Jobenomics: **The economics of job and small business creation.**
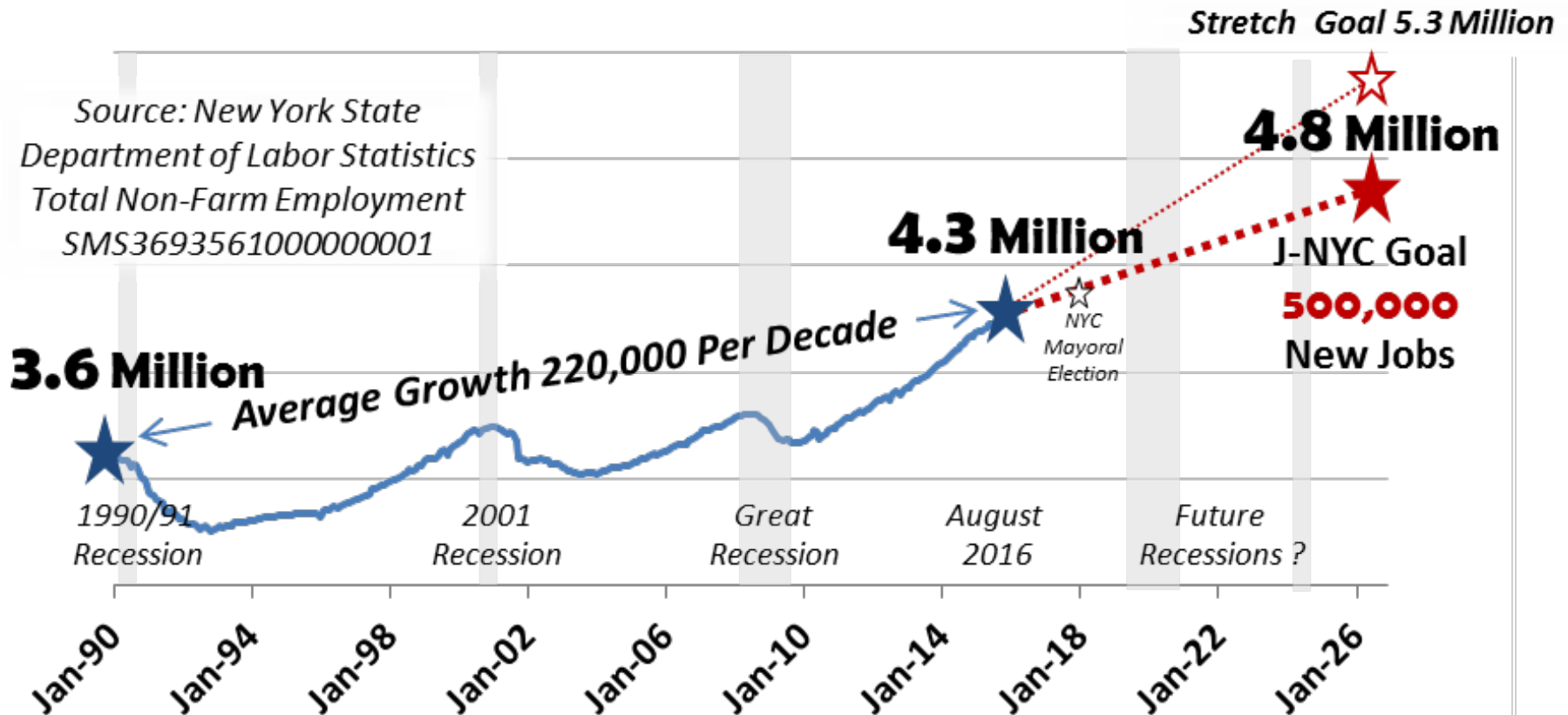

Jobenomics New York City Goal: **Create 500,000 net new private sector jobs in New York City within the next 10 years with emphasis on minorities, women and new workforce entrants.**

Rev. Michel Faulkner & Chuck Vollmer

14 August 2016

Jobenomics New York City (JNYC)

J-NYC Plan: 500,000 Net New Jobs By 2026

Stretch Goal 5.3 Million

Source: New York State Department of Labor Statistics Total Non-Farm Employment SMS3693561000000001

4.8 Million

4.3 Million

J-NYC Goal
500,000
New Jobs

NYC Mayoral Election

3.6 Million

Average Growth 220,000 Per Decade

1990/91 Recession

2001 Recession

Great Recession

August 2016

Future Recessions ?

Jan-90 Jan-94 Jan-98 Jan-02 Jan-06 Jan-10 Jan-14 Jan-18 Jan-22 Jan-26

Increase NYC's historical job creation rate from 220,000 to
500,000 new jobs per decade,
with a stretch goal of 1,000,000 new jobs by 2026.

Jobenomics National Grassroots Movement

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 New York City (JNYC)

Chuck Vollmer

Michel Faulkner

Leadership

- Rev. Michel Faulkner, Candidate for Mayor of New York City, and Chuck Vollmer, Jobenomics Founder and President
- Develop a Jobenomics New York City initiative with active participation of community leaders and decision-makers

JNYC Goal: 500,000 Net New Jobs for the Five Boroughs of NYC

- Implement Jobenomics Community-Based Business Generators to mass-produce startup businesses and skills-based training
- Concentrate on local small business and workforce development

Current status: Developing strategic plan and determining interest

JNYC Plan 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.

- JNYC 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.

- Manhattan provides the vast majority of jobs in NYC. JNYC will tailor its business and job creation efforts across all five NYC boroughs according to their needs and employment opportunities.

- NYC per capita income is at or below national average for every borough except Manhattan, which is well above average. NYC unemployment rates are also above the national average.

- JNYC is implementing a Jobenomics Community-Based Business Generator in Harlem with plans to expand citywide to fill current open jobs, as well as new high growth employment areas and new Jobenomics NYC initiatives such as direct-care and urban mining.

Focus on highly-scalable business and job creation opportunities.

Goal: 500,000 Net New Jobs in 10-Years

JOBENOMICS
New York City

NYC Job Creation Comparision

	Historical Average Per Decade 1990-2016	Next Decade 2016-2025 JNYC Goal
Manhatten	45,702	50,000
The Bronx	44,802	125,000
Brooklyn	48,358	125,000
Queens	68,629	150,000
Staten Island	12,956	50,000
NYC Total	220,447	**500,000**

Source; Bureau of Labor Statistics

JNYC Initial Job Creation Plan

Category	New Jobs	
Filling Current Open Jobs	**25,000**	**5%**
New High Growth Jobs	**225,000**	**45%**
Healthcare & Social Assistance	125,000	25%
Other High Growth Occupations	100,000	20%
New & Emerging Areas	**150,000**	**30%**
Digital Economy/E-Commerce	100,000	20%
Energy Technology Revolution	50,000	10%
J-NYC Initiatives (Examples)	**100,000**	**20%**
Direct Care Center	50,000	10%
Urban Mining	25,000	5%
Construction, Renovation	25,000	5%
	500,000	**100%**

Jobenomics New York City plan is still in the development phase. Consensus building, participation and sponsorship is underway.

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

7

Presentation Outline

NYC Labor Force and Income Analysis

NYC Borough Statistics

Jobenomics Community-Based Business Generators

JNYC Initial Job Creation Plan

Concluding Thoughts and Contact Information

New York Metro Population At A Glance

Primary Census Location Source: U.S. Census Bureau						Population (2015)	Population Density (sq mi)
New York-Newark, NY-NJ-CT-PA Combined Statistical Area						23,723,696	1,781
	New York-Newark-Jersey City, NY-NJ-PA Metropolitan Statistical Area					20,182,305	1,346
		New York–Jersey City–White Plains, NY–NJ Metropolitan Division				14,413,079	N/A
			New York City (5 Boroughs)			8,550,405	27,858
				Brooklyn (Kings County, NY)		2,636,735	37,137
				Queens (Queens County, NY)		2,339,150	21,460
				Manhattan (New York County, NY)		1,644,518	72,033
				The Bronx (Bronx County, NY)		1,455,444	34,653
				Statten Island (Richmond County, NY)		474,558	8,112

- Primary focus of JNYC is on New York City and its five boroughs with emphasis on job and small business creation.

- The New York Metropolitan Division and Statistical Areas require workers and skills that can be sourced from the NYC labor pool.

- Population density is a key consideration for business creation.

New York City is home of 9 million people and 4 million employees.

New York City

- Population 8.5 million
  - White: 2.74 million (32.3%)
  - Hispanic: 2.46 million (29.0%)
  - Black: 1.89 million (22.3%)
  - Asian: 1.16 million (13.7%)

√ **Statistically Significant**

√ *Minority Majority City*

- Median income: $52,996 (National average: $54,964) *4% Below*
- Poverty level (National average: 15.5%)
  - Hispanic: 698,697 (percent of race/ethnicity: 28.4%)
  - Black: 476,124 (percent of race/ethnicity: 25.2%)
  - Asian: 241,639 (percent of race/ethnicity: 20.8%)
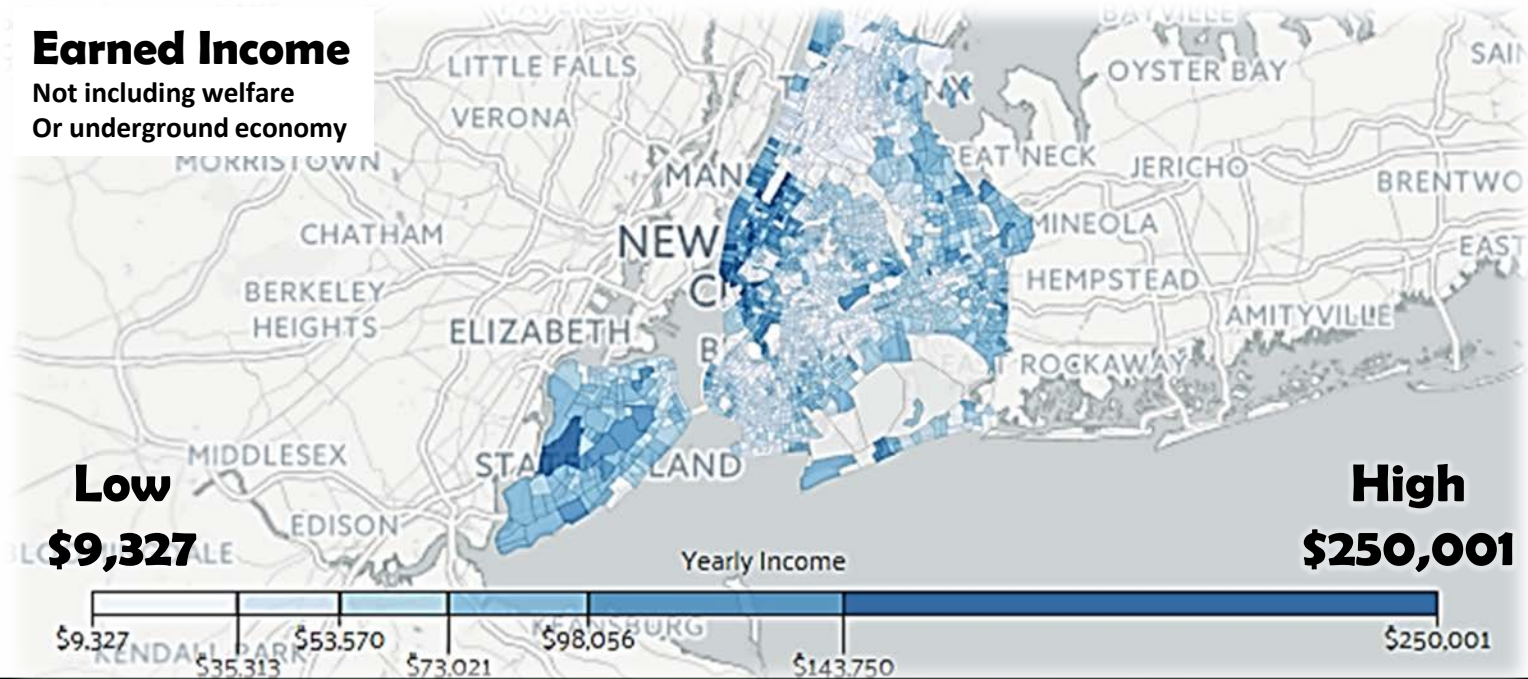 - White: 540,869 (percent of race/ethnicity: 19.7%)

Earned Income
Not including welfare
Or underground economy

Low **$9,327**

High **$250,001**

Yearly Income

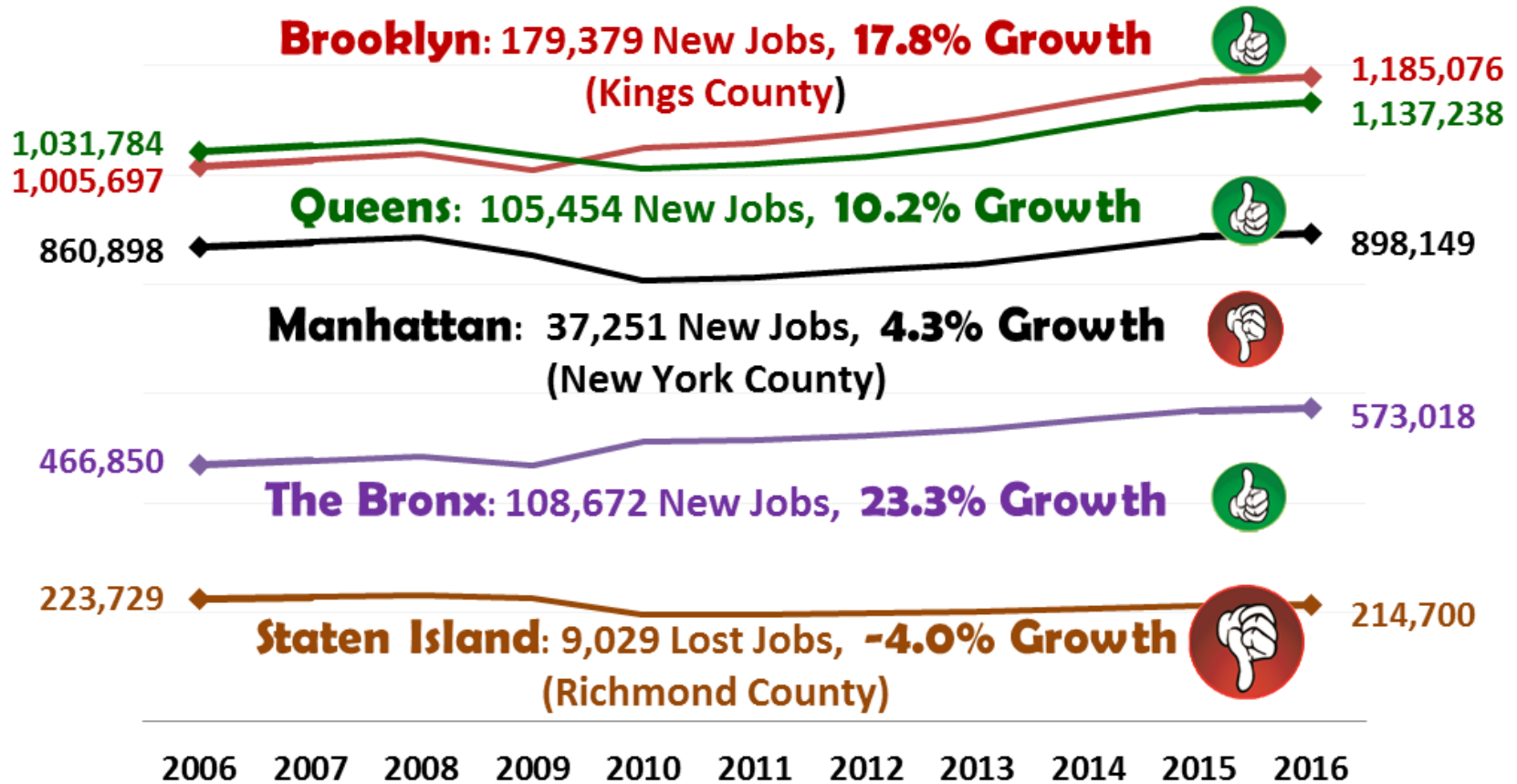$9,327 $35,313 $53,570 $73,021 $98,056 $143,750 $250,001

NYC Job Growth: A Mixed Picture

NYC Borough Employment Growth Last Decade

1 January 2006 to 1 April 2016

Source: U.S. Bureau of Labor Statistics

Brooklyn: 179,379 New Jobs, **17.8% Growth** 👍
(Kings County)

1,185,076

1,137,238

1,031,784
1,005,697

Queens: 105,454 New Jobs, **10.2% Growth** 👍

898,149

860,898

Manhattan: 37,251 New Jobs, **4.3% Growth** 👎
(New York County)

573,018

466,850

The Bronx: 108,672 New Jobs, **23.3% Growth** 👍

223,729

214,700

Staten Island: 9,029 Lost Jobs, **-4.0% Growth** 👎
(Richmond County)

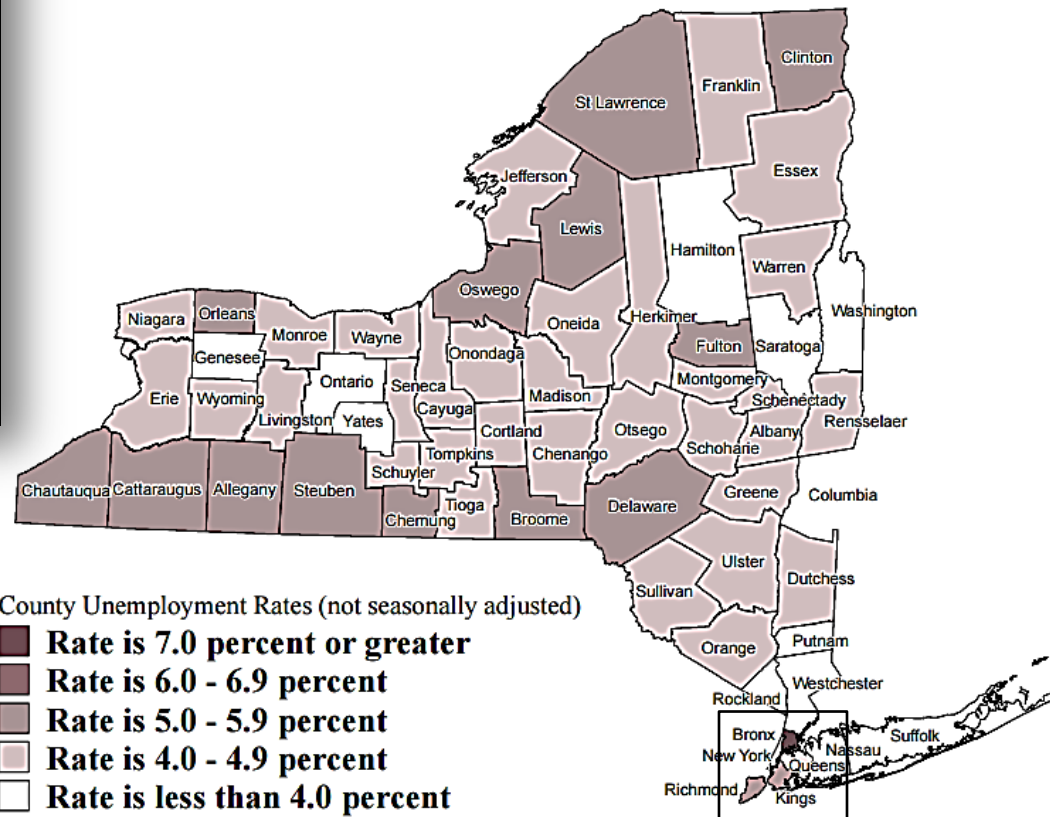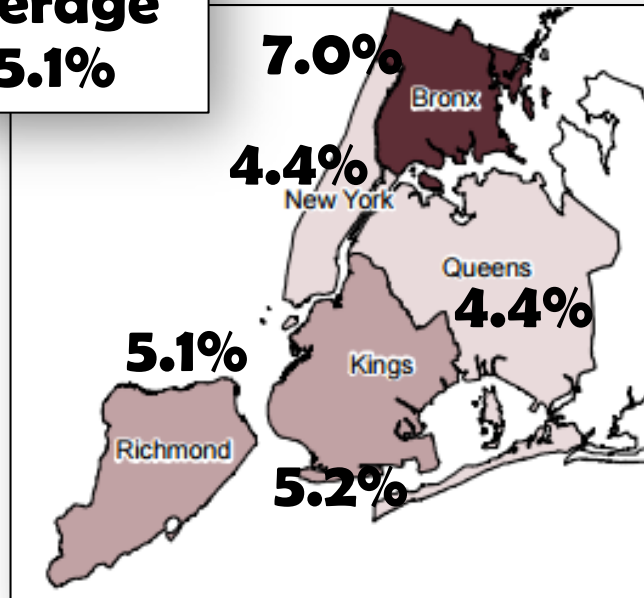2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

Average Employment Growth Last Decade: U.S.=7.2%, New York State=3.5%, NY-NJ MSA=7.2%, NYC=11.8%, Staten Island=-4.0%

Unemployment: Mixed Picture

NYC Average 5.1%

June 2016

Source: NY State Department of Labor

7.0% Bronx

4.4% New York

4.4% Queens

5.1% Richmond

5.2% Kings

County Unemployment Rates (not seasonally adjusted)
- Rate is 7.0 percent or greater
- Rate is 6.0 - 6.9 percent
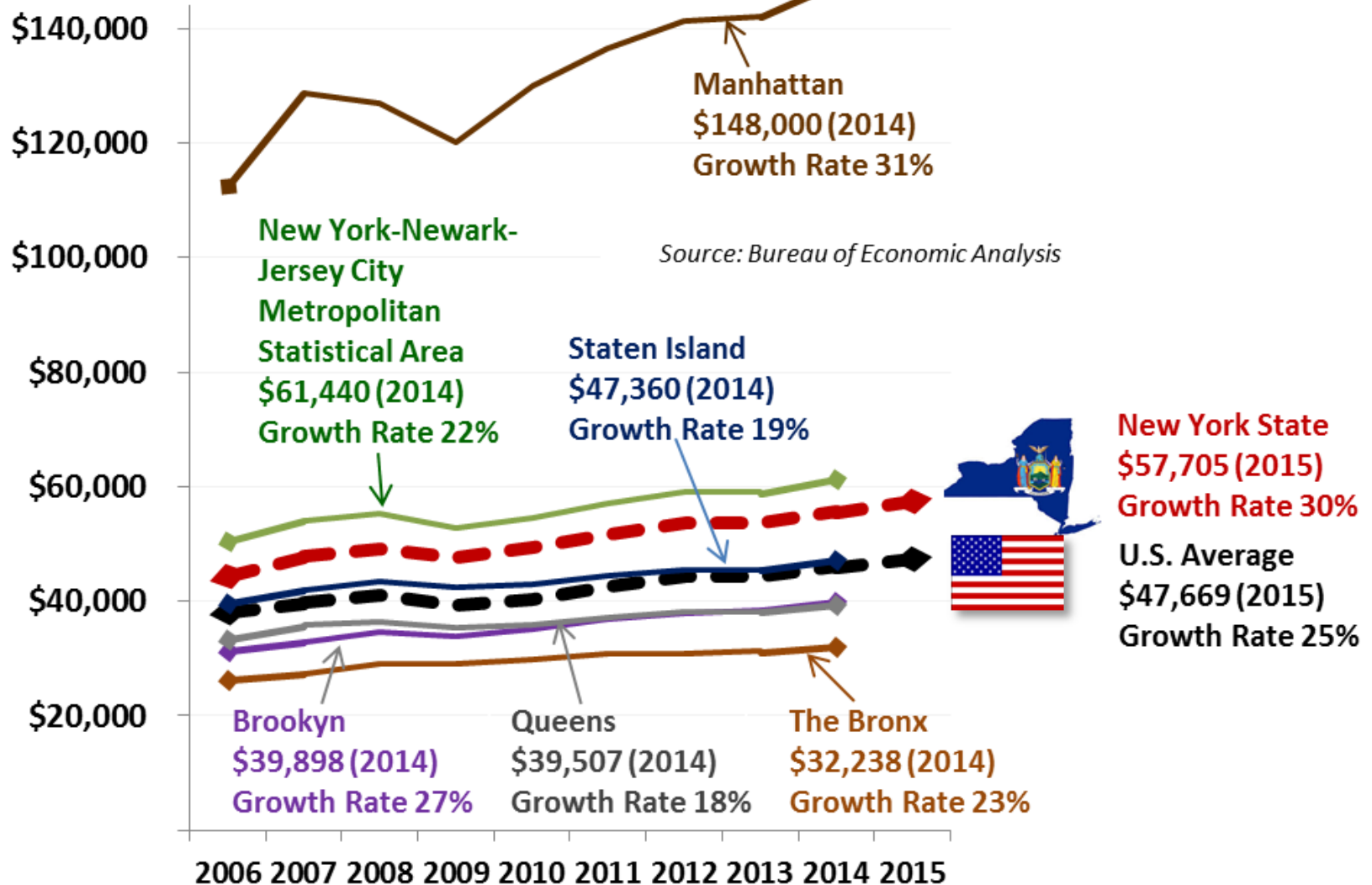- Rate is 5.0 - 5.9 percent
- Rate is 4.0 - 4.9 percent
- Rate is less than 4.0 percent

U.S. Unemployment rate = 4.9%, New York State = 4.5%,
The Bronx is the 3rd worst county out of 62 counties in NY State.
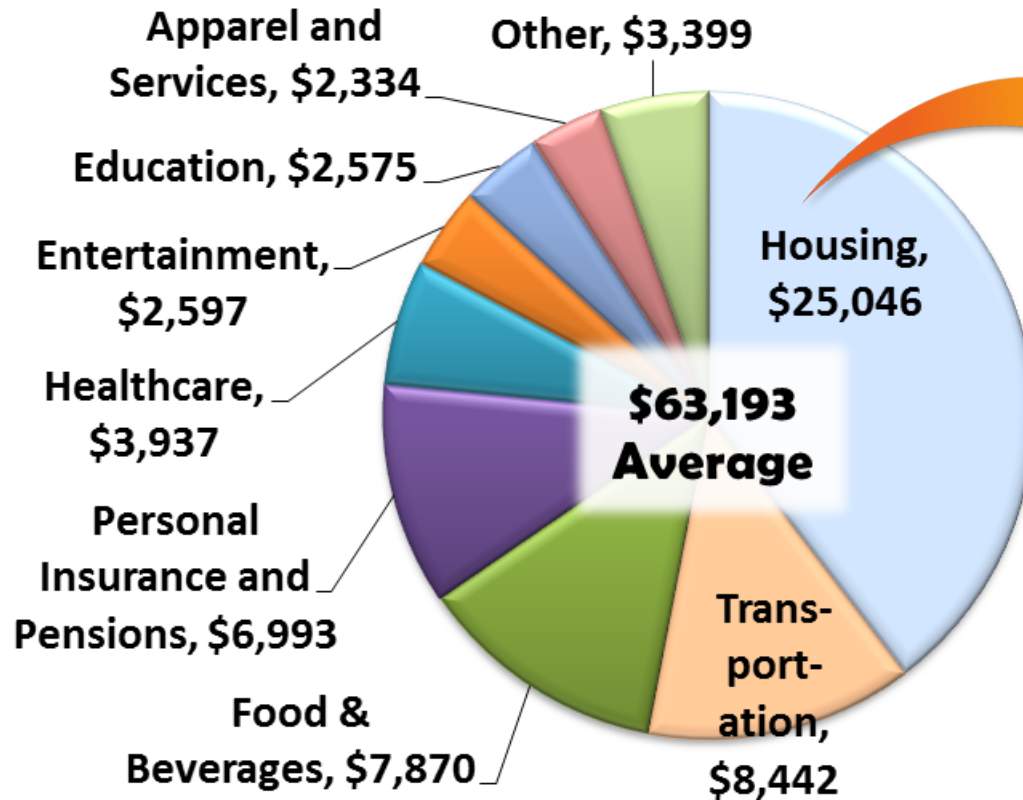
12

Personal Income: Below Averge (Except Manhattan)

Per Capita Personal Income

Manhattan
$148,000 (2014)
Growth Rate 31%

Source: Bureau of Economic Analysis

New York-Newark-Jersey City Metropolitan Statistical Area
$61,440 (2014)
Growth Rate 22%

Staten Island
$47,360 (2014)
Growth Rate 19%

New York State
$57,705 (2015)
Growth Rate 30%

U.S. Average
$47,669 (2015)
Growth Rate 25%

Brookyn
$39,898 (2014)
Growth Rate 27%

Queens
$39,507 (2014)
Growth Rate 18%

The Bronx
$32,238 (2014)
Growth Rate 23%

2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

$140,000
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000

Four boroughs have below average and slow growing income.

Personal Expenditures: High Cost-of-Living

Annual NY-NJ MSA Household Expenditures

Apparel and Services, $2,334

Other, $3,399

Education, $2,575

Entertainment, $2,597

Healthcare, $3,937

Personal Insurance and Pensions, $6,993

Food & Beverages, $7,870

Housing, $25,046

$63,193 Average

Transportation, $8,442

Source: BLS Consumer Expenditure Survey, September, 2015

Median NYC Home Values

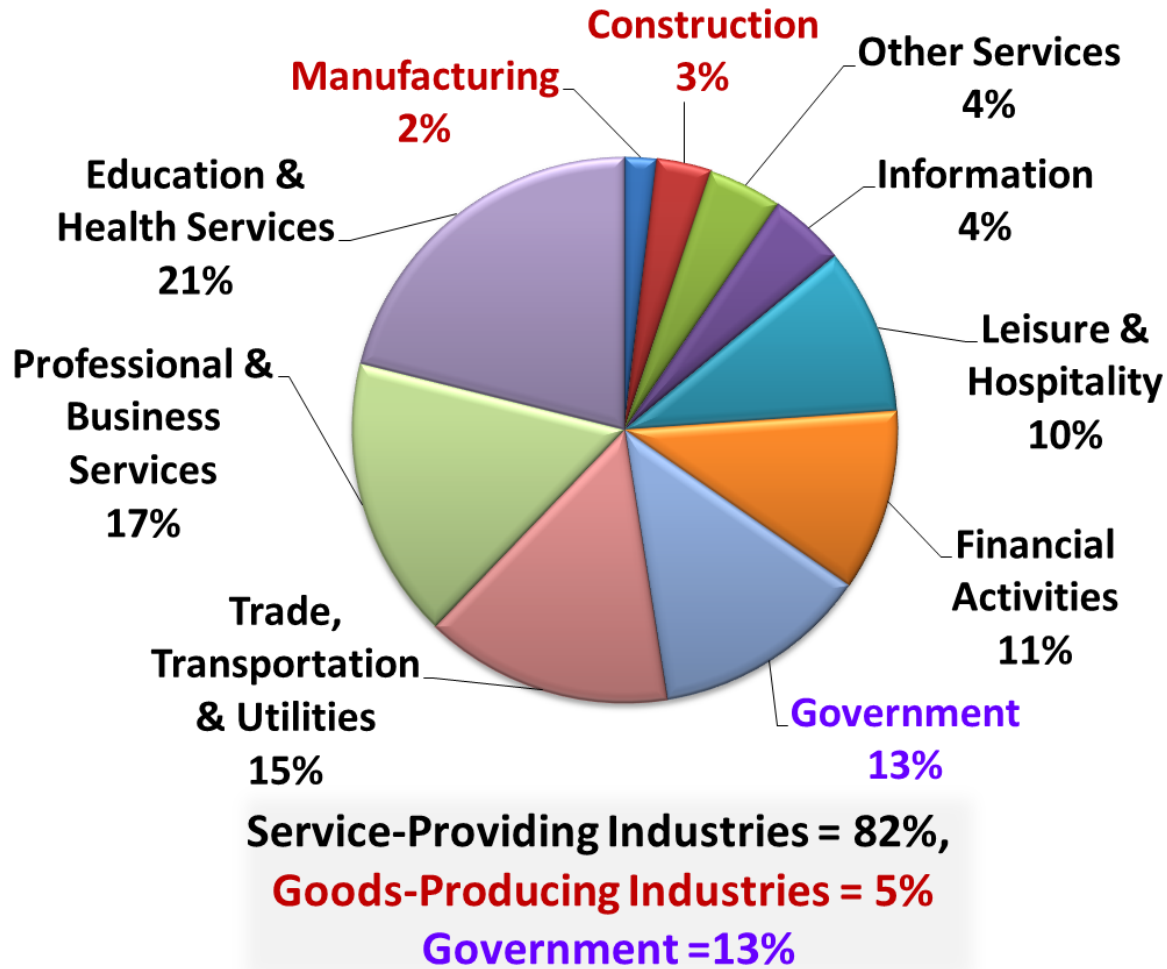| Rank	County	Median Home Value
3	**Manhattan** (New York County)	$800,400
26	**Brooklyn** (Kings County)	$547,200
46	**Queens** (Queens County)	$470,500
48	**Staten Island** (Richmond County)	$461,000
85	**The Bronx** (Bronx County)	$369,600
3,143	**U.S. Counties** & County-Equivalents	$185,400

Cost-of-living is an important JNYC consideration. More local jobs and homebased businesses could significantly enhance quality-of-life.

14

NYC Industry: Services Dominant

New York City Jobs By Industry

March 2016

Source: U.S. Bureau of Labor Statistics

Construction 3%

Manufacturing 2%

Other Services 4%

Information 4%

Education & Health Services 21%

Professional & Business Services 17%

Leisure & Hospitality 10%

Trade, Transportation & Utilities 15%

Financial Activities 11%

Government 13%

Service-Providing Industries = 82%,
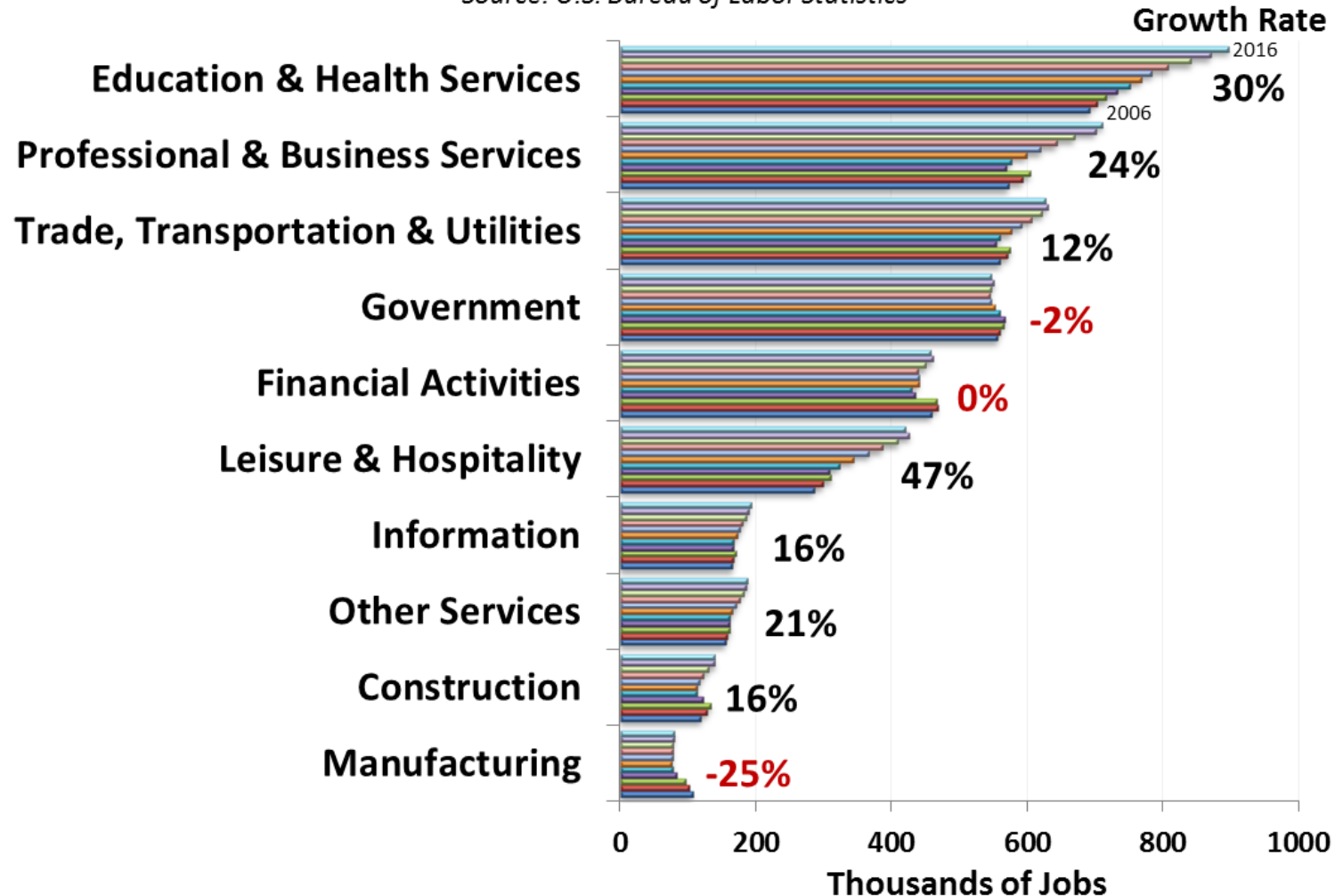Goods-Producing Industries = 5%
Government =13%

JNYC will examine each of these industries for lost as well as emerging opportunities.

NYC Industry Dynamics: Not Intuitive

New York City Industry Employment Trends Last Decade

2006 Through Q1 2016

Source: U.S. Bureau of Labor Statistics

Growth Rate

Industry	Growth Rate
Education & Health Services	30%
Professional & Business Services	24%
Trade, Transportation & Utilities	12%
Government	-2%
Financial Activities	0%
Leisure & Hospitality	47%
Information	16%
Other Services	21%
Construction	16%
Manufacturing	-25%

Thousands of Jobs (0, 200, 400, 600, 800, 1000)

Workforce and growth rates generally not well understood.

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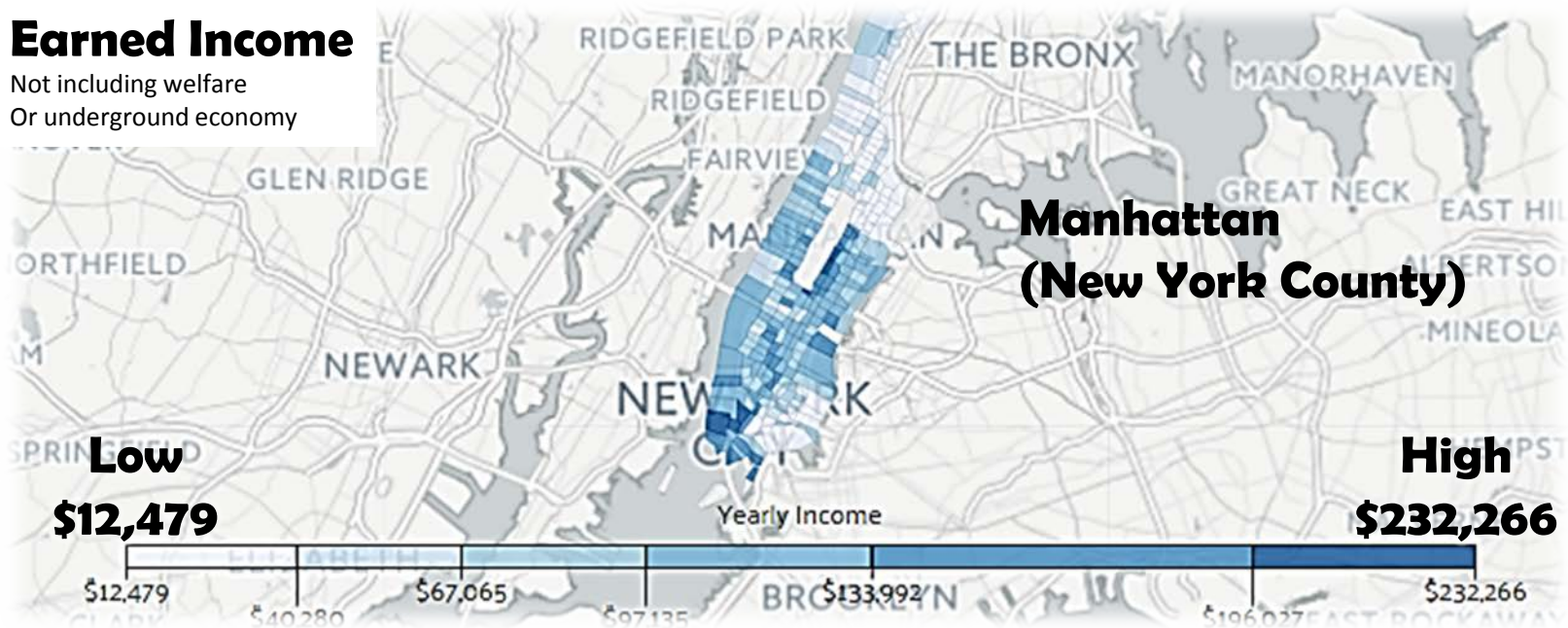
Manhattan (New York County)

Source: www.dataUSA.io

- Population 1.6 million
  - White: 766,937 (46.9%)
  - Black: 423,963 (25.9%)   } √ *Minority Majority Borough*
  - Hispanic: 205,503 (12.6%)
  - Asian: 191,248 (11.7%)
- Median income: $76,089 (National average: $54,964) √ *38% Above*
- Poverty level (National average: 15.5%)
  - Hispanic: 117,621 (percent of race/ethnicity: 57.2%) √ *Over ½ in Poverty*
  - Asian: 35,827 (percent of race/ethnicity: 18.7%) √
  - Black: 72,109 (percent of race/ethnicity: 17.0%)
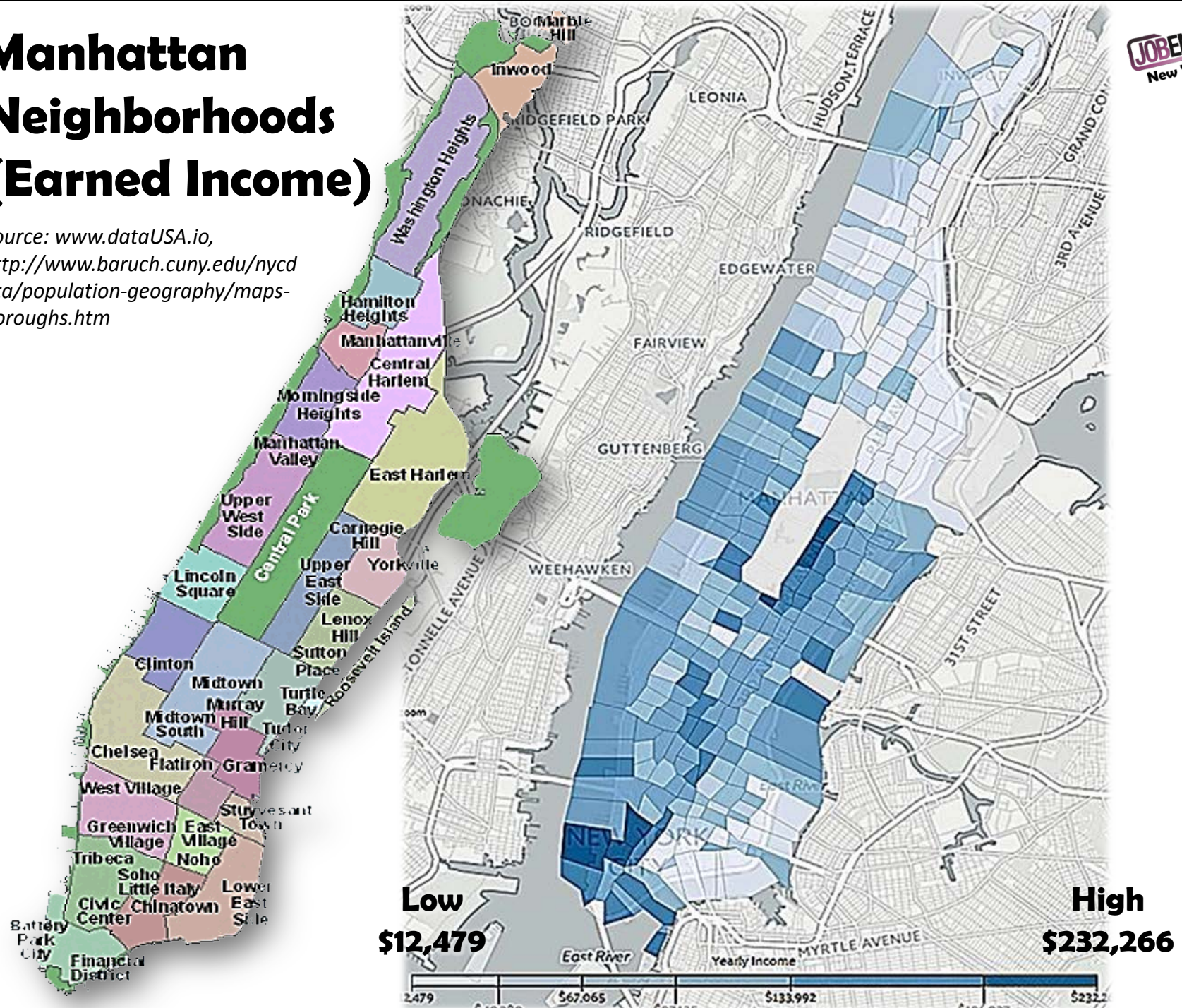 - White: 95,839 (percent of race/ethnicity: 12.5%)

Earned Income
Not including welfare
Or underground economy

**Manhattan
(New York County)**

**Low
$12,479**

**High
$232,266**

Yearly Income

$12,479 $40,280 $67,065 $97,135 $133,992 $196,037 $232,266

Manhattan Neighborhoods (Earned Income)

Source: www.dataUSA.io,
http://www.baruch.cuny.edu/nycd
ata/population-geography/maps-
boroughs.htm

Low
$12,479
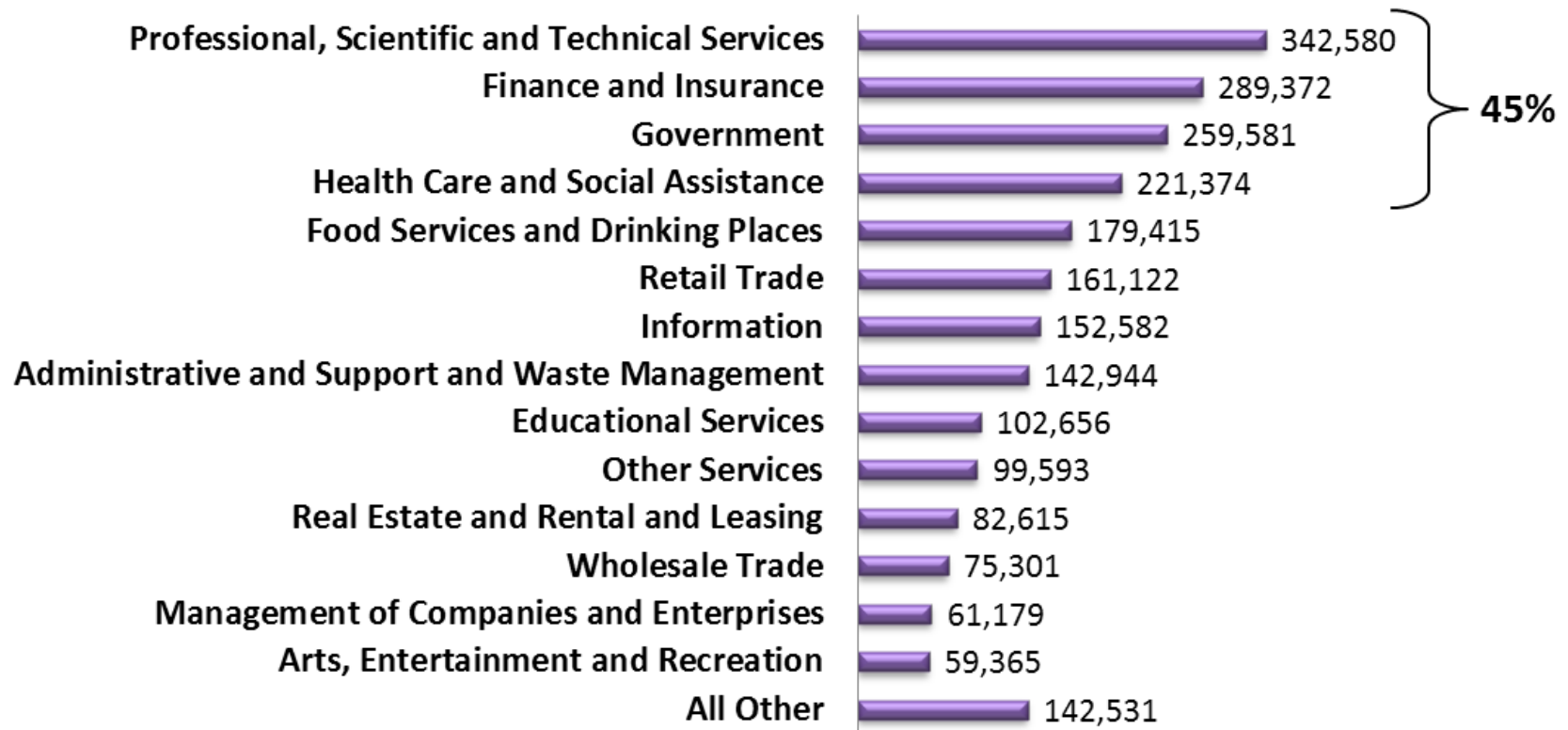
High
$232,266

Manhattan Labor Force

Manhattan (New York County) Labor Force

Source: New York State, Department of Labor, Q3 2015

Employment All Industries: 2,372,210.   Population: 1,644,518.
Percent of Population Employed: 144% versus national average of 47%.

Industry	Employment
Professional, Scientific and Technical Services	342,580
Finance and Insurance	289,372
Government	259,581
Health Care and Social Assistance	221,374
Food Services and Drinking Places	179,415
Retail Trade	161,122
Information	152,582
Administrative and Support and Waste Management	142,944
Educational Services	102,656
Other Services	99,593
Real Estate and Rental and Leasing	82,615
Wholesale Trade	75,301
Management of Companies and Enterprises	61,179
Arts, Entertainment and Recreation	59,365
All Other	142,531

(First four industries: 45%)

Manhattan's employment exceeds its population, which provides opportunities for surrounding counties and the region.
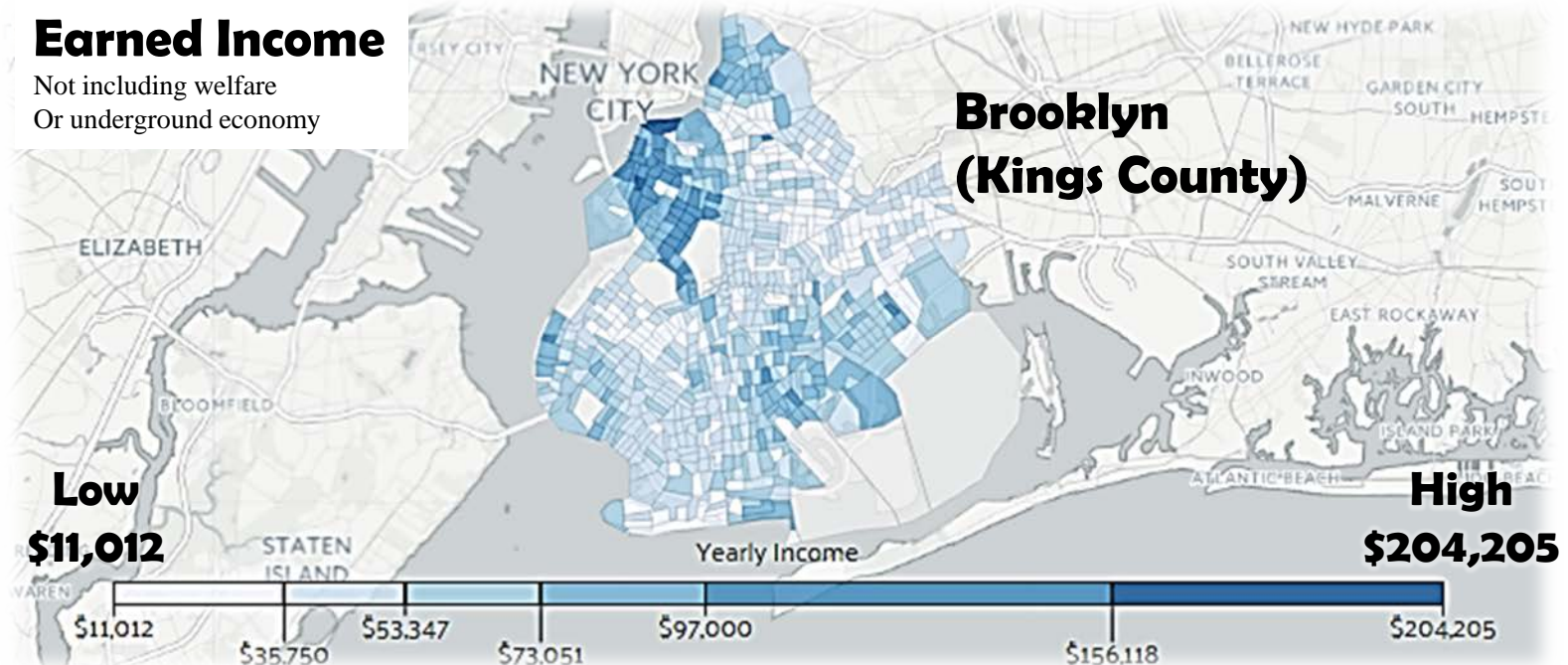
20

Brooklyn (Kings County)

- Population 2.6 million
  - White: 932,867 (35.6%)
  - Black: 814,814 (31.1%)
  - Hispanic: 512,181 (19.5%)
  - Asian: 307,115 (11.7%)

  √ *Minority Majority Borough*

- Median income: $47,966 (National average: $54,964) √ *13% Below*
- Poverty level (National average: 15.5%)
  - Hispanic: 157,089 (percent of race/ethnicity: 30.1%)
  - Asian: 80,098 (percent of race/ethnicity: 26.1%) √
  - White: 231,458 (percent of race/ethnicity: 24.8%)
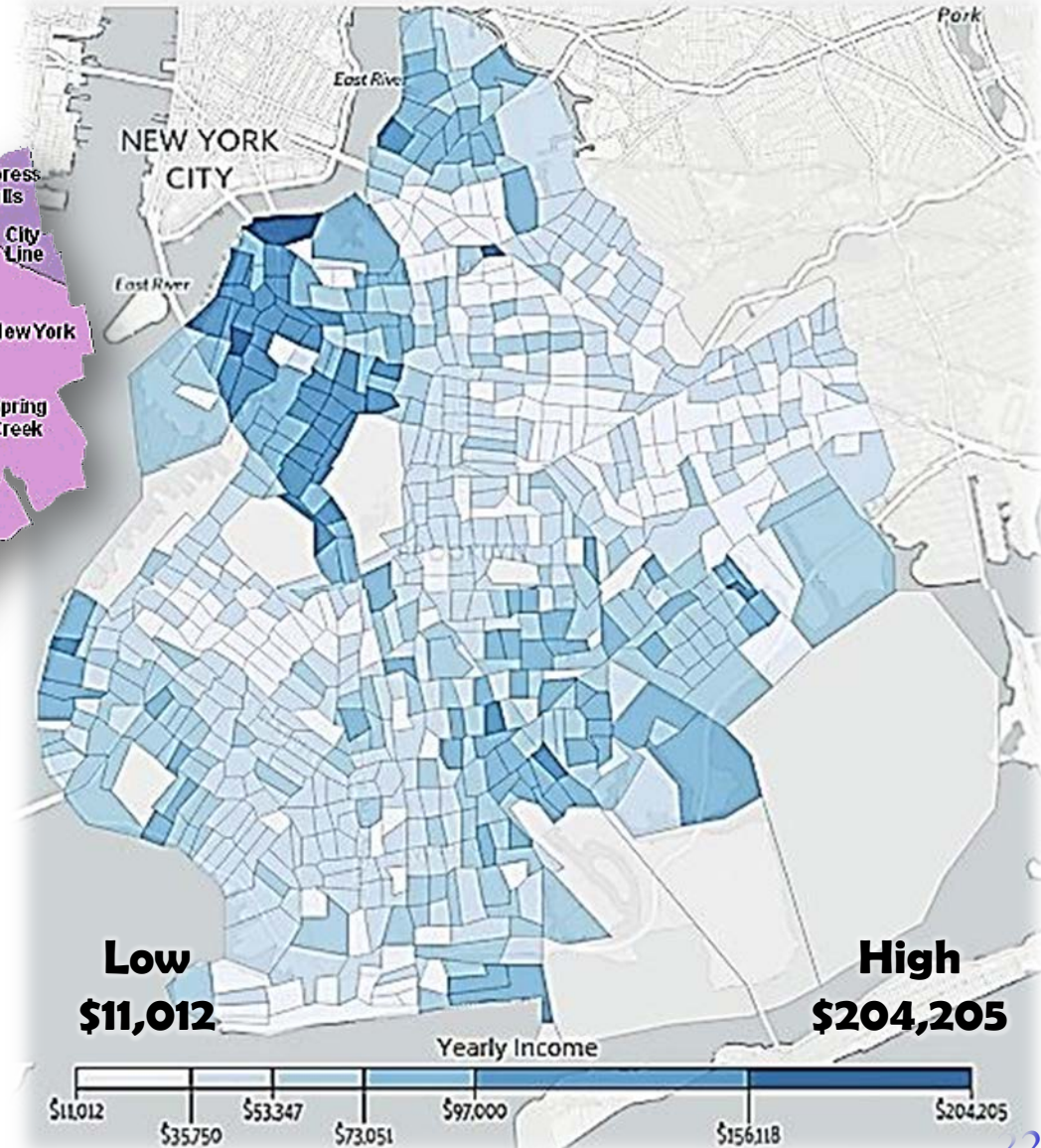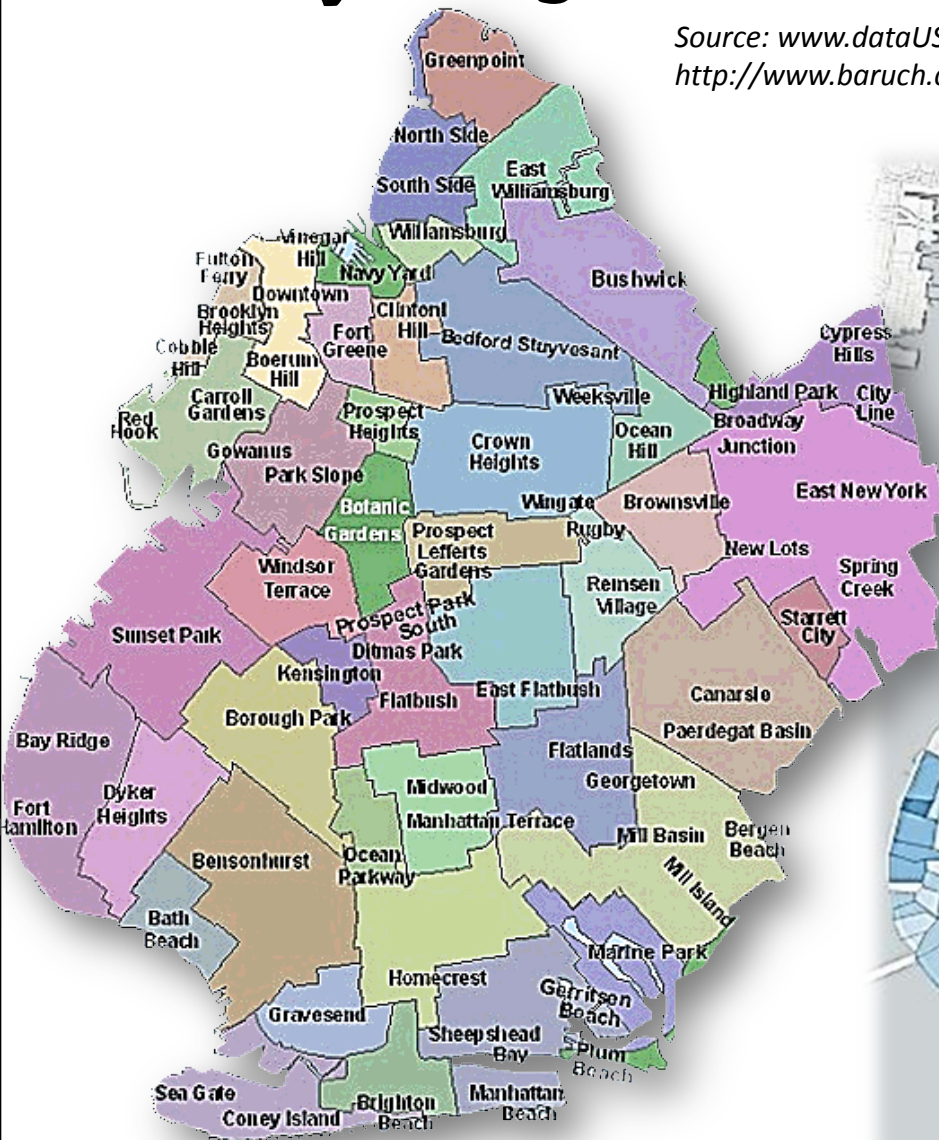 - Black: 196,201 (percent of race/ethnicity: 24.1%) √

Earned Income
Not including welfare
Or underground economy

**Brooklyn
(Kings County)**

Low
$11,012

High
$204,205

Yearly Income

$11,012 $35,750 $53,347 $73,051 $97,000 $156,118 $204,205

21

Brooklyn Neighborhoods (Earned Income)

Low
$11,012

High
$204,205

Yearly Income

| $11,012 | $35,750 | $53,347 | $73,051 | $97,000 | $156,118 | $204,205 |

Brooklyn Labor Force

Brooklyn (Kings County) Labor Force

Source: New York State, Department of Labor, Q3 2015

Employment All Industries: 655,659.   Population: 2,636,735.

Percent of Population Employed: 25% versus national average of 47%.

Industry	Employment
Health Care and Social Assistance	176,478
Government	97,014
Retail Trade	73,645
Food Services and Drinking Places	42,347
Construction	29,689
Administrative and Support and Waste Management	29,167
Other Services	27,210
Educational Services	25,522
Wholesale Trade	24,854
Manufacturing	21,117
Professional, Scientific, and Technical Services	20,048
Transportation and Warehousing	17,348
Real Estate and Rental and Leasing	17,006
Transportation and Warehousing	17,348
All Other	36,866

(Health Care and Social Assistance, Government, Retail Trade, and Food Services and Drinking Places = 57%)

57% of local Brooklyn jobs involve healthcare, welfare, government, shopping, eating and drinking. JNYC will focus on diversification.
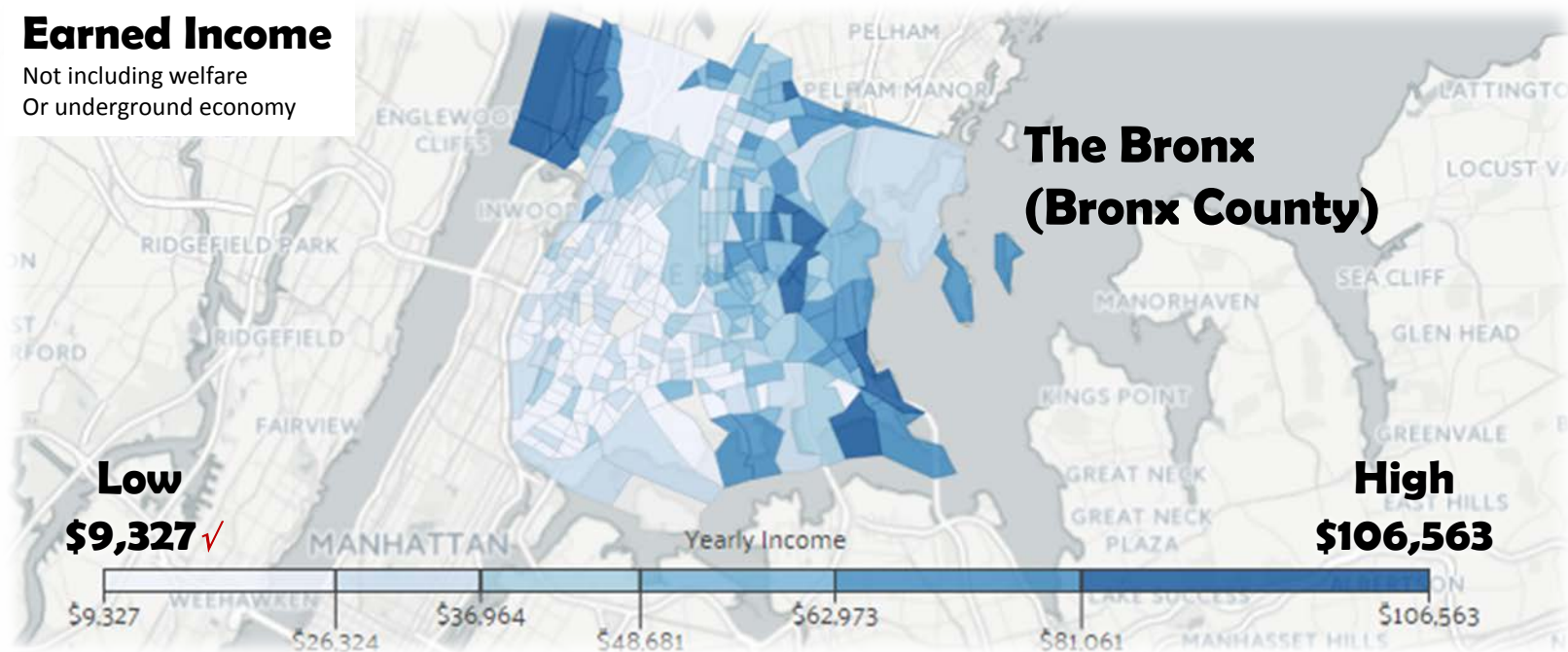
23

The Bronx (Bronx County)

- Population 1.4 million
  - Hispanic: 788,575 (54.8%) √
  - Black: 425,047 (29.6%)
  - White: 146,059 (10.2%) √
  - Asian: 53,951 (3.8%)

  √ *Only Hispanic Majority Borough*

- Median income: $33,712 (National average: $54,964) √ *39% Below*
- Poverty level (National average: 15.5%)
  - White: 60,952 (percent of race/ethnicity: 41.7%) √ *Poorest White Borough*
  - Hispanic: 288,327 (percent of race/ethnicity: 36.6%)
  - Asian: 13,881 (percent of race/ethnicity: 25.7%)
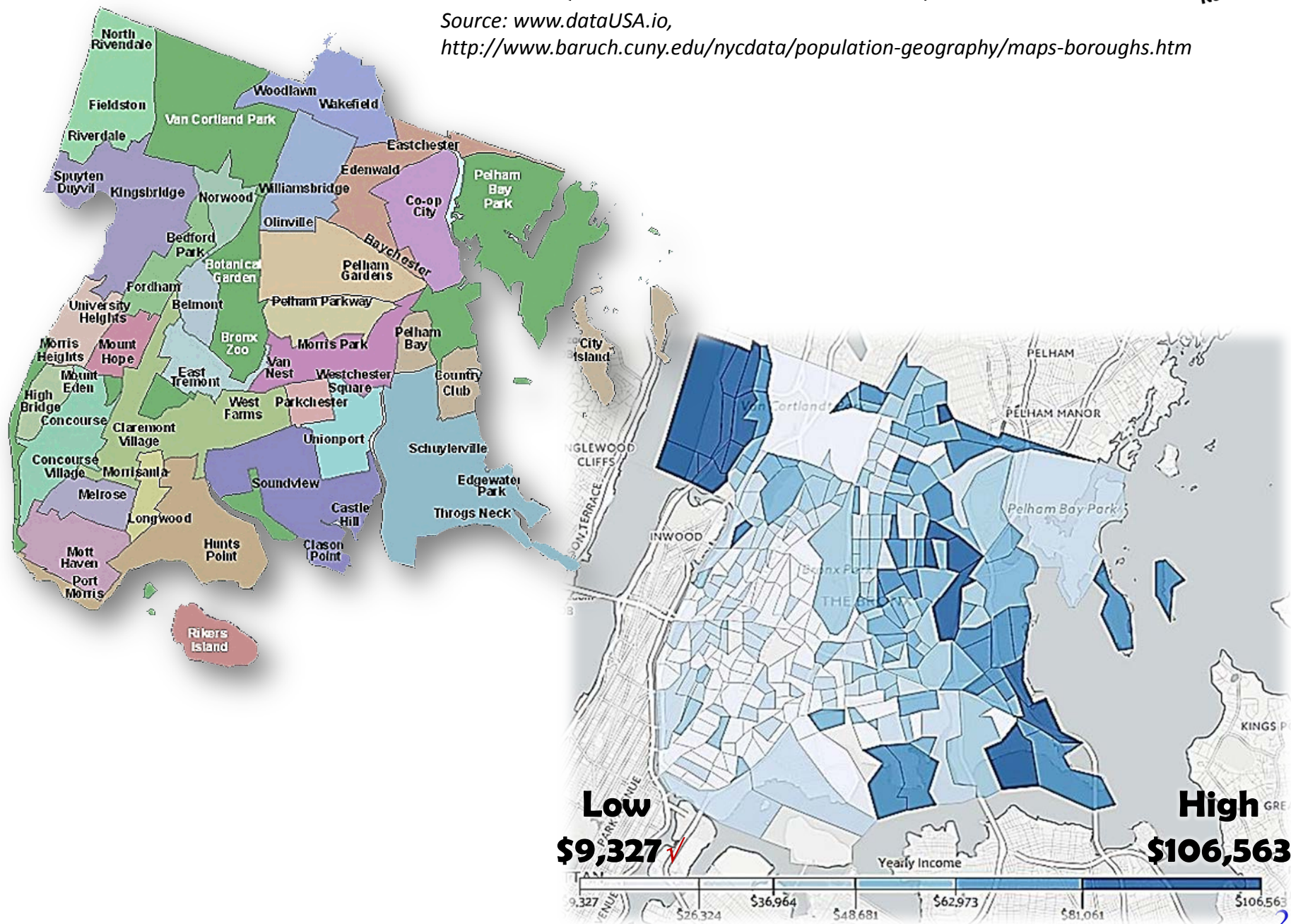 - Black: 103,518 (percent of race/ethnicity: 24.4%) √

Earned Income
Not including welfare
Or underground economy

**The Bronx
(Bronx County)**

Low
$9,327 √

High
$106,563

Yearly Income

$9,327 $26,324 $36,964 $48,681 $62,973 $81,061 $106,563

24

Bronx Neighborhoods (Earned Income)

Low

$9,327 √

High

$106,563

Yearly Income

9,327 $26,324 $36,964 $48,681 $62,973 $81,061 $106,563

The Bronx Labor Force

The Bronx (Bronx County) Labor Force

Source: New York State, Department of Labor, Q3 2015

Employment All Industries: 295,056.   Population: 1,455,444.

Percent of Population Employed: 20% versus national average of 47%.

Industry	Employment
Health Care and Social Assistance	89,809
Government	59,990
Retail Trade	30,498
Food Services and Drinking Places	17,547
Educational Services	14,794
Wholesale Trade	11,077
Construction	10,627
Other Services	9,103
Administrative and Support and Waste Management	8,088
Transportation and Warehousing	7,189
Manufacturing	6,454
All Other	29,880

(Health Care and Social Assistance, Government, Retail Trade = 65%)

65% of local Bronx jobs involve healthcare, welfare, government, shopping, eating and drinking. JNYC will focus on diversification.
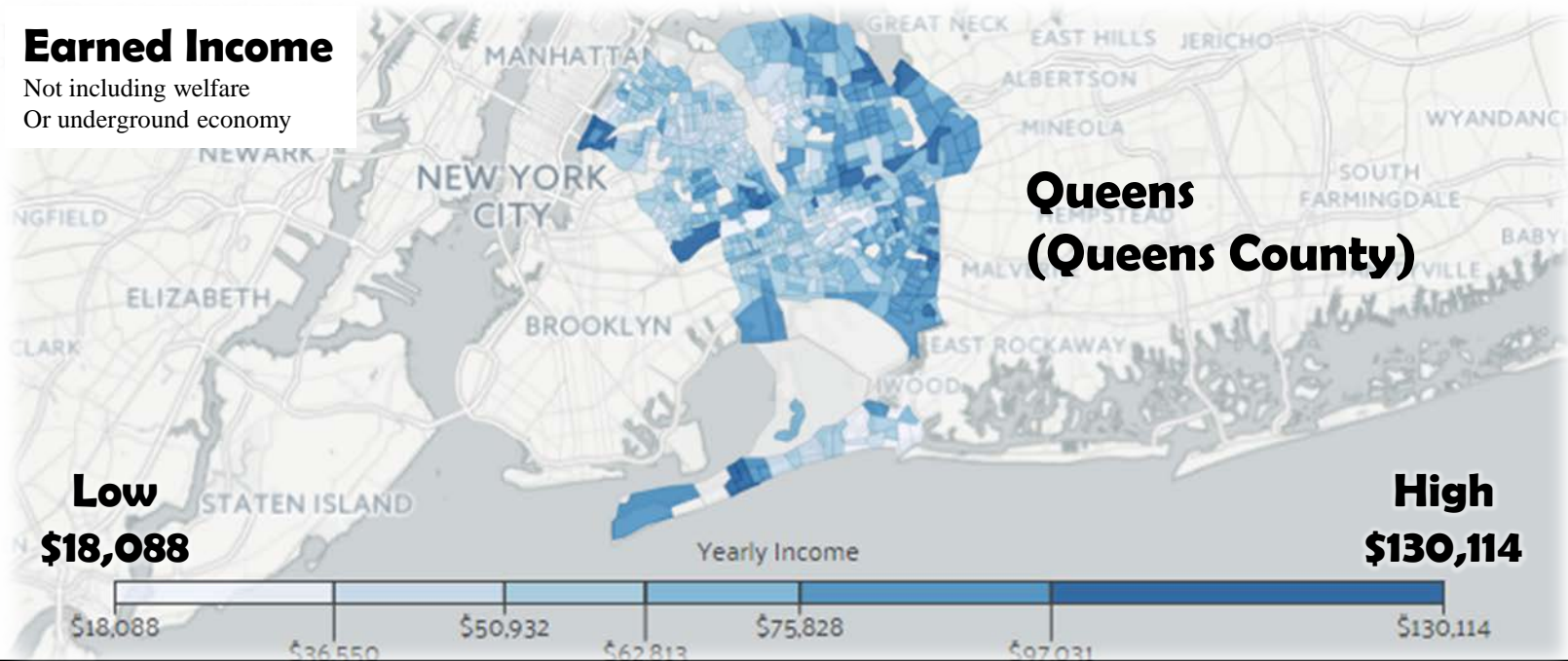
Queens (Queens County)

- Population 2.3 million
    - Hispanic: 650,576 (28.0%) √
    - White: 596,952 (25.7%) √   √ *Minority Majority Borough*
    - Asian: 573,391 (24.7%)
    - Black: 403,058 (17.4%)
- Median income: $57,241 (National average: $54,964) *4% Above*
- Poverty level (National average: 15.5%)
    - White: 112,819 (percent of race/ethnicity: 18.9%) √
    - Asian: 107,665 (percent of race/ethnicity: 18.8%)
    - Hispanic: 114,527 (percent of race/ethnicity: 17.6%)
    - Black: 64,533 million (percent of race/ethnicity: 16.0%) √ *Best Black Borough*
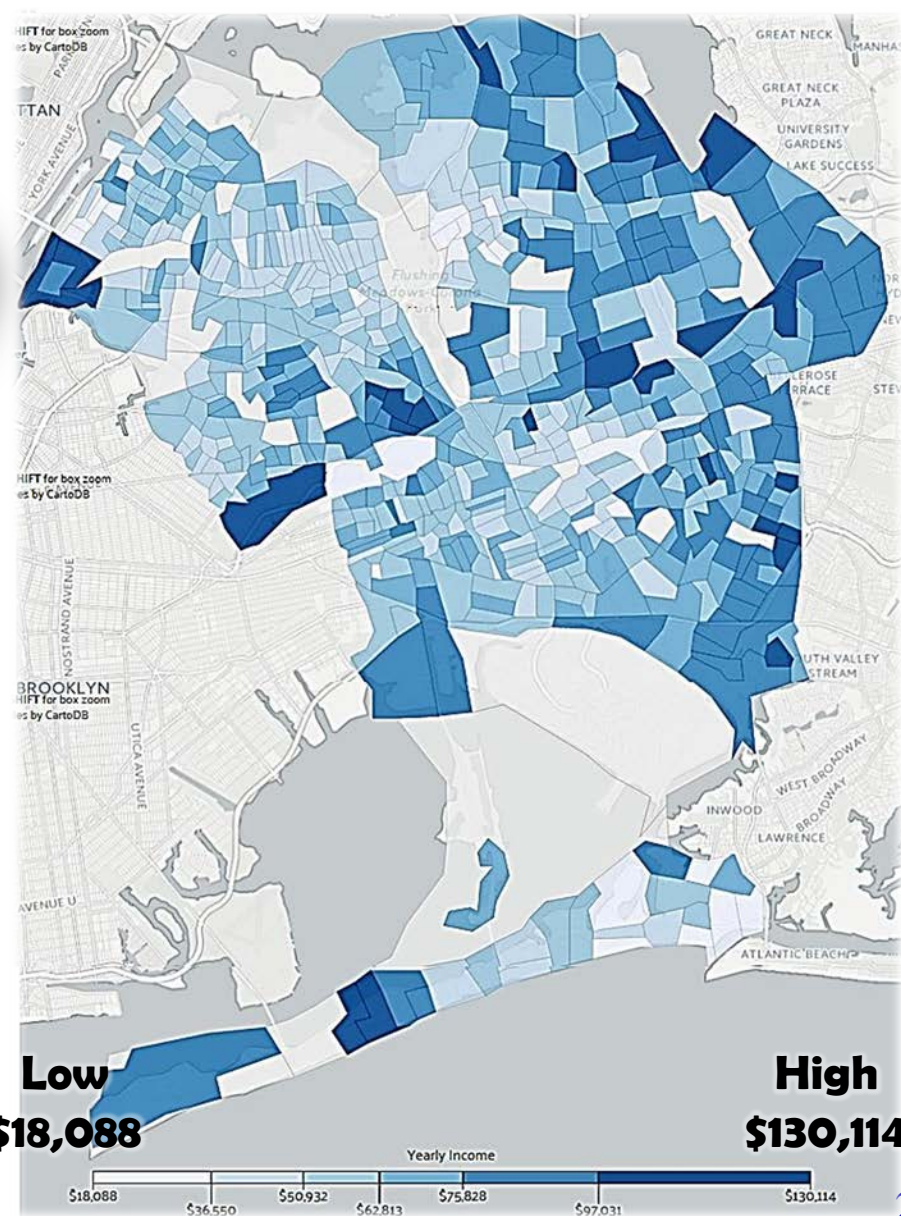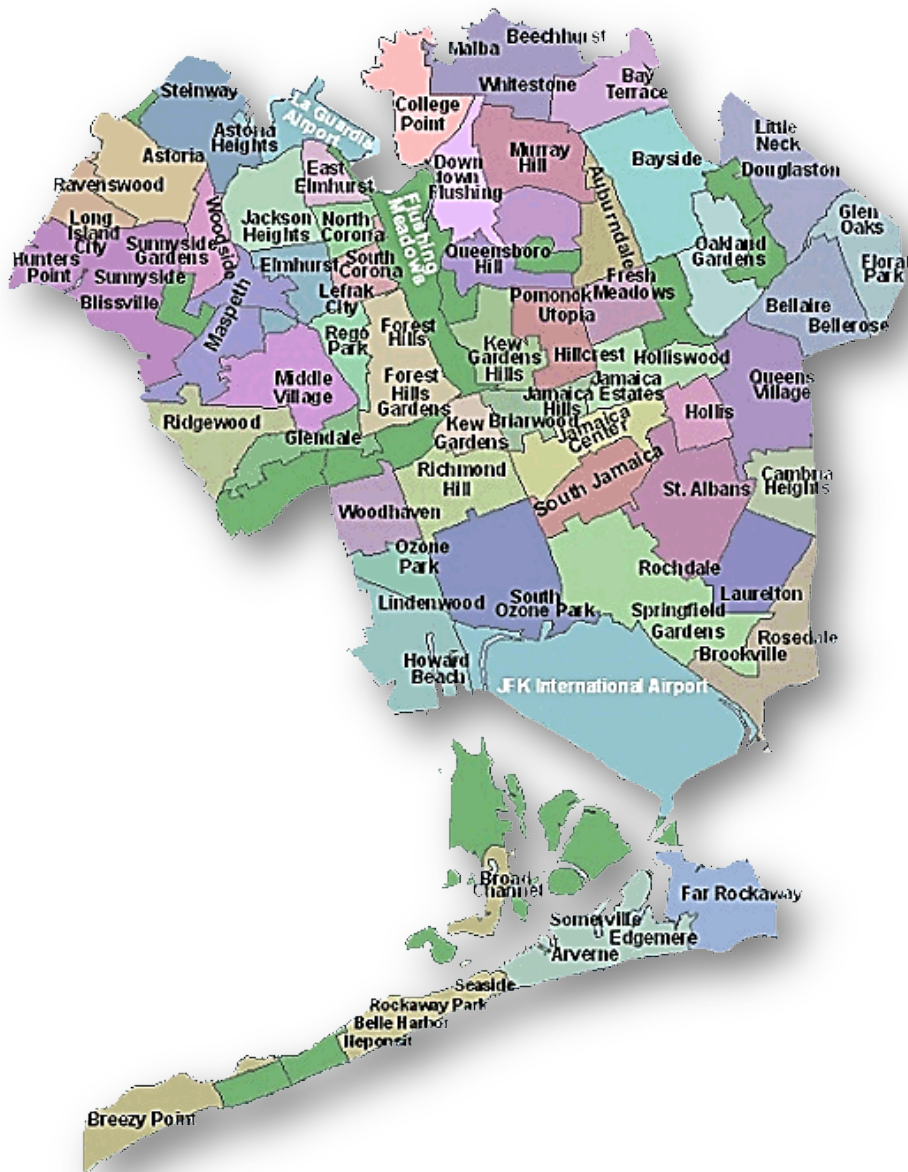

Earned Income
Not including welfare
Or underground economy

Queens (Queens County)

Low $18,088

High $130,114

Yearly Income

$18,088 $36,550 $50,932 $62,813 $75,828 $97,031 $130,114

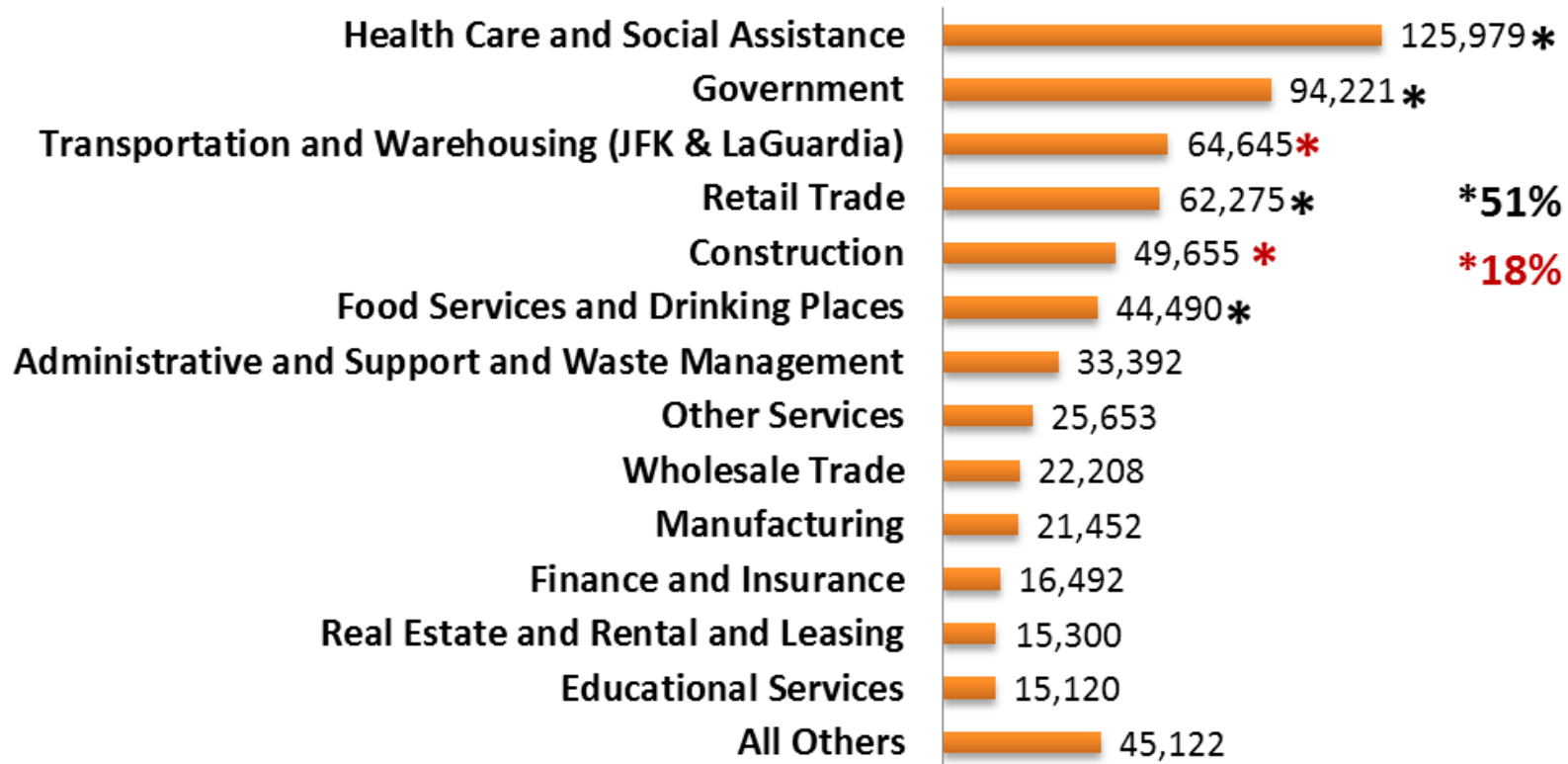# Queens Neighborhoods (Earned Income)

Queens Labor Force

Queens (Queens County) Labor Force

Source: New York State, Department of Labor, Q3 2015

Employment All Industries: 636,004.   Population: 2,339,150.

Percent of Population Employed: 27% versus national average of 47%.

Industry	Employment
Health Care and Social Assistance	125,979 *
Government	94,221 *
Transportation and Warehousing (JFK & LaGuardia)	64,645 *
Retail Trade	62,275 *
Construction	49,655 *
Food Services and Drinking Places	44,490 *
Administrative and Support and Waste Management	33,392
Other Services	25,653
Wholesale Trade	22,208
Manufacturing	21,452
Finance and Insurance	16,492
Real Estate and Rental and Leasing	15,300
Educational Services	15,120
All Others	45,122

*51%

*18%

51% of local Queens jobs involve healthcare, welfare, government, shopping, eating and drinking. However, 18% of the top occupations involve major airports and construction, which could be leveraged.
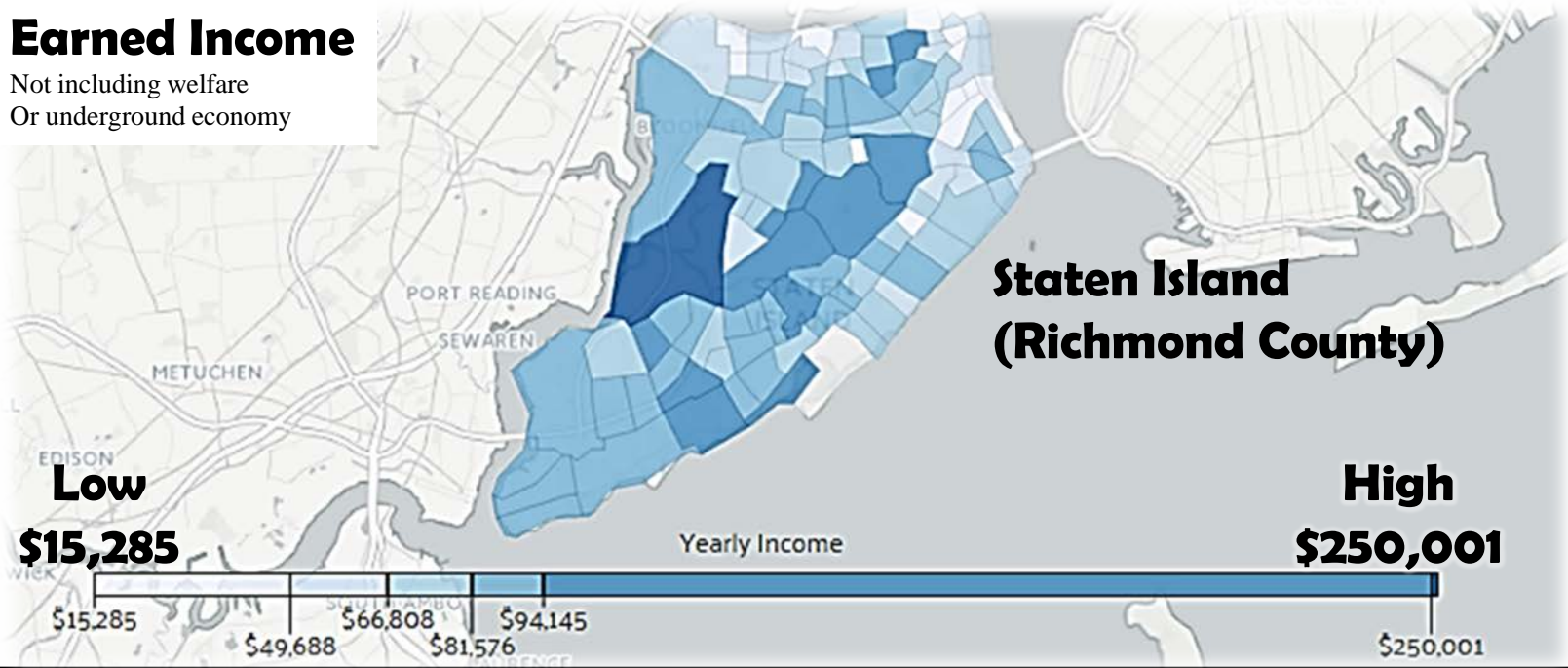
Staten Island (Richmond County)

- Population 473,279
  - White: 295,732 (62.5%)
  - Hispanic: 85,603 (18.1%)   √ *Only White Majority Borough*
  - Black: 42,965 (9.1%)
  - Asian: 37,427 (7.9%)
- Median income: $71,121 (National average: $54,964) √ *29% Above*
- Poverty level (National average: 15.5%)
  - Black: 12,763 (percent of race/ethnicity: 29.7%) √ *Poorest Black Borough*
  - Hispanic: 21,133 (percent of race/ethnicity: 24.7%)
  - White: 39,801 (percent of race/ethnicity: 13.5%)
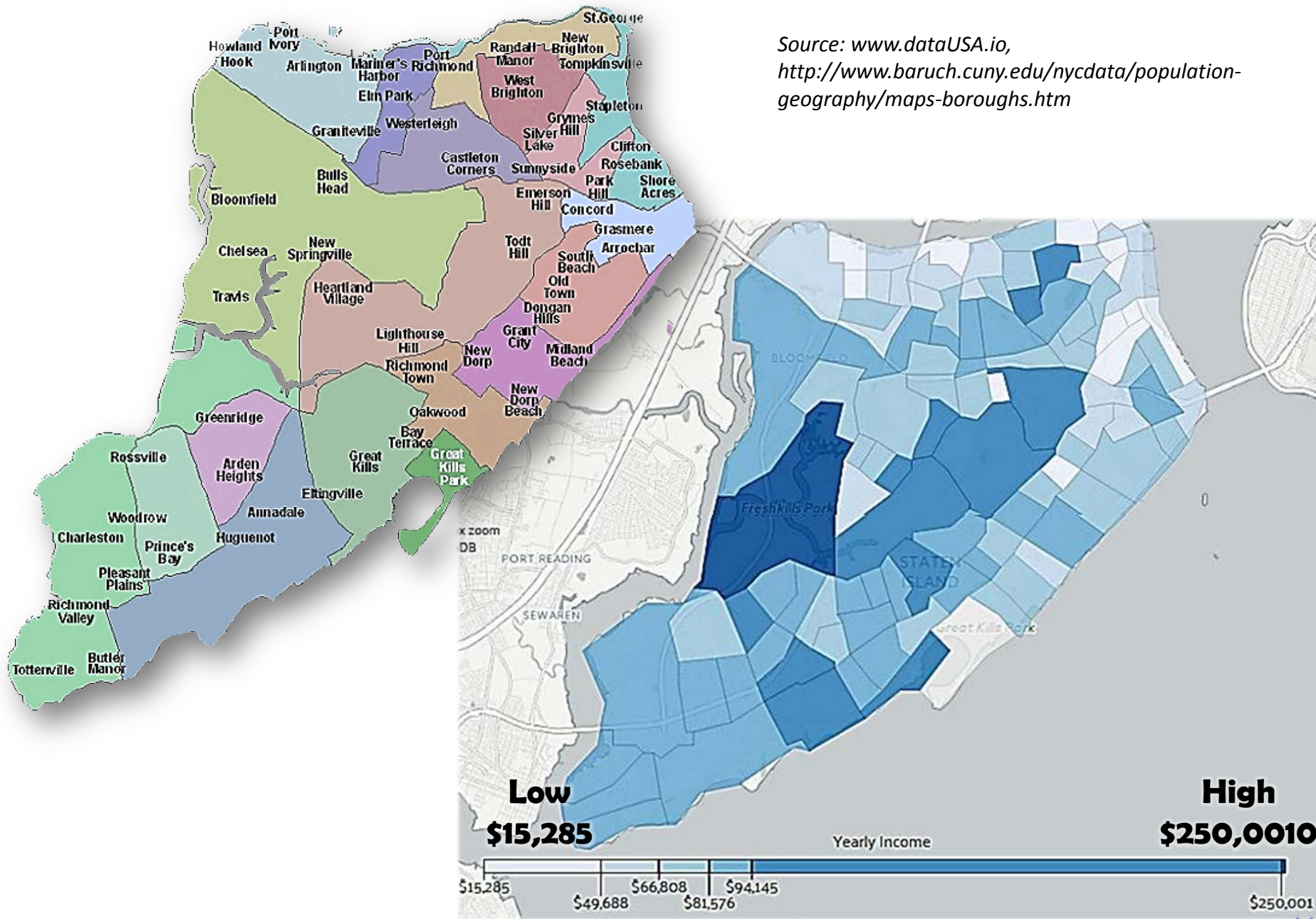 - Asian: 4,168 (percent of race/ethnicity: 11.1%)

Earned Income
Not including welfare
Or underground economy

**Staten Island
(Richmond County)**

Low
$15,285

High
$250,001

Yearly Income

$15,285 $66,808 $94,145 $250,001
$49,688 $81,576

Staten Island Neighborhoods (Earned Income)

*Source: www.dataUSA.io,
http://www.baruch.cuny.edu/nycdata/population-geography/maps-boroughs.htm*

Low
$15,285

High
$250,0010

Yearly Income

$15,285 $49,688 $66,808 $81,576 $94,145 $250,001

Staten Island Labor Force

Staten Island (Richmond County) Labor Force

Employment All Industries: 112,503.   Population: 474,558.

Percent of Population Employed: 24% versus national average of 47%.

Industry	Employment
Health Care and Social Assistance	29,055 *
Government	18,076 *
Retail Trade	15,433 *
Construction	9,358
Accommodation and Food Services	8,042 *
Transportation and Warehousing	4,966
Other Services	4,678
Administrative and Support and Waste Management	4,380
Professional, Scientific, and Technical Services	3,261
Educational Services	3,152
Finance and Insurance	2,080
Wholesale Trade	1,666
Real Estate and Rental and Leasing	1,367
All Others	6,989

*63%

Staten Island's declining workforce and low population density makes it an ideal location for manufacturing and light industrial expansion.

Presentation Outline
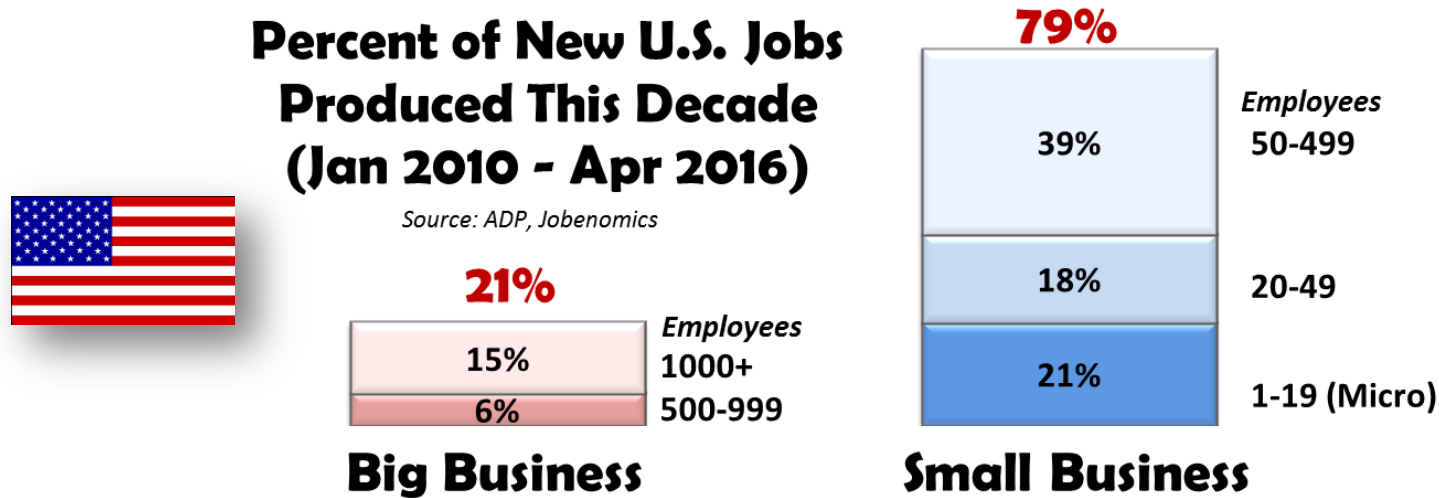
NYC Labor Force and Income Analysis

NYC Borough Statistics

Jobenomics Community-Based Business Generators

JNYC Initial Job Creation Plan

Concluding Thoughts and Contact Information
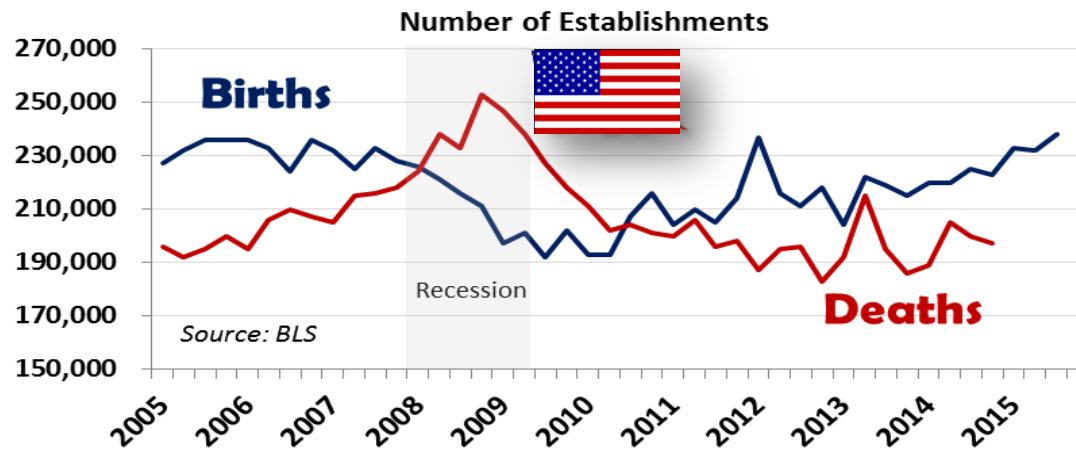
Small Business: The Economic Engine

Percent of New U.S. Jobs Produced This Decade (Jan 2010 - Apr 2016)

Source: ADP, Jobenomics

Big Business

21%

	Employees
15%	1000+
6%	500-999

Small Business

79%

	Employees
39%	50-499
18%	20-49
21%	1-19 (Micro)

- U.S. small businesses employ more than 5 times as many American workers than large corporations. U.S. micro and self-employed businesses (less than 19 employees) employ 69% more workers than large corporations (31.0 versus 18.3 million).

- 50% of all small business startups last five years and 30% remain in business over ten years. In addition, small business growth has outperformed medium and large businesses during the recovery from the Great Recession.

JNYC's main goal is to maximize small business creation that will in turn create significant numbers of new jobs for NYC.
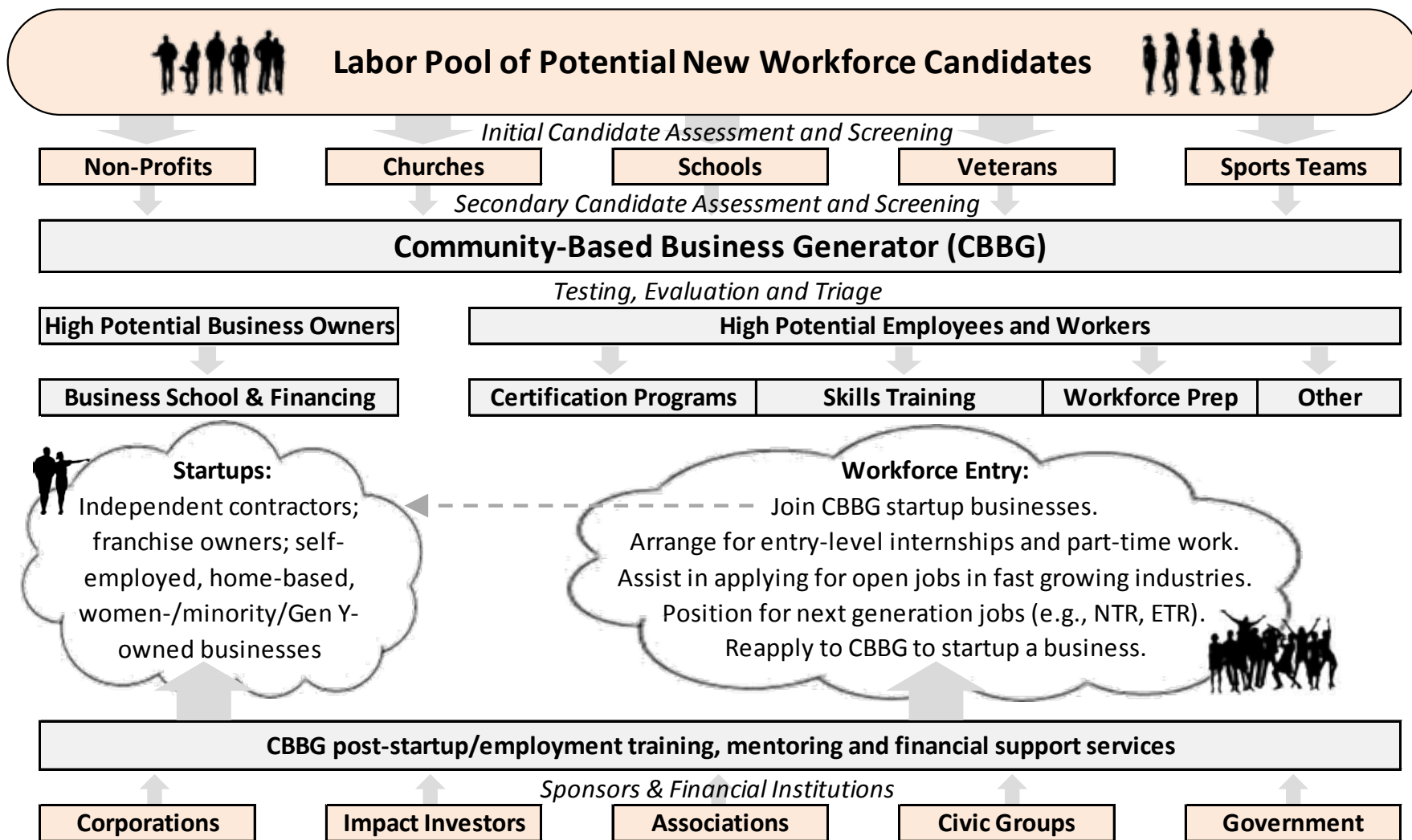
Incubators, Accelerators & Generators

- **Business incubators** focus high-tech, silver bullet innovations.

- **Business accelerators** focus on expanding existing businesses.

- Jobenomics **business generators** involve mass-producing small and self-employed business with emphasis on lower-tech businesses at the base of the U.S. economic pyramid.

Number of Establishments — Births / Deaths / Recession — Source: BLS

- The key to economic growth is to increase the number of small business births (startups) and minimize deaths (closures).

The U.S. averages 250,000 startups per quarter in an ad hoc process. The Jobenomics Community-Based Business Generator is a standardized process designed to mass-produce startups.

Jobenomics Community-Based Business Generator Concept

Labor Pool of Potential New Workforce Candidates

Initial Candidate Assessment and Screening

| Non-Profits | Churches | Schools | Veterans | Sports Teams |

Secondary Candidate Assessment and Screening

Community-Based Business Generator (CBBG)

Testing, Evaluation and Triage

High Potential Business Owners | **High Potential Employees and Workers**

Business School & Financing | **Certification Programs** | **Skills Training** | **Workforce Prep** | **Other**

Startups:
Independent contractors; franchise owners; self-employed, home-based, women-/minority/Gen Y-owned businesses

Workforce Entry:
Join CBBG startup businesses.
Arrange for entry-level internships and part-time work.
Assist in applying for open jobs in fast growing industries.
Position for next generation jobs (e.g., NTR, ETR).
Reapply to CBBG to startup a business.

CBBG post-startup/employment training, mentoring and financial support services

Sponsors & Financial Institutions

| Corporations | Impact Investors | Associations | Civic Groups | Government |

Goal is to mass-produce startup businesses and jobs

Community-Based Business Generators

A **Jobenomics Community-Based Business Generator (JCBBG)** mass-produces startups by:

- Working with community leaders to identify high-potential business owners and employees,

- Training and certifying owners and employees in targeted occupations,

- Creating highly repeatable and highly scalable "turn-key" small and self-employed businesses,

- Establishing sources of startup funding, recurring funding and contracts to provide a consistent source of revenue for new businesses after incorporation, and,

- Providing mentoring and support services to extend the life span and profitability of businesses created by the JCBBG as well as other local businesses that require attention as support.

Michel Faulkner is collocating a JCBBG with his Institute for Leadership in Harlem in association with other community leaders.

JCBBG's 24-Hour NYC Job & Small Business Creation Television Channel

- A 24-hour NYC Job and Small Business TV Channel should be implemented to reach, tantalize, inform and educate New Yorkers who are interested starting their own business or joining a startup business.

- Jobenomics is already working with Emerald Planet TV that focuses on Green Jobs creation. TV programs are simulcast to 532 stations around the United States and then overseas by the Internet and C-SPAN television from a state-of-the-art facilities.

Goal: Develop a local Jobs/Business Channel for NYC outreach.

Big Business JCBBG Sponsorship

JNYC will seek sponsorship from these types of organizations:

- **Partnership for New York City** that represents NYC's business leadership and its largest private sector employers to promote modernization, growth, innovation and job creation.
- **Wall Street** for startup financing and micro-business loans.
- **Hospitals** (6 of the top 10 NYC employers) for nursing and personal care aid (top 2 fastest growing occupations) jobs.
- **Non-Profit Organizations** and **Religious Institutions** to supply high-potential workforce and business startup candidates.
- **Educational Institutions,** with emphasis on community colleges and high schools, to certify and provide turnkey startup services.
- **Utilities** for Energy Technology Revolution implementation.
- **IT Firms** for Network Technology Revolution, e-commerce, e-business and the emerging digital economy.
- **Entertainment Industry** for motivation and promotion of the arts.

JCBBG would provide high-quality employees and independent contractors to big business as well as government.

JCBBG Focus On Women, Minority & Entry Level Worker Job and Business Creation

2014 U.S. Labor Force Income Earnings
By Gender, Race, Ethnicity & New Workforce Entrants

Source: U.S. Census Bureau 2015 Annual Social and Economic Supplement, Jobenomics Analysis

U.S. Workers With Earnings		Below Mean Income >$55K	Population Millions	Above Mean Income >$55K	Population Millions	Total Population Millions
By Gender	Both Sexes	72%	115.2	28%	44.9	160.1
	Males	65%	54.8	35%	29.7	84.5
	Females	80%	60.4	20%	15.2	75.6
By Race & Ethnicity	White Non-Hispanic	68%	70.7	32%	33.6	104.3
	Black	82%	15.4	18%	3.4	18.8
	Hispanic	85%	21.7	15%	3.8	25.5
	Asian	60%	5.0	40%	3.3	8.3
Entry	15-24 Year Olds	96%	21.4	4%	0.8	22.2

Women-Owned, Minority-Owned and Generation Y/Z-Owned Business development will be a high priority for the JNYC plan to address the NYC income opportunity and inequality issues.

JCBBG Focus On Contingent Workforce

U.S. Labor Force Employed Workforce in 2016

Source: GAO, BLS, NORC, Jobenomics

Contingent Workforce: 40% (60 Million Workers)

Part-Time Workers:
<35 hours/week

16%

Self-Employed Workers:

3%

Independent Contractors:

13%

Core Contingent Workers:
Agency & Direct Hire Temps, On-Call and Day Laborers, Contract Company Workers

8%

Full-Time Standard Workforce: 60% (90 Million Workers)
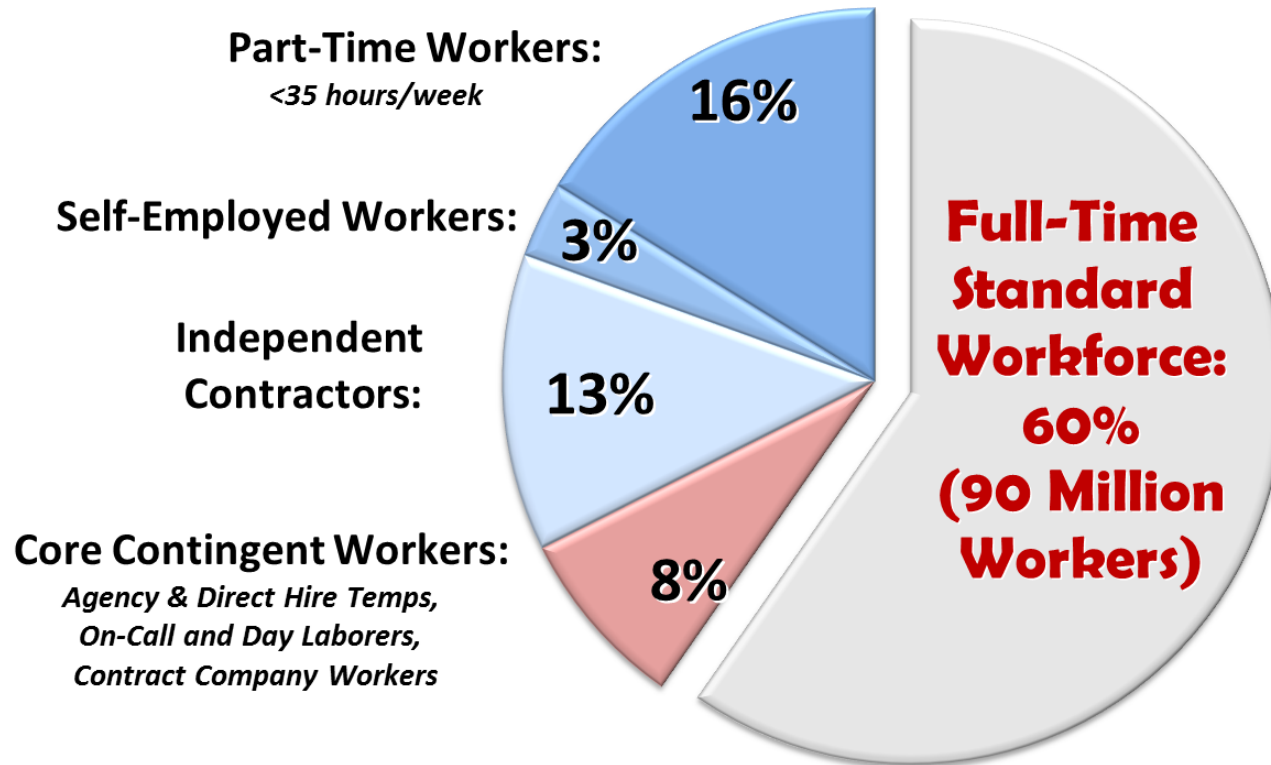
By 2030, contingent workforce will be the dominant (over 50%) form of labor in the United States. JNYC will help prepare and maximize the NYC labor force for this transition.

Contingent Work Is Going Mainstream
Most Desirable Companies With Flexible Jobs

Source: Flexjobs Database

Google	McKinsey & Company	Pfizer	Electronic Arts – EA
Apple	General Electric – GE	Unilever	L-3 Communications
Facebook	Johnson & Johnson	Fox	NBC Universal
Microsoft	Netflix	Sephora	Forbes Media
Nike	Bloomberg	Lockheed Martin	Hilton Worldwide
Walt Disney Company	Twitter	Samsung Electronics	Whole Foods Market
Tesla Motors	Yahoo	Boeing	IBM
Procter & Gamble	Under Armour	The New York Times	Oracle
Starbucks	Adobe	Warner Bros.	Exxon Mobil
Shell	Salesforce	Coca-Cola	Airbnb
Amazon	ESPN	Goldman Sachs	Sony Pictures

- Via modern technology, jobs will increasingly be dissected into discrete tasks and performed by contingency workers.

- Collaborative management tools will further create "contextual" contingent work environments that rapidly form, perform, and then reform to address subsequent tasks.

- Websites like Amazon Turk, Task Rabbit, Flex Jobs, Fiverr, and Micro Workers make "on-demand" contingent tasks easier to find.

NYC Contingent Work Info Center and Semantic Web are needed.

# JCBBG Focus Current Job Openings

- There are currently 5.7 million open U.S. jobs that are vacant largely due to a gap in workforce skills and work habits.

- Employers are looking to automation to fill the gap and reduce costs.

Total: 5,729,000 Jobs

Source: BLS, JOLTS Table 7, Not Seasonally Adjusted

Thousands (000s) of Jobs, as of **March 2016**, Retrieved 9 May 2016

Service-Providing Industries

Retail & Wholesale Trade

Health Care

Accommodation & Food Services

Government State/Local

Goods-Producing Industries

Industry	Value
Mining & Logging	10
Construction	210
Manufacturing	356
Trade, Transportation & Utilities	745 / 196
Information	71
Financial Activities	334
Professional & Business Services	1,214
Education & Health Services	933 / 77
Leisure & Hospitality	724 / 97
Other Services	274
State/Local, Federal	388 / 99

- Manhattan is the principle supplier of jobs for the five NYC boroughs. Automation of the Manhattan workforce has already begun.   A million jobs could be at risk by 2030.

- JCBBGs would focus on filling open NYC jobs and diversifying the labor force especially in the boroughs that depend on Manhattan.

NY-NJ MSA has approximately 150,000 open jobs.
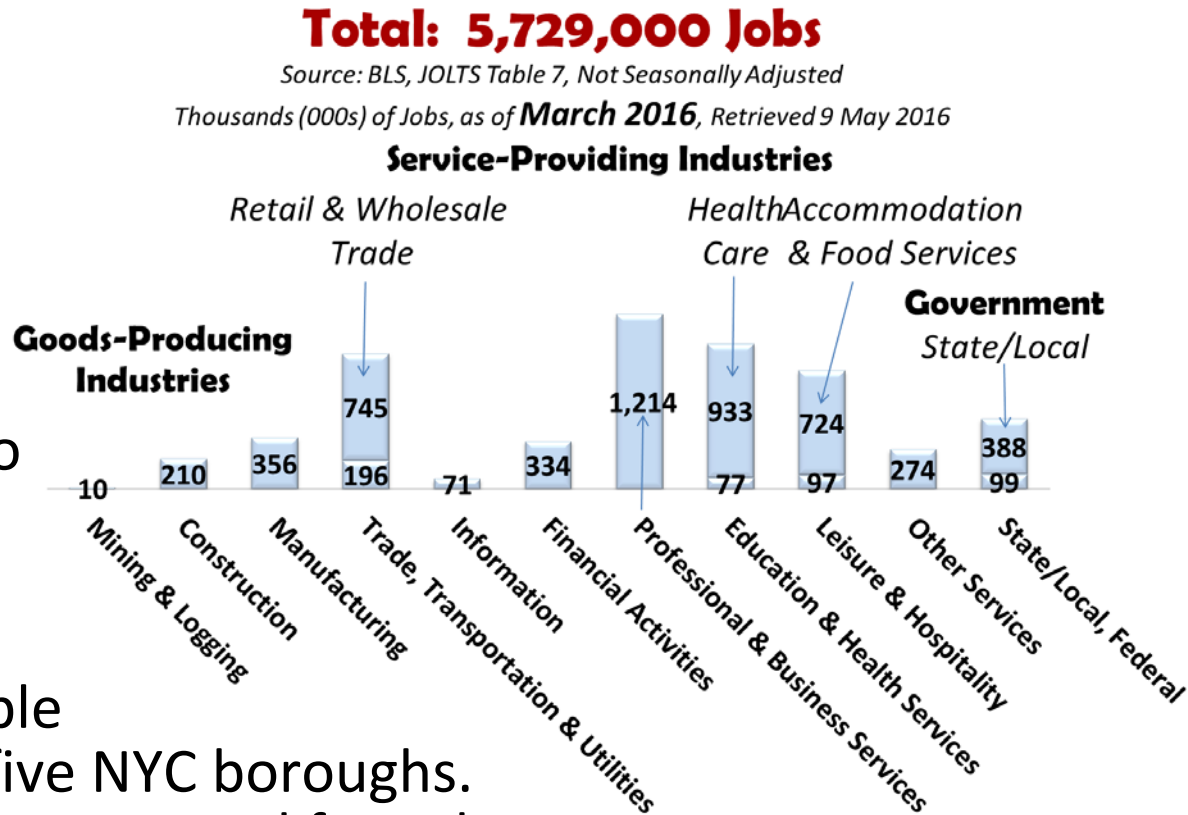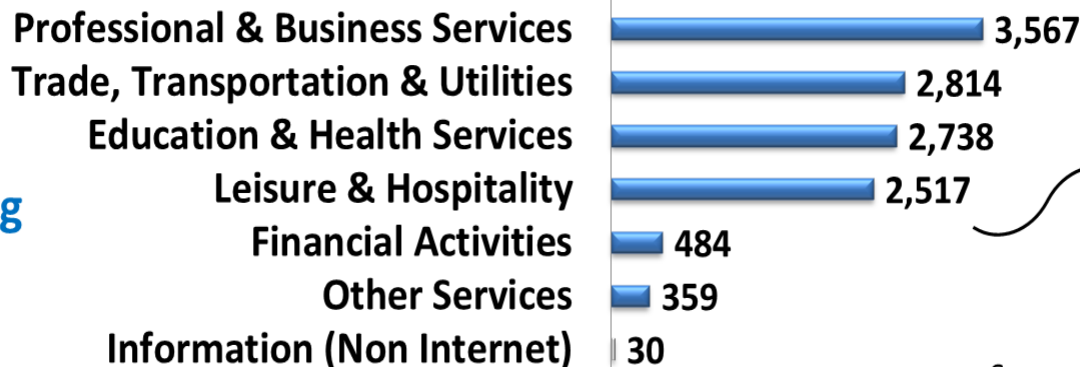
JCBBG Focus On High Growth Industries

Thousands of Jobs (000s)
1 January 2010 to 1 April 2016

Private Sector Goods-Producing Industries

Manufacturing	816 ← **5.7%**
Mining & Logging	57
Construction	1018 ← **7.1%**
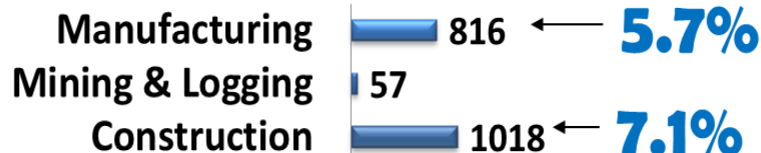
New Private Sector Jobs = 14,400,000

Private Sector Service-Providing Industries

Professional & Business Services	3,567
Trade, Transportation & Utilities	2,814
Education & Health Services	2,738
Leisure & Hospitality	2,517
Financial Activities	484
Other Services	359
Information (Non Internet)	30

80.8% of New Private Sector Jobs

Source: BLS, Jobenomics

Government Agencies

Local	-289
State	-50
Federal	-61

Total Government Losses = 400,000

Jobenomics can help match high growth U.S. employment areas to New York City needs and opportunities.

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Goal: 500,000 Net New Jobs in 10-Years

NYC Job Creation Comparision

	Historical Average Per Decade 1990-2016	Next Decade 2016-2025 JNYC Goal
Manhatten	45,702	50,000
The Bronx	44,802	125,000
Brooklyn	48,358	125,000
Queens	68,629	150,000
Staten Island	12,956	50,000
NYC Total	220,447	**500,000**

Source; Bureau of Labor Statistics

JNYC Initial Job Creation Plan

Category	New Jobs	
Filling Current Open Jobs	**25,000**	**5%**
New High Growth Jobs	**225,000**	**45%**
Healthcare & Social Assistance	125,000	25%
Other High Growth Occupations	100,000	20%
New & Emerging Areas	**150,000**	**30%**
Digital Economy/E-Commerce	100,000	20%
Energy Technology Revolution	50,000	10%
J-NYC Initiatives (Examples)	**100,000**	**20%**
Direct Care Center	50,000	10%
Urban Mining	25,000	5%
Construction, Renovation	25,000	5%
	500,000	**100%**

Jobenomics New York City plan is still in the development phase. Consensus building, participation and sponsorship is underway.

New York City Has 41,448 Open Jobs

41,448 Open NYC Jobs
Source: NY Department of Labor, May 2016
New York City Region
Bronx, Kings, New York, Queens, Richmond Counties

Management: 8,391
Sales: 5,505
Computer and Mathmatical: 5,411
Business and Financial: 5,162
Office Support: 3,215
Healthcare: 2,598
Food Services: 1,747
Arts and Entertainment: 1,695
Social Services: 1,670
Protective Services: 948
Transportation: 945
Education: 780
Architecture and Engineering: 759
All Other: 2,822
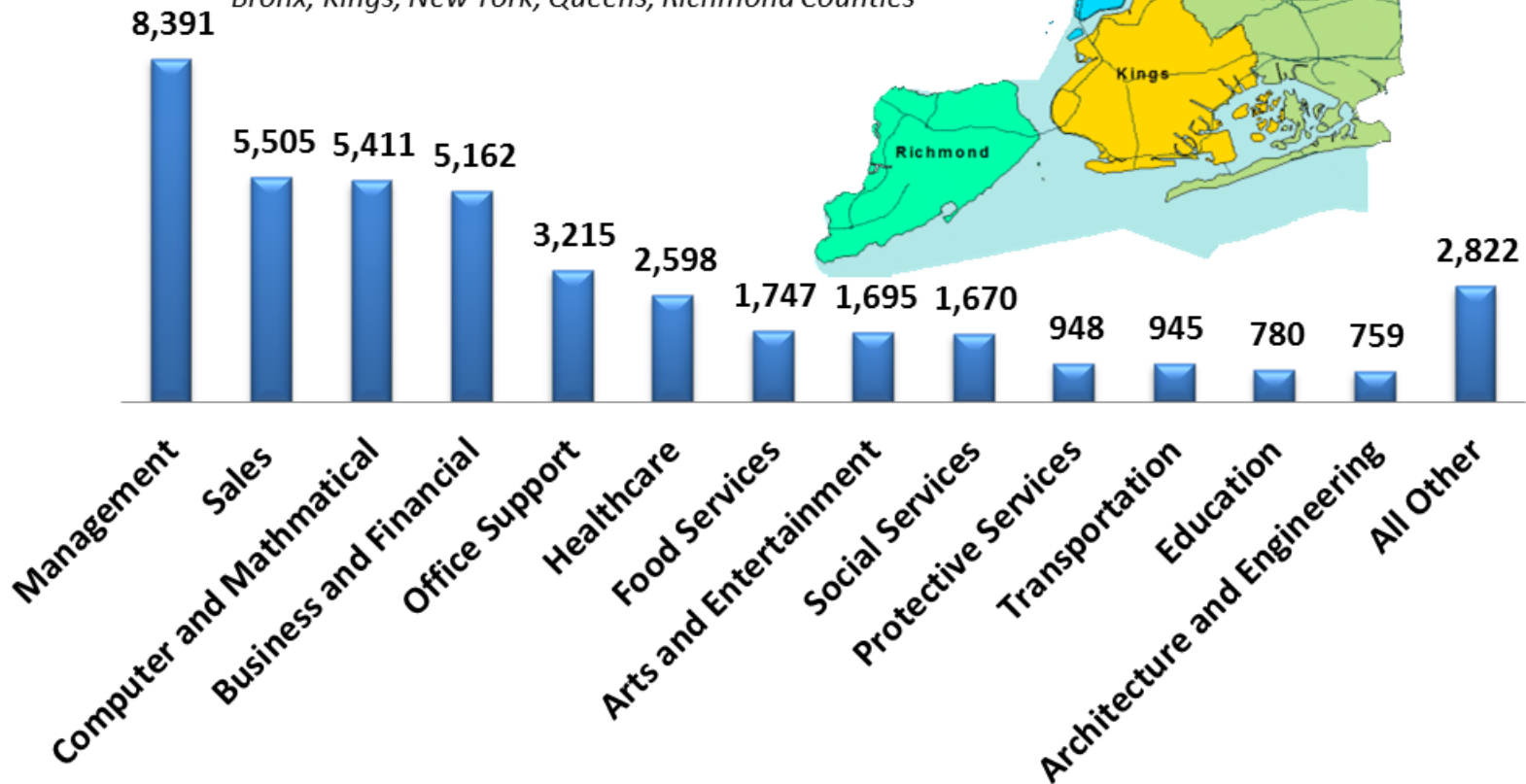
The New York State Job Bank does excellent work identifying open job opportunities by employer in NYC and the State. JNYC will target 25,000 open jobs for fulfillment.

NY Employment Projections: 2012 to 2022

Industries Ranked Best to Worst	New York State	New York City
	2012 to 2022 Employment Change	
Total All Industries	11.1%	13.2%
Accommodation and Food Services	24.6%	30.1%
Arts, Entertainment and Recreation	25.1%	24.5%
Professional and Business Services	23.0%	24.4%
Health Care and Social Assistance	20.8%	22.5%
Construction	18.4%	19.4%
Other Services	16.7%	17.9%
Retail Trade	8.3%	13.5%
Educational Services	7.0%	10.6%
Agriculture, Forestry, Fishing and Hunting	7.0%	6.9%
Transportation and Warehousing	7.2%	4.9%
Wholesale Trade	4.1%	4.6%
Information	2.0%	5.6%
Manufacturing	0.1%	1.6%
Finance and Insurance	0.7%	1.0%
Government	-2.7%	-2.5%
Utilities	-4.9%	-5.0%
Mining (Including Oil & Gas Extraction)	-7.2%	-25.0%

Color Key: *Positive Change*   *Negative Change*

High growth occupations should provide 125,000 new NYC jobs.

Fastest Growing Occupations

Projected Top 10 Growth Occupations (No College) Next Decade

Data Sources: BLS, Occupational Outlook Handbook, Employment Projections, Table 1.3

No College Degree	Occupation	Number of Jobs In 2014	Number of New Jobs	Growth Rate	2014 Median Pay	$/Hour
1	Personal care aides	1,768,400	458,100	26%	$20,440	$9.83
2	Food and beverage serving workers	4,731,800	451,800	10%	$18,550	$8.92
3	Home health aides	913,500	348,400	38%	$21,380	$10.28
4	Retail salespersons	4,859,600	331,000	7%	$21,670	$10.42
5	Nursing assistants	1,545,200	267,800	17%	$25,090	$12.06
6	Customer service representatives	2,581,800	252,900	10%	$31,200	$15.00
7	Construction laborers	1,386,400	180,100	13%	$30,190	$14.51
8	Laborers and freight, stock, and material movers	3,719,300	175,500	5%	$23,560	$11.33
9	Medical assistants	591,300	138,900	23%	$29,960	$14.41
10	Janitors and cleaners	2,360,600	136,300	6%	$22,840	$10.98

Projected Top 10 Growth Occupations (With College) Next Decade

College Degree	Occupation	Number of Jobs In 2014	Number of New Jobs	Growth Rate	2014 Median Pay	$/Hour
1	Registered nurses	2,751,000	439,300	16%	$66,640	$32.04
2	Software developers	2,228,000	373,200	17%	$97,990	$47.11
3	General and operations managers	2,467,500	147,000	6%	$102,750	$49.90
4	Accountants and auditors	1,332,700	142,400	11%	$69,940	$31.70
5	Management analysts	758,000	103,400	14%	$80,880	$38.89
6	Computer systems analysts	567,800	118,600	21%	$82,710	$39.76
7	Physicians and surgeons	708,300	99,300	14%	$187,200	$90.00
8	Market research analysts and marketing specialists	495,500	92,300	19%	$61,290	$28.47
9	Elementary school teachers	1,517,400	87,800	6%	$53,760	$25.84
10	Personal financial advisors	249,400	73,900	30%	$81,060	$38.97

New York's labor force needs to be prepared for these jobs.

JCBBG and Healthcare Employment
NYC Healthcare Job Growth Last Decade
(2006 through Q3 2015)
Source: NY State Department of Labor

Category (NAICS)	2006	Q3 2015	New Jobs	Growth
Ambulatory (Outpatient) Services	149,202	232,127	82,925	56%
Nursing and Residential Care Facilities	73,705	74,243	538	1%
Hospitals	156,676	156,340	-336	0%
Total Jobs	379,583	462,710	83,127	22%

- Six of the top 10 NYC private sector employers are hospitals.

- While inpatient hospital jobs have not grown, NYC added 83,127 new outpatient jobs (56% growth) over the last decade.

- Many outpatient jobs were related to diagnosis, observation, consultation, treatment, intervention and rehabilitation services provided outside of hospitals and are projected to grow markedly.

Given an aging population and NYC becoming a healthcare center of excellence, Jobenomics forecasts that NYC healthcare employment could double creating at least 100,000 new direct and indirect jobs.

JCBBG and Social Assistance Employment
NYC Social Assistance Job Growth Last Decade
(2006 through Q3 2015)

Source: NY State Department of Labor

Category (NAICS)	2006	Q3 2015	New Jobs	Growth
Social Assistance	155,767	176,691	20,924	13%

- The social assistance subsector consists of: Individual and Family Services; Community Food and Housing, and Emergency and Other Relief Services, Vocational Rehabilitation Services; and Child Day Care Services.

- According the U.S. Census Bureau, 50% of all Americans regularly receive one or more welfare/social assistance payments.

- According to the Wall Street Journal, New York is the 7th most generous welfare state worth a pretax wage of $43,700.

- Nationwide, since year 2000, 17 million more people departed the U.S. labor force (many to welfare) than joined the workforce.

JNYC forecasts that NYC Social Assistance growth could double next decade creating 25,000 new direct and indirect jobs.

Energy & Network Technology Revolutions
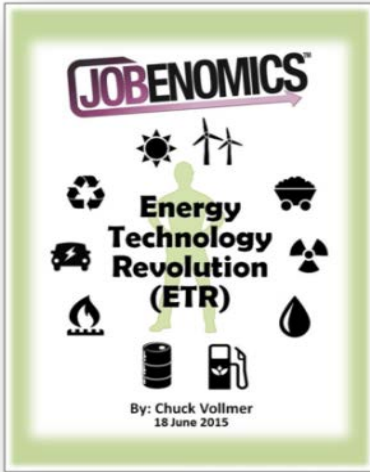
The **Energy Technology Revolution** (ETR) involves emerging energy technologies, processes and systems that will transform the global energy mix and create hundreds of millions of new jobs around the world. Communities that have an ETR strategy will claim the bulk of these jobs and can reengineer their communities to be much more energy efficient.
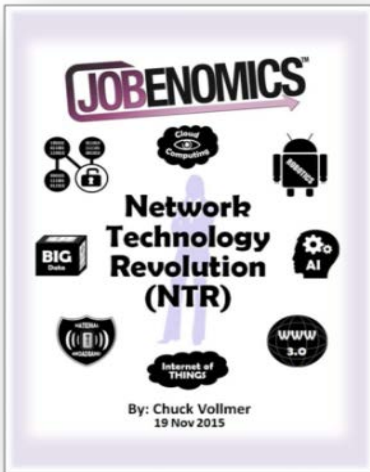
The **Network Technology Revolution** (NTR) is the next generation in network and digital technology that will transform economies and the way we live, work and play. The NTR could produce tens of millions of net new U.S. jobs and millions of small businesses. On the other hand, via automation, the NTR has the potential to obsolete tens of millions of existing jobs.

A New York City ETR and NTR strategy is needed to maximize labor force gains and minimize labor force losses.

NYC ETR: Tens of Thousands of Jobs?

The 160-page **Jobenomics Energy Technology Revolution** 2015 Report focuses on business and job creation.

- NYC has been forward looking in terms of its Green Bank and renewable energy projects (solar, wind and tidal energy).

- JNYC will work with NYC energy experts to maximize local energy business creation as well as incorporating international best practices not only in technology but processes, products and systems like the Japanese ENE-FARM fuel cells that will provide heat and electricity for 2,500,000 homes and apartments by 2030.

- JNYC will work on the emerging energy service sector (energy efficiency, conservation, assurance, security, preparedness and energy-as-a-service) that could create millions of jobs. Energy efficiency alone is slated for 1.3 million U.S. jobs by 2030.

- JNYC will also position NYC for next generation technologies, like 3rd generation solar, electric vehicles, hydrogen economy and exotic systems) and collaborative efforts with leading institutions.

The ETR offers NYC areas of high employment potential.

NYC NTR: Tens of Thousands of Jobs?

Network Technology Revolution (NTR):

Is a Perfect Storm of Network Technologies, Processes and Systems including:

Big Data, Cloud Computing, Semantic Webs, Augmented and Virtual Reality, Mobile Computing, Ubiquitous Computing, 5G Broadband, Spatial Sensing, Robotics, Mechatronics, Nanobotics, Telepresence, Geo-Location, Near-Field Communications, Machine Learning, Quantum Computing, Deep Learning, Memetics, Biometrics, Blockchains, Multifactor Credentialing, Emotive Surveillance, Identity Management, Anonymity Networks, Ambient Intelligence, Artificial Intelligence and Intelligent Agents

Will Revolutionize Economies, Labor Forces and Nations Via the:

Digital Economy, Internet Economy, Apps Economy, Gig Economy, Uber Economy, On Demand/Sharing Economy, e-Commerce, m-Commerce, e-Business, m-Health, Third Industrial Revolution (Manufacturing), and/or the Internet of Things (IoT).

JNYC will focus on maximizing NTR jobs by NYC's "digital natives" (Millennials and Screenagers) to thrive in the emerging digital economy and to engineer the types of new jobs and careers that will define the NYC economy in subsequent generations.

Emerging Digital Economy

GDP Share of the Digital Economy in 2016

Source: Statista

United Kingdom	South Korea	China	India	Japan	UNITED STATES	Mexico	Canada	EU-27	Developed Countries	G-20	Developing Countries
12.4%	8.0%	6.9%	5.6%	5.6%	5.4%	4.2%	3.6%	5.7%	5.5%	5.3%	4.9%
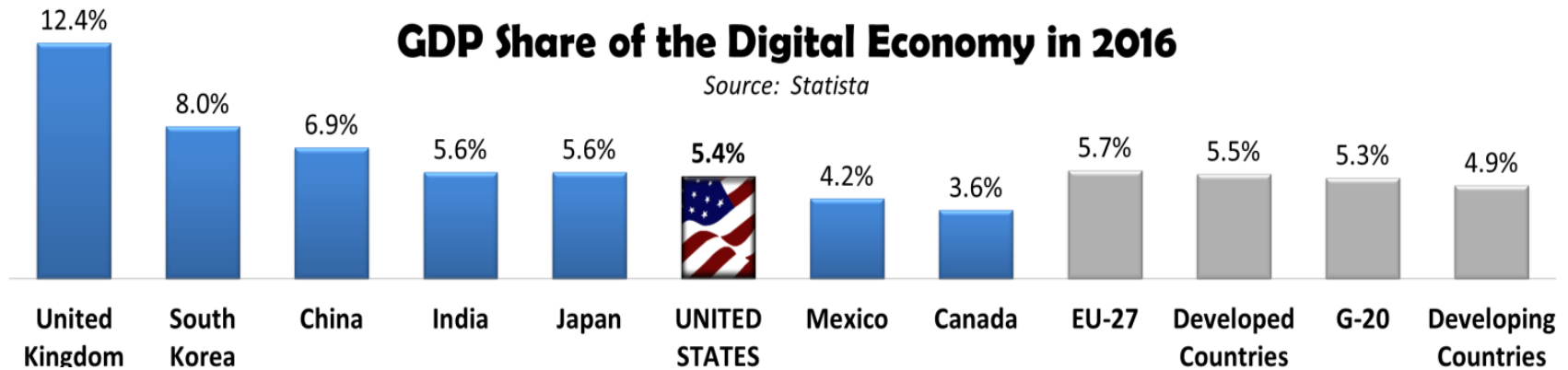
- The U.S. economy is approximately 95% traditional and 5% digital and is growing at an annual rate of 20%.

- Digital economy permeates banking, retail, energy, entertainment, education, transportation, publishing, media and health industries.

- In 2016, global digital trade has reach $8 trillion per year and annual e-commerce business-to-consumer sales $1.9 trillion.

- The digital economy provides a global network that allows small and self-employed NYC businesses to provide products and services in the same manner as larger organizations.
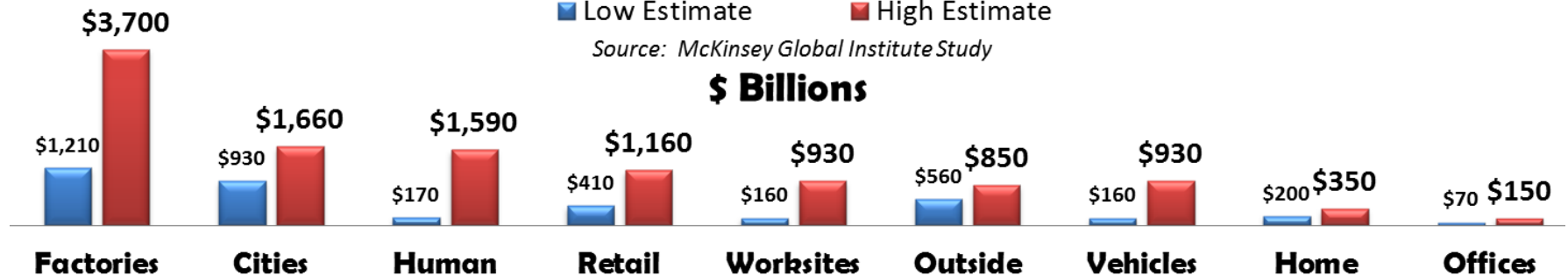
JNYC's goal is 100,000 new direct and indirect digital economy/e-commerce jobs over the next decade.

100,000 New NYC Digital Economy Jobs?

- 100,000 digital economy jobs should be a <u>minimum number</u>.

- The McKinsey Global Institute forecasts the potential global economic value of the Internet of Things (sensors/actuators connected by networks to computing systems) from a low of $4 trillion to a of $11 trillion per year in 2025.

Potential Economic Impact of IoT in 2025: $3.9 Trillion to $11.1 Trillion Per Year

■ Low Estimate   ■ High Estimate

Source: McKinsey Global Institute Study

$ Billions

	Factories	Cities	Human	Retail	Worksites	Outside	Vehicles	Home	Offices
Low Estimate	$1,210	$930	$170	$410	$160	$560	$160	$200	$70
High Estimate	$3,700	$1,660	$1,590	$1,160	$930	$850	$930	$350	$150

- $11 trillion is equivalent to about 11% of the world's economy.

- If New Yorkers do not exploit the NTR and the digital economy, New York City's role as the economic epicenter could be at risk.

JNYC's goal is to make NYC a digital economy center of excellence.

Urban Mining
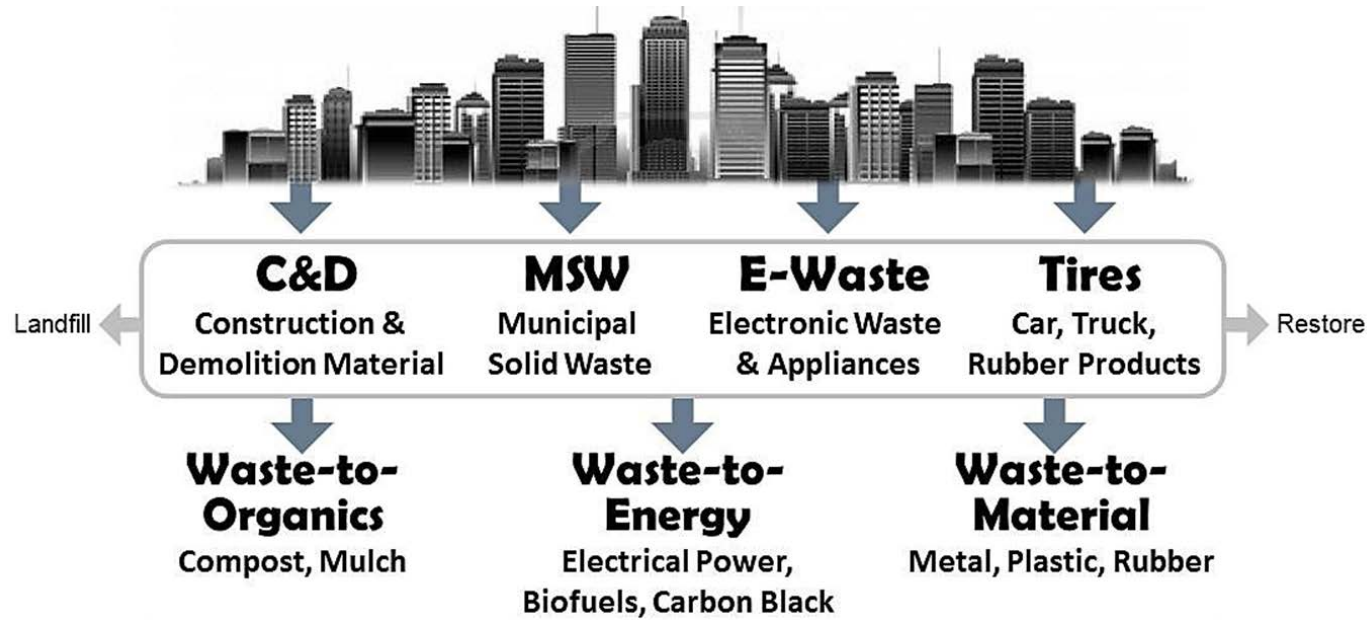
- Urban Mining reclaims raw materials and metals from municipal waste streams. New York City urban mining would reclaim valuable raw materials and metals, reduce landfilling and exporting and produce revenue for local business and job creation.

- A typical e-waste system can generate $50 million/year profit or $200M/year if the exported e-waste from the New York Port Authority was diverted and processed locally.

Staten Island would be an ideal location for urban mining. JNYC's urban mining goal is 25,000 direct and indirect jobs.

Direct-Care Centers

- Direct-Care Centers involves providing in-home care services provided by mainly small business and the self-employed via a community-based, direct-care information and call center(s).

- In-home and community direct-care positions are projected to increase by many millions of new jobs, due to an aging US population and the need for in-home elder-care, child-care and other caring services (such as handy-man services).

  - Nationwide, by 2020 older Americans are projected to need 20 million assisted- or managed-care beds. Today, only 3 million beds are available.

  - Childcare is also a major limiting factor for women head of households. The average annual cost of infant care in the city is $16,250 and is rising at a rate of $1,600 per year.

- The main goal of the NYC Direct-Care Centers would be identify, certify individuals that could become employees of larger organizations (like New Partners Inc., one of the top 10 largest NYC private sector employers) or operate independently.

JNYC's Direct-Care goal is 50,000 direct and indirect jobs.

Construction, Renovation & Maintenance

- Doubling the rate of new jobs in NYC and shifting the emphasis from Manhattan-based employment to the other boroughs and home-based businesses will create revenue and opportunity for construction and renovation of residential and commercial buildings.

- The rise of the digital economy and the contingent workforce (self-employed, independent and contract workers, and part-time workers) will also change the workplace dynamic placing a greater emphasis on the smart homes and buildings as well as the information and e-business infrastructure.

JNYC's CRM goal is 25,000 direct and indirect jobs.

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Concluding Thoughts

- Jobenomics New York City still is in the conceptual phase.

- 500,000 net new jobs is our initial goal and will be defined in greater detail as more citizens join the JNYC movement.

- Unleashing the entrepreneurial spirit of New Yorkers, especially those at the base of the NYC economic pyramid, will not only increase prosperity but hope for a better future.

- The demographics with the greatest need and potential in NYC include women, minorities and new workforce entrants.

- Jobs do not create jobs. Businesses do. Small business employs the vast majority of Americans and New Yorkers.

- Jobenomics Community-Based Business Generators will be implemented across NYC to mass-produce startup businesses.

Your support and involvement are needed.

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