

The FreshTracks Flurry

Current Investments

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Exited Investments

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January 2007

Mophie makes Big Splash at MacWorld in San Francisco

Last year, MacWorld launched mophie onto the iPod scene when the company won a "Best of Show" award from iLounge in the category of Innovation for its RELO line of accessories. This year, mophie's MacWorld trade show booth strategy included a never-before attempted ***Illuminator Project***, which allowed show attendees to participate directly in the mophie product development process by submitting real-time sketches of their own product concepts at the mophie booth. Over 100 submissions were collected, then whittled down through a voting process at the show and on-line to three winners. The resulting three new prototypes - for the ***Schlep, Bevy*** and ***Montage*** accessories - were developed, prototyped and presented to the public during the 3 days of the MacWorld conference. You can see the product designs online here <http://illuminator.mophie.com/>, and mophie received some great press coverage for their efforts, including a feature found here on [CNET News](#).

In addition, just before the show, mophie announced that it will soon be shipping three new products: the Wraptor Nano, the IPO and the IPA. These new Mueva accessories also have an integrated cord wrap feature designed into the case, and are now available for pre-order at www.mophie.com. Below is a picture of mophie's presence at MacWorld in San Francisco, strategically located directly across from Apple's main corporate booth.



VTB Gears up for Valentine's Day

Vermont Teddy Bear is gearing up for their largest expected Valentine's Day holiday ever, and company headquarters is bustling. VTB has hired 700 seasonal workers in Vermont and will continue its hiring process through February 9th. For Valentine's Day, the seasonal workers typically staff the contact center while the warehouse and shipping functions rely on a combination of seasonal workers and so called "school pools." Although VTB refers to "school pools", these groups include local Rotary Clubs, church groups, and non-profit agencies in addition to school groups.

For Valentine's Day '07 there are 39 groups which will exchange work in the warehouse and shipping functions in return for a donation made by VTB to their organization. Last year VTB donated more than \$100,000 to non-profit organizations associated with the school pools. This year there was a waiting list of more than 300 organizations for the school pool slots. Even with all the preparation in Vermont, it is still important for VTB to have a remote warehouse capability near UPS headquarters in Knoxville. VTB expects to ship 15,000 bears from Knoxville at Valentine's Day this year and will accept orders until midnight on Feb 13th for delivery next day.

And remember, VTB is not just for [bear lovers](#) at Valentine's Day. You can also select a gift of [flowers](#) or [pajamas](#) for your sweetie. We encourage you to order early by clicking on the images below:



Join FreshTracks Capital at Peak Pitch on March 1st

FreshTracks Capital announces the return of Peak Pitch Vermont on March 1st, an event that gives entrepreneurs and investors an opportunity to network on the slopes of the [Bolton Valley Resort](#). Peak Pitch brings entrepreneurs and investors together for a unique version of the classic "elevator pitch." In the traditional elevator pitch, entrepreneurs take advantage of an unexpected opportunity to share an elevator ride with a potential investor and present their business idea. At Peak Pitch, a shared chairlift gives entrepreneurs the opportunity to pitch their business plans to a variety of venture capitalists, angel investors, commercial lenders, and other entrepreneurial advisors as they ride up a Bolton Valley chair lift. Please visit www.peakpitch.com to register as an entrepreneur or an investor today!

The Peak Pitch Vermont 2007 event is sponsored by: FreshTracks Capital, the [Greater Burlington Industrial Corporation \(GBIC\)](#), [Gallagher Flynn & Co.](#), [Key Bank](#), [Merritt, Merritt & Moulton](#) and [the Vermont Department of Economic Development](#). To register as an investor or entrepreneur for the event, please visit www.peakpitch.com now. For more information on the event, please contact Lee Bouyea at 802-388-6283.



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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