

Jobenomics specializes in mass-producing veteran, women, minority, and new workforce entrant startup businesses in underserved communities.



Jobenomics Veteran Owned Business Program's proposed pilot project is a Veteran Owned Live-Work Community at 206 Greensboro Drive, High Point, on I-74.

Marshall Edwards, BG (ret) Arnold Gordon-Bray, Bob Uber, Karim Razzak, Jobenomics High Point, & Chuck Vollmer, Jobenomics Founder & President

12 March 2021

JVOBP High Point Key Points

Jobenomics Veteran Owned Business Program (JVOBP)



- Vets have proven service expertise and skills.
- Retired “**super sergeants**” know how to transform young adults into fully-functioning team members and responsible citizens.
- Piedmont Triad Region has 98,379 veterans with a **total potential borrowing and buying power of tens of billions of dollars.**
- High Point JVOBP leverages these resources to transform an underserved, poor and crime-ridden community.
- Our Jobenomics Veteran Owned Live-Work Community (aka **Vets Village**) will feature a safe neighborhood with:
 - Energy-efficient, hi-tech, **affordable homes.**
 - State-of-the-art, **eye-popping commercial enterprises.**

Our Vets Village will transform an obscure under-resourced neighborhood to a model regional destination.

Jobenomics

Nonpartisan Grassroots Movement

- Since 2010, estimated audience of 30 million
- Extensive free library at Jobenomics.com
- Eleven books and ninety special reports on economic, community, small business and workforce development
- Jobenomics America TV launched in 2018

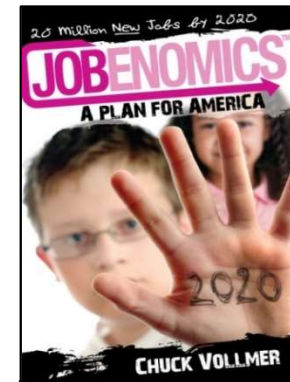
Country, Regional & City Programs

- USA: Dozens of city, & regional chapters
- International: Canada, Colombia, Arabia (Dubai, UAE), West Africa (Accra, Ghana)

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



Chuck Vollmer



Jobenomics.com

Economic Development Strategies

Traditional **Top-Down** Approach

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



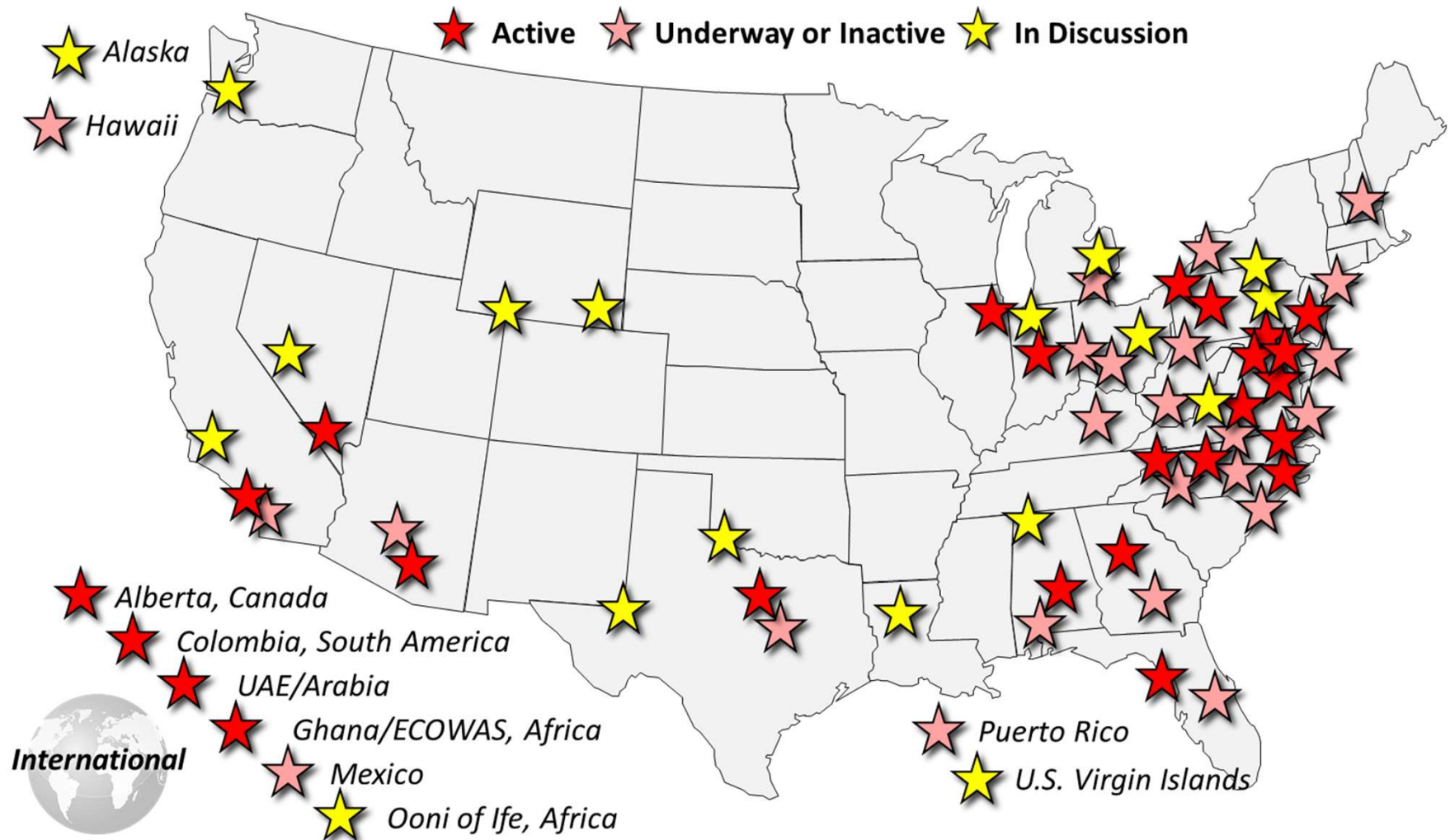
Jobenomics Bottom-Up Approach

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



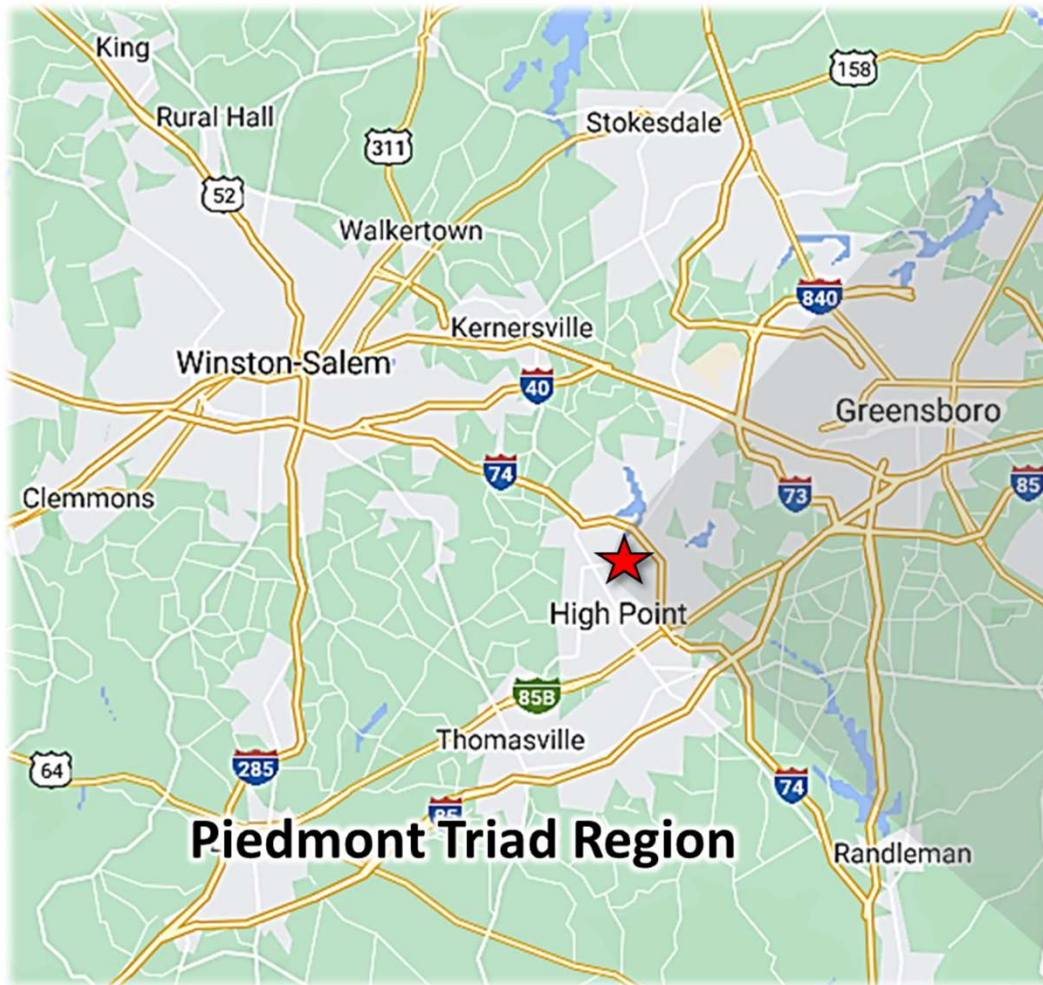
Under-resourced communities that cannot attract big companies can mass-produce **startup** firms—the seed corn of local economies.

Jobenomics Chapters



Jobenomics High Point is our newest Chapter that will focus on creating a Veteran Owned Live-Work Community.

JVOBP “Vets Village” Pilot Project

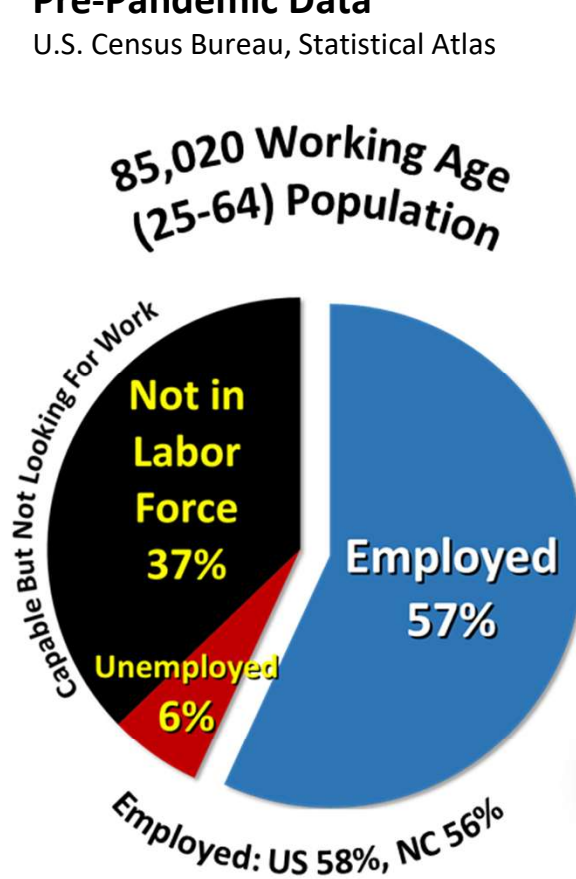


Our proposed 21-acre pilot project in High Point is centrally-located in the center of the Triad Region with easy I-74 access.

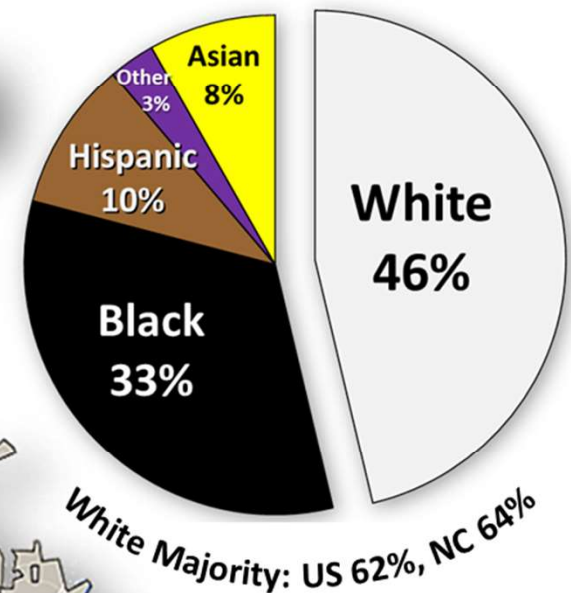
High Point Labor Force Profile

Pre-Pandemic Data

U.S. Census Bureau, Statistical Atlas



Ethnology
Race & Ethnicity

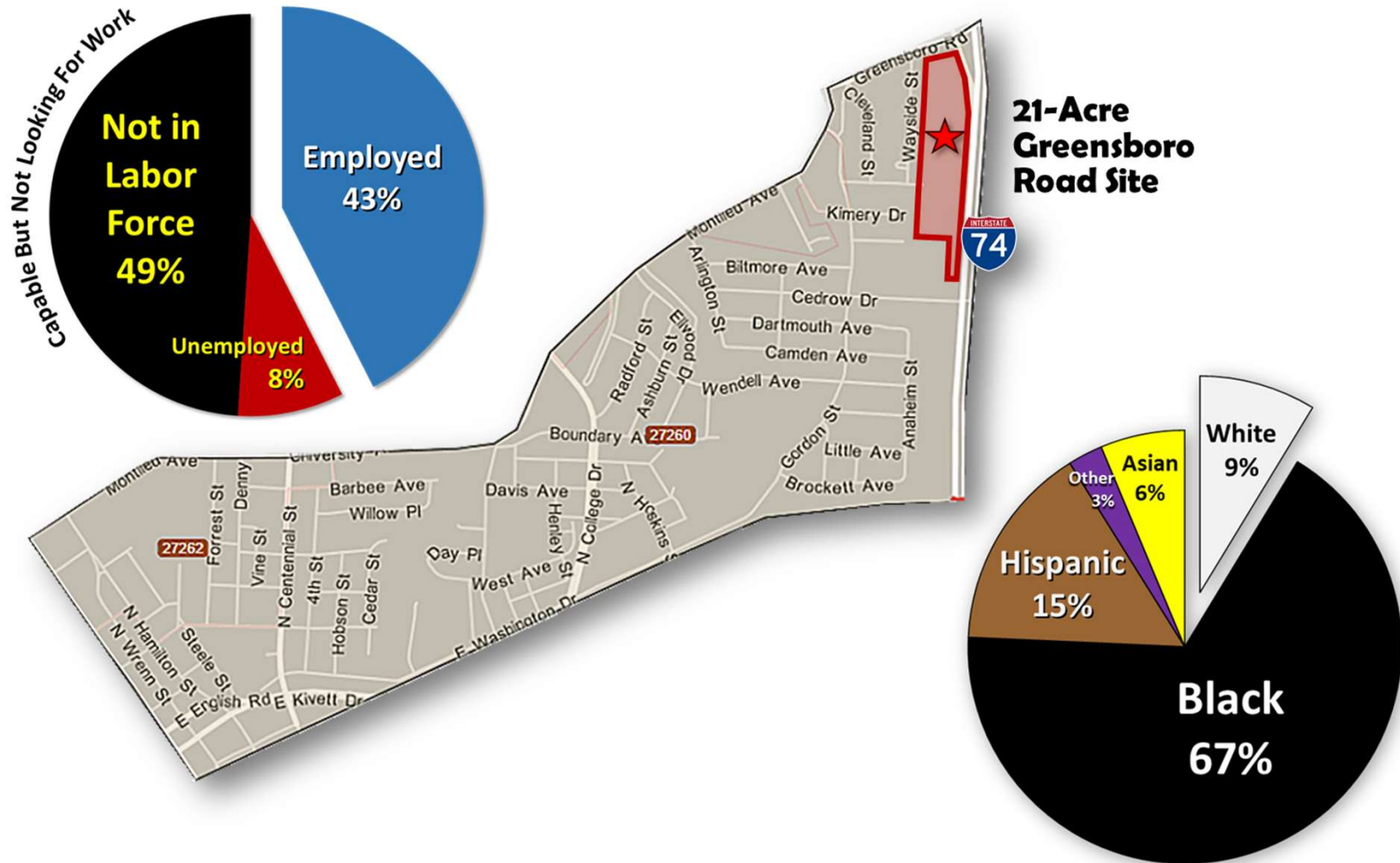


High Point is a **54% minority** city with **57%** of its working age population (**36,639 adults**) without jobs. COVID-2021 continues to claim lives and livelihoods mainly in under-resourced neighborhoods.

Neighborhood Labor Force Profile

Zip Code 27260, Census Tract 013800, Population 4,664

U.S. Census Bureau, Statistical Atlas



Neighborhood population is **91% minority** and **67% Black**.
Before COVID-19, **57%** of working age adults did not have jobs.

Median Household Income

Pre-Pandemic Data

JOBENOMICS™
High Point, NC

U.S. \$61,937

North Carolina \$53,855

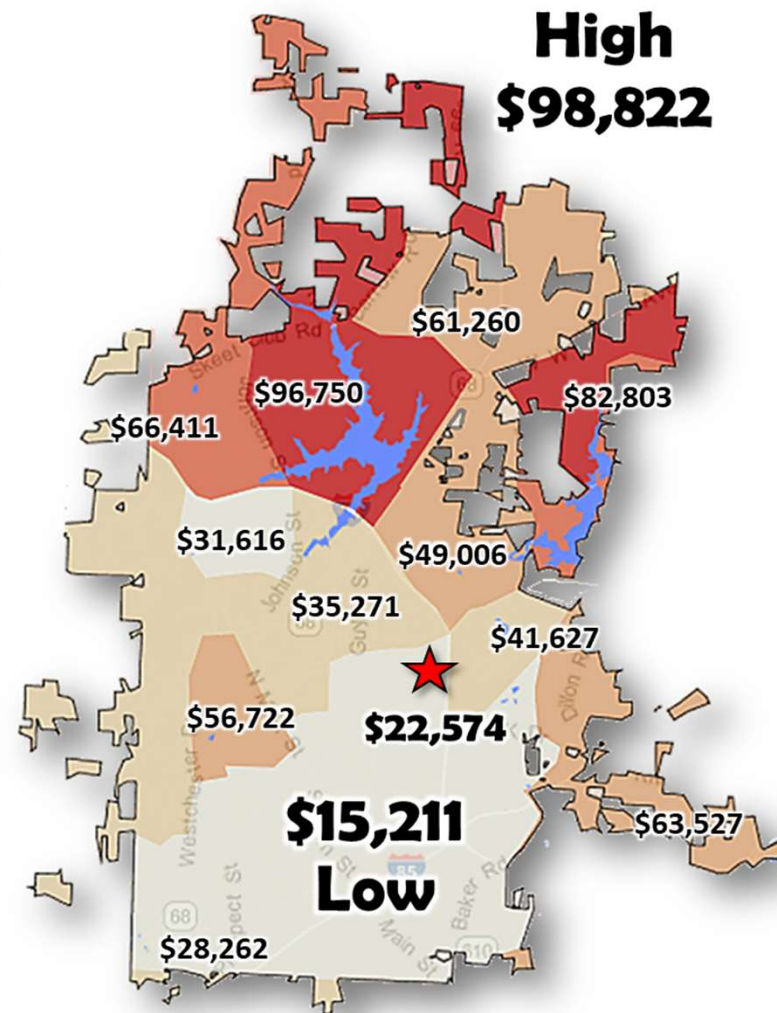
High Point \$45,373

High Point Township \$36,462

**Greensboro Pilot Project
Neighborhood \$22,574**



Sources: U.S. Census Bureau, Statistical Atlas

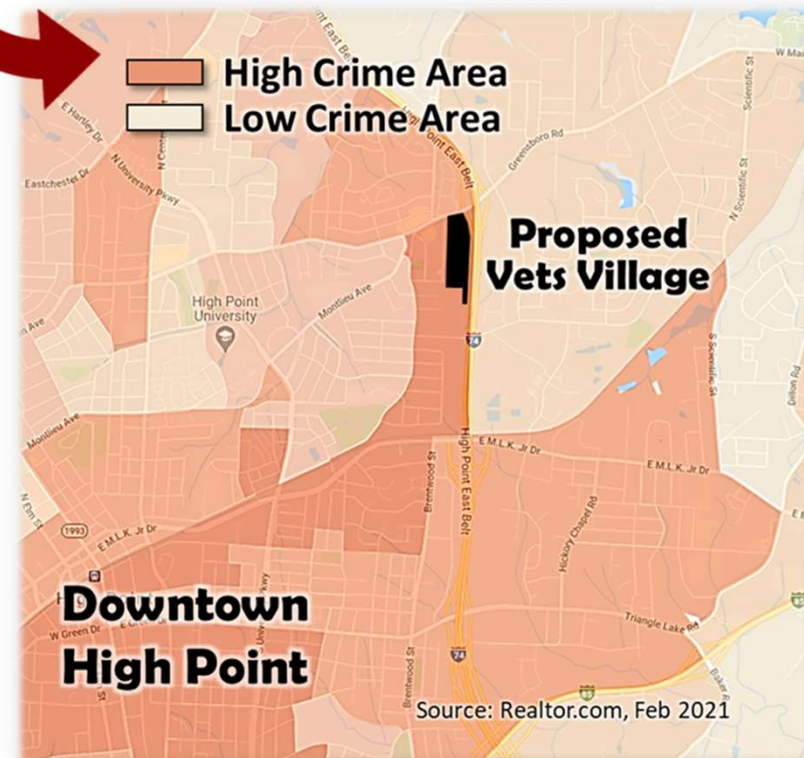


The best way to resolve income inequality is to **provide income opportunities** by mass-producing minority-owned businesses.

High Point Livability



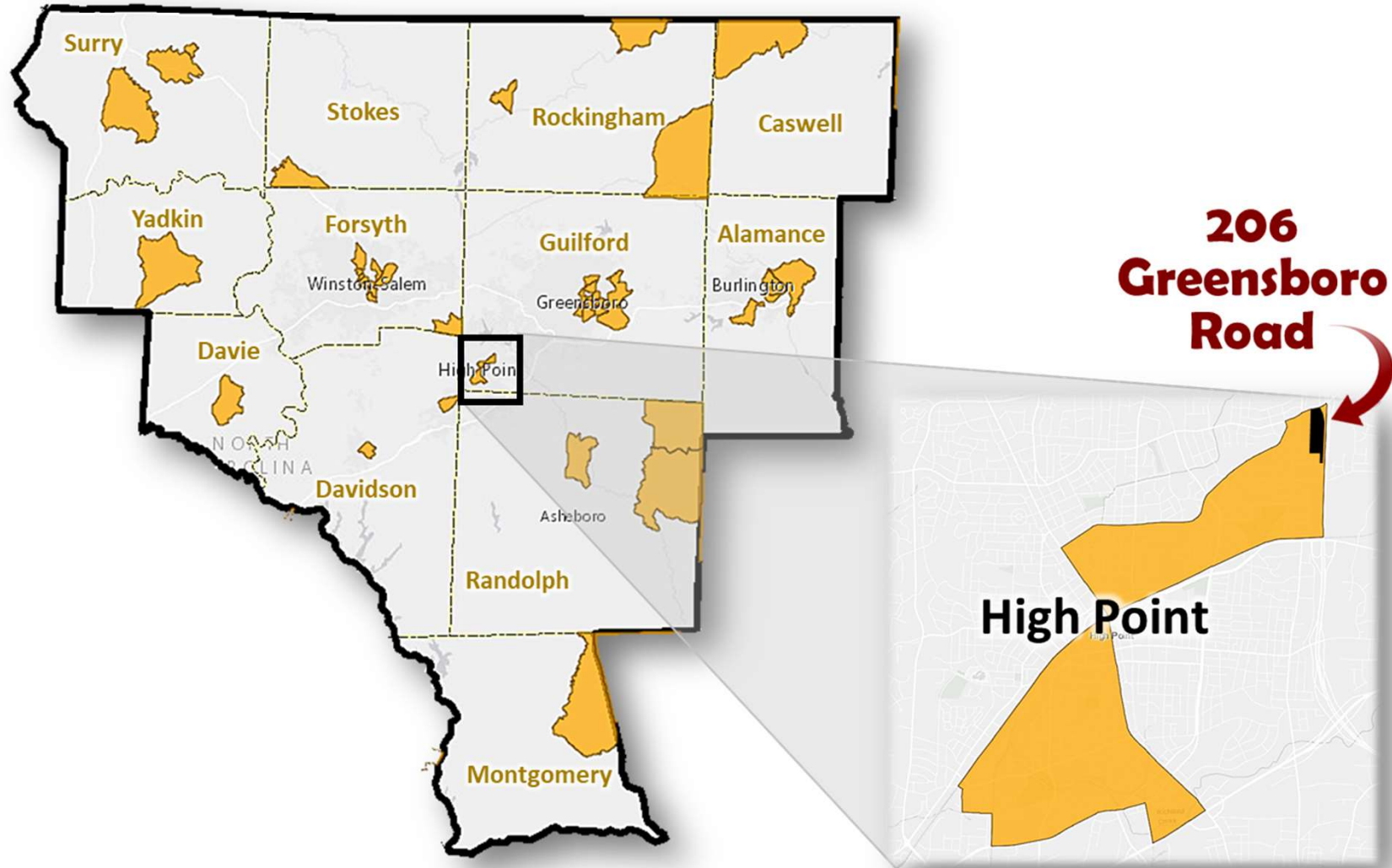
- High Point's Livability Score (63/100) is in the lower third of 20,700 ranked US cities and 415th ranked city in North Carolina.
- A Veteran Owned Business Program would improve housing (D), employment (D-), schools (F) and reduce crime (F).



1% of startup business growth reduces **crime** and poverty by 2%.

Triad Region Opportunity Zone Map

Source: Piedmont Triad Regional Council

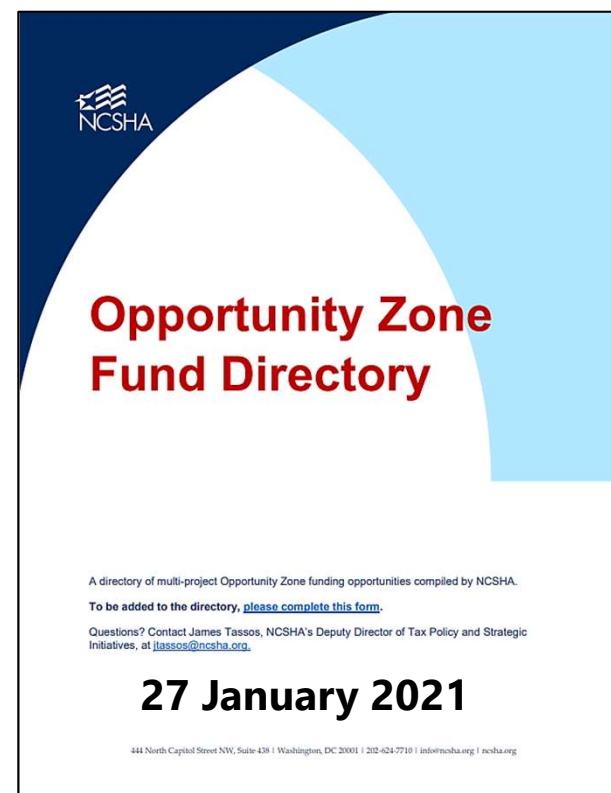


The Jobenomics High Point Veteran Owned Business Program is a model that can be replicated across the Piedmont Triad Region.

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 27 January 2021, NCSHA lists:
 - 222 total QOFs with **\$46.5 billion** total anticipated investment.
 - 62% target **affordable housing** and **community development**.

National Council of State Housing Agencies (NCSHA)



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

Almost all QOFs call for **mixed-use** real estate projects.



Jobenomics High Point's Veterans Live-Work Community Pilot Program

“Vets Village”

Working Title

Piedmont Triad Region Vets & VOBs



Veteran Status	USA	North Carolina	Triad Region	Guilford County	High Point
Total Veterans	18,230,322	659,584	98,379	27,868	5,950
Veteran Owned Businesses (VOBs)	2,521,682	86,571	12,846	4,438	824

Source: U.S. Census Bureau, Quick Facts, Retrieved 10 March 2021

The Triad Region has significant veteran and veteran-owned business resources that can be utilized for post-pandemic economic, community, business, and workforce development.

Minority Veteran Report

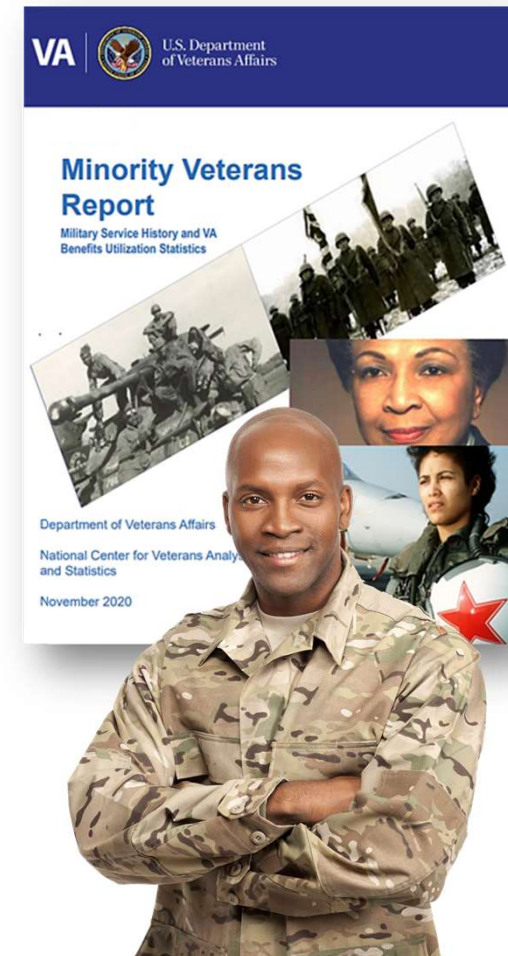
Demographic Characteristics

- 5 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

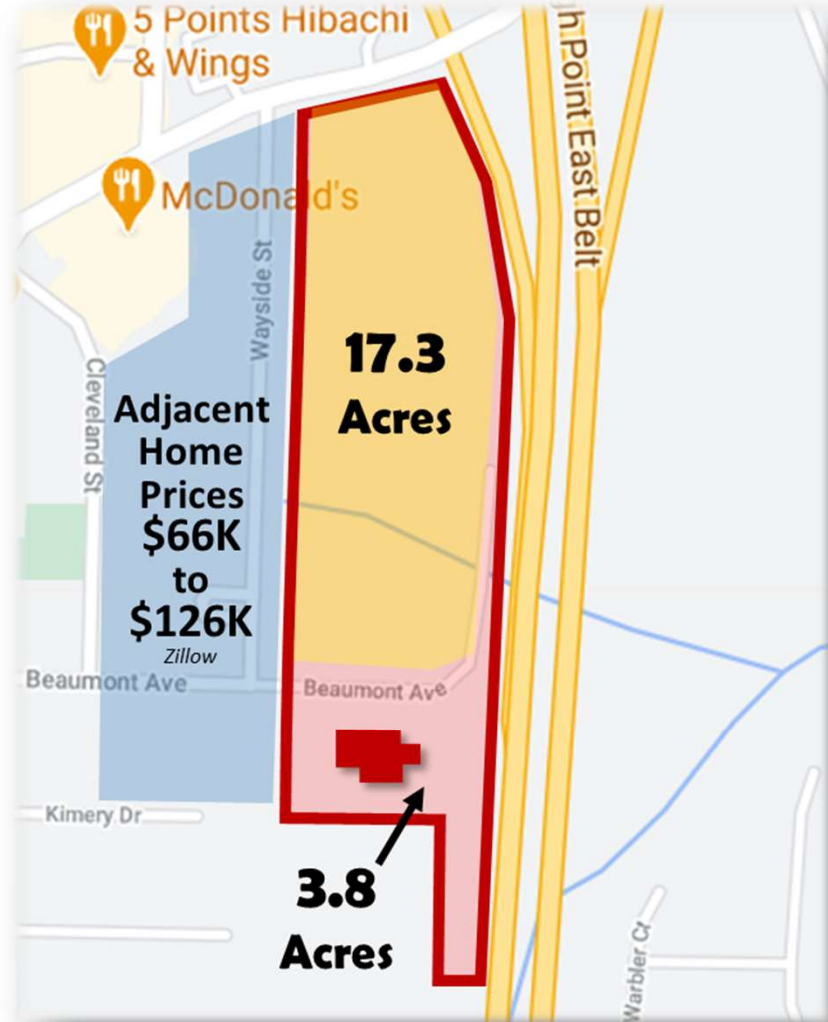
- Better educated than minority non-vets.
- 35% work in management, professional, or other related occupations.
- 96% have access to healthcare.
- Median household income of **\$59,966**.

VA Minority Veterans Report, November 2020



Jobenomics High Point utilizes minority veteran skills (*and their access to financial capital*) to transform struggling minority communities.

Veterans Live-Work Community



Approximately 17 Acres will be allocated for affordable homes.

Notional Residential & Office Park



**Energy-efficient, Hi-Tech, Affordable
Homes & Home-Based Businesses**



**Office & Training Center For
Veteran Owned Businesses**

VA-backed loans can finance most of this project.

Key Housing Market Statistics

Source: Realtor.com, as of February 2021



■ High Point

- Seller's market (more buyers than available homes)
- Median Listing Home Price/Sq Ft: **\$100**
 - ✓ Vets Village Zip 27260: **\$88**
- Median Listing Home Price: **\$195K**
 - ✓ Vets Village Zip 27260: **\$89K**
 - ✓ Downtown High Point: **\$100K** (2.5-miles from 206 Greensboro Dr.)
 - ✓ Broadstone Village: **\$200K** (1.8-miles from 206 Greensboro Dr.)
 - ✓ Jamestown Meadows: **\$398K** (5.0-miles from 206 Greensboro Dr.)

■ Guilford County

- Seller's market
- Median Listing Home Price/Sq Ft: **\$110**
- Median Listing Home Price/Sold Price: **\$220K**

A primary goal of our Vet Live-Work.

Residential Construction Costs

Source: Houseplans.pro plans by Bruinier & Associates

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High Point, NC



One-Level 768 sf



Two-Level 1,005 sf



Three-Level 1,225 sf

Multifamily (Fourplex) Homes @ \$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**



One-Level 1,764 sf



Two-Level 2,135 sf

Single Family Home @ \$90/sq ft

- One-Level = 1,644 sf x \$90 = **\$147,960**
- Two-Level = 2,135 sf x \$90 = **\$192,150**

**AFFORDABLE
PRICES**

Jobenomics has construction firm bids of \$90/sf.

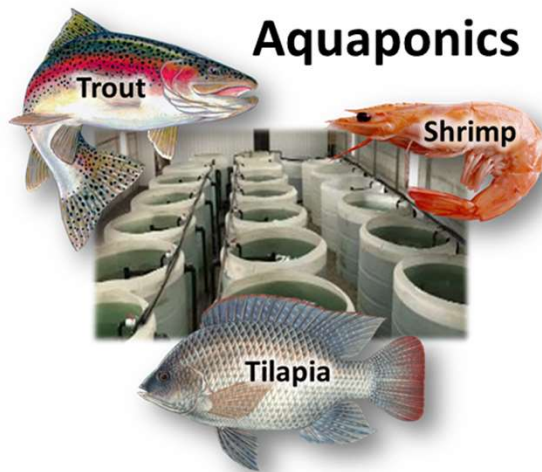
Notional Commercial Mall



Jobenomics has business plans for these enterprises and Sprung Structures that can be operational within a year for \$7.5 million.

Controlled Environment Agriculture Center

JOBENOMICS™
High Point, NC

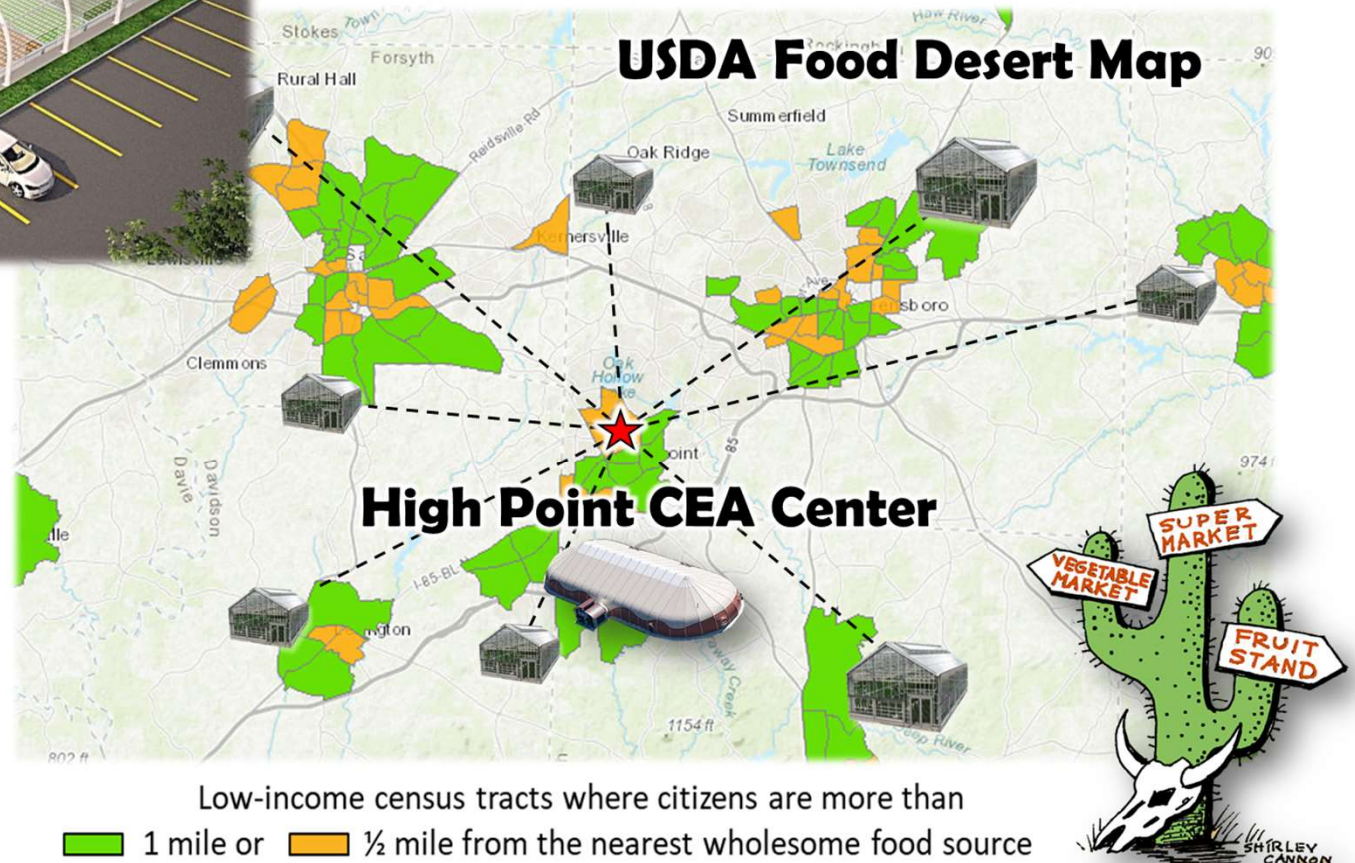


\$2.8 million, 34,500 sq ft, proven CEA Center, operational within 6-8 months with a 3.4-year payback period.

CEA Satellite Farms



Sprung microfarm with fish tanks and soil-based growing platforms.



Low-income census tracts where citizens are more than

1 mile or 1/2 mile from the nearest wholesome food source

\$515,000, 5,250 sq ft, proven CEA Microfarm, operational within 3-6 months with a 3.4-year payback period.

Digital Academy & Office Center



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

Vets Village Supercenter



- Organic food outlet
- Grocery store
- Garden center
- Hardware store
- Deli & food court
- Prepared meals outlet
- Delivery service center
- Coffee & specialty shops

\$1.6 million, 19,500 sq ft, multi-purpose shopping mall, operational within 6-8 months with a payback period as short as 2-3 years.

New Sprung Structures (Since 1887)

12,000 structures in 110,000 countries.



The world's **two richest men** used Sprung for their **flagship efforts**.
Vets Village Sprung structures on I-74 will attract regional attention.



**Jobenomics High Point's Veterans Live-Work
Community Pilot Program**

Veteran Borrowing & Buying Power

Veteran Owned Businesses (VOB)

North Carolina has one of the highest percentage (11%) of veteran owned firms in the USA (9%) but is **underutilizing** this resource.



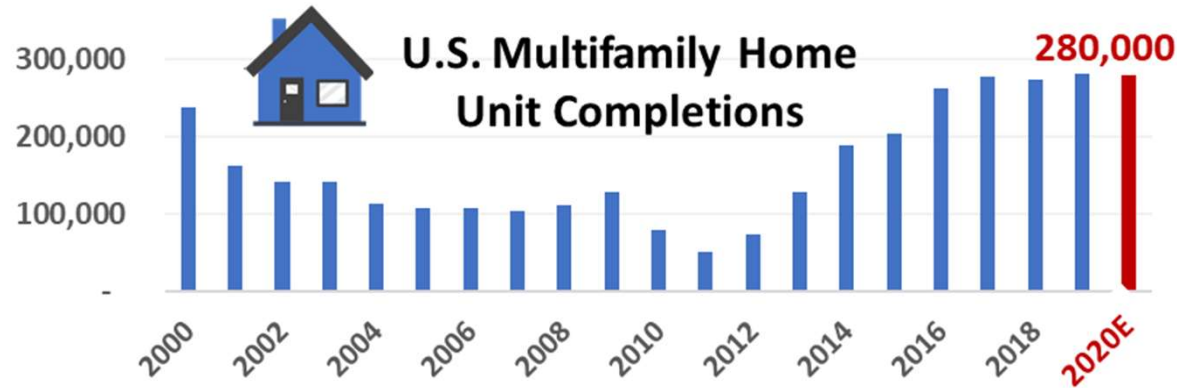
U.S. Veteran Owned Businesses (VOBs) At A Glance

- \$1.2 trillion in sales receipts
- \$1.1 trillion in credit card purchases
- \$210 billion in annual payroll
- 5.8 million employees
- 2.5 million firms
 - 98% are micro businesses (<20 employees)
 - 55% are home-based businesses
 - 38% with annual sales of \$500K+

The state with highest % of sales attributable to VOBs is **New Hampshire with 6.2%**. **North Carolina is tied for 9th place with 4.4%**.

VA Multifamily Building Loan Program

- A multifamily home is a single building with separate dwelling units (duplex, triplex, fourplex and condominiums) for different families.



- Multifamily new starts are at 20-year peak.
- Active-duty and veterans represent 23% of U.S. homebuyers.
- **VA loans:** \$653,550 duplex, \$789,950 triplex, **\$981,700 fourplex** with no down payment.



Jobenomics High Point will develop a “**veteran crowd buying**” cadre to finance building multifamily (townhouses) complexes.

U.S. Small Business Association Loans

SBA **Veterans Advantage** Guaranteed Loans

- Small business must be at least 51% vet-owned and controlled an individual(s) in the following groups:
 - Honorably discharged veterans
 - Active-Duty member in Transitioning Assistance Program
 - Active National Guard members and Active Reservists
 - Current spouse of any veteran or service member, or widowed spouse of a member who died while in service or as a result of a service-connected disability.
- Express (bridge) loans up to \$25,000 with zero upfront guaranty fee.
- Loans of \$150,000 or less with zero upfront guaranty fee.
- **Loans up to \$5,000,000.**



The U.S. SBA offers a variety of loan programs designed to assist veterans in acquiring capital **to start**, grow or succeed in business.

Veteran Entry-Level Home Loans

■ Veteran Home Loans

- Private lenders issue and the VA guarantees a portion of the loan (e.g., \$36,000 default guarantee on a \$140,000 loan).
- VA loans have no maximum amount but are limited by home value and income.
- Price of a home loan varies with personal income (e.g., **\$100,000 30-year loan requires around \$2,000 monthly income**).
- VA loans require **no down payment**, better interest rate, no monthly mortgage insurance premiums, and **fewer closing costs** for the vet.



WWII – Gulf Wars



■ Disabled Veteran Housing Grants

- Specially Adapted Housing grants up to **\$100,896** for FY 2021.

Only 12% of U.S. vets use their VA loan benefits. 33% of surveyed homebuying vets did not know there was a VA Home Loan program.

Conclusion



■ JVOBP High Point can be:

- Implemented quickly (often within one year).
- Thousands of new businesses and jobs would be created within five years.
- These programs (plus new programs) are highly-scalable and repeatable across the entire region, thereby transforming the labor force and economy.

■ Next steps:

- High Point decision-leaders need to decide if a Jobenomics Veteran Owned Business Program is of interest.
- If yes, host the Jobenomics team members to come to High Point to conduct a conference with key government, business and investment decision-makers.

Our success depends on the level of local support.

Contact Information

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