



# Digital Academy & School-Age Care Center

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International Association of Minority Veterans (I\*AM\*VETS)

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*Proprietary Information*

## **Executive Summary**

The Jobenomics-I\*AM\*VETS Digital Academy & School-Age Care Center consists of a combined digital literacy and care center in Jacksonville, North Carolina. The primary mission of this Center is to prepare children (age 6-10), tweens (11-13), and eventually, teens (14-18) to thrive dramatic rise in the digital economy. Digital literacy includes technical skills plus the ability to interpret and create solutions in the digital domain. The Center's ancillary mission is to provide a safe and healthy weekend, after school, and summer school establishment that emphasizes effective communication and team-building development.

While it might seem that younger workers would be uniformly digitally literate, 43% of Generation Z (Screenagers) and Millennials have no or limited digital skills. While youngsters spend countless hours viewing videos, posting pictures, and texting with friends, they have little knowledge or interest in using the internet in more productive ways. Our digital Academy will motivate, teach, and provide certified skills-based training to enable students to meet today's rapidly changing world demands.

The Jobenomics-I\*AM\*VETS Digital Academy & School-Age Care Center will incorporate video games as a vital part of the curriculum for two reasons. First, the Academy can leverage interest in video games to produce marketable life-long digital skills. Second, future business and job opportunities in the video-game industry and other digital domains (eSports, eCommerce, eHealth, eEducation, etc.) vastly exceed industrial-age occupations.

It is never too early in a child's life to develop an interest in career paths. By age 6, the internet is already a proxy for parents and school teachers. As such, today's youngsters no longer want traditional careers. A recent survey by toymaker Lego found that one-third of kids between 8 and 12 aspire to be either a vlogger or a YouTuber. According to Forbes, American business magazine, "Ask a kid today in the U.S. what they want to be when they grow up. No longer is musician or athlete the top answer. It's a YouTuber—an answer 3x more popular than an astronaut,"

It is also never too early to start a business. Annie LeBlanc began her YouTube business at 6-years old. By age 14, she had 3.7 million fans on YouTube watching her videos featuring gymnastics, songs, and tutorials. She is also making around \$80,000 per month from YouTube. Jobenomics champion in Los Angeles, Nicole Washington, incorporated her two sons, ages 6 and 8. Ten years later, their savings, earnings, and interest can pay for two four-year college educations.

## **I\*AM\*VETS Interest In Digital Academies and School-Age Care**

The International Association of Minority Veterans (I\*AM\*VETS) is a Jacksonville, North Carolina, nonprofit organization (headquartered at 825 Gum Branch Road) dedicated to providing post-

military programs, products, projects, resources, and services for veterans, military, spouses, and **families**. The Digital Academy & School-Age Care Center is a natural extension of its current youth veteran programs. While our initial focus was helping underserved minority veterans and their families, I\*AM\*VETS has dozens of business development programs for everyone in the Jacksonville area. Examples of I\*AM\*VETS programs include a Thrift Store (1206 Gum Branch Road), an affordable housing project, STEM programs, a youth color guard team, young adults robotics and drone programs, plus many other initiatives.

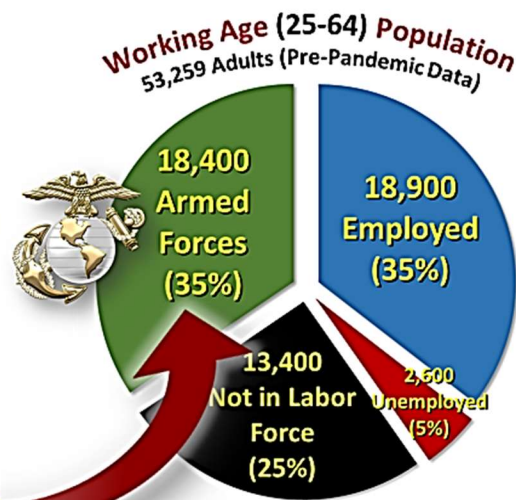
I\*AM\*VETS is also the chapter leader for Jobenomics Jacksonville and the Jobenomics Veteran Owned Business Program (JVOBP). The mission of JVOBP Jacksonville is to create the highest percentage (per population) of veteran-owned firms of any U.S. city.

## Jacksonville Is N. Carolina's Military City



### Working Age Population

Rank	Largest Cities	% Armed Forces
1	Charlotte	0.1%
2	Raleigh	0.1%
3	Greensboro	0.1%
4	Durham	0.1%
5	Winston-Salem	0.2%
6	Fayetteville	12.3%
7	Cary	0.1%
8	Wilmington	0.2%
9	High Point	0.1%
10	Concord	0.2%
11	Greenville	0.2%
12	Asheville	0.2%
13	Gastonia	0.1%
14	<b>Jacksonville</b>	<b>34.5%</b>
15	Chapel Hill	0%



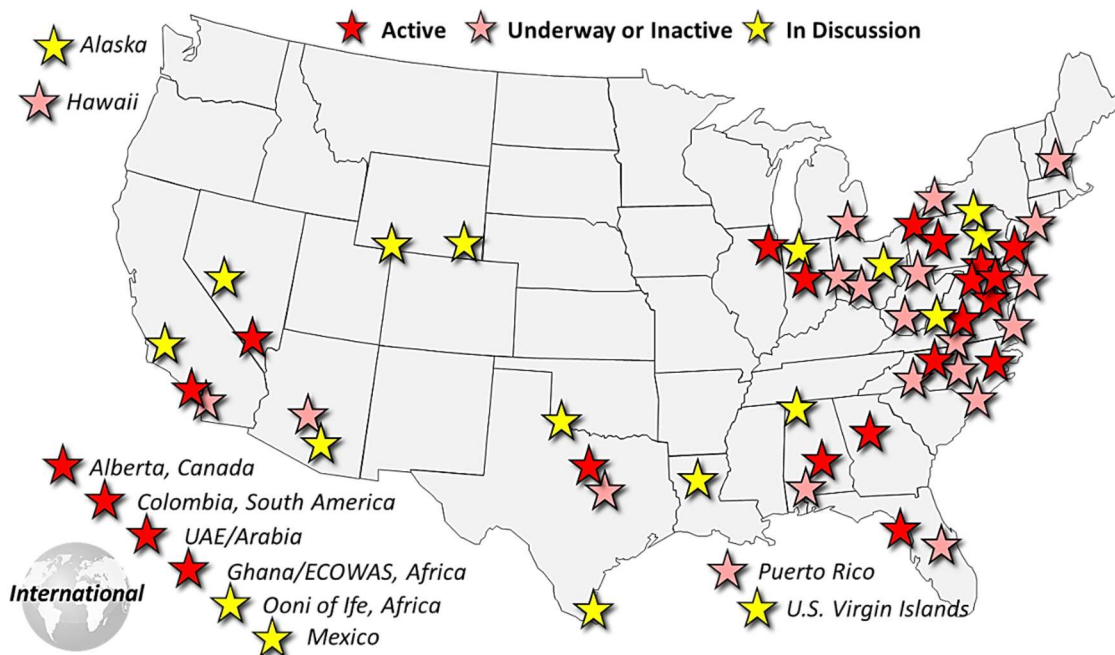
**Jacksonville has an overwhelmingly higher percentage of active-duty military than any city in North Carolina and perhaps the nation!**

I\*AM\*VETS Founder David Graves is a retired Marine who knows his way around Camp Lejeune, New River Air Station, and Cherry Point Air Station. These institutions employ a total of 152,000 Jacksonvillians, including 55,000 Active-Duty family members. The Jacksonville area also has 31,000 veterans, most of whom have families. Many of the Marine Corps spouses are temporarily unemployed teachers and daycare providers during their Active-Duty spouse's tour of duty in Jacksonville. The Jacksonville veteran community is also a great source of the types of people needed for the proposed Jacksonville School-Age Care Center.

## Jobenomics Digital Academies & Business Generator Program

Jobenomics specializes in mass-producing local startup businesses and sustainable jobs in underserved and under-resourced communities. The Jobenomics National Grassroots Movement has reached an estimated 30 million people via national media, Jobenomics TV, website, blog, and lectures. As a result of this exposure, Jobenomics' unique economic, community, business, and workforce development activities gained international recognition. Dozens of cities and regions in North and South America, Africa, and Arabia implemented Jobenomics chapters. To meet local citizens' immediate needs, Jobenomics formed partnerships with leading companies and institutions to create a wide variety of highly scalable startup programs that could quickly mass-produce new locally-owned and operated startup businesses. For more information, see [Jobenomics.com](http://Jobenomics.com).

### Jobenomics Chapters



The United States workforce is woefully ill-equipped to perform effectively even in today's digital ecosystem. Although most working-age adults use the internet every day, they don't necessarily have the skills to meet today's growing demand for trained digital professionals. More than eight and ten middle school jobs require digital skills. Digital middle-skill jobs represent roughly 40% of overall job postings. Yet, the USA has over 8.1 million unfilled job openings. An additional 3.4 million unfilled digital jobs are likely in 2022.

The primary reason for these job openings is a lack of a digitally skilled labor force. Across all industries, data show that 31% of U.S. workers have no or limited foundational digital skills. 35% of all workers have only a baseline level of proficiency and struggle with new digital tasks. That leaves only 33% of all workers with advanced digital skills to prosper in the digital domain. While




it might seem that younger workers would be uniformly digitally literate, 43% of us workers age 16 to 34 have no or limited digital skills. With this poor level of talent, the United States cannot effectively compete in the digital domain.

The Jobenomics Digital Academy & Business Generator consists of a combined entrepreneurial and enterprise center to exploit career and business opportunities afforded by the dramatic rise in the digital economy. The primary purpose of the Digital Academy is to attract, assess, coach, train, and certify candidates in digital technologies via a lifelong applied learning and transformation mapping process. The Jobenomics Business Generator uses the Jobenomics Community-Based Business Generator process to mass-produce startup firms (e.g., around one hundred new nonemployer firms and micro-businesses per year) in underserved and under-resourced communities. This facility will also include a training and computer center, startup offices, conference room, Entrepreneur Club, and cafe.

Jobenomics selected I\*AM\*VETS for their entrepreneurial spirit and compassion for the welfare of their fellow Marines, vets, and neighbors in Jacksonville. Together Jobenomics and I\*AM\*VETS crafted a Jobenomics Jacksonville plan to mass-produce veteran, women, minority, and new workforce entrant startup businesses in Jacksonville and Onslow County, North Carolina.

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

The logo is circular with a stylized American flag background (stars and stripes). In the center, there are silhouettes of five people standing in a row. The text "Jobenomics Veteran Owned" is arched over the top, and "Business Program" is arched over the bottom. Below the bottom arc, it says "Jacksonville, North Carolina".

**Jobenomics Veteran Owned Business Program (JVOBP) is led by veterans for vets, their families and their neighborhoods.**

Commander David Graves, Sherry Lane & Nate Udofia, JVOBP Jacksonville,  
Dr. Sam Hancock, EmeraldPlanet & Chuck Vollmer, Jobenomics  
1 January 2021

The 75-page Jobenomics Jacksonville Veteran Owned Business Program is available for downloading at <https://jobenomics.com/wp-content/uploads/2021/06/Jobenomics-Jacksonville-NC-Veteran-Owned-Business-Program-VOBP-Plan-1-January-2021.pdf>.

The vast majority of startup businesses and jobs created by Jacksonville VOBP are digital economy-related.

From a Jobenomics perspective, nine ecosystems define the digital economy.

- The **E/M Economy** consists of electronic and mobile commerce that transforms economies, government, businesses, and society via emerging network and digital technology, systems, processes, and services. The pandemic accelerated electronic retail sales (an e-commerce subcategory) a decade ahead of expectations and accounted for over \$860 billion in 2020, up 44% from 2019. 80% of smartphone users engage in mobile commerce to make online purchases.
- The **On-Demand Economy** is a business model where consumer demand is satisfied by near real-time provisioning of goods and services built on top of a technology infrastructure that brings the online and offline world together either instantaneously or scheduled. Worldwide the on-demand economy should exceed \$1 trillion in 2021, accelerated by increased usage (pandemic related) of online entertainment, next-day delivery, and meals-to-go.
- The **Sharing Economy** is a peer-to-peer, access-driven business model characterized by the ability to share or trade (goods, knowledge, money, time, skills, content, etc.) rather than buy or own. 86 million Americans used the sharing economy so far in 2021, with 2,000% growth over the next decade.
- The **App/Bot/AI Economy** refers to the range of economic activity surrounding intelligent web-based applications. Apps (applications) are the digital interface through which we live, work, play, and the primary way we engage with media, brands, and ultimately with each other. A bot, also known as a web robot, an internet chatbot, or simply bot, is an interactive, artificial intelligence-driven software application that runs automated tasks or simulates a conversation to deliver text-, voice- or video-based information via a networked device. Artificial intelligence (AI) is the intelligence exhibited by machines or software that can do things typically done by people.
- The **Platform Economy** encompasses DTR-enabled social, business, and government activities. A platform (network) business model creates value by facilitating exchanges between interdependent groups, usually consumers and producers. Retail (pipe model) stores are giving way to e-retailing (platform model). For example, healthcare is now emphasizing outpatient and telemedicine (platform) services in addition to inpatient (pipe) care. The Platform Economy is also a network platform business model where mega-technology corporations exploit network effects to garnish greater and greater influence and control of significant segments of society and the global economy. The top-5 US tech firms (Apple, Microsoft, Amazon, Alphabet/Google, and Facebook) market value is over \$8.4 trillion, around 300% more than India's economy that supports 1.4 billion people.
- **Creator Economy** entails earning income from making and distributing online content. With the advent of streaming video, online entertainment, social media, and video sharing, new and fresh forms of content are in high demand. The number of new content producers has skyrocketed with new smartphone video technology and inexpensive and high-quality mobile

action cameras (e.g., GoPro). The 294 million U.S. smartphone users are novice (unpaid) content creators if they produced a video and posted it on social media. The fledgling Creator Economy (paid) consists of more than 50 million independent content creators, curators, and community builders, including social media influencers, bloggers, videographers, and technology providers, of which 2 million are full-time professionals. These statistics do not include content creators that work for the established television, film, and streaming service industries—a huge source of business and jobs for these independent creators.

- A **Gig/Contingent Workforce Economy** is an environment where temporary positions are common, and organizations contract with independent workers for short-term engagements. The Gig/Contingent Workforce Economy is creating an employment landscape that provides an opportunity for workers in the future economy where part-time and temporary workers outnumber full-time workers with standard workforce agreements. The gig/contingent workforce soon will be the dominant (50%) form of labor in the United States based on (1) the emerging digital economy, (2) revolution in digital and network technologies, (3) automation of manual and cognitive jobs, (4) shift from full-time to task-oriented labor, and (5) cultural differences of new labor force entrants.
- A **Data-Driven Economy** involves accessing and exploiting information and knowledge in big-data pools to maximize operational efficiencies and reduce costs. While difficult to measure, McKinsey Global Institute estimates that the economic impact of Big Data could generate \$30 trillion in additional value this decade in seven industries (education, transportation, consumer products, electricity, oil and gas, health care, and consumer finance).
- The **Internet of Everything (IoE) Economy** expands Internet of Things (IoT) machine-to-machine interactions to an ecosystem encompassing people and processes. IoE is well on its way to connecting tens of billions of things to enable billions of connected people. Cisco estimates that 99.4 percent of physical objects that may one day be part of the IoE are still unconnected. With only about 10 billion out of 1.5 trillion things currently connected globally, there is vast potential to "connect the unconnected." The economic impact of IoT alone is estimated at \$11 trillion by 2025, with 75 billion connected devices. The Internet of Behaviors (IoB) uses IoT/IoE technology to influence behavioral changes from healthcare wearables to consumer monitoring to behavioral care applications (mental illness, childcare, etc.).

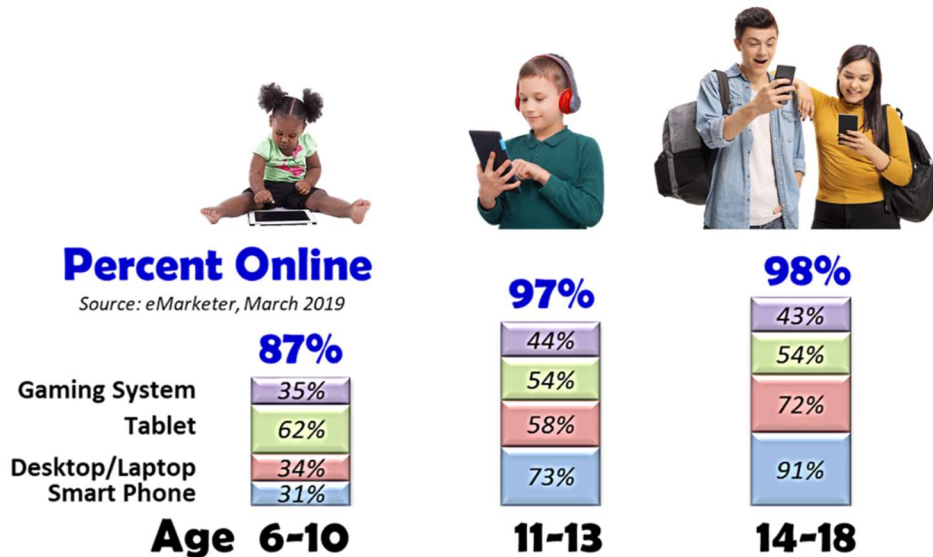
The global digital economy will be shaped mainly by the digital generation and the ideology of their mentors. Generation Z, called Screenagers by Jobenomics due to the excessive amount of time online screen time youngsters absorb, are true digital natives. These digital natives will shepherd America into the Gig/Contingent Workforce Economy in the overall Digital Economy. Currently voting age and younger, Generation Z will soon be the fastest-growing segment of the U.S. labor force, standing aside their digital compatriots, the Millennials, who became the largest generation in the workforce in 2015.

Screenagers and Millennials generally prefer contingent work over traditional full-time occupations. 61% of Millennials still at "regular" jobs want to quit within two years and be

entirely independent. 72% of surveyed Screenagers wish to start their own business.<sup>1</sup> While much of this is wishful thinking, the Digital Technology Revolution will provide many of these Millennials and Screenagers with business and traditional and contingent employment opportunities to make their wishes come true. To make their wishes come true, communities like Jacksonville need to start preparing their youth early.

## U.S. Tech Device Ownership Of U.S. Children, Tweens, And Teens

Source: eMarketer, March 2019



This chart shows the devices owned by U.S. children and teens, as surveyed online by Comparitech of U.S. parents with children ages 6+ during March 2019. Whether these devices were owned or provided by parents, 87% to 98% access for children (age 6-10), tweens (11-13), and teens (14-18) shows that American youth have multiple and ubiquitous online access. This high level of internet access, coupled with the pandemically-induced surge in online activities, online entertainment has become the digital equivalent of a nanny, au pair, or foster parent.

Smartphone penetration and mobile applications heavily contributed to the surge in online entertainment and gaming. Market growth is poised to take another giant leap with digital technology advancements in 5G networks, folding smartphones, artificial intelligence, synthetic reality (virtual, augmented, and mixed reality) integrated mobile devices, and 3D-enabled mobile devices. Enhanced video and broadband access will enormously enhance the online entertainment and interactive gaming experience.

Per a 2019 Common Sense Media report on Media Use By Tweens and Teens, American tweens (8 to 12-year-olds) and teens average 4¾ hours and 7½ hours of entertainment screen media

<sup>1</sup> Ryan Jenkins Next Generation Catalyst, 7 Emerging Millennial and Generation Z Trends For 2015, <http://ryan-jenkins.com/2015/02/05/7-emerging-millennial-and-generation-z-trends-for-2015/>, and Global Messaging, Beyond Facebook: How to Market to a New Generation, <https://www.globalmessaging.co.uk/index.php/beyond-facebook-market-new-generation/>



daily—not including screen time for homework or school. One-third of American tweens and teens average playing 3 hours of video/mobile games every day. Online video viewing consumes the most screen time, 53% for tweens and 39% for teens. Gaming is in second place at 31% and 22%, respectively.

Then came the COVID Screen-Time Grinch. Tens of millions of American children and tweens now spend countless hours on video games like Roblox. According to the New York Times, "Roblox, particularly popular among children ages 9 to 12 in the United States, averaged 31.1 million users a day during the first nine months of 2020, an increase of 82 percent over the year before."

American youth overwhelmingly use their screen-time for amusement rather than creative pursuits—an unhealthy condition that the Jobenomics Digital Academy will rectify. According to the Common Sense Media Use report, "No more than one in 10 in either age group says they enjoy "a lot" things like making digital art or graphics (10% of tweens and 9% of teens), creating digital music (4% of tweens and 5% of teens), coding (4% of tweens and 3% of teens), or designing or modifying their video games (4% of tweens and 6% of teens). By comparison, 67% of tweens and 58% of teens enjoy watching online videos 'a lot.'"

The Jobenomics Digital Academy will use video gaming as a vehicle to develop career pathways to finding enjoyable and sustainable occupations and businesses. The crucial first steps to developing a viable career pathway in the digital domain involve teaching the student's digital footprint, creating a compelling digital profile, and publishing digital documents.

- A **digital footprint** collects all the traces that an individual leaves over time in the digital ecosystem. Active digital footprints include content that one voluntarily leaves online. Passive digital footprints include cookies of browsing or buying history. Prospective employers, universities, lenders, and clients often aggregate footprint data to build a profile on individuals and their behavior. The Jobenomics Digital Academy will assist all students in digital footprint awareness, positive footprint creation, and damaged footprint restoration.
  - **Digital footprint awareness** is an educational process that focuses on posting positive online content and avoiding anything harmful. Children need to learn this behavior early since it is tough to find and eliminate dangerous texts, emails, photos, videos posted in the distant past.
  - **Positive footprint creation** involves initiating and publishing a list of distinctive activities, accomplishments, and community service activities that will appeal to prospective patrons or clients.
  - **Damaged footprint restoration** entails resolving harmful online content and brand reputation management. Whether an individual is looking for a job or a business seeking a customer, brand management is critical. Expunging or mitigating negative past performance issues or overcoming biases is a skill that all successful people should learn early.

- A **digital profile** includes online social media content (e.g., Facebook, Instagram, YouTube, Twitter, TikTok, Pinterest, and Snapchat) and websites. The Jobenomics Digital Academy will assist all students in developing credible profiles that will help them get into a good college or eventually get a good job, launch a career or start a business. Jobenomics life coaches will help students develop a digital plan that includes milestones and schedules of weekly postings on social media platforms. These coaches will also help students design professional online profiles (Instagram, YouTube, etc.) and timetables to keep their content fresh.
- **Digital documents** provide an overview of an individual's digital certifications and qualifications, including relevant full or part-time work experience, skills, education, and notable accomplishments. These documents include hard-copy and electronic biographies, resumes, and handouts. The Jacksonville Digital Academy will encourage tweens and teen students to collect and catalog their digital accomplishments for future college and employment opportunities.

The **interactive** entertainment industry is commonly called the video-game industry that deals with the development, marketing, and sales of electronic video games. New global interactive, multiplayer, video-enhanced games and sports tournaments are increasingly part of the traditional portfolio of console, arcade, and handheld man-machine video games.

Jobenomics asserts that the keyword in the above paragraph is "interactive." Screen-time engagements like watching TV/videos, social media, browsing, video-chatting are primarily passive activities. Unlike these more docile pursuits, video gaming engages the human-machine interface, increases visual-spatial skills<sup>2</sup>, enhances problem-solving, and augments imaginative play and creativity—all of which are essential attributes of a digitally literate person.

From a Jobenomics perspective, understanding the difference between education and training is fundamental to U.S. labor force development. Education is foundational (ground laying) and academically oriented. Training is specific and measured by what one can do once completed. Educational degree-oriented programs are calculated in years and are usually expensive. Training programs are tactically oriented (narrow-scoped) and relatively inexpensive. Training is often as short as weeks or months.

Lifelong learning is the provision or use of formal and informal learning opportunities throughout people's lives to foster the continuous development and improvement of the knowledge and skills needed for employment and personal fulfillment. Foundational and on-the-job education and training are critical but not all-inclusive elements of the lifelong learning process.

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<sup>2</sup> John Hopkins University defines spatial ability is the capacity to understand and remember the spatial relations among objects. This ability can be viewed as a unique type of intelligence distinguishable from other forms of intelligence, such as verbal ability, reasoning ability, and memory skills. Visual-spatial skills are of great importance for success in solving many tasks in everyday life. For instance, using a map to guide you through an unfamiliar city, merging into high-speed traffic, and orienting yourself in a new environment.  
<https://cty.jhu.edu/talent/docs/SpatialMore.pdf>

Lifelong applied learning and transformation mapping are two of the guiding principles of the Jobenomics Digital Academy, which will mass-produce startup businesses and careers in the digital domain.

Jobenomics defines lifelong applied learning as lifelong learning linked to current and emerging national, business, employment, and income opportunities. Economic and industry transformation mapping is central to the lifelong applied learning process. Today's onslaught of rapid technology-induced transformation mandates a much greater linkage between lifelong learning and workforce development. Rapid change requires transformation mapping tools. These tools will include many emerging technologies to take the guesswork out predicting the future and provide empirical data for policymaking and decision-making.

## Facility Considerations

BB&T Bank designed, owned, and operated the proposed 530 Yopp Road facility in 1995. It has 3,721 square feet of space with an outdoor play area. According to LoopNet, the advertised rental rate is \$20/sf/year, equating to \$74,420 per year or \$6,200 per month.

The Request for Proposal wants a maximum of 130 children with a 1:25 adult to child ratio for five adults. Assuming a relatively unrestricted interior, 135 individuals would occupy a little over 27 square feet each, which is doable but tight.

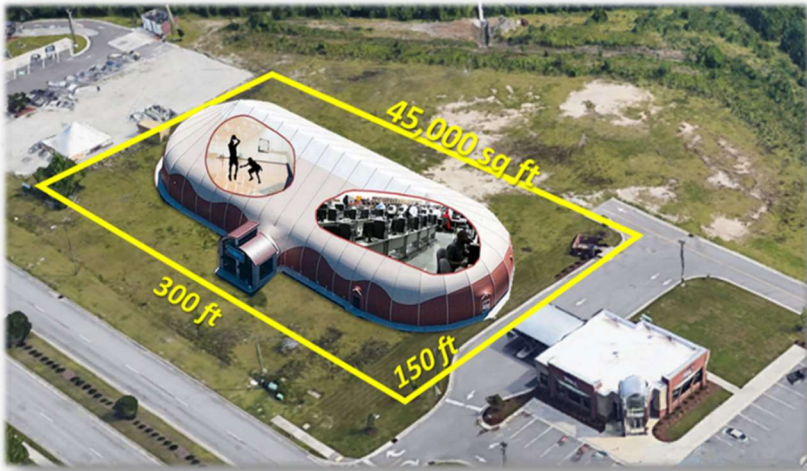
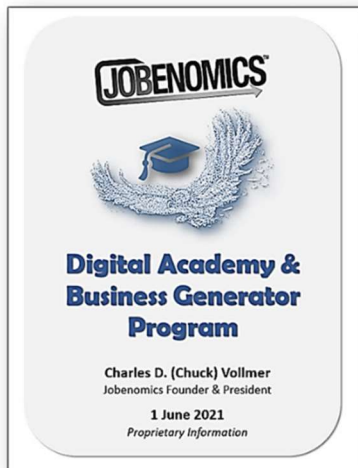


The estimated \$100/week per student (\$130 for summer camp) is reasonably priced. At half student occupancy (an average of 65 children is a realistic assumption), the weekly income is \$6,500. At \$20/hour working 40 hours per week s, five adult employees plus two supervisors (at \$30/hour) would cost a total of \$6,400, not including overhead and benefits. Consequently, to make the economics work, facility usage must include services beyond school-age care.

From a Jobenomics perspective, a digital academy could demand a higher weekly cost per student. More importantly, there are significantly more federal and state grants for higher education and STEM/digital training programs. Most importantly, a high-tech "Digital Academy"



will attract a significant amount of corporate interest and sponsorship, as well as providing scholarships for parents who cannot afford tuition.



Jobenomics has developed a detailed Digital Academy & Business Generator program to upskill local workforces via certified skills-based training programs and mass-producing startup digital nonemployer and micro-businesses. This 90-page business plan is available on request.

As shown, the land adjacent to the former BB&T building could be the Jobenomics Digital Academy & Business Generator for Jacksonville's digital economy, community, small business, and workforce development efforts. The 3,721 square foot Digital Academy and School-Age Care Center would benefit from such a synergist effort.

The Jobenomics Digital Academy & Business Generator uses Sprung structures. In 2020, the world's two richest men utilized Sprung facilities for their flagship efforts.

Jeff Bezos' state-of-the-art, 225,000 square foot Blue Origin (a private company that manufactures reusable space-launch vehicles and rocket engines) Headquarters was operational in 11-months. Bezos' design objective was straightforward, build a high-tech, sustainable facility to **inspire** and support 1500 headquarters and R&D team members.





Elon Musk, America's leading serial entrepreneur, rarely misses an opportunity to make a statement. His new state-of-the-art 140,000 square foot Tesla assembly line was ready in only 3-weeks.

Sprung Structures are not only an attraction but a destination. An ultra-modern Digital Academy & Business Generator will attract blue ribbon entrepreneurs (like Bezos and Musk), corporate sponsors, and investors who are needed to underwrite the certified skills-based training programs and mass-production of startup firms.

## Conclusion

The Jobenomics-I\*AM\*VETS team is interested in the 530 Yopp Road facility for a potential Jobenomics Digital Academy & School-Age Care Center. We are also willing to discuss our plans for the Jobenomics Digital Academy & Business Generator program to provide certified skills-based adult training and mass-produce startup businesses to meet the demands of the emerging digital economy.

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## Website Information

Jobenomics: <https://jobenomics.com/>

I\*AM\*VETS: <https://www.iamvets.org/>

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