



Press Release

October 17th, 2018

Aster launches Aster Fab, the first French consulting firm dedicated to innovation strategies that is benefiting from the expertise of a Venture Capital company.

Paris, the 17th of October 2018 – Aster, a venture capital company, has announced the launch of Aster Fab, a strategic innovation consulting firm that has been inspired by its proximity to startups. The first subsidiary of its kind in France, Aster Fab will leverage Aster's expertise in innovation and identifying new market dynamics to provide medium and large-sized companies with solutions to change their business models and help accelerate growth. Following 12 years of experience in strategy and innovative transformation, Louise Piednoir has been appointed Director of Aster Fab.

While collaborating with startups is key to achieving growth, it is often met with complexities for medium to large-sized companies

Executives who are aiming to achieve sustainable growth must find the right balance between two variables: the development of new markets and offers, and the optimization of their operations.

With profound and rapid market transformations taking place, innovation has become the core of growth strategies: startups, recognized for their capabilities in rapidly implementing innovative models and reconfiguring value chains, are an essential source of inspiration for the larger actors of the so-called traditional economy.

To create effective collaborations between startups and medium to large sized-companies, executives must ask themselves 5 key questions:

- How can I access and understand the volume and geography of startups?
- How can I analyze the dynamic trends revealed by startups and target the most relevant startups according to my strategy?
- How can I identify startups and prioritize the best collaboration models with pertinent innovative partners (experimentation, commercial contract, partnership, minority or majority shareholding)?
- How can I reassure the Executive Committee or the Board of Directors that our decisions are relevant when it comes to startups and innovation, particularly in the face of increased financial pressure?
- How can I effectively combine the culture of my company with the startups we choose to partner with, as we may have unsynchronized managerial styles and different methods of executing objectives?

Analyzing a large volume of startups (regardless of whether they emerge, develop or fail) is a unique method that allows one to understand the profound transformations that are occurring across industries: emerging technologies, new business models and new markets. Enriching strategies with an understanding of startups dynamics and establishing the right collaboration method with startups are the critical steps for unlocking the future potential of a company.

Fueling growth strategies with startups dynamics: EXPLORE. DECODE. ACTIVATE.

Faced with this complexity, Aster Fab aims to help medium to large-sized groups meet the challenges of changing their business models and accelerating their growth. 3 support services have been designed to help CEOs, Strategy, Innovation and Digital executives build the future of their business:

- EXPLORE: increase and accelerate the targeting of relevant startups with an extensive, international database, and active support to understand them from the team.
- DECODE: anticipate new market dynamics and detect strategic movements through trend studies, which analyze cohorts of startups.
- ACTIVATE: connect with relevant startups and chose the best collaboration options.

With these services, Aster Fab offers an unprecedented blend of expertise, data and strategic advice that has been fueled by its proximity to startup ecosystems in the world's largest innovation hubs. Aster Fab is uniquely positioned to benefit from Aster's experience in open innovation and its 18 years of experience in collaborating with startups in the fields of digital transformation and new industrial models. The investment fund operates within an environment with more than 200,000 startups, 2,000 of which the investment team meets annually in an international context between its four offices: Paris, Cambridge, San Francisco and Tel Aviv. Aster has 15 people that are working daily with the best entrepreneurs on the most innovative projects.

Aster Fab, a dedicated team combining innovation, strategy and consulting expertise

Louise Piednoir has been appointed as the Director of Aster Fab. A graduate of ESSEC, she has spent the last 12 years developing strategic innovation practices for medium to large-sized companies in the energy, mobility, services and industrial sectors.

Her experience in consulting and innovation management is a major asset for the development of the firm. Starting her career as a consultant and then moving to Senior Manager positions, she spent 8 years at Capgemini Consulting and SNCF Consulting. She then led for 4 years the Innovation & Digital Strategy, Partnerships and Projects of Keolis Group, a worldwide player in daily mobility operating in 16 countries. She was nominated for the 2018 Intrapreneure Award of Journée de la Femme Digitale.

Aster Fab is supported by a diverse Advisory Board, which is composed of leading executives in the fields of innovation, strategy, consulting and management of medium to large-sized groups:

- Patrick Benoit: Business angel, consultant, entrepreneur – former SVP Capgemini consulting in charge of ENGIE account; graduated from Ecole Normale Supérieure
- Xavier Desmason: President of Antidox Group, business angel, editor, teacher at Sciences-Po; graduated from Sciences-Po, l'ESSEC and Dauphine
- Sophie Donabédian: Chief Strategy & Digital Officer Seves Group, former Digital Customer Experience Director at Schneider Electric; graduated from ESSEC
- Lilia Jolibois: Board member of the Insead Foundation, Sibelco, Futuren (EDF Renewables) and CARA; previously the Senior Vice President Marketing & Sales Aggregates at Lafarge; graduated from INSEAD, Harvard, Sciences-Po
- Michel Lamboley: independent Director of Groupe Afflelou, Valorem and Sogetrel, formerly CEO and CFO at Keolis Group, CFO of JC Decaux and Flo Groups; Chartered Accountant holder



“Aster is delighted by the launch of its subsidiary Aster Fab, the first French consulting firm dedicated to innovation strategies and benefiting from the expertise of a Venture Capital fund. This initiative responds to the urgent needs that have been expressed by both mid-sized and large companies, who are facing difficulties in keeping up with the complexities of the startup ecosystem. Our expertise in innovation and our day-to-day relationships with startups encouraged us to design a hybrid and innovative offering, which reflects market dynamics and new trends,” says Jean-Marc Bally, Managing Partner of Aster.



“I am pleased to lead this unprecedented initiative. My experience with strategic innovation has convinced me that startups are the key for medium and large corporations. Aster Fab offers its clients with a transversal and dynamic vision to open new perspectives over time and positions itself as a manufacturer of business and growth opportunities,” adds Louise Piednoir, Director of Aster Fab.

ABOUT ASTER FAB

Aster Fab is a consulting firm dedicated to innovation strategies. A subsidiary of the Venture Capital company Aster, Aster Fab leverages its proximity with startups to support medium-large sized companies in the development of their business models and acceleration of their growth. The first French consulting firm of its kind benefiting from the expertise of a Venture Capital company, Aster Fab offers an unprecedented blend of expertise, data and strategic advice that has been fueled by its proximity to startup ecosystems in the world’s largest innovation hubs.

ABOUT ASTER

Aster is a venture capital company which has raised 520 million euros across several funds raised from major groups and institutions. Specialized in digital transformation and new industrial models, Aster finances innovative businesses in the energy, mobility and industrial sectors. With its “Business Hub” approach, the team supports and allows entrepreneurs to access the networks and markets of the global corporate investors on a global scale. Aster is present in the major innovation hubs, with offices in Paris, Cambridge, San Francisco and Tel-Aviv, with partners 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 among its success stories.

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