

***Jobenomics:*** The economics of small business and job creation.



***Jobenomics Erie Goal:*** Create 3,500 new direct jobs within the next 5-years with emphasis on veterans, women, minorities, new workforce entrants and other hopefuls who want a career or start a business.

Chuck Vollmer

22 March 2017

## Bipartisan National Grassroots Movement

- Started in 2010, estimated following: 20 million
- Outreach via TV, radio, lectures, social media
- Website averaging 6 million hits per year

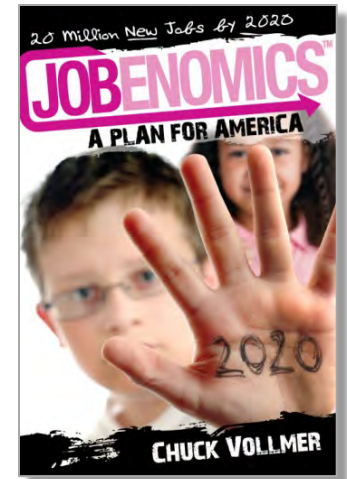
## Books and Research

- Six books on small business and job creation
- Quarterly reports on U.S. employment and unemployment trends
- Detailed reports on emerging national and business initiatives

## City and State Initiatives and Programs

- A dozen initiatives led by local community leaders
- Two highly-scalable turnkey programs that mass-produce jobs

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



# Jobenomics City & State Initiatives



## Detailed Plans Developed

- Jobenomics New York City
  - Jobenomics Harlem (JNYC Pilot Program)
- Jobenomics Baltimore City
- Jobenomics JWRC Phoenix

## Community Leader

Rev. Michael Faulkner  
Rev. Dr. Al Hathaway  
Mr. Doyle Davis

## Teams Formed, Planning Underway

- Jobenomics North Carolina
- Jobenomics Delaware
- Jobenomics Southern Maryland

Mr. Joe Magno  
Mr. La Mar Gunn  
Mr. Aurelio Azpiaz

## In Development

- Jobenomics Cincinnati
- Jobenomics Las Vegas

Mr. Uche Agomuo  
Col. Steve Seroka

## Highly-Scalable Turnkey Programs

- Jobenomics Urban Agriculture
- Jobenomics Urban Mining

Mr. Michael Buehler  
Mr. Steve Grueber

**Jobenomics Erie is the latest Jobenomics city initiative.**

# **Jobenomics Erie Management Team**



## **Erie-Based Team**

**Bishop Curtis Jones, Sr.**  
**Fredrick Williams**  
**Kim Burney**  
**Alan Kugler**  
**Mike Chevalier**  
**Kathi Danielson**  
**Greg Smith**

**Pastor Vickie Jones**  
**John Kowalczyk**  
**Tim Tassick**  
**Scott Bonnell**  
**Dr. Gae Anderson-Miller**  
**Tyrone L. Clark**

## **Jobenomics National Team**

**Chuck Vollmer**  
**Joel Griffing (Hope Collection)**  
**Peter Hessler (URT)**  
**Nicole Washington (MicroBizCoach)**

**Steve Grueber (eCyclingUSA)**  
**R. Michael Buehler (ACTS FFA)**  
**Joe Sarubbi (TEC-SMART)**

**Management team committed to a rapid and successful launch of  
Jobenomics Erie. Website: <http://jobenomicserie.com/>**

# Jobenomics Erie Lead Organizations



**Curtis Jones**



**Fred Williams**



**John Kowalczyk**



**Chuck Vollmer**  
**Architect**



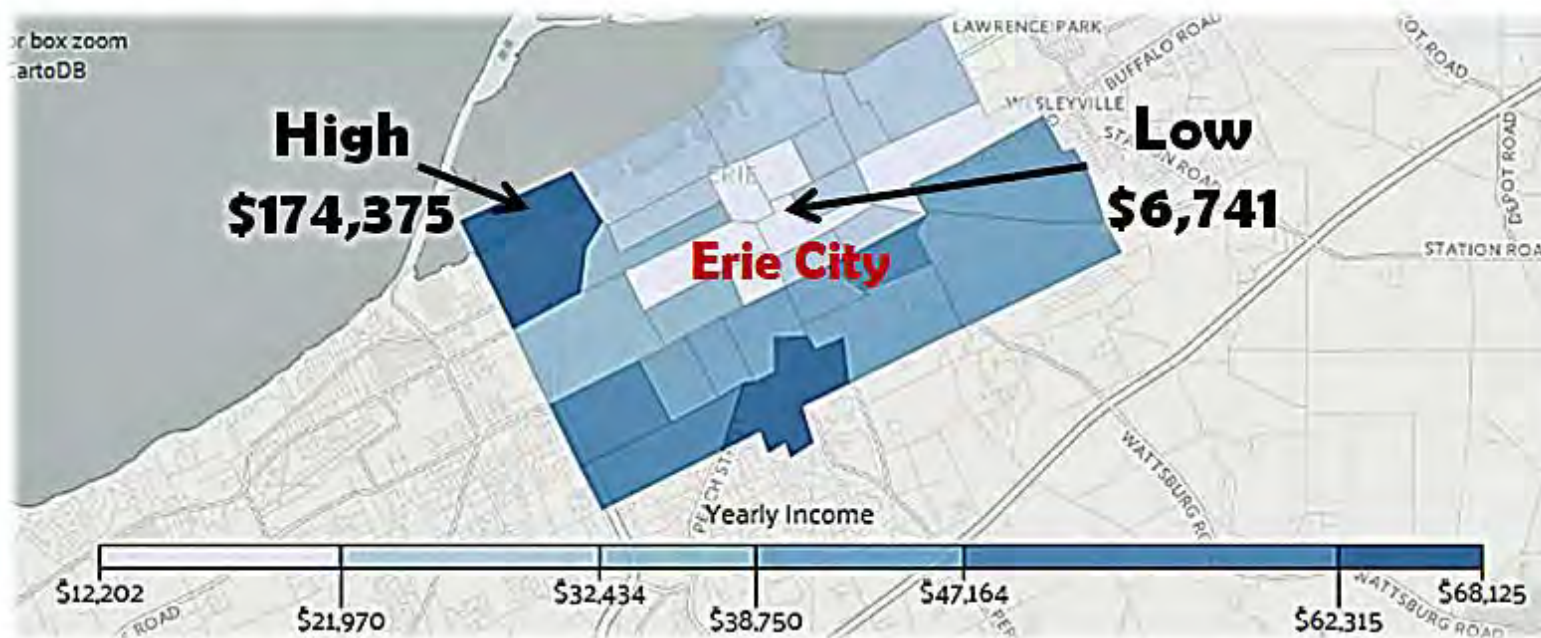
**Kim Burney**  
**Coordinator**

**Climate Changers and VMCE are 501c3 organizations involved in Erie community and workforce development.**



# Erie Wage & Income Statistics

## Median Household Income



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

# Erie Employment Trends

Erie Metropolitan Statistic Area (MSA)



Jobenomics Erie intends to reverse the employment decline in Erie communities and neighborhoods that need it the most.

# Jobenomics Erie Program

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

## **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  $\approx$  \$500 million  
(10,500 jobs @ \$50k/year)

**This Townhall meeting marks the beginning of Jobenomics Erie.**



# Business Generator and Skills-Based Training & Certification Programs

<b>Jobenomics Erie Program</b>		<b>Direct Jobs (est. 5 Years)</b>	<b>% of 3,500 Job Goal</b>
<b>Community-Based Business Generator</b>		<b>1,550</b>	<b>44%</b>
	Staffing	50	1%
	Direct-Care	600	17%
	Digital Economy	500	14%
	Renewable Energy & Technical Trades	400	11%

- 1,500 new direct jobs within next 5-years
- Initial location: 314 East 11<sup>th</sup> Street, Erie (Climate Changers 27,000 square foot building)
- Hope Collection will begin training with its 9,000 skills-based training and certification programs on 18 April 2017

**Initial focus will be on direct-care, digital economy, renewable energy and technical trades business and job creation.**

# Jobenomics Erie Community-Based Business Generator 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



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 Erie Program will incorporate their own self-employed business (S-Corp).

# The Hope Collection

- The Hope Collection (THC, <http://thehopecollection.org>) team includes the leading, nationally-accredited, skills-based training and certification institutions in the United States.
- THC's **9,000 online skills-based training and certification programs** are oriented to creating “careers within a year” in Health & Wellness, Performing and Fine Arts, Development and Housing, Technology, Energy, Communications, Faith-Based Leadership, Education, Food & Nutrition, Family Support.
- To deliver its skills-based training and certification programs, The Hope Collection developed a cloud-based Virtual Value Interactive Network (a data base management system) **used by tens of millions of people around the globe**, managed by the Hope Resource & Research Center ([www.RRCenter.org](http://www.RRCenter.org)) and accessed free by Jobenomics Erie members via Optimize My Life (<http://www.optimizemylife.org>).

**Optimizemylife.com is the THC membership portal for Jobenomics.**

# Urban Agriculture

Jobenomics Erie Program		Direct Jobs (est. 5 Years)	% of 3,500 Job Goal
Urban Agriculture		650	19%
	Micro-Farms (150)	450	13%
	Controlled Agriculture Center	200	6%

- 650 new direct jobs within next 5-years (not including temporary demolition, construction or long-term indirect jobs)
- Initial location: 1573 West 39<sup>th</sup> Street, Erie (VMCE)



**Initial focus will be on hydroponic and vertical indoor farming.**



# Jobenomics ACTS Freedom Farms

- **Team:** Jobenomics is teamed with ACTS Freedom Farms of America
- **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



ACTS

**Freedom  
Farms  
of America**

*Veteran Owned...Hydro-organically Grown*



**Initial operations: 20,000 veteran-owned micro-farms in 5-years.**



# Jobenomics Erie Freedom Farms

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

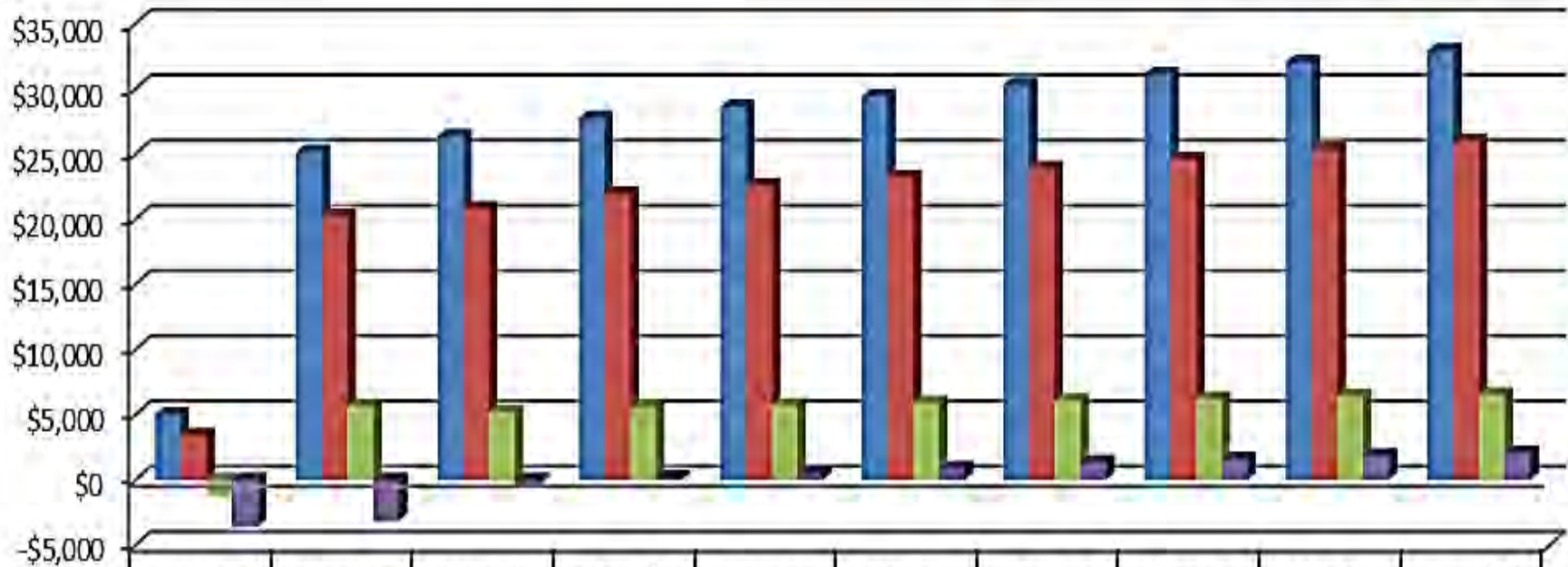


- Central controlled agricultural center (AG Core) manage and source crop production, processing, distribution and sales to fresh market outlets (grocery, restaurants, and international).
- Each micro-farm will consist of the land, 2,500 sq. ft. home and a leased state-of-the-art hydroponic and vertical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



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

# Jobenomics Erie Freedom Farms Estimated Financials (in 000s) AG Core + 100 Micro-Farms



**Estimated \$30,000,000+ annual revenue to Erie.**

# Urban Mining

Jobenomics Erie Program		Direct Jobs (est. 5 Years)	% of 3,500 Job Goal
Urban Mining		550	16%
	eCyclingErie	50	1%
	Light Industry	200	6%
	Transportation & Logistics	300	9%

- 550 new direct jobs within next 5-years
- eCyclingErie can be operational with 1-year of contract award



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



# 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)

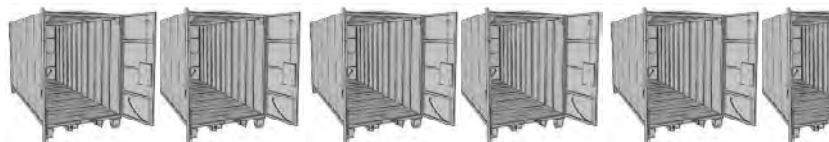
## ■ **Educational, Medical & Industrial**

## ■ **Construction & Demolition Materials**



**eCyclingUSA plant can process these items quickly and cleanly.**

# 3-Shift Operation Feedstock Requirements



**110 Tons Per Day**  
(5.5 Shipping Container Equivalents)



## \$ Value of e-Waste Raw Materials

*For Estimating Purposes Only*

**5 Tons Per Hour** 3-Shift Operation, 300 Days Per Year

Feedstock: Computers, Consumer Electronics, Small and Large Appliances

Metal/Material	% of e-Waste	\$s per Metric Ton*	\$/Ton (2204 pounds)	Total \$/Year (5 tons/hour x 23 hour/day x 300 days/year)
Iron/Steel (Fe)	20%	\$ 195	\$ 39.00	\$ 1,345,500
Copper (Cu)	5%	\$ 4,430	\$ 221.50	\$ 7,641,750
Aluminum (Al)	20%	\$ 1,300	\$ 260.00	\$ 8,970,000
ABS Plastics	10%	\$ 1,675	\$ 167.50	\$ 5,778,750
Other Plastics/Foam	40%	\$ 287	\$ 114.80	\$ 3,960,600
Computer Components	5%	\$ 2,466	\$ 123.31	\$ 4,254,326

Source: Jobenomics, eCyclingUSA

100%

Revenue\*\* \$ 31,950,926

Cost of goods sold \$ 15,417,000

\*Scrap prices as of 3 December 2016

Operating expenses \$ 4,666,000

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

**Net Income \$ 11,867,926**

**EBITDA 37%**



# JE Workforce Re-Entry Center (JEWRC)

Jobenomics Erie Program		Direct Jobs (est. 5 Years)	% of 3,500 Job Goal
Workforce Re-Entry Center		750	21%
	Ex-Offenders	300	9%
	Would-Be-Offenders	300	9%
	Disabled (PTSD) & Homeless Veterans	150	4%

- 750 new direct jobs within next 5-years
- Initial location: 314 East 11<sup>th</sup> Street, Erie (Climate Changers 27,000 square foot building). Candidate location: Burton JEWRC.

## Climate Changers



## Burton School

148 W 21st St, Erie



**Burton JEWRC can accommodate 100s of people per year.**

# Getting Started

- Training & certification programs start on 18 April 2017
- Startup costs \$900,000. Year 1 & 2 operational costs \$1.8 million.
- eCyclingErie starts 1-shift operation within 18 months

<i>As of 2 March 2017</i>	<b>Startup (6 Months)</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>
<b>Operational Costs &amp; Expenses</b>					
Jobenomic Erie-Training & Certification Programs	\$874,610	\$1,793,220	\$1,793,220	\$3,410,660	\$5,572,160
eCyclingErie (1-Shift Operation)			\$9,987,000		
eCyclingErie (2-Shift Operation)				\$18,361,000	
eCyclingErie (3-Shift Operation)					\$20,083,000
<b>Revenue Projections</b>					
eCyclingErie (1-Shift Operation)			\$11,113,366		
eCyclingErie (2-Shift Operation)				\$22,226,731	
eCyclingErie (3-Shift Operation)					\$31,950,926
<b>Net Income</b>					
All Jobenomics Erie Operations	<b>-\$874,610</b>	<b>-\$1,793,220</b>	<b>-\$666,854</b>	<b>\$455,071</b>	<b>\$6,295,766</b>

**Jobenomics Erie Could Be Self-Sustaining In Year 3.**  
**Jobenomics Erie Freedom Farms can also start within 18 months.**

# Sources Of Funding & Support

## ■ Startup Capital & Support

- Corporate sponsorship
- Government bonds and grants
- Debt financing and/or equity investment (7%-9% interest)
- Special programs (e.g., HUD Section 203, 3 and 8 funding, EB-5)
- Philanthrocapitalism

## ■ Sustaining Capital & Support

- Urban mining and urban agriculture profit sharing
- Corporate hiring and subcontracting
- New business hiring and profitability
- Mezzanine financing
- Micro-business loans

**Jobenomics is pursuing (1) Wall Street investors and (2) establishing a CDFI-Community Development Financial Institution/CDE- Community Development Enterprise – both of which require seed-funding from the local community.**

**Any interest in joining the  
Jobenomics Erie program?**



**If yes,  
contact a Jobenomics Erie Management Team  
member, or signup at [www.JobenomicsErie.com/Join](http://www.JobenomicsErie.com/Join)**