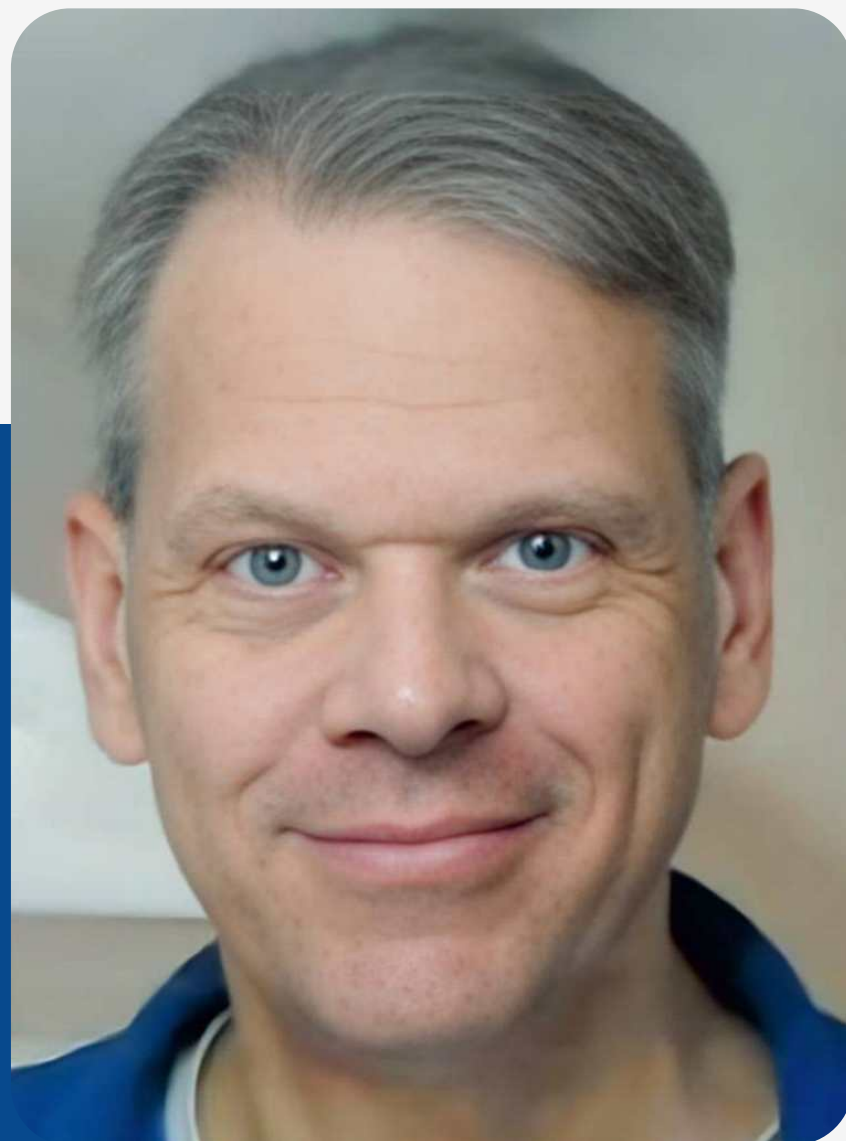


# Markus Ulrich

An Esteemed Inventor, An Extraordinary Leader, and  
a Comprehensive Entrepreneur



**M**eeet an exceptional personality, **Markus Ulrich**, the **CEO** of the **Abacus eWall GmbH**. Well-known for his research skills and creating technical solutions, Markus brings a wealth of experience from previous roles at geniusthings, genius printers, and more. He studied mechanical engineering at Dortmund University. Markus has a robust skill set and a sharp mindset and his areas of strength include 3d printing, reg s, Corporate Management, Business Development, Start-ups, and more.

In this interview, Markus shares details about his professional journey, aims and ideals, the company and its offerings, long-term plans and current projects, his success mantra, achievements, and a notable piece of advice for the next generation.

**Can you share a brief overview of your professional journey and how you started in your field?**

After I studied mechanical engineering, I became a trader and trustee, founded a stock database company and returned to my engineering roots while writing patents in many fields, like 3D printing, car production, drones, a super smart weapon, 6k bar presses, people movers, geothermal systems, etc, so geniusthings.com was founded to present most ideas. Building up a smart bidirectional charging system for large

buildings is just the latest contribution to this collection and became an independent spin-off after 2 years.

**As both an individual and a professional, what core aims and ideals do you prioritize that shape your decision-making and work approach?**

It took me quite a while to understand that good ideas are worthless without a network that can help to realize my goals. Don't fear powers, most people in high positions lose ground contact and are seeking fresh blood. And ideas. Don't think they know it all. Surprise them.

A good idea must fit on one sheet! Use Paint to draw. A PDF mustn't go over 10 pages and 10 minutes. Don't show how much you know, only sketch the solution to your interlocutor's problem.

**What sets you apart from your competitors in the industry? How do you differentiate your approach to create a unique value for your clients?**

Think ahead and don't solve today's problem, but tomorrow's. Chinese are good at hardware, and many guys around the globe do software, so what sets you apart is the combination in a SAAS environment, where you control your system to a vertical level that cannot easily be copied by either side.

Now concerning our charger field, we never thought about just offering wall boxes. They need power in old buildings, so load balancing is king, plus imbalance handling. In Germany, PV systems are shut down as they cause frequency instabilities. Where to put all that energy? Into EVs! How to control this? Become an aggregator for power providers, and just by thinking we found ourselves in a new position that makes us important in future energy networks. More info:

[https://www.geniusthings.com/Uploads/Bidi4free\\_en.pdf](https://www.geniusthings.com/Uploads/Bidi4free_en.pdf)

**Could you highlight the top-notch offerings of your company that clients find most compelling?**

We build solutions that don't need more incoming power lines in existing buildings. We tell the power provider how much energy he could instantly pull out of batteries in order to stabilize his network. He doesn't need to build up that energy storage system by himself; he just uses the EV owner's battery. Why would that guy offer a part of his battery's capacity? Because the power provider leaves a bit more of the energy, he pushed at noon into the battery than

he pulls out at dinner time, the car owner can drive for free! Is that a losing deal for the power provider? No, because the PV energy would have been either wasted (the system shut down as too much energy around), or this midday solar energy could only have been sold at the energy exchange at very low or even negative prices, so storing in someone else's battery is cheap for him, and pulling out during the evening ca 80% of what he stored at noon, he can sell at highest prices as demand exceeds supply. Now people buy EVs just to be able to drive for free, all power that is produced is used, and the grid turns stable, isn't that a winning street for everyone?!

**What are the long-term objectives you have set for your company, and where do you envision the growth and evolution of your business in the coming years?**

Bidirectional charging will overwhelm the whole energy market worldwide, so the market is huge. Maybe one billion EV owners will need such chargers. But if everybody becomes a trader and buys energy whenever the price is low, the grid will collapse. So, energy flow must be controlled by the grid's proprietary provider via an aggregator – abacus. Aggregators will be the next “big thing” in the world's most important market -energy.

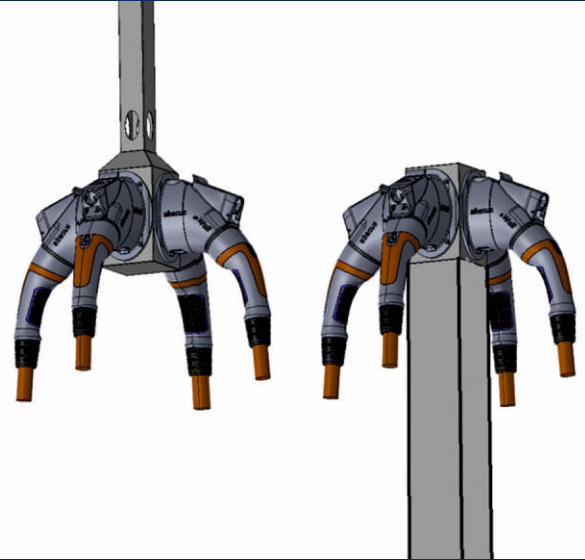
**Can you provide insights into some of your ongoing projects? What makes these projects particularly exciting or challenging?**

We are planning our first pilot project now, with a national power provider, a huge housing company, and a car manufacturer that is one of the first to offer AC bidi. The rollout would have enormous consequences for us and could make us become a unicorn.

**Who in your life serves as a significant source of inspiration, and how have they influenced your career and personal development?**

Inspirations are coming as we live, just think about the stuff you see and touch, the system that's too complicated, the bus is too late, the product broke again, etc, couldn't I do that better? What is wrong with it? What is wrong with this world? What difference can I make? What can I really achieve? Simplify. There is a lot you can do, find the right comrades-in-arms, ask a lot of questions, but **listen even more**.

**Share some notable recognitions and accreditations received by both yourself and your organization. How**



## have these accolades contributed to your professional journey?

It's not the master's degree that sets you apart (in fact there's a huge inflation in it). Mostly it's the tiny steps, winning a competition of offering the best stock program in 1996, being the only company hosting a website with a quotation system for three German stock exchanges, I mean if someone buys your product then he thinks he made the best deal, right? So that shows you that you are on the right track. For a startup with just a prototype you feel good if big companies want to listen to you, that already is the best recognition you can have at that stage we are in at abacus right now.

## Reflecting on your career, what have been the most formidable obstacles you faced, and how did you overcome them?

When I was a broker and trader 30 years ago, a business owner twice my age whose company I ought to list on an exchange, told me: Markus, if you really want success, you need to get your own company listed. No chart reading, no report guessing, but full insight. He was so right. And even if most of us fail, life will still be more interesting. So I am not afraid of trying, nor should you!

## How do you define success in your career, and how long did it take for you to achieve what you consider a successful position in your field?

Well, most important: If you feel bored, stop at what you are doing! You never know the outcome, but at least have fun during most efforts. Avoid "hard" work, it's **the thought that will set your product apart**. Success is if you feel good while achieving more than not worsening other people's lives, that's the minimum. Stay curious while approaching new ways.

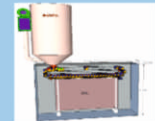
## What advice would you offer to the next generation of aspiring leaders, especially those looking to enter the construction and design industry?

Use AI, generative design –and **common sense!** This world is full of crazy products, yet people are starving, Hitlers keep occupying, and traffic jams are ubiquitous, so what have we achieved so far? There is much to do, in tiny steps. Simplify using new tools. Stay out uniquely, and individually, but think systematically. **Go with the wave –but with the next one you created.** 🚀

abacus eWall is a technical think tank. Every patent starts as an idea, is refined into a concept and might then be formed into a useful product

This site is still under construction, not all goals have yet been reached, not all projects yet realized, so statements may be over-promising until we finished this site. [General Thoughts & Info](#)

### 3D-Printing Techs



Taking 3D Print to a whole new level. Our portfolio consists of a multitude of patents that design production scaled 3D printing easier, faster, more flexible, cost efficient and portable.

[FIND OUT MORE](#)

### Citeecar



An electric 3 seater, with joystick, proposing a new manufacturing concept: hot liquid thermofforming, producing 0.5 billion masks/year. Our electric city car, the [citeecar.com](#) project, steered with a joystick, is torque vectoring, yet it offers more space between driver's eye to windshield than a Rolls Royce, and includes a new system of red light communication to indicate and react to the green phases.

### Sensor-Drones



Scaling up the possibilities of working with drones. More and more lines of action will be handled airborne in the near future. Concordant with technological advances we deliver solutions for drone based sensor technologies.

[FIND OUT MORE](#)

### Pandemic Mask



We produce our own masks and offer machines being capable of producing 0.5 billion masks/year. Our masks are real pandemic masks. They offer a low respiration resistance according to EN14683, yet a low leakage according to norm EN149.

### HPP-Food Processing



Adapting food processing to the needs of the modern world, responsible, ecological, flexible and fast. You are looking for portable solutions of juice or paste production?

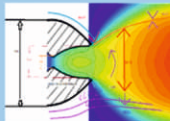
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### City Projects/ Architecture



Rebuilding a state isn't the easiest task. We thought about giving a pulsating heart to an ever growing population w/o land extension. Monaco, financial hub, sexy, attractive to the wealthy, offers a great life, but no space. We found solutions to add 100% of Monaco's State surface as new office-industrial-living space (1m10 m2 above and 1m10 m2 underground) without building islands...

### Smart Bullet



When missing is not an option. Our laser guided Smart Bullet will maximize the chances for a successful hit and minimize potential damage to bystanders, buildings and infrastructure.

[FIND OUT MORE](#)

### Wallboxes & more Projects



E-cars rock! In order to reduce CO2 emissions, Germany subsidizes wallboxes. This brought up the idea to create charging systems for hundreds of BEV simultaneously, using a business-friendly financing and billing system. Want to know how to create 3PWh with renewables for a CO2 neutral country? We have a plan for Germany.