



**CHALLENGING IMPOSSIBLE:  
CURING CANCER & SOLVING PANDEMICS**

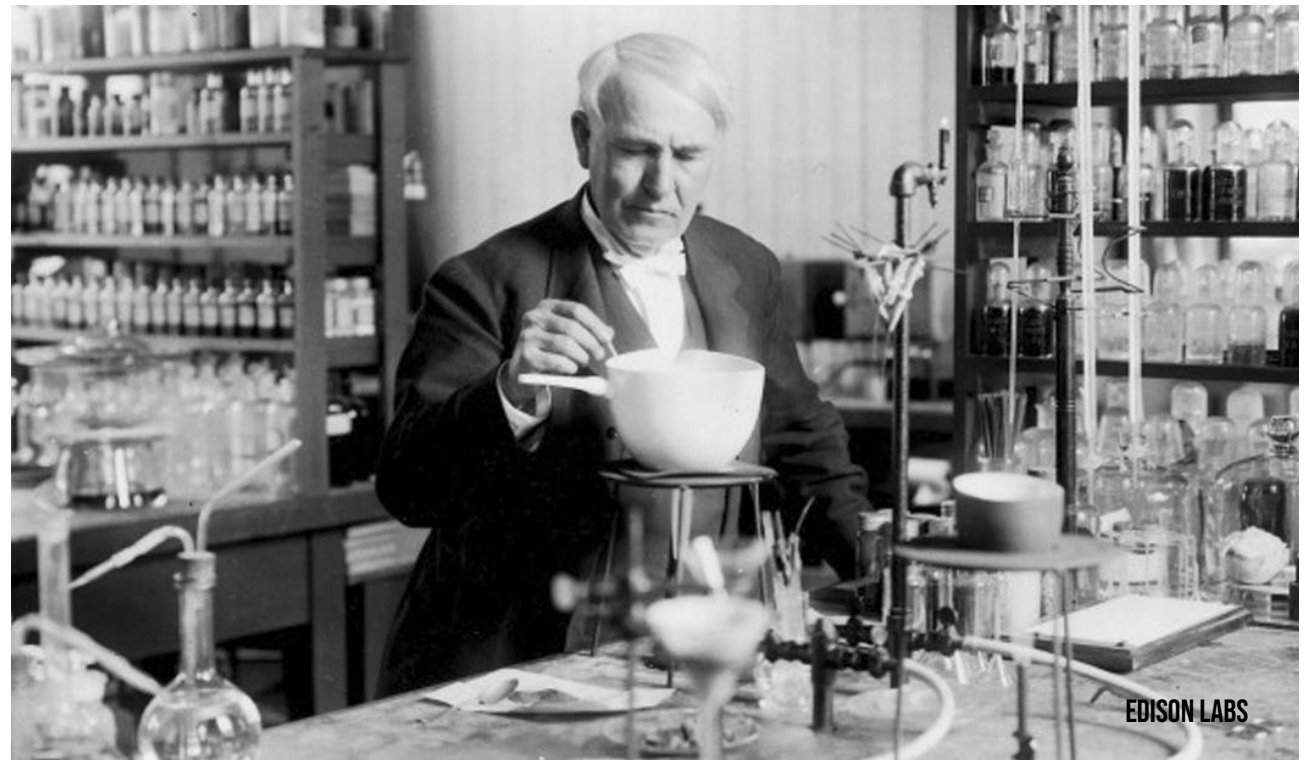
Dr. Radhika Dirks

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NICOLAI TESLA

 **AT&T**  
Bell Laboratories

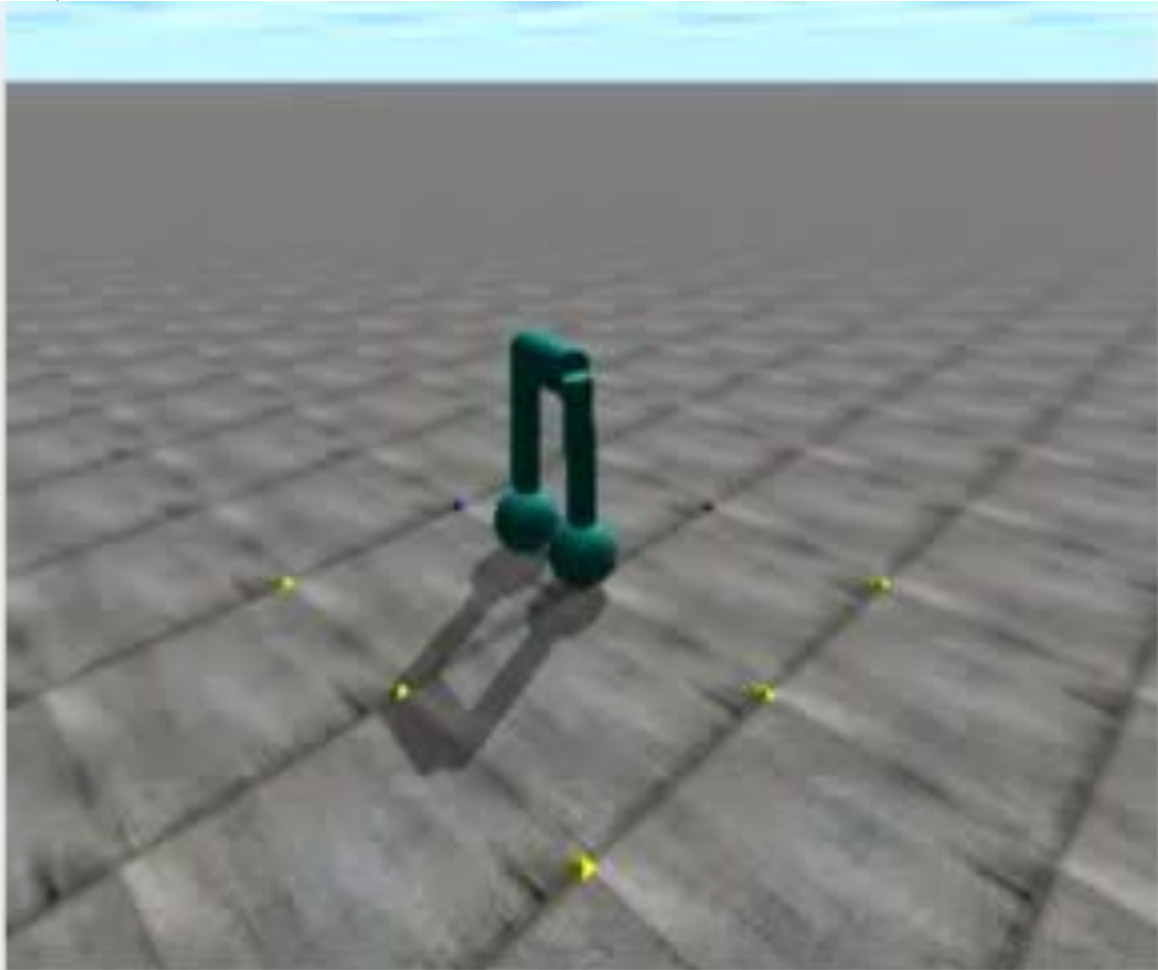


EDISON LABS

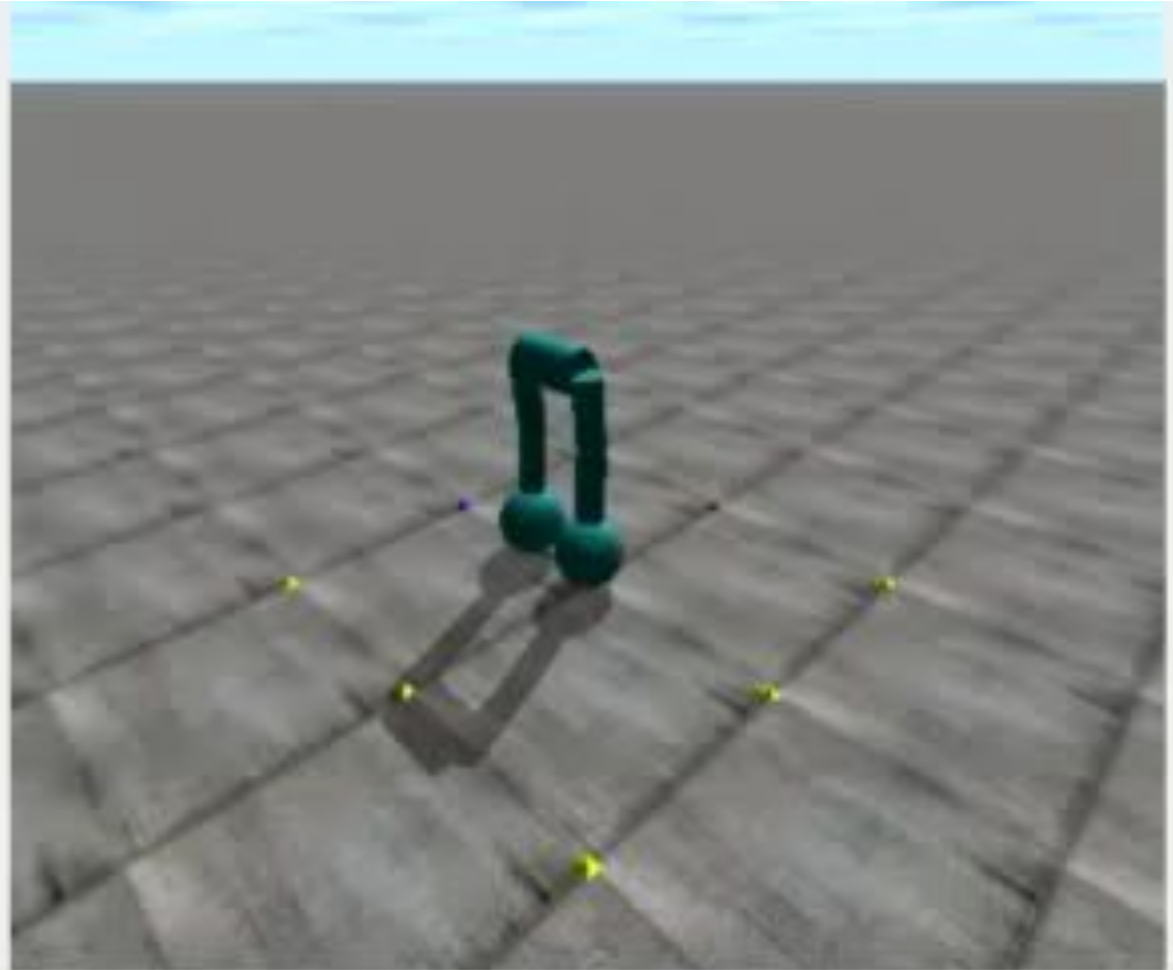
# 1. MAXIMIZE NOVELTY



# MAXIMIZING NOVELTY RESULTS IN FASTER SUCCESS



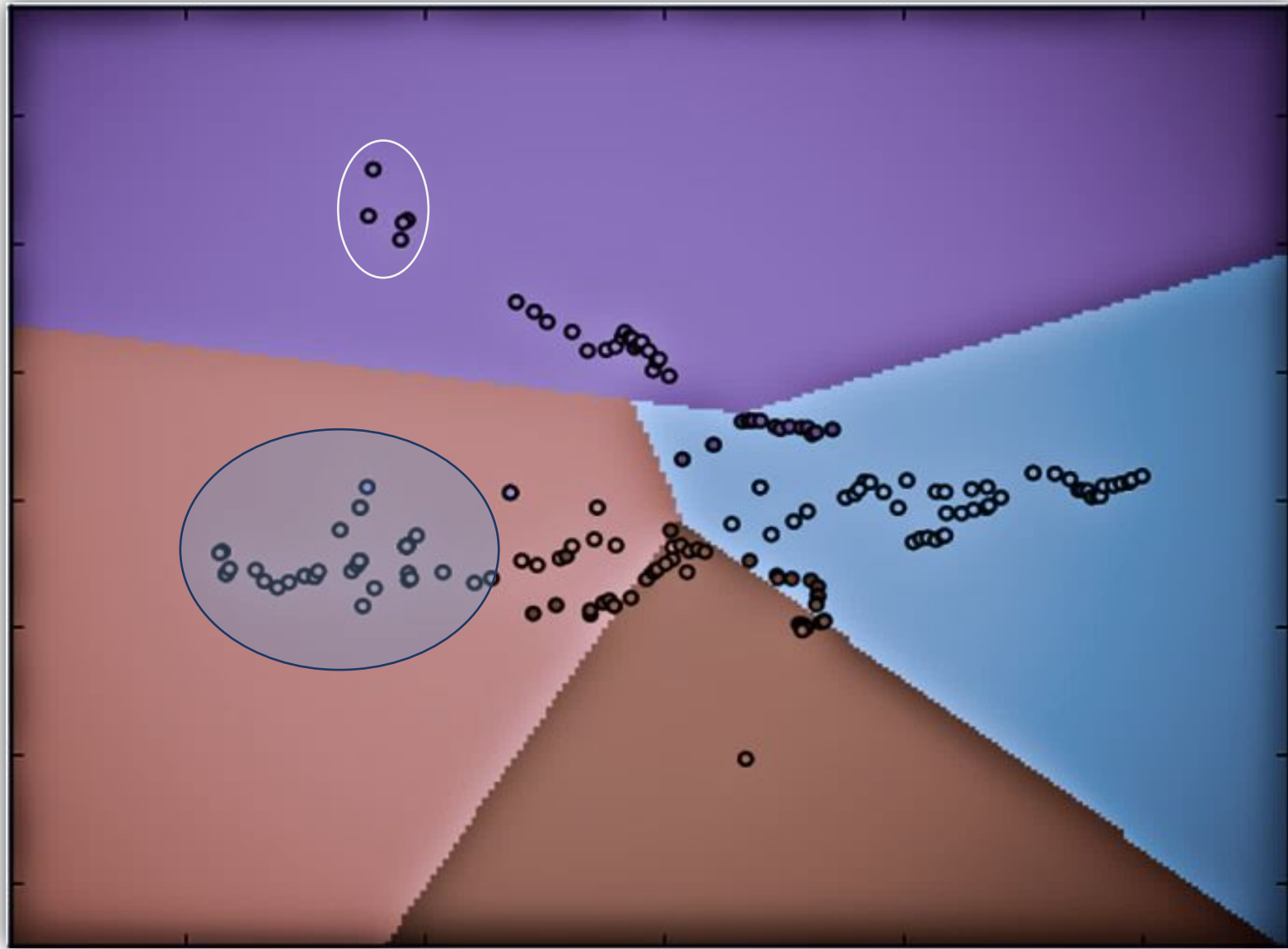
Fitness Best



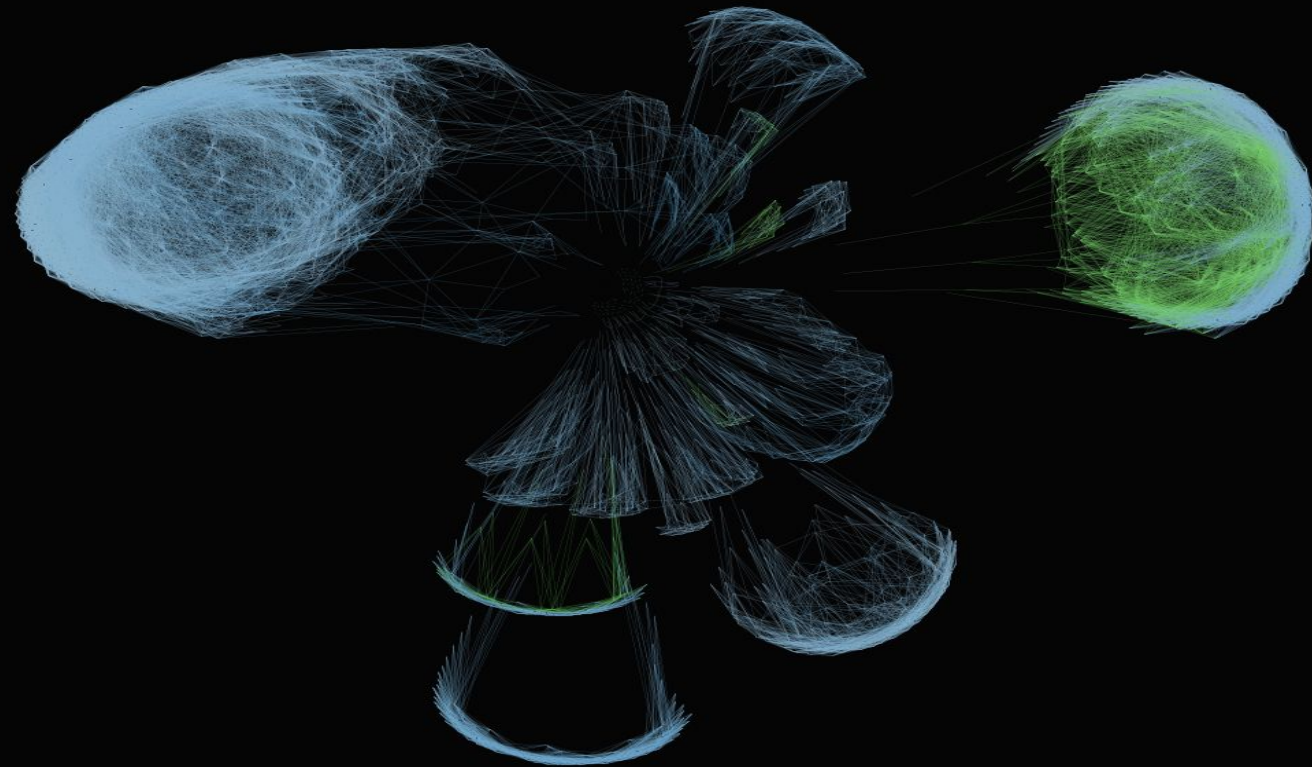
Novelty Best

# SELDN AI





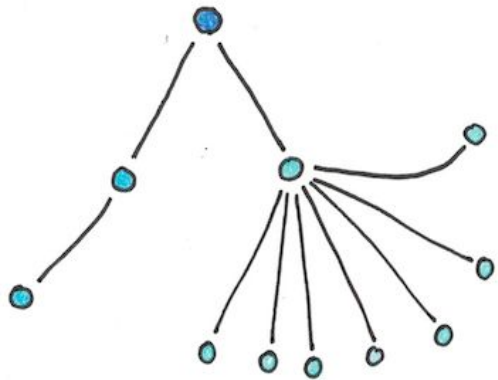
Seldn's Complexity AI analysis:  
Ebola 2014-15



## 2. FUSE MULTIPLE FIELDS





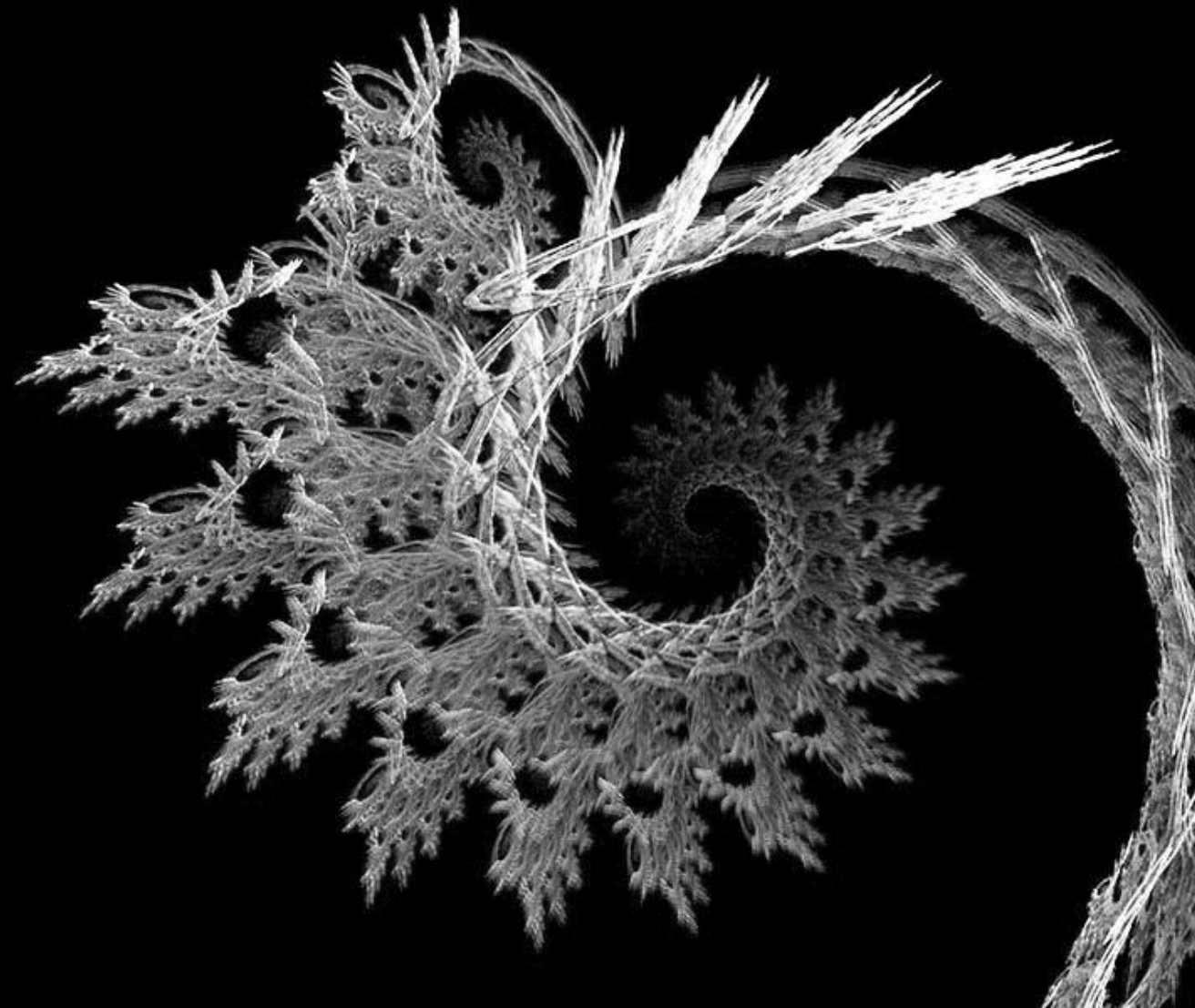


WHAT COPIES BEST SURVIVES



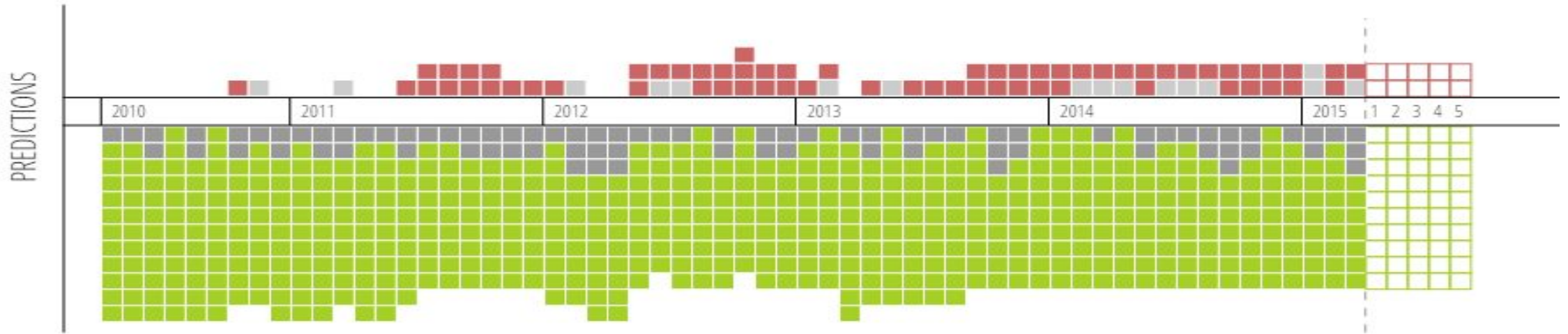
**SELDN:**  
**AI + COMPLEXITY PHYSICS**

SE  
LDN





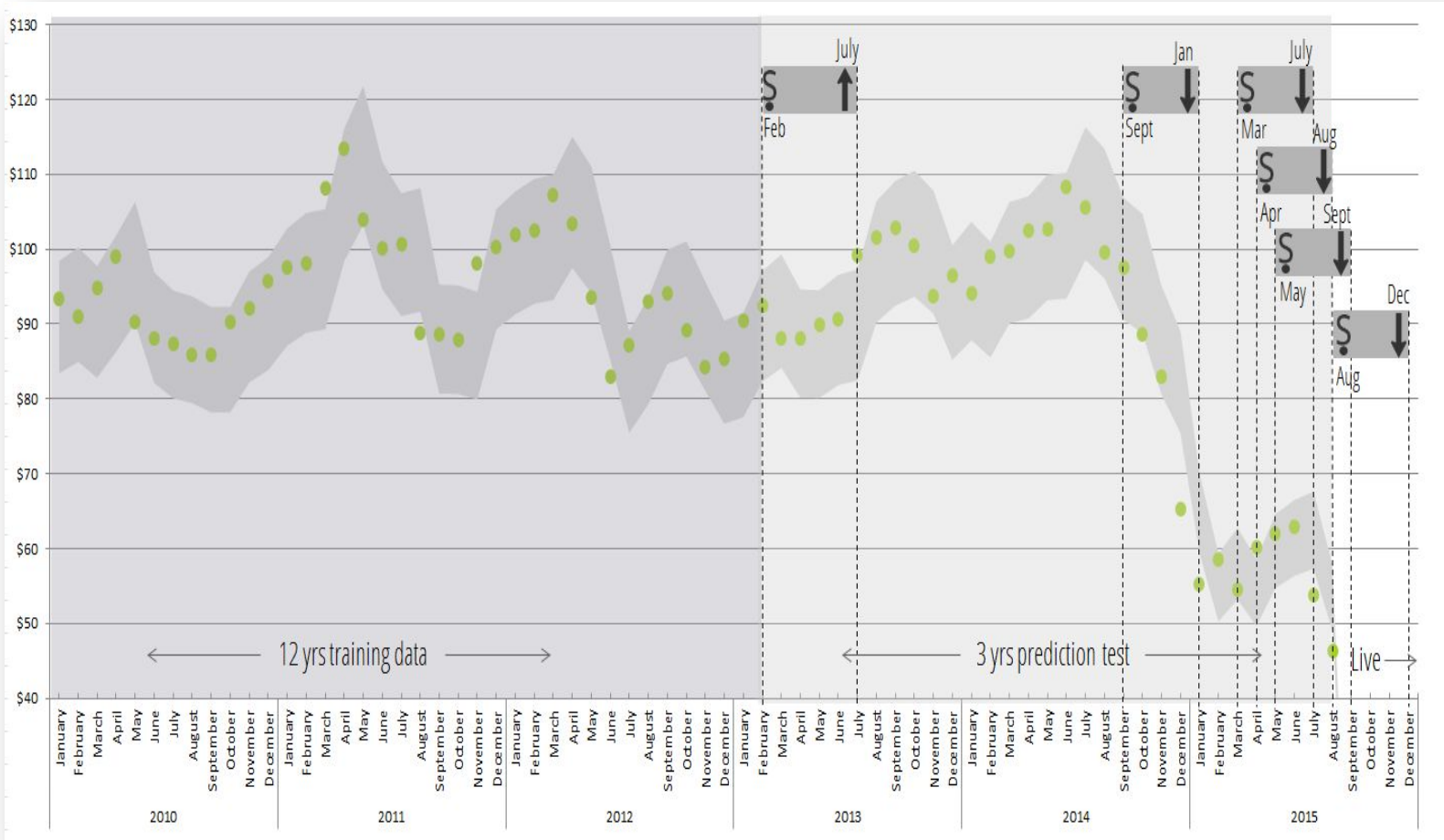
# 62 TOTAL # OF STRIKE EVENTS SELDN PREDICTED IN ADVANCE OVER 12 COUNTRIES MARCH 2015.



■ Predicted “Labor Strikes” – 90% accuracy

■ Predicted “No Labor Strikes” – 95% accuracy

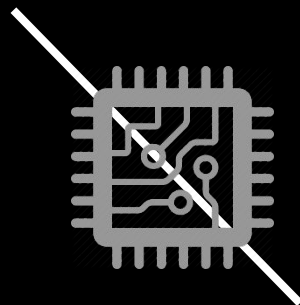
# SELDN AI PREDICTING OIL PRICE JUMPS: 4 MONTHS OUT



# 3. START WITH A BLUEPRINT

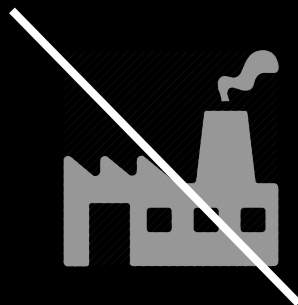


# MOONSHOTS ARE BUILT DIFFERENTLY



**TECHNOLOGY FIRST**

LEADS TO MANY PIVOTS



**VERTICAL FIRST**

BUILDS FOR YESTERDAY'S WORLD



**VISION FIRST**

THE NEXT BIG THING

# RIBO AI FINDING CURES FOR CANCER

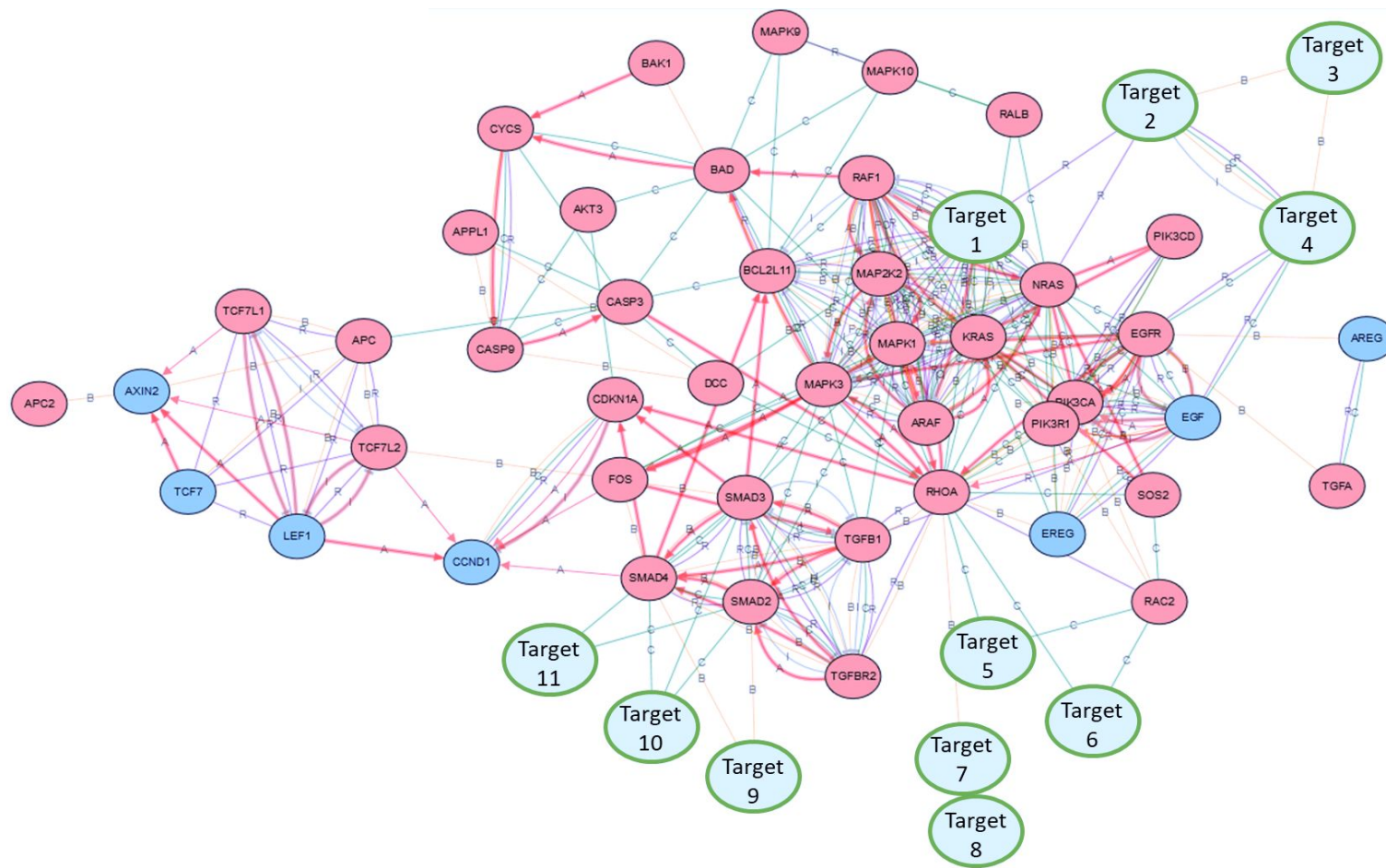
**PORTFOLIO: 11 CANCER INDICATIONS**

**224% BETTER CORRELATED GENES**

**215+ NOVEL TARGETS**

**40 NEW DRUGS**

**--> NEW BIOLOGY & PATHWAYS**







**WHAT IS YOUR BLUEPRINT FOR A PANDEMIC FREE WORLD?**

**CHANGE THE PERCEIVED LIMITS OF POSSIBILITY**

**FORD**

HORSELESS CARRIAGE

**TESLA**

CAPTURE  
LIGHTNING

**WRIGHT  
BROTHERS**

FLY





**WE NEED TO HAVE THE AUDACITY TO CREATE A BETTER  
FUTURE**

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