



Empowering the Future of Pharma

*Supporting Career Readiness Programs through Immersive
Training and Strategic Partnerships*

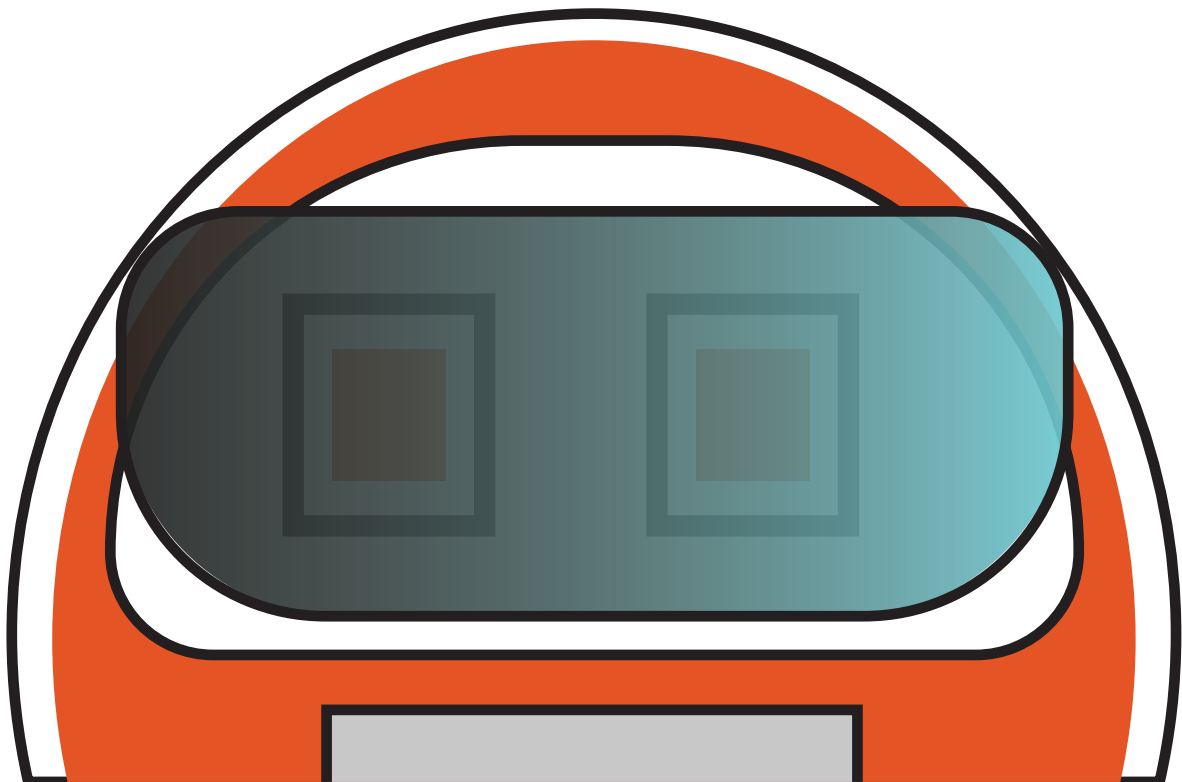


01. Executive Summary

The pharmaceutical industry is in the midst of transformation—driven by digitization, automation, and innovation. To keep pace, companies must invest not just in technology, but in talent.

This white paper outlines a collaborative framework by **MacBick**, a leader in life sciences consulting and lab design, and **AirLab VR**, a cutting-edge immersive training platform, to help pharmaceutical companies design, implement, and scale career readiness programs.

Our approach supports the full talent pipeline—from K-12 students to entry-level employees—through immersive VR education, real-world lab exposure, and scalable mentorship. The result is a future-ready workforce aligned with your company's mission and scientific impact.



02. The Challenge



The life sciences sector is growing, yet access to skilled, passionate workers remains a bottleneck.

Many students and early professionals lack awareness of the dynamic careers available in pharmaceutical manufacturing, research, quality control, and data science.



Traditional training methods often fall short in accessibility, engagement, and alignment with industry needs.

03. The Solution

MacBick + AirLab VR

A strategic partnership between MacBick and AirLab VR delivers a holistic approach to workforce development—connecting immersive technology with real-world lab environments and expert guidance.

MacBick's Role: Strategy, Access, Mentorship

- Advises pharma clients on aligning workforce investments with strategic goals.
- Offers access to innovation labs and pilot-scale cleanrooms for onsite exposure.
- Connects students and workers to seasoned industry mentors.

AirLab VR's Role: Immersive, Scalable Training

- Provides interactive VR simulations of lab processes, manufacturing environments, and scientific workflows.
- Enables remote or underserved communities to engage with life sciences through portable, high-impact experiences.
- Features gamified learning, career pathways, and soft-skills modules.

04. Program Features

K-12 STEM Engagement

- Virtual field trips to pharmaceutical facilities
- Career day experiences in VR (e.g., "A Day in the Life of a QC Scientist")
- Classroom learning kits paired with AirLab VR content.

College & Vocational Pathways

- Credit-bearing modules for biotech and pharma courses
- Internship pipelines supported by pre-training in virtual environments
- MacBick-facilitated tours and shadow days at active lab sites

Entry-Level Workforce Onboarding

- Digital onboarding for GMP, documentation, safety, and SOPs
- Hybrid learning environments with VR + real-world components
- Soft-skills and decision-making simulations to build confidence and competence

05. Sample Engagement Models



Custom VR Module Development

Build simulations that mirror your specific environments, SOPs, and roles.



Co-branded Outreach Initiatives

Sponsor school STEM programs or hackathons that include AirLab VR access.



Career Readiness Incubator

Launch a pilot program with MacBick as your strategic workforce consultant.



Let's Build the Future Together

MacBick and AirLab VR are actively seeking forward-thinking pharmaceutical companies to co-create the next generation of life sciences talent.

Whether you're looking to support local STEM education, improve onboarding, or lead the industry in inclusive workforce development—we're ready to partner.



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