

About Octavus

Octavus is a global consulting firm, specializing in holistic market solutions for diverse Life science sectors such as Biopharma, MedTech, Nutraceuticals, Cosmetics, Diagnostics, Digital health, Animal health, and Healthcare start-ups.

Services Offered:-

Competitive intelligence, Product strategy development, Marketing analytics, Digital health solution, Brand Building.

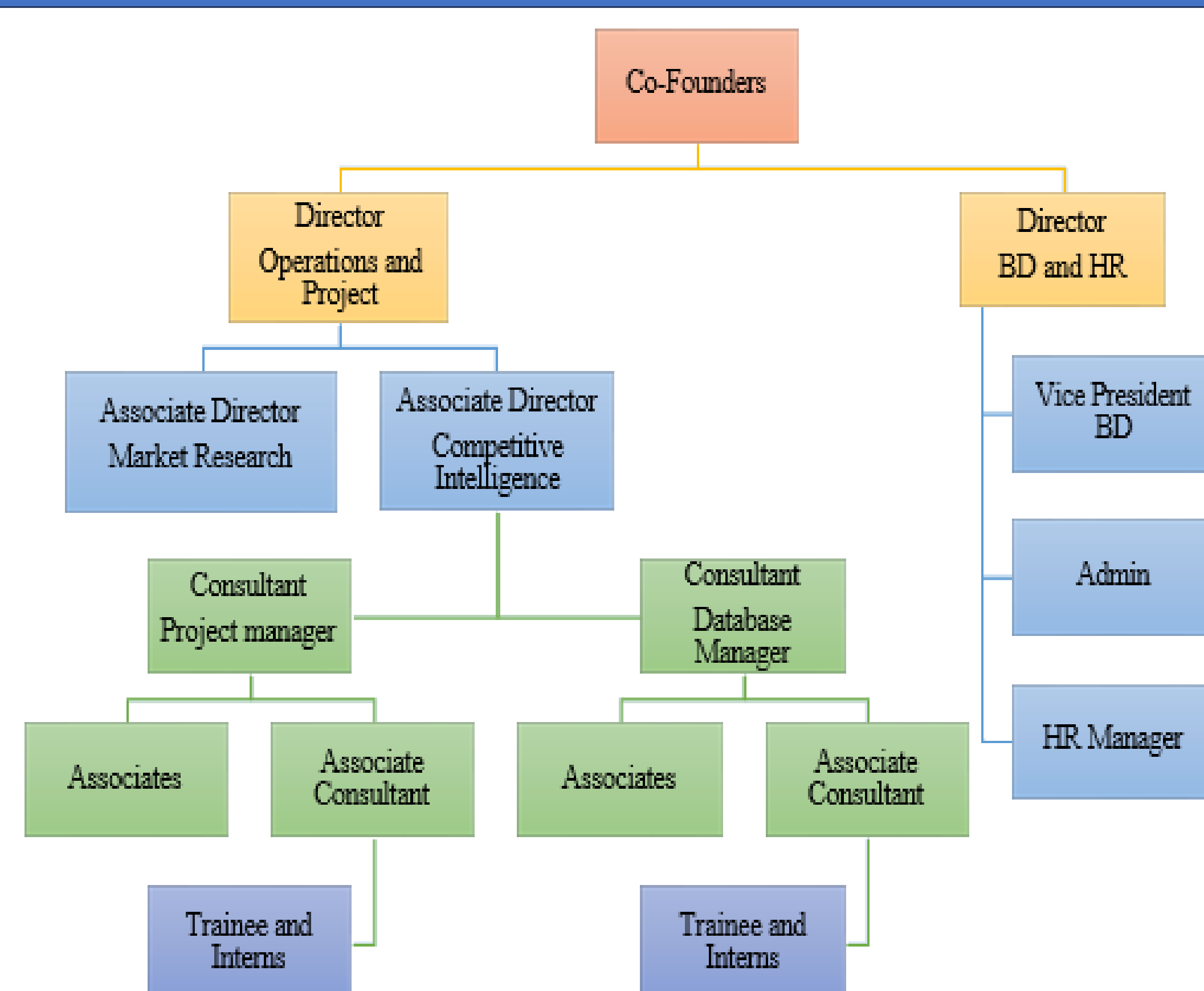
Mission

Octavus empowers clients with timely, accurate insights for strategic decision-making. We combine data, expertise, and technology to deliver intelligent, high-impact business solutions and lasting value.

Vision

Our vision is to be a trusted partner to clients and a valuable contributor to communities. We approach every project with passion, aiming to deliver distinctive solutions that create meaningful value.

Organization Structure



SWOT Analysis

SWOT

Strength

- Diverse service portfolio
- Customer-centric or Customized solutions for clients

Weakness

- Limited Global Presence
- Only served in health-care industry and in the limited field

Opportunity

- Expansion into New market
- Emerging trends in healthcare and pharmaceutical industries

Threat

- Intense Competition from big consulting firm.
- Changing Industry trends

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
- Cholangiocarcinoma is a rare, aggressive cancer with poor prognosis. It accounts for **~3% of GI cancers** and is often diagnosed late, leading to high morbidity and limited treatment options.
- The global cholangiocarcinoma treatment market is growing steadily, expected to surpass **USD 1.2 billion by 2030**, driven by new therapies and rising disease incidence.

Cholangiocarcinoma Competitive Landscape (Last 2 years)



This slide illustrated the various drug molecules under investigation for Acute Kidney Injury, segregated based on their respective clinical trial phases.

Steps involved in Competitive landscape

Data Collection

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

Filtering & Evaluation

To refine results, filters were applied based on trial phase, study type, and target population

Pipeline review

After initial screening, each trial was cross-verified, and the company's pipeline was analyzed to gather details on the drug's mechanism, target indications, and trial phases.

Data Compilation

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.

Presentation Design

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

Key Insights

- Most drugs are in early trial phases (Phase 1 & 2), indicating active research and development.
- Few drugs approved: Pemazyre, Tibsovo, Lytgobi, Imfinzi.
- AstraZeneca leads with 6 trials, mainly focused on Durvalumab and its combinations, showing strong interest in immunotherapy.
- Many drugs have accelerated, orphan, fast track, breakthrough designations, highlighting the urgent need for new treatments.

Difference Between practical exposure at SIP Organization and Theoretical Understanding?

Theoretical understanding helps me build essential conceptual knowledge, while practical exposure enhances my skills such as time management, problem-solving, and critical thinking. Practical experience allows me to face real-world challenges and strengthens my ability to think critically in order to meet client needs.

Challenges

- Adjusting during the initial days was challenging, as the company environment is completely different from college life.
- Faced difficulty with time management, especially during tight client deadlines.
- Ensuring data accuracy and maintaining high quality was also a key challenge.

Suggestions

- Training videos should be provided so that interns can watch them whenever they have any doubts.
- Study material should be shared clearly to help interns understand their work better and avoid confusion.
- Some automation tools can be used to save time, like for sending emails or helping with online research.

Key learnings

- Developed expertise in conducting secondary research, enhancing my ability to gather, evaluate, and analyse relevant information from credible sources.
- Gained hands-on experience in analysing press releases, extracting valuable insights related to the pharmaceutical industry.
- Acquired a strong understanding of competitive landscape analysis, including market positioning and key differentiators.
- Learned the process of company profiling for various pharmaceutical firms, focusing on business strategies, pipelines, partnerships, and financials.
- Improved data organization and visualization through structured Excel reporting