

1 | INTRODUCTION

1.1 Eroom's Law

Throughout the last 100 years the cost of developing new therapeutics has continued to increase. The cost of developing an approved drug in 2018 is approximately £1 billion, this figure is calculated by dividing the total research and development costs by the number of approved compounds, thereby including the costs of failed drugs. The reasons behind this are multi-faceted and complex. The early discoveries may have picked the low-hanging fruit; the increasing costs of approval and clinical trials; ...

1.2 Phenotypic Screening

1.3 High Content Imaging