
- Developed proficiency in email extraction, lead generation, and outreach coordination by collecting and organizing key personnel contact information.

Suggestions

- Multiple online tools can be used to automate email sending, saving time and ensuring efficient outreach.
- Standardized documentation and guidelines for key topics can be created to build a knowledge base and avoid confusion among employees.
- Training sessions can be scheduled on a regular interval.

Challenges

- Ensuring data accuracy and quality.
- Navigating the complexities of competitive landscape analysis.
- Handling incomplete information with precision.
- Managing prolonged search times for lead generation data.

Difference Between Theoretical Understanding and Practical Exposure

- Theoretical exposure provided me with essential conceptual understanding, while practical exposure enhanced my skills, critical thinking, and problem-solving abilities necessary for navigating competitive intelligence.
- Practical experience allowed me to tackle real challenges, make data-driven decisions, and develop critical thinking to address client needs. It also offered insights into the fundamental corporate skills required in the professional environment.

Project Reference

