Jobenomics: The economics of job and small business creation.

Jobenomics Harlem Goal: Pilot project for the Jobenomics New York City small business and job creation initiative with emphasis on minority, women and new workforce entrants.

Rev. Michel Faulkner & Chuck Vollmer
3 September 2016
Jobenomics Harlem Executive Summary

- Jobenomics is a national grassroots small business and job creation movement endorsed by millions of Americans.

- Jobenomics Harlem is the pilot project for the Jobenomics New York City initiative to create between 500,000 to 1,000,000 new jobs in NYC’s five boroughs within the next decade.

- Jobenomics Harlem is led by Rev. Michel Faulkner, a Harlem community leader and candidate for mayor of New York City. Proposed Harlem small business and job creation initiatives:
  - Digital Economy (E-Commerce, M-Commerce)
  - Shared Economy (Shared-Mobility, Shared-Accommodations)
  - Direct Care (Childcare, Eldercare, Healthcare)
  - Building Upgrades (Renovation, Weatherization, Renewables)

- The first Jobenomics Community-Based Business Generator will be co-located with Faulkner’s Institute For Leadership and OTH Resources (startup capital firm) at 245 West 135th Street, Harlem.

Jobenomics Harlem is looking for your support to mass-produce small businesses and careers for Harlem citizens who want to succeed.
Presentation Outline

Jobenomics New York City Overview

Jobenomics Harlem

Jobenomics Community-Based Business Generators

Seeking Your Support & Sponsorship
Jobenomics National Grassroots Movement

Plan for America (Book, Research, Initiatives & Blog)
- Focused on the economics of small and self-employed businesses and job creation for women, minorities, new workforce entrants and other hopefuls who want to work.
- Provides detailed plans for American business and jobs creation

Bipartisan National Grassroots Movement
- Following of over 2 million people nationwide
- Highly scalable business generation projects underway in numerous cities and states.

U.S. Goal: 20 million new U.S. private sector jobs every 10 years.
Jobenomics New York City (JNYC)

Leadership
- Rev. Michel Faulkner, Candidate for Mayor of New York City, and Chuck Vollmer, Jobenomics Founder and President
- Develop a Jobenomics New York City initiative with active participation of community leaders and decision-makers

JNYC Goal: 500,000+ Net New Jobs for the Five Boroughs of NYC
- Implement Jobenomics Community-Based Business Generators to mass-produce startup businesses and skills-based training
- Concentrate on local small business and workforce development

Current status: Developing strategic plan and determining interest
Jobenomics New York City (JNYC)

J-NYC Plan: 500,000 Net New Jobs By 2026

Increase NYC’s historical job creation rate from 220,000 to 500,000 new jobs per decade, with a stretch goal of 1,000,000 new jobs by 2026.
JNYC Plan Key Points

- Jobs do not create jobs, businesses do. Small businesses employ 80% of all Americans and created 80% of all new jobs this decade.

- JNYC will focus on mass-producing small businesses with emphasis on the demographics with the highest need and potential: women, minorities, new workforce entrants and other hopefuls.

- Manhattan provides the vast majority of jobs in NYC. JNYC will tailor its business and job creation efforts across all five NYC boroughs according to their needs and employment opportunities.

- NYC per capita income is at or below national average for every borough except in lower Manhattan, which is well above average. NYC unemployment rates are also above the national average.

- JNYC is implementing a Jobenomics Community-Based Business Generator in Harlem with plans to expand citywide to fill current open jobs, as well as new high growth employment areas and new Jobenomics NYC initiatives such as direct-care and urban mining.

Goal: 500,000 Net New Jobs in 10-Years

NYC Job Creation Comparison

<table>
<thead>
<tr>
<th>Category</th>
<th>Historical Average Per Decade 1990-2016</th>
<th>Next Decade 2016-2025</th>
<th>JNYC Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manhattan</td>
<td>45,702</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td>The Bronx</td>
<td>44,802</td>
<td>125,000</td>
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<tr>
<td>Brooklyn</td>
<td>48,358</td>
<td>125,000</td>
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<tr>
<td>Queens</td>
<td>68,629</td>
<td>150,000</td>
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</tr>
<tr>
<td>Staten Island</td>
<td>12,956</td>
<td>50,000</td>
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</tr>
<tr>
<td>NYC Total</td>
<td>220,447</td>
<td>500,000</td>
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</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics

JNYC Initial Job Creation Plan

<table>
<thead>
<tr>
<th>Category</th>
<th>New Jobs</th>
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<tbody>
<tr>
<td>Filling Current Open Jobs</td>
<td>25,000</td>
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<tr>
<td>New High Growth Jobs</td>
<td>225,000</td>
</tr>
<tr>
<td>Healthcare &amp; Social Assistance</td>
<td>125,000</td>
</tr>
<tr>
<td>Other High Growth Occupations</td>
<td>100,000</td>
</tr>
<tr>
<td>New &amp; Emerging Areas</td>
<td>150,000</td>
</tr>
<tr>
<td>Digital Economy/E-Commerce</td>
<td>100,000</td>
</tr>
<tr>
<td>Energy Technology Revolution</td>
<td>50,000</td>
</tr>
<tr>
<td>J-NYC Initiatives (Examples)</td>
<td>100,000</td>
</tr>
<tr>
<td>Direct Care Center</td>
<td>50,000</td>
</tr>
<tr>
<td>Urban Mining</td>
<td>25,000</td>
</tr>
<tr>
<td>Construction, Renovation</td>
<td>25,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>500,000</strong></td>
</tr>
</tbody>
</table>

Jobenomics New York City plan is still in the development phase. Consensus building, participation and sponsorship is underway.
Presentation Outline

Jobenomics New York City Overview

Jobenomics Harlem

Jobenomics Community-Based Business Generators

Seeking Your Support & Sponsorship
Harlem Poverty Is One Of The Highest of 188 NYC Neighborhood Tabulation Areas (Census Data)

New York City = 1,653,857

Persons Below Poverty

- 17,000 or more (23 NTAs)
- 11,500 to 16,999 (32)
- 7,000 to 11,499 (33)
- 3,000 to 6,999 (59)
- Under 3,000 (41)

Jobenomics Harlem focuses helping poor and marginalized citizens.
Harlem Is The 2nd Poorest of Of 59 Manhattan Neighborhoods

Central Harlem Vital Statistics

Sources: NYC Departments of Planning & Health

- Population: 129,951; Employed workforce, 55,000
- Demographics: 60% Black, 22% Hispanic, 12% White, 6% Other
- Median Household Income: $38,028, 50% below city average
- Poverty Rate: 29%, 2nd poorest of Manhattan’s 59 neighborhoods
- Unemployment: 13%, 18th highest in 59 neighborhoods
- Educational Degrees: 39% college, 41% high school, 20% none
- Substance Abuse: drugs 9th highest, alcohol 12th highest
- Violence: 7th highest and 2-times higher than city average
- Incarceration: 3rd highest and 3-times higher than city average
- Income Support (TANF, SSI, Medicaid): 39% of population
- Rental Housing Quality: 9th worst in city
- Home Ownership: 13%, which is 5 times lower than U.S. rate
- Public Transit Dependent: 73%

Helping Harlem helps Manhattan socially and economically.
High Cost-of-Living In Harlem

Three out of four Harlem residents cannot afford New York City’s high cost-of-living.
Jobenomics Harlem’s Industry Focus

New York Employment Projections: 2012 to 2022

Source: New York Department of Labor

<table>
<thead>
<tr>
<th>Industries Ranked Best to Worst</th>
<th>New York State</th>
<th>New York City</th>
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<tbody>
<tr>
<td></td>
<td>2012 to 2022 Employment Change</td>
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<tr>
<td>Total All Industries</td>
<td>11.1%</td>
<td>13.2%</td>
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<tr>
<td>Accommodation and Food Services</td>
<td>24.6%</td>
<td>30.1%</td>
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<tr>
<td>Arts, Entertainment and Recreation</td>
<td>25.1%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Professional and Business Services</td>
<td>23.0%</td>
<td>24.4%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>20.8%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Construction</td>
<td>18.4%</td>
<td>19.4%</td>
</tr>
<tr>
<td>Other Services</td>
<td>16.7%</td>
<td>17.9%</td>
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<tr>
<td>Retail Trade</td>
<td>8.3%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>7.0%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Agriculture, Forestry, Fishing and Hunting</td>
<td>7.0%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>7.2%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>4.1%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Information</td>
<td>2.0%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>0.1%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>0.7%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Government</td>
<td>-2.7%</td>
<td>-2.5%</td>
</tr>
<tr>
<td>Utilities</td>
<td>-4.9%</td>
<td>-5.0%</td>
</tr>
<tr>
<td>Mining (Including Oil &amp; Gas Extraction)</td>
<td>-7.2%</td>
<td>-25.0%</td>
</tr>
</tbody>
</table>

Jobenomics Harlem will focus on high growth NYC industries.
# Jobenomics Harlem Workforce Initiatives

<table>
<thead>
<tr>
<th>Industry Sectors</th>
<th>Current % of Harlem Employed Workforce</th>
<th>Jobenomics Harlem Pilot Project Small Business &amp; Job Creation Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare &amp; Social Assistance</td>
<td>18.4%</td>
<td>Direct-Care</td>
</tr>
<tr>
<td>Educational Services</td>
<td>10.2%</td>
<td>E-Commerce, M-Commerce</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>10.2%</td>
<td>Digital Economy</td>
</tr>
<tr>
<td>Arts, Entertainment &amp; Recreation</td>
<td>4.4%</td>
<td>Shared-Accommodation</td>
</tr>
<tr>
<td>Professional Services</td>
<td>9.3%</td>
<td>Housing/Building Upgrades</td>
</tr>
<tr>
<td>Other Services</td>
<td>5.7%</td>
<td>Shared-Mobility</td>
</tr>
<tr>
<td>Information Services</td>
<td>4.6%</td>
<td></td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>7.9%</td>
<td></td>
</tr>
<tr>
<td>Real Estate &amp; Rental</td>
<td>3.4%</td>
<td></td>
</tr>
<tr>
<td>Admin &amp; Waste Services</td>
<td>3.9%</td>
<td></td>
</tr>
<tr>
<td>Construction</td>
<td>2.0%</td>
<td></td>
</tr>
<tr>
<td>Transportation &amp; Warehousing</td>
<td>5.6%</td>
<td></td>
</tr>
<tr>
<td>Government</td>
<td>5.6%</td>
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</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>5.2%</td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>2.3%</td>
<td></td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>1.4%</td>
<td></td>
</tr>
<tr>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Jobenomics has detailed knowledge in each of these initiatives.
The U.S. economy is approximately 95% traditional and 5% digital and is growing at an annual rate of 20%.

Digital economy permeates banking, retail, energy, entertainment, education, transportation, publishing, media and health industries.

In 2016, global digital trade has reach $8 trillion per year and annual e-commerce business-to-consumer sales $1.9 trillion.

The digital economy provides a global network that allows small and self-employed NYC businesses to provide products and services in the same manner as larger organizations.

Harlem’s digital generations (Millennials and Gen Z) are eager to start their own self-employed businesses.
E-Commerce/M-Commerce

- Electronic (E) and mobile (M) commerce is transforming economies, government, business and society.
- E/M-commerce is the fastest growing part of the U.S. economy growing a rate of 15% per year up from $91 billion in 2005, to $342 billion in 2015 and $684 billion in 2020. Of the 285 million U.S. internet users, 205 million purchase products online.
- Mobile-health involves the practice of medicine and public health supported by mobile devices. The m-health applications that will reshape NYC’s healthcare and social assistance needs include remote monitoring, chronic condition management, wearable sensors, telehealth and preventive care (e.g., obesity, smoking cessation, drug abuse, lifestyle improvements).
- The advent of mobile and sensor technology allows for miniaturization of portable medical equipment that was formerly suitable for large, stationary centralized institutions. The spread of smartphones and tablets will enable better patient monitoring, consulting and personal care.

Harlem has the need and workforce for E/M-commerce startups.
Shared-Mobility

- Shared-mobility applications to allow users to share privately owned vehicles on an as-needed basis to save money and time, mitigate traffic congestion and lower harmful emissions.

- Ride-hailing, or e-hailing, applications allow users to order cars, taxis, limousines and bicycles via smartphones and the internet for a time and distance-based fee. Car-sharing and personal vehicle-sharing, application-based services are for sharing cars, and other vehicles, for traveling, commuting and personal use without the costs and responsibilities of traditional ownership.

- Leading ride-sharing and ride-hailing application providers include Uber, Lyft, Rideshare, Getaround, Sidecar, Rydes, Ridejoy, Carma and Zimride (Enterprise Rent-A-Car). Leading car-sharing providers include Zipcar (11,000 cars and 730,000 members), Enterprise Car Share, Hertz on Demand, Gar2go, City CarShare, Uber and Lyft.

- Jobenomics Harlem will work with shared-mobility companies to provide new transportation systems and new businesses/jobs.

  Share-mobility could create thousands of jobs in Harlem.
Shared-Accommodations

- Shared-accommodations are much like shared-mobility but the asset being shared are personal residences, rental properties, villas, castles, rooms, flats and vacation accommodations.
- NYC and Harlem has a dearth of affordable accommodations.
- The leading shared-accommodation company is Airbnb. Other Airbnb-like companies include FlipKey, HomeAway, VRBO, Roomorama, Couchsurfing, OneFineStay, 9flats and Travelzoo.
- Airbnb’s economic impact has been phenomenal for New York City. Airbnb’s serviced 400,000 NYC visitors who generated $632 million in economic activity with $105 million in direct spending in the outer boroughs, in neighborhoods that don’t typically benefit from tourism dollars. 87% of Airbnb New York City hosts typically earn $7,530 per year. Equally important, 62% of these hosts report that this additional income allows them to remain as homeowners as well staying in their own homes.
- Jobenomics Harlem will work with shared-accommodation companies to provide new small businesses (hosts) and jobs.

Share-accommodations could create thousands of jobs in Harlem.
Direct-Care Centers

- Direct-Care Centers involves providing in-home care services provided by mainly small business and the self-employed via a community-based, direct-care information and call center(s).

- In-home and community direct-care positions are projected to increase by many millions of new jobs, due to an aging US population and the need for in-home elder-care, child-care and other caring services (such as handy-man services).
  - Nationwide, by 2020 older Americans are projected to need 20 million assisted- or managed-care beds. Today, only 3 million beds are available.
  - Childcare is also a major limiting factor for women head of households. The average annual cost of infant care in the city is $16,250 and is rising at a rate of $1,600 per year.

- The main goal of the NYC Direct-Care Centers would be identify, certify individuals that could become employees of larger organizations (like New Partners Inc., one of the top 10 largest NYC private sector employers) or operate independently.

Direct-care is ideally suited for Harlem’s female labor force.
Housing/Building Upgrades

- Harlem’s residential and commercial building need upgrades including:
  - Demolition, Renovation
  - Routine repair and maintenance
  - Weatherization
  - Renewable technology (solar, etc.) installation

- Jobenomics Harlem will provide federally certified skills-based training and certification programs for these areas.

- The Project Manager for two national Department of Energy initiatives – the Solar Instructor Training Network (SITN), and Grid Engineering for Accelerated Renewable Energy Deployment (GEARED) – will lead the Jobenomics Harlem Housing/Building Upgrade training and certification program. He was also the main architect for NY State’s Integrated Training and Education Center.

Harlem’s buildings need upgrading and the workforce is available.
Presentation Outline

Jobenomics New York City Overview

Jobenomics Harlem

Jobenomics Community-Based Business Generators

Seeking Your Support & Sponsorship
Small Business: The Economic Engine

- U.S. small businesses employ more than 5 times as many American workers than large corporations. U.S. micro and self-employed businesses (less than 19 employees) employ 69% more workers than large corporations (31.0 versus 18.3 million).

- 50% of all small business startups last five years and 30% remain in business over ten years. In addition, small business growth has outperformed medium and large businesses during the recovery from the Great Recession.

Jobenomics Harlem’s goal is to maximize small business creation that will create significant numbers of new jobs.
Incubators, Accelerators & Generators

- **Business incubators** focus high-tech, silver bullet innovations.
- **Business accelerators** focus on expanding existing businesses.
- Jobenomics **business generators** involve mass-producing small and self-employed businesses with emphasis on lower-tech businesses at the base of the U.S. economic pyramid.

The key to economic growth is to increase the number of small business births (startups) and minimize deaths (closures).

The U.S. averages 250,000 startups per quarter in an ad hoc process. The Jobenomics Community-Based Business Generator is a standardized process designed to mass-produce startups.
Community-Based Business Generators

A Jobenomics Community-Based Business Generator (JCBBG) mass-produces startups by:

- Working with community leaders to identify high-potential business owners and employees,
- Training and certifying owners and employees in targeted occupations,
- Creating highly repeatable and highly scalable “turn-key” small and self-employed businesses,
- Establishing sources of startup funding, recurring funding and contracts to provide a consistent source of revenue for new businesses after incorporation, and,
- Providing mentoring and support services to extend the life span and profitability of businesses created by the JCBBG as well as other local businesses that require attention as support.

Michel Faulkner is collocating a JCBBG with his Institute for Leadership in Harlem in association with other community leaders.
Jobenomics Community-Based Business Generator Concept

Labor Pool of Potential New Workforce Candidates

Initial Candidate Assessment and Screening
- Non-Profits
- Churches
- Schools
- Veterans
- Sports Teams

Secondary Candidate Assessment and Screening

Community-Based Business Generator (CBBG)

Testing, Evaluation and Triage

High Potential Business Owners
High Potential Employees and Workers

Certification Programs | Skills Training | Workforce Prep | Other

Startups:
- Independent contractors;
- franchise owners;
- self-employed, home-based,
- women-/minority/Gen Y-
  owned businesses

Workforce Entry:
- Join CBBG startup businesses.
- Arrange for entry-level internships and part-time work.
- Assist in applying for open jobs in fast growing industries.
- Position for next generation jobs (e.g., NTR, ETR).
- Reapply to CBBG to startup a business.

CBBG post-startup/employment training, mentoring and financial support services

Sponsors & Financial Institutions
- Corporations
- Impact Investors
- Associations
- Civic Groups
- Government

Jobenomics Community-Based Business Generator (JCBBG) Process

Labor Pool of People Interested In Workfare

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

Top Candidates

JCBBG Candidate Interviews, Aptitude Testing and Counseling

Sent To Other Educational and Training Centers for Career Development

JCBBG Leadership, Skills-Based Training and Certification Programs

Hired by Existing Companies Looking For Pre-Qualified Employees

Start Small Business

A Unique Community-Based Business And Workforce Development Process
By 2030, contingent workforce will be the dominant (over 50%) form of labor in the United States. The Harlem JCBBG will help prepare and maximize Harlem’s labor force for this transition.
Contingent Work Is Going Mainstream

Most Desirable Companies With Flexible Jobs

Source: Flexjobs Database

<table>
<thead>
<tr>
<th>Google</th>
<th>McKinsey &amp; Company</th>
<th>Pfizer</th>
<th>Electronic Arts – EA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>General Electric – GE</td>
<td>Unilever</td>
<td>L-3 Communications</td>
</tr>
<tr>
<td>Facebook</td>
<td>Johnson &amp; Johnson</td>
<td>Netflix</td>
<td>Fox</td>
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<tr>
<td>Microsoft</td>
<td>Netflix</td>
<td>Sephora</td>
<td>Forbes Media</td>
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<td>Walt Disney Company</td>
<td>Twitter</td>
<td>Samsung Electronics</td>
<td>Whole Foods Market</td>
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<td>Yahoo</td>
<td>Boeing</td>
<td>IBM</td>
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<tr>
<td>Procter &amp; Gamble</td>
<td>Under Armour</td>
<td>The New York Times</td>
<td>Oracle</td>
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<td>Starbucks</td>
<td>Adobe</td>
<td>Warner Bros.</td>
<td>Exxon Mobil</td>
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<td>Shell</td>
<td>Salesforce</td>
<td>Coca-Cola</td>
<td>Airbnb</td>
</tr>
<tr>
<td>Amazon</td>
<td>ESPN</td>
<td>Goldman Sachs</td>
<td>Sony Pictures</td>
</tr>
</tbody>
</table>

- Via modern technology, jobs will increasingly be dissected into discrete tasks and performed by contingency workers.
- Collaborative management tools will further create “contextual” contingent work environments that rapidly form, perform, and then reform to address subsequent tasks.
- Websites like Amazon Turk, Task Rabbit, Flex Jobs, Fiverr, and Micro Workers make “on-demand” contingent tasks easier to find.

Many of these companies are located in New York City.
The first Jobenomics Community-Based Business Generator will be co-located with Institute For Leadership, OTH Resources (startup capital firm) and New Horizon Church Outreach Center.

The objective of the Harlem JCBBG will be to increase Harlem employed workforce by 20% producing numerous startup businesses and approximately 10,000 new jobs.

These new businesses and jobs should have a positive community effect emphasizing workfare over welfare, reducing crime and drug use and promoting healthcare and healthy lifestyles.

Initial operations have commenced but need community and business support to take Jobenomics Harlem to scale.
Presentation Outline

Jobenomics New York City Overview

Jobenomics Harlem

Jobenomics Community-Based Business Generators

Seeking Your Support & Sponsorship
JCBBG Support and Sponsorship Organizations

Jobenomics Harlem needs support from these types of organizations:

- **Partnership for New York City** that represents NYC’s business leadership and its largest private sector employers to promote modernization, growth, innovation and job creation.

- **Wall Street** for startup financing and micro-business loans.

- **Hospitals** (6 of the top 10 NYC employers) for nursing and personal care aid (top 2 fastest growing occupations) jobs.

- **Non-Profit Organizations** and **Religious Institutions** to supply high-potential workforce and business startup candidates.

- **Educational Institutions**, with emphasis on community colleges and high schools, to certify and provide turnkey startup services.

- **Utilities** for housing/building upgrade programs.

- **IT Firms** for e/m-commerce and the emerging digital economy.

- **Entertainment Industry** for motivation and promotion of the arts.

JCBBG would provide high-quality small business subcontractors and employees to sponsoring industries and businesses.
# Jobenomics Harlem Budget Overview

## Average Cost-of-Living in NYC $63,500 FTE (Full-Time Equivents)

<table>
<thead>
<tr>
<th>Personnel</th>
<th>#</th>
<th>Salary Average</th>
<th>$ Total</th>
<th>#</th>
<th>Salary Average</th>
<th>$ Total</th>
<th>#</th>
<th>Salary Average</th>
<th>$ Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time (Staff)</td>
<td>4</td>
<td>$63,500</td>
<td>$254,000</td>
<td>5</td>
<td>$63,500</td>
<td>$317,500</td>
<td>8</td>
<td>$63,500</td>
<td>$508,000</td>
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<td>Full-Time (Instructors)</td>
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<td>$63,500</td>
<td>$190,500</td>
<td>7</td>
<td>$63,500</td>
<td>$444,500</td>
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<tr>
<td>Full-Time Employee Benefits (25%)</td>
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<td>$63,500</td>
<td>$127,000</td>
<td></td>
<td>$63,500</td>
<td>$238,125</td>
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<tr>
<td>Part-Time FTE (Instructors)</td>
<td>3</td>
<td>$85,000</td>
<td>$255,000</td>
<td>5</td>
<td>$85,000</td>
<td>$425,000</td>
<td>10</td>
<td>$85,000</td>
<td>$850,000</td>
</tr>
<tr>
<td>Part-Time FTE (Counselors)</td>
<td>3</td>
<td>$85,000</td>
<td>$255,000</td>
<td>7</td>
<td>$85,000</td>
<td>$595,000</td>
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<td></td>
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<tr>
<td>Part-Time FTE (ITC Support)</td>
<td>3</td>
<td>$85,000</td>
<td>$255,000</td>
<td>5</td>
<td>$85,000</td>
<td>$425,000</td>
<td>5</td>
<td>$85,000</td>
<td>$425,000</td>
</tr>
<tr>
<td>Part-Time FTE (Speakers, Consultants)</td>
<td>2</td>
<td>$85,000</td>
<td>$170,000</td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>$85,000</td>
<td>$425,000</td>
</tr>
</tbody>
</table>

## Operational Costs

<table>
<thead>
<tr>
<th>Operational Costs</th>
<th>#</th>
<th>Salary Average</th>
<th>$ Total</th>
<th>#</th>
<th>Salary Average</th>
<th>$ Total</th>
<th>#</th>
<th>Salary Average</th>
<th>$ Total</th>
<th>#</th>
<th>Salary Average</th>
<th>$ Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent/Lease (245 W. 135th Street)</td>
<td></td>
<td>$72,000</td>
<td>$144,000</td>
<td></td>
<td>$72,000</td>
<td>$144,000</td>
<td></td>
<td>$72,000</td>
<td>$144,000</td>
<td></td>
<td>$72,000</td>
<td>$144,000</td>
</tr>
<tr>
<td>Build Out/Construction</td>
<td></td>
<td>$250,000</td>
<td>$50,000</td>
<td></td>
<td>$250,000</td>
<td>$50,000</td>
<td></td>
<td>$250,000</td>
<td>$50,000</td>
<td></td>
<td>$250,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>Utilities/Supplies</td>
<td></td>
<td>$12,600</td>
<td>$25,200</td>
<td></td>
<td>$12,600</td>
<td>$25,200</td>
<td></td>
<td>$12,600</td>
<td>$25,200</td>
<td></td>
<td>$12,600</td>
<td>$25,200</td>
</tr>
<tr>
<td>Automotive Lease (Van)</td>
<td>1</td>
<td>$5,600</td>
<td>$16,400</td>
<td>1</td>
<td>$5,600</td>
<td>$16,400</td>
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<td>$5,600</td>
<td>$16,400</td>
<td></td>
<td>$5,600</td>
<td>$16,400</td>
</tr>
<tr>
<td>Transportation/Parking</td>
<td></td>
<td>$6,000</td>
<td>$12,000</td>
<td></td>
<td>$6,000</td>
<td>$12,000</td>
<td></td>
<td>$6,000</td>
<td>$12,000</td>
<td></td>
<td>$6,000</td>
<td>$12,000</td>
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<tr>
<td>Insurance (Building, Auto)</td>
<td></td>
<td>$6,000</td>
<td>$10,000</td>
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<td>$6,000</td>
<td>$10,000</td>
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<td>$6,000</td>
<td>$10,000</td>
<td></td>
<td>$6,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

## Capital Costs

<table>
<thead>
<tr>
<th>Capital Costs</th>
<th>#</th>
<th>Salary Average</th>
<th>$ Total</th>
<th>#</th>
<th>Salary Average</th>
<th>$ Total</th>
<th>#</th>
<th>Salary Average</th>
<th>$ Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT/Communications/Data Center</td>
<td></td>
<td>$150,000</td>
<td>$100,000</td>
<td></td>
<td>$150,000</td>
<td>$100,000</td>
<td></td>
<td>$150,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>Furniture/Appliances/Miscellaneous</td>
<td></td>
<td>$150,000</td>
<td>$50,000</td>
<td></td>
<td>$150,000</td>
<td>$50,000</td>
<td></td>
<td>$150,000</td>
<td>$50,000</td>
</tr>
</tbody>
</table>

## Subtotal Budget

<table>
<thead>
<tr>
<th></th>
<th>#</th>
<th>Salary Average</th>
<th>$ Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subtotal Budget</td>
<td></td>
<td>$1,479,700</td>
<td>$2,317,600</td>
</tr>
<tr>
<td>10% Reserve</td>
<td></td>
<td>$147,970</td>
<td>$231,760</td>
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</table>

## Total Budget

<table>
<thead>
<tr>
<th></th>
<th>Startup</th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Budget</td>
<td>$1,627,670</td>
<td>$2,549,360</td>
<td>$4,263,408</td>
</tr>
</tbody>
</table>

Require corporate underwriting and sponsorship for initial operations.
Terms & Conditions

- Jobenomics Harlem will be set up as a tax deductible 501c3 Nonprofit corporation (IFL will function as the initial 501c3).
- Sponsoring corporations will be allowed to use Jobenomics Harlem in their public relations efforts. Corporate officials and model employees will be used for motivational speeches, lectures and training as applicable.
- Sponsoring corporations are encouraged to help develop the skills-based training and certification programs according to their needs. Their HR and IT departments are encouraged to set up employee and subcontractor pipelines for future job fulfillment and task-oriented work.
- Sponsoring organizations will be allowed to acquire or invest (debt or equity financing) in startup organizations.
- In addition to sponsorship, Jobenomics Harlem revenue will include fees on employee placement, a percentage of profit from JCBBC startup companies, impact and crowd funding, micro-business loans, grants and philanthropy.

Your support and sponsorship is greatly appreciated.
Contact Information

Reverend Michel J. Faulkner
Email: exjet98@gmail.com
Telephone: 559-MFEXJET (633-9538)
New Horizon Church of NY, http://newhorizonministry.com
Mayor Campaign, http://faulknerfornewyork.com

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Email: cvollmer@Jobenomics.com
Telephone: 703-319-2090 Direct
Website: http://Jobenomics.com