

Jobenomics: The economics of job and small business creation.



Initial Survey and Analysis

Jobenomics North Carolina Goal: Create maximum number of net new jobs in North Carolina within the next 10 years with emphasis on minorities, women and new workforce entrants.

Joe Magno, *Jobenomics North Carolina Executive Director*

Chuck Vollmer, *Jobenomics President and Founder*

17 August 2016

Jobenomics National Grassroots Movement

JOBENOMICS™
North Carolina



Plan for America (Book, Research, Initiatives & Blog)

- Focused on the economics of small and self-employed businesses and job creation for women, minorities, new workforce entrants and other hopefuls who want to work.
- Provides detailed plans for American business and jobs creation

Bipartisan National Grassroots Movement

- Following of over 2 million people nationwide
- Highly scalable business generation projects underway in numerous cities and states.

U.S. Goal: 20 million new U.S. private sector jobs every 10 years.

Jobenomics North Carolina (JNC)



Leadership

- **Joe Magno**, Executive Director Jobenomics North Carolina, Executive Director of The North Carolina Center of Innovation Network, and Chairman of the Accountability and Performance Committee of the NC Works Commission
- **Chuck Vollmer**, Jobenomics Founder and President



JNC Goal: Maximize Small Business and Jobs Creation

- Develop a Jobenomics North Carolina initiative with active participation of community leaders and decision-makers
- Implement Jobenomics Community-Based Business Generators to mass-produce local startup businesses and jobs
- Concentrate on small business and workforce development with emphasis on minorities, women, youth and urban/rural poor.

Current status: Developing strategic plan and determining interest

Jobenomics Community-Based Business Generator (JCBBG) 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

A Unique Community-Based Business And Workforce Development Process

JNC Initiative Key Points



- Jobs do not create jobs, businesses do. Small businesses employ 80% of all Americans and created 80% of all new jobs this decade.
- JNC will focus on mass-producing small businesses with emphasis on the demographics with the highest need and potential: women, minorities, new workforce entrants and other hopefuls.
- JNC will tailor its business and job creation efforts across all North Carolina's urban and rural communities according to their willingness to participate and their business and job creation needs.
- North Carolina per capita income is below national average with exception of Raleigh all four counties and all four cities that Jobenomics has visited are below or well below the national average.
- JNC will implement Jobenomics Community-Based Business Generators in interested communities to (1) fill currently open jobs, (2) exploit emerging high-growth areas, such as energy and digital economy, and (3) start highly-scalable business creation initiatives, such as direct-care, urban mining, shared-mobility, demolition/construction, light manufacturing and service-related businesses.

Focus on highly-scalable business and job creation opportunities.

North Carolina

Source: U.S. Census Bureau, 2014
ACS 5-Year Estimate, DataUSA



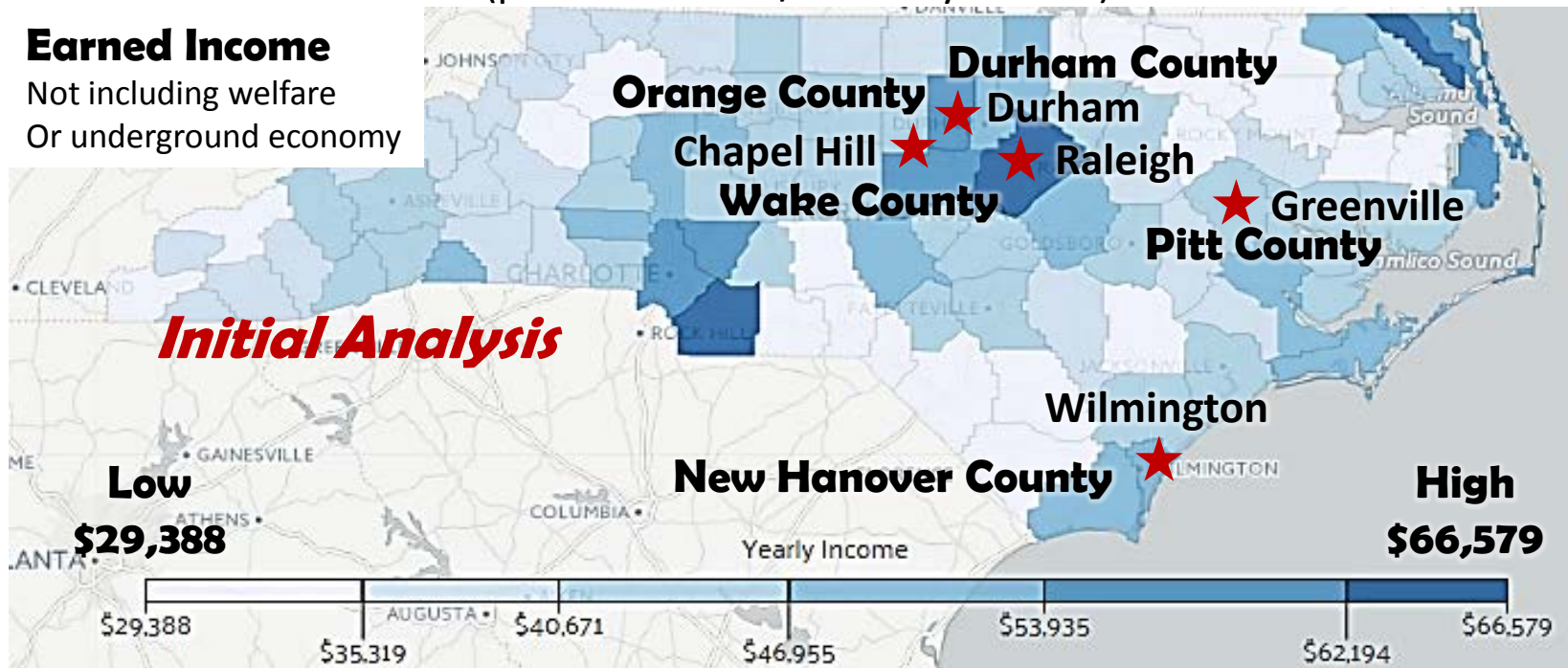
- Population 9.90 million
 - White: 6.36 million (64.0%)
 - Black: 2.12 million (21.4%)
 - Hispanic: 0.89 million (9.0%)
 - Asian: 0.25 million (2.5%)
- Median income: \$46,556 (National average: \$54,964) ✓ 15% Below
- Poverty level (National average: 15.5%)
 - Hispanic: 0.29 million (percent of race/ethnicity: 32.9%) ✓
 - Black: 0.55 million (percent of race/ethnicity: 25.9%)
 - White: 0.89 million (percent of race/ethnicity: 14.0%)
 - Asian: 0.03 million (percent of race/ethnicity: 12.0%) ✓

✓ **Statistically Noteworthy**

Source: www.dataUSA.io

Earned Income

Not including welfare
Or underground economy



Durham County

Source: U.S. Census Bureau, 2014
ACS 5-Year Estimate, DataUSA

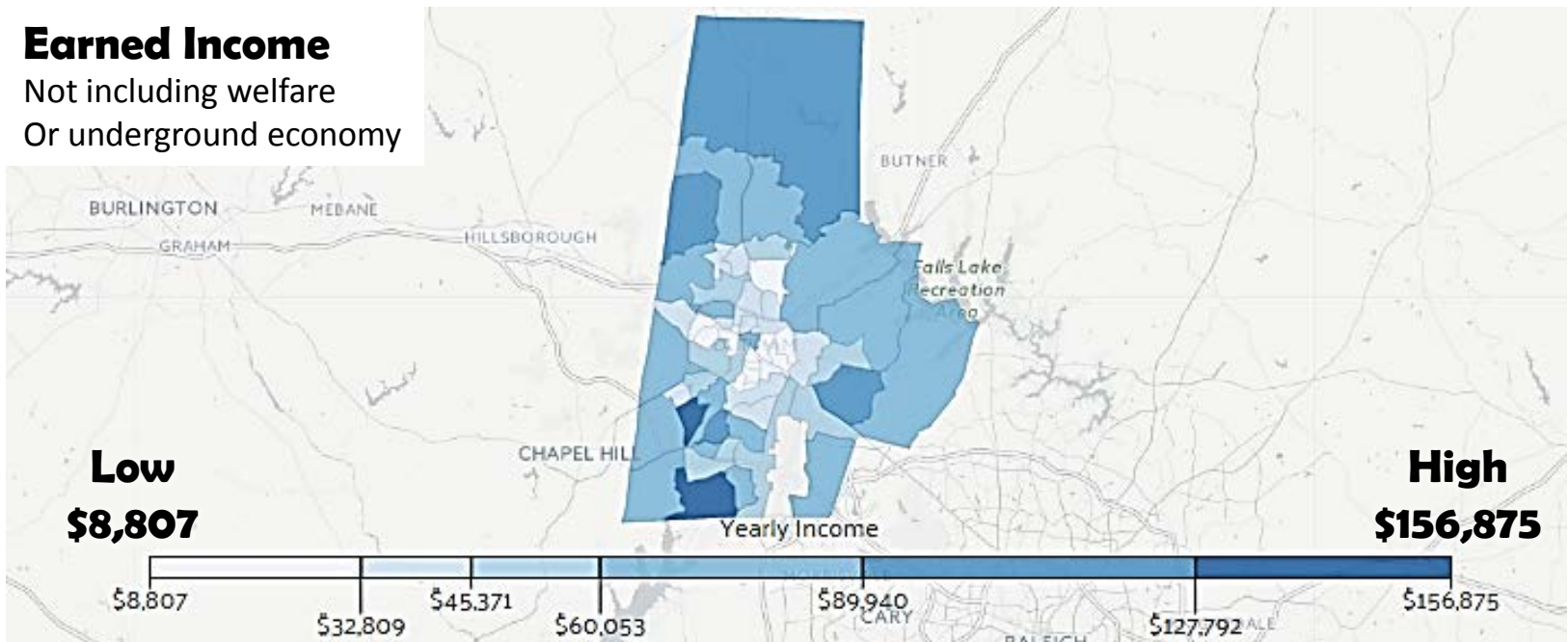


- Population 294,460
 - White: 124,106 (42.1%)
 - Black: 110,824 (37.6%)
 - Hispanic: 39,332 (13.4%)
 - Asian: 12,479 (4.2%)
- Median income: \$50,504 (National average: \$54,964) ✓ 8% Below
- Poverty level (National average: 15.5%)
 - Hispanic: 11,036 (percent of race/ethnicity: 28.1%) ✓
 - Black: 22,544 (percent of race/ethnicity: 20.3%)
 - White: 16,224 (percent of race/ethnicity: 13.1%)
 - Asian: No Data

✓ Minority Majority County

Earned Income

Not including welfare
Or underground economy



Durham

Source: U.S. Census Bureau, 2014
ACS 5-Year Estimate, DataUSA

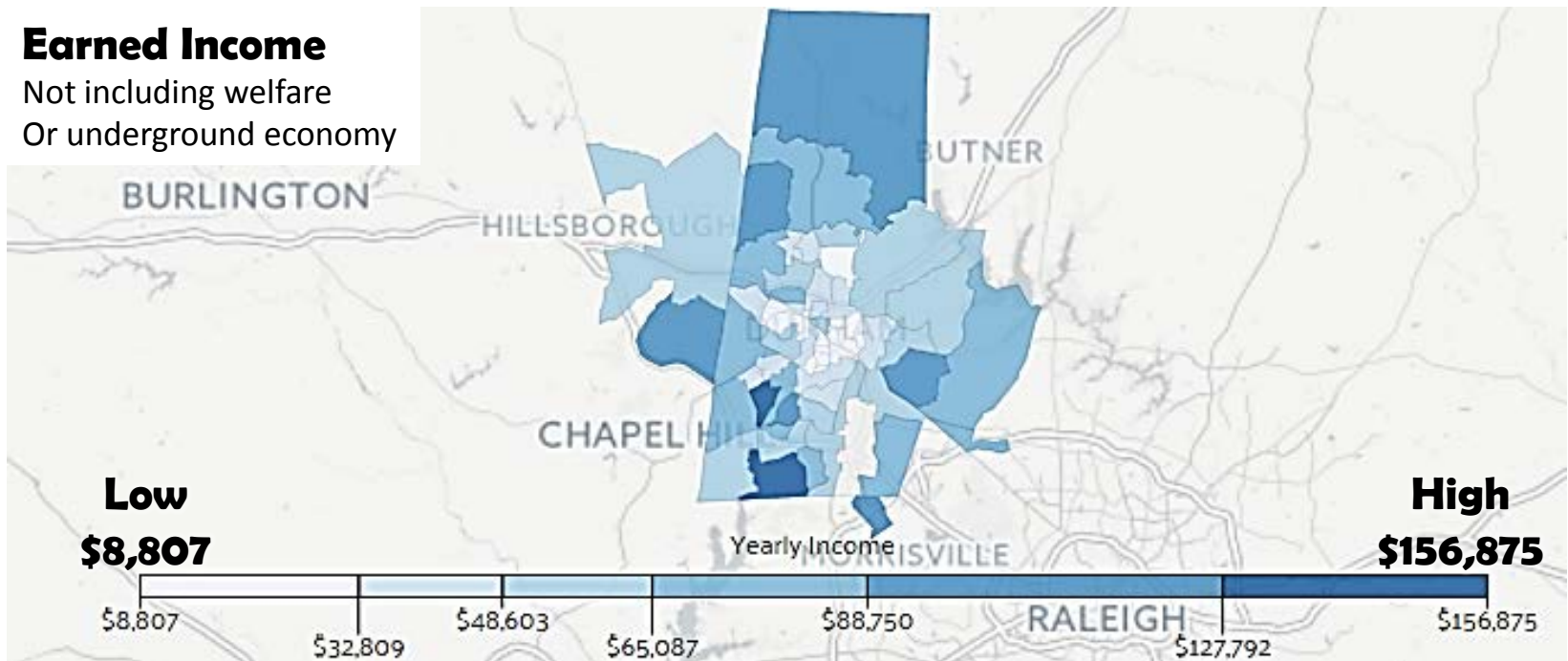


- Population 251,872
 - Black: 101,697 (40.4%) ✓
 - White: 96,765 (38.4%)
 - Hispanic: 35,112 (13.9%)
 - Asian: 12,004 (4.8%)
- Median income: \$48,731 (National average: \$54,964) ✓ 12% Below
- Poverty level (National average: 15.5%)
 - Hispanic: 11,036 (percent of race/ethnicity: 31.4%) ✓
 - Black: 21,625 (percent of race/ethnicity: 21.2%)
 - White: 14,245 (percent of race/ethnicity: 14.7%)
 - Asian: No Data

✓ Black Majority City

Earned Income

Not including welfare
Or underground economy



Wake County

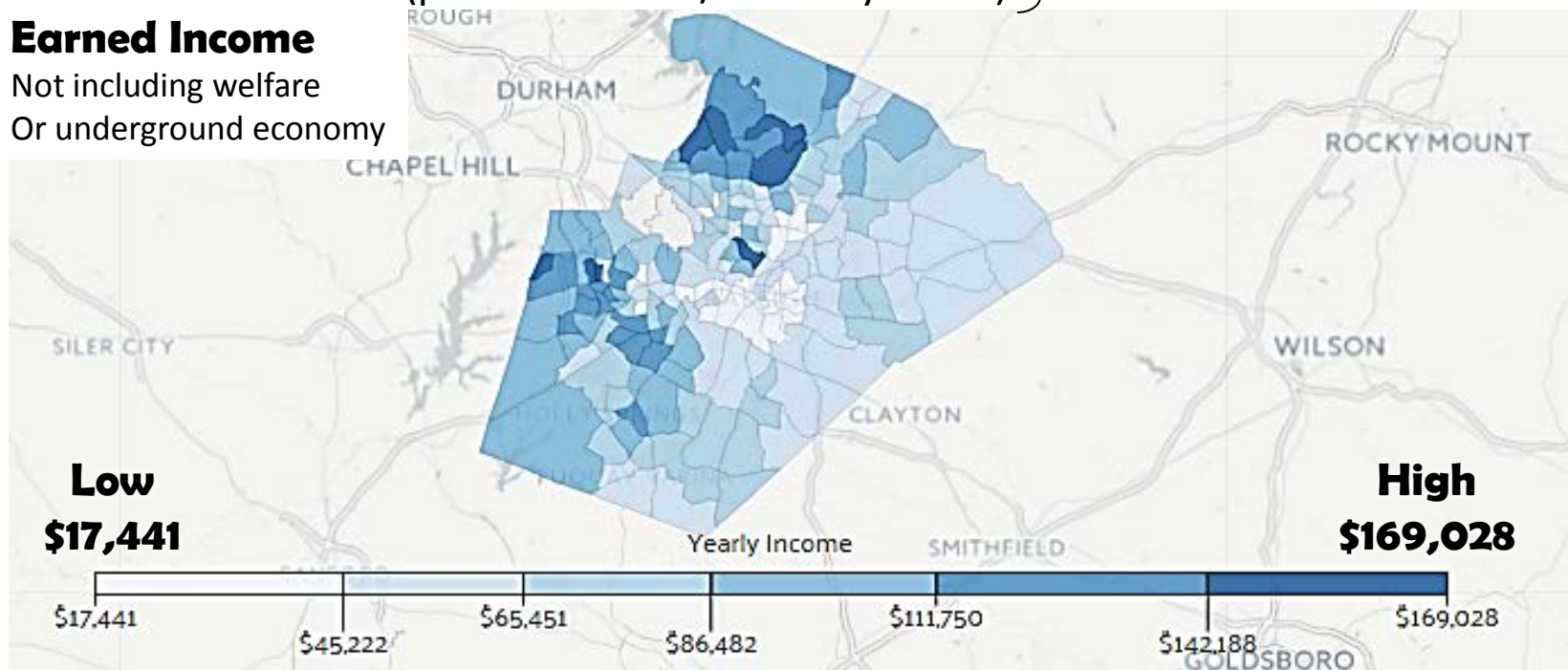
Source: U.S. Census Bureau, 2014
ACS 5-Year Estimate, DataUSA



- Population 998,691
 - White: 607,540 (60.8%)
 - Black: 199,771 (20.0%)
 - Hispanic: 99,706 (10.0%)
 - Asian: 62,354 (6.2%)
- Median income: \$66,634 (National average: \$54,964) ✓ 21% Above
- Poverty level (National average: 15.5%)
 - Hispanic: 28,238 (percent of race/ethnicity: 28.3%)
 - Black: 38,221 (percent of race/ethnicity: 19.1%)
 - Asian: 6,450 (percent of race/ethnicity: 10.3%)
 - White: 58,764 (percent of race/ethnicity: 9.7%) } ✓

Earned Income

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Raleigh

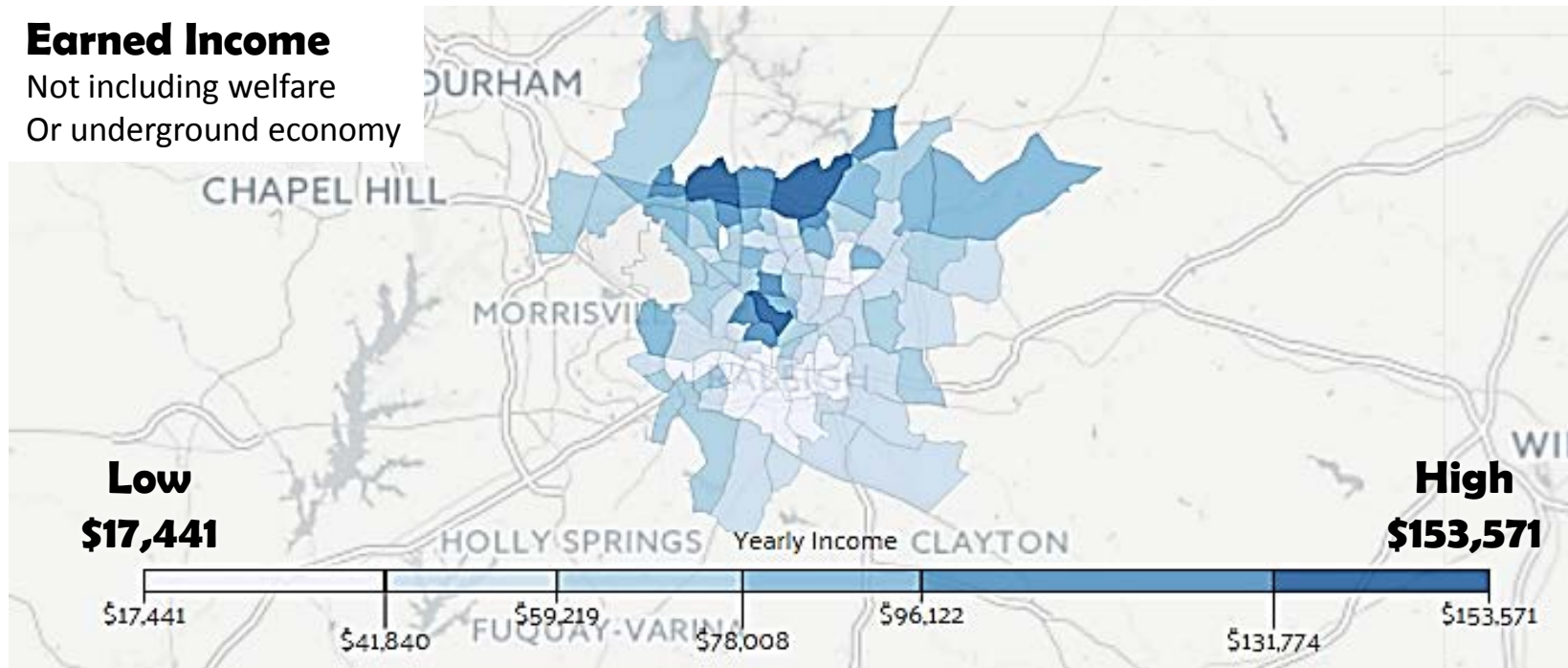
Source: U.S. Census Bureau, 2014
ACS 5-Year Estimate, DataUSA



- Population 439,884
 - White: 242,272 (55.1%)
 - Black: 117,559 (26.7%)
 - Hispanic: 52,616 (12.0%)
 - Asian: 15,586 (3.5%)
- Median income: \$53,475 (National average: \$54,964) *3% Below*
- Poverty level (National average: 15.5%)
 - Hispanic: 16,975 (percent of race/ethnicity: 32.3%)
 - Black: 27,448 (percent of race/ethnicity: 23.3%)
 - White: 34,059 (percent of race/ethnicity: 14.1%) ✓ *Largest # of people*
 - Asian: No Data

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Orange County

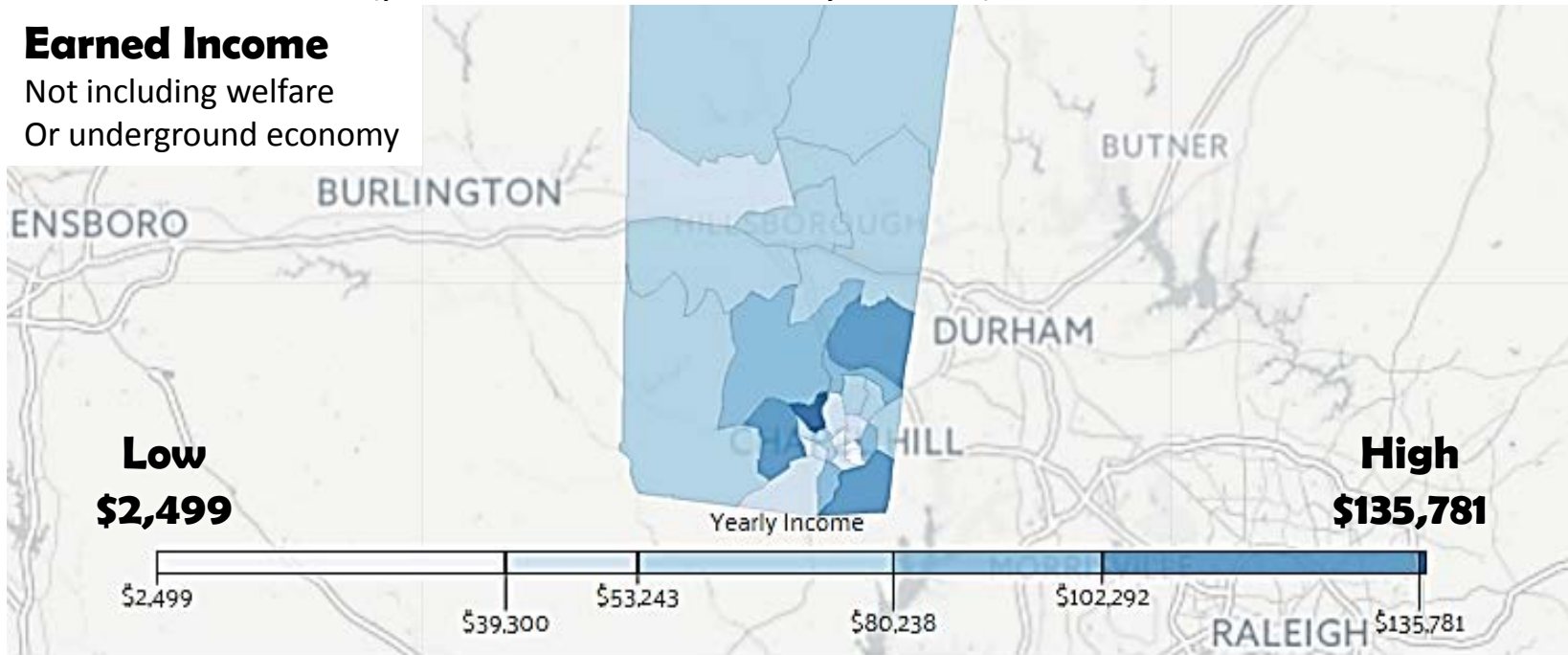
Source: U.S. Census Bureau, 2014
ACS 5-Year Estimate, DataUSA



- Population 137,275
 - White: 96,189 (70.1%)
 - Black: 15,657 (11.4%)
 - Hispanic: 11,310 (8.2%)
 - Asian: 9,697 (7.1%)
- Median income: \$57,261 (National average: \$54,964) ✓ 4% Above
- Poverty level (National average: 15.5%)
 - Hispanic: 3,597 (percent of race/ethnicity: 31.8%)
 - Black: 3,925 (percent of race/ethnicity: 25.1%)
 - White: 14,231 (percent of race/ethnicity: 14.8%) ✓ Largest # of people
 - Asian: 1,060 (percent of race/ethnicity: 10.9%)

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Chapel Hill

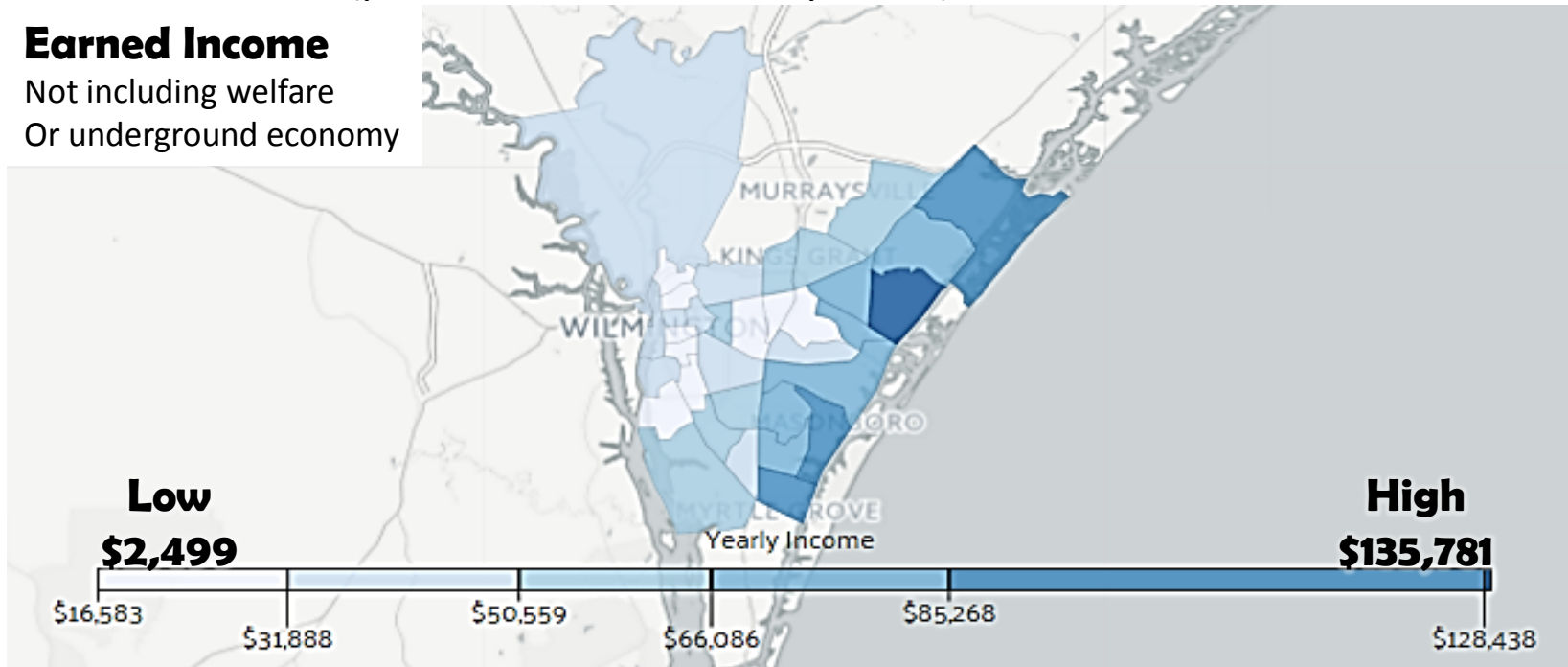
Source: U.S. Census Bureau, 2014
ACS 5-Year Estimate, DataUSA



- Population 58,379
 - White: 40,879 (70.0%)
 - Asian: 7,413 (12.7%) ✓
 - Black: 4,883 (8.4%)
 - Hispanic: 3,450 (5.9%)
- Median income: \$62,620 (National average: \$54,964) ✓ 14% Above
- Poverty level (National average: 15.5%)
 - Black: 1,655 (percent of race/ethnicity: 33.9%)
 - White: 7,876 (percent of race/ethnicity: 19.2%) ✓
 - Hispanic: 540 (percent of race/ethnicity: 15.7%)
 - Asian: 646 (percent of race/ethnicity: 8.7%)

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New Hanover County

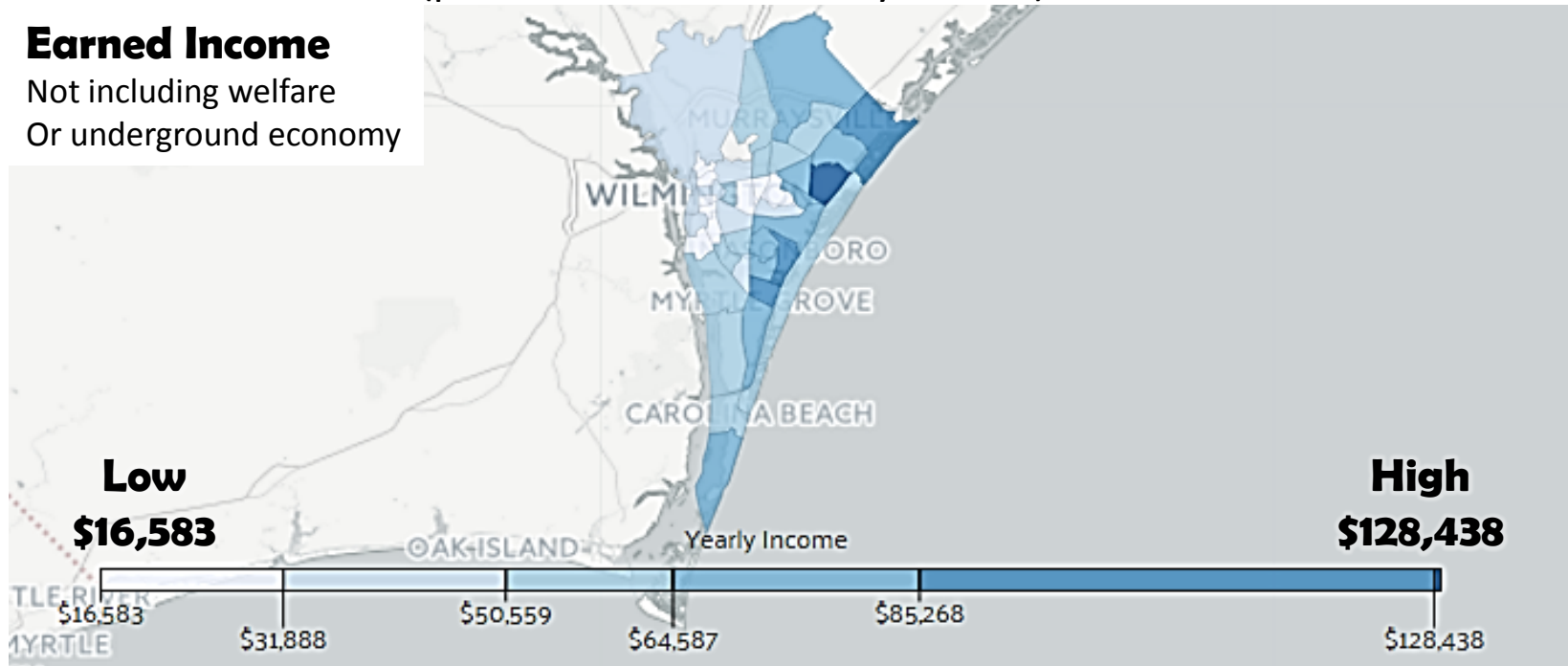
Source: U.S. Census Bureau, 2014
ACS 5-Year Estimate, DataUSA



- Population 209,586
 - White: 160,886 (76.8%)
 - Black: 29,987 (14.3%)
 - Hispanic: 11,208 (5.3%)
 - Asian: 2,778 (1.3%)
- Median income: \$49,582 (National average: \$54,964) ✓ 10% Below
- Poverty level (National average: 15.5%)
 - Hispanic: 4,460 (percent of race/ethnicity: 39.8%) ✓
 - Black: 9,231 (percent of race/ethnicity: 30.8%)
 - Asian: 557 (percent of race/ethnicity: 20.1%)
 - White: 24,879 (percent of race/ethnicity: 15.5%) ✓

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Wilmington

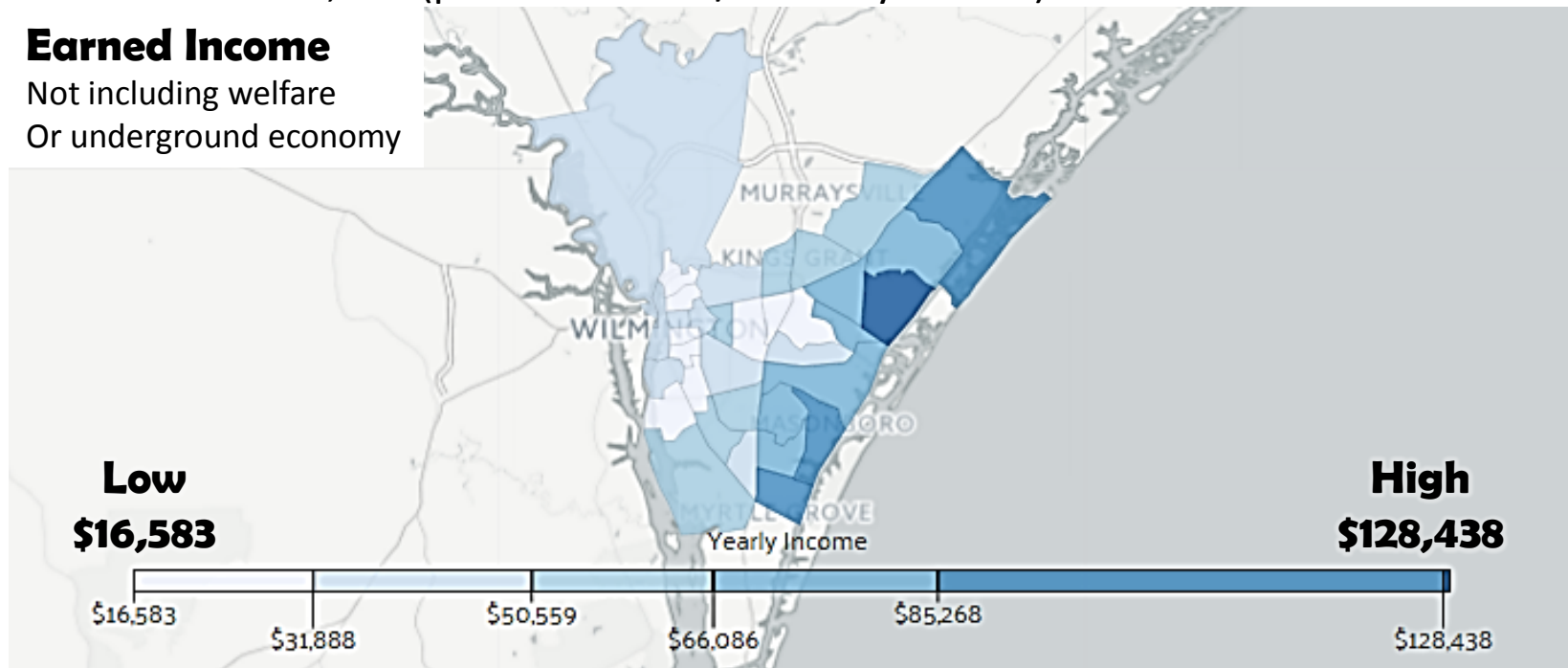
Source: U.S. Census Bureau, 2014
ACS 5-Year Estimate, DataUSA



- Population 110,000
 - White: 79,129 (71.9%)
 - Black: 21,231 (19.3%)
 - Hispanic: 6,373 (5.8%)
 - Asian: 1,579 (1.4%)
- Median income: \$42,130 (National average: \$54,964) ✓ 23% Below
- Poverty level (National average: 15.5%)
 - Hispanic: 2,653 (percent of race/ethnicity: 41.6%) ✓
 - Asian: 524 (percent of race/ethnicity: 33.2%) ✓
 - Black: 7,889 (percent of race/ethnicity: 31.2%)
 - White: 15,498 (percent of race/ethnicity: 19.6%) ✓

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Pitt County

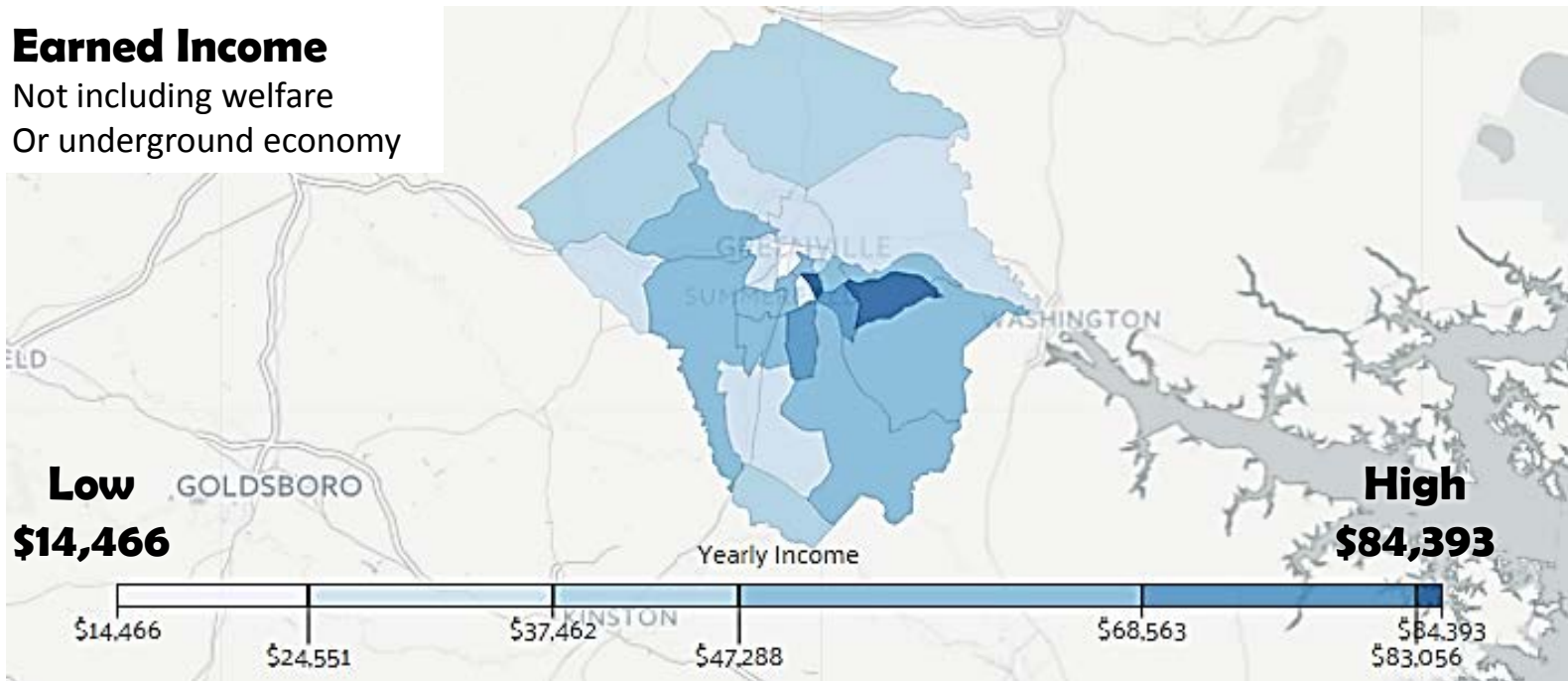
Source: U.S. Census Bureau, 2014
ACS 5-Year Estimate, DataUSA



- Population 172,438
 - White: 97,411 (56.5%)
 - Black: 58,423 (33.9%)
 - Hispanic: 9,802 (5.7%)
 - Asian: 2,854 (1.7%)
- Median income: \$42,011 (National average: \$54,964) ✓ 24% Below
- Poverty level (National average: 15.5%)
 - Black: 18,818 (percent of race/ethnicity: 32.2%)
 - Hispanic: 3,159 (percent of race/ethnicity: 32.2%)
 - Asian: 646 (percent of race/ethnicity: 22.6%)
 - White: 17,214 (percent of race/ethnicity: 17.7%)

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Greenville

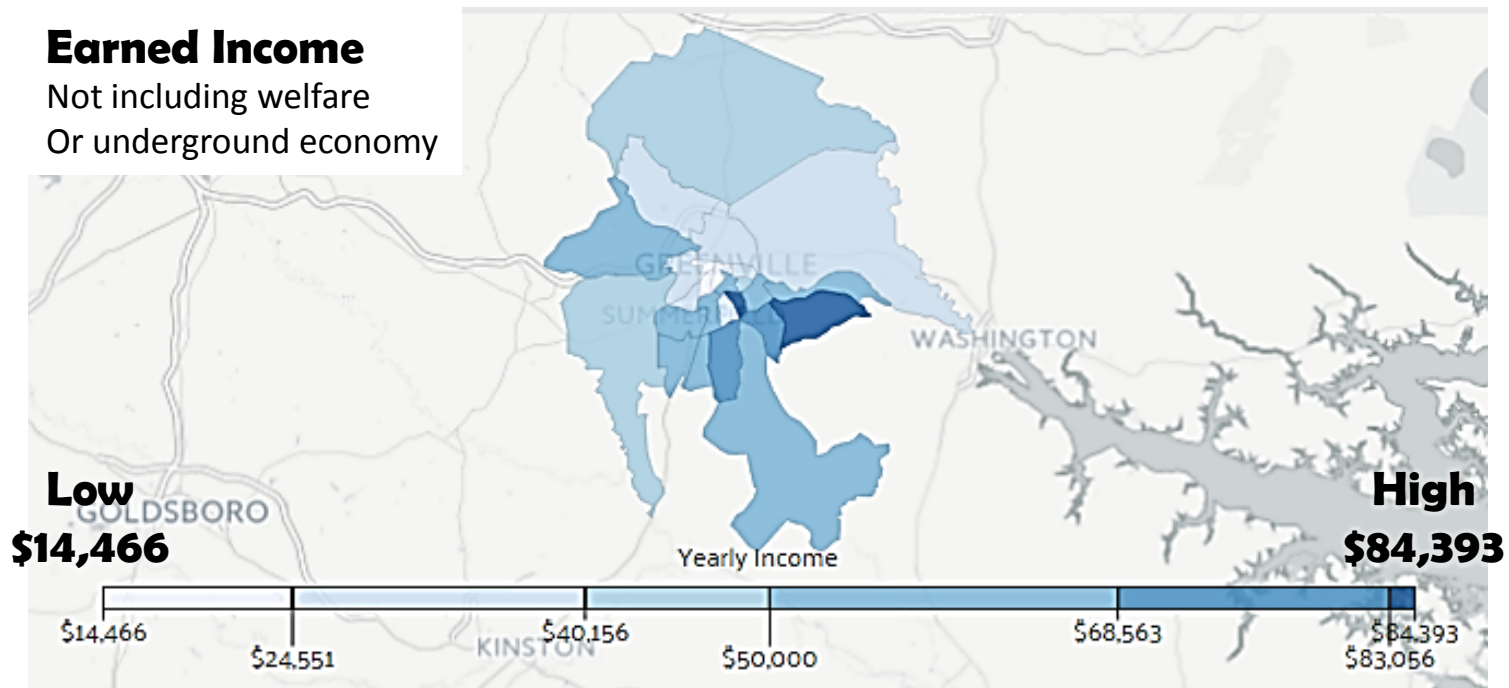
Source: U.S. Census Bureau, 2014
ACS 5-Year Estimate, DataUSA



- Population 87,546
 - White: 47,252 (54.0%)
 - Black: 32,005 (36.6%)
 - Hispanic: 3,741 (4.3%)
 - Asian: 2,469 (12.8%)
- Median income: \$35,225 (National average: \$54,964) ✓ 36% Below
- Poverty level (National average: 15.5%)
 - Black: 10,722 (percent of race/ethnicity: 33.5%)
 - Hispanic: 1,219 (percent of race/ethnicity: 32.6%)
 - White: 12,236 (percent of race/ethnicity: 25.9%)
 - Asian: 607 (percent of race/ethnicity: 24.6%)

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Concluding Thoughts



- Jobenomics North Carolina still is in the consensus building phase.
- Maximizing the number of new small businesses and jobs is the JNC goal and will be defined in greater detail as more citizens join the movement.
- Unleashing the entrepreneurial spirit of North Carolinians, especially those at the base of the NC economic pyramid, will not only increase prosperity but hope for a better future.
- The demographics with the greatest need and potential in NC include women, minorities, new workforce entrants and the urban/rural poor.
- Jobs do not create jobs. Businesses do. Of the 806,000 businesses in North Carolina, 37% are women-owned and 23% are minority-owned. Small business employs the vast majority in North Carolina.
- Jobenomics Community-Based Business Generators will be implemented across North Carolina to mass-produce startup businesses.

Your support and involvement are needed.

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