The story of LIGHT BOHRD begins with a young skateboarder and his engineer father who envisions photographing his son on a lighted skateboard.

The end of the story is not yet written, but Chris Forgey, Light Bohrd’s president, is developing the plot.

When Forgey, a mechanical engineer, first started a kitchen-table experiment to put lights on his son’s skateboard, he did not imagine competing with thousands of other people for a $25,000 prize.

Forgey demonstrated how the shirt works at Under Armour’s Baltimore headquarters by jogging in front of a panel of judges.

Forgey graduated from Texas Tech University. He was introduced to Baylor by friend Kevin Ludlum, who at the time was executive director of development at the Hankamer School of Business.

The two had gotten to know each other at Texas Tech, where Ludlum earned a master’s degree. “I knew there were some Texas Tech grads that were entrepreneurial and for whom faith played a role in life,” Ludlum said.

Forgey’s project was one of several entrepreneurs who wrote a letter in support of establishing the LAUNCH program, which hosted its first workshop dedicated to Baylor-based inventors this year.

The Baylor professor provided tremendous leadership, Forgey said, and the result of his work was Light Bohrd something more.

Although the money is vital, the judges’ approval gave Light Bohrd something more.

“The biggest part of the deal was the validation around the concept and the opportunity for the technology,” Forgey said.

Forgey used his purchase money to order 800 Under Armour shirts to be sold online and in stores. From his first batch of Under Armour shirts, 50 percent of the sales were for Light Bohrd. He used some of the proceeds to underwrite the prototype of the prototype.

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Forgey is executive director of development for the BRIC, which is designed to commercialize research, shows students how to work effectively as consultants.

“The process gives people like Chris a very efficient way to look at things from different angles, and a path to get them where they want to go in a speedy way,” Ludlum said. “Chris did not succeed because of us, but we touched him.”

Forgey, for example, Ludlum said, “Crude, yet. But the lighted skateboard worked the way he wanted it to work. He continued to innovate, creating a skateboard boneyard.

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“They see tremendous applications in other areas, Leman said.

By Barbara Elmore

“T H E S H I R T F O R T H E M A R K E T."

The invention won the grand prize of $25,000 and an opportunity to work with Under Armour to produce the shirt for the market.

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“The biggest part of the deal was the validation around the concept and the opportunity for the technology,” Forgey said.

He was one of several entrepreneurs who wrote a letter in support of establishing the LAUNCH program, which hosted its first workshop dedicated to Baylor-based inventors this year. ‘That’s the kind of classic role of a university-based incubator – turning research into products,” Leman said.

“But we don’t have a background of inventions, so we started with an external focus and now we are having an internal impact. ‘We’ve attracted global attention.’

Combine Baylor’s emphasis on entrepreneurship with its ethical approach to capitalism, and there are no other players of Baylor’s size who can fill the same role with creativity. “Put entrepreneurship and ethics together, and Baylor is at the top,” Leman added.

The LAUNCH program creates an access point for entrepreneurs by giving them “a much easier handle to get in,” Ludlum said.

“‘If you have an entrepreneur and have good ideas and don’t have time to devote energy to them, there are ways to get help from Baylor in shaping and advancing those ideas, cost effectively.”

After helping him design for Under Armour, Forgey will continue developing ideas.

“We see tremendous applications in other areas, Ludlum said. “The proposal needs to be 90 percent ready for the market when we put it out there. We are raising capital, so that we can pursue these projects with more vigor. That takes time and effort. A lot of times we don’t know what we are doing until we test a product and find the weakness that we need to fix.”

Light Bohrd’s next bright idea? Embedding lights into safety apparel.