Jobenomics National Grassroots Movement focuses on mass-producing local micro and nonemployer businesses and jobs.

Jobenomics WDC Grassroots Movement’s goal is to facilitate creation of 6,000 new jobs over the next five years in District of Columbia Wards 8, 7 and 5.

Executive Presentation
22 January 2019
Jobenomics WDC Focus Areas

Median Household Income
Source: Census Bureau, DataUSA

To reduce income inequality increase income opportunity.
### Goal:

6,000 new jobs within 5-years by mass-producing local startup businesses that are **anchored** in Wards 8, 7 and 5.

### JWDC Business Initiative Jobs

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community-Based Business Generator &amp; Entreprenuer Co-Working Enterprises</td>
<td>600</td>
</tr>
<tr>
<td>Urban Agriculture &amp; Affordable Homes/Businesses (Indoor Hydroponics &amp; Vertical Farming)</td>
<td>1000</td>
</tr>
<tr>
<td>Urban Mining &amp; Material Reclamation Facilities (eCycling)</td>
<td>800</td>
</tr>
<tr>
<td>Renewable Energy &amp; Green Micro-Businesses (Solar Installation/Maintenance, Energy Services)</td>
<td>600</td>
</tr>
<tr>
<td>Direct-Care &amp; On-Demand Independent Contractors (Health, Elder, Child, Behavioral)</td>
<td>1500</td>
</tr>
<tr>
<td>Digital Economy &amp; Digital Academies (eCommerce, eSports, App/Bot Developers)</td>
<td>1500</td>
</tr>
</tbody>
</table>

Total: **6,000**
Economic Development

Traditional **Top-Down** Approach

Attract 1 Large $100,000,000/year Enterprise

Amazon HQ2
Crystal City, VA
District incentives: $500M to $1B

FedEx Field
Landover, MD
100 full-time & 3500 game day jobs

**Jobenomics** **Bottom-Up** Approach

Start 1,000 $100,000/year Micro Businesses (1-19 Employees)

Under-resourced communities have difficulty attracting big companies but can mass-produce **micro** and **nonemployer** businesses.
A nonemployer is a small business with no “paid” employees.

Nonemployer firms are growing significantly faster than traditional business and population growth.

Washington DC region has 526,000 single-person nonemployer firms, averaging $54,000/year, earning $33 billion in 2016, more than earnings from state and local government employment.

The nonemployer workforce is the fastest growing segment of the U.S. labor force and the answer to beleaguered urban communities that are suffering in poverty and a lack of self-sustaining jobs.
Primary Challenge: Help Sidelined Workers Rejoin The District’s Workforce

Wards 8, 7 & 5 Total Population: 244,373
Unemployed & Not-in-Labor Force: 95,201 (39%)

Source: U.S. Census Bureau

A sizeable fraction of the people in the Not-in-Labor Force supports their livelihoods on some form of assistance or illicit activities.
Jobenomics Washington DC
Urban Agriculture Program

Goal is to create 25 to 50 indoor-grow businesses across the District of Columbia within the next 5-years in under-served communities.
Affordable Local Businesses

Indoors versus Outdoors: 5-acre comparison: Indoor is 18-times more productive, Indoor generates 50% more revenue, Indoor EBIT is 434% higher than outdoor agriculture.

Earnings Before Interest & Taxes

Significantly more efficient and cost effective than outdoor farming.
Affordable & Sustainable Homeownership

Ideal for small to medium-sized families.

- Rooftop Model for Tight Spaces
- Backyard Model for Narrow Lots
- Affordable Net-Zero Home
- LEED Certified Platinum
Live/Work/Play/Retire Complex

Meets District’s desire for affordable homes, safe communities, green eco-friendly facilities, and business/employment initiatives.
Jobenomics Urban Mining

Reclamation of valuable raw materials and metals from urban waste streams.

- **C&D** (Construction & Demolition Material)
  - Landfill
  - Waste-to-Orgnics: Compost, Mulch

- **MSW** (Municipal Solid Waste)
  - Waste-to-Energy: Electrical Power, Biofuels, Carbon Black

- **E-Waste** (Electronic Waste & Appliances)
  - Waste-to-Material: Metal, Plastic, Rubber

- **Tires** (Car, Truck, Rubber Products)
  - Restore

Urban Mining Goal: Monetize urban waste streams to produce businesses, jobs and revenues for workforce development.
eWaste Material Reclamation Facility

Operational within 1-year after contract award. Up to $40 million/year profits and 200 direct jobs.
Washington DC is the only city in the world that has been awarded the LEED (Leadership in Energy and Environmental Design) Platinum Level and interested in mass-producing ETR businesses and jobs.
Renewable Energy Businesses & Green Jobs

Net Zero Buildings & Communities Installation & Maintenance Businesses

Energy Audit, Weatherization & Renovation Businesses

The Energy Technology Revolution will create millions of new micro-business opportunities, such as independent contractors.
Energy Services

- Demand Side Energetics
- Net-Zero Communities/Buildings
- Services: “Energy’s 3rd Rail”
  - Energy Efficiency/Conservation
  - Energy Assurance/Security
  - Disaster Preparedness/Recovery
  - Energy-as-a-Service (EaaS)
- Energy Technology Center

Jobenomics’ Joe Sarubbi with President Obama and Mrs. Biden
Network Technology Revolution (NTR)

The Network Technology Revolution will create 10s of millions of new business and job opportunities, especially for digital natives.
Digital Economy & Academies

- Electronic Commerce
- Mobile Economy
- Sharing Economy
- On-Demand Economy
- Apps/Bots Economy
- Gig Economy
- IoT Economy

Standard economy growing at 2% per versus digital economy’s 15% per year. $124 trillion global economic impact by 2025.
Jobenomics Direct-Care Program

Direct-Care Services

- Healthcare
- Social assistance
- Behavioral-care
- Elder-care
- Child-care

Direct-Care Center

- Information & Call Center
- Training & Certification Center
- Management and Quality Control

Former women head-of-households are ideal for direct-care jobs.
Jobenomics Community-Based Business Generator (JCBBG) Concept

A JCBBG mass-produces startup businesses by:

- Working with community leaders to identify high-potential business owners and employees,
- Executing a due diligence process to identify and assess work, social skills and aptitudes,
- Training and certifying participants in targeted occupations,
- Incorporating highly-scalable small and self-employed businesses,
- Establishing sources of funding and contracts to provide a consistent source of revenue for new businesses, and
- Providing mentoring and back-office support services to extend the life span and profitability of new businesses.

Most cities have Business Incubators and Business Accelerators, but not Business Generators for low-income citizens.
Entrepreneur Empowerment Centers

Club E (Atlanta) is a co-working entrepreneur empowerment center.

Club E Startups:

ECentrs Fund willing to expand to Washington DC.
Opportunity Zones & Funds

Opportunity Zones
- 8,000 designated under-resourced Census tracts

Opportunity Funds
- Preferential tax treatment for investment in economically-distressed communities

Investor Tax Benefits
- Deferral of capital gains on property and equipment.
- Elimination of all taxes on capital gains if held 10-years

Part of the 2017 Tax Cuts and Jobs Act, Opportunity Zones promise positive social impact by driving billions of dollars in long-term investment into under-resourced communities.
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