

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



Jobenomics Las Vegas' goal is to create highly-scalable business initiatives in under-resourced neighborhoods in Las Vegas with emphasis on women, minorities, veterans, new workforce entrants and other hopefuls who want a career or start a business.

By: Frank O'Donnell, Jobenomics Las Vegas Director,
Chuck Vollmer, Jobenomics Founder & President

19 November 2019

Jobenomics



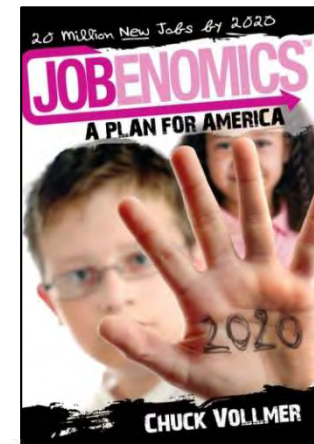
Bipartisan National Grassroots Movement

- 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

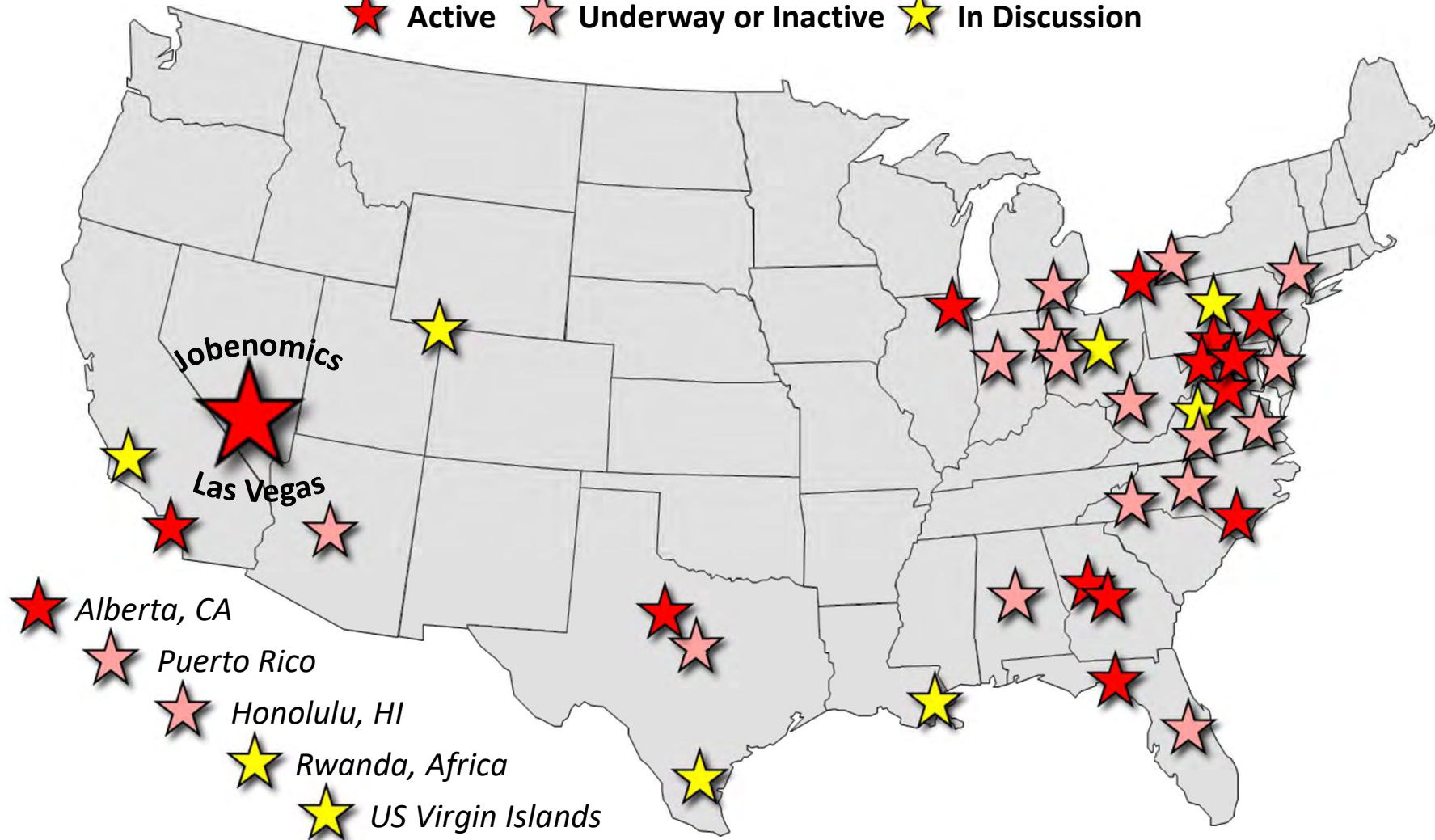
- Two dozen chapters led by local community leaders.
- Numerous startup programs implementable within 12-months.

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

Jobenomics Chapters

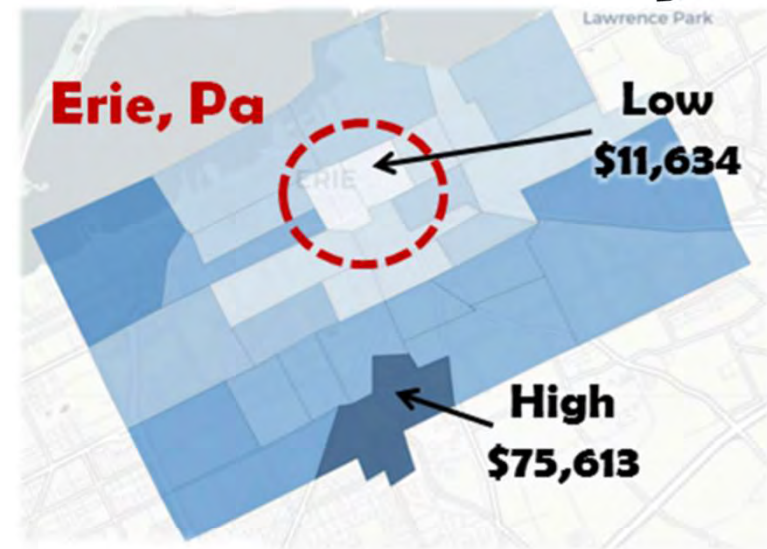
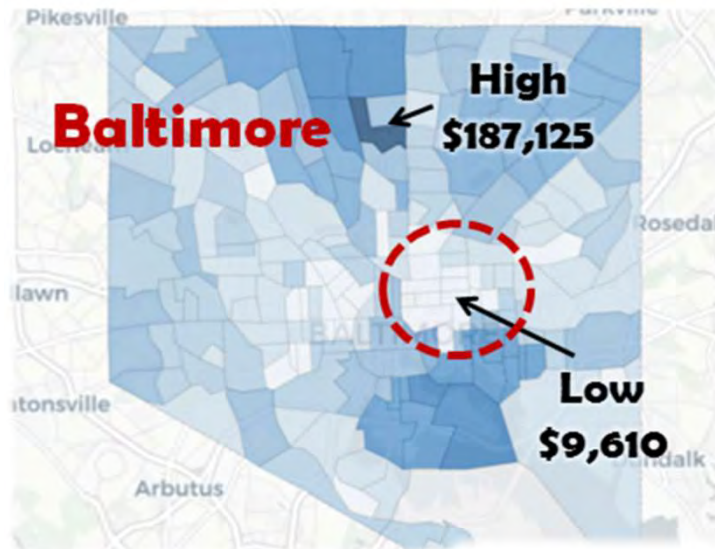


★ Active ★ Underway or Inactive ★ In Discussion

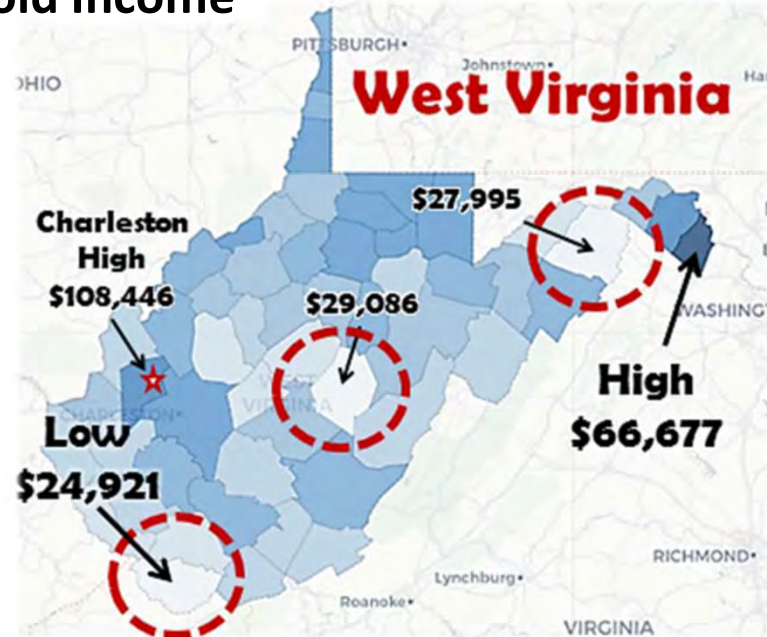
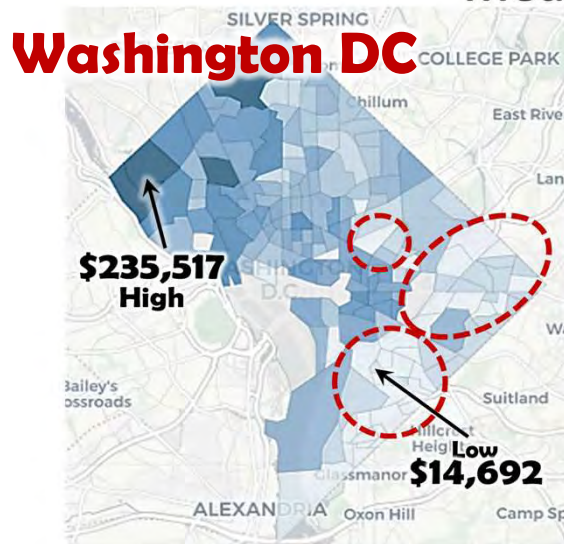


Since 2016, dozens of communities started Jobenomics chapters. While none have implemented highly-scalable programs yet, they are generating significant amount of public and private support.

Jobenomics Underserved Community Emphasis

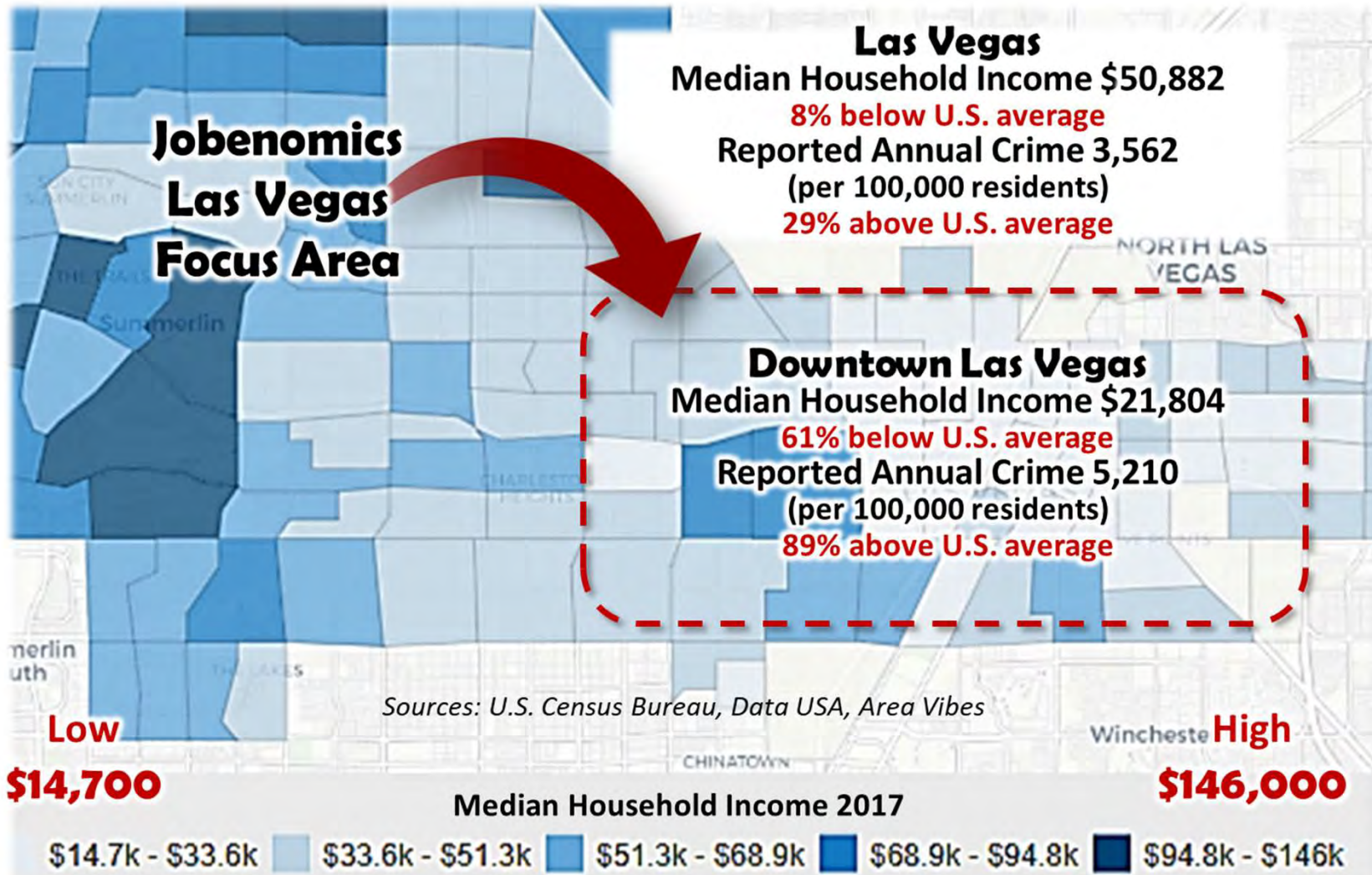


Median Household Income



Urban renewal and rural programs
for underserved communities.

Jobenomics Las Vegas Focus Area



JLV focuses on underserved low income and blighted communities.

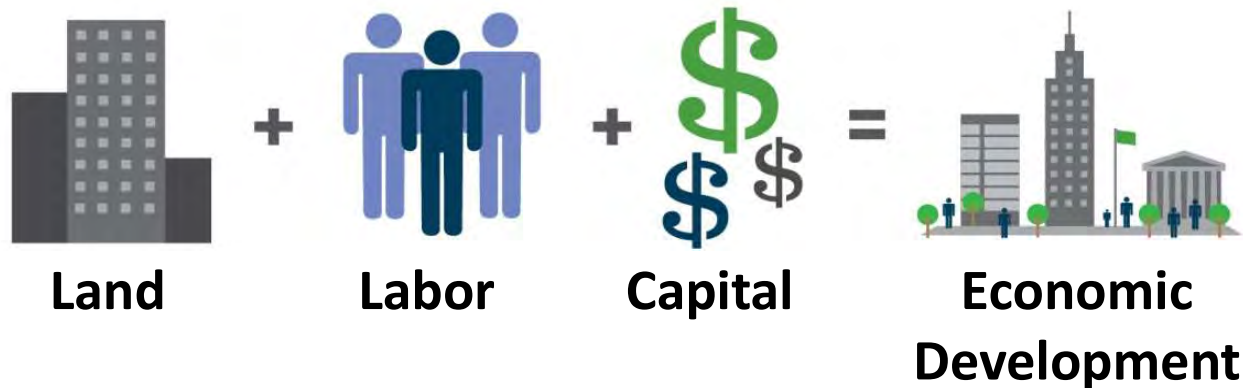


Economic Development Approach



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**, **nonemployer** and **startup** 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 25 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.

Startup Businesses

WSJ “If the U.S. were creating new firms at the same rate as in the 1980s that would be the equivalent of more than **200,000 companies and 1.8 million jobs a year.**”

Source: Wall Street Journal analysis of U.S. Bureau Labor Statistics data



“**Most city and state government policies that look to big business for job creation are doomed to failure** because they are based on unrealistic employment growth models. It's not just net job creation that startups dominate. On average, **one-year-old firms create nearly 1,000,000 jobs, while ten-year-old firms generate 300,000.** The notion that firms bulk up as they age is, in the aggregate, not supported by data.”

Source: Kauffman Foundation analysis of U.S. Bureau Labor Statistics data

Startup businesses are the seed corn for local economies. Left unattended, local economies will remain fallow or wither.



Focus Areas



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.

Simplified JCBBG Process

Due Diligence & Candidate Selection
Incorporate Each Individual (S-Corp)
Certified Skills-Based Training

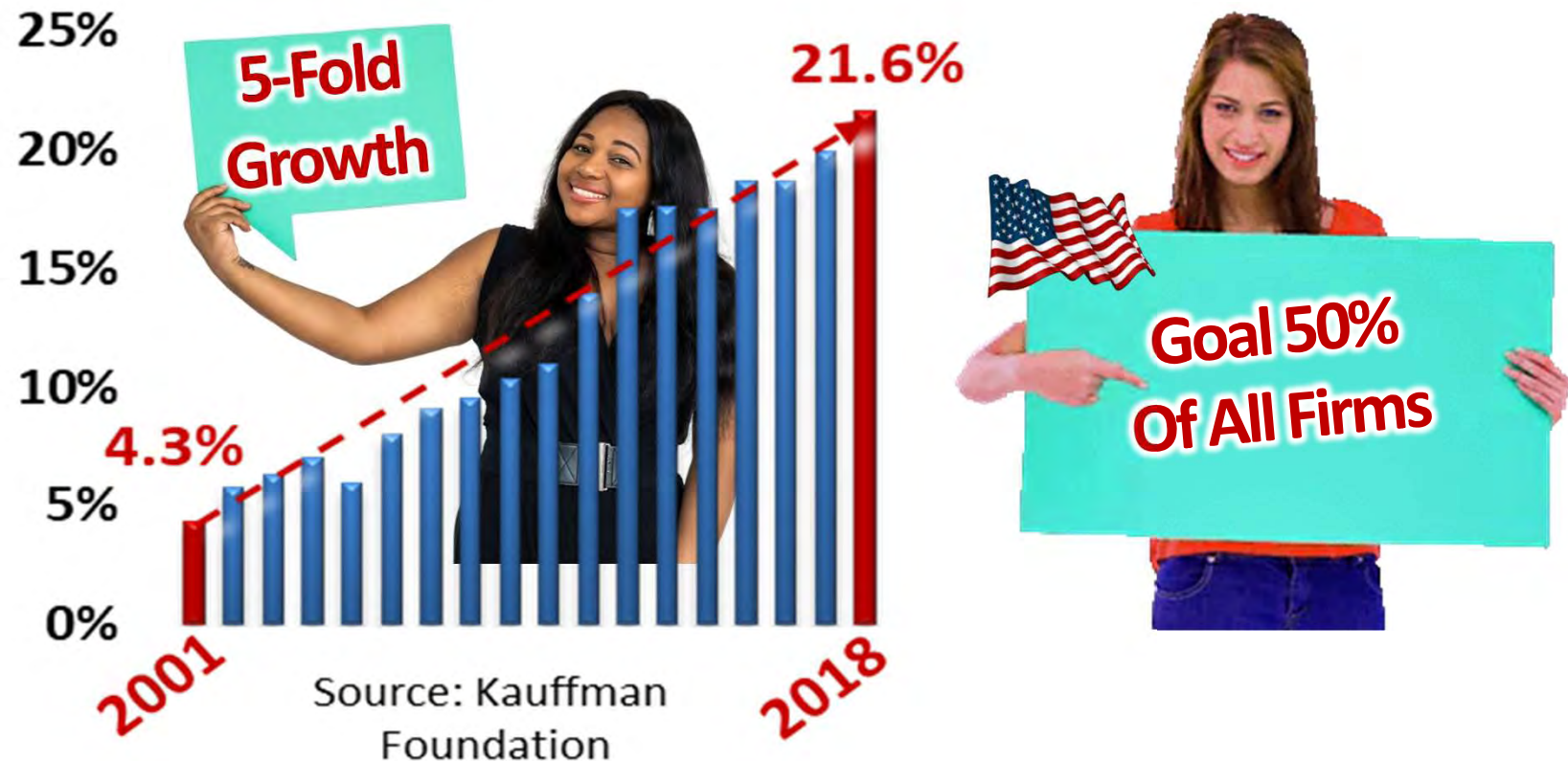


Scaleup Existing Businesses (W2 or 1099 Jobs)
Startup Micro & Nonemployer Businesses

Primary goal is to mass-produce startups anchored in under-resourced neighborhoods for **individuals who want to be self-sufficient.**

Women-Owned Businesses & Jobs

% of Total U.S. Firms



The percentage of *women-founded* companies has grown 5-fold from **4.3% to 21.6%** from 2001 to 2019. Las Vegas's percentage of *women-owned* firms is **38.4%** slightly higher than the U.S. average of **35.8%**.

Minority-Owned Businesses & Jobs



Race/Ethnicity	1996	2017	Change
Whites	77.1%	55.3%	-28%
Minorities	22.9%	44.7%	95%
Black/African American	8.4%	11.8%	40%
Hispanic/Latino	10.0%	23.6%	136%
Asian American	3.4%	6.5%	91%
Other	1.0%	2.9%	190%

Changes In The Share Of New U.S. Entrepreneurs

Source: Kauffman National Report on Early-Stage Entrepreneurship, February 2019

Las Vegas is a minority-majority city (**56%** minority, 44% white). However, minority-owned business represent only **37%** of all firms.

Veteran-Owned Businesses & Jobs

An underutilized labor pool of proven workers and talent



Veteran Status		USA	Nevada	Clark County	Las Vegas
Wartime Veterans	WWII	485,157	4,682	3,419	1,205
	Korea	1,306,432	13,247	7,778	3,166
	Vietnam	6,384,412	76,028	49,418	13,432
	Gulf (1990s)	3,803,899	46,830	35,109	9,737
	Gulf (2001-)	3,764,194	45,362	34,060	9,600
Peacetime Veterans		2,220,148	24,965	15,865	6,305
Total Veterans		17,964,242	211,114	145,649	43,445

Source: U.S. Census Bureau (2018), American Community Survey 1-year estimates

Jobenomics has tailored business and job creation programs and access to funding sources for veterans. Clark County and Las Vegas has **145,649** and **43,445** veterans respectively



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Approach to QOZs and QOFs



Qualified Opportunity **Zone (QO**Z**)**

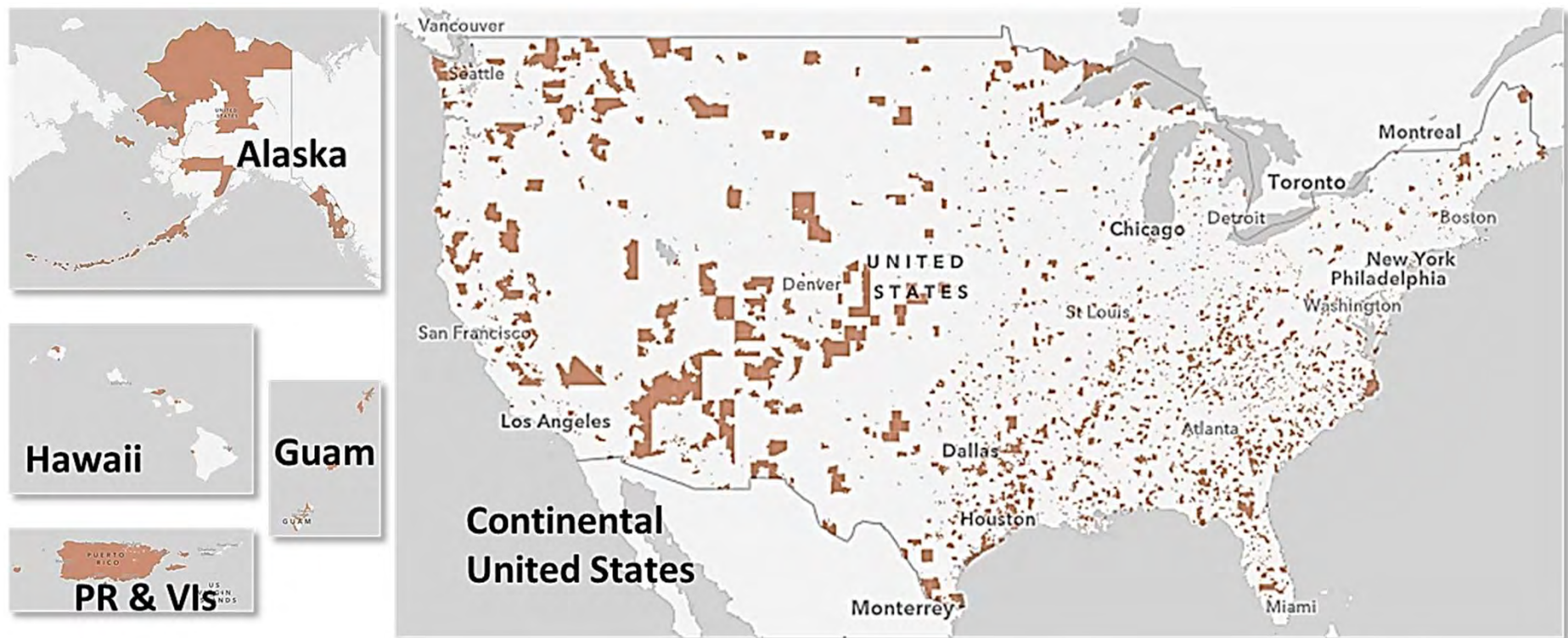
Qualified Opportunity **Fund (QO**F**)**

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 QOZs.



Qualified Opportunity Fund (QOF)

National Council of State Housing Agencies

- 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.



A directory of multi-project Opportunity Zone funding opportunities compiled by NCSHA.
To be added to the directory, [please complete this form](#).
Questions? Contact James Tassos, NCSHA's Deputy Director of Tax Policy and Strategic Initiatives, at jtassos@ncsha.org.
○ indicates new funds added since the last release.
Last Updated: October 2, 2019

444 North Capitol Street NW, Suite 438 | Washington, DC 20001 | 202-624-7710 | info.ncsha.org | ncsha.org

<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”**



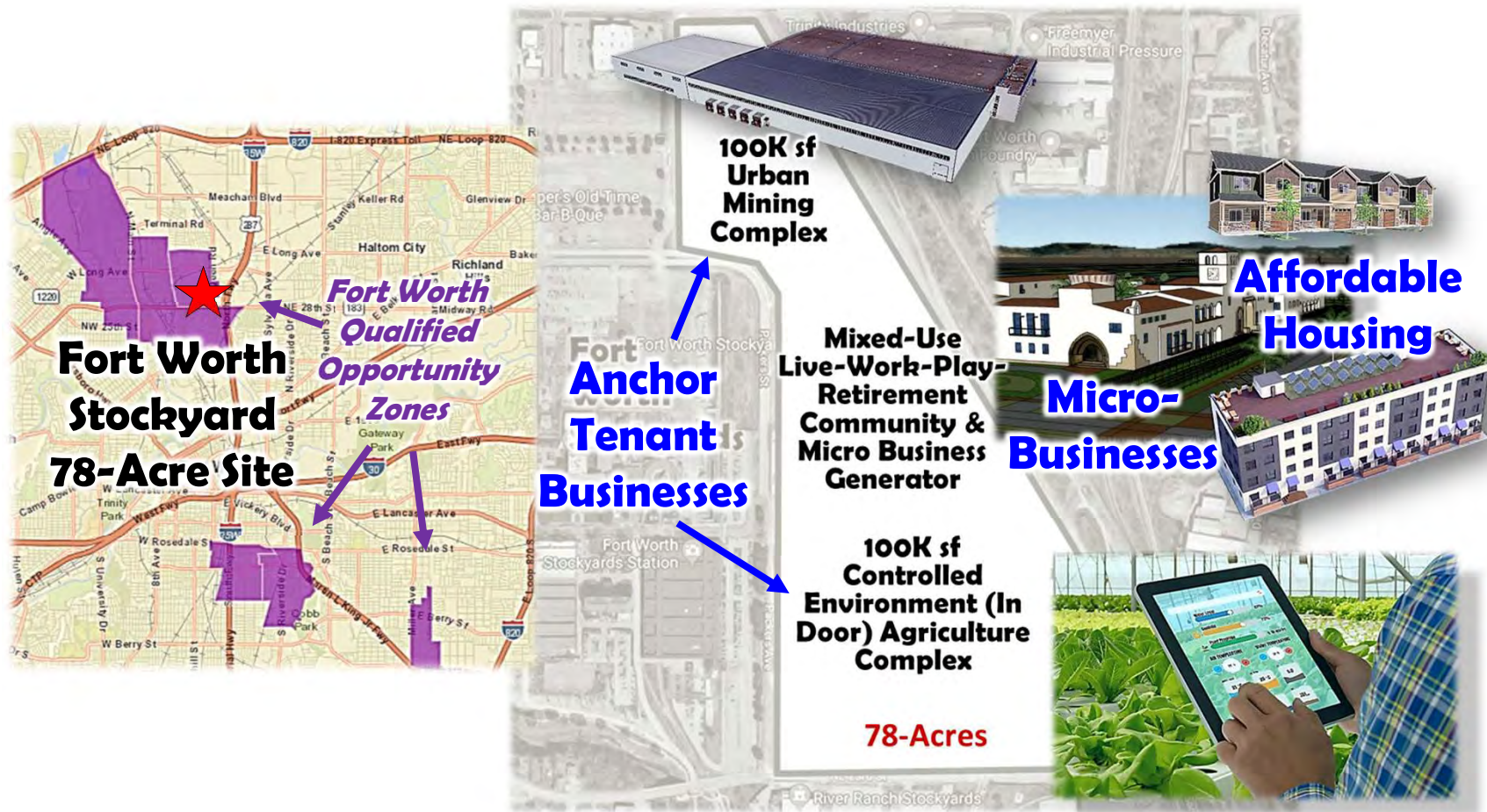
Jobenomics recommends a large (\$50M-level), mixed-use, master-planned, locally-owned, community approach for QOF financing.

Example of a **Small Mixed-Use Complex**



Meets community needs for affordable homes, safety, green eco-friendly facilities, and business/job creation.

Example of a **Medium-Sized Mixed-Use Urban Community**



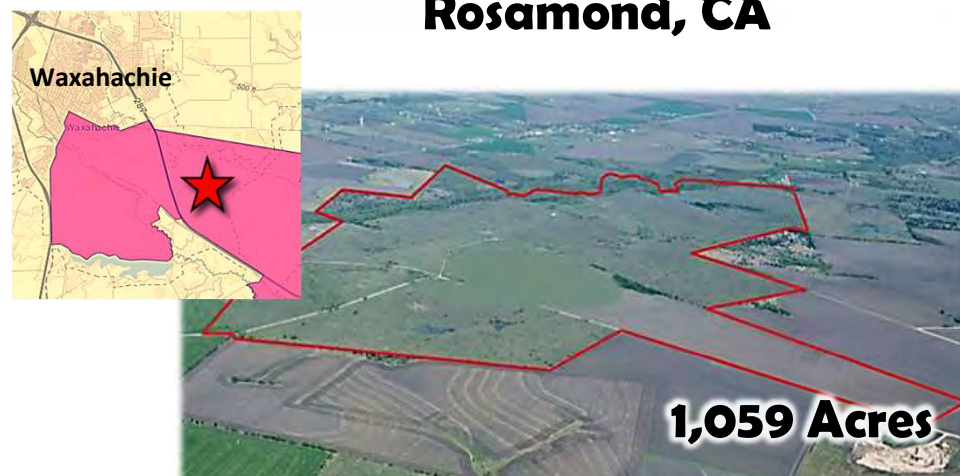
Jobenomics “**Shopping Mall**” approach combines real estate development, LEED Platinum construction, anchor tenant/micro-business creation, all in a sustainable and affordable **urban** ecosystem.

Examples of a **Large** Mixed-Use, Master-Planned, **Rural** Agrarian Community



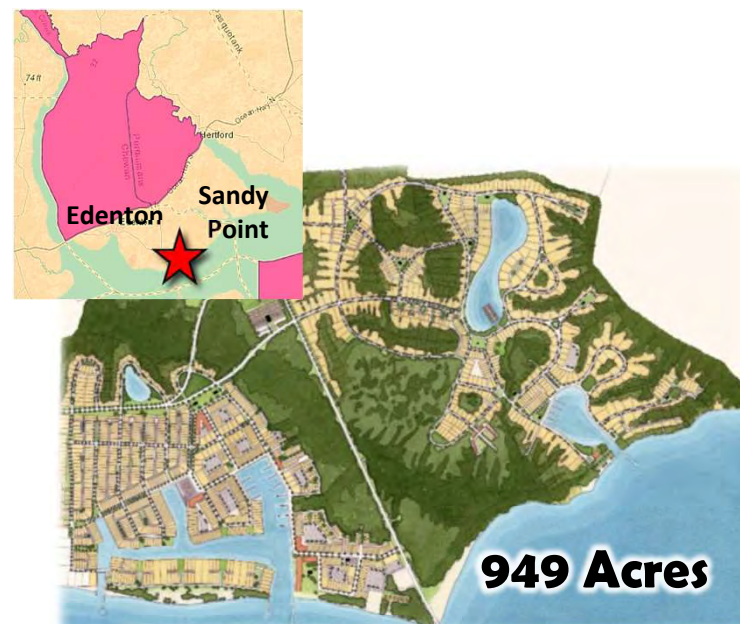
1,200 Acres

Rosamond, CA



1,059 Acres

Waxahachie, TX



949 Acres

Chowan County, NC

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.



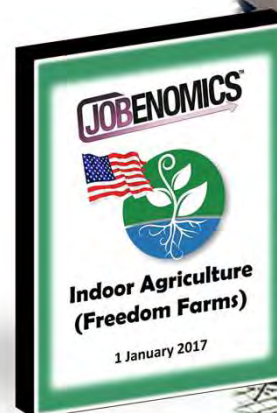
Quick-Start Programs Tailored for Qualified Opportunity Zones

- **Controlled Environment Indoor Agriculture**
 - **Enhanced Water Programs**
- **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**

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.

**Central Large
Growing, Processing
& Distribution
Center**



**Local Small
Growing Centers**



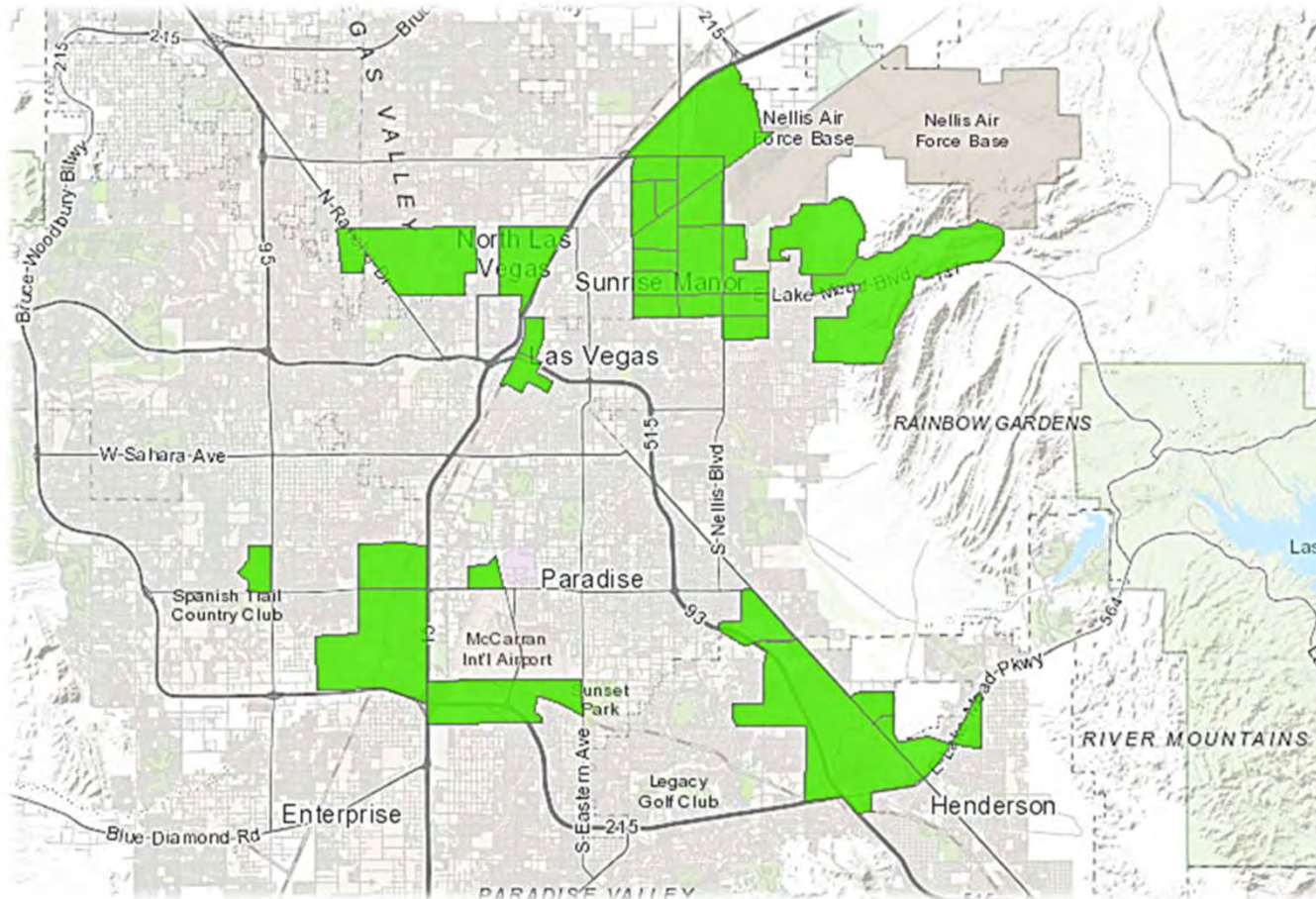
Global CEA market is projected to grow to **\$15.3 billion by 2024**, up from **\$6.5 billion in 2017**, potentially creating thousands of businesses and several million jobs in underserved rural and urban communities.

Las Vegas Food Deserts



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

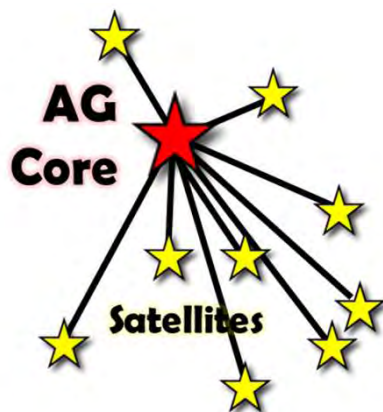
Source: USDA Food Desert Map



Las Vegas needs fresh organically-grown, farm-to-table food for local consumption and export to regional markets.

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.



Produce On Demand (POD) Greenhouse



GAP, GHP, FSMA Compliant Greenhouses



Jobenomics Goal: Establish agrarian communities with large grow centers and numerous smaller 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.

Micro Farm & Farmers Market



There is high demand for organic farm-to-table vegetables and produce in under-served community “food deserts”.

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 crop. Hemp is the fastest growing agricultural industry in the United States.

Live/Work Urban Agrarian Communities



Affordable homes for Jobenomics participants.

SuperWater HyOx Drinking Water



Florida Bottling Plant

Jobenomics Partner, www.superwaterhyox.com



Dr. Rey Linares, CEO

SuperWater HyOx increases water's **dissolved oxygen content** by **over 300%**, which is essential for health and well-being.

SuperWater HyOx Agriculture Applications

Soil Improvement



Cherry Tomatoes



Sugar Cane



Limes



Coffee



Avocado



Now doubling the growth of traditional agriculture in South America.

SuperWater HyOx Environmental Remediation



**HyOx Floating
Oxygenator GPS
Solar Powered
Drone**



Waterways, Lakes And Ponds

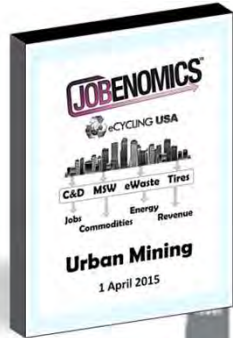


Mining Cleanup

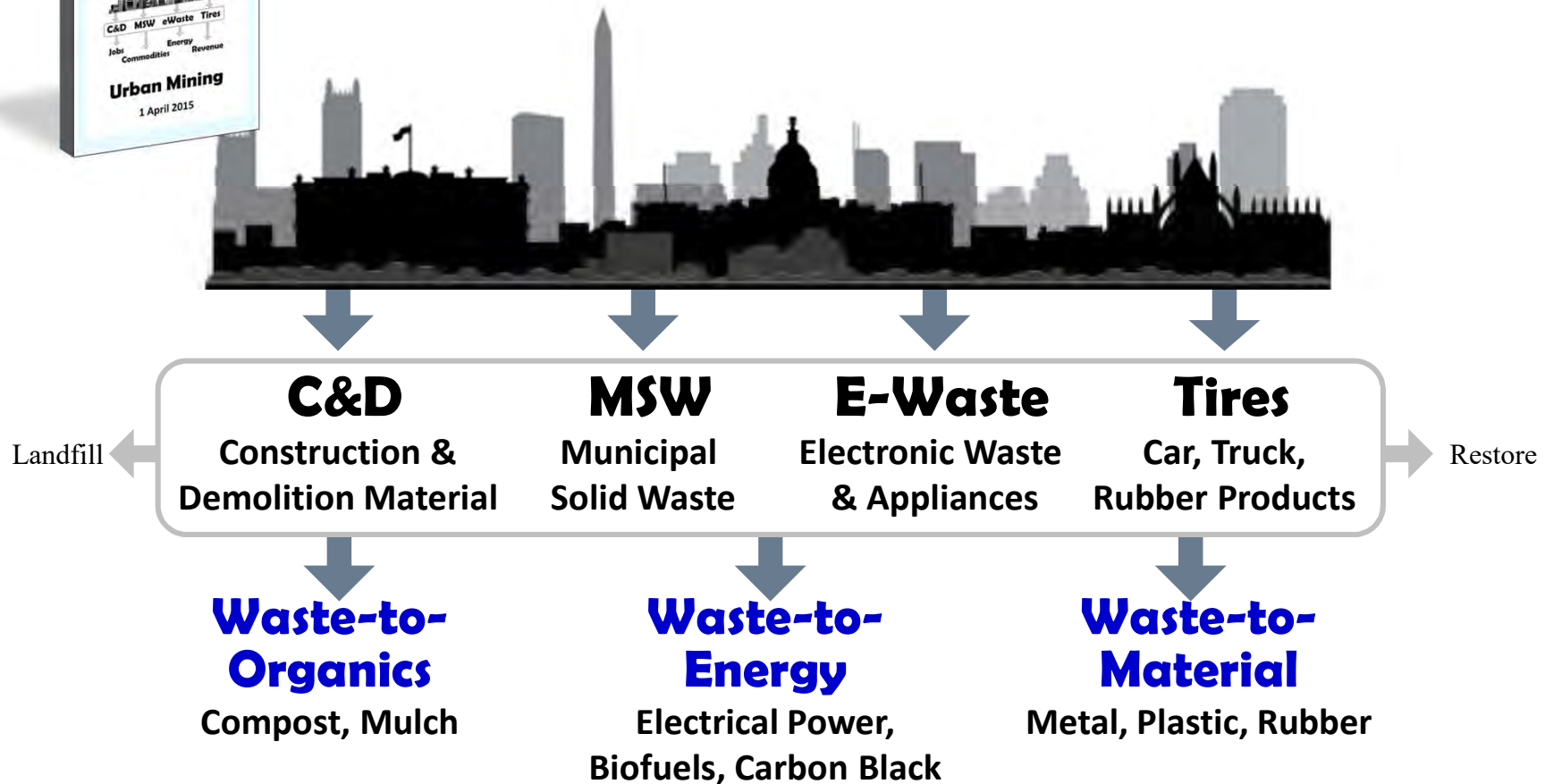


SuperWater HyOx is mitigating many forms of pollution.

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.

Modern Plastics-to-Fuel Complex

EVP R-One Facility

Jobenomics Partner, www.evptechnology.com

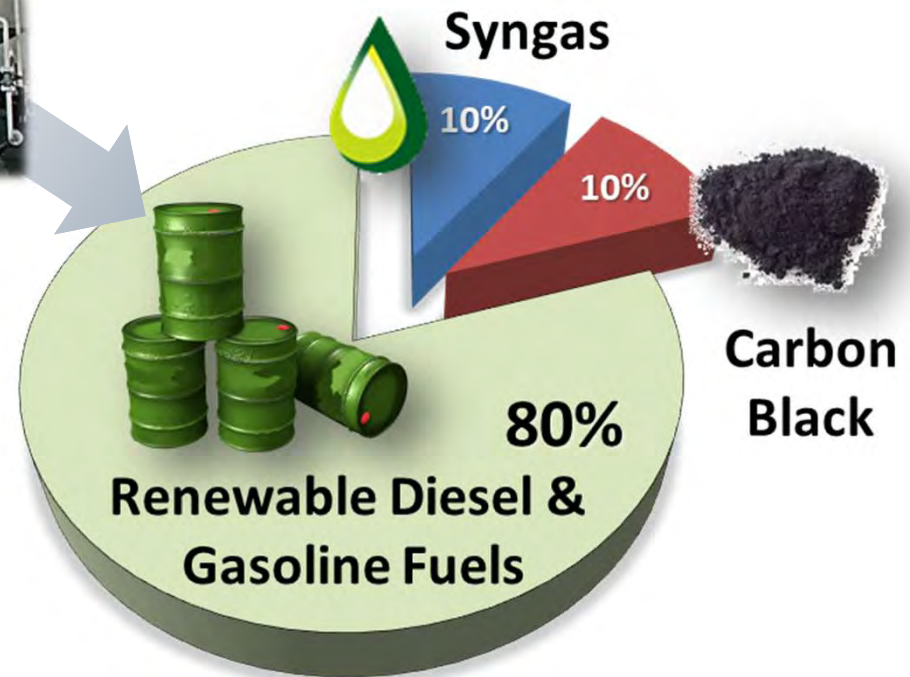


Growing American Plastics Waste Problem



Imported Plastics Waste

China no longer accepting baled plastic waste

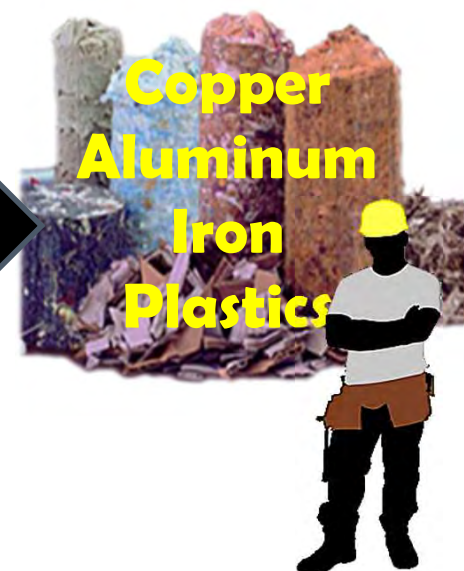


Jobenomics goal: eliminate waste, produce renewable products.

eWaste Materials Reclamation Facility



eCYCLING USA



100 Operational Sites Worldwide

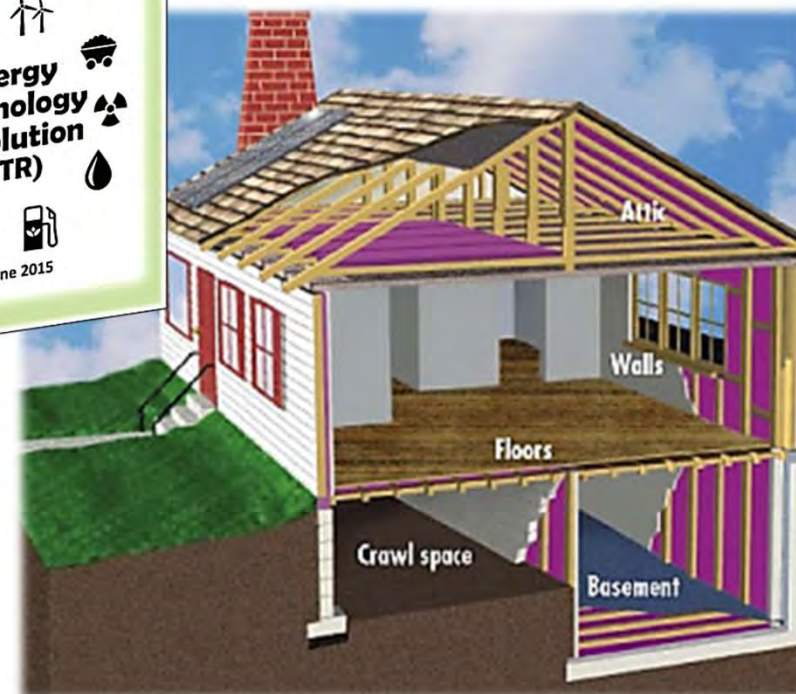
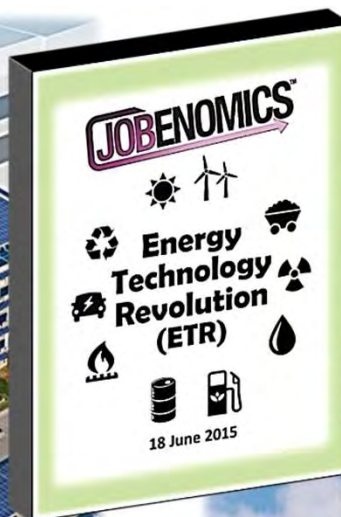
Jobenomics Partner, www.urt-recycling.com

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

Renewable Energy Businesses & Green Jobs



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

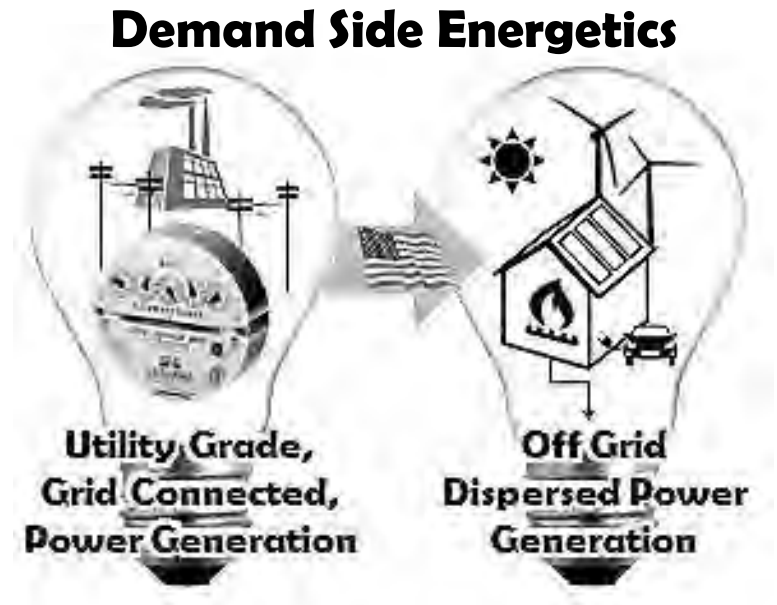


**Energy Audit, Weatherization
& Renovation Businesses**

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

Energy Services

- Demand Side Energetics
- Net-Zero Communities/Buildings
- Services: “**Energy’s 3rd 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



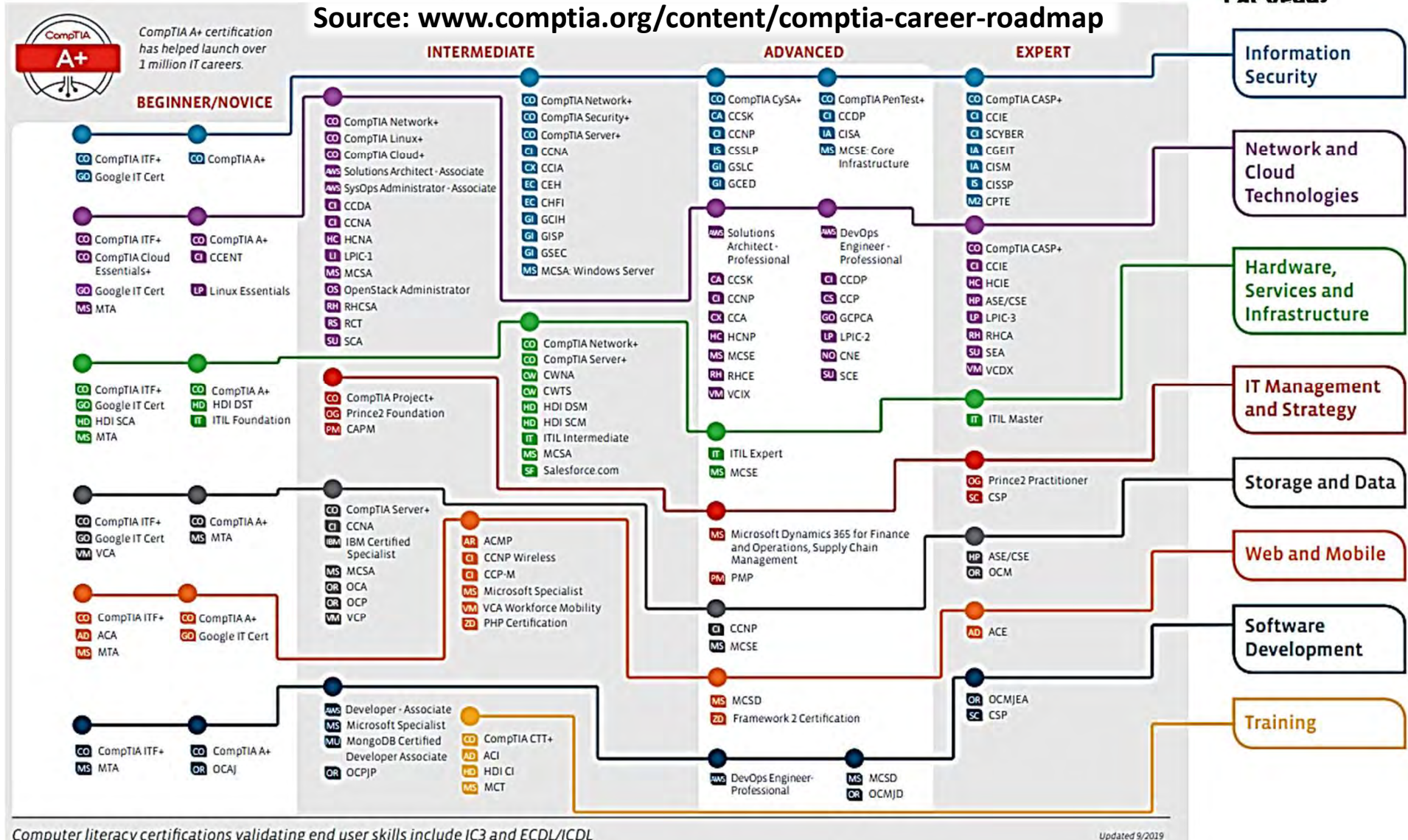
- Electronic Commerce
 - Mobile Economy
 - Sharing Economy
- On-Demand Economy
- Apps/Bots Economy
 - Gig Economy
 - IoT Economy



The traditional 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 Economy Career Roadmap

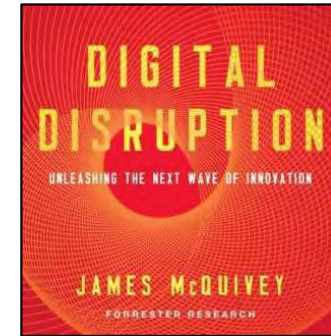
Source: www.comptia.org/content/comptia-career-roadmap



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

Digital Economy 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:



Tencent
腾讯

Alibaba Group
阿里巴巴集团

Baidu
百度

- Jobenomics study on leading Chinese and America digital economy strategies and practices.



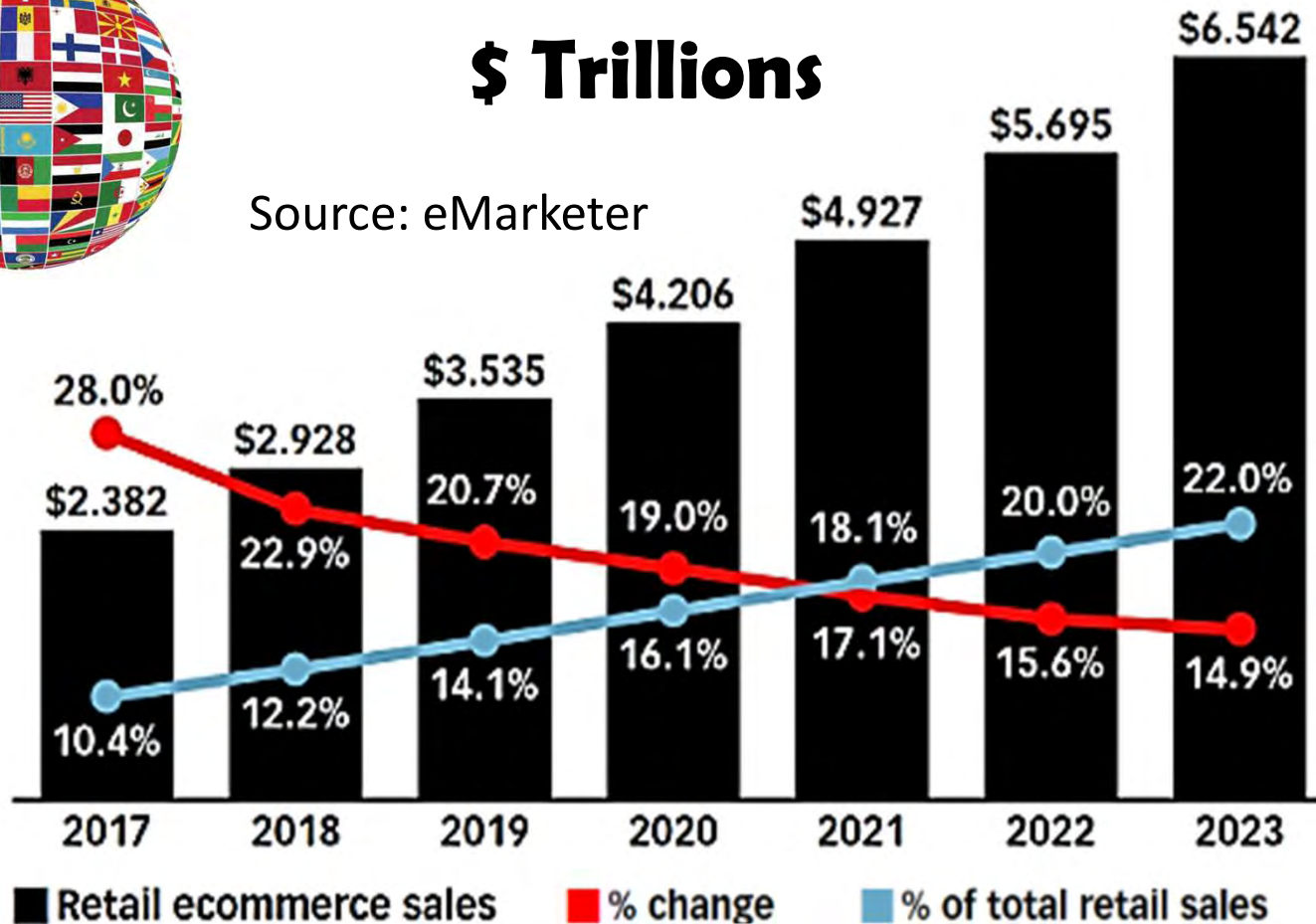
Every community needs a digital economy strategy to raise its overall economy and underserved citizens out of poverty.

E-Commerce Economy



\$ Trillions

Source: eMarketer



eCommerce and m-Commerce is growing rapidly as local tech start-ups and international players enter the market.

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, self-driving 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.

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

Entrepreneur Clubs

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



■ Club E Startups



E-Clubs can mass-produce startup firms in underserved communities.

On-Demand Economy

Jobenomics Direct-Care Program

■ Direct-Care Services

- Healthcare
- Social assistance
- Behavioral-care
- Elder-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** 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 a virtual care management system with a patient interface, a provider interface and an administrative back-end.

The U.S. telehealth market is expected to reach revenues of over \$13 billion by 2023, growing at a CAGR of 27%.

CLINICSTOP Micro Clinic for Diagnosis, Counseling and Remote Care

www.clinicstop.com

JOBENOMICS™
Las Vegas



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

Experiential Tourism

Millennials (largest generation) prefer junkets over sightseeing.



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



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



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

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



Experiential tourism involves authentic, immersive, adventurous or active travel experiences, underpinned by the “**Instagram Effect**” that connects friends and family to the traveler.

Push Marketing & Experiential Tourism

Pull Advertising ➡ *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



Traditional tourism relies on *pull advertising*.
Online *push marketing* advertises personal “**bucket list**” experiences.

Contact Information



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