Jobenomics 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 over the next decade with emphasis on women, minorities, veterans, new workforce entrants and other hopefuls who want a career or start a business.

To: Councilman Seroka & Economic Development Team
By: Chuck Vollmer
6 August 2018
Candidate Seroka’s Jobs Platform

Enhance the city’s labor force by increasing incomes, alleviating poverty and reducing crime.

14,000 net new inner-city jobs in the next 10-years.

Jobenomics Community-Based Business Generators to mass-produce scalable startup businesses and jobs.
Growing Economic Development Challenges.

- 72% of wage earners make below average wage. 46% below $15/hr.
- Small business created 73% of jobs this decade, but are faltering.
- Standard workforce is succumbing to the gig/contingent workforce.
- 6.7 million U.S. open jobs remain unfilled largely due to lack of skills.
- 10s of millions of new jobs in emerging digital and energy economies.
- Mass-production of startup businesses and skilled workers needed.

Jobenomics Approach

<table>
<thead>
<tr>
<th>Community Development</th>
<th>Small Business Development</th>
<th>Workforce Development</th>
<th>Economic Development</th>
</tr>
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Traditional Approach

LAND + LABOR + CAPITAL = ECONOMIC DEVELOPMENT
Jobenomics

Bipartisan National Grassroots Movement
- Started in 2010. Estimated following now at 30 million people via TV, radio, lectures, town halls, blog and social media.
- Website receives 30,000 monthly page views with most viewers spending a half hour or more online.

Books and Research
- First book established goal of 20 million new jobs.
- Ten e-books on economic, community, small business and workforce development.
- Special reports on global and national issues.

City and State Initiatives and Programs
- Over two dozen initiatives led by local community leaders.
- Two highly-scalable national turnkey programs.

Primary focus: economic, community, small business and workforce development at the base of America’s socio-economic pyramid.
Free E-Books in Jobenomics Library

Extensive research on the economy, policy-making, labor force situation, emerging technologies, and urban renewal initiatives.
### Economic Development Emphasis

<table>
<thead>
<tr>
<th>Development Category</th>
<th>Traditional Economic Development Emphasis</th>
<th>Jobenomics Economic Development Emphasis</th>
</tr>
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<tbody>
<tr>
<td>Economy</td>
<td>Established Industry Supersectors in The Traditional Economy</td>
<td>7.1 Million Open Jobs and New Opportunities in Emerging Digital And Energy Economies</td>
</tr>
<tr>
<td>Community</td>
<td>High-Skilled, Well-Resourced State, Regional and Metropolitan Areas</td>
<td>Lower-Skilled, Marginalized Inner-City Neighborhoods and Rural Areas</td>
</tr>
<tr>
<td>Business</td>
<td>Large-Scale Business and Real Estate Opportunities</td>
<td>Mass- Produce Highly-Scalable Micro-Businesses</td>
</tr>
<tr>
<td>Workforce</td>
<td>Standard Workforce Agreements. Degree-Based Education</td>
<td>Alternative Workforce Agreements. Certified Skills-Based Training</td>
</tr>
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</table>

Jobenomics bottoms-up approach is synergistic with top-down economic development models.
**U.S. Economic Situation**

**Positive Indicators Today:** Stock market growth, post-Great Recession low unemployment rate, and high consumer confidence.

**New Legislation:** Tax cuts, regulatory reform, and trade actions have not had enough time to materialize, but should be positive.

**Negative Indicators Today:** Deepening political and cultural divide, sustainable GDP growth, 96 million sidelined Americans not-in-labor-force, growing gig/contingent workforce, faltering startup and scaleup businesses, low wages/income, and burgeoning debts and deficits.

Unless negative indicators are mitigated, the U.S. economic situation will eventually erode, perhaps significantly.
Business Situation

Big business is the anchor tenant, small business is the engine and startups are the seed corn for the U.S. economy.

- **Big Business** (500+ employees) employ 23% of all Americans and created 27% of all new jobs this decade. Despite recent pro-business legislation, big business will not produce a significant amount of new or high-paying jobs according to the BLS. Manufacturing will lose jobs.

- **Small & Micro Business** (1-499 employees) employ 73% of all Americans and created 77% of all new jobs this decade. Micro firms (1-19 employees) employ 1.6 times more people than Large Corporations (1000+) employees. However, these business engines are faltering.

- **Startup Business** (1-4 employees) are the key to the future but are dwindling in terms of new starts and employment.

  “It's not just net job creation that startups dominate. On average, one-year-old firms create nearly $1,000,000$ jobs, while ten-year-old firms generate $300,000$. The notion that firms bulk up as they age is, in the aggregate, not supported by data.”  Kauffman Foundation
Falting Job Creation

Scaleups Are Scaling Down

New Jobs Created by Company Size

<table>
<thead>
<tr>
<th></th>
<th>Great Recession to Today</th>
<th>Post-Great Recession to Today</th>
<th>Trump Administration</th>
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<tbody>
<tr>
<td></td>
<td>Dec 07 to Aug 18</td>
<td>Jul 09 to Aug 18</td>
<td>Jan 17 to Aug 18</td>
</tr>
<tr>
<td>Large Business (500+)</td>
<td>2,311,148</td>
<td>4,771,666</td>
<td>1,104,924</td>
</tr>
<tr>
<td>Small Business (&lt;500)</td>
<td>-89,253,883</td>
<td>-84,223,640</td>
<td>-95,103,722</td>
</tr>
</tbody>
</table>

Small Business Advantage 3.6x 2.8x 2.3x

Startups Are Dwindling

“United States is now creating startup businesses at historically low rates, down from 16.5% of all firms to 8.0% in 2014.” Latest U.S. Census Bureau, Business Dynamics Statistics report data.

“If the U.S. were creating new firms at the same rate as in the 1980s that would be the equivalent of more than 200,000 companies and 1.8 million jobs a year.” Wall Street Journal analysis of BLS data.
While wages increased in recent years, they have not increased enough to mitigate the eroding middle class.
Labor Force Situation

While improving, the labor force is not as strong as before.

### Monthly Job Creation Rate By President

#### Labor Force Gains and Losses

**As of 1 August 2018**

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<tbody>
<tr>
<td>Since 2000</td>
<td>18,339,000</td>
<td>26,943,000</td>
<td>627,000</td>
<td>(9,231,000)</td>
</tr>
<tr>
<td>Bush II Era</td>
<td>2,115,000</td>
<td>9,892,000</td>
<td>5,652,000</td>
<td>(13,429,000)</td>
</tr>
<tr>
<td>Obama Era</td>
<td>10,595,000</td>
<td>14,626,000</td>
<td>(3,784,000)</td>
<td>(247,000)</td>
</tr>
<tr>
<td>Trump Era</td>
<td>3,691,000</td>
<td>592,000</td>
<td>(1,222,000)</td>
<td>4,321,000</td>
</tr>
</tbody>
</table>
Our economy is not sustainable if the Not-in-Labor-Force and workers with Alternative Workforce Agreements continue to grow.
Alternative Workforce Agreements

By 2030, the alternative workforce will be the dominant form of labor in the United States. In marginalized communities the alternative workforce is well over 50% today.
Jobenomics “Donut Hole” Emphasis

Median Household Income
Las Vegas Metro’s Donut Hole Income

Median Household Income 2016

- **High**: $127,917
- **Low**: $17,983
- **Map Source: DataUSA**

**Why Focus On The Donut Hole?** Provide income opportunity for the poor. Protect the gains achieved in more affluent communities.

**An Initiative to Consider:** Community-Base Business Generators with Skills-Based Training and Certification Centers.
Las Vegas Metro’s Donut Hole Crime

Las Vegas crimes per square mile = 179.
North Las Vegas = 76. Nevada = 23. USA = 32.

Source: Neighborhood Scout
Jobenomics Community-Based Business Generator (CBBG) Concept

Labor Pool of People Interested In Workfare

Top Candidates Selected By Schools, Non-Profits, Churches, Sports Teams, Etc.

Due Diligence

Top Candidates

Incorporation

JCBBG Candidate Interviews, Aptitude Testing and Counseling

Education

Sent To Other Educational and Training Centers for Career Development

Training

JCBBG Leadership, Skills-Based Training and Certification Programs

Startups

Start Small Business

Scaleups

Hired by Existing Companies Looking For Pre-Qualified Employees

Most cities have Business Incubators and Business Accelerators, but not Business Generators for low-income citizens.
There are 6 million unemployed and 6.7 million job openings today. The vast majority of open jobs are due to a lack of skills.
Exploit Next-Gen Jobs

Energy Technology Revolution

Network Technology Revolution

The ETR and NTR will create 10s of millions of new job opportunities—largely for the contingent workforce.
Emerging Digital Economy

- Standard economy growing at 2% per year versus digital economy’s 15% per year.
- $124 trillion global economic impact by 2025 (McKinsey Global Institute).

The Digital Economy

- Electronic/Mobile (E/M) Commerce
  - Sharing Economy
  - On-Demand Economy
- Apps/Bots/Artificial Intelligence Economy
  - Platform Economy
- Gig/Contingent Workforce Economy
  - Data-Driven Economy
- Internet of Everything Economy

Jobenomics asserts that digital economy jobs are ideal for today’s inner-city and rural “digital natives” (Screenagers & Millennials).
Digital Scaleups & Startups

“Digital scaleup and startups are at least 100-times easier to create and have 10-times the number of innovators that can innovate at one-tenth the cost than traditional startups.” (McQuivey)

Top digital scaleup and startup platforms: Amazon (2 million third-party sellers), Apple Store (650,000 apps developers), Google, Facebook, eBay, Craig's List, unicorns and gazelles.

Examples of digital occupations: Digital health (health care, elder care, wellness, behavior care), shared economy (Uber, Airbnb), content providers, construction, transportation, technology, and various forms of mom-and-pop firms.

Unlike other countries, U.S. policy-makers and decision-leaders are not concentrating on the economic impact of the digital economy.
China’s Digital Economy Quest

China’s unified economic development vision and public-private partnership is more mature and competitive than our business-as-usual approach.

China is trying to replicate its manufacturing economic miracle that raised 700 million out of poverty by raising 500 million rural poor via the digital economy.

China’s major platform companies include Alibaba, Tencent, Baidu and JD.com. Alibaba is investing $2 billion to connect 100,000 villages to its e-commerce platform by 2018.

According to Jack Ma, CEO, Alibaba was founded “to champion small businesses, in the belief that the Internet would level the playing field by enabling small enterprises.”

If China can raise 500 million out of poverty via the digital economy, America could easily prosper tens of millions of its urban/rural poor. It is imperative that America’s tech-titans help American communities become more competitive like Alibaba is doing.
Jobenomics Quick-Start Programs

These programs generate community interest, new jobs and profits that fund skills-based training and certification programs.

Urban Mining

Urban Agriculture

Freedom Farms of America
Jobenomics Las Vegas (JLV)

Potential Collaborative Efforts

- Develop initial JLV program document
- Cohost JLV town hall and consensus-building meetings
- Solidify JLV community-leader team and leader
- Pursue joint funding and grant opportunities
- Work together on TV and media outreach efforts

Jobenomics America TV

- Recorded eight 30-minute TV shows
- Podcast on Apple TV, Roku, Amazon Fire, REDD TV, and Dish TV’s new national America’s Voices News (AVN) Network will air JATV weekly.

Jobenomics looks forward to discussing our way ahead with Councilman Seroka & Team on Jobenomics Las Vegas.