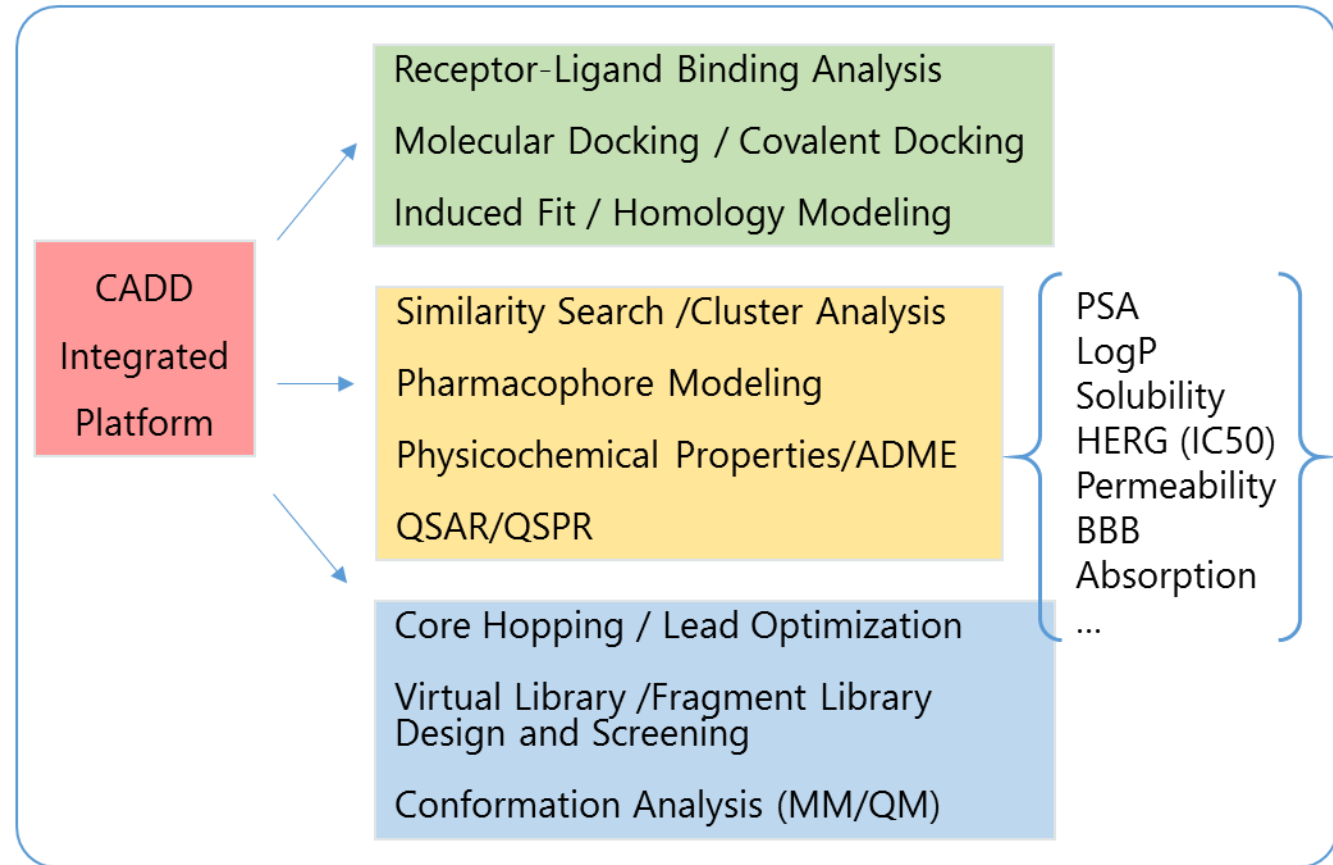
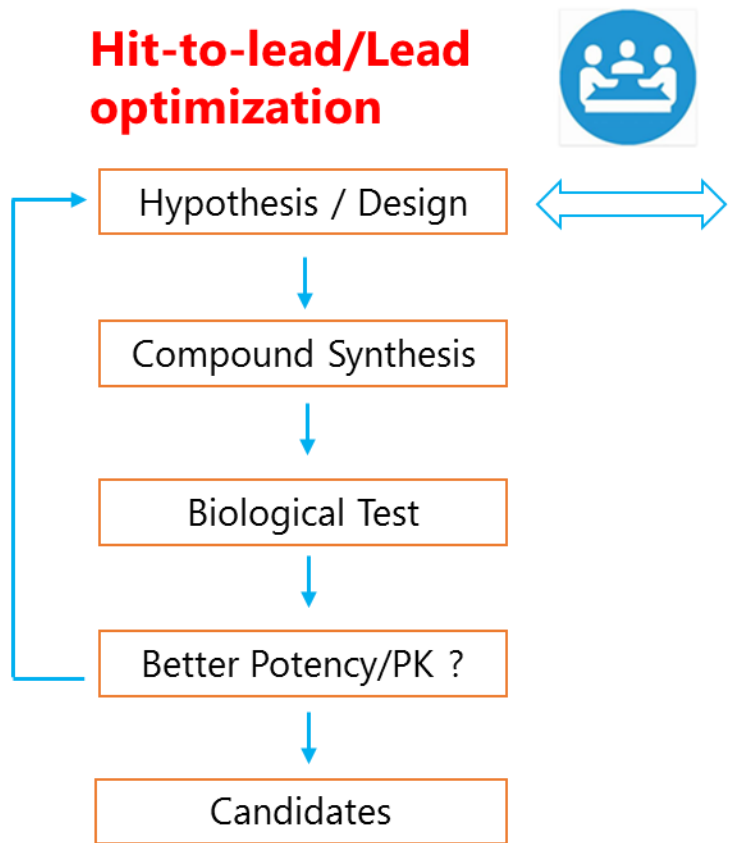


# Computer Aided Drug Discovery (CADD) In Hit-to-Lead & Lead Optimization



**Iterative Drug Discovery Process:**  
Costly and time-consuming to accumulate enough experimental data in SAR optimization

vs

**CADD in Hit generation/Hit-to-lead/Lead optimization:**  
Very quick to build virtual compounds and to generate data for pre-synthesis evaluation