



SUMMER INTERNSHIP PROGRAM

UNDERSTANDING MARKET RESEARCH, FORECASTING & COMPETITIVE INTELLIGENCE



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ROLL NO : 0679 STREAM:MBA PM16

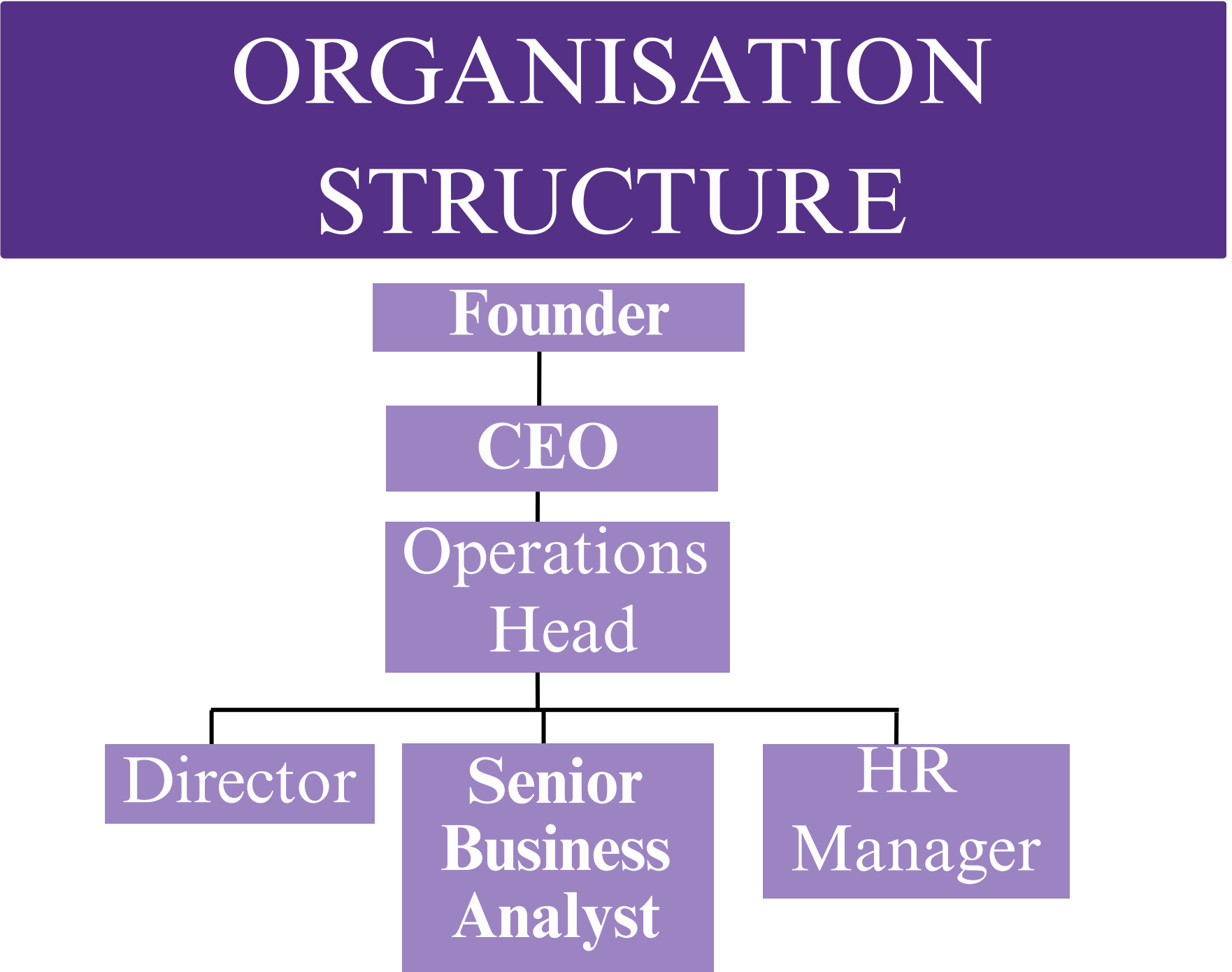
Alchemver, founded in 2024 and based in Bengaluru, Karnataka, is a healthcare consulting firm focused on a human intelligence-first approach. Combining deep expertise with advanced technology, Alchemver delivers tailored consulting and innovative solutions to help healthcare organizations optimize patient care, improve efficiency, and drive growth. Core areas include healthcare analytics, pharmaceutical forecasting, business solutions, competitive intelligence, and strategic consulting.

VISION

Data driven, human owned, machine assisted approach to analysis and analytics.

MISSION

Elevate human intelligence assisted with latest technology creating a sum greater than its parts.



Learnings During Internship

- Pharmaceutical Forecasting Techniques
- Health Economics and Outcomes Research(HEOR)
- Market Assessment and Market Access
- Competitive Analysis
- Understanding AI-Human Consulting at Alchemver
- Enhanced Presenattion skills

SWOT Analysis

Strenghts

- **Advanced tech:** Use of AI, Python/R, SQL, BI, and GenAI for pharma solutions.
- **Diverse focus:** Covers analytics, forecasting, HEOR, sales, and competitive intelligence.

Weaknesses

- **New Firm:** Founded in 2024, limited market presence.
- **Emerging Brand:** Challenges in building trust and visibility in a competitive industry.

Opportunities

- **AI Demand:** Growing need for predictive, tech-driven healthcare solutions.

Threats

- **High Competition:** Competes with big firms and niche players.
- **Tech Advancement:** Need constant AI/ML updates.

PROJECT ASSIGNED

Market Assessment and Market Access of SMA-US Market
Market Size:\$2.75B(2024) → 5.9B(2032),
CAGR:9.9%
Prevalence: Global: ~1–2 per 100,000
US: ~10,000–25,000 live cases
Annual Treatment Cost (SMA):Over \$300,000 per patient
Cost of Treatment:
•*Zolgensma*: ~\$2.1 million
•*Spinraza*: ~\$750,000 first year, ~\$375,000/year after
•*Ervysdi*: ~\$340,000/year
Dosing: 4 loading doses + maintenance every 4 months
Coverage Split:
~70% via medical benefit
~30% via pharmacy benefit

THEORETICAL UNDERSTANDING v/s PRACTICAL EXPOSURE

Market research concepts and methods	Conducting actual market research for clients
Understanding consulting frameworks	Applying frameworks to structure real projects
Knowing how to structure reports in theory	Creating actionable reports and presentations
Studying Excel, Power BI, data analysis in theory	Analyzing real market trends and competitor data

CHALLENGES FACED DURING INTERNSHIP

Communication challenges	Time management
Market analysis complexity	Presenting insights clearly in reports and presentations

- SUGGESTIONS FOR THE ORGANISATION
- Regular team check-ins to align tasks.

Provide more hands-on training for tools like Power BI and forecasting models.

Short knowledge-sharing sessions on healthcare trends.