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



Jobenomics Richmond is a proposed program for creating mixed-use, locally-owned, live-work communities in under-resourced areas in Richmond.



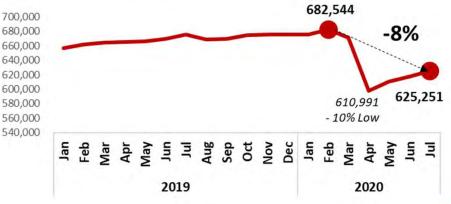
By: Bishop Leon Benjamin & Chuck Vollmer 15 September 2020

Richmond in Turmoil





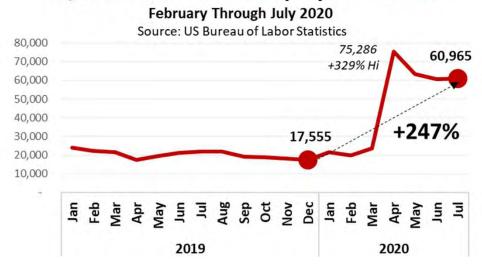
Source: US Bureau of Labor Statistics





43,410 Richmond Unemployment Gains





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

Jobenomics



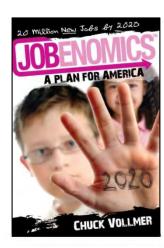
Bipartisan National Grassroots Movement

- 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

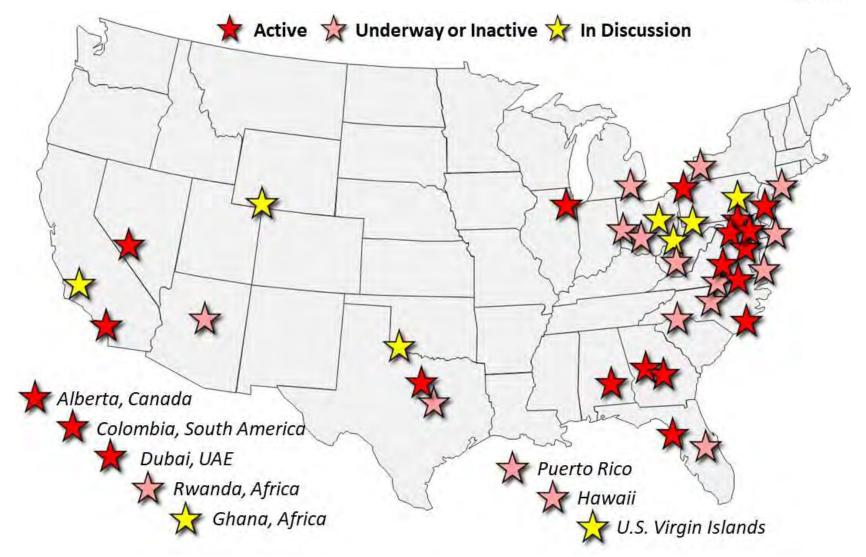




Extensive research on the economy, policy-making, labor force situation, emerging technologies, and community renewal initiatives.

Jobenomics Chapters



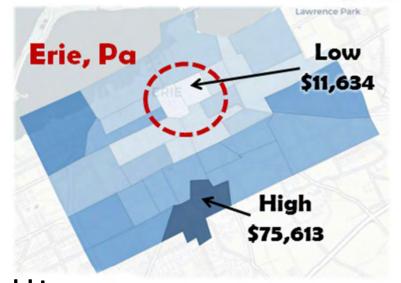


Since 2016, dozens of communities started Jobenomics chapters. Two-thirds of these chapters are led by African Americans.

Jobenomics Underserved Community Emphasis

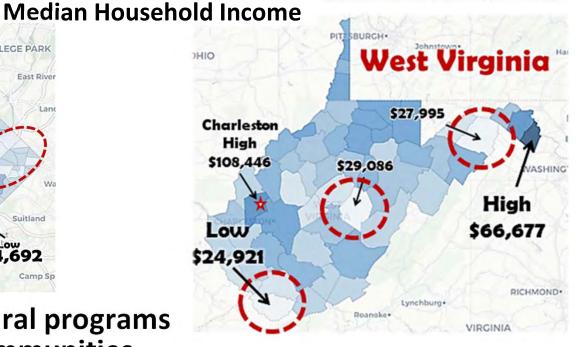






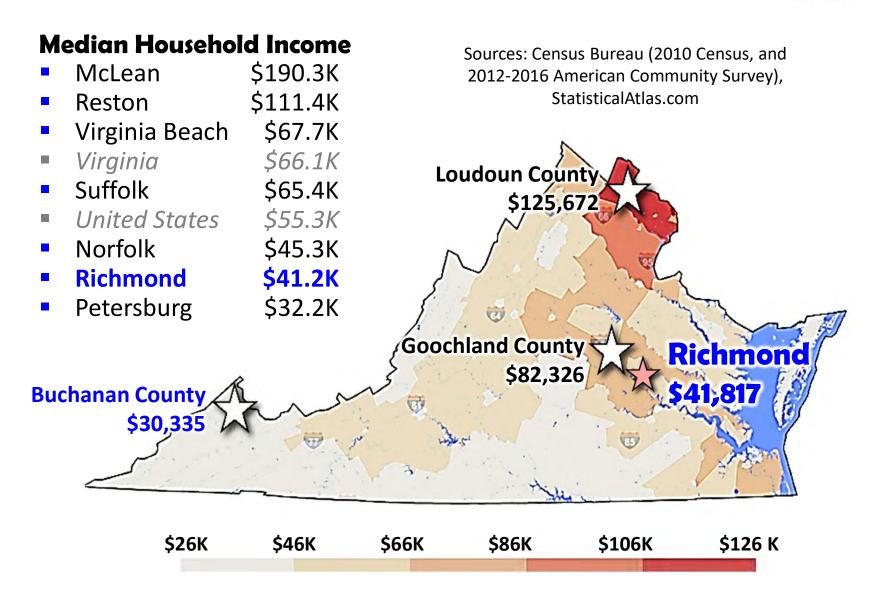
SILVER SPRING Washington, DC COLLEGE PARK Sailey's Description Bailey's Description ALEXANDRIA Oxon Hill Camp Sp





Virginia Underserved Communities

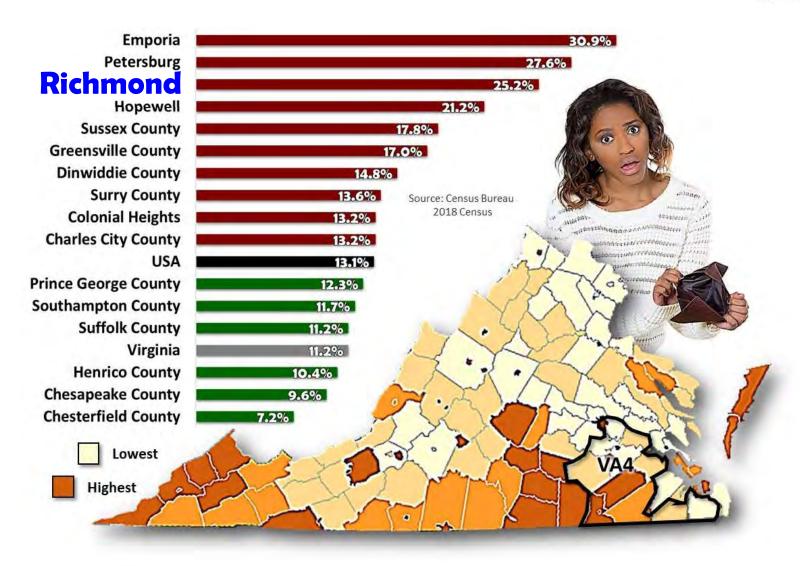




Virginia's Capital City (Richmond) is one of the poorest in the State.

VA4 Poverty Rates



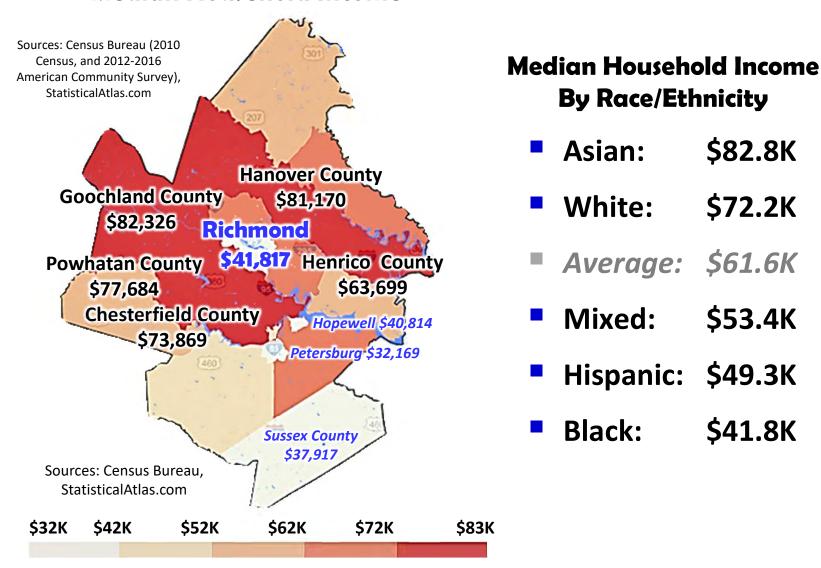


VA4 poverty rates are too high, especially in urban minority and rural white communities. Female Virginians are poverty prone.

Richmond Area Underserved Communities



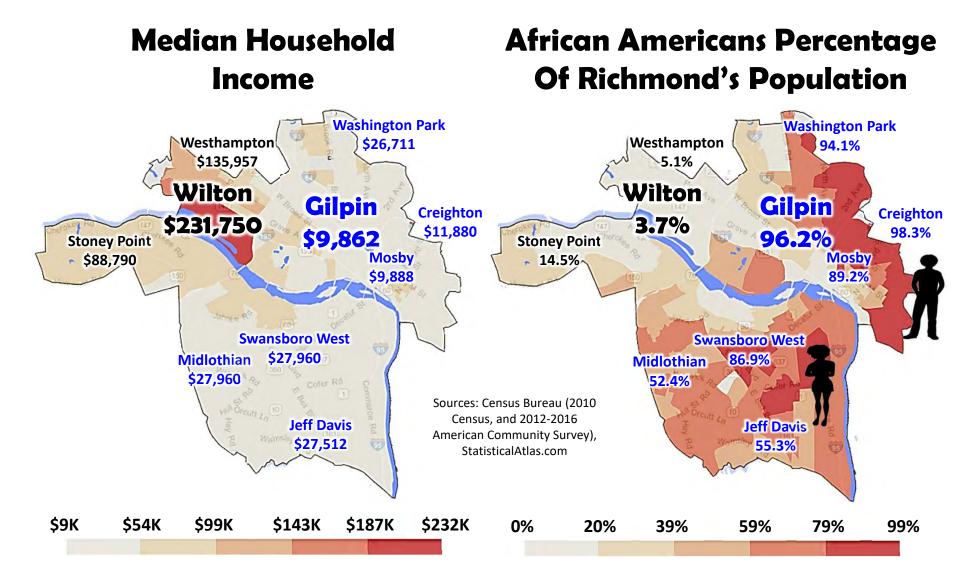
Median Household Income



Urban and minority communities are the most underserved.

Richmond City Underserved Neighborhoods





Minority communities are the most underserved.

Black Businesses Matter

JOBENOMICS Richmond

- The pandemic, protests, riots, vandalism and burning are decimating small and black-owned businesses in Richmond.
- 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 sited by black entrepreneurs for the low 2.5% black-ownership statistic.
- Hundreds of billions of dollars are now available via the CARES Act (Pandemic) and Opportunity Zone funding.



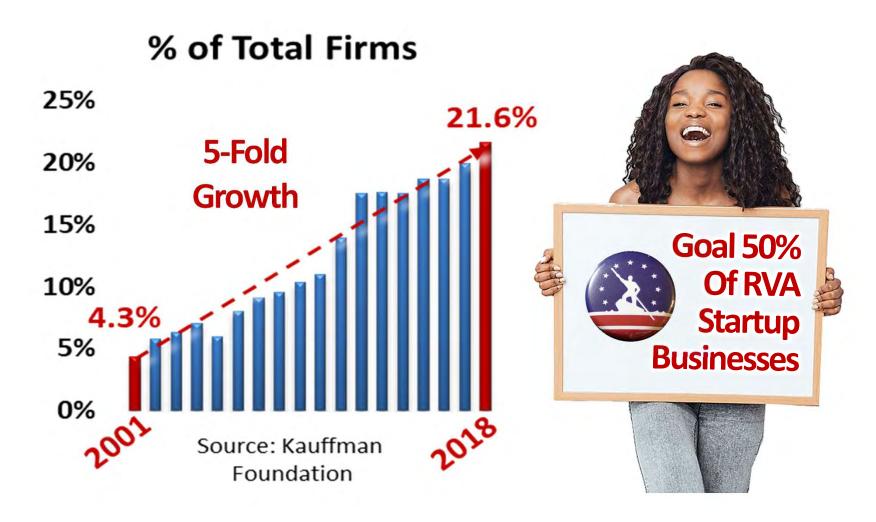




Jobenomics Richmond's startup business programs can replace shuttered businesses in beleaguered neighborhoods.

Women-Owned Businesses Matter





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.

New Work Force Entrants Matter

JOBENOMICS Richmond

Generations Y & Z and other hopefuls



Digitally-savvy Gen Y (Millennials: 1977-1995)

and Gen Z (Screenagers: 1995-2015)

are leading the way into the emerging digital economy.



Economic Development Approach

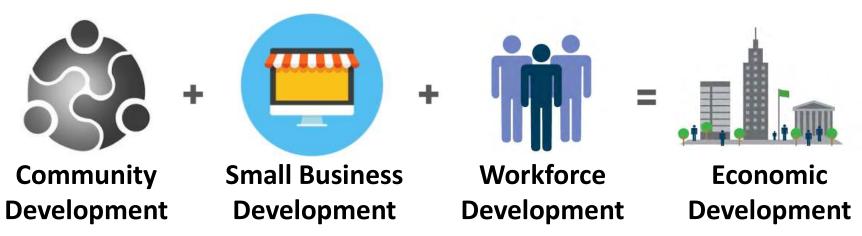


A Different Approach To Economic And Community Development



Traditional Top-Down Approach





Jobenomics Bottom-Up Approach

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.

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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.



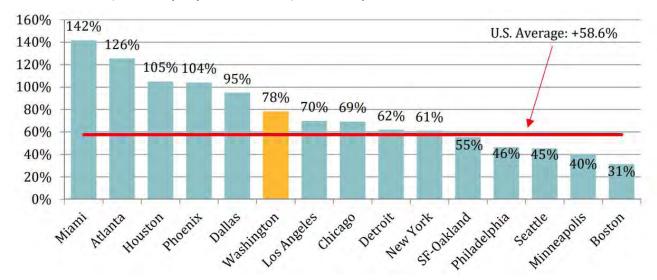
Richmond has 75,500 full-time and 36,600 part-time/seasonal workers.

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%)

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

Startup Businesses



"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.

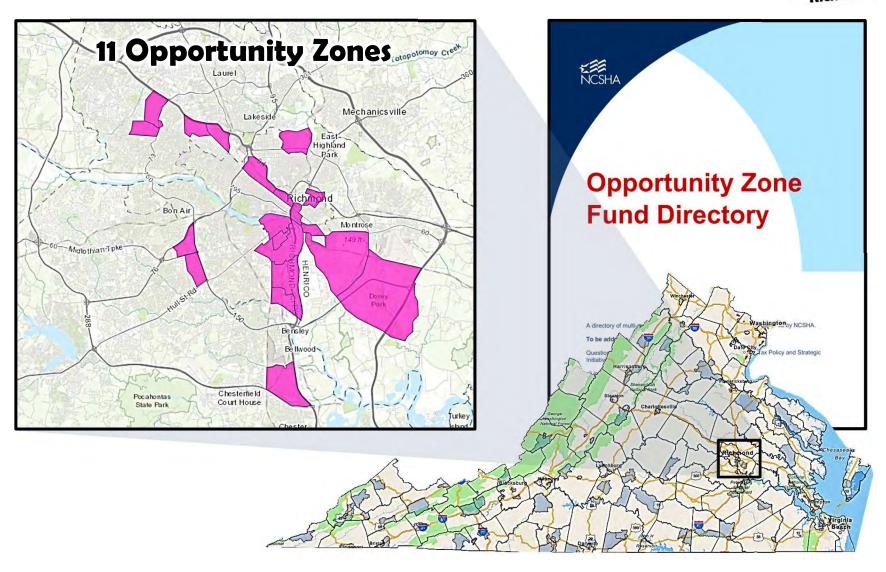


Quick-Start Business and Job Creation Programs

- 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

Richmond Qualified Opportunity Zones (QOZs)





113 Qualified Opportunity Funds have \$33 billion earmarked for Virginia QOZ mixed-use and master planned programs.

Example of a Mixed-Use Urban Community





Jobenomics "Shopping Mall" approach combines real estate development, LEED Platinum construction, anchor tenant/microbusiness creation, all in a sustainable and affordable urban ecosystem.

Example of a Local Mixed-Use Complex

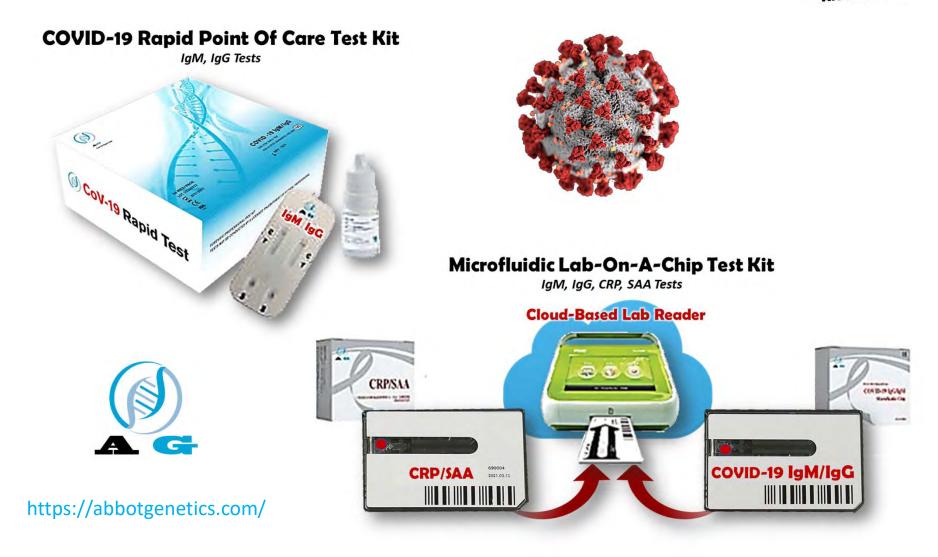




Meets community needs for affordable homes, safety, green ecofriendly facilities, and business/job creation.

Healthcare & Pandemic Businesses and Jobs





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.

CLINICSTOP Micro Clinic for Diagnosis, **Counseling and Remote Care**



www.clinicstop.com





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

Jobenomics Direct-Care Program



- Direct-Care Services
 - Healthcare
 - Social assistance
 - Behavioral-care
 - Elder-care

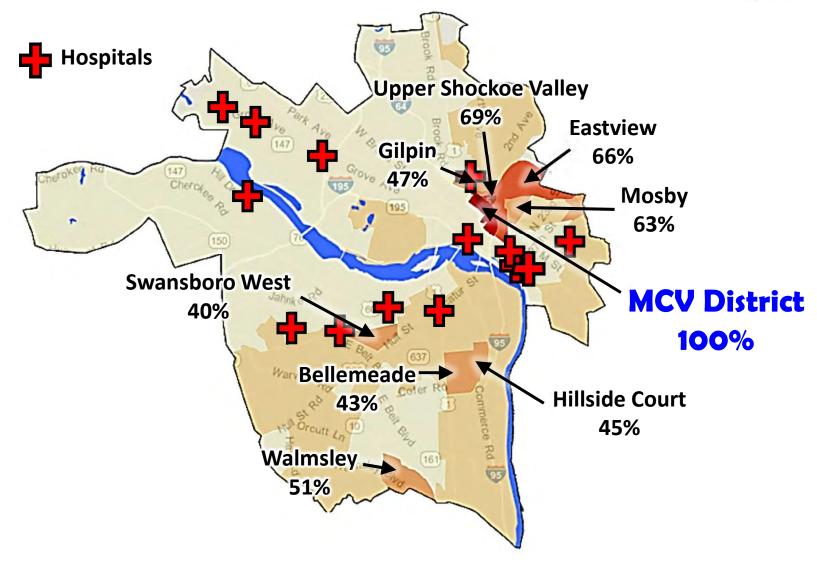


- Direct-Care Center
 - Information & Call Center
 - Training & Certification Center
 - Management and Quality Control

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

Richmond Single Female Households





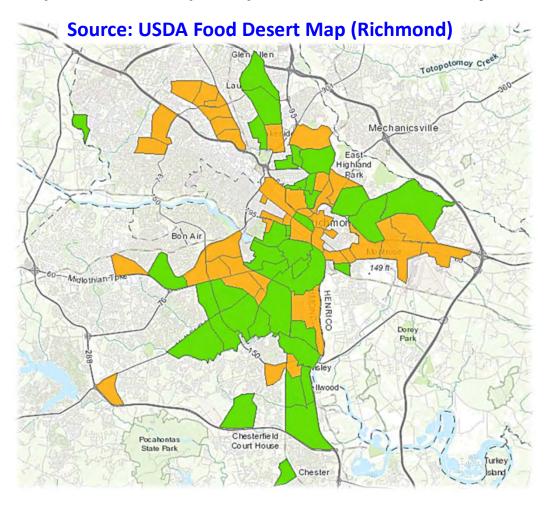
Hospitals are transitioning from in-patient care to out-patient care to remote on-demand direct-care telehealth programs.

Richmond's Food Deserts





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



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

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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.

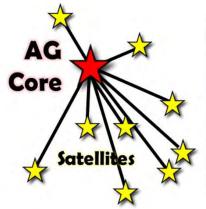


Global CEA market is projected to grow to \$15.3 billion by 2024, up from \$6.5 billion in 2017, potentially creating thousands of businesses and several million jobs in underserved rural and urban communities,

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.



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".

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 fasting growing agricultural industry in the United States.

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









Cherry Tomatoes



Limes

Sugar Cane



Treated 2X Growth



Coffee









Avocado



Now doubling the growth of traditional agriculture in South America 35

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

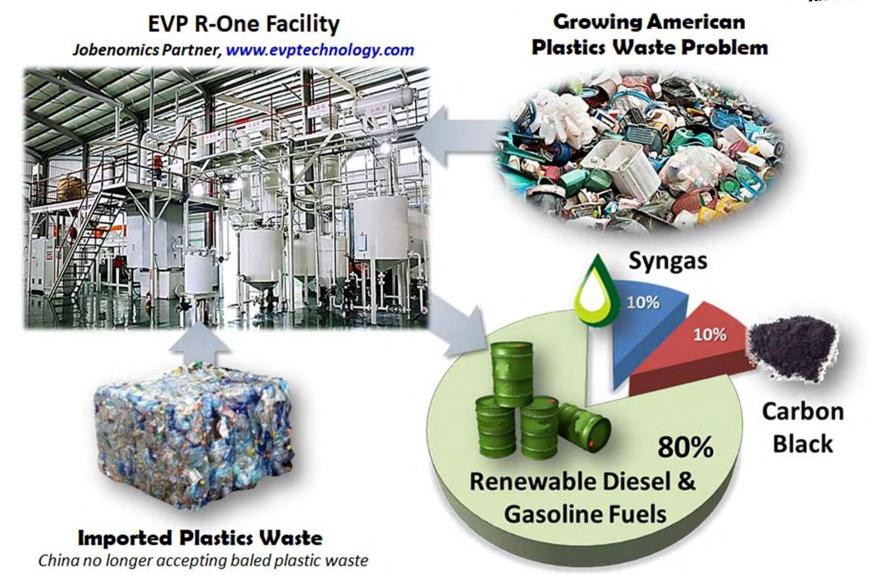




Urban Mining Goal: Monetize urban waste streams to produce businesses, jobs and revenues for workforce development.

Modern Plastics-to-Fuel Complex





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 steam. Our system can be operational within 12-months.

Renewable Energy Businesses & Green Jobs





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 Jobenomics America TV

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.

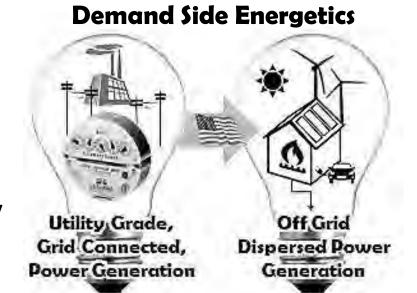
Jobenomics Green Jobs objectives include sustainable economic, environmental and social development.

Energy Services

JOBENOMICS Richmond

- 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

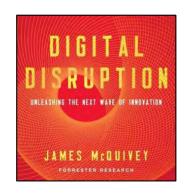


Ine traditional economy growing at 2% per versus eCommerce growth of 15% per year. Jobenomics' team of eCommerce experts help set up websites to selling on all major platforms; Amazon, Google, Facebook, eBay and Shopify.

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:



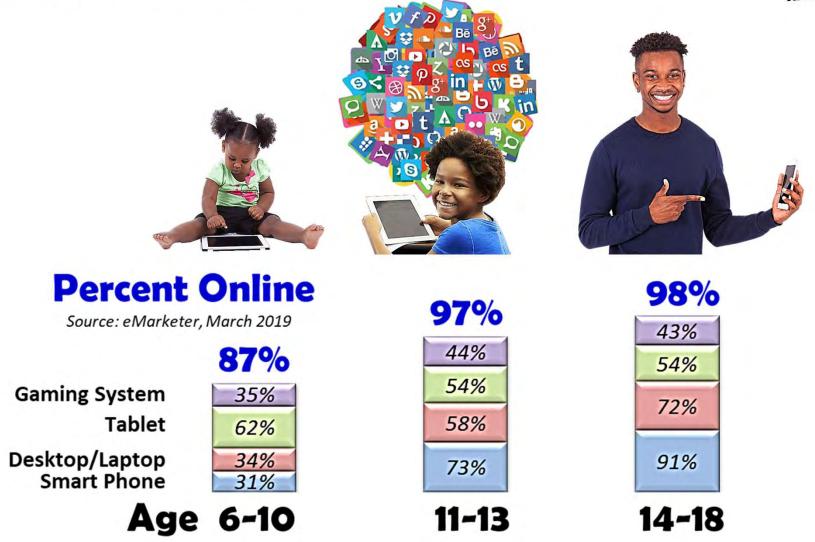


Jobenomics study on leading Chinese and America digital economy strategies and practices.

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

Digital Academies



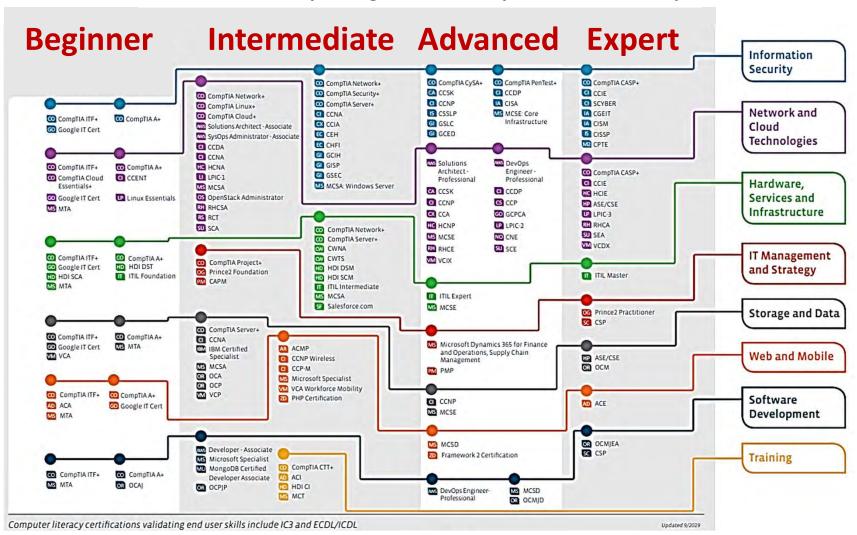


Digital academies use a youth's online interest in social media and gaming to develop digital economy workforce and business skills.

Digital Economy Career Roadmap



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

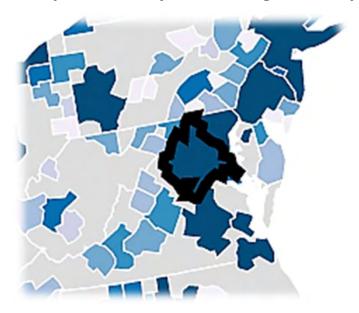


Certified training programs are the gateway into good paying (\$50K) entry-level digital economy jobs without a college degree.





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



As of Nov 2019

Currently Employed

Open Positions

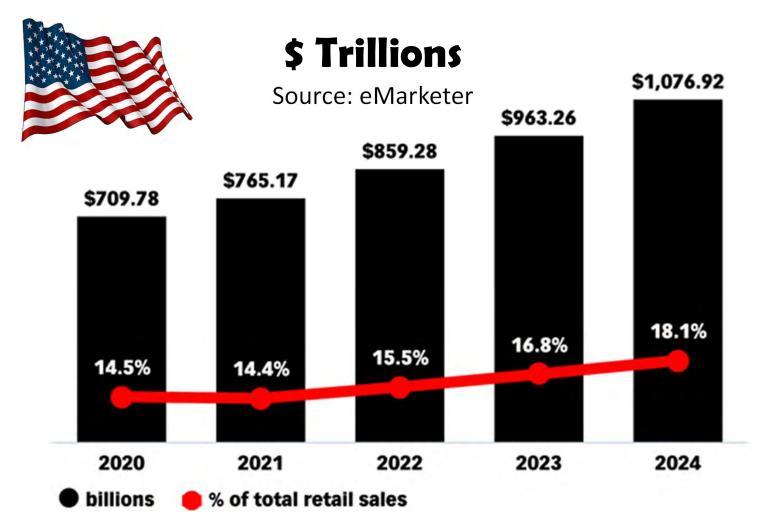
Support, Admin, Maintenance

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.

U.S. Retail E-Commerce Economy







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 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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