

The FreshTracks Flurry

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March 2008

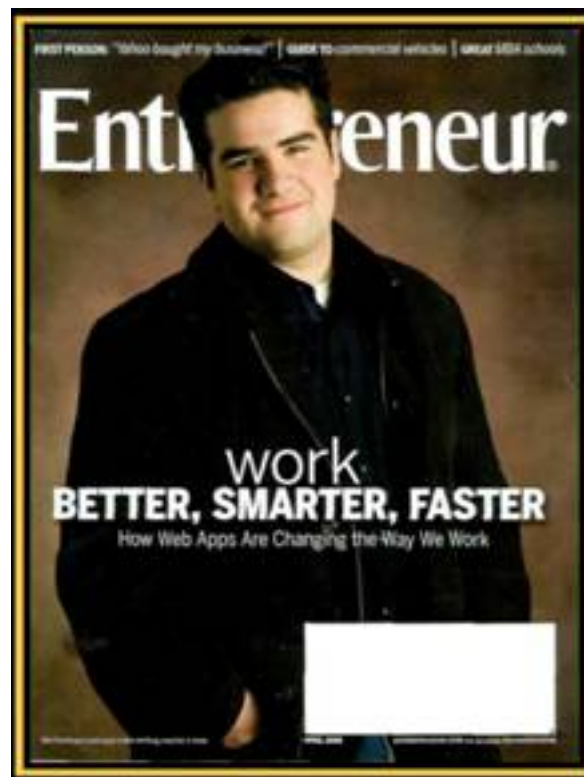
Kluster lands hits in NY Times, cover of Entrepreneur Magazine and Mass High Tech

Kluster picked up momentum in March with a handful of PR hits, including a NY Times article entitled [Putting Innovation in the Hands of the Crowd](#).

IF executives are going to rely on the wisdom of the masses for business help, it's probably time the masses get a little compensation for it. That's the theory behind Kluster, the newest in a lineup of companies using the Web to channel the collective wisdom of strangers into meaningful business strategies. With a cash reward system for contributors and a big beginning at the TED conference last week in Monterey, Calif., Kluster hopes to attract just enough visitors with just enough business smarts to gain early momentum.

Kluster was also featured in Mass High Tech this March in an article titled [Wunderkind Kaufman back with startup Kluster](#).

"A Vermont entrepreneur barely 21 years old is rapidly approaching the designation "serial entrepreneur" by merging the concepts of user-generated content and online collaboration into his new business, focused on web-based communities generating ideas for new products."



Peak Pitch Bolton Valley 3/14/08 Wrap Up

FreshTracks and Bolton Valley hosted the Third Annual Peak Pitch Vermont event on March 14, 2008. Peak Pitch offers entrepreneurs the opportunity to pitch their business idea to investors on a chairlift ride up the mountain, allowing entrepreneurs to hone their pitch with a handful of investors throughout the day, and network with the Vermont business community. To read the coverage the event received in The Rutland Herald, please [click here](#).

Congratulations to our top 3 pitchers of the day: [Orange Mountain](#) - natural bar soap, [Kluster](#) - open source decision making, and [Draker Labs](#).

A big thanks to our hosts www.boltonvalley.com and to our lunchtime speaker, Brad Robertson, Publisher of the [Burlington Free Press](#). Last but not least, we'd like to thank our sponsors, we greatly appreciate their support:

- [Merritt Merritt & Moulton](#)
- [Vermont Department of Economic Development](#)
- [Gallagher Flynn & Co.](#)
- [GBIC - Greater Burlington Industrial Corporation](#)



EatingWell Launches "Healthy Heart Cookbook"

Planned for launch in April 2008, EatingWell's newest cookbook is written by Dr. Philip Ades, a cardiologist who has designed a series of recipes aimed at adding years to your life. Dr. Ades' goal for this book was to combine his 25 years of clinical and research experience working with patients to minimize their risk of coronary heart disease (CHD) with 150 recipes from the acclaimed EatingWell Test Kitchen to help readers embark on a delicious journey, with food ideas that will become staples you'll pass on to family and friends. To order EatingWell's **Healthy Heart Cookbook**, please [click here](#).



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.

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