

The FreshTracks Flurry

February 2008

Join FreshTracks at Peak Pitch on 3/14/08

FreshTracks Capital is pleased to host the 3rd annual Peak Pitch Vermont event, a unique day of skiing, snowboarding, fundraising and networking for entrepreneurs and investors at Bolton Valley on Friday, March 14th, 2008. Peak Pitch brings entrepreneurs and investors together on the chairlift for a new twist on the classic "elevator pitch". We are still seeking more investors and entrepreneurs to attend, so if you would like to join, please visit www.peakpitch.com to register for this ***FREE*** event.

"We are pleased to announce that Brad Robertson, Publisher of the Burlington Free Press will be our keynote speaker this year", said Cairn Cross co-founder and Managing Director of FreshTracks Capital. "Brad has an exciting vision for promoting the business community in Vermont, bringing new vitality to the Vermont media, and painting a broader, more representative picture of the successes and challenges for our local business climate."

FreshTracks Capital is hosting the event at [Bolton Valley](#), along with support from co-sponsors: [Gallagher, Flynn & Co.](#), [Greater Burlington Industrial Corporation](#) (GBIC) [Merritt, Merritt & Moulton](#), and the [Vermont Department of Economic Development](#).



Kluster Featured in Business Week. Launches New Platform at TED Conference

Kluster (FKA mophie) was recently featured in Business Week Magazine, in advance of the company's product launch at the TED Conference in Monterey, CA this week. The Kluster team has been working feverishly to put the finishing touches on its new online social network that brings people together to generate new ideas, products, and designs. Please visit www.kluster.com today to sign up and begin contributing to the community.

FreshTracks II
Current Investments
[ISIS](#)
[NativeEnergy](#)
[NEHP](#)

FreshTracks I
Select Investments
[Aircuity](#)
[Applied NanoWorks](#)
[Brighter Planet](#)
[EatingWell](#)
[GetWell Network](#)
[Kluster – FKA mophie](#)
[M2S](#)
[MQ Software-Reconda](#)
[Trident - ClearSource](#)
[Vermont Teddy Bear](#)

Following is an excerpt from the Business Week article titled *"Gore, Geldof, Venter...And This Guy?"* that ran on 2/22/08. If you would like to read the complete original article, please [click here](#).

"Al Gore will be there. Sir Bob Geldof is on the bill. So is Craig Venter, the genomic pioneer. As scores of global glitterati gather in Monterey, Calif., on Feb. 27 at the technology, entertainment, and design conference known as TED, they'll be joined by a 21-year-old who wears low-slung pants and an oversize coat. That would be Ben Kaufman, CEO of a Burlington (Vt.) software startup called Kluster. Kaufman has landed an entire room at TED—precious real estate—to demo his new social network. It's a Web site that brings people together to generate new ideas, products, and designs."



BrighterPlanet Lands Coverage in the Wall Street Journal

Brighter Planet was featured in an article titled *"Credit Cards' Latest Pitch: Green Benefits"* that ran in the WSJ on 2/6/08. Below is an excerpt from this piece, if you would like to read the complete article, please [click here](#).

"Bank of America Corp. followed in November with its own green card, Brighter Planet Visa, which matches every dollar spent with one point that can be accumulated and traded in for "carbon offsets." Carbon offsets are meant to reduce the impact of emissions made somewhere else -- such as by planting trees. With the Bank of America card, accumulated offsets are funneled to various projects its partner, Burlington, Vt., start-up Brighter Planets, deems deserving. Each month, cardholders will be notified how many carbon emissions have been mitigated with their contributions."

About FreshTracks Capital

FreshTracks Capital II L.P. (www.freshtrackscap.com) is the second fund raised by FreshTracks Capital and is part of the Village Ventures nationwide network of venture capital funds. Since inception, FreshTracks Capital I raised \$11 million and invested in 14 portfolio companies. *NativeEnergy*, *ISIS* and *NEHP* represent FreshTracks II's first three investments for the new portfolio.

FreshTracks focuses its investment in private growth-oriented businesses, primarily companies in close geographic proximity to Vermont. Its founding partners, Cairn Cross and Charlie Kireker, were joined in the third quarter of 2005 by Lee Bouyea and Tim Davis, whose bios can be found [here](#). FreshTracks is an affiliate fund in the Village Ventures national network of funds, which collectively have close to \$500 million in capital under management, directed by some 35 venture professionals in 14 distinct funds.

To unsubscribe, please email: holly@freshtrackscap.com

FreshTracks Capital

P.O. Box 849

29 Harbor Road, Suite 200

Shelburne, VT 05482

(802) 923-1500

www.freshtrackscap.com