

The FreshTracks Flurry

Road Pitch 2018 July 30 - August 2

The 5th annual FreshTracks Road Pitch will take place from Monday, July 30, through Thursday, August 2 starting with its opening stop at Green Mountain Harley Davidson in Essex Junction. Road Pitch is a four-day motorcycle tour of Vermont in which a gang of "business bikers" will stop in several towns to listen to approximately 50 different pitches from entrepreneurs. The goals of Road Pitch are to connect Vermont entrepreneurs to resources such as capital and advice, advocate for entrepreneurs throughout the state, help entrepreneurs polish and refine their pitching skills, showcase entrepreneurship through a highly visible annual event, find investment opportunities for private investors and source capital for entrepreneurial businesses. In addition to the Riders Choice prizes, the top Road Pitch participants from around the state will be invited to pitch for a grand prize of \$5,000 at the pitch-off to be held in October at Champlain College. Entrepreneurs interested in pitching their concept or existing business to the riders should contact one or more of the local organizers as listed on the [Road Pitch](#) website. We are able to hold this event and offer these great prizes through the generous sponsorship provided by [Vermont Department of Economic Development](#), [Champlain College](#) and Champlain College's BYOBiz program, [Bytes.co](#), [Key Bank](#), [Gallagher Flynn & Company](#), [Moulton Law Group](#), [Champlain Mini Maker Faire](#), [Social Sentinel](#), [Vermont Teddy Bear](#), [Dinse](#), and [EMBOLDIA](#). To learn more about the event and how you might participate as a sponsor, organizer, investor, or entrepreneur, click here: [Road Pitch](#). Read recent press coverage here: [FreshTracks Road Pitch Gears Up For Summer Tour](#).



Mamava To be Recognized with SBA Award, Lands Steelcase Contract & Amtrak Installation

Join in honoring and celebrating Mamava and the company's founders, Sascha Mayer and Christine Dodson, the 2018 Vermont Small Business Person of the Year. The event will be held on June 7 at the Country Club of Vermont in Waterbury. Register by June 1 here: [Mamava 2018 SBA Award](#).

Among Mamava's accomplishments, the company has announced the launch of The Mamava Mini by Steelcase, the result of a design collaboration between Mamava, expert in lactation accommodations; and [Steelcase](#), a global leader in office furniture, interior architecture and space solutions. The Mamava Mini is a compact lactation suite that provides an affordable,

easy-install option for office settings. Read the complete press release here: [Mamava Launches Mamava-Mini.](#)

After two mothers petitioned for clean safe lactation spaces, Amtrak is installing Mamava lactation rooms at the stations in Washington DC., Philadelphia, Baltimore, Chicago and New York City. [Read the coverage here: Amtrak Installs Mamava Suites in Major Train Stations.](#)



SunCommon and Hudson Solar Join Forces

[SunCommon is expanding into the greater Hudson Valley region](#) through a merger with Hudson Solar of Rhinebeck, NY. The merger will bring even more residential, commercial and community solar to the region. See press coverage at the links below:

[VBM: SunCommon Expands into New York](#)

[VPR: SunCommon to Expand to New York](#)

[WCAX: Hudson Valley Solar Company to Merge With VT's SunCommon](#)



Caledonia Spirits Releases Maple Vodka

[Caledonia Spirits](#), nationally recognized distillers of Barr Hill since 2011, recently launched Experiments in Agricultural Rectification – a new small batch spirits project with a mission to capture the provenance of Vermont’s agricultural and forage crops. “This product is the result of local collaboration. Working with Kevin [Farnham Family Sugarhouse] and team has allowed us to access sugar sources from our literal backyard, while the partnership allows Kevin to earn a return on his work that is more rewarding than the competitive bulk syrup market,” said Ryan Christiansen, president and head distiller at Caledonia Spirits. The first release was made available in April at the Caledonia Spirits tasting room and at the Made in Vermont Marketplace held last month. Read more at: [Caledonia Spirits to Release New Vodka](#) and [Barr Hill Maple Vodka Distilled From 100% VT Maple Syrup](#)



FreshTracks Capital Backs Virtual Peaker

FreshTracks joined several technology and clean energy investors based in Vermont and beyond with its investment in [Virtual Peaker](#), a cloud-based energy management platform that is helping utilities build the grid of the future. Green Mountain Power is one of Virtual Peaker's partners, together helping customers cut costs and reduce their carbon footprint.

“It’s incredibly exciting and validating to receive funding from investors in Vermont, a state that is leading the way on innovation and is so deeply committed to the future of energy.” says Bill Burke, Virtual Peaker’s CEO. “It inspires us to continue to deliver and expand these solutions that will benefit both utilities and their customers.”

“Our investment in Virtual Peaker demonstrates our continued interest in investing in companies that solve present and future energy challenges”, says Cairn Cross, co-founder of Fresh Tracks Capital. “The Virtual Peaker team has demonstrated an ability to develop great device control and management technology and commercialize it in a way that creates value for utilities.” Read more about Virtual Peaker:

[VT Business Community Backs Virtual Peaker In Energy, The Customer is King Once Again Watch These Residential SmartGrid Trends](#)



Briefly Noted

[DrinkMaple Rebrands as DrinkSimple](#)

[Over 108,000 Virtual Reality Experiences Have Been Created With IrisVR](#)

[Faraday Secures New Funding, Adds Industry Experts](#)

[Windham Grows Business Accelerator Accepting Applications](#)

Upcoming Events

June 5 [Windham Grows Application Deadline - Apply](#)

June 7 [Mamava SBA Person of the Year](#)

June 13 VT's [Women in Business Showcase](#)

July 30-August 2 [Road Pitch 2018!](#)

About FreshTracks Capital: Founded in 2001, FreshTracks Capital is a Vermont-focused investment fund that uses venture capital to create positive economic and community impacts. Across its four funds, which total more than \$47 million, FreshTracks has invested in 30 Vermont-based companies. Portfolio company information can be found at: [FreshTracks Portfolio](#). FreshTracks hosts a number of events for entrepreneurs and investors, including Peak Pitch and Road Pitch. The firm’s General Partners and Managing Directors are Cairn Cross, Lee Bouyea and T.J. Whalen. FreshTracks is actively investing out of its most recent fund, FreshTracks Capital IV.



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