

***Jobenomics*** deals with the process  
of creating and mass-producing  
small businesses and jobs.



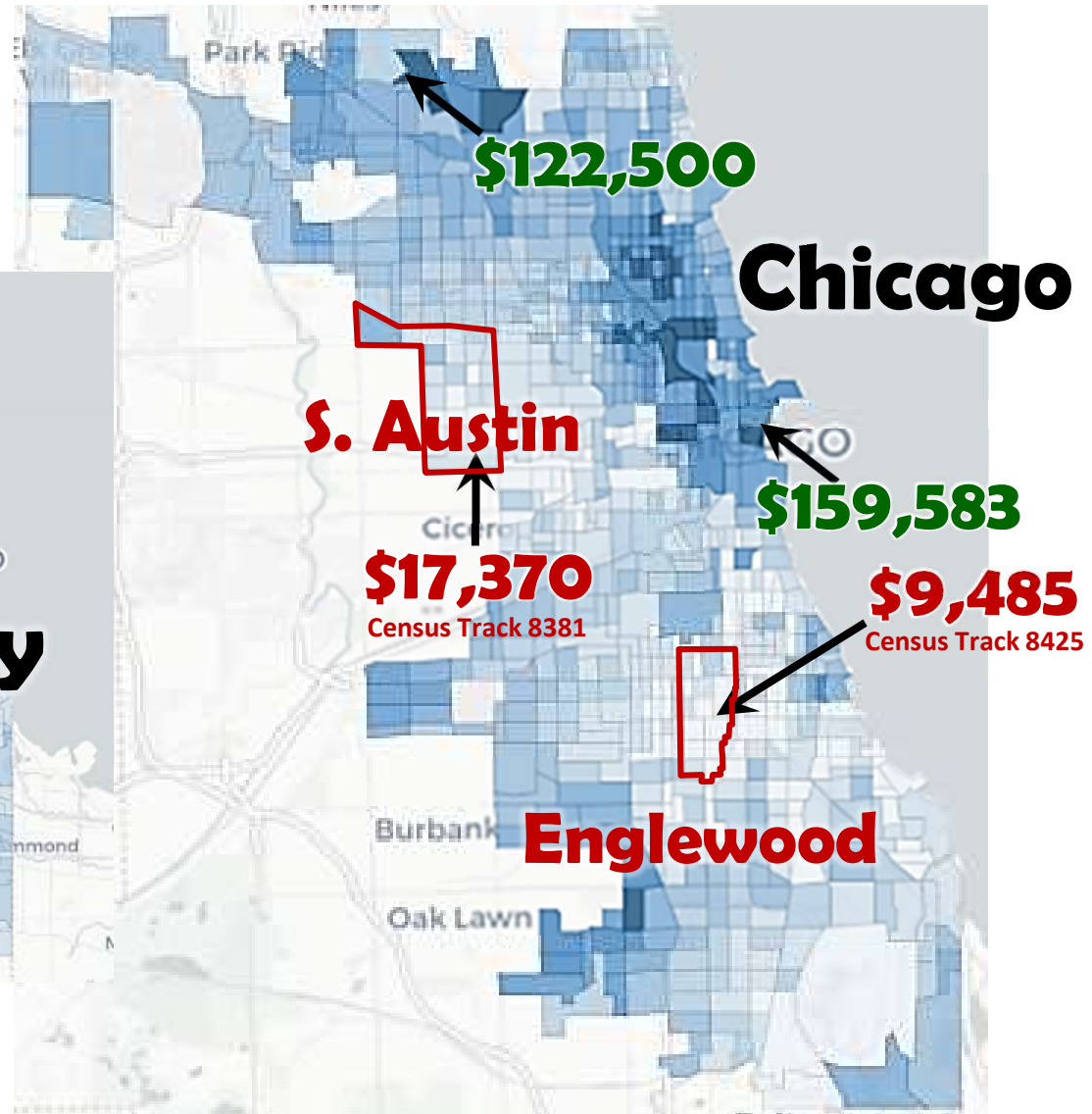
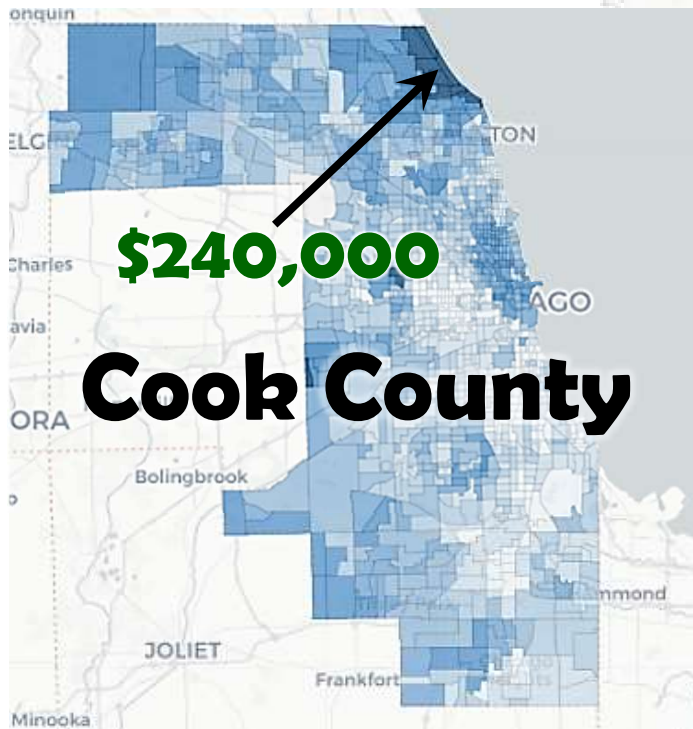
***Jobenomics Chicago***'s goal is to facilitate creation of  
6,000 new jobs over the next 5-years with emphasis on  
South Austin and Englewood communities.

Executive Presentation  
29 January 2019

# Jobenomics Chicago Focus Area

## Median Household Income

Source: Census Bureau, DataUSA



Goal to reduce income inequality increase income opportunity.

# Jobenomics Chicago Business & Job Creation Initiatives



Jobenomics Chicago Business Initiatives	Jobs
Urban Agriculture & Affordable Homes/Businesses (Indoor Hydroponics & Vertical Farming)	1,000
Urban Mining & Material Reclamation Facilities (eCycling)	800
Renewable Energy & Green Micro-Businesses (Solar Installation/Maintenance, Energy Services)	600
Direct-Care & On-Demand Independent Contractors (Health, Elder, Child, Behavioral)	1,500
Digital Economy & Digital Academies (eCommerce, eSports, App/Bot Developers)	1,500
Community-Based Business Generator & Entrepreneur Co-Working Enterprises	600

**6,000**

Goal: **6,000 new jobs** within 5-years by mass-producing local startup businesses that are **anchored** in Austin and Englewood.



## **Jobenomics National Grassroots Movement**



# Jobenomics



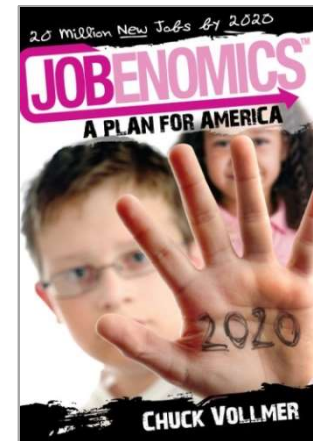
## Bipartisan National Grassroots Movement

- Since 2010, estimated audience of 30 million
- Website averages 30,000 monthly page views
- Jobenomics America TV, a weekly show, airs on Dish, DirecTV, Amazon, Apple & Roku networks



## Books and Research

- First book established goal of 20 million new jobs.
- Ten free e-books on economic, community, small business and workforce development.
- Special reports on global and national issues.



## City and State Initiatives and Programs

- Over two dozen initiatives led by local community leaders.
- Two highly-scalable national turnkey programs.

**Primary focus: economic, community, small business and workforce development at the base of America's socio-economic pyramid.**

# 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 **micro** and **nonemployer** businesses.

# Micro & Nonemployer Businesses



- A **micro-business** (1 to 19 employees) employ 32 million Americans.
- A **nonemployer** is a small business with no “paid” employees.
  - 80% of all U.S. businesses with 28 million single-person owners.
  - Growing significantly faster than traditional businesses and earn
  - Owners make substantially more than wage and salaried jobs.

**Mass-producing micro and nonemployer businesses is the answer to beleaguered urban communities lacking good-paying jobs.**



## **A Chicago Grassroots Movement**



# Chicago Statistical Profiles



Source:  
Statistical Atlas.com

	Englewood	South Austin	Chicago Metro	USA
<b>Population</b>	30,654	47,631	9.5M	328M
<b>Household Income</b> (Median)	\$18,900	\$26,100	\$61,200	\$55,775
<b>Race</b> (% African American)	95.0%	94.5%	17.1%	12.6%
<b>Education</b> (No High School Diploma)	27.9%	26.7%	13.4%	14.0%
<b>Employed</b> (Working-Age Men 35-44)	41.4%	43.7%	84.1%	82.3%
<b>Unemployment Rate</b>	17.1%	68.6%	7.5%	3.8%
<b>Single Mom Households</b> (with children under 18)	79.7%	68.6%	34.6%	24.7%
<b>Poverty Rate</b> (Less Than \$20,000)	53.7%	38.9%	15.6%	18.0%

**Jobenomics' economic, community, business and workforce development programs are ideal for South Austin and Englewood.**

# Primary Challenge : Help **Sidelined Workers** Rejoin Chicago's Labor Force



- South Austin and Englewood's "Not-in-Labor-Force" is larger than the Employed workforce. Unless this is reversed, Chicago's economy is not sustainable.
- Emphasis on creating business and job opportunities for:
  - Women head of households
  - Working age minority males
  - Formerly incarcerated, gang members and at-risk youth
  - Gen Z (Screenagers)
  - Those who want careers

## Englewood % of Total Population = 26,121

Source: Chicago Metropolitan Agency  
for Planning, CMAP 2015 Data



According to CMAP, only 3.9% of Austin's and 1.5% of Englewood's employed labor force actually work in Austin—totally unacceptable.

# Special Emphasis Areas



- Institute Community-Based Business Generators and Entrepreneurial Centers with skills-based training programs.
- Create city-wide business initiatives suitable for low- and entry-level occupations and skills.
- Mass-produce startup business oriented to under-resourced communities and marginalized citizens.
  - View **returning citizens** and **gang members** as entrepreneurs that can transition to legal pursuits.
  - **Single mother householders** have maternal skills essential to fulfilling direct-care business opportunities.
  - **Inner-city Screenagers** (Generation Z) are digital natives who are ideally suited for the emerging digital economy.

**Develop an actionable Jobenomics Chicago program that can attract city, state, federal and private sector funding.**



## **Business Creation Initiatives**

**A Combination of Quickly Implemented Turnkey Programs and Startup Businesses**

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

# Jobenomics Chicago's Urban Agriculture Program



**Goal is to create 25 to 50 indoor-grow businesses across the City of Chicago within the next 5-years starting in S. Austin and Englewood.**

# Jobenomics Chicago Urban Agriculture



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



**Converted  
Warehouse  
With Controlled  
Environment & Vertical  
Farming Systems**



- AG Core is the corporate team that manages and trains new recruits until they are capable of assuming the responsibility to run entire operation.
- Each micro-farm will consist of the land and a leased hydroponic greenhouse that will be equipped and supplied by AG Core.



**Secure Produce On  
Demand (POD)  
Greenhouse**

**GAP, GHP, FSMA  
Compliant Greenhouse**



**Base earnings will be \$35,000 to \$40,000 annually with bonuses and profit sharing upon completion of first year.**

# **Produce On Demand (POD) System**

## **Off-Grid Configuration**



A POD is for growing.  
Processing and packaging  
will be conducted at  
secondary sites.

**100kW Solar Array**

**Modular  
Growing Facility**

**EV Refrigerated  
Truck & Charging Station**

**HVAC/Power  
& 20kW  
Storage Station**

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

# Affordable Local Businesses



- **Year End Cash Balance:** Year 1 = \$350,000, Year 2 = \$650,000.
- **Indoors versus Outdoors:** 5-acre comparison: Indoor is 18-times more productive, Indoor generates 50% more revenue, Indoor EBIT is 434% higher than outdoor agriculture.

*Earnings Before Interest & Taxes*

**Significantly more efficient and cost effective than outdoor farming.**

# Affordable & Sustainable Homeownership



Ideal for small to medium-sized families.

# Live/Work/Play/Retirement Complex

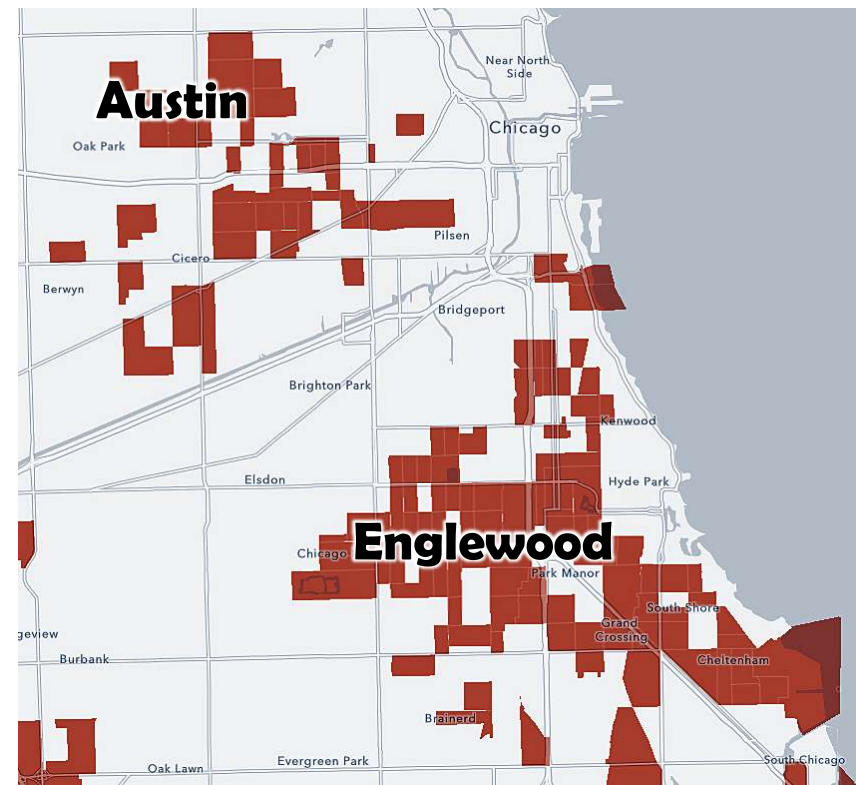


**Opportunity Zone Fund financing available.**

# Opportunity Funding Available For Urban Agriculture & Affordable Homes

- **Opportunity Zones**
  - 8,000 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

## Chicago Opportunity Zones



**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.**

# Austin Area Examples of Locations That Are Opportunity Zone Qualified

*Initial real estate survey conducted January 2019*



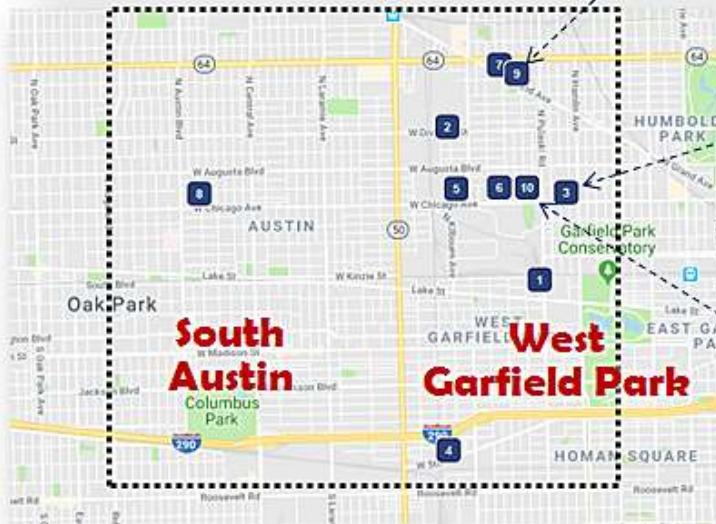
**#9: 5,400 SF, 0.23 AC, \$295,000**



**#3: 80,000 SF, 2.2 AC, \$1,000,000**



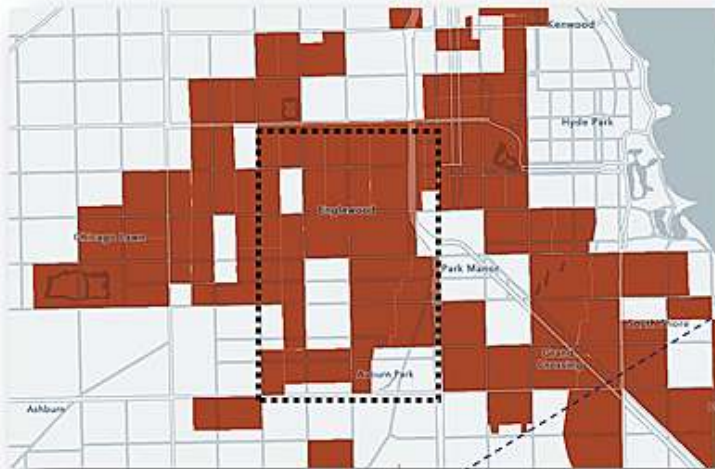
**#10: 20,000 SF, 0.62 AC, \$1,299,000**



**Numerous Opportunity Zone locations are available.**

# Englewood Area Examples of Locations That Are Opportunity Zone Qualified

*Initial real estate survey conducted January 2019*



**#1: 57,000 SF, 1.4 AC, \$490,000**



**#5: Empty lot, 0.15 AC, \$1000,000**



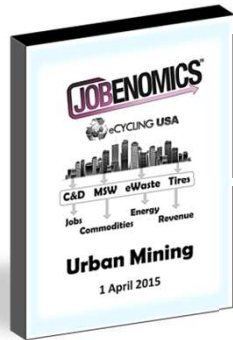
**#2: 23,000 SF, 1.6 AC, \$1,150,000**



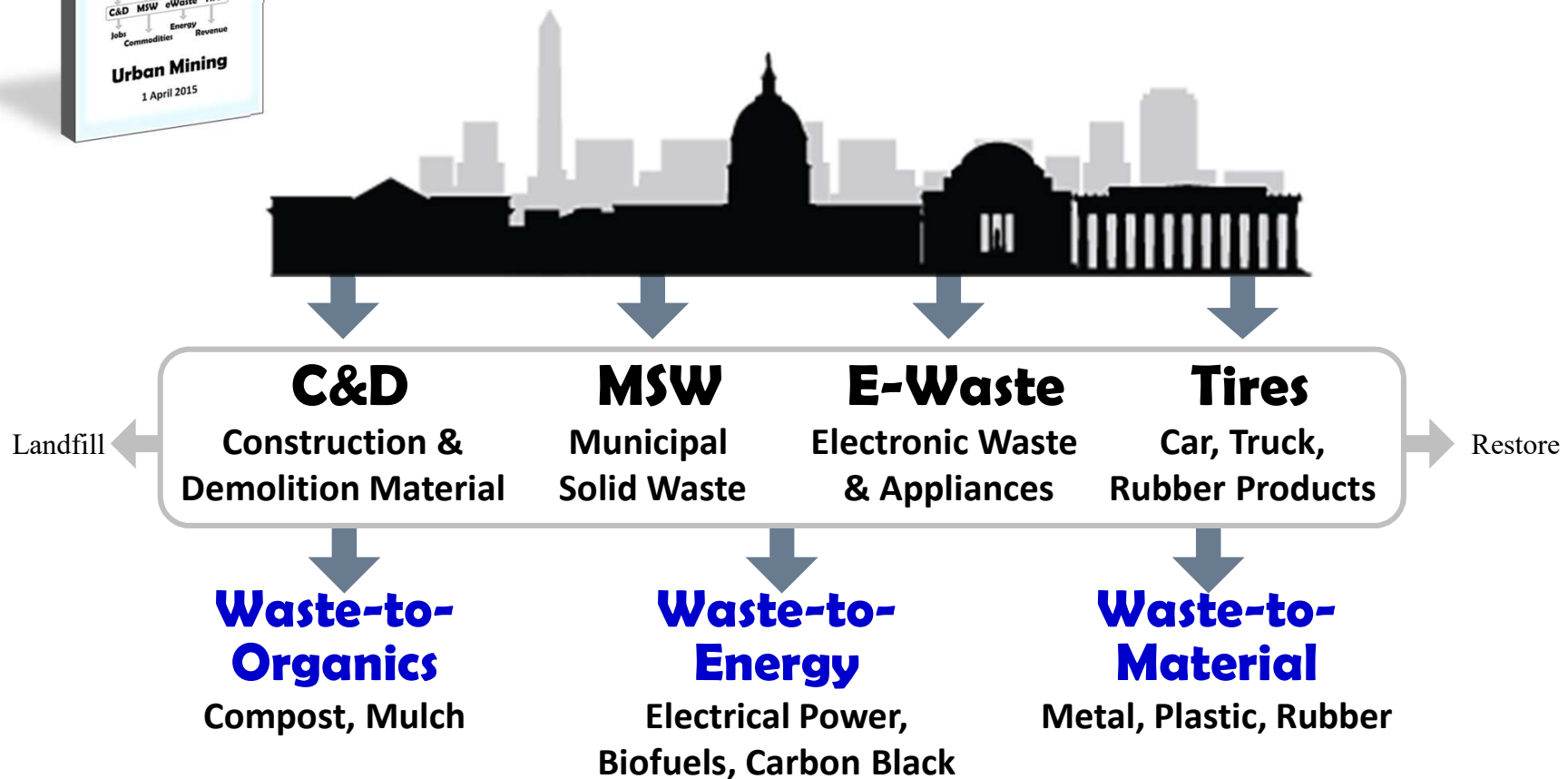
*Active food processing facility*

**Numerous Opportunity Zone locations are available.**

# Jobenomics Chicago Urban Mining



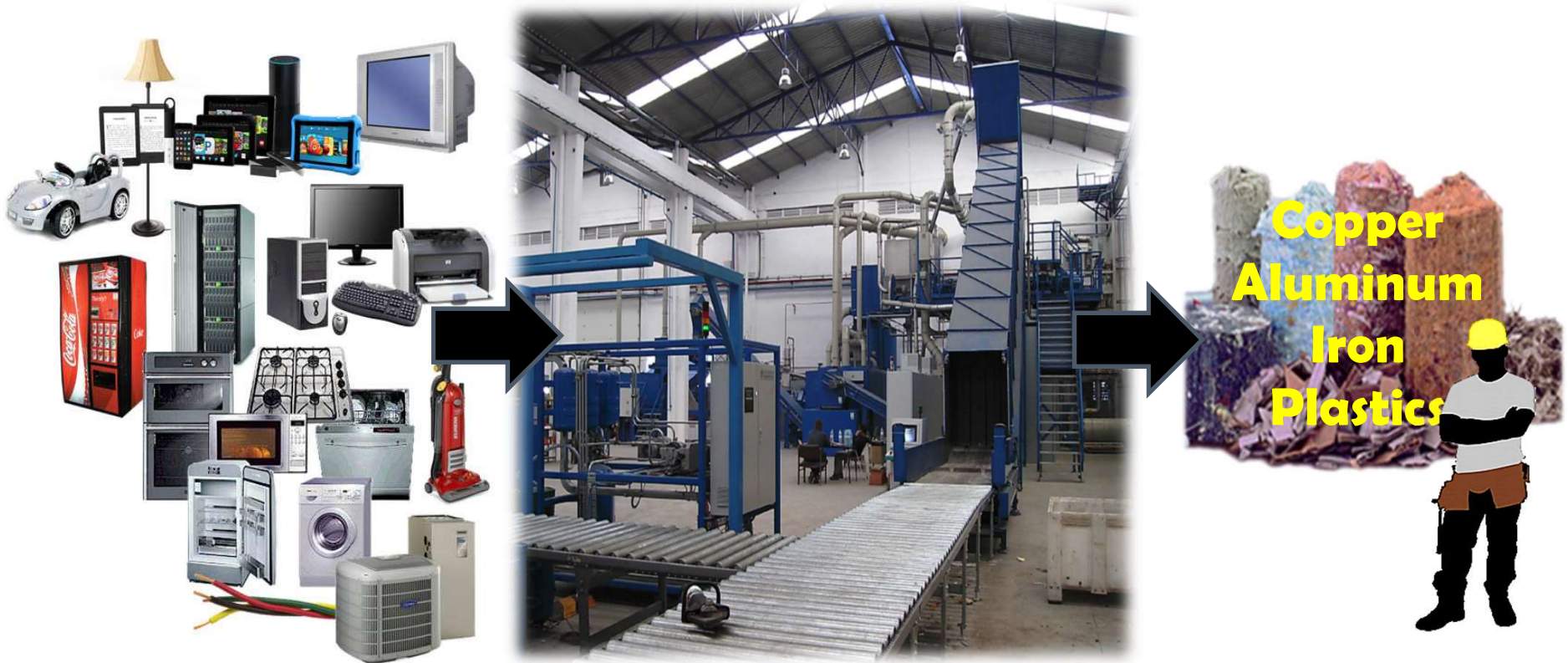
Reclamation of valuable raw materials and metals from urban waste streams.



**Urban Mining Goal: Monetize urban waste streams to produce businesses, jobs and revenues for workforce development.**

# eWaste Material Reclamation Facility

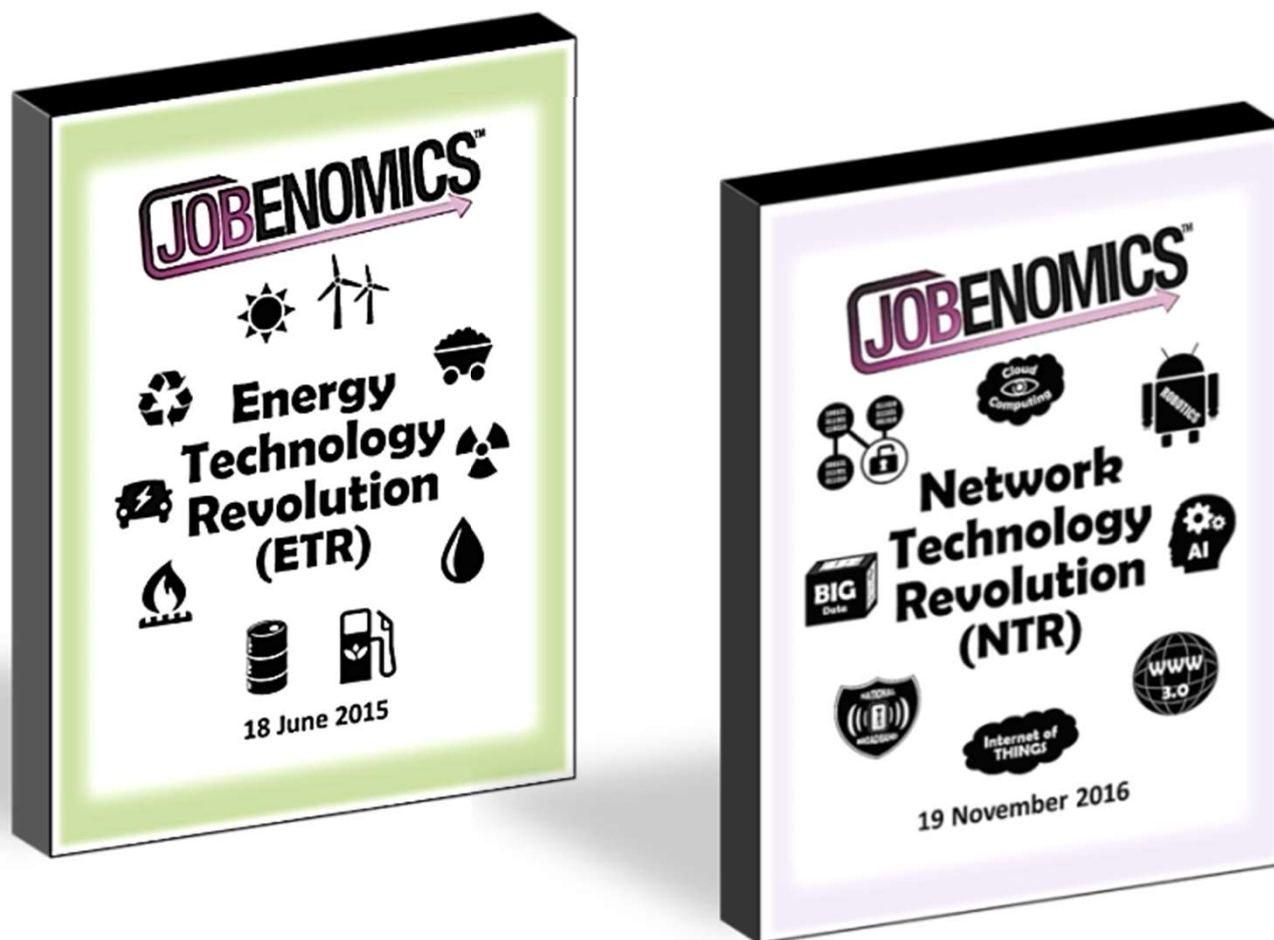
**JOBENOMICS**  
Chicago



**100 Operational Sites**

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

# Next-Gen Business Opportunities



The ETR and NTR will create **10s of millions** of new job opportunities and millions of micro and nonemployer businesses.

# Energy Technology Revolution (ETR)

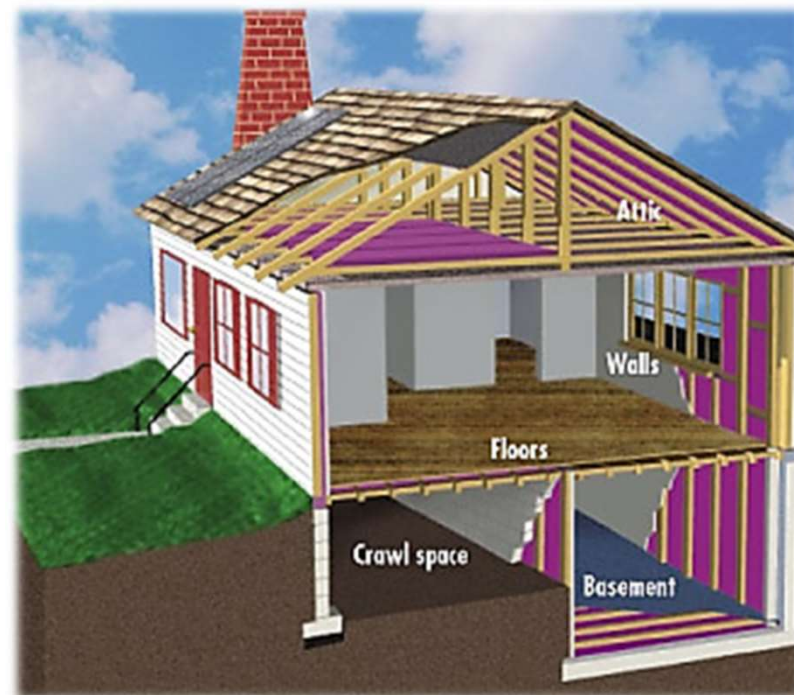


**“Chicago is continuing to invest in the industries of tomorrow in order to create the jobs we need today. Leading in alternative energies supports the kind of sustainable economic development and cost savings for our homeowners and businesses that we need.” Mayor Emanuel**

# Renewable Energy Businesses & Green Jobs



**Net Zero Buildings &  
Communities Installation &  
Maintenance Businesses**



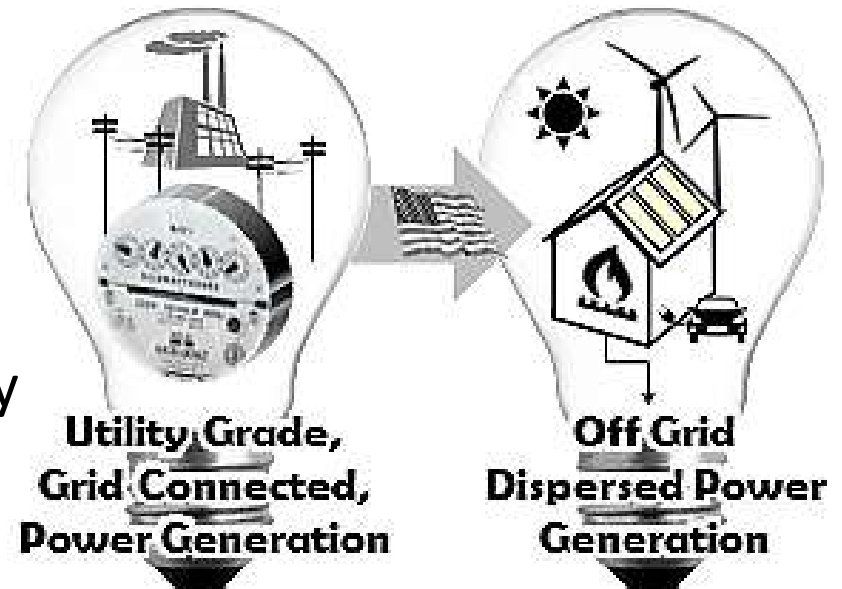
**Energy Audit, Weatherization  
& Renovation Businesses**

**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

# Network Technology Revolution (NTR)



**The Network Technology Revolution will create 10s of millions of new business and job opportunities, especially for digital natives.**

**\$124 trillion global economic impact by 2025.**

# Digital Economy & Academies



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

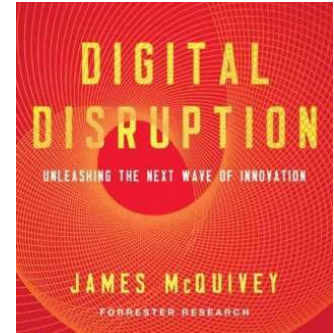
## Digital Academies



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.

# Digital Startups

“Digital startups are at least **100-times easier to create** and have 10-times the number of innovators that can innovate at one-tenth the cost than traditional startups.” (McQuivey)



- **Top digital scaleup and startup platforms:** Amazon (2 million third-party sellers), Apple Store (650,000 apps developers), Google, Facebook, eBay, Craig's List, unicorns and gazelles.
- **Examples of digital occupations:** Digital health (health care, elder care, wellness, behavior care), shared economy (Uber, Airbnb), content providers, construction, transportation, technology, and various forms of mom-and-pop firms.

**Like the rest of the USA, Chicago's decision-leaders are not concentrating on the economic impact of the digital economy.**

# Direct-Care Program



- **Direct-Care Services** include:
  - **Healthcare** and **social assistance**, the fastest growing occupations in the USA.
  - **Behavioral-care** includes drug addition, PTSD, obesity, spousal abuse, chronic illness, etc.
  - **Elder-care** forecasts 17 million assisted-living bed shortfall by 2020.
  - **Child-care** is the single biggest cost keeping women homebound.
- **Direct-Care Center** would connect service providers and clients via a **call and information center**. The center would start **home-based firms** certified to provide **in-home services** while connected to tele-health and other providers.



**Jobenomics Community-Based Business Generators would certify employees and small businesses for the Direct-Care Center.**

# Direct-Care Program Apps

## Examples of On-Demand Direct-Care Programs

- **Teladoc** is the largest telehealth platform with 20 million members and over 3,000 licensed healthcare professionals.
- **DoctorOnDemand** connects patients in minutes to board-certified doctors and therapists over live video.
- **Go2Nurse** is an on-demand nurse/caretaker application service.
- **referralMD**'s standardizes referral network communication between primary care physicians and specialists.
- **American Well** is a complete telehealth service for healthcare companies, employers, or delivery networks.
- **MDLive**'s telemedicine system offers a patient experience, a provider experience, and a call center.
- **SnapMD** is virtual care management system with a patient interface, a provider interface and an administrative back-end.

**Healthcare facilities are moving away from centralized in-patient and ambulatory care to on-demand direct-care at the point-of-need.**

# Jobenomics Community-Based Business Generator (JCBBG) Concept



A JCBBG **mass-produces** startup businesses by:

- Working with community leaders to identify high-potential business owners and employees,
- Executing a due diligence process to identify and assess work, social skills and aptitudes,
- Training and certifying participants in targeted occupations,
- Incorporating highly-scalable small and self-employed businesses,
- Establishing sources of funding and contracts to provide a consistent source of revenue for new businesses, and
- Providing mentoring and back-office support services to extend the life span and profitability of new businesses.

**Most cities have Business Incubators and Business Accelerators, but not Business Generators for low-income citizens.**

# Club E, Digital Academies & ECentrs



- **Club E Atlanta** is an entrepreneur empowerment center
  - Public/private partnership with the City of College Park
  - Training , certification and startup business center
  - Co-working facility (hi-tech, offices, conference center, café)



- **Club E Startups**



- **ECentrs** is a next-generation co-work space company
  - Raising capital from Opportunity Funds
  - Expanding to other cities

**ECentrs want to create several E-Clubs in Chicago.**

## **Contact Information**

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