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



Jobenomics Navajo Nation promotes entrepreneurialism in underserved communities with emphasis on women, veterans, youth, and other hopefuls that want to start a business or a new career.

By: Chuck Vollmer & Dr. Sam Hancock 9 November 2019



#### **Jobenomics National Grassroots Movement**



### **Jobenomics**



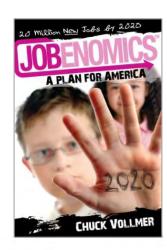
#### **Bipartisan National Grassroots Movement**

- Since 2010, estimated audience of 30 million
- Website averages 30,000+ monthly page views
- Jobenomics America TV launched in 2018



#### 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.



#### **City and State Initiatives and Programs**

Jobenomics.com

- Two dozen state and city chapters led by local community leaders.
- Numerous startup programs implementable within 12-months.

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

## Free E-Books in Jobenomics Library

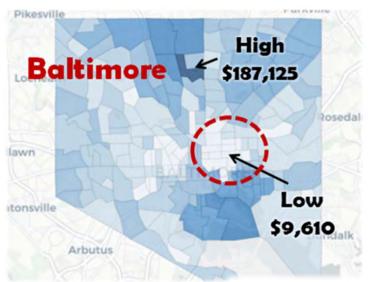


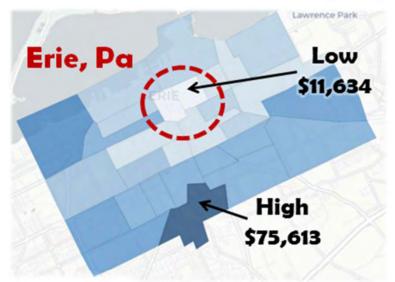


Extensive research on the economy, policy-making, labor force situation, emerging technologies, and urban renewal initiatives.

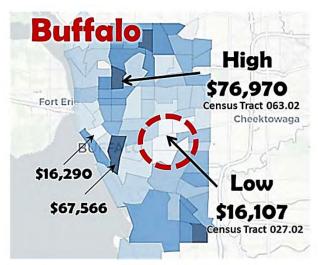
#### **Jobenomics Underserved Community Emphasis**



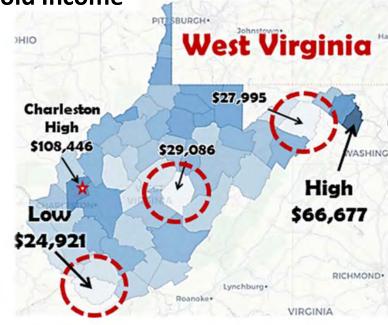




#### **Median Household Income**

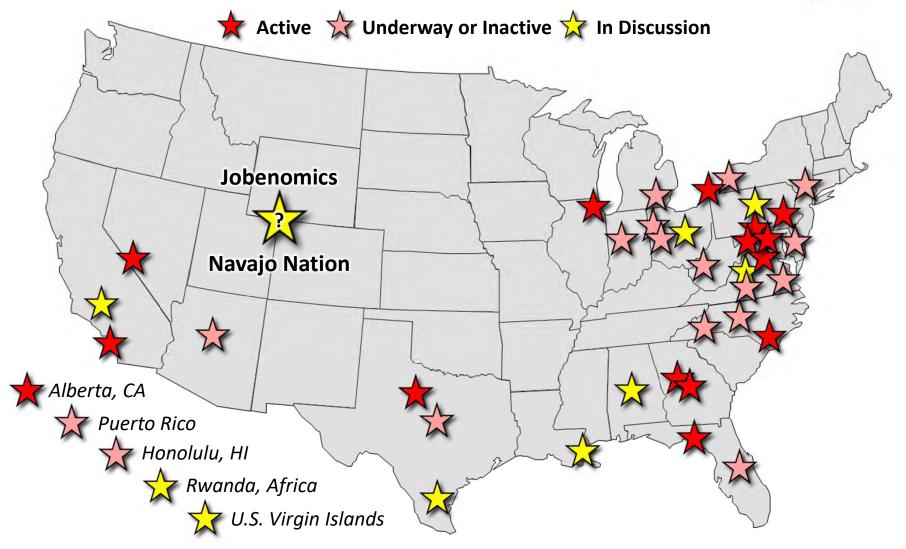


Urban renewal and rural programs for underserved communities.



#### **Jobenomics Chapters**



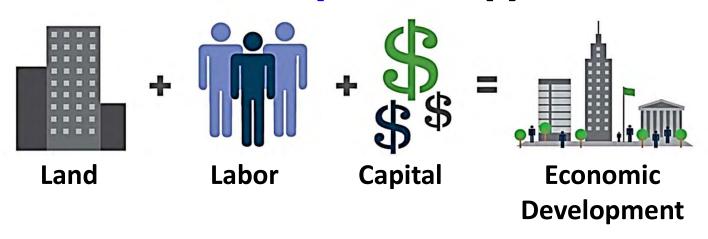


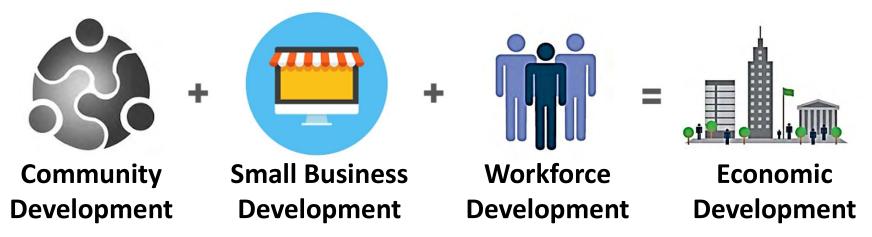
Since 2016, dozens of communities started Jobenomics chapters. While none have implemented highly-scalable programs yet, they are generating significant amount of public and private support.



# 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 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
  - Owners make substantially more than wage or salaried jobs.

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



### Approach to QOZs and QOFs



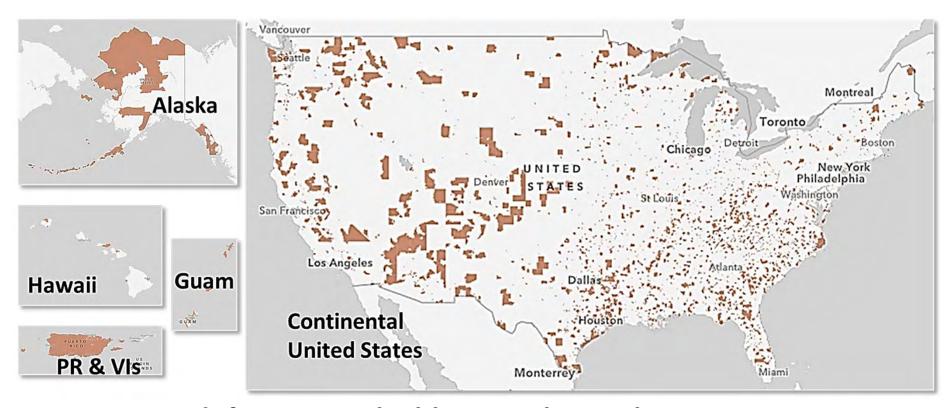
Qualified Opportunity Zone (QOZ)
Qualified Opportunity Fund (QOF)

### 8,700 Qualified Opportunity Zones (QOZs)



The poorest 12% of all Census Tracts in the United States

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

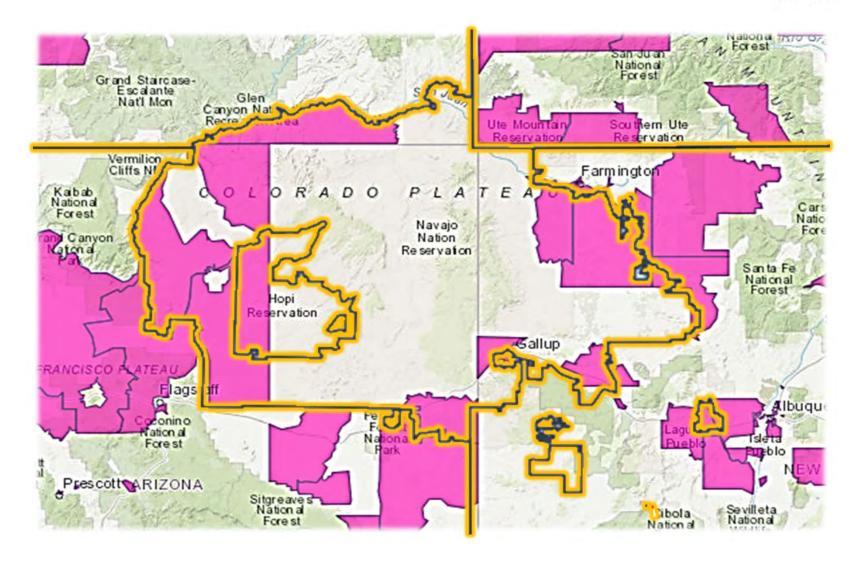


Taxpayers defer tax on eligible capital gains by investing in QOZs via a private sector Qualified Opportunity Fund (QOF).

Most Jobenomics chapters are in OZones.

#### Navajo Nation QOZs





Significant areas within the Navajo Nation are designated as Qualified Opportunity Zones.

### **Qualified Opportunity Fund (QOF)**



- A Qualified Opportunity Fund (QOF) is an investment vehicle for investing in eligible property that located in a QOZ.
- \$2 trillion in capital gains sit on the ledgers of investors and corporations.
- Investing in an QOZ can significantly the reduce investor and corporate capital gains tax burden.
- As of 2 October 2019, there are 184 QOFs worth \$44 billion, up from 145 and \$29 billion in 6 June 2019.

**National Council of State Housing Agencies** 





https://www.ncsha.org/resource/ opportunity-zone-fund-directory/

In 2020, QOFs are projected to have \$100 billion for investment in underserved and under-resourced communities.

#### **QOF Conundrum**



- QOFs are classified as "impact investors" that are challenged to balance social impact and capital gains.
- Average QOF has \$400 million and usually seek 10 big projects (\$40 million range) as to opposed to 100 small projects (\$1 million range).
- Most QOZ projects are usually very small, unproven startups and risky, which are hard to fund.
- Most QOZs projects involve large "gentrified" real estate deals owned by outside entities as opposed to locally owned and operated businesses.
- Almost all QOFs stipulate "Mixed-Use Development"



Jobenomics recommends a large (\$50M level), mixed-use, masterplanned, locally-owned, community approach for QOF financing.

## Example of a Jobenomics Urban Master-Planned, Mixed-Use Community



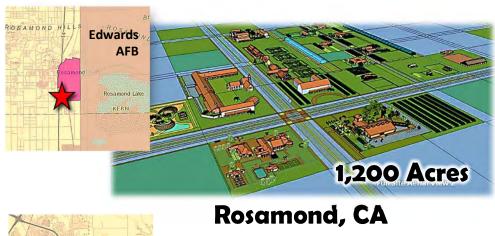


Jobenomics "Shopping Mall" approach combines real estate development, LEED Platinum construction, anchor tenant/microbusiness creation, all in a sustainable and affordable urban ecosystem.

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# Examples of a Jobenomics Rural Master-Planned, Mixed-Use Agrarian Community









Chowan County, NC

Waxahachie, TX

Jobenomics is working with community leaders, real estate developers and leading industry officials to build master-planned rural communities and business plans that are attractive to QOFs.



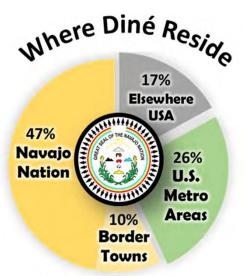
#### A Small Business & Job Creation Initiative



#### **Major Navajo Communities**



Source: 2010 U.S. Census Data





#### Total Population

Navajo in Combination: 332,120

Navajo Alone: 286,731

#### 47% (156K) reside in the Navajo Nation

Over half are 29 years old and younger

#### 10% (33K) live in Border Towns

Farmington, Gallup, Flagstaff, Page,
 Winslow, Bloomfield, Holbrook, Blanding,
 Grants, Cortez, Durango, Aztec

#### 26% (86K) live in large Metro Areas

- 28 metropolitan from coast to coast
- 54% in Phoenix (27K) & Albuquerque (20K)
- 17% (55K) live Elsewhere across the USA

Jobenomics Navajo Nation focuses mainly on the Navajo Nation and Border Town communities.

#### Jobenomics Navajo Nation Green Jobs Focus



 Jobenomics-EmeraldPlanet partnership involves bringing the world's 1,000 best green job practices to local communities.

#### Dr. Samuel Lee Hancock

President & Executive
Director, EmeraldPlanet
International Foundation

Creator & Host, The EmeraldPlanet TV

www.Emerald-Planet.org



#### Mr. Charles D. Vollmer

Founder & President
Jobenomics National
Grassroots Movement
EmeraldPlanet Board
Member & Partner

www.Jobenomics.com

- Partnership focuses on innovative, sustainable, and resilient "green" environmental, economic and community development topics, issues, practices and projects around the globe.
- EmeraldPlanet is also partnered with the U.N. Economic and Social Council and The World Bank Connect4Climate Program.

Jobenomics Navajo Nation objectives include sustainable economic, environmental and social development.

#### Initial Jobenomics Navajo Nation Programs



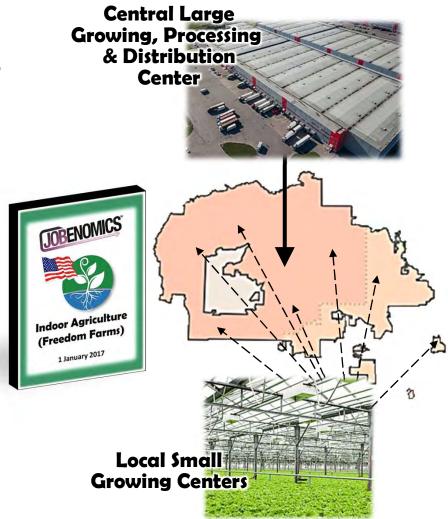
- Jobenomics has highly-scalable businesses that can be implemented within a year, creating thousands of new businesses and jobs and boosting the Navajo Nation's economy.
  - Controlled Environment Agriculture
  - SuperWater HyOx: Agriculture, Drinking Water, Environmental Remediation
  - Urban Mining/Advanced Materials Reclamation
  - Digital Economy Jobs & Digital Academies
  - Direct-Care/Remote-Care/On-Demand Care
  - Renewable Energy & Energy Services
  - Business Generators and E-Clubs
  - Heritage & Experiential Tourism
- Jobenomics Navajo Nation list of potential programs will be expanded according to the needs of local Navajo communities.
- Jobenomics can help obtain funding.

Jobenomics Navajo Nation's primary emphasis is on creating highlyscalable Navajo-owned startup micro-businesses and careers.

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



- CEA is the process of growing high-value plants and crops inside a grow room or greenhouse.
- CEA allows a grower to maintain temperature, light, carbon dioxide, humidity, water, pH levels, and nutrients to produce crops in ideal growing conditions with maximum yields.
- Jobenomics CEA program is focused on mass-producing agribusinesses, micro-farms and agricultural-related jobs.

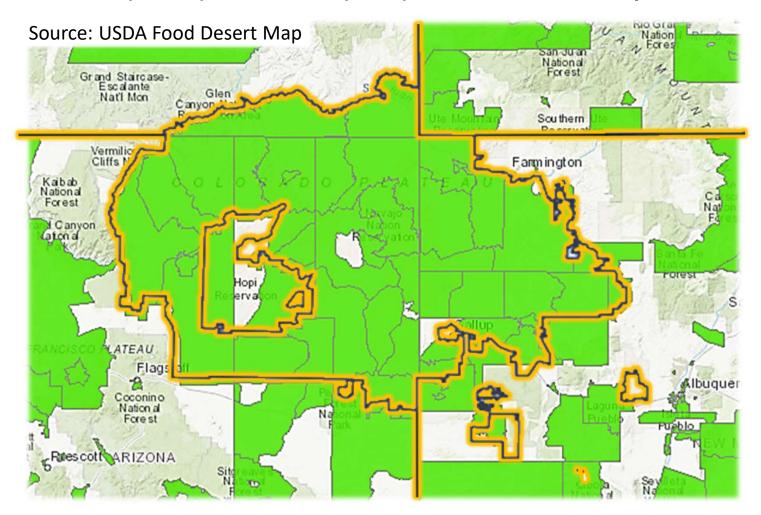


Global CEA market is projected to grow to \$15.3 billion by 2024, up from \$6.5 billion in 2017, potentially creating thousands of businesses and several million jobs in underserved rural and urban communities<sub>20</sub>

#### Navajo Nation Food Desert



Low-income census tracts where Navajos are more than 1 mile (urban) or 10 miles (rural) from the nearest supermarket.

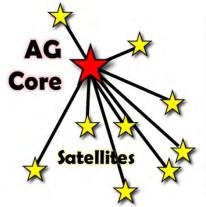


The Navajo Nation is in dire need for fresh organically-grown, farmto-table food for local consumption and export to regional markets.  $_{21}$ 

#### **AG Core & Local CEA-Farms**



 AG Core is the central operation that manages, trains, and implements satellite centers. AG Core processes and ships locally-grown food to local, regional and international outlets.





Large Grow
Center(AG Core)
With Controlled
Environment &
Vertical Farming



Jobenomics Partner, www.ACTSFFA.com

Satellite CEA-farms will first satisfy local needs and then ship remaining produce to AG Core.



Jobenomics Goal: Establish agrarian communities with large grow centers and numerous Navajo agrarian satellite businesses.

#### **Example of a Large Agrarian Community**



1200-Acre Freedom Farm Complex designed by ACTSFFA/Oculus





Jobenomics Partner, www.oculusarchitects.com/mies\_portfolio/acts-freedom-farm/





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 hundreds of single-family homes and apartments.

## Example of a Live/Work Agrarian Mixed-Use Housing Complex





Affordable homes for Jobenomics Navajo Nation participants.



## Example of a Local Micro-Farm, Outlet and Farmers Market Business



Goal is to create hundreds of local outlet businesses to provide fresh organic food for citizens 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

Herbs are highest value produce. Hemp is the fasting growing and most profitable agricultural industry.

#### **Industrial Hemp 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).

#### SuperWater HyOx Drinking Water



#### Florida Bottling Plant

Jobenomics Partner, www.superwaterhyox.com





Dr. Rey Linares, CEO

SuperWater HyOx increases the dissolved oxygen content in water by over 300%, which is essential for healthy organisms.

#### SuperWater HyOx Agriculture Applications





**Cherry Tomatoes** 





Sugar Cane

Limes









**Coffee** 

Avocado











Doubling the growth of traditional agriculture in South America.

### SuperWater HyOx Environmental Remediation





HyOx Floating
Oxygenator GPS
Solar Powered
Drone



Waterways, Lakes And Ponds



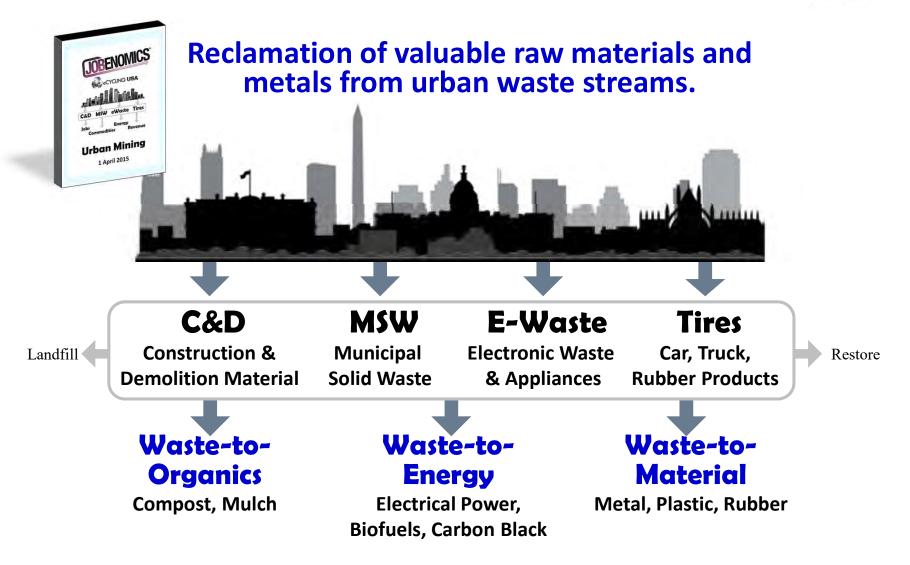
**Illegal Mining Mercury Cleanup** 



HyOx may be able to help with coal and uranium mining pollution.

#### **Jobenomics Urban Mining**





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

#### Plastics-to-Fuel Complex

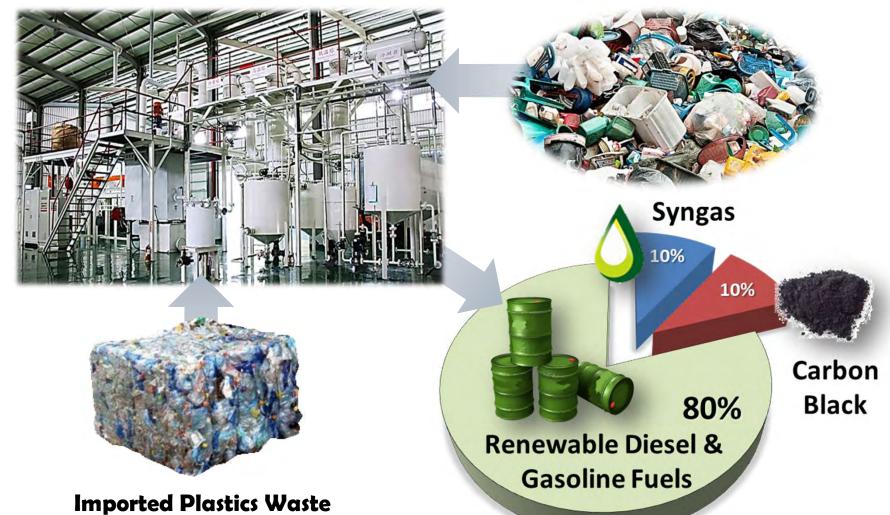
China no longer accepting baled plastic waste



#### **EVP R-One Facility**

Jobenomics Partner, www.evptechnology.com

## Growing USA Plastics Waste Problem



Suppling Navajo Nation with high-quality, low-sulfur fuels.

### eWaste Materials Reclamation Facility





**100 Operational Sites Worldwide** 

Jobenomics Partner, www.urt-recycling.com

End-of-life appliances and electronics is the USA's fastest growing waste steam. Our system can be operational within 12-months.

## Renewable Energy Businesses & Green Jobs





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, hydro
- Energy Efficiency: energy audits, weatherization, renovation; LED electrical upgrading
- Aquaculture: aquaponics, hydroponics, water gardens, and saltwater 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

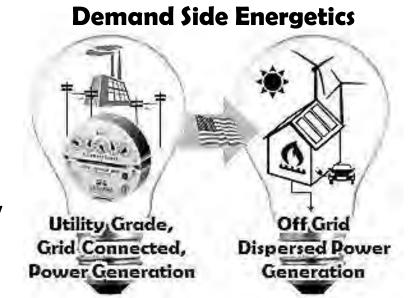
The Jobenomics-EmeraldPlanet collaboration emphasizes green microbusiness creation in under-resourced urban and rural communities. 35

## **Energy Services**

JOBENOMICS Navajo Nation

- 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







Jobenomics' Joe Sarubbi with President Obama and Mrs. Biden

### **Digital Economy**





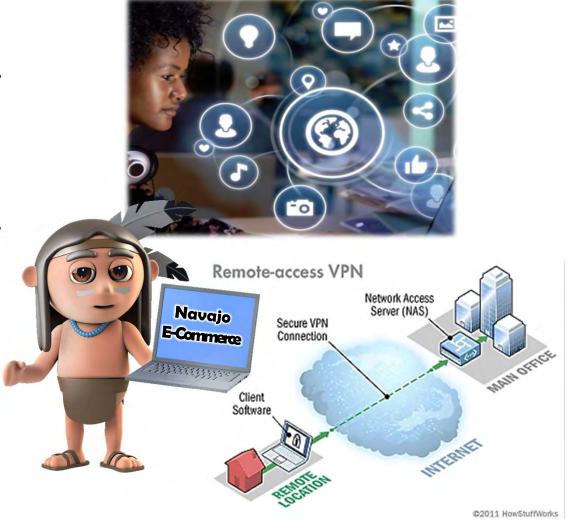
- Digital economy (called the Internet Economy and the New Economy) is based on digital computing technologies
- Digital Economy is growing 5-times faster than the traditional economy.
- China is attempting to raise 500 million rural citizens out of poverty via the digital economy.
- Potential of millions of new Navajo Nation jobs and businesses

Traditional retail shopping is 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 U.S. platforms; Amazon, Google, Facebook, eBay and Shopify.

## **Digital Economy Categories**



- Electronic Commerce
  - Mobile Commerce, M-Health, E-Sports, etc.
- Sharing Economy
- On-Demand Economy
- Apps/Bots/Artificial Intelligence Economy
- Gig Economy
- Internet of Things Economy



Jobenomics Navajo Nation will start with diné in internet connected border towns and expand to remote communities via VPN or Satcom.

### New Work Force Entrants Businesses & Jobs



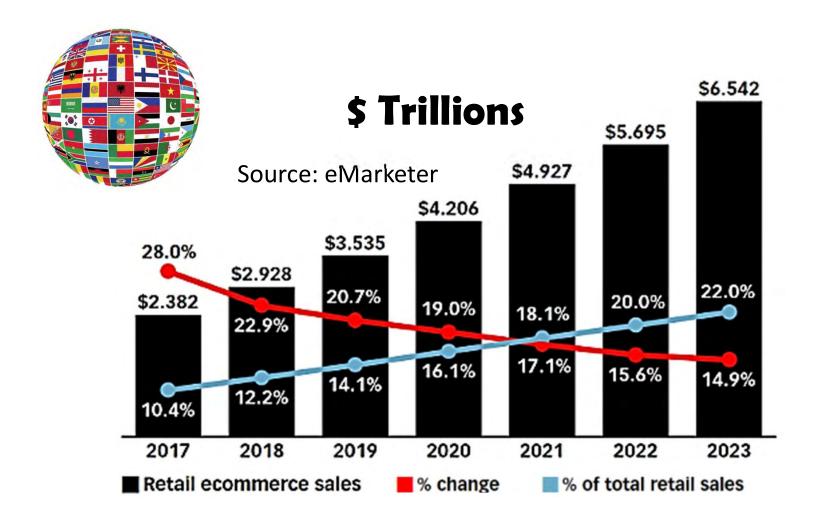
### **Generations Y & Z and Other Hopefuls**



Digitally-savvy Navajo Nation
Gen Y (Millennials: 1977-1995) and Gen Z (Screenagers: 1995-2015)
will lead the way into the ever-growing global digital economy.

### **E-Commerce Sales Worldwide**





eCommerce can enable the Native American digital generation to conduct e-business without leaving their homes or community.

## **Internet of Things Economy**





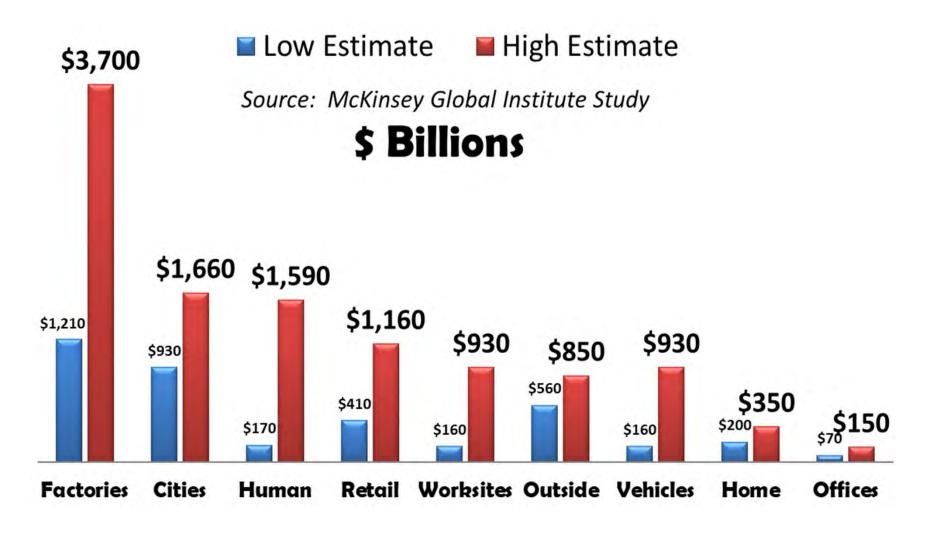
A global networked economy of connected things and people, all of which collect and share data about the way they are used and about the environment around them.

- Examples of IoT objects include security systems, selfdriving cars, electronic appliances, and integrated household and commercial ecosystems.
- Today, there are over 20 Billion connected IoT devices. 80 billion by 2025.
- Over 60% of U.S. cities are investing in Smart City IoT that provide opportunities for Navajos in these cities.

The economic value of the IoT as high as \$11.1 trillion per year in 2025. Source: McKinsey Global Institute



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

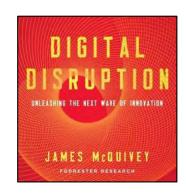


The IoT could transform every aspect of Navajo life.

## **Digital Startup Companies**



"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)



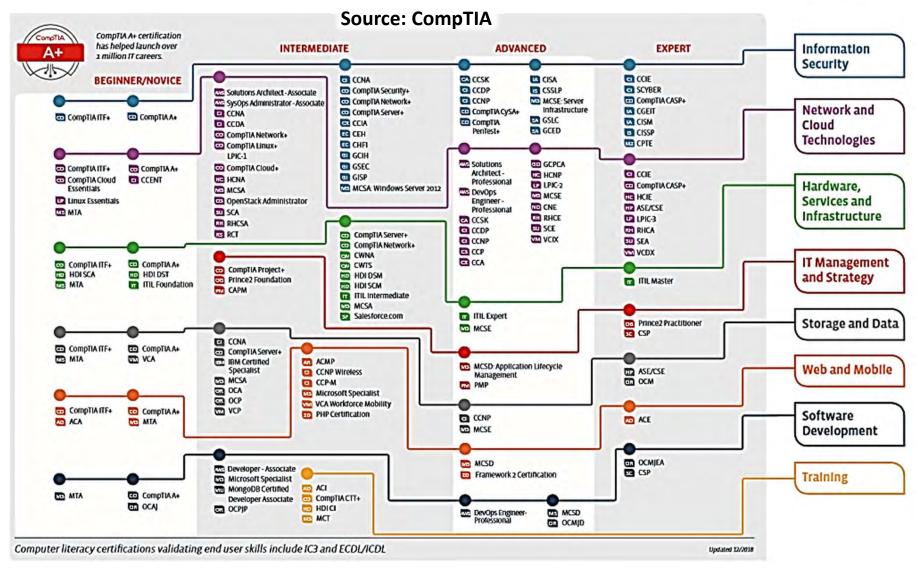
Top digital startup platforms:



Navajo Nation needs a digital economy strategy to raise the Navajo economy and underserved citizens out of poverty.

## **IT Certification Roadmap**





Certified training programs are the gateway into good paying (\$50K) entry-level information technology jobs without a college degree.

## **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.

## **Examples of On-Demand Telehealth 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.

The global telehealth market is expected to reach \$40 billion, growing at a combined average growth rate of 25%.

## CLINICSTOP Micro Clinic for Diagnosis, Counseling and Remote Care John Mary Clinic for Diagnosis, Www.clinic for Diagnosis,



Jobenomics Partner www.clinicstop.com







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 ad 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.





# Due Diligence & Candidate Selection Process Incorporate Self-Employed Business

9,000
Skills-Based
Training &
Certification
Programs



Pipeline System
To Full-Time Jobs
(W2) Or SubContracted
(1099) Work

Scaleup Existing Businesses

**Startup Micro-Businesses** 

Primary goal is to mass-produce micro-businesses that are anchored in under-resourced neighborhoods to help alleviate poverty and crime  $\frac{1}{20}$ 



## **Entrepreneur Clubs**

- Jobenomics helped start Club-E Atlanta, 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)







Typical Club-E Startups:

















Club-Es can be incorporated into Jobenomics Navajo Nation.

## Heritage & Experiential Tourism



Share
Navajo Nation
Pull Advertising

Travel
Navajo Nation
Push Marketing

### **Push Marketing Connects Tourists:**

### Digitally

- Social media-driven approach
- Omni-channel content strategy
- Off-grid & satellite internet

### Socialistically

- Heritage & Cultural insights
- Environmental interests
- Transcendental experiences

### Logistically

- Air/ground transportation
- Accommodation/supplies
- Emergency assistance
- Concierge/guide services



Share Navajo Nation relies on traditional pull advertising. Travel Navajo Nation utilizes online push marketing of personal "bucket list" experiences.

#### Conclusion



- Jobenomics Navajo Nation programs can be:
  - Implemented quickly (often within one year).
  - Hundreds of new businesses and jobs would be created within five years.
  - These programs (plus new programs) are highly-scalable and repeatable across the entire nation, thereby transforming the Navajo Nation labor force and economy.

### Next steps:

- Navajo Nation decision-leaders need to decide if a Jobenomics Navajo Nation initiative is of interest.
- If so, host Chuck Vollmer and Dr. Sam Hancock to conduct a Jobenomics Navajo Nation conference with key government, business and investment decision-makers.



### **Contact Information**

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www.Jobenomics.com