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April 2007

Bright Planet Launches New Website

In preparation for their card launch later this year, Bright Planet unveiled a new website this month, which can be viewed at www.thinkbrightplanet.com. The site includes a carbon footprint calculator, some examples of the renewable energy projects Bright Planet intends to support, and a clean and clear mission statement:

"Bright Planet aspires to be the country's most trusted provider of climate-friendly products and services in cooperation with leading environmental and financial organizations. Its first product, the Bright Card, will be a standard consumer credit card that allows consumers to support the construction of new clean-energy projects every time they spend. Instead of airline miles or cash back, the Bright Card rewards members with carbon offsets – credits representing the pollution reduction produced by these clean-energy projects."

You can submit your email address on the BP website to stay up to date with important developments at the company.

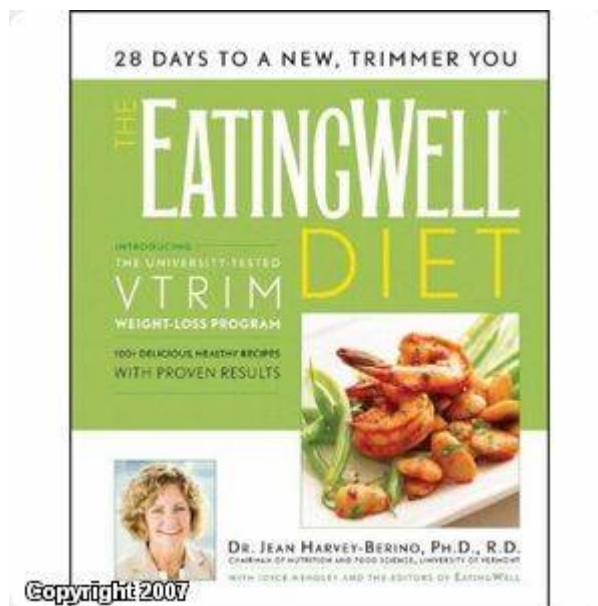


The EatingWell Diet Cookbook Launched, Team takes Home IACP Award

The EatingWell Diet Cookbook was featured in the Burlington Free Press earlier this month. Below is an excerpt from the coverage, or [click here](#) to view the complete article.

"The accompanying 150 recipes and monthly menu planner feature dishes chosen for their accessibility and broad appeal," said EatingWell food editor Jessie Price. "The combination of recipes and behavioral-change information allow readers to make the connection between wanting to eat healthier and having specific examples and directions for meals."

EatingWell was also recognized for its exceptional journalism with an International Association of Culinary Professionals (IACP) Award this month. On April 14th, EatingWell won the Magazine award for excellence in food journalism with the story "Miracle Up North: how the people of Finland took a healthy message to heart" by Rachael Moeller Gorman that ran in a 2006 version of EatingWell Magazine. If you haven't read the article yet, you can [click here](#) to view the online version.



mophie Wins Award at RetailVision, and hits the Boston Herald

mophie's PR momentum continued in April with a story in the ***Boston Herald*** that can be found here: [Knox offers stylish protection for iPod nanos](#). Tom Rose writes: "Add mophie to the list of iPod case makers that have figured out how to deliver a lineup that features the rare combination of innovative ideas and great design coupled with fine materials and solid manufacturing." "It is clear that mophie isn't a company that will churn out run-of-the-mill cases. If 19-year-old founder Ben Kaufman and his crew are not having loads of fun, they sure do a good job faking it on their website. Complete with a round-the-country tour map, YouTube videos, a fan club and a blog, the site gives the impression that while they might come up with a dud here or there, some great products are sure to follow."

At the [RetailVision](#) conference in Denver last year, mophie took home the prize for “Best Retail Strategy”. The team took home some more hardware this year in Nashville, as they were recognized for “Best Merchandising Strategy”. Mophie has worked diligently over the past few months to hone their packaging, messaging and bundling of products such as the base case with the “RELO Run” armband, and those efforts were recognized by the retail community this month at a show featuring most of the top 100 retail merchants in the U.S. Below is a picture of mophie founder Ben Kaufman after receiving last year’s award from comedian Louie Anderson.



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

To unsubscribe, please email: holly@freshtrackscap.com

FreshTracks Capital
P.O. Box 927
5 Park Street
Middlebury, VT 05753
(802) 388-6283
www.freshtrackscap.com