

Fast 50



People who will be setting the agenda in the future. Up-and-comers whose work promises to have a profound impact on the world.

Shedding New Light On Pain Relief

Kim Peterson
President/CEO, Light Force Therapy
Elizabeth - CO US

Tell us what you do (or what your team or organization does) and the specific challenge you faced.

Light Force Therapy, LLC, produces hand-held devices that utilize Light Emitting Diodes (LEDs) for pain relief. The technology was discovered by my husband and me at a former business where we used light therapy devices to help abused and injured horses. The results were practically instant for the animals and, interestingly, the horse owners, breeders and riders were raving about how light therapy alleviated their own aches and pains. We knew it was our charge to make this new technology available to the masses. So, we set about to obtain approval from the Food and Drug Administration to market our light therapy products to the public. Initial FDA approval came in October 2000. Our next challenge was convincing a nation that turned to ointments, pain killers and surgeries, that there is a better method of pain relief and pain management now available.

What was your moment of truth?

I'd always envisioned myself as an entrepreneur, starting an organization where I could help people. What I didn't realize was that the hand-held, light-emitting devices that Doug and I had been selling at stock shows and rodeos and using at our Peyton, Colorado, ranch to treat severely injured horses would catapult us toward that dream. The morning after FDA approval was announced, upwards of 800 phone calls poured into our business line and our home phone rang off the hook. Our website, which for the past year had gotten 10,000 hits, received 23,000 hits that first week alone. But rapid public response required that our "business acumen genes" kick on just as rapidly in order to fund expansion, produce enough units to meet demand, fuel a savvy direct marketing organization and, most importantly, to stay ten steps ahead of the competition who were taking notice of Light Force Therapy's success.

What were the results?

We first educated the public via a direct marketing television campaign. In April 2003, we were featured in Newsweek. In June, the "Responsible Parties" column in The New York Times told our story. The results were a 300% increase in revenue over 2002. Further, we project a 400% - 500% revenue increase in 2004. But our real success is found in our testimonial files — we receive letters and cards every day from people whose quality of life was so low they were in dire straits because of their pain before light therapy.

What's your parting tip?

Be passionate and mindful of your ultimate objective, which for us, is helping as many people possible with energy medicine.