

The FreshTracks Flurry

October 2009

Vermont Teddy Bear Story Runs in the Boston Globe

Vermont Teddy Bear's recent promotion landed it press in the Boston Globe: "First there was "Cash for Clunkers." And now there is "Bucks for Bears." Under the "Bucks for Bears" initiative, people are invited to "send in their old, worn out teddy bears in exchange for \$20 off the purchase of an authentic, handcrafted Vermont Teddy Bear," the retailer of stuffed bears said in a press release. Vermont Teddy Bear Co. president and chief executive John Gilbert said: "If someone's not getting the mileage they'd hoped out of their old teddy bear, we encourage them to trade it in for cash towards a Bear that will really go the distance. Vermont Teddy Bears are handmade right here in Vermont, USA, and are unconditionally guaranteed for life, so they'll have their new bear forever." To read the complete coverage, please click here: [Vermont Teddy Bear Has a Deal for You.](#)



Quirky Featured in NY Times Article Titled "Groupthink Inc."

Quirky, the Kluster spinout focused on developing and manufacturing consumer products using crowdsourcing, was featured in the NY Times earlier this month. Rob Walker writes, "Quirky members then chime in about the final design, the product's name and so on. "It gets better from step to step," Zech says. Quirky's small staff works out production details with manufacturers and suppliers. Then comes the final hurdle: the finished idea is offered to the general public in Quirky's online store, and if it receives enough (discounted) preorders, it goes into production." To read the complete article please click here: [Groupthink Inc.](#)



- FreshTracks II**
Current
Investments
[Draker Labs](#)
[ISIS](#)
[NativeEnergy](#)
[NEHP](#)
[SolarOne](#)
[Vermedx](#)
- FreshTracks I**
Select
Investments
[Aircuity](#)
[Auterra- FKA ANW](#)
[Brighter Planet](#)
[EatingWell](#)
[GetWell Network](#)
[Kluster – FKA mophie](#)
[M2S](#)
[Vermont Teddy Bear](#)

Vermedx featured in BFP

Vermedx, which provides decision support software for diabetes, was featured this month in a Burlington Free Press article on UVM's Office of Technology Transfer. Tim Johnson reports, "Several years ago, Littenberg and his two UVM College of Medicine colleagues (Charles MacLean and Michael Gagnon) devised a low-cost, computerized data information system that automatically collects the lab data, updates the flow sheet, and sends it directly to the doctor's office computer." "The system has been used to good effect, Littenberg said, by health departments in New York City and San Antonio. A survey of its use by Vermont Managed Care, according to an article co-written by Littenberg in The American Journal of Managed Care, compared costs of patients whose doctors used the system and patients whose doctors didn't. Patients under the system, perhaps because they and their doctors were more in tune with their ongoing health status, filed fewer insurance claims and saved, on average, more than \$2,000 a year." To read the complete article, please click here: [From Ivory Tower to Market](#).



Brighter Planet Launches its Sustainable Cooking Contest

Brighter Planet recently launched its "Mastering the Art of Sustainable Cooking" Contest, allowing community members to share experiences of how they use less energy and reduce waste without sacrificing nutrition, flavor, or the joy of sharing a delicious meal. The contest gives participants the opportunity to inspire others to create great food that's also good for the planet with the following categories: (1) Menu & Dining Planning, (2) Ingredients, (3) Food Sources, (4) Techniques, and (5) Appliances, Gadgets and Gizmos. The best entries will be judged by a panel including Alice Waters, Bill McKibben, Amy Trubek, Gary Hirshberg, and EatingWell Magazine Editorial Director Lisa Gosselin. Dozens of winners will take home sustainable cooking prizes including kitchenware, cookbooks and Amazon Kindles. To learn more about the contest and to submit your own ideas, please click here: [Art of Sustainable Cooking](#).



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 and SolarOne represent FreshTracks II's first six 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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