



Science to
empower IVF

We are a biotechnology company focused on reproductive medicine.

Our purpose is to improve traceability, efficiency, and quality at every stage of the IVF process through the development of medical devices and technological tools.



Perfil

Sector: BIOTECH

Fecha de fundación: 2020

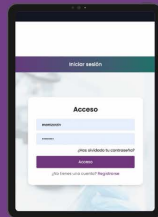
Personas en el equipo: 3

PROBLEM

In assisted reproduction laboratories, many critical processes are still recorded on paper, Excel spreadsheets, or generic systems that are not adapted to the clinical environment. This lack of standardization and traceability increases the risk of human error, complicates audits, slows decision-making, and creates a high operational burden for professionals.

In a context where process precision directly impacts pregnancy rates, this situation compromises both laboratory efficiency and patient confidence.

ARETHA



MANAGEMENT AND QUALITY CONTROL SOFTWARE.

The platform that organizes, reduces errors, and improves quality control processes in IVF clinics, hospitals, emergency services, and the healthcare sector in general.

VitriCarrier



MEDICAL DEVICES

Supports for vitrifying embryos and oocytes.

DIFFERENTIAL

Aretha is the only software developed specifically for assisted reproduction laboratories, integrating quality control, stock management, technical service tracking, and traceability into a single platform. Unlike generic solutions, it addresses the real needs of embryologists and significantly reduces errors, administrative workload, and audit failures.

EQUIPO



CEO

Iván Anduaga Marchetti
Embryologist
President of the Argentine Society
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COO

Maria Emilia Zorzín
Business Administration

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Over 16 years of experience in clinics and hospitals.



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