

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



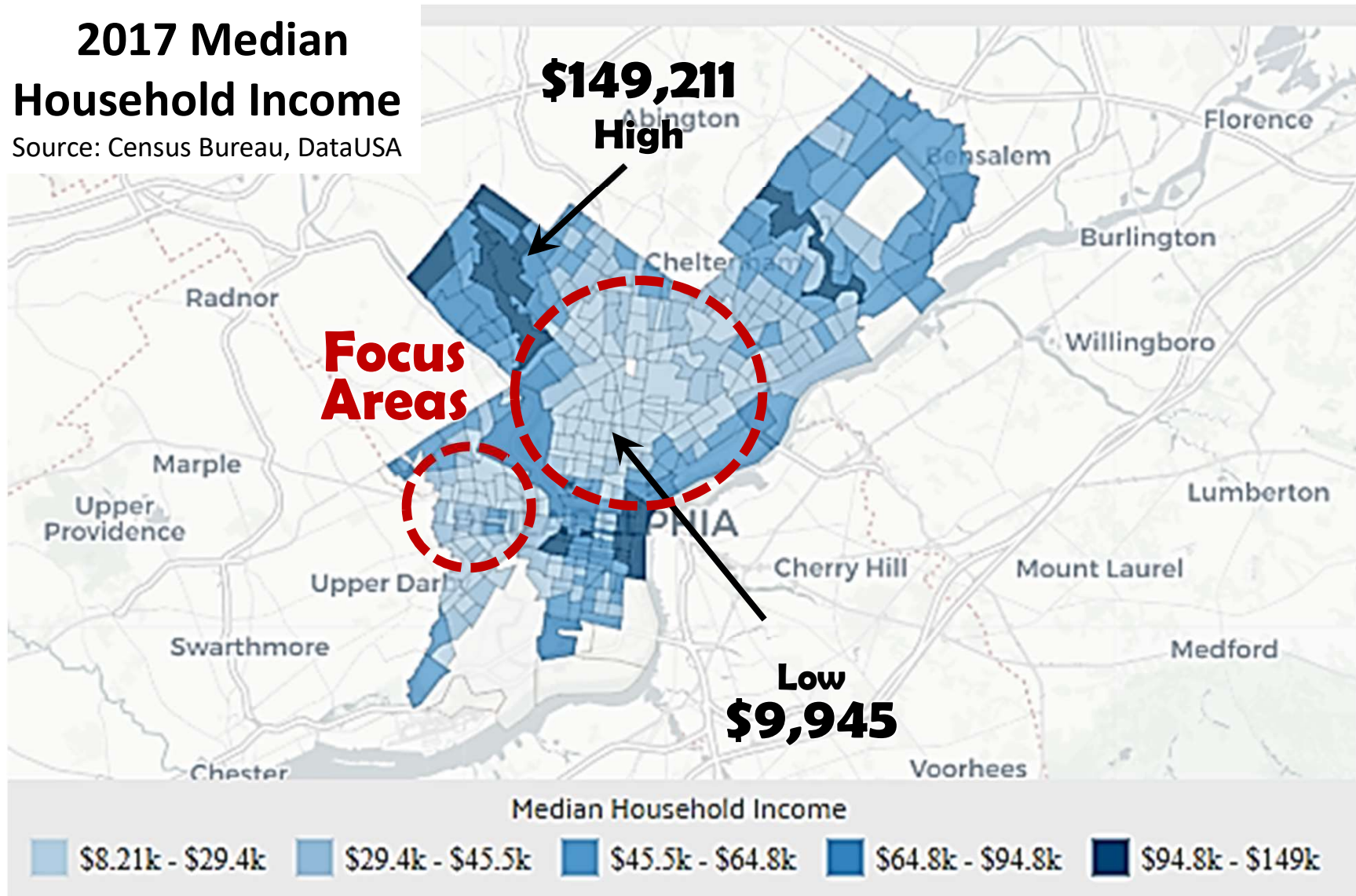
***Jobenomics Philadelphia* promotes entrepreneurialism in underserved neighborhoods with emphasis on women, minority, veteran, youth, and other hopefuls that want to start a business or a new career.**

**By: Michel Faulkner & Chuck Vollmer  
28 June 2019**

# Jobenomics Philadelphia Focus Areas

## 2017 Median Household Income

Source: Census Bureau, DataUSA



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

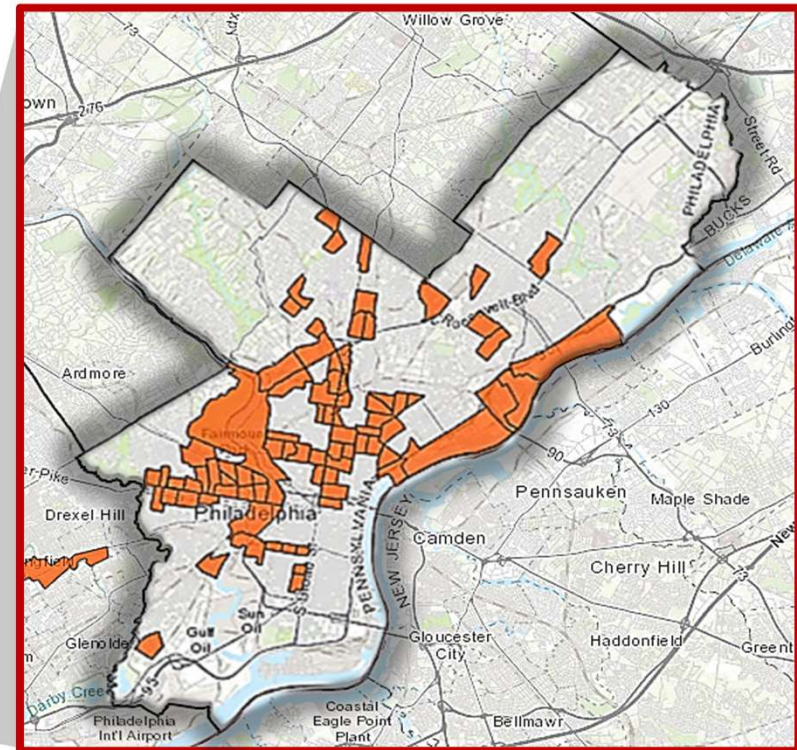
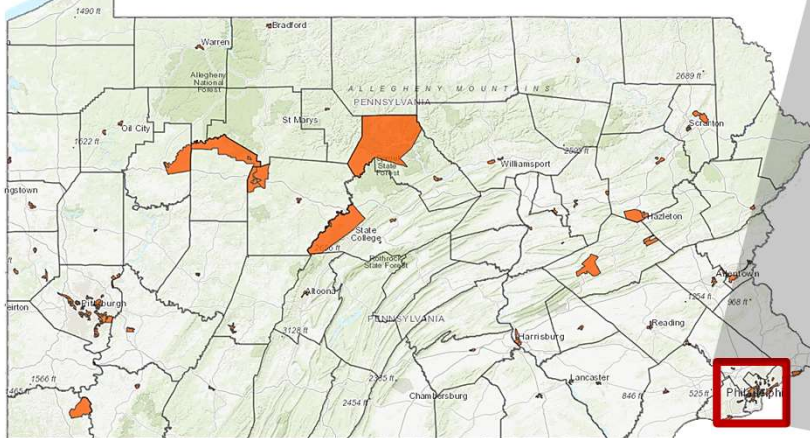
# Key Pennsylvania Statistics



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

- **Population:** 12,807,060 (change since 2010: **-1%**)
  - White 82%, Black 12%, Other 6% (Hispanic 8%)
- **Median Household Income:** \$56,951 (**1% below** national average)
- **Poverty Level:** 12.5% (**2% above** national average)
  - White 55%, Black 20%, Hispanic 14%, Other 11%
- **Firm Ownership:**
  - Male 66%, Female **34%**
  - Nonminority 86%, Minority **14%**
  - Nonveteran 90%, Veteran **10%**

## PA's 300 Certified Opportunity Zones by U.S. Treasury



**Jobonomics Philadelphia's focus is on creating startup businesses starting with underserved neighborhoods in Opportunity Zones.**



# Opportunity Funding Available For Jobenomics Philadelphia Programs

## ■ Opportunity Zones

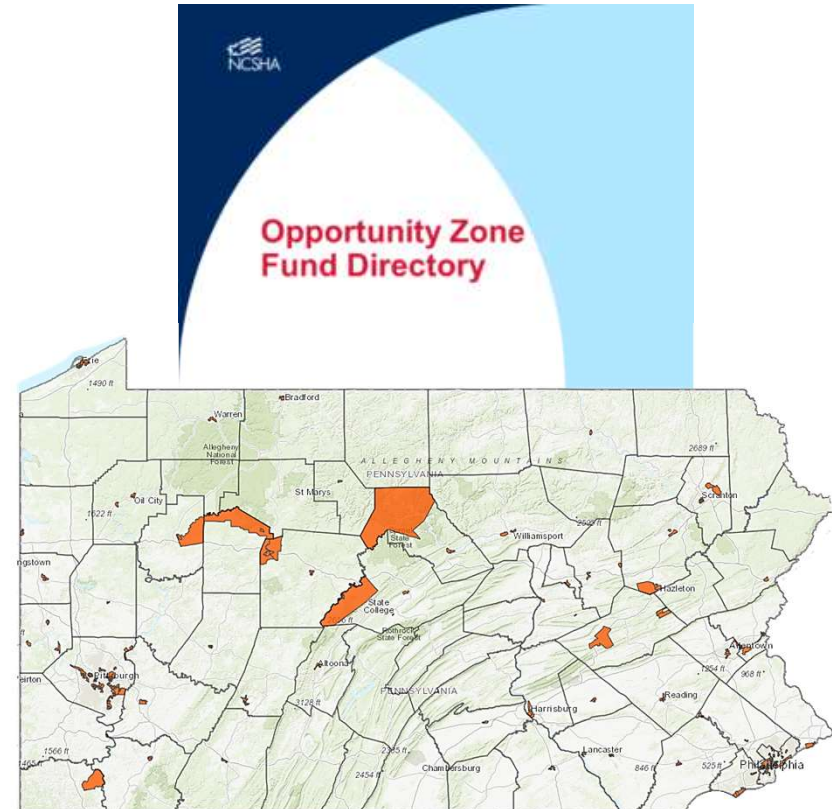
- 8,700 designated under-resourced Census tracts

## ■ Opportunity Funds

- Preferential tax treatment for investment in economically-distressed communities

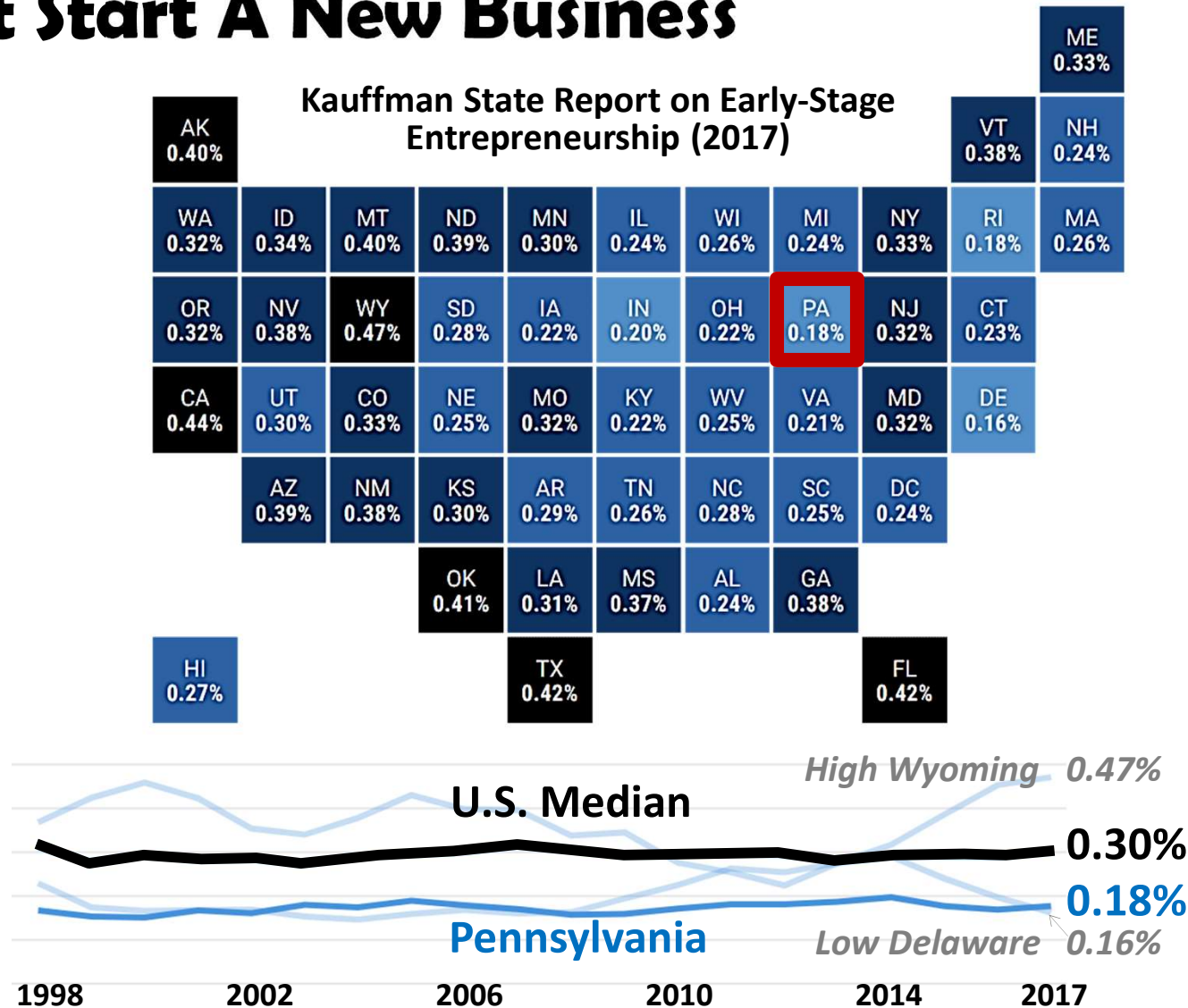
## ■ Investor Tax Benefits

- 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.**

# Percent Of Pennsylvanians That Start A New Business



**Jobenomics Philadelphia will help increase the rate of new business starts in Pennsylvania—one of the least entrepreneurial states.**

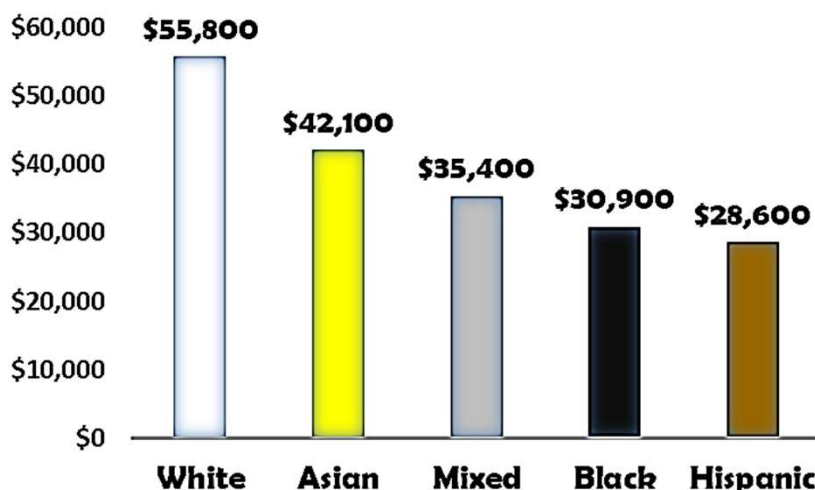
# Key Philadelphia Statistics

- **Population:** 1,584,138 (change since 2010: **-4%**)
  - Black **43%**, White 42%, Other 15% (Hispanic **14%**)
- **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

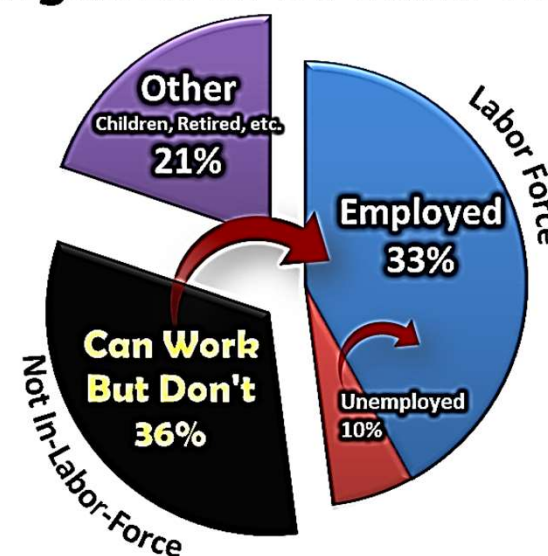
Source: Census Bureau American Fact Finder,  
Census Bureau ACS 5-year Estimate

## Median Household Income By Race



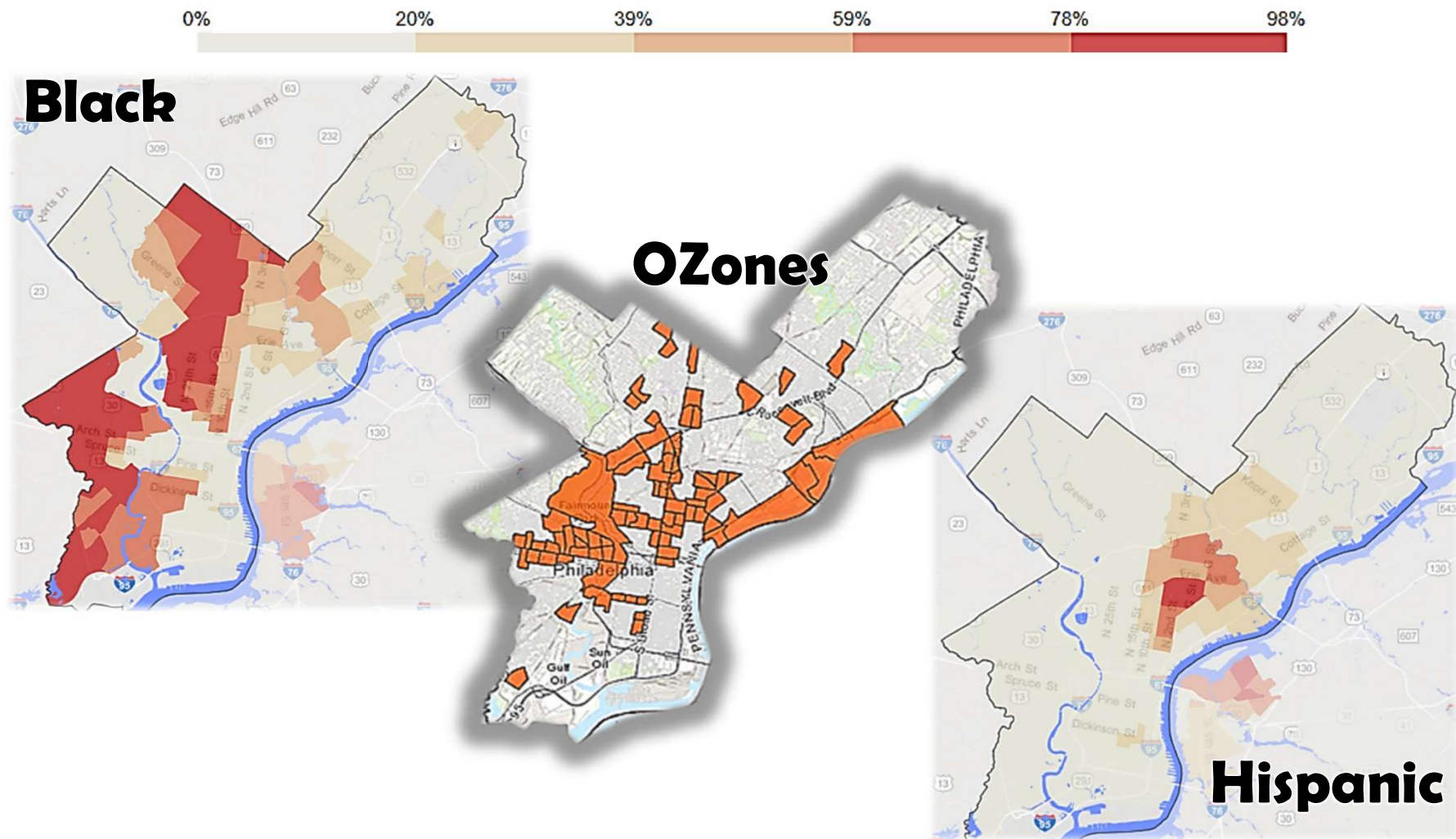
Source: Statistical Atlas Analysis of Census Bureau data

## % of Total Population Aged 25 to 64 Years Old



**Minority Philadelphians need greater income opportunity.  
Two-thirds of Jobenomics City Chapters are led by minorities.**

# Philadelphia 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
<b>Whites</b>	<b>77.1%</b>	<b>55.3%</b>	<b>-28%</b>
<b>Minorities</b>	<b>22.9%</b>	<b>44.7%</b>	<b>95%</b>
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.**



# 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
<b>Total Veterans</b>		<b>18,204,605</b>	<b>742,199</b>	<b>51,449</b>

*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

**JOBENOMICS**  
Philadelphia

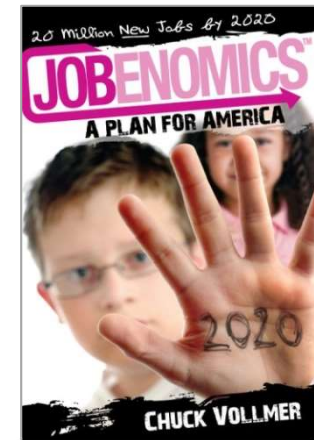
## Bipartisan National Grassroots Movement

- Since 2010, estimated audience of 30 million
- Website averages 30,000+ monthly page views
- Jobenomics America TV launched in 2018

**JOBENOMICS**  
**America TV**

## 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 initiatives led by local community leaders.
- Turnkey startup programs implementable within 12-months.

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



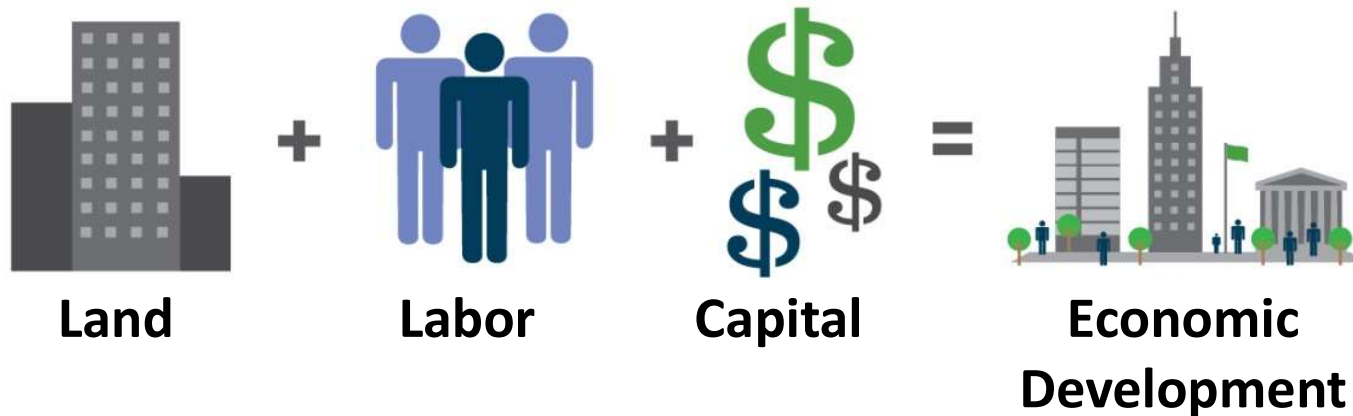
# Free E-Books in Jobenomics Library



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

# A Different Approach To Economic And Community Development

## Traditional **Top-Down** Approach



## Jobenomics **Bottom-Up** Approach

# Economic Development Emphasis

<b>Development Category</b>	<b>Traditional Economic Development Emphasis</b>	<b>Jobenomics Economic Development Emphasis</b>
<b>Economy</b>	Established Industry Supersectors in The Traditional Economy	Fill Open Jobs and New Opportunities in Emerging Digital And Energy Economies
<b>Community</b>	High-Skilled, Well-Resourced State, Regional and Metropolitan Areas	Lower-Skilled, Marginalized Inner-City Neighborhoods and Rural Areas
<b>Business</b>	Large-Scale Business and Real Estate Opportunities	Mass-Produce Highly-Scalable Micro-Businesses
<b>Workforce</b>	Standard Workforce Agreements. Degree-Based Education	Alternative Workforce Agreements. Certified Skills-Based Training

**Jobenomics bottoms-up approach is synergistic with top-down economic development models.**



# Economic Development Conundrum

## Traditional **Top-Down** Approach

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



District incentives: \$500M to \$1B



100 full-time & 3500 game day jobs

## Jobenomics **Bottom-Up** Approach

Start 1,000  
\$100,000/year  
Micro Businesses  
(1-19 Employees)



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

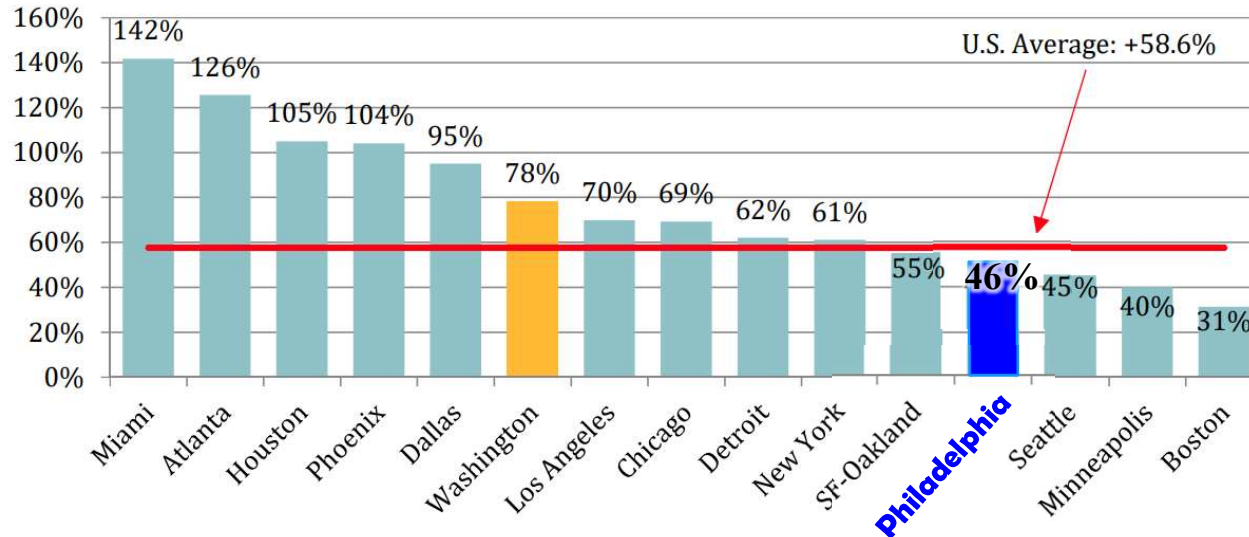
Jobenomics prioritizes **micro-employer** and **nonemployer** business creation. These firms will be more **anchored** in poor neighbors than larger businesses and will be less likely to migrate to the suburbs.



# 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.**



## **Suggested Jobenomics Philadelphia Programs**

- Controlled Environment Indoor Agriculture
- Urban Mining/Advanced Materials Reclamation
- Digital Economy Jobs & Digital Academies
- Direct-Care/Remote-Care/On-Demand Care
- Renewable Energy & Energy Services
- Business Generators and E-Clubs
- Heritage & Experiential Tourism

**Jobenomics National Grassroots Movement**  
focus is on mass-producing small businesses and jobs.



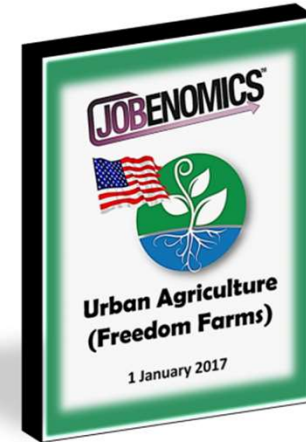
## **Controlled Environment Agriculture (CEA) Program**

**For Under-Resourced Urban & Rural Communities**



# Controlled Environment Agriculture

- Team: Jobenomics is teamed with ACTS Freedom Farms of America.
- Mission: Provide a solution to food shortage through self-sustaining and supportive live-work communities.
- Vision: Provide quality foods in harmony with the global environment, empowering individuals to become partners in high-tech controlled environment agriculture.
- Strategy: 1) home ownership combined with an agriculture career, 2) corporate owned indoor commercial growing operations and 3) train high-tech controlled environmental agricultural farmers.



ACTS



**Goal: Establish 25,000 new jobs within grow centers,  
and another 25,000 ancillary jobs.**

# Jobenomics WDC Urban Farming

- Initial cadre will be mostly veterans (vetting and financing considerations) but will also include non-veterans.



**Converted  
Warehouse  
With Controlled  
Environment & Vertical  
Farming Systems**



- AG Core is the corporate team that manages and trains new recruits until they are capable of assuming the responsibility to run entire operation.
- Each micro-farm will consist of the land and a leased hydroponic greenhouse that will be equipped and supplied by AG Core.



**Secure Produce On  
Demand (POD)  
Greenhouse**

**GAP, GHP, FSMA  
Compliant Greenhouse**



**Base earnings will be \$35,000 to \$40,000 annually (without bonuses and profit sharing) upon completion of first year.**



# 1-5 Acre CEA Projects



**Jobenomics/ACTSFFA are currently pursuing 1-5 acre CEA pilot projects in Iowa, Washington DC, Baltimore, Chicago, Erie PA, Chowan County NC, San Marcos TX, Las Vegas and Alberta Canada.**



# Jobenomics **Urban** Controlled Environment Agriculture Program



**Goal is to create a dozen indoor-grow businesses in Philadelphia within the next 5-years in under-served communities.**



# 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**

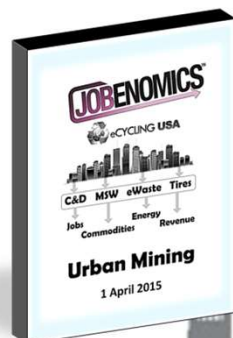
The **U.S. Hemp-CBD market** is growing faster than marijuana and will be a **\$22 billion industry by 2020** (up from \$600m in 2018).

# Live/Work Urban Agarian Communities

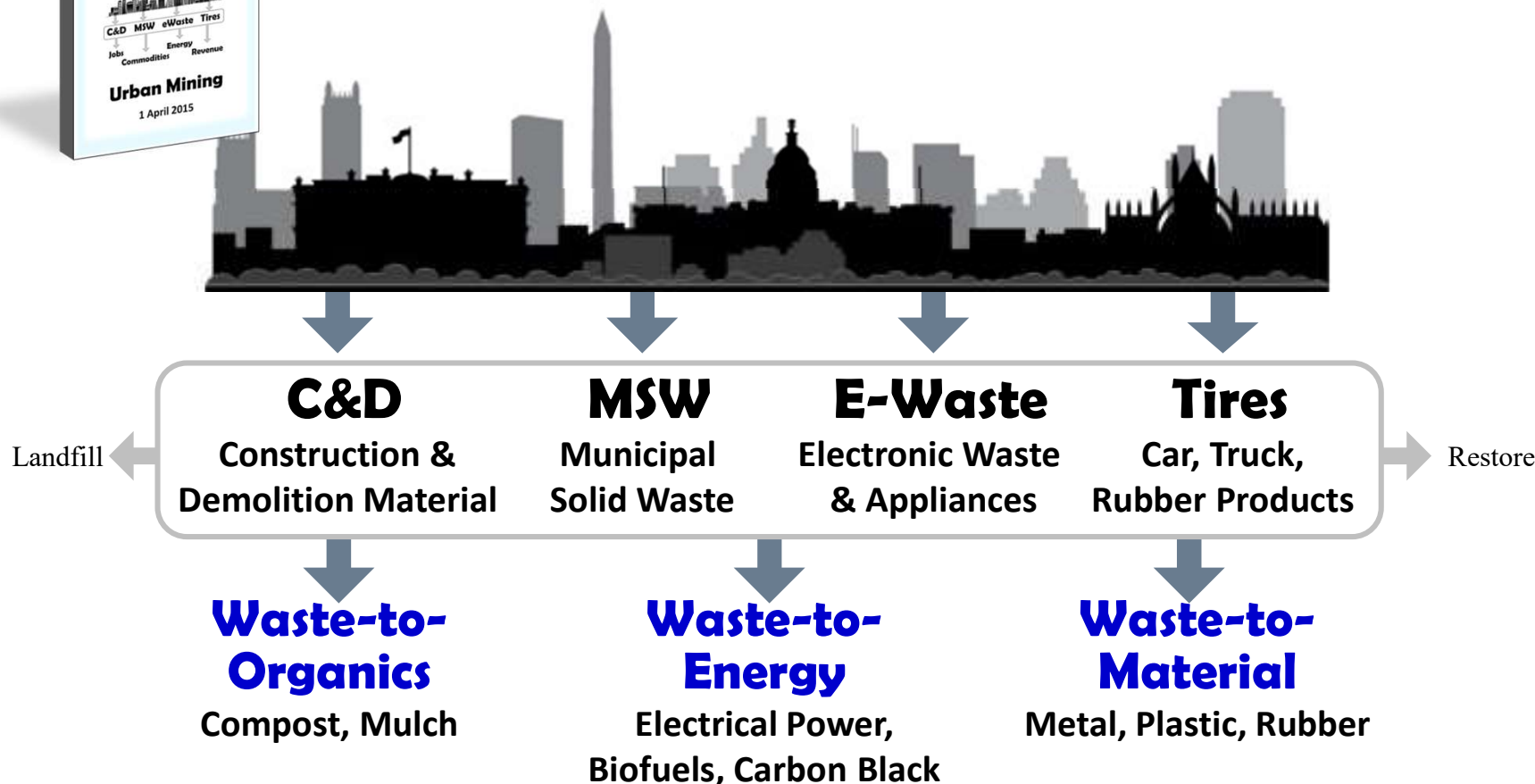


**Opportunity Zone Fund financing available.**

# Jobenomics Urban Mining

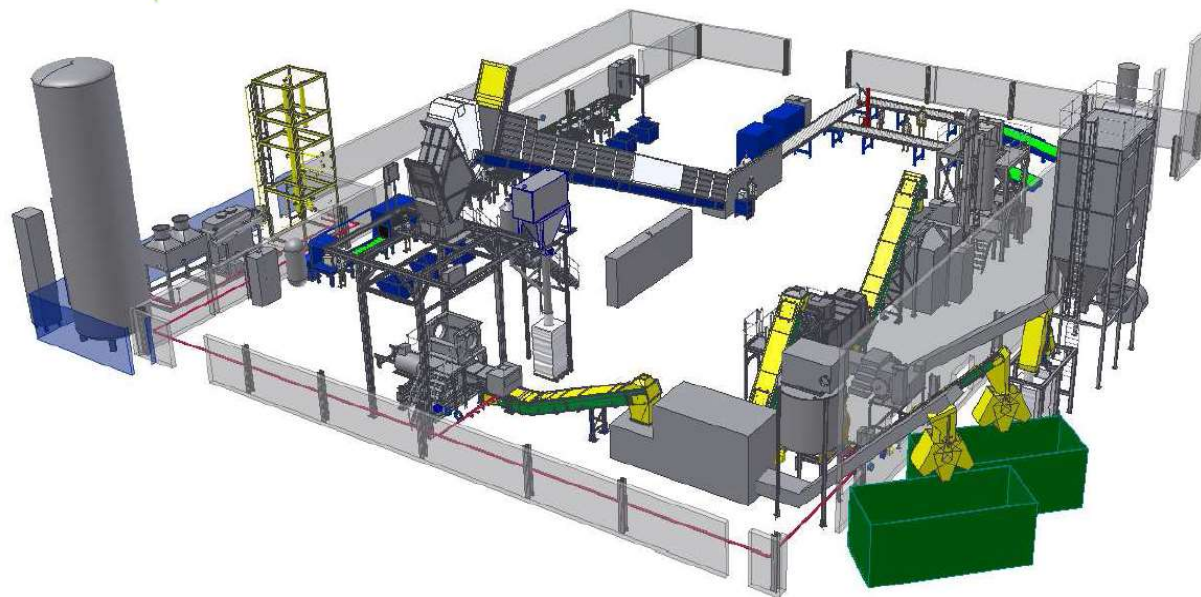


Reclamation of valuable raw materials and metals from urban waste streams.



**Urban Mining Goal: Monetize urban waste streams to produce businesses, jobs and revenues for workforce development.**





**A new approach to urban mining, materials  
reclamation and business/job creation.**

# eWaste Material Reclamation Facility

**JOBENOMICS™**  
Philadelphia



**100 Operational Sites**

**Operational within 12-months after contract award.**  
**Up to \$40 million/year profits and 200 direct jobs.**

# eCyclingUSA Plants

- **Two Line 10 Ton/Hour Plant:**  
(Refrigeration & eScrap Separate Lines)
  - Equipment ≈ \$20 Million
  - 40,000 square foot facility
  - 10 to 15 acres
- **Combination 10 Ton/Hour Plant:**  
(Refrigeration & eScrap Shared Post Processing)
  - Equipment ≈ \$13 Million
  - 35,000 square foot facility
  - 5 to 10 acres
- **eScrap Only 3 Ton/Hour Plant:**
  - Equipment ≈ \$5 Million
  - 8,000 square foot facility
  - 1 to 2 acres



eCyclingUSA can implement a turnkey plant **within 12 months.**



# Revenue & Profit Projections

(10 ton/hour plant operating 3 shifts)

## \$ Value of e-Waste Raw Materials

**For Rough Estimating Purposes Only**

**10 ton/hour plant operating 3 shifts per day for 300 days per year**

Feedstock: Computers, Consumer Electronics, Small and Large Appliances

Metal/Material	% of Feedstock	\$s per Metric Ton*	\$/Ton (2204 pounds)	Total \$/Year (10 ton/hour x 23 hour/day x 300 days/year)
Iron/Steel (Fe)	40%	\$ 350	\$ 140.00	\$ 9,660,000
Copper (85% Recovery)	5%	\$ 3,945	\$ 197.26	\$ 13,610,802
Aluminum (Al)	10%	\$ 1,499	\$ 149.87	\$ 10,341,168
ABS Plastics	25%	\$ 1,675	\$ 418.75	\$ 28,893,750
Other Plastics	25%	\$ 287	\$ 71.75	\$ 4,950,750
Computer Components	5%	\$ 2,082	\$ 104.10	\$ 7,182,900

Source: Jobenomics, eCyclingUSA

110%

Revenue\*\* \$ **74,639,370**

Cost of goods sold \$ **30,238,000**

Operating expenses \$ **5,780,000**

Net Income \$ **38,621,370**

EBITDA **52%**

\* **Scrap prices as of 12 March 2018**

\*\*Does not include grants, tax incentives or tipping fees

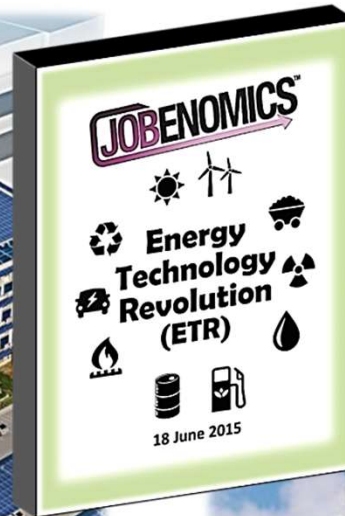
**Profits from e-Waste operations can be used for community, micro-business and workforce development.**



# 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.

# Green Business & Job Creation Programs



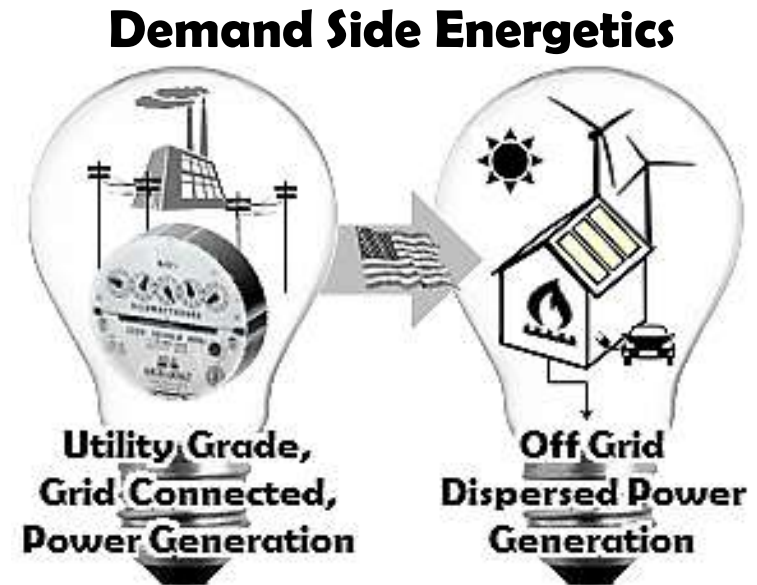
Examples of **highly-scalable** Jobenomics-EmeraldPlanet green business and job creation programs include:

- **Renewable energy**: solar, wind, low-flow hydro in tall buildings
- **Energy Efficiency**: energy audits, weatherization, renovation; LED electrical upgrading
- **Aquaculture**: aquaponics, hydroponics, water gardens, and salt water ecological farming
- **Storm Water Abatement**: urban capture, processing and retention; home-side water capture and reuse; rain gardens
- **Environmental Remediation**: soil, watershed and marshland remediation and regeneration
- **Affordable Housing**: small/tiny home construction & installation

The Jobenomics-EmeraldPlanet collaboration emphasizes green micro-business creation in under-resourced urban and rural communities. <sub>33</sub>

# Energy Services

- Demand Side Energetics
- Net-Zero Communities/Buildings
- Services: “**Energy’s 3<sup>rd</sup> 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 & Academies



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

## Digital Academies

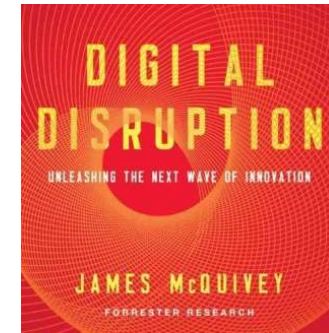


The tradition economy growing at 2% per versus eCommerce growth of 15% per year. Jobenomics' team of eCommerce experts help set up websites to selling on all major platforms; Amazon, Google, Facebook, eBay and Shopify.



# Digital Scaleups & Startups

- “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 scaleup and startup platforms:** Amazon (2 million third-party sellers), Apple Store (650,000 apps developers), Google, Facebook, eBay, Craig's List, unicorns and gazelles.
- **Examples of digital occupations:** Digital health (health care, elder care, wellness, behavior care), shared economy (Uber, Airbnb), content providers, construction, transportation, technology, and various forms of mom-and-pop firms.

**Unlike other countries, U.S. policy-makers and decision-leaders are not concentrating on the economic impact of the digital economy.**

# Jobenomics Direct-Care 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



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

# 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%.**

# CLINICSTOP Micro Clinic for Diagnosis, Counseling and Remote Care

[www.clinicstop.com](http://www.clinicstop.com)

**JOBENOMICS™**  
Philadelphia



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



# 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.**

# Jobenomics Community-Based Business Generator (JCBBG) Concept

**Due Diligence & Candidate Selection Process**  
**Incorporate Self-Employed Business**

**9,000**  
**Skills-Based**  
**Training &**  
**Certification**  
**Programs**



**Pipeline System**  
**To Full-Time Jobs**  
**(W2) Or Sub-**  
**Contracted**  
**(1099) Work**

**Scaleup Existing Businesses**  
**Startup Micro-Businesses**

Primary goal is to mass-produce micro-businesses that are **anchored** in under-resourced neighborhoods to help alleviate poverty and crime.

# Club E, Digital Academies & ECentrs

- **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)



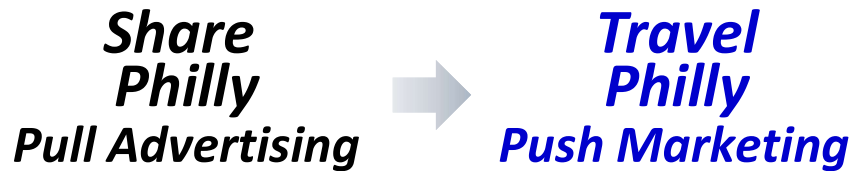
- **Club E Startups**



- **ECentrs is a next-generation co-work space company**
  - Raising capital from Opportunity Funds
  - Expanding to other cities like Philadelphia

**Chuck Vollmer is a member of the ECentrs Board of Directors.**

# 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

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

## Philadelphia Opportunity Zones



Ultimate goal is start a Philadelphia Opportunity Fund

## Contact Information



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