



DecorMatters

Decoration powered with technology



DecorMatters

Press Kit

DecorMatters is the favorite platform of any decor lover. It's the digital tool that empowers anyone to become an interior designer and a furniture connoisseur. Powered with Artificial Intelligence (AI), Augmented Reality (AR) data and blockchain technology, the app makes home design easier, more accessible, more fun, and more affordable than ever before.

With over 4 million users, the platform has created a community of designers that helps furniture shoppers make home renovation easier while enjoying a unique gamification user experience. DecorMatters allows shoppers to see what's trending and decide what to shop according to the space they have at home.

DecorMatters is not just an app for shoppers and designers, it's also a useful sales tool for retailers. The company has partnered with over 28 different leading furniture brands that are able to showcase their products in the app and allow any user to see how they would look in their rooms. After playing this AI and AR-powered game, users can purchase the products from the brand's website right through the app.



DecorMatters

Company Mission

DecorMatters' mission is to make interior design simple, fun and affordable by bringing together interior designers, shoppers, and retailers in a unique platform. To accomplish this, DecorMatters integrates gamification, eCommerce, Ai & AR, and a massive community of shoppers and designers who encourage each other to develop their interior design skills and even professional growth.

Milestones

10m

Funding

5m

Users

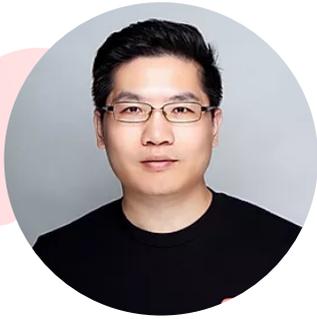
1m

Online designs



DecorMatters

The team



Mingfeng (Farris) Wu

Founder & CEO

Farris is a multi-disciplinary entrepreneur with success in three industries: consumer technology, venture capital, and commercial real estate. Farris conceived, co-founded, and served as CEO of DecorMatters. Prior to DecorMatters, Farris co-founded and served as MD of ZenStone Venture Capital, to bridge China's capital and innovations in Silicon Valley. Farris was named to Top 20 Best Cross-Border Venture Capitalists by China Venture and Hurun Midas List in 2016. He obtained a Ph.D. from the University of Texas at Austin, and B.S. and M.S. from Harbin Institute of Technology, China.

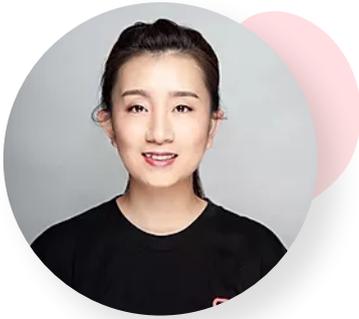


[linkedin.com/in/mingfengwu](https://www.linkedin.com/in/mingfengwu)



DecorMatters

The team



Jing Xue

Co-Founder & COO

Jing is a computer architect expert. She built the DecorMatters platform from scratch to a mature version. She is responsible for scaling its reach user reach, set the business strategy, the company roadmap, develop business partnerships and recruiting the best team possible. Prior to this experience, Xue worked as an Engineer at Qualcomm and as a Senior Architect at Nvidia. She holds a master's Degree in Computer Architecture from the University of Rochester.



[linkedin.com/in/jing-xue-08254018](https://www.linkedin.com/in/jing-xue-08254018)



DecorMatters

The team



Fay Yang

Co-Founder & CFO

Yang is a serial entrepreneur who has co-founded businesses in commercial real estate, venture capital, and consumer technology industries. Prior to starting DecorMatters, Yang founded Alpha Realty Capital (ARC) and cofounded ZenStone Venture Capital (ZenStoneVC.com), a Silicon Valley-based VC firm investing in companies at the stages of post-seed and early venture. Fay holds a Bachelor of Art in Enterprise Management from the University of San Francisco.



[linkedin.com/in/fay-yang-5303a720](https://www.linkedin.com/in/fay-yang-5303a720)



DecorMatters

The team



Bill Shao
CTO

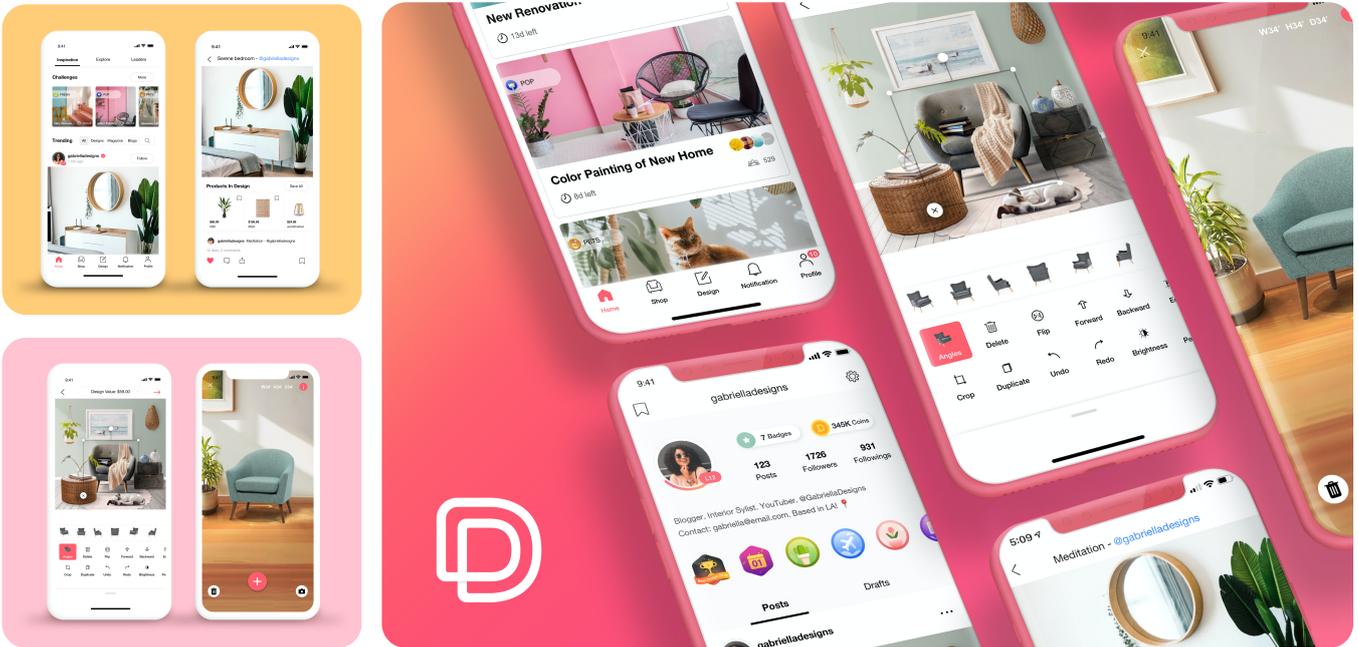
Bill is the CTO at DecorMatters. He holds a B.S in Computer Science and worked for 5 years as Director at Suning (Top 3 retailers in China), leading AR & AI shopping developments. Prior to work at DecorMatters, Bill worked for 3 yrs Director at Tencent (No.1 social & gaming giant) leading the development of social games and mobile applications.



[linkedin.com/in/billyshao/](https://www.linkedin.com/in/billyshao/)



DecorMatters



Find us in Social Media



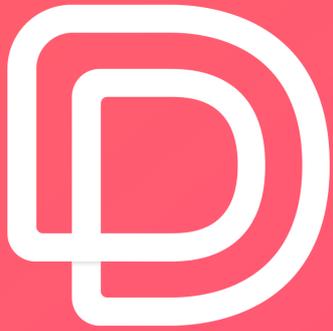
facebook.com/decormattersapp



instagram.com/decormattersapp



twitter.com/DecorMattersApp



decormatters.com