

# The FreshTracks Flurry

March 2010

## **5<sup>th</sup> Annual Peak Pitch Vermont Another Great Success**

FreshTracks held its 5th annual Peak Pitch event at Bolton Valley on March 3<sup>rd</sup>. The event was our best attended yet, with over 80 skiers out on the slopes. Congratulations to our top 3 pitchers:

- [ElectroCell Technologies](#) – liquid waste management technology
- [sirius pureprophet](#) – vertical axis windmill
- [Ursa Major](#) – natural skin care products for men

We would like to thank our sponsors who pitched in to help pay for the lift tickets, lodge setting and meals throughout the day. We greatly appreciate their support: [Champlain College BYO Biz](#), [Chittenden Bank](#), [Dartmouth Entrepreneurial Network](#), [Dartmouth Regional Tech Center](#), [Fleischer Jacobs Group](#), [Gallagher, Flynn & Company](#), [LaunchCapital](#), [Merritt, Merritt & Moulton](#), [UVM Ventures & Office of Technology Transfer](#), [Vermont Department of Economic, Housing and Community Development](#), [Vermont Sustainable Jobs Fund](#).

One of our Top 3 finalists, Ursa Major wrote a couple of blog posts about the event. If you'd like to read about the event from a "pitcher's" perspective, please click here: <http://ursamajormen.blogspot.com/>.



## **Solais Series A Transaction Covered by VentureWire**

Solais Lighting formally announced the completion of its \$2.3MM Series A financing which included investments from FreshTracks Capital and Long River Ventures in a 2/17/10 piece on Dow Jones' VentureWire . To read the piece, which includes additional details about the company's product offerings and plans for growth, please click here: [Solais Lights Up With \\$2.3M Series A To Launch LED Business](#).

### FreshTracks II

#### Current Investments

- [Draker Labs](#)
- [ISIS](#)
- [NativeEnergy](#)
- [NEHP](#)
- [SolarOne](#)
- [Vermedx](#)
- [Solais](#)

### FreshTracks I

#### Select Investments

- [Aircuity](#)
- [Auterra- FKA ANW](#)
- [Brighter Planet](#)
- [EatingWell](#)
- [GetWell Network](#)
- [Kluster – FKA mophie](#)
- [M2S](#)
- [Vermont Teddy Bear](#)

## **ISIS Acquired by Kellwood**

ISIS, the Burlington-based designer of women's activewear was recently acquired by Kellwood, a leading designer, manufacturer and marketer of premier fashion brands and an affiliate of Sun Capital Partners, Inc. ISIS' operations are expected to remain headquartered in Vermont, including the majority of the staff. The company's press release included this quote from co-founder Carolyn Cooke, "We are thrilled to complete this transaction with Kellwood and to embark on this new challenge," said Carolyn Cooke, President and Co-founder of ISIS. "We are very proud of what we've accomplished over the past 12 years, and look forward to continuing to provide our loyal customer base with the excellent, stylish products they have come to expect from the ISIS brand." To read the complete press release, please click here: [Kellwood Acquires ISIS](#).



## **EatingWell video on 7Days**

Seven Days' "Stuck in Vermont" recently ran a piece titled EatingWell in 2010. The coverage is focused on calorie counting and EatingWell's recently released "500 Calorie Dinners cookbook that was featured on QVC. To view the video on the Seven Days website, please click here: [EatingWell in 2010](#).



## **PajamaGram featured on Rachel Ray, Leno and in NY Daily News**

PajamaGram's new hit product, the Pajama Jean was recently highlighted on Rachel Ray, Jay Leno's NBC late night show and in the New York Daily News. The Daily News reports, "A pair of pants designed to look like jeans - but feel like pajamas - is now on sale. The aptly named PajamaJeans are made of a mixture of cotton and spandex with a gray jersey lining to provide a snug and relaxed fit, complete with pockets and rivets to give the illusion of trendy denim." To read more please click here: [Comfort is all in the Jeans](#). Rachel Ray says, "Every year there's a product that starts out on an infomercial, and becomes a phenomenon." "This year we think this might be the next Really Big Thing." To view the Rachel Ray video, please click here: [Pajama Jeans](#).



## **SolarOne Lands Coverage in Solar Daily**

SolarOne Solutions, Inc., industry leader in Commercial-Scale Solar Powered LED Outdoor Lighting was featured in Solar Daily last month for its work completed in Masdar. Solar Daily reports, "The world's first completely zero-carbon footprint city, Masdar, located in the United Arab Emirates, will use solar-powered LED streetlights purchased from Massachusetts-based technology company SolarOne Solutions to illuminate its roadways." To read the complete article, please click here: [Shedding New Light on City of Sustainability](#).



## Multiple GetWell Press Releases hit Last Month

GetWell Network released 3 new press announcements in February 2010, including the hiring of Tony Cook as the new VP of Marketing, the addition of Children's Hospital Los Angeles as a new client, and the Alfred I. duPont Hospital adopting GetWell's new pediatric-focused patient care platform named GetWell Town. To read each of these press releases, please click below:

- [GetWellNetwork Appoints Tony Cook as Vice President of Marketing](#)
- [Childrens Hospital Los Angeles Selects GetWellNetwork to Provide Hospital-Wide Interactive Patient Care Platform](#)
- [Alfred I. duPont Hospital for Children Goes Live on GetWellNetwork Interactive Patient Care System](#)



## 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, Vermedx, SolarOne, and Solais represent FreshTracks II's first seven 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 more than \$500 million in capital under management, directed by some 35 venture professionals in 14 distinct funds.

