

***Jobenomics* deals with the process of mass-producing startup nonemployer and micro businesses.**



Jobenomics and SEEDS Arab are conducting a consensus-building initiative with local leaders and entrepreneurs regarding a bottom-up approach to mass-producing startup businesses in Arab neighborhoods, cities, nations and region.

**By: Chuck Vollmer & Dr. Hind Kassir
Dubai, United Arab Emirates
Day 1: 25 August 2020**

Agenda & Desired Learning Outcomes (DLOs)



- **Day 1, 25 August 2020**
 - **Subject: Jobenomics & Jobenomics-Arabia Overview**
 - **DLO: Understand Jobenomics' bottom-up economic, community, business and workforce development approach and its applicability to the Arab world.**

- **Day 2, 26 August 2020**
 - **Subject: Jobenomics Quick-Start Programs for Mass-Producing Startup Up Business & Getting People Back To Work**
 - **DLO: Understand the need for quick-start (within a year) to generate community interest and support.**

- **Day 3, 27 August 2020**
 - **Subject: Network Technology Revolution (NTR) & Digital Economy**
 - **DLO: Success of knowledge-based societies depend how quickly they adapt to the NTR and emerging Digital Economy.**

Overall DLO: Determine if the UAE is interested in launching a potential Jobenomics-Arabia initiative.

SEEDS Arab



“**We** need to equip all the country sectors’ in the knowledge-based economy that is built on innovation, creativity and modern science and put our fingerprints to construct solid sustainable foundations for our new generation.” *HH Sheikh Mohammed bin Zayed*



SEEDS Arab

- Supports the Sheikh’s vision of sustainable foundations for a new generation across Arabia, the Ummah and world.
- Offers personal value-based human and business development programs.
- Builds unique content for lifelong learning.
- Headquartered in Dubai, UAE



Sustainable Engineering Experts for Development

خبراء الهندسة المستدامة للتنمية

SEEDS partnered with Jobenomics to mass-produce, next-generation, startup small and medium-sized enterprises (SME).

Jobenomics



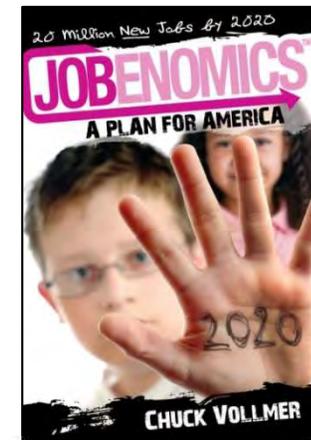
Bipartisan National Grassroots Movement

- 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

- Two dozen chapters led by local community leaders.
- Numerous turnkey startup programs.

Jobenomics.com

Jobenomics-Arabia is a proposed bottom-up initiative to mass-produce startup businesses in the 21 Arab nations.

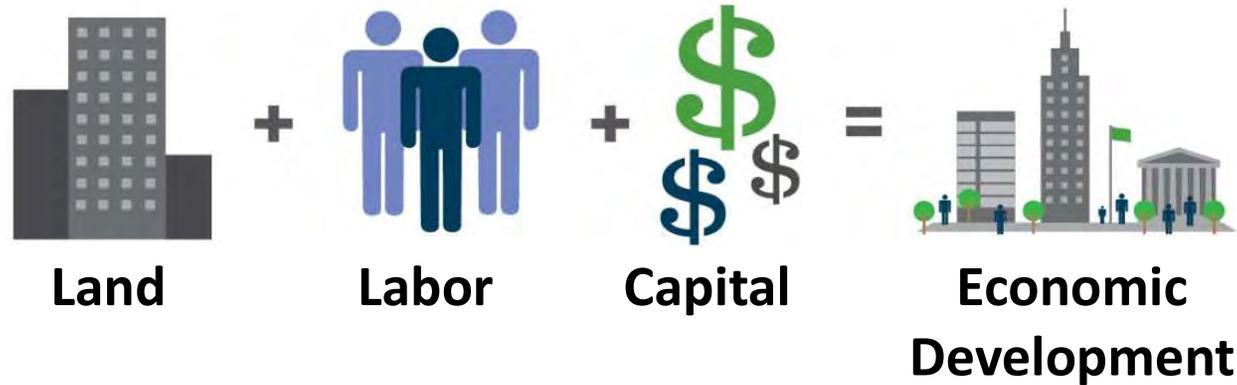
Jobenomics Intellectual Capital



Extensive research on the economic, community, business and workforce development.

A Complementary Approach To Economic Development

Traditional Top-Down Approach



Jobenomics Bottom-Up Approach

Synergist Economic Development Strategy

Traditional **Top-Down** Approach

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



Start 1,000
\$100,000/year
Micro Businesses



Jobenomics **Bottom-Up** Approach

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

Turnkey Startup Programs

- Master-Planned, Mixed-Use Communities
- Coronavirus/Influenza Diagnostics & Testing
- Direct-Care/Remote-Care/On-Demand Care
- Waste-to-Value Systems (Plastics-to-Fuel, eWaste Materials Reclamation, Coal-to- Fertilizer & Biofuels)
 - Controlled Environment Indoor Agriculture
- Oxygen Enriched Water (Infused Drinking Products, Agricultural Enrichment, Bioremediation)
 - Digital Economy & Digital Academies
- Federally-Certified, Skills-Based Training Programs
 - Renewable Energy & Energy Services
 - Business Generators and E-Clubs
 - Heritage & Experiential Tourism

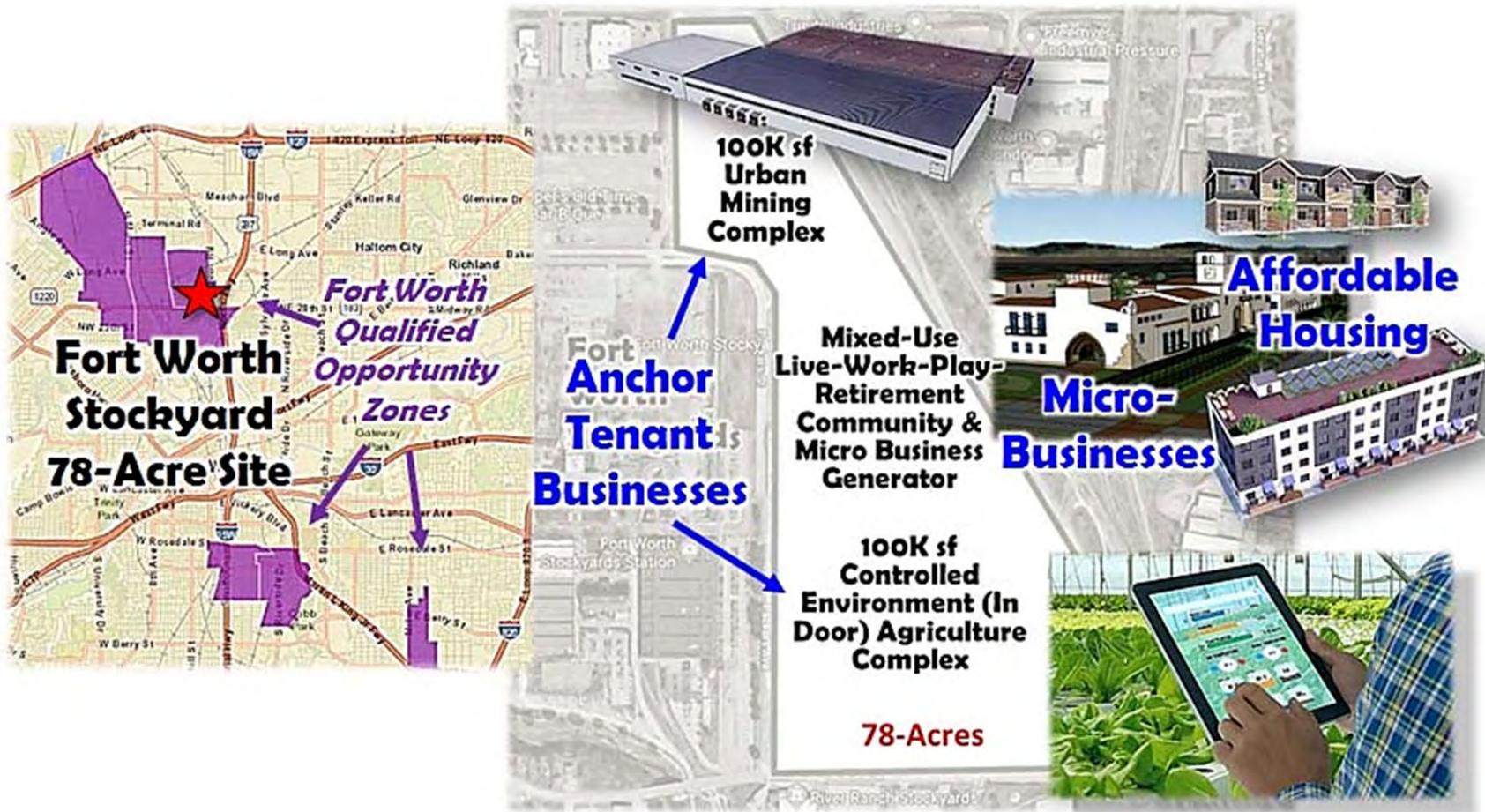
Each of these programs are designed to be rapidly implemented in underserved and under-resourced communities.

Master-Planned Communities: Example of a **Local** Mixed-Use Complex



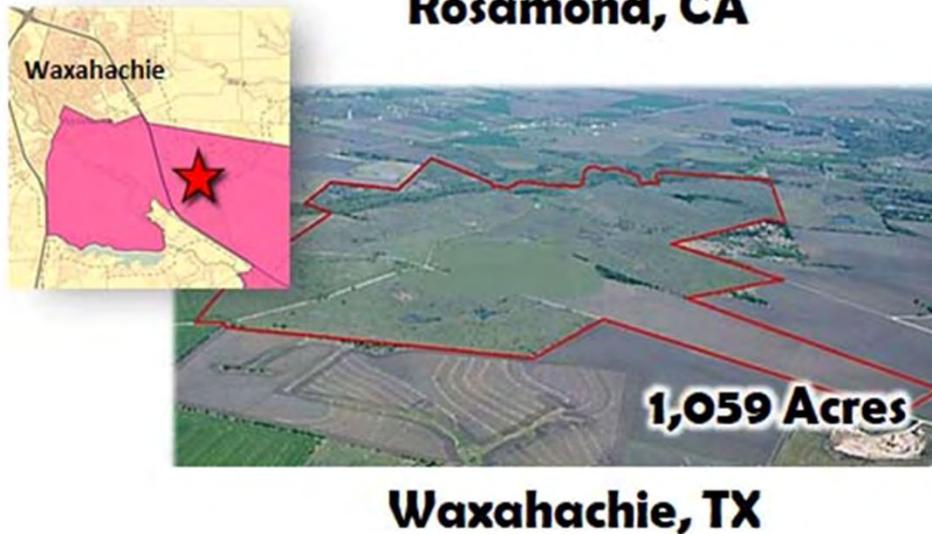
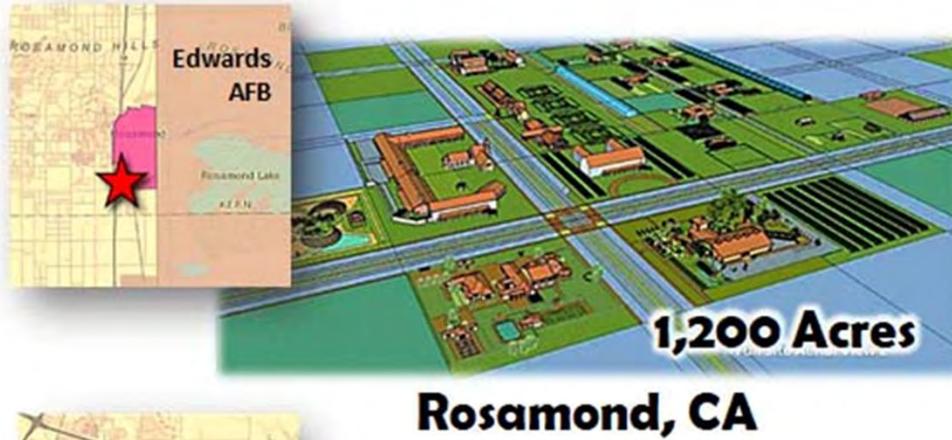
Meets community needs for affordable homes, safety, green eco-friendly facilities, and business/job creation.

Master-Planned Communities: Example of a Mixed-Use **Urban** Center



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

Master-Planned Communities: 1,000 Acre Mixed-Use Rural Municipalities



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

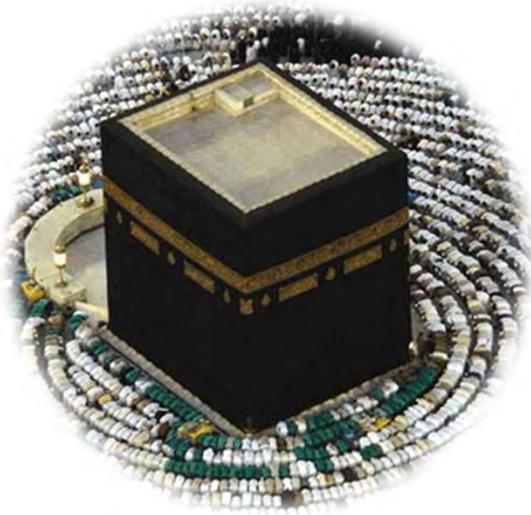
Jobenomics-Arabia Value Proposition



- **Individuals:** Millions of Arabs, especially young Gen Y/Z Arabs, want to own a business or have a variety of different career paths.
- **Underserved Communities:** Poverty fosters discontent and crime. Nonemployer and micro-business creation is overlooked as a source socio-economic and workforce development.
- **Under-Resourced Demographics:** Women, minorities and expats can be a source of new talent without upending cultural norms.
- **Towns/Cities/Nations:** Big business is the anchor tenant of the economy. Small businesses are the engine of the economy, employing most citizens. Startup businesses are the seed corn of a future economy.
- **Region/Ummah:** Properly executed a Jobenomics-Arabia movement could inspire and spread to the rest of the world.

Given the turbulence in today's world, Jobenomics-Arabia will provide hope to underserved communities and help richer communities preserve their gains.

Arab Identity Pervades the Ummah



- Even though Arabs represent only 22% of Muslims, their language, religion and culture permeates the Ummah (90% Sunni).
- “al-Ummah al-Arabiyyah” is a uniting concept that all Arabs are related to a family of nations or a “greater Arab nation.”
- The Arab tradition is composed of :
 - The Arabic language
 - The Muslim religion (Islam)
 - The Arabic culture
- As defined by the Arab League, an Arab is one who speaks Arabic, has lived in an Arab country, and identifies with Arab culture.

Jobenomics-Arabia would further unite “al-Ummah al-Arabiyyah” by providing business and career opportunities for all citizens.

League of 21 Arab States (Arab League)



Arab Gulf Region



Gulf Cooperation Council (GCC)
2% Of Ummah

Saudi Arabia	46 Million People
Bahrain	
Qatar	
Oman	
Kuwait	
United Arab Emirates (UAE)	

Yemen	59 Million
Iraq	

Levant Region

Jordan	18 Million
Lebanon	
Palestine	

North Africa Region

Egypt	176 Million
Algeria	
Tunisia	
Libya	
Morocco	

Other Arab League Countries

Comoros	51 Million
Somalia	
Djibouti	
Mauritania	
Sudan	

Grand Total **350 Million** or **22%**
Of Ummah

“Arab League helps the Arab world grow economically and culturally, while finding solutions to resolve conflicts both within and outside the league.” Arab League

Jobenomics Experience In Arabia



North Africa

- Algeria - Joint Operations Document (Northrop)
- Egypt - GCC Air Chiefs integration
- Malta/Libya - Natural gas proposal (Alchem)

Gulf Cooperation Council Air Chiefs

- 5 Middle East Air Symposia
- 4 Information Technology Symposia
- 2 Understanding Islam Conferences
- Vision 2010, Missile Defense CONOPS, Regional Airspace Initiative

UAE

- Smithsonian alliance
- Business planning
- UAE Air Force & Air Defence Vision 2010
- Air Warfare Center
- C4ISR/IT/IO Services



Israel/Palestine

- US Marketing Strategy for Israel Aircraft Industries
- Unmanned aerial vehicles
- Border security
- Gaza gas project
- Religious studies

Jordan

- GCC Air Chiefs integration
- 4 Royal Court policy speeches

Qatar

- Royal Court policy speeches
- Olympic Games support (proposed)

Saudi Arabia/Iraq

- Policy studies
- Prince Sultan AB

Sudan & Kashmir (ICRD)

- Reconciliation training

Extensive consulting experience with Arab decision-makers.

U.S.-Arab Strategic Planning Initiatives

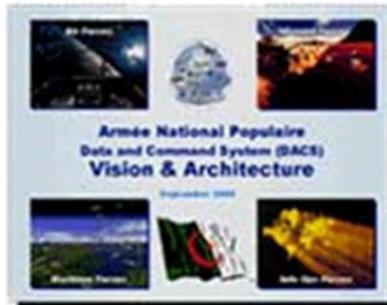
United Arab Emirates



GCC



Jordan



Qatar

Algeria

Israel/Palestine

Saudi Arabia

Developed and wrote over 300 planning documents.

U.S.-Arab Coalition Building Seminars



These programs focused on developing a “coalitions of the willing”. 16

CEO Clubs & Rotary

JOBENOMICS™
Arabia



Dr. Sam Hancock



Richard & Patience Emeni

JOBENOMICS™
Rwanda, Africa



Juan Pablo Gomez Q.
CIP President & COLFARMER CEO

JOBENOMICS™
República de Colombia



Leann Carty, EDA CEO



JOBENOMICS™
Alberta, Canada

CEO Clubs and Rotary International are key Jobenomics partners.

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.



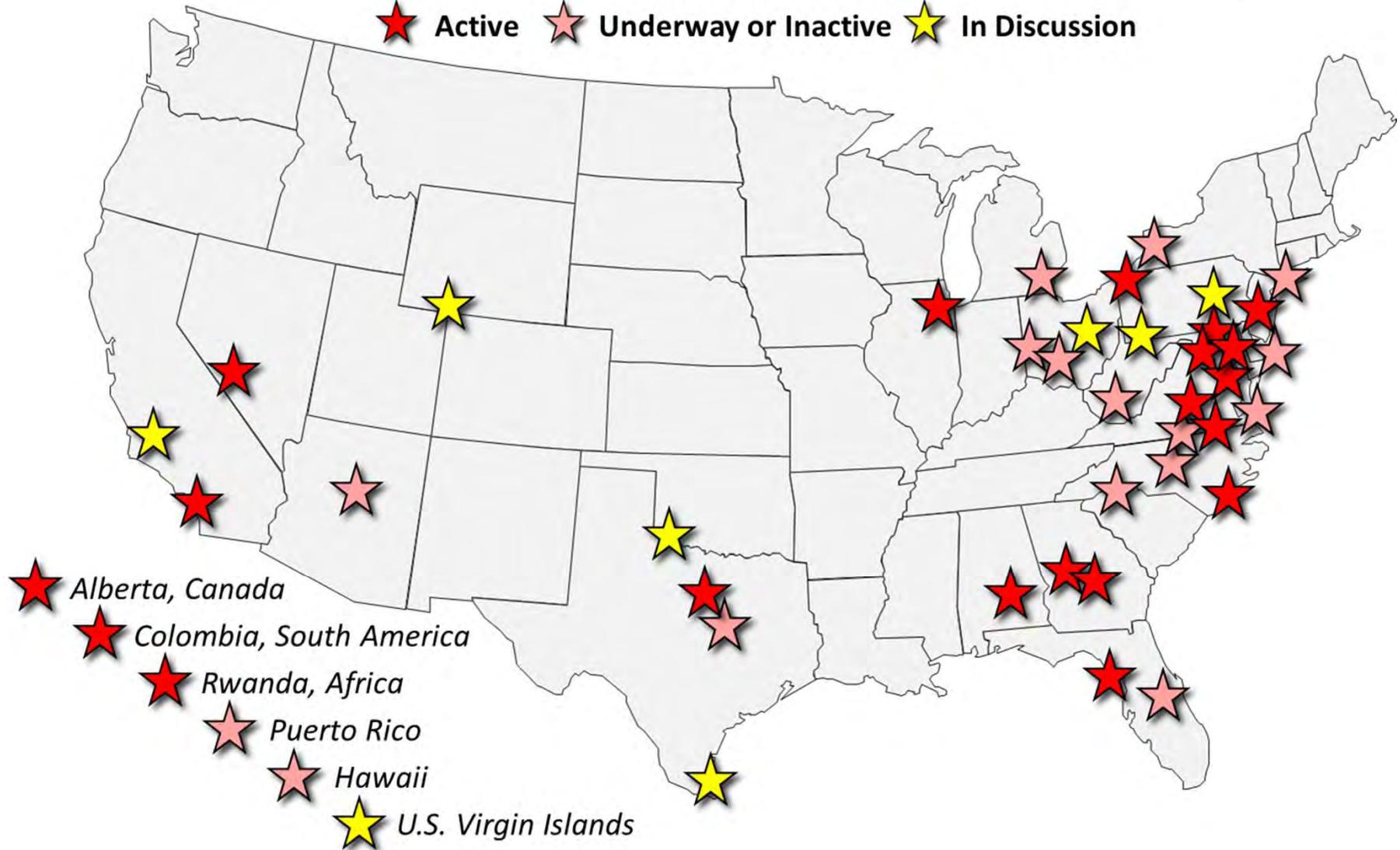
National Grassroot Movement(s)



Jobenomics Chapters



★ Active ★ Underway or Inactive ★ In Discussion



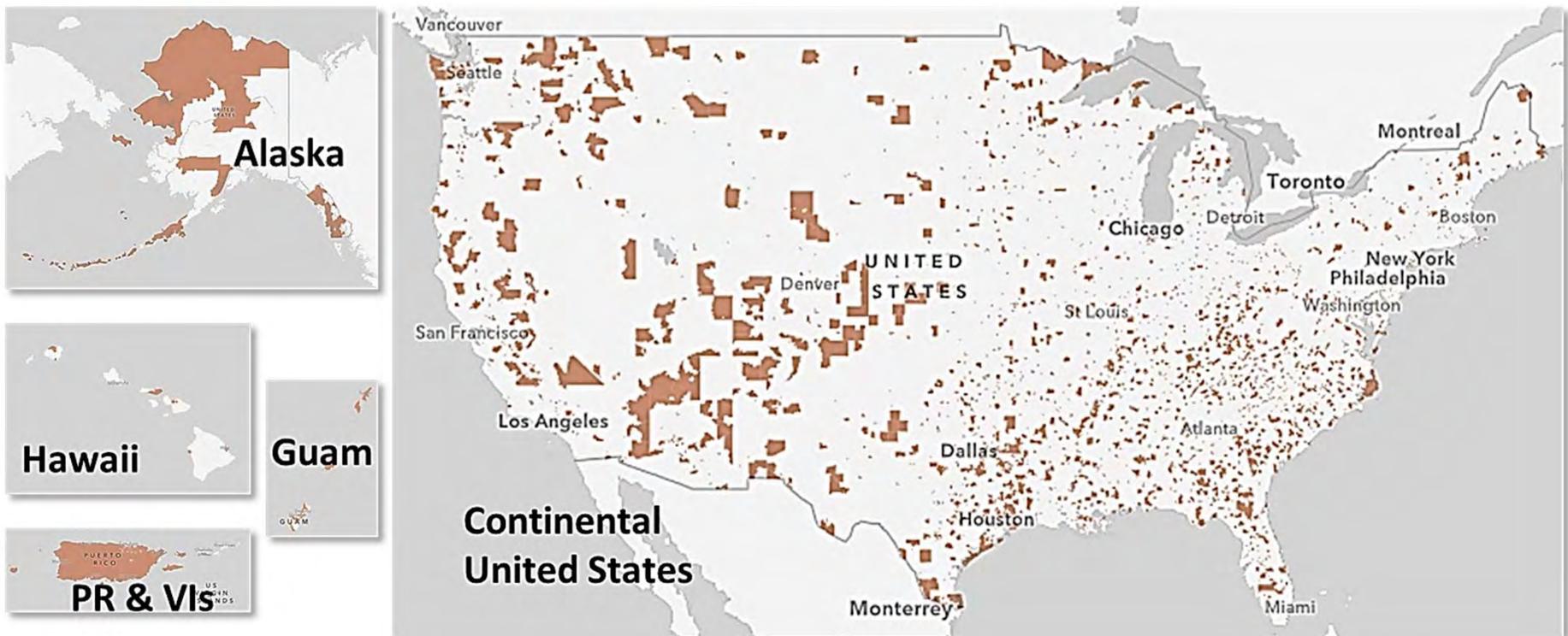
Since 2016, dozens of communities started Jobenomics chapters that are in various stages of development.

Jobenomics Underserved Community Emphasis



8,700 Opportunity Zones

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



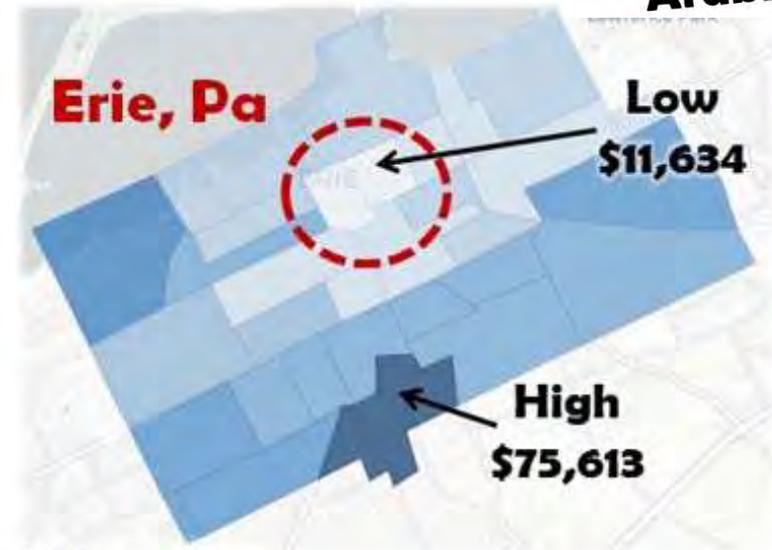
Almost all U.S. Jobenomics chapters are in Opportunity Zones that qualify for substantial tax reductions for investors.

Opportunity Zone Statistical Profile

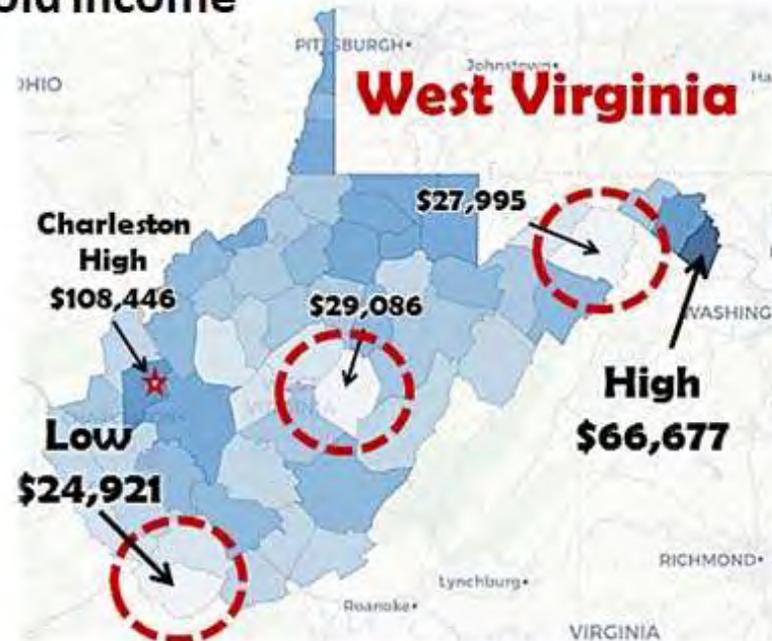
- 10.7% of all U.S. census tracts with 31.5 million people
- 31% of working age adults are not working
- 21% lack a high school diploma versus 12% nationwide
- 57% are minorities, with Blacks being overly represented
- 27.7% residents live in poverty versus 14.1% nationally
- 49% of all U.S. persistent concentrated poverty census tracts
- 28% qualify as food deserts
- 13% housing occupancy rates versus 8% nationally
- 32% (14,700) of all U.S. brownfield sites
- 83% residents have lower life expectancy than national average

Underserved and under-resourced communities are not unique to the United States. These kind of disparities gave rise to the [Arab Spring](#).

Underserved Community Income Disparities



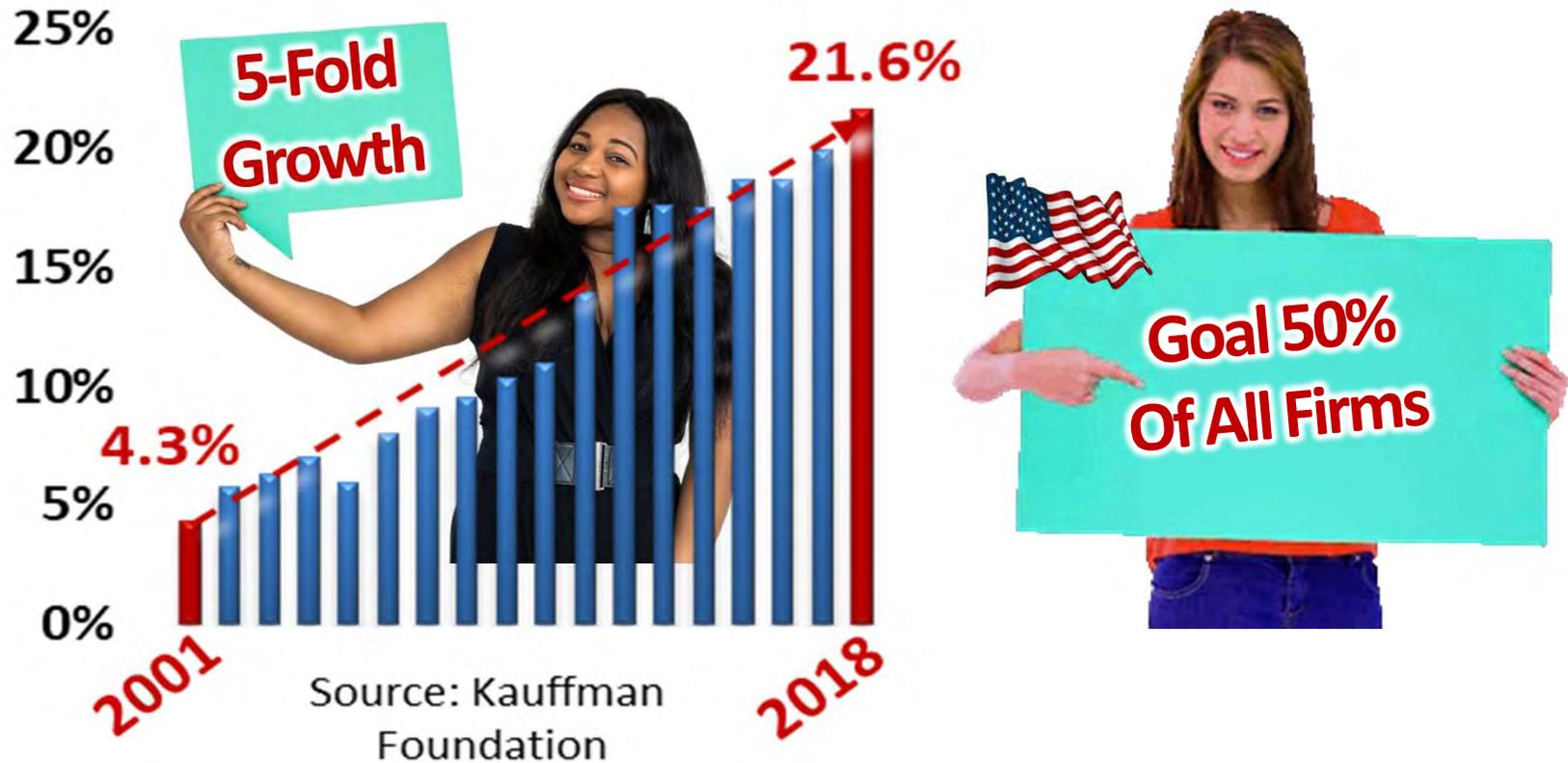
Median Household Income



Urban renewal and rural programs for underserved communities.

Women-Owned Businesses & Jobs

% of Total U.S. Firms



The percentage of women-founded companies has grown 5-fold since 2001. Jobenomics goal is to keep this trend growing until women own as many firms as men via mass-producing micro and nonemployer businesses.

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

Jobenomics promotes minority entrepreneurship to increase wealth and reduce poverty, crime and welfare dependency in underserved and under-resourced neighborhoods.

Veteran-Owned Businesses & Jobs

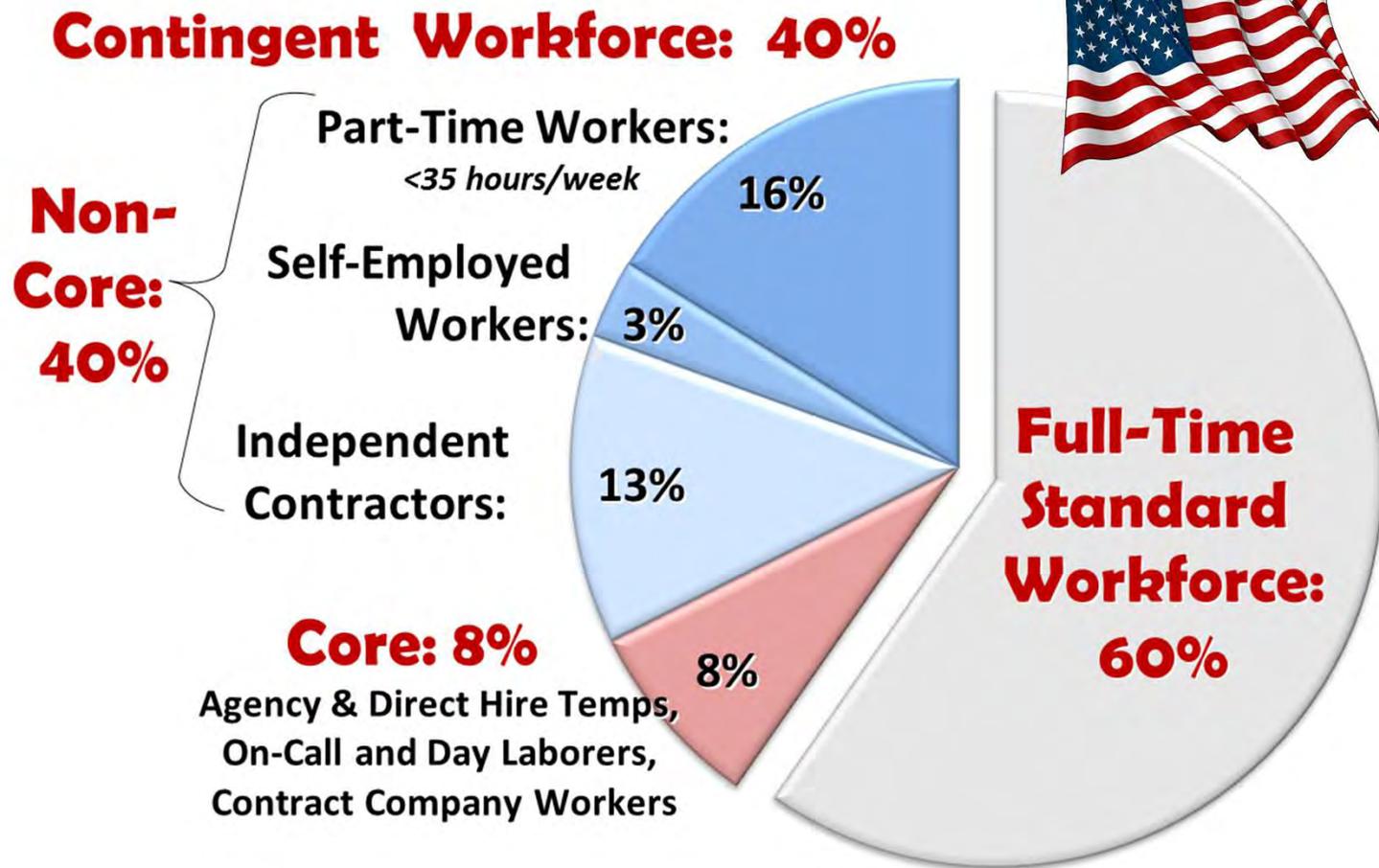
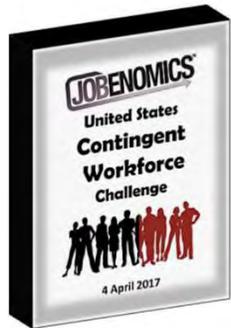
An underutilized labor pool of proven workers and talent



Wartime Veterans	WWII	485,157	3%
	Korea	1,306,432	7%
	Vietnam	6,384,412	36%
	Gulf (1990s)	3,803,899	21%
	Gulf (2001-)	3,764,194	21%
Peacetime Veterans		2,220,148	12%
Total Veterans		17,964,242	100%

Jobenomics has tailored business and job creation programs and access to funding sources for veterans.

Jobenomics Contingent Workforce Focus

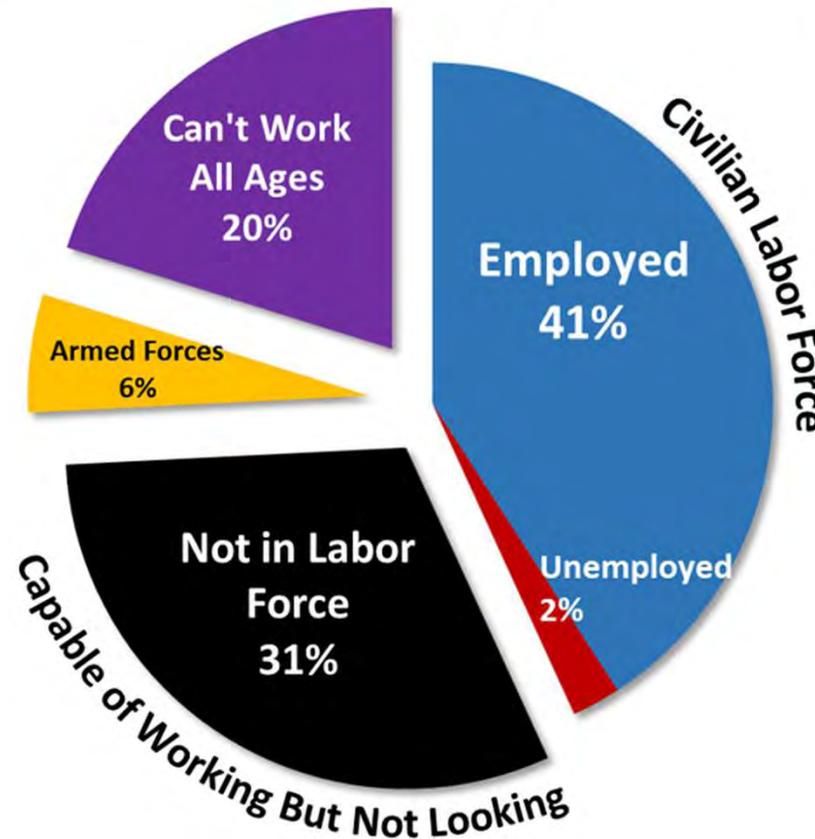


Under-resourced urban and rural community workforces have a much higher ratio of contingent workers, often as high as 75%.

Jobenomics Not-In-Labor-Force Focus

Typical U.S. Small Town Example

Percent Of Total Population
(105,013)



As a percent of population, unemployment is low (2%) but sidelined-workers who are capable of working is high (31%).

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

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



4. **Scaleup Existing Businesses** (Full or Part-Time Jobs)
5. **Startup Micro & Nonemployer Businesses**

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

Skills-Based Training & Lifelong Learning

- Understanding the difference between **education and training** is fundamental to effective labor force development.
 - Education is foundational and generally measured by tenure. **Educational degree-oriented programs** are measured in years and are usually expensive.
 - Training is specific and measured by what one can do once completed. **Certified skills-based training programs** are often as short as weeks or months and are relatively inexpensive.
- **Lifelong learning** involves continuous development and improvement of the knowledge and skills needed for employment and personal fulfillment.
- In a **knowledge-based economy**, workers need **lifelong applied learning** that is directly applied (linked) to current and emerging national, business, employment and income opportunities.

Jobenomics-Arabia places a high premium on certified skills-based training programs and lifelong applied learning processes.

Nonemployer & Micro 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.
 - 20% of all U.S. businesses with 25 million single-person firms.
 - Growing significantly faster than traditional businesses.
 - Owners make much more than wage and salaried workers.

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

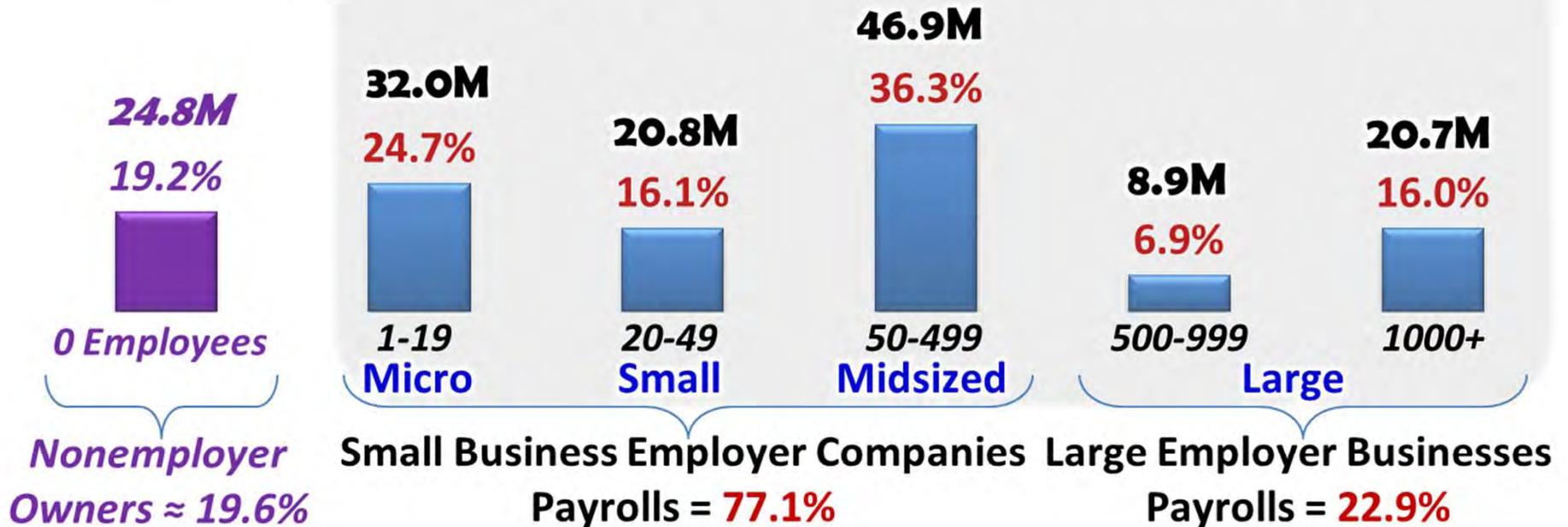
Nonemployer & Employer Jobs



U.S. Nonemployer & Employer Jobs

M=Millions of Jobs

129.3M Payroll (Wage & Salaried) Jobs



Jobenomics focuses on startups and scaleups of small businesses.

Nonemployer Business Creation



U.S. Economic Impact

Census Bureau Nonemployer Statistics (NES)

- **24.5 million establishments**
- Receipts \$1.2 Trillion/year
- 63% unincorporated, average receipts \$47K per year
- 37% incorporated (S, C, LLC), **average receipts \$117K-\$141K**

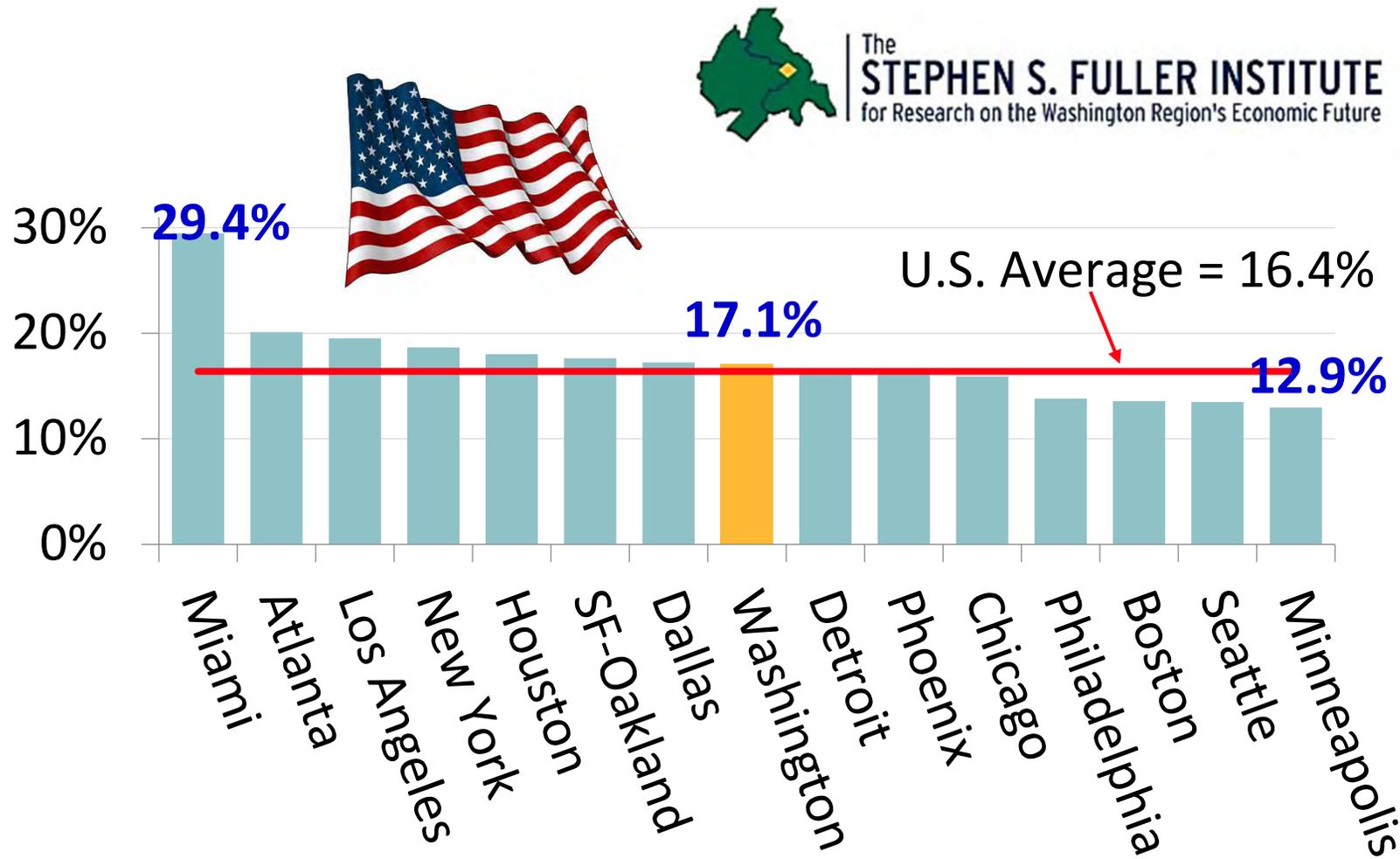
Washington DC Region Nonemployer Firm Economic Impact

The Stephen S. Fuller Institute at the Schar School, GMU

- 526,000 single-person firms, average receipts of \$54,000/year
- \$33 billion in 2016, more than DoD procurement or earnings from state and local government employment
- 10% of all earnings in 2016 by place of work
- **Decade growth: Nonemployers (78%), Employer Firms (34%)**

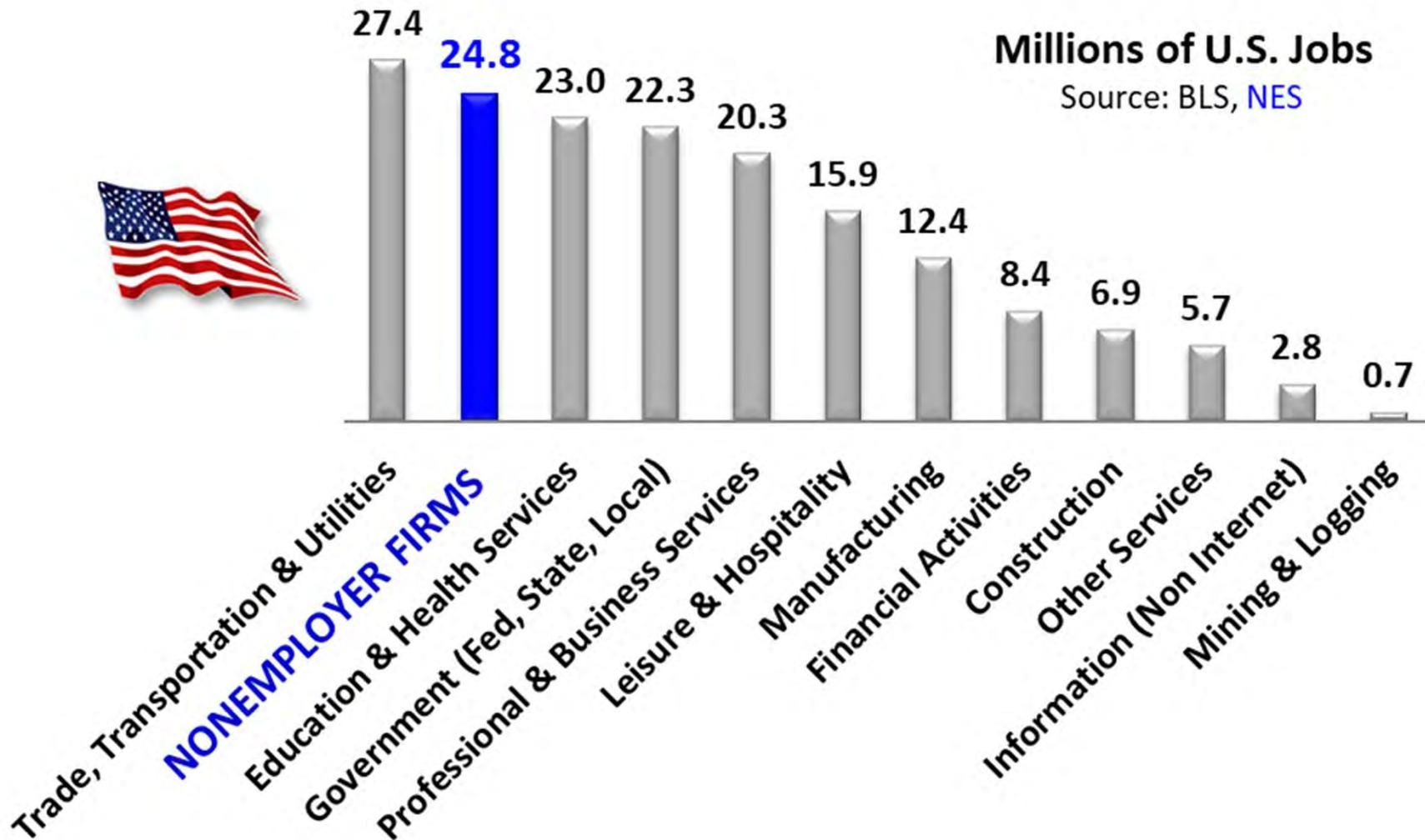
The fastest way to job growth is via nonemployer business creation.

Nonemployer Establishments As a Percent of Total Employment



The Arab world should adopt a bottom-up approach to nonemployer business development to develop and attract talent.

Employees By Industry Sector



Compared to employer industry supersectors, nonemployer firms provide more employment than 10 of the 11 supersectors.

Nonemployers: The Invisible Workforce

Not included in major U.S. Bureau of Labor Statistics employment reports and Census Bureau surveys:

- Current Employment Statistics (Payroll Survey)
- Current Population Survey (Household Survey)

Evaluated by tax records from the Internal Revenue Service.

Source: U.S. Census Bureau,
American Factfinder, NS1600A2

All Nonemployer Establishments
Unincorporated Individual Proprietorships
Partnerships (Single-Member LLCs, etc.)
S-Corporations (Pass-Through Entity)
C-Corporations (Profit and Not Profit)

Establishments	%	Receipts (Bs)	%	Receipts Per Establishment
24,813,048	100%	\$1,166	100%	\$46,978
21,490,556	87%	\$731	63%	\$34,026
1,830,055	7%	\$258	22%	\$141,194
1,113,365	4%	\$132	11%	\$118,122
379,072	2%	\$45	4%	\$117,446

Current government surveys, and hence decision-making, focus on outmoded industrial-age methodologies.



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