

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.

Services Offered :

- Competitive intelligence
- Business intelligence
- Conference coverage
- Market assessments
- Business development analysis.



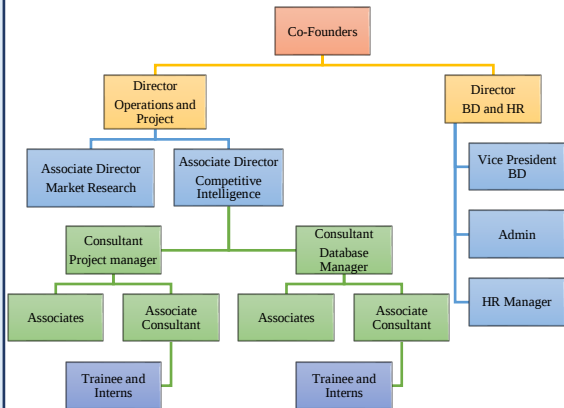
MISSION

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

ORGANOGRAM



STRENGTH

1. Expertise and experience
2. Customer centric/ Customized approach
3. Diverse Service Portfolio

WEAKNESS

1. Limited global presence
2. Limited Size & Scale

SWOT Analysis

OPPORTUNITIES

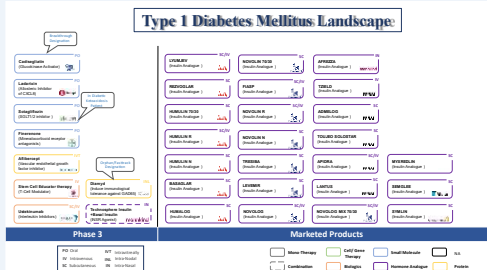
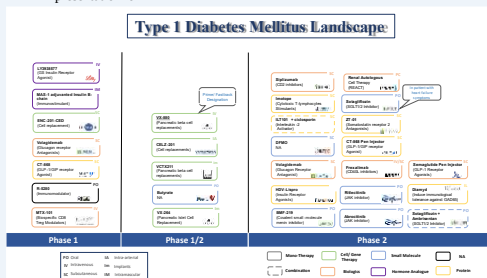
1. Expansion into new markets.
2. Industry specific expertise
3. Strategic Partnership

THREATS

1. Intense Competition
2. Changing Industry Trends
3. Economic Volatility

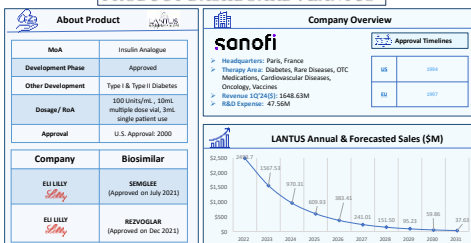
PROJECT DESCRIPTION

- **Competitive Intelligence** involves the systematic and strategic gathering, analysis, and dissemination of business-relevant information to maintain a competitive edge.
- According to WHO globally 420 million suffered, T1DM's market is influenced by rising prevalence, technological advancements, and new therapies.
- My project entailed data collection, filtering and evaluation, company pipeline assessment, data compilation, and the creation of a comprehensive PowerPoint presentation for T1DM



*These two slides illustrate the diverse drug molecules under investigation for T1DM, categorized by their respective clinical trial phases and products that are marketed.

PRODUCT DASHBOARD : LANTUS



*This slide highlights LANTUS by Sanofi, showcasing a detailed product dashboard with key details like expected sales, approved countries, its biosimilars and indications, and more.

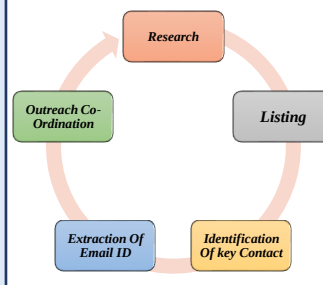
PROJECT DESCRIPTION

Email Extraction and Outreach Coordination for Collaboration and Partnerships -

- It involves identifying and obtaining email addresses of relevant PR agencies or media contacts and then reaching out to them to establish collaboration and partnership opportunities.

My Project entailed following:

- Gathering details of life sciences conferences for the current year.
- Compiling a list of identified conferences.
- Researching each conference's press releases and official websites.
- Finding reliable email addresses for PR agencies or media contacts.
- Gathering the identified contacts information.
- Reaching out to contacts via email for collaboration and media partnerships.



LEARNING OBJECTIVE

- Gained expertise in conducting secondary research and analyzing press releases for valuable pharmaceutical industry insights.
- Gained a thorough understanding of competitive landscape analysis.
- Enhanced skills in creating professional and engaging content tailored for social media platforms, particularly LinkedIn.
- Developed proficiency in email extraction, lead generation, and outreach coordination by collecting and organizing key personnel contact information.

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.

SUGGESTION

- 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.

DIFFERENCE BETWEEN Theoretical Vs 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

