



# POCKET MAN

By Scott Jordan, CEO and Founder of SCOTTeVEST  
with Thom O'Leary

The (Unauthorized\*) Autobiography of a Passionate Self-Promoter who created a  
**\$50 MILLION DOLLAR POCKET EMPIRE**

\* My lawyers made us say this because of the revelations about Shark Tank in Chapter 7

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# PRAISE FOR POCKET MAN

“Scott adds fun and usefulness to the world with his visionary products, and now with his excellent book.”

– **Steve Wozniak**, co-founder of Apple Inc. and SCOTTeVEST board member

“If there’s anything I appreciate, it’s good Hockey. And evangelism. This book explains how to rock as an evangelist...which is good because Scott can’t skate to save his life.”

– **Guy Kawasaki**, Chief Evangelist of CANVA, former Chief Evangelist of Apple

“Scott who? The vest guy? Yeah, his book rocks. Wait, this is his book? Oh, cool.”

– **Robert Scoble**, Tech Visionary

“Not only is Scott’s book entertaining, but it has a nice sound when you hit it. What other book is also great, pocket-sized percussion instrument? Bravo!”

– **Herbie Hancock**, Grammy-winning jazz legend

“A highly entertaining and enjoyable book that dissects the brilliance of SCOTTeVEST while simultaneously teaching things they never teach you in business school, but should.”

– **Hap Klopp**, founder and former CEO of The North Face and author of *Conquering The North Face*

“Scott Jordan took tech clothing and made it chic while pocketing millions and now he’s showing you how to sew your empire!”

– **Jeffrey Hayzlett**, primetime TV host, bestselling author, and sometimes cowboy

“As an expert on army ants and jungles, I can tell you this book is infested. With a wild, adventurous spirit, I mean.”

– **Mark Moffett**, *National Geographic*’s “Indiana Jones of Entomology”

Who is Pocket Man? Watch [this comic book-style video](#) for his story in a nutshell!

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# SCOTTeVEST

## In The Media

“Well, one thing’s for sure: You’ll never again complain that you can’t find a free pocket for the gadgets you carry around. This obsessively engineered jacket (gray, red or black) has 20 of them... There’s even — I kid you not — an iPad pocket on the inside front. This may be the first jacket that ever needed an instruction manual.” --***The New York Times***

“One of our favorite off the wall gadgets... you actually get to wear your bag!” –***Today Show***

“...gasps at the awesome functionality of the SCOTTeVEST designed for the gamer on the go.” –***Entertainment Weekly***

“A wearable carry-on bag. Perfect for travelers who carry a lot. Why bring a bag to the airport when a jacket can hold everything you need?” –***INC.***

“Large pockets accommodate a magazine or a tiny laptop; smaller ones handle memory cards and styli. An ID pocket displays credentials at trade shows or at the airport. Indeed, TEC says you can send the entire vest through the x-ray scanner. Beats fumbling with all your tech goodies.”–***USA Today***

“Gadget junkies will have a hard time maxing out the SCOTTeVEST Fleece 7.0.” –***The Washington Post***

“Within an hour of Steve Jobs’ unveiling of the new iPad tablet, SCOTTeVEST had this graphic on its website along with a tagline touting it as “the first and only clothing line with a pocket for the iPad.” –***The Los Angeles Times***

“You can pull off and reattach the sleeves in seconds, only without taking off the vest. I recommend it, without reservation, to geeks, parents, and travelers everywhere.” –***Wired***

“‘Imagine’ says Scott Jordan, ‘Giorgio Armani and Bill Gates stranded on a desert island, and you’ll have a good idea of what the SCOTTeVEST TEC Sport Jacket offers.’”–***Fortune***

“This jacket has so many pockets that we can’t help but free our hands up for a round of applause... in this intricate design that creates a whole new take on hands-free technology.” –***Auto Week***

# New Book, [Pocket Man](#), Unveils Fashion Technology Entrepreneur, SCOTTeVEST CEO Scott Jordan

“You’re so full of crap,” says Mark Cuban to the equally brash Scott Jordan, CEO of SCOTTeVEST, on ABC-TV’s *Shark Tank*. What Scott Jordan is really full of is passion, energy, ideas – and pockets!

His newly published instructive memoir, ***Pocket Man: The Unauthorized Autobiography of a Passionate, Personal Promoter Who Created A \$50 Million Pocket Empire***, takes us through not only what really happens on *Shark Tank* (he turned down a million-dollar offer for a portion of his company) but in real life. He tells us how he jumps from an uninspiring job to being a passionate entrepreneur, and shows us what happens when one follows his passion all the way to the bank while inventing a cool, practical product that serves the needs of our technology-engaged society.

Nearly a decade and a half ago, Jordan was in a dead-end job. Literally. His father’s cemetery business offered him a chance, after college, to sell burial plots. After struggling to make a single sale after months at it, he moved on to different careers and jobs that were equally unfulfilling, including being a lawyer. He made the leap to entrepreneur by following through on an idea that was ripe for its time in the year 2000 – developing clothing so people can wear or carry their electronic devices. Wearable tech. Simple yet significant, his inventive product has yielded \$50 million in revenue. *INC* magazine and others have recognized his cutting-edge company to be one of the fastest-growing companies in America.

A self-professed gadget guy, his light-bulb moment came out of frustration (carrying so many devices while commuting from Princeton to Chicago) and desperation (tired of unfulfilling jobs). He applied passion with innovation – and though he was not a clothing designer -- he found a way to launch his idea.

Fans and customers of SCOTTeVEST include Academy Award-winning actors Matthew McConaughey and Dustin Hoffman, Amazon CEO Jeff Bezos, writer Dave Barry and TV talk personalities Rachael Ray and Greta Van Susteren. From *USA Today*, *TIME*, and *Wired*, to *Today Show*, *Wall Street Journal*, *Fast Company* and *Entertainment Weekly*, SCOTTeVEST has been featured across hundreds of media outlets.

**With humor, candor, and vision, the eccentric inventor’s and entrepreneur’s book, *Pocket Man*, reveals the following:**

- How he took an obvious idea, coupled with a need, and turned it into a \$50 million company.
- Why one needs to be a shameless, personal, and passionate promoter in order to be successful.
- Lessons learned from going on the ABC-TV reality show, *Shark Tank*.
- How anyone can change careers, follow their passion, and start their own company.
- The challenges and rewards of launching a business without outside funding.
- What is next for wearable tech and outfitting clothes for next-generation devices.
- Why he issued a \$1000 guarantee that his products are pickpocket-proof.
- How SCOTTeVEST products have greatly enhanced how millions of people travel, commute, work, and walk hands-free while still carrying all of their valuables, electronics, and “stuff.”
- Why moms and dads especially find SCOTTeVEST clothing practical (and stylish) when they are on the run with kids, pets, at school, vacationing, or at the gym.
- How his story epitomizes the true American Dream – starting a company based on an idea and a whim, with no retail experience or fashion talent, self-funded, and built from the ground up.
- Advice on how one can develop intellectual property and launch a small business successfully.

He candidly admits his mistakes in his book, such as when he declined to have Apple Co-Founder Steve Wozniak appear in his iPod spoof videos to promote SCOTTeVEST. Though the video was the most

watched iPod spoof on YouTube for years, he knows if Wozniak would have danced in it that it would have gone off the charts. But he got a second bite at the Apple – so to speak – when Woz (that’s what he calls him) did a series of parody videos together called Woz-i-sodes.

“This book, filled with deep-pocketed ideas, is a call to all would-be entrepreneurs, current business owners, people who are stuck in their 9-to-5 jobs and anyone who feels like they’re not getting everything out of life that they could,” says Jordan, revered as a pioneer servicing the digital community. “You need to promote yourself! I accomplished what I have done so far because I mastered the art of passionate, personal promotion, and this book will show you how I did it and hopefully inspire you as well.”

**Publication Data:** *Pocket Man: The Unauthorized Autobiography of a Passionate, Personal Promoter Who Created A \$50 Million Pocket Empire* by Scott Jordan with Thom O’Leary, Published by Create Space November 5, 2014; Trade Paperback, 234 pages, \$15.99; ISBN: 978-0692315590

## Q&A with POCKET MAN

# SCOTT JORDAN

- 1. The concept for your clothing line seems so simple yet so revolutionary. Please explain what SCOTTeVEST is and how it combines function with fashion.** I'm a gadget guy and I always need to have them with me wherever I go. Lots of people are like that... especially people who are mobile. No one wants to carry around a man-purse or wear a fanny pack, and all of the clothing with lots of pockets before SCOTTeVEST looked like fly fishing gear. I invented SCOTTeVEST to be the best alternative that gives you tons of pockets designed around the things people actually carry, but engineered with those pockets on the inside so the exterior remains stylish and comfortable.
- 2. In your new book, *Pocket Man*, you make it a point to show that you are a passionate promoter. What advice would you have for other CEOs who want to actively get their company name out there and to be a core part of its brand?** If you don't believe in your company and what it does, pack up your office and quit. You can't fake passion, and if you try, all of your promotion will come across as schlocky and cheap. But if you do have the passion, then you need to put yourself out there. You need to be willing to take personal risks and develop relationships with press and the public. The more transparent you are, the more visible you are, the more connected to the brand you will be. That passion will resonate and it comes across in your communications. Being a passionate promoter goes well beyond being a CEO... even if it's your first day in an entry-level position you can be a passionate promoter wherever you work.
- 3. In *Pocket Man* you convey a strong message that anyone can do what you did – have a good idea, follow-up, and be passionate. But to be successful, it takes more than that, doesn't it?** Not really. In fact, I think having too much to start with can hold you back. Look at all the thousands of companies that are funded by startup money and never turn a profit, or even have any clue how to turn a profit. I would rather have someone with a good idea, a commitment to following up and passion. Some people create big ideas and achieve things that others never could. Those are the core skills you need. Of all these things, just F/U... as in "follow-up."
- 4. You write in your book that one should "insert themselves into the conversation." How does one do that?** By keeping your eyes open for opportunities, recognizing them as opportunities and acting quickly. Chances to insert yourself into the conversation happen all the time, but most people let them pass them by. If there's a news article about something related to your industry, contact the journalist. If your competitor is mentioned in a piece, make sure the writer knows about you, too. The "how" is easy, but recognizing opportunities is trickier. Never wait, just do it. Immediacy beats polish when dealing with the press 9 times out of 10. Do it when you think about it or make a note to do it asap. The old Abe Lincoln quote talks about sharpening an axe for a few hours before chopping down a tree... in these cases, just start swinging.
- 5. In *Pocket Man* you talk about how your firm was sued a number of times and how each time you used the situation to gain favorable publicity for your brand. How do you turn a negative into a positive?** If you imagine all opportunities – positive and negative – to be positive, you double the number of opportunities to talk about your business. With the exception of committing a horrendous crime, there is really nothing negative that can't be turned into a positive. How is easy... just treat it as if it were an opportunity... because it is.
- 6. What challenges and rewards have you seen in looking to develop intellectual property that can be commoditized?** When I first started, I thought that IP was the be-all and end-all. I was wrong. Don't ignore it, but the IP is not the most important thing if you're trying to make money. Don't get caught up in IP issues. I did, even as a lawyer, and it was hard to understand

the full depth of intellectual property. Patents are important, but products are more important. At the end of the day, I built a successful brand out of building great products and I encourage others to do the same. Having a strong brand is the best protection for your IP, especially in the global economy where IP enforcement varies so much.

7. **What trends do you see coming as it relates to wearable technology, or more importantly, to helping everyone safely and securely carry all of their gadgets?** Clothing is the ultimate platform for wearable technology. Even now, power is a major limiter for things like Google Glass, and while batteries are becoming more compact, they have a long way to go. So I do see wearable devices interacting with batteries and processors that are in a pocket to expand their capabilities, so you can continue using your devices while they are charging. We did a concept jacket for CES a couple years ago called the TEC Jacket 2.0 [\[view it here\]](#) which showed off our vision of the future of wearables. People are going to come to realize that the less actual technology that is included in clothing, the better. Clothing is the beige box into which you can put any tech you want to carry. Soon you'll be able to hang your jacket in your closet and charge all the devices in the pockets.
8. **As we get more gadget-dependent -- and as these gadgets get bigger in size such as the new iPad and the Samsung phone -- how will consumers come to see the need for clothes engineered with pockets that can keep up with the demands of our busy lives?** As we've seen with the iPhone 6 bending issue, it's not a good idea to carry a phone in your pants pocket. We continue to adapt the sizes of SCOTTeVEST pockets to reflect the device trends, so there is always a place to carry big phones, phablets and tablets in an SeV. I think the trend will be toward SeV since we're the only tech-enabled clothing line for men and women. My products not only carry the devices safely, but they extend the gadgets' usefulness by making them easier to charge, access and use.
9. **You are a digital pioneer, having sold clothing *primarily* online for almost 15 years and holding the distinction of being the oldest clothing brand that initially launched online. How is the holiday season going to play out this year across the country in terms of online or in-store retail?** Online retail is here to stay. Perhaps there was a time in this country where getting dressed and going to the store was a big event, but those days are long gone. The only way brick-and-mortar stores will be able to convince people to fight the crowds is to keep offering bigger and bigger discounts. Those same stores have higher overhead. That adds up to a losing proposition for physical retailers and huge opportunities for online. This year will see online retail taking one more slice away from physical retail. We've been featured on the *Internet Retailer Hot 100* four times, on the *INC. Fastest Growing* list almost as many times, and on the Internet Retailer social media list as innovators in the space. We've been taking advantage of the growth of online retail.
10. **The holidays are such big travel days. What has your company created that helps accommodate the needs of today's traveler?** Every SCOTTeVEST jacket, vest, shirt and pants has tons of hidden pockets built in, which are perfect for travelers. Even if you have 24 pockets in your vest full of travel essentials, you just need to take it off and slide it through the x-ray machine at the airport, then pick it up on the other side. It's like a free, bonus carry-on and it makes airline travel as easy as it can be during the holidays. If I didn't invent it, I would own one for exactly this purpose. It even comes with a \$1,000 anti-pickpocket guarantee because they are impossible to pickpocket.
11. **Women, especially mothers of young children, already carry so many bags and items for themselves and their children. How does today's woman on the go make use of your breakthrough clothing line in a way that other bags and clothes fail to do?** I've seen women struggling with a bag on each shoulder and trying to keep tabs on their kids at the same time. The SCOTTeVEST can let them either go completely hands-free and bagless, or at least spread out what they carry into pockets so they aren't juggling lots of things in their hands. We've

had moms and dads tell us they use their SCOTTeVEST as a stylish diaper bag, which is a lot better than looking like you are wearing safari clothes with external pockets.

12. **The same with people who have pets. If you go to the dog run, you are carrying snacks, water, leashes, a collar, and other items for your pooch – let alone for yourself. I know you are a big dog lover and have three poodles. Is there a vest to help those managing their pets – or for dog walkers?** Having three full-size poodles has made me an expert at carrying dog-related items in my SCOTTeVEST. In fact, if you laid out all the items I carry every day in my vest, you might think I'm a professional dog walker! SCOTTeVEST is great as a pocket platform... we provide the pockets, you fill them with what you need. So the same vest you wear to travel can be used for dog treats, gadgets and more. My wife Laura doesn't even own a cellphone, but she uses her SeV every day for poop bags, leashes, etc.
13. **Those commuting on mass transit or walking to work, may be carrying a lot of items. How can they be hands-free during their commute?** Commuting every day can be a pain in the ass... I know, I had done it for years before my commute became a flight of stairs between my home and my office. SCOTTeVEST helps commuters because we organize all of the things you carry so you can reach them easily. No more fumbling for a train ticket or looking for your wallet. You don't even need to take your phone out of your pocket to respond to a text or email. It's a better way to carry and organize everything you need every day without adding more bags you need to keep track of and lug around.
14. **You say that one should always reinvent their message. How so?** A reinvention is something that happens at the core, not around the fringes. To reinvent, you need to be willing to become something different than what you are now. But that doesn't mean that you need to give up what you were entirely. Even when I reinvent the message around my company, we still create the same products... we're just talking about them differently. Don't overthink reinvention. It's just another aspect of who you already are and what you already do. I like to see branding evolve because it keeps it fresh and relevant, even if it's just tweaking the logo. My book is an evolution/reinvention of myself from a CEO into an author... and perhaps even the superhero Pocket Man. You won't reveal my secret identity, will you?
15. **You had the opportunity to go on ABC-TV's Shark Tank to strike up investment in your second company, the licensing of the technology behind SCOTTeVEST. What was it like having Mark Cuban yell that "you are full of crap" or having the other investors challenge you on television?** I love a good challenge, especially when I'm right (which I was and continue to be on the topics discussed on *Shark Tank*). If your business can't stand up to real questions and challenges, then it's not a good enough business to begin with. I thought Mark Cuban's reactions were really disproportionate, but at the end of the day, it was a volatile combination that made great TV and some great Twitter battles after airing. It was a lot of fun and not a negative experience at all. I live for that challenge because it allows me to respond in a passionate manner. It's who I am. It was a rush... like going to the Olympics and winning a gold medal.
16. **You don't hide the fact that you are a micromanager. That seems to go against textbook styles of management. Why does that style work for you?** To paraphrase what Mickey Drexler, the CEO of J.Crew, said: A leader needs to manage every aspect of the customer experience from end to end. If I hire a manager to be hands-off, ultimately I don't need that manager. Being a micromanager is really about thinking things through and making sure they are consistent. If you can't articulate in specific steps what is required, someone else can't follow those steps. I'm not necessarily the person micromanaging every process, but I impart to my employees they all need to be able to micromanage processes. Details are important. I micromanage processes, not people. I hate doing it, but it can be the best way to get results.
17. **Is a SCOTTeVEST pickpocket-proof?** Not only are they pickpocket proof, but we have a \$1,000 guarantee to back up that claim. No one has ever had to cash it in, though. SCOTTeVEST

pockets are engineered to be convenient for you to access, but impossible for pickpockets. The secret is in how we place the zippers. Beyond conventional pickpockets, we also protect against digital pickpockets with our RFID-blocking pocket in many of our new jackets and vests. Let's be clear... if used properly, you literally cannot be pickpocketed in a SCOTTeVEST. They're not bulletproof, so robbery is another story.

18. **How will the increased trend in all things going wireless impact your business?** Wireless Bluetooth headphones have been around for years, but there is no comparing the sound quality to wired headphones. Even though Bluetooth has been around since almost the founding of SeV, all phones like iPhones still come with wired headsets... for a reason. It's just better. Backup battery power is also not going wireless anytime soon. As long as people have devices to carry, SCOTTeVEST will be a great way to carry them. If wireless devices become the norm, SCOTTeVESTs will be compatible with them, too.
19. **How much of your success do you owe to your customer service capabilities and interaction with your consumers? How have you utilized your relationship with your customers (through contests, giveaways, etc.)?** 100% of my success is due to customer service and customer interactions. If customer service fails, the company fails. There have been a few times when our customer service has fallen short of my standards, and I have corrected that immediately. I don't think a CEO can say that they really care about their company and the longevity of their company without caring about customer service. Knowing that I stand behind the products makes the company more human and real, and personally interacting with customers is the best way I know how to do that. When I ask a question, it's because I genuinely want an answer. We got some great, early feedback on the book through social media. A few years ago, I also had something called SCOTT TV, which was a live stream of my day... cameras rolling in the office all day. I only muted it for confidential calls, so customers were able to see the unvarnished inner workings of the company. I'm still friends with some of the customers I got to know through SCOTT TV and I'm thinking about bringing it back.
20. **Why do you think social media has been such a great tool in promoting your brand?** Because I am a genuine user of social media. Anything I post is real, not engineered in a marketing meeting or produced on a schedule. It's a simple, real expression of who I really am and what I'm thinking. It's a great way to interact with people on a one-on-one basis, but because it's public, other people can witness that interaction and participate if they want to. So it's a personal connection with the benefit of an audience. We've received a few Social Media awards from Internet Retailer Magazine for our use of social media, but it's pretty natural.
21. **What is the record number of items carried in a SCOTTeVEST?** Well over 100. We did a video contest a few years ago called "What's in Your SCOTTeVEST?" and we received tons of video submissions. (You can see them [here](#) and "There's a Pocket for That!" [here](#)) You would be surprised by how much someone can carry and not really look like they are carrying much at all. We've even had people go away on No Baggage Challenges with everything they need for a 90 day trip in their pockets. Not recommended for the average traveler, but it can be done and has been done many times.
22. **You and Steve Wozniak have a special relationship. The co-founder of Apple even penned your book's foreword. He was also your lifeline call on Shark Tank. How did your friendship develop?** Like most things in my business and life, it started with an email... and developed through email. In fact, I think that's part of what makes our relationship special, because we were literally speaking the same language when it came to communications from day one. I think there was mutual respect because we each appreciated what the other had created, and over time we realized how much we had in common. I've been told that my company SCOTTeVEST is what Apple would do to clothing. My relationship with Woz continues via email... he'll send me emails from time to time about wearables and clothing and vice versa. We

primarily connect through email, but we get together from time to time. His authenticity comes through and that's what I love about him.

23. **You had a number of career and job changes, including being a lawyer and cemetery plot salesperson. What was your light bulb moment, when you finally were convinced to launch your own business and get out of the 9 to 5 world?** I had two light bulb moments, one related to career and one about the actual product. My career light bulb moment came when I was working as legal counsel for an internet startup company and I saw the downward spiral they were in. I was scared to death that after working at law firms and with them I could only ever be a lawyer. But then I also realized that if I applied the same energy I did as a lawyer into doing something I was passionate about, I could break free. It was a huge risk, but I took my chance and it paid off. My product lightbulb moment came when I was at the Philadelphia airport running to catch a flight with my headphone wires dangling. The wire caught on a doorknob and almost tore my ear off. That was incredibly painful and started me thinking about how to incorporate wires into clothing.
24. **Your father ran a successful cemetery business, and when you graduated from college, you started working for him and sold burial plots. Was that a, pardon the pun, “dead end” career move?** I didn't think of it as a dead end at the time, but when you sell burial plots the end result is always the same! It was interesting to learn about his business, but that was really my way to get started. In a different world, I might have stuck with it and become the Donald Trump of cemeteries, but I decided to go to law school instead.
25. **What advice would Scott the 50-year-old give to his younger self in terms of how to overcome the frustration of working at a meaningless job that may have paid the bills but bankrupted who you are?** Don't be afraid of failing. Always have an end goal in mind and work backwards from there. If you feel aimless and working in meaningless jobs without a plan – even a general direction – you'll stay stuck in that job. But if you figure out where you're going, everything you do is contributing to achieving that goal, even if it totally sucks from day to day. If you don't know where to apply yourself to choose a goal, look at what you are most passionate about as a place to start.

# 12 BUSINESS INSIGHTS FOUND IN POCKET MAN

1. You double the amount of opportunities if you consider negative opportunities as opportunities too.
2. You can learn more from a day of doing than a week of thinking.
3. Passion is the key ingredient to any entrepreneur's success. In fact, you can get away with a lot more if you are passionate about something, even if you are actually wrong.
4. I learned that I needed to believe in something to sell. Now, I believe in me.
5. The antithesis of freedom is to need to account for your time in 1/10<sup>th</sup> hour increments. When your time is not your own, you are not free.
6. If you accept mediocrity in any form for long enough, you become mediocre. Period.
7. If you can't finance your own business out of your own pockets, look to your potential customers before looking for investors.
8. When you can't start a conversation, insert yourself into one. It's a lot easier to be pulled along with momentum than to start from a dead stop.
9. Reinvention is about keeping up with the changes that affect the core of your business, and having the passion and imagination to go over, under, around or through roadblocks. There are always hidden opportunities if you have a mindset of reinvention. Reinvention doesn't require changing everything. Just change the hook or story angle. Reinvention doesn't need to alter the core of your message, just refine it. As long as you are speaking to a new audience, or are prompting a current audience with a new mindset, you are reinventing.
10. You could be a little charismatic, fairly dynamic, and a pretty good promoter but if you are an amazing follow-upper, you will WIN. It is the one early, learnable skill that can close the gap between what you are good at and what you can accomplish.
11. As a business owner and entrepreneur, if you don't have the passion to promote yourself, you need to re-evaluate your choice of career.
12. People can learn the importance of passion and the willingness to take risks if they want to really succeed. I started out as a lawyer and I hated every minute of it, but I was able to create a new plan for my life and pursue it successfully.

# Selected Excerpts from

# POCKET MAN

## **Passion Is The Foundation Of Shameless Personal Promotion**

“You could be afraid of public speaking or cold calling, but if you have passion, you’ll do them anyway if necessary. You’ll do anything you need to do, endure any rejection, hear no 99 times to every single yes. I use the word ‘shameless’ very deliberately, because if you have passion at your core, there is no shame in putting yourself ‘out there’ to show that passion to the world.

“If you’re hiring someone, hire for passion. You’ll know it when you see it. They’ll be excited when they win, disappointed when they fail. Passion goes beyond self-interest, and people can sense that, too. You can’t fake passion. It’s infectious, and if you’re out there promoting yourself, you set the ceiling on passion in every interaction. You need to bring the energy, the passion and excitement to every meeting, every interview, every conversation. No one else can be more passionate about your product or company than you are.”

## **Put A New Spin On An Old Idea**

“Sometimes all you need is a new twist on a current product, or a new way of looking at it. There was a time in 2004 when solar panels were all the rage with gadget people. I heard a few comments from people that we should do a solar jacket. Sometimes, whether an idea is good or bad, all you need is to hear it a few times in a short period of time before it sounds good enough to try.

“We were working with a clothing designer at the time, and it seemed like a simple thing to create a way to hang a solar panel from the epaulets that were already built into one of our jackets. After some research about the best semi-flexible solar panels on the market, the SeV Solar Jacket was born.

“Some people might say it was just jumping on a bandwagon, and that it was just a publicity stunt. Yes. Yes it was.

“The solar Jacket was covered by dozens of blogs and news outlets. It was even featured in great segments on CNN, NBC’s *Today Show*, and in *Newsweek* in China. The exposure was amazing. If you Google ‘solar jacket’ to this day, you’ll see references to us on the first page of results.”

## **Delta Sky Magazine Censors Ad**

“But that wasn’t the problem. They rejected the ad because we said that SCOTTeVEST could help you save on baggage fees. I was pretty incredulous, since it seemed to imply that my pockets were a credible threat to a source of revenue for one of the largest airlines in the world. They even rejected an alternate headline we provided to them, on the same basis.

“They were saying that SCOTTeVEST pockets were going to cost the airlines \$4 billion (with a B) a year in extra baggage fees and cripple their profitability. They thought my ad was so controversial that it would blow the minds of travelers, and no airline in the world would be able to charge for extra bags ever again, because all travelers would be carrying their extra stuff in pockets.

“We weren’t allowed to run the ad in *Delta Sky Magazine* on that basis. Are you kidding me?”

## **Micro-Management Isn’t All Bad**

“Somehow, the idea of ‘micromanagement’ has gotten a bad rap. I’m not sure that it came from employees (or former employees) who felt that they were not trusted to do their jobs without supervision. But let me set something straight... micromanagement isn’t a bad thing!

If given the choice between micromanagement and hands-off management, I'll pick the micro option ten times out of ten. If you look at all the people who has been accused of being a micromanager, you'll find that they have probably also been successful."

### **Shark Tank Appearance**

"I give the sharks an opportunity to reconsider their offers, and explain to them what I discussed with Woz: their offers are just too low. I want to give them a chance to make a more reasonable offer, but as we start talking again, it's clear that we are not going to come to an agreement.

"At this point, I motion to Kevin and Robert and tell them that they are 'out.' If this is their best offer, I don't need them. Kevin reminds me that I'm walking away from a million dollars, but it's too late and I am not regretting anything. ...

"No one's appearance was free. My appearance was not free.

"After over a decade running SCOTTeVEST, we were a thriving business. I certainly didn't need any partners on that end, and I wasn't going to give up 5% of my pocket empire to appear on a TV show. I could buy commercial time during the show for less money than that.

"But, the opportunity to give TEC a proper launch – the opportunity to put the concept behind my patented clothing innovation on display for the whole world – was not something I was going to let slip away. I was willing to give up 5% of TEC, and I did.

"That's why you never heard me breathe the word 'SCOTTeVEST' on *Shark Tank*. If I said it while the cameras were rolling – even if they edited it out before airing – I would owe 5% of my company. One slip of the tongue and it would be a multi-million dollar mistake... and they knew it. It scared the shit out of me....

"All in, I spent hundreds of hours practicing for *Shark Tank*. I was confident I could answer any question they could ask, but I was terrified about forgetting my pitch... or worse... saying 'SCOTTeVEST.' For a shameless promoter, staying silent about the company I built for years was going to be incredibly difficult.

"Patience is not my virtue. ...

"As for Mark Cuban, I think he's a billionaire bully who was incredibly lucky, and now he's sending the wrong message to anyone who would listen to him."

BIO

# SCOTT JORDAN

Who is Pocket Man? Watch [this comic book-style video](#) for his story in a nutshell!

Scott Jordan is the founder and CEO of SCOTTeVEST, a revolutionary clothing manufacturer and online retailer that has been hailed by hundreds of major media outlets for delivering America's first wearable technology. Raised in Philadelphia and Cincinnati, he graduated from The Ohio State University in Columbia, and graduated sixth in his class and Summa Cum Laude from Case Western Reserve Law School in Cleveland. He briefly worked in the family cemetery business as a burial plot salesperson, went on to become a lawyer, and served as associate general counsel at Brookdale Living Communities. His last job was at a start-up, Next50.com, and while commuting from Princeton to Chicago, his light bulb idea for a business materialized. Jordan, now 50, founded the company with his wife, Laura, in Chicago, and moved it to Sun Valley, Idaho, where they reside with their three poodles, Chloe, Susie, & Margaux.

**About The Company:** SCOTTeVEST is a self-funded specialized clothing company that has netted over \$50 million since its founding in 2000. The unique online retailer pioneered clothing that combines function with fashion. It has engineered clothing (vests, jackets, shirts, hats, and other garments) that enables one to carry their tech gadgets safely, securely, and easily in numerous hidden pockets (sometimes up to 42) – and manages and controls the wires of these mobile devices. It has features that allow for individuals to carry, protect, conceal, and utilize multiple tech gadgets such as phones, books, musical devices, bottles, documents, and other electronics like a tablet, leaving the user hands-free. You can even send emails or control your mp3 player right through the fabric. One of the more unusual products is a pair of boxer shorts with a specially designed pocket for a smartphone and a passport. With sales to customers in 188 countries, it is the oldest online clothing brand to start online and still exist. Its website, [www.scottevest.com](http://www.scottevest.com), generates over one million page views per month. The FBI, Google and Intel have collaborated with SCOTTeVEST and Scott Jordan's patented TEC – Technology Enabled Clothing® system has been licensed to The North Face, Polo Ralph Lauren, Nautica, Calvin Klein, Under Armour, and many others. SCOTTeVEST was the first to offer a convenient way to charge Google Glass while wearing it. The highly innovative line of clothing serves both function and fashion for today's on-the-go person.

**Celebrity Customers:** SCOTTeVEST has many celebrity fans, including television's Greta Van Sustern, award-winning musician Herbie Hancock, bestselling writer Amy Tan, Apple co-founder Steve Wozniak, The North Face Founder Hap Klopp, TV director Michael Mann, Academy-Award winning actors Dustin Hoffman and Matthew McConaughey, TV talk show hosts Wayne Brady and Rachael Ray, Amazon CEO Jeff Bezos, critically acclaimed author Dave Barry, and many others. SCOTTeVEST has been worn in feature films such as *Sahara* and TV shows on NBC (*Chuck*) and ABC (*Flash Forward*).

**Media Highlights:** Recognized by *INC.* magazine on several occasions as one of America's fastest-growing companies, SCOTTeVEST and its revolutionary, technology-friendly products have been featured by the media, including: *Today Show*, *Time*, *USA Today*, *Wall Street Journal*, *Entertainment Weekly*, *Inc.*, *Business Week*, *Entrepreneur*, *Washington Post*, *Los Angeles Times*, *Playboy*, *Fast Company*, *Huffington Post*, *Robb Report*, *Forbes*, *Fortune*, *Good Morning America*, *Yahoo! News*, and hundreds of others. The media has recognized SCOTTeVEST as a leading company, ranking it on *IR Mobile 500*, *Internet Retailer's Hot 100*, *Apparel Magazine's* most innovative companies, and *The New York Times Magazine's* Year in Ideas issue. Scott Jordan has been interviewed on CNBC-TV's *The Big Idea with Donny Deutsch* and appeared in a memorable episode of ABC-TV's *Shark Tank*.

Scott in his Pocket Man-customized Polaris Slingshot. Photo credit: Thomas Hawk



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For interviews or additional information email:  
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