Product Baskets

Lost Ideas: Pharma & Chemical Innovation Needs Structures

▶ In Pharma and Chemical firms, many innovative ideas fail without a structured digital system to capture, evaluate, and advance them.

▶ The Product Basket Module provides a centralized platform to organize, prioritize, and track product concepts—ensuring that no valuable idea gets overlooked.

PMSoft's Product Basket Modules

▶ The Product Basket Module digitally organizes and tracks early product concepts, helping strategy, R&D, and portfolio teams capture innovations for long-term growth

The Product Basket Helps You:

- Capture product ideas from Cross-Functional Brainstorming, BD Inputs, or Customer Insights
- Classify opportunities by Therapeutic Area, Regulatory Path, Market Viability, Technical Complexity & Patent Expiry
- Assign Strategic Themes such as differentiation, cost advantage, or portfolio fit

PMSOFT
Character ▸ Integrity ▸ Results

About Us

At PMSoft, we bring decades of expertise in Project, Program, and Product Management to help organizations transform the way they work. As trusted partners to the Pharma, Chemical, IT, and AI domains, we deliver tailored solutions in Training, Consultancy, and Digitalization that empower leaders and teams to achieve measurable results.

Don't Lose Another Promising Idea to a Forgotten Slide Deck.

Structured Exploration for Future-Ready Products

Contact Us : info@pmsoft.com

25+	7500+	6000+	45+	8+
Years of Experience	Executive Trained	Consulting Hours	Customers Served	Domains Served