

# The FreshTracks Flurry

October 2008

## **FreshTracks Featured in Burlington Free Press & Lands Coverage in Vermont Business Magazine**

FreshTracks was recently featured in a Burlington Free Press piece about private investing in Vermont. Dan McLean writes: "Fresh Tracks is well on its way to providing \$25 million to growing firms — mostly Vermont companies — through two investment funds. The first fund, \$11 million, was created in 2001 and has funded 14 companies. The second fund, which has 37 investors, was created last year and is worth \$14 million, Bouyea said." To read the complete article, please click here: [Angel Investors Come to the Rescue](#).

FreshTracks was also covered in a Vermont Business Magazine article, which was written by Michael Gurau of Clear Venture Partners, and explored which geographically concentrated groups of companies are a good fit for Vermont. To read the article, please click here: [Clustering in Vermont](#).



## **NativeEnergy Rated 1<sup>st</sup> among Carbon Offset Providers**

*NativeEnergy* was recently ranked 1st among 14 carbon offset providers reviewed in a new white paper produced by the Bainbridge Graduate Institute, Social Venture Network, and Carbon Concierge. The report utilizes a Carbon Offset Provider Evaluation Matrix (COPEM) of eight detailed criteria that are important to businesses, organizations, and individuals researching offset providers. To read the complete white paper, please click here: [COPEM](#).

FreshTracks II  
Current  
Investments

[Draker Labs](#)  
[ISIS](#)  
[NativeEnergy](#)  
[NEHP](#)  
[SolarOne](#)

FreshTracks I  
Select  
Investments

[Aircuity](#)  
[Applied NanoWorks](#)  
[Brighter Planet](#)  
[EatingWell](#)  
[GetWell Network](#)  
[Kluster – FKA](#)  
[mophie](#)  
[M2S](#)  
[Vermont Teddy Bear](#)

## Second Vermont 3.0 Tech/Creative Career Jam is Another Success

FreshTracks once again participated in the Vermont 3.0 Tech/Creative Career Jam by hosting a booth, becoming a sponsor, blogging for the event and hosting a panel on Entrepreneurship and Raising Capital. The event was well-attended, and well worth it for portfolio companies Brighter Planet and Draker Labs, both of whom sourced a number of resumes during the event. Below are pictures of the convention floor at Champlain College, and Lee's view of the panel in Alumni Auditorium. To view the Vermont 3.0 blog please click here: [Vermont 3.0](#).



## Brighter Planet Announces Winners of its Video Contest

Earlier this year, Brighter Planet launched a video contest, challenging its community to shoot a short form video that will show representatives in Washington why climate matters. The company put up \$4,500 in prize money, solicited entries, reviewed all of the entrants, and has chosen the top videos. Click here to see the finalists: [Brighter Planet: Climate Matters](#).

The image is a screenshot of a web browser displaying a Vimeo video contest announcement page. The browser window title is "Climate Matters Video Contest on Vimeo - Mozilla Firefox". The address bar shows "http://vimeo.com/climatematters". The page features a patriotic theme with a red, white, and blue striped border and stars. A large yellow starburst badge in the center reads "WINNERS ANNOUNCED". To the left, the text says "Climate Matters! Inspire your next President". To the right, there is a video player showing a person at a podium with an American flag. Below the video, the text reads "Leadership from Washington is missing in action. Let's show our representatives why climate matters." A blue banner at the bottom of the video area states "\$4,500 in prizes · Top 10 videos distributed to lawmakers in Washington · Winning videos broadcast on national TV". At the bottom of the page, there is a large image of a woman with the text "Climate Matters" overlaid. To the right of this image are logos for "BRIGHTER PLANET" and "1 sky". Below these logos is a section titled "About the Contest" with a paragraph of text: "During the last couple of months, Americans from across the country created videos to inspire our next president to take action on climate change. Thank you to all those who participated and to the Vimeo community for lending its support; thank you for your energy, emotion, for lending your voices, and faces to this issue. You've help to humanize climate change, making it more accessible and".

### **VTB Vice-Presidential Bears Continue Media Momentum**

From MarketWatch "As our nation readies for the highly anticipated debate between vice presidential candidates Gov. Sarah Palin and Sen. Joe Biden, the candidates have two cuddly counterparts in Vermont who are also preparing to put up their paws in the fight for top honors. The Vermont Teddy Bear Company's specially designed Palin and Biden Bears are stuffed with American pride, and they can't wait to see which one of them will be chosen by the American public as the furry front-runner".

To read the press release on MarketWatch, please click here: [Who Will Win the Debate in this "Bear" Market](#), and to read the Rutland Herald Press Coverage, please click here: [VP Teddy Bears Enter the Fray](#).



### **About FreshTracks Capital**

FreshTracks Capital II L.P. ([www.freshtrackscap.com](http://www.freshtrackscap.com)) is the \$14MM 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. Draker Labs, *NativeEnergy*, ISIS, NEHP and SolarOne represent FreshTracks II's first five 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](mailto:holly@freshtrackscap.com)

FreshTracks Capital  
P.O. Box 849  
29 Harbor Road, Suite 200  
Shelburne, VT 05482  
(802) 923-1500  
[www.freshtrackscap.com](http://www.freshtrackscap.com)