

***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 2: 26 August 2020**

Agenda & Desired Learning Outcome (DLO)



- 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



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

Jobenomics



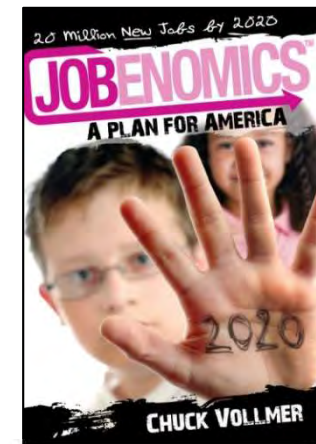
Bipartisan National Grassroots Movement

- 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

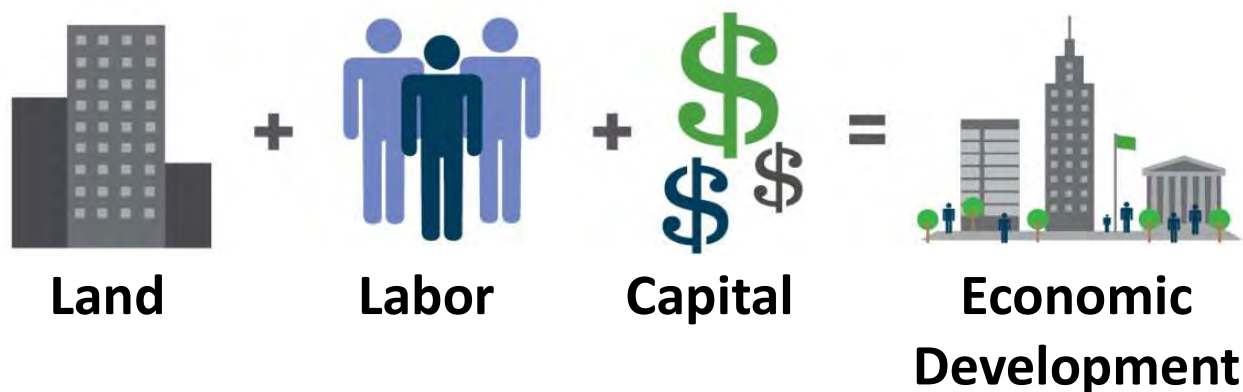
Jobenomics.com

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

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

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

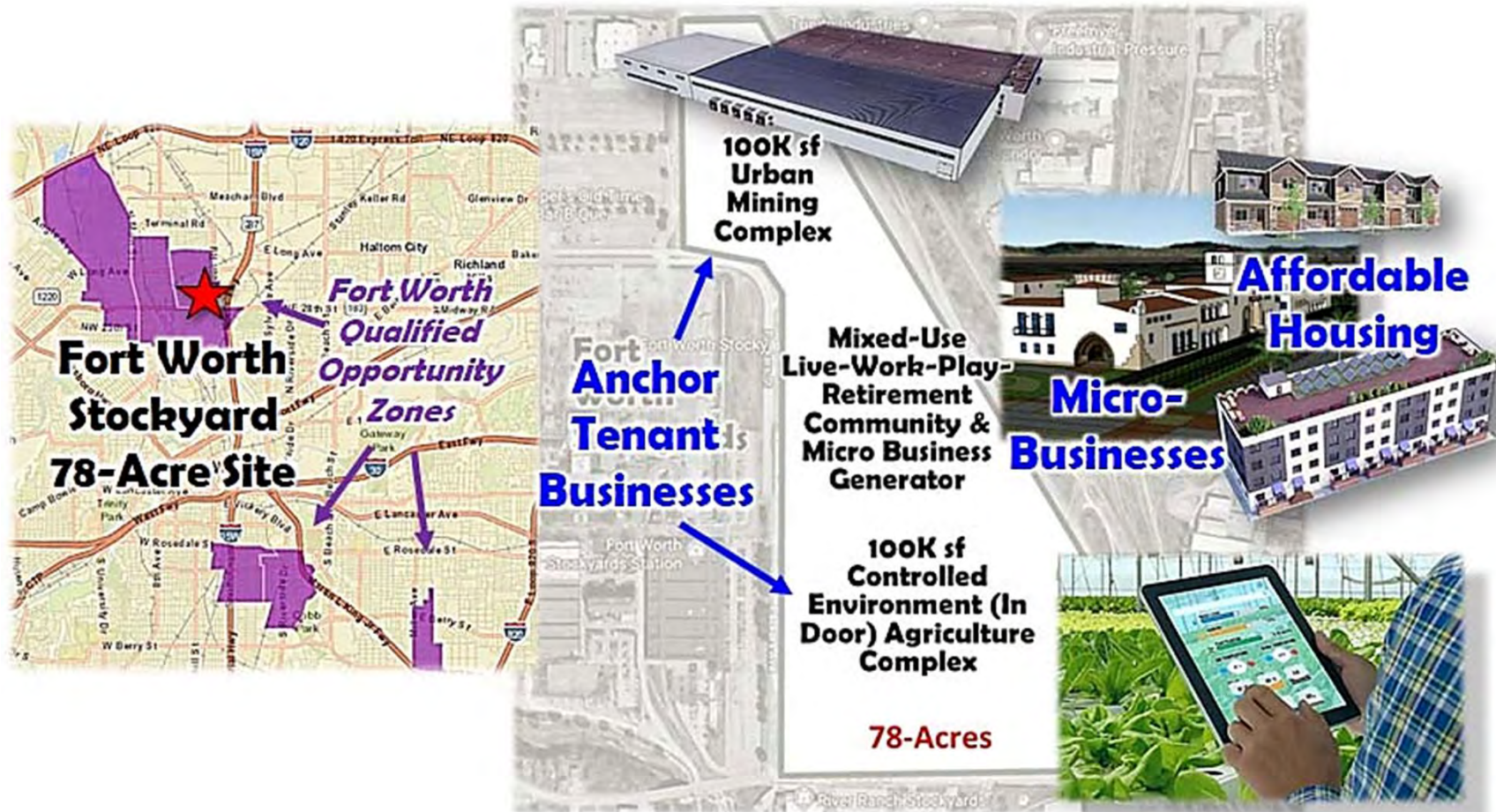


Jobenomics **Bottom-Up** Approach

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

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

Jobenomics “**Virtual Shopping Mall**” approach.

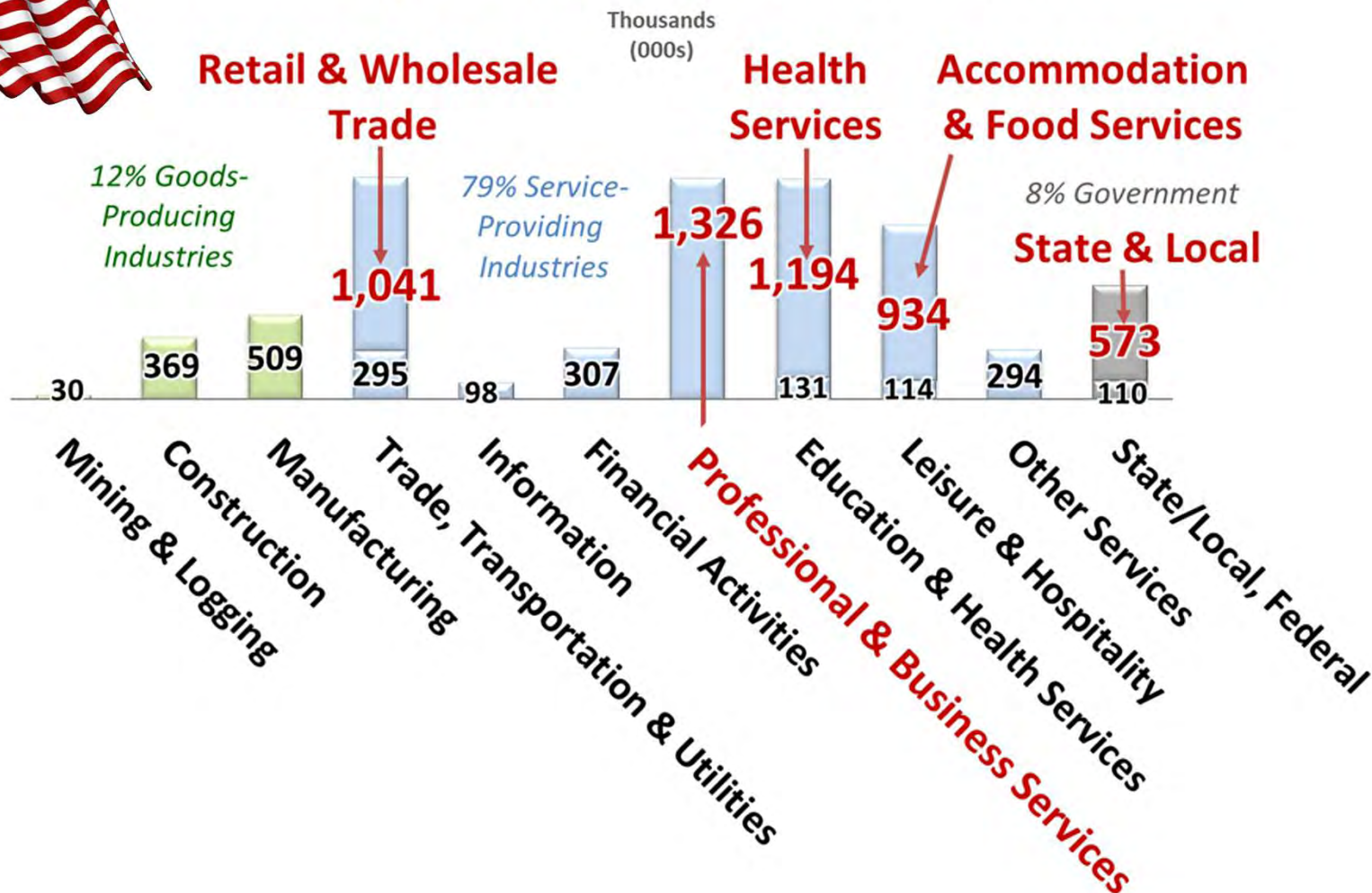


Amazon shopping mall conversion due to pandemic, retail apocalypse and emerging digital economy.

Priority #1: Fill Current Job Openings



7,323,000 Unfilled Jobs



There are 6.0 million “officially” unemployed and 7.3 million job openings. Most open jobs are due to a lack of appropriate skills.

Priority #2: Exploit Next-Gen Jobs



The Energy Technology Revolution, Network Technology Revolution and Emerging Digital Economy will create tens of millions of new jobs.

Energy Technology Revolution

The ETR Is A Perfect Storm of Energy Technologies, Processes and Systems :

Renewable Energy Sources (Biomass/Biofuels/Wood, Hydroelectric & Hydrokinetic, Wind, Solar, Geothermal, Municipal Waste), Alternative Fuels, Advanced Batteries, Advanced Vehicles (Electric Vehicles, Fuel Cells, Hydrogen Vehicles), Nuclear (Small Modular Reactors, Fusion Reactors), Coal, Conventional and Unconventional Oil & Gas (Petroleum & Other Fluids, Natural Gas, LNG & GTL, Methane Hydrates), Exotics and Yet Unknown Technologies as well as new energy services including Energy Efficiency. Energy Conservation, Energy-as-a-Service (EaaS), Energy Assurance and Security and Energy Disaster Preparedness and Recovery Services.



The ETR Will Revolutionize Labor Forces, Economies And Nations Via The:

Renewable energy sources, micro-grids, net-zero communities, advanced vehicles, alternative fuels, energy storage devices and smart networks will allow energy generation to occur closer to the consumer. Generating power close to the point-of-consumption eliminates cost, complexity, interdependencies and inefficiencies associated with transmission and distribution over 3-5 million miles of power lines in North America.

California and Germany are at the forefront of the ETR transformation.

Network Technology Revolution

The NTR is defined by Jobenomics as a perfect storm of transformative network and digital technologies, processes, systems and services including:

Big Data, Cloud Computing, Semantic Webs, Synthetic Reality, Mobile Computing, Ubiquitous Computing, Quantum Computing, 5G Broadband, Geo-Location, Near-Field Communications and Beacons, Inductive Charging, Spatial Sensing, Computer Vision and Pattern Recognition, Natural Language Processing and Speech Recognition, Data Mining and Predictive Analysis, Machine Learning, Transfer Learning, Deep Learning, Robotics, Telepresence and Telechairs, Nanobotics, Chatbots, Mechatronics, Memetics, Biometrics, Smart Cards, Blockchains, FinTech, Multifactor Credentialing, Emotive Surveillance and Management, Identity Management, Anonymity Networks, Ambient Intelligence, Artificial Intelligence and Intelligent Agents.



The NTR will be both brilliantly innovative and creatively disruptive:

Creating new global jobs and businesses,
Destroying existing jobs and businesses,
Revamping institutions and governments,
Instituting new and different ideas, beliefs, behaviors and cultures, and
Changing the very nature of human endeavor and work.

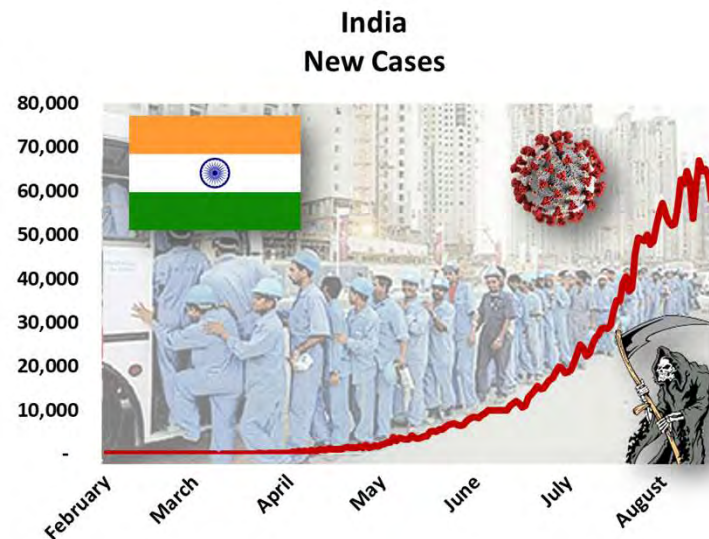
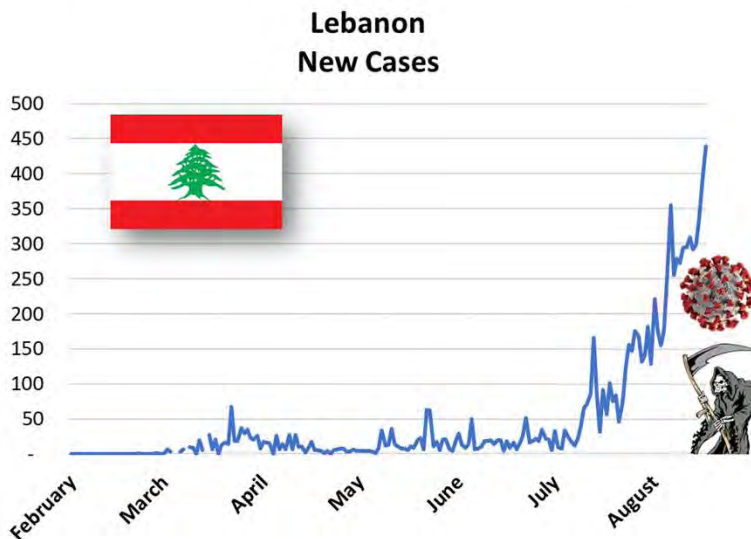
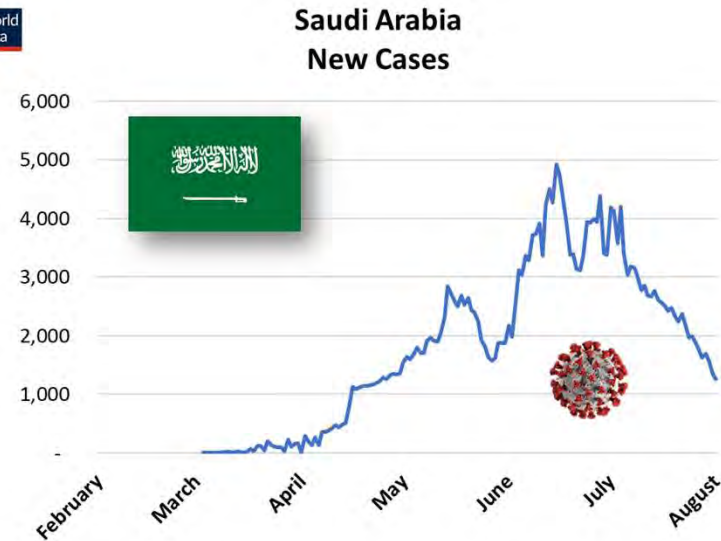
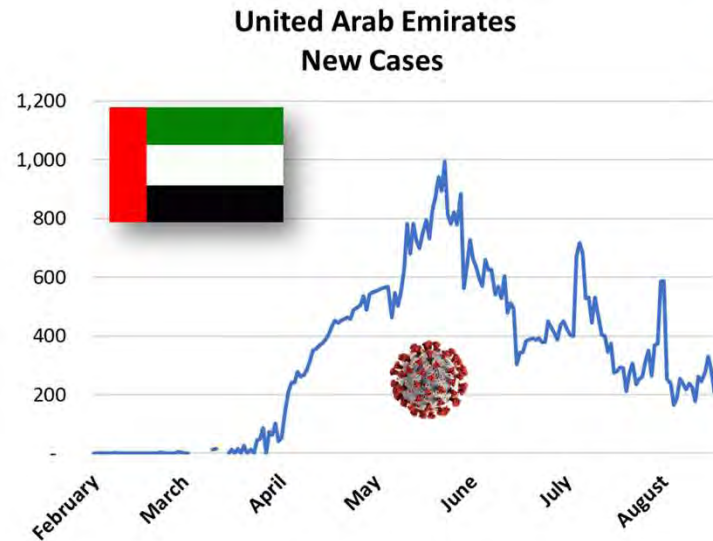
The global economy will be shaped by the digital generation and the \$124 trillion global economic impact by 2025.



Quick-Start Programs for Mass-Producing Startup Up Business & Getting People Back To Work

- 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
- Master-Planned, Mixed-Use Agrarian Community
- 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

Pandemic Priority: Get People Back To Work and Reboot National Economies



Even the oil-rich Arab countries are struggling economically.

Jobenomics-Abbot Genetics Diagnostics

COVID-19 Rapid Point Of Care Test Kit

IgM, IgG Tests



<https://abbotgenetics.com/>

Microfluidic Lab-On-A-Chip Test Kit

IgM, IgG, CRP, SAA Tests

Cloud-Based Lab Reader



Jobenomics is partnered with Abbot Genetics that has the world's leading (100+ million uses) COVID-19 Antibody Test Kits (US FDA Approved).

Jobenomics-Abbot Genetics Level-2 Biosafety Lab



BSL-2 labs mitigate infectious agents or toxins that pose a threat critical enterprises (government, schools, businesses), dealing with COVID hotspots, returning people back to work.

Jobenomics-CLINICSTOP Initiative

www.clinicstop.com

JOBENOMICS™
Arabia



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

Jobenomics Direct-Care Program

(On-demand, Remote Care)

JOBENOMICS™
Arabia

■ Direct-Care Services

- Healthcare
- Social assistance
- Behavioral-care
- Elder-care



■ Direct-Care Center

- Information & Call Center
- Training & Certification Center
- Management and Quality Control



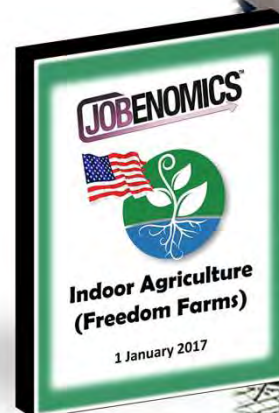
Former women head-of-households are ideal for direct-care jobs.

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**



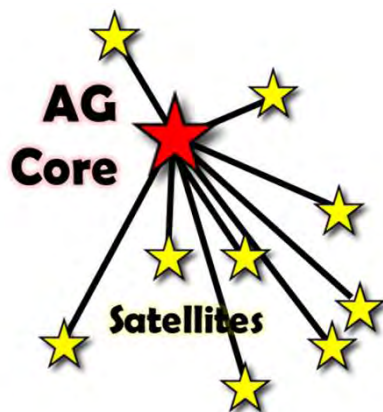
**Local Small
Growing Centers**



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,

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



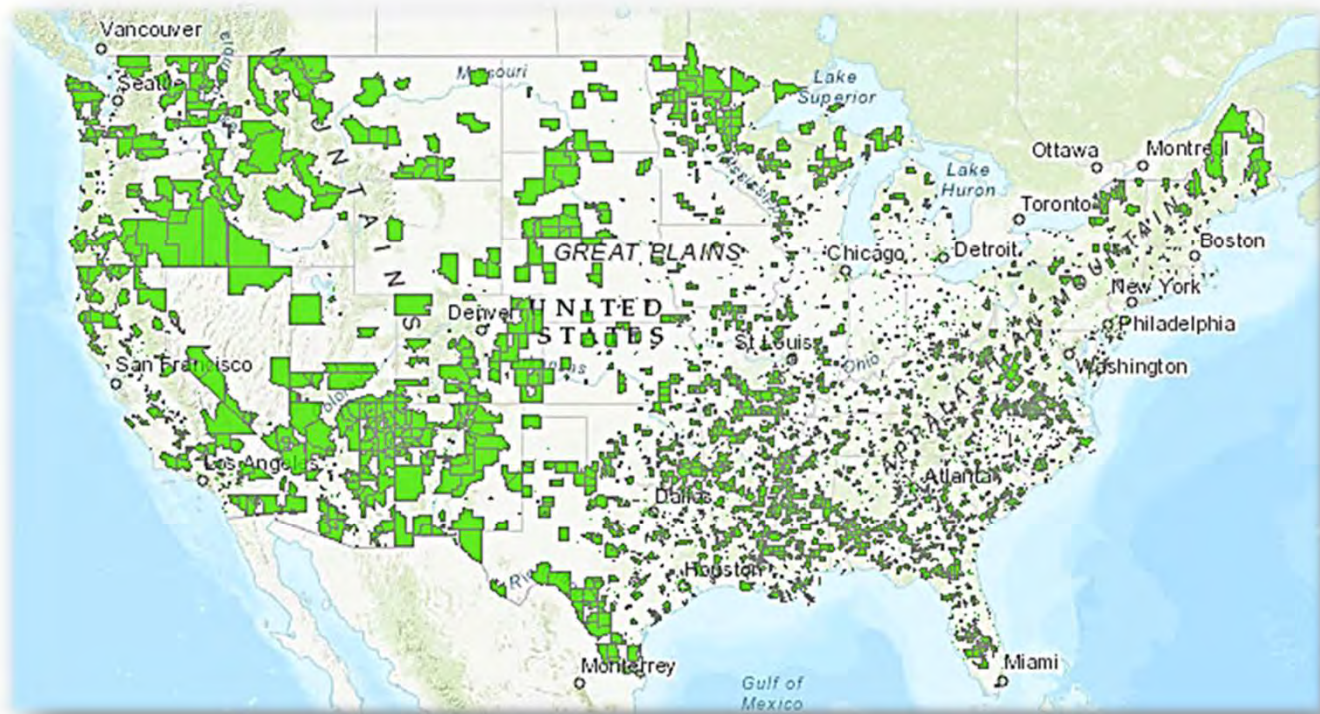
Jobenomics Goal: Establish agrarian communities with large grow centers and numerous smaller agrarian satellite businesses.

U.S. Food Deserts



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

Source: USDA Food Desert Map (States only)



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

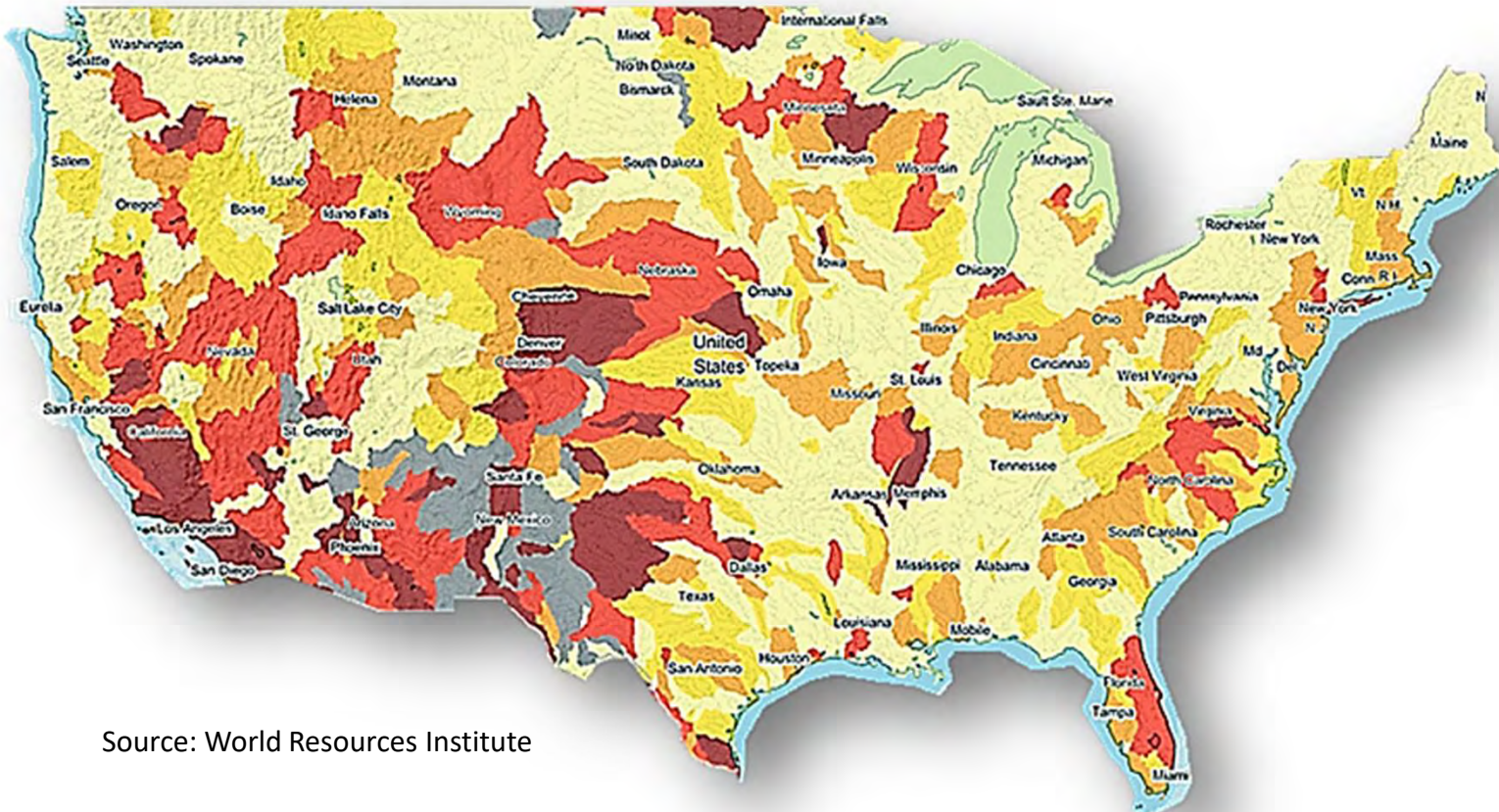
Micro Farm & Farmers Market



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

U.S. Water Stress 2019

Agriculture constitutes 80% of the demand for U.S. water.



Source: World Resources Institute



% of available water supply withdrawn yearly for irrigated agriculture, industries and municipalities.

CEA farms can yield as much as **350-times** more crops as conventional farms with **1% of the water**. Source: Bloomberg News

Example of a Large Agrarian Master-Planned, Mixed-Use Community In the California Desert

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.

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.

Industrial Hemp Products



Body-Care Products



CBD Oil



Food Supplements



Apparel



Fertilizer



Capacitors



Biofuels



Paper



Rope



Hempcrete

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

SuperWater HyOx Medical Effects



Capillary Microscopy Of A Fingernail Bed

TerreHyOx Organics Applications

JOBENOMICS™
ia



Soil Improvement



Cherry Tomatoes



Sugar Cane



Limes



Coffee



Avocado



Now doubling the growth of traditional agriculture in South America,

HyOx Environmental Remediation Applications



HyOx Floating
Oxygenator GPS
Solar Powered
Drone



Waterways, Lakes And Ponds



Toxic Waste Cleanup



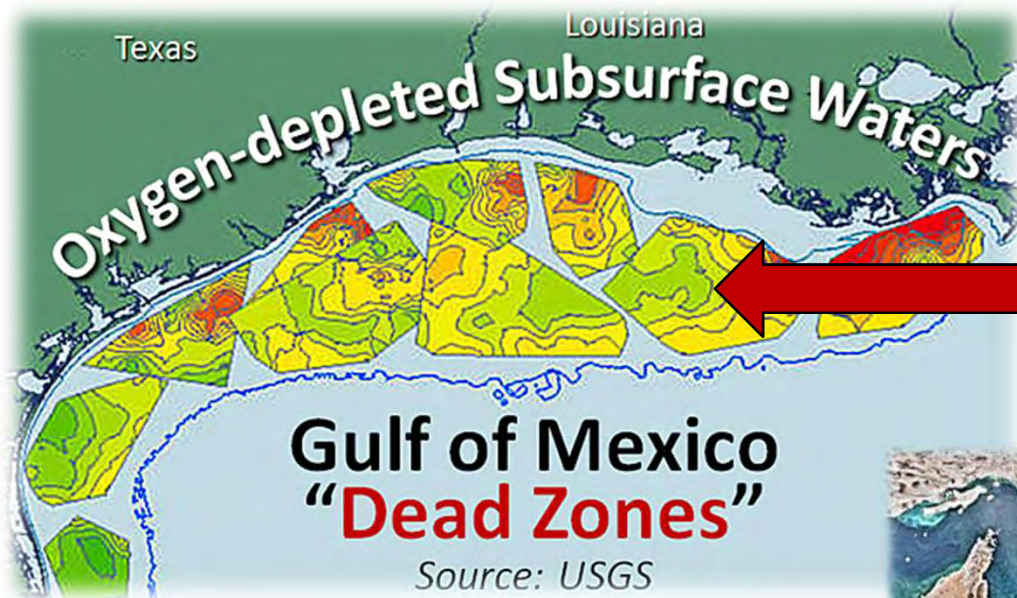
SuperWater HyOx is mitigating many forms of pollution.

Hydrogeniox Drone Technology



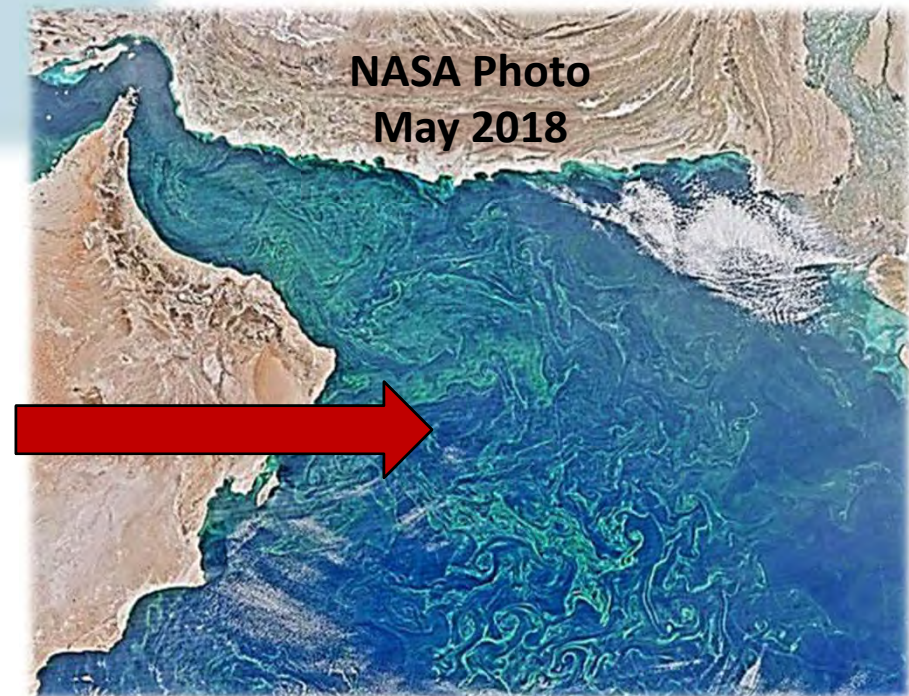
SuperWater HyOx applications include algae bloom mitigation.

World's Largest Dead Water Zone



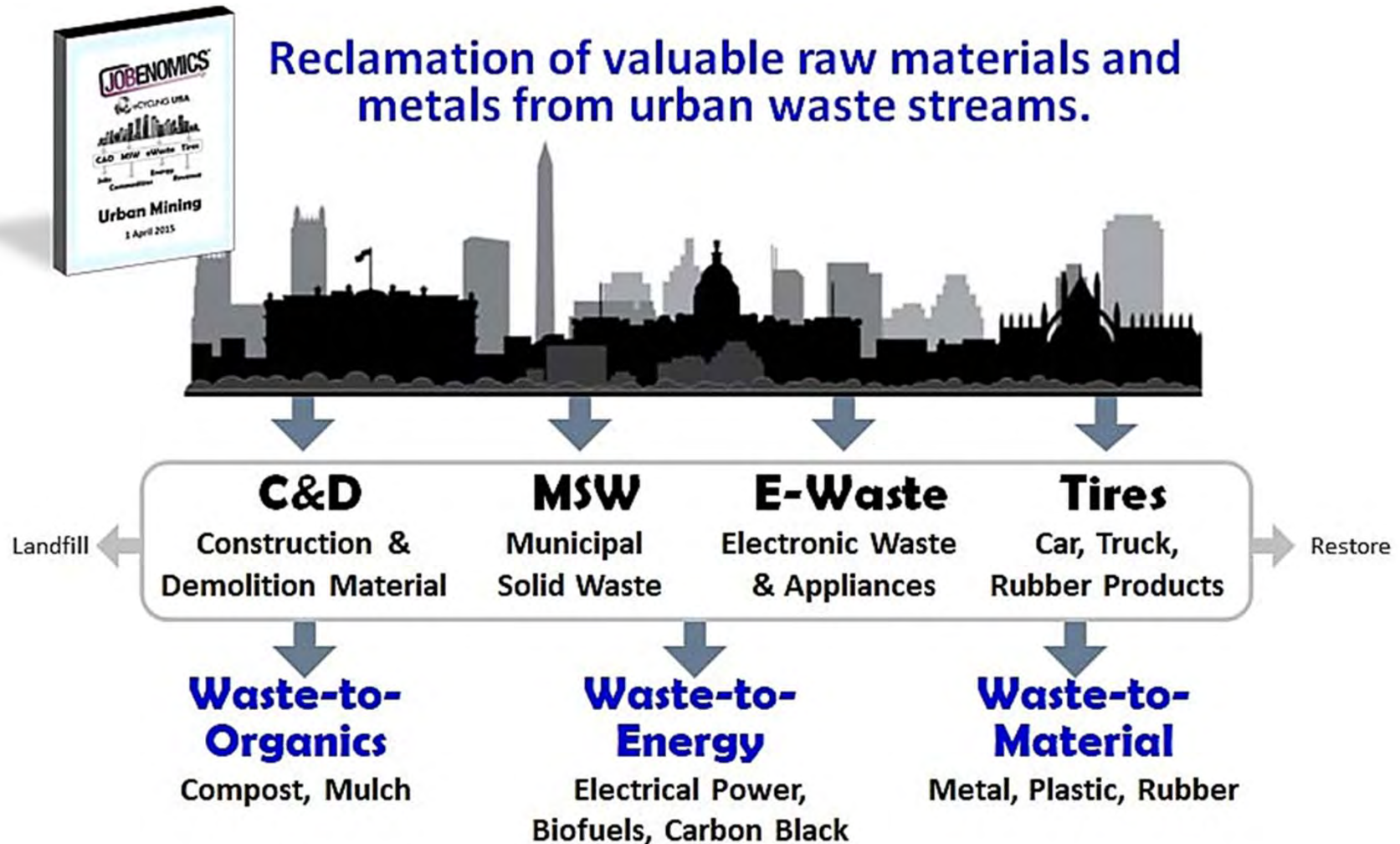
Gulf of Mexico
Dead Zone
8,775 square miles

Arabian Sea
Dead Zone
63,000 square miles



Waters depleted of oxygen suffocate living organisms.

Jobenomics Urban Mining



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

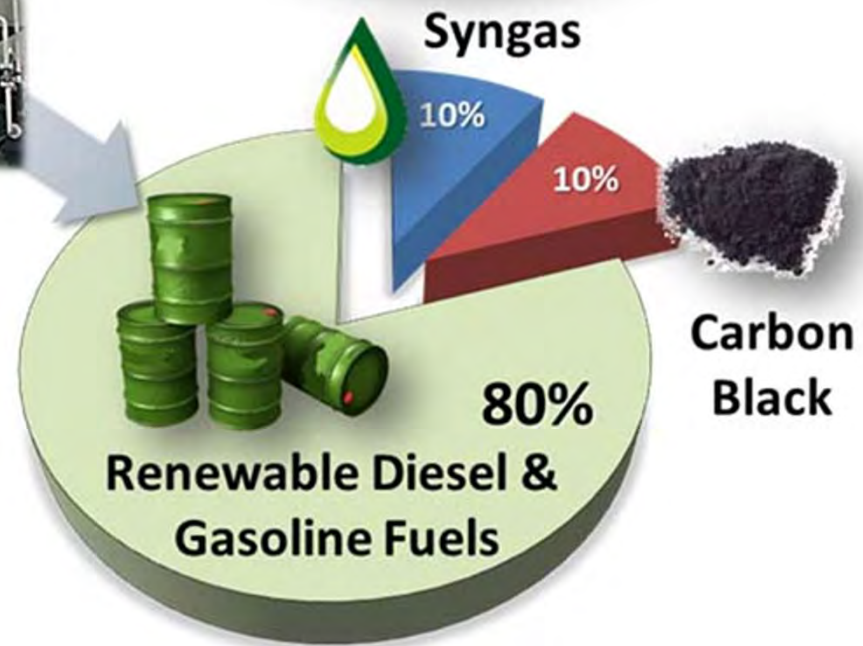


Growing American Plastics Waste Problem



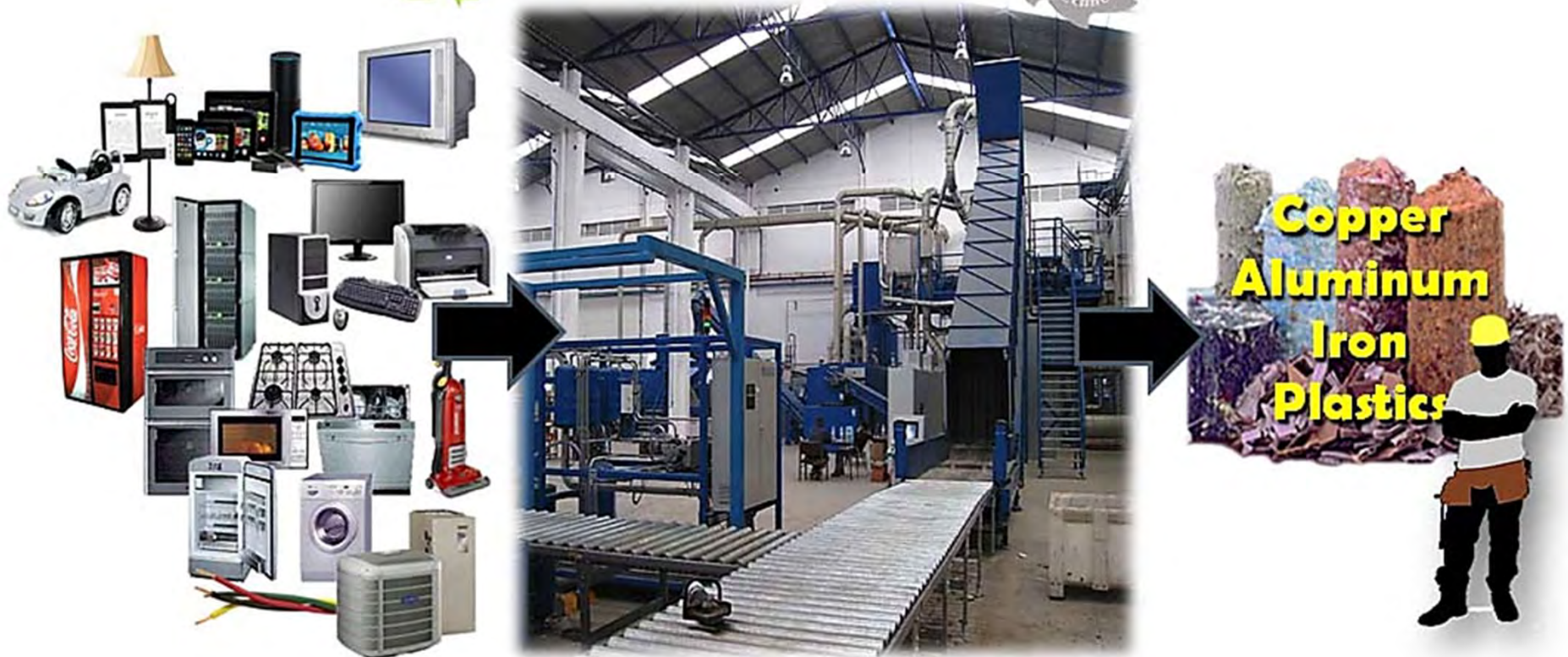
Imported Plastics Waste

China no longer accepting baled plastic waste



Jobenomics goal: eliminate waste, produce renewable products.

eWaste Materials Reclamation Facility



100 Operational Sites Worldwide

Jobenomics Partner, www.urt-recycling.com

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

Types of Reclaimed Raw Materials

eScrap & Electronics

Waste Electrical and Electronic Equipment



Copper **Plastics** **Aluminum** **Iron** **Gold** **Silver** **Palladium &
Other Precious Metals**

Refrigerators, Air Conditioners

Containing Air Polluting Refrigerants



Copper **Plastics** **Aluminum** **Iron**

TV/PC Tubes

Cathode Ray Tubes



Glass **Metals** **Plastics**

Including Lead & Mercury

**eCyclingUSA systems are world-class in materials reclamation,
and meet or exceed U.S. EPA standards.**

Coal-to-Biofuels & Fertilizer

JOBENOMICS™
Arabia

HUMAXX Biorefinery



Mic ANAEROBIC BIOREACTOR 2 (R2)



Microbes From
Termite Guts

MicGAS™

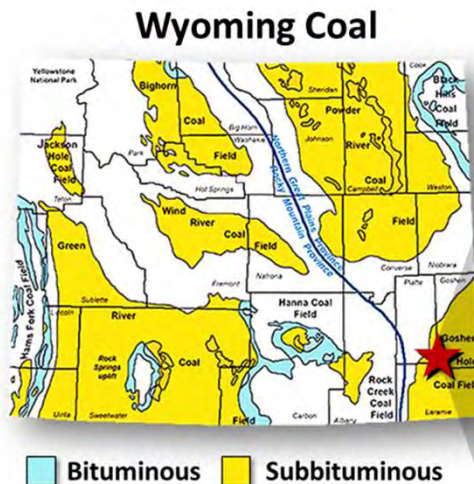


International Customers

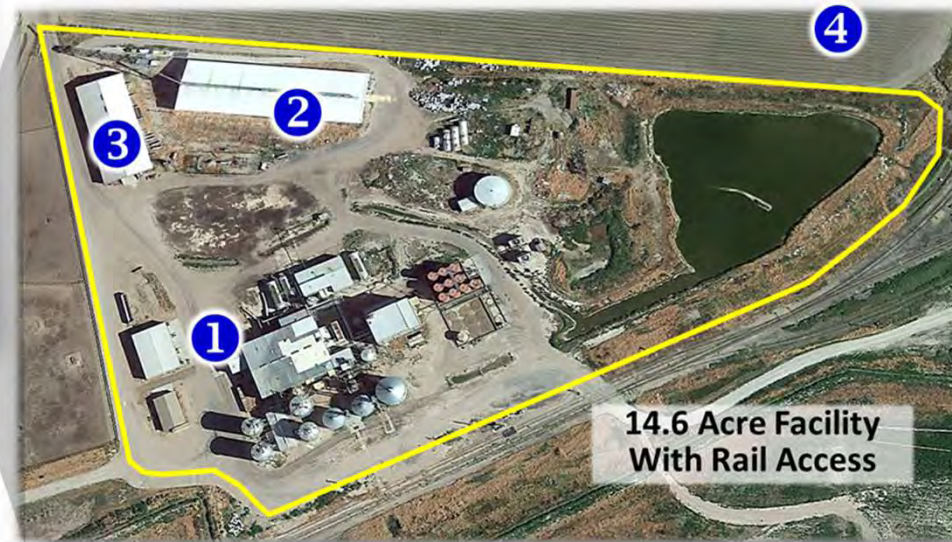


HUMAXX is produced from humic-rich **subbituminous** coal for soil conditioning, plant growth and biogas/fuel applications.

Regenerative Agriculture Complex



Repurpose Defunct Ethanol Plants



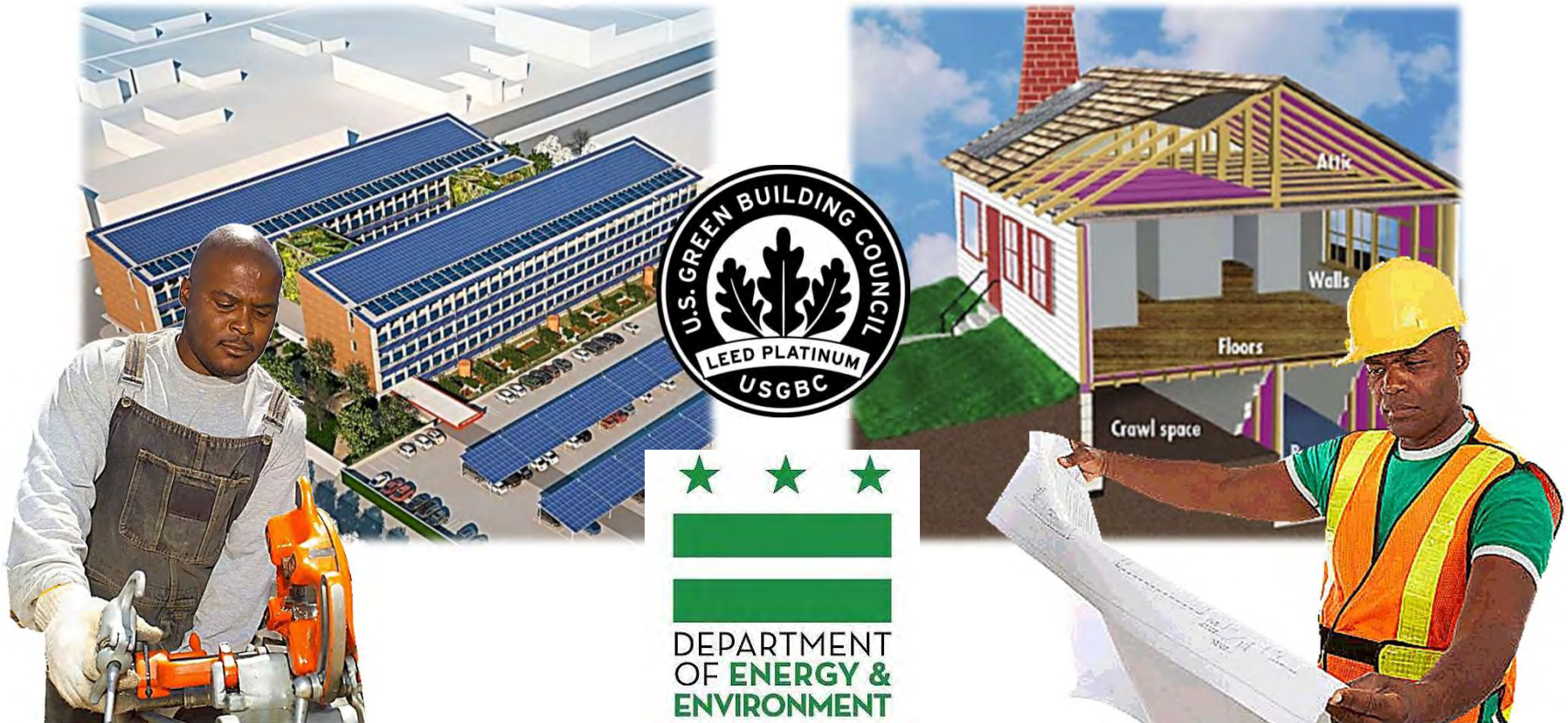
Proposed Regenerative Agriculture Complex

1. HUMAXX Biorefinery (**Pillar Program**)
2. Controlled Environment Agriculture Center
3. Field Technical, Training, Information & Tourist Center
4. Offsite Mixed-Use Employee Housing Complex



Saudi Arab's NEOM program plans to regenerate up to 10,200 sq mi of desert to accommodate 1 million people.

Renewable Energy & Green Businesses



Renovation, Installation & Maintenance Businesses

Energy Audit, Weatherization & Renovation Businesses

DC named first certified LEED Platinum city in the world. Jobenomics is working to mass-produce green minority-businesses.

LEED: Leadership in Energy and Environmental Design

Jobenomics 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



Chuck Vollmer

Founder & President
Jobenomics National
Grassroots Movement

EmeraldPlanet Board
Member & Partner

www.Jobenomics.com

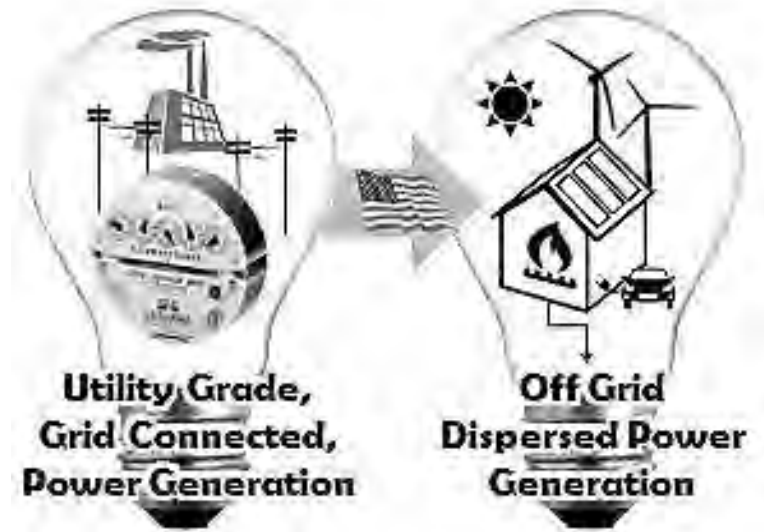
- Partnership focuses on innovative, sustainable, and resilient “green” environmental, economic and community development topics, issues, practices and projects around the globe.
- EmeraldPlanet is also partnered with the U.N. Economic and Social Council and The World Bank Connect4Climate Program.

Jobenomics Green Jobs objectives include sustainable economic, environmental and social development.

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

Demand Side Energetics



Jobenomics' Joe Sarubbi with President Obama and Mrs. Biden

Digital Economy



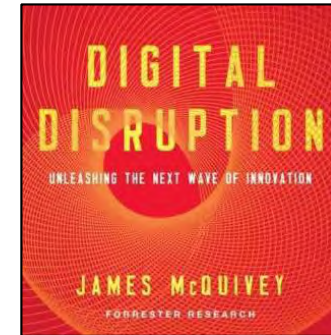
- Platform Economy
 - E/M Commerce
 - Sharing Economy
- On-Demand Economy
- Apps/Bots Economy
 - Gig Economy
 - IoT Economy



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 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



- 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.

Digital Academies



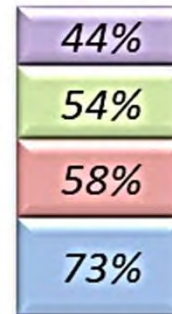
Percent Online

Source: eMarketer, March 2019



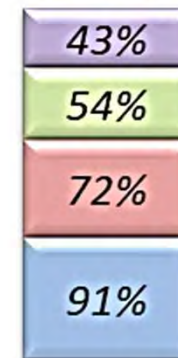
Age 6-10

97%



11-13

98%

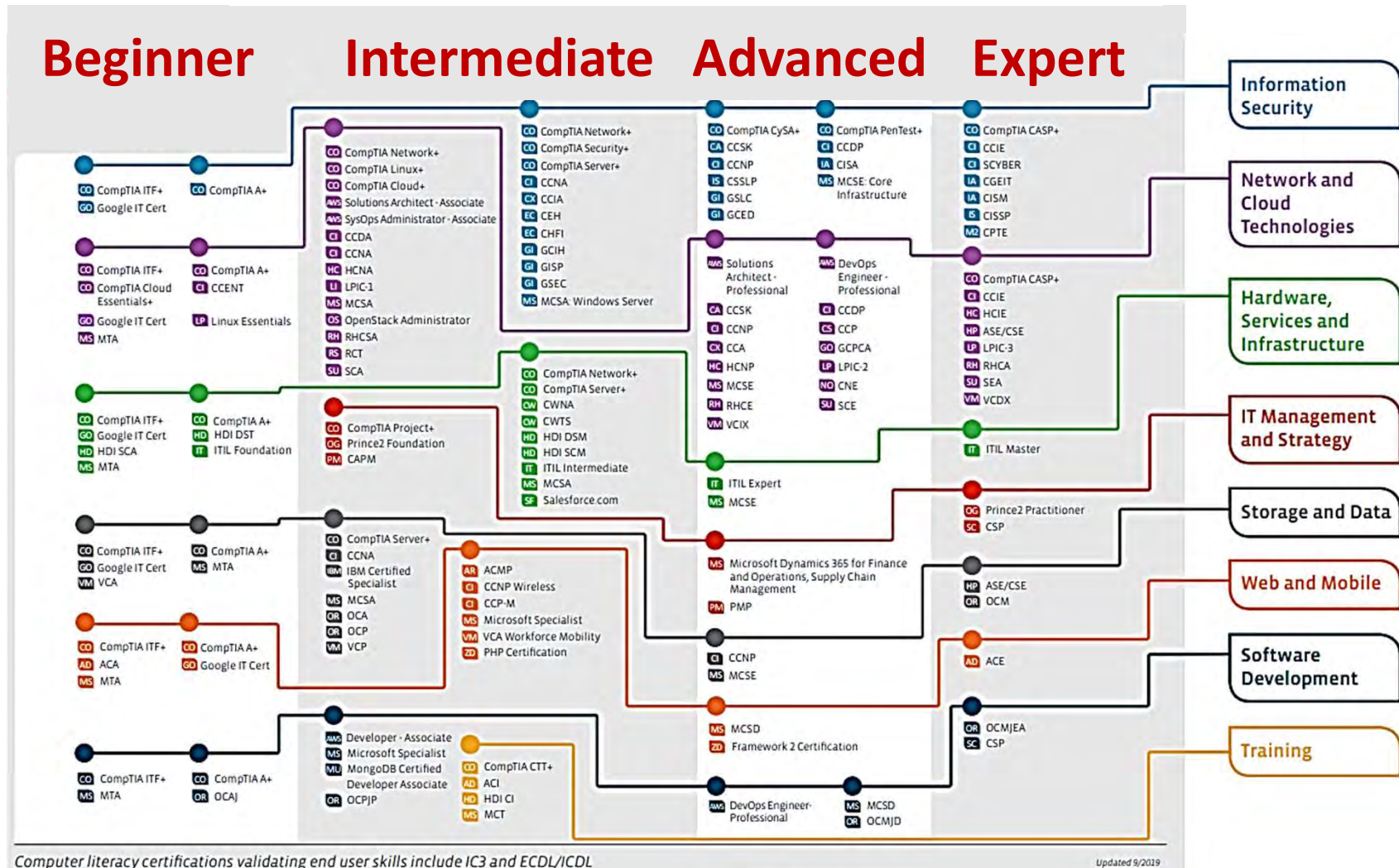


14-18

Digital academies use a youth's online interest in social media and gaming to develop digital economy workforce and business skills.

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.

Major Information Security Locations

Source: <https://www.cyberseek.org/heatmap.html>



United States

Total Employed = 997,058

93% Private Sector, 7% Public Sector

Open Jobs = 504,316

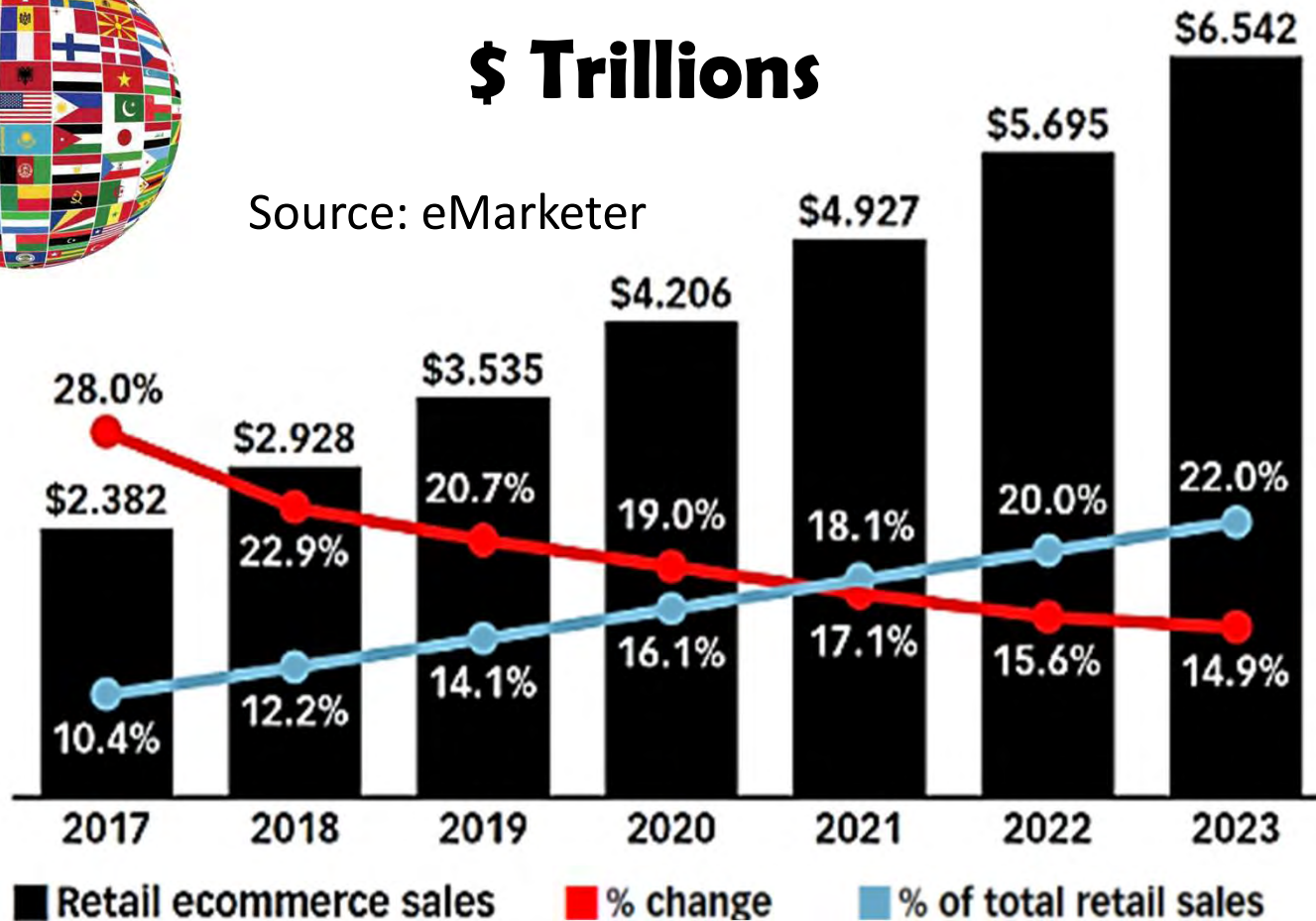
61% Nontechnical Administrative & Maintenance Positions

E-Commerce Economy



\$ Trillions

Source: eMarketer



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

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.

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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