

The FreshTracks Flurry

FreshTracks III Investments

[GroupZOOM](#)

FreshTracks II Investments

[Draker](#)

[ISIS](#)

[NativeEnergy](#)

[NEHP](#)

[SolarOne](#)

[Patient Engagement
Systems](#)

[Solais](#)

[Kohort](#)

[BuysideFX](#)

FreshTracks I Investments

[Aircuity](#)

[Auterra](#)

[Brighter Planet](#)

[EatingWell](#)

[GetWell Network](#)

[Quirky](#)

[M2S](#)

[Vermont Teddy Bear](#)

◆UpcomingEvents◆

March 19, 2014

Tech @ Montpelier
Local 64

Info: Tech@Montpelier

March 26, 2014

Small BIZ VT Summit
LCRCC

Info Coming Soon

Or email cari@vermont.org

March 27, 2014

VT Venture Network
8 a.m.-9:30 a.m.
Hilton Hotel Burlington, VT
Info: [VVN](#)

April 3, 2014

Invention2Venture
UVM's Davis Center 1 – 5 pm
Register: [I2V](#)

April 11-13, 2014

Made in VT Marketplace
Champlain Valley Expo
Essex Junction, VT
Info/Exhibit: [Made in VT](#)

March 2014

FreshTracks Announces its 2nd Investment out of FreshTracks III

FreshTracks recently led a Series Seed transaction for Ello.co, completing its second investment out of the firm's 3rd Fund. The company is still in stealth mode, but you can visit [Ello.co](#) today to sign up to be notified once the company opens its doors to the public.. The company was founded by serial entrepreneur Paul Budnitz, who lives in Shelburne VT, alongside designers Berger-Fohr and engineers ModeSet from Colorado.



FreshTracks' Peak Pitch Event Wrap Up

We would like to thank the entrepreneurs, investors, and sponsors who participated in Peak Pitch '14 at Sugarbush Resort last Thursday, March 6. This year's registration for Peak Pitch was our best turnout yet and included many new entrepreneurs who pitched to 60 investors and advisors. It was a beautiful day, and everyone enjoyed a day of networking, pitching, and giving and receiving feedback on the slopes. Congratulations to our winning pitchers:

- Douglas Hartwell, [Bitybean Child Carriers](#)
- Michael Palmer, [Waterotor Energy Technologies](#)
- Robbie Adler, [Faraday](#)
- Chris Jones, [ForMyOdds.com](#)
- Rich Finigan, [American Continuing Education Institute](#)
- Bryan Sirkia, [Rocket Listings](#)

We would like to thank our hosts [Sugarbush Resort](#) and Win Smith for the use of the facility and all that they did to make Peak Pitch a great event for us once again. We would also like to express our appreciation for those who donated prizes for the "pitch-off" winners: [Bitybean Child Carriers](#), [Cafe Comply](#), [Deano's Jalapenos](#), [DSPS Clothing](#), [Mudd+Wyeth](#), [Vew-Do Balance Boards](#) & [Ziggi](#).

As always we could not have done this without our sponsors. Many of the sponsors were able to attend, lend an ear to entrepreneurs, and provide constructive feedback. We greatly appreciate their support: [Merritt, Merritt & Moulton](#) (Founding Sponsor), [VT Agency of Commerce and Community Development](#) (Founding Sponsor), [Champlain College BYOBiz](#), [Dinse Knapp & McAndrew](#), [Downs Rachlin & Martin](#), [Gallagher, Flynn & Company](#), [Gravel & Shea](#), [Harbor Light Capital Partners](#), [LaunchVT](#), [Programs on Creativity and Innovation in the Liberal Arts-Middlebury College](#), [North Country Angels](#), [PNC Business Credit](#), [Trust Company of Vermont](#), [UVM Office of Technology Commercialization](#), [Vermont Center for Emerging Technologies](#), [Vermont Technology Council](#), [Vermont Community Loan Fund](#) & the [VSJF Flexible Capital Fund](#). We hope that everyone found Peak Pitch Vermont to be a fun and productive experience. The support of our sponsors, the generosity of the prize donors, and the enthusiasm of everyone in attendance made for a great day.



Tech @ Montpelier March 19

Join fellow entrepreneurs, business owners, investors, tech experts and economic development organizations for one of the state's hottest entrepreneurial networking events. Tech @ Montpelier is part of an event series that helps to foster the entrepreneurial genius that defines the state. At the event, attendees can get information on how to start or grow their business, make connections with investors and even find summer interns. "We're really excited to welcome the Tech @ network to Montpelier for the first time," said Local 64 founder, Lars Torres. "This event has been popular and energizing in other Vermont towns and it really brings momentum a vibrant ecosystem that is rapidly developing here in Central VT." For information, click here: [Tech@Montpelier](#)



LaunchVT Seminar 3/25 & Cocktail Hour on 3/26

Join us on March 25th from 5:30 – 7:00 PM at the Courtyard Marriott for a LaunchVT Seminar titled Entrepreneurship 101. FreshTracks Capital Managing Partner, Lee Bouyea, will speak on a panel along with Adam Bouchard from Agillion Apps, Andrew Stickney from VCET and Sean Hurley from Dealer.com. Click here for more info: [LaunchVT – Intro to Entrepreneurship](#).

The following evening on 3/26 LaunchVT will hold a cocktail hour at the Small Biz VT Summit from 4 – 5 PM where the finalists for the 2014 LaunchVT class will be announced. The Lake Champlain Regional Chamber of Commerce is hosting the inaugural small BIZ VT summit at the Sheraton Hotel and Conference Center. The day will be focused on opportunities for small business owners and future owners to learn how to start or grow their small business. There are free workshops and opportunities for businesses to exhibit at this event, including a panel titled Capital & Cash Flow that will include FreshTracks Partner Lee Bouyea. Click here to register: [Small BIZ VT Summit](#).



Invention 2 Venture (I2V) April 3

Join researchers, students, entrepreneurs and business leaders from across Vermont for the 9th Annual Vermont Invention2Venture conference at UVM. This free half day event focuses on inspiring entrepreneurship, job creation, and economic growth and includes FreshTracks Capital Co-Founder, Cairn Cross, as a roundtable discussion leader. To register, click here: [I2V](#).

Briefly Noted

[Vermont Teddy Bear Named Finalist for 2014 Cause Marketing Halo Awards](#)
[Young Hacks Academy to be Held Throughout Vermont](#)

About FreshTracks Capital

FreshTracks Capital L.P. (www.freshtrackscap.com) is a venture capital firm based in Shelburne, VT with 3 funds and 25 portfolio companies. Some of the firm's most notable Vermont investments include: [EatingWell](#) (acquired by Meredith), [Vermont Teddy Bear](#), [Draker Energy](#), [NEHP](#) (acquired by Critical Process Systems), [Quirky](#) and [BuysideFX](#). FreshTracks focuses its investment in private growth-oriented businesses, primarily companies in Vermont or in close geographic proximity to Vermont. The firm was founded by Cairn Cross and Charlie Kireker in 2000, and is currently managed by General Partners Cairn Cross, Tim Davis & Lee Bouyea, whose bios can be found [here](#).



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