

**Jobenomics specializes in the mass-production of woman-, veteran-, minority-, and new workforce entrant-owned businesses and careers in underserved communities.**



**Discussion Topics: (1) Introduction to Jobenomics, (2), launching a Jobenomics Danville initiative, and (3) implementing potential Jobenomics pilot programs.**

**By: Karie & Julian Brittnano, Jobenomics Danville,  
Marshal Edwards, Jobenomics Advisory Board Member,  
Chuck Vollmer, Jobenomics Founder & President**

**5 June 2021**

# Jobenomics



Chuck Vollmer

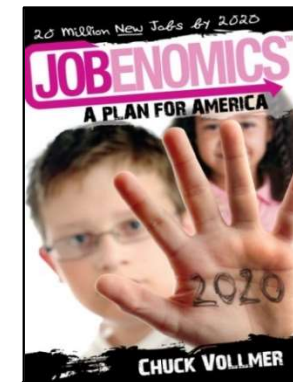


## Founder, Chuck Vollmer

- Decorated combat fighter pilot and Fortune 50 executive now serving the underserved
- Founded hundreds of startup programs
- Author of eleven books and ninety special reports on economic, community, small business and workforce development

## Nonpartisan Grassroots Movement

- Jobenomics chapters on four continents
- Dozens of U.S. regional, city, and neighborhood chapters in under-resourced communities
- A dozen highly scalable turnkey businesses, implementable within a year.
- Extensive free library at [Jobenomics.com](http://Jobenomics.com)



**[Jobenomics.com](http://Jobenomics.com)**

**Primary focus: mass-producing startup businesses in  
underserved and under-resourced communities.**

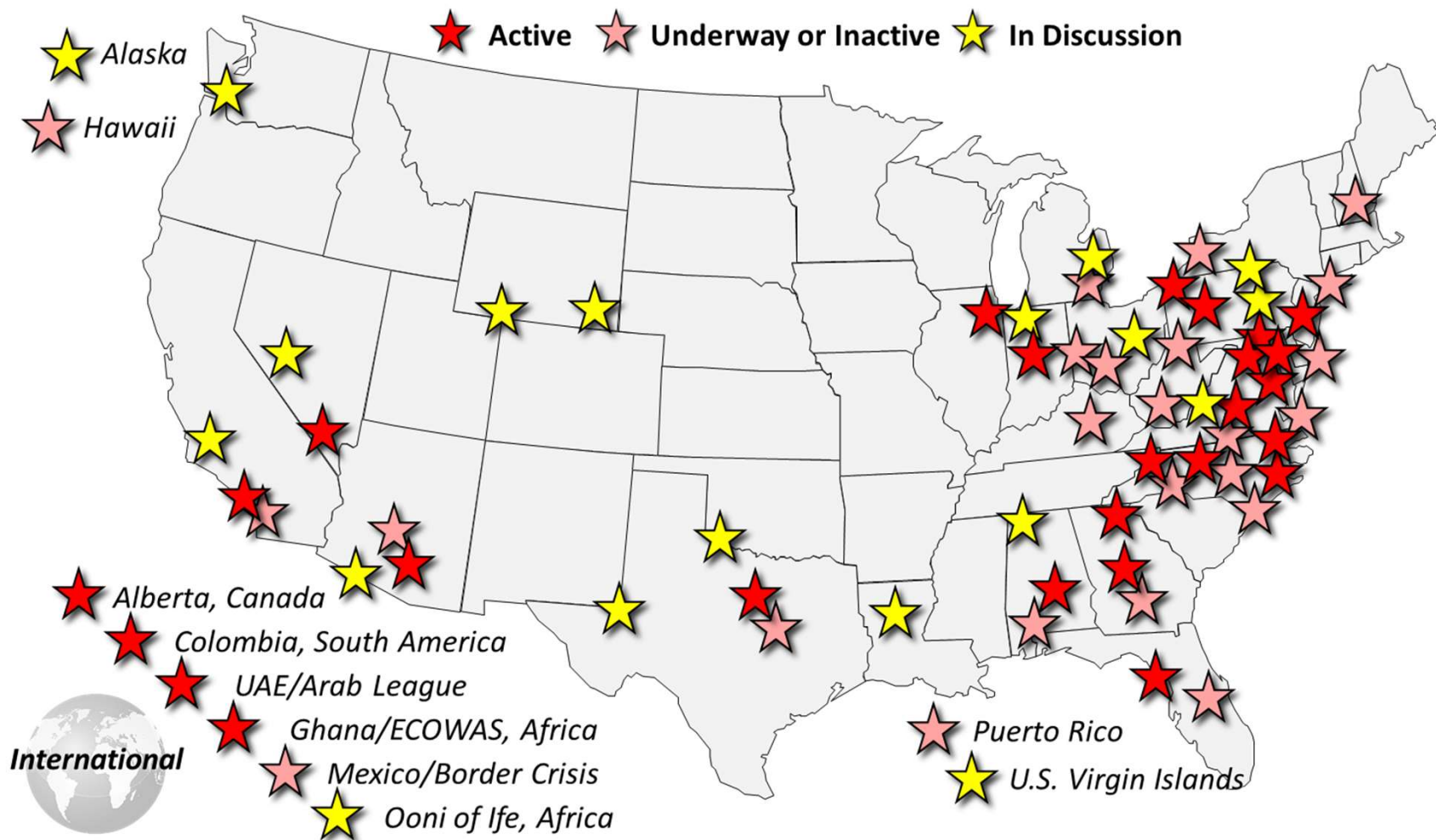
# Jobenomics Turnkey Program Examples

- Post-Pandemic Healthcare
  - Direct Care Program
  - Super Oxygenated Water Manufacturing
  - Diagnostic Equipment, Testing, Biosafety Labs & Hygienic Facility Services
- Mixed-Use Live-Work Communities
  - Advanced Home Manufacturing & Affordable Home Programs
  - Veteran Owned Business Program
- Circular Agrarian Economy
  - Controlled Environment Agriculture
  - Soil Regeneration & Remediation
- Digital Economy
  - Digital Academies & E-Clubs
  - Business Generators
- Waste-To-Value Systems
  - Plastics-to-Biofuel
  - E-Waste
- Renewables & Energy Services



**Most programs have detailed business plans and proven technology.**

# Jobenomics Chapters



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

# Economic Development Strategies

## Traditional **Top-Down** Approach

Attract One  
\$100,000,000/year  
**Macro Enterprise**



## Jobenomics **Bottom-Up** Approach

Start One-Thousand  
\$100,000/year  
**Micro Businesses & Nonemployer Firms**



Under-resourced communities that cannot attract big companies can mass-produce **startup firms**—the seed corn of local economies.

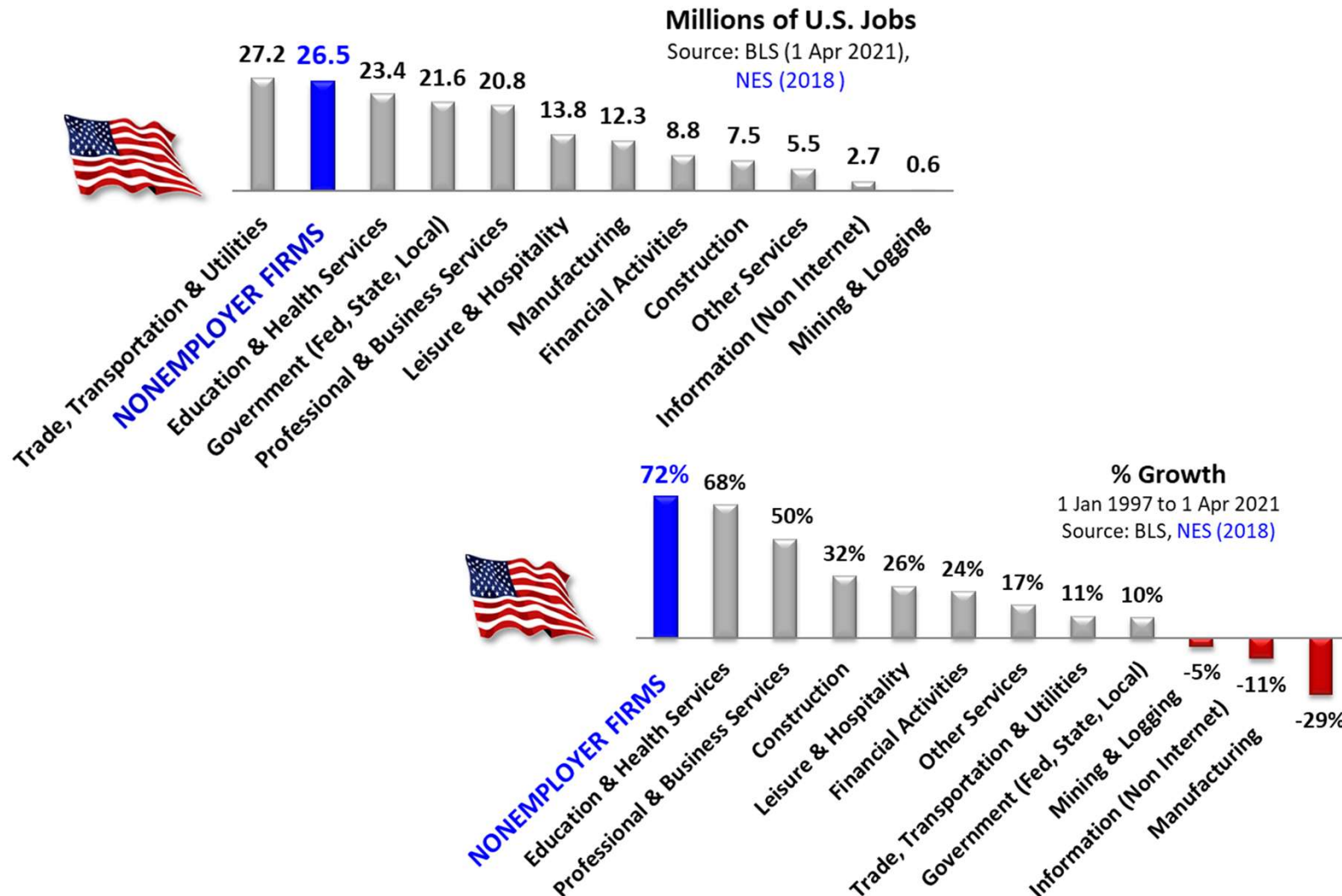
# Micro & Nonemployer Businesses



- **Micro-businesses** (1 to 19 employees) employ 32 million Americans.
- A **nonemployer** is a small business with no “paid” employees.
  - 27 million firms or 80% of all U.S. businesses
  - Growing significantly faster than traditional businesses
  - Owners make substantially more than wage or salaried jobs.

**Mass-producing micro and nonemployer businesses are the answer to beleaguered urban communities lacking good-paying jobs.**

# Nonemployer Business Key Stats



Nonemployer business creation is often the missing element from most economic, community, and workforce development plans.

# Danville Is A Renaissance City



Reimagine Danville is emerging as a national model.

# Danville Livability Index



Rankings of 45,000 cities, neighborhoods, and zip/postal codes

- **Livability Score A+** (77/100) ranks in the top 22% of all rated U.S. cities
- **Cost of Living A:** 19% less than national average but 7% higher than VA  
*AreaVibes Medium City Cost of Living Awards: #1 in VA, Top 100 in USA*
- **Schools B:** Test Scores 36% higher & HS Grad Rates 11% lower than USA
- **Crime D:** Property Crime 73% higher than USA. Violent Crime 27% lower.
- **Employment F:** Unemployment rate 42% higher & Median House Income 39% lower than national averages
- **Housing F:** Home Value 63% lower than VA & 51% lower than national

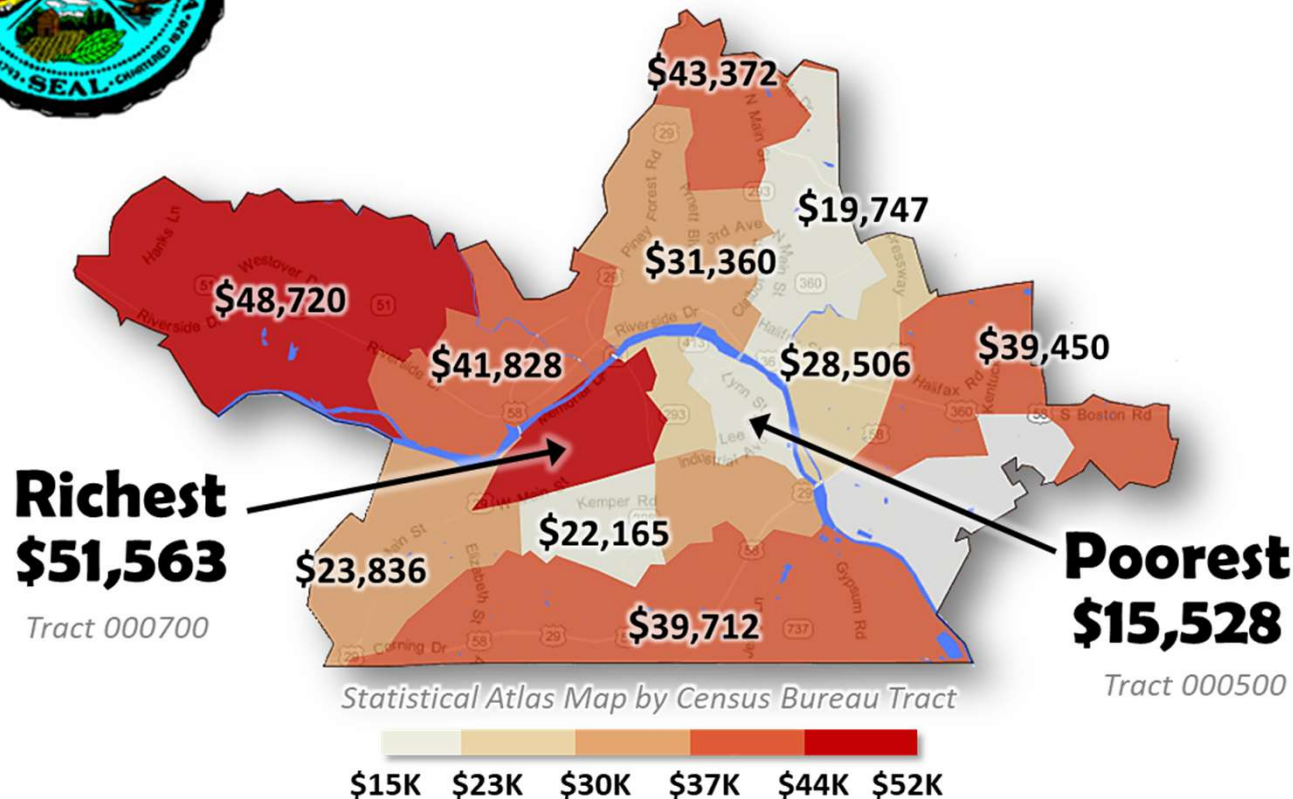
**Danville is a great place to live but has issues that a Jobenomics Danville initiative can help mitigate.**

# Median Household Income

Pre-Pandemic Data

U.S. Census Bureau 2015-2019 (2019s)

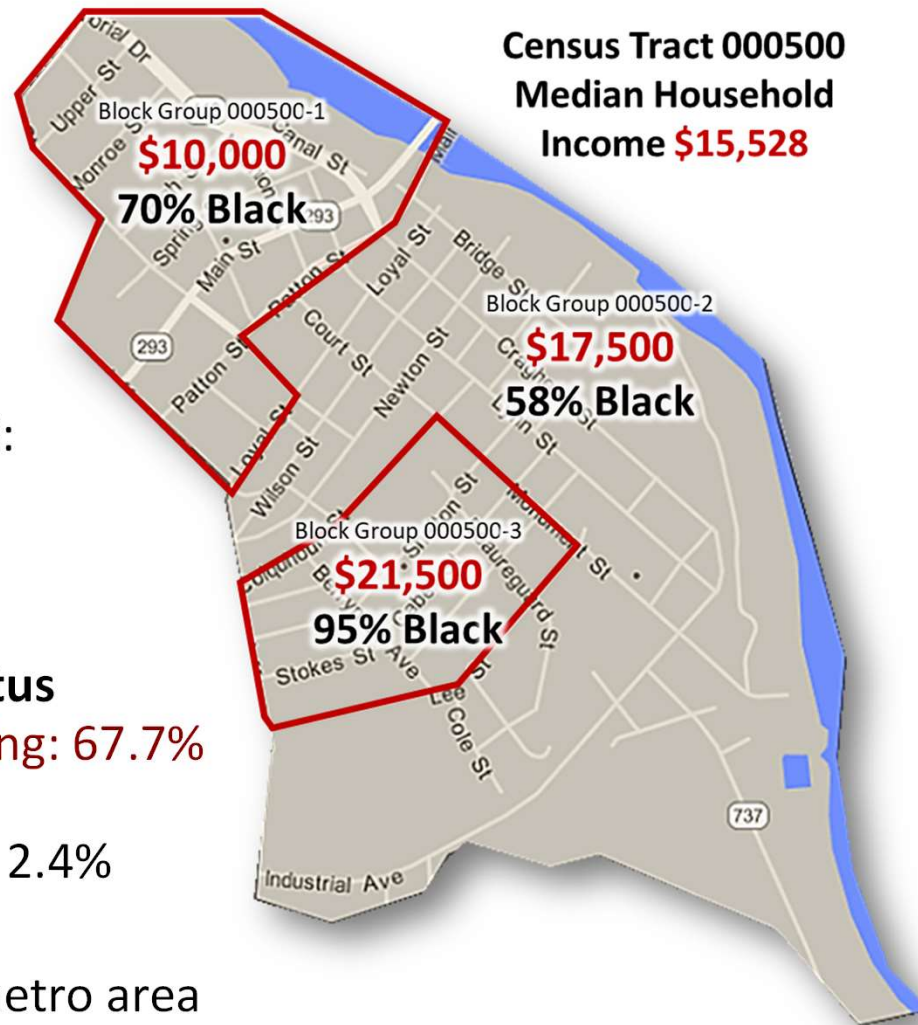
U.S. \$62,843  
Virginia \$74,222  
Pittsylvania County \$47,690  
**Danville \$37,203**



The best way to resolve **income inequality** is to **provide income opportunities** by mass-producing micro and nonemployer businesses,<sub>10</sub>

# Poorest Danville Neighborhood Stats

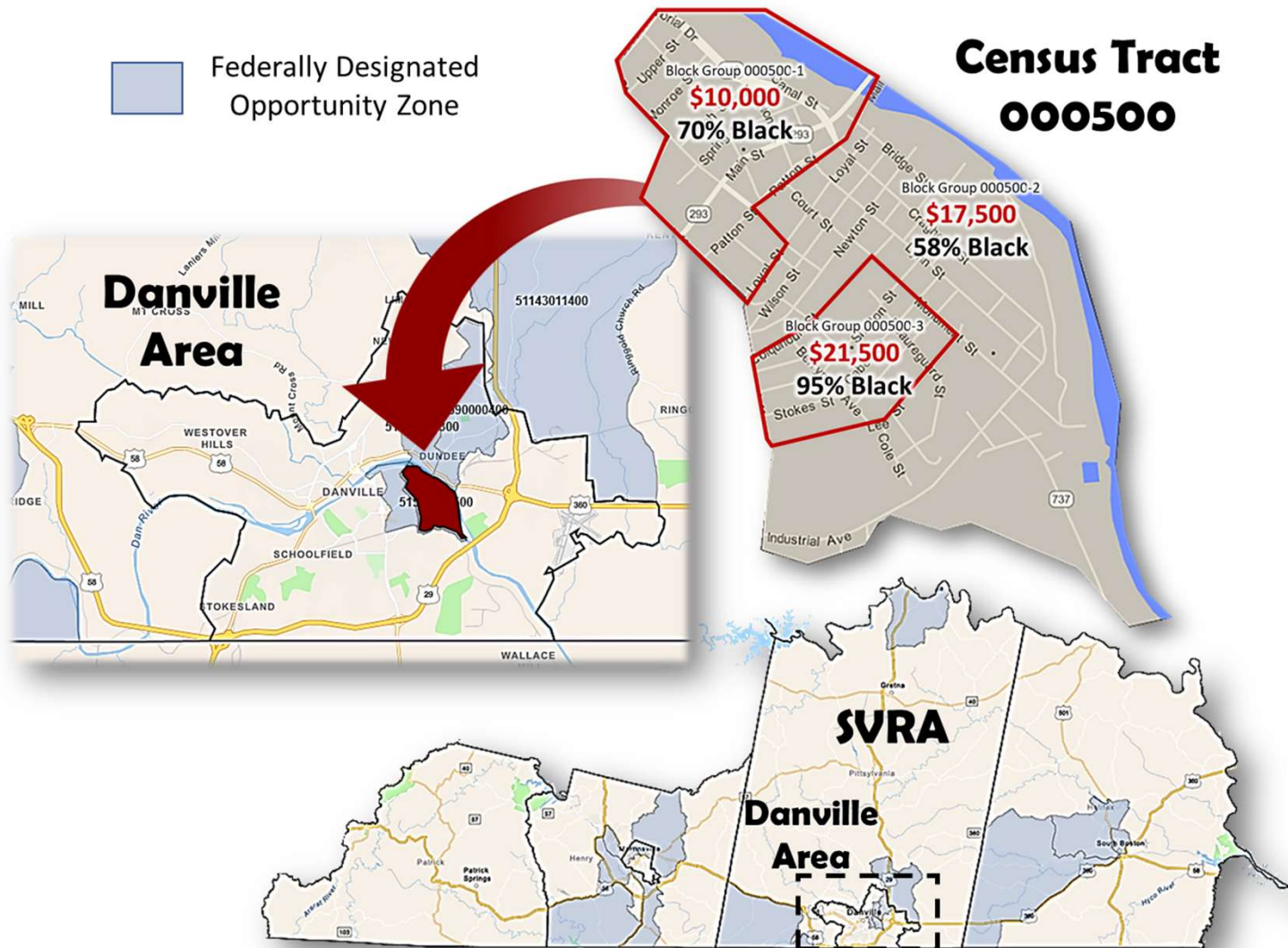
- **Neighborhood**
  - Population: 1,739
  - Households: 841
- **Race**
  - 69% Black
  - 26% White
- **Household Statistics**
  - With children under 18:
    - Single moms: 62%
    - Married: 34%
  - On food stamps: 54%
- **Working Age Adult Job Status**
  - Not Working Not Looking: 67.7%
  - Employed: 29.8%
  - Unemployed (looking): 2.4%
- **Crime**
  - Highest in Danville & metro area



Statistics show that for every 1% increase in **small business creation** (not low-level job creation), crime and poverty are reduced by 2%.

# SVRA Region Opportunity Zones (OZs)

Poorest 10% of all Virginia Census Tracts

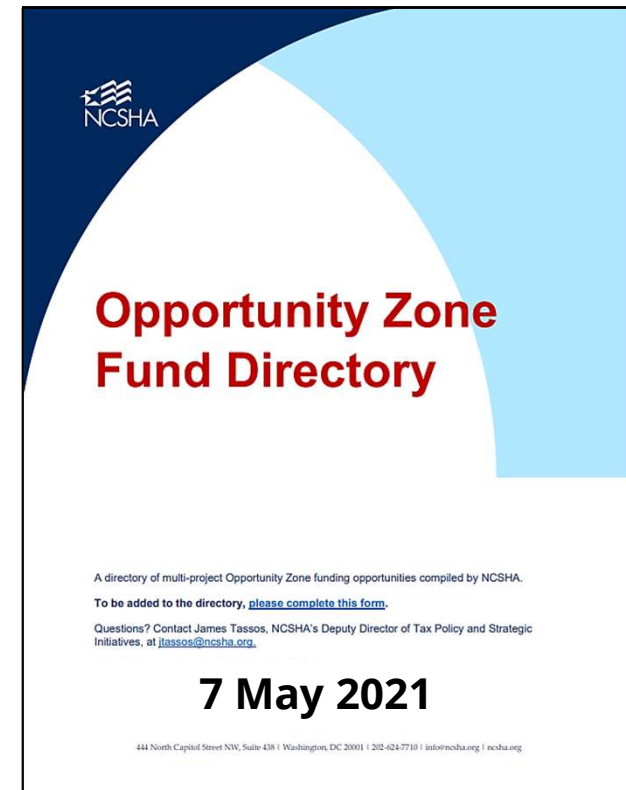


Central and Northeast Danville City are in Opportunity Zones.

# Qualified Opportunity Fund (QOF)

- A Qualified Opportunity Fund (QOF) is an investment vehicle for investing in eligible property located in an Opportunity Zone.
- Investing in an Opportunity Zone can significantly reduce investor and corporate capital gains tax burden.
- As of 7 May 2021, NCSHA lists:
  - 233 total QOFs with **\$48.1 billion** total anticipated investment.
  - 60% target **affordable housing** and **community development**.

National Council of State  
Housing Agencies (NCSHA)

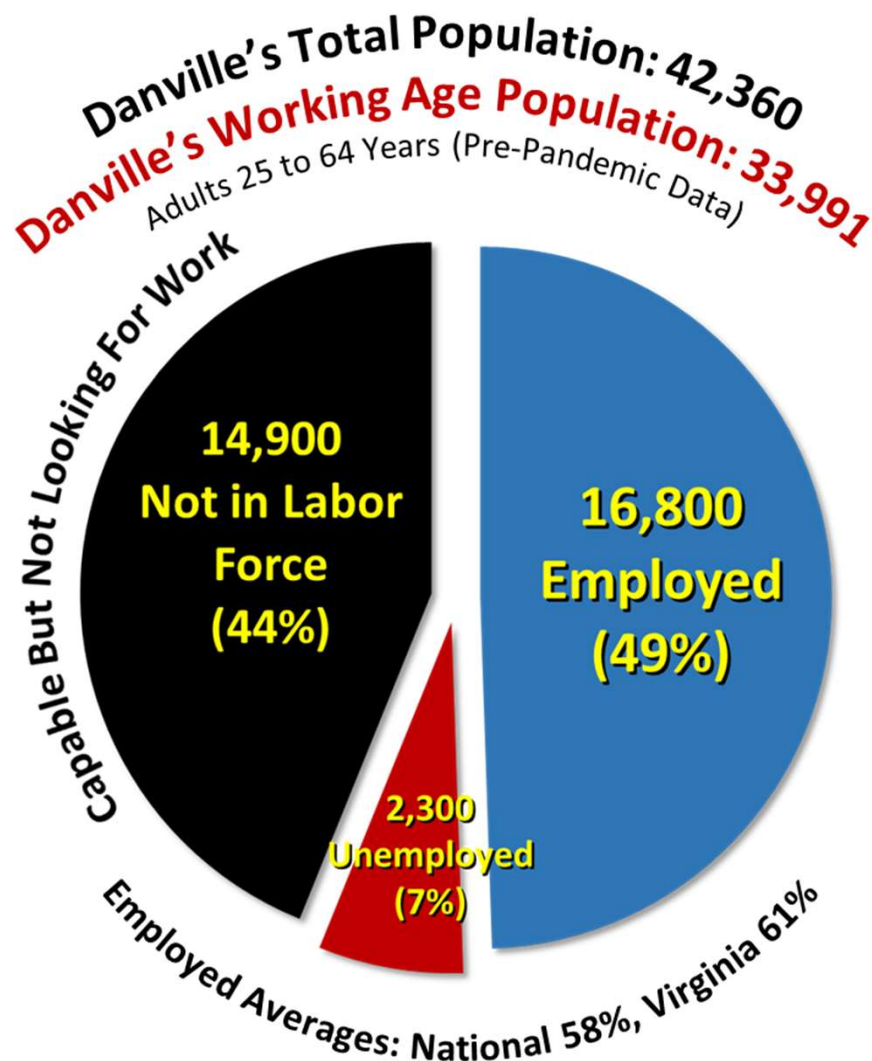


<https://www.ncsha.org/resource/opportunity-zone-fund-directory/>

Most QOFs call for **mixed-use** real estate projects. Regrettably, most OZ projects gentrify rather than producing local startup businesses.

# Danville's Large Sidelined Workforce

U.S. Census Bureau, Statistical Atlas (2019)



Like most smaller communities, Danville's major economic challenge is creating interesting entry-level jobs that **sidelined workers** will accept.

# SVRA Major Employers (Top 10 only)



MANUFACTURING		NON-MANUFACTURING		INTERNATIONALLY OWNED	
Goodyear Tire & Rubber	1,500 - 2,499	Danville Regional Medical	1,000 - 1,499	Hitachi ABB Power Grids	300 – 599
Springs Global US	300 - 599	Danville Public Schools	1,000 - 1,499	Buitoni	300 – 599
Buitoni	300 - 599	City of Danville	1,000 - 1,499	Aquatic Industries	100 – 299
Hitachi ABB Power Grids	300 - 599	Telvista, Inc.	600 - 999	Essel Propack	100 – 299
Aquatic Industries	300 - 599	Dollar General	600 - 999	Nilit USA	100 – 299
Presto Products Company	300 - 599	Memorial Hospital	600 - 999	Drake Extrusion	100 – 299
Eastman Performance	300 - 599	Averett University	400 - 899	Applied Felts	100 - 299
EBI	300 - 599	Danville Community	300 - 599	Intertape Polymer	100 - 299
Monogram Snacks	300 - 599	Sentara Halifax Hospital	300 - 599	Narroflex	100 - 299
Hanesbrands	100 - 299	Unique Industries	300 - 599	JTI Leaf Services	100 - 299

- Southern Virginia attracts many top employer companies.
- The **challenge** now is to provide a high-skilled labor force.
  - Danville City's **population dropped by 26.9%**, from a peak of 58,100 in 1990 to 38,800 in 2021.
  - Since 2010, Danville City and Danville Metro's population loss was 9.6% and 7.9%, respectively—**most people left the region**.

**Jobenomics programs, like *the Digital Academy & Business Generator, Controlled Environment Agriculture, and Veteran Owned Business Program*, will attract high-skilled workers and supervisors.**

# Digital Economy: Where The Jobs Are



## ■ E-Commerce

(Internet Commerce, Mobile Commerce, Tele-Medicine, E-Sports, etc.)

- Sharing Economy
- On-Demand Economy
- Apps/Bots Economy
- Creator Economy
- Gig Economy
- IoT Economy
- Platform Economy



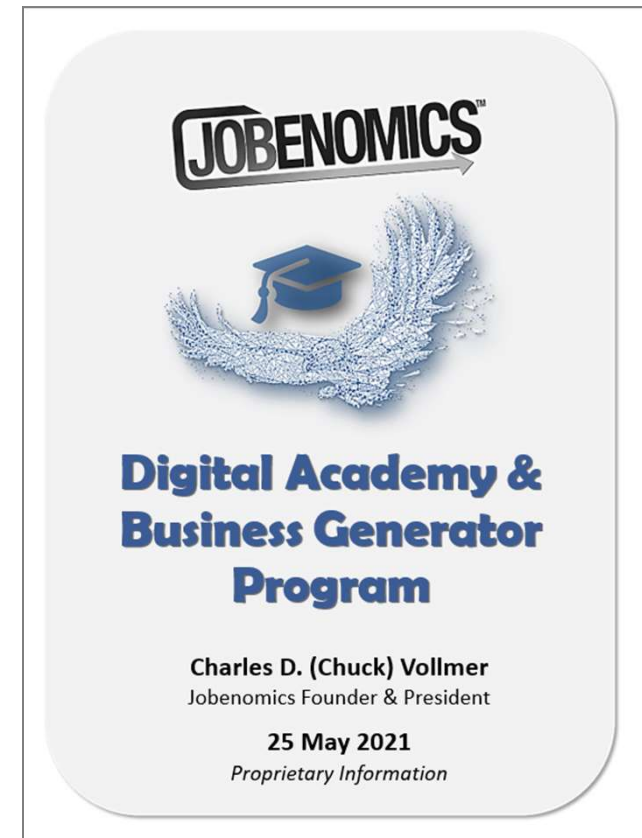
In 2020, the overall U.S. economy grew less than 2% versus **32% growth in U.S. e-commerce**. Jobenomics can help digital startups connect to platforms like Amazon, Walmart, eBay, and Shopify.

# Our Digital Academy & Business Generator Upskills Workers & Mass-Produces Startups



- Digital economy growth is 16x faster than the industrially-based economy.
- Only 33% of all U.S. workers have the required digital job skills.
- 43% of U.S. digital natives (16-34) have no or limited digital job market skills.
- Jobenomics Digital Academy specializes in certified skills-based training, lifelong applied learning, and transformation mapping.
- Jobenomics Business Generators mass-produce startup digital nonemployer and micro-businesses.

*90-Page Program Plan  
Available On Request*



**The goal of a Jobenomics Digital Academy & Business Generator is to  
create a minimum of 100 startup firms every month.**

# Jobenomics-Sprung Structure Digital Academy & Business Generator Facility

**JOBENOMICS™**  
Danville, VA



**\$3.3 million, 19,500 sq ft, community center, operational within 6-8 months with a payback period as short as 2-3 years.**

# About Sprung Structures (Since 1887)

12,000 structures in 110,000 countries.



The world's **two richest men** used Sprung for their **flagship efforts**. Jobenomics uses Sprung for the same reason (plus cost effectiveness).

# 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 and oxygen levels, and nutrients to produce crops in ideal growing conditions.
- The Jobenomics CEA program focuses on mass-producing agribusinesses, micro-farms, and agricultural-related jobs.

**Large Growing, Processing & Distribution Center**



**Local Small Growing Centers/Microfarms**

**CEA focuses on high-demand vegetables and high-value crops (e.g., herbs, wasabi, hemp), potentially creating thousands of startup businesses in underserved rural and urban communities.**

# Jobenomics-ACTS FFA Veteran Community

**JOBENOMICS™**  
Danville, VA

Rosamond, California, 1200-Acre Veterans Freedom Farm



Coonan & Bonds Architects [http://www.coonanbonds.com/mies\\_portfolio/acts-freedom-farm/](http://www.coonanbonds.com/mies_portfolio/acts-freedom-farm/)



**2.6 million sq. ft. of indoor controlled environment agriculture, greenhouse village, hotel, farmers market, production and distribution facilities, commercial/community/education/worship centers, and hundreds of affordable single and multifamily homes.**

# Jobenomics-Sprung CEA Facility

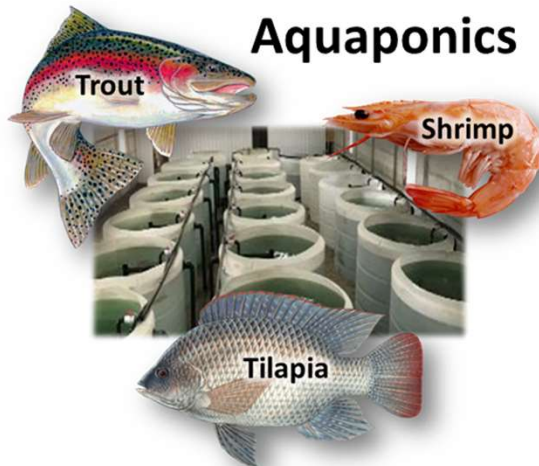
**JOBENOMICS™**  
Danville, VA



## Hydroponics



## Aquaponics



**Our fully-equipped 34,500 sq ft CEA Center costs \$2.8 million and can be operational within 6-8 months with a 3.4-year payback period.**

# Microfarms Mitigate Food Deserts



Our 5,000 sq ft CEA microfarm costs around \$500,000 and is operational within 4 months with a 3.4-year payback period.

# Jobenomics Veteran Owned Business Program: **JVOBP**



SVRA-Danville JVOBP would attract **skilled workers** and supervisors with significant **borrowing and buying power.**

# Minority Veteran Report

## Demographic Characteristics

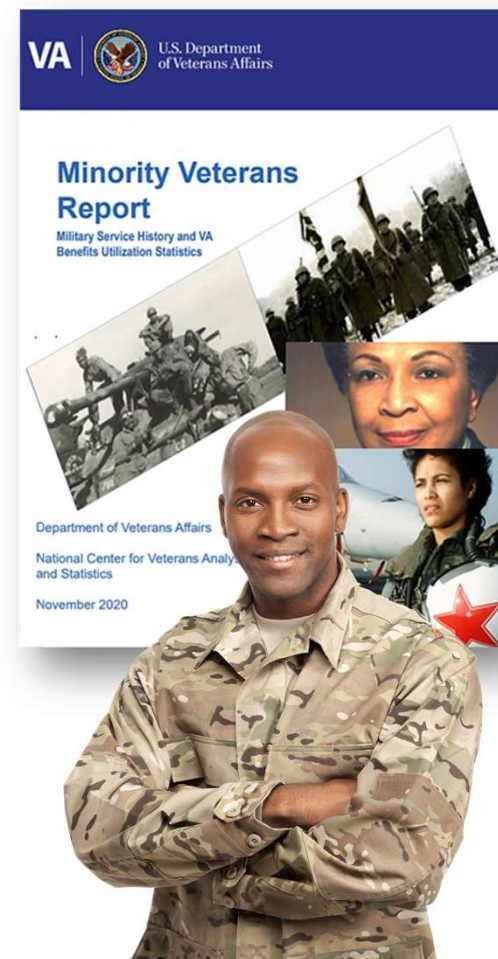
- Five million total minority veterans.
- 1/4 of all vets, growing to 1/3 by 2045.
- Blacks represent 1/2 of all minority vets.

## Socioeconomic Characteristics

- Better educated than minority non-vets.
- 35% work in management, professional, or other related occupations.
- 96% have access to healthcare.
- Median household income is **\$59,966**.

**Minority veteran skills (*and their access to financial capital*) can transform struggling minority communities in Danville and SVRA.**

## VA Minority Veterans Report, November 2020



# JVOBP Key Points

- Vets have proven service expertise and skills that can transform impoverished and crime-ridden neighborhoods.
- Retired “**super sergeants**” transform young adults into fully-functioning team members and responsible citizens.
- SVRA has 11,518 veterans with a **total potential borrowing and buying power of tens of billions of dollars.**
- Jobenomics Veteran Owned Live-Work Communities are:
  - Self-sufficient economically via new **businesses & careers.**
  - Energy-efficient, hi-tech, **affordable homes.**
  - State-of-the-art, **eye-popping commercial enterprises.**



**Retired “super sergeants” are role models who can inspire and mentor at-risk youth to live meaningful lives.**

# SVRA-Danville Vets & VOBs



Veteran Status	USA	Virginia	Danville Region		
			Southern VA Regional Alliance	Caswell, Rockingham NC Counties	Danville
<b>Veteran Owned Businesses</b>	2,521,682	76,434	1,050	609	266
<b>Total Veterans</b>	18,230,322	677,533	11,518	6,406	2,915
<b>% Total Population</b>	5.6%	7.9%	7.1%	5.6%	7.3%

*Source: U.S. Census Bureau, QuickFacts Database (Vets 2015-2019 average, VOBs 2012 Survey of Business Owners final release December 2015)*

**SVRA-Danville should capitalize on local veterans and veteran-owned businesses for post-pandemic economic, community, business, and workforce development.**

# Veteran Borrowing & Buying Power

- Veteran **Home Loans** (**no maximum amount**, no down payment, low interest rates, no monthly mortgage insurance premiums, and fewer or no, if over 10% disabled, closing costs.)
- SBA Veterans Advantage **Startup Business Loans** (**\$5.0M** max)
- VA **Multifamily Building Loans** (**\$1.4M** max, most 1,050 SVRA veteran business owners qualify for these loans)

Fourplex Units



Condo Multiplex



**Jobenomics and HeroHomes have a veteran crowd-funding program that can finance large (\$25M+) mixed-use real estate projects.**

# Other Affordable Multifamily Units

Source: Houseplans.pro plans by Bruinier & Associates

**JOBENOMICS™**  
Danville, VA



**One-Level 768 sf**



**Two-Level 1,005 sf**



**Three-Level 1,225 sf**

Jobenomics has Multifamily (Fourplex) construction bids @ **\$90/sq ft**

One-Level 768 sf x 4 units = 3,072 sf x \$90 = **\$276,480** or **\$69K each**

Two-Level 1,005 sf x 4 units = 4,020 sf x \$90 = **\$361,800** or **\$90K each**

Three-Level 1,225 sf x 4 units = 4,900 sf x \$90 = **\$441,000** or **\$110K each**

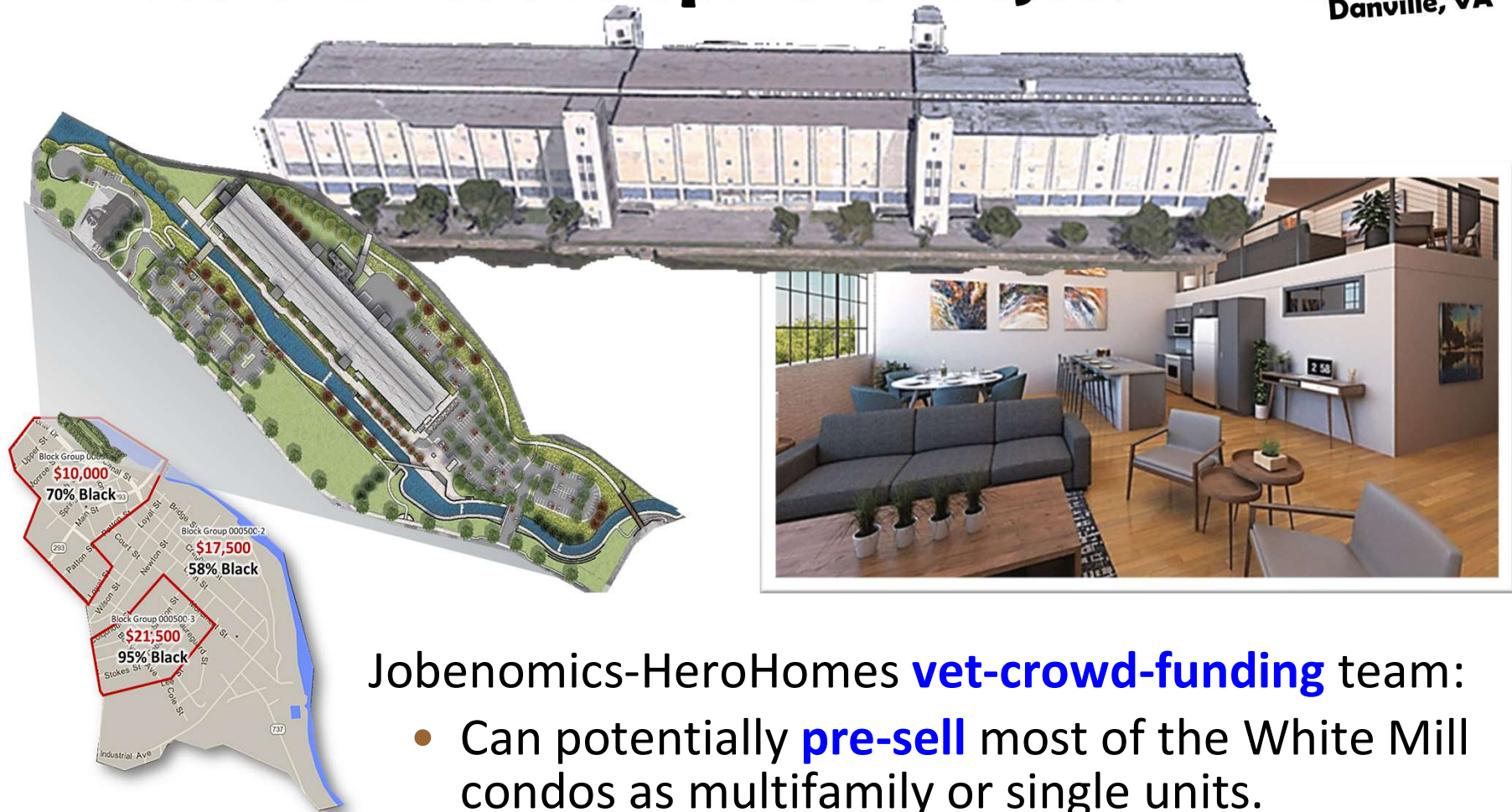
**AFFORDABLE  
PRICES**

By offering **affordable homes**, **sustainable careers**, and **startup business support**, SVRA-Danville could attract:

- Many of the 1.4 million vets living in VA and NC who would love to relocate to a city with an **A+ Livability Score**.
- The 200,000 U.S. Active-Duty personnel who are transitioning annually looking for a good job and home.

**Affordable homes + sustainable careers = skilled labor.**

# White Mill Redevelopment Project



Jobenomics-HeroHomes **vet-crowd-funding** team:

- Can potentially **pre-sell** most of the White Mill condos as multifamily or single units.
- One-quarter (25%) of the multifamily units could be **ground floor commercial businesses**.

**The Jobenomics Danville team would identify the types of skills and employment positions needed by local businesses.**

## **Questions & Contact Information**

**Karie Brittnano**, Jobenomics Danville, President Brittnano Group,  
k.d.brittnano@gmail.com, 336-689-5679

**Julian Brittnano**, Jobenomics Danville, CEO ROOK Strategies  
Management LLC, jbrittnano@gmail.com, 336-688-6526

**Marshall Edwards**, Jobenomics North Carolina, CEO Smarter Life LLC,  
marshall@smarterlifellc.com, 336-803-5134

**Charles D. (Chuck) Vollmer**, Jobenomics Founder & President,  
cvollmer@jobenomics.com, 703-319-2090

**[www.Jobenomics.com](http://www.Jobenomics.com)**