

About:

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, Market Assessment, Conference Coverage, Business development analysis.

Products & Services



Pharma Shots



Intelli Shots



Profile Shots



Trial maps

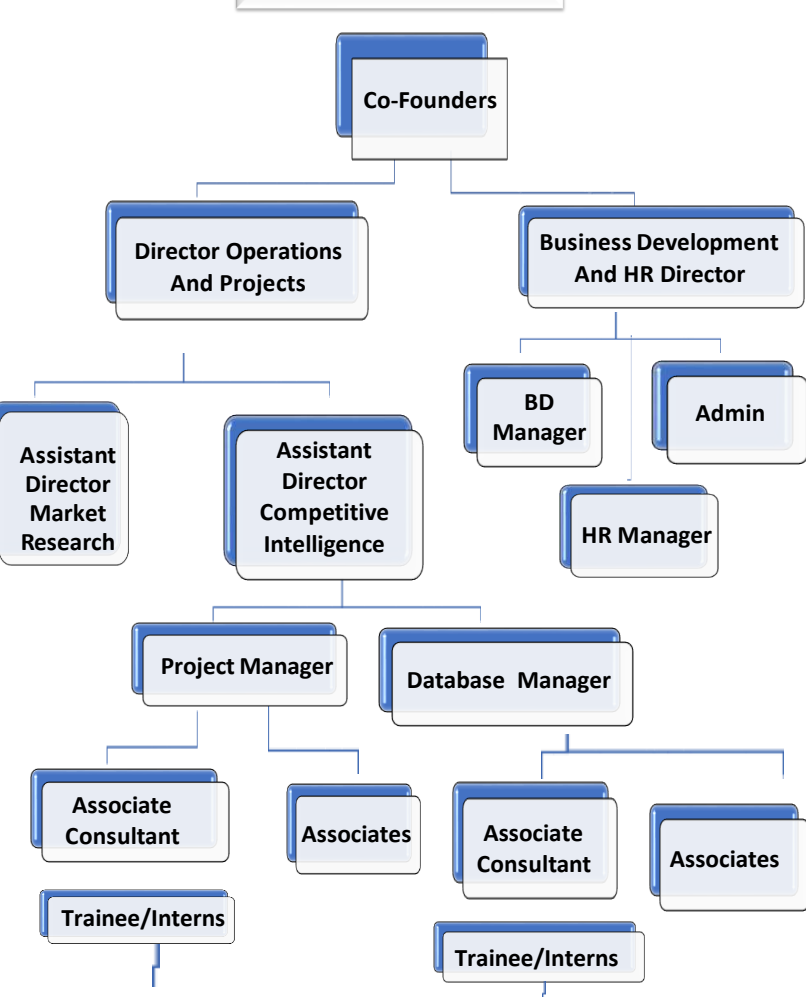
Mission:

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



Steps Involved In Landscape

•The process began by accessing the authoritative clinical trial database, [ClinicalTrials.gov](https://clinicaltrials.gov/). A search was conducted using the specified condition, "Multiple Myeloma " to retrieve relevant clinical trials in progress

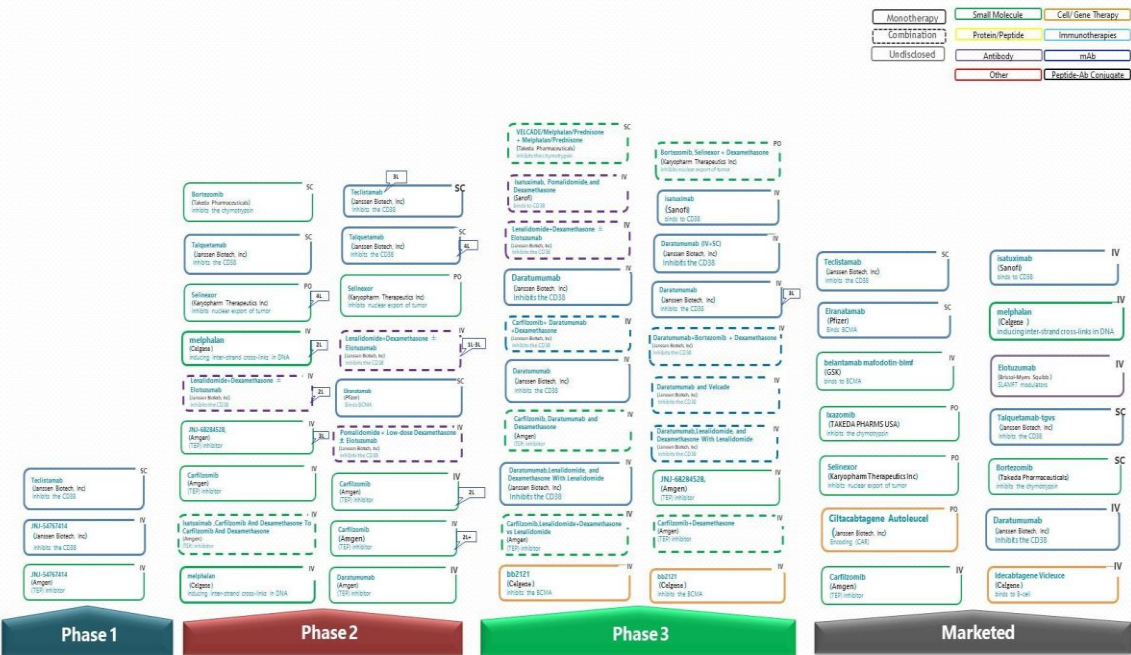
•To refine the obtained results, appropriate filters were applied, considering factors such as trial phase, study type, and target patient population. This step aimed to focus on trials specifically related to JA and filter out unrelated studies

•Following the initial screening, a meticulous cross-verification process was conducted for each trial. The company's pipeline associated with the drug candidate was thoroughly examined to gather additional information regarding its mechanism of action, target indications, and clinical trial phases

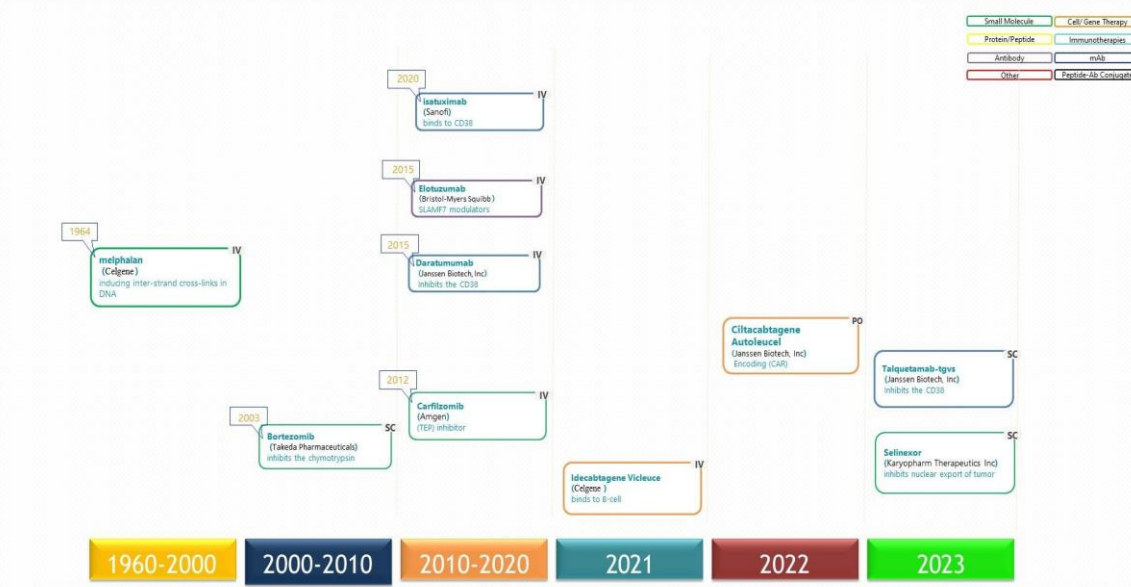
•To organize and consolidate the gathered information, an [Excel file was created](#). This file served as a repository, capturing key data points such as trial identifiers, drug candidates, clinical trial phases, and relevant company details

•Using the compiled data, a PowerPoint presentation was crafted to visually represent the competitive landscape of Multiple myeloma drugs

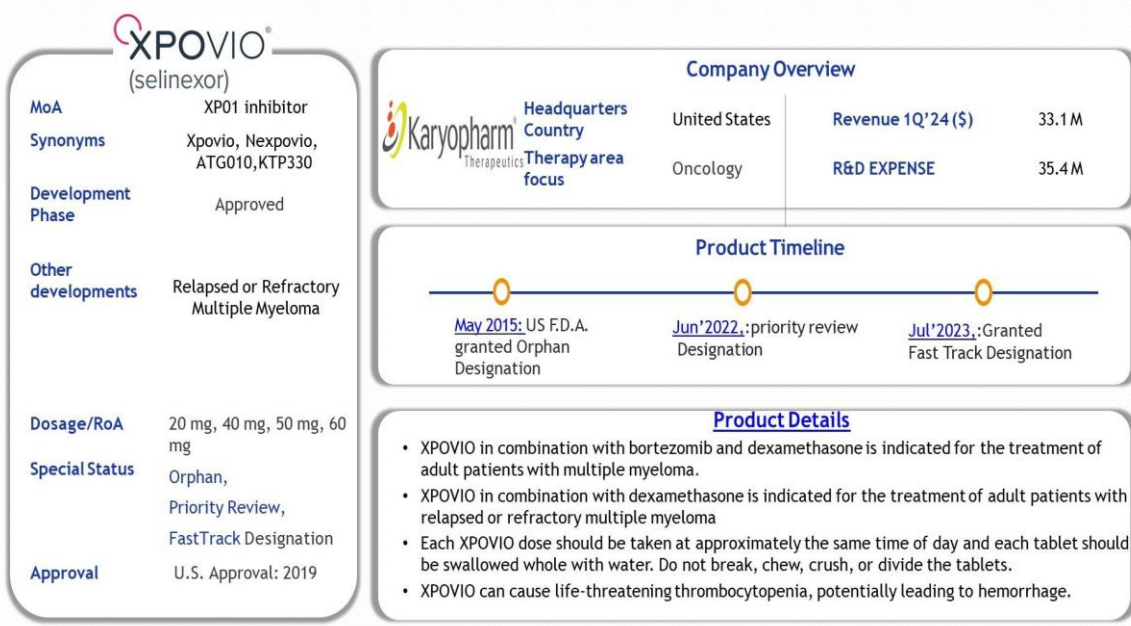
Multiple Myeloma Competitive Landscape



Multiple Myeloma Competitive Landscape



Product Profile

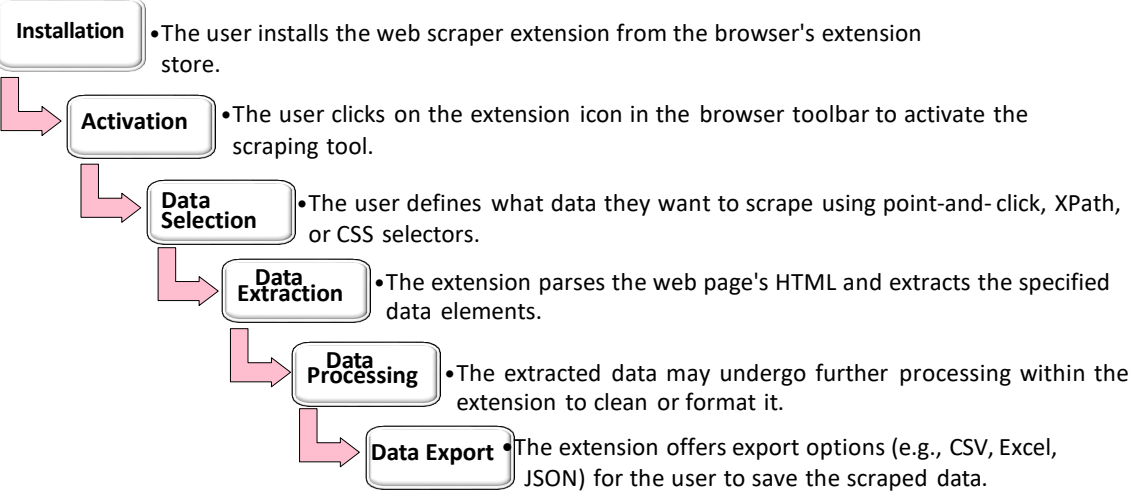


Clinical Trial Outcome: XPOVIO

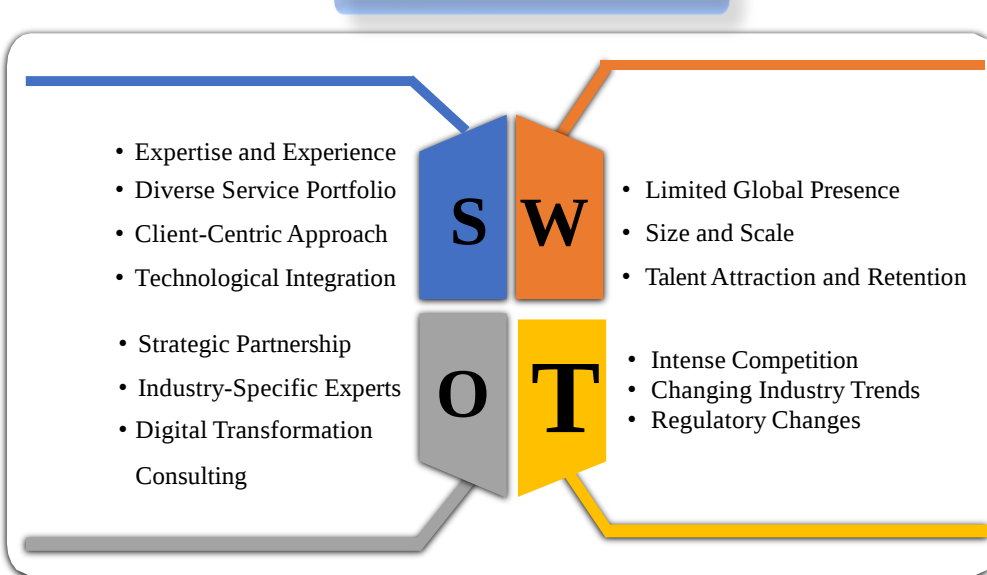
Trials	NCT03110562		NCT02336815	NCT02227251
Endpoints	XVd (n=195)	Vd (n=207)	STORM (n=83)	XPOVIO 60 mg twice weekly (n=134)
(ORR)	(149)	(129)	(21)	(39)
(sCR)	(19)	(13)	(1)	--
(CR)	(14)	(9)	(0)	(18)
(VGPR)	(54)	(45)	(4)	--
(PR)	(54)	(62)	(16)	(21)

(ORR): overall response rate, (sCR): stringent complete response, (CR): Complete response, (VGPR): Very good partial response, (PR): Partial Response

Process of lead Generation



SWOT Analysis



Learnings During Internship

- **Technical Proficiency:** Enhanced practical knowledge and skills.
- **Personal Growth:** Improved soft skills and self-awareness.
- **Mentorship Value:** Learned importance of hard work and perseverance from Sir Himanshu Sehgal.
- **Industry Insights:** Gained deep understanding of pharmaceutical market trends and strategies

Theoretical knowledge and practical exposure

- **Theoretical Knowledge:**
 - ✓ marketing strategy
 - ✓ consumer behavior
 - ✓ financial analysis.
 - ✓ SWOT analysis
 - ✓ customer relationship management (CRM)
- **Practical Exposure:**
 - ✓ Data collection and application of analytical tools.
 - ✓ Actual market conditions.
 - ✓ Implementing strategies
 - ✓ CRM principles
 - ✓ Preparing the quarterly report for Pfizer required not only theoretical understanding of financial metrics but also practical skills in data integration and reporting.

Suggestions for Improvement

- To enhance efficiency and effectiveness at Octavus Consulting, standardize data collection and validation processes, and invest in advanced analytical tools for deeper insights.
- Improve lead generation by developing a consistent content calendar, utilizing advanced analytics tools like Google Analytics, and enhancing internal communication. Streamline quarterly report preparation by creating efficient data integration systems, establishing clear timelines, and soliciting stakeholder feedback.

Project References

