

The FreshTracks Flurry

September 2009

NativeEnergy Wins Best Carbon Offset Provider Award, Launches Social Networking Tools

Treehugger.com recently named NativeEnergy the “Best Carbon Offset Provider”, noting that “At NativeEnergy, projects include providing wind power, hydropower, and methane-emission reduction for family farms and villages throughout the U.S., while easy-to-navigate site and intuitive calculators for individuals and businesses make determining your contribution a cinch.” To view the complete coverage, please click here: [Treehugger – NativeEnergy](#). This month, NativeEnergy also launched a new blog: <http://blog.nativeenergy.com/>, as well as a new Facebook page: [Facebook – Native Energy](#).



Vermont Teddy Bear Refocuses Under New CEO

Vermont Teddy Bear received coverage this month from WCAX, who focused on the addition of new CEO John Gilbert to the team. From WCAX.com: "We've been a terrific success in selling teddy bears to adult males, that is the foundation of our business, and frankly, we want to continue with that relationship with adult males," Gilbert said. "But in addition to that, the natural market for teddy bears is as a gift for kids." And so Vermont Teddy Bear is refocusing on kids, which means get the message out to parents-- and grandparents. That cuddly feeling is full of warmth and security-- not a bad thing in tough economic times." To read the complete article, please click here: [VT Teddy Bear Refocuses](#).



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](#)

EatingWell in Washington Post & Receives Recognition for iPhone App

The Washington Post recently wrote about a recipe adapted from "Eating Well in Season," by Jessie Price and the editors of Eating Well magazine. To read the coverage, please click here: [Steak and Purple Potato Salad](#). EatingWell was also included this month in a list of Best iPhone Apps for Weight Loss. Examiner.com reports, "This app makes finding quick and healthy recipes faster than ever. Top features include 200 quick, simple and easy-to-prepare recipes from the EatingWell test kitchen. Many recipes are ready in 15 minutes, but no longer than 45. Recipes are preloaded for instant access, so no downloading. All recipes include nutritional info. And no processed food advertising. What's not to like?" To read the complete coverage, please click here: [Fitness 101: Best iPhone Apps](#).



Kluster & Quirky Land New York Observer and EConsultancy Press

Quirky landed press in the NY Observer this month, indicating that, "On June 2, Mr. Kaufman launched the Web site of his new company, [quirky](#), a "social product development company." On the site, users can sign up for free and get involved in every step of the product-building process—from choosing a design to giving it a snappy name, even figuring out a marketing strategy." To read the article in the Observer, please click here: [Ben Kaufman and His Quirky Toy Factory](#). Kluster was once again recognized in the press this month, including two mentions for EConsultancy's list of "10 kickass crowdsourcing sites for your business" for the company's work with both NameThis and Kluster, noting: "Perfect for brainstorming ideas from trusted people, kluster allows you to harness and manage your hand-picked crowd. More a tool than a crowd itself, kluster supports group decision-making by capturing weighted feedback from participants." To read the complete coverage, please click here:

[10 crowdsourcing sites for your business](#).

A screenshot of a web browser displaying the New York Observer website. The browser's address bar shows the URL "http://www.observer.com/2009/media/ben-kaufman-and-his-quirky-toy-factory/pageall". The page features the New York Observer logo, a navigation menu, and a main article titled "Ben Kaufman and His Quirky Toy Factory" by Gillian Reagan, dated August 10, 2009. The article text includes: "Got a genius idea for a product? How about a tofu peas? An iPhone holster to perch on bike handlebars? A fashionable sling for broken limbs called an "Ouch Pouch"? Ben Kaufman, a 22-year-old entrepreneur and college dropout, wants you to". The page also includes a sidebar with categories like Politics, Media, and Real Estate, and a "TODAY'S TOP STORIES" section at the bottom.

SolarOne Video Hosted on YouTube

The company also is featured in a short video taken at a recent lighting trade show that provides an overview of the company's product portfolio. To view the video, please click here: [Building Energy 2009: SolarOne](#).



Brighter Planet in FastCompany & CarbonOffset Daily

Brighter Planet was recently featured in Fast Company, which reports: "Brighter Planet's new site brings social media into the mix, making carbon footprint measurement an activity to share with friends. The site, launched this week, assigns easy emissions-reducing tasks to users in much the same way that a diet Web site asks participants to complete small weight-shedding tasks." The full article can be found here: [BP Brings the Social Web to Carbon Footprints](#). Treehugger.com also featured BP's recent spoof video which can be found here: [Save the Environment by Storing Carbon in Plastic Bags](#). Lastly, Carbon Offsets Daily interviewed Patti Prairie, CEO of Brighter Planet, who notes, "The new [Brighterplanet.com](#) is like a personal trainer, or Weight Watchers, or a personal-finance tool like [mint.com](#); it helps you discover how to get started and keep making changes, provides feedback on your performance, and helps people connect with a supportive community that shares the same goal. No one is currently providing the kind of help most of us need to live more carbon-free." To read the complete interview and see another BP video entitled "Big Feet, Little Planet" please click here: [Interview: Patti Prairie, CEO of Brighter Planet](#).



Auterra Featured in Story about NYSERDA

Auterra was recently featured in an article about the high tech industry flourishing in the Saratoga Technology + Energy Park in NY. The business park is owned by the New York State Energy Research and Development Authority, or NYSERDA. The article reports, "One of the tenants NYSERDA recently attracted to STEP is Auterra Inc., formerly known as Applied NanoWorks. The company and its founder, Eric Burnett, are developing new molecules involved in everything from making oil cleaner to making materials fire retardant." "NYSERDA gets it," Burnett said. "It's the patient funding that comes from the likes of NYSERDA that paves the way." To read the full coverage, please click here: [Making Strides](#).

Vermont Investors Forum Application Due 9/15/09

The Vermont Investors Forum will be held on 10/30/09 at the StoweFlake in Stowe, VT. The Selection Committee is currently accepting applications and will close out the round on September 15, 2009. If your growth company plans to raise capital and would like to pitch to a room full of angel investors, venture capitalists and bankers, please click here to learn more: [Vermont Investors Forum](#).



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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