



THE MAINE AQUACULTURE INNOVATION CENTER  
193 Clarks Cove Road, Walpole, ME 04573, USA

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September 3, 2025

Maine Entrepreneurial Resource Corps  
Maine Technology Institute  
16 Middle Street, STE 201  
Portland, ME 04101

Dear Emily Braley

On behalf of the Maine Aquaculture Innovation Center (MAIC), I am pleased to provide this letter of support for Atlantic Corporation and PRISM (Principal Research Insights for Strategic Market Development) as part of your Maine Entrepreneurial Resource Corps (MERC).

Over the past several years, MAIC has collaborated with Atlantic Corporation on a comprehensive business and economic research program tailored to Maine's aquaculture innovators. In 2022, we supported a cohort of 11 Maine companies under a Maine Aquaculture Development Grant. To date in 2025, we have extended the pilot to five additional clients, each receiving customized insights to advance their product development and market expansion efforts.

For each participating business, Atlantic Corporation has delivered a secondary market research report that provides an in-depth analysis of current and emerging market opportunities, and five business development modules (Customer identification, stakeholder identification, brand research, business model canvas, financial and a forecasting tool). These deliverables have empowered entrepreneurs to refine their value proposition identify target market segments, strengthen financing applications, and accelerate commercialization.

We believe the inclusion of Atlantic Corporation in MERC will broaden access to high-impact business and economic research services for Maine's entrepreneurs. We fully support Atlantic Corporation as a reliable provider of PRISM. Should you need any additional information, please do not hesitate to contact me.

Sincerely,

Anne Langston Noll, PhD, MSc, MA, BSc  
Executive Director

The Maine Aquaculture Innovation Center was established in 1988 by the Maine Legislature, and was incorporated as a non-profit corporation with IRS 501 (c) (3) tax-exempt status on December 17, 1991. Its mission is to assist in developing economically and environmentally sustainable aquaculture opportunities in Maine. In order to fulfill our mission, we have established goals that will reflect our progress in expanding Maine's economy. We sponsor and facilitate innovative research and development projects; invest in the enhancement of aquaculture capacity in Maine; serve as a source of educational information to enhance public visibility and acceptance of aquaculture; and encourage strategic alliances tasked with promoting research, technology transfer, and the commercialization of aquaculture research.