

***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 3: 27 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



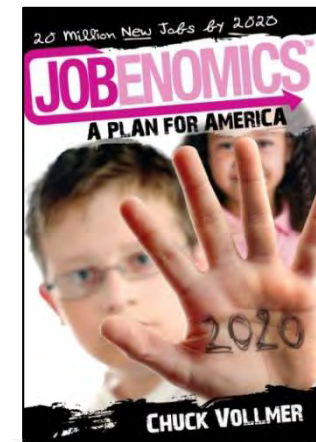
## Bipartisan National Grassroots Movement

- 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

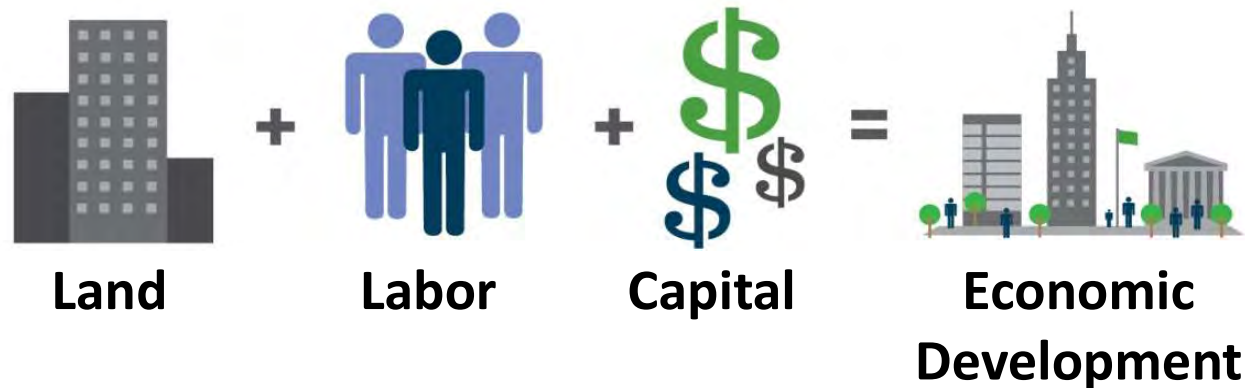
**Jobenomics.com**

- 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

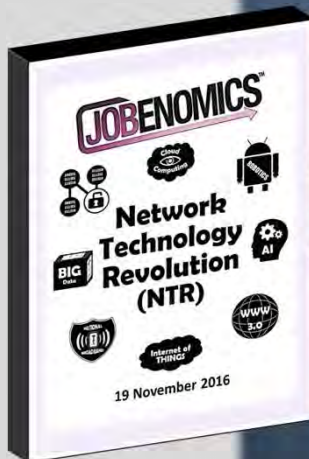


## Jobenomics **Bottom-Up** Approach

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



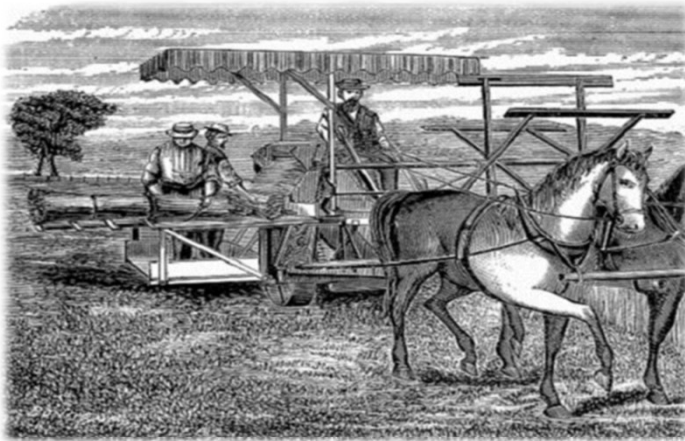
# Network Technology Revolution & Digital Economy





# Technology Revolutions

## Agricultural



## Industrial



## Information



## Network (Digital Economy)





# **NTR: A Perfect Storm Of Transformative Technologies**

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

**NTR Brilliantly Innovative**

**NTR Creatively Disruptive**



# **NTR Economic Transformation**

**Digital Economy  
FinTech  
Crypto Currencies**



# Automation



- Half of all routine cognitive and manual jobs could be automated by 2035.
- New jobs will be created for skilled workers.



A man in a dark suit and tie is shown from the chest up. Overlaid on his body is a blue, semi-transparent digital wireframe or mesh, suggesting a digital or technological theme. The background is dark with faint, scattered binary code (0s and 1s).

# **NTR Transformation**

**Create** new global jobs and businesses

**Destroy** existing jobs and businesses

**Revamp** institutions and governments

**Change** the nature of human endeavor

**Institute** new and different ideas,  
beliefs, behaviors, cultures and a **religion**

# Religion?

*Beliefs concerning the nature and purpose of the universe.*

## Religious transformation:

**Animism:** belief in natural objects

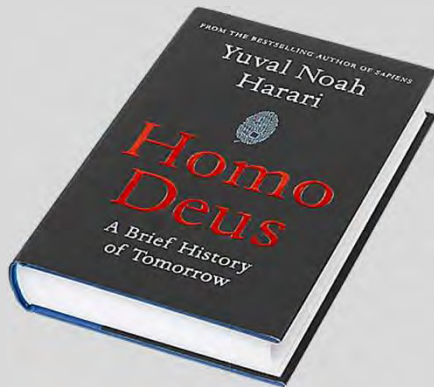
**Theism:** belief in gods or God

**Humanism:** belief in human supremacy

**Dataism:** a belief that data will define the supreme good

**Superhumanism:** a superior race of enhanced and genetically engineered humans

**Singularity:** the point that artificial intelligence will supersede human intelligence

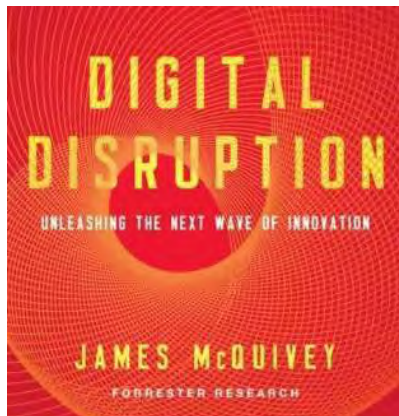




# Emerging Digital Economy



# Digital Economy Highlights



- Digital economy is also referred to as the knowledge-based, internet or “new” economy
- A digital economy is based on network and computing technologies, systems and protocols
- Worldwide e-commerce sales in 2020 should reach or exceed \$4 trillion
- Most digital economies are growing 5-times faster than traditional (industry-based) economies
- Potential of billions of new micro and nonemployer businesses

**“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.”** *James McQuivey*

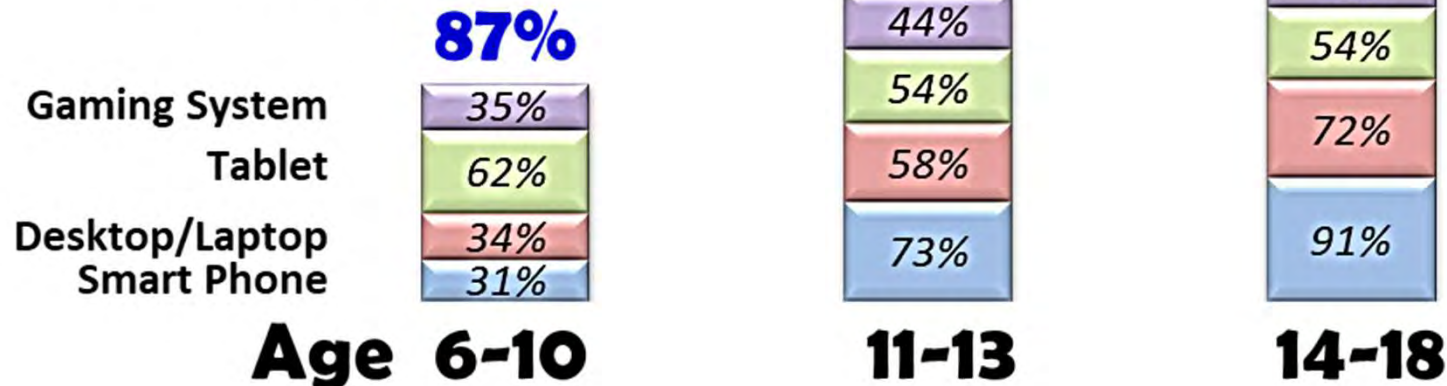


# Why Not Start A Digital Business Early?



## Percent Online

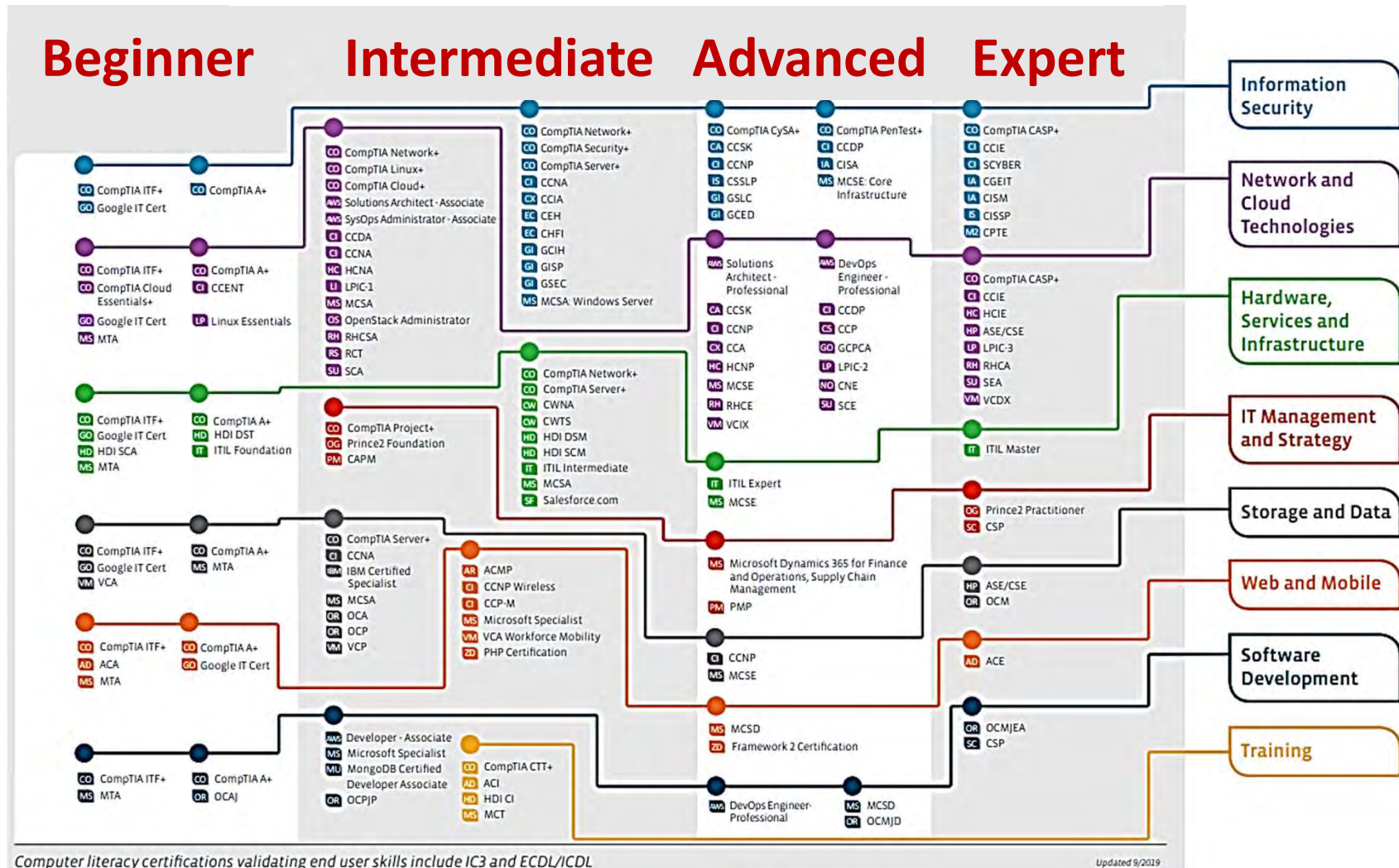
Source: eMarketer, March 2019



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](http://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

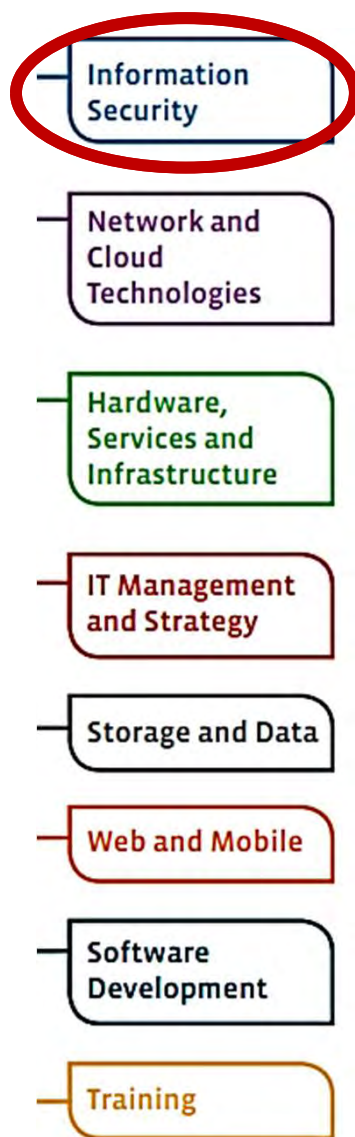
**Open Jobs = 504,316**

61% Nontechnical Administrative & Maintenance Positions



# Beginner Cyber Certifications

Source: [www.comptia.org/content/comptia-career-roadmap](http://www.comptia.org/content/comptia-career-roadmap)



## CompTIA A+

Exams cover maintenance of PCs, mobile devices, laptops, operating systems and printers.

## CompTIA IT Fundamentals

Exams focus on essential IT skills and knowledge needed to perform tasks commonly performed by entry-level IT professionals.

## Microsoft Technology Associate: Security Fundamentals

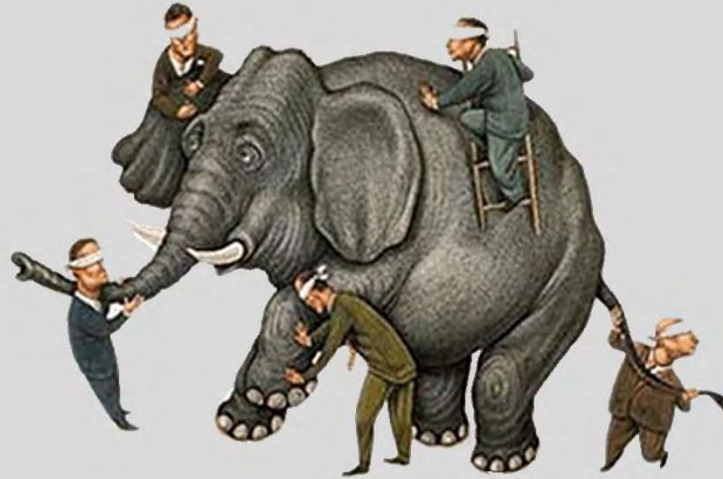
Recommended entry point into IT certification and job preparation.

## Google IT Cert

A hands-on training program for troubleshooting, customer service, networking, operating systems, system admin, and security.



# **Digital Economy Ecosystems**

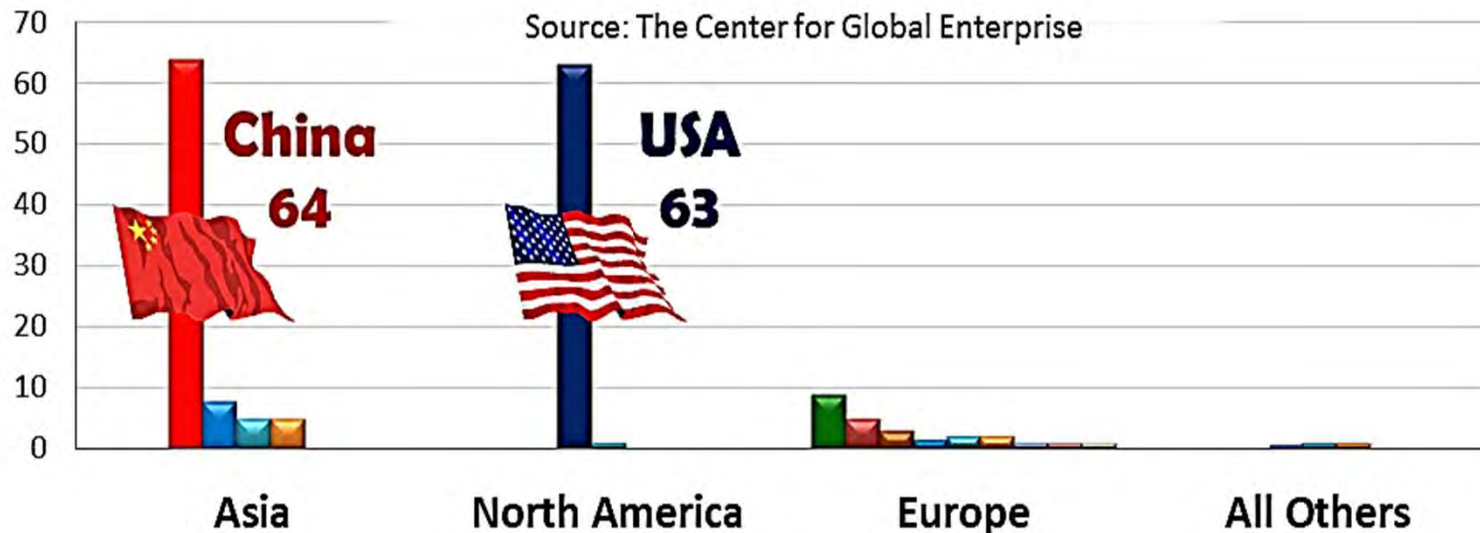


**Platform Economy**  
**Electronic Commerce Economy**  
**Sharing Economy**  
**On-Demand Economy**  
**Apps/Bots Economy**  
**Gig Economy**  
**IoT Economy**

# Platform Economy

- A platform is the base on which a superstructure is built.
- In the Digital economy, software programs become platforms only after they achieve critical mass via mass adoption (**network effect**) of the technology or service.
- Types of network platforms:
  - **Transaction** (social media platforms, marketplaces, media, music, money, financial technology and gaming)
  - **Innovation** (Microsoft, Oracle, Salesforce) that co-create products and services with other companies.
  - **Integrated** (Apple, Google, Facebook, Amazon, Alibaba) that provide a technology, product or service.
  - **Investment** (Softbank) that invest in early stage platforms.

# Major Platform Companies



- China represents the most significant U.S. near-peer competitor for NTR and digital economy dominance.
- China's unified strategic vision and public-private partnership is more mature than the United States.



## Top Three: West & East

**amazon**

The Amazon logo consists of the word "amazon" in a black, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'z'.

  
**Alibaba Group**  
阿里巴巴集团

The Alibaba Group logo features a stylized orange icon above the text "Alibaba Group" in orange. Below this, the Chinese characters "阿里巴巴集团" are written in the same orange color.

**Google**

The Google logo is composed of the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

**Tencent**  
腾讯

The Tencent logo displays the word "Tencent" in a blue, italicized, sans-serif font. Below it, the Chinese characters "腾讯" are written in a matching blue color.

**facebook**

The Facebook logo shows the word "facebook" in white, lowercase letters inside a dark blue, rounded rectangular shape with a slight 3D effect.

**Bai du**

The Baidu logo features the word "Bai" in red and "du" in white, both in a bold sans-serif font. The "du" is positioned inside a blue paw print icon.



# Alibaba Platform



Jack Ma  
Founder



- Alibaba was founded “to champion small businesses, in the belief that the Internet would level the playing field by enabling small enterprises.”
- “In 20 years, we hope to serve 2 billion consumers around the world, empower 10 million profitable businesses and create 100 million jobs.”
- Alibaba’s money-market fund is the world’s largest, with 600 million users of Ant's mobile payments network.

# Electronic Commerce Economy



# E-Commerce

A transaction of goods and services via purchasing online with an electronic payment method (credit/debit card or a digital wallet).

## Top 10 U.S. Retail E-Commerce Companies

Gross Value of Sales of Product. Source: eMarketer



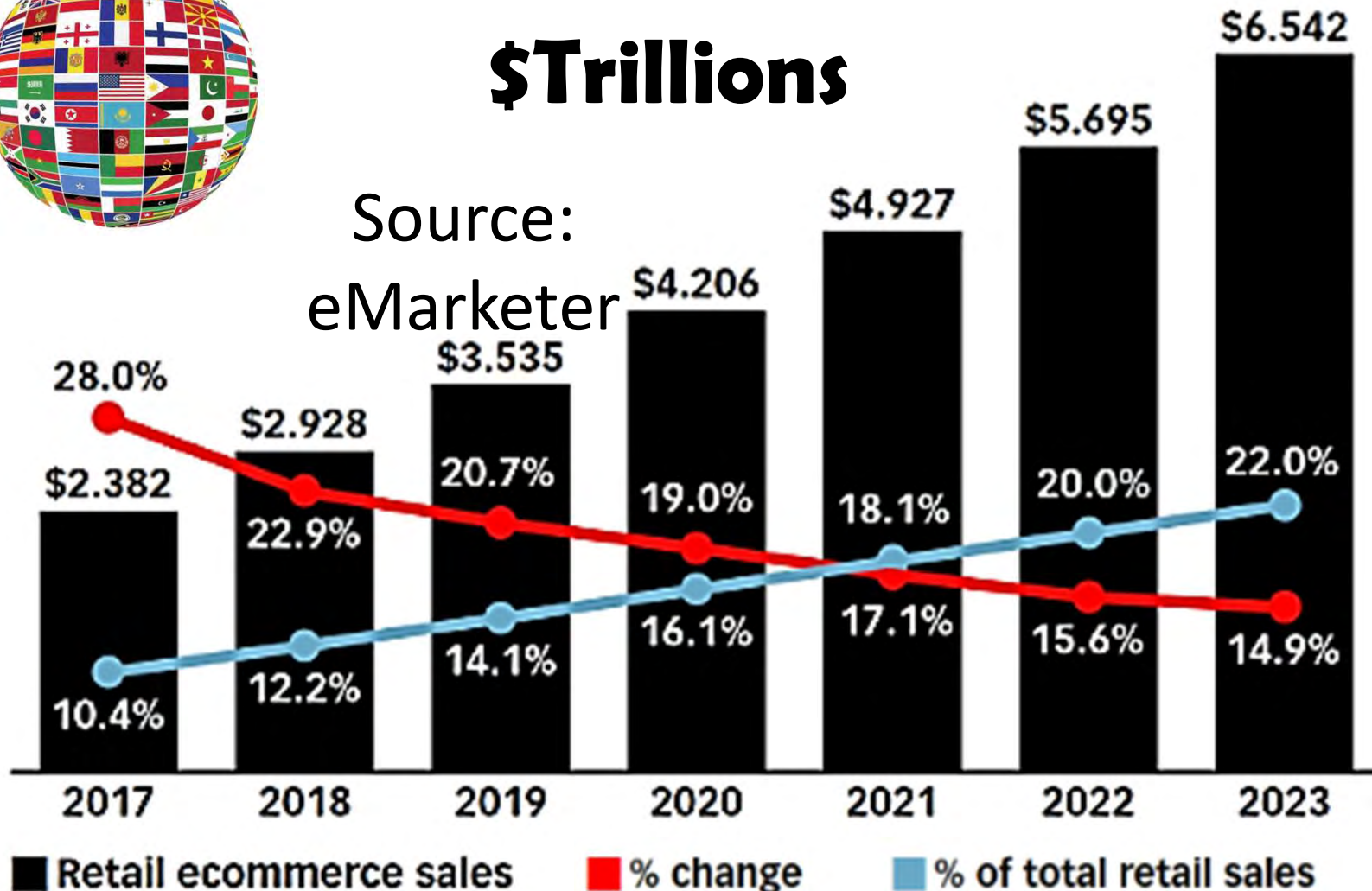
	Biggest (\$B) 2019		% Total Sales 2019		Growth Rate 2017-19
Amazon	\$282.52	Amazon	47.0%	Quarate RG	54.6%
eBay	\$36.34	eBay	6.1%	Wayfair	46.9%
Walmart	\$27.81	Walmart	4.6%	Walmart	45.9%
Apple	\$22.93	Apple	3.8%	Costco	40.6%
Home Depot	\$10.07	Home Depot	1.7%	Home Depot	35.7%
Costco	\$7.71	Costco	1.3%	Amazon	32.6%
Wayfair	\$7.68	Best Buy	1.3%	Apple	25.3%
Best Buy	\$7.53	Quarate RG	1.3%	Best Buy	21.8%
Quarate RG	\$7.54	Wayfair	1.3%	Macy's	21.6%
Macy's	\$7.44	Macy's	1.2%	eBay	5.2%

# E-Commerce Sales Worldwide



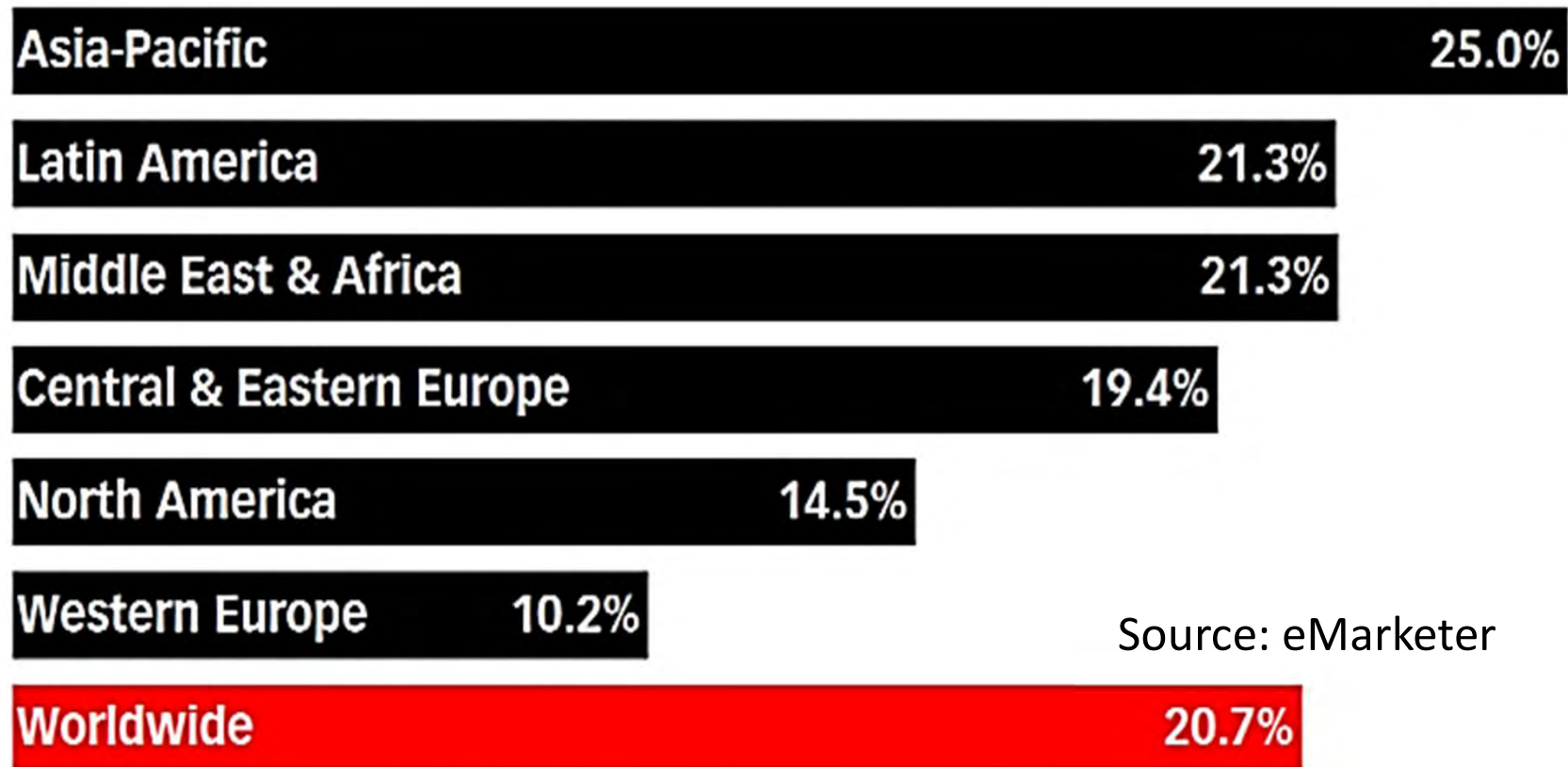
**\$Trillions**

Source:  
eMarketer





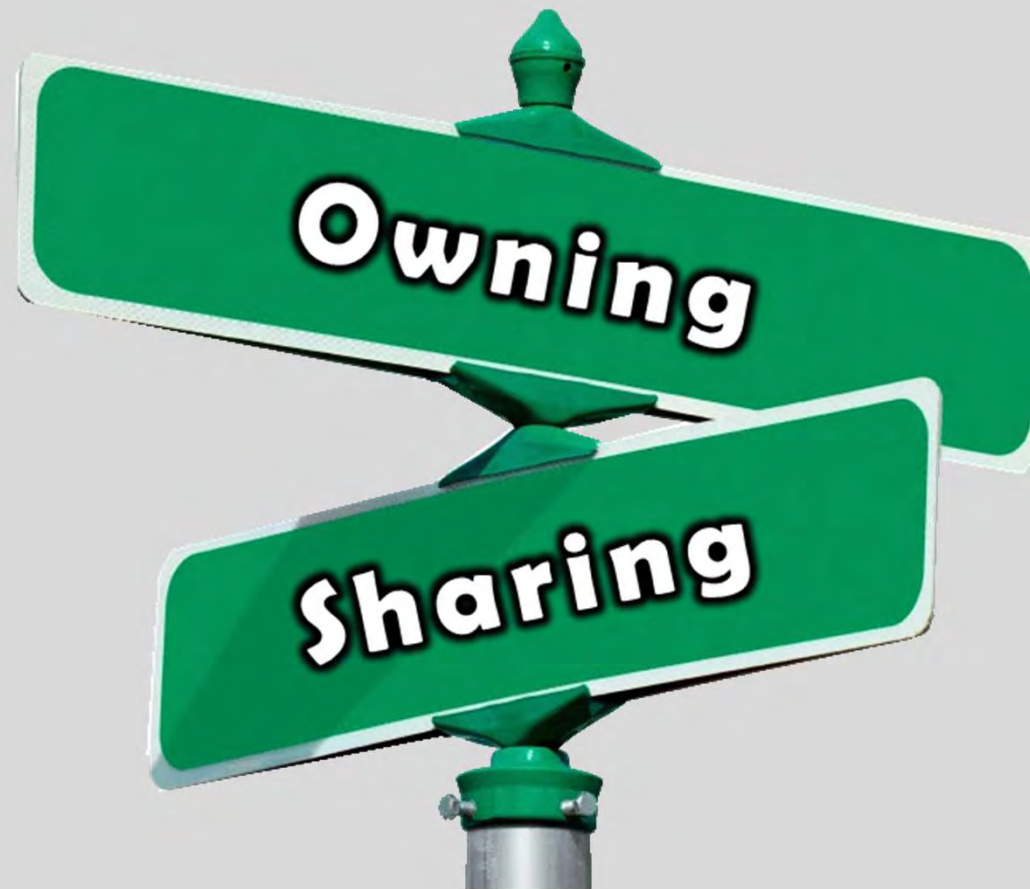
# E-Commerce Sales Growth Worldwide By Region In 2019



Source: eMarketer

2020 e-commerce sales: China \$2T, USA \$0.7T, All Others \$1.2T

# Sharing Economy



# Sharing Economy



- A business model characterized by individuals sharing or trading rather than buy or own.
- Wikipedia, Google, Facebook, LinkedIn, Instagram and Dropbox all contribute freely to sharing.
- Idle Assets:
  - Cars sit idle 95% of the time.
  - 80% of items in our home are used less than once a month.



# Sharing Economy Pioneers



Uber



BOATBOUND



TaskRabbit



POSHMARK

*Spinlister*  
The global bike share



# Sharing Economy Cont.

## Millennials



- 75% of the workforce by 2025.
- Millennials are driving sharing economy growth via “collaborative consumption.”
- The sharing economy is projected to grow from \$15 billion in 2014 to \$335 billion in 2025.

# On-Demand Economy

**HBO**  
ON DEMAND

**Dr** DOCTOR  
ON DEMAND



**Denny's**  
ON DEMAND

# On-Demand Economy



A business model where consumer demand is satisfied by near real-time provisioning of goods and services.

- 7.6 million Americans are now On-Demand economy providers
- 79% of on-demand providers work part-time
  - \$335 billion global market by 2025

# Jobenomics Direct-Care On-Demand 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





# Direct-Care Telehealth Platforms

## 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 US telehealth market is expected to reach revenues of over \$ 13 billion by 2023, growing at a CAGR of 27%.**

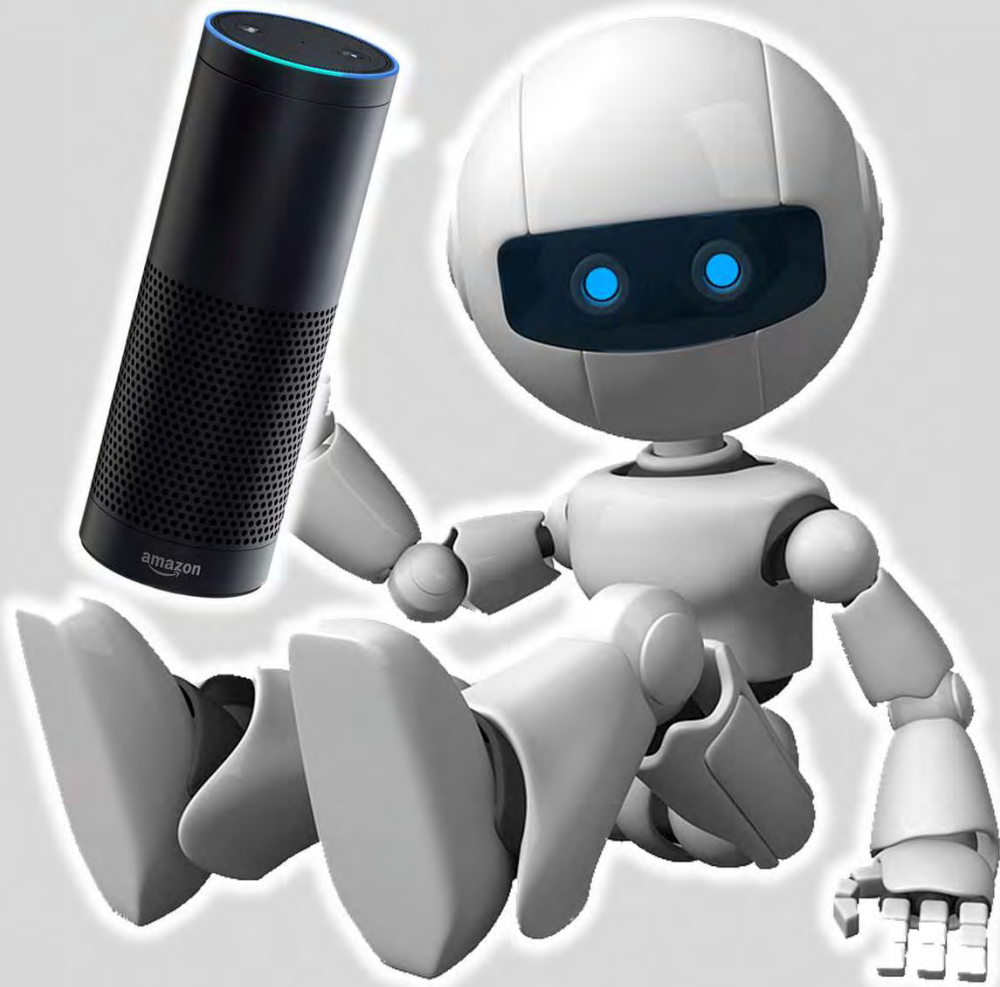
# On-Demand Telehealth Programs



**Teladoc** is the largest telehealth platform with 20 million members and over 3,000 licensed healthcare professionals.

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

# **Apps/Bots Economy**





# Apps Statistics

- 5 million apps on Google Play Store and Apple Store
- 90% of mobile time is spent on apps
  - 2.7 billion smartphone users
  - 1.35 billion tablet users
- Average American checks devices every 12 minutes
- 21% of Millennials open an app 50+ times per day
- Mobile apps generate \$189 billion in revenue annually



## **Bot Statistics**

- **People prefer chatbots rather than apps**
- **Messaging apps have 5 billion monthly active users**
- **85% of consumer interactions are handled without a human agent**
- **40% of Millennials chat with chatbots daily**
- **There are 300,000+ chatbots on Facebook**
- **Top industries using chatbots: social media, real estate, travel, education, healthcare, and finance**

# **Xiaoice Chatbox**

*(Pronounced Shao-ice, meaning Little Ice)*

**Admired Chinese celebrity**

**Counselor/Therapist**  
*(23 conversations per session)*

**TV weather “girl”**

**News pundit**

**Painter/Poet**

**660 million online users**

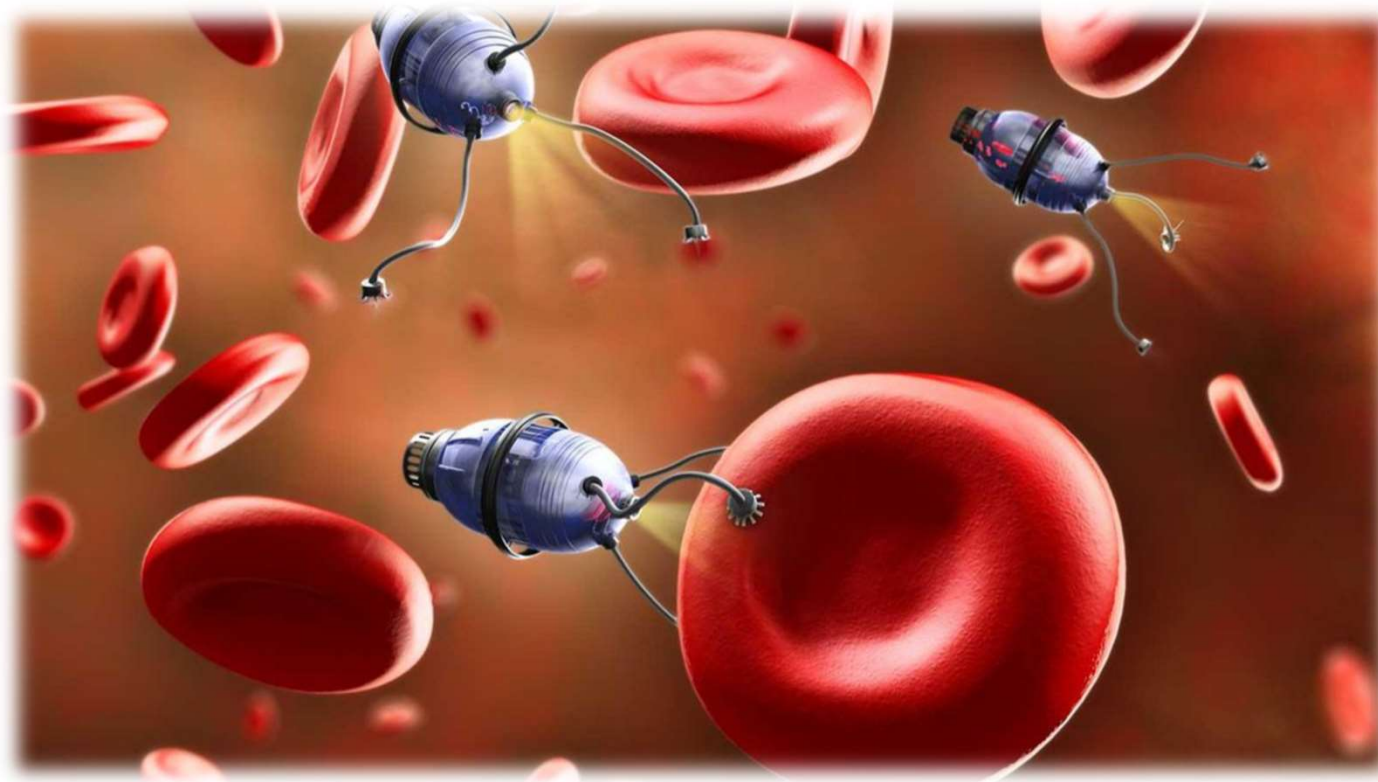
**450 million IoT devices**

**900 million content viewers**





# Nanobots



**University of California researchers have developed nanobots capable of cleaning the blood. These nanorobots are about 25 times smaller than the width of a human hair and can “swim” through blood.**

# Gig Economy



SELF-  
EMPLOYED

DAY LABOR

PART-  
TIME

JOBS

CONTINGENT  
INDEPENDENT

SHORT-  
TERM

FREELANCES

TASK-  
WORK

**GIG ECONOMY**

TEMPORARY CONTRACT ON-CALL

**ALTERNATIVE WORKFORCE**

# Gig/Contingent Workforce Economy



An environment in which temporary positions are common and organizations contract with independent workers for short-term engagements.

- U.S. labor force is transitioning from a standard full-time workforce to a gig/contingent workforce that consists of part-time, temporary, contract labor, independent contractors, consultants, and freelancers.
- Platform giants facilitate the creation of millions of part-time and independent workers.
- From 1995–2015, **almost all employment growth** (9.7 million) in the U.S. labor force occurred in the contingent workforce (9.4 million). *Source: Harvard and NBER*



# Jobenomics Gig Economy Focus



**Gig/Contingent Workforce: 40%**

**Non-  
Core:  
40%**

Part-Time Workers:  
*<35 hours/week*

16%

Self-Employed  
Workers: 3%

Independent  
Contractors: 13%

**Core: 8%**

Agency & Direct Hire Temps,  
On-Call and Day Laborers,  
Contract Company Workers

8%

**Full-Time  
Standard  
Workforce:  
60%**

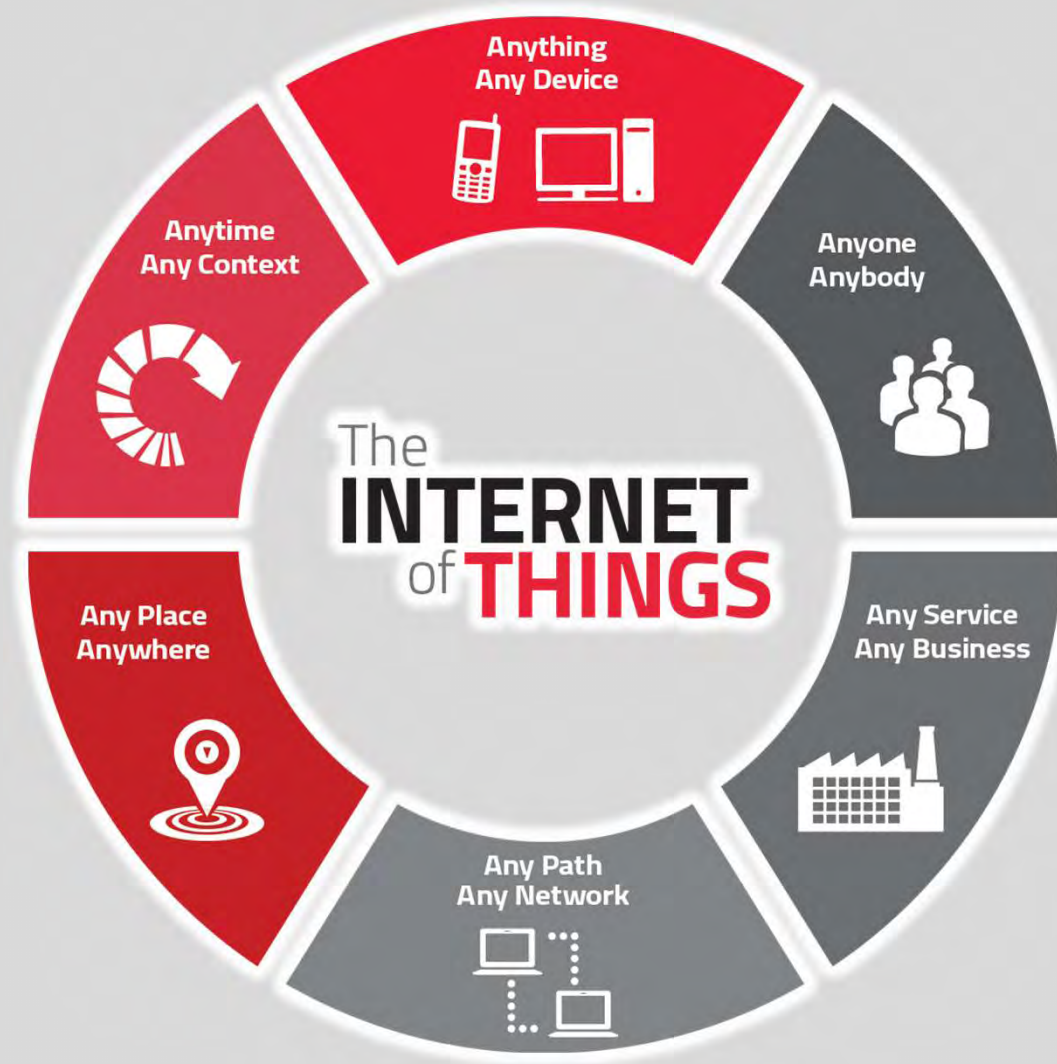


Under-resourced urban and rural community workforces have a much higher ratio of gig/contingent workers, often as high as 75%.

# Typical Gig Economy Occupations



# Internet of Things Economy





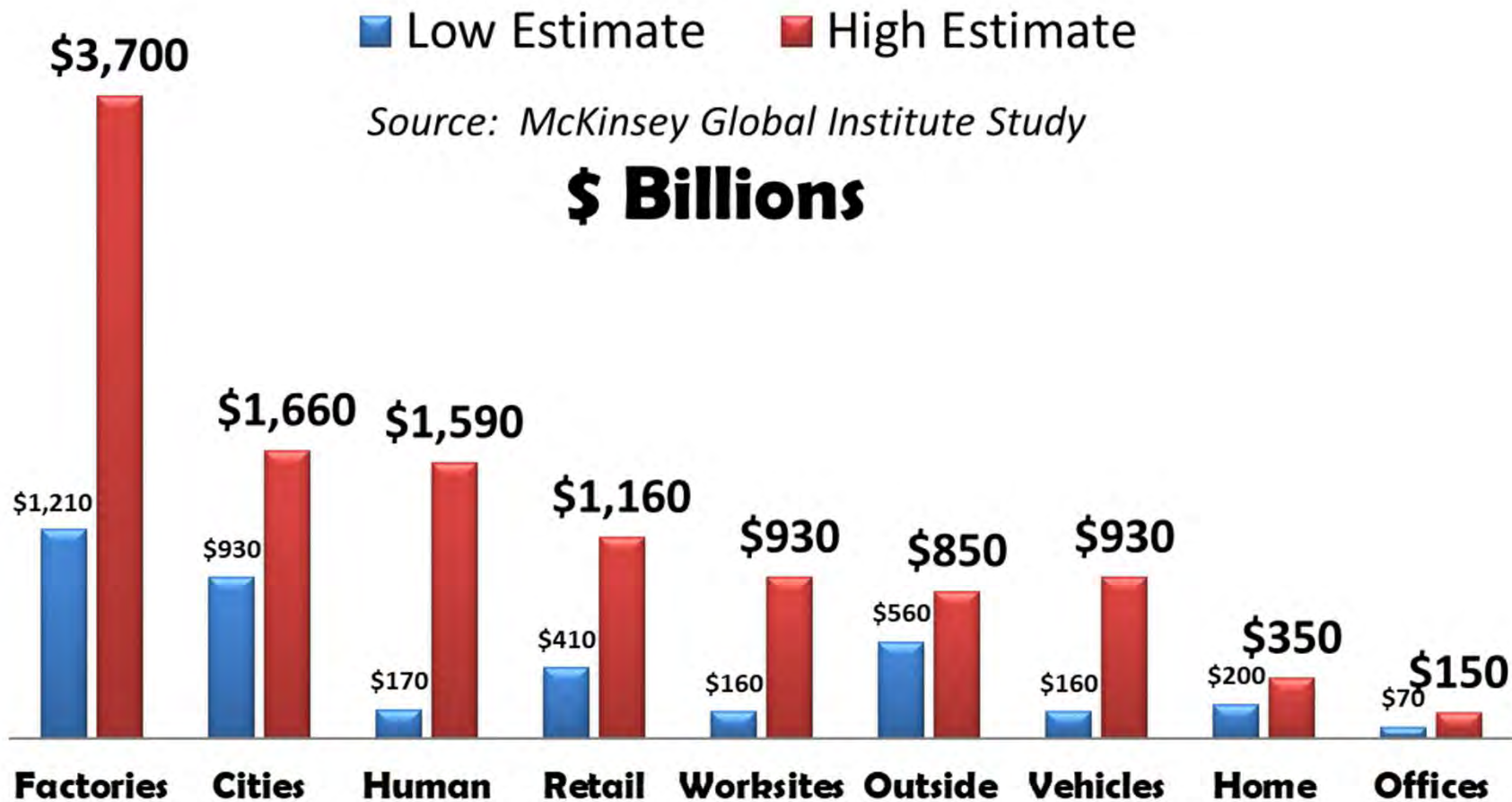
# Internet of Things Economy



**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.**

- **20 Billion connected IoT devices. 80 billion by 2025.**
- **Over 60% of U.S. cities are investing in Smart City IoT.**
- **76% of risk professionals think IoT leaves them at risk of cyber attacks.**

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







## Contact Information



**Charles D. "Chuck" Vollmer,**  
Jobenomics Founder & President,  
Washington DC, 703-319-2090 Office,  
cvollmer@jobenomics.com  
<https://jobenomics.com/>



**Dr. Hind Abou Nasr Kassir,**  
Director Jobenomics Arabia,  
SEEDS Founder & CEO President,  
The Bayswater by Omniyat (Suite 1306) Dubai,  
00971-0505075788 Mobile,  
Hind.Kassir@seedsarab.com  
<https://seedsarab.com/>