

The FreshTracks Flurry

May 2010

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Quirky Raises \$6 Million for Social Product Development Platform and Quirky's iPad case "Cloak" Hits Stores

Ben Kaufman, founder of mophie and Kluster, recently raised \$6 million for Quirky from lead investor RRE Ventures and with additional investment from existing backer Village Ventures. To read more, click here: [Quirky Raises \\$6 Million](#) and [Quirky.com Turns Anyone Into a Product Designer](#).

Quirky's recently designed product, the Cloak, is now available for sale. Cloak is a sleek, sturdy case for the Apple iPad with a modern design resembling that of an office folder, providing protection and versatility for viewing the iPad screen.

To learn about the Cloak, click here: [Quirky's Cloak Released](#).



GetWell Network Lands Coverage in The Washington Post, Patient Praise, & GetWell Adds New Hospital

According to GetWell Network's founder, Michael O'Neil, and the hospitals that use GetWell's interactive care service, well-informed patients are more engaged in their health care, lessening the chance for hospital re-admittance. GetWell serves more than 1 million patients in 70 hospitals throughout the U.S. To read this *Washington Post* piece, please click here: [GetWell Network's Service](#).

Inova Fair Oaks Hospital patient praised GetWell Network's services as he prepared for back surgery, "What is going on, who is doing what, how it's happening, what the post operative care is going to be, is extremely comforting." Inova is spending \$1.3 Million on GetWell Network's interactive care technology. To read this article on *First Coast News*, click here: [GetWell's Technology Puts Patient Back in Control](#).

GetWell's technology will soon be installed at the 30-acre San Martin campus of St. Rose Dominican Hospital located at West Warm Springs, Las Vegas which is scheduled to open in August of this year. To read more, click here: [GetWell At New Southwest Hospital](#).



Ben & Jerry's and Green Mountain Coffee Roasters Invest in Greensburg Wind Farm, NativeEnergy Attends Dedication in Kansas

NativeEnergy's Joel Boucher attended the dedication ceremony of the Greensburg Wind Farm last month, three years after a tornado leveled the town. Help from NativeEnergy and its buyers made it possible for Greensburg, Kansas to be powered 100% by renewable energy. To read about the dedication, click here: [Greensburg Dedication](#).

To read the interview with Ben & Jerry's, click here: [NativeEnergy Guest Interview](#) and for a video on Green Mountain Coffee Roasters' appreciation of NativeEnergy's role in rebuilding Greensburg: [GMCR Helps Greensburg](#).



Brighter Planet Expands in San Francisco & is Voted "Best of Green: Best Small Business" by TreeHugger

Brighter Planet has downsized its Vermont presence and expanded its presence in San Francisco. According to Brighter Planet CEO, Patti Prairie, having a base of operations in San Francisco brings it closer to a large number of potential customers. California is one of the most progressive states in taking measures to combat climate change. To read about the move, click here: [Brighter Planet Moves to Bay Area](#).

Brighter Planet was awarded TreeHugger's Best of Green: Best Small Business award for 2010. Brighter Planet's credit and debit cards, carbon offsets, renewable energy project funding, and carbon reporting were instrumental in earning this year's award. To read about the award, click here: [Best of Green](#); and here: [Best of Green Awards Hits Home](#) for more about Brighter Planet's affiliates, advisors, and partner programs.



EatingWell Story Wins Bert Green and James Beard Awards

EatingWell won the [IACP Bert Greene Award](#) for Rowan Jacobsen's story "...or Not to Bee" in the category of "Culinary Writing That Makes a Difference." To read the story in the April/May 2009 issue about the importance of bees to our food supply and the Colony Collapse Disorder, click here: [Or Not to Bee](#). The story was also awarded the [James Beard 2010 Journalism Award](#). To read the *Huffington Post* piece, click here: [EatingWell Receives James Beard Award](#).

EatingWell's "Comfort Foods Made Healthy" cookbook was nominated for the James Beard Award 2010 in the category of Healthy Focus.

Vermont Teddy Bear Joins Google AdWords in Marketing Test

Vermont Teddy Bear spends the majority of its online budget on Google AdWords, with more than one out of 20 of its website visitors leading to a sale. Google is featuring Vermont Teddy Bear as a case study for its AdWords Advision. To read the coverage, click here: [Vermont Teddy Bear and Google](#)

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, 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.

FreshTracks Capital
P.O. Box 849
29 Harbor Road, Suite 200
Shelburne, VT 05482
(802) 923-1500
www.freshtrackscap.com