

This issue of CSDD is one of which I am especially proud for the two very novel technologies we introduce for pharmaceutical R/D. Desorption Electrospray Mass Spectrometry (DESI-MS) was chosen as the cover feature because in a very short time it has transitioned from an accidental discovery at Purdue funded by Inproteo to commercialization by Prosolia and availability at BASi's Leigh Thompson Laboratory for Preclinical Pharmacology. This is important because it represents a completely new approach to technology transfer from academia (Prof. Graham Cooks' Aston Laboratory) to reality (Prosolia).

Quite oddly, I suppose, I am Professor of Chemistry at Purdue, CEO of Inproteo, and Chairman of both BASi and Prosolia. Even more surprising, I've invented nothing and only have an economic interest in BASi. My role is to head up the cheerleading squad. BASi shareholders will benefit in time. No doubt I strongly believe that DESI-MS will have an impact on pharmaceutical research, forensic science, homeland security and food safety. It is delightful to see so many clever and energetic young people advance this new technology, and I hope the brief article by two of them, Drs. Wiseman and Laughlin, will peak your interest. A good place to seek further information is the Prosolia web site, www.prosolia.com.

The second technology we introduce is a Force Plate Actimeter device that BASi has commercialized from a license with Kansas University using a more traditional technology transfer mechanism. This product originated in the laboratory of Professor Steve Fowler and has been sponsored by NIH, both at Kansas and BASi. We have very much enjoyed interacting with Steve on this venture over several years.

One of our primary mantras at BASi with respect to animal models is to "get all the information you can from a mammal and plot it on the same axis." Our interests range from physiology to behavior to metabolomics to pharmacokinetics. The actimeter is a tool for evaluating rodent behavior and we see it as interesting for pain models and a variety of stereotypies, supplementing information available from our Return technology. The transducers used in the actimeter are incredibly sensitive, sufficient to see a 15 g mouse twitch and go from here to there.

It is easy today to be discouraged about the challenges we face in the pharmaceutical industry. R/D centers are being closed, people are furloughed, and drugs are withdrawn from further development. The beauty of free market capitalism is that change is constant and nothing is guaranteed. Simultaneously, this is a source of much anxiety. We are readjusting and always have been. No industry goes on for more than a decade without some turmoil. Looking backward, we quickly forget this and imagine the good old days that never really existed for long stretches.

Pharma has always had troubles, just as have airlines, banks, phone companies, real estate and all the rest. The trick is to make adjustments, keep learning and define your role in the ever-changing climate. The ineluctable fact is that people are still getting sick. There's plenty of work to do and we have new tools to do it, albeit perhaps in an unexpectedly new location. We won't know the impact of DESI or the Force Plate Actimeter for years to come. They are just born.



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