

# The FreshTracks Flurry

December 2011

## Solais Lighting Raises \$1.75M in New Funding Round

Solais recently raised \$1.75 million in additional equity capital, with new investor Connecticut Innovations leading the round, and with continued participation from FreshTracks Capital and Long River Ventures. The new round of capital will be used for working capital to support continued sales growth at Solais.

In addition to the recent round of fund raising, Solais announced its Energy Star® certification for several of its LED lamps. "We're very excited for our LED products to have been recognized by the Energy Star program and to have received this critical, industry-benchmark certification," says James Leahy, president of Solais Lighting. "As a leading provider of cutting-edge LED lamps, our Energy Star certification now further qualifies our products for a broad range of utility and state rebate and incentive programs nationwide and enables end users and lighting professionals to enjoy greater access to the comprehensive benefits of LED technology and to capitalize on their lighting upgrade opportunities more than ever before."

To read more, please click here:

[Solais Lighting Raises \\$1.75M](#)

[Solais Receives Energy Star Certification](#)

[Solais LED Lamps Selected by Timberland in Lighting Upgrade](#)



## VTB Slammed on Cyber Monday! New Product Launched

Vermont Teddy Bear experienced a rush of orders on Cyber Monday, one of the online retailer's busiest days of the year. Vermont Teddy Bear and sister company, PajamaGram, will ship more on Cyber Monday than during a two week period in July. To read more and watch the video coverage, click here: [VT Teddy Bear](#).

Vermont Teddy Bear also recently introduced its newest product, the playful, cuddly Pillow Puppet, available in 5 different characters just in time for holiday gift giving.



### FreshTracks II Investments

- [Draker Labs](#)
- [ISIS](#)
- [NativeEnergy](#)
- [NEHP](#)
- [SolarOne](#)
- [Patient Engagement Systems-fka Vermedx](#)
- [Solais](#)
- [eCorp English Kohort](#)

### FreshTracks I Investments

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

### ◆UpcomingEvents◆

December 8, 2011  
VBSR Get-Together  
Waitsfield, VT  
Info: [VBSR Networking](#)

December 15, 2011  
VT Venture Network  
Hilton Hotel, Burlington, VT  
Registration: [VVN](#)  
[Visit VVN Website](#)

January 13, 2012  
VT Economic Outlook  
Conference  
Burlington, VT  
Info: [21<sup>st</sup> Annual VEOC](#)

March 8, 2012  
Peak Pitch  
Sugarbush Ski Resort  
Info to follow soon

### **BrighterPlanet's "HootRoot" Recognized by US EPA**

Brighter Planet was recently recognized as one of five winners in a U.S. Environmental Protection Agency challenge to develop "Apps for the Environment". HootRoot, Brighter Planet's free web application, is a mapping program that uses Google Maps, HopStop, and EPA data to provide directions and carbon emissions for various forms of travel.

"I am not at all surprised to see a Vermonter create such a useful and innovative application that will help people make good environmental decisions about their everyday actions," said Curt Spalding, regional administrator of EPA's New England office. "New England has a long history of smart, creative citizens who care about how to protect our environment and apply green thinking to their lifestyle. This is another link in that long chain."

"We are witnessing a revolution in finding ways to harness massive amounts of data to empower individuals, companies and governments to make smarter decisions," said "Andy Rossmeyssl, the lead designer on HootRoot. "The EPA has emerged as a leader in the push for opening government data and engaging the developer community in creating apps that are innovative as well as user-friendly. This competition really showcases these efforts and we are very honored to be among the winners. To read the coverage on Brighter Planet and HootRoot, click below:

[Vermont Mapping Software Wins National EPA Award](#)  
[Schoolwork Gives Birth to Environmental App](#)

### **SAVE THE DATE! FreshTracks' Peak Pitch Event March 8, 2012**

Hosted by FreshTracks Capital, the Vermont Peak Pitch 2012 event will take place at the **Sugarbush Ski Resort** in Warren, Vermont on Thursday, March 8. Stay tuned for details and registration information coming in the weeks ahead.

### **Briefly Noted:**

[GetWellNetwork Noted in KLAS IPS Report](#)  
[NativeEnergy's Climate Friendly Holiday Cards](#)  
[Holiday Gifts: Quirky in the Kitchen](#)

### **About FreshTracks Capital**

FreshTracks Capital II L.P. ([www.freshtrackscap.com](http://www.freshtrackscap.com)) is the \$14MM second fund raised by FreshTracks Capital, based in Shelburne, Vermont. Since inception, FreshTracks Capital I raised \$11 million and invested in 14 portfolio companies. FreshTracks II has made 9 investments thus far: Draker Labs, ISIS, NativeEnergy, NEHP, Vermedx, SolarOne, Solais, eCorp English, and Kohort.

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 of the Village Ventures national network of venture capital firms, which collectively have more than \$750 million in capital under management, directed by some 35 venture professionals in 14 distinct funds.

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