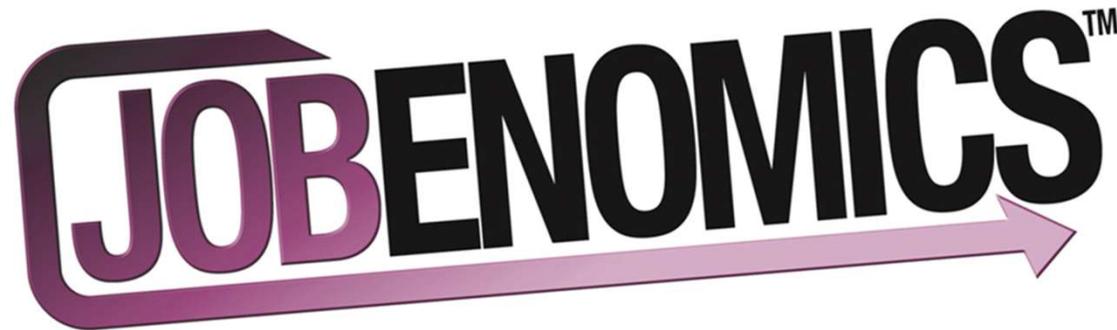


Jobenomics deals with the process of creating and mass-producing small businesses and jobs.



Jobenomics National Grassroots Movement is creating highly-scalable business initiatives in under-resourced communities with an emphasis on women, minorities, veterans, new workforce entrants and other hopefuls who want a career or start a business.

Executive Presentation

By: Chuck Vollmer

5 September 2020

Jobenomics



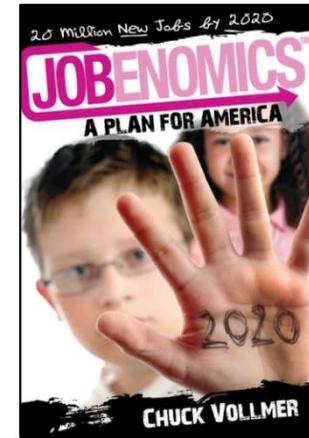
Bipartisan National Grassroots Movement

- 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.



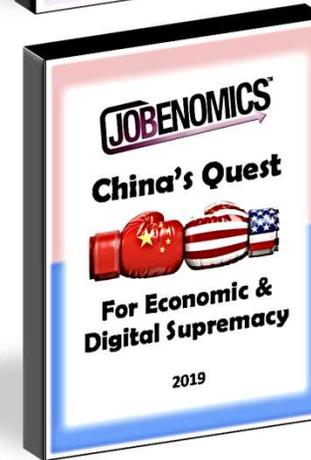
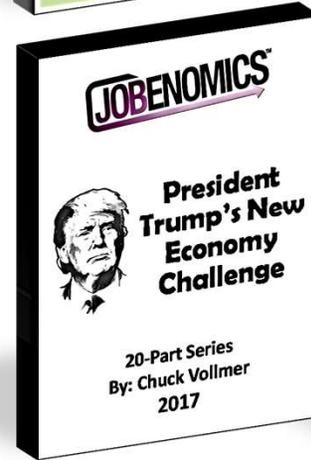
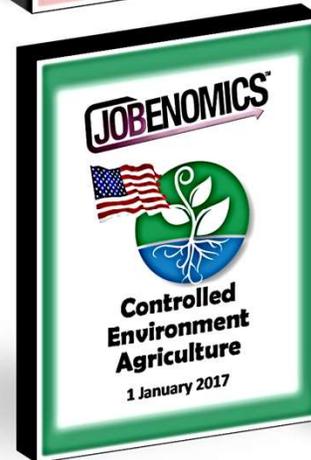
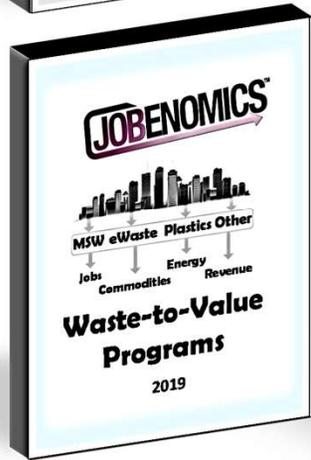
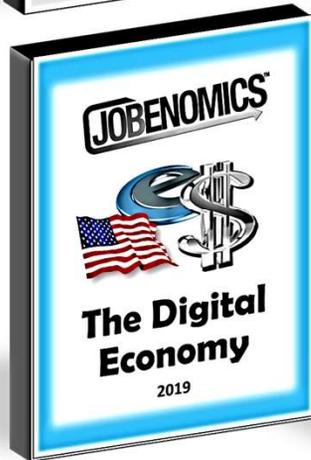
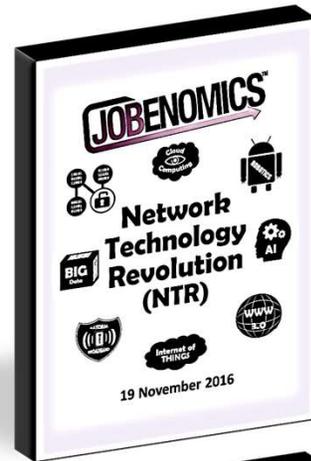
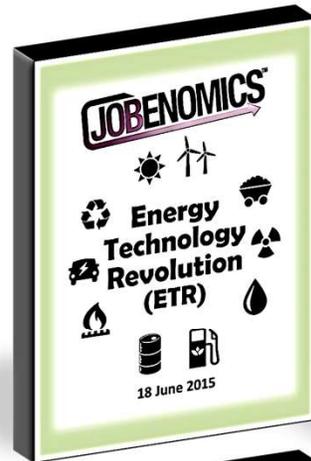
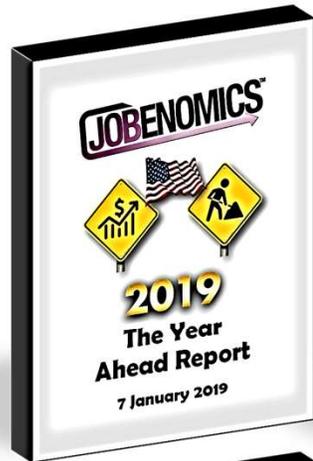
City and State Initiatives and Programs

Jobenomics.com

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

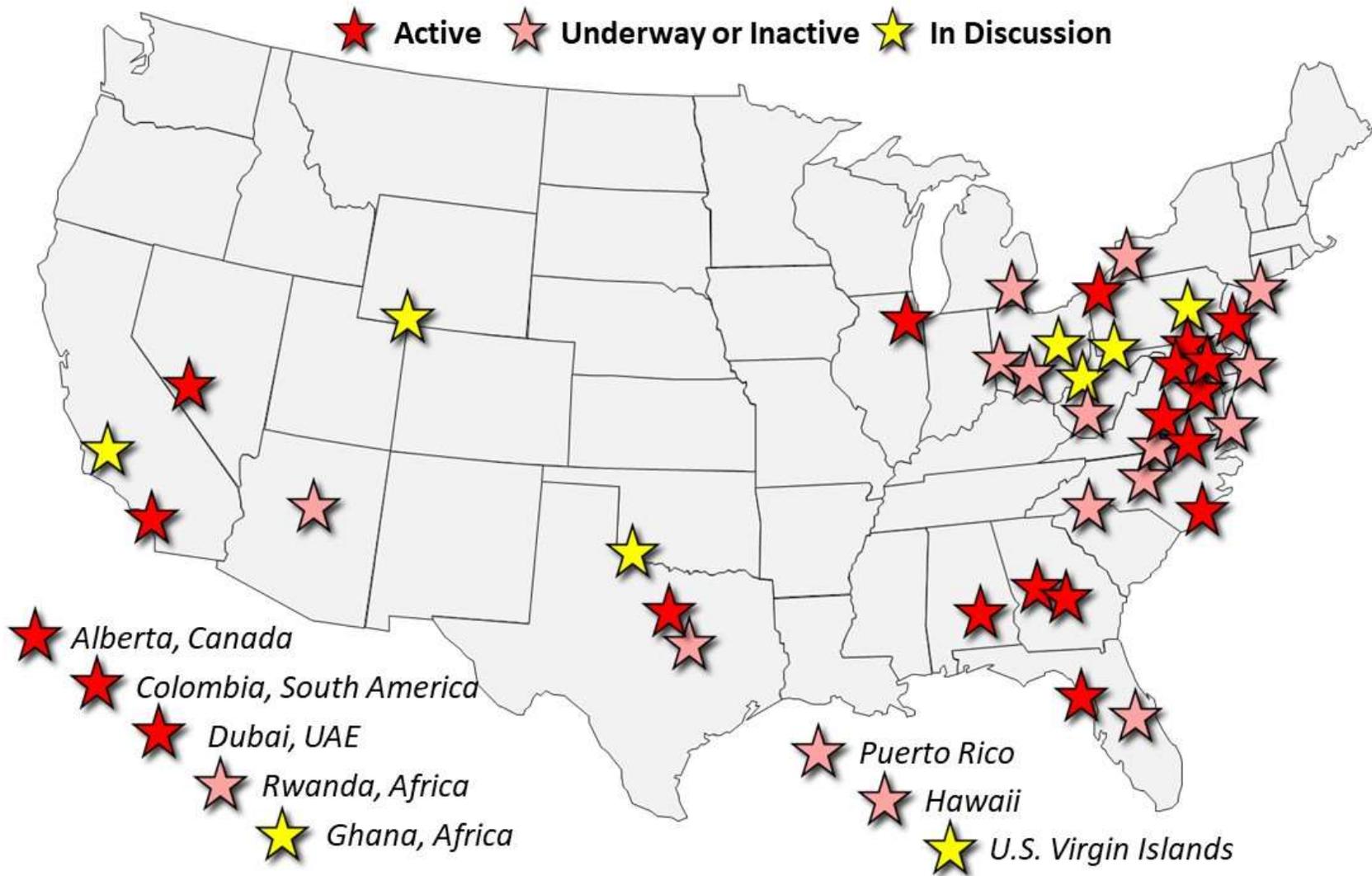
Primary focus: economic, community, small business and workforce development at the base of America's socio-economic pyramid.

Ten E-Books



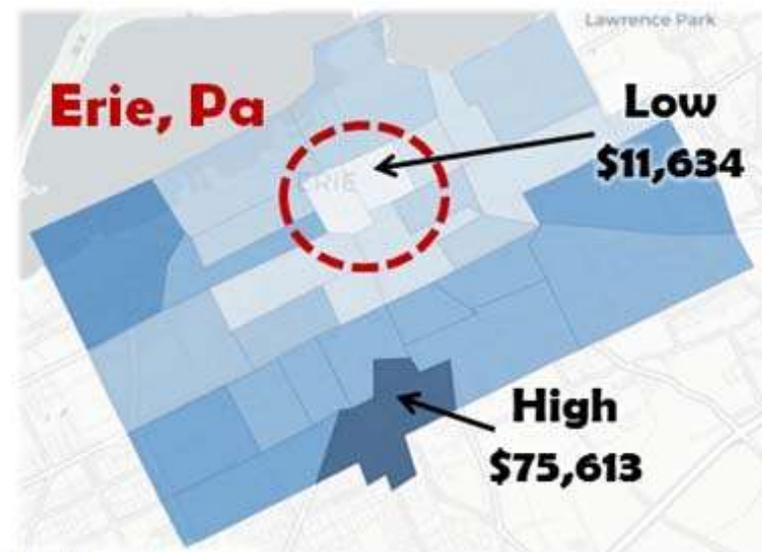
Extensive research on the economy, policy-making, labor force situation, emerging technologies, and community renewal initiatives.

Jobenomics Chapters

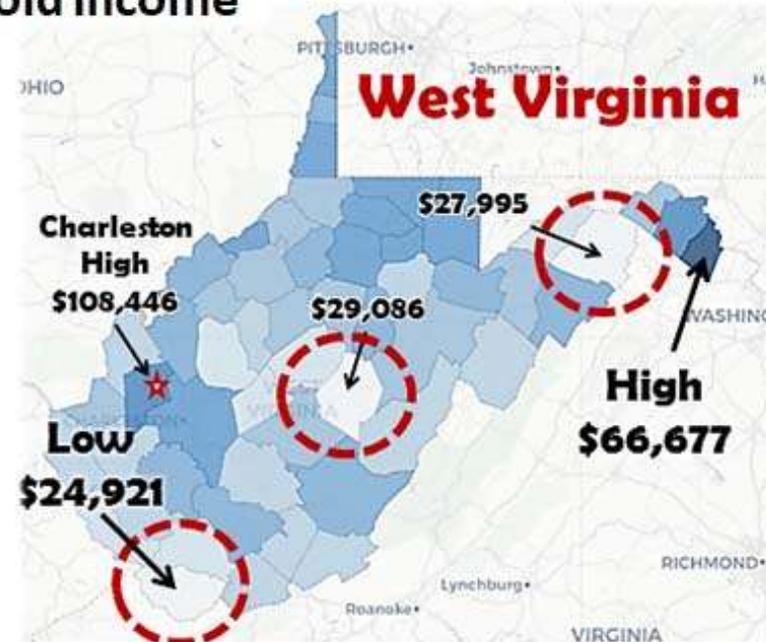
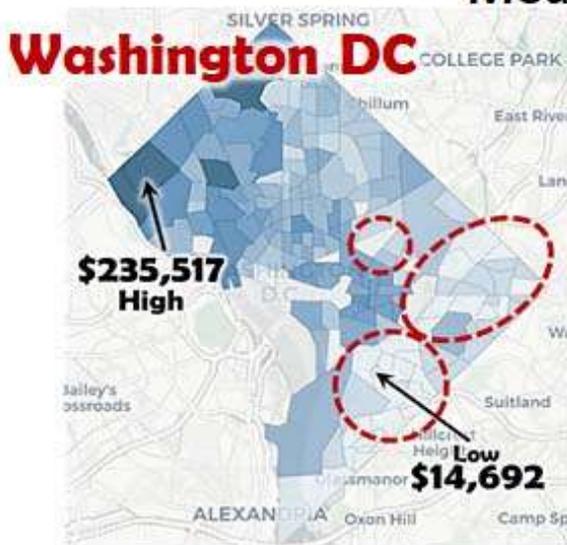


Since 2016, dozens of communities started Jobenomics chapters that are in various stages of development.

Jobenomics Underserved Community Emphasis



Median Household Income



Urban renewal and rural programs for underserved communities.

A Complementary Approach To Economic And Community 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



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.

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.

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.

JOBENOMICS™



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 (W2 or 1099 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.

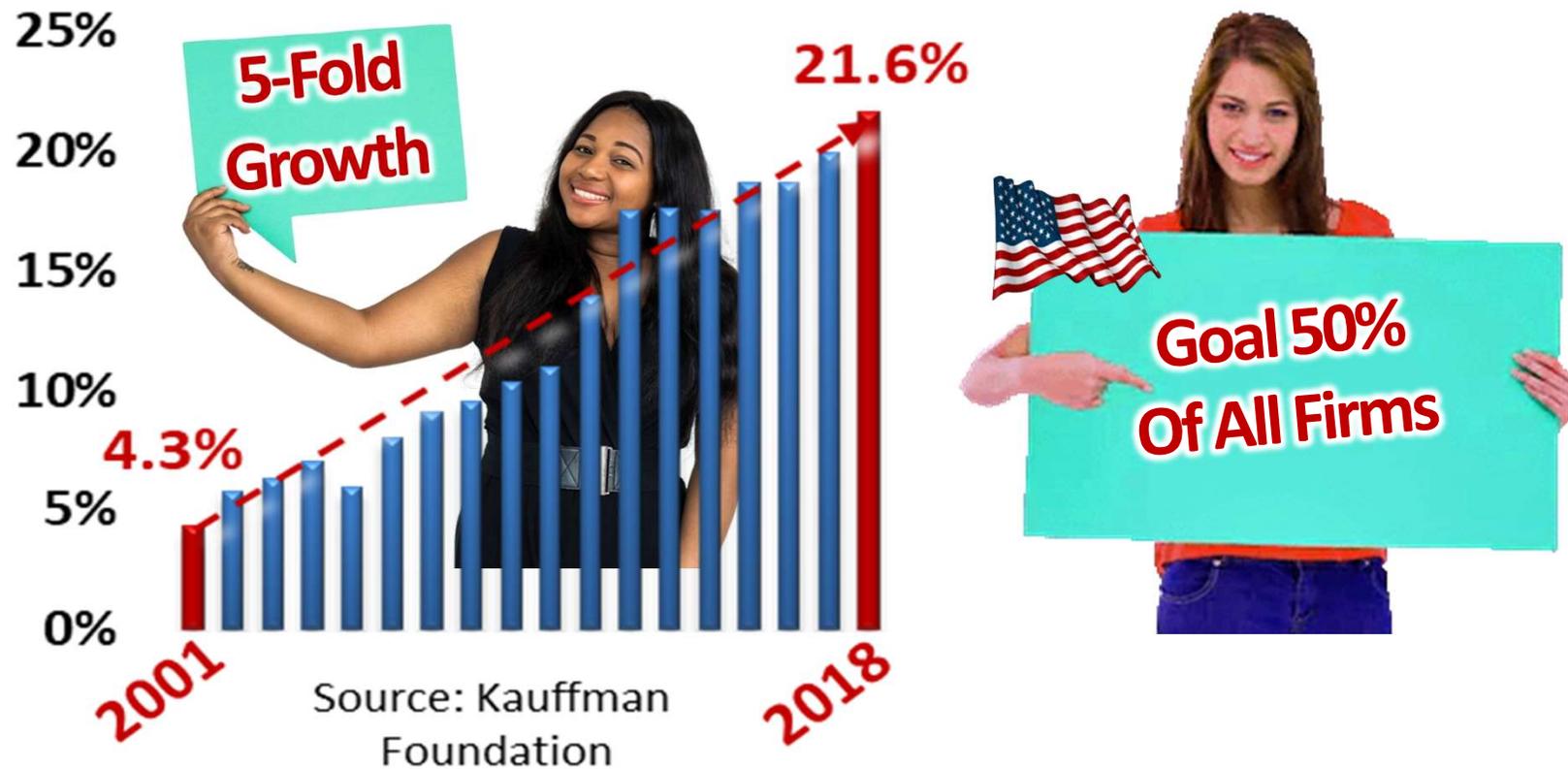
Skills-Based Training & Lifelong Learning

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

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



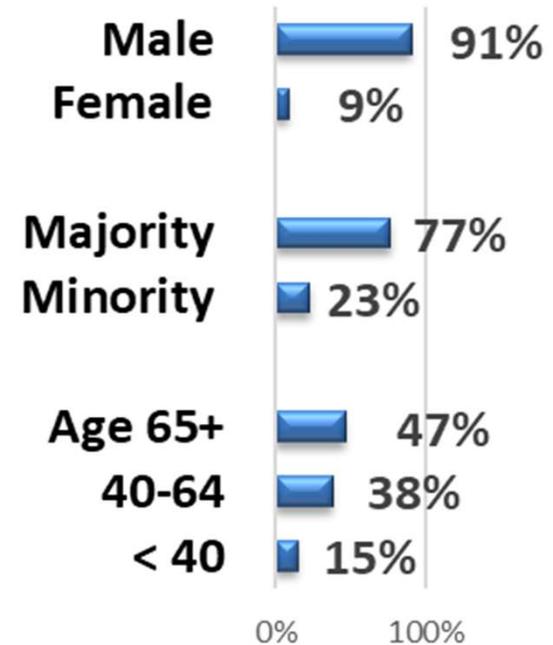
An underutilized labor pool of proven workers and talent



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%

Source: U.S. Census Bureau (2018), American Community Survey

Veteran Demographics



Source: VA.gov

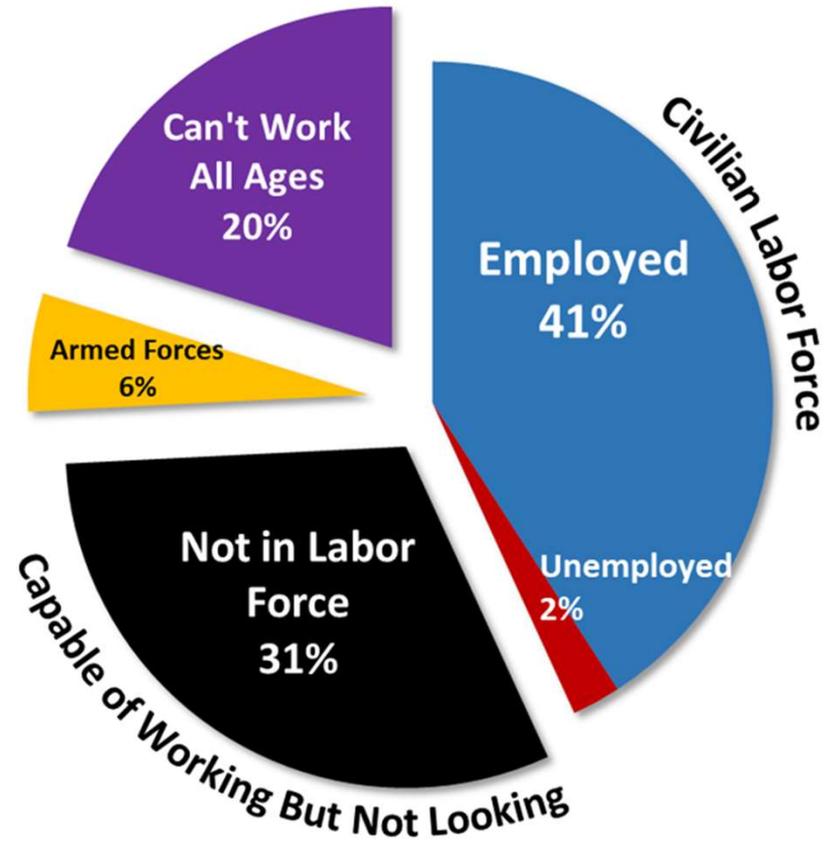
Jobenomics has tailored business and job creation programs and access to funding sources for veterans.

Jobenomics Not-In-Labor-Force Focus

Typical U.S. Small Town Example (Wichita Falls, TX)

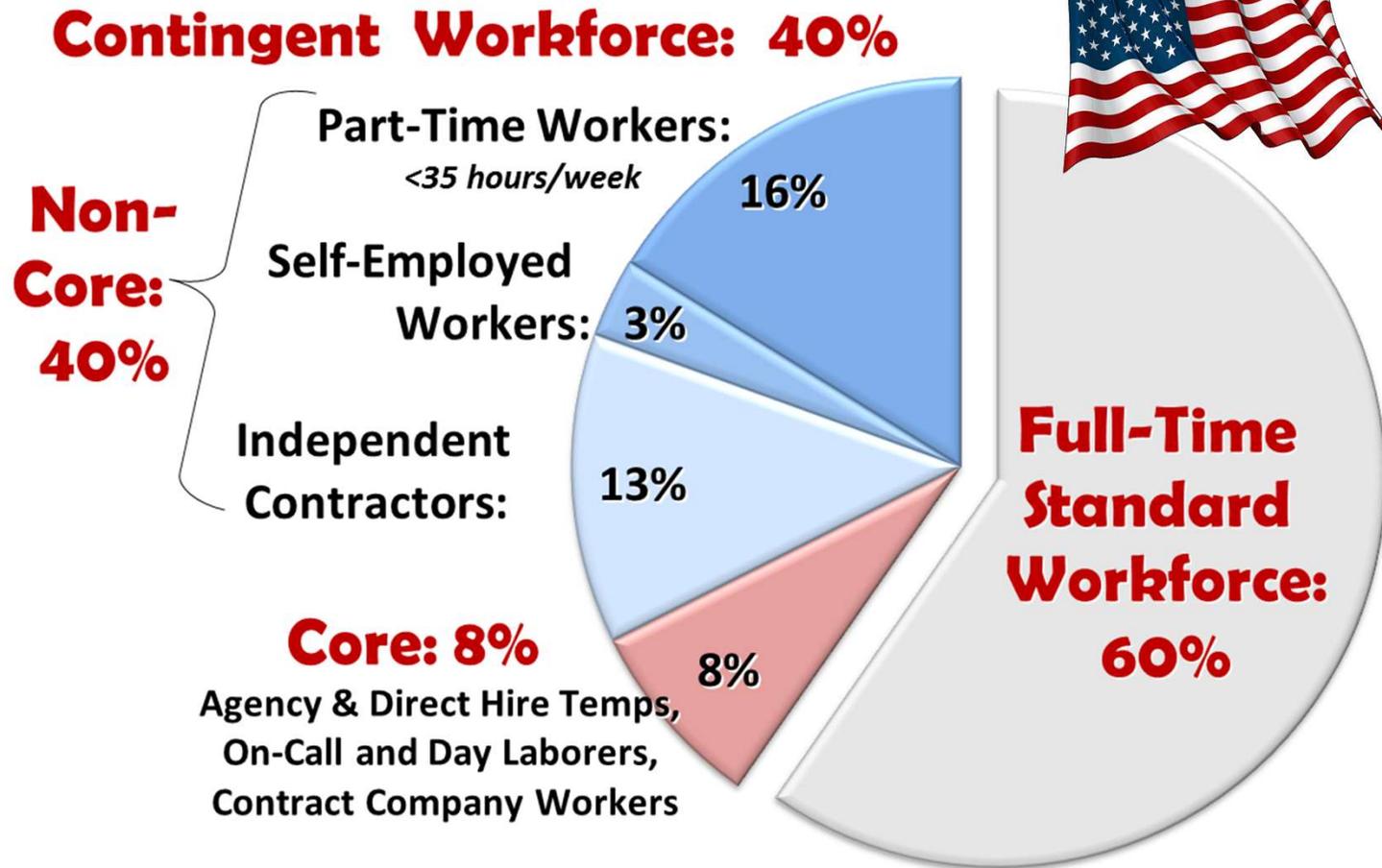
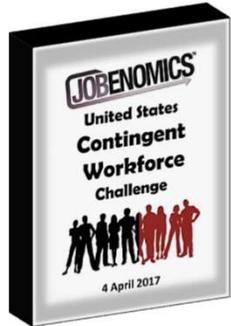


Percent Of Total Population
(105,013)



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

Jobenomics Contingent Workforce Focus



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



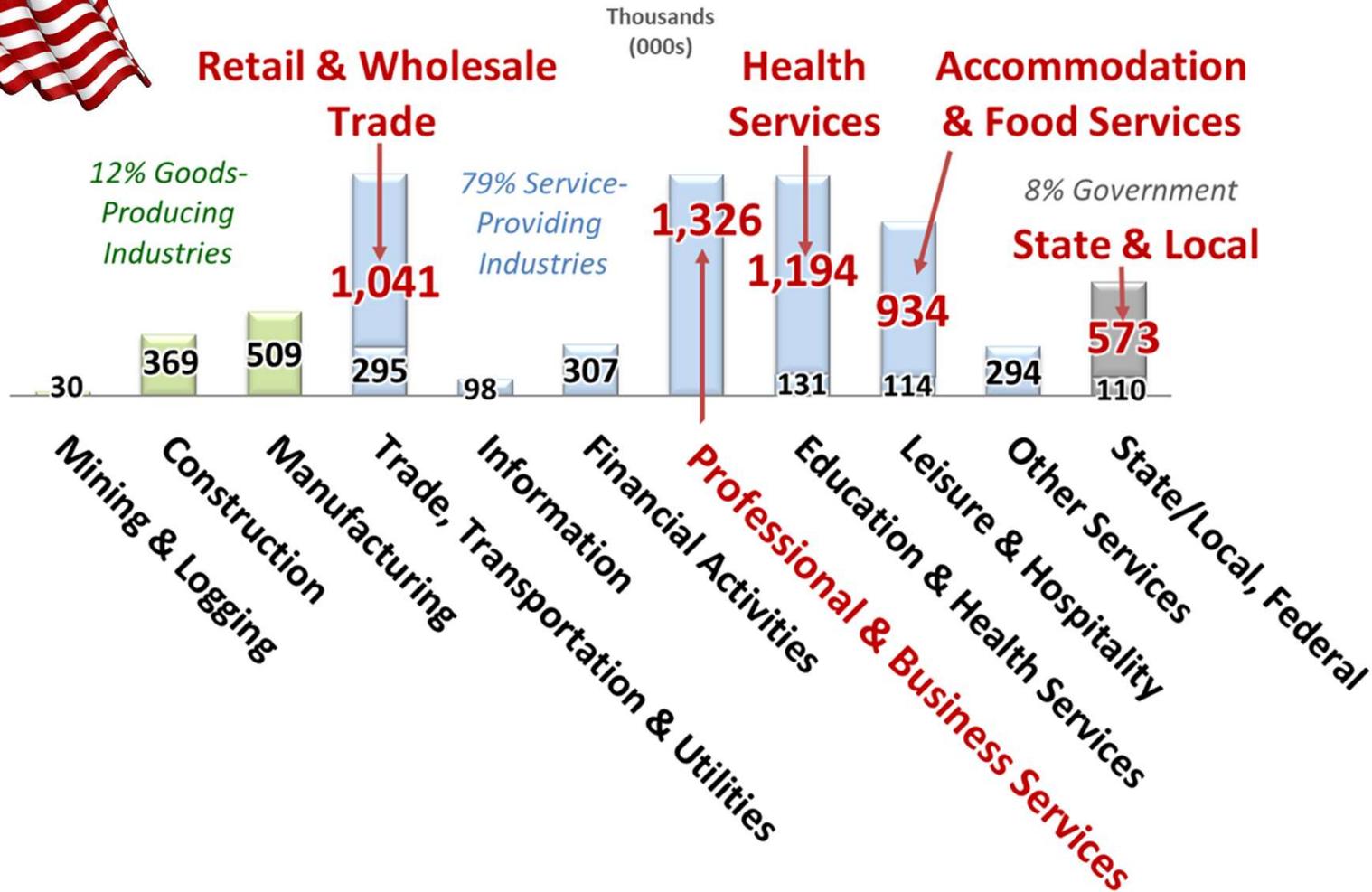
Quick-Start Programs for Mass-Producing Startup Up Business & Getting People Back To Work

- Mixed-Use Communities
 - COVID-19 Diagnostics and Rapid 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

Priority #1: Fill Current Job Openings

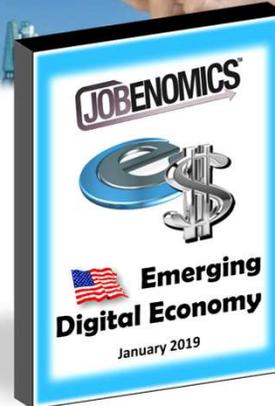
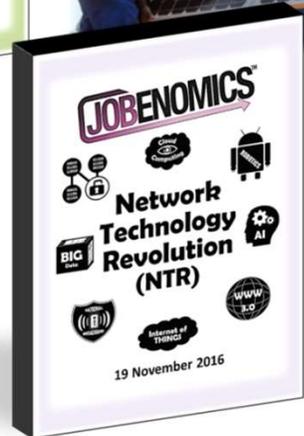
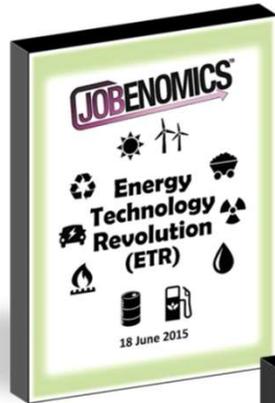


7,323,000 Unfilled Jobs



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.

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



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

Example of a Mixed-Use Urban Community



Fort Worth Stockyard 78-Acre Site

Fort Worth Qualified Opportunity Zones

100K sf Urban Mining Complex

Anchor Tenant Businesses

Mixed-Use Live-Work-Play-Retirement Community & Micro Business Generator

Affordable Housing

Micro-Businesses

100K sf Controlled Environment (In Door) Agriculture Complex

78-Acres

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

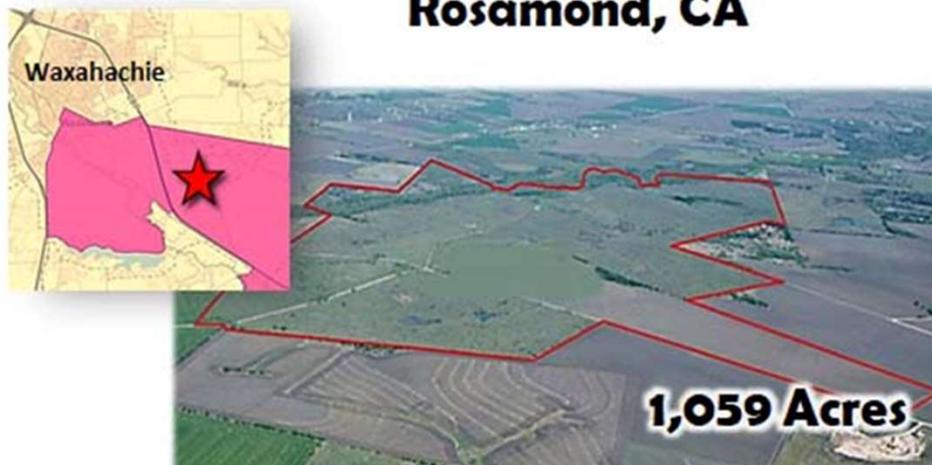
Examples of a Large Mixed-Use, Master-Planned, **Rural** Agrarian Communities



Rosamond, CA



Chowan County, NC



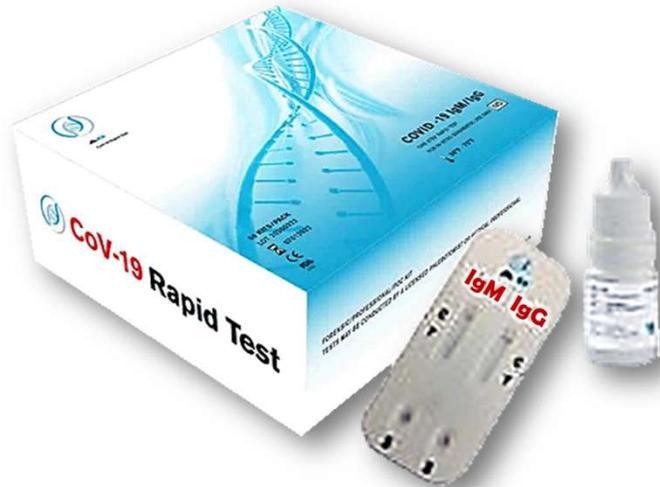
Waxahachie, TX

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.

COVID-19 Rapid Testing

COVID-19 Rapid Point Of Care Test Kit

IgM, IgG Tests

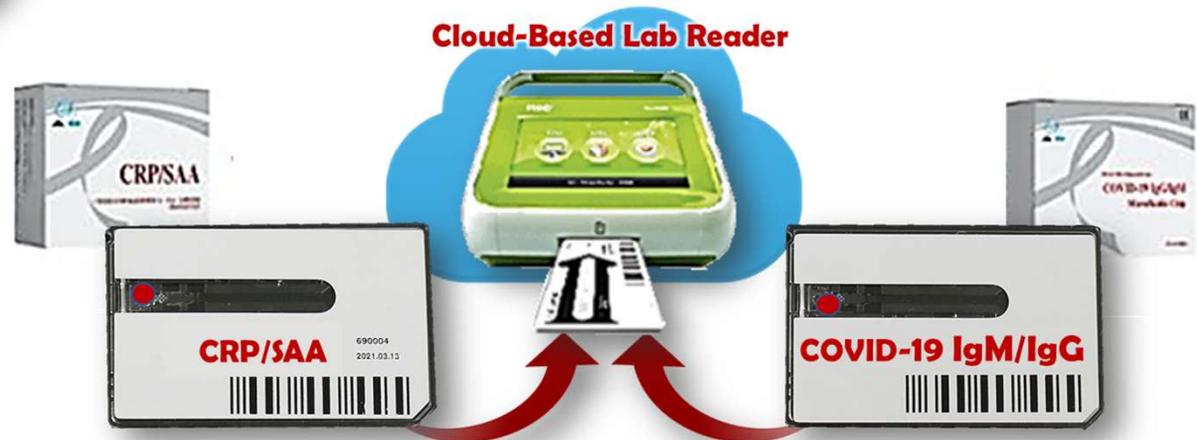


<https://abbotgenetics.com/>

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



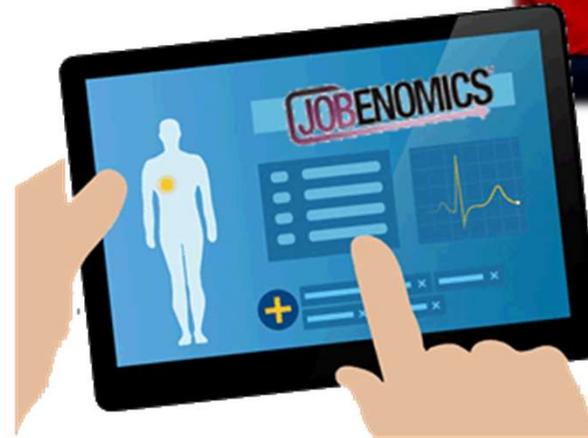
BSL-2 labs mitigate infectious agents or toxins that pose a threat critical enterprises (government, schools, businesses), dealing with COVID hotspots, returning people back to work.

Jobenomics 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.

CLINICSTOP Micro Clinic for Diagnosis, Counseling and Remote Care

www.clinicstop.com

JOBENOMICS™



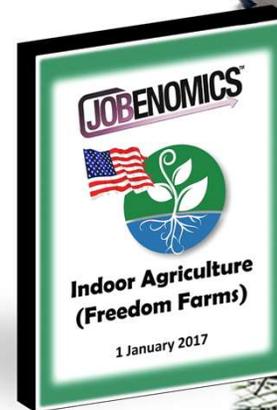
Ideal for pharmacies, churches, community centers that provide healthcare, social assistance, and behavioral care.

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**



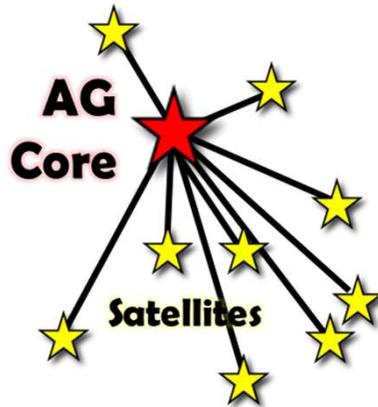
**Local Small
Growing Centers**



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.

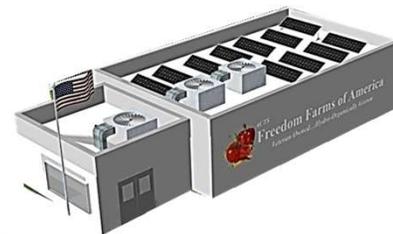


Large Grow Center(AG Core) With Controlled Environment & Vertical Farming



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.

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”.

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

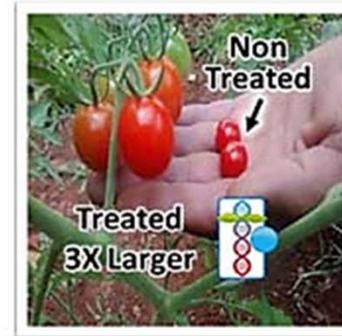
JO BENOMICS™



Soil Improvement



Cherry Tomatoes



Sugar Cane



Limes



Coffee



Avocado



Now doubling the growth of traditional agriculture in South America, 36

HyOx Environmental Remediation Applications



HyOx Floating
Oxygenator GPS
Solar Powered
Drone



Waterways, Lakes And Ponds

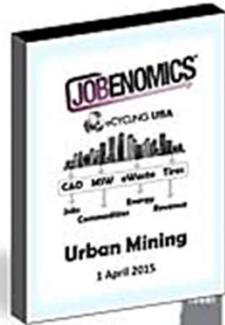


Toxic Waste Cleanup

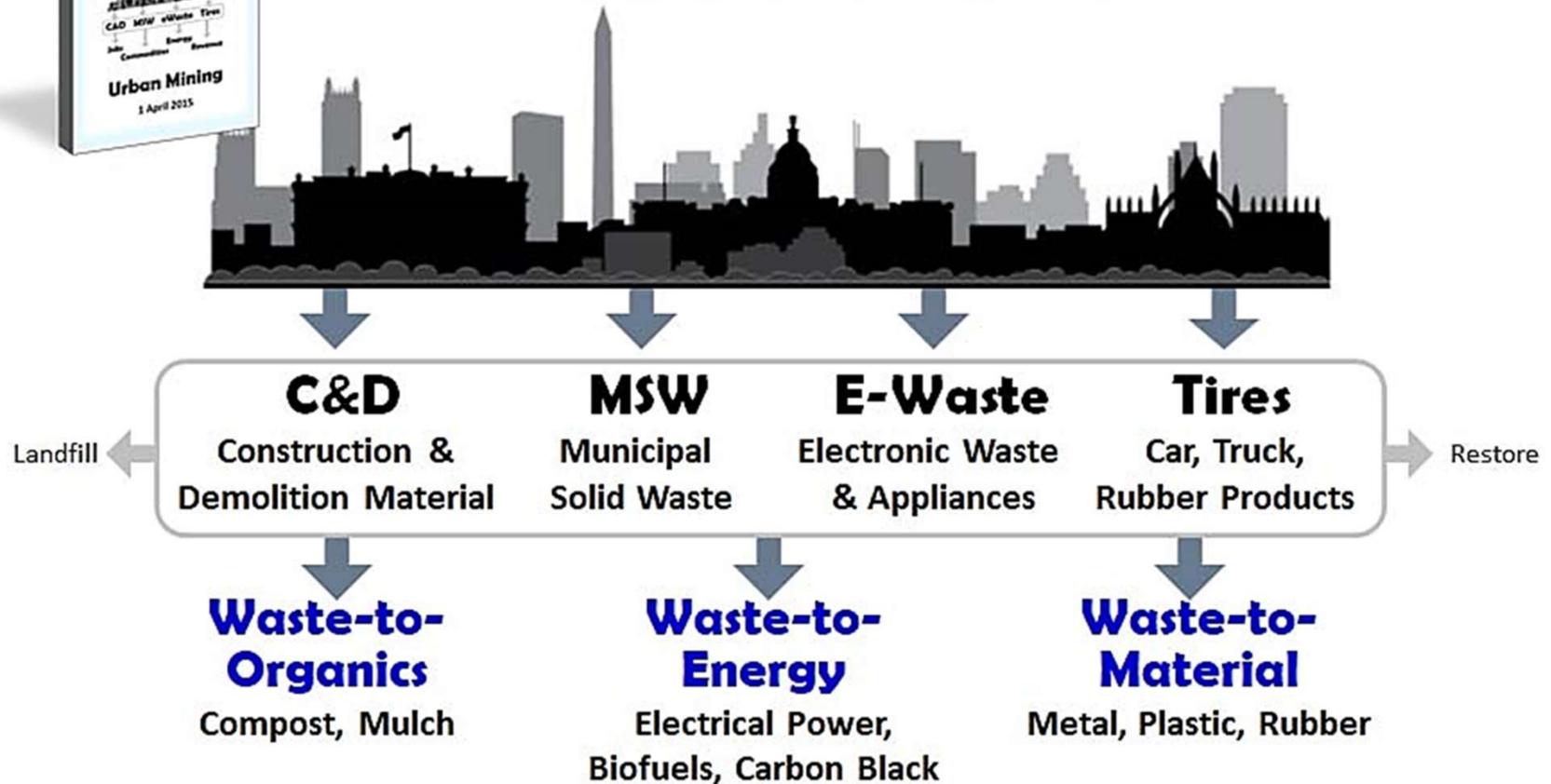


SuperWater HyOx is mitigating many forms of pollution.

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

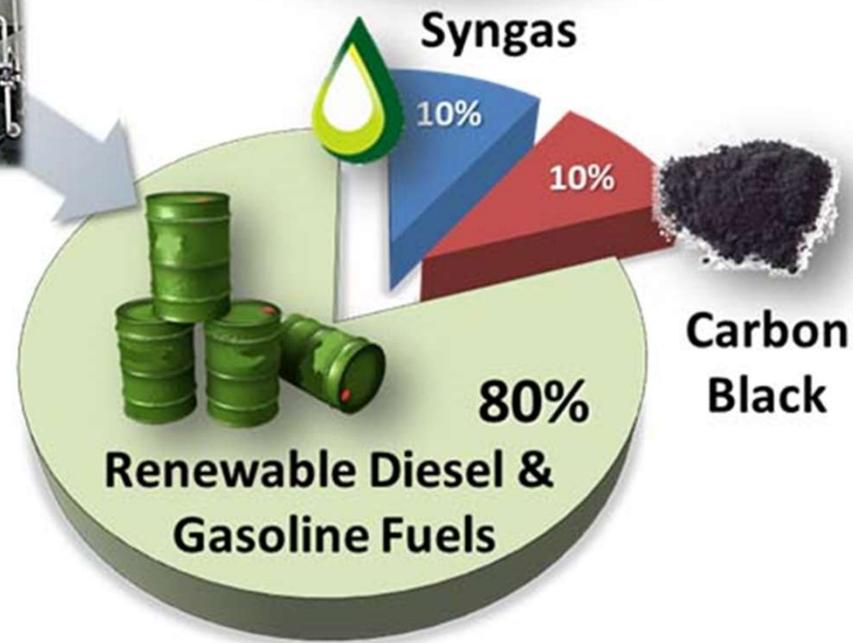


Growing American Plastics Waste Problem



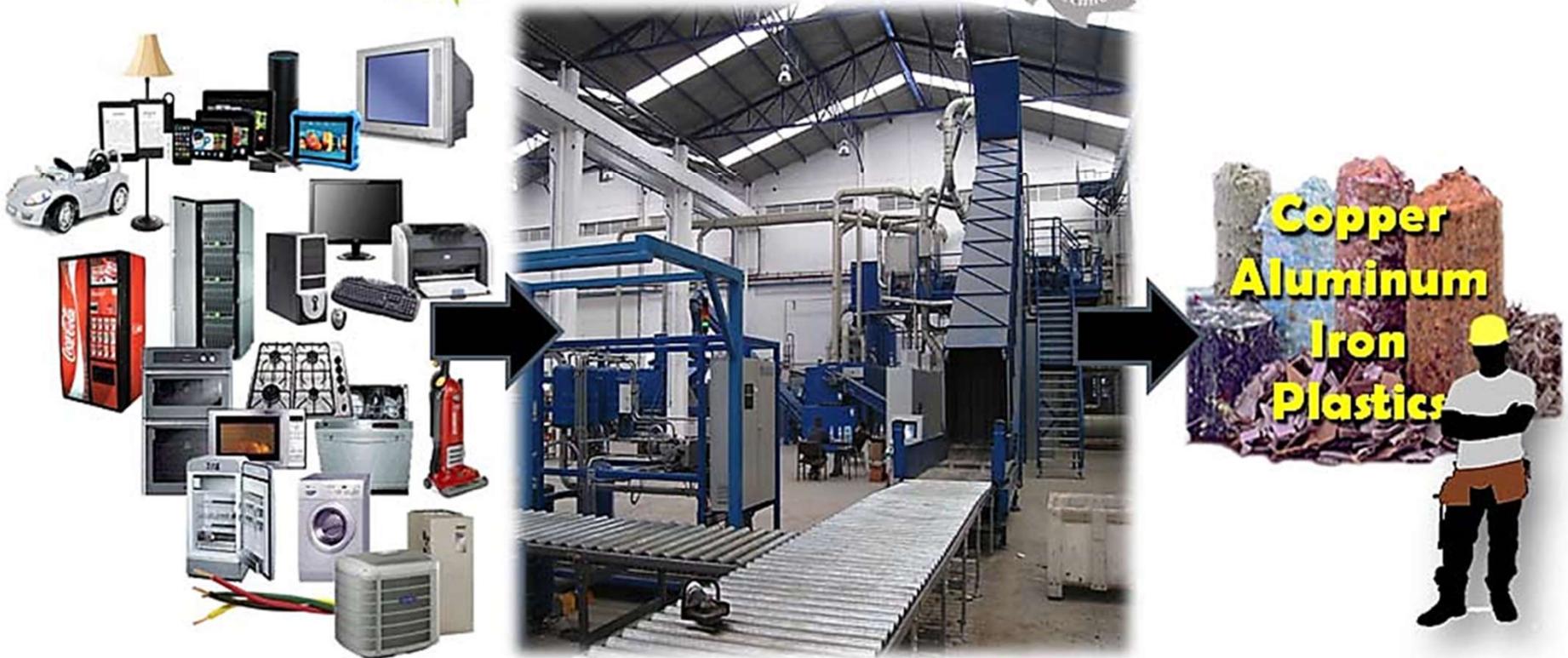
Imported Plastics Waste

China no longer accepting baled plastic waste



Jobenomics goal: eliminate waste, produce renewable products.

eWaste Materials Reclamation Facility



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.

Coal-to-Biofuels & Fertilizer



HUMAXX Biorefinery



MicGAS™



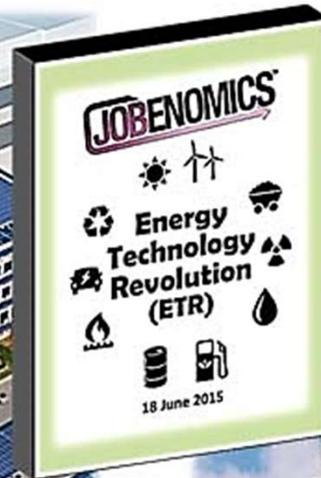
International Customers

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

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.

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

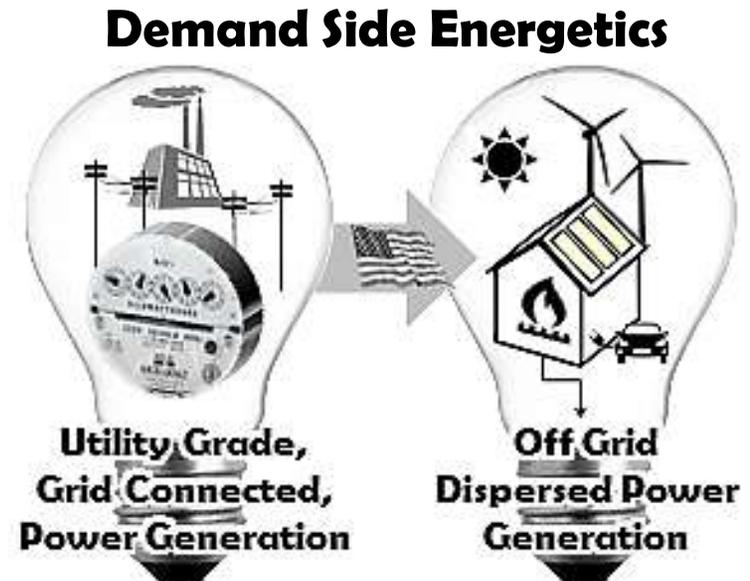
www.Jobenomics.com

- 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

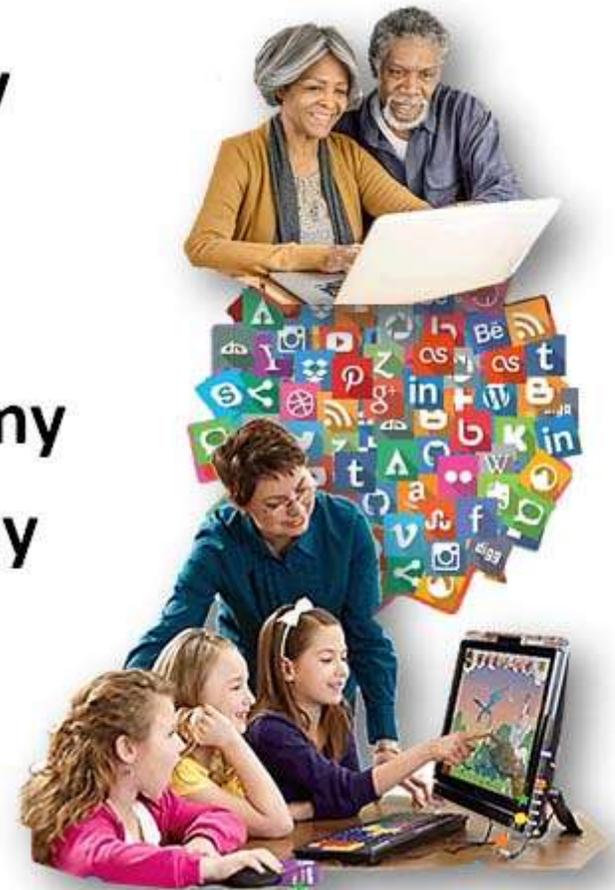


Jobenomics’ Joe Sarubbi with President Obama and Mrs. Biden

Digital Economy



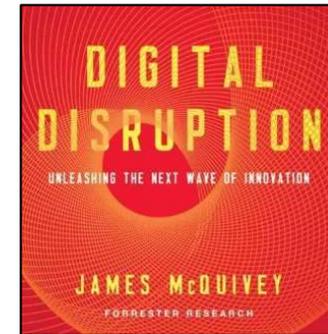
- Platform Economy
 - E/M Commerce
 - Sharing Economy
- On-Demand Economy
- Apps/Bots Economy
 - Gig Economy
 - IoT Economy



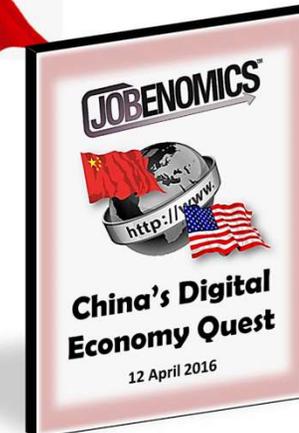
The traditional economy growing at 2% per versus eCommerce growth of 15% per year. Jobenomics' team of eCommerce experts help set up websites to selling on all major platforms; Amazon, Google, Facebook, eBay and Shopify.

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:



- 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



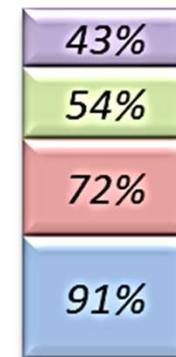
Age 6-10

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.

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

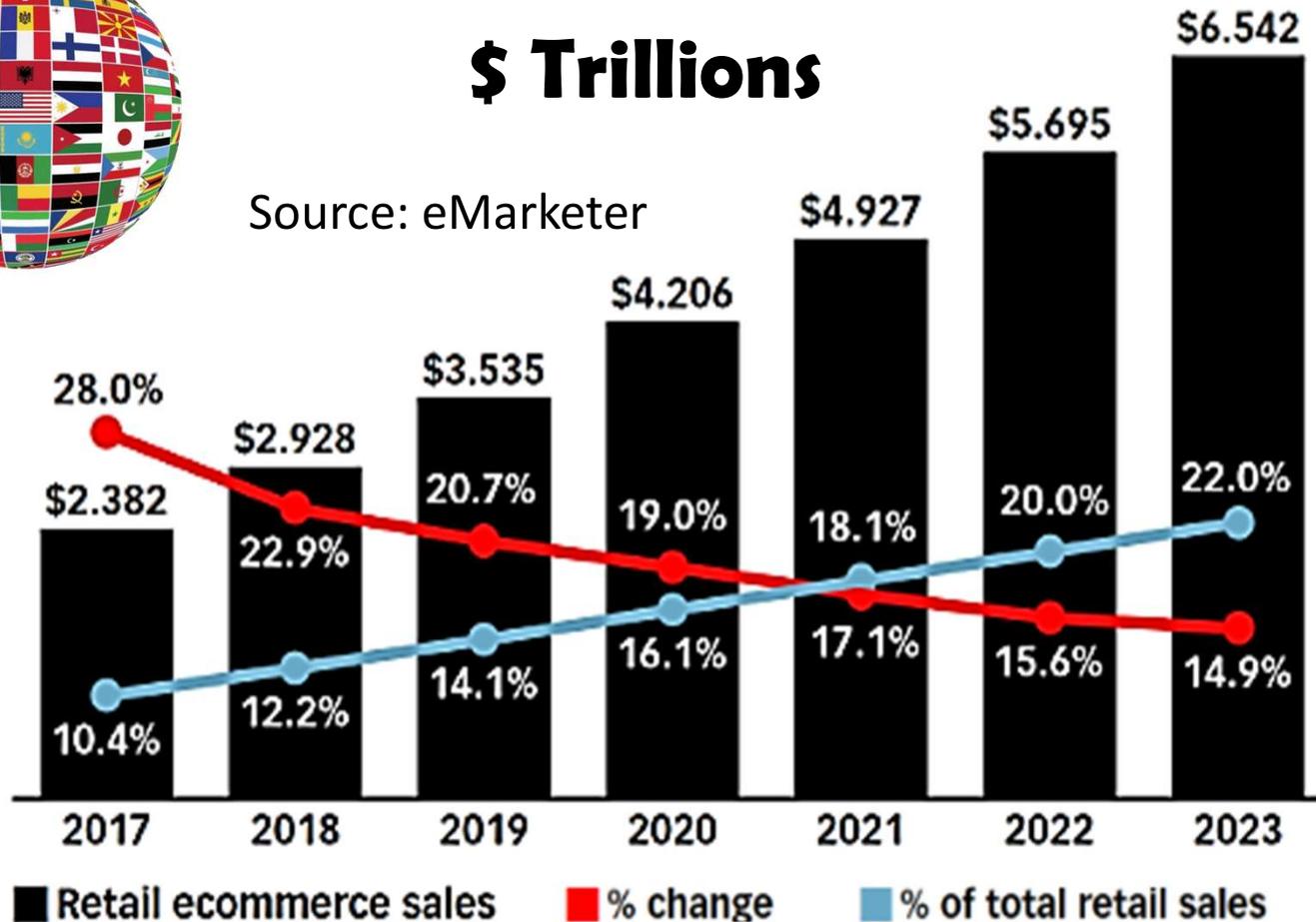
61% Nontechnical Administrative & Maintenance Positions

Global Retail E-Commerce Economy



\$ Trillions

Source: eMarketer



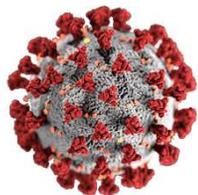
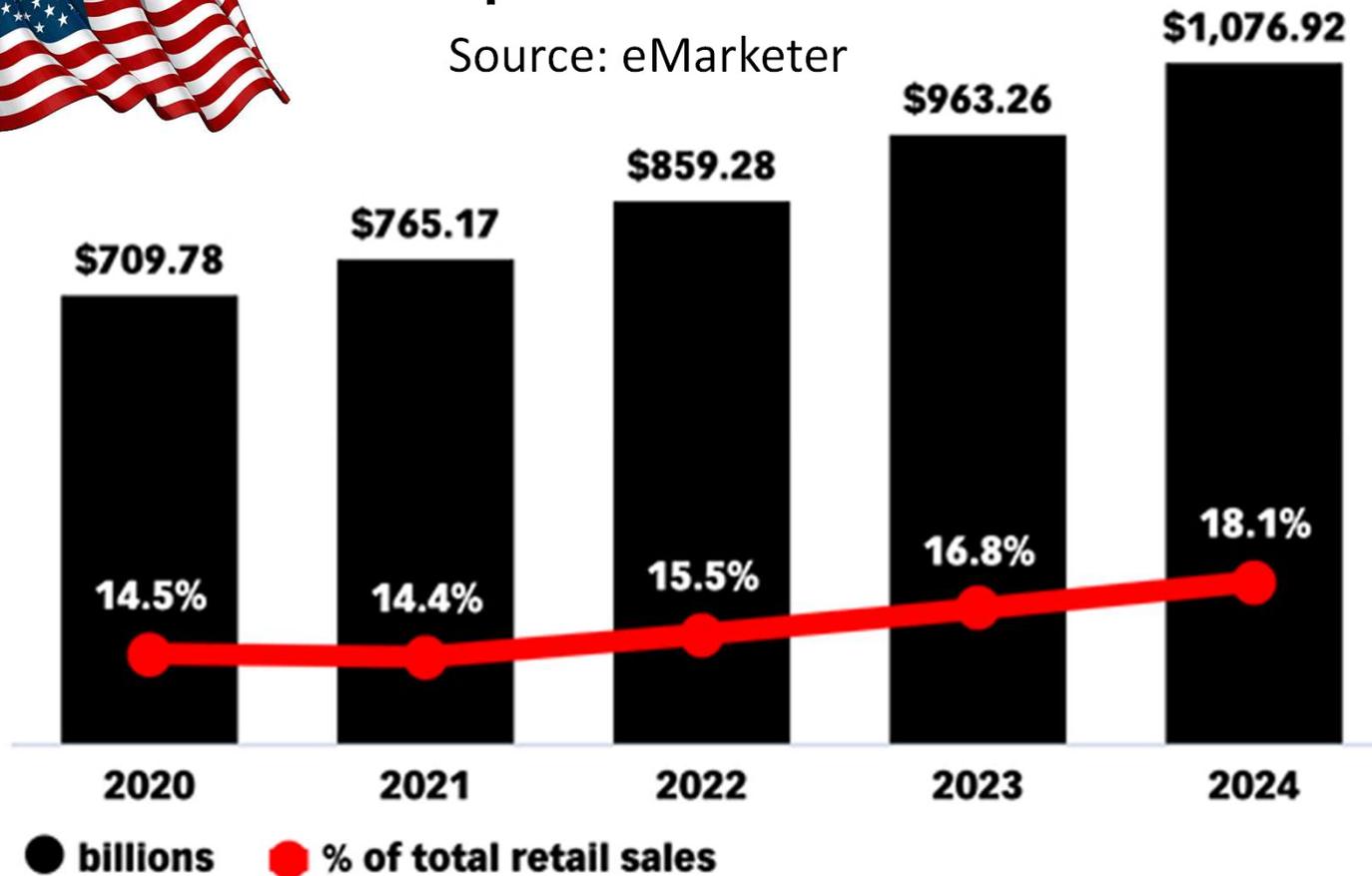
eCommerce and m-Commerce is growing rapidly as local tech start-ups and international players enter the market.

U.S. Retail E-Commerce Economy



\$ Trillions

Source: eMarketer



The pandemic accelerated the shift of U.S. consumption from in-store to online.

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

**Charles D. Vollmer, “Chuck”
Jobenomics Founder & President**

**703-319-2090 Office
cvollmer@Jobenomics.com**

www.Jobenomics.com