



Commitment to Blockchain and Crypto Valley

Former Swiss President Johann Schneider-Ammann joins the Board of Directors of the Zug-based start-up CV VC

Former Swiss President Johann Schneider-Ammann has become a member of the Board of Directors of Crypto Valley Venture Capital CV VC. One and a half years after his resignation as Minister of Economics, he is now actively involved in the Zug-based start-up, which invests in blockchain projects. Schneider-Ammann was already fascinated by new technologies during his term of office. His engagement with CV VC is his first, and to date, his only business mandate outside the Ammann Group. He joins Anna-Catherine Berner, an entrepreneur and former Finnish government minister who is also a new member of CV VC's Board of Directors.

Zug, 14 June 2020 - Former Swiss President and Federal Councillor Johann Schneider-Ammann has joined the Board of Directors of Crypto Valley Venture Capital CV VC. With his entrepreneurial experience and his network, the former Minister of Economics and Science brings unique support to CV VC. His commitment underscores the importance of Crypto Valley for Switzerland. It also heralds blockchain as one of the great technologies of the future, which inspired him during his eight years in the Federal Council. At the beginning of 2018, then-Federal Councillor Schneider-Ammann proclaimed an internationally acclaimed goal: "Switzerland should become a crypto nation".

Two former ministers and entrepreneurs as CV VC board members

The CV VC Board will, in fact, benefit from the contributions of two members with substantial entrepreneurial and political acumen. Along with Schneider-Ammann, businesswoman Anne-Catherine Berner, who is also Finland's former Minister for Transport and Communication, has also been named to the Board of Directors.

Alex Wassmer, Chairman of CV VC, says: *"We are extremely pleased to have Johann Schneider-Ammann on board, an experienced and successful entrepreneur who has been an advocate of Crypto Valley from the very beginning. A Board of Directors needs expertise, experience, network and reputation. This makes it all the more gratifying that we have also been able to recruit the globally-networked entrepreneur and former Finnish Minister Anne-Catherine Berner to the CV VC Board of Directors."*

Anne-Catherine Berner is the former Finnish Minister for Communications and Transport. During that time, she was actively involved in promoting start-ups and new technologies. The Finnish entrepreneur with Swiss roots ran the family business Vallila Interior. Today she is a member of the Board of Directors of the SEB Group, a bank headquartered in Stockholm.

Crypto Valley supporter from the very beginning

Schneider-Ammann recognised the potential of blockchain technology at an early stage. As head of the Swiss Federal Department of Economic Affairs, he was committed to creating sustainable framework conditions for technology-driven start-ups and thus made a significant contribution to the success of Crypto Valley. Together with Finance Minister Ueli Maurer, he launched the Blockchain Taskforce, which became the Swiss Blockchain Federation. This is a public-private partnership, unique in the world, consisting of representatives from politics, business, and science.



The Fintech industry awarded Schneider-Ammann the title of "Fintech Influencer of the Year" in 2018 for his achievements. It is therefore not surprising that, one and a half years after his resignation from government, Schneider-Ammann has decided to take up a seat on the board of an innovative start-up.

"As an ETH engineer, I am fascinated by new technologies like blockchain. As an entrepreneurial thinker, I am also always interested in sustainable solutions with great economic potential that create new jobs. That's why I am happy to be involved with CV VC and Crypto Valley with its young, promising companies," explains Johann Schneider-Ammann.

Mathias Ruch, founder and CEO of CV VC, recalls: *"In 2017, Johann Schneider-Ammann visited the Crypto Valley start-ups, exchanged ideas with the pioneers and wanted to know everything about the projects. I was impressed by his curiosity, his interest and fascination with blockchain technology and the founding spirit. We've stayed in touch ever since."*

The corona crisis and the lockdown have given a massive boost to digitization. New digital applications should now penetrate our professional and everyday lives and change our society even more quickly. Major trends include decentralized work, online business, cyber security, digital identity, and authentication. They require innovative solutions, business models and technologies that have been developed in Crypto Valley for years. Board member Anne-Catherine Berner explains: *"The potential of blockchain is now unfolding before our eyes in Switzerland and elsewhere. It is especially in such challenging times that the most diverse experiences must be brought together. I am looking forward to working with Johann Schneider-Ammann and CV VC."*

Please find high-resolution pictures [here](#)

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About Crypto Valley Venture Capital

CV VC is a private company based in Zug that invests in all stages of the crypto and blockchain growth cycle. It offers seed funding and a three-month incubator program in exchange for equity or tokens. CV VC was launched by Lakeside Partners, a leading start-up investor and blockchain advisory company, in a thriving ecosystem:

CV Labs is a unique co-working space located in Zug and Vaduz, helping crypto companies to grow successfully by meeting all their needs.

CV Labs is also an ideal home base for start-up companies participating in the CV Labs incubation program. Regular meetups and networking events are organized in the Crypto Café and the meeting rooms.

CV Competition offers blockchain start-ups the opportunity to win a cash prize of US\$100,000 as well as access to industry executives, coaching and free office space in the CV Labs in Zug.

CV Summit brings together innovative start-ups, industry experts and investors, as well as companies experimenting with distributed ledger technology. The multi-industry themed event, which takes place twice a year, is the largest and most important gathering of the Crypto Valley community.

CV Maps is the first directory and guide route through the fast-growing Crypto Valley blockchain ecosystem. The constantly updated database includes over 840 companies.

For more information please visit www.cvvc.com.

About Crypto Valley

Crypto Valley is the name coined for the forward-thinking region that spans from the canton and city of Zug, Switzerland to Liechtenstein.

Crypto Valley offers favourable tax laws, crypto-friendly regulations, legal stability, and a penchant for experimentation. Both Switzerland and Liechtenstein have since enjoyed thriving economies founded on cutting-edge ideas.

Crypto Valley currently includes over 800 prominent blockchain projects. Some of the brightest projects in the Valley include ConsenSys, Shapeshift, Dfinity, Aragon, Bancor, Cardano, and Tezos, as well as the two first crypto banks in Switzerland, Sygnum and SEBA Bank.

The multicultural ecosystem of incubators, conferences, blockchain competitions, venture capital investors, legal services firms, and co-working spaces ensure that Crypto Valley and its inhabitants have a bright future ahead.