The **Jobenomics National Grassroots Movement** concentrates on mass-producing micro and nonemployer businesses and jobs in under-resourced communities.

The **National Faith-Based Empowerment Coalition** promotes small business and job creation in underserved African American communities via building coalitions and generating Opportunity Zone funding.

**Rev. Zagery J. Oliver**
National Faith-Based Empowerment Coalition, Founder and President
6 March 2019
Jobenomics

Bipartisan National Grassroots Movement
- Reached tens of millions of people via:
- Tens of thousands of Jobenomics.com page views each month.
- Jobenomics America TV launched in 2018

Books, Research & Special Reports
- Focus on economic, community, small business and workforce development.
- Ten e-books and ninety special reports.

Urban Renewal & Rural Revitalization Programs
- Two dozen initiatives led by community leaders.
- Six major highly-scalable turnkey programs.

Primary focus: economic, community, small business and workforce development at the base of America’s socio-economic pyramid.
National Faith-Based Empowerment Coalition & Development Fund

National Faith-Based Empowerment Coalition

- Spur development in low income communities that allow for local stakeholder participation and for local residents to truly benefit
- Form a coalition to facilitate high impact investments and sustainable development.
- Connect investors to high impact projects.

National Faith-Based Coalition Development Fund

- A depository fund based on the Opportunity Zones created by the 2017 Tax Cuts and Jobs Act.
- Invest in outreach economic initiatives (real estate, buildings, projects and programs) that serve under-resourced communities.

Primary focus: investment for restoration, jobs into careers with sustainable and measurable change.
Jobenomics Empowerment Coalition
Opportunity Zone Focus

8,700 Designated U.S. Opportunity Zones
The poorest 12% of all Census Tracts in the United States.

The 2017 Tax Cuts and Jobs Act’s Opportunity Zones promise positive social impact by driving billions of dollars in long-term investment into under-resourced communities.
Minority Entrepreneurship Is Soaring

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>1996</th>
<th>2017</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whites</td>
<td>77.1%</td>
<td>55.3%</td>
<td>-28%</td>
</tr>
<tr>
<td>Minorities</td>
<td>22.9%</td>
<td>44.7%</td>
<td>95%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>8.4%</td>
<td>11.8%</td>
<td>40%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>10.0%</td>
<td>23.6%</td>
<td>136%</td>
</tr>
<tr>
<td>Asian American</td>
<td>3.4%</td>
<td>6.5%</td>
<td>91%</td>
</tr>
<tr>
<td>Other</td>
<td>1.0%</td>
<td>2.9%</td>
<td>190%</td>
</tr>
</tbody>
</table>

Changes In The Share Of New U.S. Entrepreneurs

Source: 2017 Kauffman National Report on Early-Stage Entrepreneurship

An Opportunity Fund oriented to low income African American communities could double the rate of entrepreneurialism while simultaneously reducing poverty, crime and welfare dependency.
African American Jobenomics chapters constitute the majority and most enthusiastically led Jobenomics Chapters.
Why Focus On African Americans?

- African Americans are most highly visible demographic in the USA.
- African Americans with the highest need and potential are:
  - Formerly incarcerated and at-risk males that have demonstrated entrepreneurial mastery in illicit pursuits.
  - Empty nester single mother (and grandmother) head-of-households with maternal and everyday management skills.
  - Digital natives (Screenagers and Millennials) that have proclivity for anything digital.
- In most under-served and marginalized communities, faith-based institutions have always been a pillar for change.
- Mobilizing faith-based and other socially oriented enterprises with highly-scalable, shovel-ready projects underwritten with opportunity funds, communities will prosper from the bottom up.

“For the body (USA) does not consist of one member, but of many. If one member suffers, all suffer together; if one member is honored, all rejoice together.” 1 Corinthians 12: 14 & 26
A District of Columbia Grassroots Movement that can serve as an excellent and replicable program for the rest of the country.
### Goal:

**6,000** new jobs within **5-years** by mass-producing local startup businesses that are **anchored** in Wards 8, 7 and 5.

---

**Jobenomics Washington DC WDC (JWDC) Business & Job Programs**

**JWDC Business Initiatives**

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Agriculture &amp; Affordable Homes/Businesses (Indoor Hydroponics &amp; Vertical Farming)</td>
<td>1,000</td>
</tr>
<tr>
<td>Urban Mining &amp; Material Reclamation Facilities (eCycling)</td>
<td>800</td>
</tr>
<tr>
<td>Renewable Energy &amp; Green Micro-Businesses (Solar Installation/Maintenance, Energy Services)</td>
<td>600</td>
</tr>
<tr>
<td>Direct-Care &amp; On-Demand Independent Contractors (Health, Elder, Child, Behavioral)</td>
<td>1,500</td>
</tr>
<tr>
<td>Digital Economy &amp; Digital Academies (eCommerce, eSports, App/Bot Developers)</td>
<td>1,500</td>
</tr>
<tr>
<td>Community-Based Business Generator &amp; Entreprenuer Co-Working Enterprises</td>
<td>600</td>
</tr>
</tbody>
</table>

**Total Jobs:** 6,000
Jobenomics WDC Focus Areas

To reduce income inequality JWDC will increase income opportunity.
Poorest and Underserved DC Wards

<table>
<thead>
<tr>
<th>Three Poorest Wards</th>
<th>Ward 8 (Poorest)</th>
<th>Ward 7</th>
<th>Ward 5</th>
<th>Ward 3 (Richest)</th>
<th>District of Columbia</th>
<th>Metro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>83,110</td>
<td>75,796</td>
<td>85,469</td>
<td>83,237</td>
<td>659,009</td>
<td>6,011,752</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$31,100</td>
<td>$38,600</td>
<td>$60,800</td>
<td>$116,300</td>
<td>$72,900</td>
<td>$93,800</td>
</tr>
<tr>
<td>African American</td>
<td>90.9%</td>
<td>93.8%</td>
<td>68.0%</td>
<td>7.0%</td>
<td>48.3%</td>
<td>25.4%</td>
</tr>
<tr>
<td>(Percent of population by race)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No High School Diploma</td>
<td>16.3%</td>
<td>16.1%</td>
<td>12.8%</td>
<td>2.1%</td>
<td>10.0%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Employed (Working-Age 25-64)</td>
<td>43.4%</td>
<td>47.2%</td>
<td>56.8%</td>
<td>69.0%</td>
<td>62.8%</td>
<td>66.9%</td>
</tr>
<tr>
<td>Unemployment Rate</td>
<td>12.2%</td>
<td>10.6%</td>
<td>7.4%</td>
<td>2.4%</td>
<td>6.0%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Single Mom Households (with children under 18)</td>
<td>70.2%</td>
<td>71.8%</td>
<td>43.8%</td>
<td>12.9%</td>
<td>20.4%</td>
<td></td>
</tr>
<tr>
<td>Poverty Rate (Less Than $25,000)</td>
<td>42.8%</td>
<td>34.7%</td>
<td>26.2%</td>
<td>10.3%</td>
<td>21.8%</td>
<td>11.1%</td>
</tr>
</tbody>
</table>

The three poorest Wards in the District are predominantly African American with high percentages of Single Mom Households.
District of Columbia Opportunity Zones

- **Opportunity Zones**
  - 8,700 designated under-resourced Census tracts

- **Opportunity Funds**
  - Preferential tax treatment for investment in economically-distressed communities

- **Investor Tax Benefits**
  - Deferral of capital gains on property and equipment.
  - Elimination of all taxes on capital gains if held 10-years

Part of the 2017 Tax Cuts and Jobs Act, Opportunity Zones promise positive social impact by driving billions of dollars in long-term investment into under-resourced communities.
Economic Development

**Traditional Top-Down Approach**

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

- Amazon HQ2, Crystal City, VA
  - District incentives: $500M to $1B
- FedEx Field, Landover, MD
  - 100 full-time & 3500 game day jobs

**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.
Top-Down Approach Gentrifies & Displaces Many Poorer Residents

District’s Amazon Second Headquarters Rendering

Designed Opportunity Zones “Under-resourced communities”

Proposed Amazon HQ2 offices were in DC’s poorest neighborhoods

Tens of thousands of low-skilled and poorer local residents would be displaced to the influx of 25,000 highly-paid Amazon employees.
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.
Primary Challenge: Help Sidelined Workers Rejoin The District’s Workforce

Wards 8, 7 & 5 Total Population: 244,373
Unemployed & Not-in-Labor Force: 95,201 (39%)

Source: U.S. Census Bureau

A sizeable fraction of the people in the Not-in-Labor Force supports their livelihoods on some form of assistance or illicit activities.
Jobenomics Washington DC
Urban Agriculture Program

Goal is to create 25 to 50 indoor-grow businesses across the District of Columbia within the next 5-years in under-served communities.
Affordable Local Businesses

- **Year End Cash Balance:** Year 1 = $350,000, Year 2 = $650,000.

- **Indoors versus Outdoors** (5-acre comparison): controlled environment agriculture is 18-times more productive, generates 50% more revenue, and EBIT is 434% higher than outdoor farming. 

  *Earnings Before Interest & Taxes*

  Operational in 4-months after contract award and producing crops every 3-months thereafter.
Affordable & Sustainable Homeownership

Opportunity Zone Funding is available.
Live/Work/Play/Retire Complex

Meets District’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.

C&D
Construction & Demolition Material

MSW
Municipal Solid Waste

E-Waste
Electronic Waste & Appliances

Tires
Car, Truck, Rubber Products

Waste-to-
Organics
Compost, Mulch

Waste-to-
Energy
Electrical Power, Biofuels, Carbon Black

Waste-to-
Material
Metal, Plastic, Rubber

Urban Mining Goal: Monetize urban waste streams to produce businesses, jobs and revenues for workforce development.
eWaste Material Reclamation Facility

Operational within 1-year after contract award.
Up to $40 million/year profits and 200 direct jobs.
Renewable Energy & Green Businesses

Renovation, Installation & Maintenance Businesses
Energy Audit, Weatherization & Renovation Businesses

DC named first certified LEED Platinum city in the world. JWDC is working with DOEE to mass-produce green minority-businesses.

LEED: Leadership in Energy and Environmental Design
Energy Services

- Demand Side Energetics
- Net-Zero Communities/Buildings
- Services: “Energy’s 3rd Rail”
  - Energy Efficiency/Conservation
  - Energy Assurance/Security
  - Disaster Preparedness/Recovery
  - Energy-as-a-Service (EaaS)
- Energy Technology Center

Jobenomics’ Joe Sarubbi with President Obama and Mrs. Biden
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

Standard economy growing at 2% per year 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

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

www.clinicstop.com
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 Washington DC.
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