

SUMMER INTERNSHIP PROGRAM

at

Octavus Consulting



From 01 May 2024 - 15 July 2024

A REPORT BY

Sakshi Patidar

Master of Business Administration

Pharmaceutical Management

2023-25

Under the Mentorship of

Mrs. Kajal Sitlani





Date: 12/07/2024

INTERNSHIP COMPLETION CERTIFICATE

This is to certify that, **Ms. Sakshi Patidar**, student of IIHMR Jaipur has completed her internship at '**Octavus Consulting**, located in **B-66, Sector 63 Rd, B Block, Sector 63, Noida, Uttar Pradesh 201301** from **1st May 2024** to **15th July 2024**. Her guide/mentor during the project was **Mr. Himanshu Sehgal**, **CEO at Octavus Consulting and Managing Editor at PharmaShots**.

The overall performance shown by her during the period was good. This certificate is being issued to meet the requirements of the IIHMR University.

We wish her all the best for future endeavours.

For Octavus Consulting

Mr. Himanshu Sehgal
CEO

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. SAKSHI PATIDAR** of the academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to her summer internship held during May-June 2024.

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

Date: July 23, 2024

A handwritten signature in blue ink, appearing to read 'Kajal', with a large 'X' drawn over it.

Mrs. Kajal Sitlani

Assistant Professor

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.

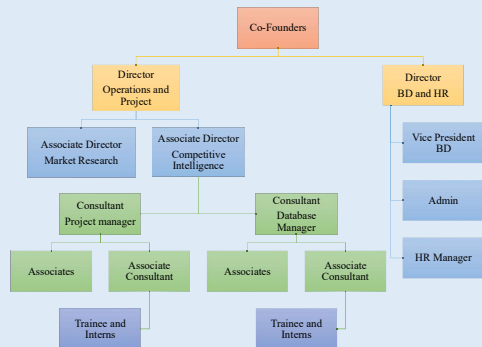
Vision

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

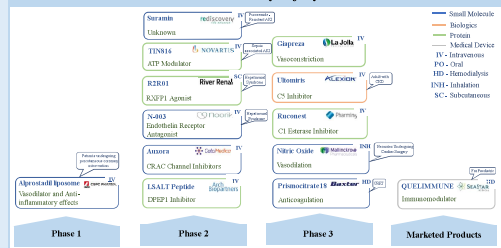
- Intense competition from larger consulting firms.
- Economic downturns affecting client's budget.

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 use in Acute Kidney Injury

Result of Competitive Analysis

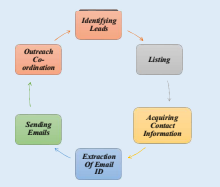
- Only one product, a medical device from Seastar Medical, has received FDA approval.
- Currently, 5 molecules are in phase 3 trials, 6 are in phase 2, and 1 is in phase 1.
- Among the molecules in Phase 3, Ulimorins, Giapreza, and Ruconest have already been approved for other indications.
- Major companies 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



Summer Internship Programme (SIP)

Weekly Report 01

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Week Number: 01

From: 01/05/2024 – 03/05/2024

Activity Done	1) Documentation 2) Induction 3) MS Excel Training 4) Deals Training 5) MS Excel Practice 6) Overview of Lead Generation
Linking Theory (Classroom Learning) with practice at organization	During the first week, I observed a disconnect between the concepts taught in the classroom and their practical application within the organization.
Gaps Identified on the working area	No gaps identified till now.
Suggestions for Improvement	Proficiency in MS Excel
Plan for the next week	Training and Practice of Lead Generation. Working on Lead Generation

Signature of Student:



Summer Internship Programme (SIP)

Weekly Report 02

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Week Number: 02

From: 06/05/2024 – 10/05/2024

Activity Done	1) Daily Lead Generation 2) Research on Lead Generation Tools 3) MS Excel Training 4) Competitive Landscape Training 5) Weekly Reporting of Daily News for Pharmashots. 6) Market Research on Companies
Linking Theory (Classroom Learning) with practice at organization	1) There is a distinction in how websites are utilized for secondary research. 2) The use of MS Excel remains consistent. 3) The tasks assigned within the organization are related to the subject of digital marketing.
Gaps Identified on the working area	1) Working on the same task for an extended period. 2) Training sessions were too brief.
Suggestions for Improvement	1) Proficiency in using secondary research tools and websites to complete tasks quickly and accurately.
Plan for the next week	1) Ongoing Training in Competitive Landscape. 2) Addressing Additional Business Development Tasks

Signature of Student: 

Summer Internship Programme (SIP)

Weekly Report 03

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Week Number: 03

From: 13/05/2024 – 17/05/2024

Activity Done	1) Daily Lead Generation 2) Research on Lead Generation Tools 3) Competitive Landscape Training 4) Weekly Reporting of Pharmashots Daily News 5) Company Market Research 6) Deals Training
Linking Theory (Classroom Learning) with practice at organization	1) The usage of websites for secondary research varies. 2) The use of MS Excel remains consistent. 3) The tasks assigned in the organization are related to digital marketing and pharmaceutical marketing. 4) The topic of clinical trials is closely aligned with the firm's objectives.
Gaps Identified on the working area	1) Working on the same task for an extended period. 2) Training sessions were inconsistent.
Suggestions for Improvement	1) Proficient use of secondary research tools and websites to swiftly and accurately complete tasks. 2) Furthering knowledge of clinical trials.
Plan for the next week	1) Continued training on Competitive Landscape. 2) Handling other tasks related to business development. 3) Gaining clearer insights into the company's objectives.

Signature of Student: 

Summer Internship Programme (SIP)

Weekly Report 04

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Week Number: 04

From: 20/05/2024 – 24/05/2024

Activity Done	1) Daily Lead Generation 2) Researching Tools Used in Lead Generation 3) Competitive Landscape Training 4) Weekly Reporting on Pharmashots Daily News 5) Company Market Research 6) Deals Training 7) Investor Calls Training
Linking Theory (Classroom Learning) with practice at organization	1) Websites are used differently for secondary research. 2) The use of MS Excel remains consistent. 3) Tasks assigned in the organization are related to digital marketing and pharmaceutical marketing. 4) Clinical trials are closely aligned with the firm's objectives.
Gaps Identified on the working area	1) Engaged in the same task for an extended period. 2) Training sessions were inconsistent.
Suggestions for Improvement	1) Proficient use of secondary research tools and websites to efficiently and accurately complete tasks. 2) Deepening understanding of clinical trials.
Plan for the next week	1) Managing investor call projects. 2) Addressing other tasks within business development. 3) Gaining clarity on the company's objectives.

Signature of Student: 

Summer Internship Programme (SIP)\

Weekly Report 05

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Week Number: 05

From: 27/05/2024 – 31/05/2024

Activity Done	1) Daily Lead Generation 2) Researching Tools Used in Lead Generation 3) Competitive Landscape Analysis 4) Market Research on Companies 5) Practicing Investor Calls 6) Client Engagement 7) Business Development Tasks
Linking Theory (Classroom Learning) with practice at organization	1) Websites are utilized differently for secondary research purposes. 2) The use of MS Excel remains consistent. 3) Tasks assigned in the organization are aligned with the fields of digital marketing and pharmaceutical marketing. 4) Clinical trials are closely tied to the firm's objectives.
Gaps Identified on the working area	1) Engaged in the same task for an extended period. 2) Training sessions were inconsistent.
Suggestions for Improvement	1) Proficient in utilizing secondary research tools and websites to complete tasks quickly and accurately. 2) Increasing knowledge of clinical trials. 3) Proficient in navigating clinicaltrials.gov.
Plan for the next week	1) Managing investor call projects. 2) Creating a database for competitive landscape analysis. 3) Addressing other tasks within business development. 4) Gaining clarity on the company's objectives..

Signature of Student: 

Summer Internship Programme (SIP)

Weekly Report 06

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Week Number: 06

From: 03/06/2024 – 07/06/2024

Activity Done	1) Lead generation. (On daily basis) 2) Research on the tools used in lead generation. 3) Working on Competitive Landscape. 4) Market research about Companies. 5) Client Engagement 6) Task related to business development. 7) Email Extraction
Linking Theory (Classroom Learning) with practice at organization	1) There is a difference in how websites are used for secondary research. 2) The use of MS Excel remains consistent. 3) The topic of clinical trials is closely aligned with the firm's objectives.
Gaps Identified on the working area	1) Working on the same task from long time. 2) Training Sessions were irregular.
Suggestions for Improvement	1) Proficiency in Using secondary research tools and websites for quickly and accurately completing the task. 2) Learning more about clinical trials. 3) Proficiency in using clinicaltrials.gov.
Plan for the next week	1) Handling projects related to investor calls. 2) Creating a database for competitive landscape analysis. 3) Addressing additional tasks within business development. 4) Gaining a clearer understanding of the company's objectives.

Signature of Student: 

Summer Internship Programme (SIP)

Weekly Report 07

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Week Number: 07

From: 10/06/2024 – 14/06/2024

Activity Done	1) Daily lead generation. 2) Researching lead generation tools. 3) Analysing the competitive landscape. 4) Conducting market research on companies. 5) Engaging with clients. 6) Handling business development tasks. 7) Extracting emails.
Linking Theory (Classroom Learning) with practice at organization	1) The use of websites for secondary research varies. 2) The use of MS Excel remains the same. 3) The topic of clinical trials is closely aligned with the firm's objectives.
Gaps Identified on the working area	1) Working on the same task from long time. 2) Training Sessions were irregular. 3) Firm has less global reach.
Suggestions for Improvement	1) Proficient in using ClinicalTrials.gov.
Plan for the next week	1) Creating a database for competitive landscape analysis. 2) Handling additional tasks related to business development. 3) Gaining clearer insights into the company's objectives. 4) Developing landscape analyses.

Signature of Student: 

Summer Internship Programme (SIP)

Weekly Report 08

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Week Number: 08

From: 17/06/2024 – 21/06/2024

Activity Done	1) Lead generation.(On daily basis) 2) Working on Competitive Landscape. 3) Client Engagement 4) Task related to business development. 5) Email Extraction
Linking Theory (Classroom Learning) with practice at organization	1) Websites are utilized differently for secondary research. 2) The use of MS Excel remains consistent. 3) The topic of clinical trials is closely aligned with the firm's objectives.
Gaps Identified on the working area	1) Engaged in the same task for an extended period. 2) Training sessions were inconsistent. 3) The firm has limited global reach.
Suggestions for Improvement	1) Proficiency in using clinicaltrials.gov.
Plan for the next week	1) Creating a database for competitive landscape analysis. 2) Handling additional business development tasks. 3) Gaining a better understanding of the company's objectives. 4) Developing landscape.

Signature of Student:

Summer Internship Programme (SIP)

Weekly Report 09

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Week Number: 09

From: 24/06/2024 – 28/06/2024

Activity Done	1) Lead generation.(On daily basis) 2) Working on Competitive Landscape. 3) Client Engagement 4) Task related to business development. 5) Email Extraction
Linking Theory (Classroom Learning) with practice at organization	1) Websites are used differently for secondary research. 2) The use of MS Excel remains consistent. 3) The topic of clinical trials is closely aligned with the firm's objectives.
Gaps Identified on the working area	1) Websites are used differently for secondary research. 2) The use of MS Excel remains consistent. 3) The topic of clinical trials is closely aligned with the firm's objectives.
Suggestions for Improvement	1) Proficiency in using clinicaltrials.gov.
Plan for the next week	1) Quality control of the competitive landscape. 2) Addressing other tasks within business development. 3) Engaged in landscape creation.

Signature of Student:

Summer Internship Programme (SIP)

Weekly Report 10

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Week Number: 10

From: 01/07/2024 – 05/07/2024

Activity Done	1) Lead generation.(On daily basis) 2) Working on Competitive Landscape. 3) Client Engagement 4) Task related to business development. 5) Email Extraction
Linking Theory (Classroom Learning) with practice at organization	1) There is a difference between the usage of websites for secondary research. 2) The use of MS Excel is same. 3) The topic of clinical trials majorly links with the firms objective.
Gaps Identified on the working area	1) Working on the same task from long time. 2) Training Sessions were irregular. 3) Firm has less global reach.
Suggestions for Improvement	1) Proficiency in using clinicaltrials.gov.
Plan for the next week	1) QC of Competitive Landscape. 2) Covering other task that comes under business development. 3) Getting more clarity about the company's objectives. 4) Working on Landscape creation

Signature of Student:

Summer Internship Programme (SIP)

Weekly Report 11

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Week Number: 11

From: 08/07/2024 – 12/07/2024

Activity Done	1) Lead generation. (On daily basis) 2) Working on Competitive Landscape. 3) Training of KOL 4) Task related to business development. 5) Email Extraction
Linking Theory (Classroom Learning) with practice at organization	1) There is a difference between the usage of websites for secondary research. 2) The use of MS Excel is same. 3) The topic of clinical trials majorly links with the firms objective.
Gaps Identified on the working area	1) Working on the same task from long time. 2) Training Sessions were irregular. 3) Firm has less global reach.
Suggestions for Improvement	1) Proficiency in using clinicaltrials.gov.
Plan for the next week	This is my final week of the summer internship program. Next week, I'll focus on completing the final submission.

Signature of Student:



Summer Internship Programme (SIP)

Compiled Report

Name of the Organization: Octavus Consulting

Department of Summer Internship Programme (SIP): Business Development

Name of the Student: Sakshi Patidar

Roll Number: 0564

Stream: MBA Pharmaceutical Management

Activity Done	1) Lead Generation & Research: • Identified Pharmaceutical Leads: Utilized lead generation tools, LinkedIn, and secondary research to generate qualified leads for the company. • Researched Lead Generation Tools: Continuously evaluated and researched lead generation tools to optimize accuracy, efficiency, and effectiveness during my internship. • Competitive Landscape Analysis: Conducted in-depth research for a project tailoring the competitive landscape for acute kidney injury (AKI). This analysis deepened my understanding of AKI and its market landscape. • Market Research on Pharmaceutical Companies: Researched pharmaceutical companies to gain industry knowledge and identify potential clients. 2) Client Engagement & Business Development: • Client Outreach & Service Introduction: Successfully introduced the company's services to potential clients by crafting and sending targeted email campaigns. • Business Development Activities: Demonstrated strong business development skills through lead generation, email extraction, client communication, and responding to inquiries. 3) Reporting & Data Management: • Email Extraction for Lead Generation: Effectively extracted email addresses to support lead generation efforts. • Weekly Pharmashot News Reporting: Compiled and presented weekly reports summarizing the Pharmashot team's news updates. 4) Competitive Landscape Training 5) Deals Training 6) Practicing Investor Calls 7) Training of KOL (Key Opinion Leaders)
---------------	--

Linking Theory (Classroom Learning) with practice at organization	1) My Pharmaco-epidemiology module was particularly valuable during my competitive landscape project, as it provided me with a clearer and more concise understanding of Acute Kidney Injury and its various aspects. 2) Courses such as Principles of Management, Business Environment, and Organizational Behavior were instrumental in helping me grasp market trends, organizational culture, and appropriate professional conduct within a corporate setting. 3) The Digital and Social Media Marketing classes were highly beneficial when I was assigned for Lead generation, Email extraction and Client engagement enhancing my ability to effectively engage with a clients online.
Gaps Identified on the working area	1) During my time at the organization, I observed that whenever I had questions or doubts, each person had their own explanation and concept, leading to a lack of clear and consistent understanding on certain topics. 2) Additionally, I found that training sessions for employees and interns should be more regular and timelier, given the multiple tasks assigned to interns. This would ensure better preparation and clarity, enhancing overall productivity and learning.
Suggestions for Improvement	1) Standardize Information and Concepts: Develop and implement standardized documentation and guidelines for key topics to ensure consistency. This could include creating a knowledge base or reference materials that employees and interns can easily access. 2) Regular and Structured Training Sessions: Schedule regular and structured training sessions for both employees and interns. These sessions should be timely and cover essential topics comprehensively, helping new team members to get up to speed quickly and efficiently. 3) Mentorship and Support System: Establish a mentorship program where experienced employees are assigned to guide and support interns. This would provide interns with reliable points of contact for their questions and facilitate smoother integration into the organization. 4) Feedback Mechanism: Implement a feedback mechanism where interns and employees can provide input on the clarity and effectiveness of training sessions and information provided. This would help in continuously improving the training process and ensuring it meets the needs of the team.

Signature of Student: 

Approved by the IIHMR University's Mentor