

OCTAVUS CONSULTING

Octavus is a boutique consulting company, engaged in comprehensive business research, market intelligence, market research and data analytics by providing support and outsourcing solutions to bio-pharma, MedTech, diagnostics, digital health companies and healthcare start-ups.

Services Offered :

- Competitive intelligence and Analysis
- Business intelligence and Development
- Conference coverage
- Clinical Trials Analytics



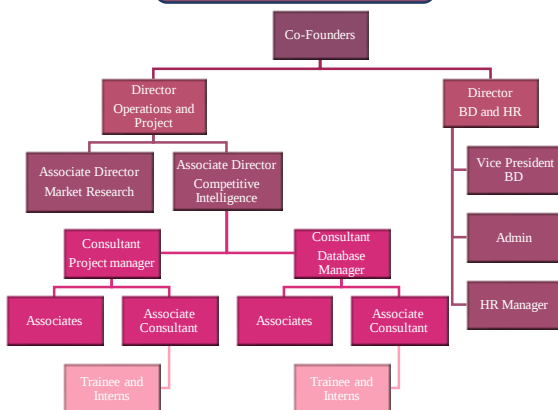
MISSION

Our mission is to cater business needs with the right sources at the right time to enable our clients' take strategic decisions. Redefining intelligence reinforced with dynamic data, knowledge and technology.

VISION

- To be a valued partner to our clients and an asset to our communities
- To undertake and deliver every project, with the same enthusiasm & zeal.

ORGANOGRAM



STRENGTH

1. Strong niche expertise in life sciences, CI, Pharma.
2. Focus on cost-effective, innovative services.
3. Diverse Service Portfolio.

WEAKNESS

1. Limited large-scale project capacity
2. Limited global presence

SWOT ANALYSIS

OPPORTUNITY

1. Partnerships with innovative startups
2. Diversification into regulatory consulting services.

THREATS

1. Strong competition from major firms.
2. Economic downturns reduce client spending.

OBJECTIVES

To acquire knowledge of master data retrieval & analysis from pharma based data platform using appropriate search strategy

P1-KOL profiling

P2-UTI

P3- Eular Study Insights

METHODOLOGY

Search strategy using Boolean term “AND” “OR” “+” keywords with flow diagram. Use of different databases and abstracts which includes

- ClinicalTrials.gov
- European Medicine Agency
- U.S. Food and Drug Administration
- Synapse
- Conference Series(Eular)

SUGGESTIONS

- Add regular feedback sessions for rapid project improvements
- Automate repetitive tasks to maximize team efficiency
- Create an internal wiki for easy knowledge sharing

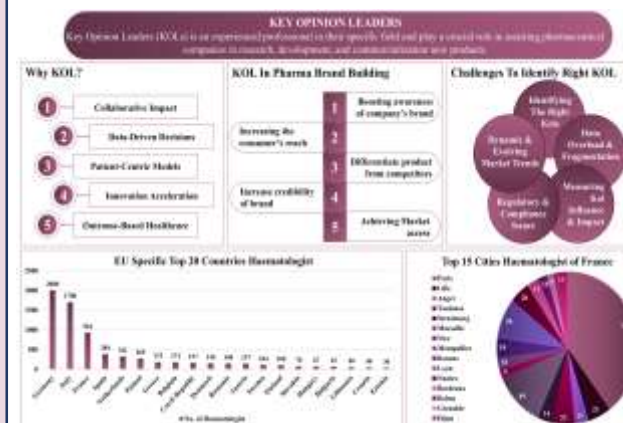
Theoretical Vs Practical Exposure

- The theoretical side was all about getting the basics down through low-key orientations and intros to things like clinical trials, US/EU regulations, and tools such as clinicaltrials.gov and EU CTR. It was more about absorbing big-picture knowledge without jumping right in.
- On the practical end, it ramped up to real action—diving into hands-on stuff like building KOL databases, updating ASCO trackers, and whipping up dashboards or PowerPoint slides.

CHALLENGES

- Standardize templates to simplify and unify data collection
- Foster regular discussions with interdisciplinary team members
- Create interactive dashboards to visualize and share data

PROJECT DESCRIPTION



Project: Comprehensive **European Haematologist** identification and mapping initiative, delivering strategic intelligence across 20+ countries to enable targeted market entry and KOL engagement for pharmaceutical clients in Haematology therapeutics.



PROJECT DESCRIPTION

Deucravacitinib Study Insights: EULAR 2025 Result Snapshot

EULAR(European Alliance of Associations for Rheumatology) is one of the world's largest and most influential rheumatology congresses.

My project entailed following:

- Collected and integrated comprehensive results from the POETYK PsA-1 Phase 3 trial, focusing on the efficacy and safety of deucravacitinib in psoriatic arthritis.
- Organized insights into sections: study design, outcomes, and visuals for clarity.
- Created data tables and graphs for fast understanding and comparison.

RESULT ANALYSIS



KEY LEARNINGS

- Built Excel/PowerPoint proficiency for reporting. Refined communication via posters and reports.
- Data collection and analysis from pharma oriented platforms. Secondary research, KOL profiling and competitive landscaping.

REFERENCE

- <https://www.researchgate.net/search>
- <https://clinicaltrials.gov/search?cond=Urinary%20Tract%20Infection>
- <https://www.ema.europa.eu/en/homepage>