

Volkmar Kunerth – Innovation & Startup Mentorship

- Economist & Technology Strategist (MBA, PhD Economics)
- 20+ years in AI, IoT, and Energy Innovation
- VP Business Development at EDAMS (Hydro-Comp Enterprises) – global utility software leader for water and renewable energy
- Founder of Accentec Technologies & IoT Business Consultants
- Former advisor to Apollo Energy Analytics, Heila, Wattsbattery, and other renewable startups
- Mission: Translating AI & IoT innovation into real-world economic impact, measuring it, and selling it

From Concept to Commercial Impact

- Led market entry for AI/IoT solutions across the U.S., EU & Africa
- Worked with start-ups from \$0 to \$100M in revenue (from the US, Germany, Poland, India, and Cyprus) in Robotics, AI, and IoT
- Direct launch of EDAMS Renewables – 'ERP of Renewables'
- Represents Hydro-Comp in the US – water life cycle management: Utility software, asset management, maintenance, billing, water quality, digital transformation, data integration, smart utilities
- Research focus: AI & IoT effects on Productivity and Energy Economics
- Translated products into viable business models
- Result: Accelerated commercialization

Turning Ideas into Sustainable Ventures

- Mentored early-stage AI & IoT founders on product-market fit, and scaling
- Supported fundraising efforts
- Connected founders with utility, VC & corporate
- Approach: Blend academic rigor with practical go-to-market execution
- Had own start-up: AI and IoT-enabled microgrids for cell phone towers

Lessons

- 1. Start with the Problem – Validate pain points early.
- 2. Build Partnerships and Customers Before Funding – Revenue increases valuation and validation
- 3. Design for Scalability & Data – Leverage IoT/AI
- 4. Measure Impact in Economics, Not Features – Show Efficiency & Productivity Gains or Cost Savings.
- 5. Stay Resilient & Iterative – Adapt to market signals faster than competitors.
- Rule of Thumb: Success = Technology × Execution × Persistence.

Shaping the Next Wave of Innovators

- Enthusiastic about mentoring emerging founders
- Interested in collaborating with startups focused on Energy, Water AI, IoT, and Smart Infrastructure, particularly in product management, go-to-market strategies, and fundraising
- Connect on LinkedIn: [linkedin.com/in/volkmarkunerth](https://www.linkedin.com/in/volkmarkunerth)
- Email: Kunerth@accentectechnologies.com
- Subscribe to the newsletter: 'AI, IoT & Beyond' – reaching over 2,000 readers globally
- Closing statement: “True success lies in addressing challenges, scaling solutions, and building a better future.”