

# The FreshTracks Flurry

August 2010

## Vermont Rep. Peter Welch Speaks at Draker Labs

Draker Lab's CEO, Chach Curtis, and Marketing Director, Mark Sherman met with Representative Peter Welch to discuss the needs and benefits of alternative energy to the economy and the environment. Representative Welch's visit to Draker Labs is part of a tour of green energy businesses and an initiative to help bolster the success of those companies and renewable energy initiatives. Draker expects to quadruple its revenues and double the number of employees working at Draker by the end of 2010. To watch the video, click here: [Congressman Welch at Draker Labs](#).

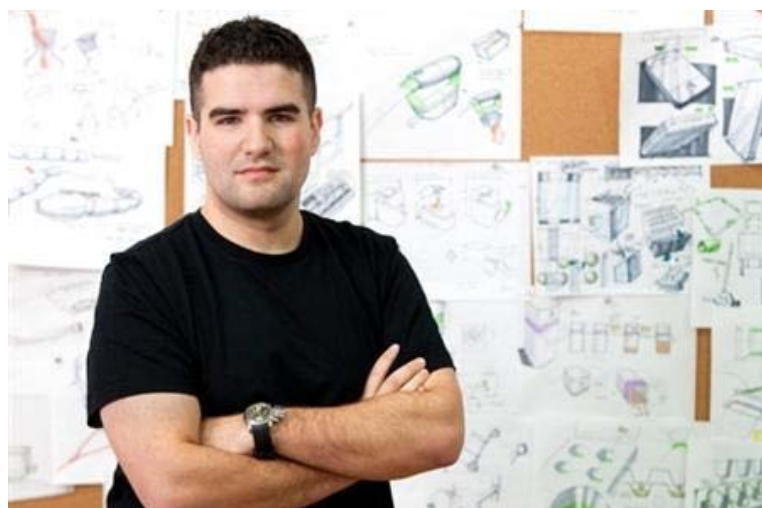


## Quirky Gets Coverage on CNN, Inc.com and Reuters

Quirky's founder, Ben Kaufman is a 2007 alum from Inc.'s "30 Under 30" young entrepreneur list. Inc. has recently reported on the progress of many of those young entrepreneurs. To read the coverage, click here: [30 Under 30, Where Are They Now?](#)

Since launch, Quirky has collaboratively developed 46 new products. Quirky is planning to double its weekly product additions by September through its loyal online community. "Of all the ideas submitted each week, we look at the most meaningful product we can bring to market," said 23 year-old founder Ben Kaufman. To read the full article, click here: [Quirky's Crowdsourcing Model](#)

See video footage on CNN to learn about Quirky's crowdsourced product development and its newest product designs. To watch, click here: [Quirky.com's Crowdsourced Products](#).



**FreshTracks II  
Current  
Investments**

- [Draker Labs](#)
- [ISIS](#)
- [NativeEnergy](#)
- [NEHP](#)
- [SolarOne](#)
- [Vermedx](#)
- [Solais](#)

**FreshTracks I  
Select  
Investments**

- [Aircuity](#)
- [Auterra](#)
- [Brighter Planet](#)
- [EatingWell](#)
- [GetWell Network](#)
- [Quirky](#)
- [M2S](#)
- [Vermont Teddy Bear](#)

### **NativeEnergy Recognized for Travel Awareness and Educational Tools**

NativeEnergy was awarded "Top Ten" status by Siterank for its website content, alongside the National Audubon Society and the Sierra Club. Siterank recognizes distinguished websites that have made vital contributions to an environmental field. Each of the websites chosen by Siterank is considered to have raised standards of customer service to an exceptional level by providing individuals with the guidance, expertise, and initiative to do right by the environmental sector. To read more, click here: [NativeEnergy Finalist](#)

The Aspen Institute, a world renowned think tank in Aspen, CO, brings together policymakers and business leaders to ponder the world's problems. Unfortunately, many of those travelers arrive by private jet. With information provided by The Aspen Institute, NativeEnergy calculates the carbon resulting from the travel, charges the Institute a fee per ton, and invests those funds in renewable energy projects. To read more about the Institute and NativeEnergy's role, please click here: [Aspen Institute Enlists NativeEnergy](#)



### **GetWellNetwork and EXTENSION, INC. Team Up at Kentucky Hospital**

GetWell Network has collaborated with EXTENSION, Inc. at Norton Brownsboro Hospital in Louisville, KY. EXTENSION® integrates web services-based medical applications with Cisco Advanced Unified Communications enabling the GetWell Network system to connect directly to the attending nurse. The integration is accomplished through a new systems interface developed by GetWell Network using the HL7 protocol and sends alerts that inform nurses when patients have not completed education videos or other service requests. "The GetWell Network system provides us with valuable input from our patients but we needed an automated way for that information to be delivered to the handheld Cisco phones that are assigned to each of our staff on a given day," said Doug Winkelhake, President, Norton Brownsboro Hospital. "We appreciate how quickly GetWellNetwork and EXTENSION came together to help us make patient experience and quality of care much better and more efficient." To read more, click here: [GetWell Network Automates Alerts](#)

### **Vermont Investors Forum Application Due 9/1/10**

The Vermont Investors Forum will be held on 10/29/10 at the Stowe Mountain Lodge in Stowe, VT. Each year, angel and institutional investors from around the region hear from a select group of companies seeking to raise equity capital. Presenters will have the opportunity to interact one-on-one with investors, entrepreneurs and other key funders. The Selection Committee is currently accepting applications until September 1, 2010. If your growth company plans to raise capital and would like to pitch to a room full of angel investors, venture capitalists and bankers, please click here to learn more: [Vermont Investors Forum](#).



## **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, Vermedx, SolarOne, and Solais represent FreshTracks II's first seven 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 more than \$500 million in capital under management, directed by some 35 venture professionals in 14 distinct funds.

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