

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



Jobenomics Frederick will mass-produce new small
businesses and jobs with emphasis on under-resourced
neighborhoods in the Fredrick Opportunity Zone.

Executive Presentation

16 April 2019

Jobenomics



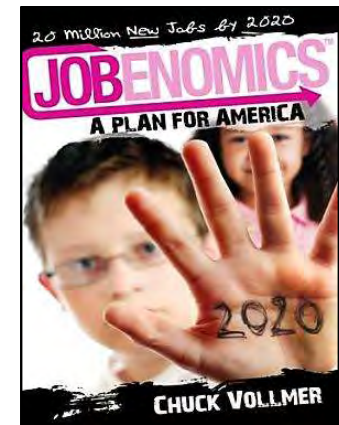
Bipartisan National Grassroots Movement

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

JOBENOMICS.COM

Books, Research & Special Reports

- Focus on economic, community, small business and workforce development.
- 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.



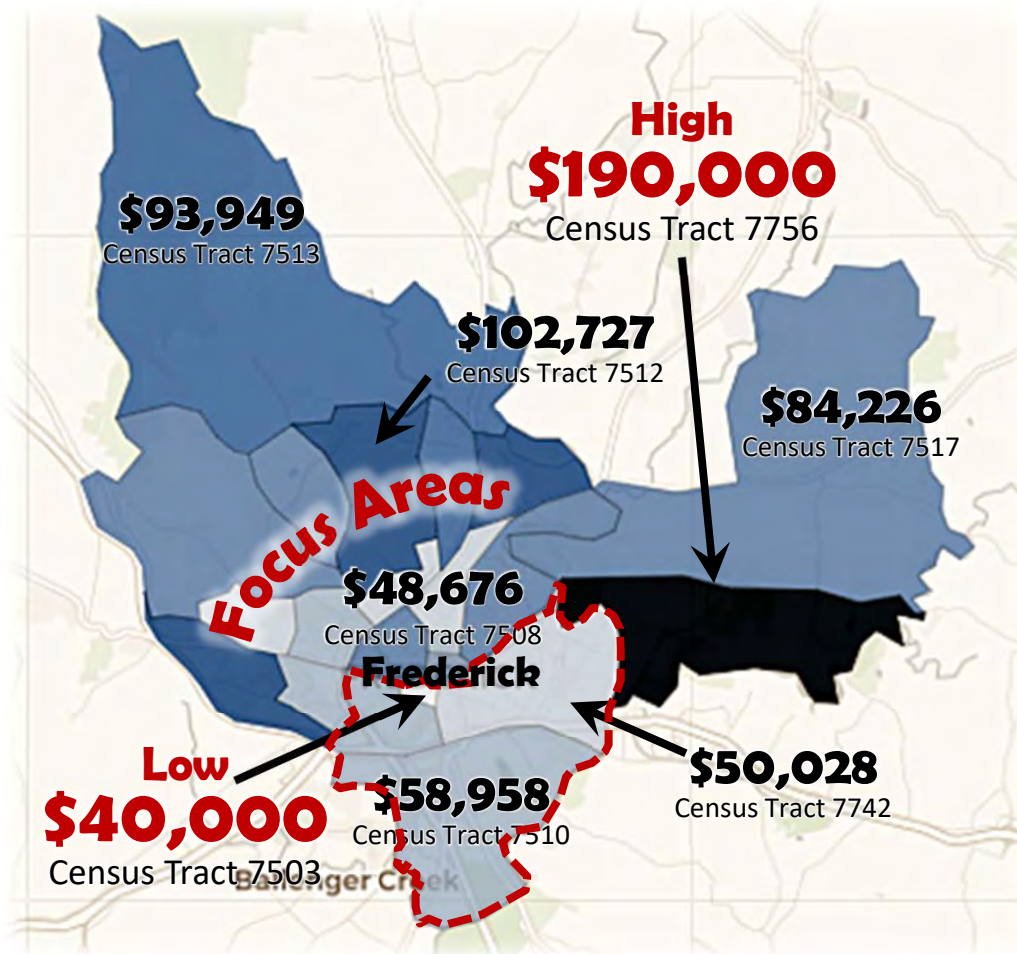
Primary focus: economic, community, small business and workforce development at the base of America's socio-economic pyramid.

Jobenomics Fredrick Under-Resourced Focus Areas & Opportunity Zone



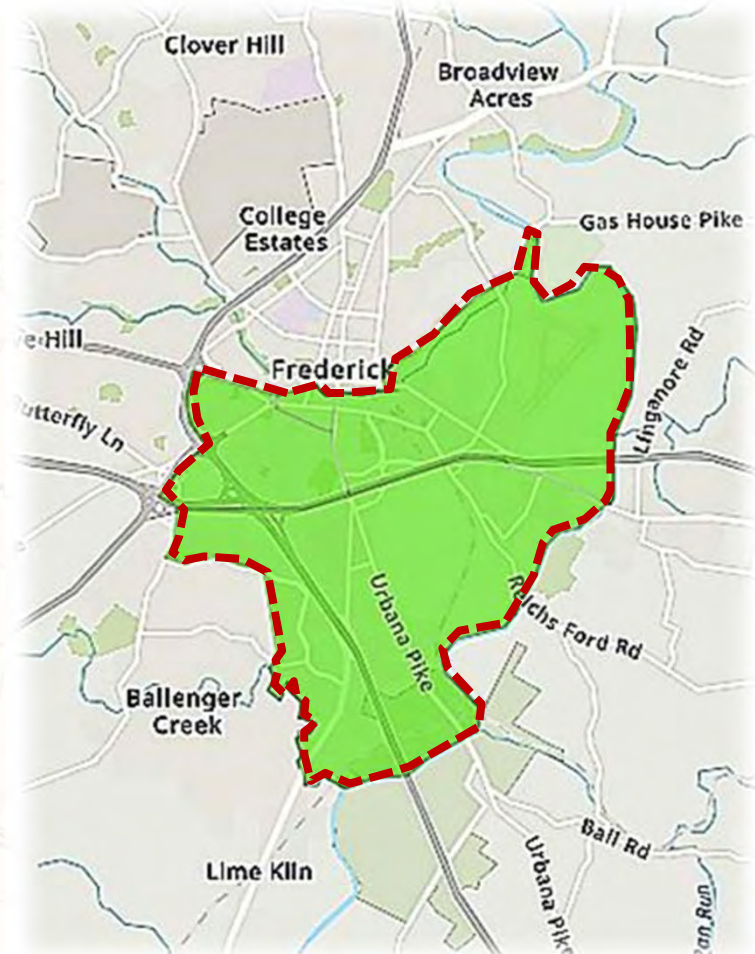
Median Household Income

Source: Census Bureau, DataUSA, 2016



Opportunity Zone

Source: Maryland DHCD



To reduce **income inequality** increase **income opportunity**.

Economic Development



Traditional **Top-Down** Approach

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



Jobenomics **Bottom-Up** Approach

Start 1,000
\$100,000/year
Micro Businesses
(1-19 Employees)



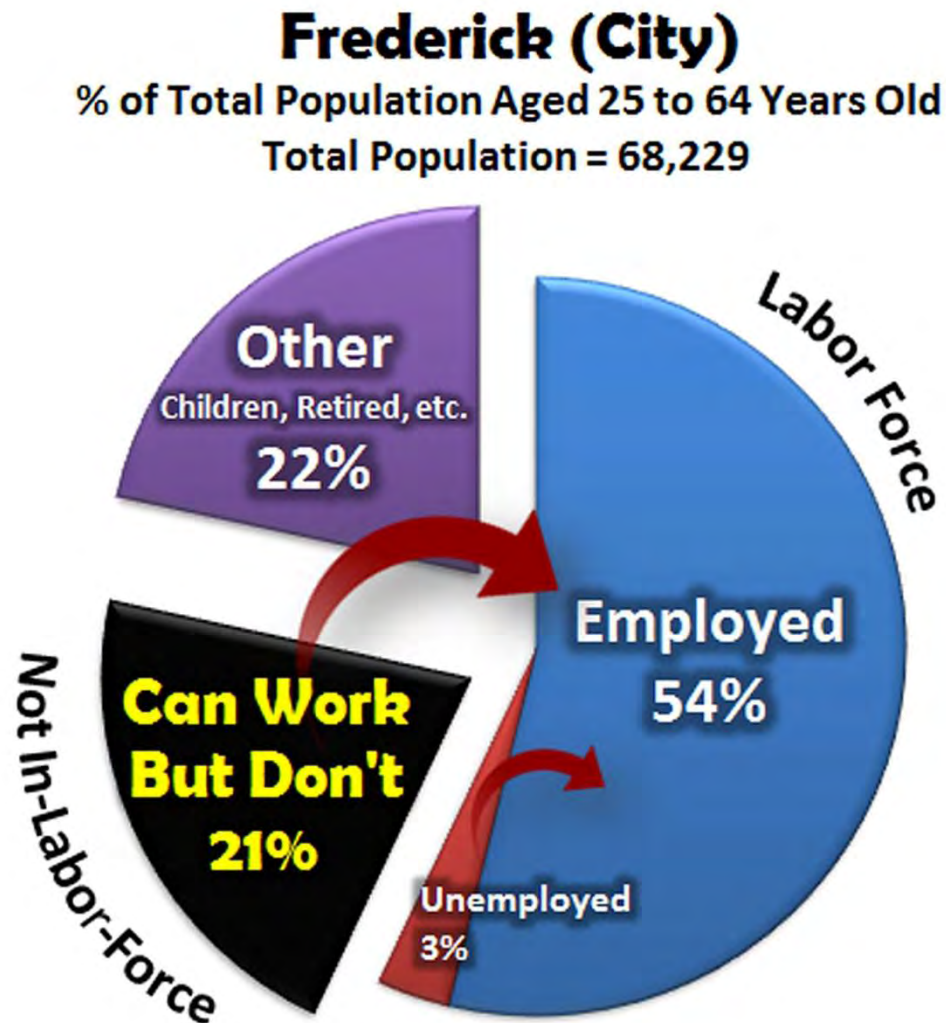
Under-resourced communities have difficulty attracting big companies
but can mass-produce **micro** and **nonemployer** businesses.

Nonemployer Establishments



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 Frederick's Workforce



A sizeable fraction of the people in the Not-in-Labor Force supports their livelihoods on some form of assistance or illicit activities.

Suggested Jobenomics Frederick 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

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



Controlled Environment Agriculture (CEA) Program

For Under-Resourced Urban & Rural Communities

Controlled Environment Agriculture

- Team: Jobenomics is teamed with ACTS Freedom Farms of America.
- Mission: Provide a solution to food shortage through self-sustaining and supportive live-work communities.
- Vision: Provide quality foods in harmony with the global environment, empowering individuals to become partners in high-tech controlled environment agriculture.
- Strategy: 1) home ownership combined with an agriculture career, 2) corporate owned indoor commercial growing operations and 3) train high-tech controlled environmental agricultural farmers.

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ACTS

Freedom
Farms
of America



**Goal: Establish 25,000 new jobs within grow centers,
and another 25,000 ancillary jobs.**

Jobenomics Frederick **Rural** Controlled Environment Agriculture Program

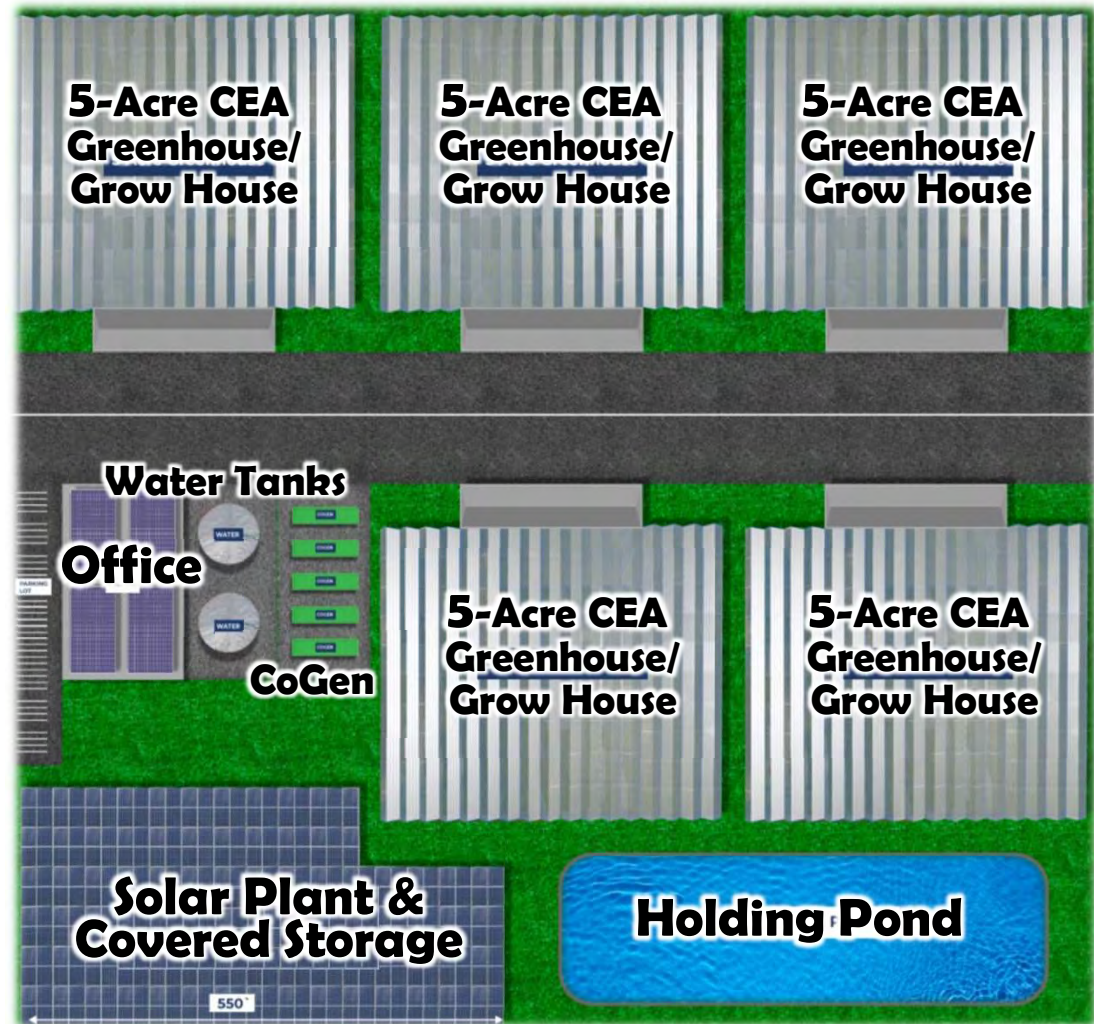


Designed by ACTSFFA/Oculus for veteran-owned businesses and homes in California.



1200 acre, 22.6 million sq. ft. of indoor controlled environment agriculture, greenhouse village, hotel, farmers market, winery, production and distribution facilities, commercial and community centers, and 300 single-family homes

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, Washington DC, Baltimore, Chicago, Erie PA, Montgomery County MD, San Marcos TX, Las Vegas and Alberta Canada.

Live/Work Eco-Communities



Opportunity Zone Fund financing available.

Jobenomics Frederick **Urban** Controlled Environment Agriculture Program

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Goal is to create a dozen indoor-grow businesses in Frederick within the next 5-years in under-served communities.

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.

Industrial Hemp Products



Body-Care Products



CBD Oil



Food Supplements



Apparel



Fertilizer



Capacitors



Biofuels



Paper



Rope



Hempcrete

The highest value crop is hemp. Cultivating hemp can generate as high as \$75,000 per acre.

Cannabis

Same Species With Different Chemical Compounds And Applications

Hemp

Cannabis Sativa



Marijuana

Cannabis Indica & Sativa

- **Legal** (2018 U.S. Farm Bill)
- Usage: agricultural, industrial, medical & pharmaceutical
- Primary compound: **CBD** (Cannabidiol) grown for its non psychoactive properties
- Main markets: medical, body-care, nutritional, construction materials, fibers, animal food
- Federally **illegal** (10-States legal)
- Usage: mainly recreational with a few medical applications
- Primary compound: **THC** (Tetrahydrocannabinol) grown for its psychoactive properties
- Main markets: mood-enhancing (smoking, edible, vaping & infused beverages) products

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).

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

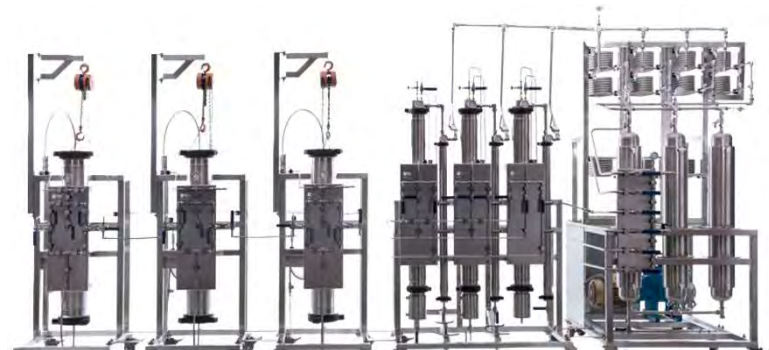
Apex Commercial

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



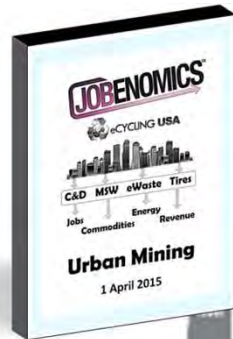
Eden Labs Industrial

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

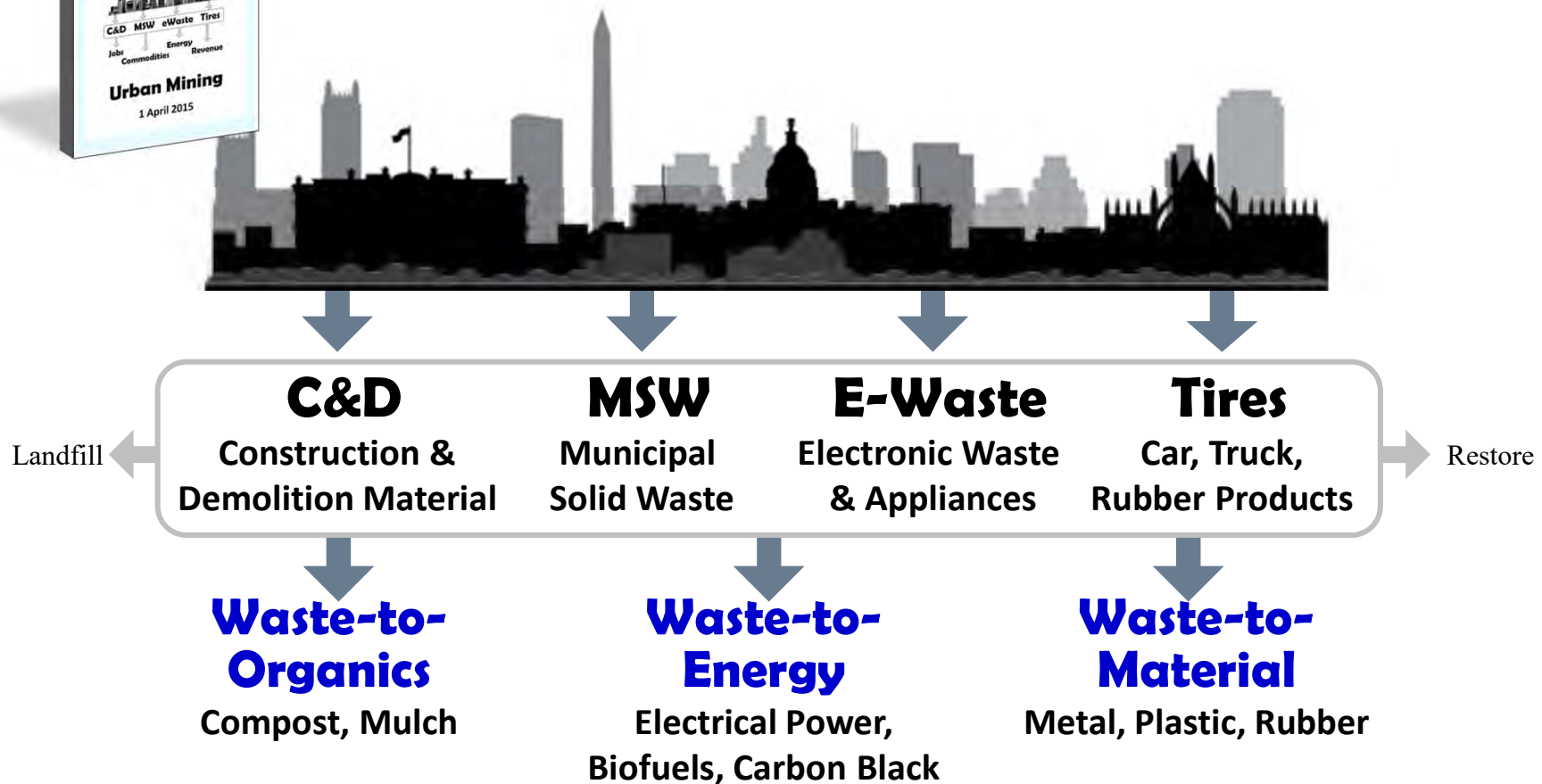


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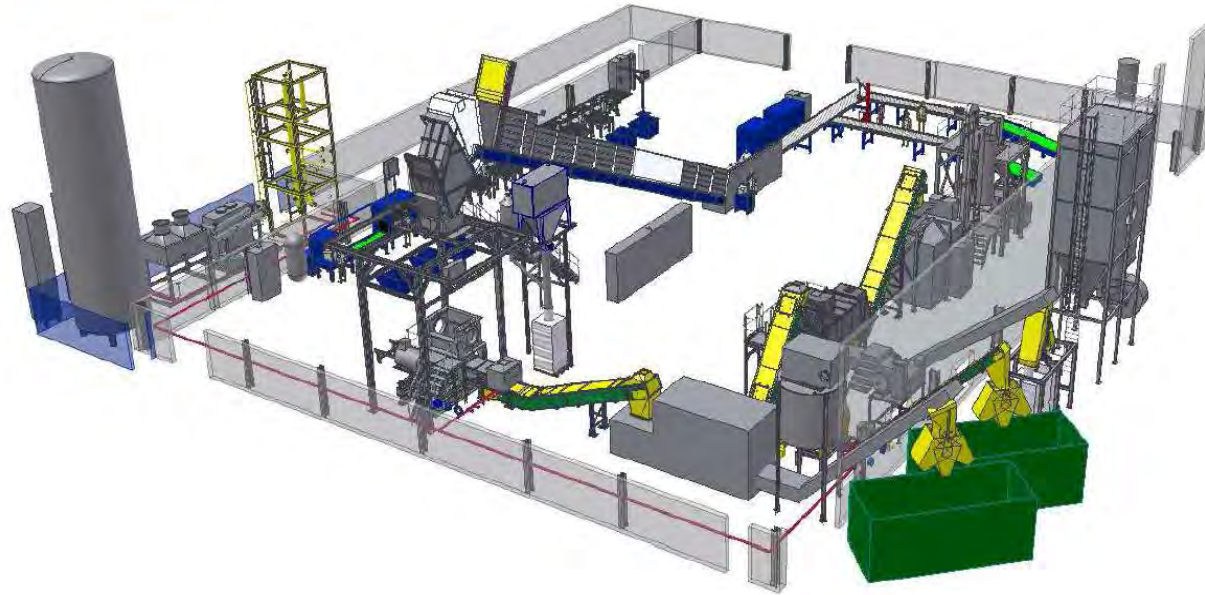
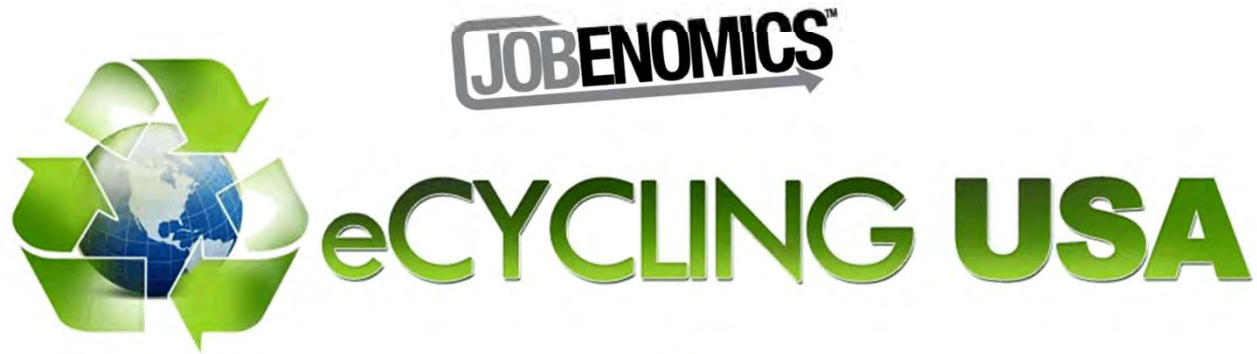
Jobenomics Urban Mining



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.



**A new approach to urban mining, materials
reclamation and business/job creation.**

eWaste Material Reclamation Facility

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100 Operational Sites

Operational within 12-months after contract award.
Up to \$40 million/year profits and 200 direct jobs.

eCyclingUSA Plants

- **Two Line 10 Ton/Hour Plant:**
(Refrigeration & eScrap Separate Lines)
 - Equipment ≈ \$20 Million
 - 40,000 square foot facility
 - 10 to 15 acres
- **Combination 10 Ton/Hour Plant:**
(Refrigeration & eScrap Shared Post Processing)
 - Equipment ≈ \$13 Million
 - 35,000 square foot facility
 - 5 to 10 acres
- **eScrap Only 3 Ton/Hour Plant:**
 - Equipment ≈ \$5 Million
 - 8,000 square foot facility
 - 1 to 2 acres



eCyclingUSA can implement a turnkey plant **within 12 months.**

Revenue & Profit Projections

(10 ton/hour plant operating 3 shifts)

\$ Value of e-Waste Raw Materials

For Rough Estimating Purposes Only

10 ton/hour plant operating 3 shifts per day for 300 days per year

Feedstock: Computers, Consumer Electronics, Small and Large Appliances

Metal/Material	% of Feedstock	\$s per Metric Ton*	\$/Ton (2204 pounds)	Total \$/Year (10 ton/hour x 23 hour/day x 300 days/year)
Iron/Steel (Fe)	40%	\$ 350	\$ 140.00	\$ 9,660,000
Copper (85% Recovery)	5%	\$ 3,945	\$ 197.26	\$ 13,610,802
Aluminum (Al)	10%	\$ 1,499	\$ 149.87	\$ 10,341,168
ABS Plastics	25%	\$ 1,675	\$ 418.75	\$ 28,893,750
Other Plastics	25%	\$ 287	\$ 71.75	\$ 4,950,750
Computer Components	5%	\$ 2,082	\$ 104.10	\$ 7,182,900

Source: Jobenomics, eCyclingUSA

110%

Revenue** \$ 74,639,370

Cost of goods sold \$ 30,238,000

Operating expenses \$ 5,780,000

Net Income \$ 38,621,370

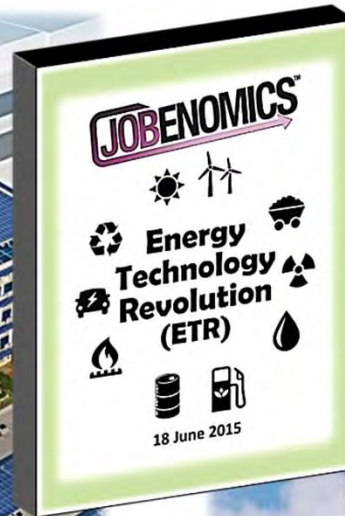
EBITDA 52%

* Scrap prices as of 12 March 2018

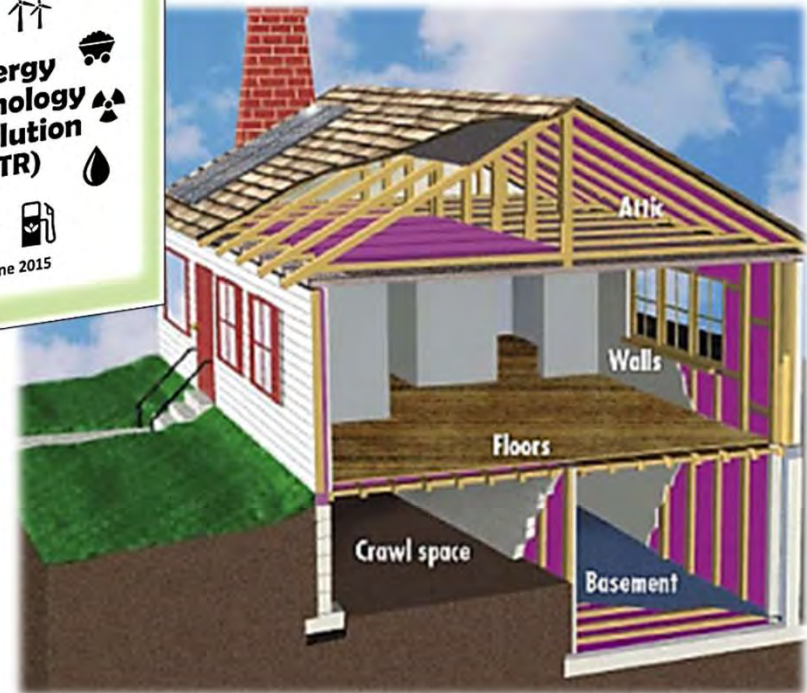
**Does not include grants, tax incentives or tipping fees

Profits from e-Waste operations can be used for community, micro-business and workforce development.

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.

Green Business & Job Creation Programs



Examples of **highly-scalable** Jobenomics-EmeraldPlanet green business and job creation programs include:

- **Renewable energy**: solar, wind, low-flow hydro in tall buildings
- **Energy Efficiency**: energy audits, weatherization, renovation; LED electrical upgrading
- **Aquaculture**: aquaponics, hydroponics, water gardens, and salt water ecological farming
- **Storm Water Abatement**: urban capture, processing and retention; home-side water capture and reuse; rain gardens
- **Environmental Remediation**: soil, watershed and marshland remediation and regeneration
- **Affordable Housing**: small/tiny home construction & installation

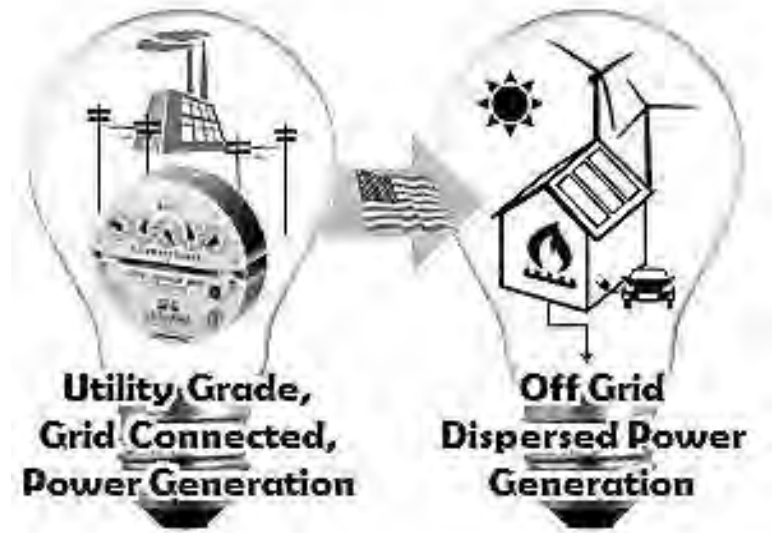
The Jobenomics-EmeraldPlanet collaboration emphasizes green micro-business creation in under-resourced urban and rural communities.

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

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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

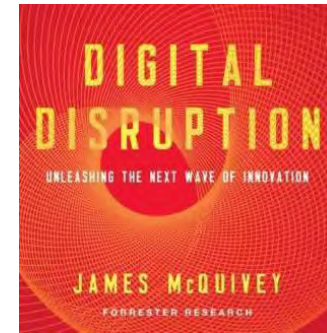
Digital Academies



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.

Digital Scaleups & 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.

Unlike other countries, U.S. policy-makers and decision-leaders are not concentrating on the economic impact of the digital economy.

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.

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.

In 2018, Canadian-based TELUS Health and U.K. Babylon combined forces to bring advanced digital health technologies to Canada.

CLINICSTOP Micro Clinic for Diagnosis, Counseling and Remote Care

www.clinicstop.com

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

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 and 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,
- 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.

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

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- Club E (Atlanta) is a co-working entrepreneur empowerment center.



- Club E Startups:



ECentrs Fund willing to expand to Frederick, MD.

Contact Information

Chuck Vollmer, Jobenomics Founder and President,
703-319-2090, cvollmer@jobenomics.com

Kathie Callahan Brady, Jobenomics Frederick Coordinator,
CEO Frederick Innovation Technology Center Inc. (FITCI)
301-694-2999, Kathie@fitci.org

Rick Weldon, Jobenomics Frederick Coordinator,
President & CEO Frederick Chamber,
301-662-4164, rweldon@frederickchamber.org

www.Jobenomics.com