

# The FreshTracks Flurry

February 2009

## **Join FreshTracks at Peak Pitch Vermont on Friday 3/6 at Bolton Valley**

Hosted by [FreshTracks Capital](#), the Vermont Peak Pitch '09 event will take place at the Bolton Valley ski resort on Friday, March 6th. Save the date, and sign up now at [www.peakpitch.com](http://www.peakpitch.com) to join us! We recently announced that David Stetson of Caris & Company will be our keynote speaker.

Peak Pitch is an event that brings together entrepreneurs and investors for a fun day of skiing, networking and fundraising. Entrepreneurs get the opportunity to deliver their “elevator pitch” to investors on rides up the chairlift throughout the morning, then meet for a networking luncheon, and a “pitch off” in the afternoon. Thanks to our sponsors: [Merritt, Merritt & Moulton](#), [the Vermont Department of Economic Development](#), [Vermont Center for Emerging Technologies](#), [Iridium Clean Energy](#) & [Vermont Sustainable Jobs Fund](#), this event is free to entrepreneurs who want to network and free to investors and advisors who are interested in hearing pitches from local businesses and are willing to provide helpful feedback and counsel.

To register to attend the event now, please click here: [Peak Pitch 2009](#). If you have questions about the event, or want to learn more, please email Holly Killary: [holly@freshtrackscap.com](mailto:holly@freshtrackscap.com).



## **NativeEnergy Covered by MSNBC & InfoWorld**

MSNBC took a look into the world of carbon offsets, including an interview with Billy Connelly, spokesman for NativeEnergy. MSNBC notes, “Most carbon offset companies provide consumers with an online carbon calculator so we can easily work out just how much CO2 we’re spewing into the environment. But Billy Connelly, a spokesman from carbon offsets company [Native Energy](#), gave me a quick peek at the damage we’re doing. According to Connelly, the average American home generates 12 tons of carbon each year and the average American vehicle generates six.” To read the complete article, please click here: [Carbon Offsets, Are they Worth Your Money?](#) Also, this month,

FreshTracks II  
Current  
Investments

[Draker Labs](#)  
[ISIS](#)  
[NativeEnergy](#)  
[NEHP](#)  
[SolarOne](#)

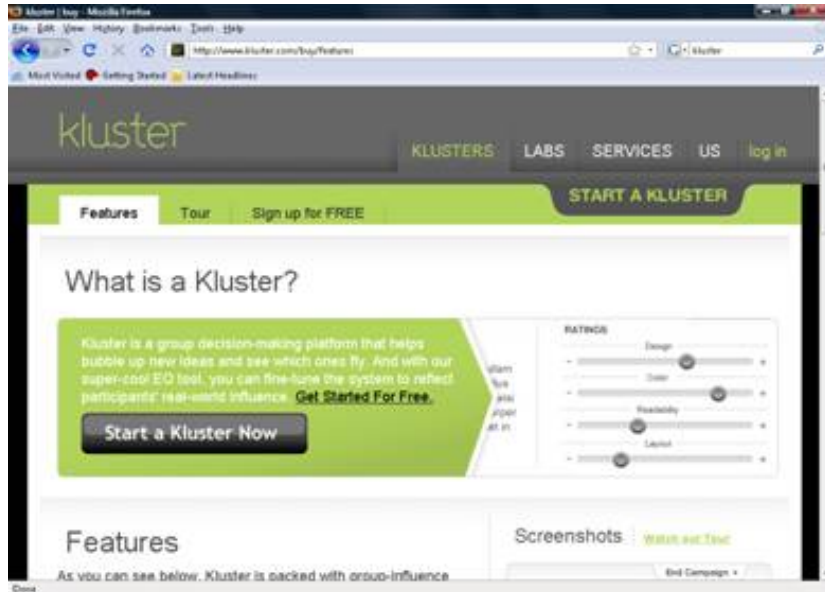
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[EatingWell](#)  
[GetWell Network](#)  
[Kluster – FKA mophie](#)  
[M2S](#)  
[Vermont Teddy Bear](#)

InfoWorld wrote a piece called [Free Carbon Calculators Evolve for Businesses](#), which indicates that hosting company Rackspace now offers a carbon calculator jointly developed by NativeEnergy to help small and medium sized businesses measure their company's carbon footprint.

### **Kluster Featured in Advertising Age**

Freddie Laker, Director of Digital Strategy at Sapient recently wrote a review of Kluster for Advertising Age. Freddie noted that: "Kluster is a group decision-making tool with its roots firmly set in social networking. It allows you to set up private or public groups focused around generating ideas in a democratic and collaborative environment enabled through technology." To read the complete coverage, please click here: [Creative Evolution: Making the Process More Relevant to Our Time](#).



### **VTB Featured in Seven Days, Burlington Free Press & Tampa Bay Examiner**

Vermont Teddy Bear landed an array of coverage around Valentine's Day, its busiest time of the year. Some of our favorite pieces include this look into the company's employees and manufacturing process from Seven Days: [Bear Market](#), Burlington Free Press: [VTB Knocks Out 'Ultimate Lover' Bear](#), and Tampa Bay Examiner's [A handmade Vermont Teddy Bear is a unique Valentine's Day gift](#).



### **ANW launches FlexB Flame Retardant**

Applied NanoWorks recently announced the launch of FlexB™, a boron-based, non-halogenated flame retardant (FR) additive for nylon, epoxies and water-based coatings. This advanced material offers a more environmentally friendly flame retardant, focused on the plastics and coatings industries for automotive and consumer electronics applications. These manufacturers are commonly seeking non-halogenated low-load fire retardants. To read the complete press release, please click here: [Applied NanoWorks Develops FlexB™ Flame Retardant](#).

### **SolarOne's Massachusetts Installations**

SolarOne's extensive work in the Bay State was noted by the Sietech blog, who writes: "SolarOne Solutions has been providing solar powered/LED lighting systems across 38 Massachusetts municipalities. These systems illuminate signs, flags, and monuments, where accessing conventional power lines are prohibitive." To read the blog post and see more pictures of these installations, please click here: [Making Red White And Blue A Little Greener](#).



### **Cairn Cross Interviewed in Burlington Free Press**

Co-founder and Managing Director of FreshTracks, Cairn Cross, was recently interviewed by the Burlington Free Press in regards to investment activity in the alternative energy sector. Cross noted, "I think one of the strongest incentives for developing any business in Vermont, not just green business, is that since the state is so small it is very easy to gain access to and get advice from proven business leaders. There is a good support system for entrepreneurs here, and people will return your calls and e-mails and give you feedback and make introductions. There are formal programs such as Middlebury Solutions Group, at Middlebury College, Bring Your Own Business at Champlain College, Vermont Center for Emerging Technology at UVM, etc., that specifically are geared to help entrepreneurs." To read the complete article, please click here: [Alternative energy innovation attractive to investors](#).

### **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 and SolarOne represent FreshTracks II's first five 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 close to \$500 million in capital under management, directed by some 35 venture professionals in 14 distinct funds.

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