

# BUSINESS PROFILE

## Local entrepreneur sells medal displays

By SARAH DOOLITTLE  
Four Points News

Jorge Eurán of Steiner Ranch created the company Believe & Train one year ago as a result of his passion for running.

Already a successful business owner in his native Mexico, Eurán moved with his wife and two children to Austin in 2011 as part of a federal government

program to bring Mexican information technology companies to the U.S. Eurán says he was one of only eight chosen to come to Austin from over a thousand applicants.

Believe & Train has a line of die-cut, metal, wall-mounted racks for displaying medals earned for a variety of sporting events. The racks are emblazoned with words of pride and

inspiration: for example, Live Love Swim, My Marathons, and the soccer-themed Play for Life.

In addition to his line of racks produced for commercial sale at sporting events and on Amazon.com, Eurán has recently started partnering with local organizations to produce custom fundraising items, like a rack for

**MEDAL, 6A**



Sarah Doolittle

Jorge Eurán with one of the medal display racks from his company Believe & Train.

## MEDAL, FROM 1A

Steiner Elementary School.

Eurán started running 15 years ago as a means of reducing stress while he earned his MBA. He eventually graduated to marathons, and at the same time, encouraged his wife and kids to start running with him.

"I had all my medals in a drawer. And my business (Alveni, LLC) is something totally different from this," making interactive touch screen kiosks. "One day (my daughter) said, 'So dad, what do I do with all my medals?... I just want to show them. I'm really proud of what I've done.'"

He asked one of the designers in his kiosk manufacturing facility to come up with some sample designs that could be made there in the plant. His kids loved the results so much that he continued to expand the line, first focusing on displays for runners before adding other sports.

"Each one has its own personality, I like to think," explains Eurán with a laugh. The racks currently come in two sizes, small and large, and prices start at \$28, though volume dis-

counts are available. The racks are one piece of solid metal construction and include mounting hardware. In addition, anyone in the Four Points area who orders a rack from the company website, [www.believeandtrain.com](http://www.believeandtrain.com), can mention the code "4PN15" to receive 15 percent off and free shipping.

Eurán is also a fan and supporter of the organization Marathon Kids, which signs up kids to train and run the equivalent of a marathon over several months, after which they receive a medal. As if his business interests were not enough, Eurán has started his own similar non-profit in his home city of Monterrey,

Mexico, where he sees exploding childhood obesity and diabetes.

Eurán encourages anyone seeking more information or wishing to produce a custom rack for their organization to contact him directly at [jorge@believeandtrain.com](mailto:jorge@believeandtrain.com).

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