

SUMMER INTERNSHIP PROGRAM

at

Octavus Consulting

From 12/05/2025 to 25/07/2025

A REPORT BY

Ritika Madhoiya

Master of Business Administration

Pharmaceutical Management

Roll no- 0690

2024-26

under the Mentorship of

Dr. Sudhinder Singh Chowhan

Associate Professor





Date: 25/07/2025

INTERNSHIP COMPLETION CERTIFICATE

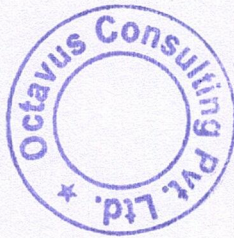
This is to certify that, **Ms. Ritika Madhoiya**, student of IIHMR Jaipur has completed her internship at '**Octavus Consulting**, located in **B-66, Sector 63 Rd, B Block, Sector 63, Noida, Uttar Pradesh 201301**', from **12th May 2025** to **25th July 2025**. Her guide/mentor during the project was **Ms. Ruchi Sengar, Associate Consultant**.

The overall performance shown by her during the period was good. This certificate is being issued to meet the requirements of the IIHMR University.

We wish her all the best for future endeavours.

For Octavus Consulting

Ms. Ruchi Sengar
Associate Consultant



IIHMR University Faculty Mentor Approval

This is to certify that **Ms Ritika Madhoiya** of academic year 2024-26 of **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May-July 2025,

She has carried out work as per the guidelines. Her poster is approved for presentation,



Date: 28/07/2025

Dr. SUDHINDER SINGH CHOWHAN

Associate Professor

About Company

Founded in 2017 by Aditya Singh and Himanshu Sehgal, Octavus Consulting is a global consulting firm offering tailored services including competitive intelligence, product strategies, marketing analytics, digital health solutions, conference coverage, and brand building for diverse Life science sectors such as Biopharma, MedTech, Nutraceuticals, Cosmetics, Diagnostics, Digital health, Animal health, and Healthcare start-ups.

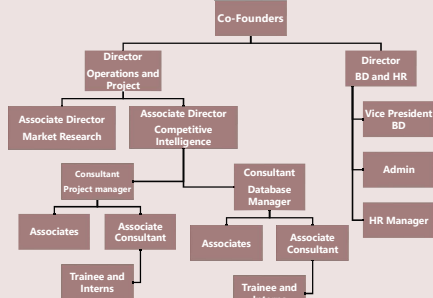
Mission

To deliver timely, accurate insights for strategic decision-making by leveraging dynamic data, knowledge, and technology – offering impactful solutions that empower clients and drive growth.

Vision

To be a trusted partner to clients and recognized as a valuable asset to communities by approaching every project with passion and commitment, ensuring excellence in delivery, and offering unique, differentiated solutions that create meaningful, mutual value.

Organogram



Theoretical concepts

VS

Practical Application

Secondary research methods

Applied in company profiling & CL analysis

Clinical trials concepts

Interpreted CT data for phase/status/location

Regulatory concepts

Mapped designations, approvals, novel drug trends

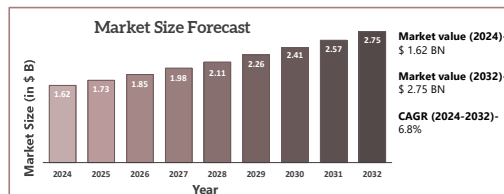
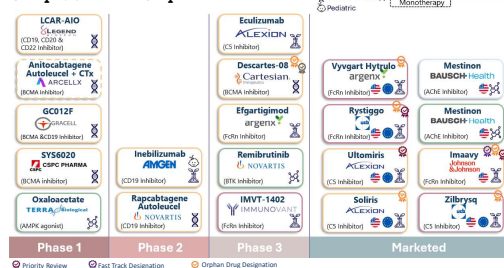
Pharmacoepidemiology

Analyzed patient segments and visualized prevalence trends

Project Description

- Competitive Intelligence involves systematic collection, analysis, and interpretation of data about competitors and the external environment to support informed decision-making and making and have a competitive edge.
- Myasthenia gravis is a chronic neuromuscular disease that causes weakness and rapid fatigue of voluntary muscles. The global Myasthenia Gravis treatment market is experiencing substantial growth, driven by factors like increasing prevalence, advancements in treatment options, and a growing awareness of the disease.
- The project focused on gathering data from key platforms, including ClinicalTrials.gov for clinical trial analysis, company pipelines for portfolio evaluation, and Drugs@FDA for approval tracking, followed by compiling and consolidating the findings to construct a comprehensive Competitive landscape of Myasthenia Gravis.

Myasthenia Gravis Competitive Landscape:



Product Profiling: SOLARIS

About Product		Company Overview	
INN: Eculizumab	Dosage: 900 mg --	Therapy Area	Headquarter:
MoA: C5 inhibitor	1200 mg	Bone Metabolism, Cardiology, Endocrinology, Haematology, Nephrology, Neurology & Rare Cancers.	
RoA: Intravenous	Frequency: Q4W --QW		
Development Phase: Later --Q2W thereafter			
Approved			

STRENGTHS

- Industry relevant expertise
- Customer centric/ Customized approach
- High quality deals database

OPPORTUNITIES

- Expansion into new markets
- Focus on emerging niches like immuno-oncology
- Strategic Collaboration

SWOT ANALYSIS

WEAKNESSES

- Narrow reach beyond biopharma
- Limited Size & Scale
- Dependent on inconsistent public sources

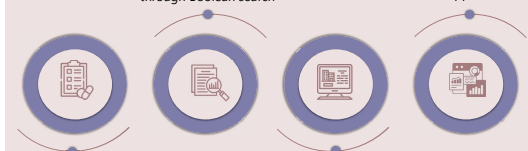
THREATS

- Intense Competition
- Changing Industry Trends
- Data gaps risk credibility

Key Learnings

Secondary Research
Enhanced ability to extract and analyze relevant information from diverse databases and websites through Boolean search

Competitive landscape
Gained expertise in mapping pipelines, clinical trials, and approvals.



Product Profiling
Developed proficiency in evaluating products by MOA, ROA and indication

Company Profiling
Strengthened ability to profile companies by type, development stage and business model

Challenges faced

- Ensuring data accuracy and quality
- Managing time efficiently across multiple parallel tasks
- Handling incomplete information with precision
- Overcoming language barriers and limited information when researching non-English sources

Suggestions

- Build a centralized resource database to streamline therapeutic area research and avoid duplication of effort
- Improve access to verified global company data, especially for regions like China and Japan
- Leverage AI tools for faster data extraction and screening during secondary research

Weekly Report 01

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

Roll no: 0690

Stream: MBA Pharmaceutical Management

Week no: 01

From: 12/05/2025 to 16/05/2025

Activity Done	• Induction: Company overview, culture • MS Excel & PowerPoint training and practice • Overview of Secondary Research • Gained insights into Clinical Trials, US FDA, and EMA designations • Trained in data collection from US FDA and EMA websites
Linking theory (Classroom learning) with practice at your organisation	• Applied clinical trials and US FDA designation concepts from Regulatory Environment classes and Secondary Research from Research Methods classes • Utilized MS Excel skills in practice
Gaps identified on the working area.	• Quickly grasping multiple new concepts in detail has been challenging • Training sessions feel too brief to fully absorb the material
Suggestions for improvement	• Lengthen training sessions for better understanding. • Enhance proficiency in navigating US FDA, EMA, and clinicaltrials.gov
Plan for the next week	• Perform Conference Coverage task • Training on Drug Profiling

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Report 02

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

Roll no: 0690

Stream: MBA Pharmaceutical Management

Week no: 02

From: 19/05/2025 to 23/05/202

Activity Done	• Collected data for ASCO Conference Coverage • Training on Drug Profiling and key product attributes • Compiled monthly FDA Novel Drug Approvals (Jan'24) • Studied regulatory designations and gathered April 2025 US FDA designation grant data via press releases • Optimized SEO for PharmaShots posts by updating meta tags and keywords
Linking theory (Classroom learning) with practice at your organisation	• Applied drug development and regulatory affairs knowledge from classroom. • Applied SEO learnings from Digital and Social Media Marketing classes.
Gaps identified on the working area.	• Lack of structured guidance on transforming raw data into visually compelling and insightful presentations. • Conference coverage training was given after task assignment, limiting initial clarity.
Suggestions for improvement	• Ensure training sessions are conducted prior to task allocation for better preparedness.
Plan for the next week	• Prepare April 2025 FDA designation grants data dashboard • Training on Pipeline Analysis

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Weekly Report 03

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

Roll no: 0690

Stream: MBA Pharmaceutical Management

Week no: 03

From: 26/05/2025 to 30/05/2025

Activity Done	• Created monthly dashboard for US FDA designation grants • Collected and visualized drug profiling data for Lynparza • Briefed up on Pipeline Analysis • Conducted Pipeline Analysis, Clinical Trial Analysis, and Approval Analysis for various immuno-oncology companies.
Linking theory (Classroom learning) with practice at your organisation	• Used prior Excel training for structuring dashboards and data sets
Gaps identified on the working area.	• Time-consuming manual data collection from multiple sources • Difficulty in distinguishing between similar or overlapping data points
Suggestions for improvement	• Share reference examples or templates to clarify expectations and improve consistency
Plan for the next week	• Continue clinical trial, pipeline, and approval analysis for immuno-oncology companies • Training on Competitive Landscape

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Weekly Report 04

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

Roll no: 0690

Stream: MBA Pharmaceutical Management

Week no: 04

From: 02/06/2025 to 06/06/2025

Activity Done	- Continued performing Clinical Trial Analysis, Pipeline Analysis, and Approval Analysis for various immuno-oncology companies - Received training on Competitive Landscape
Linking theory (Classroom learning) with practice at your organisation	No direct connection between assigned tasks and classroom learning this week
Gaps identified on the working area.	- Limited feedback on completed tasks - Difficulty in distinguishing between similar or overlapping drug related data points
Suggestions for improvement	- Schedule regular feedback sessions to receive timely guidance and enhance skill development - Brush up core concepts to strengthen data interpretation
Plan for the next week	- Perform Competitive Landscape task - Continue clinical trial analysis for immuno-oncology companies - Training on MS Excel Basics

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Weekly Report 05

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

Roll no: 0690

Stream: MBA Pharmaceutical Management

Week no: 05

From: 09/06/2025 to 13/06/2025

Activity Done	• Clinical Trial Analysis, Pipeline Analysis, and Approval Analysis for various immuno-oncology companies • Competitive Landscape building for Sjögren's syndrome • Basic MS Excel training • Company Profiling training
Linking theory (Classroom learning) with practice at your organisation	• Applied Excel skills learned during classroom sessions
Gaps identified on the working area.	• Difficulty in locating official websites for Chinese and Japanese companies during profiling
Suggestions for improvement	• Create a reference guide or checklist with trusted sources to streamline profiling of Chinese and Japanese companies
Plan for the next week	• Creating a database for Competitive Landscape analysis • Perform Company Profiling task • Advance MS Excel training

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Weekly Report 06

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

Roll no: 0690

Stream: MBA Pharmaceutical Management

Week no: 06

From: 16/06/2025 to 20/06/2025

Activity Done	• Company Profiling for a deals database company • Received a brief on corporate transactions types • Competitive Landscape building for Sjögren's syndrome • Advanced MS Excel training • Engaged in primary research focused on the bio-consumables segment to gather insights into market potential
Linking theory (Classroom learning) with practice at your organisation	• Revisited merger and acquisition concepts learned in the business development class
Gaps identified on the working area.	• Difficulty in locating official websites for Chinese and Japanese companies during profiling
Suggestions for improvement	• Create a reference guide or checklist with trusted sources to streamline profiling of Chinese and Japanese companies
Plan for the next week	• Creating a database for Competitive Landscape analysis for Myasthenia Gravis • Continue the Company Profiling task



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Weekly Report 07

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

Roll no: 0690

Stream: MBA Pharmaceutical Management

Week no: 07

From: 23/06/2025 to 27/06/2025

Activity Done	• Company Profiling for a deals database company • Competitive Landscape building for Myasthenia Gravis • Engaged in primary research focused on the bio-consumables segment to gather insights into market potential
Linking theory (Classroom learning) with practice at your organisation	• No direct connection between assigned tasks and classroom learning this week
Gaps identified on the working area.	• Difficulty in locating official websites for Chinese and Japanese companies during profiling
Suggestions for improvement	• Create a reference guide or checklist with trusted sources to streamline profiling of Chinese and Japanese companies
Plan for the next week	• Creating a database for Competitive Landscape analysis • Continue the Company Profiling task

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Weekly Report 08

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

Roll no: 0690

Stream: MBA Pharmaceutical Management

Week no: 08

From: 30/06/2025 to 04/07/2025

Activity Done	• Company profiling for a biopharma deals database company, including extracting information on company background, therapeutic focus, and recent partnerships • Competitive Landscape analysis by identifying companies working in similar therapeutic area, reviewing their pipelines, and ongoing clinical trials
Linking theory (Classroom learning) with practice at your organisation	• No direct connection between assigned tasks and classroom learning this week
Gaps identified on the working area.	• Difficulty in locating official websites for Chinese and Japanese companies during profiling
Suggestions for improvement	• Create a reference guide or checklist with trusted sources to streamline profiling of Chinese and Japanese companies
Plan for the next week	• Start creating the Competitive Landscape dashboard • Continue the Company Profiling task



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Weekly Report 09

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

Roll no: 0690

Stream: MBA Pharmaceutical Management

Week no: 09

From: 07/07/2025 to 11/07/2025

Activity Done	- Continued company profiling for a biopharma deals database company - Created Competitive Landscape visuals - Conducted comprehensive clinical trial analysis, including phase-wise, study status-wise, and location-wise distribution - Compared US drug designations from 2023 and 2024, identifying major designation trends and key approvals
Linking theory (Classroom learning) with practice at your organisation	Applied concepts from Regulatory Environment and Research Methods in analysing FDA designations and conducting clinical trial data analysis
Gaps identified on the working area.	- Difficulty confirming the indication for a drug designation grant due to unclear or inconsistent press releases - No platform provides a consolidated list of approved drugs by indication. The US FDA lists approvals but does not organize them indication-wise
Suggestions for improvement	Variety of work should be assigned to the intern.
Plan for the next week	- Market size forecasting and prevalence estimation of Myasthenia Gravis - Continue the Company Profiling task



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Weekly Report 10

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

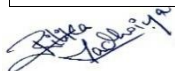
Roll no: 0690

Stream: MBA Pharmaceutical Management

Week no: 10

From: 14/07/2025 to 18/07/2025

Activity Done	• Conducted market size forecasting and prevalence estimation for Myasthenia Gravis using publicly available research databases and literature • Performed product profiling for Soliris by compiling key attributes • Developed a visual dashboard to enhance clarity and interpretation of Soliris profiling work
Linking theory (Classroom learning) with practice at your organisation	• Applied epidemiology concepts for prevalence estimation • Integrated pharmacology related concepts into product profiling task, particularly regarding drug mechanism of action, route of administration and therapeutic area
Gaps identified on the working area.	• Different sources reported different estimates for the global Myasthenia Gravis treatment market size for 2024, making it difficult to identify a standard reference
Suggestions for improvement	• To enhance access to reliable, disease-specific market insights and drug development data, the organization could improve availability of high-quality, consistent, and regularly updated datasets for more accurate and efficient evaluations.
Plan for the next week	• Identify approved drug products for Narcolepsy • Conduct clinical trial results analysis



Signature of the Student

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Weekly Report 11

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

Roll no: 0690

Stream: MBA Pharmaceutical Management

Week no: 11

From: 21/07/2025 to 25/07/2025

Activity Done	- Identified and compiled approved drug products for Narcolepsy - Analyzed clinical trial results, focusing on both primary and secondary endpoints
Linking theory (Classroom learning) with practice at your organisation	Applied concepts from clinical research and regulatory affairs to interpret trial endpoints and drug approval status
Gaps identified on the working area.	Faced difficulty in confirming the exact count of approved drug products for Narcolepsy due to discrepancies across sources and databases
Suggestions for improvement	Creating an internal repository for previous disease area analyses could save research time and ensure consistency across therapeutic area evaluations
Plan for the next week	Completion of the internship period



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Compiled Reporting Format

Name of the Organisation: Octavus Consulting

Area/ Department/ Project of Summer Internship Program: Competitive Intelligence

Name of the Student: Ritika Madhoiya

Roll no: 0690

Stream: MBA Pharmaceutical Management

Activity Done	➤ Competitive Landscape of Myasthenia Gravis: • Developed a structured database and visual dashboards to assess the competitive landscape for Myasthenia Gravis. • Identified key competitors, evaluating their marketed products, development pipelines, clinical trial phases. • Analyzed global clinical trial data for Myasthenia Gravis to identify trends in trial phase, study status, and geographic locations. This helped in understanding the global research focus, clinical development stages and regional activity in the MG therapeutic space. ➤ April 2025 FDA Designation Grant Dashboard: • Collected and organized data on FDA designation grants for April 2025 by extracting information from company press releases and official sources. • The dashboard included key attributes such as Molecule Name, Company, Indication, Designation Type, Grant Date, Route of Administration (ROA), and Therapeutic Area, enabling a comprehensive view of regulatory activity during the period. ➤ US Drug Designation Comparison: • Compared designation grants and regulatory approvals from US FDA between 2023 and 2024, identifying high-frequency designations and key approvals. ➤ Product Profiling: • Performed product profiling for Lynparza and Soliris. • Gathered data such as Brand Name, INN, MOA, ROA, Formulation, Dosage, Indication, Therapeutic Area, and Approval Year. • Presented the information through visuals to highlight key product attributes and product sales. ➤ Company Profiling: • Conducted profiling of various deals databases companies. • Captured key details such as Company Name, Parent Company, Website, Location, Company Type (e.g.,
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	Biopharma, Diagnostics, Services), Business Model, Status (Active, Merged, Acquired), Ownership (Public/Private), Founded Year, and Therapeutic and Technology Areas. ➤ Immuno-Oncology Pipeline and trial Analysis: • Conducted Clinical Trial, Company Pipeline, and Approval Analysis for various immuno-oncology companies. • Extracted detailed attributes including MOA, ROA, Indication, Modality, Biomarker, Trial Phase, Enrolment Details, Approval Year, and Approved Indications to support competitive intelligence and landscape mapping. ➤ Interview Call Summarization: • Attended and summarized interview calls with various manufacturers, buyers and distributors of bio-consumables to gather first-hand market insights for a venture capital firm exploring potential investments. ➤ ASCO Conference Data Collection: • Collected and organized presentation and session-level data for the ASCO Conference, covering abstract ID, session title, speakers, sponsors, and time slots.
Linking theory (Classroom learning) with practice at your organisation	• Applied Regulatory Environment concepts and Research Methodology concepts during clinical trial analysis and designation grant approval. • Used digital and social media marketing learnings while optimizing SEO content. • Applied pharmacoepidemiology concepts for prevalence estimation and market forecasting of Myasthenia Gravis. • Recalled Excel training from to clean, structure, and present data for CL dashboard and profiling tasks. • Utilized Research Methodology learnings during expert interview analysis and primary data extraction for the bio-consumables segment. • Applied concepts from Business Development classes to understand company transactions, M&A activity and strategic partnerships during company research.
Gaps identified on the working area.	• Limited feedback on completed tasks, making it challenging to assess performance and improve in real-time. • Difficulty in locating official websites of Chinese and Japanese companies during company profiling. • Inconsistent or unclear press releases made it challenging to confirm the specific indication for which a drug designation was granted. • No unified platform provides a consolidated list of approved drugs by indication; the US FDA lists approvals, but not in an indication-wise format. • Variation across sources while estimating the global market size for Myasthenia Gravis in 2024, leading to uncertainty in identifying a reliable benchmark.

Suggestions for improvement	• Develop an internal repository for previous disease area analyses could save research time and ensure consistency across therapeutic area evaluations. • Offer regular feedback on completed tasks to help evaluate our performance, align with project expectations and make continuous improvements. • Enhance access to international company data by investing in or subscribing to reliable databases/tools that provide verified information, especially for regions like China and Japan. • Leverage AI tools (e.g., Retrieval-Augmented Generation, LLM-based solutions) for faster and more accurate data extraction, validation, and screening during secondary research.
Key Learnings	➤ Secondary Research: • Learnt how to collect data effectively using Boolean search and relevant keywords to refine results and improve accuracy. • Gained proficiency in navigating and sourcing data from official platforms like US FDA, EMA, clinicaltrials.gov, company websites and PR Newswire. ➤ Competitive Landscape Analysis: • Learned how to identify and map competitors within a specific therapeutic area based on their clinical pipeline, development stage, and technology focus. • Understood how to interpret and organize clinical trial data to assess the positioning of companies across various geographies and indications. • Gained clarity on the use of visual formats (e.g., spotlight, brick, bullseye charts) to present complex landscape data in a strategic and simplified manner. • Strengthened ability to work with large datasets and filter relevant insights for decision-making in consulting scenarios. • Learned to estimate market potential through prevalence data and apply it to support CL insights (e.g., for Myasthenia Gravis). ➤ Pipeline, Clinical Trial, and Approval Analysis: • Understood how to evaluate company pipelines by assessing indication, mechanism of action (MOA), route of administration (ROA), therapeutic area, modality, and biomarkers. • Learned to perform clinical trial analysis using key parameters such as NCT ID, primary and study completion dates, number and type of enrollments, gender, age group, patient segment, and trial phase. • Learned approval analysis by extracting approval year, approved countries, approved package inserts, and labelled indications for marketed products.

	➤ Company Profiling: • Learned to extract and structure key company details including name, parent company, website, location, and business model. • Understood how to categorize companies based on type (e.g., Biopharma, Devices Diagnostics, Services), status (active, acquired, merged), and ownership (public/private). • Strengthened ability to identify accurate and relevant sources for company data, especially while profiling international companies (e.g., China and Japan). ➤ Technical & Presentation Skills: • Strengthened MS Excel skills for data cleaning, classification, dashboard creation, and formatting. • Practiced presenting research insights in PowerPoint using clean visuals and structured flow.
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Signature of the Student

Approved by the IIHMR University's Mentor