

GECCO = GP + GA + ES + EP + EH + ER + DNA + LCS + RWA + AAAA +

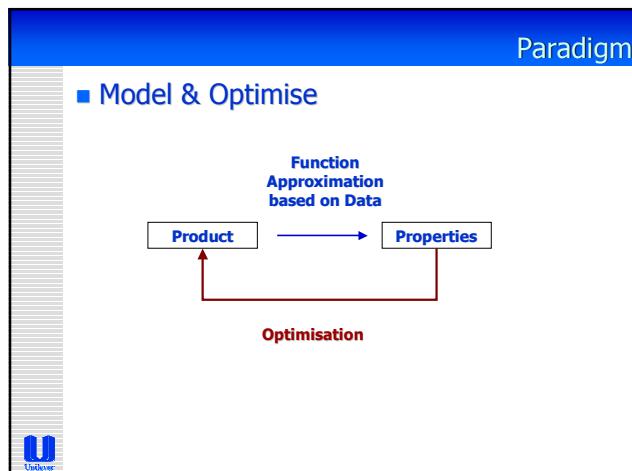
June 26 - 30, 2004  
(Saturday-Wednesday)  
Seattle, Washington USA

## Evolutionary Product Design: Rocket Science or Art?

### EVOLUTIONARY COMPUTATION IN INDUSTRY SESSION

Shail Patel  
Unilever Corporate Research  
Colworth House  
Sharnbrook, Beds UK  
shail.patel@unilever.com





>Case 1>Problem Description

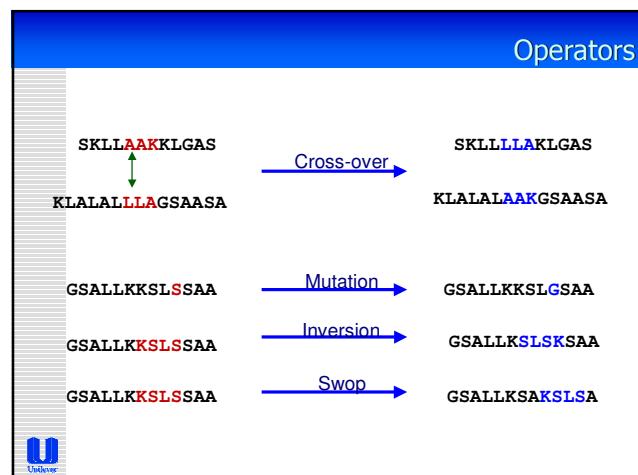
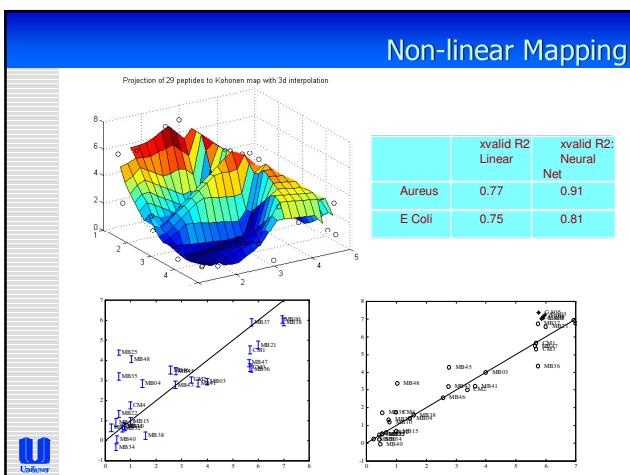
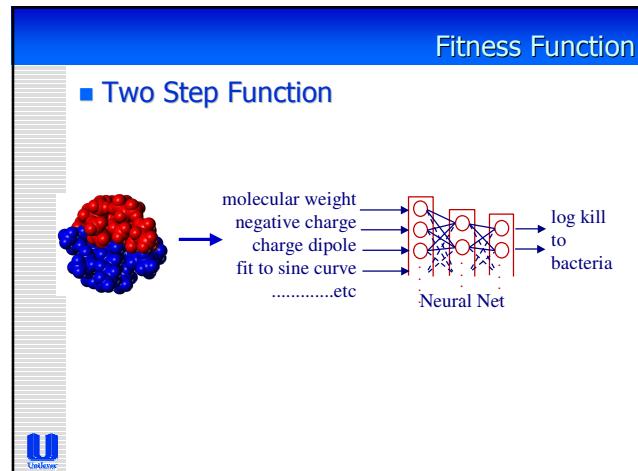
## Design an anti-bacterial peptide

**Natural Representation:**

- String of amino acids
- KLALALLLAGSAASA**

Alpha-Helical Peptide  
Side View  
red = hydrophobic  
blue = hydrophilic

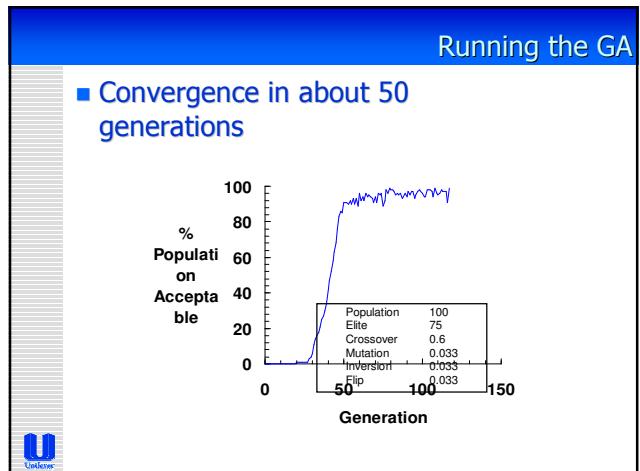
Patenting computer-designed peptides, Patel, Stott, Bhakoo & Elliott, Journal of Computer-Aided Molecular Design, 12: 543-556 1998



### Special Cross-Over Operator

- Represent as right and left halves, separated by 'zero crossing' of hydrophobicity (red line in graph)
- Canonically align by right and left halves
- Select random (aligned) segments
- Perform cross-over





### Results: New Peptides

Peptide Sequence	predicted log kill	measured log kill
AASKAAKTLAKLSSLLKLL	7.22	> 5.96
LLKKLLRAASKALSL	7.13	> 5.90
AAKKLSKLLKTLKLL	7.35	> 5.76
KALKKLLKLASSLLTAL	7.04	5.90
AASKALRTASRLARSLLTLL	7.03	> 5.85



### >Case 2>Problem Description Multi-Criteria Formulation Optimisation

- Current Process:
  - requirements
  - formulators experience
  - past products
  - experiments
- New Process:
  - requirements
  - formulators experience
  - past products
  - experiments
  - *predictions based on past experiments*
  - *trade-off analysis based on predictions*



