

# The FreshTracks Flurry

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November 2008

## **Kluster Launches CharterforCompassion.org Alongside TED & Lands CNBC coverage**

Ben Kaufman, founder of Kluster, recently appeared on CNBC's "Collaboration Now" program, hosted by Donnie Deutsch. Kaufman weighed in on crowdsourcing and presented Kluster's unique software platform to the host. To see the video clip from CNBC, please click here: [Kaufman on "Collaboration Now"](#).

Kluster also recently launched a custom website in collaboration with Technology Entertainment & Design (TED). As reported on MarketWatch, Kluster recently unveiled, "Charterforcompassion.org, a groundbreaking interactive website allowing the public to participate in the creation of the Charter for Compassion. The project aims to enlist individuals from across the globe, of all faiths, nationalities, languages, and backgrounds, to help draft the Charter for Compassion." Kluster's revolutionary web based platform enables participants to collaborate and come to group decisions. To read the complete press release, please click here: [Charter for Compassion Launched](#), or to visit the site, please click here: [www.CharterForCompassion.org](http://www.CharterForCompassion.org).



## **16<sup>th</sup> Annual VIF Features Successful Pitches from 15 companies**

Investors gathered on October 30<sup>th</sup> at the StoweFlake in Stowe to hear pitches from Vermont entrepreneurs looking to raise capital. As reported by WCAX, "The economic meltdown has left investors and businesses worried about the future. But you would never know it at a conference in Stowe Thursday. This was the 16th year that the Vermont Investors Forum has put people with money to invest together with entrepreneurs looking to start new businesses." To view the video on WCAX, please click here: ["Vermont Venture Capital Still Finds a Use"](#).



### **NEHP Featured in Business People Vermont**

Recent coverage in Business People Vermont featured FreshTracks II portfolio company NEHP. An excerpt from the article indicates, "Tarr is the founder and CEO of NEHP (formerly called New England High Purity), a Williston company that creates customized systems for modular construction of microelectronics, pharmaceutical, and biotech facilities." To read the complete article, please click here: [NEHP: A Clean Act](#).



### **EatingWell Partners with Price Chopper**

EatingWell recently broke into the supermarket industry by partnering with Price Chopper, a chain owned by the Rotterdam-based Golub Corp. Trading Markets writes "Price Chopper has launched a program to bring the recipes, nutritional advice and health tips from EatingWell magazine to the supermarket chain's customers via in-store kiosks, signs, recipe cards and a substantial Web presence." To view the complete article, please click here: [Price Chopper's Website Includes More than 100 Recipes From EatingWell](#). Progressive Grocer reports: "Price Chopper Supermarkets yesterday opened a 37,000-square-foot super center in South Burlington, Vt., that will soon feature a wealth of health and wellness-related resources from the grocer's recent partnership with EatingWell Media Group. These resources include EatingWell recipes, health guides, cookbooks, and magazines throughout the store." To read the complete coverage, please click here: [New Price Chopper Unit in South Burlington, VT](#).

### **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 and SolarOne represent FreshTracks II's first five 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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