

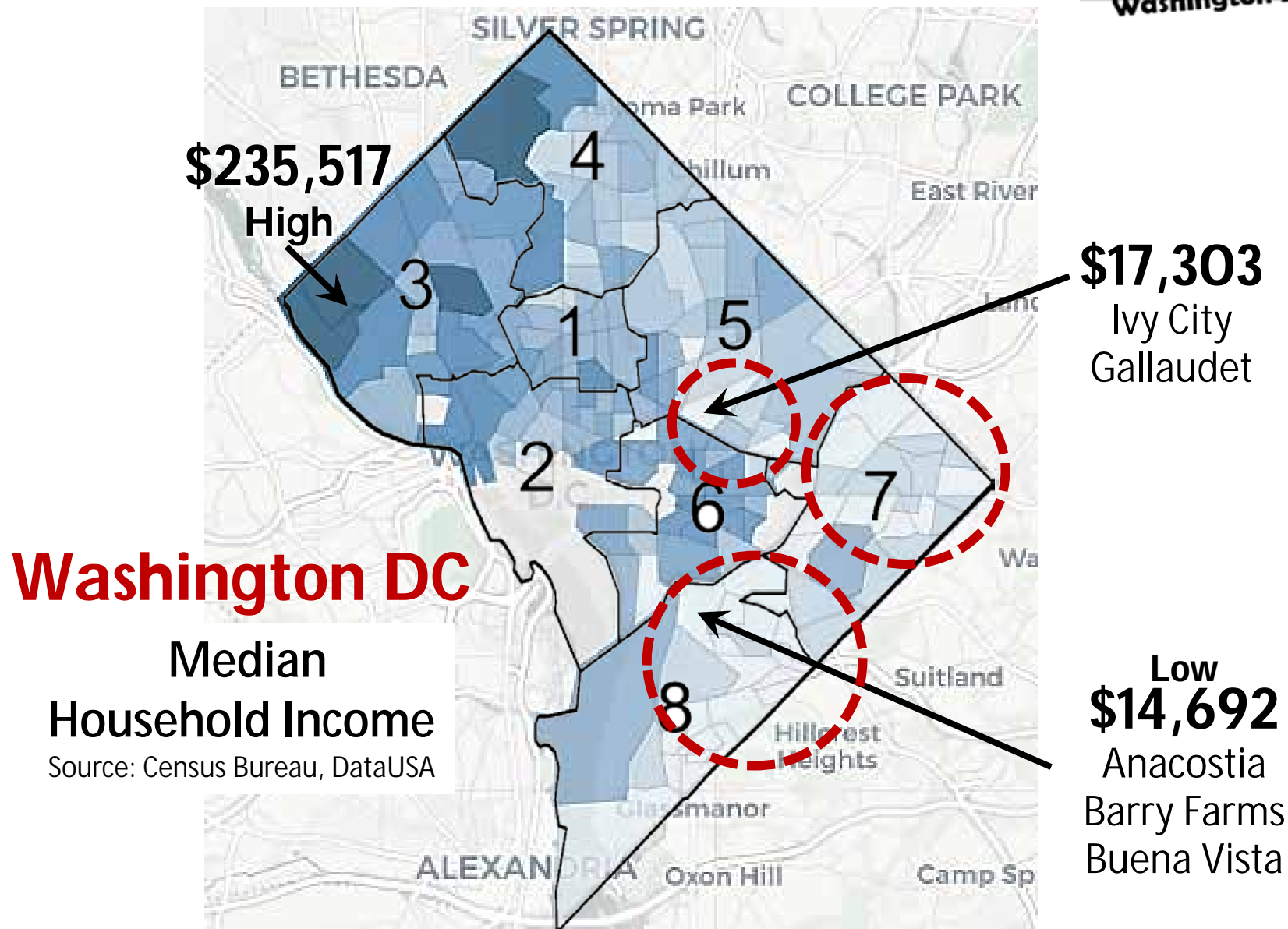
Jobenomics National Grassroots Movement
focuses on mass-producing local micro and
nonemployer businesses and jobs.



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



To reduce **income inequality** increase **income opportunity**.

Jobenomics Washington DC WDC (JWDC) Business & Job Initiatives



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

6,000

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

Economic Development

Traditional **Top-Down** Approach

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



District incentives: \$500M to \$1B



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.

Nonemployer Establishments



- § 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

JOBENOMICS™
Washington DC



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.

Live/Work/Play/Retire Complex



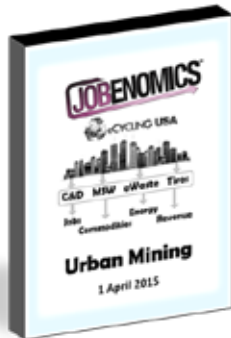
Safe Rooftop
Playground &
Community Area

Expandable Agra
Business
(Up To 5 Acres)
For Maximum
Employment

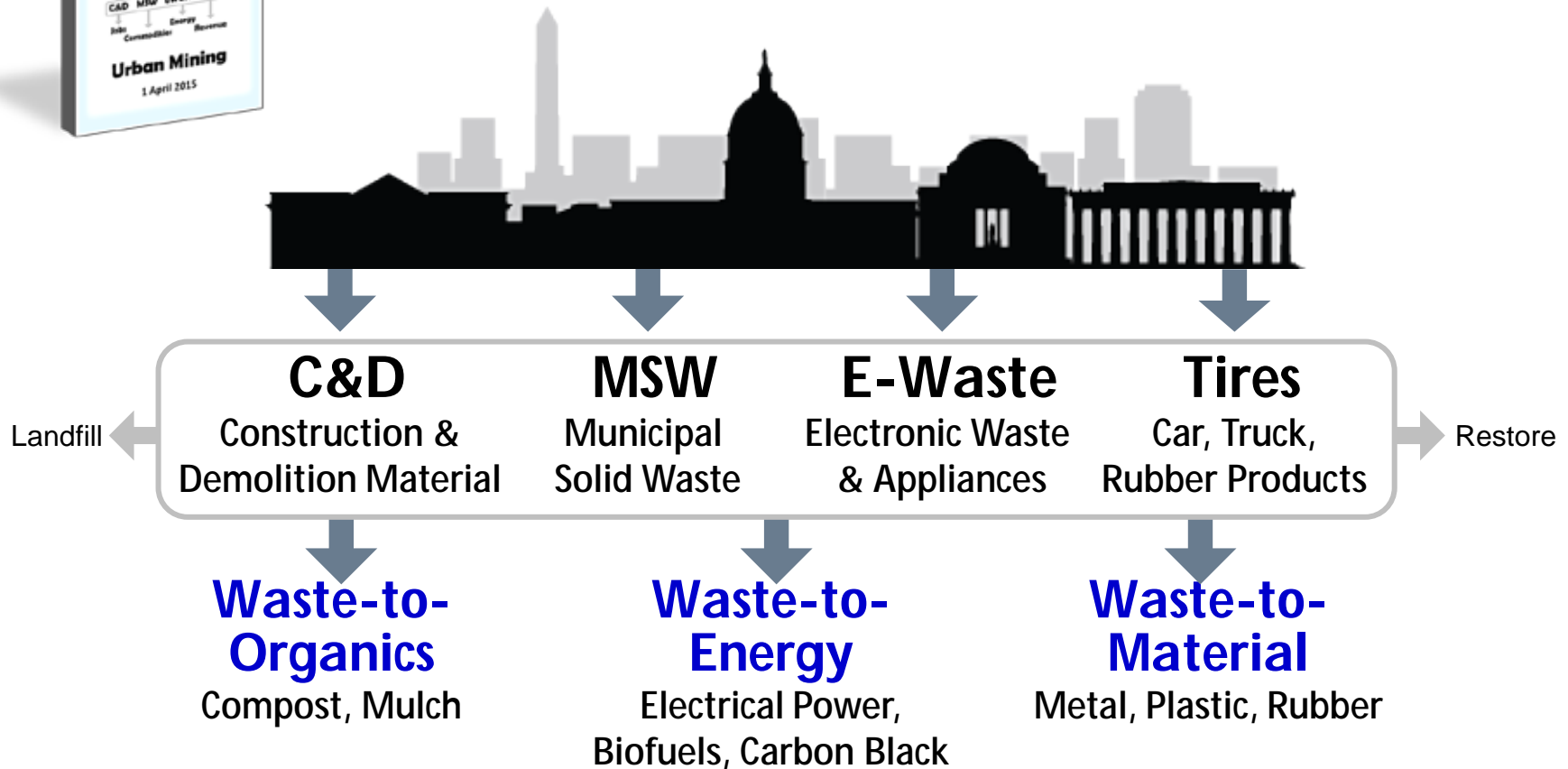
Easily Installed
& Tailorable
Modular
Construction

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.



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

eWaste Material Reclamation Facility



100 Operational Sites

Operational within 1-year after contract award.
Up to \$40 million/year profits and 200 direct jobs.

Energy Technology Revolution (ETR)



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**



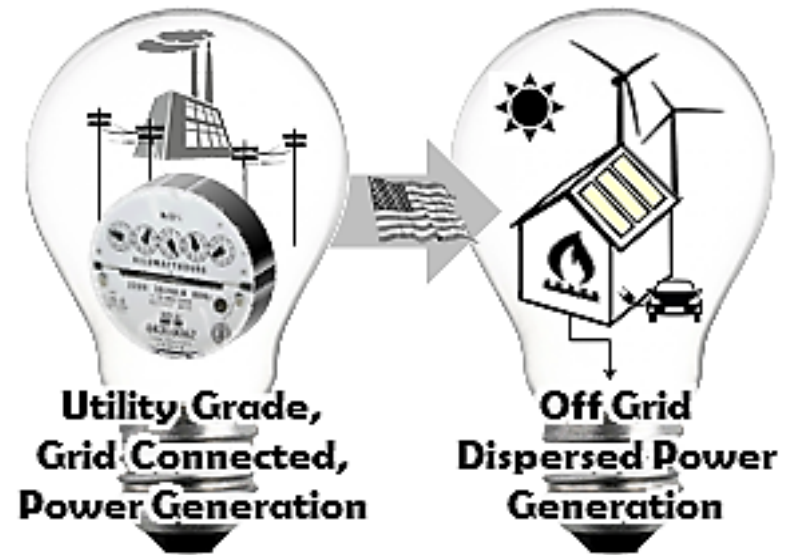
**Energy Audit, Weatherization
& Renovation Businesses**

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

Demand Side Energetics



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

Digital Academies



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

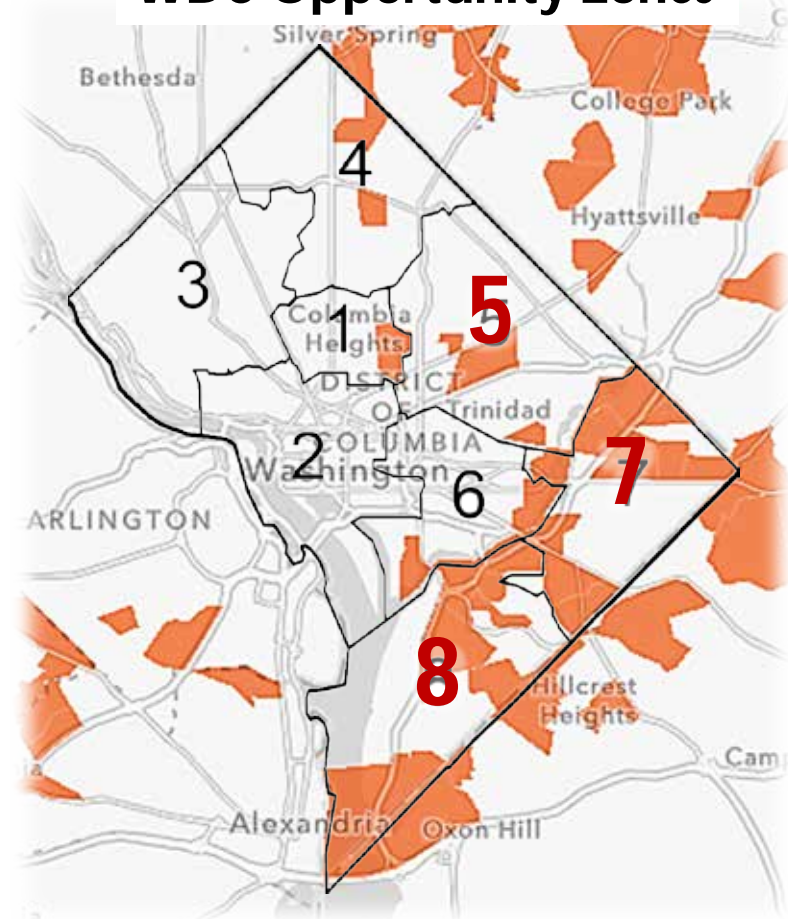
§ Opportunity Funds

- 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

WDC Opportunity Zones



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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