Jobenomics: The economics of small business and job creation.



Jobenomics Charlotte Goal: Create maximum number of net new small businesses and jobs within the next 10 years with emphasis on minorities, women, veterans and new workforce entrants that are anchored in depressed, low-income, inner-city neighborhoods.

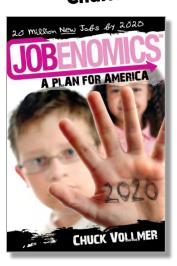
**Astrid Chirinos, Bob Johnson,** *Jobenomics Charlotte,* **and Chuck Vollmer,** *Jobenomics, President and Founder* 8 August 2017

#### **About Jobenomics**

# JOBENOMICS Charlotte, NC

#### **Bipartisan National Grassroots Movement**

- Started in 2010, estimated following: 20 million
- Outreach via TV, radio, lectures, social media
- Website averaging over one hundred thousand page views per month from all over the world.



#### **Books and Research**

- Nine books on economic, business and workforce development
- Monthly reports on U.S. employment/unemployment situation
- Special reports on emerging global and national initiatives

#### **City and State Initiatives/Programs**

- Over a dozen initiatives led by local community leaders
- Two national turnkey programs: Urban Mining and Agriculture

Goal: 20 million net new American private sector jobs per decade.

#### **Jobenomics Books & E-Books**





Extensive research on economic/business/workforce development, and emerging national labor force and urban renewal initiatives.

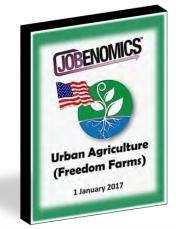


Urban Mining Program could generate sufficient profits that will fund other skills-based training and certification programs.

#### **Urban Agriculture**

JOBENOMICS
Charlotte, NC

- 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.

#### **Jobenomics ACTS Freedom Farms**

JOBENOMICS
Charlotte, NC

 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-ofthe-art hydroponic and vertical agriculture 6,000 sq. ft. greenhouse that will be equipped and supplied by AG Core.

Estimated \$50,000 annual salary per micro-farmer.

# 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** 

# HUMING PURING MUTURIFICATION OF

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



**Start Small Business** 



Hired by Existing
Companies
Looking For PreQualified
Employees

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

# CBBG's 9,000 Online Skills-Based Training and Certification Programs



- Jobenomics is teamed with The Hope Collection (THC) for skills-based training and lifelong applied learning.
- First you have to log in to THC's Optimize My Life portal: http://www.optimizemylife.org/enus/services/education.aspx
- Accredited Training & Certification Providers:
  - 360 Training: <a href="http://www.360training.com/">http://www.360training.com/</a>
  - Expert Rating: <a href="http://www.expertrating.com/">http://www.expertrating.com/</a>
  - Lake Technical College: http://www.laketech.org/
  - American Institute of Small Business: http://www.ed2go.com/business/



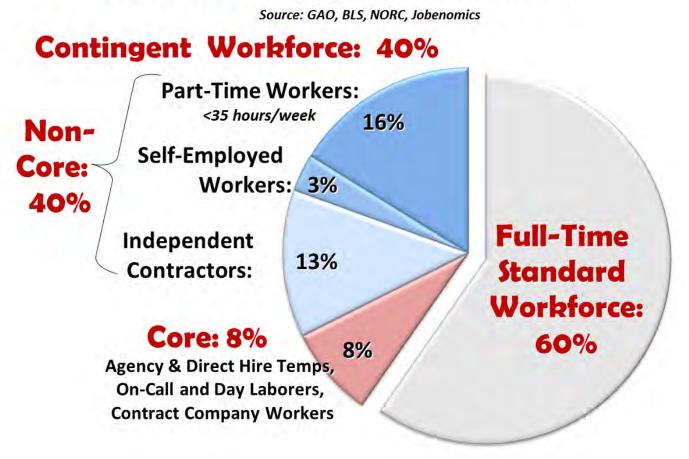
"Certifications in weeks, jobs in months and careers within a year."

# CBBG Gig/Contingent Workforce Focus **JOBENOMICS**





#### 2017 U.S. Employed Labor Force



By 2030, gig/contingent workforce will be the dominant (over 50%) labor force in the United States. Jobenomics will help prepare and maximize The Crescent's labor force for this transition.

## **CBBG Goal: Identify Next-Gen Jobs**





160-page Energy Technology Revolution (ETR) book involves emerging energy technologies, processes and systems that will transform the global energy mix and create tens of millions of net new U.S. jobs. Communities that have an ETR strategy will claim the bulk of these jobs and to make their communities to be much more energy efficient.



200-page **Network Technology Revolution** (NTR) book addresses the next generation in network and digital technologies that will transform economies and the way we live, work and play. The NTR could produce tens of millions of net new U.S. jobs and millions of small businesses. On the other hand, via automation, the NTR has the potential to obsolete tens of millions of existing jobs.

The ETR and NTR will create 10s of millions of new job opportunities—largely for the contingent workforce.

#### **CBBG Goal: Prepare Digital Natives**





- Standard economy growing at 1.2%/per versus digital economy's 15%/year.
- \$124 trillion global economic impact by 2025 (McKinsey Global Institute)
- CBBG focus is on mass-producing Generation Z (Screenagers) self-employed businesses

#### Digital Economy Ecosystem:

- Electronic/Mobile (E/M) Economy
- Sharing/On-Demand Economy
- Apps/Bots/Artificial Intelligence Economy
- Platform Economy
- Gig/Contingent Workforce Economy
- Data-Driven Economy
- Internet of Everything Economy



The U.S. is trailing many countries in Asia and Europe regarding competing for the emerging global digital economy.

#### **Jobenomics City & State Initiatives**

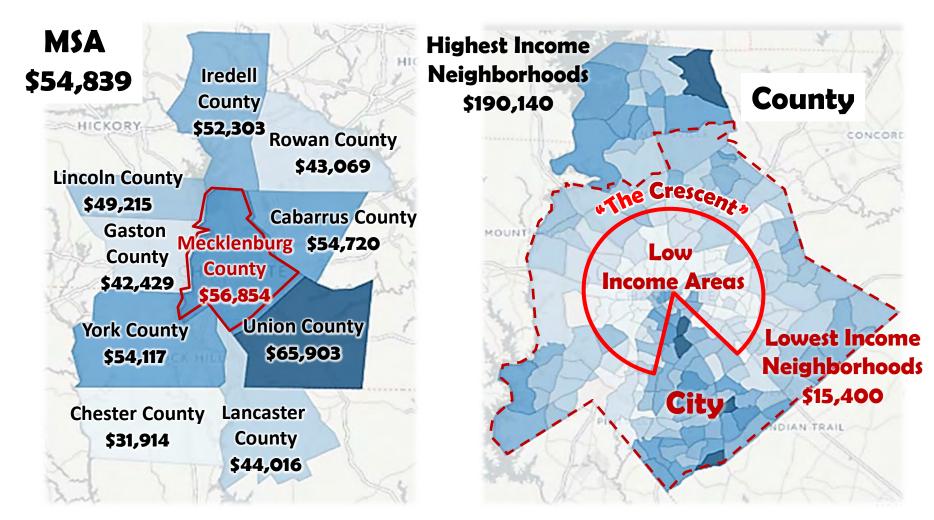


Implementation Underway	Community Leader(s)		
Jobenomics Erie Pennsylvania	<b>Board Established</b>		
Jobenomics Workforce Reentry Program Phoenix	Mr. Doyle Davis		
Plan Developed But Not Implemented			
Jobenomics New York City	Rev. Michael Faulkner		
Jobenomics Harlem Program			
Jobenomics Baltimore City Maryland	Rev. Dr. Al Hathaway		
Jobenomics North Carolina	Mr. Joe Magno		
Jobenomics N.C. Veteran-Owned Business Program			
Jobenomics Delaware	Mr. La Mar Gunn		
In Discussion/Negotiation/Development			
Jobenomics Southern Maryland	Mr. Aurelio Azpiazu		
Jobenomics Cincinnati Ohio	Mr. Uche Agomuo		
Jobenomics Las Vegas Nevada	Col. (R) Steve Seroka		
Labanania Chanalatta Nanth Canalina	Ms. Astrid Chirinos		
Jobenomics Charolette North Carolina	Mr. Bob Johnson		

Astrid Chirinos and Bob Johnson are leading an initiative to develop community support and underwriting for Crescent development.

# Charlotte-Concord-Gastonia Metropolitan Statistical Area (MSA), Mecklenburg County & Charlotte, NC **Charlotte City Median Household Income**





"The Crescent" has some of the lowest income neighbors.

#### **Key Charlotte (City) Labor Force Statistics**

JOBENOMICS Charlotte, NC

Population 827,121

• White: 356,507 (43.1%)

Black: 282,456 (34.1%)

Hispanic: 113,731 (13.8%)

Asian: 50,142 (6.1%), Multiracial & Other: 24,285 (2.9%)

Median household income: \$53,919 3% below 2015 national average of \$55,775

• Poverty rate 15.8% or 6% above 2015 national average of 14.7%

Black: 59,949 (1 out of every 4.7 Blacks)

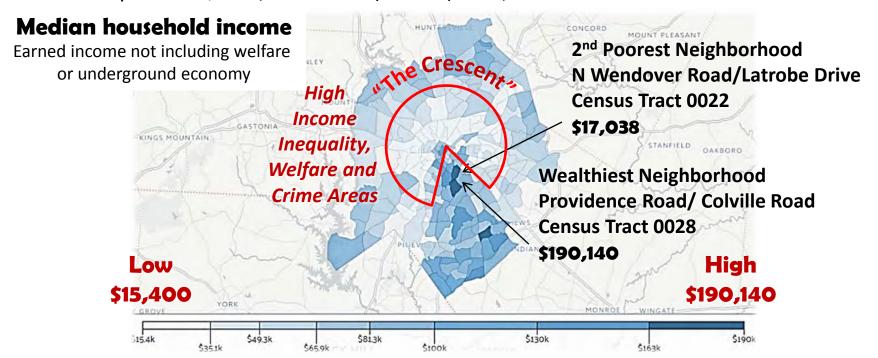
White: 46,987 (1 out of every 7.6 Whites)

Hispanic: 31,183 (1 out of every 3.6 Hispanics)

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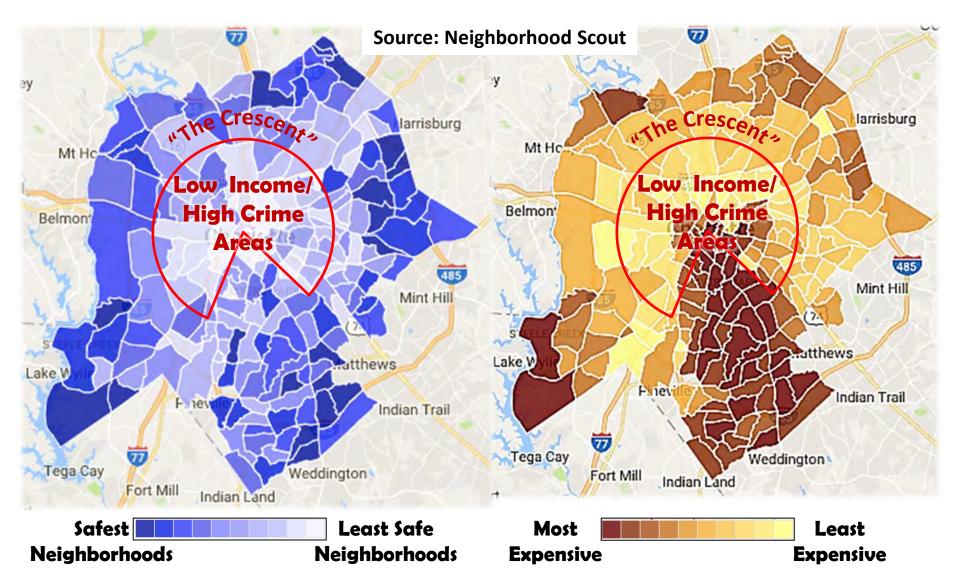
Source: U.S. Census Bureau, 2015

ACS 5-Year Estimate, DataUSA



#### Charlotte Neighborhood Statistics

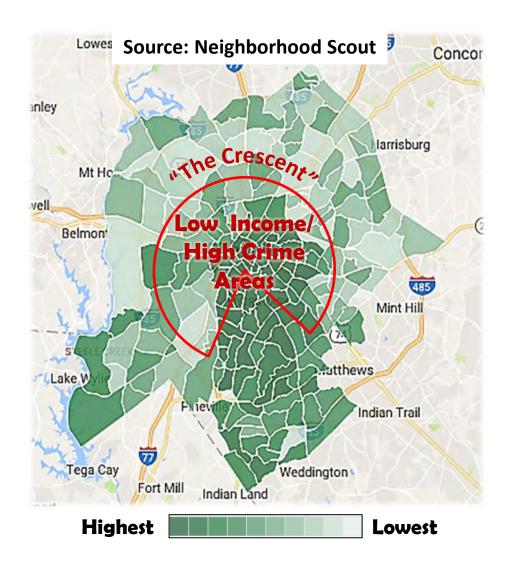




9 out of 10 of comparable U.S. cities are safer places to live than Charlotte.

#### **Highest Appreciating Neighborhoods**





Some of the highest appreciating neighbors since 2000 lie within The Crescent, which can be exploited for local economic, business and workforce development.

### **Jobenomics Baltimore City**



- Maryland and Baltimore County are performing above the U.S. average. Baltimore City is not. A 2015 Harvard Study ranks Baltimore City dead last of 100 U.S. cities in upward income mobility and the bottom quintile of average income.
- Jobenomics Baltimore City will focus initial operations in the poorest areas in West Baltimore.



Jobenomics goal is to create 100,000 net new jobs by 2026 via small business creation at the base of the city's economic pyramid in most depressed and high crime neighborhoods where rioting erupted after the death of Freddie Gray in police custody.

West Baltimore is the community with the greatest need.

#### Jobenomics Baltimore Plan

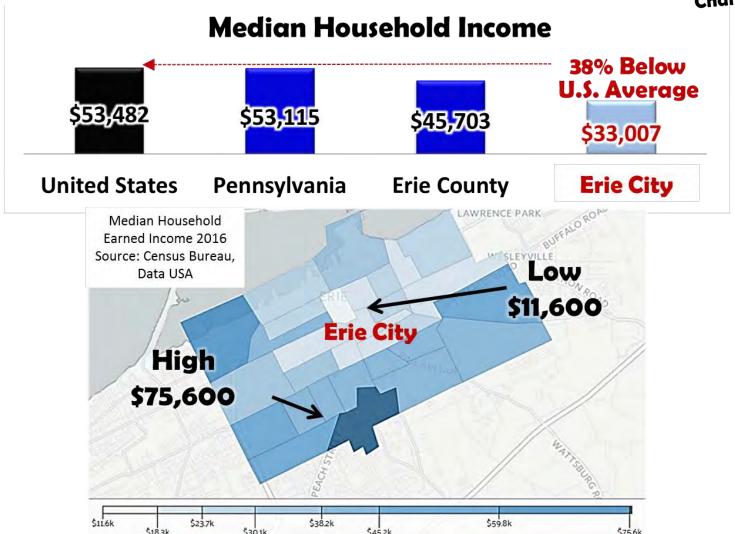
	<b>OBENOMICS</b>
C	, NC

Industry/Occupation	Job Zone	·	obs	Total lobs	% of 100K Goal
maistry/occupation	Skill Level	Direct (Est.)	Indirect (Est.)	lotal Jobs	70 OF TOOK GOOD
Manufacturing	1-5	5,750	28,750	34,500	35%
Under Armour	1-5	3,000	15,000	18,000	18%
Foreign (EB-5)	1-5	1,000	5,000	6,000	6%
Urban Mining	1-3	750	3,750	4,500	5%
Light Industrial	1-3	1,000	5,000	6,000	6%
Healthcare and Social Assistance	1-4	6,375	19,125	25,500	26%
Personal Care Aids	1-2	2,000	6,000	8,000	8%
Home Health Aids	1-2	2,000	6,000	8,000	8%
Nursing Assistances	1-2	2,000	6,000	8,000	8%
Direct-Care Center	1-4	375	1,125	1,500	2%
Demolition and Construction	1-4	6,000	18,000	24,000	24%
Demolition Labor	1	1,500	4,500	6,000	6%
Construction Labor	1-2	1,500	4,500	6,000	6%
Live-Baltimore/Retire-Baltimore	1-4	1,500	4,500	6,000	6%
Renewable Energy Initiative	1-4	1,500	4,500	6,000	6%
Digital Economy	1-5	4,000	12,000	16,000	16%
E-Commerce Self-Employed	1-4	2,000	6,000	8,000	8%
On Demand Work (e.g., Uber)	1-3	1,000	3,000	4,000	4%
E-Business Consultants	4-5	500	1,500	2,000	2%
Independent Contractors	3-5	500	1,500	2,000	2%
Total	1-5	22,125	77,875	100,000	100%

This conceptual framework will mature with community input.

#### Jobenomics Erie Statistics & Focus





Jobenomics Erie focuses on increasing inner-city household incomes to \$40,000 to \$50,000 per year.

## Jobenomics Erie (PA) Program



Jobenomics Erie Program	Direct Jobs (5 Years)	% of 3,500 Job Goal
Community-Based Business Generator	1,550	44%
Urban Agriculture	650	19%
Urban Mining	550	16%
Workforce Re-Entry Center	750	21%
Total	3,500	100%

#### 3,500 new direct jobs within next 5-years

- 10,500 to 14,000 total new jobs
   (2-times to 3-times direct to indirect workforce ratio)
- Creation of hundreds of locally-owned businesses tied to inner-city Erie (enhancing the direct/indirect job ratio)
- Annual Erie economic impact ≈ \$500 million (10,500 jobs @ \$50k/year)

Jobenomics Erie has received initial \$10 million funding commitments



# Any interest in creating and supporting a Jobenomics Charlotte? If yes, contact Astrid Chirinos at 704-451-3978 or astrid@latinamericanedc.org

Any interest in joining the Jobenomics National Grassroots Movement? If yes, signup at www.Jobenomics.com