

The FreshTracks Flurry

July 2009

Quirky Lands Press in Fast Company, The Deal and TechCrunch

Quirky, a recent spinout of Kluster, received a wave of press this June, including the snippets of coverage found below. Mary Kathleen Flynn of The Deal writes: "The site engages participants to collaborate on product creation -- from concept, design, naming, manufacturing, marketing, on through to sales. Anyone can participate either by submitting their own product idea for \$99, or by voting, rating and influencing other people's product ideas." The full article can be found here: [Ben Kaufman: Mophie, Kluster now Quirky](#). Leena Rao of TechCrunch writes: "The site then tries to use crowdsourcing to develop the product, by engaging participants in collaborating on every aspect of product creation - from ideation, design, naming, manufacturing, marketing, to sales. It's like a social network for product development." Her full write up can be found here: [Quirky is a Social Network for Product Development](#). Cliff Kuang from Fast Company writes: "Quirky's ingenuity lies in the way the incentives are aligned---the community has a financial motive to stay active, and to push ideas they really believe in." To read the complete article, please click here: [Quirky: A Crowd-Sourced Way to Produce Your Designs](#).



BEN KAUFMAN

NativeEnergy's Work in Greensburg, KS Featured on GOOD

NativeEnergy's upcoming project in Greensburg, Kansas was included in an article titled *The Death and Life of Model Eco-Cities*, "Two years ago, a tornado ravaged this town of 1,500 residents, killing 11 and leaving little more than concrete slab foundations and driveways. Even before the twister, the town was struggling with a declining population and a scarcity of jobs. But in the aftermath of the disaster, some folks saw potential in this new blank slate." "Given all the national attention focused on Greensburg, it's nearly impossible to imagine anything short of great things. Leonardo DiCaprio has produced a show about the town's plight for Discovery's Planet Green, and the respected carbon offset company NativeEnergy has [created a special offset product](#) for the town." To view the full piece, please click here: [The Death and Life of Model Eco-Cities](#).

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[NEHP](#)
[SolarOne](#)
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FreshTracks I
Select
Investments
[Aircuity](#)
[Auterra- FKA ANW](#)
[Brighter Planet](#)
[EatingWell](#)
[GetWell Network](#)
[Kluster – FKA mophie](#)
[M2S](#)
[Vermont Teddy Bear](#)



EatingWell Lands Press in Washington Post and Seattle Times

The Seattle Times recently featured a **Tequila Shrimp with Guajillo Salsa from EatingWell**, commenting that the recipe "highlights shrimp that gets a giddy-up from a tequila marinade and zip from the chili salsa." To read the coverage, please click here: [Recipe: Tequila Shrimp](#). The Washington Post also published an EatingWell recipe, reporting, "The credit for such soupy savvy goes to the folks at EatingWell magazine, which has just published its latest cookbook, "EatingWell in Season." To read the complete coverage, please click here: [Meatless Monday: Spinach Soup Made for Goldilocks](#).



Brighter Planet Lands Press on WCAX

The company landed TV coverage from WCAX for their work on the concert circuit: "Environmentalists at Middlebury's Brighter Planet are working with the concert promoters at Higher Ground to reduce garbage and air pollution at this year's Concerts on the Green Series." To view the coverage on WCAX.com, please click here: [A Green Concert](#).

Cross Quoted in Law360 for His Views on Carbon Market

Law 360, a newswire for business lawyers, interviewed Cairn Cross for his views on the Voluntary Carbon market as the Cap and Trade Bill progressed through U.S. legislation. The article titled "Future Uncertain for Voluntary Carbon Market" was published on June 23rd and is quoted as follows: "Cairn G. Cross, co-founder of venture capital fund FreshTracks Capital LP, said a cap-and-trade system would initially affect mainly large power producers and large power consumers. "There are thousands and thousands of businesses that won't have any compliance requirements, and yet will want to be pursuing their own green strategy to be able to use that as part of their marketing to stakeholders and so forth," Cross said. Portions of the travel industry, the outdoor industry and the food manufacturing industry, among others, would be interested in continuing to buy offsets on the voluntary market, he said. "Another way to think about it is, cap-and-trade puts the underpinnings in place for a true commodities market, but just like there's commodity coffee, there's specialty coffee that people seem willing to pay \$5 a cup for," he added."



About FreshTracks Capital

FreshTracks Capital II L.P. (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 and SolarOne represent FreshTracks II's first six 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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