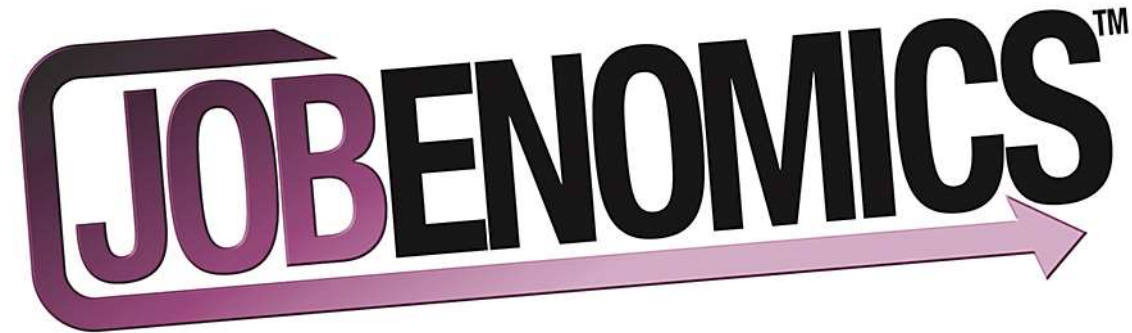


***Jobenomics*** deals with the process  
of creating and mass-producing  
small businesses and jobs.



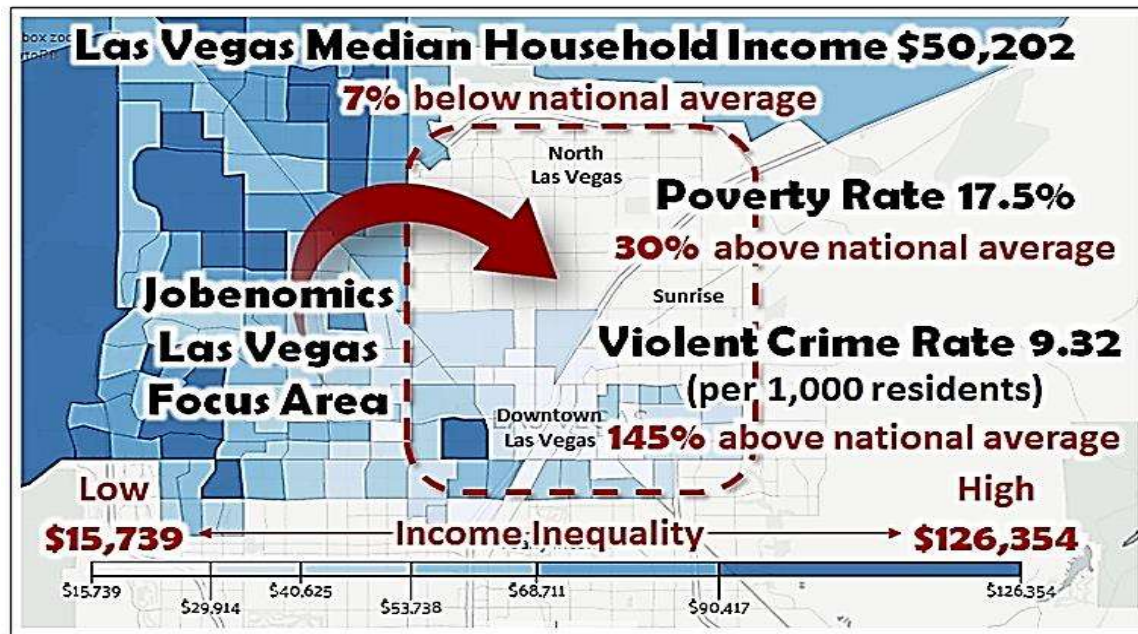
***Jobenomics National Grassroots Movement's*** goal is to  
facilitate creation of 20 million net new U.S. jobs over  
the next decade with emphasis on women, minorities,  
veterans, new workforce entrants and other hopefuls  
who want a career or start a business.

**To: Councilman Seroka & Economic Development Team**

**By: Chuck Vollmer**

**6 August 2018**

# Candidate Seroka's Jobs Platform



- Enhance the city's labor force by increasing incomes, alleviating poverty and reducing crime.
- 14,000 net new inner-city jobs in the next 10-years.
- Jobenomics Community-Based Business Generators to mass-produce scalable startup businesses and jobs.

**Jobenomics Las Vegas**  
Steven Seroka, Director Jobenomics Las Vegas and Chuck Vollmer, Founder Jobenomics  
23 January 2017

deals with the economics of business and job creation. The Jobenomics National Grassroots goal is to facilitate creation of 20 million net new U.S. jobs within a decade. The Movement of over 20 million people. Jobenomics produces a series of books and comprehensive employment and unemployment reports on economic, business and workforce development. Our blog and website had 6 million hits last year, a growth rate of 400% over the previous year. Today, over a dozen cities and states have started Jobenomics initiatives led by local leaders. These initiatives focus on people at the base of America's socioeconomic pyramid: women, minorities, youth, veterans and citizens who want to work or start a business.

research, neighborhood tours and community leaders, the Jobenomics (JLV) team proposes to enhance the force by increasing incomes, alleviating crime—all of which compare to national averages. Las Vegas is a city of disparities between rich and poor, veterans. JLV's goal is to significantly increase income inequality by providing income with livable wages and viable careers. maximum impact, the JLV team will focus on veterans, minorities, women and new workforce entrants—the demographics with the highest need and potential.



The JLV team believes that 14,000 net new inner-city jobs in the next 10-years is an achievable goal. This amount of jobs equals total Las Vegas City employment growth over the last 10-years (270,413 in November 2005 to 284,438 in November 2015). The team also asserts that jobs do not create jobs, businesses do, especially small businesses that provide 80% of all U.S. jobs. Jobenomics Community-Based Business Generators are designed to mass-produce highly-scalable startup businesses. The Business Generators also provide post-startup support that increase lifespans of fledgling businesses and accelerate their growth to larger-sized businesses that employ more citizens.

To start, JLV will focus on veterans. Las Vegas has 5,700 veteran-owned firms that comprise 10% all Las Vegas firms. JLV plans to double the amount of these firms in the next decade via existing Jobenomics programs that have detailed financial plans and related training/certification programs. Jobenomics also has access to financial resources that can help fund programs that have sufficient community support and approval. Potential JLV programs include: Hydro-Organically Grown Micro-Farms (250 fully-funded turnkey new businesses with 1,000 employees within 3-years), an e-Waste Materials Recovery Operation (100-500 direct to indirect jobs in 3-years and \$10M to \$40M profits to fund other JLV programs), Digital Economy (1,000 new e-commerce related businesses in 5-years), Direct-Care (500 new home-based micro-businesses to provide in-home eldercare, childcare, healthcare and social assistance), Leisure and Hospitality (1,000 new jobs by startup service businesses and independent contractors to support Las Vegas' entertainment industry), Renewable Energy (750 new installation and maintenance jobs/contractors under the tutelage of one of the nation's leading solar training instructors) and numerous Veteran Support Services job/businesses to support Mailbox AFB and other government institutions. JLV is now consensus-building for a potential veterans pilot project.

**Contact Information:** Col. (ret) Steven Seroka, [StevenSeroka@JLV.com](mailto:StevenSeroka@JLV.com), 702-249-1841 Cell, Las Vegas, NV and Charles D. (Chuck) Vollmer, [cvollmer@Jobenomics.com](mailto:cvollmer@Jobenomics.com), 703-319-2090, Washington DC

# Economic Development Approaches



## Traditional Approach



## Growing Economic Development Challenges.

- 72% of wage earners make below average wage. 46% below \$15/hr.
- Small business created 73% of jobs this decade, but are faltering.
- Standard workforce is succumbing to the gig/contingent workforce.
- 6.7 million U.S. open jobs remain unfilled largely due to lack of skills.
- 10s of millions of new jobs in emerging digital and energy economies.
- Mass-production of startup businesses and skilled workers needed.

## Jobenomics Approach





# Jobenomics

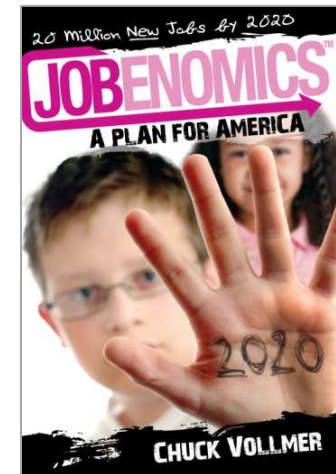


## Bipartisan National Grassroots Movement

- Started in 2010. Estimated following now at 30 million people via TV, radio, lectures, town halls, blog and social media.
- Website receives 30,000 monthly page views with most viewers spending a half hour or more online.

## Books and Research

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



## City and State Initiatives and Programs

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

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

# Free E-Books in Jobenomics Library



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

# Economic Development Emphasis

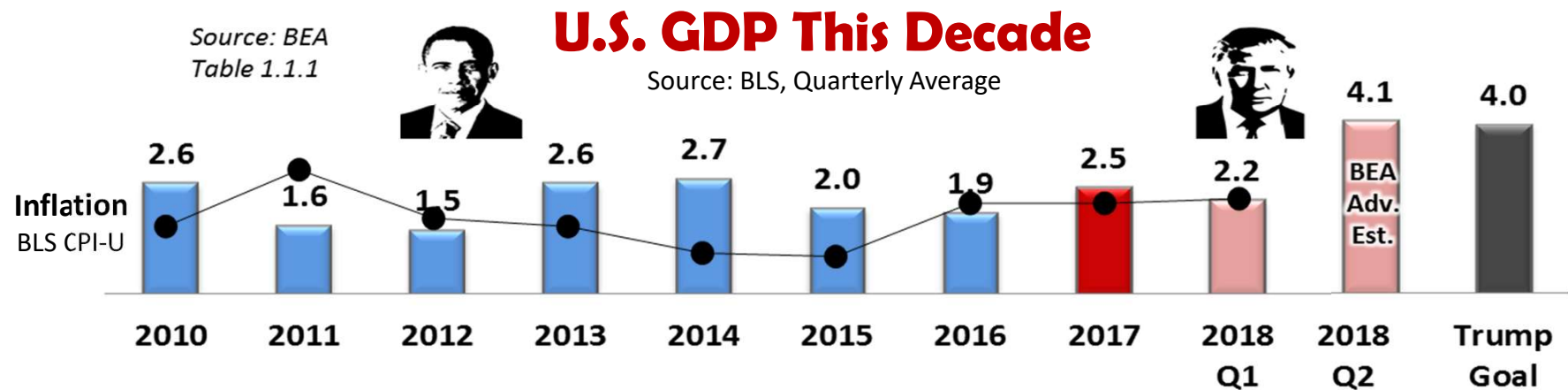


Development Category	Traditional Economic Development Emphasis	Jobenomics Economic Development Emphasis
<b>Economy</b>	Established Industry Supersectors in The Traditional Economy	7.1 Million Open Jobs and New Opportunities in Emerging Digital And Energy Economies
<b>Community</b>	High-Skilled, Well-Resourced State, Regional and Metropolitan Areas	Lower-Skilled, Marginalized Inner-City Neighborhoods and Rural Areas
<b>Business</b>	Large-Scale Business and Real Estate Opportunities	Mass-Produce Highly-Scalable Micro-Businesses
<b>Workforce</b>	Standard Workforce Agreements. Degree-Based Education	Alternative Workforce Agreements. Certified Skills-Based Training

Jobenomics bottoms-up approach is synergistic with top-down economic development models.

# U.S. Economic Situation

- **Positive Indicators Today:** Stock market growth, post-Great Recession low unemployment rate, and high consumer confidence.



- **New Legislation:** Tax cuts, regulatory reform, and trade actions have not had enough time to materialize, but should be positive.
- **Negative Indicators Today:** Deepening political and cultural divide, sustainable GDP growth, 96 million sidelined Americans not-in-labor-force, growing gig/contingent workforce, faltering startup and scaleup businesses, low wages/income, and burgeoning debts and deficits.

Unless **negative** indicators are mitigated, the U.S. economic situation will eventually erode, perhaps significantly.

# Business Situation



**Big business is the anchor tenant, small business is the engine and startups are the seed corn for the U.S. economy.**

- **Big Business** (500+ employees) employ 23% of all Americans and created 27% of all new jobs this decade. Despite recent pro-business legislation, big business will not produce a significant amount of new or high-paying jobs according to the BLS. Manufacturing will lose jobs.
- **Small & Micro Business** (1-499 employees) employ 73% of all Americans and created 77% of all new jobs this decade. Micro firms (1-19 employees) employ 1.6 times more people than Large Corporations (1000+) employees. However, these business engines are faltering.
- **Startup Business** (1-4 employees) are the key to the future but are dwindling in terms of new starts and employment.

**“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.”** Kauffman Foundation



# Faltering Job Creation



## Scaleups Are Scaling Down

### New Jobs Created by Company Size

*Source: ADP Historical Data*

Large Business (500+)

Small Business (<500)

Great Recession to Today Dec 07 to Aug 18	Post-Great Recession to Today Jul 09 to Aug 18	Trump Administration Jan 17 to Aug 18
2,311,148	4,771,666	1,104,924
-89,253,883	-84,223,640	-95,103,722

**Small Business Advantage**

**3.6x**

**2.8x**

**2.3x**

## Startups Are Dwindling

“United States is now creating startup businesses at historically low rates, **down from 16.5% of all firms to 8.0% in 2014.**” Latest U.S. Census Bureau, Business Dynamics Statistics report data.

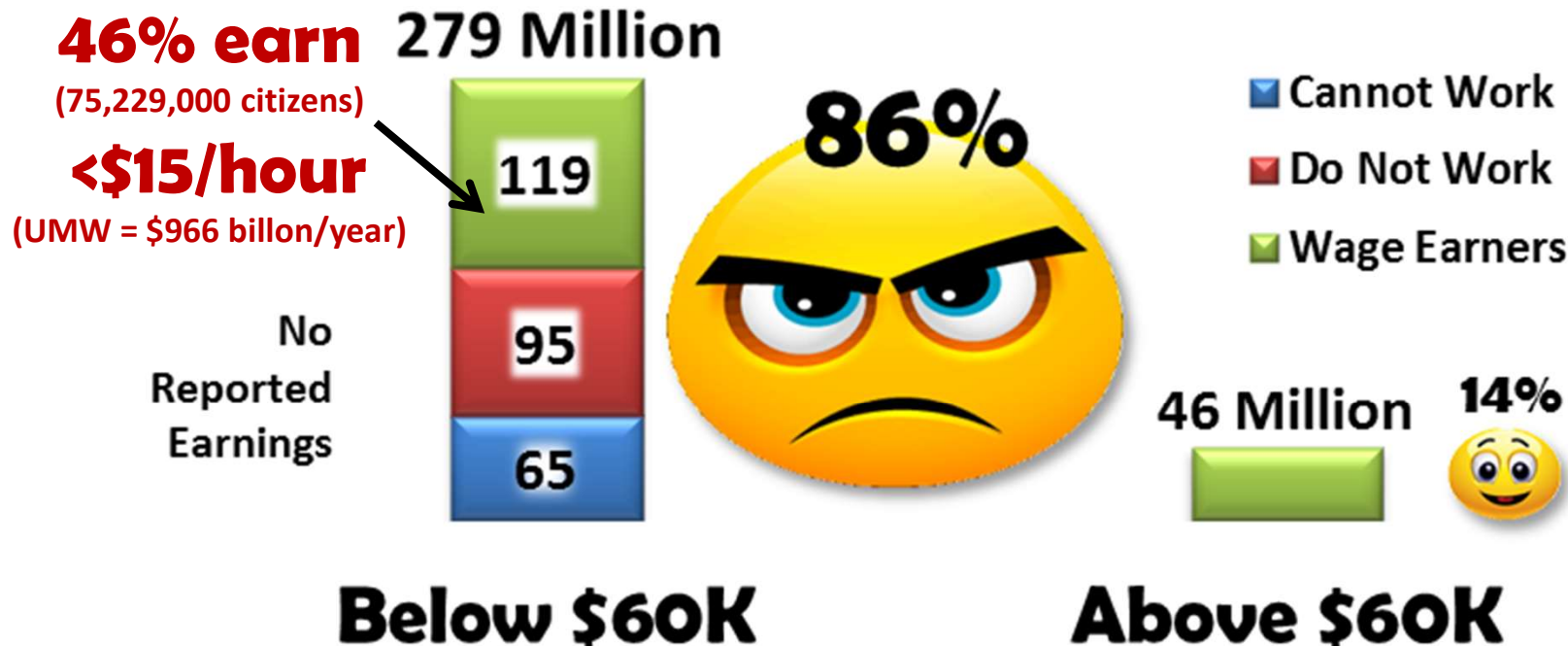
“If the U.S. were creating new firms at the same rate as in the 1980s that would be the equivalent of more than **200,000 companies and 1.8 million jobs a year.**” Wall Street Journal analysis of BLS data.

# Wage Earner Situation

**Mean Earnings For Full-Time Jobs in 2016 = \$60K**

**U.S. Population in 2016 = 324 Million People**

*Source: Census Bureau, Current Population Survey, 2017 Annual Social and Economic Supplement*

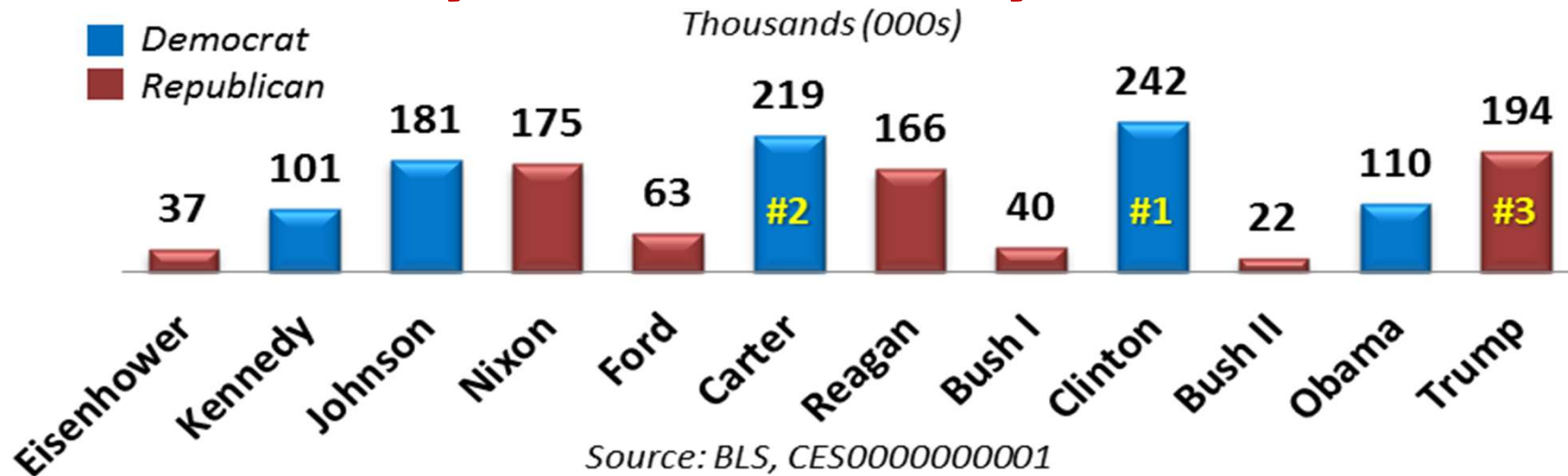


**While wages increased in recent years, they have not increased enough to mitigate the eroding middle class.**

# Labor Force Situation



## Monthly Job Creation Rate By President



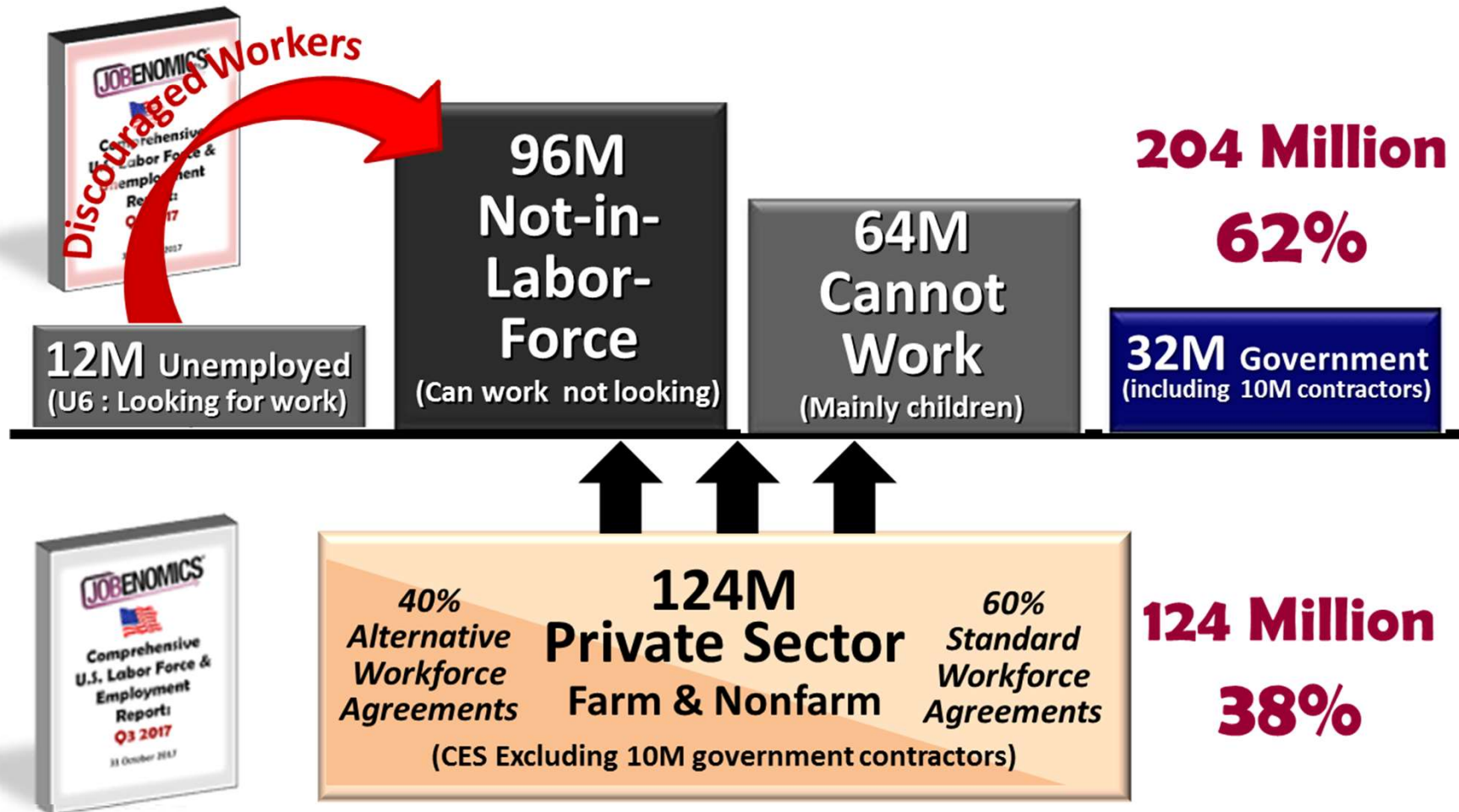
## Labor Force Gains and Losses

As of 1 August 2018

	New Jobs	Not-in-Labor Force	Unemployed (U3)	Net Gains-Losses
Since 2000	18,339,000	26,943,000	627,000	(9,231,000)
Bush II Era	2,115,000	9,892,000	5,652,000	(13,429,000)
Obama Era	10,595,000	14,626,000	(3,784,000)	(247,000)
Trump Era	3,691,000	592,000	(1,222,000)	4,321,000

While improving, the labor is force is not as strong as before.

# U.S. Labor Force Overview



Our economy is not sustainable if the Not-in-Labor-Force and workers with Alternative Workforce Agreements continue to grow.

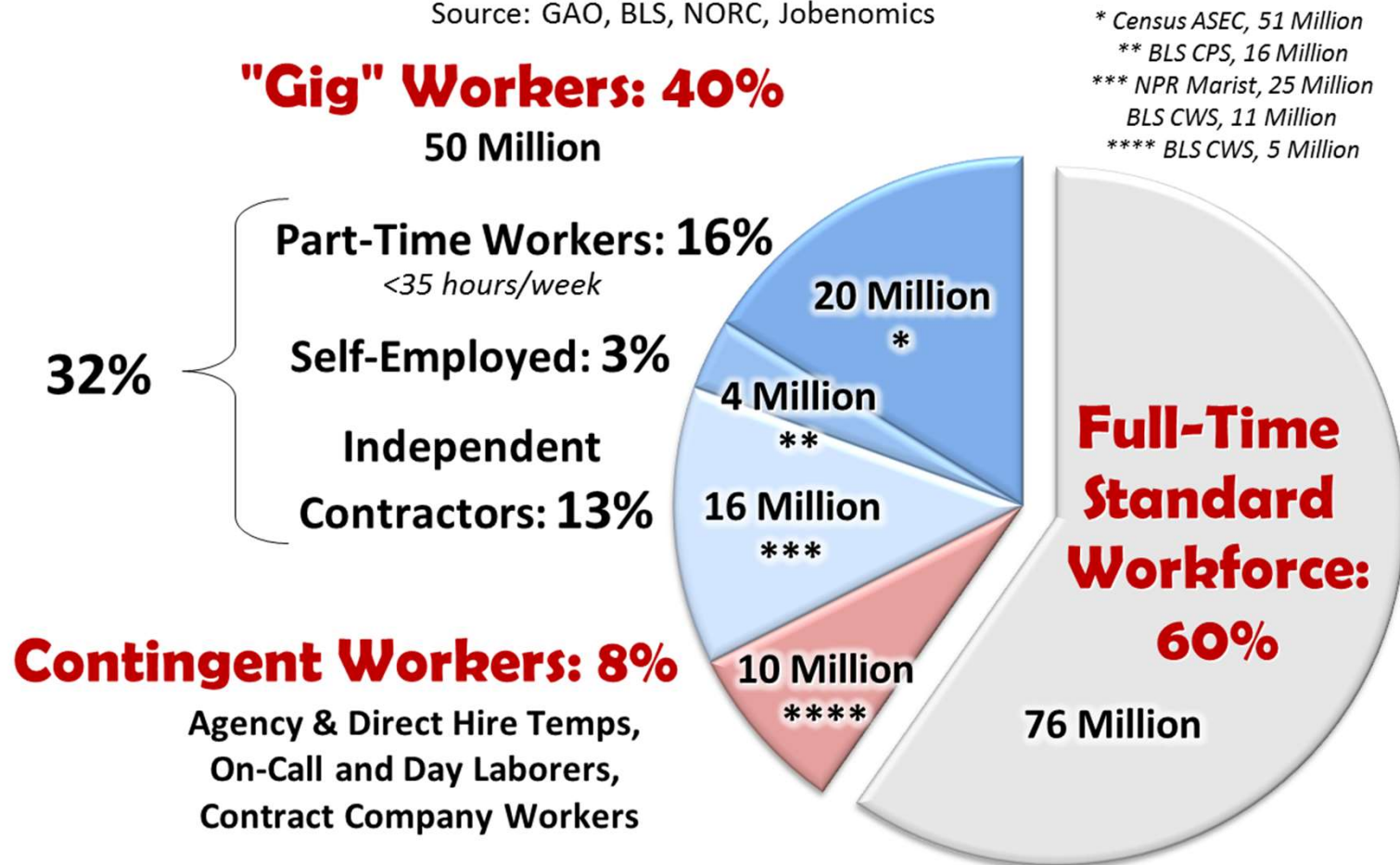


# Alternative Workforce Agreements



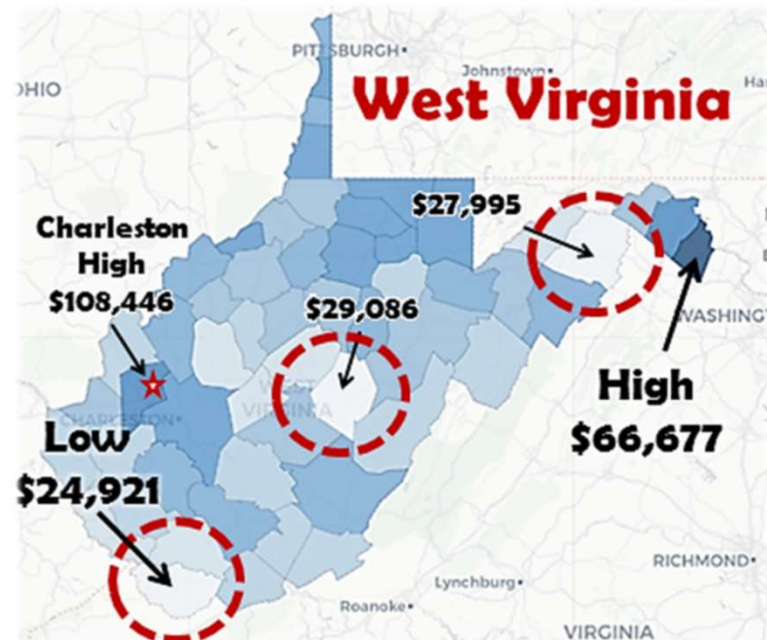
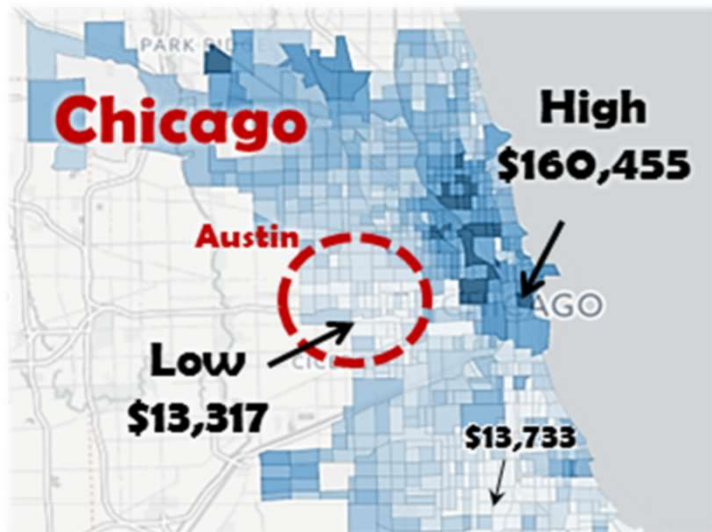
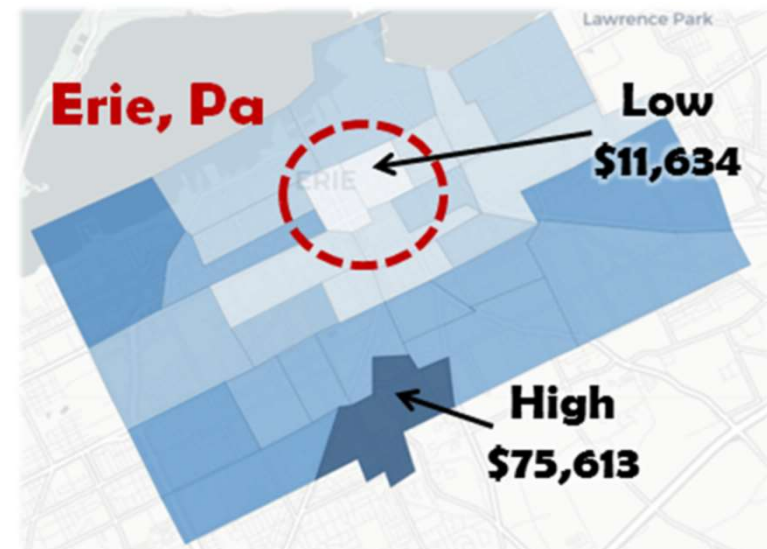
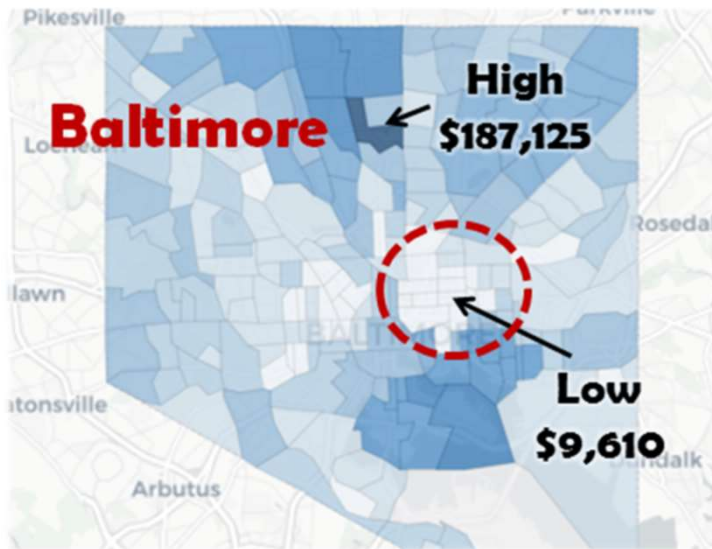
## 2018 U.S. Private Sector Labor Force (126 Million)

Source: GAO, BLS, NORC, Jobenomics



By 2030, the alternative workforce will be the dominant form of labor in the United States. In marginalized communities the alternative workforce is well over 50% today.

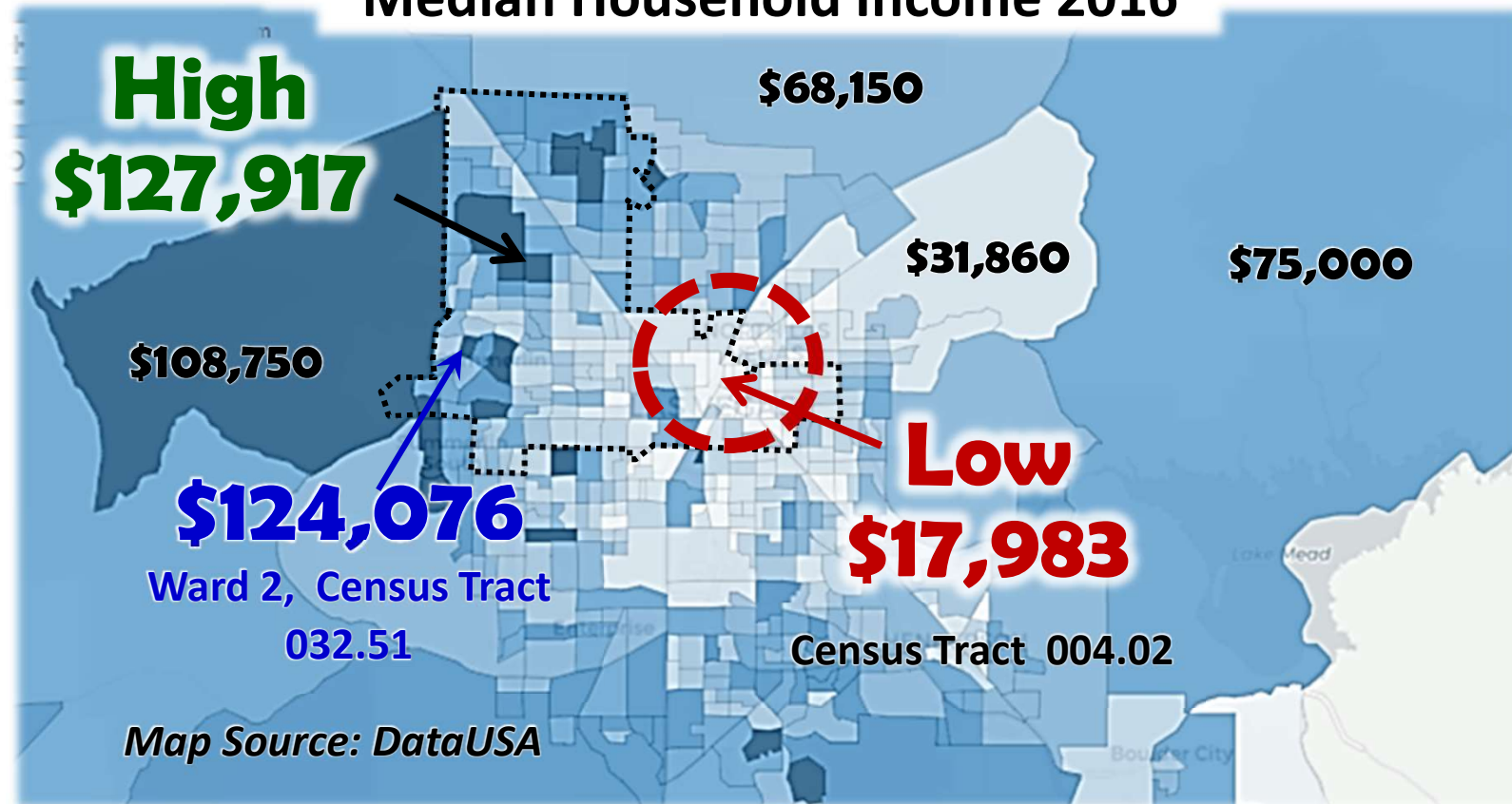
# Jobenomics “Donut Hole” Emphasis



Median Household Income

# Las Vegas Metro's Donut Hole Income

Median Household Income 2016

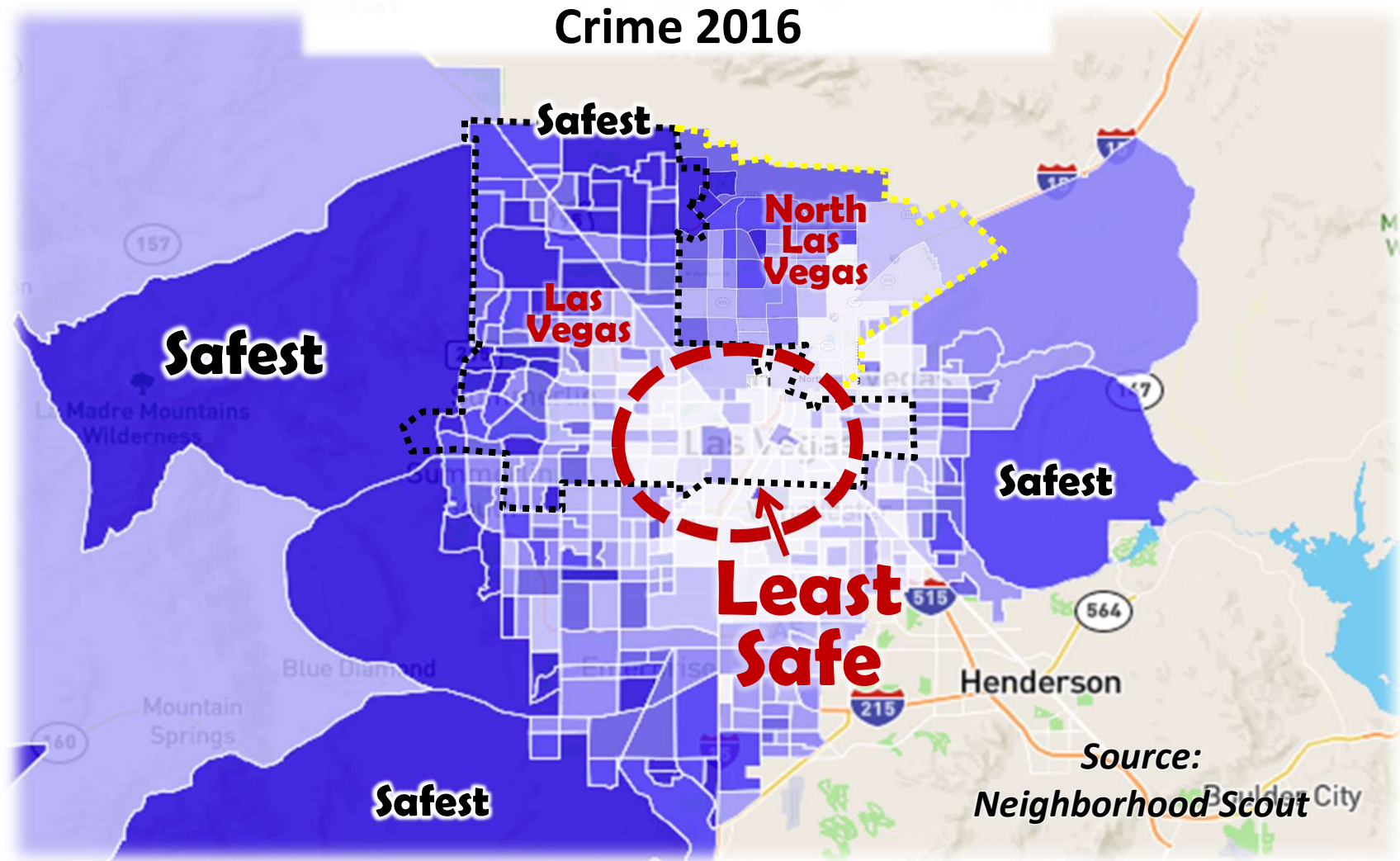


**Why Focus On The Donut Hole?** Provide income opportunity for the poor. Protect the gains achieved in more affluent communities.

**An Initiative to Consider:** Community-Base Business Generators with Skills-Based Training and Certification Centers.



# Las Vegas Metro's Donut Hole Crime



Las Vegas crimes per square mile = 179.  
North Las Vegas = 76. Nevada = 23. USA = 32.



# Jobenomics Community-Based Business Generator (CBBG) Concept



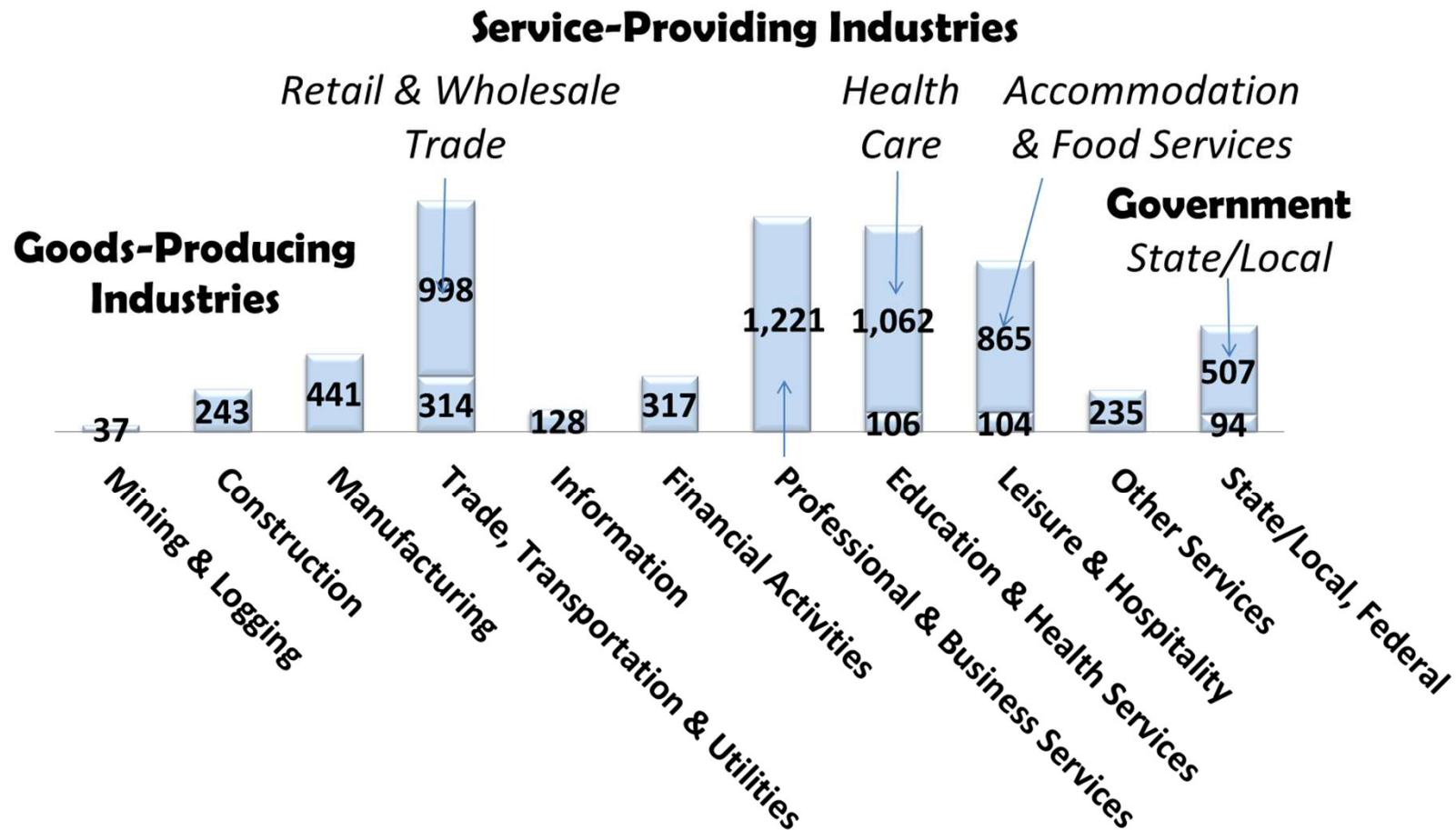
Most cities have **Business Incubators** and **Business Accelerators**, but not **Business Generators** for low-income citizens.

# Fill Current Job Openings

## 6,671,000 Unfilled Jobs

Source: BLS, JOLTS Table 7, Not Seasonally Adjusted

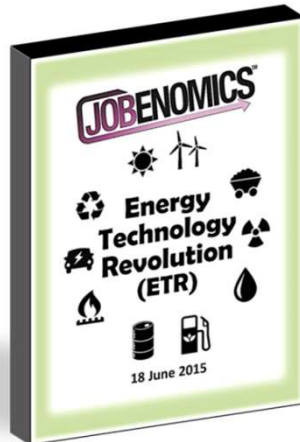
Thousands (000s) of Jobs, as of **May 2018**, Retrieved **1 August 2018**



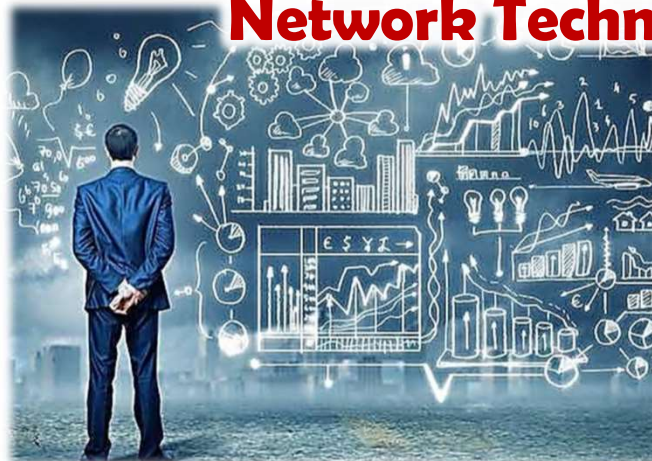
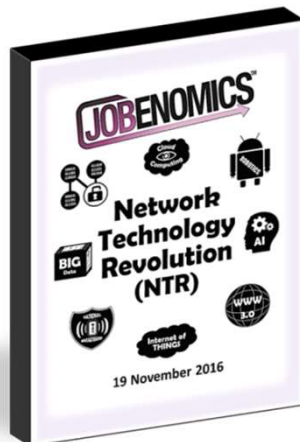
There are 6 million unemployed and 6.7 million job openings today.  
The vast majority of open jobs are due to a lack of skills.

# Exploit Next-Gen Jobs

## Energy Technology Revolution



## Network Technology Revolution



The ETR and NTR will create 10s of millions of new job opportunities—largely for the contingent workforce.



# Emerging Digital Economy



- Standard economy growing at 2% per versus digital economy's 15% per year.
- \$124 trillion global economic impact by 2025 (McKinsey Global Institute).



## The Digital Economy

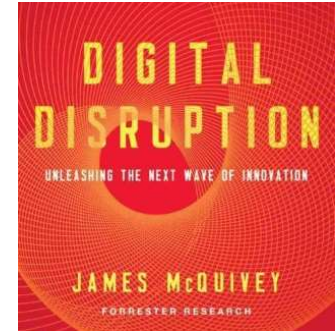
- Electronic/Mobile (E/M) Commerce
  - Sharing Economy
  - On-Demand Economy
- Apps/Bots/Artificial Intelligence Economy
  - Platform Economy
- Gig/Contingent Workforce Economy
  - Data-Driven Economy
- Internet of Everything Economy

**Jobenomics asserts that digital economy jobs are ideal for today's inner-city and rural "digital natives" (Screenagers & Millennials).**



# Digital Scaleups & Startups

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



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

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

# China's Digital Economy Quest



**China's unified economic development vision and public-private partnership is more mature and competitive than our business-as-usual approach.**

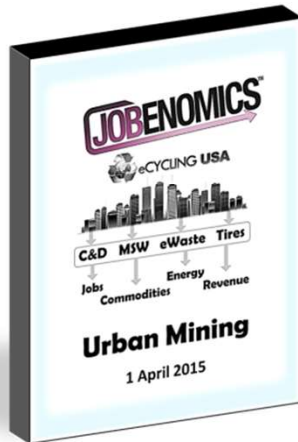
- China is trying to replicate its manufacturing economic miracle that raised 700 million out of poverty by raising 500 million rural poor via the digital economy.
- China's major platform companies include Alibaba, Tencent, Baidu and JD.com. Alibaba is investing \$2 billion to connect 100,000 villages to its e-commerce platform by 2018.
- According to Jack Ma, CEO, Alibaba was founded **“to champion small businesses, in the belief that the Internet would level the playing field by enabling small enterprises.”**

**If China can raise 500 million out of poverty via the digital economy, America could easily prosper tens of millions of its urban/rural poor. It is imperative that America's tech-titans help American communities become more competitive like Alibaba is doing.**

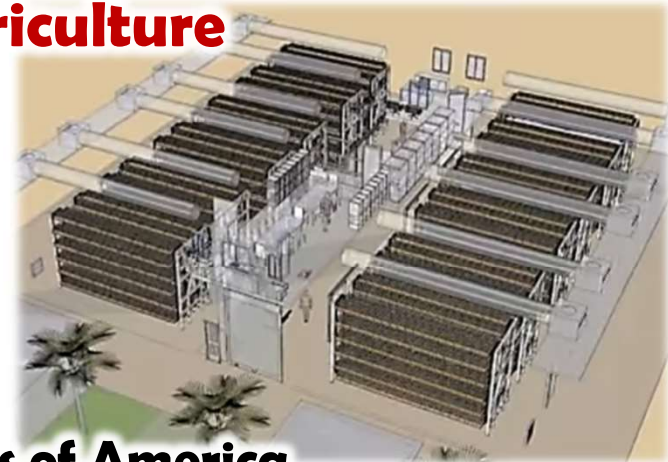
# Jobenomics Quick-Start Programs



## Urban Mining



## Urban Agriculture



**Freedom Farms of America**

These programs generate community interest, new jobs and profits that fund skills-based training and certification programs.

# Jobenomics Las Vegas (JLV)



## ■ Potential Collaborative Efforts

- Develop initial JLV program document
- Cohost JLV town hall and consensus-building meetings
- Solidify JLV community-leader team and leader
- Pursue joint funding and grant opportunities
- Work together on TV and media outreach efforts

## ■ Jobenomics America TV

- Recorded eight 30-minute TV shows
- Podcast on Apple TV, Roku, Amazon Fire, REDD TV, and Dish TV's new national America's Voices News (AVN) Network will air JATV weekly.



**Jobenomics looks forward to discussing our way ahead with Councilman Seroka & Team on Jobenomics Las Vegas.**



**[www.Jobenomics.com](http://www.Jobenomics.com)**



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