

The FreshTracks Flurry

Current Investments

- [Aircuity](#)
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Exited Investments

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November 2006

Bright Planet Added to the FreshTracks I Portfolio

FreshTracks' newest addition to the portfolio is Bright Planet, a startup firm located in Middlebury, VT, and founded by recent Middlebury College grads. The Bright Card is an affinity credit card offering consumers carbon offsets based upon the volume of credit card purchases they make. It is similar in nature to credit cards that offer airline miles or rewards points, except Bright Card will instead purchase and retire carbon offsets generated by alternative energy production. Bright Planet intends to bring its first product, the Bright Card, to market in 2007.

FreshTracks received the right to purchase founders stock in the young company in return for helping incubate this idea for over 18 months. The company's recent progress includes closing an angel round of financing, signing LOIs with a number of non-profit organizations to whose members Bright Planet will market its offering, and recruiting a CEO to lead the company.

Below is a prototype of what the credit card may look like:



WiDeFi Closes the First Tranche of its Series B

This November, WiDeFi, a Florida based wireless chip design and software company, closed on \$1.6M in the first tranche of its Series B financing. The Series B pricing was a slight uptick from the Series A. WiDeFi's Xtender product is designed to help improve both Wireless Local (W-LAN's) and Wide Area Networks (W-MAN's). This solution will be integrated by OEMs and ODMs into WiFi routers to magnify, extend, and speed up WiFi signals for home and small office use. Existing investors supported the company in this Series B round as WiDeFi moves closer to an initial product launch with its flagship customer in Q1 2007.

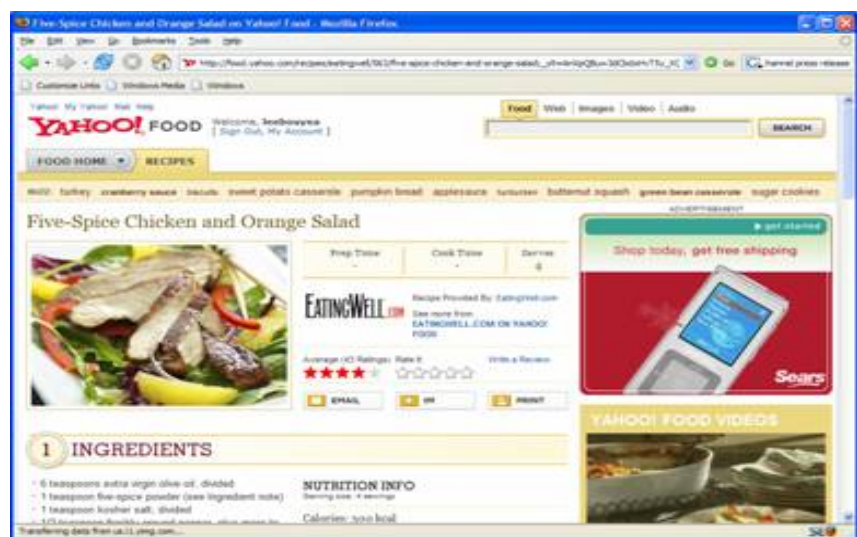


Yahoo Launches Partnership with EatingWell

Yahoo launched its Food Portal in November 2006, featuring recipe and informational content from EatingWell, which finds itself in good company with other top media providers including: Martha Stewart Living, Food & Wine, Epicurious.com (Bon Appetit & Gourmet), Allrecipes.com, Cook's Illustrated, Wolfgang Puck, Rachael Ray and Reader's Digest. The Yahoo Press Release earlier this month noted:

"Yahoo! Food was designed with the everyday cook and food lover in mind," said Deanna Brown, general manager, Yahoo! Lifestyles, in a press release. "Food is a necessity for everyone and an obsession to others, and we are thrilled to combine all these food features from great partners and marketers and present them in a seamless, integrated experience."

EatingWell will receive a share of all advertising revenue generated by Yahoo through the use of EatingWell content, so please visit www.food.yahoo.com/partners/eatingwell early and often!



The FreshTracks Team

FreshTracks Capital I is an early-stage venture fund, combining the financial resources of \$11 million in venture capital with the strategic resources needed by entrepreneurs to build thriving businesses throughout Vermont and surrounding U.S. geographies. 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 at www.freshtrackscap.com.

FreshTracks is an affiliate fund in the Village Ventures national network of funds, which collectively have more than \$360 million in capital under management, directed by some 35 venture professionals in 14 distinct funds. This network offers co-investment and syndication opportunities for FreshTracks.

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