

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



***Jobenomics Richmond* is a proposed program for creating mixed-use, master-planned, locally-owned, live-work communities in under-resourced areas in Richmond with an emphasis on obtaining Qualified Opportunity Zone funding.**

**By: Bishop Leon Benjamin, Jobenomics Richmond
Chuck Vollmer, Jobenomics Founder & President**

3 March 2020

Jobenomics



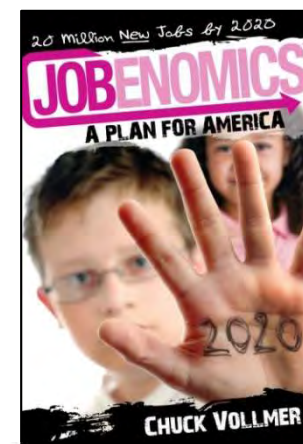
Bipartisan National Grassroots Movement

- 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 startup programs implementable within 12-months.

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

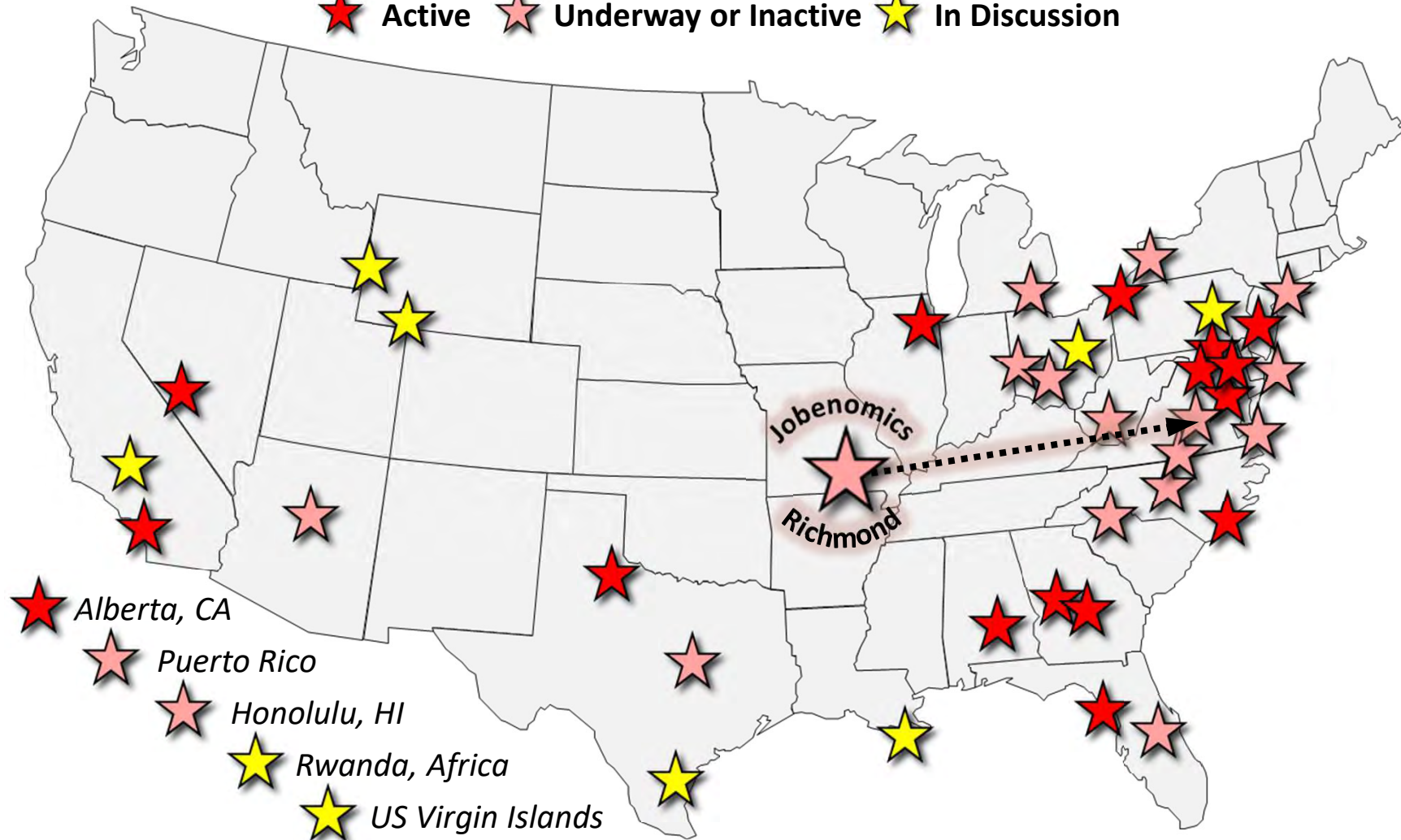
Free E-Books in Jobenomics Library



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

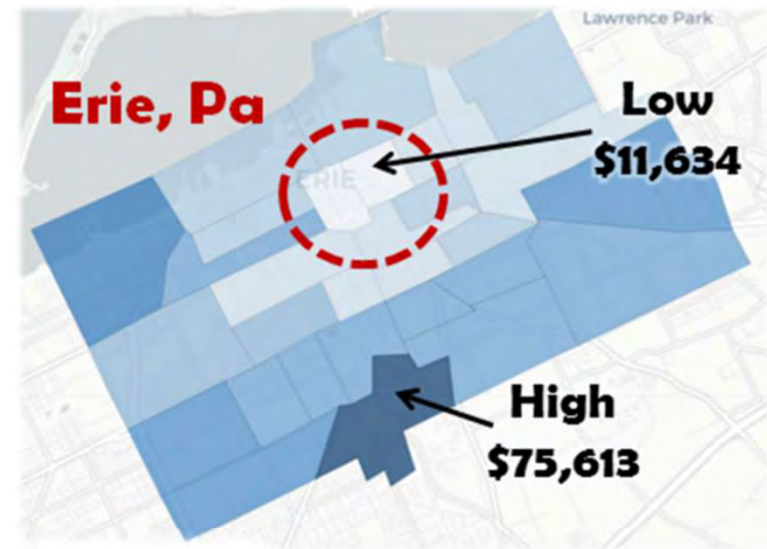
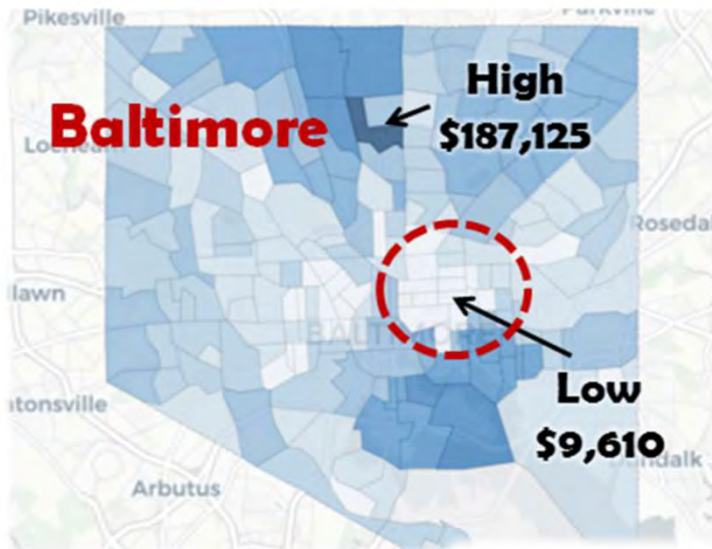
Jobenomics Chapters

★ Active ★ Underway or Inactive ★ In Discussion

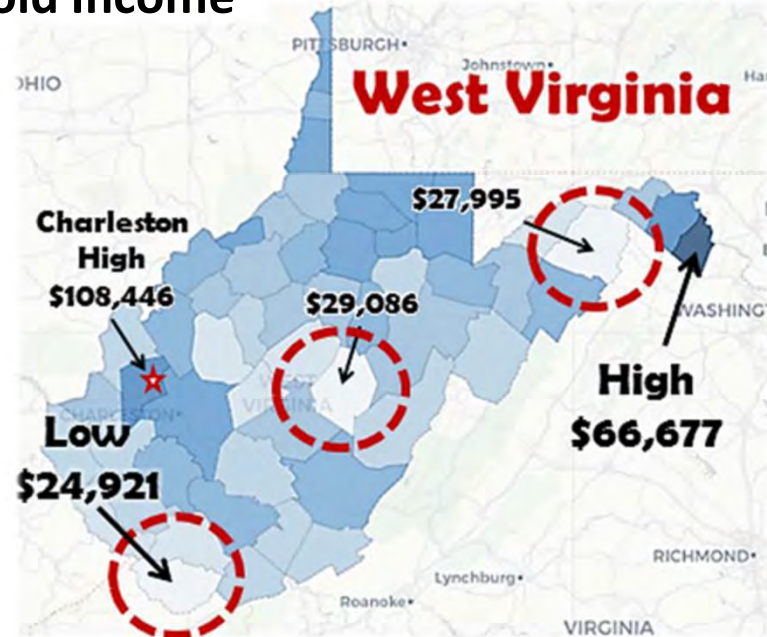
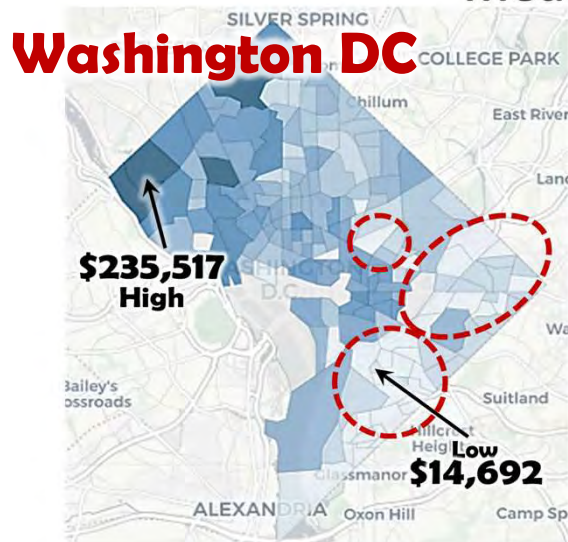


Since 2016, dozens of communities started Jobenomics chapters. While none have implemented highly-scalable programs yet, they are generating significant amount of public and private support.

Jobenomics Underserved Community Emphasis



Median Household Income



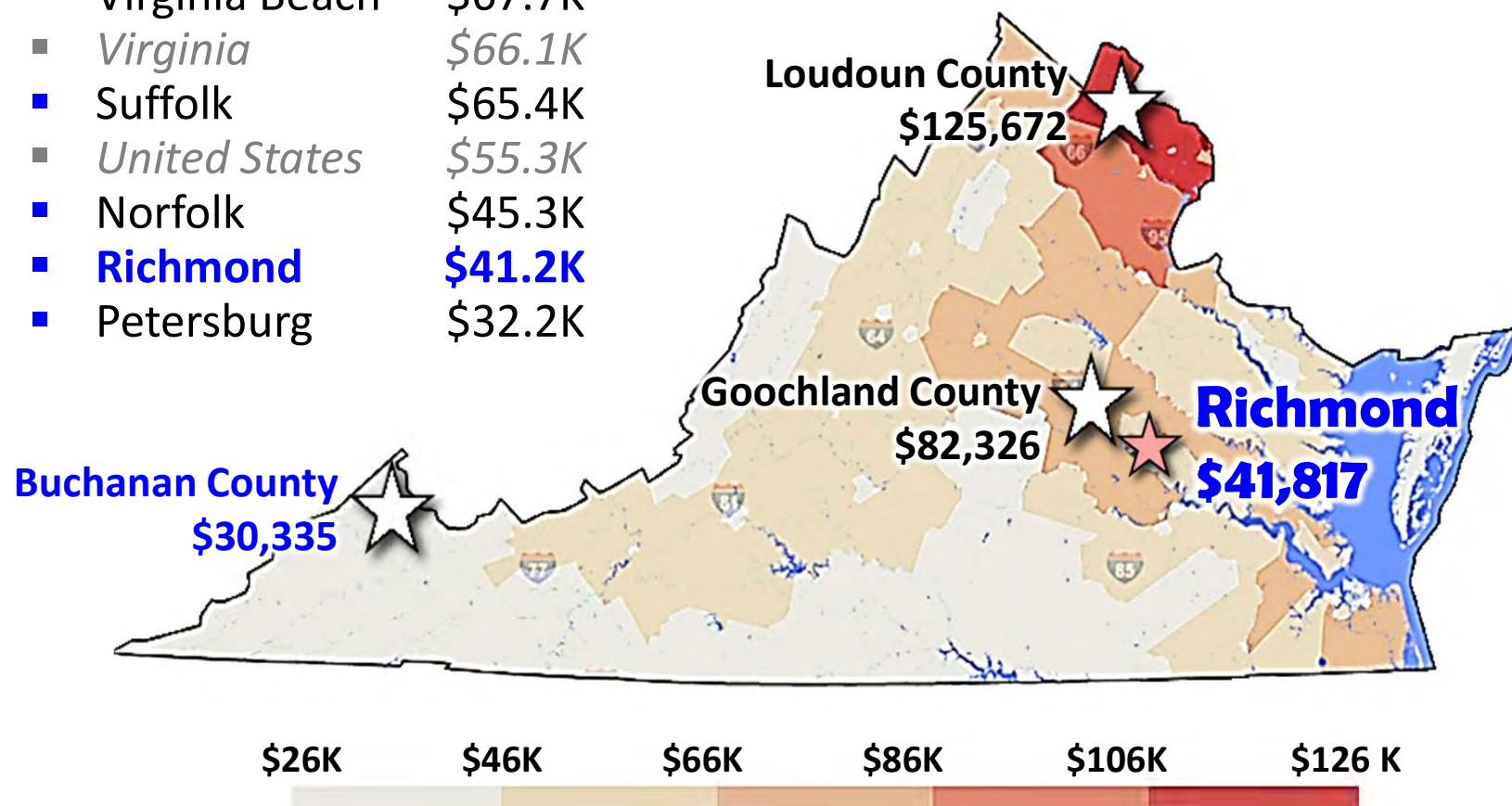
Urban renewal and rural programs
for underserved communities.

Virginia Underserved Communities

Median Household Income

■ McLean	\$190.3K
■ Reston	\$111.4K
■ Virginia Beach	\$67.7K
■ <i>Virginia</i>	<i>\$66.1K</i>
■ Suffolk	\$65.4K
■ <i>United States</i>	<i>\$55.3K</i>
■ Norfolk	\$45.3K
■ Richmond	\$41.2K
■ Petersburg	\$32.2K

Sources: Census Bureau (2010 Census, and 2012-2016 American Community Survey),
StatisticalAtlas.com

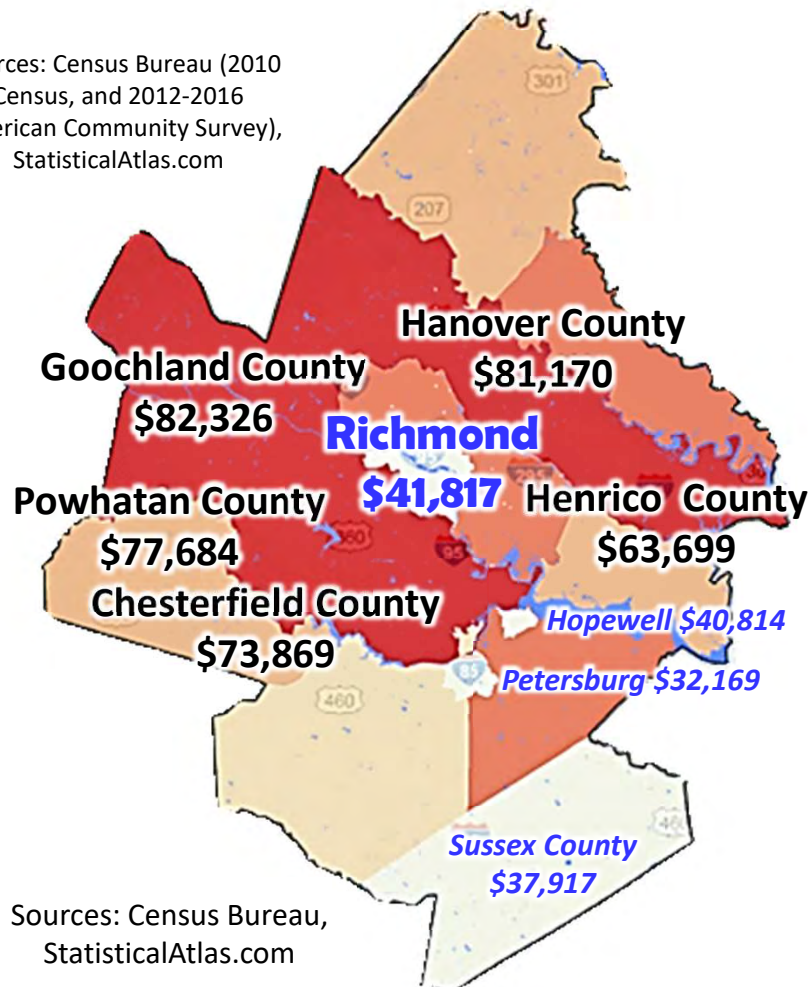


Virginia's Capital City (**Richmond**) is one of the poorest in the State.

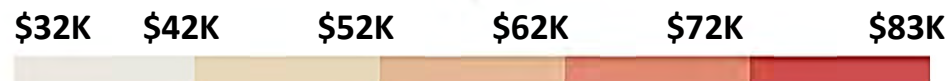
Richmond Area Underserved Communities

Median Household Income

Sources: Census Bureau (2010 Census, and 2012-2016 American Community Survey), StatisticalAtlas.com



Sources: Census Bureau, StatisticalAtlas.com



Median Household Income By Race/Ethnicity

- Asian: \$82.8K
- White: \$72.2K
- *Average: \$61.6K*
- Mixed: \$53.4K
- Hispanic: \$49.3K
- Black: \$41.8K

Urban and minority communities are the most underserved.

Richmond City “Quick Facts”

Source: U.S. Census Bureau, 1 July 2018 Estimates



■ Demographics

- Population: 228,783
- Population Change (2010-18): **Richmond 12%**, VA 6.5%, USA 6.0%,
- Race (Ethnicity): **60% Minority** (48% Black, Hispanic 9%, Other 3%), 40% White

■ Economics (Median Household Income, Persons In Poverty)

- **Income: \$42,356** versus \$68,766 VA (**38% below**) and \$57,652 USA (**27% below**)
- **Poverty: 25.2%** versus 10.7% VA (**135% higher**) and 11.8% USA (**114% higher**)

■ Business Ownership

- **Men: 50%** versus 54% VA and 54% USA
- **Women: 40%** versus 36% VA and 36% USA
- **Minority: 37%** versus 28% VA and 29% USA
- **Veterans: 9%** versus 12% VA and 9% USA
 - ✓ 11,899 citizens or 5.2% of population versus 8.1% VA and 5.8% USA

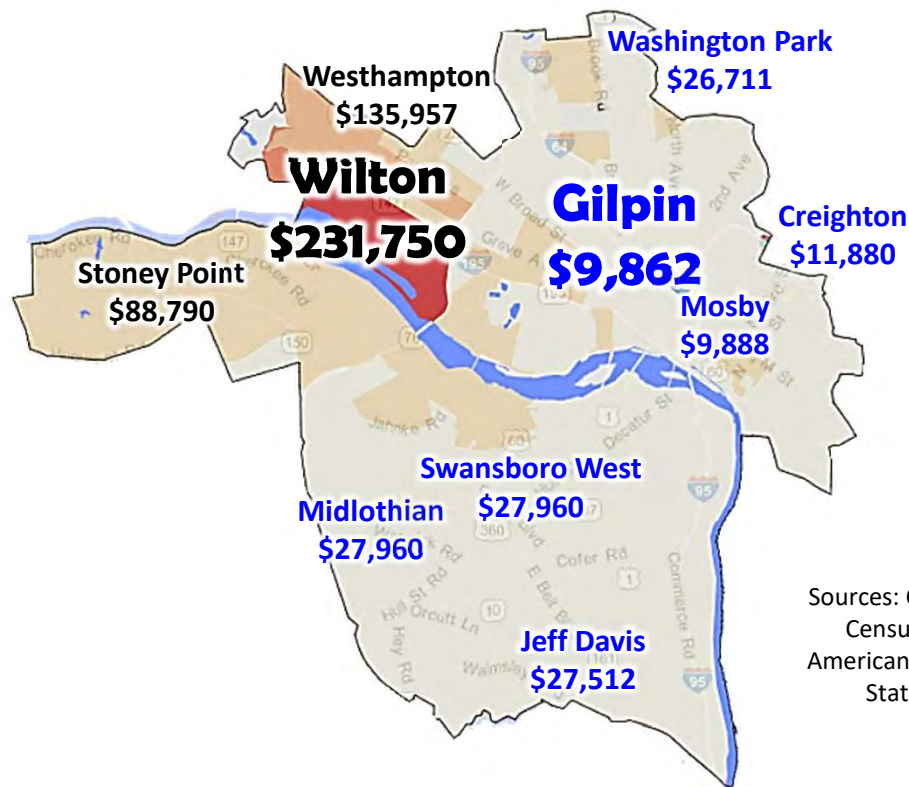
■ Household Types (Source: Census Reporter):

- **Non-Family: 35%** versus 17% VA and 17% USA
- **Married couples: 29%** versus 61% VA and 60% USA
- **Female: 27%** versus 15% VA and 17% USA
- Male: 6% versus 6% VA and 7% USA

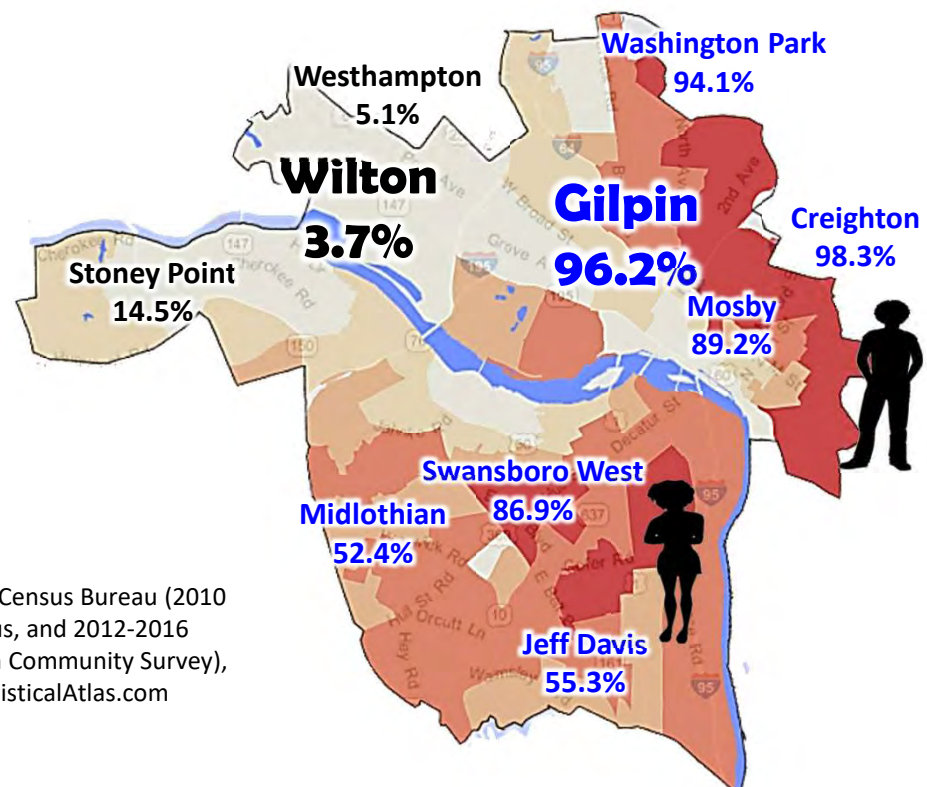
The key to improving **Richmond's lackluster economy** involves mass-producing minority, women and veteran micro-businesses and jobs. 7

Richmond City Underserved Neighborhoods

Median Household Income



African Americans Percentage Of Richmond's Population



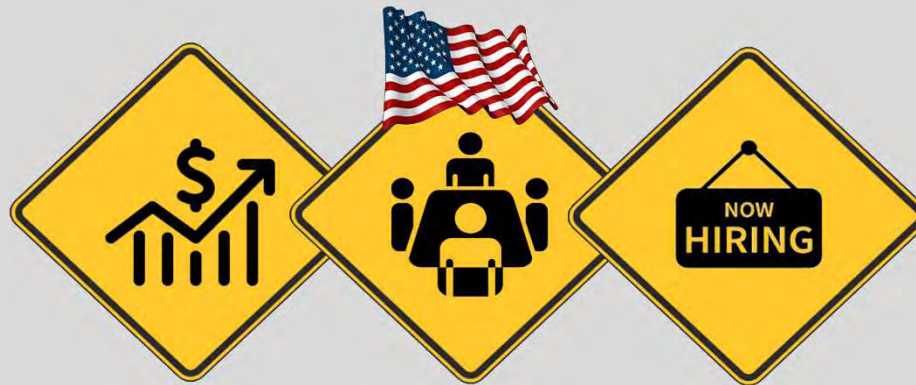
Sources: Census Bureau (2010 Census, and 2012-2016 American Community Survey), StatisticalAtlas.com



Minority communities are the most underserved.

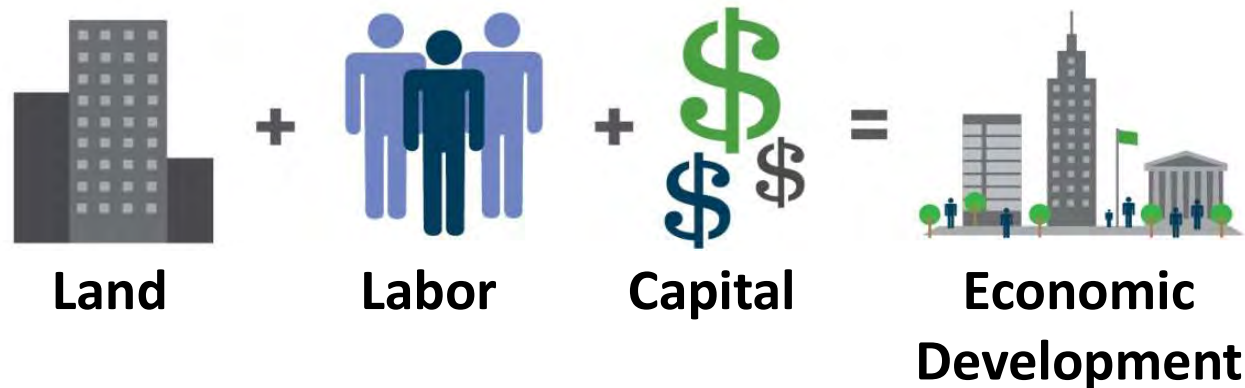


Economic Development Approach



A Different Approach To Economic And Community Development

Traditional Top-Down Approach



Jobenomics Bottom-Up Approach

Economic Development Emphasis

Development Category	Traditional Economic Development Emphasis	Jobenomics Economic Development Emphasis
Economy	Established Industry Supersectors in The Traditional Economy	Fill Open Jobs and New Opportunities in Emerging Digital And Energy Economies
Community	High-Skilled, Well-Resourced State, Regional and Metropolitan Areas	Lower-Skilled, Marginalized Inner-City Neighborhoods and Rural Areas
Business	Large-Scale Business and Real Estate Opportunities	Mass-Produce Highly-Scalable Micro-Businesses
Workforce	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



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** 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 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.

U.S. Micro-Business Creation



Private Sector Employment = 129.4 Million Jobs

1 November 2019

Source: ADP Data

31.9M
24.7%



Micro
1-19

20.8M
16.1%



Small
20-49

47.0M
36.3%



Medium
50-499

8.9M
6.9%



Large
500-999

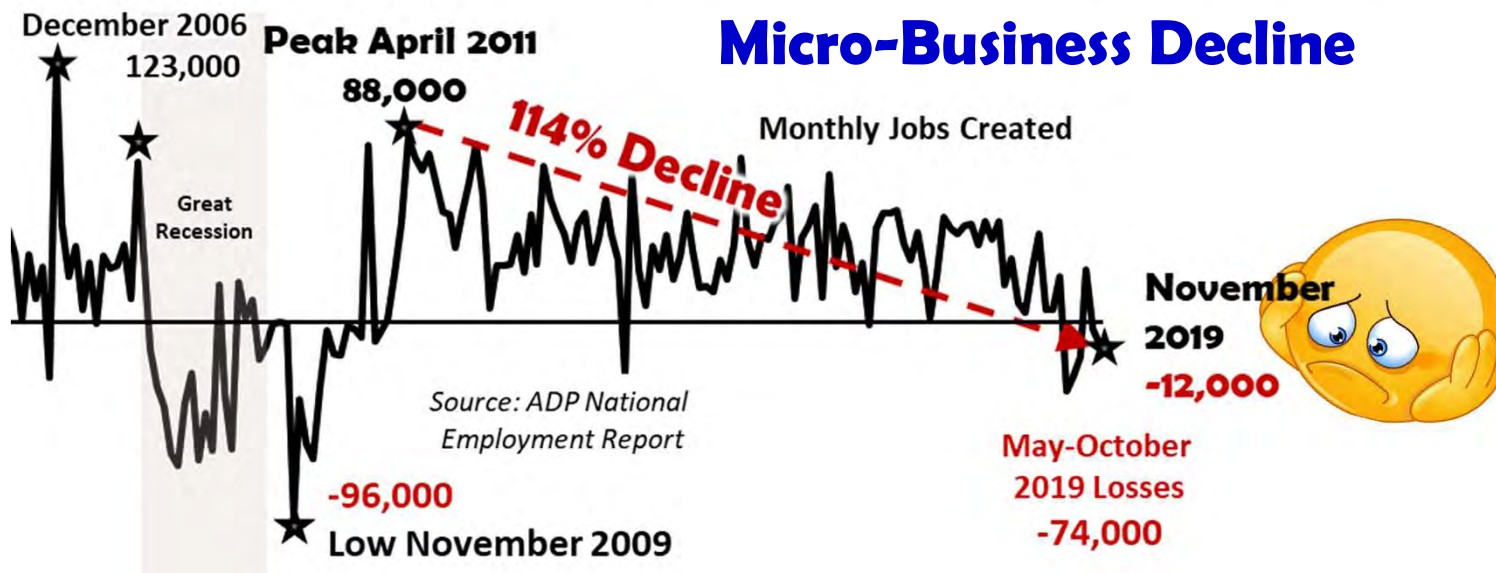
20.7M
16.0%



Very Large
1000+

Small Employers = **77.1%**

Large Employers = **22.9%**



U.S. micro-businesses employ one-quarter of all Americans but are in serious state of decline (**down 114%** over the last 8-years).

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

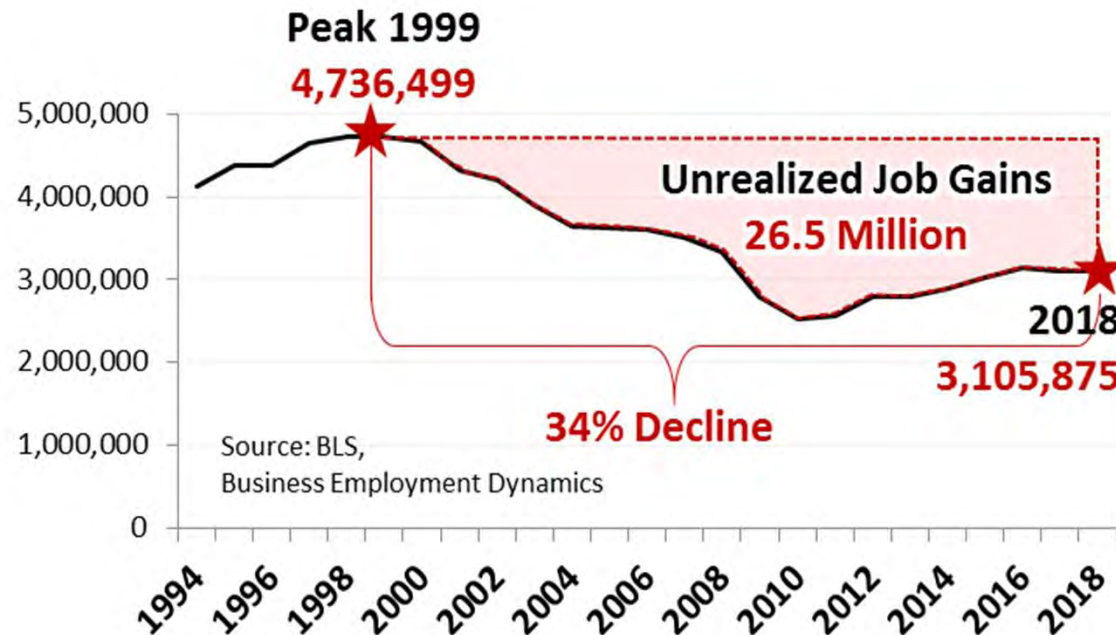
- 526,000 single-person firms, average receipts of \$54,000/year
- \$33 billion in 2016, more than DoD procurement or earnings from state and local government employment
- 10% of all earnings in 2016 by place of work
- **Decade growth: Nonemployers (78%), Employer Firms (34%)**

The fastest way to job growth is via nonemployer business creation.

Startup Business Decline

Unrealized Jobs Gains Over Last 20 Years Amounted To A Staggering Loss of 26.5 Million Lost American Jobs

Total Private Sector Firms Less Than One Year Old



Startup businesses are the seed corn for the U.S. economy.
The U.S. is producing startup businesses at half the rate of 1980s.

To revitalize under-resourced and underserved communities,
decision-makers must concentrate on startup 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.



Approach to QOZs and QOFs



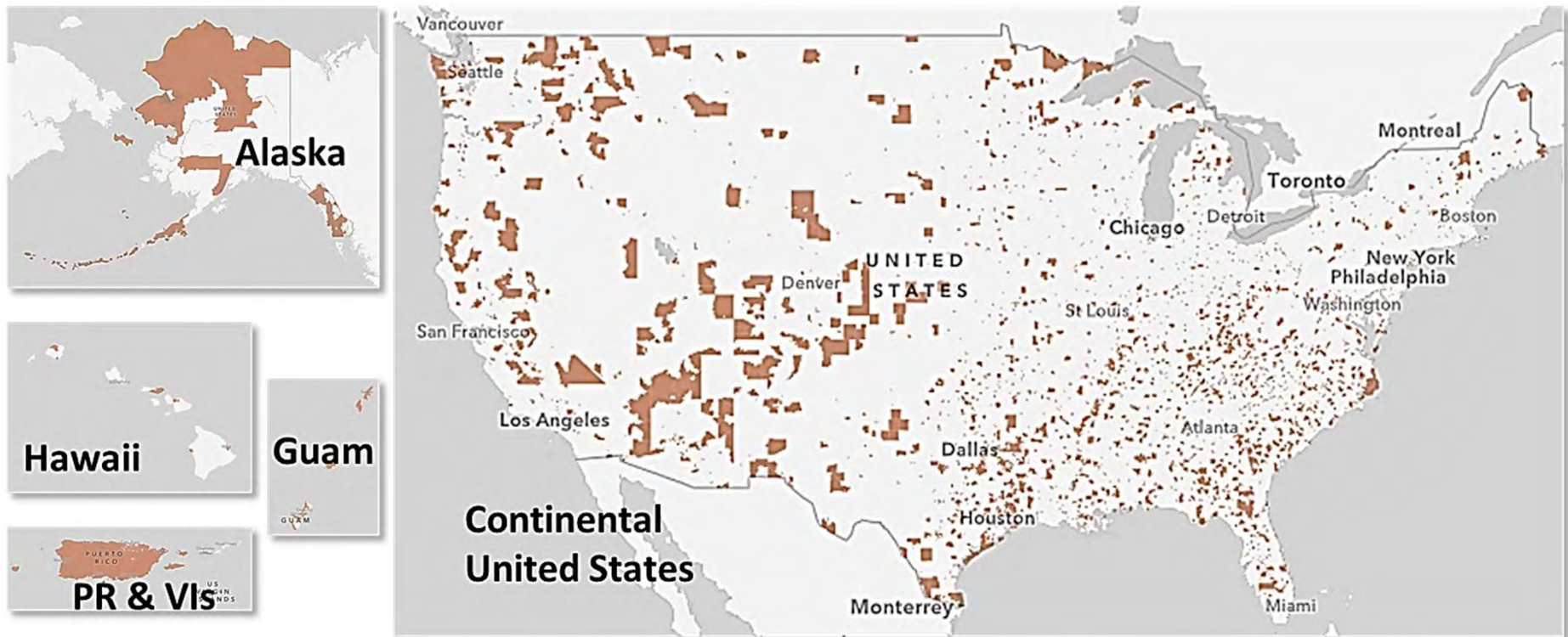
Qualified Opportunity **Zone (QO**Z**)**

Qualified Opportunity **Fund (QO**F**)**

8,700 Qualified Opportunity Zones (QOZs)

The **poorest 12%** of all Census Tracts in the United States

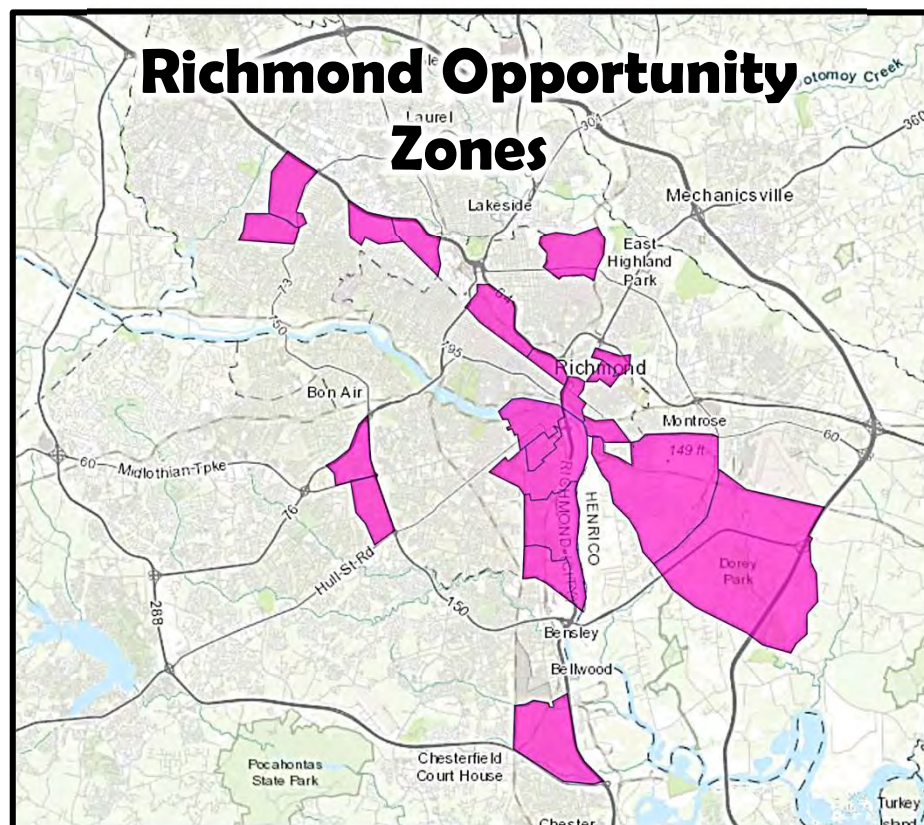
The 2017 Tax Cuts and Jobs Act's Opportunity Zones promises positive social impact by **driving billions of dollars** in long-term investment into under-resourced communities.



Taxpayers defer tax on eligible capital gains by investing in QOZs via a **private sector** Qualified Opportunity Fund (QOF).

Most Jobenomics chapters are in QOFs.

Richmond QOZs



Richmond has 11 QOZs, four in Chesterfield County and seven in Henrico County.

Qualified Opportunity Fund (QOF)

- A Qualified Opportunity Fund (QOF) is an investment vehicle for investing in eligible property that located in a QOZ.
- \$2 trillion in capital gains sit on the ledgers of investors and corporations.
- Investing in an QOZ can significantly the reduce investor and corporate capital gains tax burden.
- As of 2 October 2019, there are 184 QOFs worth \$44 billion, up from 145 and \$29 billion in 6 June 2019.
- In 2020, QOFs are projected to have **\$100 billion**.

National Council of State Housing Agencies



A directory of multi-project Opportunity Zone funding opportunities compiled by NCSHA.
To be added to the directory, [please complete this form](#).
Questions? Contact James Tassos, NCSHA's Deputy Director of Tax Policy and Strategic Initiatives, at jtassos@ncsha.org.
○ indicates new funds added since the last release.
Last Updated: October 2, 2019

444 North Capitol Street NW, Suite 438 | Washington, DC 20001 | 202-624-7710 | info.ncsha.org | ncsha.org

<https://www.ncsha.org/resource/opportunity-zone-fund-directory/>

As of October 2019, 113 QOFs have \$37 billion earmarked for Nationwide and Virginia related programs.

QOF Conundrum

- QOFs are classified as “impact investors” that are challenged to balance social impact and capital gains.
- Average QOF has \$400 million and usually seek 10 big projects (\$40 million range) as to opposed to 100 small projects (\$1 million range).
- Most QOZ projects are usually very small, unproven startups and risky, which are hard to fund.
- Most QOZs projects involve large “gentrified” real estate deals owned by outside entities as opposed to locally owned and operated businesses.
- Almost all QOFs stipulate “Mixed-Use Development”



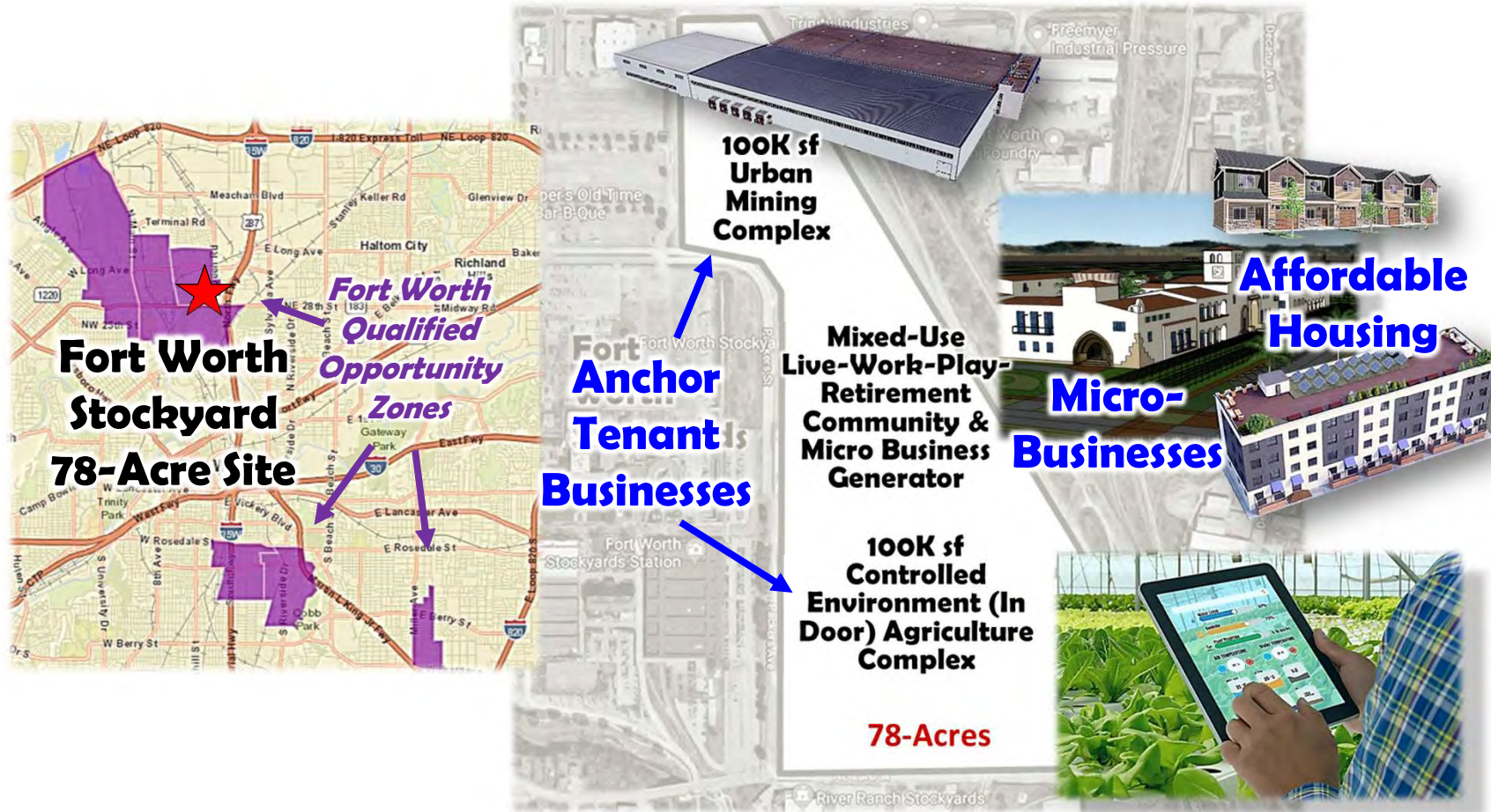
Jobenomics recommends a large (\$50M-level), mixed-use, master-planned, locally-owned, community approach for QOF financing.

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.

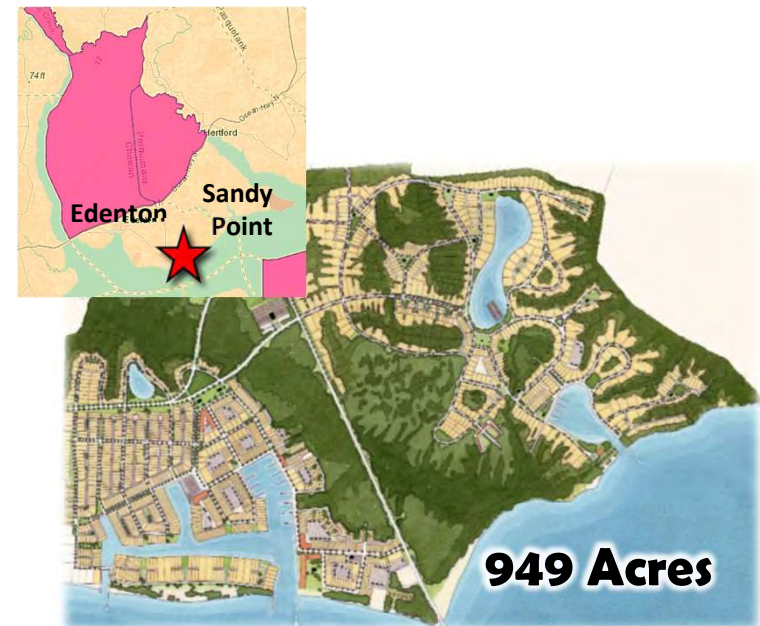
Examples of a Large Mixed-Use, Master-Planned, **Rural** Agrarian Communities



Rosamond, CA



Waxahachie, TX



Chowan County, NC

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.



Quick-Start Programs Tailored for QOZs and QOFs

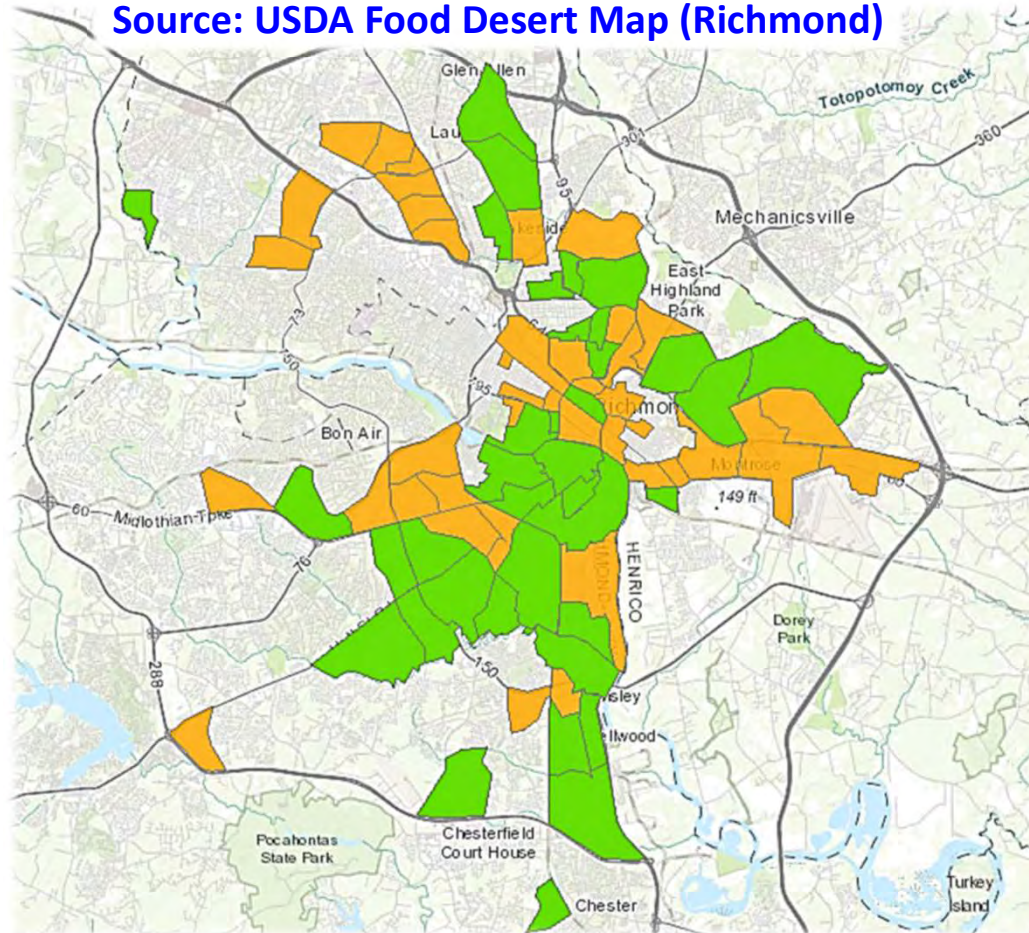
- Controlled Environment Indoor Agriculture
 - Enhanced Water Programs
- Urban Mining/eWaste & Plastics Processing
- Digital Economy Jobs & Digital Academies
- Direct-Care/Remote-Care/On-Demand Care
 - Renewable Energy & Energy Services
 - Business Generators and E-Clubs
 - Heritage & Experiential Tourism

Richmond's Food Deserts



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

Source: USDA Food Desert Map (Richmond)

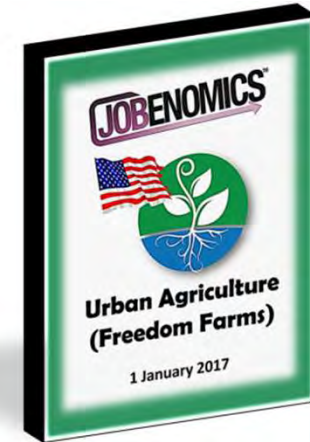


Richmond needs fresh organically-grown, farm-to-table food for local consumption and export to regional markets.

Jobenomics ACTSFFA Partnership



- 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) homeownership combined with an agriculture career, 2) jointly owned indoor commercial growing operations and 3) creation of high-tech CEA farmers.



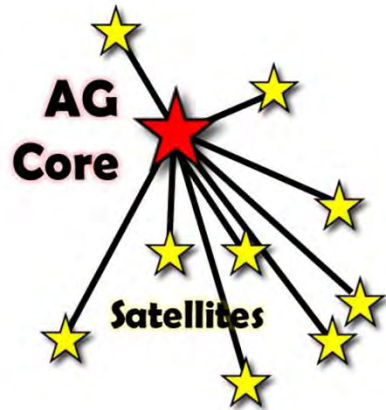
ACTS



Jobenomics Richmond Goal: Establish 250 to 1,000 direct jobs within grow centers, and as many as 4-times more indirect jobs.

Jobenomics ACTSFFA CEA Program

- **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



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”.

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.

Live/Work Urban Agrarian Communities



Affordable homes for Jobenomics Richmond participants.

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 Agriculture Applications

Soil Improvement



Cherry Tomatoes



Sugar Cane



Limes



Coffee



Avocado



Now doubling the growth of traditional agriculture in South America.

SuperWater HyOx Environmental Remediation



**HyOx Floating
Oxygenator GPS
Solar Powered
Drone**



Waterways, Lakes And Ponds

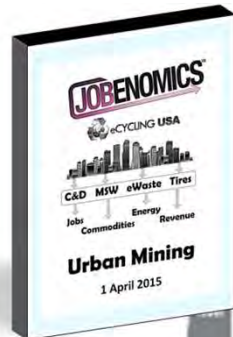


Toxic Waste Cleanup

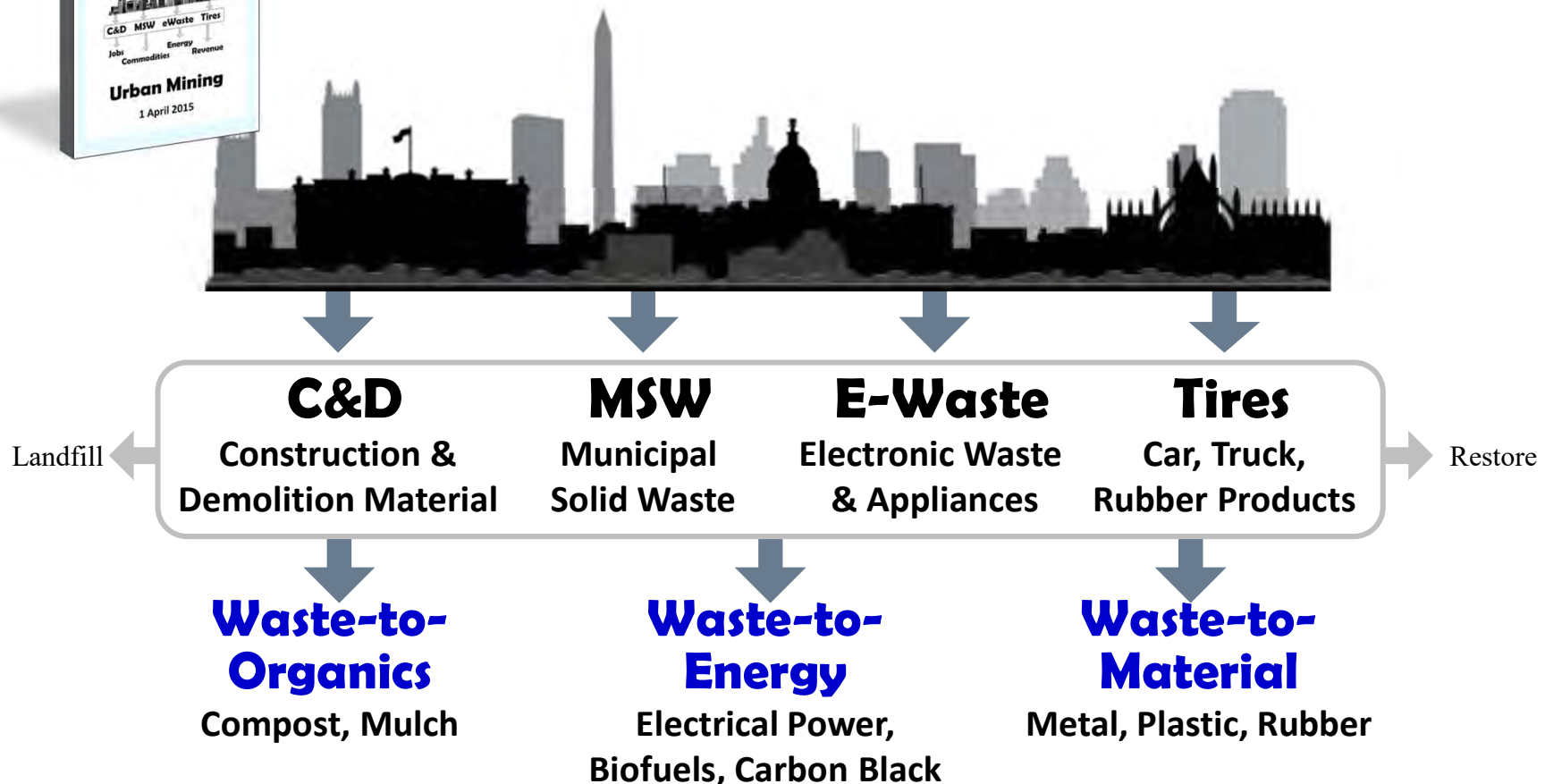


SuperWater HyOx is mitigating many forms of pollution.

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

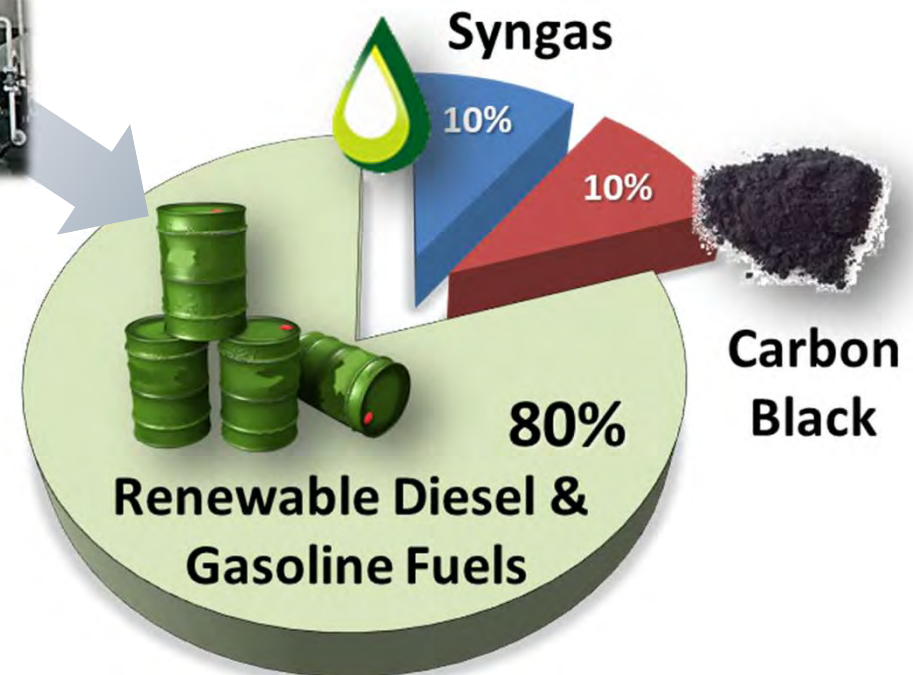


Growing Virginia/Richmond Plastics Waste Problem



Imported Plastics Waste

China no longer accepting baled plastic waste



Suppling Richmond with high-quality, low-sulfur fuels.

eWaste Materials Reclamation Facility

JOBENOMICS™
Richmond

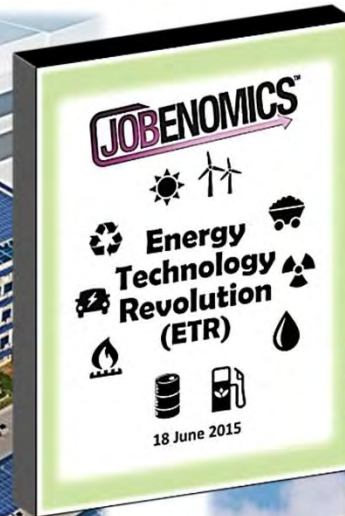


100 Operational Sites Worldwide

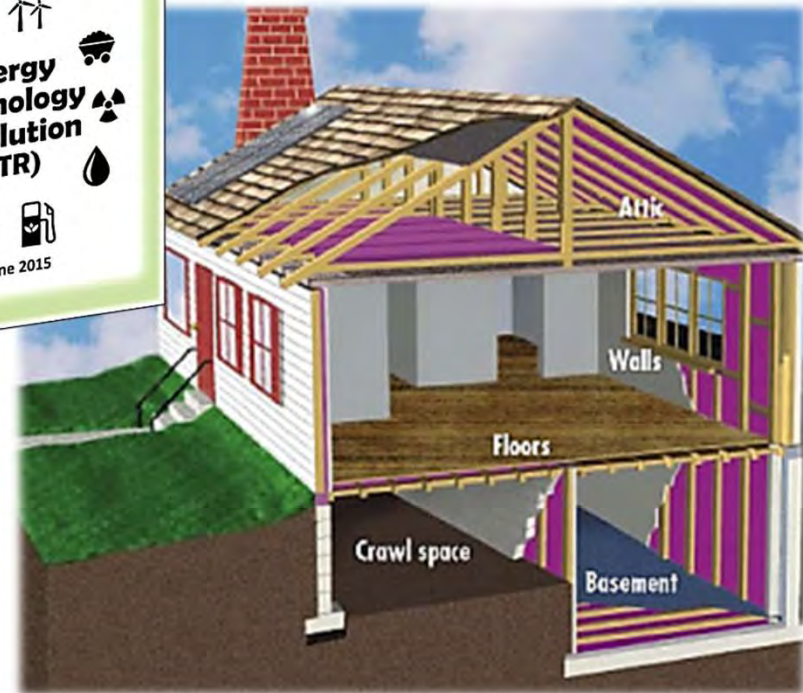
Jobenomics Partner, www.urt-recycling.com

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 Foundation

Creator & Host, The
EmeraldPlanet TV

www.Emerald-Planet.org



Chuck Vollmer

Founder & President
Jobenomics National
Grassroots Movement

EmeraldPlanet Board
Member & Partner

www.Jobenomics.com

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

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

Energy Services

- Demand Side Energetics
- Net-Zero Communities/Buildings
- Services: “**Energy’s 3rd Rail**”
 - Energy Efficiency/Conservation
 - Energy Assurance/Security
 - Disaster Preparedness/Recovery
 - Energy-as-a-Service (EaaS)
- Energy Technology Center

Demand Side Energetics



Jobenomics’ Joe Sarubbi with President Obama and Mrs. Biden

Digital Economy



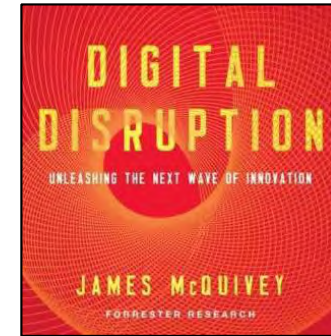
- Electronic Commerce
- Mobile Commerce
- Sharing Economy
- On-Demand Economy
- Apps/Bots Economy
 - Gig Economy
 - IoT Economy



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:



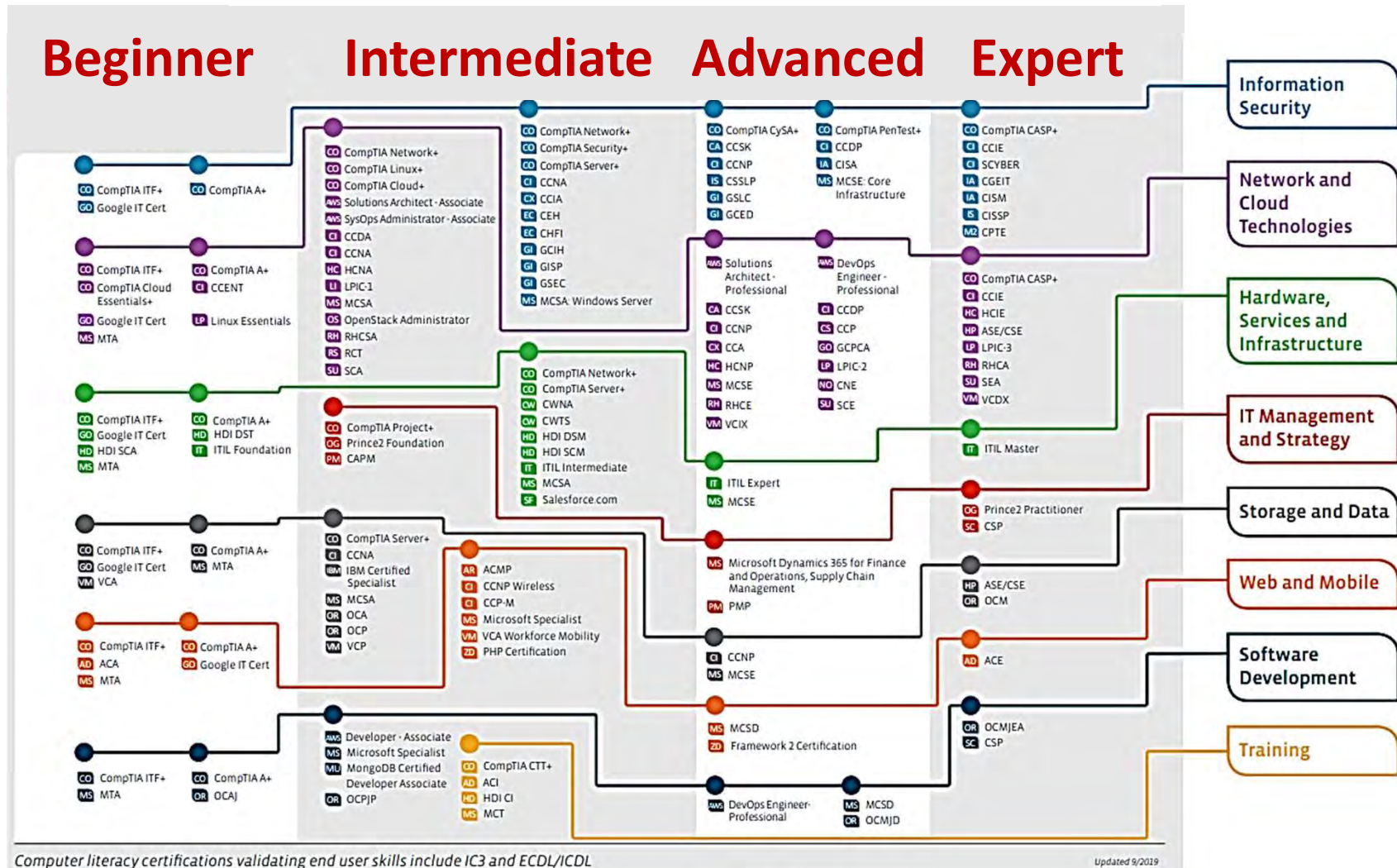
- Jobenomics study on leading Chinese and America digital economy strategies and practices.



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

Digital 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.

Beginner Certifications

Source: www.comptia.org/content/comptia-career-roadmap

Information Security

Network and Cloud Technologies

Hardware, Services and Infrastructure

IT Management and Strategy

Storage and Data

Web and Mobile

Software Development

Training

- **CompTIA A+**

- **CompTIA IT Fundamentals**

- **Microsoft Office Specialist**

- **Microsoft Technology Associate: Developer Track**

- **Google IT Cert**

- **CIW Site Development Associate**

Beginner Certifications

Source: 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.

Information
Security

Network and
Cloud
Technologies

Hardware,
Services and
Infrastructure

IT Management
and Strategy

Storage and Data

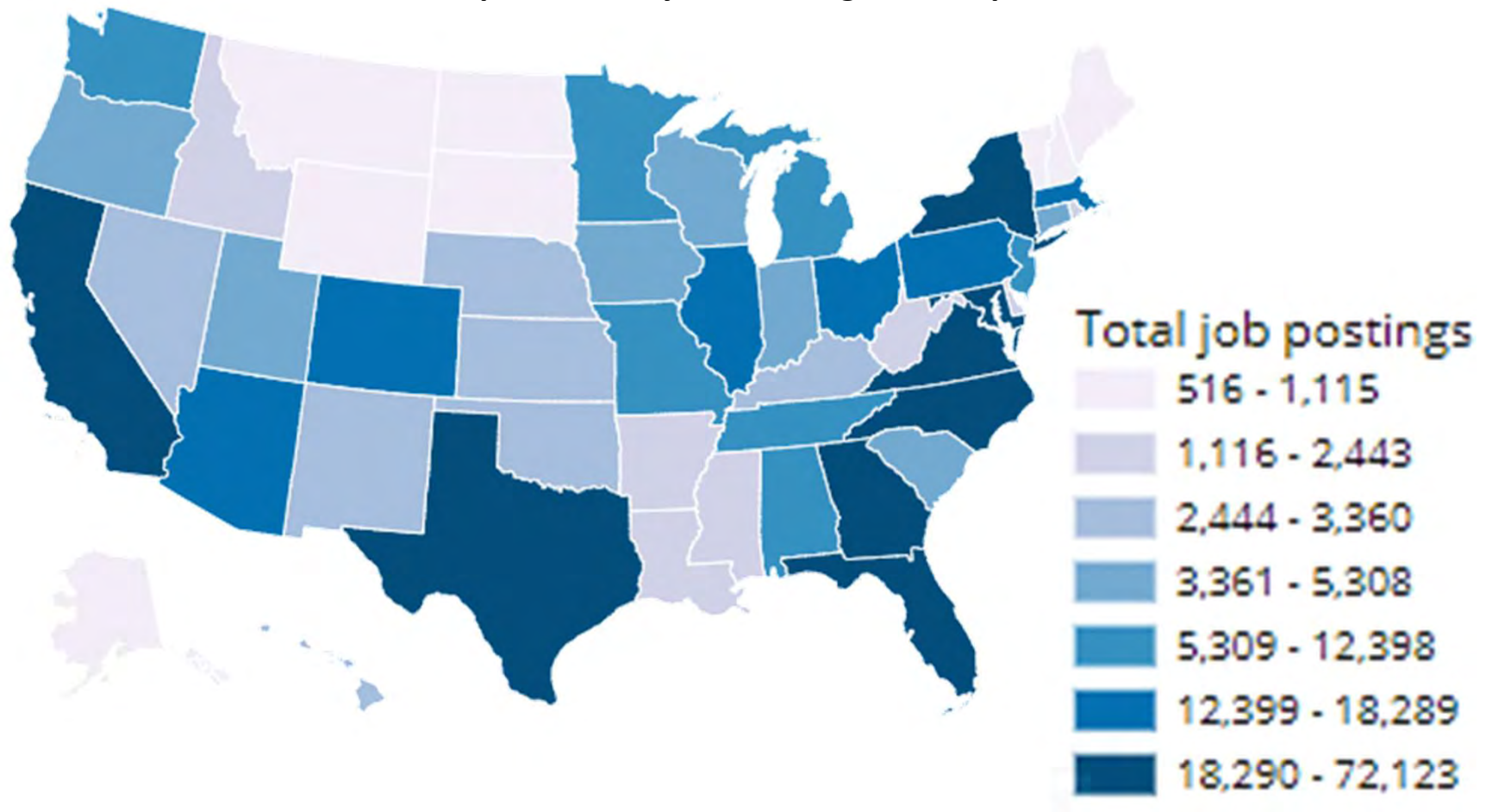
Web and Mobile

Software
Development

Training

Cybersecurity Jobs

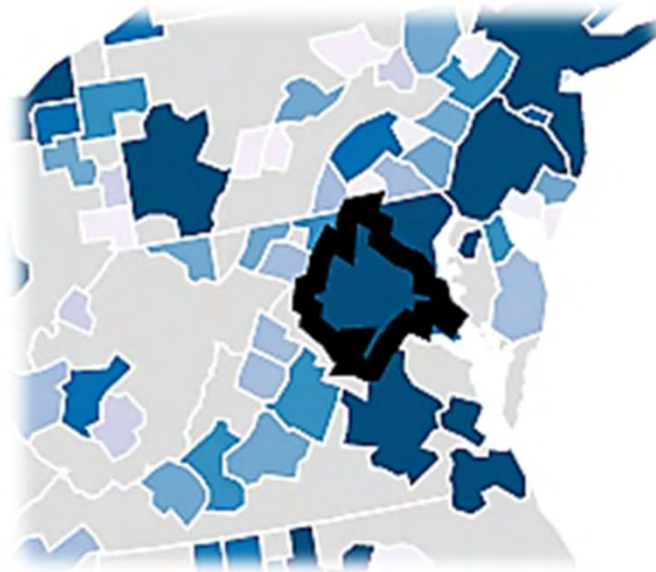
Source: <https://www.cyberseek.org/heatmap.html>



**Total Employed = 997,316, Open Jobs = 504,316
(93% Private Sector, 7% Public Sector)**

Cybersecurity Richmond Area Jobs

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



As of Nov 2019

Currently Employed
Open Positions
Support, Admin, Maintenance

Washington Metro	Virginia	Richmond
105,491	88,166	6,332
64,089	49,669	2,800
39,421	31,082	1,786

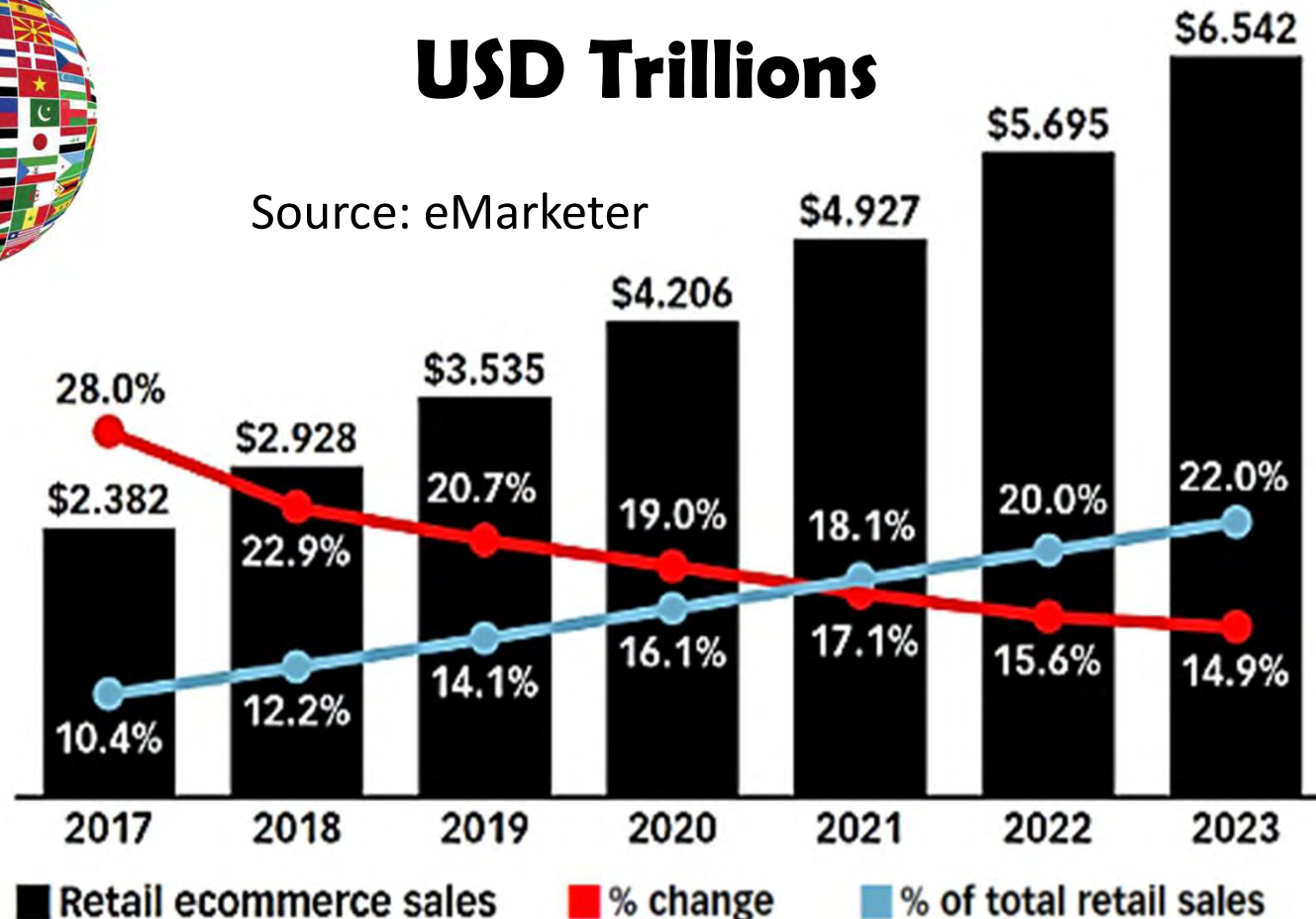
2,800 open cybersecurity jobs in Richmond. Thousands of other entry-level digital economy/information technology jobs are also open.

E-Commerce Sales Worldwide



USD Trillions

Source: eMarketer



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

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.

- Examples of IoT objects include security systems, self-driving cars, electronic appliances, and integrated household and commercial ecosystems.
- There are over 20 Billion IoT devices. 80 billion by 2025.
- Over 60% of U.S. cities are investing in Smart City IoT. Richmond needs to invest in IoT.

The economic value of the IoT as high as \$11.1 trillion per year in 2025. *Source: McKinsey Global Institute*

Jobenomics Direct-Care Program

Direct-Care Services

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



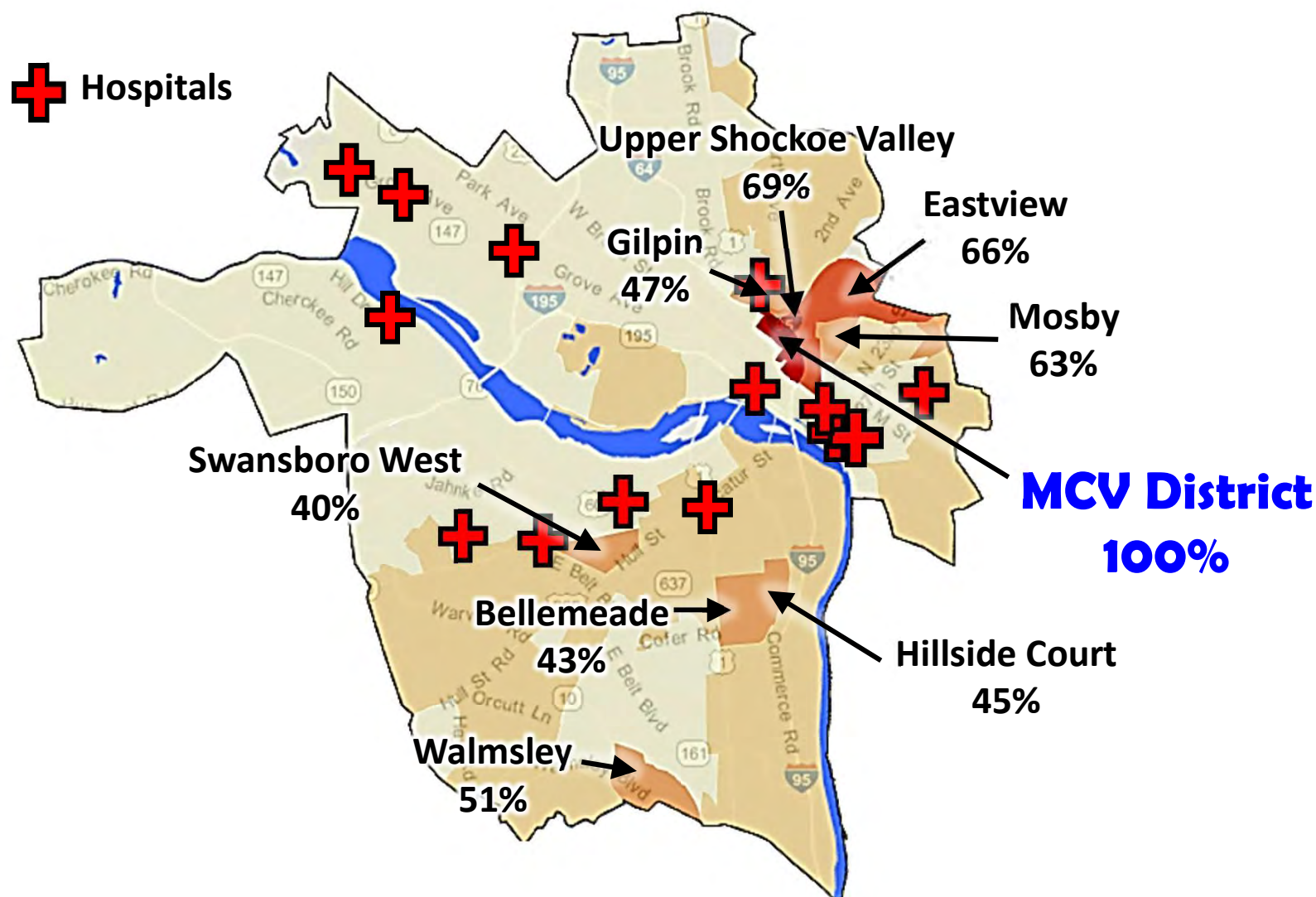
Direct-Care Center

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



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

Richmond Single Female Households



Hospitals are transitioning from **in-patient care** to **out-patient care** to remote on-demand **direct-care** telehealth programs.

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** 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** telemedicine system offers a patient experience, a provider experience, and a call center.
- **SnapMD** is a virtual care management system with a patient interface, a provider interface and an administrative back-end.

The U.S. 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

JOBENOMICS™
Richmond



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

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.

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 across Richmond.

Richmond Heritage & Experiential Tourism

Pull Advertising → *Push Marketing*

Push Marketing Connects Tourists:

■ Digitally

- Social media-driven approach
- Omni-channel content strategy
- Off-grid & satellite internet

■ Socialistically

- Heritage & Cultural insights
- Environmental interests
- Transcendental experiences

■ Logistically

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



Traditional tourism relies on *pull advertising*.
Online *push marketing* advertises personal “**bucket list**” experiences.

Contact Information



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