



Freshwater Research & Innovation Center

Join an epicenter of BlueTech innovation

Where ideas become solutions, technologies become ventures, and opportunities become careers.

The Freshwater Research and Innovation Center (FRIC) is a premier 38,000-square-foot collaborative ecosystem located on the shores of West Grand Traverse Bay in Traverse City, Michigan. We invite global researchers, innovative startups, and established BlueTech leaders to co-locate within a facility designed to accelerate the future of freshwater technology.



Rendering by Cornerstone Architects

WORLD CLASS FACILITIES AND LABS

Our modular floor plans are designed to scale with your venture, from early-stage research and development to commercial-ready prototyping.



Wet Labs

Approximately 1,000 sq. ft. lab modules with dedicated equipment room and offices. Each is equipped with a six-foot chemical fume hood, 30" deep epoxy lab benches, extensive casework, a lab sink, eyewash station, three-Joint fume extractor, dedicated equipment zone (specialty equipment provided by the resident), and emergency power.



Advanced Prototyping Lab and High Bay Space

Access to 3D printers, laser cutter, PCB printer, pressure tester, electronics labs, welding station, and paint booth.



Specialized Equipment

On-site decontamination autoclave, glassware washing, chemical/biological storage, and DI water system.



Collaborative Office Space

Flexible "hotel" offices, high-speed fiber internet, and modern conference rooms.

ON WATER ADVANTAGE

Unlike inland facilities, the Center provides immediate deep-water access to Lake Michigan, serving as a real-world testbed for rapid prototyping and deployment.

▶ Working Pier Access

Dedicated dockage for research and autonomous vessels.

▶ Marine Infrastructure

6,000 lb. capacity jib crane and high-bay space for heavy equipment.

▶ Testing Environment

Direct intake of Bay water into specialized mesocosm tanks for controlled experimentation and testing.



Rendering by
Cornerstone Architects



Freshwater Research
& Innovation Center

The BlueTech ecosystem

By joining the Center, you aren't just leasing a lab—you are joining a curated network of industry leaders.

Academic partners

Collaborate with Michigan Technological University and Northwestern Michigan College (home to the Great Lakes Water Studies Institute).

Business growth

On-site incubation and accelerator programming powered by 20Fathoms.

Economic support

Direct connection to Traverse Connect for talent recruitment and regional scaling.

Talent pipeline

Direct access to a specialized workforce trained in marine technology and autonomous systems.

Secure your space in the future of water

PREMIER LOCATION

Located on the iconic M-22 corridor in Greilickville, the Center offers a high-quality "Pure Michigan" lifestyle that attracts and retains top-tier talent.

▶ Stunning views

Collaborative atrium and cafe overlooking Grand Traverse Bay.

▶ Public engagement

Interactive lobby displays that showcase your work to the community and potential investors.

Contact us for a lease consultation

Matt McDonough, *CEO, Discovery Pier*
matt@discoverypier.org | (231) 409-4285



Freshwater Research & Innovation Center

13170 S West Bay Shore Dr.
Traverse City, MI, 49684

freshwatercenter.org