

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



Jobenomics Baltimore Grassroots Movement's goal is
to create of thousands of new jobs over the next five
years in Baltimore's Opportunity Zones.

The University of Baltimore Presentation
18 February 2019

Jobenomics

JOBENOMICS
Baltimore

Bipartisan National Grassroots Movement

- § Since 2010, estimated audience of 30 million
- § Website averages 30,000 monthly page views
- § Jobenomics America TV, a weekly show, airs on Dish, DirecTV, Amazon, Apple & Roku networks



Books and Research

- § First book established goal of 20 million new jobs.
- § Ten free e-books on economic, community, small business and workforce development.
- § Special reports on global and national issues.



City and State Initiatives and Programs

Jobenomics.com

- § Over two dozen initiatives led by local community leaders.
- § Two highly-scalable national turnkey programs.

Primary focus: economic, community, small business and workforce development **at the base of America's socio-economic pyramid.**

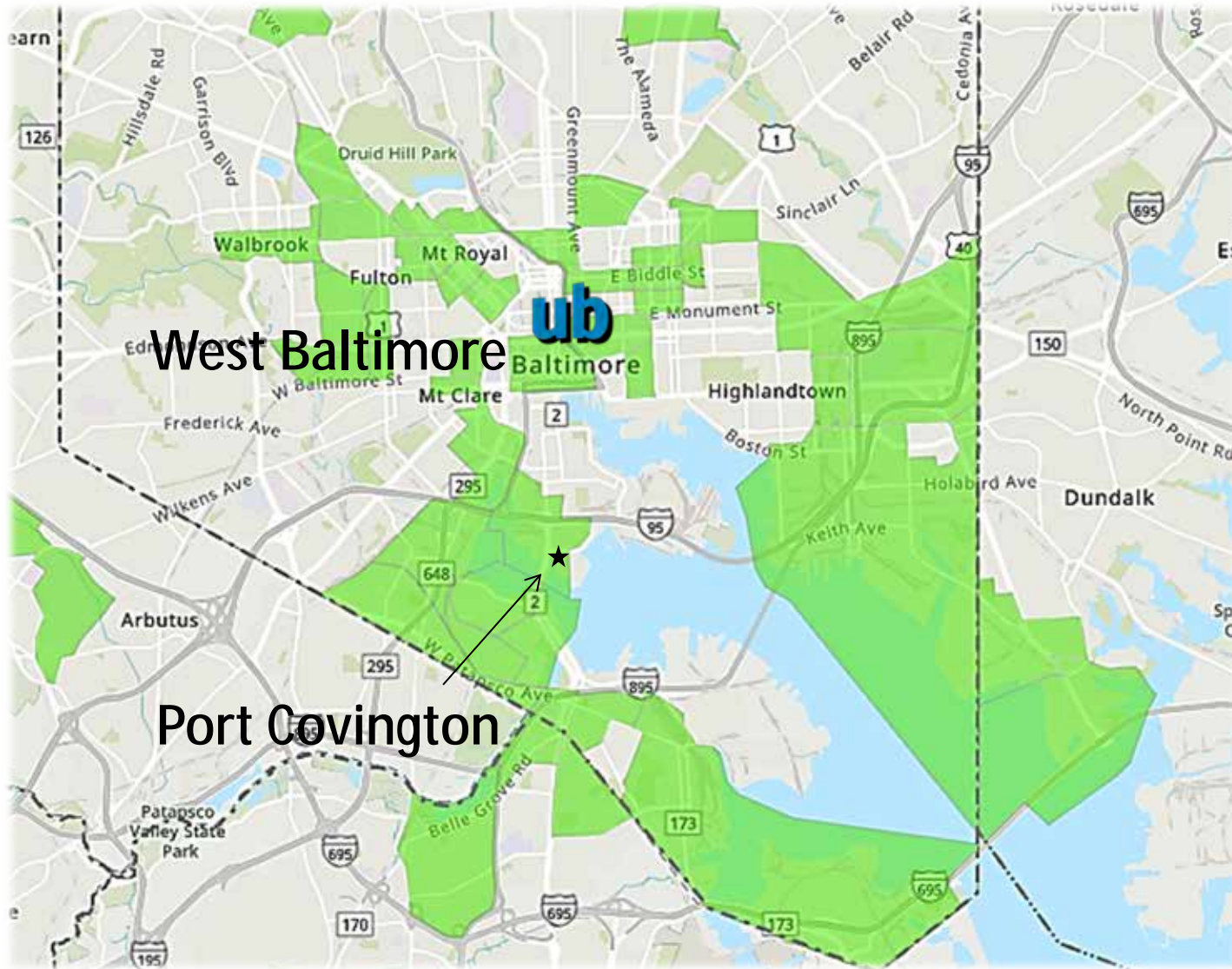
Jobenomics Library

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100 e-books and presentations on the economy, policy-making, labor force, emerging technologies and urban renewal initiatives.

Baltimore Opportunity Zones



Jobenomics has obtained commitment from three Opportunity Zone Funds (\$150 million) for Urban Agriculture Projects.

Economic Development Conundrum

Traditional **Top-Down** Approach

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



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



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



Business Creation Initiatives

A Combination of Quickly Implemented Turnkey Programs and Startup Businesses

- § **Controlled Environment Indoor Agriculture**
- § **Urban Mining/Advanced Materials Reclamation**
- § **Exploit Next-Generation Business Opportunities**
 - **Digital Economy Jobs & Digital Academies**
 - **Direct-Care/Remote-Care/On-Demand Care**
 - **Renewable Energy & Energy Services**
 - **Business Generators and E-Clubs**

Jobenomics Indoor Grow Systems



Converted
Warehouse
With Controlled
Environment & Vertical
Farming Systems

GAP, GHP, FSMA
Compliant
Greenhouse



Secure Produce On
Demand (POD)
Greenhouse



Base earnings will be \$35,000 to \$40,000 annually with bonuses and profit sharing upon completion of first year.

Affordable Local Businesses



§ Year End Cash Balance: Year 1 = \$350,000, Year 2 = \$650,000.

§ 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

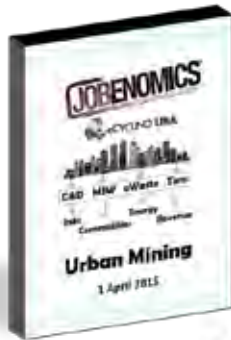
Significantly more efficient and cost effective than outdoor farming.

Live/Work/Play/Retire Community

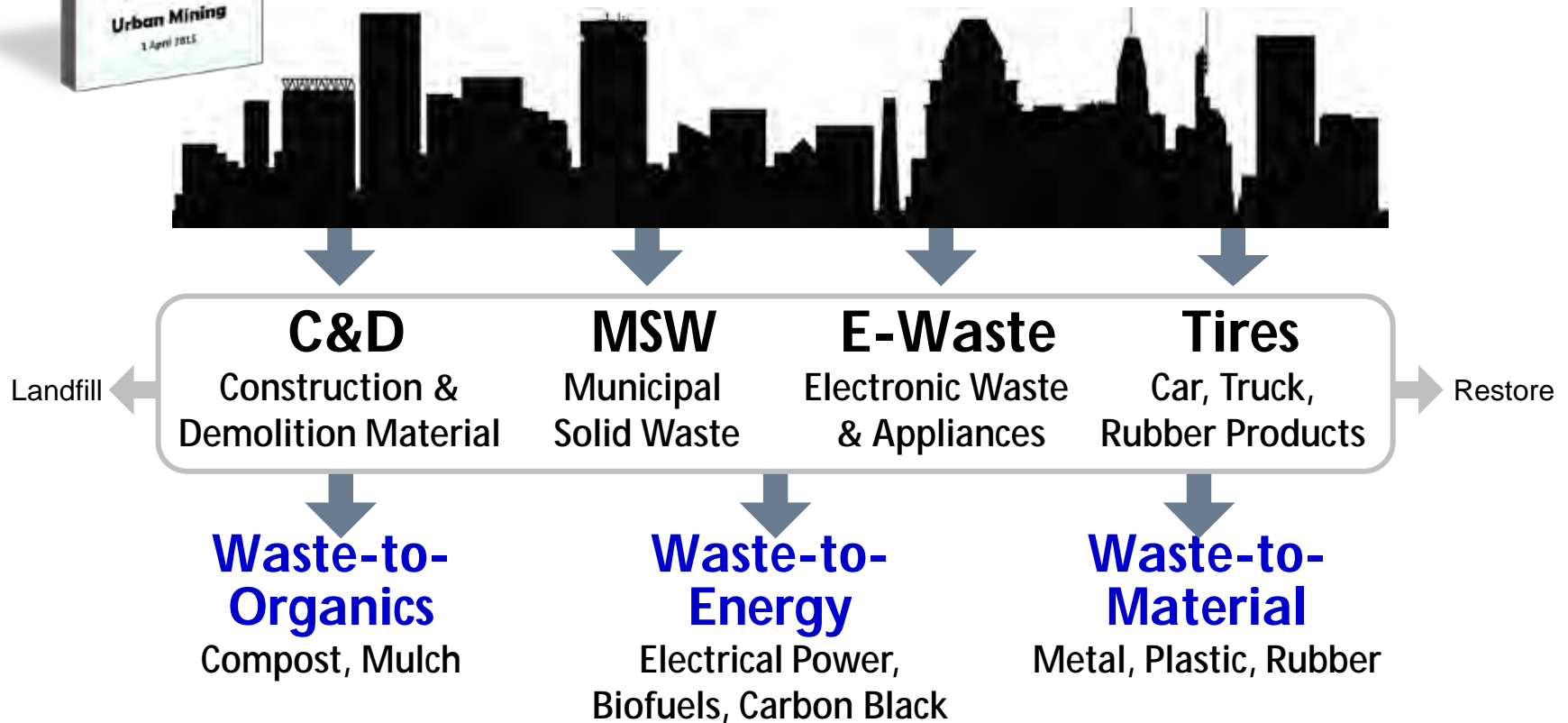


Meets Baltimore's desire for affordable homes, safe communities, green eco-friendly facilities, and business/employment initiatives.

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.

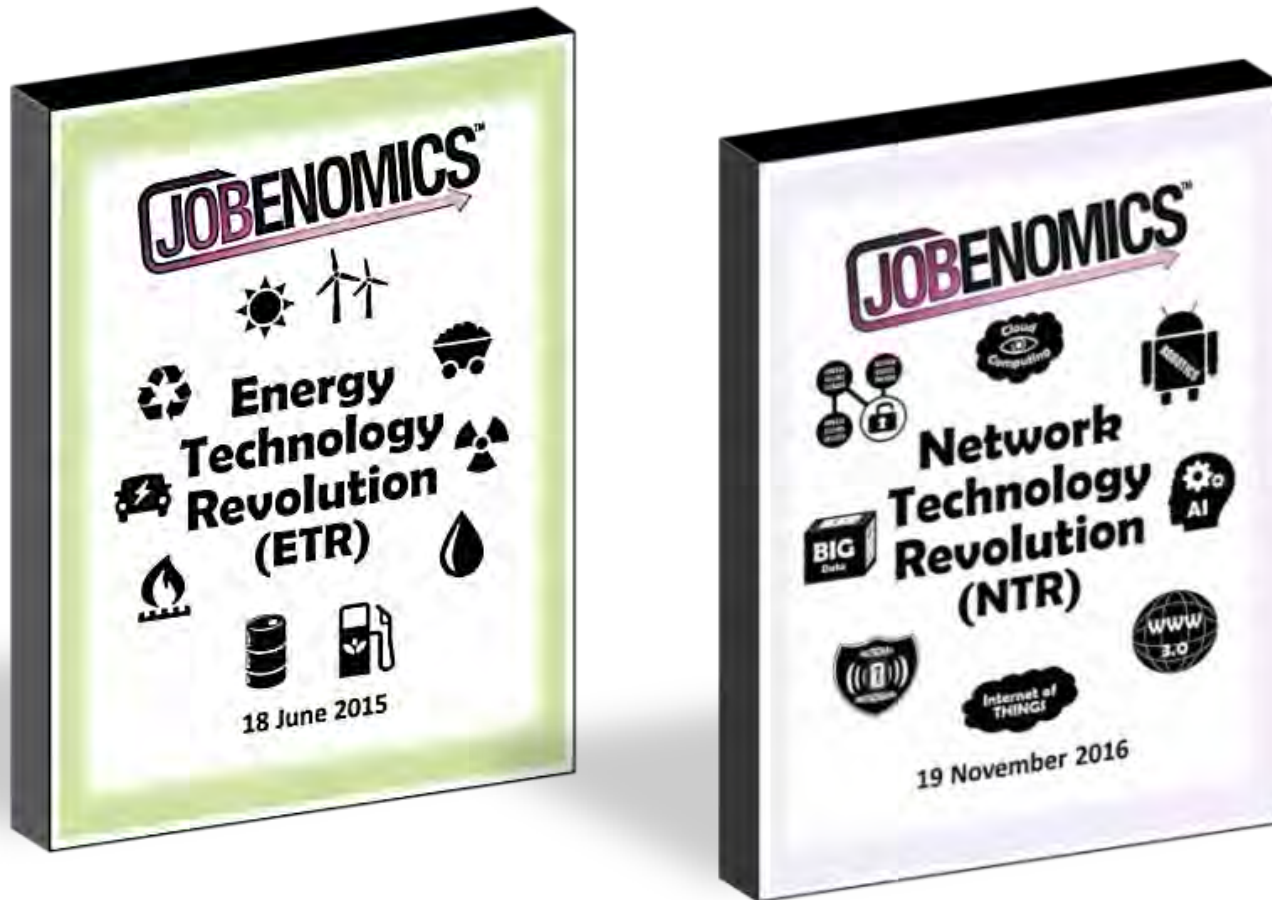
eWaste Material Reclamation Facility



100 Operational Sites

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

Exploit Next-Generation Business & Job Opportunities



The ETR and NTR will create **10s of millions** of new job opportunities and millions of micro and nonemployer businesses.

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.

Green Jobs R&D and Training Center

1



2



3



1. New York Energy R&D and Training Center
2. Joe Sarubbi with President Obama and Mrs. Biden
3. Dr. Sam Hancock & Chuck Vollmer

The University of Baltimore should be added to this list.

Green Business & Job Creation Programs



Examples of **highly-scalable** Jobenomics-EmeraldPlanet green business and job creation programs include:

- § **Renewable energy**: solar, wind, low-flow hydro in tall buildings
- § **Energy Efficiency**: energy audits, weatherization, renovation; LED electrical upgrading
- § **Aquaculture**: aquaponics, hydroponics, water gardens, and salt water ecological farming
- § **Storm Water Abatement**: urban capture, processing and retention; home-side water capture and reuse; rain gardens
- § **Environmental Remediation**: soil, watershed and marshland remediation and regeneration
- § **Affordable Housing**: small/tiny home construction & installation

The Jobenomics-EmeraldPlanet collaboration emphasizes green micro-business creation in under-resourced urban and rural communities. ¹⁵

Network Technology Revolution



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.

CLINICSTOP Micro Clinic for Diagnosis, Counseling and Remote Care

www.clinicstop.com

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Ideal for pharmacies, churches, community centers that provide healthcare, social assistance, and behavioral care.

Direct-Care Program Apps

Examples of On-Demand Direct-Care Programs

- § **Teladoc** is the largest telehealth platform with 20 million members and over 3,000 licensed healthcare professionals.
- § **DoctorOnDemand** connects patients in minutes to board-certified doctors and therapists over live video.
- § **Go2Nurse** is an on-demand nurse/caretaker application service.
- § **referralMD**'s standardizes referral network communication between primary care physicians and specialists.
- § **American Well** is a complete telehealth service for healthcare companies, employers, or delivery networks.
- § **MDLive**'s telemedicine system offers a patient experience, a provider experience, and a call center.
- § **SnapMD** is virtual care management system with a patient interface, a provider interface and an administrative back-end.

Healthcare facilities are moving away from centralized in-patient and ambulatory care to on-demand direct-care at the point-of-need.

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.

Jobenomics Community-Based Business Generator (JCBBG) Concept

Due Diligence & Candidate Selection Process

Incorporate Self-Employed Business

Skills-Based
Training &
Certification
Programs



Pipeline To Full-
Time Jobs (W2) Or
Independent
(1099) Work

Scaleup Existing Businesses

Startup Micro 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 Baltimore.

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