



Press Release

## Aster hires serial entrepreneur Jérôme Joaug as Principal

**Paris, March 29, 2018 – Aster has announced the hiring of Jérôme Joaug. Jérôme Joaug, a serial entrepreneur, co-founder of Nymbly and Cambridge Nanosystems and digital transformation specialist, has joined the management company's investment team, where he will be involved in selecting and supporting the most promising startups in the areas of mobility, energy and industry.**



A graduate of the École Polytechnique and the University of Cambridge in 2012, Jérôme Joaug co-founded Cambridge Nanosystems, a leader in the environmentally-friendly production of high-quality graphene which was sold in 2016. After this first foray into entrepreneurship at age 24, he was a business angel for several months for some ten startups in the fields of cleantech and education. In 2017, he co-founded a new company, Nymbly, which specializes in the management of connected objects and was also sold in early 2018. He joined Aster as Principal in March 2018.

*“I am delighted to join a leading venture capital management company whose areas of expertise and international dimension are fully in line with my background and aspirations. My experience as an entrepreneur will give me an edge in furthering Aster's development”,* said Jérôme Joaug.

*“I am thrilled to welcome a serial entrepreneur to the team. Jérôme will enhance our expertise in the areas of artificial intelligence, blockchain, the Internet of Things and Deep Tech and will drive Aster's development in the UK. In hiring him, we are also sending a clear signal to startups: who better to understand their needs than an entrepreneur?”,* added Jean-Marc Bally, Aster's Managing Partner.

### ABOUT ASTER

Aster is a venture capital company that manages €520 million through a number of funds raised with major corporations and institutional players. A specialist in digital transformation and new industrial models, Aster finances innovative companies in the fields of energy, mobility and industry. Using its “Business Hub” approach, the team works with entrepreneurs, enabling them to access corporate investor networks and markets at the global level. Aster operates in the main innovation hubs, with offices in Paris, San Francisco and Tel Aviv, and draws on partner funds in

China and Africa. ConnectBlue (acquired by u-blox in 2014), Solairedirect (acquired by Engie in 2015), Tronics (acquired by Epcos in 2016) and Digital Lumens (acquired by Osram in 2017) are just a few of its success stories.

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