

# The FreshTracks Flurry

## Current Investments

[Aircuity](#)  
[Applied NanoWorks](#)  
[Bright Planet](#)  
[ClearSource](#)  
[EatingWell](#)  
[GetWell Network](#)  
[Magenta Medical](#)  
[mophie](#)  
[Protodyne](#)  
[Reconda](#)  
[Vermont Teddy Bear](#)  
[WiDeFi](#)

## Exited Investments

[Away](#)  
[Medical Metrx Solutions](#)

March 2007

### **GetWellNetwork Endorsed by the American Hospital Association (AHA) to Bring Bedside Communication to Patients**

Following are some excerpts from the joint press release: "The American Hospital Association (AHA) is a not-for-profit association of health care provider organizations and individuals that are committed to the health improvement of their communities. The AHA is the national advocate for its members, which includes more than 5,000 hospitals, health care systems, networks, and other providers of care, and 37,000 individuals. The selection was made after an extensive review and market assessment by AHA Solutions of more than a dozen companies that offer bedside communications systems. The GetWellNetwork system was endorsed because it goes far beyond passive, on-demand resources to provide a fully integrated approach to patient care. The system can personalize the care experience of each patient, using GetWellNetwork Patient Pathways™ that display on-screen messages specific to a patient's care, condition, and safety as well as other important aspects of the hospital stay." The full press release can be found here:

<http://www.getwellnetwork.com/viewPressRelease.asp?IdRelease=41>

### **Financing Fast Growth Seminar – 4/11/07 in Burlington**

This two hour seminar features presenters who aim to demystify angel, venture and mezzanine capital, and will describe SBIR and state grants available to Vermont-based businesses. The presenters are professional investors or fund managers, and include Cairn Cross of FreshTracks Capital, Michael Gurau of CEI Community Ventures, Walter Beinecke of Brook Venture Fund and Mark Blanchard of Vermont Small Business Development Center. The event will be held at the Wyndham Hotel in Burlington. The program is free, but you must pre-register by contacting Joe Thibault at the GBIC [Joe@Vermont.org](mailto:Joe@Vermont.org).

### **mophie featured in Mac | Life and Entrepreneur Magazines**

mophie continued its PR wave with two solid pieces of coverage, including the March 2007 edition of *Entrepreneur* Magazine, and the April 2007 edition of *Mac | Life*. Here is an excerpt from *Mac | Life* detailing mophie's "Illuminator" project at the MacWorld show in San Francisco in January earlier this year:

"Mophie asked show attendees to draw quick pencil sketches of their Big Ideas for iPod accessories, whereupon booth staff would scan and post them on the company's website to be voted on by the Web-faring public. Mostly, it was a totally open platform that encouraged people to parade their wildest ideas out in the open, even those that weren't ready for prime time." And "Mophie's Illuminator project resulted in three new accessories that are in development, the Bevy, the Schlep, and the Montage. Expect the Bevy to launch first, in April 2007."

And here's a sample of the *Entrepreneur* magazine coverage: "The smart entrepreneur will bring in an outside CEO to create the infrastructure to carry the organization to the next stage of development," says Di Marco. Handing over the CEO duties can also let you spend more time on the work that initially attracted you to entrepreneurship."

The full article can be found here:

<http://www.entrepreneur.com/startingabusiness/expandbeyond/article174620.html>



### Peak Pitch Wrap Up

March 1<sup>st</sup> marked the second annual Peak Pitch Vermont event on a beautiful sunny day at the Bolton Valley Resort! We at FreshTracks surely enjoyed the turns, and the chance to get to hear so many great pitches. Congratulations to our top 3 finalists:

- [www.eesa.com](http://www.eesa.com) – snowboard clothing from lift to lounge
- [www.kneebinding.net](http://www.kneebinding.net) – lateral heel release ski binding
- [www.brightpla.net](http://www.brightpla.net) – affinity credit card offering carbon offsets


Liz Robert, the CEO of Vermont Teddy Bear offered a lunchtime speech focused on the opportunities and perils of doing business in Vermont, which was certainly both enlightening and spirited, and Liz enjoyed herself out on the slopes as well. After the day was done, she noted that Peak Pitch was the best business conference she had ever attended, and the only one where she was allowed to wear her ski boots to the podium!



### **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](http://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.



To unsubscribe, please email: [holly@freshtrackscap.com](mailto:holly@freshtrackscap.com)

FreshTracks Capital  
P.O. Box 927  
5 Park Street  
Middlebury, VT 05753  
(802) 388-6283  
[www.freshtrackscap.com](http://www.freshtrackscap.com)