

***Jobenomics* focuses on mass-producing local micro and nonemployer businesses and jobs.**



***Jobenomics Alberta* will help create new businesses with emphasis on women, youth, blue-collar, indigenous and underserved communities.**

Chuck Vollmer, Jobenomics, Founder & President  
Leann Hackman-Carty, Jobenomics Canada, Managing Director  
**7 April 2019**

# Jobenomics



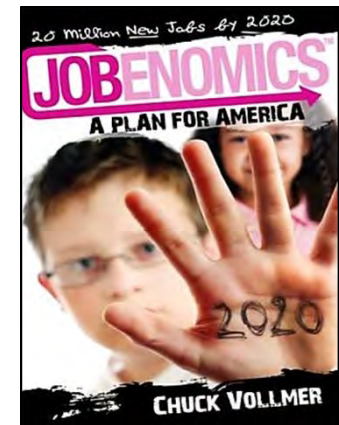
## Nonpartisan Grassroots Movement

- Reached tens of millions of people
- Tens of thousands of Jobenomics.com page views each month
- Jobenomics America TV launched in 2018

**JOBENOMICS.COM**

## Books, Research & Special Reports

- Economic, community, small business and workforce development focus
- First book established published 2010
- 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



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

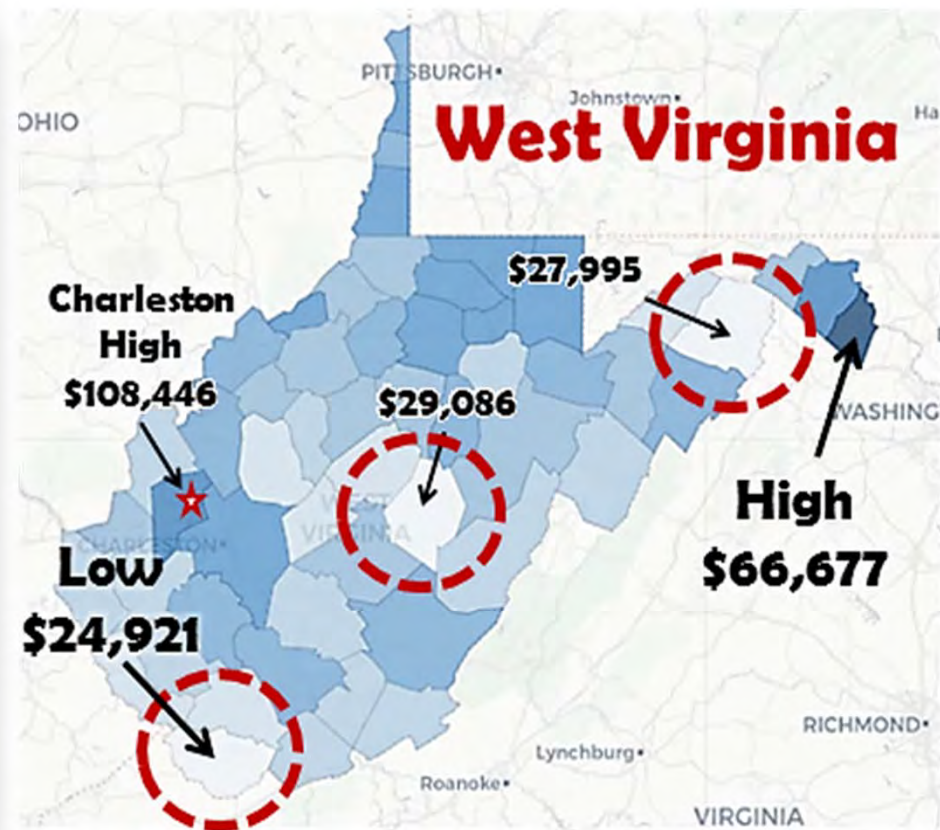
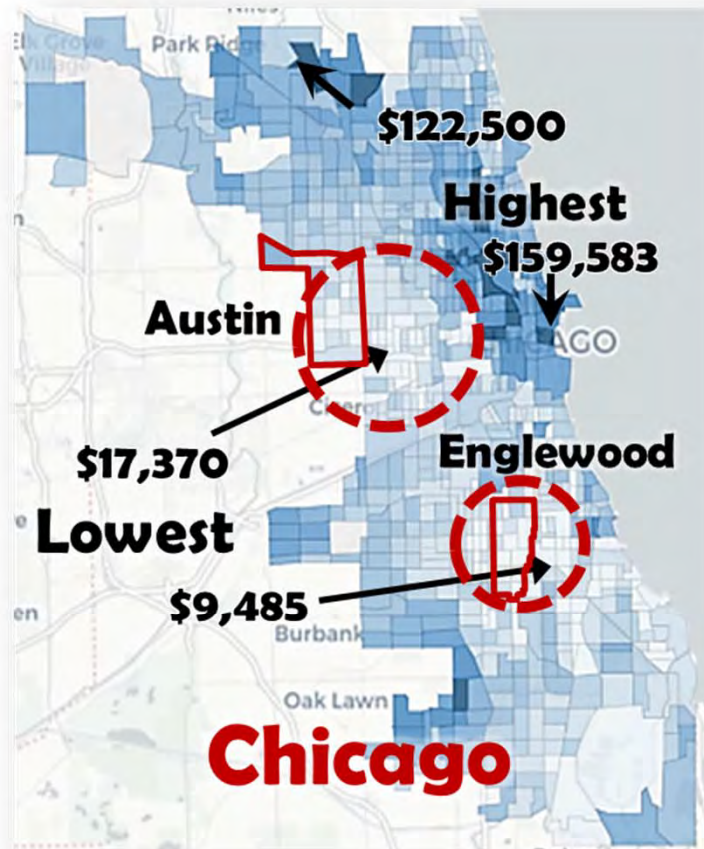
# Under-Resourced Community Focus

**Urban Renewal**



**Rural Revival**

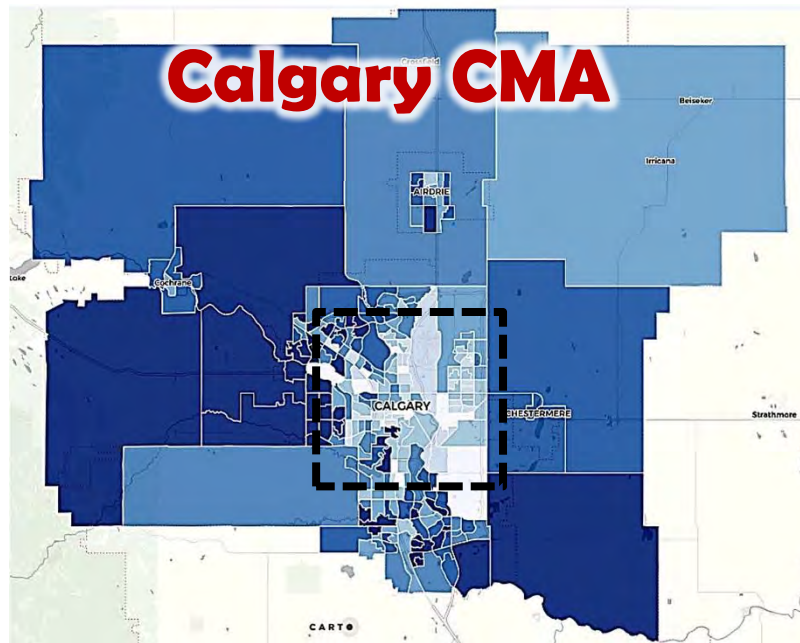
Median Household Income



Jobenomics focuses on under-resourced, lower-skilled and marginalized **urban** and **rural** communities.



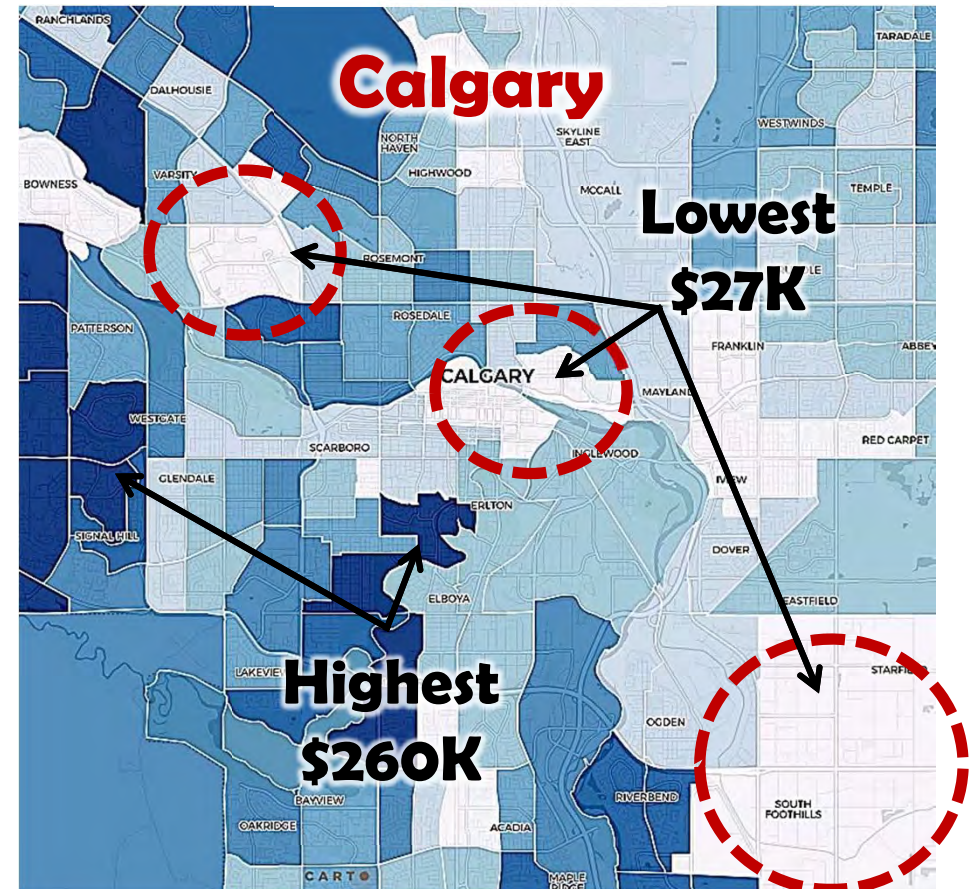
# Under-Resourced Areas In Calgary



Median Household Income, 2016  
27K 260K



Map source: Carto.com

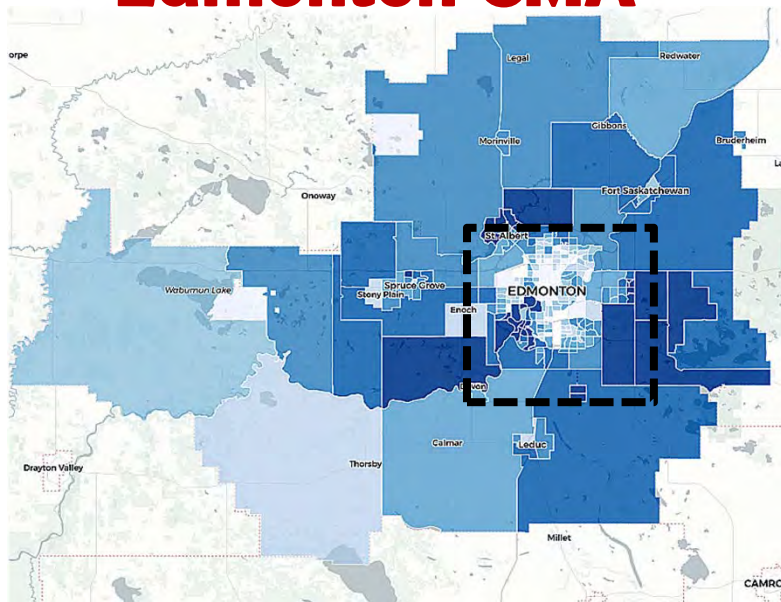


Jobenomics Alberta can help the 100,000 Calgarians who live on less than \$12,000/year and want to **work** their way out of poverty.



# Under-Resourced Areas In Edmonton

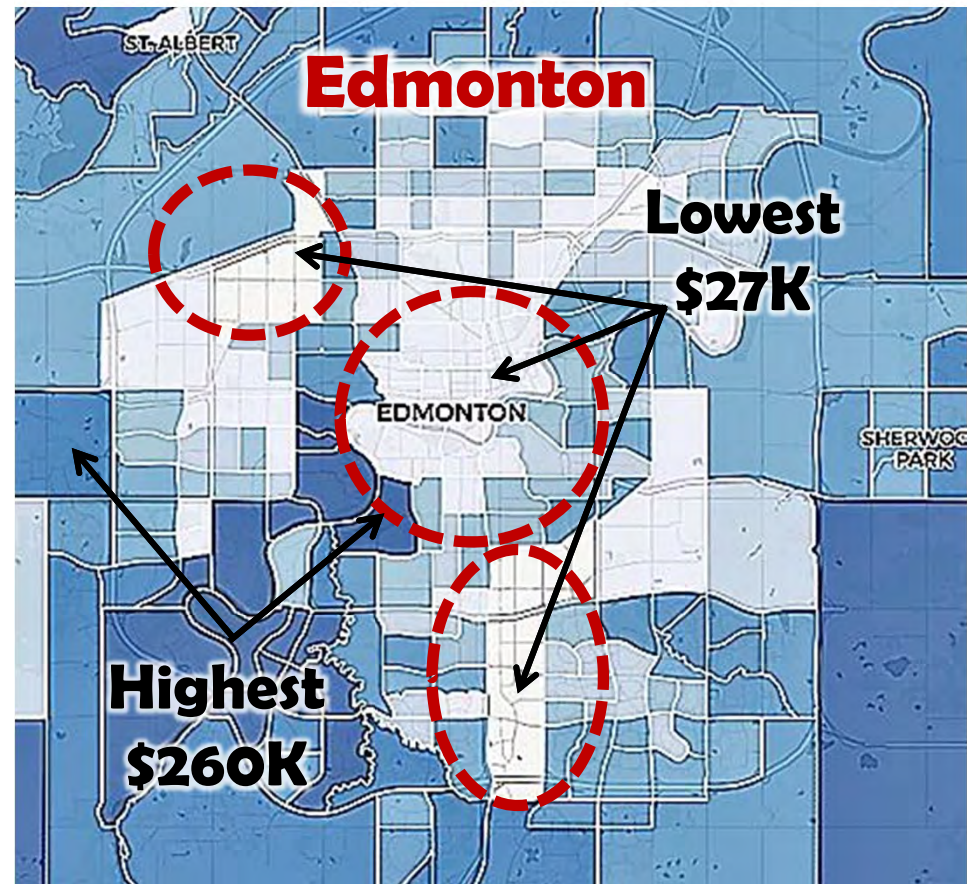
## Edmonton CMA



Median Household Income, 2016  
27K 260K



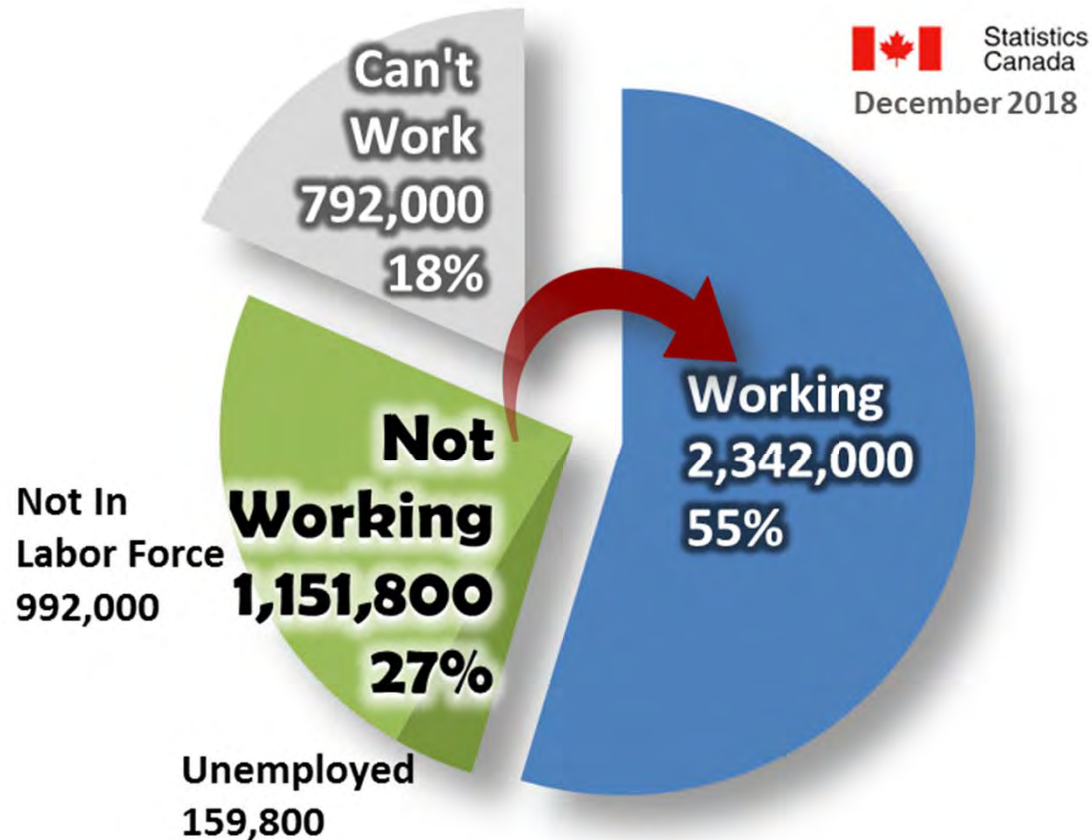
Map source: Carto.com



Jobenomics Alberta can help 1 in 8 Edmontonians who make less than \$16,968/year for a single person and \$33,936/year for a family of four.

# Primary Challenge: Help Sidelined Workers Rejoin Alberta's Labour Force

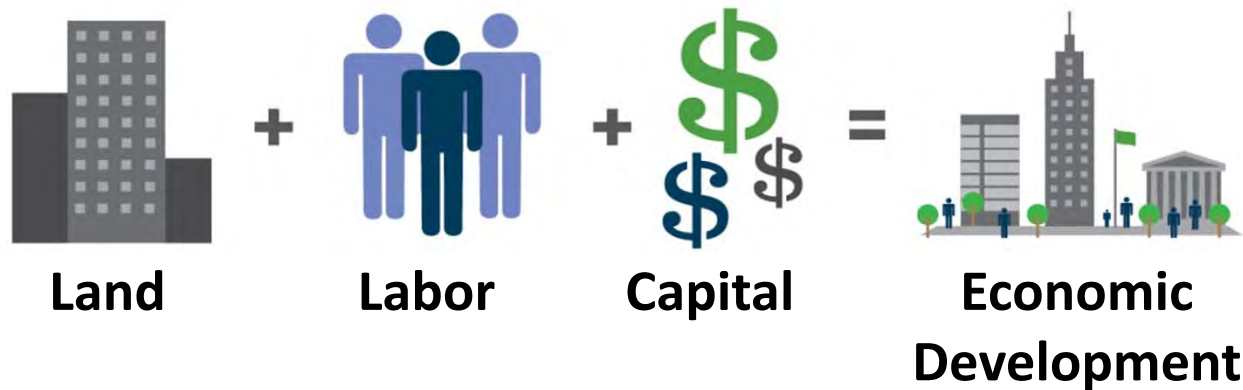
Alberta's Total Population: 4,286,134



“The **Unemployed** are people without work, are available for work, and are **actively seeking** work. Persons **Not in Labour Force** are **unwilling or unable** to offer or supply labour services.” *Statistics Canada*

# A Different Approach To Economic And Community Development

## Traditional **Top-Down** Approach



## Jobenomics **Bottom-Up** Approach



# 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



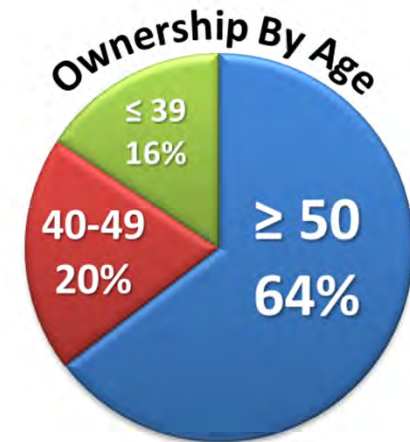
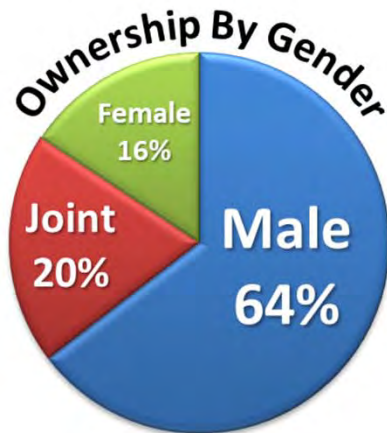
Under-resourced communities have difficulty attracting big companies  
but can mass-produce **small employer** and **nonemployer** businesses.



# Canadian Employer Establishments



**“Small business is big in Canada”**



- **98%** of all Canadian businesses are small (1-99 employees).
  - **90%** of exporting companies are small businesses.
- **88%** growth rate versus 8% for medium and 5% for large companies.
  - **71%** of all Canadians are employed by small businesses.

# Nonemployer Establishments

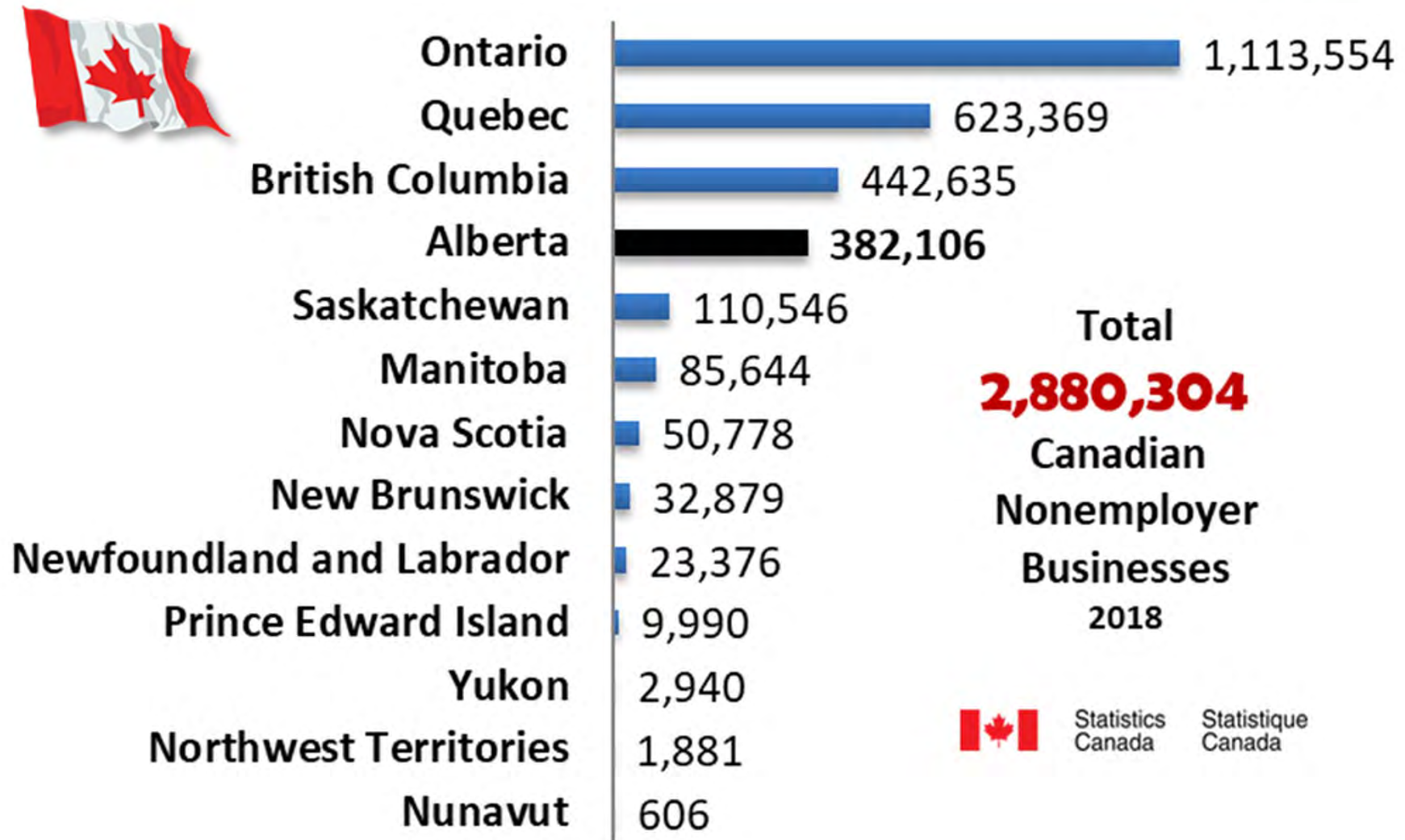
## The Invisible Workforce

A nonemployer is a small business with no “paid” employees.



Statistics Canada reports 15.9 million private sector employees and 2.9 million single person nonemployer firms, or **18% the size of Canada's entire private sector workforce** (24% in the USA).

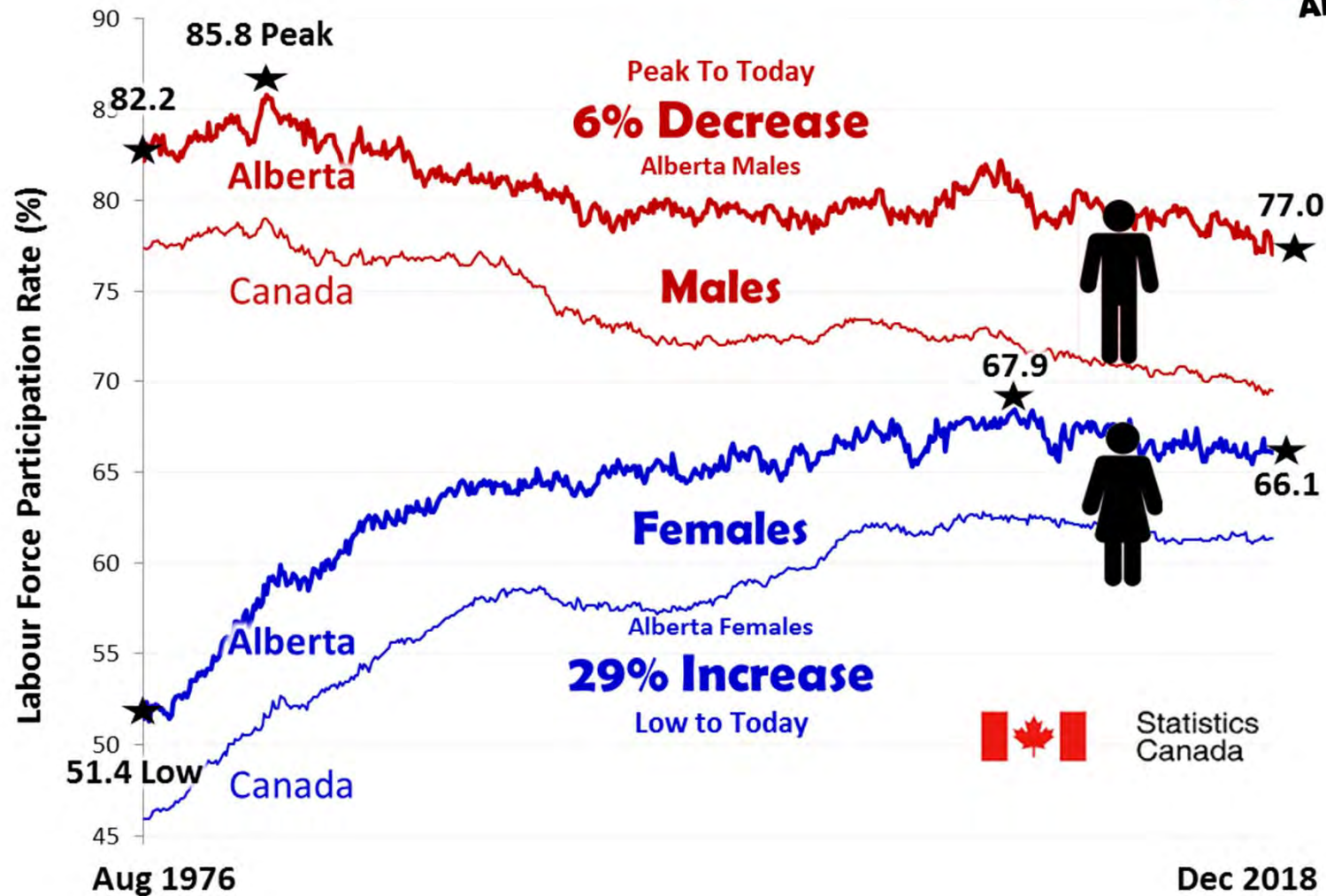
# Canadian Nonemployer Establishments



**“Indeterminate” Establishments With Over \$30,000 Revenue.  
Data from payroll remittances by the Canada Revenue Agency.**



# Labour Force Participation Rate



The \$2 billion Canadian Women Entrepreneurship Strategy investment seeks to double the number of **female-owned** and **female-led** businesses by 2025.

# Employment Versus GDP Growth

Alberta's 5-Year Real (Inflation Adjusted) GDP Average = 2.1%



## Growing

Public Administration

6.5%

Utilities

6.3%

Educational Services

3.3%

Business & Building

3.1%

Healthcare & Social Assistance

2.9%

## Struggling

Information, Culture, Recreation

1.4%

**SERVICES-PROVIDING SECTOR**

1.3%

Trade

0.8%

**ALL INDUSTRIES JOB GROWTH**

0.4%

## Decaying

Professional & Scientific Services

-0.1%

Finance, Insurance, Real Estate

-0.2%

Transportation & Warehousing

-0.3%

Other Services

-0.5%

Accommodation & Food Services

-0.7%

Manufacturing

-1.3%

Construction

-1.7%

**GOODS-PRODUCING SECTOR**

-1.9%

Oil & Gas, Forestry, Fishing, Mining

-2.5%

Agriculture

-4.6%

Only 5 out of 16 sectors created jobs faster than Real GDP growth. 12

# **Jobenomics Alberta**

## **Proof-of-Concept Programs**

- Controlled Environment Indoor Agriculture
- Urban Mining/Advanced Materials Reclamation
- Digital Economy Jobs & Digital Academies
- Direct-Care/Remote-Care/On-Demand Care
- Renewable Energy & Energy Services
- Business Generators and E-Clubs
- Push Marketing & Experiential Tourism



**Jobenomics National Grassroots Movement**  
focus is on mass-producing small businesses and jobs.



# **Controlled Environment Agriculture (CEA) Program**

**For Under-Resourced Urban & Rural Communities**

# California 1,200-Acre Freedom Farm



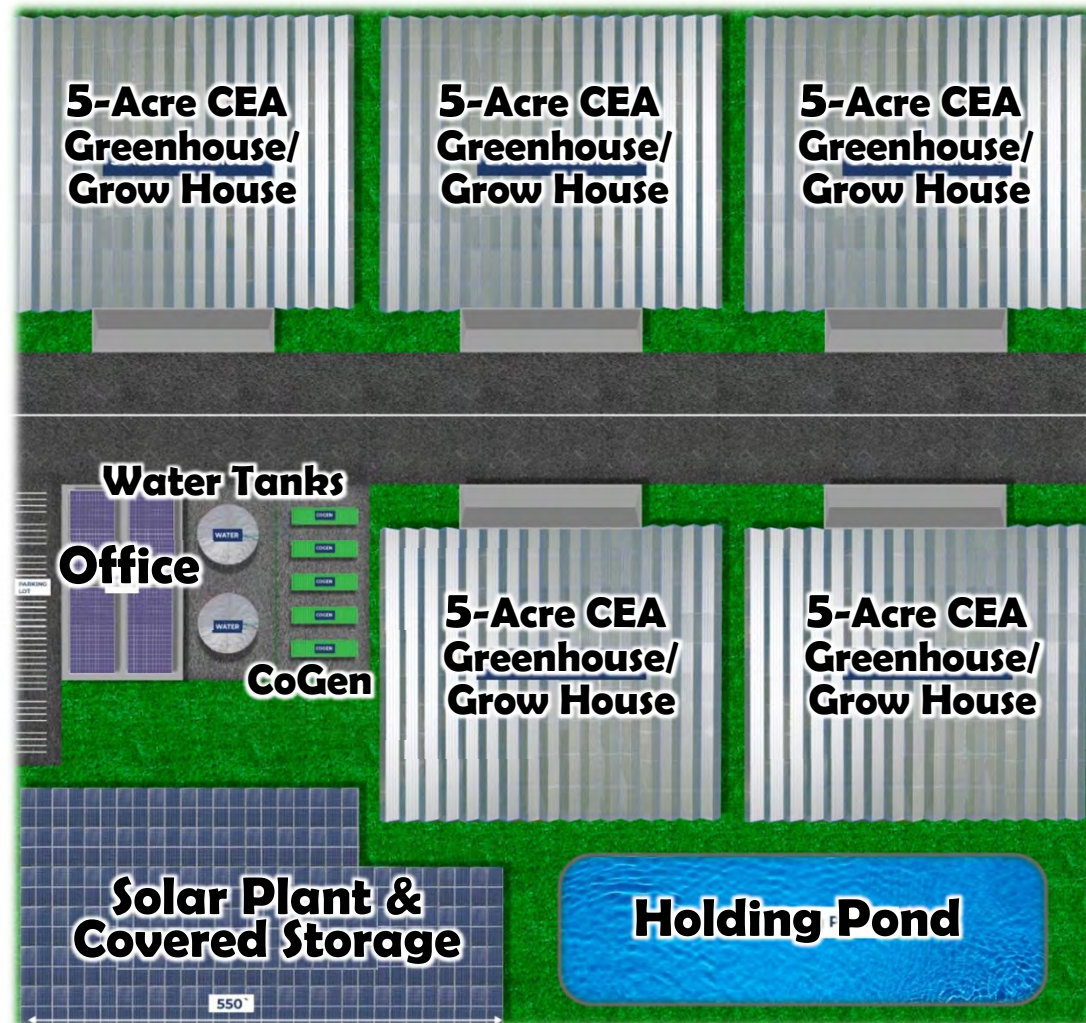
Designed by ACTSFFA/Oculus for veteran-owned businesses and homes.



**2.6 million sq. ft. of indoor controlled environment agriculture, greenhouse village, hotel, farmers market, winery, production and distribution facilities, commercial/community/education/worship centers, and 300 single-family homes on 2-acre lots.**



# 50-Acre Controlled Environment Agricultural (CEA) Rendering



The Jobenomics/ACTSFFA/PowerGrow team is working with leading greenhouse, grow-house and CEA vertical and hydroponic suppliers.



# 1-5 Acre CEA Project



**Jobenomics/ACTSFFA are currently pursuing 1-5 acre CEA pilot projects in Iowa, West Virginia, Las Vegas, Washington DC, Baltimore, Chicago, Erie PA, Montgomery County MD, Puerto Rico, and Alberta Canada.**



# Produce On Demand (POD) System

## Farmers Market Configuration



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

**Produce will be harvested every 30-60-90 days depending on crops.**



# Produce On Demand (POD) System

Off-Grid Configuration



A POD is for growing.  
Processing and packaging  
performed in the POD or  
secondary sites.

100kW Solar Array

Modular  
Growing Facility

EV Refrigerated  
Truck & Charging Station

HVAC/Power  
& 20kW  
Storage Station

Our modular systems is used to build shopping centers  
as well as cannabis growing and processing.



# CerarMix POD Construction

Near-Zero Heat/Cold Transference



Typically, structures have R-values from R-15 thru R-52 (the capacity of an insulating material to resist heat flow). CerarMix has no R rating since CerarMix technology resists 98% of all heat transference. Consequently, our CEA PODs (and other structures) are ideal for Arctic food production and other applications.

See: <http://actscsi.com/faq-panelized-building>

**Ideal for growing in extreme environments.**

# High \$ Value CEA Products

## Common Crops

- Culinary Herbs
- Lettuce
- Spinach
- Tomatoes
- Strawberries
- Peppers
- Cucumbers



## Specialty Crops

- Medicinal Herbs
- Flowers
- Mushrooms
- Ground Covers
- Ornamental Grasses
- Bamboo
- **Hemp**

The highest value crop is hemp. Cultivating hemp for CBD oil can generate as high as \$75,000 per acre in controlled conditions.

# Cannabis CBD Oil Extraction

- **Cannabis** extracts include pharmaceutical-grade **CBD oil** used for body, health and medical applications
- CBD product market will grow 700% to \$2.1 billion market in 2020.
- CBD oil extraction systems fit in highly-sanitized PODs.



## CO2 Extraction Systems

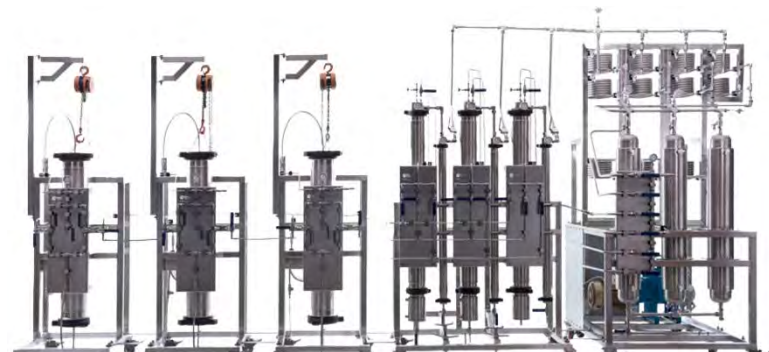
### Apex Commercial

Revenue/Day \$25,424-\$76,463



### Eden Labs Industrial

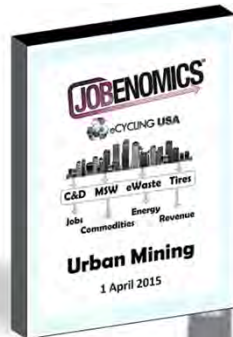
Revenue/Day \$163,440-\$217,920



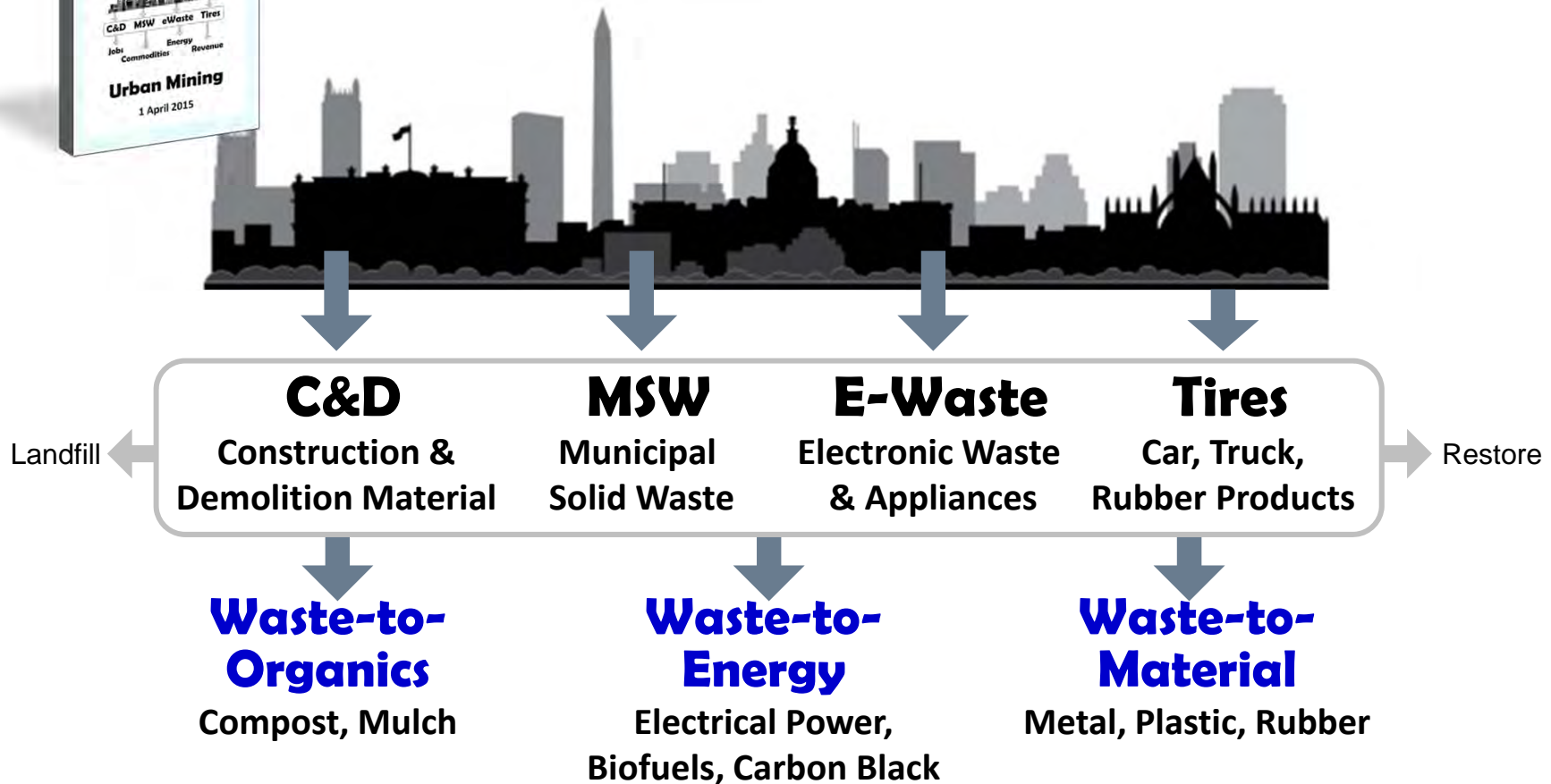
**The U.S. hemp-CBD market is growing faster than marijuana and will be a \$22 billion industry by 2020 (up from \$600m in 2018).**



# 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



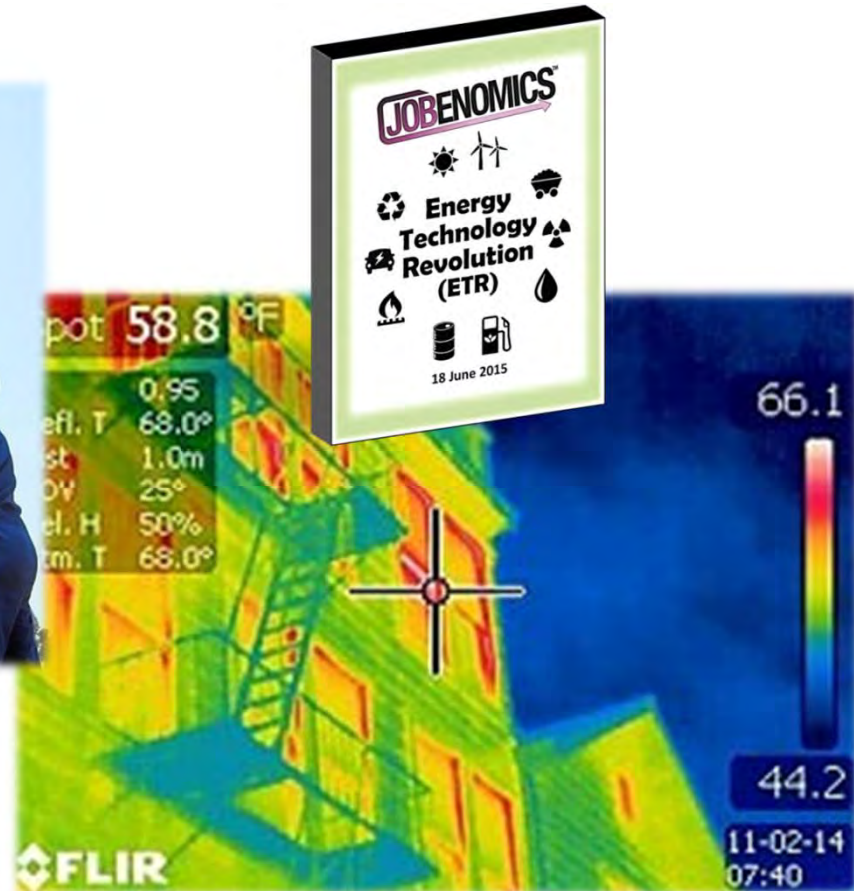
**100 Operational Sites**

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

# Renewable Energy Businesses & Green Job Creation



**Renewable Energy (Solar,  
Wind, Hydro) Installation &  
Maintenance Businesses**



**Energy Audit, Weatherization  
& Renovation Businesses**

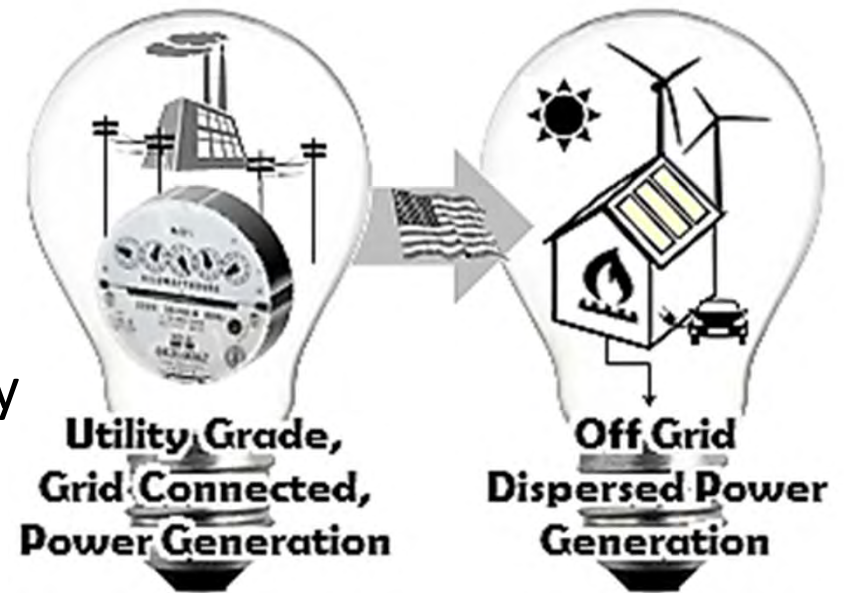
**The Energy Technology Revolution will create millions of new micro-business opportunities, such as independent contractors.**



# Energy Services

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

## Demand Side Energetics



Jobenomics' Joe Sarubbi with President Obama and Mrs. Biden

# Digital Economy & Academies



- **Electronic Commerce**
  - Mobile Economy
  - Sharing Economy
- **On-Demand Economy**
- **Apps/Bots Economy**
  - Gig Economy
  - IoT Economy

## Digital Academies



The tradition economy growing at 2% per versus eCommerce growth of 15% per year. Jobenomics' team of eCommerce experts help set up websites to selling on all major platforms; Amazon, Google, Facebook, eBay and Shopify.

# 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 Facility



Former women head-of-households are ideal for direct-care jobs.



# CLINICSTOP Micro Clinic for Diagnosis, Counseling and Remote Care

[www.clinicstop.com](http://www.clinicstop.com)

**JOBENOMICS™**  
Alberta



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

# 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.



# Share Alberta Push Marketing

*Travel Alberta*  
Pull Advertising

*Share Alberta*  
Push Marketing

## Key Markets

### ■ Chinese Outbound Tourism

- \$500 billion by 2024
- Top-3 factors: Beauty & uniqueness of attractions, affordability and safety
- Canada currently not in Top-10 destination countries

### ■ Millennials

- Now largest demographic
- Canadian, U.S. and Europe



*Travel Alberta* relies on **pull advertising**. *Share Alberta* uses **push marketing** that shares online near real-time “**bucket list**” experiences.

# Experiential Tourism

Millennials prefer exciting junkets over sightseeing.



**Adventure travel** involves includes a “physical activity, a cultural exchange, or activities in nature.” *Adventure Travel Association*



**Eco-Tourism** entails “responsible travel to natural areas that conserves the environment and sustains the wellbeing of local people.” *The International Eco-Tourism Society*



**Cultural Tourism** entails a traveler's engagement with a region's culture, including the history, lifestyles and art of the indigenous and aboriginal people.

**Glamping** (glamorous camping) is an outdoor hospitality industry often associated with festivals, nature preserves and sports.



**Experiential tourism** is a viable and affordable way to boost tourist visitations to Alberta’s “**must see**” natural wonders and “**must experience**” Western, indigenous and aboriginal lifestyles.

## Contact Information

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