

# Former Swiss President and former Finnish Minister join CV VC's Board of Directors

A big step for us and the Crypto Valley. Two successful entrepreneurs and former government members have joined our Board of Directors: Anne Berner, former Finnish Minister for Communications & Transport, and Johann Schneider-Ammann, the former Swiss President and Minister of Economic Affairs.

Johann Schneider-Ammann's engagement at CV VC is his first mandate since the resignation from the Swiss government a year and a half ago. In addition, it is a clear commitment to blockchain technology and to our business model. Earlier this year, investor and co-founder Alex Wassmer took on the role of Chairman of the Board. The changes in the Board of Directors underline the internationalization strategy of CV VC and stand for trust and a long-term perspective.

## The birth of the Crypto Nation Switzerland

Schneider-Ammann's fascination with Distributed Ledger Technology was evident during his first visit to Crypto Valley in 2017. A little later, based on our initiative, he launched the Blockchain Taskforce, the predecessor of the Swiss Blockchain Federation, and proclaimed the Crypto Nation Switzerland.

As a small country without natural resources, Switzerland depends on innovation. In other words, it needs good ideas and clever minds. The result is a large number of very successful globally operating corporations as well as top-class universities. All these elements put together result in an ideal breeding ground for blockchain companies: security, transparency, openness and decentralization are the essential attributes of blockchain technology and

Switzerland. The new blockchain legislation is just around the corner, paving the way for digital assets and the next big wave of technological innovation. Switzerland holds a leading position in the global asset and wealth management industry and is thus ideally positioned to lead this global movement.

## The next steps towards internationalization

CV Labs, our ecosystem business consisting of co-working spaces, advisory and events with its first hub in the heart of Crypto Valley in Zug, has established itself as the nucleus of the blockchain ecosystem, and the business model is proving to be financially successful. Important ecosystem partners support CV Labs, including PwC and the Swiss Post. In October 2019, CV Labs Vaduz (Liechtenstein) was launched, and more cooperations with local partners are planned in 2020, such as the opening of CV Labs Dubai together with Dubai Multi Commodities Center (DMCC) later this year.

## Technology for Tomorrow

The Corona pandemic became a test case for digital technologies and has triggered a further global digitalization push. There are still some technological challenges, such as electronic identity, secure data transmission or cyber-attacks, for which innovative solutions are being sought. >



### Mathias Ruch

The CEO and founder of CV VC, who studied economics and media, has been an entrepreneur and investor in the digital startup scene for 20 years. He founded, managed and exited several companies, including FaroTV and the innovation platform Atizo. Today he is a driving force in the development of the global blockchain startup ecosystem and co-founder of the Swiss Blockchain Federation.

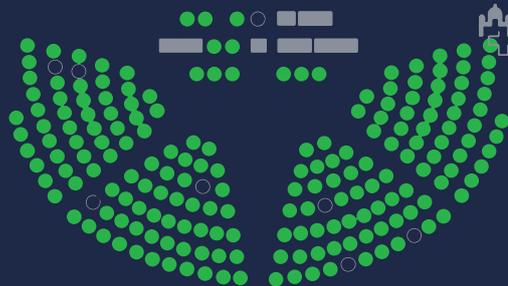
### Olaf Hannemann

The Co-Founder and Chief Investment Officer of CV VC looks back to 20 years of corporate finance and investment banking experience at JPMorgan. He was responsible for the Swiss corporate finance business and most recently headed the global corporate banking business. Olaf Hannemann studied business administration in Germany and the US and holds an MBA from East Carolina University.



We are convinced that blockchain technology will play a crucial role. This is also reflected in our investment approach, where we focus on six verticals called T4T - Technology for Tomorrow: Future of Work, Lifestyle & Health, Education & Science, Security & Identity, E-Commerce & Logistics, Finance & Investing.

All 27 companies in our portfolio are working on solutions and new business models which not only make work and life safer and more reliable through digital solutions, but also offer completely new solutions and applications.



### Adaptation of Swiss law to blockchain technology

On June 17th, 2020, the large chamber of the Swiss government unanimously voted 192:0 in favor of the legal adaptations for distributed ledger technology. The small chamber will decide in the fall, and the new legislation is expected to be passed in early 2021.

# «Crypto Valley primarily needs investors»

Former Minister of Economic Affairs of Switzerland, Johann Niklaus Schneider-Ammann, joins the Board of Directors of CV VC, a Zug-based early stage venture capital company. This is the first time, the politician and entrepreneur accepts on a mandate after stepping down from the Federal Council a year and a half ago. As head of the Federal Department of Economic Affairs, Schneider-Ammann had already been committed to creating good framework conditions for technology-driven startups.

#### What motivated you to join CVVC's board?

**Johann Schneider-Ammann:** CV VC is a key player in Crypto Valley, whose vision, business model and team impress me. On one hand, the company invests in forward-looking startups that drive digitalisation, and on the other hand, it plays an important advisory role for these young entrepreneurs. CV VC has created its own ecosystem by linking the various players and experts, organising conferences, offering a co-working space and helping startups from all over the world to develop and implement innovative ideas through an incubation program.

#### How many offers have you received after your resignation from the Federal Council?

Various. But I did not want to rush things. I deliberately took some time off, for my family and for myself, to get away from my political activities. But it was clear to me that I would like to support young entrepreneurs, especially startups.

#### What has Switzerland done that Crypto Valley became such an attractive place for blockchain companies?

Switzerland provides a stable, predictable, and efficient environment for companies that offer important services to the blockchain industry. The flexible Swiss legal system allows existing, abstractly formulated laws to be applied to new challenges with little effort. Tax and other legal questions can be answered more quickly and in a more innovation-friendly manner in Switzerland than in the EU, for example.

#### Where does your interest in blockchain come from?

I have been fascinated by new technologies since my student days at ETH Zurich, and during my tenure I have always been committed to supporting startups and promoting innovation in Switzerland. Over the last six years, a unique ecosystem of over 800 companies has developed around the



blockchain hotspot in Zug, dealing with distributed ledger technology (DLT) or Blockchain. I am fascinated by the potential of this new technology and I am convinced that this gives us in Switzerland a unique opportunity to become a leader in the technology of the future. Last year, the Swiss Government proposed a new legal framework for decentralized applications and business models.

#### Where do you see the greatest potential for blockchain technology?

On one hand, there are many startups from the fintech environment and banks that rely on blockchain technology. Connected with it are questions about the storage of digital assets,

trading, or financial infrastructure. On the other hand, tokenization, the digitization of assets such as real estate, shares, or art, is a major issue. There are also startups in the supply chain today that use blockchain technology to trace the origin and authenticity of products or provide additional security for the transport of medicines.

#### Many blockchain startups were driven by fear of insolvency during the corona crisis. Is the federal help enough to preserve the ecosystem?

The corona crisis caught many startups on the wrong foot because innovation projects were stopped overnight, and investment rounds were postponed. It is certainly a good thing that startups can now also benefit from the Covid-19 Government program with guarantees. But primarily investors are needed, here in Switzerland above all.

#### Do the big investments in Swiss startups still come from abroad?

That is why I hope that the example of CV VC and other recently launched venture capital companies in Switzerland will be followed by others, so that later, more extensive financing rounds can be arranged with domestic capital. I am convinced that Crypto Valley will survive the current crisis. Otherwise I would certainly not have become a member of the Board of Directors of CV VC.

# Selected news from the CV VC startup portfolio

**Vereign** *SUI*. verified digital identity: successfully completed its investment round of CHF 2.5 million at the beginning of May. In addition to CV VC, a group of investors led by Aquila-Direkt, other experienced private investors are also investing in Vereign. Through Totemo AG, an attractive industrial partner has also invested in Vereign. Totemo will contribute to a strategic network expansion and provide another dynamic partner for growth in addition to the existing cooperation with IBM.

**Proof of Impact** *NED*. traceable impact investing: currently raising a Seed II financing round with the goal of raising USD 2 million. CV VC is already invested in Proof of Impact from the previous financing round, next to Franklin Templeton, Pangea Blockchain, and Ausum Ventures, among other. As of today, more than one third of the financing round has already been committed by all of the existing investors from the previous round, led by Franklin Templeton. With this strong commitment from previous investors a broader group of new investors is now being approached. On the business development side, Proof of Impact has now launched its B2B product offering, seeing strong demand for such corporate focused products.

**AdHash** *BUL*. next generation advertising technology: publicly launched the AdHash platform in December 2019 in the test market Bulgaria. Since then AdHash experiences strong traction (250+ million ads have been processed, strong traction in monthly revenues, client retention rate of 100% so far). The European-wide virtual launch is planned for summer 2020. AdHash is using this strong momentum to raise USD 500k in Q3/Q4 2020 to support their growth and reach profitability. AdHash is further looking to relocate their HQ to Switzerland in H2 2020 and become a Swiss company.

**asvin** *GER*. secure IOT software update platform: received a non-refundable grant from the Federal Ministry of Education & Research in Germany for EUR 725k and have recently been ranked "Outstanding Cybersecurity Startup Germany" by the KIT Karlsruhe (Karlsruhe Institute of Technology)

**XION** *USA*. subscription-based eCommerce technology platform: publicly launched their working product in Q2 2020, an eCommerce web platform for (online) subscription businesses. Xion gained over 500+ active users in the first week and is rapidly growing by the day, and aside from the CV VC incubation investment have raised further capital from Angel Investors. On the back of its strong operational traction, Xion is launching its seed round with a goal to raise USD 1.2 Mio to fuel growth and add additional features to the platform.



Adriana Taseva – Co-Founder of AdHash

## CV Labs Incubator: Apply now for the next batch!

In CV Labs' 12-week intensive Blockchain Incubator program, we equip founders with future-proof skills to test and expand their knowledge of technology and business. The program is designed on three fundamental principles: Pitch, Product, Strategy. Graduates leave the program armed to the teeth with an outstanding pitch, an operational product, and a sound business strategy.

Ready to join our incubator? [www.cvvc.com/startups](http://www.cvvc.com/startups)

# Our Investment Thesis: Focus on Technology For Tomorrow (T4T)

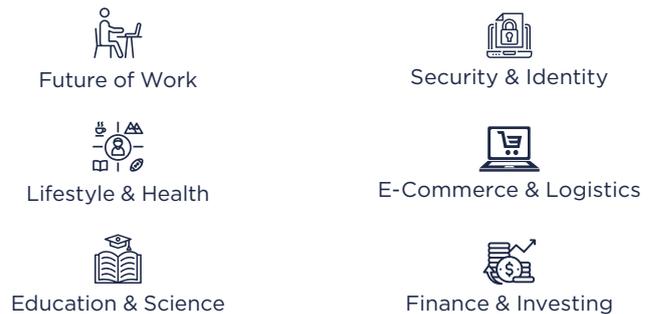
In 1989, the World Wide Web was invented in Geneva. There is currently no Swiss-based Internet company of similar global scale, though. 30 years later, Switzerland is again at the core of a technology with the potential to boost growth over decades: the blockchain technology.

CV VC is an early-stage venture capital investor with a focus on startups that build on blockchain technology. Blockchain has the potential to impact many industries significantly and we believe that the next, third wave of big tech companies will be driven by catalyst technologies like blockchain, alongside AI, machine learning and automation, as well as IoT.

These companies will be led by a new founder generation with a new mindset: Founders around the world are attracted to technologies like blockchain, driven by the need for decentralization, transparency and accountability.

Despite its USD 3 trillion market potential, the technology is still young. CV VC considers the current dynamics in the industry as an attractive opportunity to create long-term value for investors by executing a diversified and systematic strategy of early-stage investing. Our investment focus is on applications built with blockchain. We believe the application layer to provide the most attractive long-term growth potential VC investments, whereas the infrastructure layer («the rails») will become commoditized in order to achieve mass adoption.

Further, the current social and economic environment has led to a digitization push that will cause certain industries to grow disproportionately in the future, we call this Technology for Tomorrow, in short T4T. We identified the following six verticals where we believe that digitalization will grow exponentially and hence create the biggest opportunities from an investment perspective:



Based on this, our strategy is to find the best startups that build applications at the intersection of those six T4T verticals and the blockchain technology and invest in the most attractive use cases, across industries, on a global basis, to achieve such a diversified portfolio with regards to industries, geographies and weighting of the underlying portfolio companies, thereby minimizing any cluster risks and maximizing returns for investors.

## INVEST WITH US: CV VC Technology for Tomorrow Strategy AMC (Actively Managed Certificate)

CV VC AG, together with MRB Vermögensverwaltungs AG, is launching its first investment product to allow investors to participate in its VC portfolio of early stage startups building tomorrow's applications based on blockchain technology.

**Contact**  
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 for more information

Description	The Product (AMC) allows for participation in the performance of the Underlying: a basket representing an actively managed portfolio of Venture Capital investments in early-stage startups.	
Subscription period	H2 2020	
Maturity	8 years (plus 2 years extension option)	
AUM	Hard Cap: CHF 20M	
Subscription Unit [CHF]	Class I: 100'000 (min. 1 unit) Class II: 5'000 (min. 5 units)	
Fees	Class I	Class II
Management Fee	2.0%	2.5%
Admin. Fee	0.5%	0.5%
Distribution Fee	1%	2%
Performance Fee	20% above hurdle rate (8%)	20% above hurdle rate (8%)



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