

***Jobenomics:*** The economics of job and small business creation.



## **Sponsorship Presentation**

***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

**JOBENOMICS**  
Harlem



## 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)



*Chuck Vollmer*

*Michel Faulkner*

## Leadership

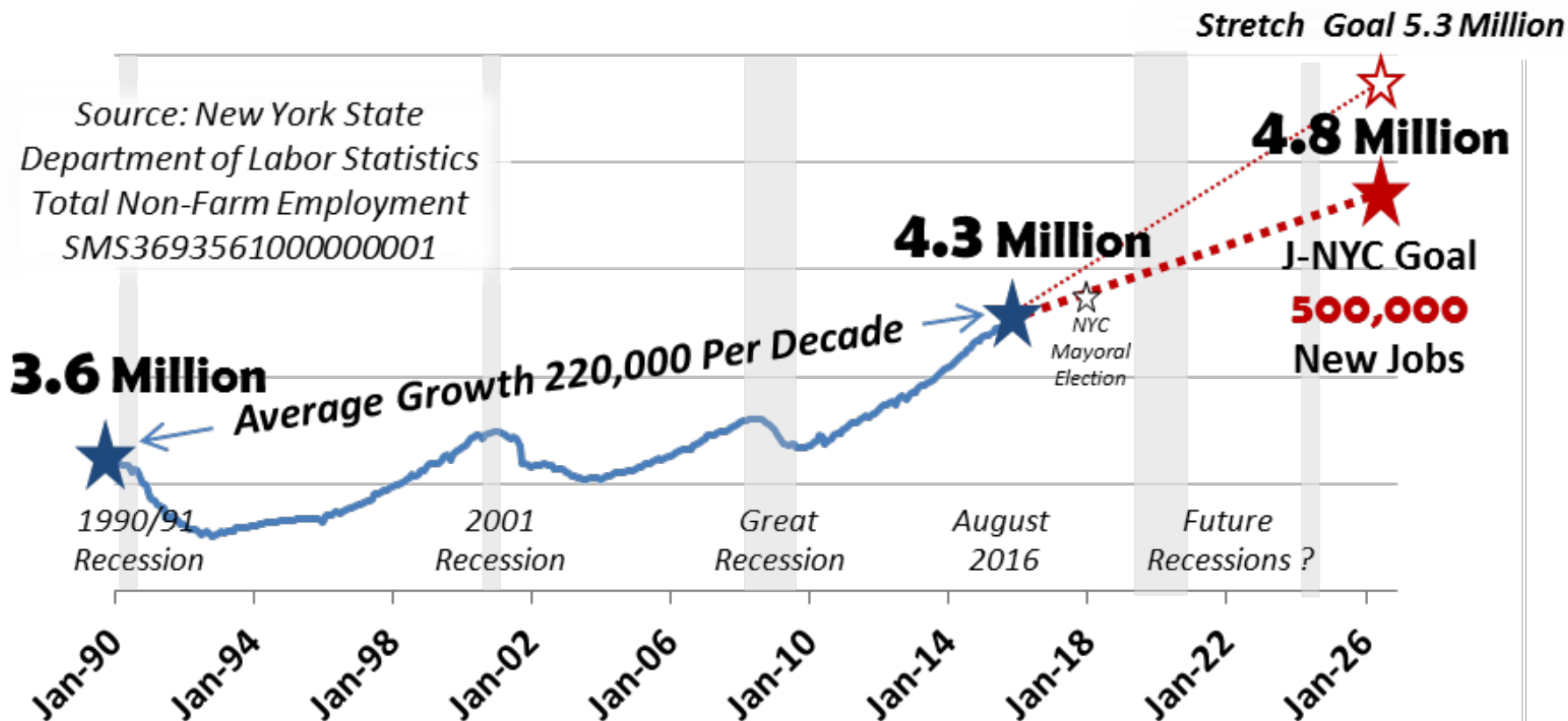
- Rev. Michel Faulkner, Candidate for Mayor of New York City, and Chuck Vollmer, Jobenomics Founder and President
- Develop a Jobenomics New York City initiative with active participation of community leaders and decision-makers

## 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**

## 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.

**Download JNYC briefing material at <http://Jobenomics.com/>**



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

## NYC Job Creation Comparision



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

*Source; Bureau of Labor Statistics*

## JNYC Initial Job Creation Plan

Category	New Jobs	
Filling Current Open Jobs	25,000	5%
New High Growth Jobs	225,000	45%
Healthcare & Social Assistance	125,000	25%
Other High Growth Occupations	100,000	20%
New & Emerging Areas	150,000	30%
Digital Economy/E-Commerce	100,000	20%
Energy Technology Revolution	50,000	10%
J-NYC Initiatives (Examples)	100,000	20%
Direct Care Center	50,000	10%
Urban Mining	25,000	5%
Construction, Renovation	25,000	5%
	<b>500,000</b>	<b>100%</b>

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



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Jobenomics New York City Overview

**Jobenomics Harlem**

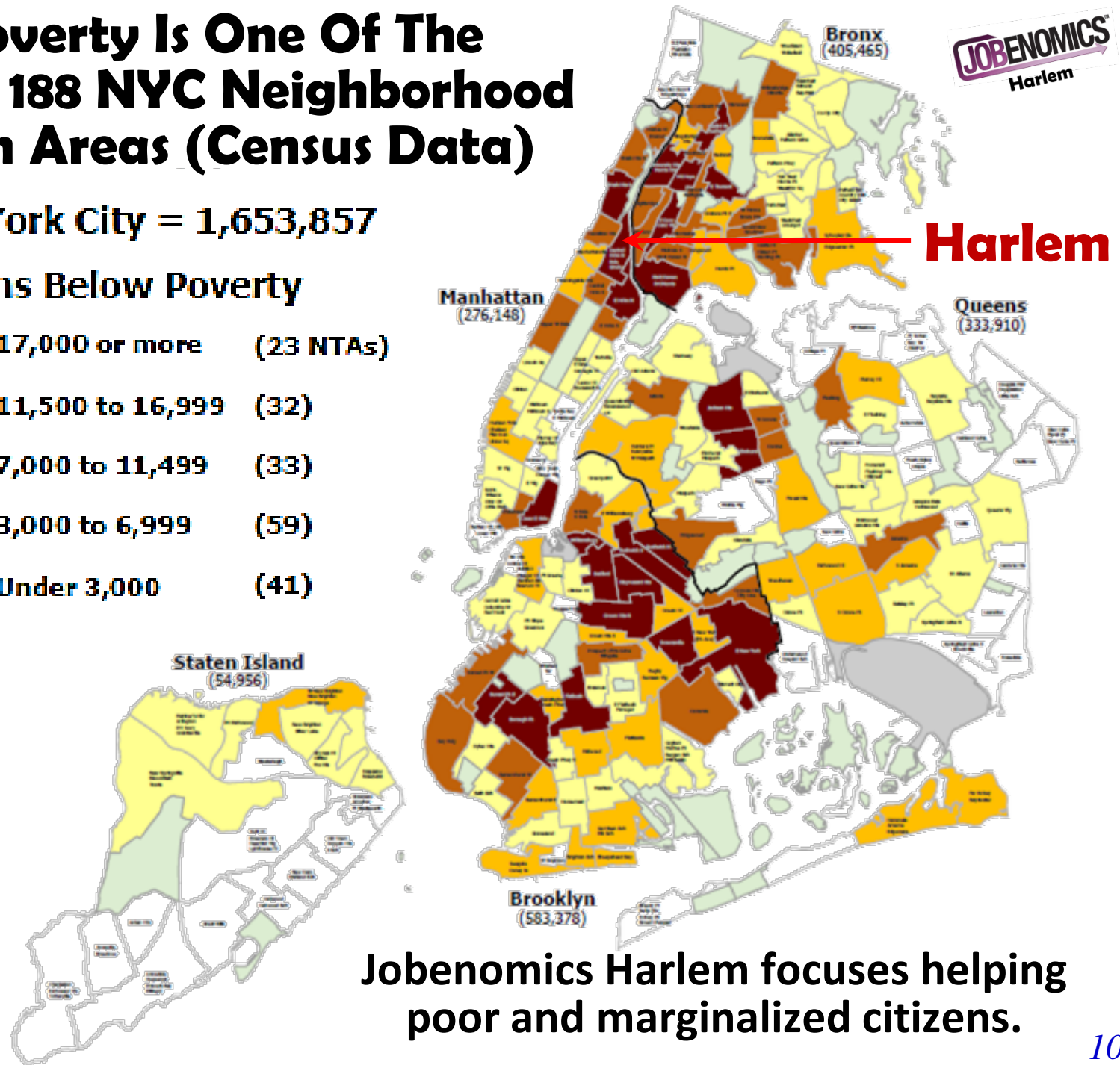
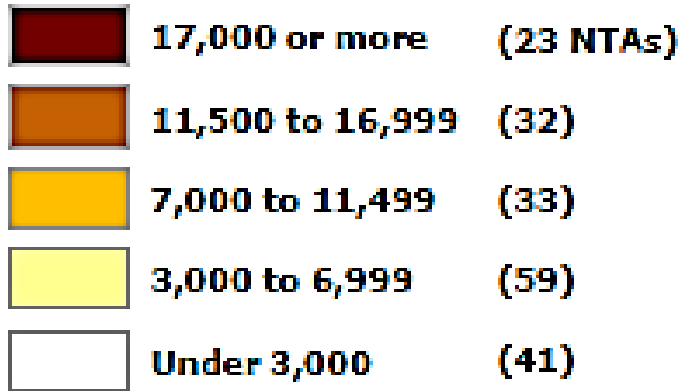
Jobenomics Community-Based Business Generators

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

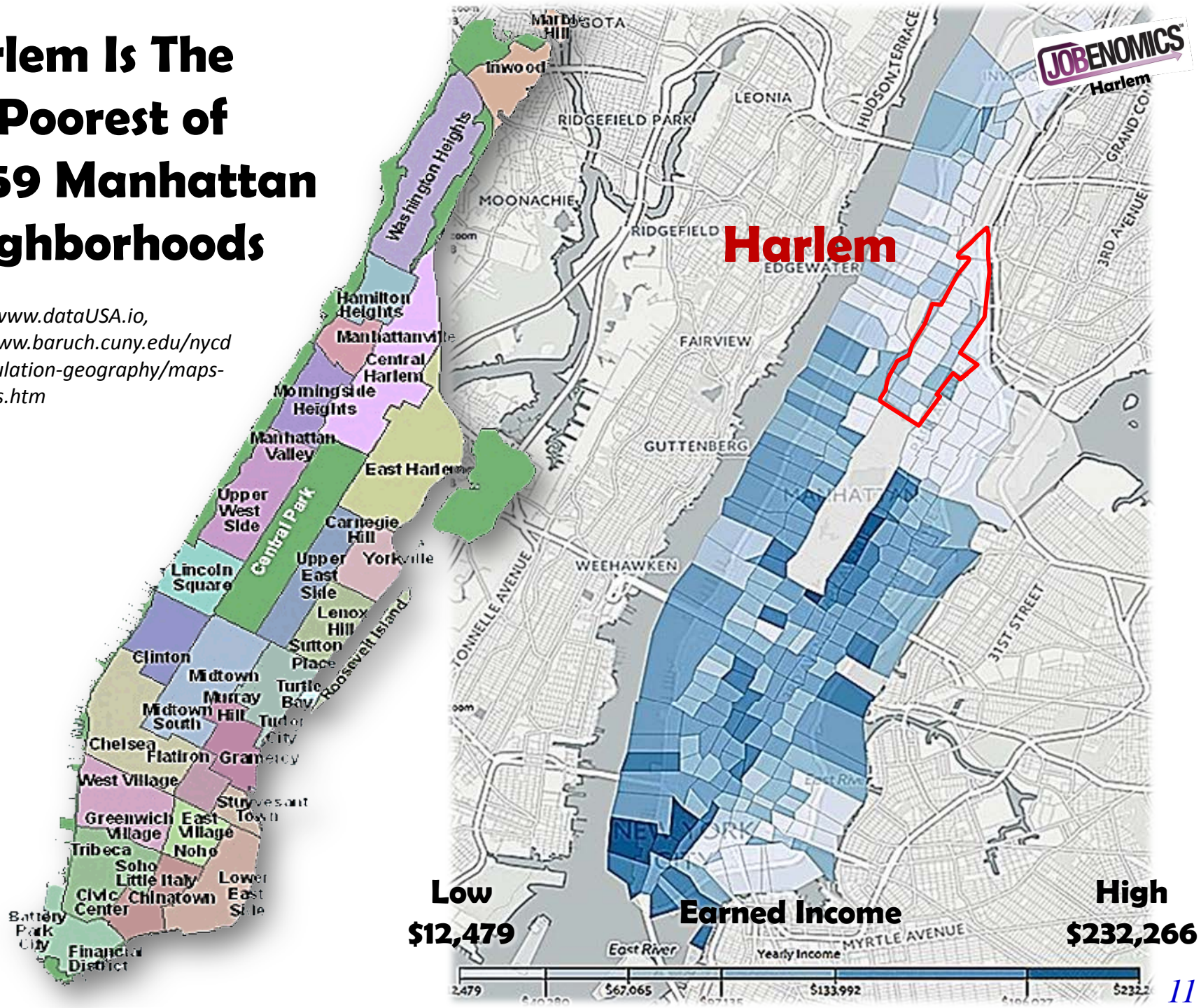
Persons Below Poverty





# Harlem Is The 2<sup>nd</sup> Poorest of Of 59 Manhattan Neighborhoods

Source: [www.dataUSA.io](http://www.dataUSA.io),  
<http://www.baruch.cuny.edu/nycd/ata/population-geography/maps-boroughs.htm>



# Central Harlem Vital Statistics

Sources: NYC Departments of Planning & Health

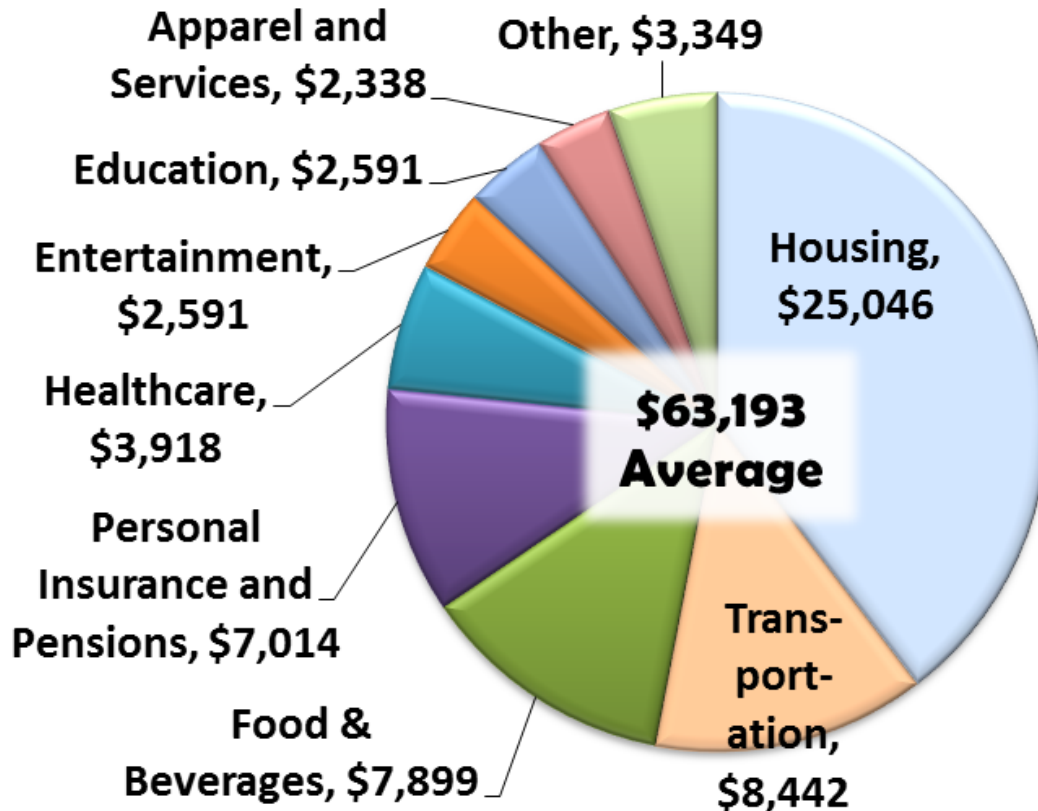
- Population: 129,951; Employed workforce, 55,000
- Demographics: 60% Black, 22% Hispanic, 12% White, 6% Other
- Median Household Income: \$38,028, 50% below city average
- Poverty Rate: 29% , 2<sup>nd</sup> poorest of Manhattan's 59 neighborhoods
- Unemployment: 13%, 18<sup>th</sup> highest in 59 neighborhoods
- Educational Degrees: 39% college, 41% high school, 20% none
- Substance Abuse: drugs 9<sup>th</sup> highest, alcohol 12<sup>th</sup> highest
- Violence: 7<sup>th</sup> highest and 2-times higher than city average
- Incarceration: 3<sup>rd</sup> highest and 3-times higher than city average
- Income Support (TANF, SSI, Medicaid): 39% of population
- Rental Housing Quality: 9<sup>th</sup> 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

## Annual NYC Average Household Expenditures



Source: BLS Consumer Expenditure Survey

## Harlem Household Income

Household Income	Percent	
Less than \$10,000	17.5%	73% Below \$63,193
\$10,000 to \$14,999	9.3%	
\$15,000 to \$24,999	13.3%	
\$25,000 to \$34,999	11.2%	
\$35,000 to \$49,999	13.6%	
\$50,000 to \$74,999	15.5%	
\$75,000 to \$99,999	8.2%	
\$100,000 to \$149,999	5.5%	
\$150,000 to \$199,999	2.8%	
\$200,000 or more	3.0%	

**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

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

**Jobenomics Harlem will focus on high growth NYC industries.**

# Jobenomics Harlem Workforce Initiatives

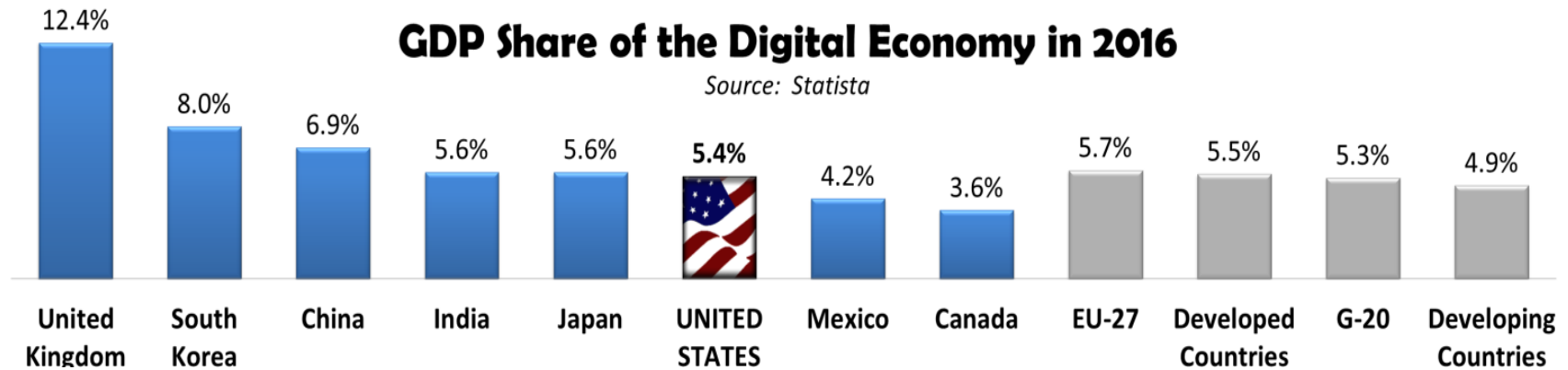
Industry Sectors	Current % of Harlem Employed Workforce	Jobenomics Harlem Pilot Project Small Business & Job Creation Initiatives
Healthcare & Social Assistance	18.4%	<b>Direct-Care</b>
Educational Services	10.2%	
Retail Trade	10.2%	<b>E-Commerce, M-Commerce</b>
Arts, Entertainment & Recreation	4.4%	
Professional Services	9.3%	<b>Digital Economy</b>
Other Services	5.7%	
Information Services	4.6%	
Accommodation & Food Services	7.9%	<b>Shared-Accommodation</b>
Real Estate & Rental	3.4%	
Admin & Waste Services	3.9%	<b>Housing/Building Upgrades</b>
Construction	2.0%	
Transportation & Warehousing	5.6%	<b>Shared-Mobility</b>
Government	5.6%	<i>No initiatives planned at this time for these industry sectors.</i>
Finance & Insurance	5.2%	
Manufacturing	2.3%	
Wholesale Trade	1.4%	

100%

Jobenomics has detailed knowledge in each of these initiatives.



# Digital Economy



- 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.

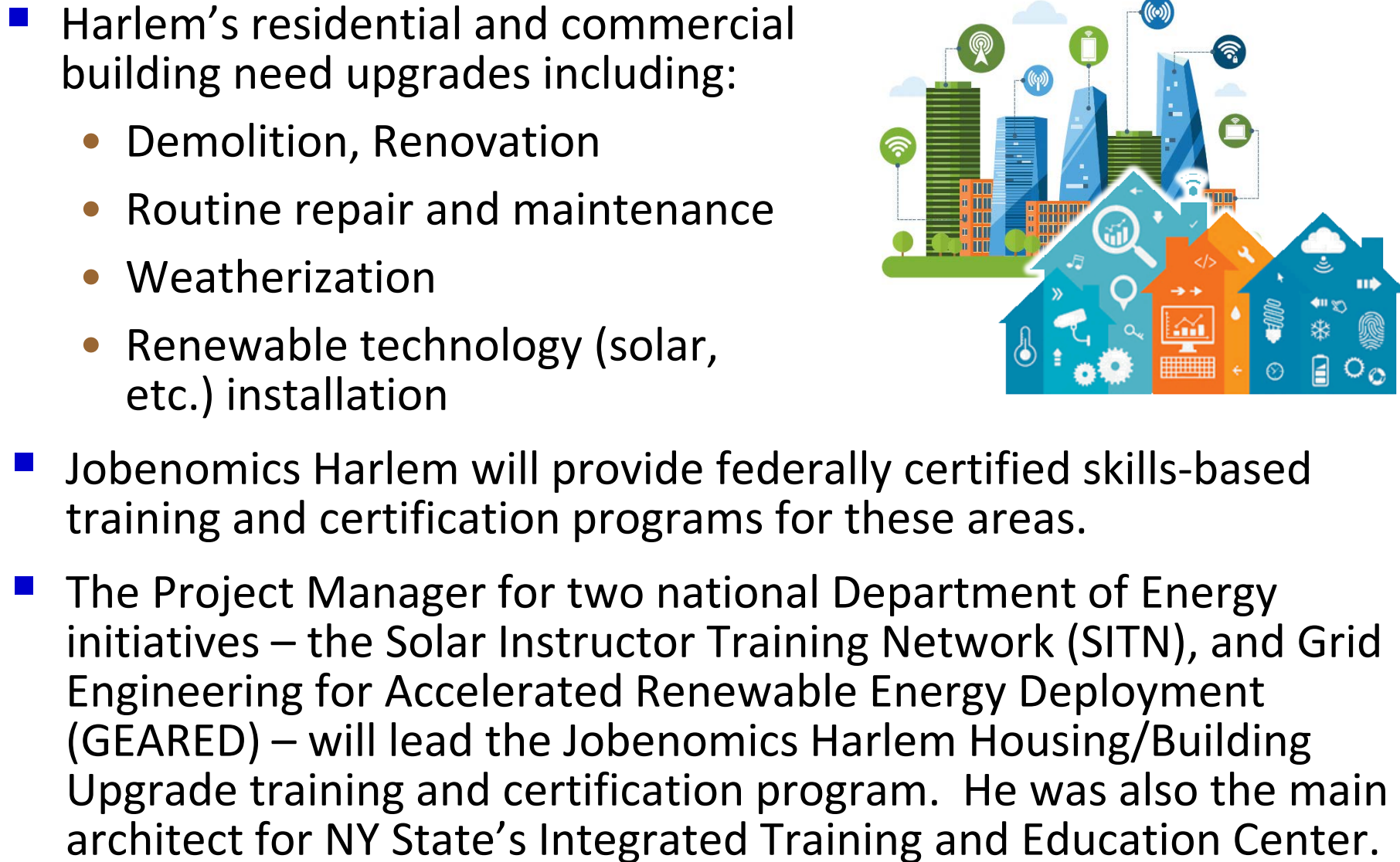
**Share-accommodations could create thousands of jobs in Harlem.**

# 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



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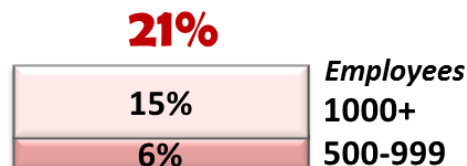


# Small Business: The Economic Engine

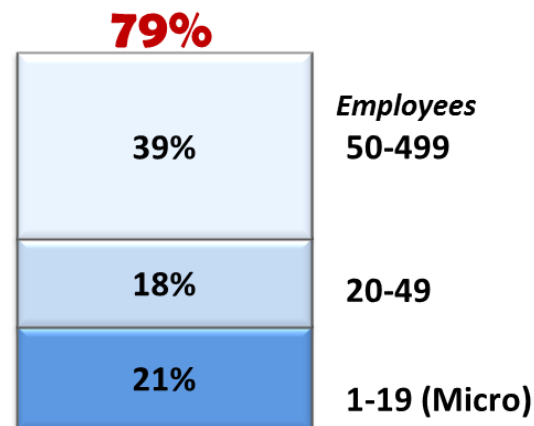


## Percent of New U.S. Jobs Produced This Decade (Jan 2010 - Apr 2016)

Source: ADP, Jobenomics



### Big Business



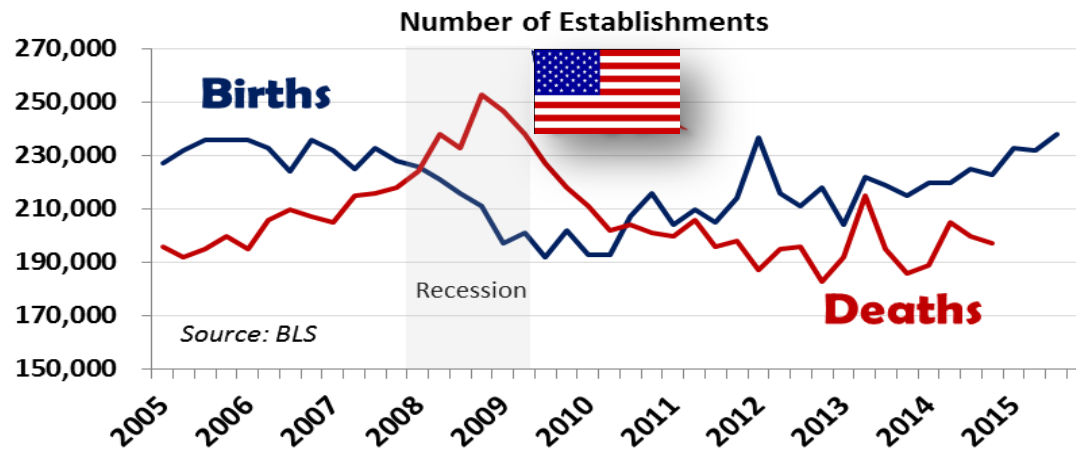
### Small Business

- 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 business 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

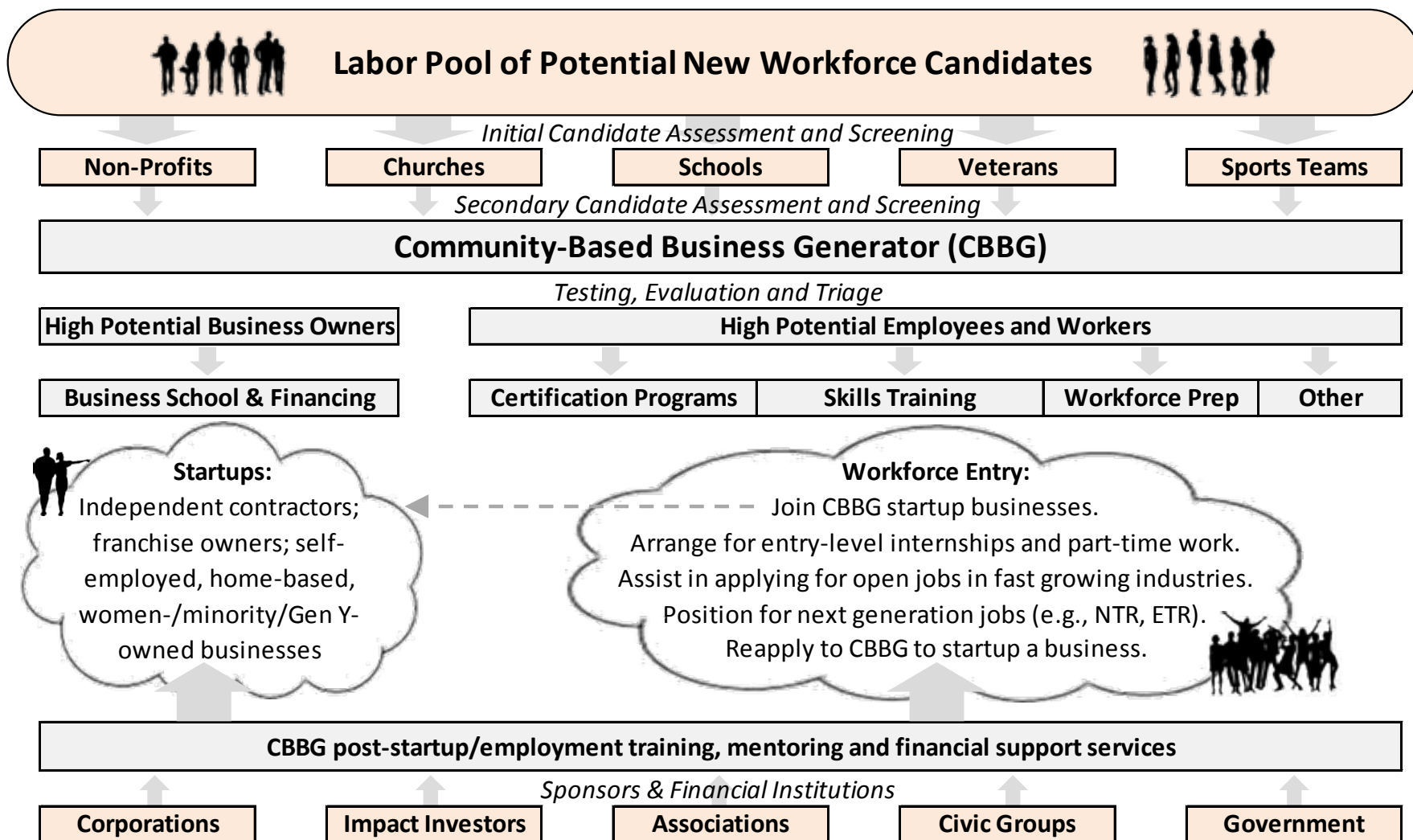
**A Jobenomics Community-Based Business Generator (JCBBG)**  
mass-produces startups by:

- 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



Download a JCBBG White Paper at <http://Jobenomics.com/>

# 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

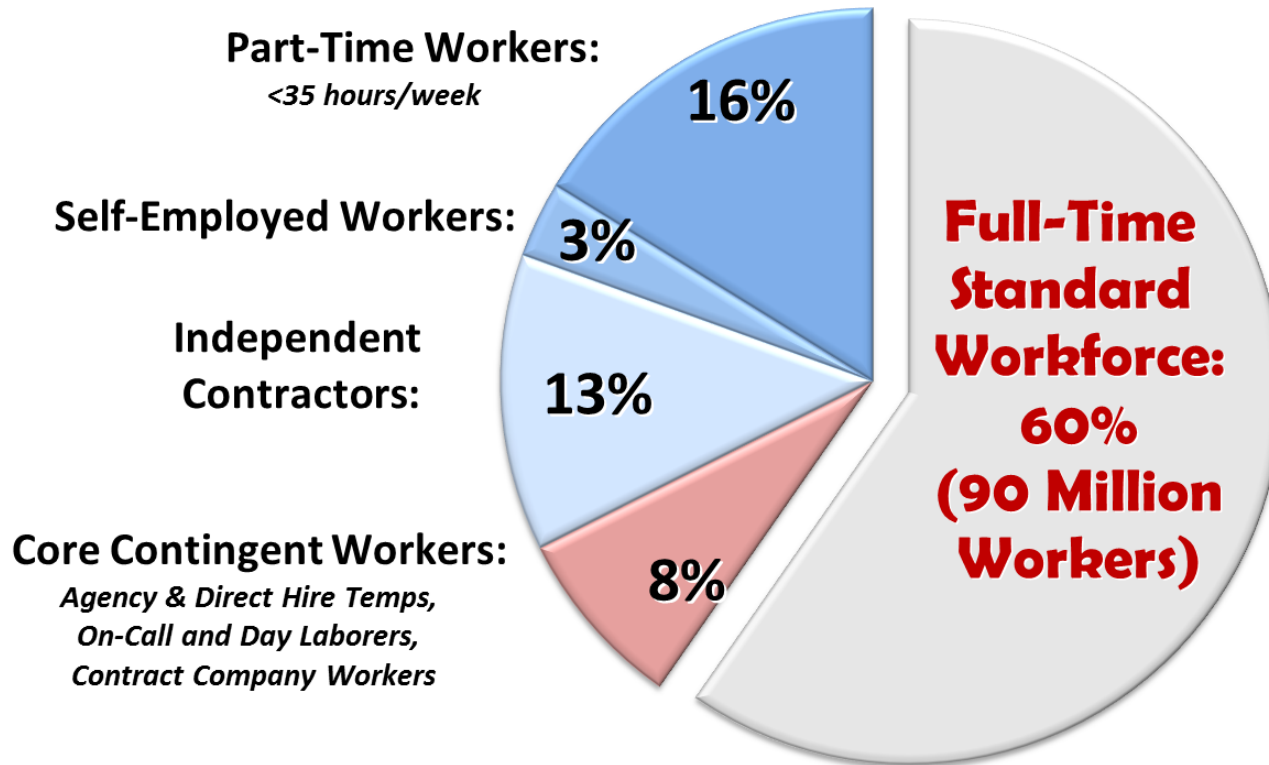
A Unique Community-Based Business And Workforce Development Process

# JCBBG Contingent Workforce Development

## U.S. Labor Force Employed Workforce in 2016

Source: GAO, BLS, NORC, Jobenomics

**Contingent Workforce: 40% (60 Million Workers)**



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*

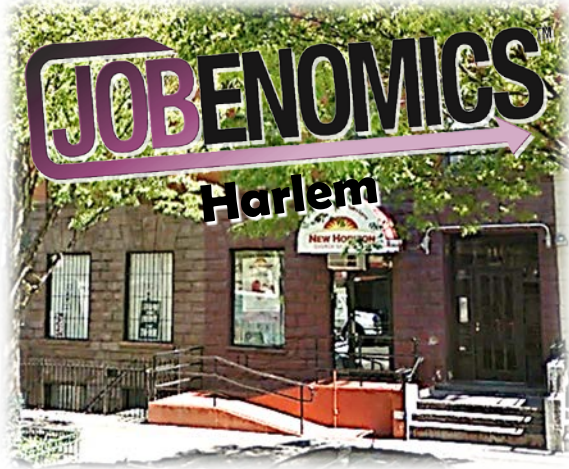
Google	McKinsey & Company	Pfizer	Electronic Arts – EA
Apple	General Electric – GE	Unilever	L-3 Communications
Facebook	Johnson & Johnson	Fox	NBC Universal
Microsoft	Netflix	Sephora	Forbes Media
Nike	Bloomberg	Lockheed Martin	Hilton Worldwide
Walt Disney Company	Twitter	Samsung Electronics	Whole Foods Market
Tesla Motors	Yahoo	Boeing	IBM
Procter & Gamble	Under Armour	The New York Times	Oracle
Starbucks	Adobe	Warner Bros.	Exxon Mobil
Shell	Salesforce	Coca-Cola	Airbnb
Amazon	ESPN	Goldman Sachs	Sony Pictures

- 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.**



# Initial JCBBG Location in Harlem



245 West 135th Street,  
Harlem, 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**

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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

As of 4 September 2016				Startup (6 Months)			Year 1			Year 2		
Jobenomics Harlem Budget				#	Salary Average	\$ Total	#	Salary Average	\$ Total	#	Salary Average	\$ Total
<b>Personnel</b>				Average Cost-of-Living in NYC \$63,500				FTE (Full-Time Equivents)				
Full-Time (Staff)	4	\$63,500	\$ 254,000	5	\$63,500	\$ 317,500	8	\$63,500	\$ 508,000			
Full-Time (Instructors)				3	\$63,500	\$ 190,500	7	\$63,500	\$ 444,500			
Full-Time Employee Benefits (25%)			\$ 63,500			\$ 127,000			\$ 238,125			
Part-Time FTE (Instructors)	3	\$85,000	\$ 255,000	5	\$85,000	\$ 425,000	10	\$85,000	\$ 850,000			
Part-Time FTE (Counselors)				3	\$85,000	\$ 255,000	7	\$85,000	\$ 595,000			
Part-Time FTE (ITC Support)	3	\$85,000	\$ 255,000	5	\$85,000	\$ 425,000	5	\$85,000	\$ 425,000			
Part-Time FTE (Speakers, Consultants)				2	\$85,000	\$ 170,000	5	\$85,000	\$ 425,000			
<b>Operational Costs</b>												
Rent/Lease (245 W. 135th Street)			\$ 72,000			\$ 144,000			\$ 156,000			
Build Out/Construction			\$ 250,000			\$ 50,000			\$ 50,000			
Utilities/Supplies			\$ 12,600			\$ 25,200			\$ 27,600			
Automotive Lease (Van)	1		\$ 5,600	1		\$ 16,400	1		\$ 23,600			
Transportation/Parking			\$ 6,000			\$ 12,000			\$ 18,000			
Insurance (Building, Auto)			\$ 6,000			\$ 10,000			\$ 15,000			
<b>Capital Costs</b>												
IT/Communications/Data Center			\$ 150,000			\$ 100,000			\$ 50,000			
Furniture/Appliances/Miscellaneous			\$ 150,000			\$ 50,000			\$ 50,000			
<b>Subtotal Budget</b>			\$ 1,479,700				\$ 2,317,600				\$ 3,875,825	
10% Reserve			\$ 147,970				\$ 231,760				\$ 387,583	
<b>Total Budget</b>				Startup	<b>\$1,627,670</b>		Year 1	<b>\$ 2,549,360</b>		Year 2	<b>\$ 4,263,408</b>	

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**

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Websites: Institute For Leadership, <http://www.ifl.nyc>

OTH Resources, <http://www.othfunds.com/home>

New Horizon Church of NY, <http://newhorizonministry.com>

Mayor Campaign, <http://faulknerfornewyork.com>

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