

MARINE ELECTRIFICATION AND INNOVATION ON NORTHERN LAKE MICHIGAN WATERWAYS



MAKING WAVES: THE FUTURE OF BOATING IS ELECTRIC

With a focus on reducing the impact of traditional boating on the marine environment, the future of the boating industry (research, development, manufacturing, commercialization) is speedily headed toward the electrification of watercraft. Hand in hand with the growth of the electric boat market comes a growth in demand for all-electric, integrated marine charging networks.

THE VISION: 'FRESH COAST CORRIDOR' FIRST E-BOAT CHARGING NETWORK IN US

The Grand Traverse Region: A Great Place to do Business

The Grand Traverse region, surrounded by Lake Michigan and its well-trafficked waterways, alongside our inland freshwater assets and natural resources make us well positioned to catalyze the innovation and commercialization around freshwater technologies and e-mobility. This accessibility and proximity of lakeshore provides a unique opportunity to attract companies that develop technology and build components for the electric future of boating. Meanwhile, the presence of Michigan Technological University's research hub in Traverse City - offering expertise in engineering, electrification, and mobility applications - coupled with the presence of Northwestern Michigan College's *Great Lakes Water Studies Institute*, positions us to advance the blue economy in northern Michigan and place Traverse City on the map as a destination for freshwater innovation.



The First E-Boat Charging Corridor in the US: The Shores of Northern Lake Michigan

Our regional lakeshore and its waterways, with a high concentration of marinas and harbors, is highly trafficked by watercraft, and is primed to be an early adopter for the availability of e-boat charging locations and e-boat dealers. With Elk Rapids Marina now selling XSHORE 100% electric boats the transition to electric boating has already begun and Traverse Connect would like to propel this momentum forward. **Our vision is to be “ground zero” for this new industry by bringing the first freshwater e-boat charging “corridor” to the Midwest and the US**, running from Frankfort northwards to Mackinac Island. This route has been dubbed “the boating capital of the Midwest” and with considerable concentration of wealth and accessibility to recreational boating the market is prime for early adoption of new technologies.



Traverse Connect

Traverse Connect can facilitate bringing new enterprises to the region that are at the forefront of mobility and electrification technology, providing them with a test bed for their new technologies and innovations, facilitating key partnerships and introductions, navigating state infrastructure, and assisting with site selection for company offices and headquarters.

THE EARLY ADOPTERS



Company Profile: AQUA superPower:

AQUA superPower is the first fully marinized dockside network of fast chargers for electric boats with a supercharger specifically engineered and rated for use in marine environments to charge electric boats. Their goal is to develop an all-electric and global ecosystem of marine superchargers. To date, AQUA superPower has launched three electric supercharger networks in Mediterranean Europe along the Côte d'Azur, Amalfi Coast, and Venetian Riviera.

The Northern Michigan Example:

- **Elk Rapids Marina:** AQUA superPower rapid charger installation Summer 2022 (Elk Rapids Marina is a vendor of X Shore e-boats)
- **Northport Marina:** AQUA superPower rapid charger installation Summer 2022
- **Traverse City Marina, Bay Harbor, Charlevoix Marina, Torch Lake:** AQUA superpower has approached for discussion



STATE SUPPORT: MICHIGAN LEADS THE CHARGE FOR THE FUTURE OF MOBILITY



The Michigan Economic Development Corporation's (MEDC) most recent Strategic Plan targets automotive manufacturing, e-mobility and electrification as strategic industries to develop. MEDC also highlights outdoor recreation as a regional strength and is championing the business development case where e-mobility and outdoor recreation meet. Our regional assets perfectly complement MEDC's strategic priorities. Traverse Connect is working with the MEDC; the Michigan Department of

Environment, Great Lakes, and Energy; the Office of Outdoor Recreation Industry; Great Lakes St. Lawrence Governors and Premiers; as well as the Michigan Department of Transportation, to fast-forward Northern Michigan's freshwater coastline and its assets into being the leader for marine electrification business growth.



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