

Jobenomics: The economics of job and small business creation.



Jobenomics West Virginia Goal: Create 15,000 new jobs within the next 5-years with emphasis on citizens who want a career or start a business.

Tom Willis, *Jobenomics West Virginia Managing Director*

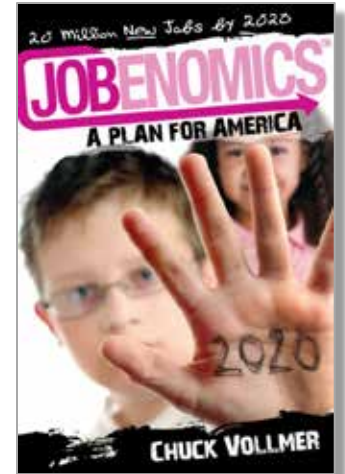
Chuck Vollmer, *Jobenomics Founder and President*

24 March 2018

Jobenomics

Bipartisan National Grassroots Movement

- § Started in 2010, estimated following: 20 million
- § Outreach via TV, radio, lectures, social media
- § Website receives 30,000 monthly page views with most viewers spending a half hour or more online.



Books and Research

- § Nine books on economic, business and workforce development
- § Monthly reports on U.S. employment and GDP trends
- § Special reports on emerging global and national issues

City and State Initiatives and Programs

- § Over a dozen ongoing efforts led by local community leaders
- § Two highly-scalable national turnkey programs

Primary focus: economic, community, business and workforce development in financially-distressed communities.

Research Books & E-Books



Extensive research on emerging economic and labor force trends and highly-scalable business opportunities.

Jobenomics State & City Initiatives

Program Development/Implementation In Progress

Jobenomics Erie Pennsylvania

Jobenomics Las Vegas

Jobenomics Austin (Chicago)

Jobenomics Manatee County (FL)

Jobenomics West Virginia

Community Leader(s)

Board Established

Col. (R) Steve Seroka

Rev. Rob Stephenson

Mr. Rob Hartwell

Mr. Tom Willis

Initiative Discussion/Negotiation Underway

Jobenomics Workforce Reentry Program Phoenix

Jobenomics North Carolina

Jobenomics Southern Maryland

Jobenomics Cincinnati (OH)

Jobenomics Charlotte (NC)

Jobenomics Puerto Rico

Jobenomics Buffalo (NY)

Mr. Doyle Davis

Mr. Joe Magno

Mr. Aurelio Azpiazu

Mr. Uche Agomuo

Mr. Bob Johnson

Mr. Pierre Laguerre

Mr. Ron Clayton

Currently Inactive

Jobenomics Harlem/New York City

Jobenomics Baltimore

Jobenomics Delaware

Rev. Michael Faulkner

Rev. Dr. Al Hathaway

Mr. La Mar Gunn

Tom Willis assumed the lead for Jobenomics West Virginia.

Jobenomics WV Goal: Replace Lost Jobs

Source; U.S. Bureau of
Labor Statistics, CPS
(Household) Survey

December 2007

December 2017

Total Employed (Nonfarm & Farm)	Industry & Government Jobs	Farm & Other Employment	Total Unemployed
777,493	760,200	CPS	37,838
739,601	748,100	Estimates	42,251

-37,892

-12,100

-25,792

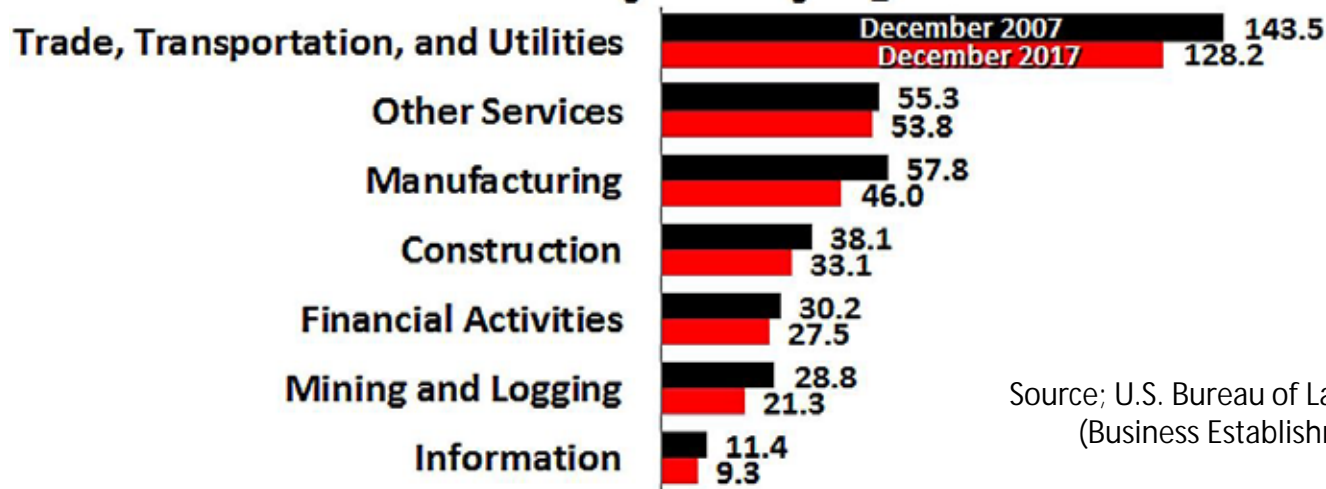
-4,413

Government & Industry Growth Sectors



**33,800
New Jobs**

Industry Decaying Sectors



**Net Loss
12,100
Jobs**

**45,900
Job Losses**

Source; U.S. Bureau of Labor Statistics, CES
(Business Establishment) Survey

Initial Goal: 15,000 Jobs

Direct Care Centers

3,500 Jobs	Healthcare & Social Assistance (Fastest-growing occupational field)
	Behavioral Care (Drug, obesity, smoking, PTSD, chronic pain, and illness care)
	Elder and Child care (Home-based microbusiness to provide in-home care)

Energy Technology Revolution

2,000 Jobs	Coal (Advancing Clean-coal, above-ground (Fischer-Tropsch) gasification, underground (in-situ) gasification, and CO ₂ sequestration technologies)
	Marcellus Oil and Gas (exploit Administration's energy dominance program, emerging CNG/LNG opportunities, and three new WV natural gas pipelines).

Network Technology Revolution

5,000 Jobs	Digital Economy Microbusinesses for WV Digital Natives (E-Commerce, Mobile Commerce, Tele-Medicine, Apps/Bot/AI Economy, Shared Economy, On-Demand Economy, Gig/Contingent Workforce Economy, Internet of Things Economy)
---------------	---

Urban Mining

1000 Jobs	eCyclingWV Electronic Waste Material Reclamation Facilities
	Light Industrial Manufacturing Using Low-Cost Reclaimed Materials

Eco-Tourism

1000 Jobs	Destination Planning System (with omni-channel strategy and mobile apps)
	Glamping Adventure, Entertainment and Nature Venues

Controlled Environment Agriculture/Aquaculture

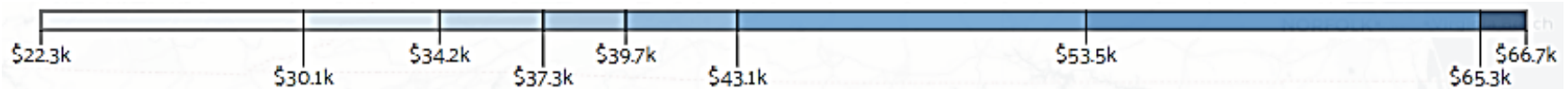
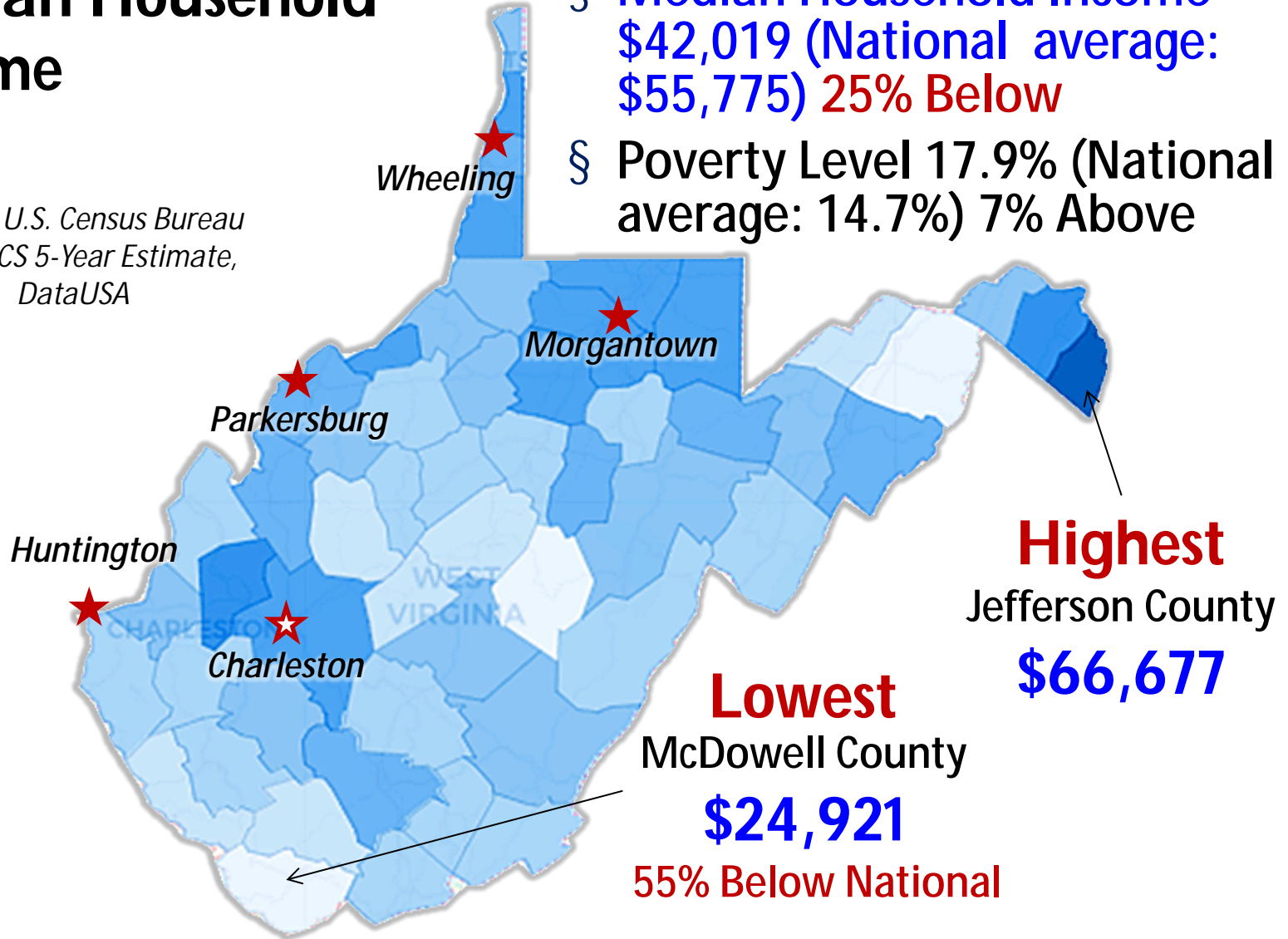
4,000 Jobs	ACTS Freedom Farms Indoor Hydroponics and Vertical Farming Microfarms
	AG-Related Manufacturing & Research

West Virginia Median Household Income

Source: U.S. Census Bureau
2015 ACS 5-Year Estimate,
DataUSA

§ Median Household Income
\$42,019 (National average:
\$55,775) **25% Below**

§ Poverty Level 17.9% (National
average: 14.7%) **7% Above**



Jobenomics Community-Based Business Generator (CBBG) 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



Federally
Certified
Training



9,000
Online
Programs



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

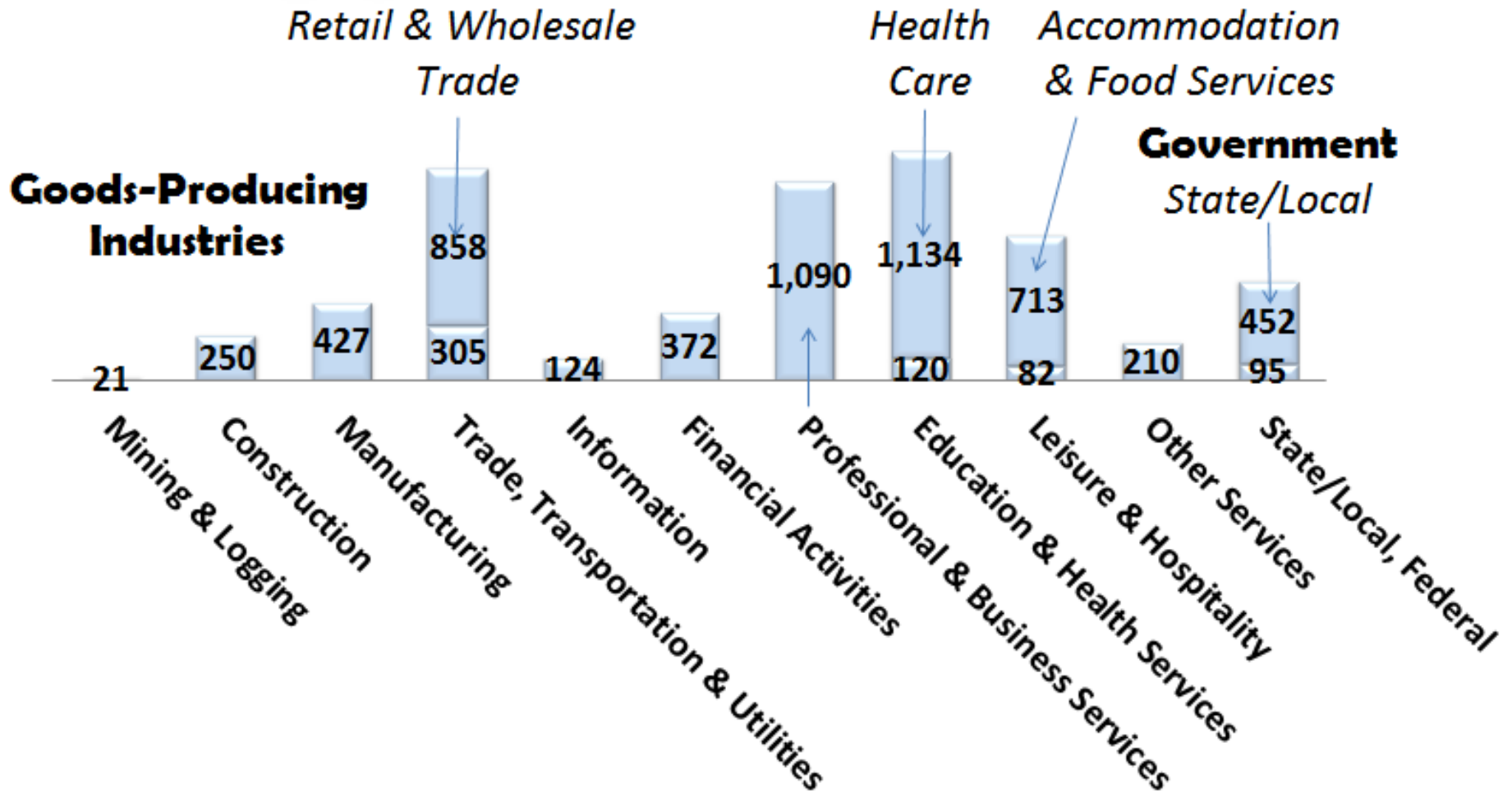
Every candidate that enters the Jobenomics Program will incorporate their own self-employed business (S-Corp).

Top Priority Is To Fill Current Open U.S. Jobs



6,252,000 Unfilled Jobs

Service-Providing Industries



These jobs are mostly open due to a lack of certified skills

Digital Economy Training & Certification



§ Standard economy growing at 1.2%/per versus digital economy's 15%/year. **Total global economic impact \$124 trillion by 2025.**

§ Digital economy is ideal for **West Virginia's Generation Z digital natives**—most of whom want to start a self-employed business.

§ Digital Economy:

- E-Commerce Economy
- Sharing Economy
- On-Demand Economy
- Apps/Bots/AI Economy
- Platform Economy
- Gig Economy
- Data-Driven Economy
- Internet of Things Economy



In order to stop the population and **brain drain**, West Virginia must retain their digital-savvy youth via digital economy jobs.

Direct-Care

§ **Direct-Care services** include:

- **Healthcare** and **social assistance** services, the fastest growing occupation in the USA.
- **Behavioral-care** includes drug addition, PTSD, obesity, spousal abuse, chronic illness, etc.
- **Elder-care** forecasts 17 million assisted-living bed shortfall by 2020.
- **Child-care** is the single biggest cost keeping women homebound.




§ **Direct-Care Center** would connect service providers and clients via a **call and information center**. The center would start **home-based firms** certified to provide **in-home services** while connected to tele-health and other providers.



Jobenomics Community-Based Business Generators would certify employees and small businesses for the Direct-Care Center.

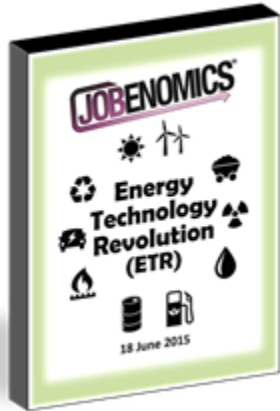
Healthcare and Social Assistance

Healthcare and Social Assistance are the fastest growing U.S. occupations. **4 million new jobs**, or 40% of all new jobs, are projected next decade. Most do not require college degree.

College Degree		Occupation	Number of U.S. Jobs In 2014	Number of New Jobs	Growth Rate
No		Personal care aides	1,768,400	458,100	26%
Yes		Registered nurses	2,751,000	439,300	16%
No		Home health aides	913,500	348,400	38%
No		Nursing assistants	1,545,200	267,800	17%
No		Medical assistants	591,300	138,900	23%
No		Medical secretaries	3,976,800	118,800	3%
No		Licensed practical and licensed vocational nurses	719,900	117,300	16%
Yes		Physicians and surgeons	708,300	99,300	14%
Yes		Physical therapists	210,900	71,800	34%
No		Childcare workers	1,260,600	69,300	5%
No		Dental assistants	318,800	58,600	18%
No		Emergency medical technicians and paramedics	241,200	58,500	24%
No		Medical and health services managers	333,000	56,300	17%

Jobenomics skills-based training and certification programs can mass-produce home-based self-employed Direct-Care businesses.

Energy Technology & Training Center (ETTC)



§ The Energy Technology Revolution is creating millions of new jobs and small businesses.

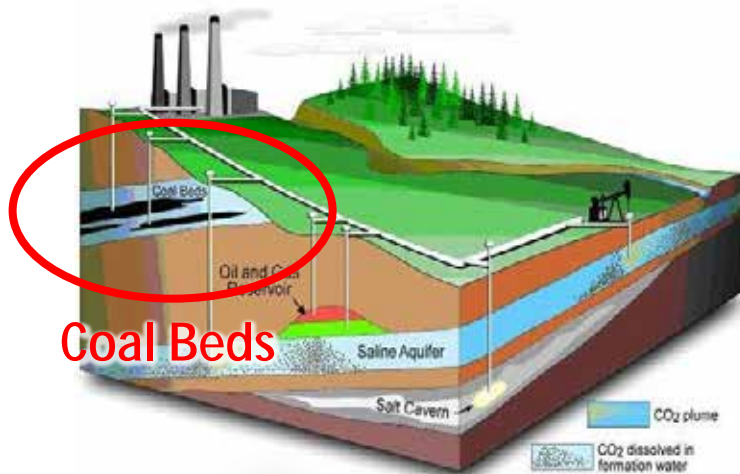
§ West Virginia, an energy-State, needs to create a collaborative (community, industry, academia) Energy Technology & Training Centers.

§ The focus of these centers is to mass-produce startup businesses and jobs related to emerging energy technologies.

- **Coal** including clean coal and other coal-related technologies
- **Natural Gas** (Marcellus) LNG, CNG, GTL and supply chain jobs.
- **Energy Services** (energy's third rail): Energy Efficiency (Energy Audit, Weatherization), Conservation, Assurance, Security, Energy-As-A-Service, and Energy Disaster Preparedness and Recovery.
- **Renewables** with emphasis on mass-producing installation and maintenance businesses.

Federal funding is available to retrain idle coal miners.

Other Energy Opportunities



Coal Programs/Research

- § Clean coal **research**
- § Coal bed methane and in-situ coal gasification **testbeds**
- § CO2 sequestration

(Note: USG supports 300,000 jobs with corn to ethanol and biodiesel programs)

Marcellus Pipeline Businesses

- § **Tens of thousands** of direct jobs, 3-times more indirect jobs
- § Construction, transportation, logistics, accommodation, hospitality, food service, etc.

ETTCs would train and certify people for these jobs.

ETTC Startup

§ ETTC energy training and certification programs will be designed and initially led by Jobenomics' Joe Sarubbi, a project manager for several national Department of Energy initiatives.



§ Mr. Sarubbi was the main architect of New York State's TEC-SMART, America's first **totally integrated Training and Education Center** for Semi-Conductor Manufacturing and Alternative and Renewable Technologies as shown.

ETTCs will collaborate with Community-Based Business Generators to mass produce energy-related micro-businesses.

Eco-Tourism & Glamping



Eco-Tourism entails “responsible travel to natural areas that conserves the environment and sustains the wellbeing of local people.” The International Eco-Tourism Society

- § Eco-tourism, called “experimental” tourism, offers time to unwind in peaceful places (often rural) untouched by mindless commercialization.
- § Captures \$77 billion of the global market and experiencing double-digit gains that are likely to accelerate as concern about global warming rises.



Glamping (glamorous camping) is an outdoor hospitality industry more luxurious than traditional camping—often associated with festivals, nature preserves and sports.

- § \$3 billion/year industry.
- § Popular with millennials.
- § Typical accommodations



Ideal for West Virginia.

Omni-Channel Destination Planning System

Typical menu →

Concierge

Lodging
Transportation
Restaurants
Shopping
Entertainment
Sports/Hiking
Medical
Services
Parks
Tours/Guides

Affordable Getaways



Destination planning systems orient travelers and tourists to local attractions, restaurants and accommodations via **mobile apps**.

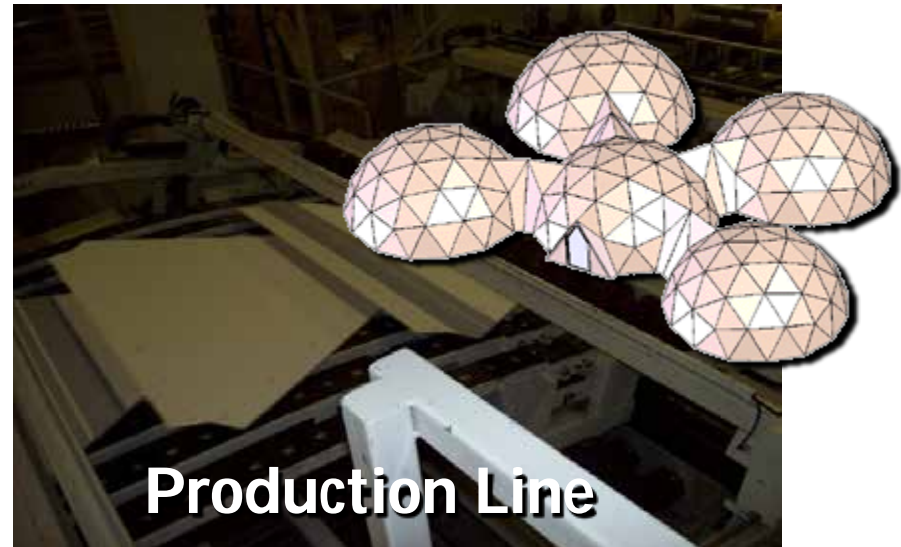
Deployable Dome Manufacturing Equipment



Tool & Dye Set



Feeder Assembly



Production Line

Applications: eco-tourism, **pipeline facilities**, Boy Scout Jamboree, hunting camps; refugee, humanitarian and disaster relief operations.

Jobenomics ACTS Freedom Farms

- § Initial cadre will be mostly veterans (vetting and financing considerations) but will also include non-veterans.



- § Central controlled agricultural center (AG Core) manage and source crop production, processing, distribution and sales to fresh market outlets (grocery, restaurants, and international).
- § Each micro-farm will consist of the land, 2,500 sq. ft. home and a leased state-of-the-art hydroponic and vertical agriculture 6,000 sq. ft. greenhouse that will be equipped and supplied by AG Core.



Estimated **\$60,000 annual salary** per micro-farmer.

Controlled Environment Agriculture

- § **Team:** Jobenomics is teamed with ACTS Freedom Farms (www.ACTSFFA.com)
- § **Mission:** Provide a solution to the world's food shortage through self-sustaining and supportive live-work communities.
- § **Vision:** Provide quality foods in harmony with the global environment, while empowering individuals to become an important partner in high-tech controlled environment agriculture.
- § **Strategy:** 1) home ownership combined with an agriculture career, 2) corporate owned hydroponic commercial growing operations and 3) contracted privately owned and operated micro-farmers



Initial operations: **25,000** micro-farms in 5-years.

eCyclingUSA Plants

§ Two Line 10 Ton/Hour Plant:

(Refrigeration & eScrap Separate Lines)

- Equipment ≈ \$20 Million
- 40,000 square foot facility
- 10 to 15 acres

§ Combination 10 Ton/Hour Plant:

(Refrigeration & eScrap Shared Post Processing)

- Equipment ≈ \$13 Million
- 35,000 square foot facility
- 5 to 10 acres

§ eScrap Only 3 Ton/Hour Plant:

- Equipment ≈ \$5 Million
- 8,000 square foot facility
- 1 to 2 acres



eCyclingUSA can implement a turnkey plant **within 12 months.**

Types of E-Waste

§ Household Electronics

- IT-Related Products (EPA definition)
- Consumer Electronics
- Large Appliances
- Small Appliances
- Cleaning/Power Tools
- Entertainment Systems
- Toys & Other Electrical Items

§ Business

- Computers, Servers, Peripherals
- Hardware, Cabling, Ducting, Racks
- Vending Machines & Other Items

§ Government (Federal, State, Local)

§ Educational, Medical & Industrial

§ Construction & Demolition Materials



eCyclingUSA can process these items quickly and cleanly.

Revenue & Profit Projections

(10 ton/hour plant operating 3 shifts)

\$ Value of e-Waste Raw Materials

For Rough Estimating Purposes Only

10 ton/hour plant operating 3 shifts per day for 300 days per year

Feedstock: Computers, Consumer Electronics, Small and Large Appliances

Metal/Material	% of Feedstock	\$s per Metric Ton*	\$/Ton (2204 pounds)	Total \$/Year (10 ton/hour x 23 hour/day x 300 days/year)
Iron/Steel (Fe)	40%	\$ 350	\$ 140.00	\$ 9,660,000
Copper (85% Recovery)	5%	\$ 3,945	\$ 197.26	\$ 13,610,802
Aluminum (Al)	10%	\$ 1,499	\$ 149.87	\$ 10,341,168
ABS Plastics	25%	\$ 1,675	\$ 418.75	\$ 28,893,750
Other Plastics	25%	\$ 287	\$ 71.75	\$ 4,950,750
Computer Components	5%	\$ 2,082	\$ 104.10	\$ 7,182,900

Source: Jobenomics, eCyclingUSA

110%

Revenue**

\$ 74,639,370

Cost of goods sold

\$ 30,238,000

Operating expenses

\$ 5,780,000

Net Income

\$ 38,621,370

EBITDA

52%

* **Scrap prices as of 12 March 2018**

**Does not include grants, tax incentives or tipping fees

Profits from e-Waste operations can be used for community, micro-business and workforce development.

Jobenomics West Virginia (JWV) Milestones

- § 16 February 2018 Initial meeting in Washington DC.
- § 2 March 2018 Shepard University Business Incubator meeting & Jobenomics West Virginia launch.
- § Mar/Apr 2018 JWV research and coordination.
- § 10 April 2018 South Central JWV Town Hall in Glen Ferris.
- § 8 May 2018 West Virginia primary elections.
- § 9 May 2018 JWV resumes regardless of election outcome.

JWV Next Steps

- § Commitment from community leaders to develop and support a city, county or regional JWV program.
- § Develop an actionable local JWV business plan with actionable milestones and schedules (Jobenomics will write initial document).
- § Obtain local policy-makers and decision-leaders buy-in and support.
- § Conduct second Town Hall meeting with citizens and media.
- § Obtain seed funding and execute business plan.

Goal: November 2018 program commencement.



**Are you interested in starting a
Jobenomics West Virginia program
for your city, county or region?**

§ South Central Jobenomics West Virginia Key Statistics

- Kanawha County
 - Charleston City
- Raleigh County
- Nicholas County
- Fayette County

§ Other Key City, County or Regional Statistics

- In work
- In work
- In work

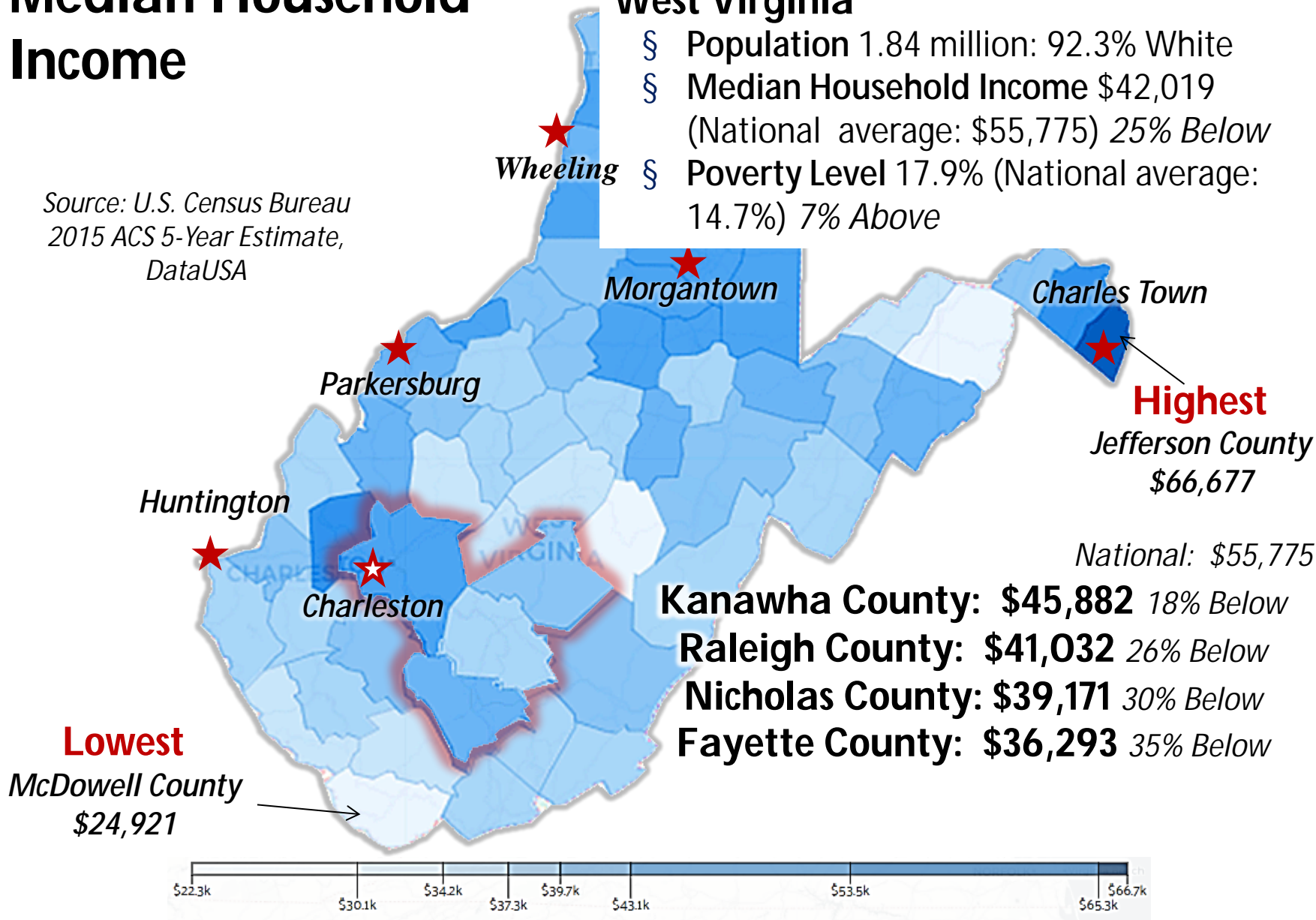
South Central West Virginia

Median Household Income

West Virginia

- § Population 1.84 million: 92.3% White
- § Median Household Income \$42,019
(National average: \$55,775) 25% Below
- § Poverty Level 17.9% (National average: 14.7%) 7% Above

Source: U.S. Census Bureau
2015 ACS 5-Year Estimate,
DataUSA



Kanawha County

Source: U.S. Census Bureau 2016
Quick Facts, DataUSA, Chamber
of Commerce

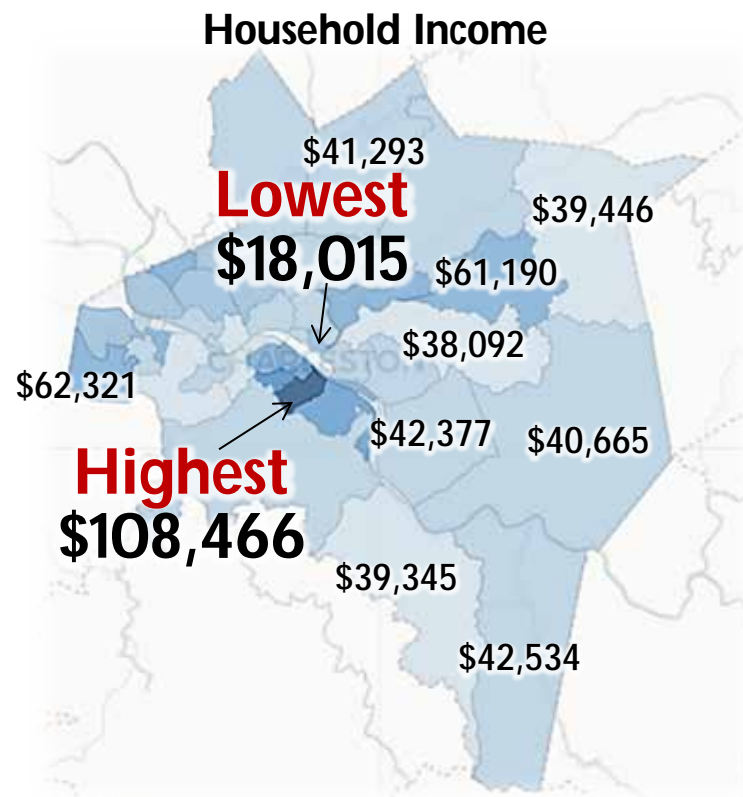
§ Population: 186,241 (10.1% of WV)

- Race/Ethnicity: 88.6% White
- Growth Rate since 2010: -3.5%
- Elderly (65+) Growth Rate since 2010: +3%
- Poverty Rate 16.8%



§ Business/Jobs:

- All Firms: 13,653
 - ▮ Ownership: Men (54%), Women (32%), Veteran (9%), Minority (7%)
- Employer Establishments: 4,977
 - ▮ Total Employment: 84,023
 - ▮ Total Employment % Change (2014-15): **-3.2%**
 - ▮ Unemployment Rate: 5.1% (4.1% National)



Most populated WV county and home of State government.

Charleston City

Source: U.S. Census Bureau 2016
Quick Facts, DataUSA, Chamber
of Commerce



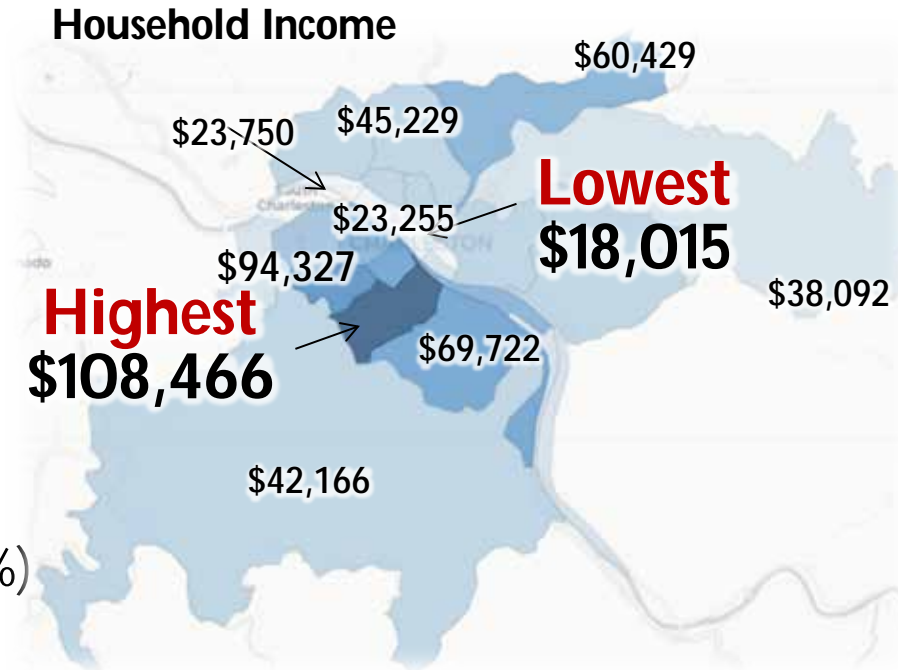
§ Median Household Income: \$48,442

§ Population: 49,138 (2.7% of WV)

- Race/Ethnicity: 88.6% White
- Growth Rate since 2010: **-4.3%**
- Poverty Rate 20.0%

§ Business/Jobs:

- All Firms: 7,006
 - ▮ Ownership: Men (50%), Women (32%), Veteran (9%), Minority (8%)
- Employment
 - ▮ Total Employment: 23,774
 - ▮ Total Employment % Change (2014-15): -1.4%
 - ▮ Unemployment Rate: 5.3% (4.1% National)



West Virginia's center for government, commerce and industry.

Raleigh County

Source: U.S. Census Bureau 2016
Quick Facts, DataUSA, Chamber
of Commerce

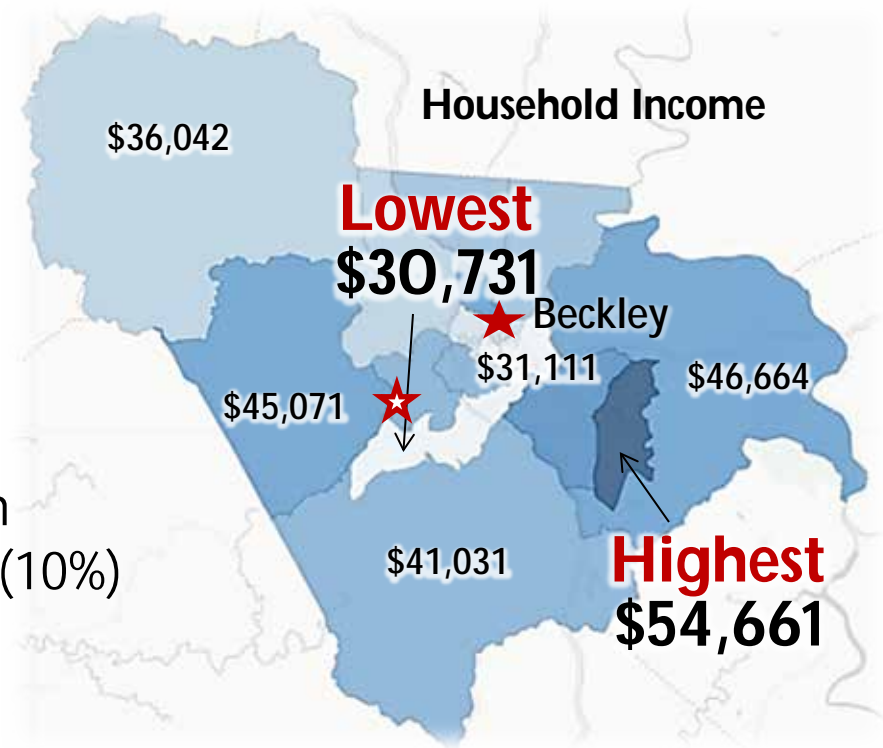


§ Population: 78,493 (4.3% of WV)

- Race/ethnicity: 87.3% White
- Growth rate since 2010: -2.9%
- Elderly (65+) growth rate since 2010: +3.3%
- Poverty rate 17.4%

§ Business/Jobs:

- All Firms: 4,621
 - Ⓟ Ownership: Men (53%), Women (34%), Veteran (11%), Minority (10%)
- Employer establishments: 1,829
 - Ⓟ Total Employment: 29,799
 - Ⓟ Total Employment % Change (2014-15): **-6.5%**
 - Ⓟ Unemployment Rate: 5.5% (4.1% National)



Home of Exhibition Coal Mine, Winterplace Ski Resort and numerous parks, recreation and eco-tourism adventure activities. 29

Nicholas County

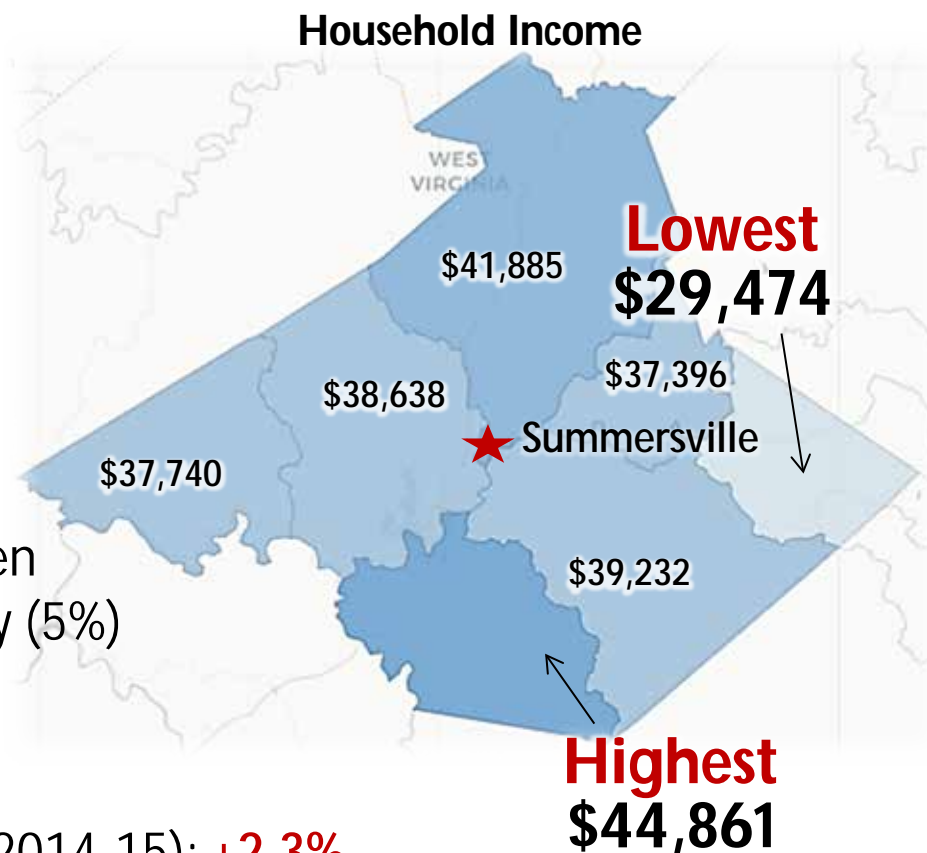
Source: U.S. Census Bureau 2016
Quick Facts, DataUSA, Chamber
of Commerce

§ Population: 25,311 (1.4% of WV)

- Race/Ethnicity: 97.9% White
- Growth Rate since 2010: -3.5%
- Elderly (65+) Growth Rate since 2010: +3.9%
- Poverty Rate **21.4%**

§ Business/Jobs:

- All Firms: 1,559
 - ▮ Ownership: Men (53%), Women (35%), Veteran (10%), Minority (5%)
- Employer Establishments: 569
 - ▮ Total Employment: 6,729
 - ▮ Total Employment % Change (2014-15): **+2.3%**
 - ▮ Unemployment Rate: **7.4%** (4.1% National)



Summersville Lake and Scenic Byway are within “six to eight hours’ drive of 60% of the urban U.S. population.”

Fayette County

Source: U.S. Census Bureau 2016
Quick Facts, DataUSA, Chamber
of Commerce

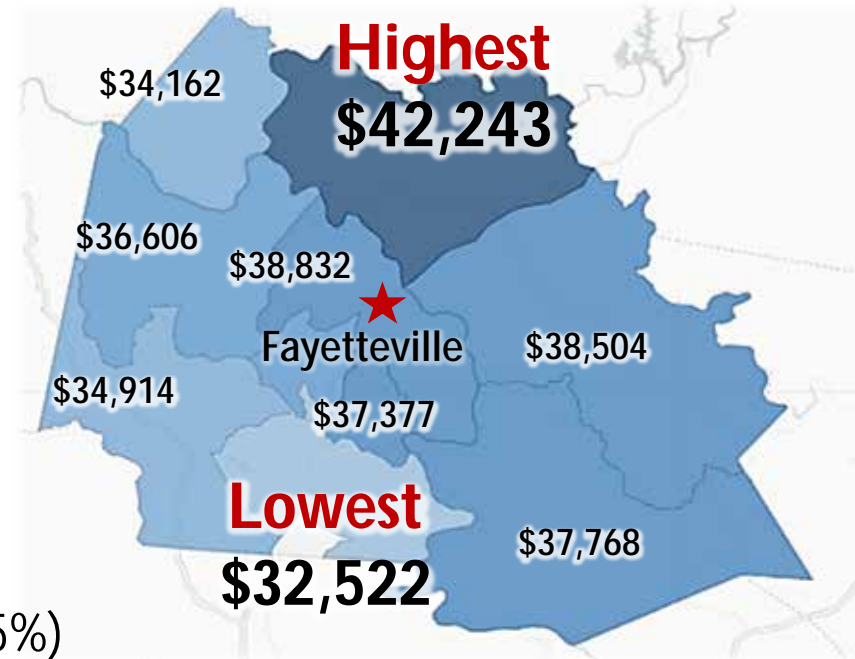
§ Population: 44,323 (2.4% of WV)

- Race/Ethnicity: 93.6% White
- Growth Rate since 2010: -3.7%
- Elderly (65+) Growth Rate since 2010: +3.0%
- Poverty Rate: 19.7%

§ Business/Jobs:

- All Firms: 1,968
 - ▮ Ownership: Men (51%), Women (34%), Veteran (12%), Minority (5%)
- Employer Establishments: 758
 - ▮ Total Employment: 8,152
 - ▮ Total Employment % Change (2014-15): **-16.3%**
 - ▮ Unemployment Rate: 7.1% (4.1% National)

Household Income



Host of the Boy Scout World Jamboree in 2019.

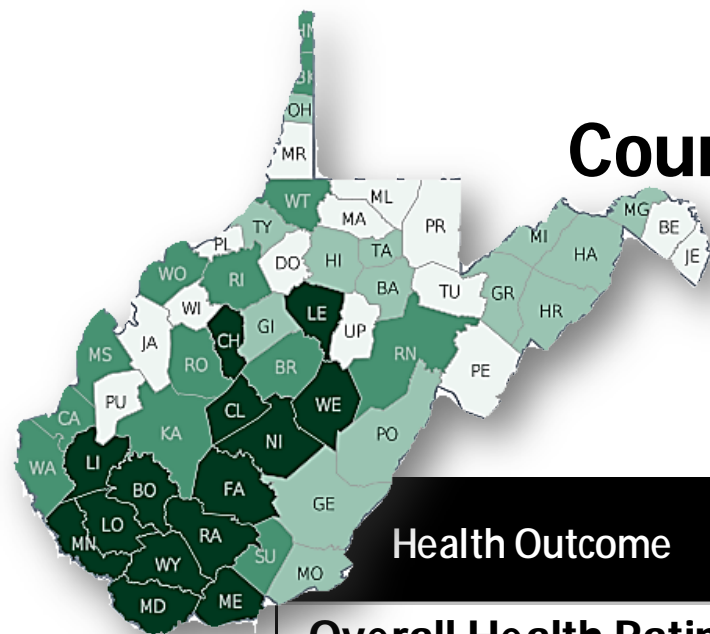
West Virginia County Health Rankings

1 - 14

15 - 28

29 - 41

42 - 55



Health Outcome	Highest	South Central West Virginia				Lowest
	Jefferson County	Kanawha	Summers	Raleigh	Fayette	McDowell County
Overall Health Rating (Out of 55 WV counties)	1	36	41	45	48	55
Length of Life	2	37	39	48	45	55
Quality of Life	2	26	44	42	45	55
Health Behaviors	4	15	14	36	51	55
Clinical Care	11	4	41	16	45	54
Social/Economic Factors	1	28	44	39	43	55
Physical Environment	53	40	12	9	36	43

Source: CountyHealthRatings.org, 2017 Ratings **Green** (Upper Half), **Red** (Lower Half)

A federally-funded/underwritten Jobenomics Direct-Care Program could provide quality care and many jobs for South Central WV.

Jobenomics South Central West Virginia

Economic Development Strengths:

- § Homogeneous population of 334,000 citizens (25% urban, 75% rural) with 21,800 Businesses including 8,100 employer firms
- § Women-owned (34%), Veteran-owned (10%), Minority-owned (7%) businesses have significant growth potential.
- § Pristine but underdeveloped rural communities.

Examples of Potential South Central West Virginia Programs

- § Jobenomics Community-Based Business Generator
- § Digital Economy Training & Certification Program
- § Direct Care Center
- § Energy Technology & Training Center
- § Eco-Tourism and Glamping Initiative
- § Jobenomics-ACTS Freedom Farms
- § Jobenomics-eCycling USA

Developing a coalition of community-leaders is the first step towards developing an actionable program.

Contact Information

Tom Willis

Jobenomics West Virginia Managing Director

Candidate for U.S. Senate

Email: Tom@WillisForWV.com

Telephone: 304-808-1347

Charles D. (Chuck) Vollmer

Jobenomics, Founder and President

Email: cvollmer@Jobenomics.com

Telephone: 703-319-2090

Website: <https://Jobenomics.com>