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



Presented To:

Onslow County Commissioners; Royce Bennett, Walter Scott, and Mark Price; Jacksonville Onslow Economic Development Executive Director, Mark Sutherland; & Onslow County Veterans Service Administrator, Joe Duane

Presented By:

Sherry Lane, Jobenomics New River Coordinator & CEO GHEST Homes; David Graves, International Commander I\*AM\*VETS; Dr. Sam Hancock, CEO EmeraldPlanet.org & EmeraldPlanet TV; & Chuck Vollmer, Founder Jobenomics

27 July 2021

## **Discussion Topics**



- Jobenomics introduction
- Launching a Jobenomics Jacksonville New River development initiative
- Implementing multiple pilot programs including an affordable mixed-use live-work community and startup businesses
- Implementing a Jobenomics Veteran Owned Business Program (JVOBP)
- Suggested next steps

## Jobenomics

#### Founder, Chuck Vollmer

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

#### **International 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











Jobenomics.com

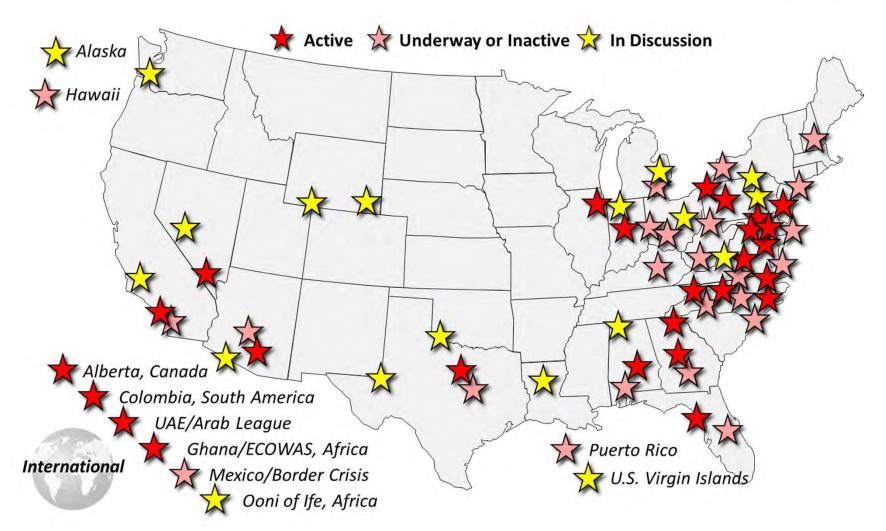
#### 3



Extensive research on the economic, community, business and workforce development.

## **Jobenomics Chapters**





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

## Jobenomics Veteran Owned Business Program (JVOBP) Jacksonville



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



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

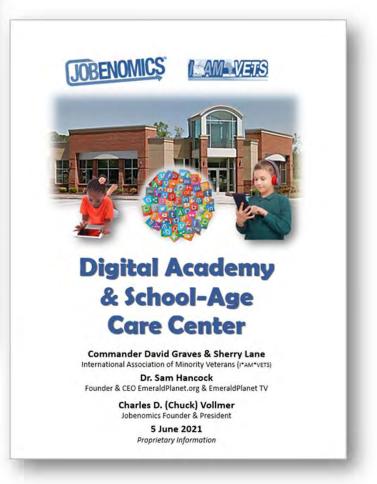
> Commander David Graves & Sherry Lane, JVOBP Jacksonville, Dr. Sam Hancock, EmeraldPlanet & Chuck Vollmer, Jobenomics 2 June 2021











Jacksonville could easily triple the percentage of Veteran Owned firms from 14% of all local firms to 42% within 5-years.

## **Economic Development Strategies**



**Traditional Top-Down Approach** 

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

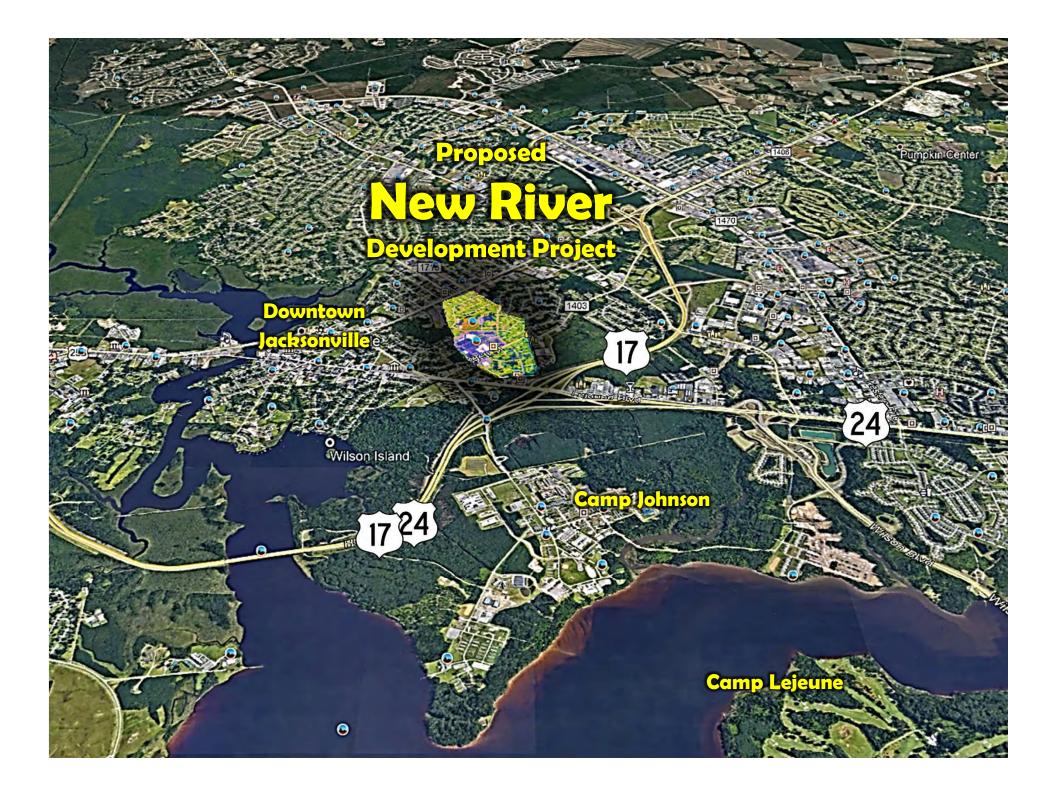


Jobenomics Bottom-Up Approach

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

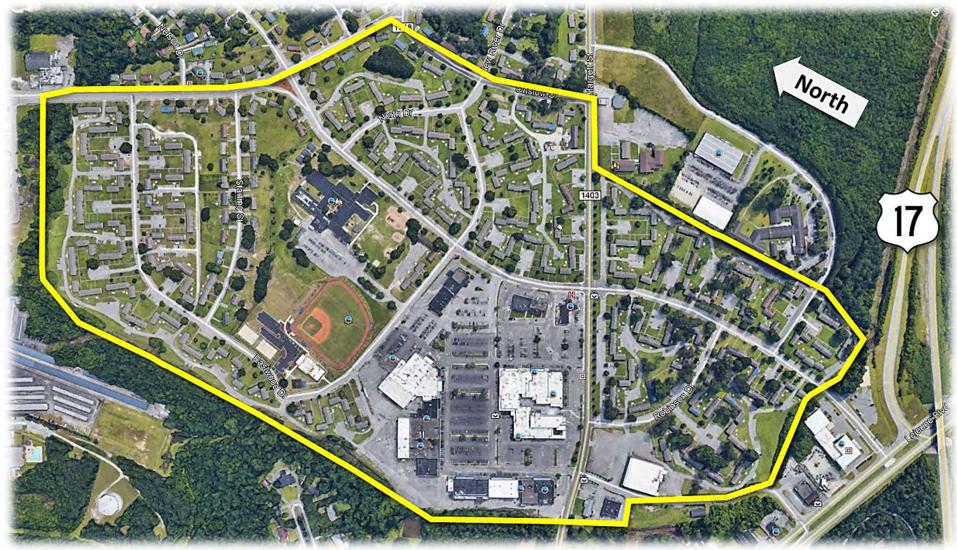


Under-resourced communities that cannot attract big companies can mass-produce startup firms—the seed corn of local economies.



### **Proposed Development Area**





This 125-acres, including the New River Shopping Mall, is one of the poorest neighborhoods in Jacksonville and Onslow County.

### **Notional Development Concept**





A modern mixed use-complex with digitally-equipped affordable homes, digital academy & business generator, and commercial center.

## **Multifamily Fourplex Area**





Many of homes are in a state of poor repair.

# **New River Shopping Center (Mall)**

#### General

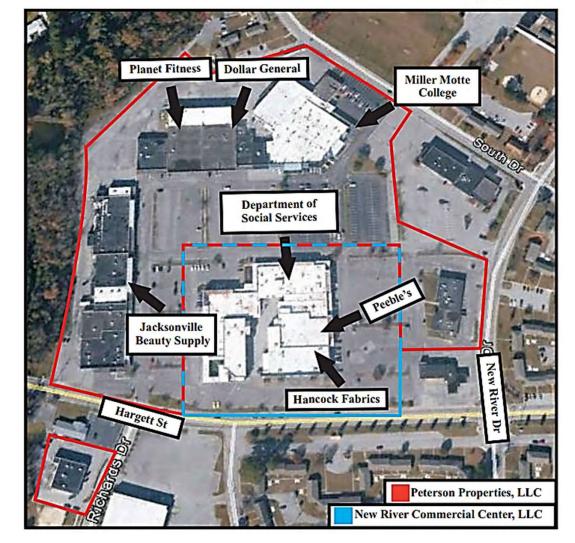
- 259,000 square feet
- Business Zoning (B-1 Retail, Service, Office)

#### New River Commercial Center, LLC

- 76,814 square feet
- 16 rental units
- 6.7 acres

#### **Peterson Properties, LLC**

- 182,196 square feet
- 34 rental units
- 17.1 acres



This struggling shopping center has potential if we can add light industrial (CEA, Waste-to-Values, Infused Beverages) to the mix.



### **Proposed Mall Revitalization Programs**





#### **Controlled Environment Agriculture** (CEA) Store & Growing Center

Infused Beverage Store, Bottling & Distribution Center

These eye-popping facilities can be operation within one year and will make the New River Mall a regional destination center.

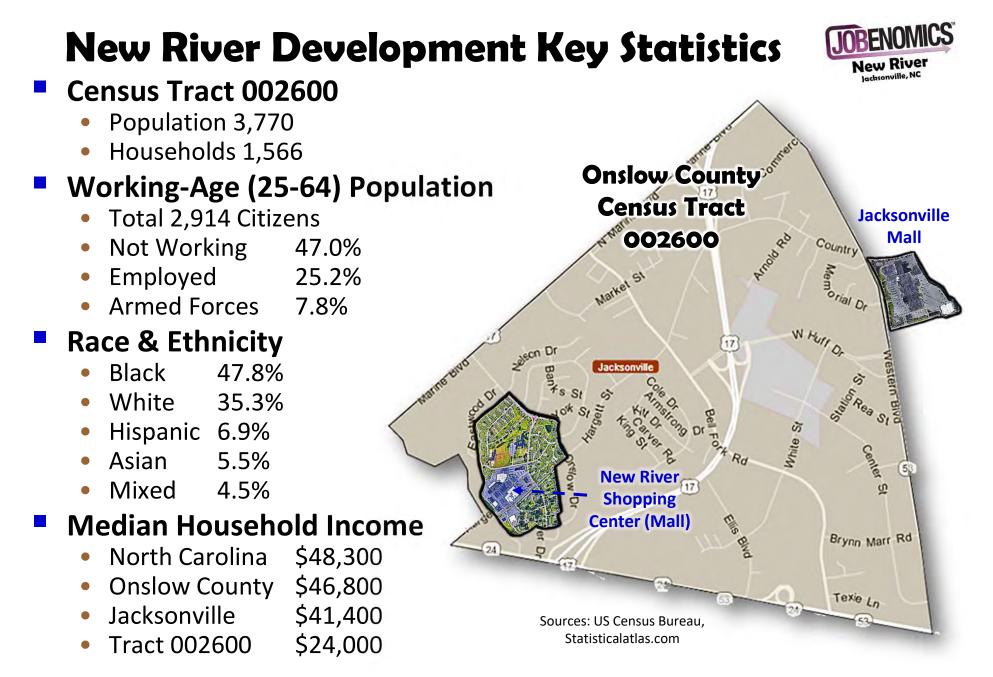
## **Sprung Structures, Since 1887**



#### 12,000 structures in 110 countries.



The world's two richest men used Sprung for their flagship efforts. Jobenomics uses Sprung for the same reason (plus cost effectiveness).  $I_{I_4}$ 



#### 37% of all households are on food stamps with median income of \$11,300.

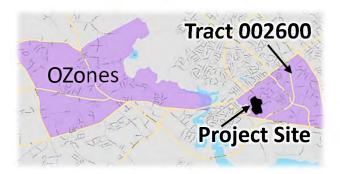
# **Qualified Opportunity Fund (QOF)**

- A QOF is an investment vehicle for investing in eligible property located in an Opportunity Zone (OZone).
- Onslow County Census Tract 002600 (New River) is an Opportunity Zone.
- As of 6 July 2021, NCSHA lists:
  - 236 total QOFs with \$48.3 billion total anticipated investment.
  - 61% target affordable housing and community development.
  - Most QOFs call for mixed-use real estate development projects.

National Council of State Housing Agencies (NCSHA)



https://www.ncsha.org/resource/op portunity-zone-fund-directory/



The NCSCA Directory (shown) provides websites and contact information to these 236 funds.

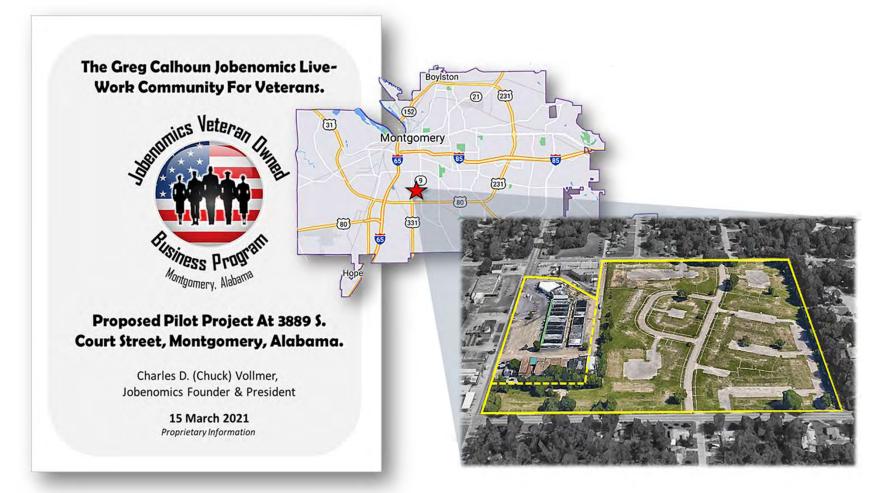


### **Potential Programs**

- Affordable Mixed-Use Live-Work Communities
- Jobenomics Digital Academy & Business Generator
- Controlled Environment Agriculture Store & Growing Center
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### **Veteran Owned Business Program**





Jobenomics recently completed a detailed business plan for a mixeduse live/work/retirement complex financed by VA-backed loans, which can be a model for Jobenomics New River veteran financing.

# **JVOBP Key Points**

- Vets have proven service expertise and skills that can transform impoverished and crime-ridden neighborhoods.
- Retired "super sergeants" can transform young adults into fully-functioning team members and responsible citizens.
- Onslow County has 33,301 veterans with a total potential borrowing and buying power 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 sidelined workers to build meaningful careers.

## **JVOBP** Jacksonville Coalition

Stennmics Veteran Dun

Business Program

Jacksonville, North Carolina





International Association Of Minority Veterans











**HERO**HOMES

BOLLING THUNDER.

The JVOBP-JAX team, led by Commander David Graves, has over 100 veteran business owners.

# **Veteran Borrowing & Buying Power**



VA Multifamily Building Loans (\$1M to \$1.4M maximum)

Fourplex Units

**Condo Multiplex** 



- SBA Veterans Advantage Startup Business Loans (\$5.0M max)
- Veteran Home Loans (no maximum amount, no down payment, low interest rates, and fewer or no closing costs.)



E-4 monthly base pay (\$2,700) can qualify for our homes, and their off-base housing allowance (\$1,300) covers our rentals.

oan Eligibility				JOBENOM New River Jacksonville, NC	
VA-Loan Eligibility	USA	North Carolina	Onslow County	Jacksonville	
Veterans	18,611,432	667,696	24,448	6,354	
Veteran Business Owners	2,521,682	86,571	1,513	488	
Active Duty	1,209,422	108,317	46,010	38,737	
Reservists/ National Guard	839,321	12,704	887	887	
Active Duty Spouses (@ 25%)	302,356	27,079	11,503	9,684	

#### Onslow Eligible 82,848

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

Our Jacksonville-based 🙀 HEROHOMES partner specializes in veteran "crowd-financing" of multifamily homes.

# **Affordable Multifamily Units**

Source: Houseplans.pro plans by Bruinier & Associates



One-Level 768 sf



Two-Level 1,005 sf





Three-Level 1,225 sf

Multifamily (Fourplex) Homes @ \$105/sq. ft. Construction Price One-Level 768 sf x 4 units = 3,072 sf x \$105 = \$322,560 or \$80,640 each Two-Level 1,005 sf x 4 units = 4,020 sf x \$105 = \$422,100 or \$105,525 each Three-Level 1,225 sf x 4 units = 4,900 sf x \$105 = \$514,500 or \$128,625 each



One-Level 1,764 sf



Two-Level 2,135 sf



Three-Level 2,984 sf

VA Single Family Home @ \$105/sq. ft.

One-Level =	1,644 sf x \$105 =	\$172,620
Two-Level =	2,135 sf x \$105 =	\$224,175
Three-Level =	2,984 sf x \$105 =	\$313,320



#### Jobenomics has access to leading home builders.

## **Fourplex Rental Projections**





One-Level 768 sf



Two-Level 1,005 sf



Three-Level 1,225 sf

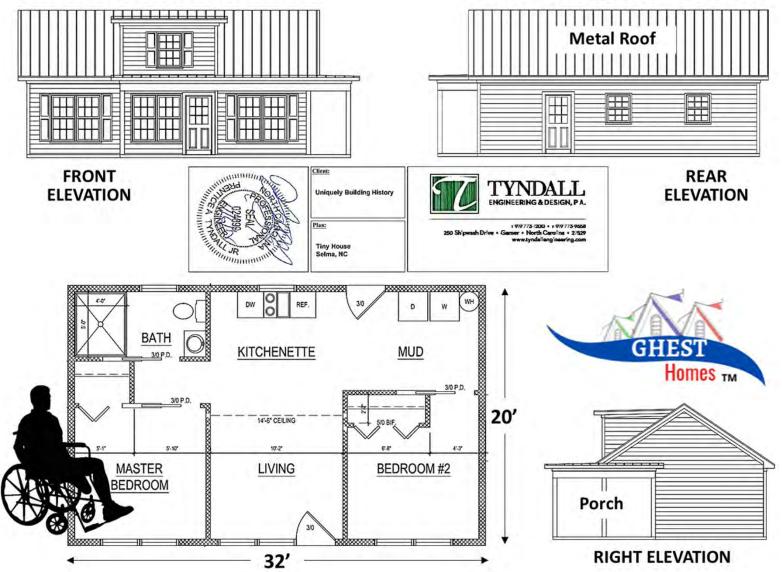
Fourplex	Purchase Price	Down Payment	Funding Fee (\$0 if 10% Disabled)	Total Loan Amount	Estimated Monthly Payment	Break-Even (No Profit) Rental Fee (4 Units)
#1 One- Level	\$322,560	<b>\$0</b>	\$7,419	\$329,979	\$1,787	\$447
#2 Two- Level	\$422,100	\$0	\$9,708	\$431,808	\$2,338	\$585
#3 Three- Level	\$514,500	<b>\$0</b>	\$11,834	\$526,334	\$2,850	\$713

VA Loan from Veterans United: 2.875% Interest Rate, 30-Year Loan, Credit Score Good (680-719), First Time VA Borrower (18 July 2021)

According to Apartment.com, Jacksonville townhomes rentals ranged from \$800 (2-Bed) to \$2,000 (3-Bed) per month.

# **ADA-Certified Small Home**





**GHEST Homes CEO is Sherry Lane, the J-New River Coordinator.** 



### **Potential Programs**

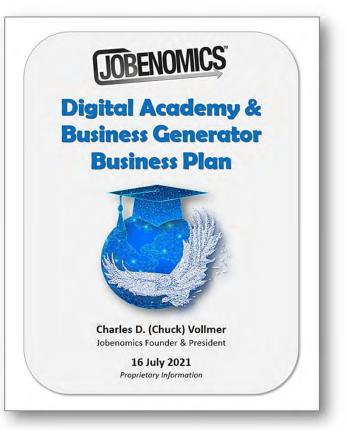
- Affordable Mixed-Use Live-Work Communities
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### Our Digital Academy & Business Generator Upskills Workers & Mass-Produces Startups



- Digital economy growth is 16x faster than today's industrial economy.
- 67% of all U.S. workers do not have required workplace digital job skills.
- A Jobenomics Digital Academy specializes in certified skills-based training, lifelong applied learning, and transformation mapping.
- A Jobenomics Business Generator mass-produce startup digital nonemployer and micro-businesses.

150-Page Program Plan Available



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

## **Digital Economy**





- E/M Commerce
- On-Demand Economy
  - Sharing Economy
- Apps/Bots/Al Economy
  - Platform Economy
    - Creator Economy
      - Gig Economy
  - Data-Driven Economy
    - IoT Economy





According to James McQuivey, a digital economy startup is at least 100-times easier to create and has 10-times the number of innovators that can innovate at 1/10th the cost of the traditional economy.

# **Digital Economy Ecosystem Impact**



Digital Economy Ecosystems	Estimated Economic Impact		
Electric/Mobile-Commerce	\$0.6 trillion in 2019 to \$1.6 trillion by 2025		
On-Demand Economy	Worldwide market \$1 trillion in 2021		
Sharing Economy	86 million U.S. users, 2,000% growth by 2030		
App/Bot/Al Economy	14.5% of U.S. GDP (\$3.7 trillion) by 2030		
Platform Economy	Tech platforms dominate global marketplace		
Creator Economy	50 million solopreneurs growing to billions		
Gig/Contingent Workforce	Dominant (50%) form of U.S. labor by 2030		
Data-Driven Economy	\$30 trillion in additional value this decade		
Internet of Everything (IoE)	\$11 trillion by 2025		

Except for tech-hubs, few American communities are cognizant of the massive economic impact of the digital economy.

The New River Digital Academy will exploit these lucrative opportunities for Onslow County and the Cape Fear Region.

## **Jobenomics Entrepreneur Clubs**



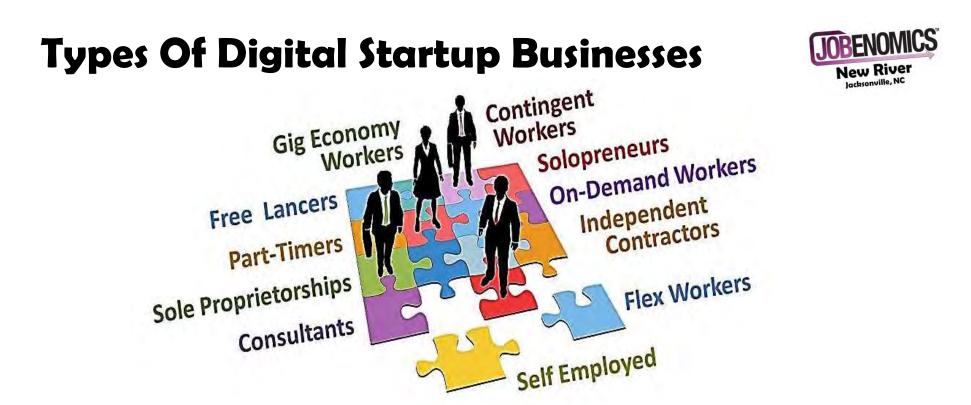
- Club E Atlanta is an entrepreneur empowerment center
  - Public/private partnership with the City of College Park
  - Training, certification and startup business center
  - Co-working facility (hi-tech, offices, conference center, café)



Club E Startups



Digital Academy E-Clubs can mass-produce Jacksonville startup firms.



A micro-business (1 to 19 employees) employ 32 million Americans.

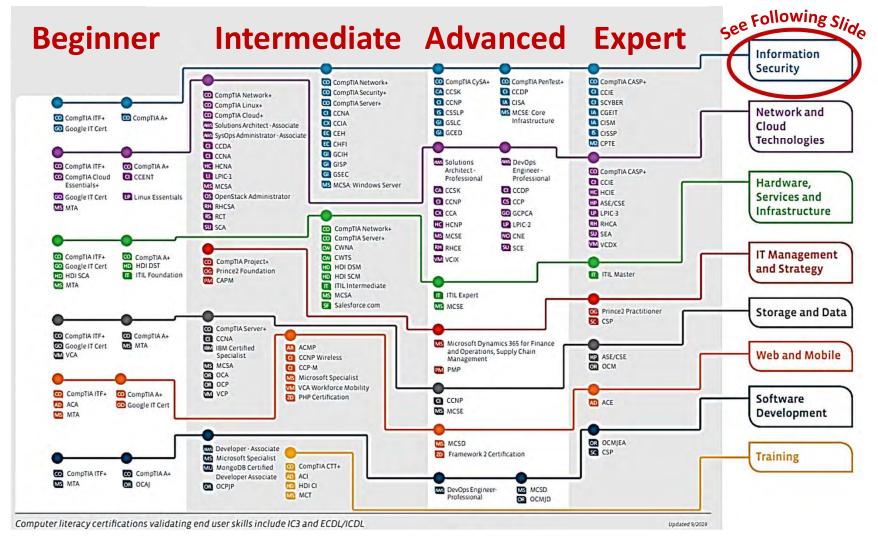
- A nonemployer is a small business with no "paid" employees.
  - 80% of all U.S. businesses with 25 million single-person owners.
  - Growing significantly faster than traditional businesses
  - Owners make substantially more than wage or salaried jobs.

Mass-producing micro and nonemployer businesses is the answer to beleaguered urban communities that lack good-paying jobs.

## **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.

# **Major Information Security Locations**



https://www.cyberseek.org/heatmap.html
Total Cybersecurity Job Openings

USA = 464,420

North Carolina = 17,660





Employment Demand Very High High

**Medium** 

Low

Job Openings Raleigh = 5,871 Fayetteville = 854 Jacksonville = 126 Wilmington = 121 New Bern = 38

About 1/3 of all open jobs are entry-level, non-technical administration, operational, investigative and maintenance positions.



The Virginia Quantico-based Cyber Bytes Academy will provide cyber training at the New River Digital Academy.

## **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

Veterans and women are ideal for direct-care businesses and jobs.

**JOBENOMICS** 

## Jobenomics-Sprung Structure Digital Academy & Business Generator Facility





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



### **Potential Programs**

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# **Controlled Environment Agriculture (CEA)**

- CEA is the process of growing highvalue plants and fish inside a grow room or greenhouse with ideal growing conditions.
- CEA technologies include:
  - **Traditional** (soil-based growing)
  - Hydroponics (soil-less growing of plants in a water solution)
  - Aeroponics (a technique where a fine mist delivers nutrients to roots suspended in air).
  - Aquaculture (indoor fish farming)
  - Aquaponics (a combination of hydroponics and aquaculture fish waste as plant nutrients)

Centralized Large Growing, Processing & Distribution Center



Local Small Growing Centers (Microfarms)

The Jobenomics CEA program is focused on mass-producing agribusinesses, micro-farms and agricultural-related jobs.

# **Recommended CEA Partners**



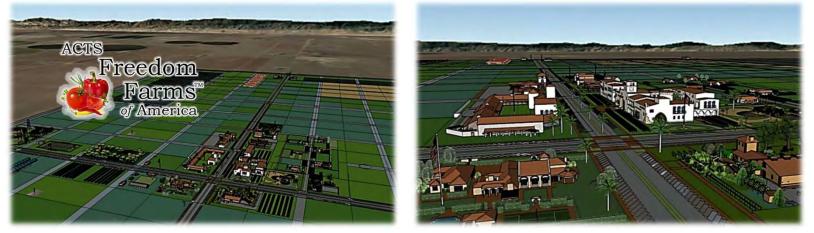


Jobenomics has turnkey business plans in association with some of the leading CEA companies and experts.

# Jobenomics-ACTS FFA Veteran Community



Rosamond, California, 1200-Acre Veterans Freedom Farm



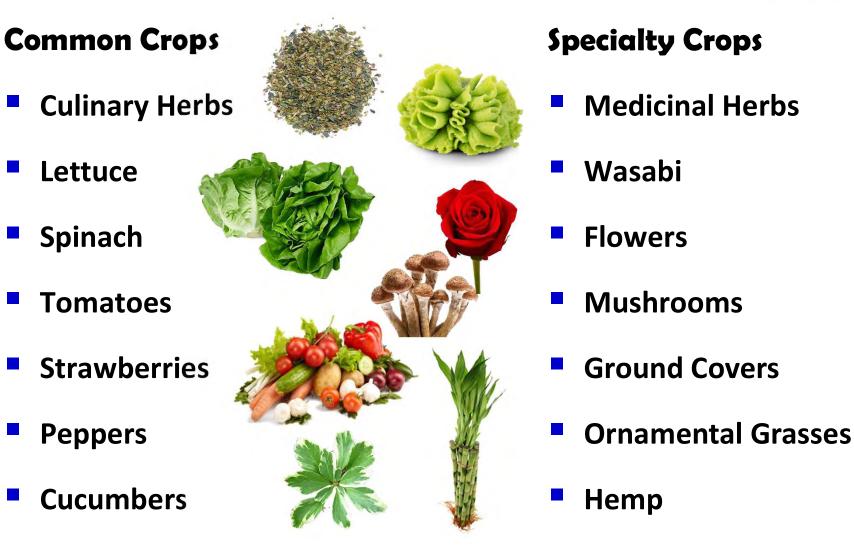
Coonan & Bonds Architects http://www.coonanbonds.com/mies portfolio/acts-freedom-farm/



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. 39

# **High \$ Value CEA Products**





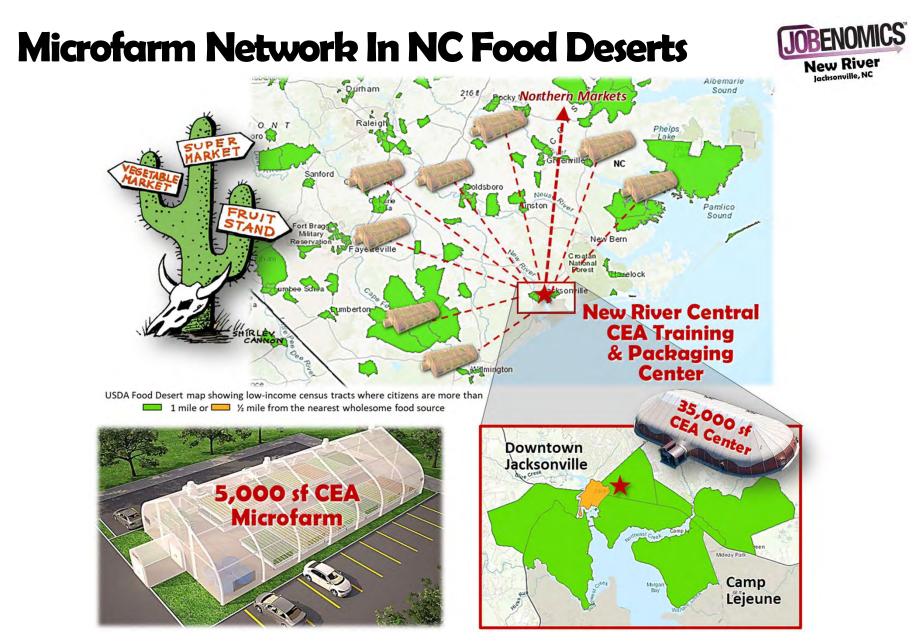
There is high demand for fresh, locally-grown, organic, herbicide/pesticide free, non-GMO, farm-to-table food.

## **Jobenomics-Sprung CEA Facility**





A fully-equipped, 34,500 sq. ft., CEA Center costs \$2.8 million and can be operational within 6-8 months with a 2-to-4-year payback period.



Our 5,000 sq. ft. CEA microfarm costs around \$500,000 and can be operational within 4 months with a 2-to-4-year payback period.



### **Potential Programs**

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# **Infused Oxygen**

# **Super Oxygenated Enhanced** Water Crop **Production** SuperWater TASI TERREHY

#### **Beverage Structuring**



#### **Infused Fruit Drinks**



**JOBENOMICS New River** Jacksonville, NC

**Bioremediation: GPS** Floating Oxygenator



#### Farming & Beekeeping



SATLIBAL SPRING

16.9 fl oz (500m

HyDx

#### SUPERWATER HYOX BUSINESS PLAN 6 September 2020

#### EXECUTIVE SUMMARY

Oxygen is essential to life and health. SuperWater HyOx doubles or triples the amount of dissolved oxygen in the water. Moreover, our patented CZF technology helps water retain its hydrostatically oxygenenriched suspended for many months-a technological breakthrough with profound enhanced water, agriculture, and environmental bioremediation applications.

HvOxSuperwater Inc. is a 100 million share C Delaware Corporation incorporated in 2017 by Dr. Reinerio (Rey) Linares, the sole and controlling shareholder. HyOxSuperwater's headquarters is in Tampa, Florida, with a research and development center in Cali, Columbia (South America's top engineering cities). SuperWater HyOx oxygen replenishment applications (drinking water, agriculture, and environmental remediation) are operational in North and South America. HyOxSuperwater Inc. is seeking a capital raise of \$10 million from qualified investors and strategic partners to expand its current product line and market this revolutionary technology worldwide.

Programming water technology is not new. What is new is that SuperWater HyOx water can maintain its super-oxygenated states for extended periods, thereby allowing commercial mass-scale applications.

#### Premium **HyOx Coffee**



### SuperWater HyOx Medical Effects



#### **Capillary Microscopy of a Fingernail Bed**



HyOx triples the amount of dissolved oxygen in water and retains its hydrostatically oxygen-enriched suspension for up to a year.

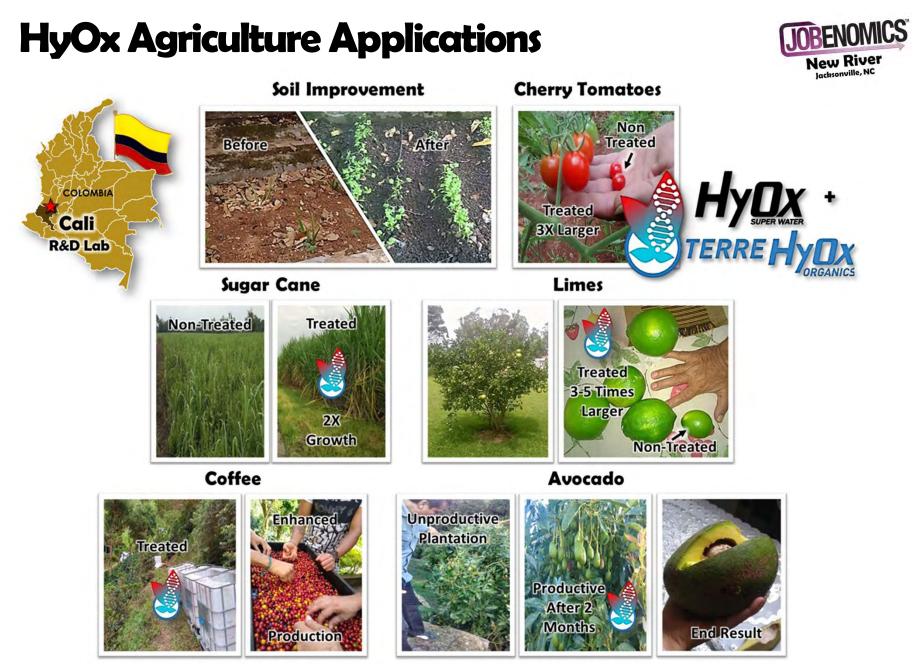




### **Florida Bottling Plant**



SuperWater HyOx increases water's dissolved oxygen content by 300%, which is essential for healthy organisms (human, animals, agriculture)<sub>46</sub></sub>



#### **Doubling growth** of traditional agriculture in South America.

# **HyOx Environmental Remediation**





HyOx Floating Oxygenator GPS Solar Powered Drone



#### Waterways, Lakes And Ponds



**Waste Pond Remediation** 



SuperWater HyOx is mitigating many forms of pollution.

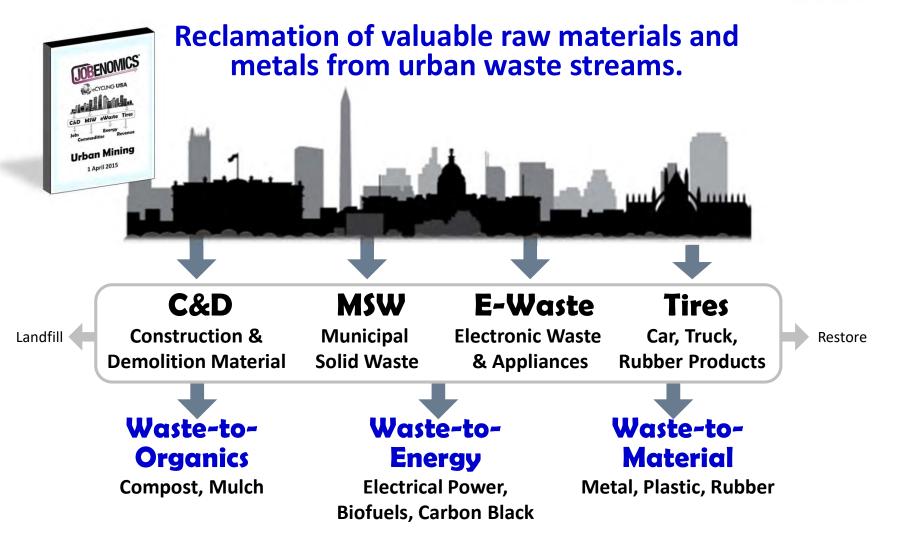


### **Potential Programs**

- Affordable Mixed-Use Live-Work Communities
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# Waste-to-Value & Urban Mining





Waste-to-Value Goal: Monetize urban and rural waste streams to produce businesses, jobs and revenues for workforce development.

## **Recommended Waste-to-Value Partners**





Jobenomics has turnkey business plans in association with some of the leading waste-to-value companies and experts.

# eWaste Materials Reclamation Facility





#### **100 Operational Sites Worldwide**

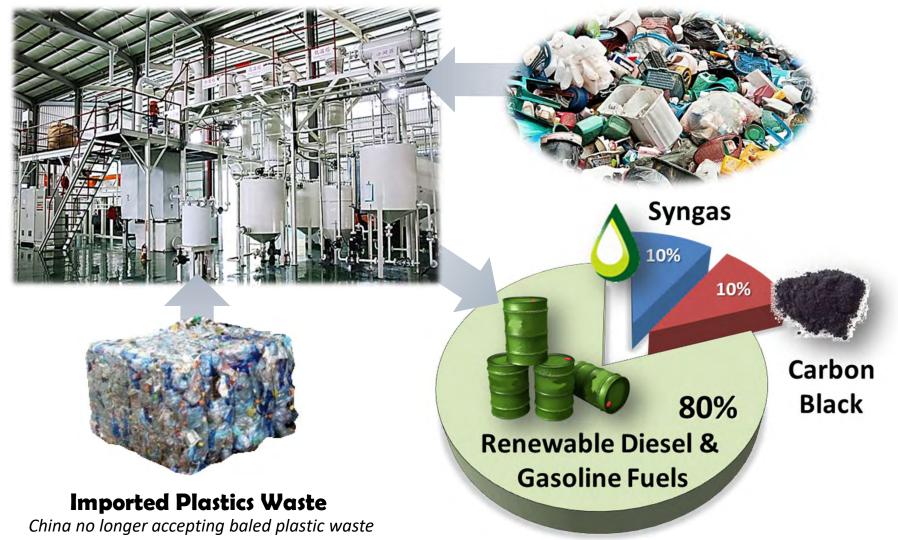
Jobenomics Partner, www.urt-recycling.com

End-of-life appliances and electronics is the world's fastest growing waste stream. Our system can be operational within 12-months.

# **Modern Plastics-to-Fuel Complex**



EVP R-One Facility Jobenomics Partner, www.evptechnology.com Growing American Plastics Waste Problem



Jobenomics goal: eliminate waste, produce renewable products.

# **Micro Plastics-to-Fuel Technology**





This pickup trucksized Echo Fuel System produces 20 gallons of fuel from 200 pounds of waste plastics.



1,000 gallons/day systems are also available that can process 10,000 pounds of plastics per day.

Eco Fuel Technology Inc. manufactures portable machines that convert non-reusable "end-of-life" plastics into reusable diesel fuel.



### **Potential Programs**

- Affordable Mixed-Use Live-Work Communities
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# Conclusion



#### Jobenomics New River can be:

- Implemented quickly (often within one year).
- Thousands of new businesses and jobs would be created within five years.
- Most Jobenomics programs are scalable and repeatable, thereby transforming the regional labor force and economy.

#### Next steps:

- Onslow/Jacksonville decision-leaders need to decide if a Jobenomics New River is of interest.
- If yes, a local team should be established (and funded) to develop consensus on a unified business plan that includes a combination of Jobenomics and regional programs.

#### Our success depends on the level of local support.



### **Contact Information**

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**Chuck Vollmer**, Jobenomics Founder and President, 703-319-2090, cvollmer@jobenomics.com

### www.Jobenomics.com