

# GrowFL and Research Park at FAU Partner for Business Success

## DECORA's Path to Success

Every entrepreneur faces their fair share of challenges but being a Brazilian-based company in the United States poses even more barriers to overcome. That's where a partnership between the Research Park at Florida Atlantic University® and GrowFL comes together.

"In 2013, I started DECORA inside an incubator in Brazil with four other partners. A few years later, we made plans to move to the United States and I came here bringing my family and my company. My partners ended up staying in Brazil. During my first week looking around South Florida, we were introduced to the Research Park and it was love at first sight," said Rodrigo Griesi.

DECORA's expertise lies in creating scalable CGI solutions for retailers and Global Ventures acted as the catalyst for their success in the United States. Being inside the Research Park gave DECORA visibility, validation for clients and the tools they needed to expedite growth and land clients like Home Depot, Wayfair and Target.

"Global Ventures staff assisted DECORA with introductions to University faculty and other resources to staff its company and build out its innovation," said Andrew Duffell, President of the Research Park at Florida Atlantic University. "We also assisted in assimilating DECORA into the South Florida community."

In 2017, Decora increased its asset production volumes by over 1,000%. As of March 2018, Decora was delivering over 15,000 images and over 7,000 scenes a month via a combination of their full-time talent and growing community of 3D designers. Research Park Catalyst Fund resources sponsored Decora's participation in GrowFL yielding positive results. For example, Decora's focus was on the Marketing Dynamics framework in which the market research data validated the size of the company's market.

"When Decora came to the engagement initially, they were unsure of market direction," said Stephanie Kempton, the GrowFL System for Integrated Growth Team Lead. "We were able to use our market research to scope the market opportunity. This greatly helped them in their decision to sell the company."

***"The partnership with GrowFL and our Research Park clients has been extremely successful," stated Duffell. "We are looking forward to sponsoring more companies to participate in the GrowFL's System for Integrated Growth program and recommend other research parks in Florida to take advantage of GrowFL's resources for their own companies."***



GrowFL is a statewide economic development program designed to support scalable growth companies through focused strategies and resources to accelerate next level growth. Through its System for Integrated growth program, GrowFL works with companies in the Research Park's soft-landing program to identify new market opportunities in the United States. In total, seven companies have participated in GrowFL programs to expedite their business growth.

Visit [www.GrowFL.com](http://www.GrowFL.com) for more information.



Established in 1985, the Research Park at Florida Atlantic University is known as South Florida's laboratory for new entrepreneurial ideas and technologies. As a 70-acre destination for research and development companies to grow and thrive, it's home to Global Ventures, a soft-landing center and entrepreneurial support initiative.

Visit [www.Research-Park.org](http://www.Research-Park.org) for more information.