

# SPHERIC

BRANDING GUIDE

# BIO

Spheric Bio is redefining the future of medical implants with its emuLAAte platform, delivering personalized, on-demand devices that seamlessly conform to each patient's unique anatomy. Focused on left atrial appendage occlusion (LAAO) for stroke prevention in atrial fibrillation (AF), we eliminate the limitations of standardized, pre-made implants by offering a precision-driven solution at the point of care.

By combining cutting-edge biomaterials, advanced in-body fabrication, and a streamlined clinical workflow, we enable more efficient procedures, reduced complications, and better patient outcomes—ultimately transforming the LAAO landscape.

Our brand voice is intelligent, forward-thinking, and precise – speaking to both clinical credibility and technological innovation. We communicate with clarity and confidence, ensuring that our breakthrough approach feels both accessible and reliable to physicians, researchers, and industry partners.

### Core Brand Values

- Efficiency – Simplifying workflows, optimizing procedures, and minimizing complexity.
- Personalization at Scale – Delivering a universal yet individualized solution through a single, adaptable technology.
- Seamlessness – Eliminating mismatches by ensuring perfect anatomical fit in every patient.
- Scientific Leadership – Backed by rigorous research, strong IP, and key partnerships in medical innovation.
- Precision & Performance – Enhancing clinical outcomes while maintaining scalability and reliability.

## Visual & Aesthetic Direction

Spheric Bio's branding reflects refined innovation, balancing a futuristic yet clinical aesthetic. The visual identity should evoke:

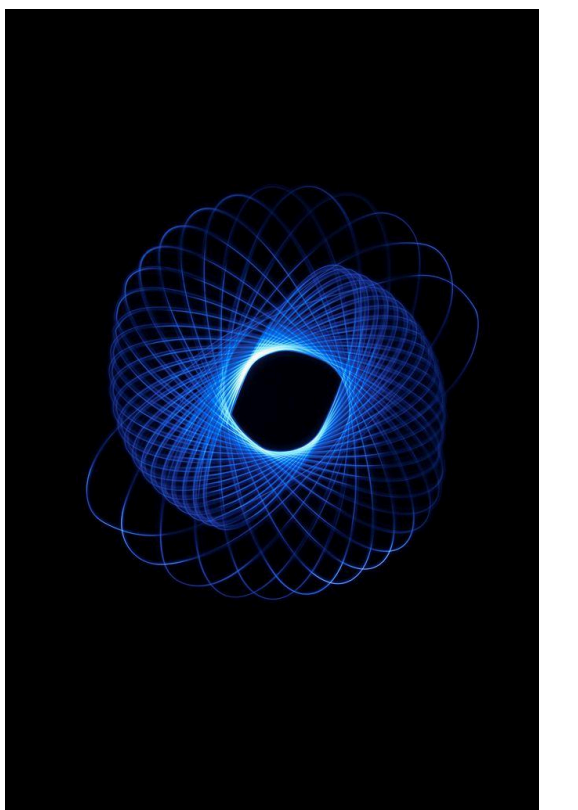
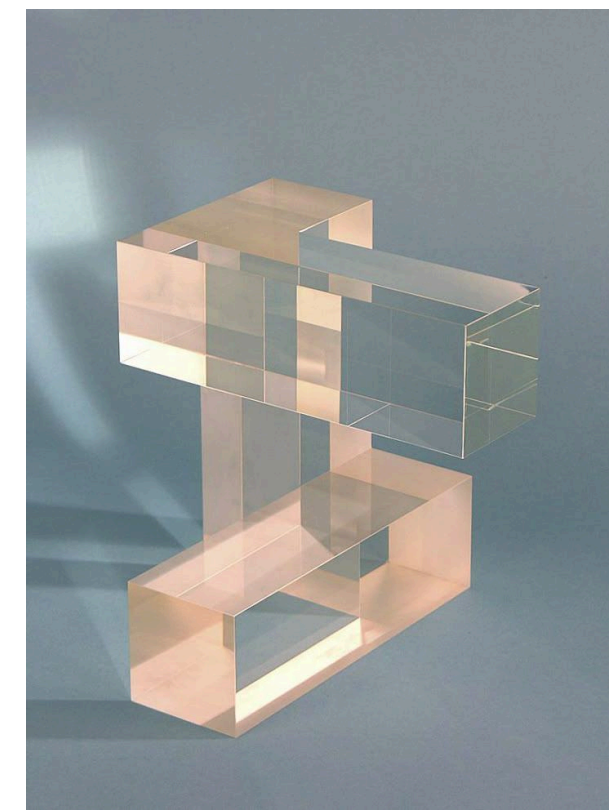
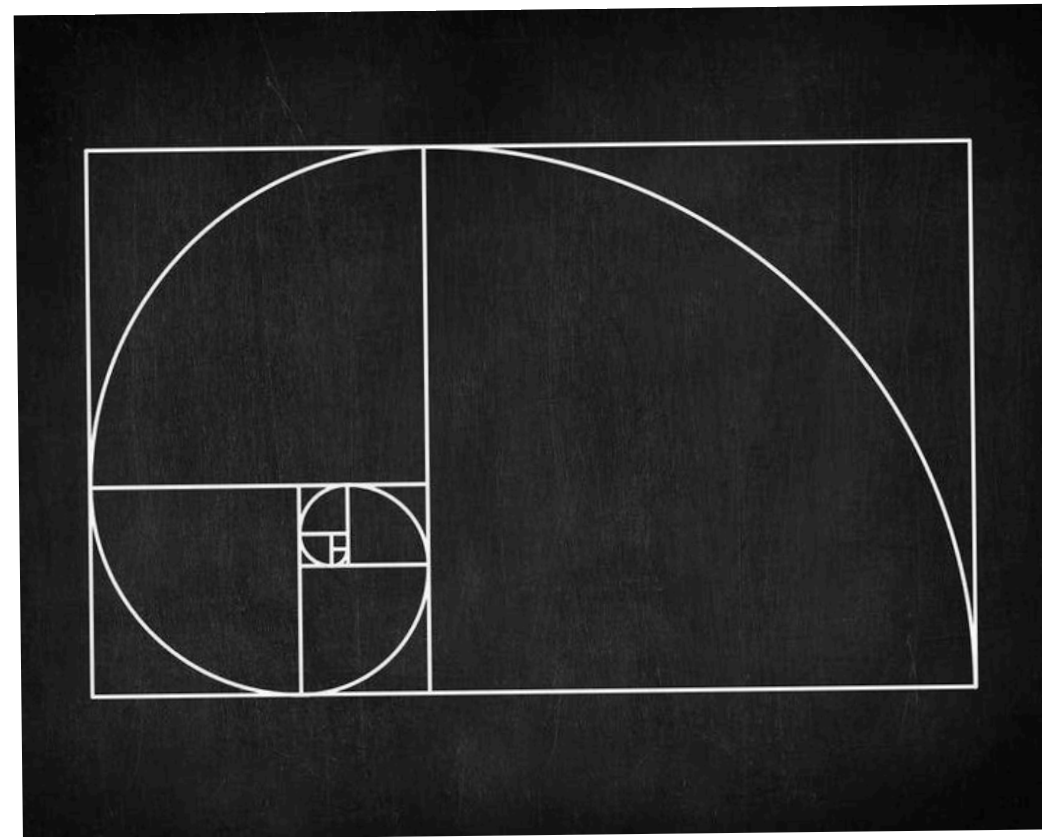
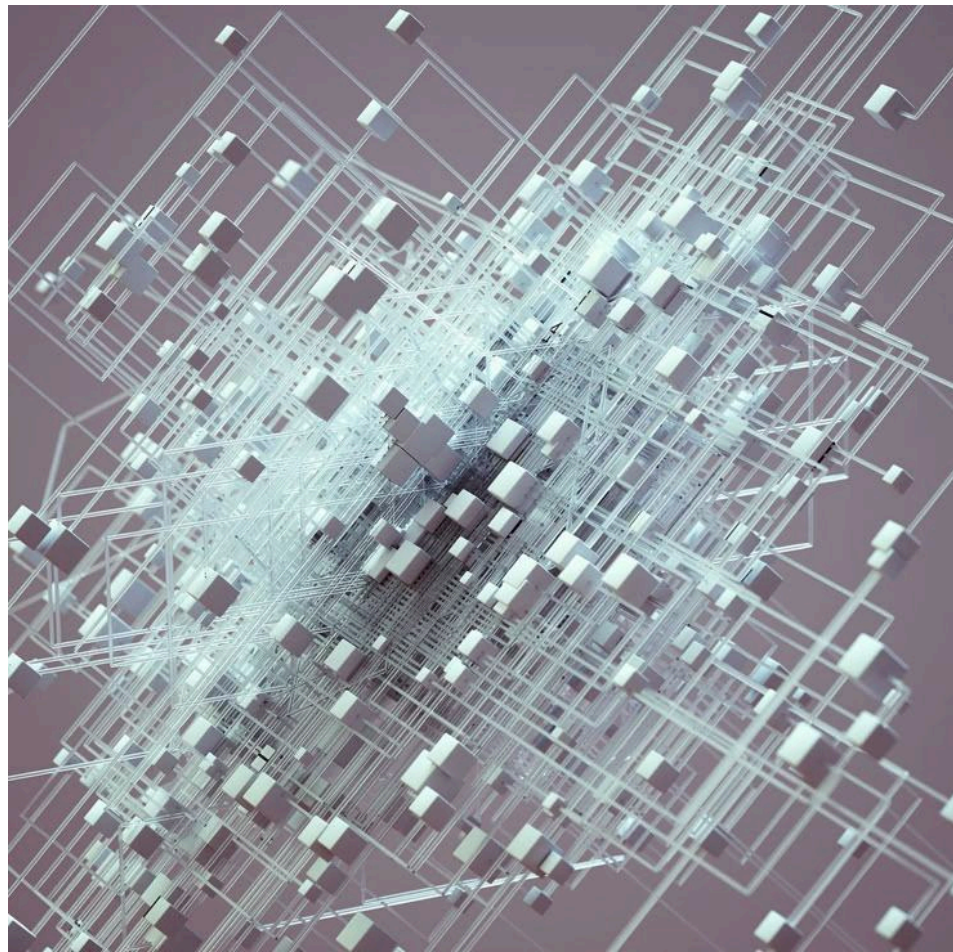
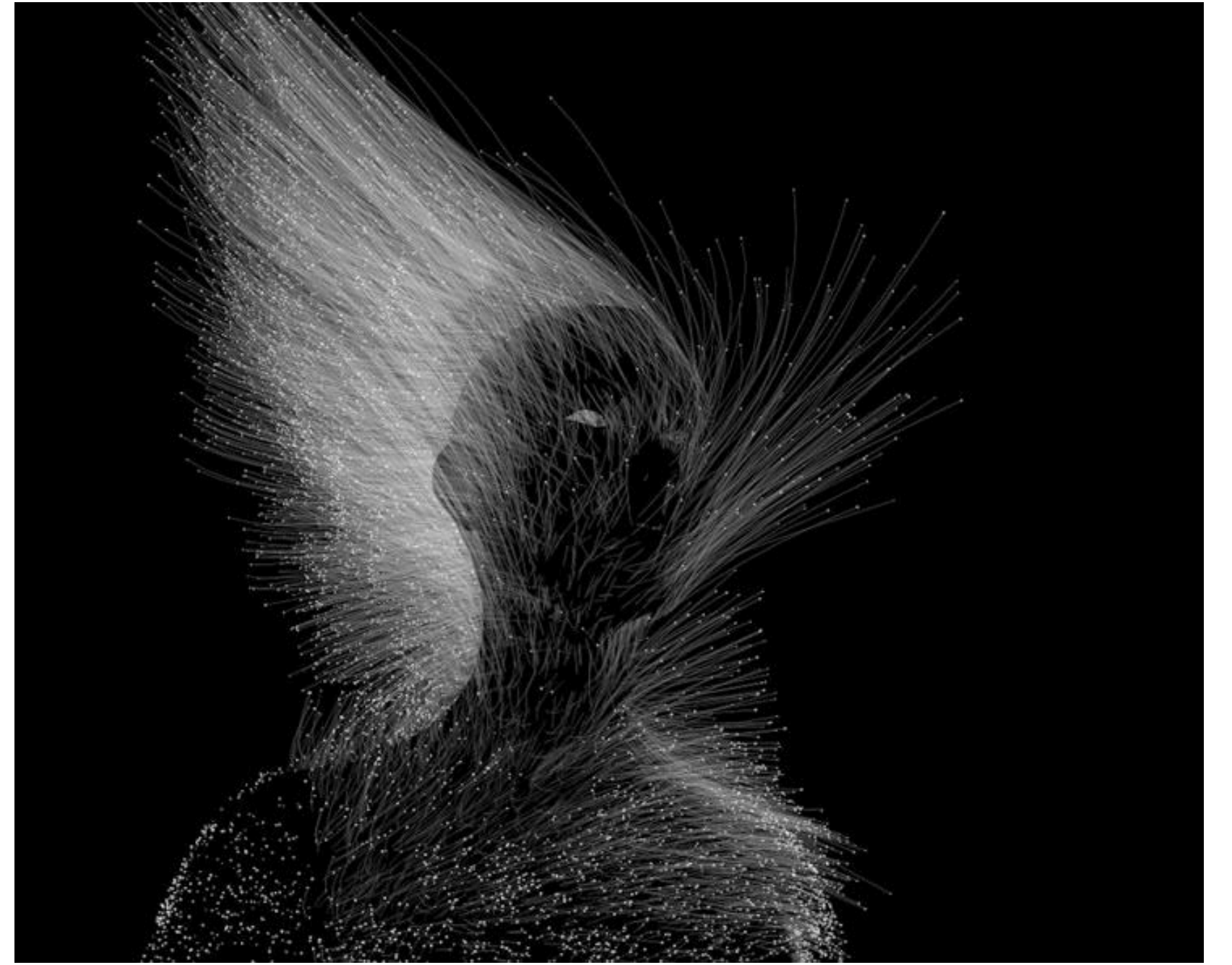
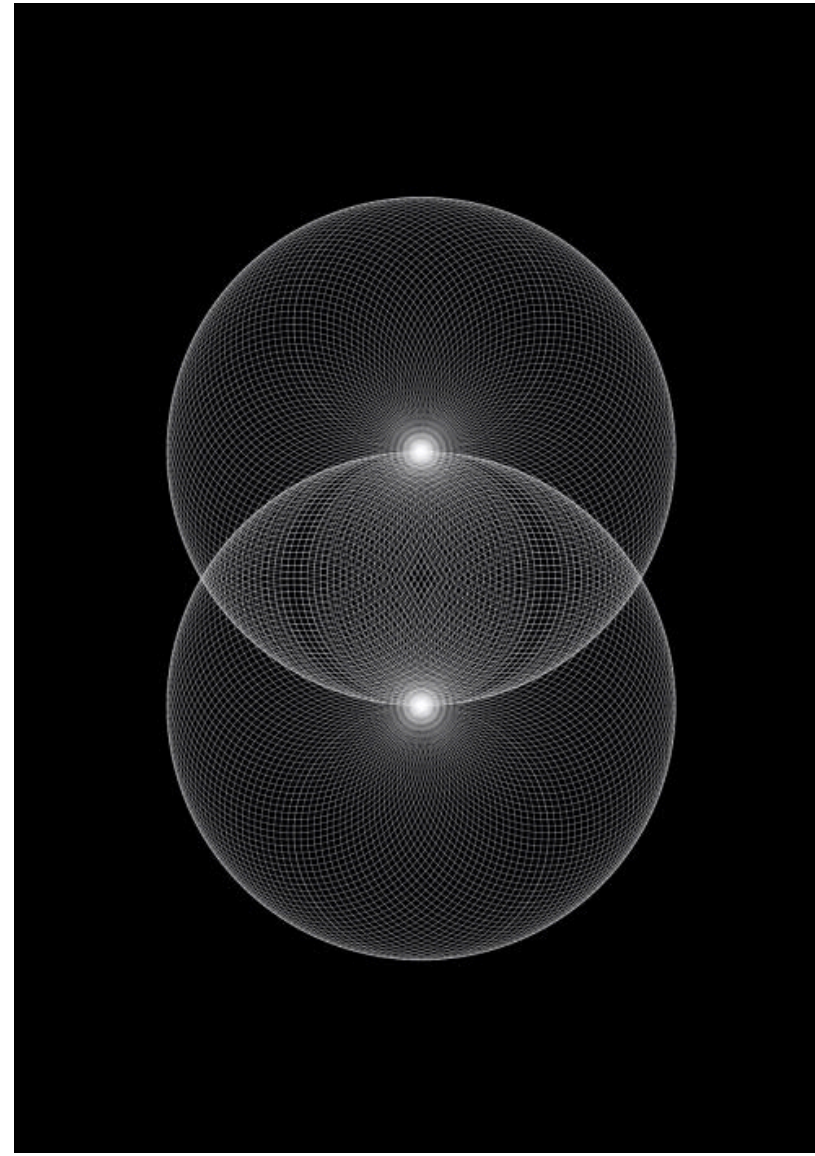
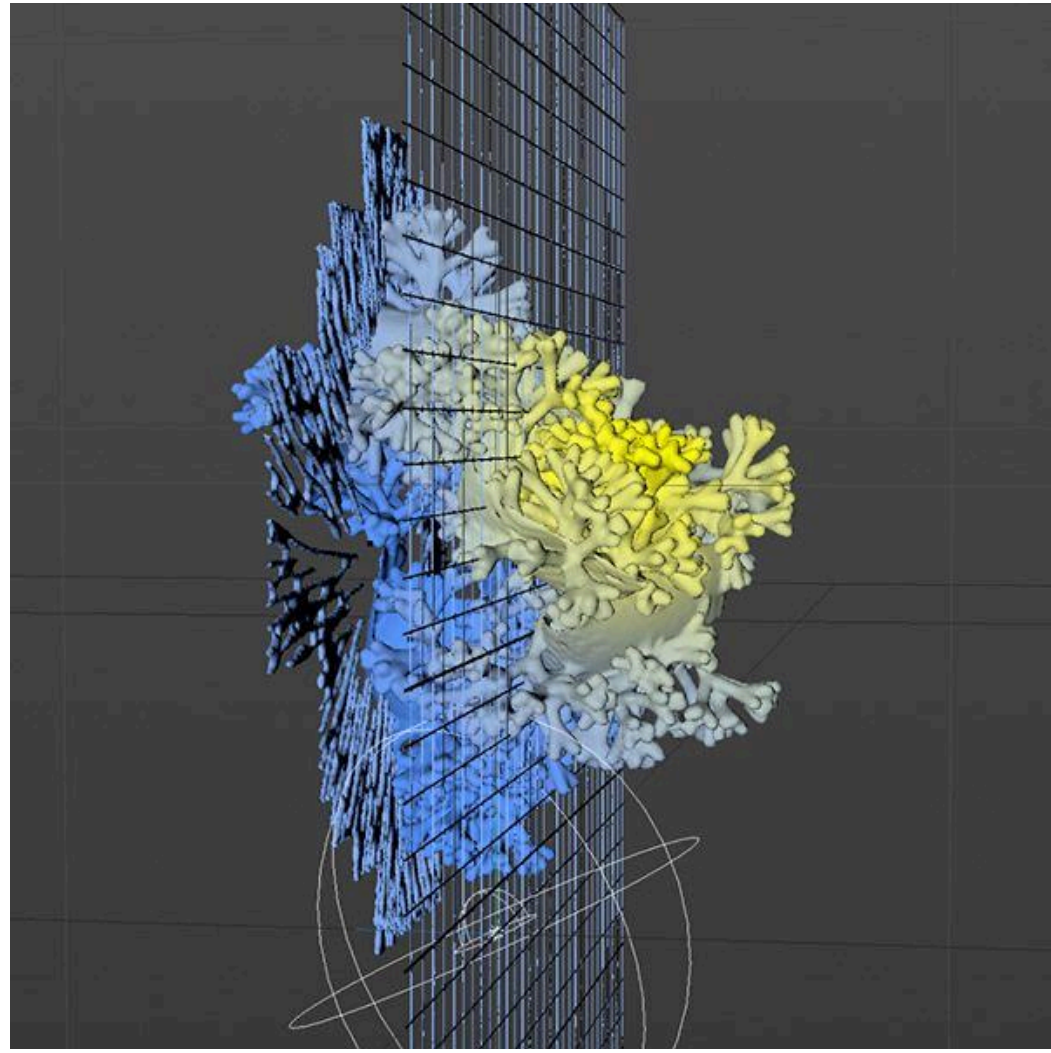
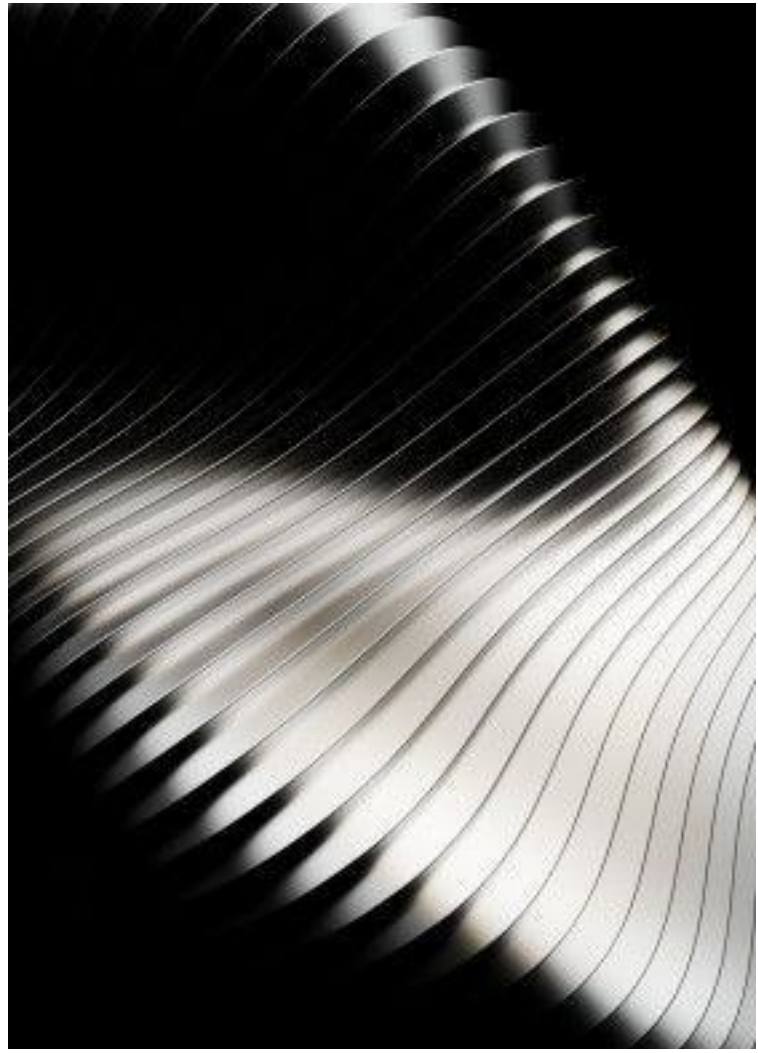
- Precision & Clarity – A sleek, minimalistic design that underscores efficiency and accuracy.
- Soft, Organic Forms – Reflecting the adaptability and biomimetic nature of our implants.
- Subtle Technological Edge – A modern, sophisticated palette that conveys cutting-edge advancements without feeling overly aggressive.

## Brand Messaging

Spheric Bio's messaging is groundbreaking yet understated, conveying revolutionary change through practical, measurable benefits. Key messaging themes include:

- Redefining Implant Precision – “A seamless fit for every patient, every time.”
- Personalization at Scale – “A universal solution for individualized care.”
- Effortless Innovation – “Smart implants, simplified workflows, superior outcomes.”
- Next-Gen Stroke Prevention – “Transforming LAAO with precision-built implants.”

By combining scientific rigor, medical expertise, and seamless innovation, Spheric Bio is pioneering a new era of patient-specific implants—efficient, scalable, and tailored to perfection.





# Archivo

---

**Spheric Bio** is redefining the future of medical implants with its emuLAAte platform, delivering personalized, on-demand devices that seamlessly conform to each patient’s unique anatomy. Focused on left atrial appendage occlusion (LAAO) for stroke prevention in atrial fibrillation (AF), we eliminate the limitations of standardized, pre-made implants by offering a precision-driven solution at the point of care.

---

## EXECUTIVE SUMMARY

Spheric Bio is pioneering a new approach to medical implants with its emuLAAte platform, enabling the creation of soft, personalized devices directly inside the patient’s body. We are focused on left atrial appendage occlusion (LAAO) for stroke prevention in atrial fibrillation (AF). Unlike standardized, pre-made devices, our on-demand solution can match any patient’s unique anatomy right at the point of care. Backed by cutting-edge research, strong IP, and key partnerships, our form-fitting implants will improve clinical outcomes, reduce complications, and streamline procedures to redefine the LAAO market.

Atrial fibrillation (AF) patients have a 5-fold increased risk of stroke—a leading cause of disability costing >\$56 billion/year. In these patients, over 90% of strokes are caused by clots from the left atrial appendage. Accordingly, LAA occlusion (LAAO) offers a promising alternative to long-term blood-thinners for stroke prevention. However, LAAs are made of soft, delicate tissues with huge patient-to-patient variability in size

and shape. Conversely, all FDA-approved devices are metallic, round, and pre-fabricated in limited predefined sizes. This mismatch leads to challenging and resource-intensive clinical workflows, elevated complication rates, and reduced clinical performance, with rates of incomplete LAA sealing between 25-50%.

## SOLUTION

Spheric Bio is developing the emuLAAte platform, a new approach that allows clinicians to create atraumatic, form-fitting, 3D implants directly inside the patient’s LAA using soft biomaterials. By using the human body as a 3D injection mold, we can produce patient-specific implants at the point-of-care rather than relying on standardized, mass-produced devices. Our approach solves the patient-device mismatch problem to eliminate leaks and achieve complete sealing, reduce local tissue trauma and encourage implant healing, and minimize clotting risk. Further, the inherent adaptability of the technique will reduce pre-procedural planning,

Spheric Bio

*Spheric Bio*

Spheric Bio

*Spheric Bio*

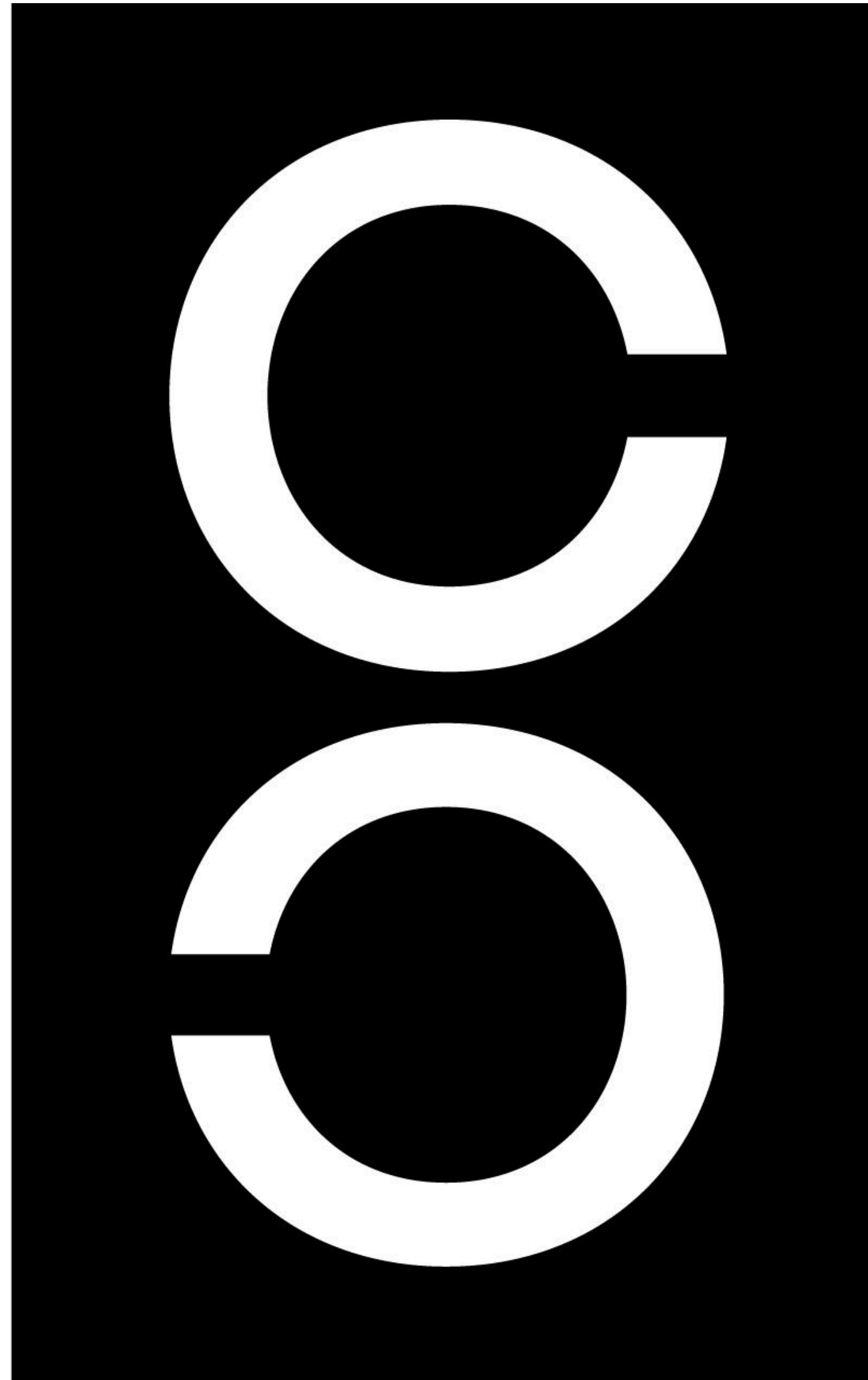
Spheric Bio

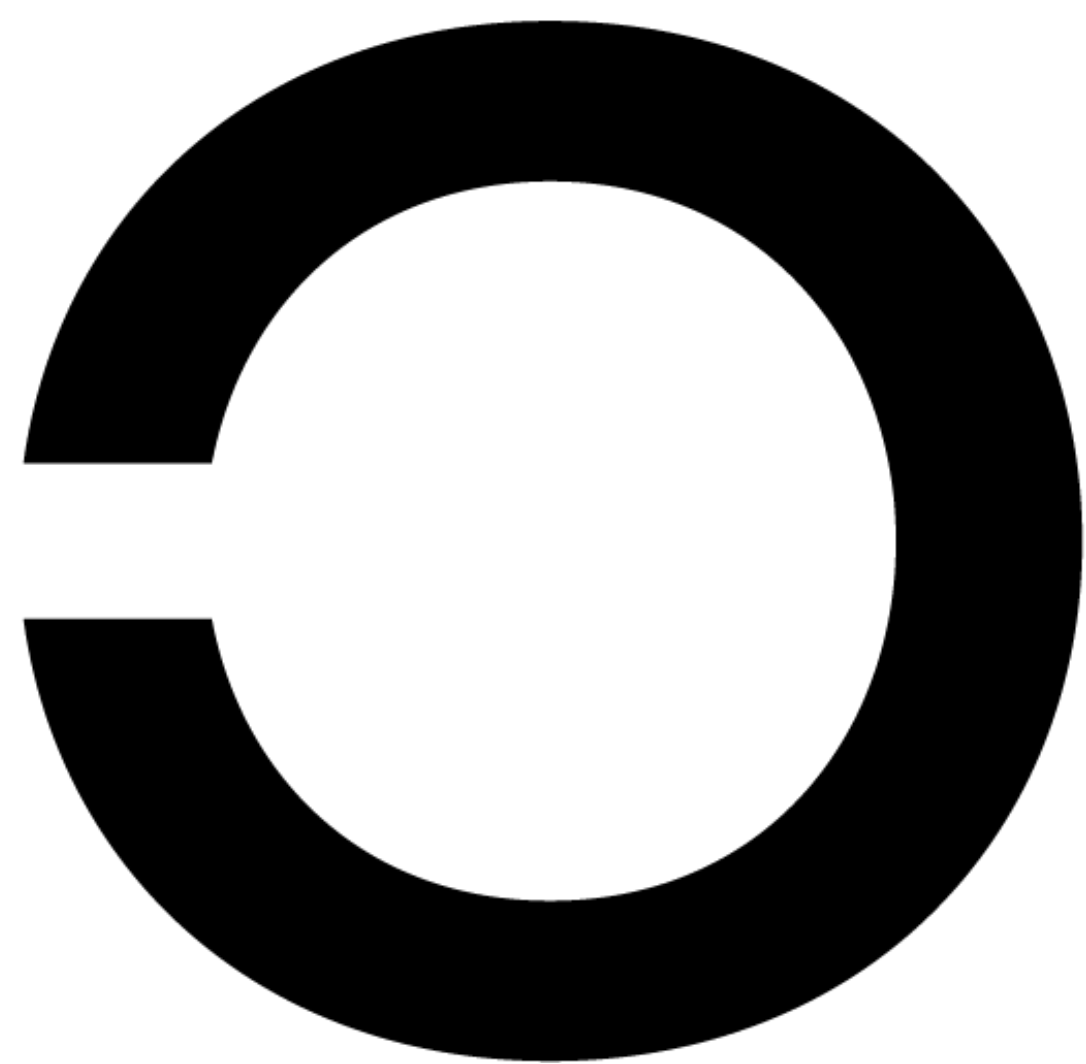
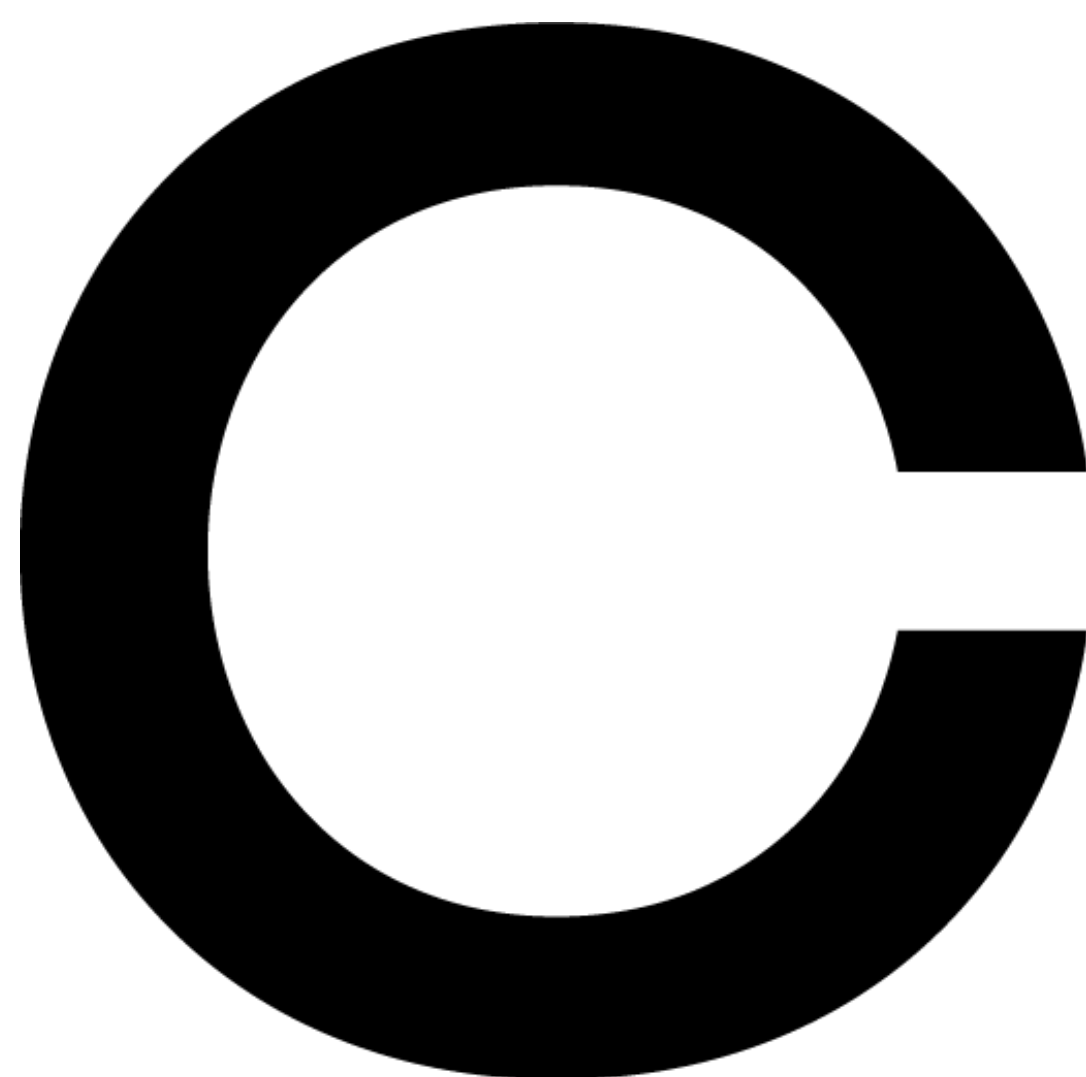
*Spheric Bio*

Spheric Bio

*Spheric Bio*

**SPHERIC  
BIO**



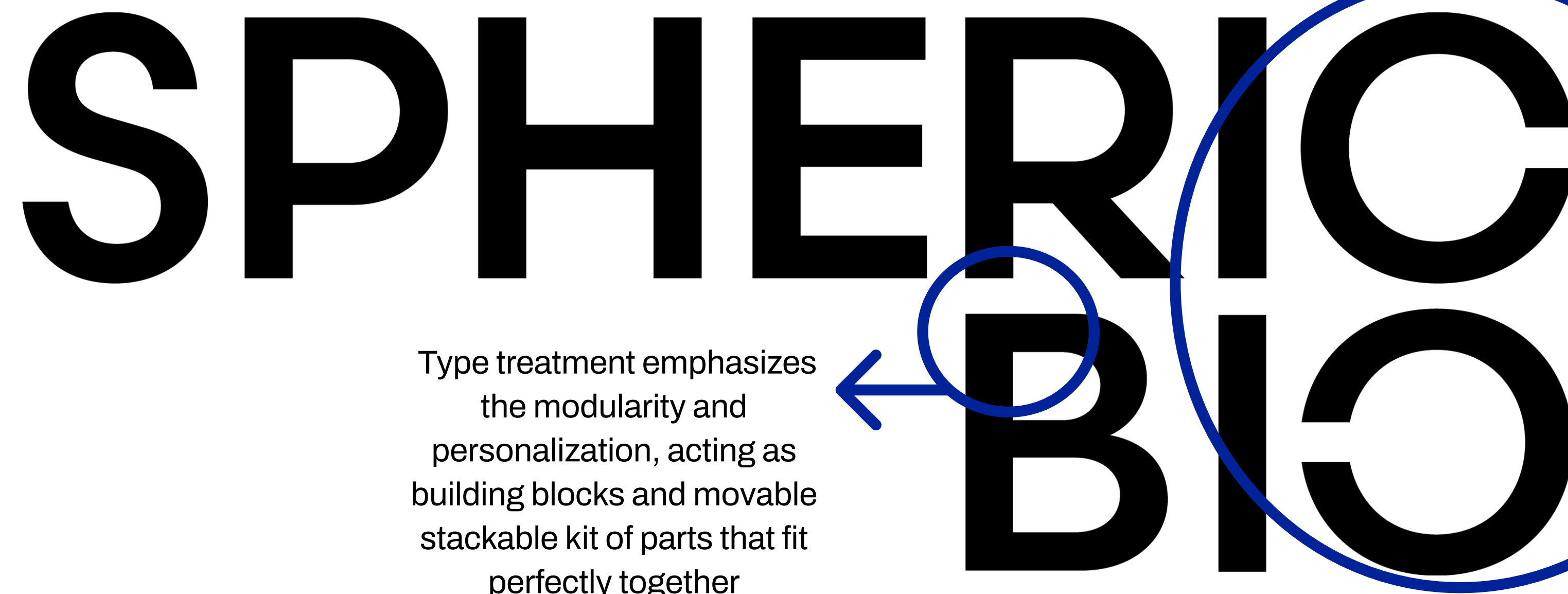


**SPHERIC  
BIO**



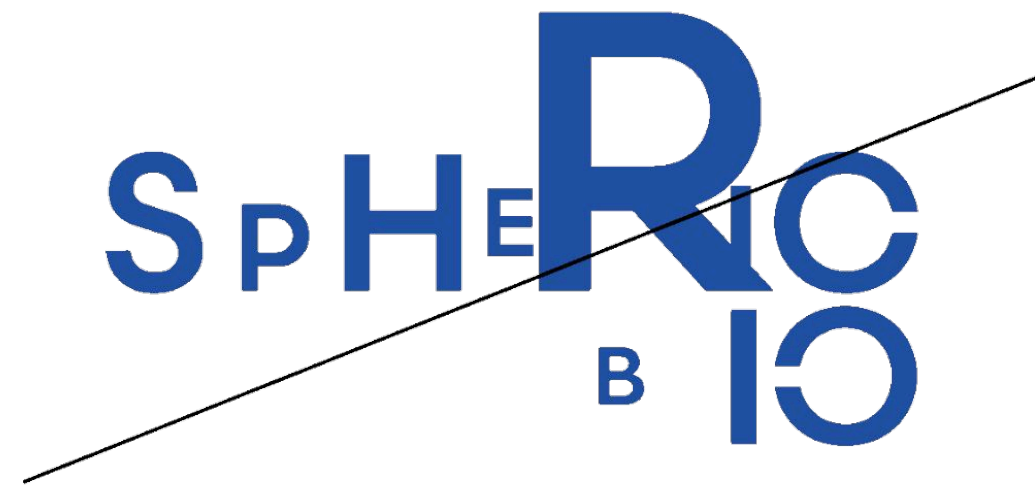


# SPHERIC BIO

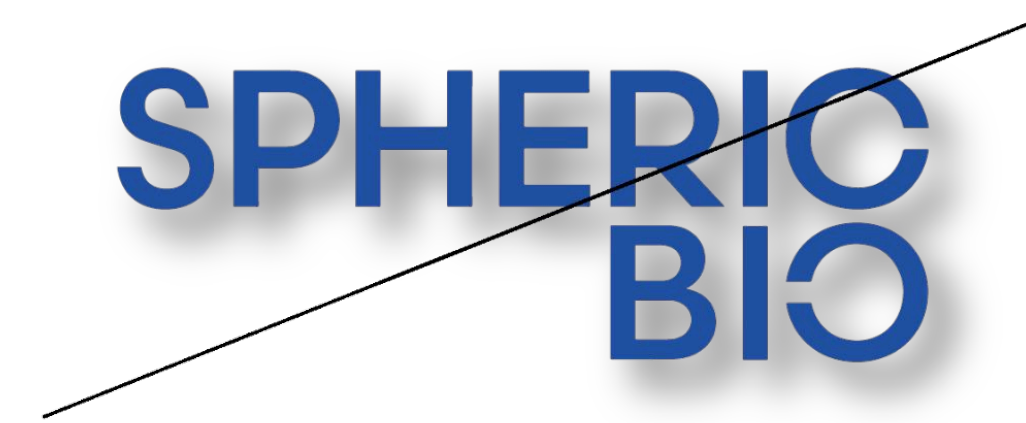
The logo consists of the words "SPHERIC" and "BIO" in a bold, black, sans-serif font, stacked vertically. A blue circle is drawn around the letters "IC" in "SPHERIC" and "IO" in "BIO". A blue arrow points from the text "Perfect symmetry between the 'C' and the 'O', representing the fit and comfort that the implant will have for patients" to the top of this circle. Another blue arrow points from the text "Type treatment emphasizes the modularity and personalization, acting as building blocks and movable stackable kit of parts that fit perfectly together" to the left of the circle, pointing towards the letter "B".

Type treatment emphasizes the modularity and personalization, acting as building blocks and movable stackable kit of parts that fit perfectly together

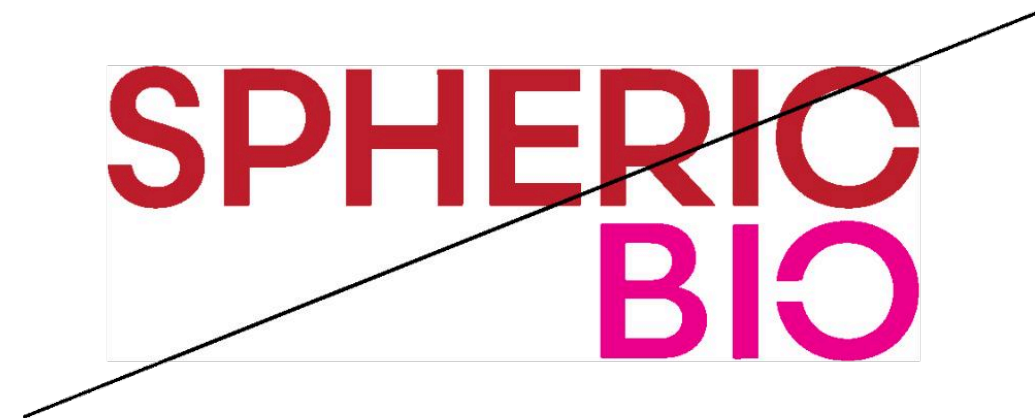
Perfect symmetry between the “C” and the “O”, representing the fit and comfort that the implant will have for patients



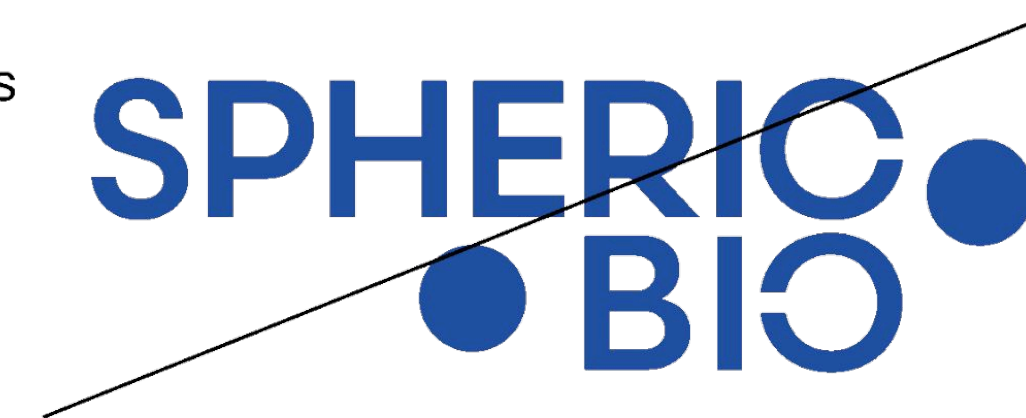
Do not change the font size



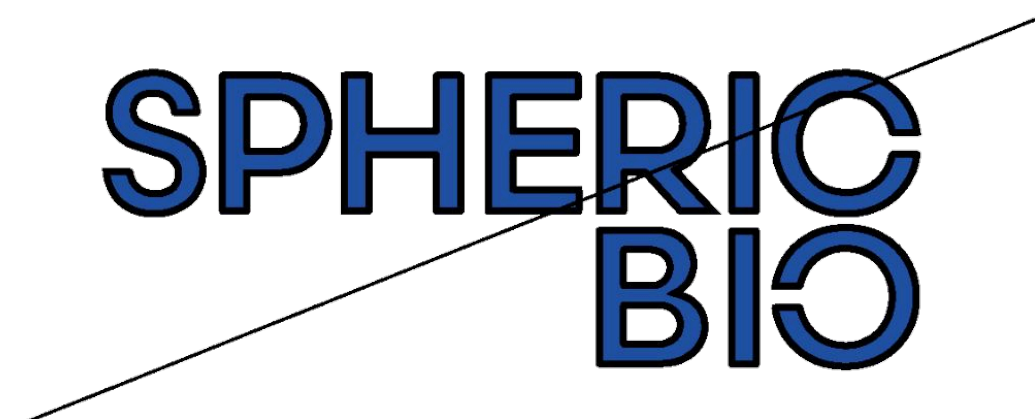
Do not use shadows with the logo.



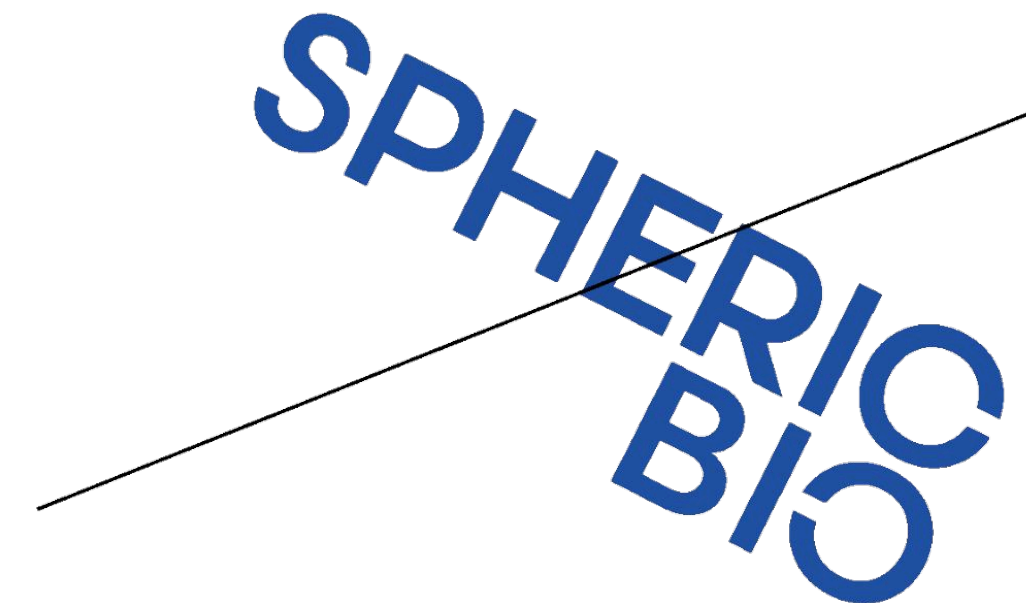
Colors other than those specified in this guideline are not allowed



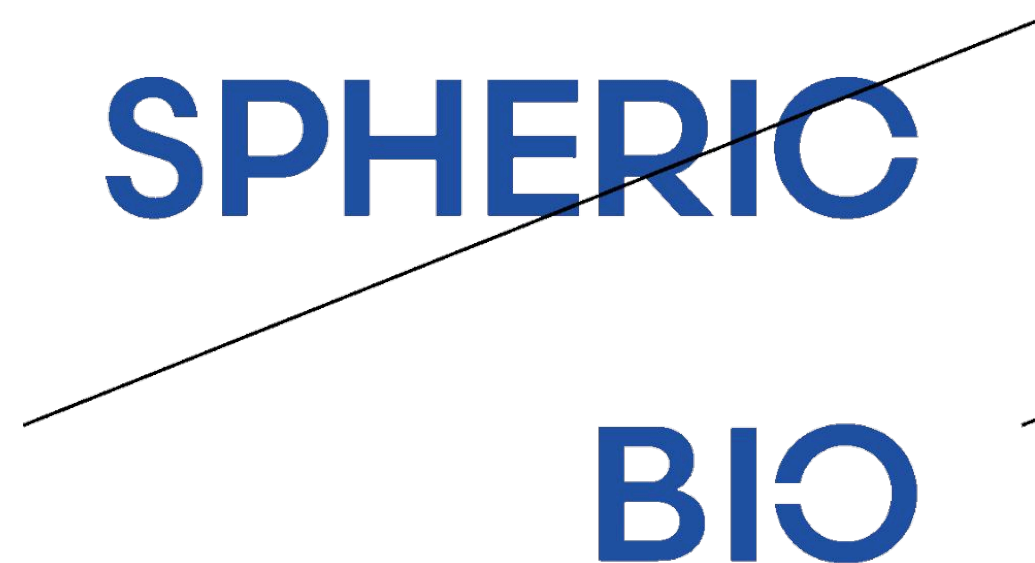
Do not display other graphical elements around the logo



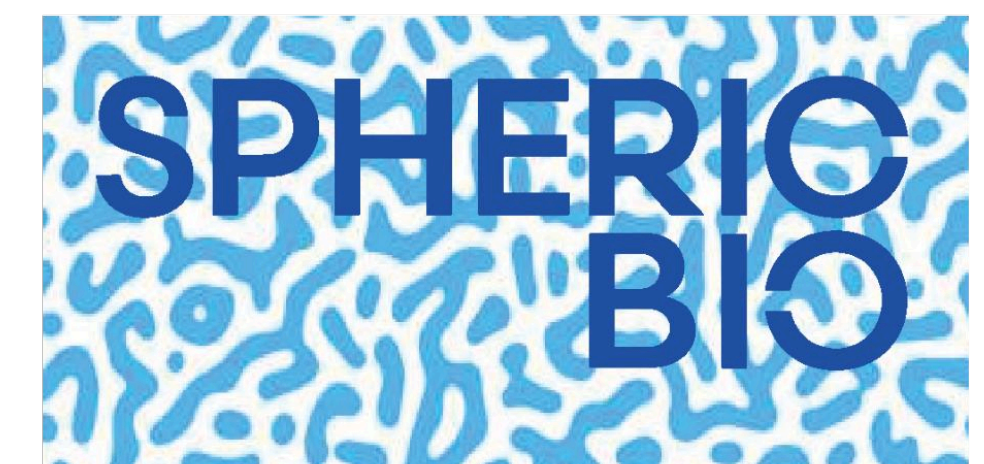
Do not apply borders



Do not tilt the logo



Do not change the spacing between characters



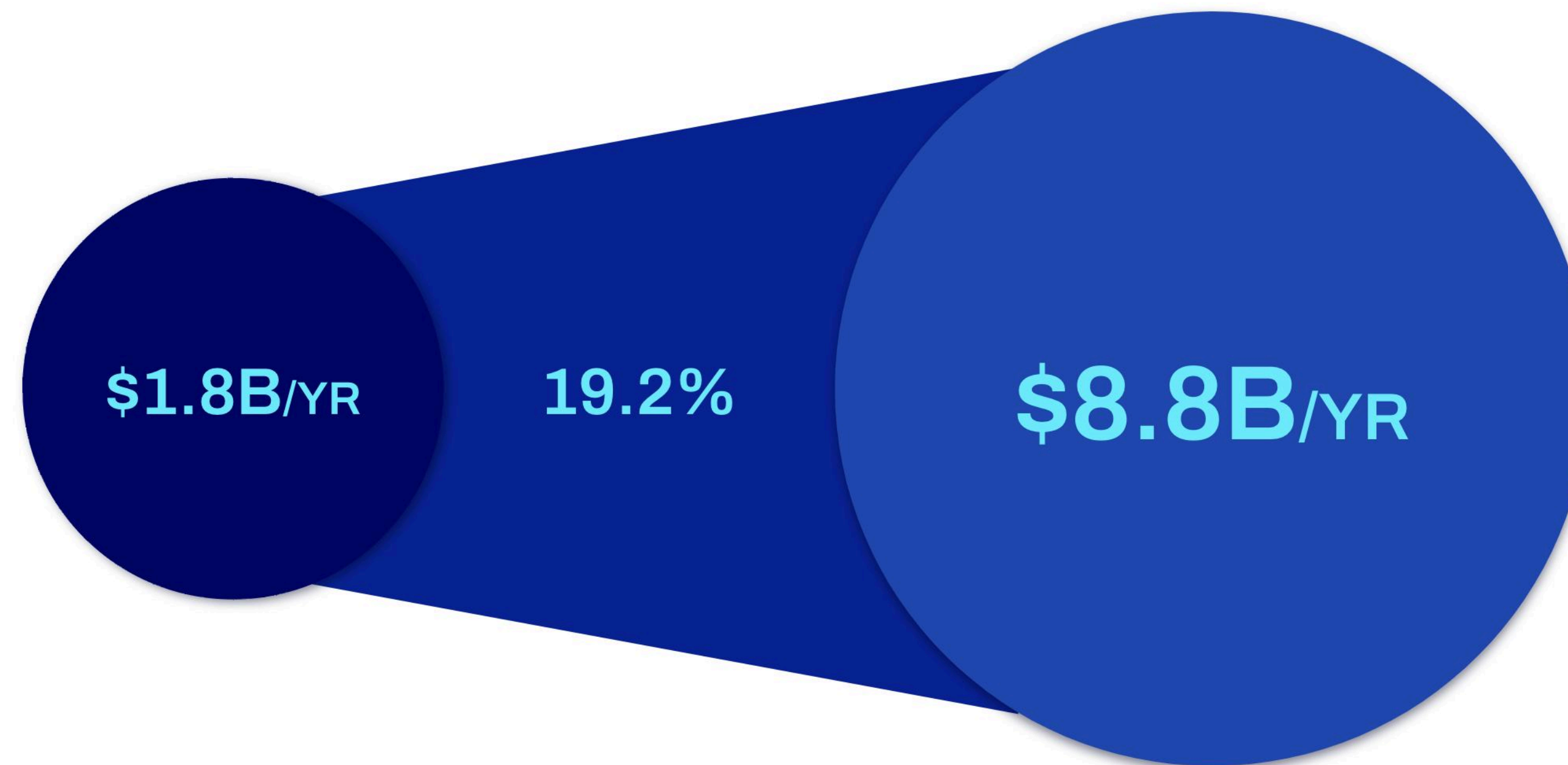
Do not place the logo on an overly intricate background (like patterns or pictures, etc...)

# SPHERIC

# BIO

Slide Deck Template

## A Rapidly-Growing Opportunity



**Spheric Bio** is redefining the future of medical implants with its emuLAAte platform, delivering personalized, on-demand devices that seamlessly conform to each patient’s unique anatomy. Focused on left atrial appendage occlusion (LAAO) for stroke prevention in atrial fibrillation (AF), we eliminate the limitations of standardized, pre-made implants by offering a precision-driven solution at the point of care.



Core Brand Values

- **Efficiency**  
Simplifying workflows, optimizing procedures, and minimizing complexity
- **Personalization at Scale**  
Delivering a universal yet individualized solution through a single, adaptable technology
- **Seamlessness**  
Eliminating mismatches by ensuring a perfect anatomical fit for every patient
- **Scientific Leadership**  
Backed by rigorous research, strong IP, and key partnerships in medical innovation



A Rapidly-Growing Opportunity



Core Team



**Connor Verheyen**  
CEO, Co-Founder  
Harvard-MIT HST



**Markus Horvath**  
CTO, Co-Founder  
Harvard-MIT HST



**Prof. Ellen Roche**  
Academic Co-Founder  
Harvard-MIT HST



**Bob Farra**  
Team Mentor  
MIT Deshpande



# SPHERIC

# BIO

## Slide Deck Template

## A Rapidly-Growing Opportunity



**Spheric Bio** is redefining the future of medical implants with its emuLAte platform, delivering personalized, on-demand devices that seamlessly conform to each patient's unique anatomy. Focused on left atrial appendage occlusion (LAAO) for stroke prevention in atrial fibrillation (AF), we eliminate the limitations of standardized, pre-made implants by offering a precision-driven solution at the point of care.



## Core Brand Values

- **Efficiency**  
Simplifying workflows, optimizing procedures, and minimizing complexity
- **Personalization at Scale**  
Delivering a universal yet individualized solution through a single, adaptable technology
- **Seamlessness**  
Eliminating mismatches by ensuring a perfect anatomical fit for every patient
- **Scientific Leadership**  
Backed by rigorous research, strong IP, and key partnerships in medical innovation



## A Rapidly-Growing Opportunity



## Core Team



**Connor Verheyen**  
CEO, Co-Founder  
Harvard-MIT HST



**Markus Horvath**  
CTO, Co-Founder  
Harvard-MIT HST



**Prof. Ellen Roche**  
Academic Co-Founder  
Harvard-MIT HST



**Bob Farra**  
Team Mentor  
MIT Deshpande



## EXECUTIVE SUMMARY

Spheric Bio is pioneering a new approach to medical implants with its emuLAAte platform, enabling the creation of soft, personalized devices directly inside the patient's body. We are focused on left atrial appendage occlusion (LAAO) for stroke prevention in atrial fibrillation (AF). Unlike standardized, pre-made devices, our on-demand solution can match any patient's unique anatomy right at the point of care. Backed by cutting-edge research, strong IP, and key partnerships, our form-fitting implants will improve clinical outcomes, reduce complications, and streamline procedures to redefine the LAAO market.

## PROBLEM

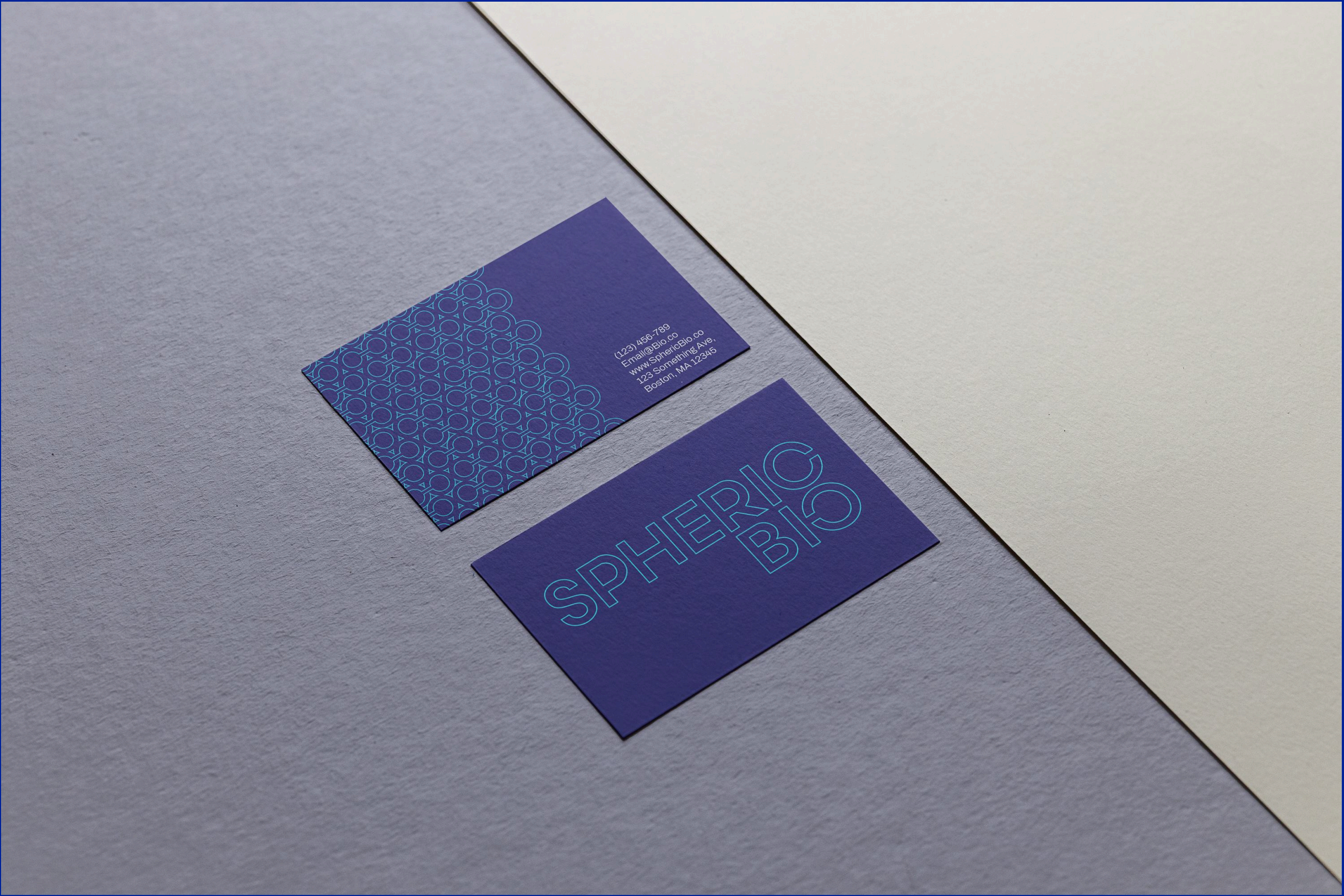
Atrial fibrillation (AF) patients have a 5-fold increased risk of stroke—a leading cause of disability costing >\$56 billion/year. In these patients, over 90% of strokes are caused by clots from the left atrial appendage. Accordingly, LAA occlusion (LAAO) offers a promising alternative to long-term blood-thinners for stroke prevention. However, LAAs are made of soft, delicate tissues with huge patient-to-patient variability in size and shape. Conversely, all FDA-approved devices are metallic, round, and pre-fabricated in limited predefined sizes. This mismatch leads to challenging and resource-intensive clinical workflows, elevated complication rates, and reduced clinical performance, with rates of incomplete LAA sealing between 25-50%.

## SOLUTION

Spheric Bio is developing the emuLAAte platform, a new approach that allows clinicians to create atraumatic, form-fitting, 3D implants directly inside the patient's LAA using soft biomaterials. By using the human body as a 3D injection mold, we can produce patient-specific implants at the point-of-care rather than relying on standardized, mass-produced devices. Our approach solves the patient-device mismatch problem to eliminate leaks and achieve complete sealing, reduce local tissue trauma and encourage implant healing, and minimize clotting risk. Further, the inherent adaptability of the technique will reduce pre-procedural planning, simplify the device deployment process, decrease peri- and post- procedural complications, and lower the demand for limited healthcare resources. Altogether, this can provide optimal, personalized LAAO to any patient with any anatomy.

## TECHNOLOGY

Our emuLAAte platform provides clinicians with an off-the-shelf catheter-based toolkit loaded with modular “pre-implant” components (internal building blocks, expandable outer casing) to generate minimally-invasive, personalized implants in situ and on demand. We've [filed broad IP](#) (US Patent App. 18/312,492) covering biomaterial compositions, implant designs, catheter deployment systems, in-situ assembly processes, and a range of clinical applications across tissues and diseases.



THANK YOU!