If it looks like a duck, swims like a duck, and quacks like a duck, then it probably is a duck.

Attributed to
James Whitcomb Riley

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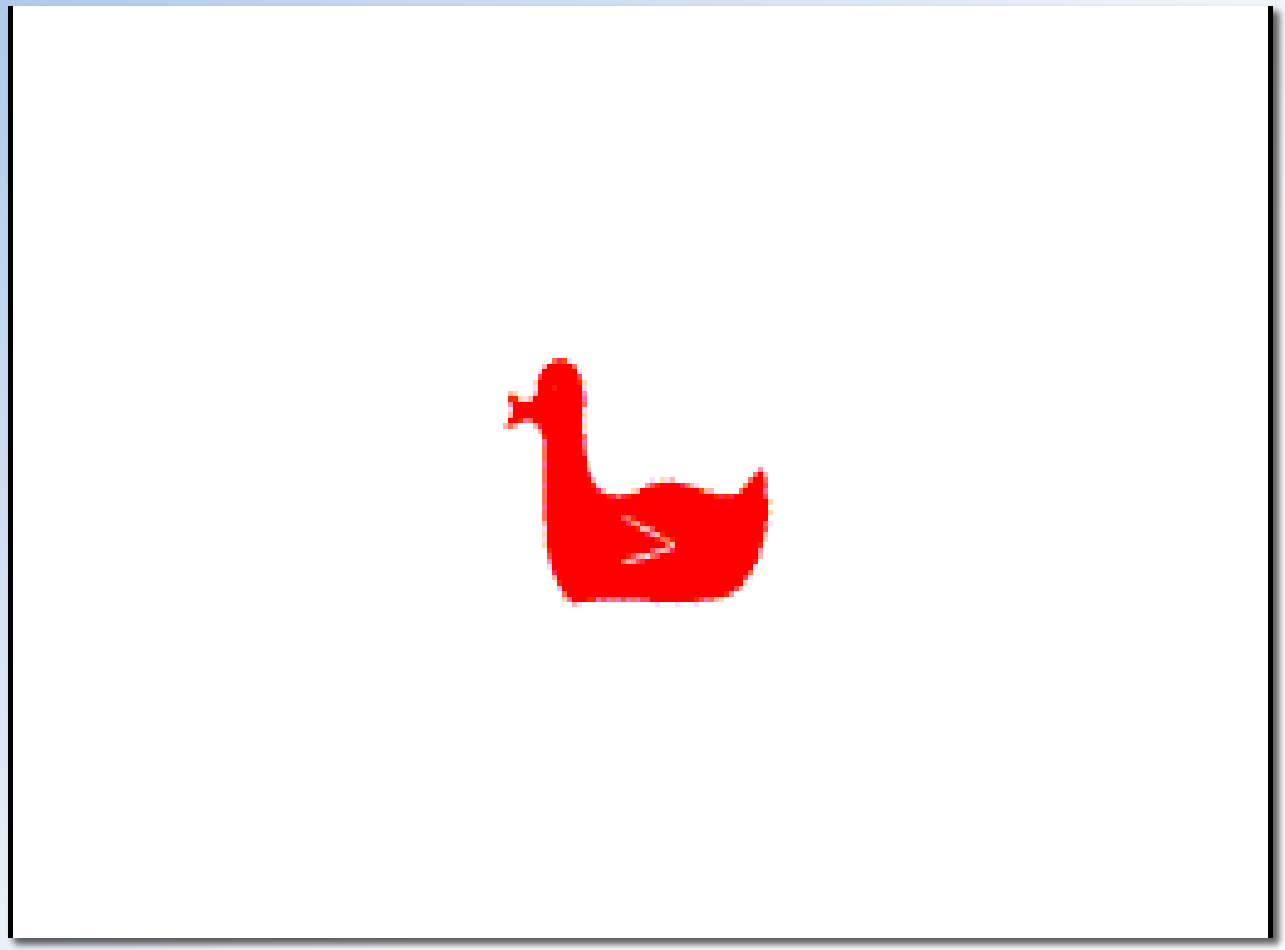

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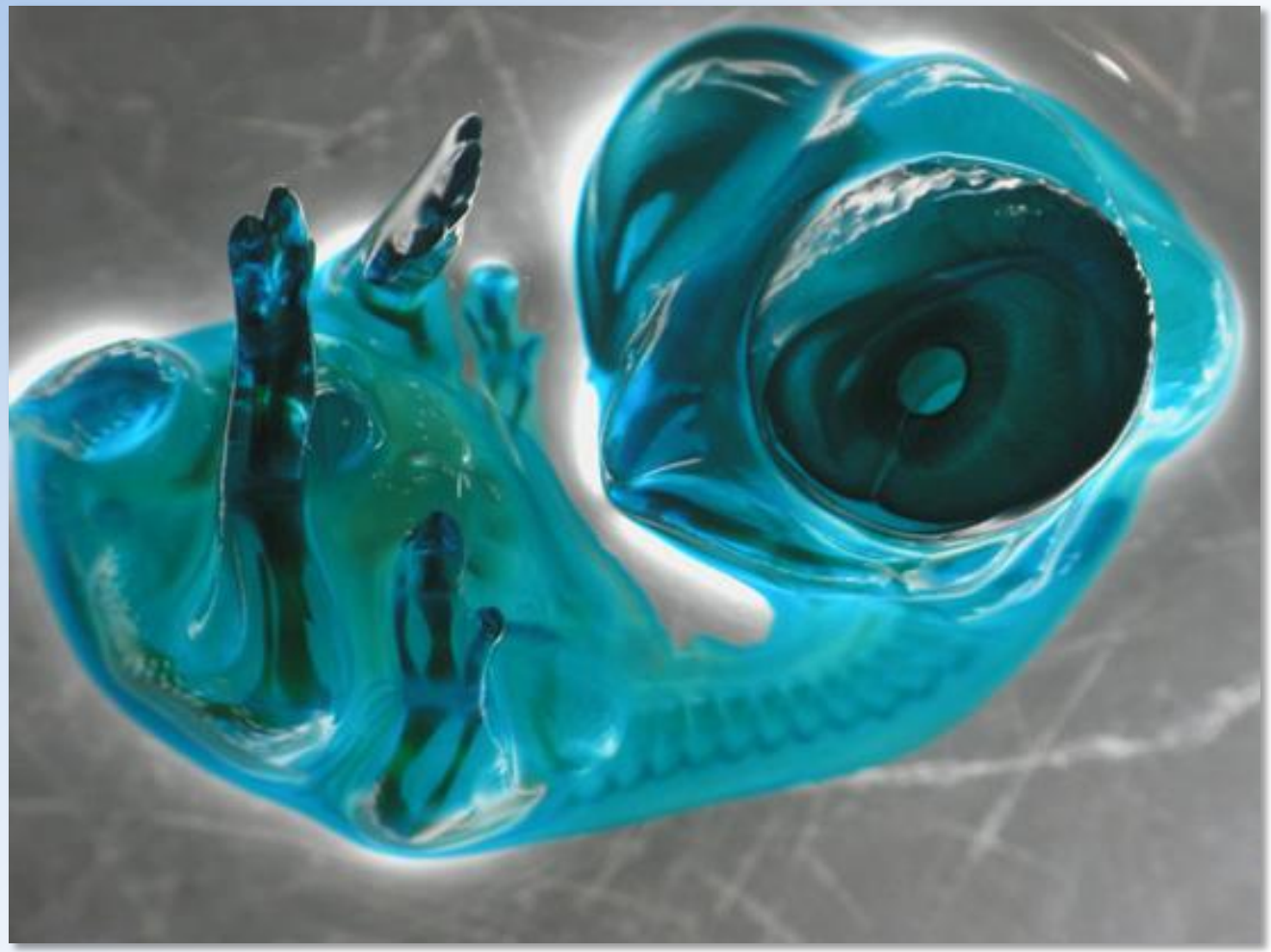

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It if looks like a duck, swims like a duck, and quacks like a duck, then it probably is a duck.

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Corollary: if it has the genome (DNA) of a duck, it is probably a duck.

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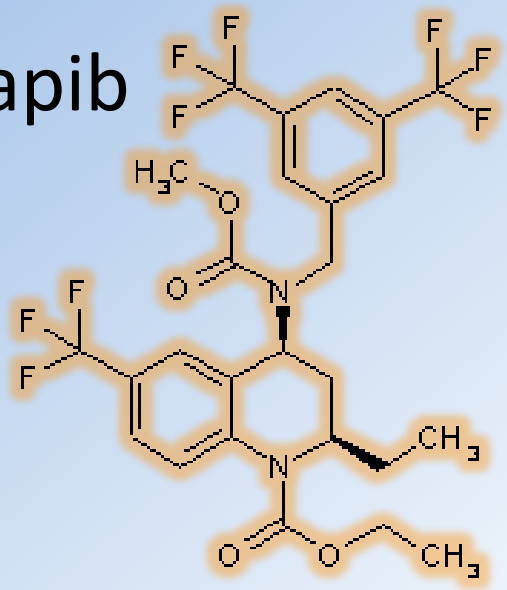
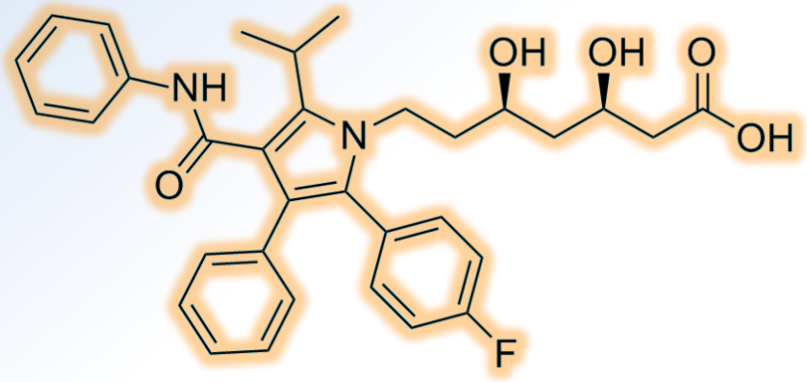
One of these molecules generates $13B/year in revenues for Pfizer…

Torcetrapib



Atorvastatin



…Pfizer invested $1B in the other, and lost $20B market cap when it failed.

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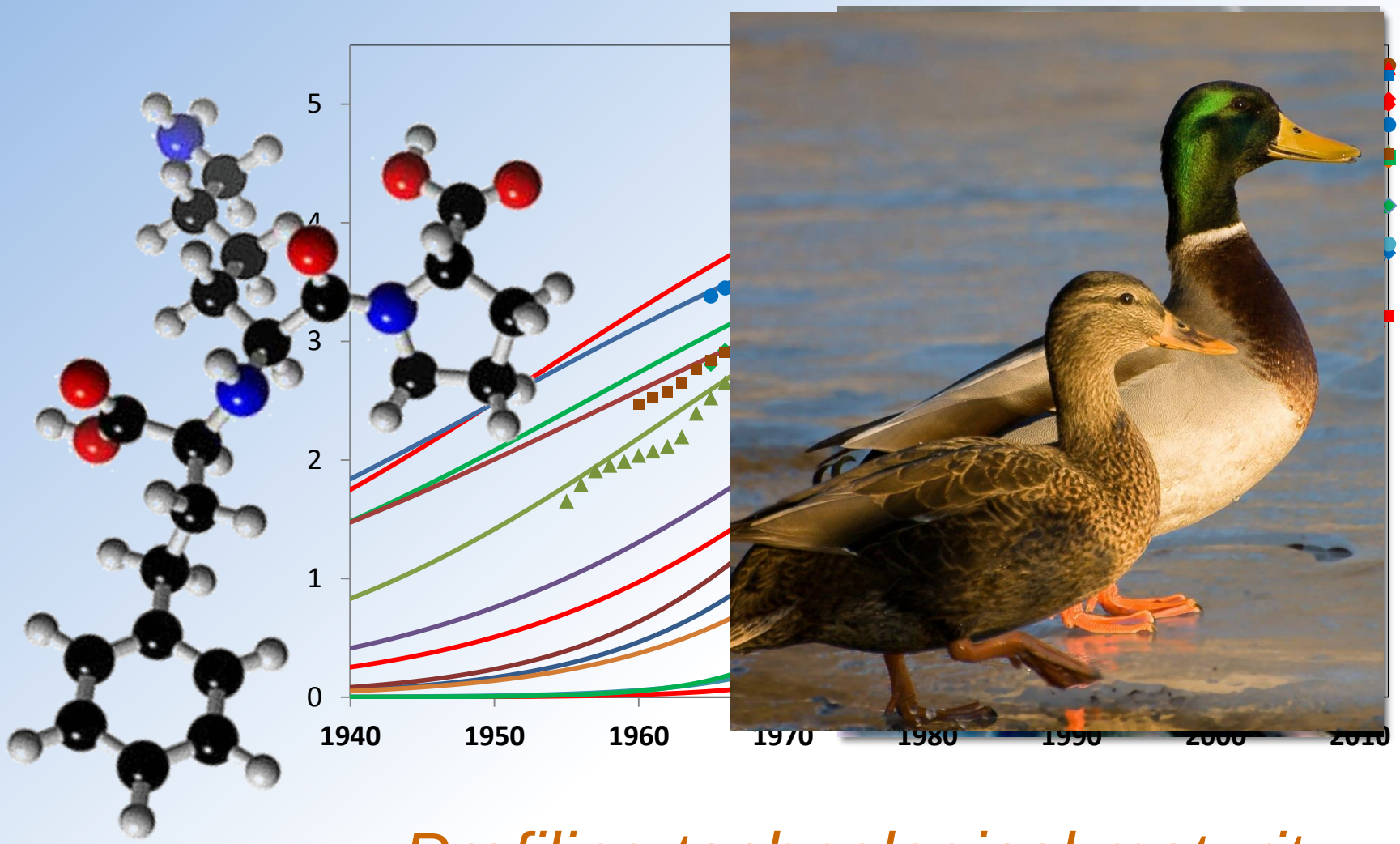
Predicting successful pharmaceutical innovations



Profiling technological maturity

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Predicting successful pharmaceutical innovations

biology and disease

business and environment

Second corollary: if it has the genome (DNA) of a duck, and swims like a duck, it is probably worth an investment.

Applications of big data:

Technological maturity

- chemistry
- biology
- medicine

Business environment

- management
- investment
- market

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