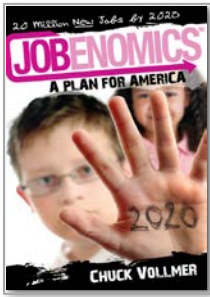




## Jobenomics Overview

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**Jobenomics** (*Jobs + economics*) deals with the process of creating and mass-producing small businesses and jobs. Jobenomics National Grassroots Movement's goal is to facilitate creation of 20 million net new U.S. jobs within a decade. The Movement has a following of 20 million people. Jobenomics regularly updates its six books and hundreds comprehensive reports for its members to keep current on the latest national and international economic, business and workforce development issues, trends and solutions. Jobenomics.com blog/website had 6 million hits in the last 12-months, a growth rate of 400% over the previous year, which is indicative of the high level of interest in Jobenomics and its Movement.

Jobenomics also provides advice and timely data to policy- and decision-makers worldwide. Over the last few years, Jobenomics met with over 1,000 government, business and community leaders and incorporated the best of their ideas and requirements in to Jobenomics initiatives and programs. Today, a dozen cities and states have started Jobenomics initiatives led by local community leaders. Another dozen are in the pipeline. These initiatives focus on citizens at the base of America's socioeconomic pyramid with emphasis on women, minorities, youth, veterans and other hopefuls who want to work or start a business. While Jobenomics is designed as an American business and job creation movement, there is significant interest from Asian, Middle East and African nations to start similar movements.

**Key Focus Areas.** While Jobenomics supports big business and government job creation efforts, its principal focus is on highly-scalable small and self-employed businesses that employ 80% of all Americans and produced 80% of all new jobs this decade. Jobenomics is working with numerous national organizations to implement Jobenomics Community-Based Business Generators to mass-produce startup businesses. Special focus areas include: Digital Economy, Next Generation Energy Systems, Workforce Education and Training, Welfare to Workfare, Urban Restoration, Urban Mining, Contingency Workers, Green Jobs, Indoor Farming and numerous policy and technology analyses.

**National-Level Initiatives.** Jobenomics is leading four national-level initiatives; Energy Technology Revolution, Network Technology Revolution, Urban Mining and Rural/Urban Micro Farming. These initiatives could create tens of millions net new American jobs and billions globally.

- The 160-page Jobenomics Energy Technology Revolution report addresses emerging energy technologies, processes and systems that will transform the global energy mix and create tens of millions of net new U.S. jobs. Communities that have an ETR strategy will claim the bulk of these jobs and to make their communities to be much more energy efficient and affordable.
- The 200-page Network Technology Revolution report addresses next generation network and digital technologies that will transform economies and the way we live, work and play. The NTR could produce tens of millions of net new U.S. jobs and millions of small businesses. On the other hand, via automation, the NTR has the potential to obsolete tens of millions of existing U.S. jobs.
- Jobenomics' Urban Mining initiative helps communities monetize waste streams to create jobs and businesses. As part of this initiative, Jobenomics established eCyclingUSA ([www.eCyclingUSA.com](http://www.eCyclingUSA.com)) to implement turnkey plants to reclaim high value metals from electronic waste streams and use profits to fund Jobenomics Community-Based Business Generators. Detailed plans are available.
- Jobenomics is partnered with ACTS Freedom Farms ([www.actsffa.com](http://www.actsffa.com)) produce 25,000 highly-scalable U.S. micro-farms, employing over 100,000 new U.S. jobs in the next five years. These micro-farms feature state-of-the-art hydroponic and vertical agricultural technology in a controlled environment to grow high-quality organic agricultural products. Comprehensive plans are available.

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