

## Job Opportunity

**Job Title:** Market Research Analyst – Health Technologies  
**Job Type:** Internship (6-8 months)  
**Work Location:** Hybrid of virtual and in-office work, located within Peel, Halton, Hamilton, and Waterloo regions  
**Office Site:** 132 Trafalgar Rd., Oakville, Ontario, L6J 3G5

### COMPANY OVERVIEW:

Optimal Innovation Group Inc. (OIG) is a boutique Canadian consulting firm that delivers technology innovation and commercialization strategies to help technology startups, SMEs and global corporations get the full support and expert advising they need to be successful as they grow and diversify their businesses - all without having to substantially invest in adding new staff resources and tools. Simply put, we help technology companies **Go-To-Market**, **Grow-The-Market**, and **Innovate-The-Next Market**.

Learn more about OIG at: <https://www.optimalinnovationgroup.com/>

### JOB SUMMARY:

We are seeking for an intern for the role of Health Technologies Research Analyst. The ideal candidate is a dynamic person who has already obtained a Bachelor Degree in health science or biomedical engineering degree, who has good foundational knowledge in one or more areas of biomedical science, biotechnology, biomaterials, medical devices and/or digital health technology. The ideal candidate will have a minimum of 1 year of previous industrial work experience (e.g., industrial Co-op work terms or university research internships) that included at least two of the following work competencies: secondary market research, primary market research, marketing & communications, R&D, technology assessment, technology transfer, developing business plans and go-to-market strategies, investor relations research, or related funding grant research.

This role requires a person who is versatile and highly adaptable, is able to handle multiple projects at one time without losing their pace, is skilled in science or technology research analysis, has an aptitude for critical analysis and problem solving, and has gain a foundational business acumen. The Health Technologies Research Analyst will be coached and guided by a Principal Consultant to deliver their highest quality work in a timely manner. We are seeking a responsible, mature and engaging person who will demonstrate professionalism and deliver high-quality work product that aligns with the client's expectations. In this role, the candidate will be expected to analyze and synthesize large amounts of new information into a logical presentation of the market opportunity they are studying, and also have the opportunity to present it to the client. The continuous learning and the diversity of projects, along with the challenge of juggling many research topics, is something you thrive on.

### RESPONSIBILITIES:

The broad range of work responsibilities will include:

- Sourcing and researching market information, business intelligence, competitive technology benchmarking, patent & trademark searching, business model and pricing information.

- Support OIG's Senior/Principal Consultants with research and written documentation of business plans, project proposals, Gantt charts, research insight short articles (blogs), and other consulting documents as required.
- Regularly review the latest industry newsfeeds, literature and white papers that are relevant to your assigned projects.
- Attend workshops, webinars, conference events that are relevant to the projects in your portfolio.
- Assist OIG's Senior/Principal Consultants on special research requests, as needed.

#### **SKILLS & QUALIFICATIONS:**

- Minimum 1 year of work experience in science & technology research, market research & development, business intelligence and/or commercialization strategy work, in a supporting role to a Principal Consultant or Principal Investigator.
- Recent graduate or currently registered in either a Master's program or Final Year Undergraduate program in Health Science, Biomedical Engineering, Business Innovation and Commercialization of Science & Engineering, Management Engineering or Master's of Business, Entrepreneurship & Technology program.
- Excellent skills in project planning and coordination, information research and critical analysis, strategic thinking, confident communications and presentations.
- Proven knowledge about market sizing, dynamics, growth rates, SWOT, PESTEL, value chain analysis, developing value propositions, competitor analysis, business models, etc.
- You embody ethical, responsible and trustworthy personal behaviours.
- Comfortable to work well independently (and remotely) without requiring daily direction for conducting work tasks; can also work collaboratively with OIG team members, by sharing knowledge responsibly and respectfully with team members.
- Versatile and adaptable person who is able to learn quickly and take initiative when and where it is appropriate.
- Fluent in English language, especially for written skills. Highly proficient in Microsoft Office 365 software (Excel, Word, PowerPoint, Outlook).

#### **WORK CONDITIONS:**

- Full-time hours per week over 6 to 8-month paid internship engagement;
- Remote office work, with 1 or 2 days per week in-person meeting at business office in downtown Oakville. Ability to travel to Oakville area by car or public transit.

If this internship opportunity interests you, and you possess the skills and qualifications to succeed in this role, then please forward your resume to [hello@optimalinnovationgroup.com](mailto:hello@optimalinnovationgroup.com). This job is only available to Canadian citizens or permanent residents of Canada. We thank all applicants who express an interest in the job opportunity, but only those applicants who meet our requirements will be invited for an interview. OIG offers valuable business training, continuous learning and mentoring in technology innovation and commercialization consulting. OIG's hiring practices are aligned with Canada's human rights laws and Ontario labour laws, and we ensure that every person is treated equally and fairly for employment, regardless of race, color, creed/religion, gender, sexual orientation, marital status, age, mental or physical disability.