

Internship Report

Submitted



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Master of Business Administration (MBA)
in
Hospital and Health Management

By

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INTRODUCTION

This report outlines my internship at Octavus Consulting; the firm offers business research, market intelligence, market research, and data analysis services. Within the period, I benefited from working with a professional and enthusiastic team with a focus of providing quality services to clients in the bio-pharma, medtech, diagnostics, digital health, and healthcare start-up industries.

Octavus Consulting has established itself in competitive intelligence, product strategies, marketing & analytics, and digital health. This philosophy of right source at the right time for business needs is clearly evident from the projects that the firm yields. They reposition intelligence with dynamic data; knowledge; and technologies, hence delivering to their clients the recipes for strategic competitions.

I have been trained under the supervision of Mr. Himanshu Sehgal, the director of the Octavus consulting as well as my university mentor Vidya Bhushan Tripathi and owe the real-time experience and the understanding of the life science and health care field to him. Through the internship, it was possible to gain practical experience and relate it to the theoretical concepts, and thus improving the understanding more about the field and improving communication, analytical, and research skills.

During the internship, I performed work on the different projects and supported the generation of the tailored researches, analytics and the valuable research reports. The event has also given me not only more information but also understanding of the significance of personal victory, collaboration and knowledge-sharing processes, while they remain the major values provided by Octavus Consulting.

Objectives of Internship

1. **Gain Practical Experience:** To use the theory learned during the academic and practical classes and apply in the bio-pharma, medtech, diagnostics, digital health, and healthcare start-up industries.
2. **Develop Research Skills:** To gain more experience regarding systematize business research, market intelligence, and research specific to the market, through the completion of various projects using different type of research approaches.
3. **Learn Data Analytics:** To gain and develop competencies in data analysis, knowledge about how a data analysis process looks like and is conducted to deliver results that encompass a client's desire.
4. **Understand Industry Dynamics:** For the enhancement of understanding of life science or health care markets, or competition, or regulations etc.

5. **Contribute to Projects:** To be capable of engaging into the development of special reports on customer's needs and solutions to the different projects of the Octavus Consulting.
6. **Develop Professional Skills:** For the purpose of developing key competencies which include communication skills, teamwork, time management and problem solving by operating in a pluralistic, fast-paced consulting setting.
7. **Learn from Mentorship:** To learn from the experience of other successful students especially from the directors such as Mr. Himanshu Sehgal from Octavus Consulting and my university mentor Vidya Bhushan Tripathi.
8. **Network Building:** To develop a professional network of people working in the consulting sector and the healthcare industry to get contacts that can help in the future job search.
9. **Understand Client Needs:** To find out best practices of how to identify clients' needs and provide them with kind of solution that would be engaging and useful for making key business decisions.
10. **Enhance Analytical Thinking:** For the enhancement of critical and analytical thinking skills through accomplishment of activities involving extensive analysis and planning.
11. **Foster Innovation:** To foster innovation and thus contribute to the creation of new ideas for research and analyses of clients' situations, design effective and efficient solutions and strategies.

Organizational Profile

Octavus Consulting is a boutique consulting firm specializing in comprehensive business research, market intelligence, market research, and data analytics. The firm offers support and outsourcing solutions to a diverse clientele, including bio-pharma companies, medtech firms, diagnostics companies, digital health organizations, and healthcare start-ups.

Mission: Octavus Consulting is dedicated to addressing business needs with precision by providing the right sources at the right time. The firm aims to redefine intelligence through the integration of dynamic data, knowledge, and technology, enabling clients to make informed strategic decisions.

Vision:

- To be a valued partner to clients and an asset to the community.
- To approach and deliver every project with enthusiasm and dedication.
- To offer differentiated services that provide value-for-value returns.

Values:

- **Individual Excellence:** Encouraging personal growth and excellence in every team member.
- **Teamwork:** Fostering a collaborative environment where knowledge and skills are shared freely.

- Client Focus: Prioritizing client needs and delivering customized, high-quality solutions.
- Integrity: Maintaining the highest standards of integrity and professionalism in all dealings.

Team: Octavus Consulting boasts a team of young professionals with rich experience in the life sciences and healthcare domains. This diverse team ensures that clients receive insightful research reports and databases that are highly valued.

Advisors:

- Chris Dokomajilar, Founder Dealforma
- Hareesh Parandhaman, Founder WinWithBiosimilars
- Mitul Agarwal, Pharma Veteran and Director QBD Biosciences
- Dr. Dinesh Kundu, Co-Founder and Director QBD Biosciences

Client Testimonials: Clients commend Octavus Consulting for its impressive results, passionate team, and insightful research. The firm's commitment to going the extra mile and delivering credible insights has earned it a place on many clients' lists of top business partners.

Services Provided by Octavus Consulting

Offerings:

1. PharmaShots:
 - An innovative news service providing concise real-time updates on the pharma, biotech, medtech, digital health, diagnostics, and life sciences industries.
2. IntelliShots:
 - A cloud-based customized platform offering real-time updates to track competitor activity and create strategic and comprehensive solutions.
3. ProfileShots:
 - A curated KOL (Key Opinion Leader) profiling service for the life sciences and pharmaceutical industries, maintaining records of key opinion leaders in relevant therapy areas. (Coming Soon)
4. TrialMaps:
 - A global trial analysis service offering advanced analytics for a broad analysis of ongoing clinical trials, providing updates on competitors' products. (Coming Soon)

Products & Services:

- **Competitive Intelligence:** Providing insights into industry trends, competitor strategies, and market dynamics to help clients stay ahead of the competition.
- **Product Strategies:** Assisting clients in developing and optimizing product strategies to maximize market potential and achieve business goals.
- **Marketing & Analytics:** Offering data-driven marketing strategies and analytics to enhance client decision-making processes and marketing effectiveness.
- **Digital Health:** Supporting the digital transformation of healthcare through innovative solutions and strategies tailored to digital health companies.

Key Platforms:

- **IntelliShots:** An intuitive platform that serves as a one-stop solution for understanding the current scenario of competitors. It provides updated news headlines along with their future implications, enabling clients to derive strategic plans based on these insights.

Key Activities and Projects Undertaken Other than Dissertation

During my internship at Octavus Consulting, I was involved in several key activities and projects that provided me with valuable hands-on experience and deepened my understanding of the life sciences and healthcare industries. These projects included:

Competitive Landscape Analysis and Market Research

1. **Fabry Disease:**
 - Conducted an in-depth competitive landscape analysis and market research for Fabry Disease.
 - Developed detailed company and product profiles to understand market positioning and competitive dynamics.
2. **Radiopharmaceuticals:**
 - Analyzed industry trends and conducted a competitive landscape analysis for the radiopharmaceuticals sector.
 - Assessed market opportunities, potential challenges, and key competitors in the field.

Secondary Data Research

- **New Molecules in Clinical Trials:**
 - Performed secondary data research on new molecules in clinical trials across various therapeutic indications.

- Gathered and analyzed data on clinical trial progress, molecule efficacy, and potential market impact.

Comprehensive Cost-Benefit Analysis

- Gene Therapies for Spinal Muscular Atrophy (SMA):
 - Conducted a comprehensive cost-benefit analysis of gene therapies for Spinal Muscular Atrophy (SMA).
 - Evaluated clinical efficacy, commercial viability, and market challenges for key therapies including Zolgensma, Evrysdi, and Spinraza.
 - Analyzed sales data, forecasts, pricing strategies, patient outcomes, and the competitive landscape.
 - Provided strategic insights for product positioning and market access strategies, helping to inform decision-making for market entry and competitive strategy.

Key Learnings from Internship

My internship at Octavus Consulting has been a profoundly enriching experience, providing me with numerous learning opportunities that have significantly contributed to my professional and personal growth. Here are the key learnings from my time at the firm:

Practical Application of Theoretical Knowledge

- **Real-World Research and Analysis:** I learned to apply theoretical concepts from my academic studies to practical research and analysis tasks, enabling me to bridge the gap between classroom learning and industry application.
- **Data Interpretation:** Gained proficiency in interpreting complex data sets, transforming raw data into meaningful insights for strategic decision-making.

Industry-Specific Knowledge

- **Life Sciences and Healthcare Sectors:** Deepened my understanding of the bio-pharma, medtech, diagnostics, digital health, and healthcare start-up sectors, including market trends, regulatory environments, and competitive landscapes.
- **Therapeutic Areas:** Acquired specific knowledge about various therapeutic areas, including Fabry Disease, radiopharmaceuticals, and gene therapies for Spinal Muscular Atrophy (SMA).

Research and Analytical Skills

- **Competitive Landscape Analysis:** Enhanced my ability to conduct thorough competitive landscape analyses, identifying key players, market opportunities, and potential challenges.

- **Cost-Benefit Analysis:** Developed skills in performing comprehensive cost-benefit analyses, evaluating clinical efficacy, commercial viability, and market challenges of therapeutic products.

Professional Skills

- **Communication:** Improved my written and verbal communication skills through regular interactions with team members and the presentation of research findings.
- **Teamwork:** Experienced the importance of teamwork and collaboration, learning how to effectively work with a diverse team of professionals to achieve common goals.
- **Time Management:** Honed my time management and organizational skills by balancing multiple projects and meeting deadlines in a fast-paced consulting environment.

Strategic Insights and Decision-Making

- **Market Strategy Development:** Gained insights into developing market strategies and product positioning, understanding how to align research findings with business objectives.
- **Client-Centric Approach:** Learned the importance of adopting a client-centric approach, ensuring that research and analysis meet the specific needs and expectations of clients.

Mentorship and Guidance

- **Professional Growth:** Benefited from the mentorship and guidance of experienced professionals, including Mr. Himanshu Sehgal and my university mentor, Vidya Bhushan Tripathi. Their feedback and advice have been instrumental in my professional development.
- **Continuous Learning:** Embraced the culture of continuous learning and improvement, recognizing the value of staying updated with industry trends and advancements.

Innovation and Creativity

- **Problem-Solving:** Developed innovative problem-solving skills by tackling complex research questions and finding creative solutions to industry challenges.
- **Technological Integration:** Learned about the integration of technology in research and analytics, utilizing advanced tools and platforms to enhance research efficiency and accuracy.

