

Triton Nexus™

Business Plan Summary

Location: Lansing, Michigan

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1. 1. Executive Summary

Triton Nexus™ will be the world's deepest indoor dive facility at 200 feet, designed to serve divers, tourists, emergency responders, and educators all under one roof. With immersive underwater zones, VR experiences, a full EMS training wing (with hyperbaric chambers), and an integrated retail + café space, the facility is built to be more than just a pool—it's a destination. Themed environments like the Titanic wreck, Ruins of Atlantis, and a Subnautica-inspired lab offer unique experiences that bring repeat visitors, tourism buzz, and educational potential.

2. 2. Problem & Opportunity

The U.S. lacks a world-class deep indoor dive center that combines high-level scuba training, emergency preparedness, and themed immersion. Most current deep pools are outside the U.S. or lack accompanying infrastructure. Triton Nexus™ offers a scalable, multi-purpose aquatic facility that brings in both tourism dollars and long-term partnerships with training centers, dive organizations, and emergency service providers.

3. 3. What Makes It Unique

- 200-foot depth: Deeper than Nemo33, Y-40, or Deep Dive Dubai
- Multi-themed zones: Family-friendly (Merfolk Grotto), historical (Titanic), eerie (Lost Research Lab), and cinematic
- Hyperbaric Emergency Wing: With EMS garage, CPR classrooms, and real trauma simulation potential
- VR Dive Center & Scuba Shop: Adds tech appeal + revenue
- Built for all abilities: Accessibility is a core design priority
- Entertainment & tourism synergy: Facility doubles as filming location, educational field trip site, and rescue training hub

4. 4. Target Market

- Scuba enthusiasts and instructors (local & international)
- Tourists visiting Michigan and Great Lakes region
- Schools and universities (marine biology, health, and history tie-ins)
- EMS, fire departments, and military (for CPR, rescue diving, and decompression training)
- Content creators and film crews
- Curious families, thrill-seekers, and VR fans

5. 5. Revenue Streams

- Daily passes, dive memberships, and certification classes
- Equipment rentals and scuba gear retail

- VR ticket sales and in-experience photos/videos
- Hyperbaric services (insurance-billable or training-related)
- On-site café + themed gift shop
- Corporate events, tourism packages, and film licensing

6. 6. Initial Ask (Open to Discussion)

Seeking a strategic real estate or development partner interested in co-owning, co-developing, or funding the land and construction. The aquatic attraction can tie into a larger tourism or hotel-based real estate play, with room for vertical or adjacent expansion.

7. Closing Note

Triton Nexus™ is not a backyard pool idea—it's a serious development with long-term potential and diverse revenue models. I'm open to suggestions, connections, and refining the business plan to meet development or investor goals. With the right backing, this could become one of the most iconic aquatic facilities in North America.