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May 2007

Mophie Launches the Bevy, Lands Coverage on CNBC

Mophie founder Ben Kaufman was featured live on CNBC's May 8th edition of *Power Lunch*. Hostess Sue Herera wanted to learn more about mophie's Illuminator Project which lets users get product ideas out of their heads and onto retail shelves worldwide. Kaufman outlined his vision for soliciting ideas from the community and using an open source product-design process to govern which consumer products make it to market. To watch the CNBC interview, please [click here](#).

This coverage followed closely on the heels of the launch of the [Bevy](#), the first product to be released from the highly successful Illuminator project. Made of a sleek crystal-clear polycarbonate with a stainless steel insert, the Bevy is a protective case designed to add multiple functions to the Shuffle. It avoids those dreaded headphone dangle knots with grooves to wrap your headphones, acts as a key chain, and most importantly will open a bottle of your favorite beverage.

In January 2007, MacWorld attendees were invited to sketch a product concept that enhanced any of the newest Apple products, transforming the mophie booth into a live community collaboration and lab project titled the "Illuminator". Concepts were voted on by MacWorld attendees at the show and by mophie Mobsters at mophie.com.

Finally, mophie designers and engineers took the winning concepts and developed prototypes in the booth. The Illuminator project at MacWorld produced three winning designs, as voted on by the community, and the Schlep and the Montage are currently in development. To view the complete Bevy press release, please [click here](#).



Bright Planet Scores Press Hit in USA Today

Bright Planet was featured earlier this month in a USA Today article titled "[Credit Card Rewards Go Green](#)". Bright Planet was mentioned in the article alongside industry heavyweights including CitiGroup, Bank of America and Wells Fargo. Following is an excerpt from the coverage:

"Credit card rewards are taking on a greener hue. A rising number of card issuers let environmentally minded people use points for such options as donating to a renewable-energy cause or buying a solar battery charger. Last month, Wells Fargo added eco-friendly choices for its reward card holders. Bank of America and Citibank plan to add green points this year or next. And Bright Planet, a Vermont company, will soon introduce Bright Card, which will benefit clean-energy projects."

To view the complete article, please [click here](#).



GWN CEO Nominated for Entrepreneur of the Year Award

GetWellNetwork, Inc., a leading provider of Interactive Patient Care solutions, announced this month that Founder and CEO Michael O'Neil, Jr. is a finalist for the Ernst & Young Entrepreneur Of The Year® 2007 Award in the Greater Washington region. According to Ernst & Young, the awards program was designed to recognize outstanding entrepreneurs on a regional, national and global level who are building and leading dynamic, growing businesses. O'Neil was selected as a finalist from more than 100 nominations by a panel of independent judges. Award winners will be announced at a special gala event on June 21, 2007 at The Ritz-Carlton in Tysons Corner, Virginia. To view the complete press release, please [click here](#).

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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