

Jobenomics National Grassroots Movement focuses on mass-producing local businesses and jobs.



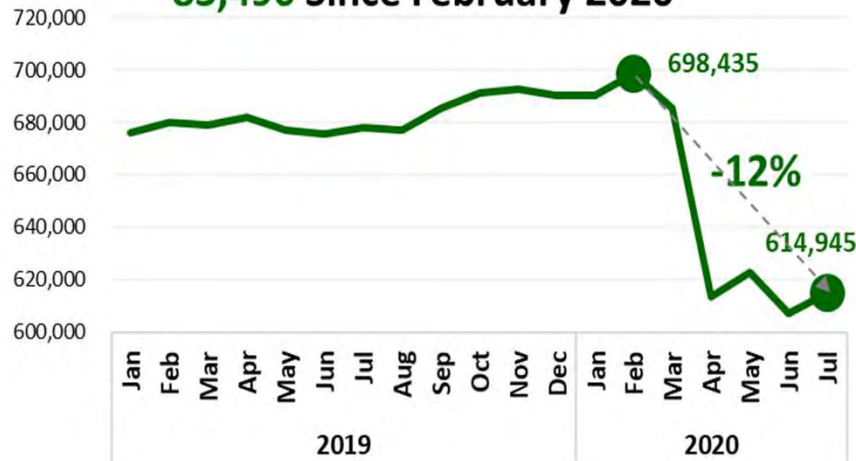
Jobenomics Philadelphia's Black Businesses Matter Program promotes startup business creation in underserved African American neighborhoods.

By: Michel Faulkner & Chuck Vollmer
12 September 2019

Philadelphia in Turmoil

Philadelphia Employment Losses

83,490 Since February 2020

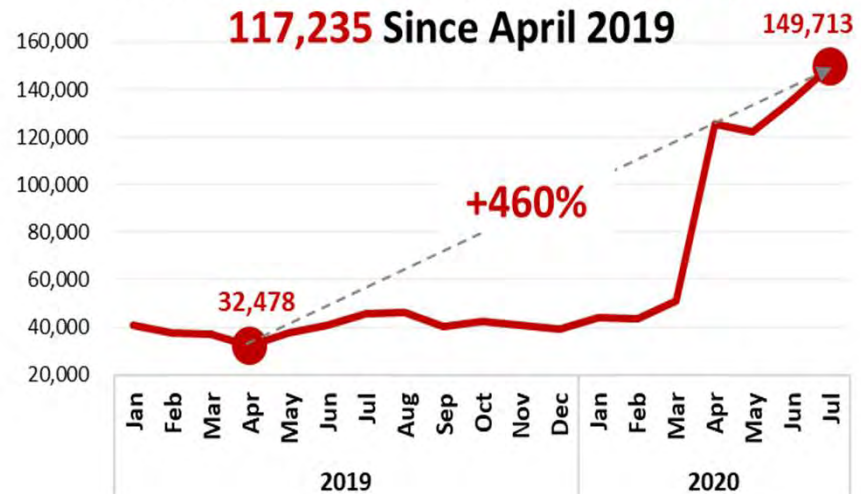


Coronavirus PANDEMIC



Philadelphia Unemployment Growth

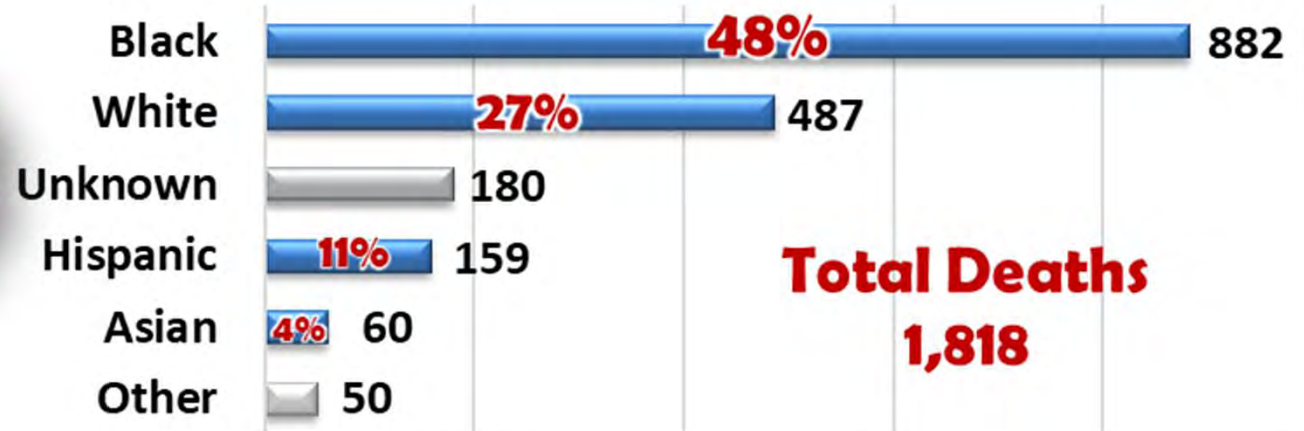
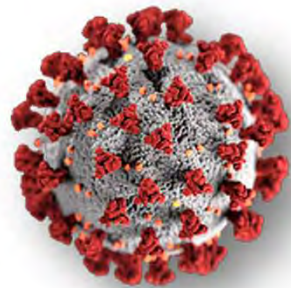
117,235 Since April 2019



The pandemic, social unrest and job losses are decimating Philadelphia's economy, businesses and labor force.

Philadelphia Pandemic Impact

COVID-19 Deaths By Race & Ethnicity (as of 4 Sep 2020)



As of 4 Sep 20

	COVID-19 Deaths By Age			
	75+	55-74	35-54	≤34
Black	48%	44%	7%	1%
Hispanic	42%	39%	17%	2%
Asian	57%	42%	2%	0%
White	68%	29%	3%	0%



African American and working-age blacks have been disproportionately impacted by the COVID-19 pandemic.

Philadelphia Black Business Closures

- Inner-city small businesses, regardless of race, are closing due to a perfect storm (pandemic, social unrest, fright/flight to suburbs).



- Black-owned businesses are not spared from damage from riots and looting related to Black Lives Matters protests. Picture shows a black business owner's message "Matter...Black Owned."
- Philadelphia Black-Owned Businesses closed by looting include Blue Sole Shoes, Philadelphia Opportunities Industrialization Center, Silver Legends, Smoke N' Things and AOK Hair Company.

Black livelihoods matter as much as black lives.

Black-Owned Business

- Out of a population that is 43% black, Philadelphia business ownership is a shockingly low 2.5%.
- Business ownership is directly proportional to reducing crime and the racial wealth gap in black communities.
- Each 1% of startup business growth reduces crime and poverty by 2%.
- Lack of startup capital (dollars) has been the reason cited by black entrepreneurs for the low 2.5% black-ownership statistic.
- Hundreds of billions of dollars are now available via the CARES Act (Pandemic) & Opportunity Zone funding.

BLACK
Ownership
MATTERS

BLACK
Businesses
MATTER

BLACK
Livelihoods
MATTER

Master planned, mixed-use communities are needed to mass-produce black businesses and attract large sums of startup capital.

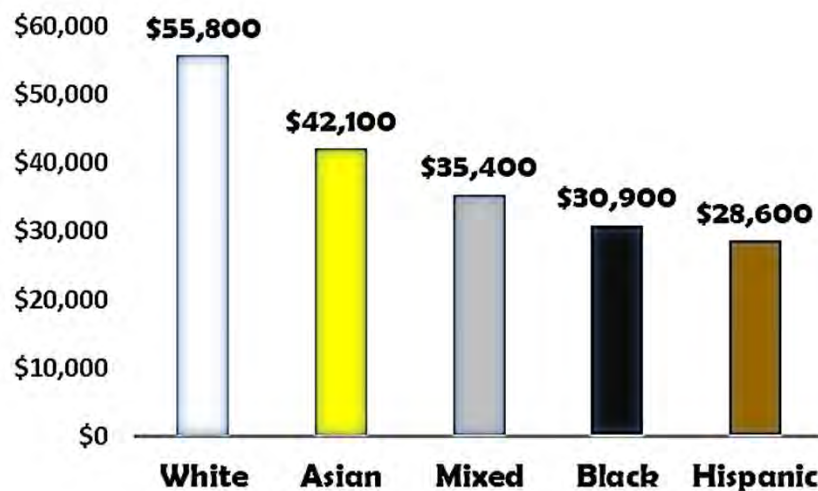
Source: Census Bureau American Fact Finder,
Census Bureau ACS 5-year Estimate

Key Philadelphia Statistics

- **Population:** 1,584,138 (change since 2010: **-4%**)
 - Black **43%**, White 35%, Hispanic 12%, Other 9%
- **Median Household Income:** \$40,649 (**29% below** national average)
- **Poverty Level:** 25.8% (**110% above** national average)
 - Black **41%**, White 25%, Hispanic **18%**, Other 16%
- **Firm Ownership:**
 - Male 58%, Female **42%**
 - Nonminority 52%, Minority **48%**
 - Nonveteran 92%, Veteran **8%**

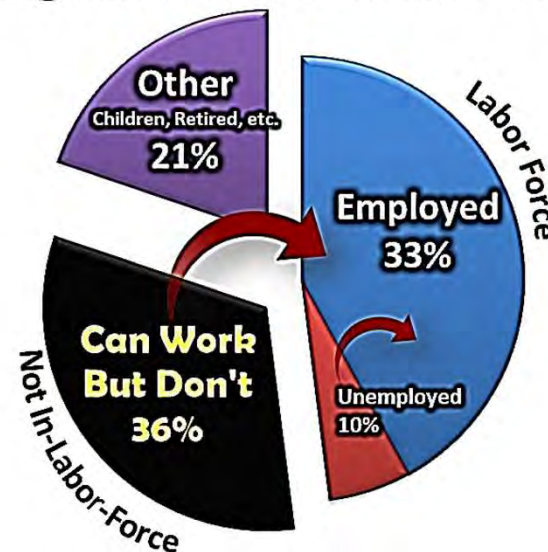
Source: Census Bureau American Fact Finder,
Census Bureau ACS 5-year Estimate

Median Household Income By Race



Source: Statistical Atlas Analysis of Census Bureau data

% of Total Population Aged 25 to 64 Years Old

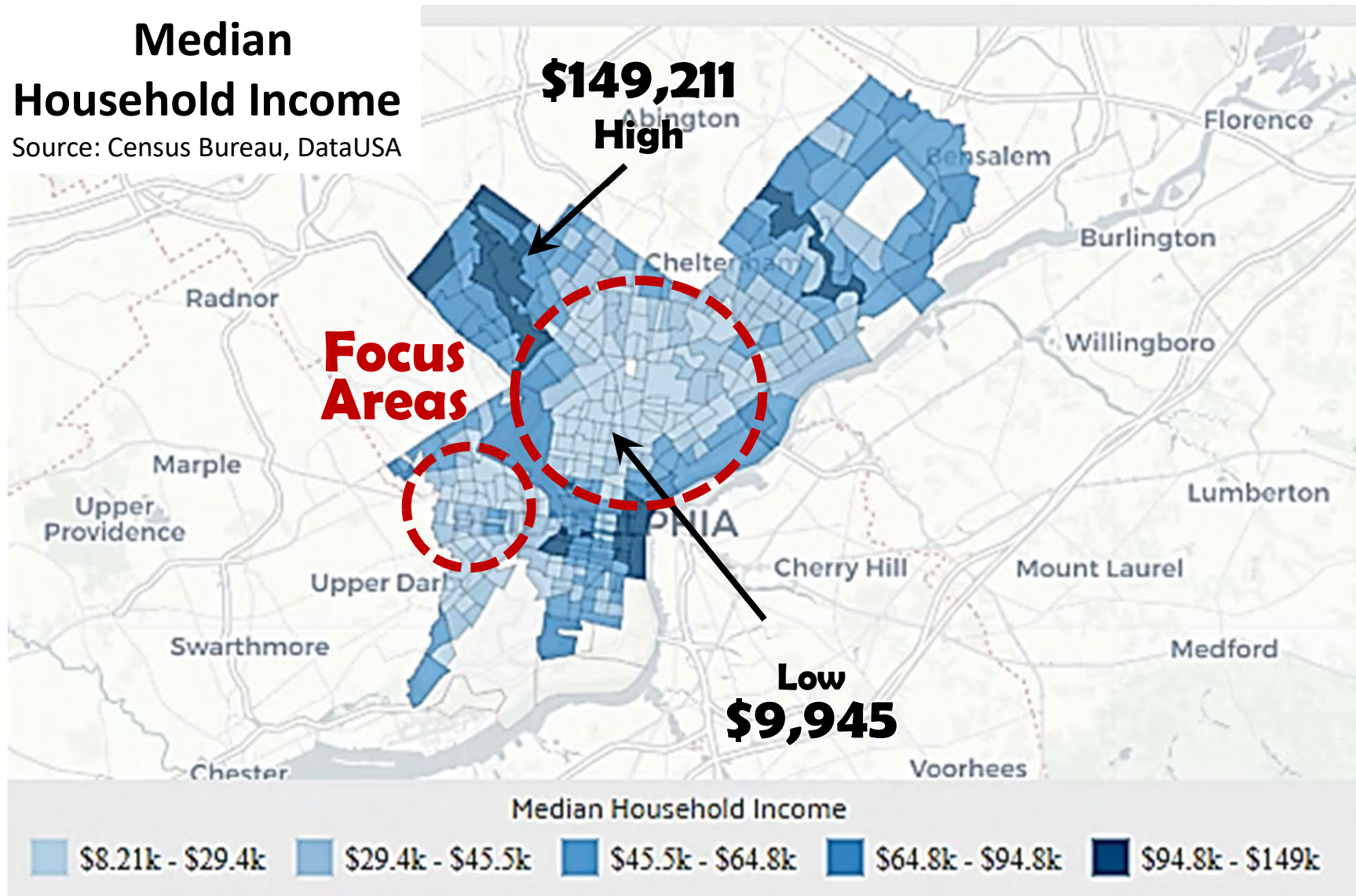


Minority Philadelphians need greater income opportunity.

Jobenomics Philadelphia Focus Areas

Median Household Income

Source: Census Bureau, DataUSA



Goal: reduce **income inequality** increase **income opportunity**.

Opportunity Funding Available For Jobenomics Philadelphia Programs

■ Opportunity Zones

- 8,700 designated under-resourced Census tracts

■ Opportunity Funds

- Preferential tax treatment for investment in economically-distressed communities

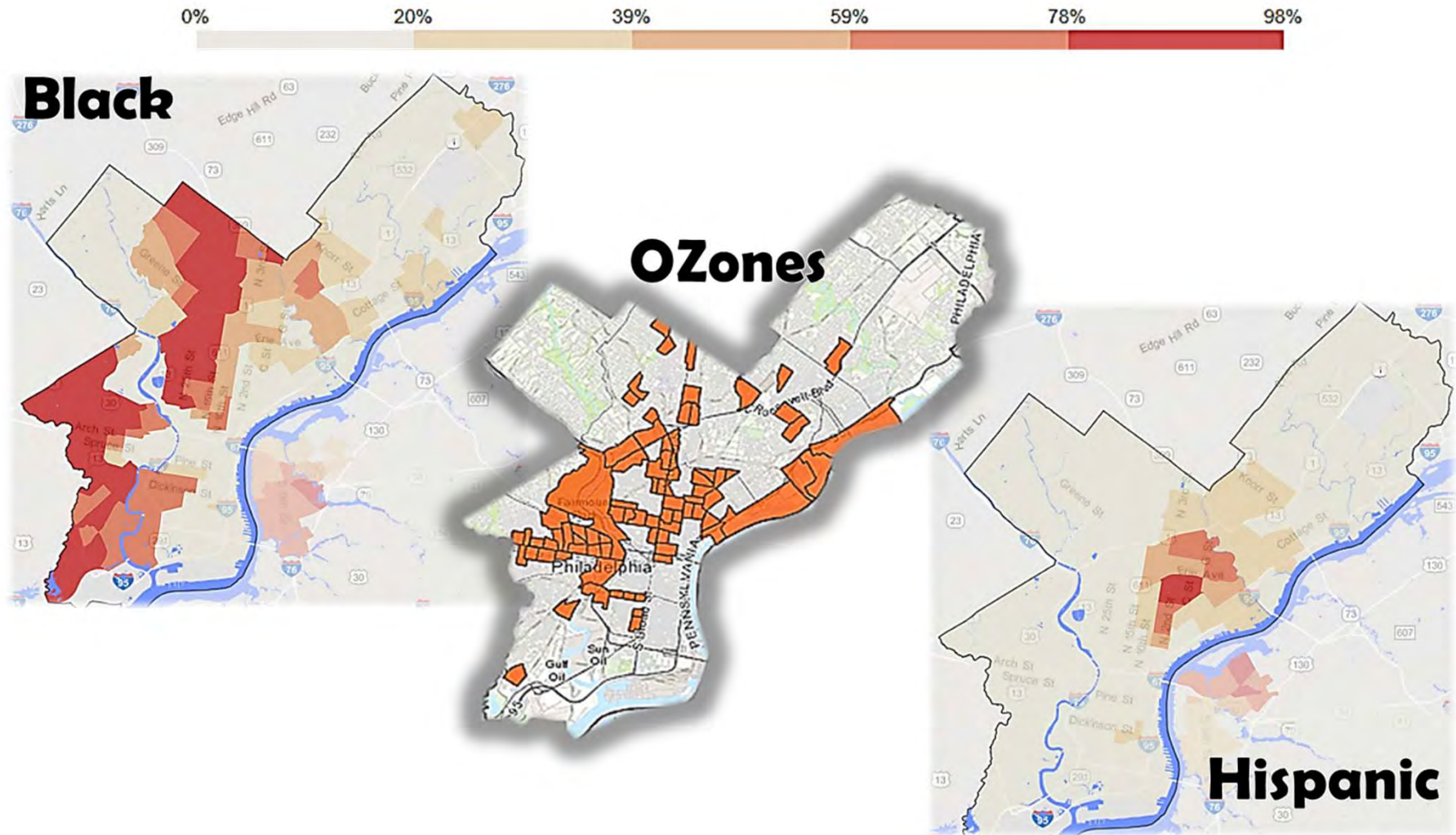
■ Investor Tax Benefits

- Deferral of capital gains on property and equipment.
- Elimination of all taxes on capital gains if held 10-years



Part of the 2017 Tax Cuts and Jobs Act, Opportunity Zones promise positive social impact by driving billions of dollars in long-term investment into under-resourced communities.

Philly OZones By Race & Ethnicity



Philadelphia OZones are largely inhabited by minorities. Nationwide OZone Fund total is **\$29.4 billion** with **\$19.3 billion for Pennsylvania.**

Source: National Council of State Housing Agencies (NCSHA) as of 6 June 2019

Minority Entrepreneurship Is Soaring



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

Women-Owned Businesses & Jobs



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.

Gen Y & Z Businesses & Jobs

Gen Y & Z (18-39) represent **54%** of Philadelphia's working age population (18-64).



Digitally-savvy Gen Y (**Millennials**: 1977-1995) and Gen Z (**Screenagers**: 1995-2015) are leading the way into the emerging digital economy.

Philadelphia Veterans

A underutilized labor pool of proven workers and talent.



Veteran Status		United States	Pennsylvania	Philadelphia
Wartime Veterans	WWII	614,532	36,786	1,845
	Korea	1,472,721	70,351	4,328
	Vietnam	6,499,806	277,671	16,796
	Gulf (1990s)	3,786,051	120,357	7,143
	Gulf (2001-2017)	3,524,844	100,193	6,722
Peacetime Veterans		2,306,651	136,841	14,615
Total Veterans		18,204,605	742,199	51,449

Source: U.S. Census Bureau (2017), American Community Survey 1-year estimates

Philadelphia has over 50,000 veterans, many of whom need jobs. Jobenomics Philadelphia has tailored business and job creation programs and access to funding sources for veterans.



Jobenomics National Grassroots Movement



Jobenomics



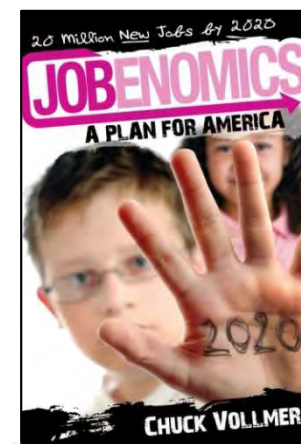
Bipartisan National Grassroots Movement

- 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.

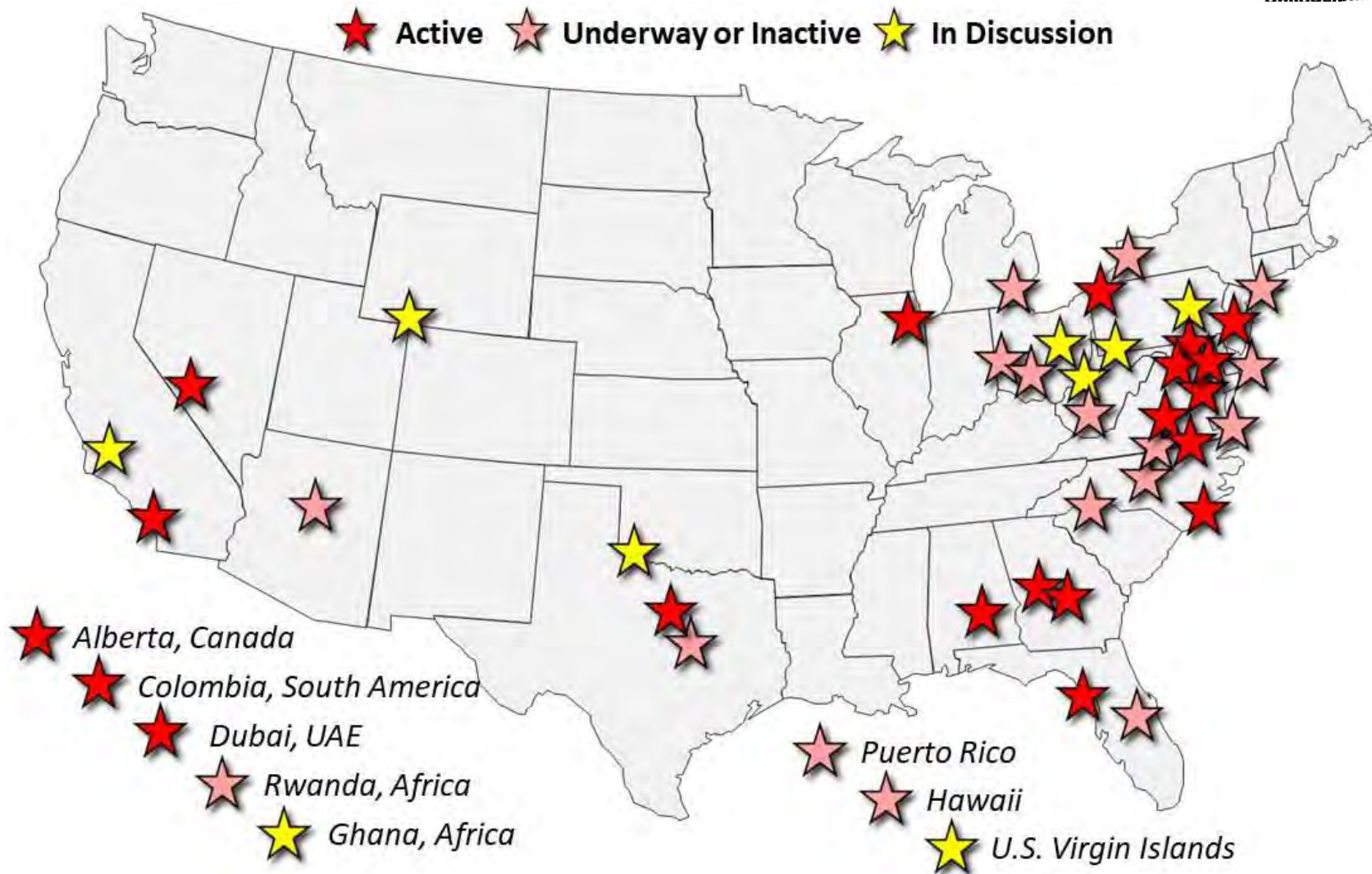
Primary focus: economic, community, small business and workforce development at the base of America's socio-economic pyramid.

Ten E-Books



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

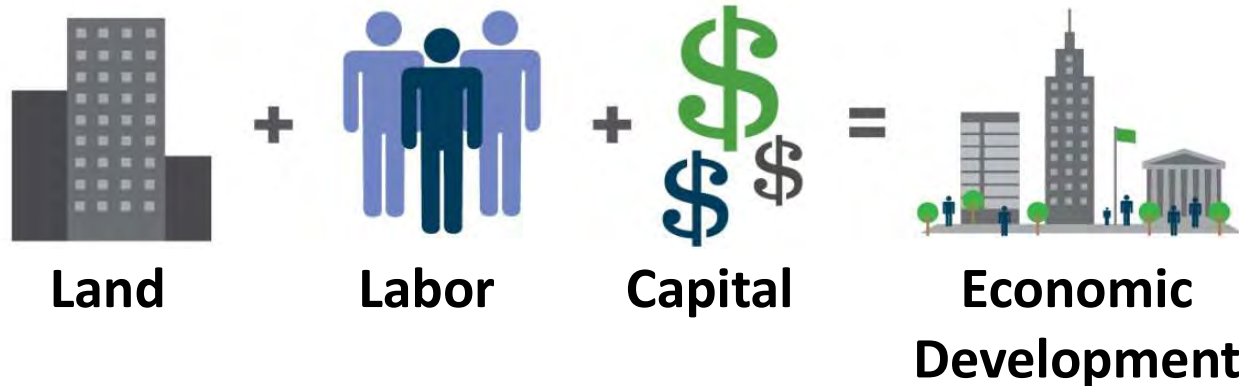
Jobenomics Chapters



**Since 2016, dozens of communities started Jobenomics chapters.
Two-thirds of these chapters are led by African Americans.**

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 28 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.

Micro & Nonemployer Professions

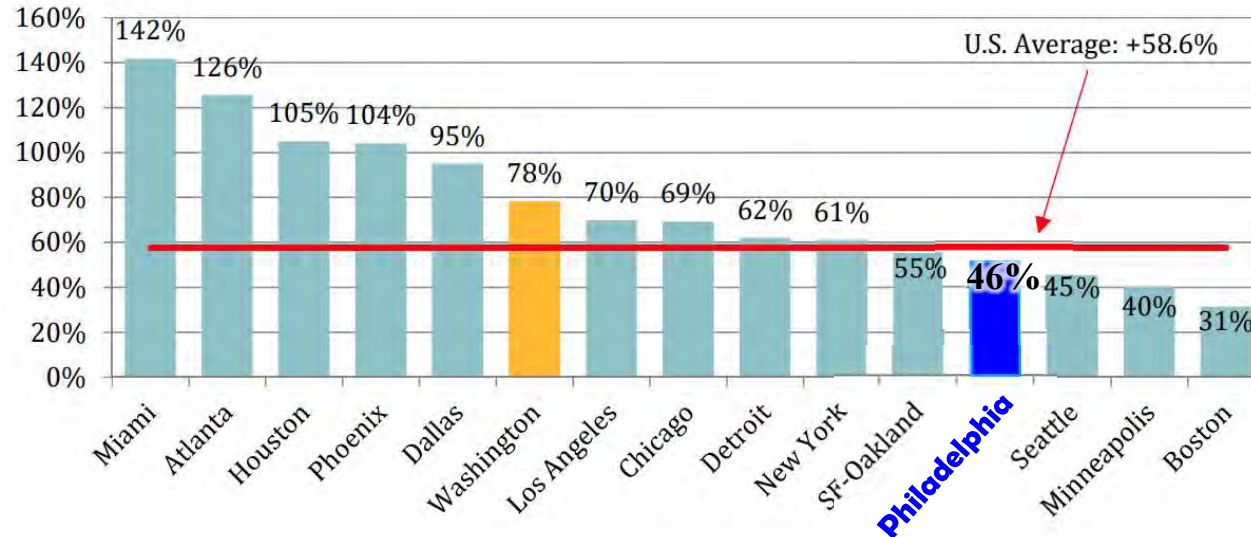
- **Self-Employed** (earn income from one's own business rather than as a specified salary or wages from an employer)
- **Independent Contractors** (construction workers, accountants, authors, bookkeepers, engineers, masons, real estate agents, teachers)
- **Consultants** (professional services human resources, financial, information technology, management),
- **Freelancers** (administrative support, design, legal, journalists, tutors, marketing and sale, web and apps developers, etc.)
- **On-Demand Workers** (executives, doctors, nurses, healthcare aides, Uber drivers, operations and technical support, security analysts)
- **Flex Workers** (analysts, apps developers, loan officers, engineers, educational and technical assistants, food service and bartenders)
- **Gig Workers** (artists, actors, entertainers, delivery drivers, coders, programmers, handyman, photographers, and care givers)
- **Part-Timers** (who work less than 40 per week out of necessity or choice and workers who work full-time via multiple part-time jobs.)

Jobenomics prioritizes **micro-employer** and **nonemployer** business creation. These firms will be more **anchored** in poor neighbors than larger businesses and will be less likely to migrate to the suburbs.

Nonemployer Statistics

Percent Change in Nonemployer Establishments, 1997-2015

U.S. Census Bureau (Nonemployer Statistics), The Stephen S. Fuller Institute at the Schar School, GMU



Washington DC Region Nonemployer Firm Economic Impact

- 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%)

Philadelphia needs much more growth in nonemployer firms.

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.



Black Businesses Matter

Quick-Start Business and Job Creation Programs

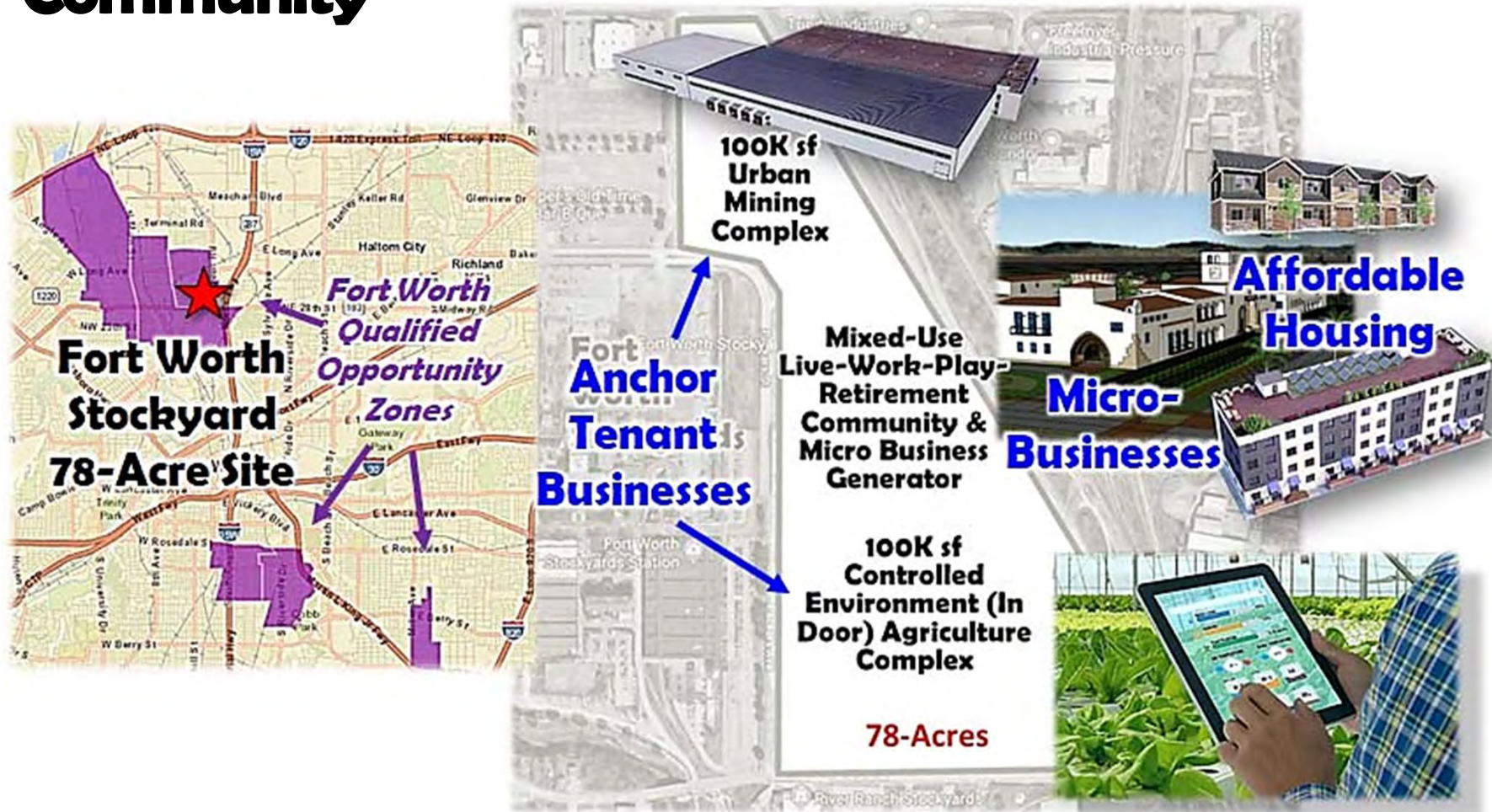
- Mixed-Use Communities
 - COVID-19 Diagnostics and Rapid Testing
 - Direct-Care/Remote-Care/On-Demand Care
- Waste-to-Value Systems (Plastics-to-Fuel, eWaste Materials Reclamation)
 - Controlled Environment Indoor Agriculture
- Oxygen Enriched Water (Infused Drinking Products, Agricultural Enrichment, Bioremediation)
 - Digital Economy & Digital Academies
- Federally-Certified, Skills-Based Training Programs
 - Renewable Energy & Energy Services
 - Business Generators and E-Clubs
 - Heritage & Experiential Tourism

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



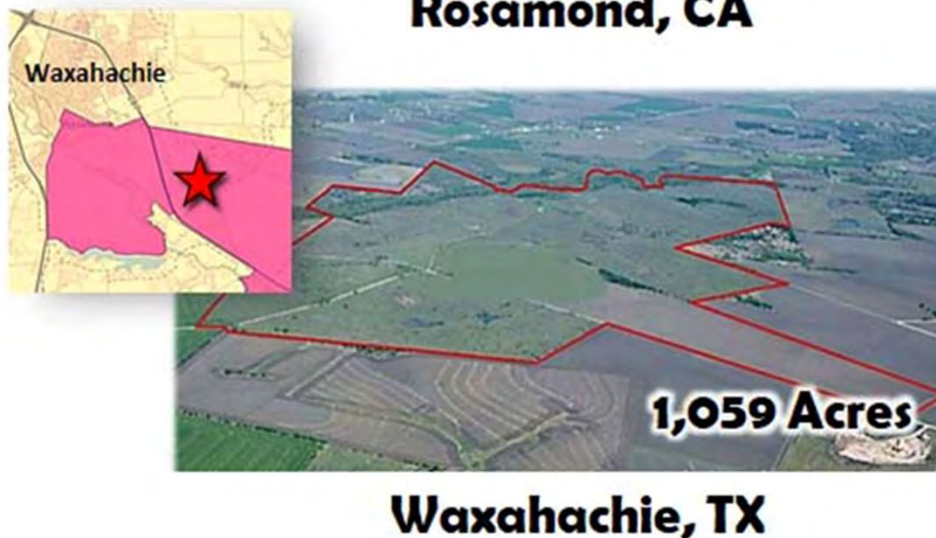
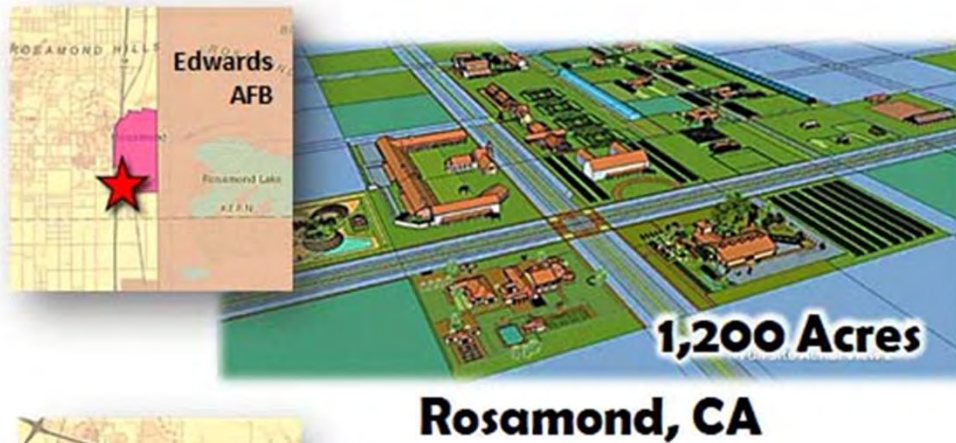
Meets community needs for affordable homes, safety, green eco-friendly facilities, and business/job creation.

Example of a Mixed-Use **Urban** Community



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

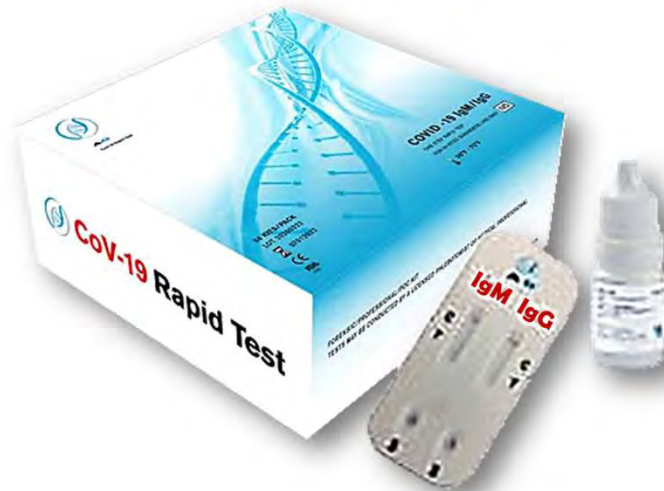


Jobenomics is working with community leaders, real estate developers and leading industry officials to build master-planned **rural** communities and business plans that are attractive to QOFs.

Healthcare & Pandemic Businesses and Jobs

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-Abbot Genetics team has the world's leading COVID-19 diagnostics and test kits for new busines and job creation.

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. It
also provides a
new source of
revenue for local
communities.**

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™
Black Businesses Matter
Philadelphia



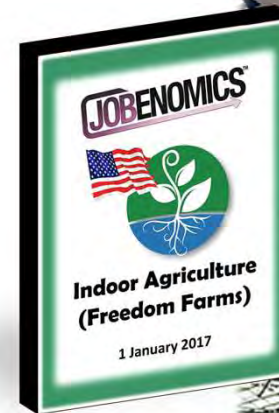
Ideal for pharmacies, churches, community centers that provide healthcare, social assistance, and behavioral care.

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**



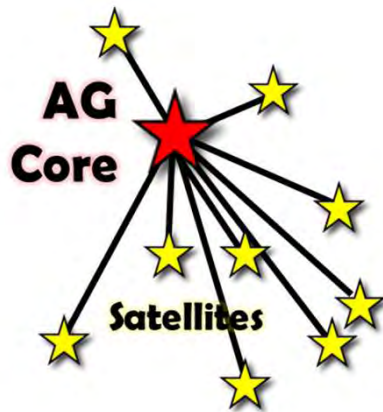
**Local Small
Growing Centers**



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.

TerreHyOx Organics Applications

JOBENOMICS™
Businesses Matter
India



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

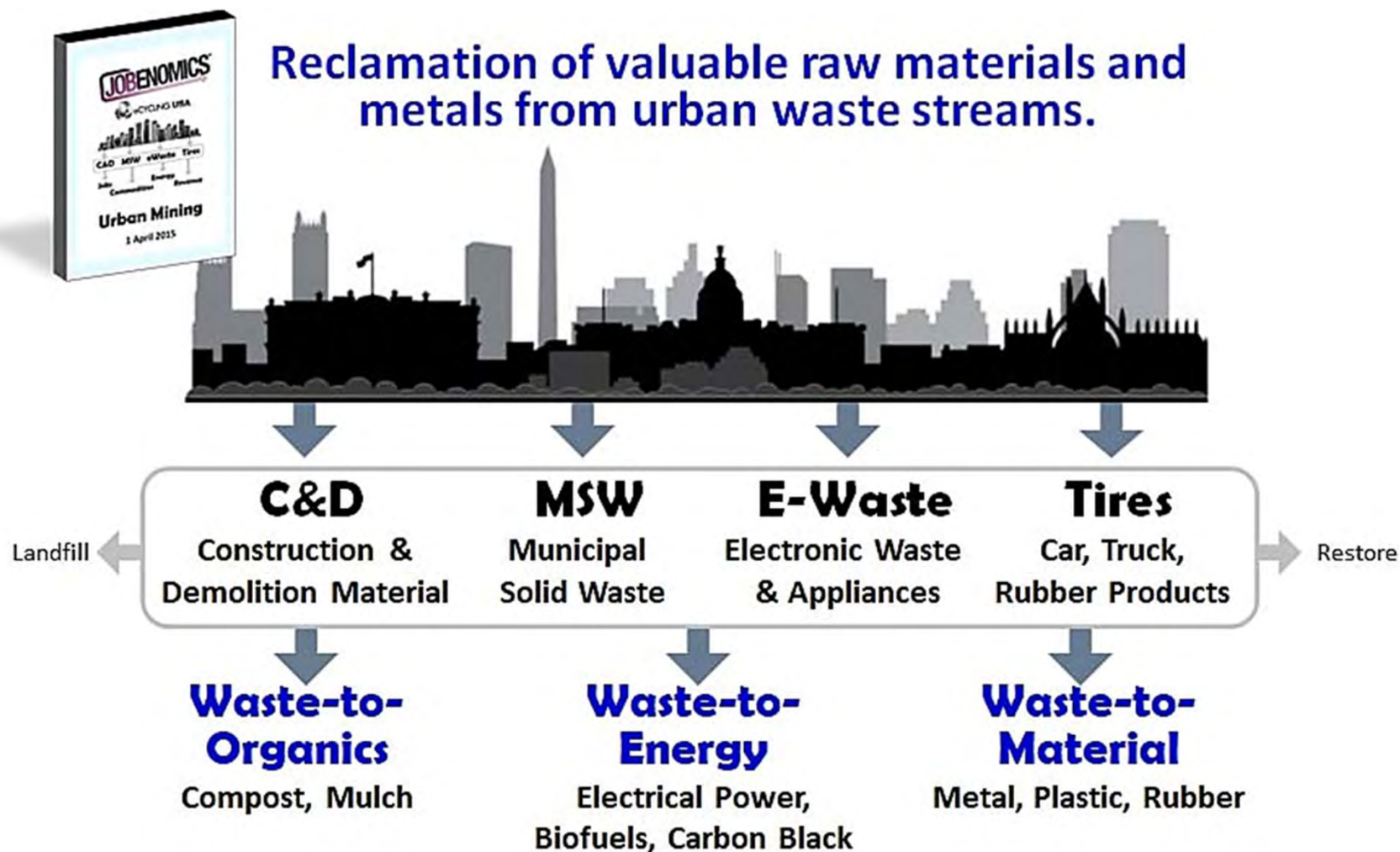


Toxic Waste Cleanup



SuperWater HyOx is mitigating many forms of pollution.

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

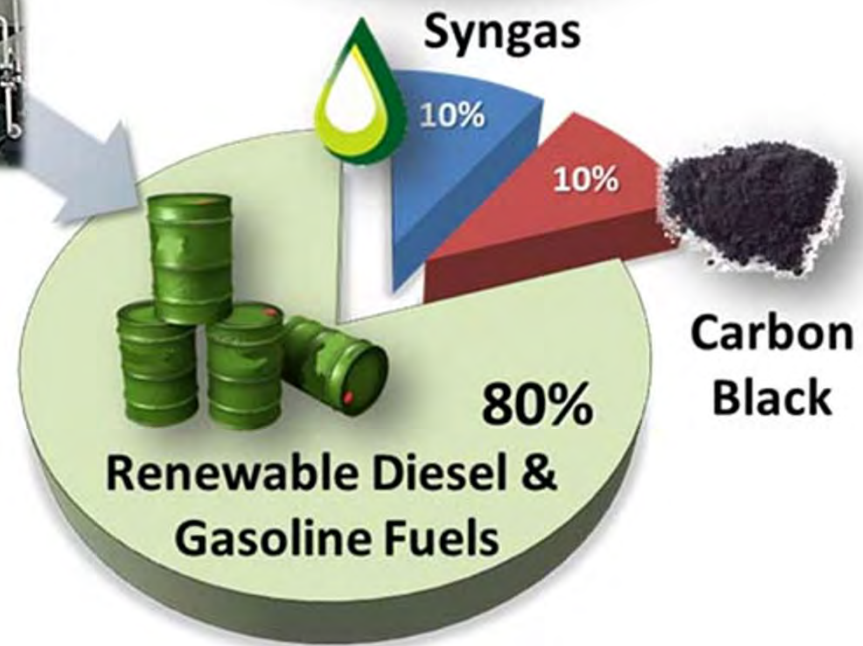


Growing American Plastics Waste Problem



Imported Plastics Waste

China no longer accepting baled plastic waste



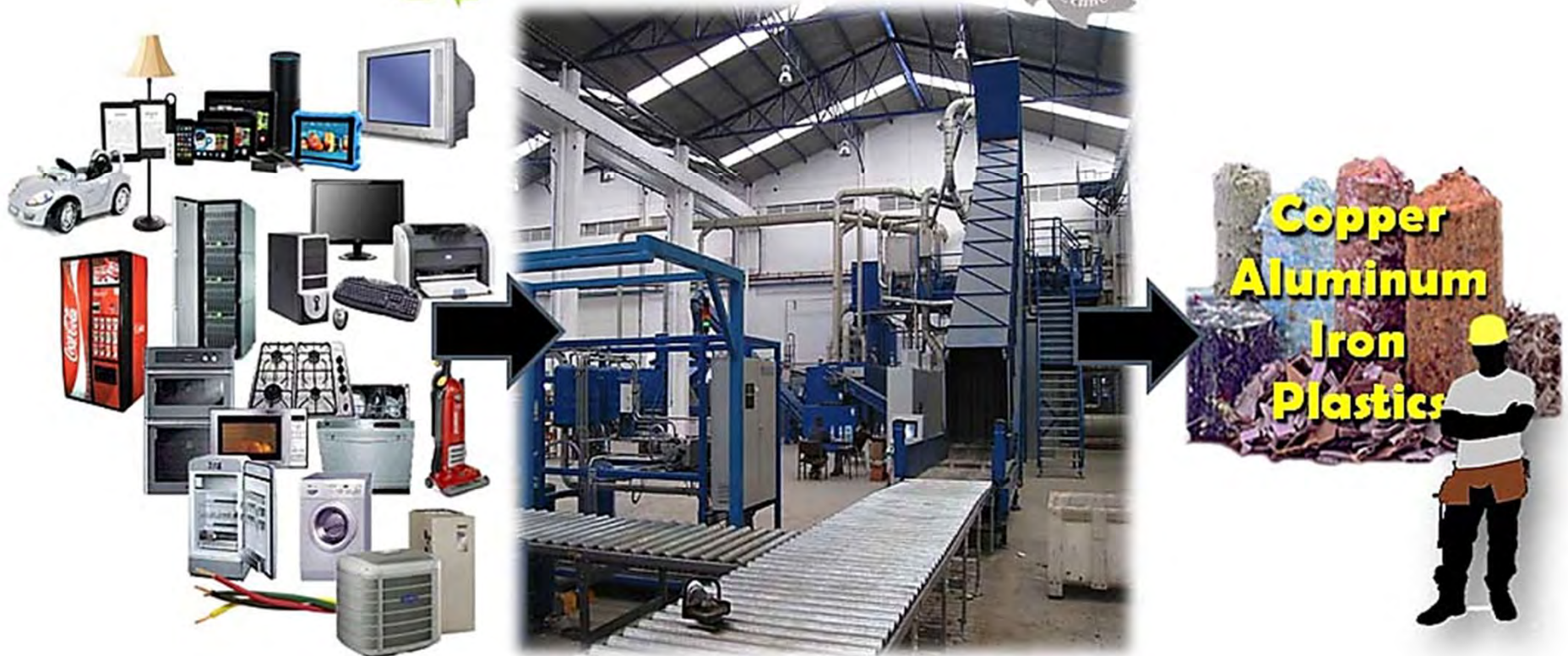
Jobenomics goal: eliminate waste, produce renewable products.

eWaste Materials Reclamation Facility

JOBENOMICS™
Black Businesses Matter
Philadelphia



eCYCLING USA



100 Operational Sites Worldwide

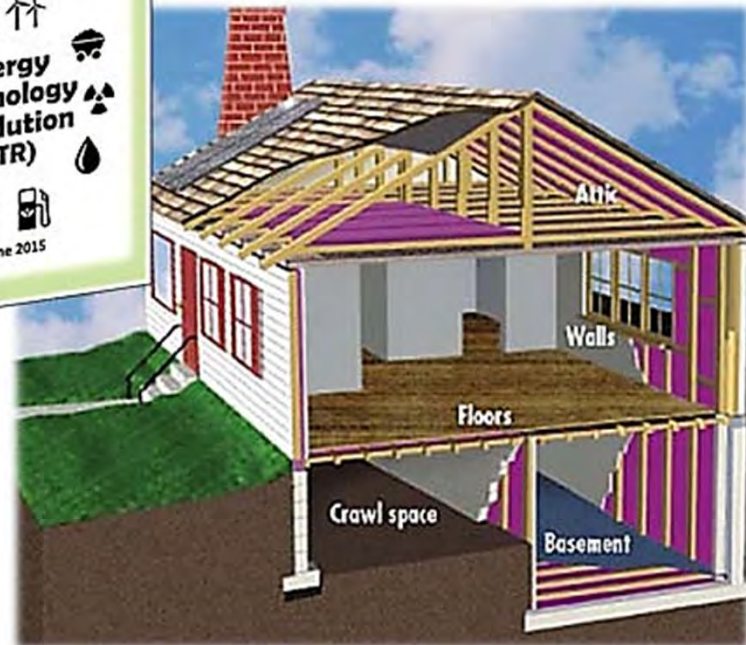
Jobenomics Partner, www.urt-recycling.com

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

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 & EP TV

Jobenomics Board
Member and Host of
Jobenomics America TV

www.Emerald-Planet.org



Chuck Vollmer

Founder & President
Jobenomics National
Grassroots Movement

EmeraldPlanet Board
Member & Co-Host of
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www.Jobenomics.com

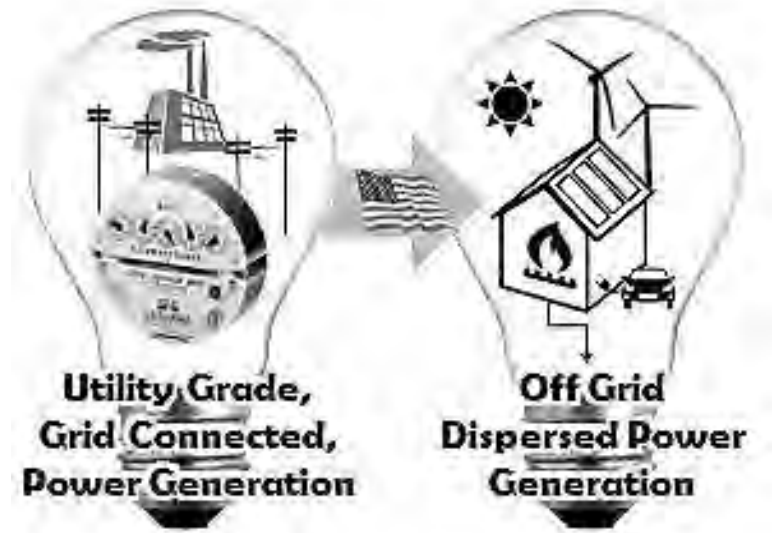
- Partnership focuses on innovative, sustainable, and resilient “green” environmental, economic and community development topics, issues, practices and projects around the globe.
- EmeraldPlanet is also partnered with the U.N. Economic and Social Council and The World Bank Connect4Climate Program.

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



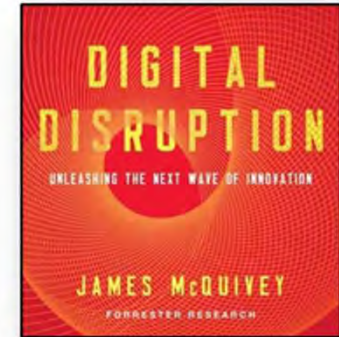
- Platform Economy
 - E/M Commerce
 - Sharing Economy
- On-Demand Economy
- Apps/Bots Economy
 - Gig Economy
 - IoT Economy



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

Alibaba Group
阿里巴巴集团

Baidu

- Jobenomics study on leading Chinese and America digital economy strategies and practices.



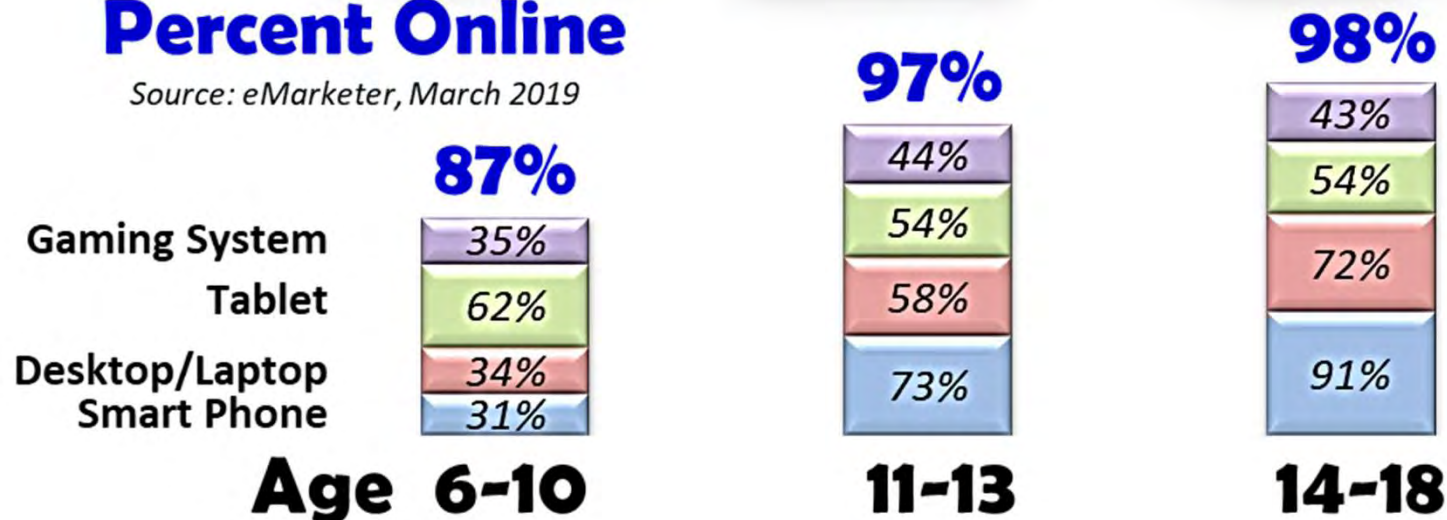
Every community needs a digital economy strategy to raise its overall economy and underserved citizens out of poverty.

Digital Academies



Percent Online

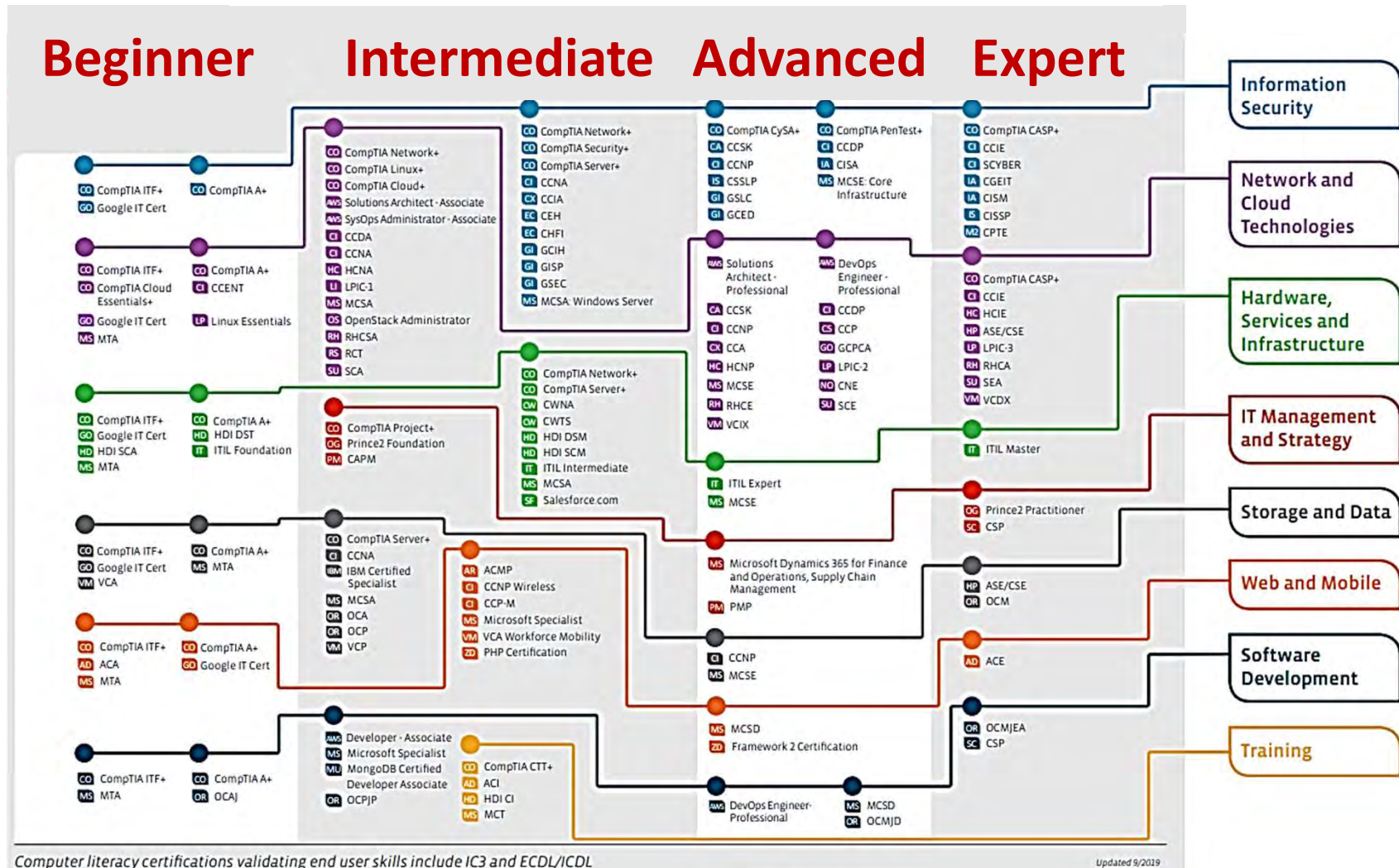
Source: eMarketer, March 2019



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

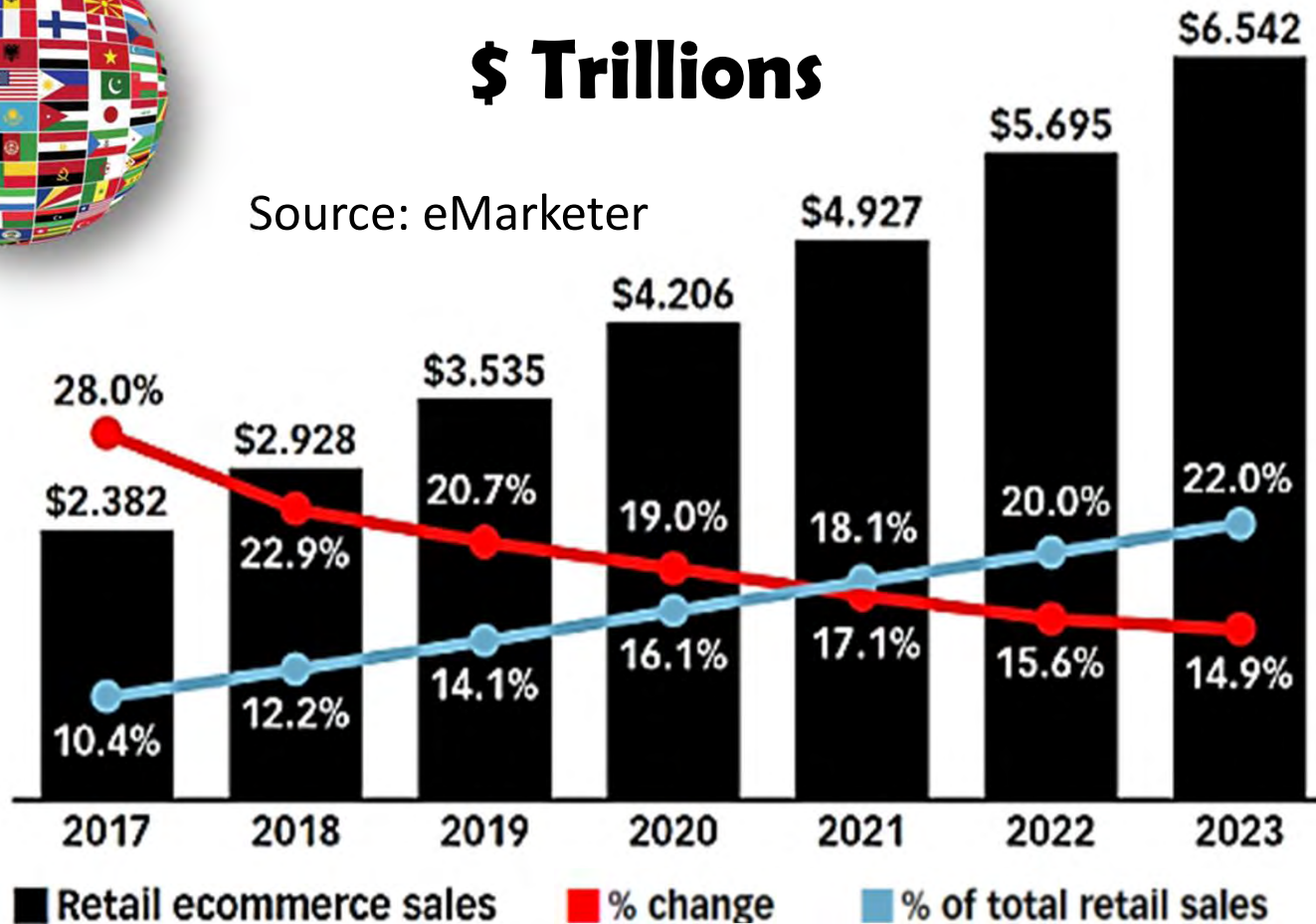
61% Nontechnical Administrative & Maintenance Positions

Global Retail E-Commerce Economy



\$ Trillions

Source: eMarketer



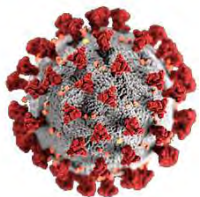
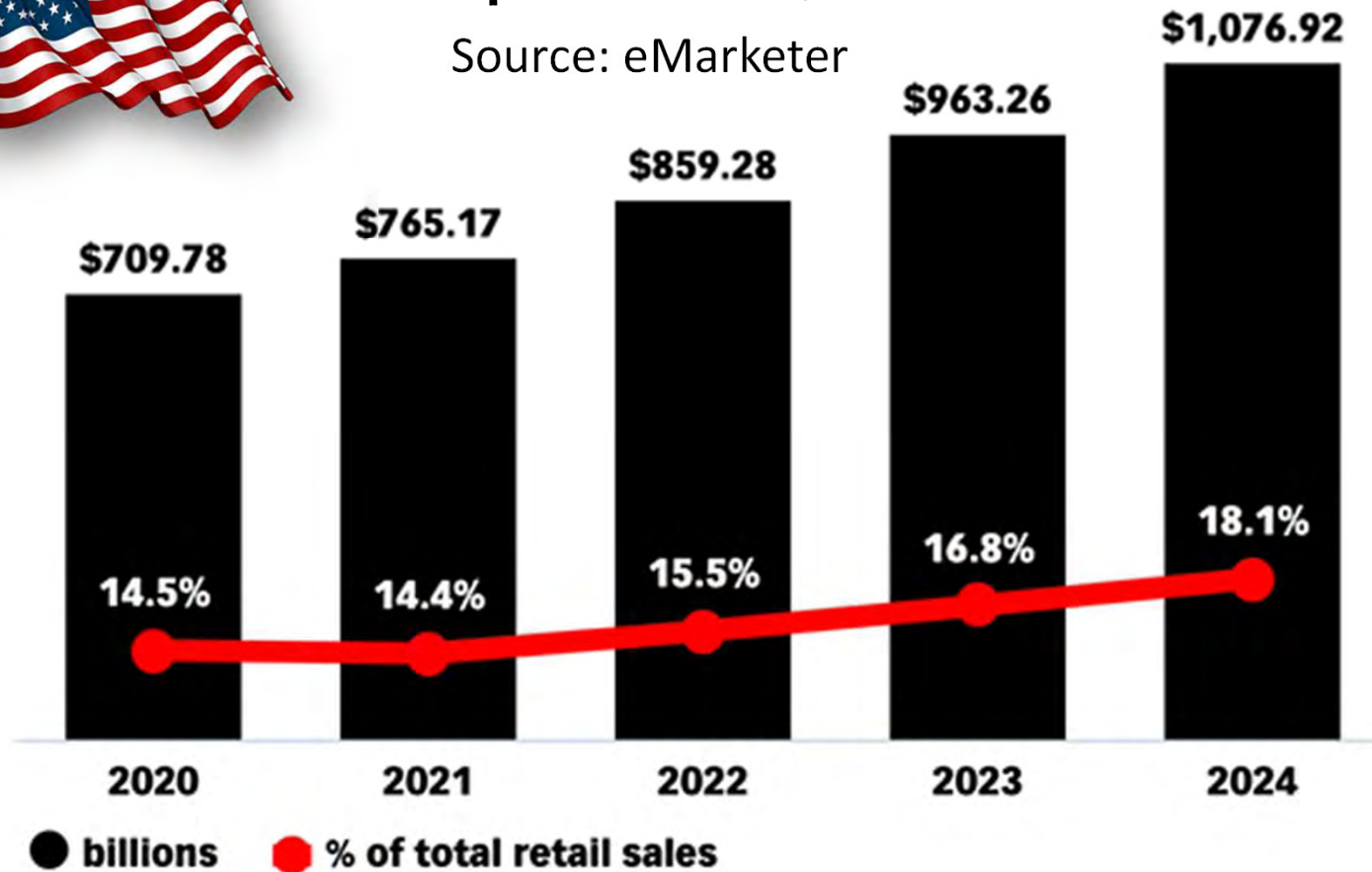
eCommerce is growing rapidly as local tech start-ups and international players enter the market.

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)

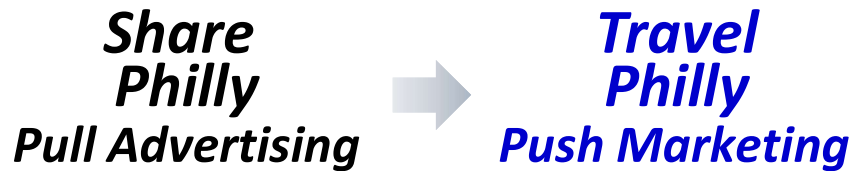


- **Club E Startups**



E-Clubs can mass-produce startup firms in underserved communities.

Heritage & Experiential Tourism



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

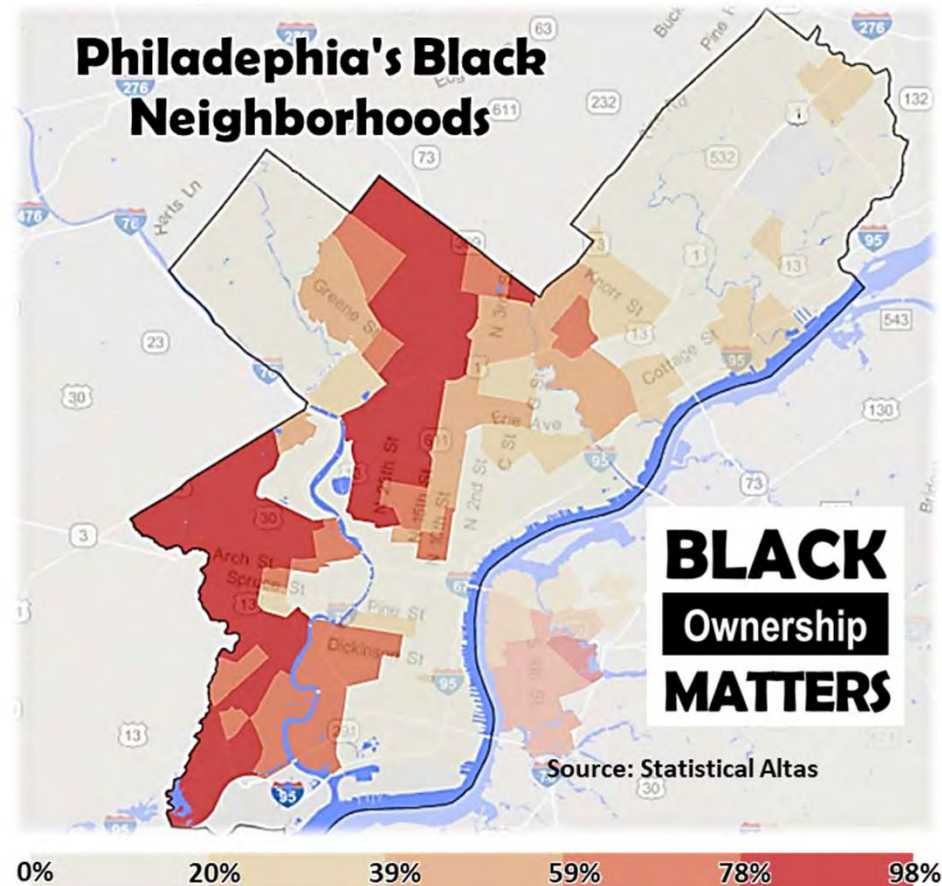
- Air/ground transportation
- Accommodation/supplies
- Emergency assistance
- Concierge/guide services



Share Philly relies on traditional *pull advertising*. *Travel Philly* utilizes online *push marketing* of personal “**bucket list**” experiences.

Funding Sources

- Pandemic Stimulus Funds
- Opportunity Funds
- HUD, SBA, VA and CDFI startup business loans
- Equity investments
- Corporate partnerships
- Government and foundation grants
- Investment partners



There is plenty of money for a Black Businesses Matter initiative, if the local community develops a viable BBM business plan.

Contact Information



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www.Jobenomics.com