

OCTAVUS CONSULTING

Octavus is a specialized consulting firm that collaborates with biopharma, medtech, diagnostics, digital health companies, and healthcare start-ups to provide comprehensive business research, market insights, and data-driven analytics. We offer customized support and outsourcing solutions that empower clients to make informed decisions, uncover growth opportunities, and achieve sustainable success.

Services Offered :

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



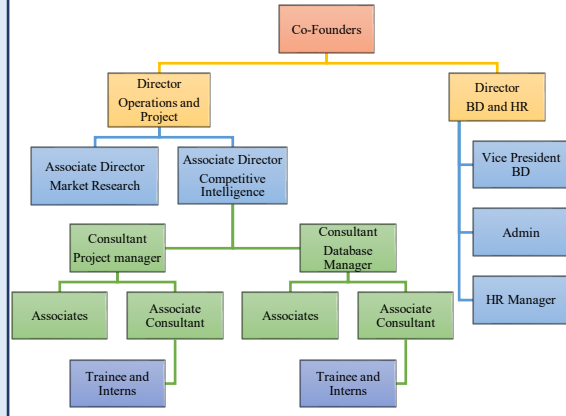
MISSION

Our mission is to meet business needs with the right insights at the right time, empowering our clients to make strategic decisions with confidence. We redefine intelligence by combining dynamic data, deep industry knowledge, and cutting-edge technology.

VISION

- Be a trusted partner to our clients and a valuable contributor to our communities.
- Deliver every project with unwavering enthusiasm and commitment.
- To provide a differentiated offering resulting in the value-for-value return

ORGANOGRAM



STRENGTH

1. Proven Expertise and Industry Experience
2. Customer-Centric, Tailored Solutions
3. Comprehensive Service Portfolio

WEAKNESS

1. Limited global presence
2. Modest Size and Scale

SWOT Analysis

OPPORTUNITIES

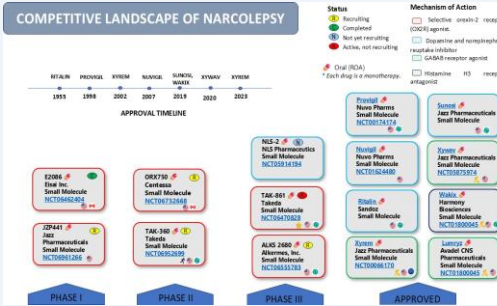
1. Expansion into new markets.
2. Leverage Industry-Specific Expertise
3. Build Strategic Partnerships

THREATS

1. Intense Competition
2. Rapidly Evolving Industry Trends
3. Economic Volatility

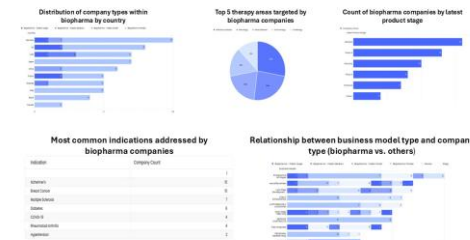
PROJECT DESCRIPTION

- Competitive intelligence is the process of carefully collecting, analyzing, and sharing business information to help a company stay ahead of its competitors.
- According to estimates, narcolepsy affects nearly 3 million people worldwide, and its market is driven by increasing diagnosis rates, growing awareness, and the development of novel treatment options.
- My project entailed data collection, filtering and evaluation, company pipeline assessment, data compilation, and the creation of a comprehensive PowerPoint presentation for Narcolepsy Type 1 and Type 2.



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

Global Biopharma Landscape: Insights & Trends



*This slide highlights the Global Biopharma Landscape, presenting a comprehensive overview with key insights on leading companies, therapeutic focus areas, market trends, clinical pipeline activity, and competitive dynamics

PRODUCTS & SERVICES



PROJECT DESCRIPTION

Secondary Research and Competitive Landscape Mapping of Global Biopharma Companies

- It involves systematically collecting, validating, and analyzing secondary data from credible sources to build a comprehensive view of the global biopharma industry and its competitive environment.

My Project entailed following:

- Gathering key company details from reliable secondary sources such as ClinicalTrials.gov, FDA.gov, annual reports, and industry publications.
- Compiling information on product portfolios, therapeutic focus areas, and clinical pipelines.
- Collecting data on global drug approvals, biosimilars, and market presence across regions.
- Validating and cross-checking information from multiple sources to ensure accuracy.
- Organizing the collected data into a structured landscape format highlighting trends and competition.
- Preparing dashboards and slides to present insights on company positioning and market dynamics.
- Mapping leading companies against emerging players to highlight innovation and growth opportunities.
- Summarizing findings into actionable insights that support market analysis and strategic decision-making.

LEARNING OBJECTIVE

- Gained valuable skills in conducting secondary research for company profiling, which helped to map out the global biopharma landscape in a clear and insightful way.
- Gained a thorough understanding of competitive landscape analysis.
- Developed skills in conducting in-depth secondary research, collecting and validating data from sources such as ClinicalTrials.gov and FDA.gov on drug trials and approvals, which has ultimately supported competitive landscape mapping and market analysis.
- 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

- Use verified clinical and regulatory data to get a clearer view of competitors in the biopharma market.
- Include detailed secondary research in market studies to make strategies more accurate.

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

Adis Insight

NIH
ClinicalTrials.gov

G

PubMed.gov

FDA

U.S. FOOD & DRUG
ADMINISTRATION