Welcome to Curiosity Lab

Technology Deployment Overview

Curiosity Lab
at Peachtree Corners

What is Curiosity Lab?

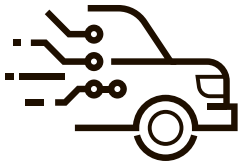
Curiosity Lab is a real-world living laboratory in Metro Atlanta where startups and growth-stage companies can deploy, test, and scale next-generation technologies in an active city environment. We work with companies across connected mobility, infrastructure, logistics, and other emerging technology sectors to move beyond pilots and into real-world operating conditions.

Through access to city infrastructure, industry and public-sector partners, and a collaborative deployment process, Curiosity Lab helps companies validate technology, generate meaningful traction, establish a presence in Metro Atlanta, and accelerate the path from concept to city-scale impact.

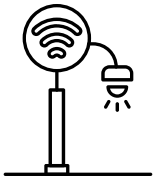
What a Deployment at Curiosity Lab Means

A deployment at Curiosity Lab is a structured, time-bound engagement in which a company installs, integrates, or tests technology within the environment in collaboration with the City of Peachtree Corners and Curiosity Lab partners. At the conclusion of the deployment period, the technology is removed and any affected infrastructure is restored to its original condition unless otherwise agreed.

Deployments may include (but are not limited to) technologies aligned with the following focus areas:

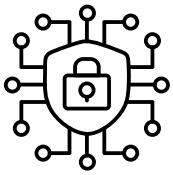


Connected & Autonomous Mobility



Connected Infrastructure & Edge Systems

Intelligent Logistics & Last-Mile Technologies



Secure & Connected Systems

Other Emerging Technologies

Deployments may support validation, use-case development, iteration, integration, or early scaling, depending on company maturity and project scope.

High-Level Deployment Expectations

Companies pursuing a deployment at Curiosity Lab should expect that:

- Deployments are approval-based and selective
- Projects must have a clear use case, defined scope, and timeline
- Technology must be safe, compliant, and deployable in a live municipal environment
- Companies are responsible for installation, operation, maintenance, and removal of their technology
- Virtual tenancy at Curiosity Lab is required for the duration of the deployment
- Deployments are collaborative, but commercial outcomes are not guaranteed

Curiosity Lab is a public–private innovation environment designed to support learning, validation, and ecosystem development through real-world deployment.

Key Requirements (Non-Exhaustive)

All approved deployments typically require:

- A Certificate of Insurance (COI) meeting City requirements
- Executed legal agreements with the City and/or Curiosity Lab
- A clear installation and uninstallation plan
- Identification of on-site personnel (if applicable)
- Compliance with all City, state, and federal regulations

Additional requirements may apply depending on project scope, infrastructure used, duration, and risk profile.

International Companies

Company Considerations

For companies based outside the United States with no significant U.S. presence:

- A U.S. entity or U.S.-based partner is typically required for contracting and insurance
- Additional lead time may be needed for legal review, insurance, and compliance
- Companies are responsible for travel, visas, shipping, customs, and logistics

Curiosity Lab can provide soft-landing coordination and ecosystem connections, but companies remain responsible for meeting all legal and operational requirements

How We Evaluate Deployments

Deployment requests are evaluated based on:

- Alignment with Curiosity Lab focus areas and City priorities
- Technical and operational feasibility in a live environment
- Safety, risk, and infrastructure impact
- Anticipated value to Curiosity Lab members, partners, and the broader ecosystem

Submission of an intake form does not guarantee approval.

Next Steps

Companies interested in deploying technology at Curiosity Lab should complete the Deployment Intake Form. Submission of the intake form does not constitute a legal agreement or guarantee approval. Following review, Curiosity Lab may schedule a discovery call to assess readiness, eligibility, and next steps.