

In The News

Akerman Recognized as Trend-Setter for Corporate Innovation by *Miami Herald*

September 29, 2013

The Miami Herald article, “Four Organizations Focus on Building the South Florida Entrepreneurial Ecosystem,” features four organizations working to nurture Miami’s burgeoning entrepreneurial community, including The LAB Miami, a startup incubator located in the thriving urban hub of Miami’s Wynwood Art District. Last month, Akerman announced that it established an outpost in The LAB, becoming the first law firm to occupy space in Wynwood. The Miami Herald reported that Akerman’s effort to embed itself into one of the country’s most promising startup communities points to a new corporate innovation trend.

“We are seeing corporations that want to innovate; they want to plug into the startup community and the creative community, and this is a turnkey way for them to do so,” said Wifredo Fernandez, co-founder of The LAB.

“Companies like Akerman Senterfitt, MasterCard and Discovery Channel have become members and are planning events for the membership. He [Fernandez] sees more corporations setting up ‘innovation labs’ at The LAB,” wrote *the Herald*.

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