



BUSINESS PROPOSAL

ESTABLISHING CLINICAL RESEARCH AND HEALTHCARE TRAINING AND EDUCATION FACILITY IN YOUR CITY THROUGH E-LEARNING TECHNOLOGY – FIRST TIME IN THE CLINICAL RESEARCH INDUSTRY

PROGRAM ACCREDITED BY THE PHARMACEUTICAL SOCIETY OF INDIA

AN ISO 9001: 2000 CERTIFIED CLINICAL RESEARCH ACADEMY

As you may be aware, Clinical Research Industry in India is witnessing a burgeoning growth. India is rapidly becoming a hub of global clinical research and pharmaceutical R&D. Large number of Indian and foreign pharmaceutical companies are increasing their investments in the Drug R&D and Clinical Research. There are over 150 companies, which are at present involved in the clinical trials in India, and are growing rapidly. By 2012, industry size would be over Rs.9,000 crores. Industry is growing at over 40% per annum. ***Enclosed is the detailed presentation on Indian clinical research industry and market potential for training and education services.***

In view of increasing investments in this sector, industry is facing a huge shortage of qualified and trained professionals with formal training in Clinical Research. As a result, the salaries in this sector are perhaps one of the best in the industry. In the next 5 years there are going to be over 100,000 new jobs in the clinical research industry. At present there is a shortage of over 10,000 new clinical research professionals.

For the last 4 years, Cliniminds has been at the forefront of the Clinical Research Industry and has been providing training & education services and consulting services to the both industry and students, in the form of short Courses/Workshops, Certified / Accredited Classroom Programs and Online/Distance Learning Programs.

Cliniminds – www.cliniminds.com is specialized Healthcare Clinical Research Training & Management company, offering wide range of clinical research certificate / diploma programs and short duration workshops and other healthcare training programs. For detailed information on our program, please log on to our website - <http://cliniminds.com/Presentation/frmCourses.aspx>

Cliniminds & Franchisee to jointly run Clinical Research Training Program offered by Cliniminds in your city as a first step towards the relationship, and subsequently move to the classroom model, if feasible.

CLINIMINDS NOW HAS TAKEN A MAJOR LEAP AHEAD AND OFFERS FIRST TIME IN INDIA LIVE CLASSES FOR E-LEARNING PROGRAMS IN CLINICAL RESEARCH THROUGH RELIANCE WORLD OUTLETS IN YOUR CITY

Cliniminds Business Proposal

Cliniminds would like to offer in your City/State, wide range of training programs, and would like you to be a part of this growth story.

There will be three business models – E-Learning; Online/Distance Learning & Corporate Training. After one year of successful completion we could look into the possibility of setting up Classroom based programs in your city.

Cliniminds to Offer :

- Courses & Training Content
- Software / Hardware / Training Facilities
- Faculty with all E-Learning Facility / Classrooms in your city
- Developing Business / Marketing Plan for your region
- Marketing support through our Website – www.cliniminds.com - web campaigns and our national level advertising campaigns
- Provide complete training to the franchisee

Franchisee / Local Partner to Offer :

- State / City Office with computer, printer, internet and communication facilities
- State or City Advertising and Business Development
- Counseling & Contact Programs - two staff to handle counseling and business development activities

Cliniminds will work with you very closely to develop business from your region, and help you in designing the marketing plan.

Cliniminds has an excellent placement record with the companies like Ranbaxy; CliniRx, Max Neeman, LG Lifesciences; Nexus and several other pharma companies and CROs. Cliniminds & Franchisee to jointly work for the placement program of the students. Cliniminds students have been offered salary packages upto Rs.2.5 lakhs per annum as starting salary.

All certificates/diplomas to the students would be given by Cliniminds. Certificates would also carry Accreditation/Certification of the Pharmaceutical Society of India and ISO 9001:2000.

Financial Model

- Franchisee to receive: 35% of fee on all courses
- Franchisee to receive : 25% on corporate training revenues
- Franchisee Investment – Rs.2 Lakhs, plus working capital of Rs.30,000/- to Rs.40,000/- per month. Break even in year 1 itself.

Franchisee Selection Criteria

- Medical Practitioners (MBBS; BDS; BHMS; BAMS; BUMS or above) / Pharmaceutical Professionals (B. Pharm / M. Pharma)
- Hospital owners
- Good understanding of pharmaceutical & healthcare industry
- Understanding of Clinical Research Industry would be an added advantage

WE ARE OPEN FOR STRATEGIC ALLIANCES WITH HOSPITAL GROUPS INTERESTED IN SETTING UP CLINICAL RESEARCH TRAINING FACILITIES AT THEIR HOSPITAL

For more information and discussion, please contact :

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