

Jobenomics specializes in the mass-production of startup businesses and careers in underserved communities.



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

By: **Frank O'Donnell**, Jobenomics Senior Advisor & Investor
Chuck Vollmer, Jobenomics Founder & President

18 August 2021

Jobenomics



Chuck Vollmer

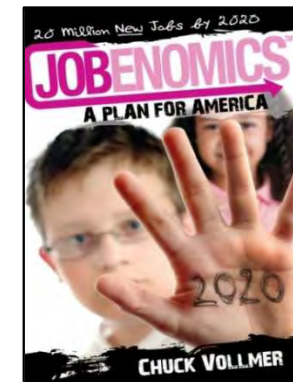


Founder, Chuck Vollmer

- Decorated combat fighter pilot and Fortune 50 executive now serving the underserved
- Founded hundreds of startup programs
- Author of 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

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

Jobenomics Book & eBooks

JO BENOMICS™
Tyler, TX



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

Jobenomics Turnkey Programs



- ✓ **Jobenomics Veteran Owned Business Program (JVOBP)**
 - Veteran VA-Backed Loan Crowd-Financing Initiative
 - Affordable Veteran-Owned Live/Work/Retire Homes & Communities
 - School Bus Electrification Conversion & Training Center
- ✓ **Digital Academies & Business Generator Initiative**
 - E-Commerce & Entrepreneur Clubs
 - Content Creation & Cybersecurity Training
- ✓ **Controlled Environment Agriculture**
 - Circular Agrarian Economy
 - TerreHyOx Organics, Energy Cane, Regenerative Agriculture
- **Social Determinants of Health (SDOH)**
 - Infectious Disease Testing, Diagnostics & Hygienic Facility Services
 - Direct-Care Startup Business & Information Center
- **Super Oxygenated Water Manufacturing & Distribution**
 - Infused Beverages
 - Environmental Remediation
- **Waste-To-Value Systems**
 - Electronic Waste Materials Reclamation
 - Plastics-to-Biofuels
- **Renewable Energy & Energy Services**
- **Experiential Tourism**

✓ **Suggested Tyler
Pilot Programs**

Most programs can be operational within a year.

Jobenomics-Sprung Structures (Examples)

Training/Entertainment



Sports



Homeless & Care Centers



Community Centers/Retail



Many communities need unique (**wow factor**), cost-effective, and design flexible structures that can be operational within a year.

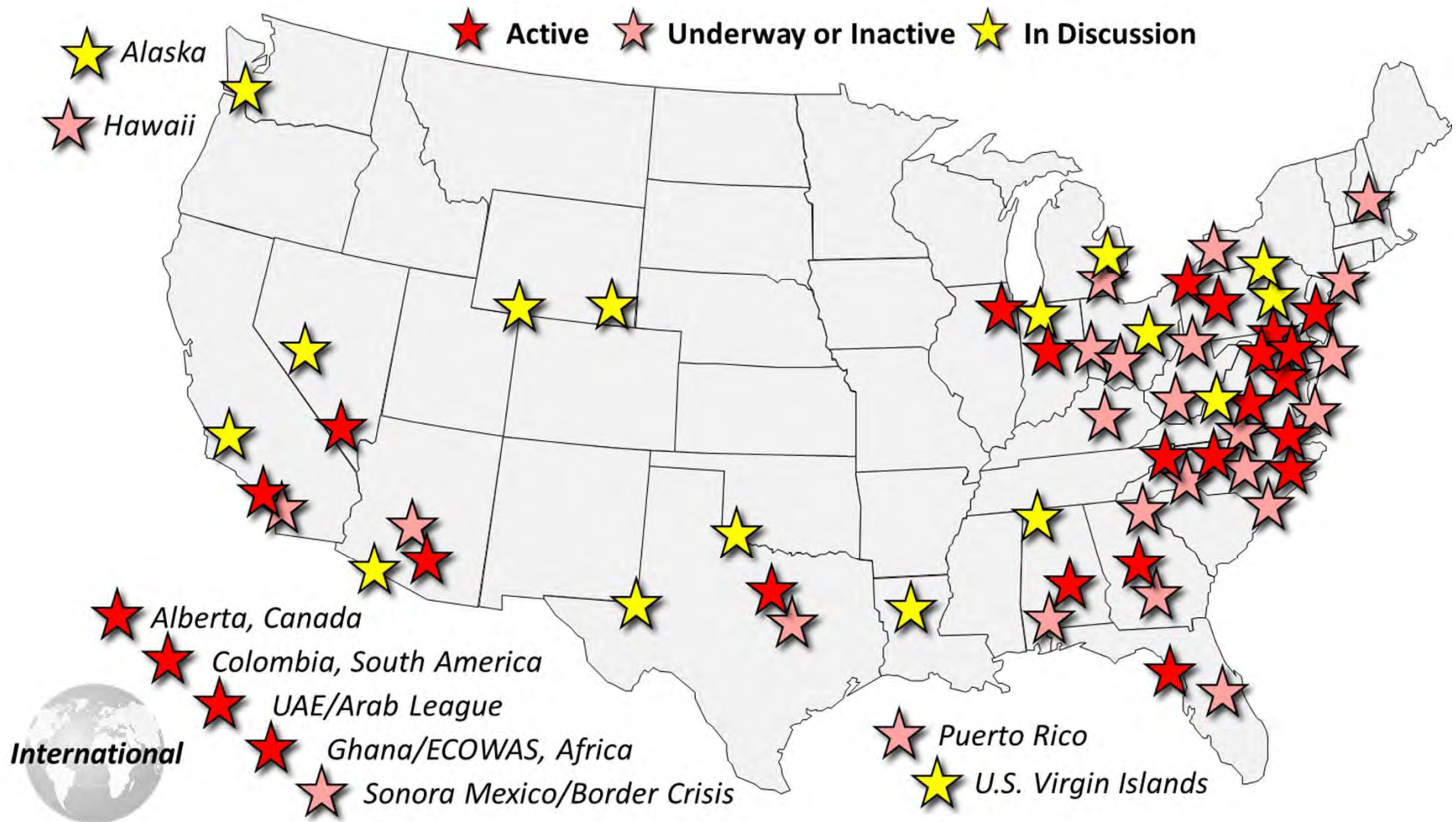
Jobenomics-Sprung Alliance

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).

Jobenomics Chapters



Since 2016, dozens of communities have 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



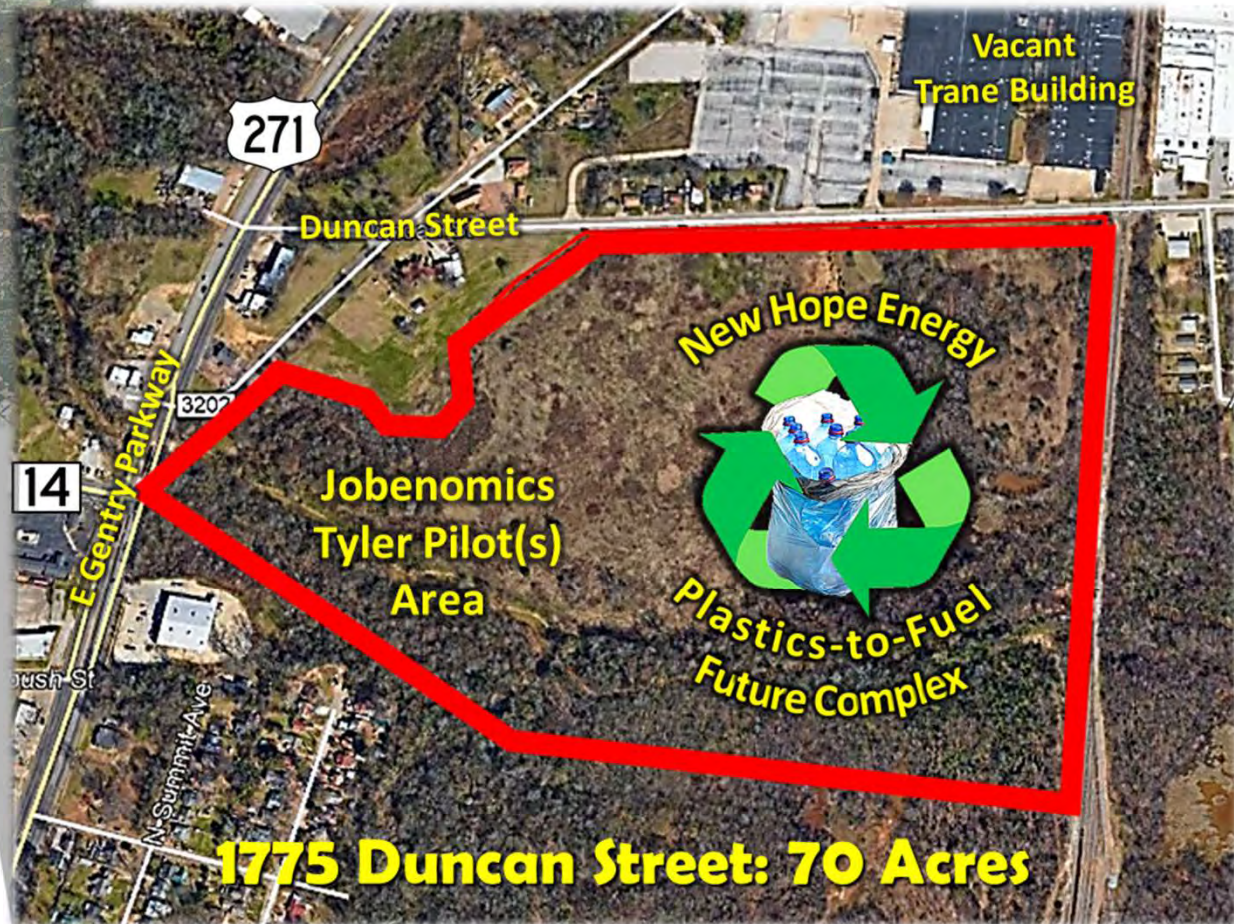
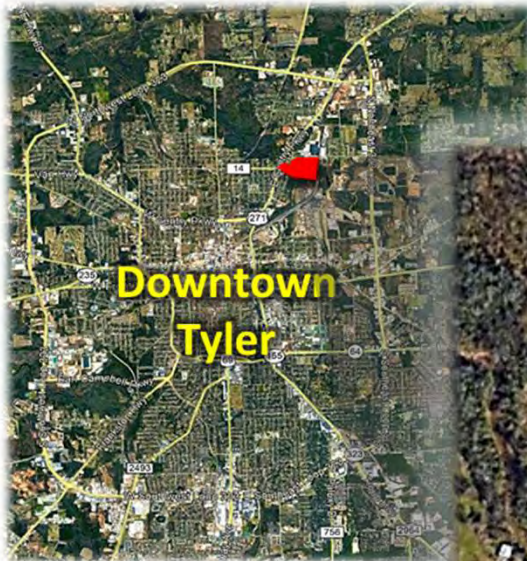
Under-resourced communities that cannot attract big companies can mass-produce **startup firms**—the seed corn of local economies.

Proposed Development Site

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NEW HOPE
ENERGY

Landowner & Jobenomics Partner



NEW HOPE
Technologies

NEW HOPE
FABRICATION

This 70-acre site is in of the poorest communities in Tyler.

Median Household Income

Pre-Pandemic Data

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

U.S. \$62,843
Texas \$61,874
Smith County \$56,810
Tyler \$52,932

Poorest
\$22,138

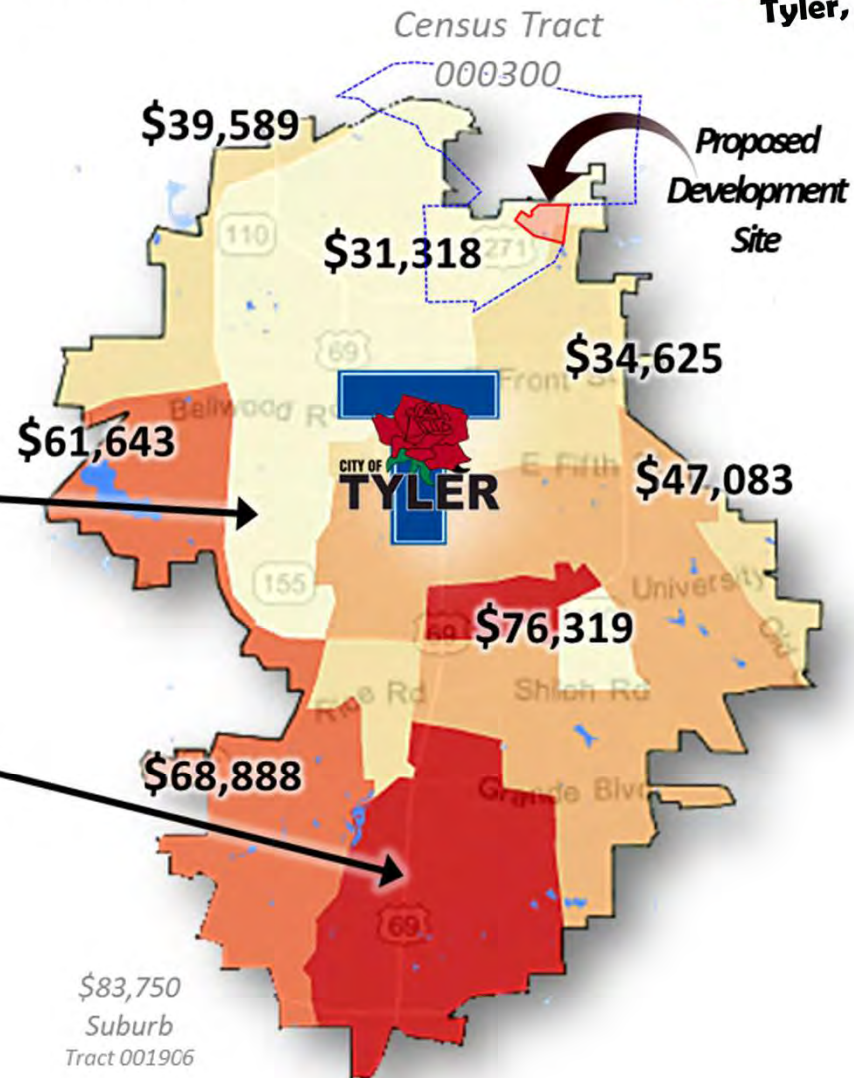
Tract 000700

Richest
\$72,578

Tract 002008

Statistical Atlas Map by U.S.
Census Bureau Tract

\$22K \$34K \$47K \$59K \$71K \$84K

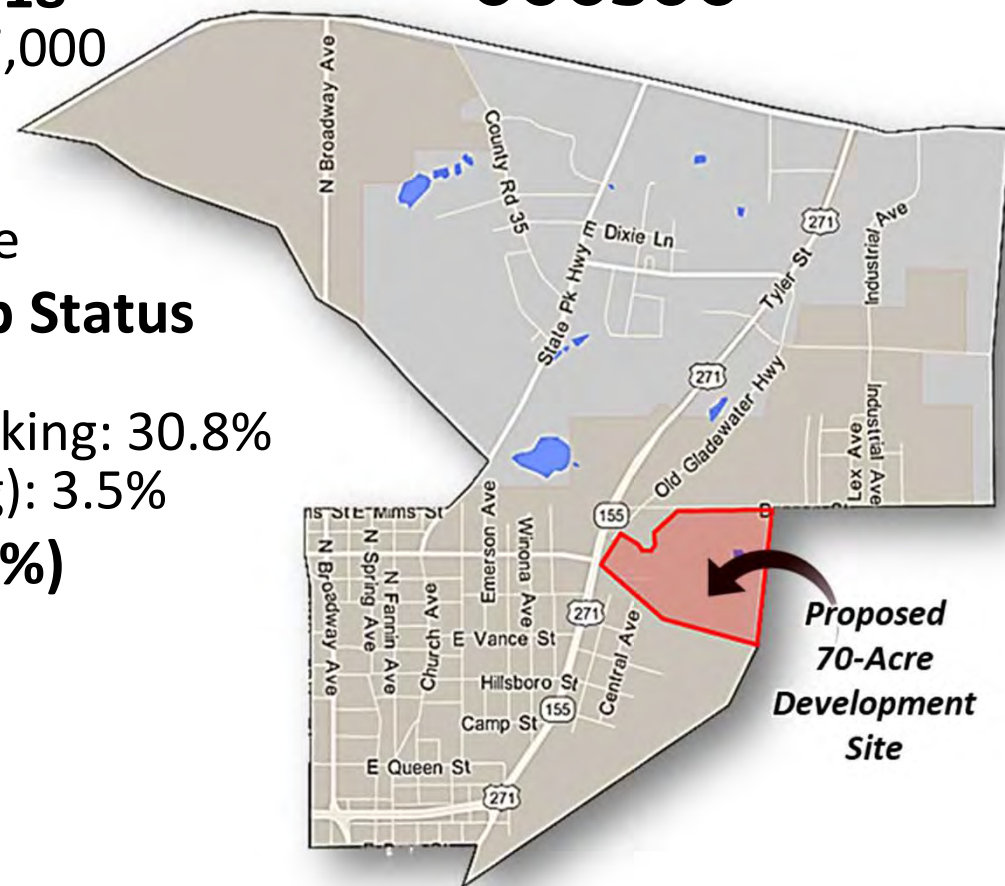


The best way to resolve **income inequality** is to **provide income opportunities** by mass-producing micro and nonemployer businesses.

Development Site Tract Statistics

- **Population: 5,601**
- **Households: 1,589**
 - On Food Stamps: 309 (19%)
- **Median Income: \$31,318**
 - On Food Stamps: \$27,000
- **Race**
 - 69% Hispanic
 - 19% Black, 11% White
- **Working Age Adult Job Status**
 - Employed: 65.7%
 - Not Working Not Looking: 30.8%
 - Unemployed (looking): 3.5%
- **Top 5 Occupations (60%)**
 - Food Service: 21%
 - Construction: 11%
 - Production: 10%
 - Sales & Related: 9%
 - Administrative: 9%

Census Tract 000300



One out of every five households are on food stamps.

Tyler Livability

areavibes

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Tyler, TX



76 Livability scores (76/100) are high enough to attract new businesses and interest investors.

A+ Amenities score will entice skilled workers.

B Schools and **Living Cost** scores appeal to family members.

D+ Housing costs are 20% lower than national but affordable homes are limited in number and availability.

D Employment and **Crime** scores usually indicate a high number of out-of-work people, which leads to high poverty (34% higher than national) and property crime (42% higher than national).



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




Suggested Programs

- **Veteran Owned Affordable Homes & Startup Businesses**
- Controlled Environment Agriculture & Microfarms
- Jobenomics Digital Academy & Business Generator
- School Bus Electrification Conversion & Training Center
- Next Steps & Contact Information

Veteran Owned Business Program (VOBP)

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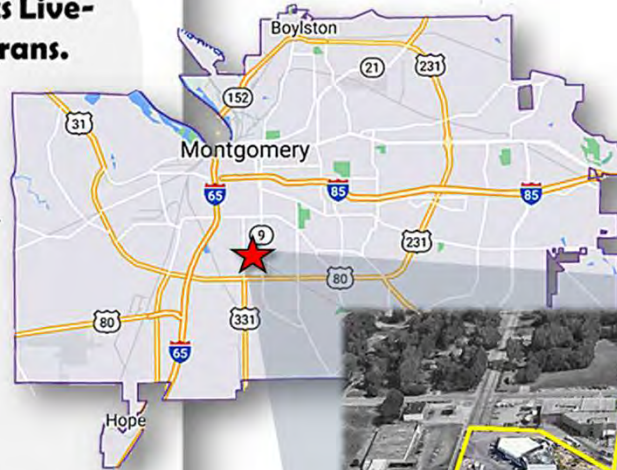
The Greg Calhoun Jobenomics Live-Work Community For Veterans.



Proposed Pilot Project At 3889 S. Court Street, Montgomery, Alabama.

Charles D. (Chuck) Vollmer,
Jobenomics Founder & President

15 March 2021
Proprietary Information



Jobenomics recently completed a detailed business plan for a mixed-use live/work/retirement complex funded by VA-backed loans, which can be a **model for Smith County-Tyler** veteran underwriting.

JVOBP Key Points

- Vets have proven service expertise and skills that can revitalize communities.
- Average retired vet income is \$59,000.
- Retired **sergeants** are trained to transform young adults into fully-functioning team members and citizens.
- Smith County has 11,784 veterans with a **total potential borrowing and buying power of billions of dollars.**



Veteran Status	USA	Texas	Smith County	Tyler
Total Veterans	18,230,322	1,453,450	11,784	4,775
Veteran Owned Businesses	2,521,682	213,590	1,801	881

Source: U.S. Census Bureau, QuickFacts Database, 2012 Survey of Business Owners

Texas also has about 150,000 active-duty, national guard, and reserve personnel (with VA-backed loan borrowing and building power) who are looking for affordable homes and second careers.

Veteran Borrowing & Building 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.)

Jobenomics  HERO HOMES partner specializes in veteran “**crowd-financing**” of multifamily homes.

Affordable Multifamily Units

Source: Houseplans.pro plans by Bruinier & Associates

Two- and Three-Bedroom Units



One-Level 768 sf



Two-Level 1,005 sf



Three-Level 1,225 sf

Multifamily (Fourplex) Homes @ \$105/sq. ft. Construction Price

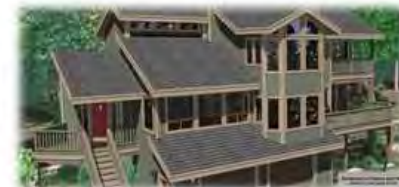
One-Level 768 sf x 4 units =	3,072 sf x \$105 =	\$322,560 or \$80,640 each
Two-Level 1,005 sf x 4 units =	4,020 sf x \$105 =	\$422,100 or \$105,525 each
Three-Level 1,225 sf x 4 units =	4,900 sf x \$105 =	\$514,500 or \$128,625 each



One-Level 1,764 sf



Two-Level 2,135 sf



Three-Level 2,984 sf

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	\$0	\$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	\$0	\$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)

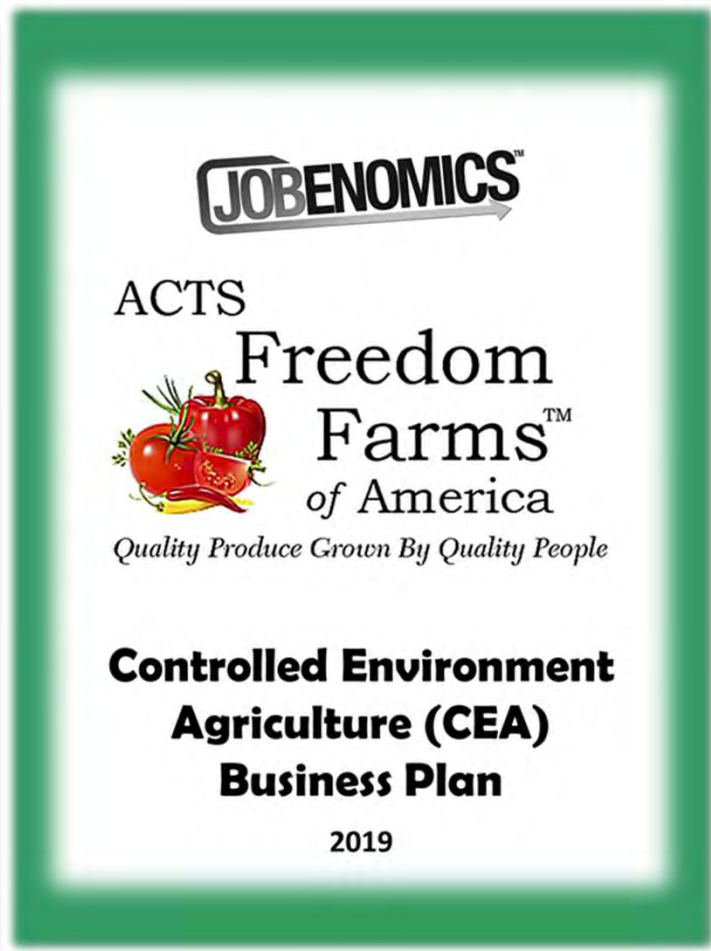
According to Apartment.com, Tyler 2-bed townhomes/condo rentals averaged **\$1500**, if you can find one in today's limited market.



Suggested Programs

- Veteran Owned Affordable Homes & Startup Businesses
- **Controlled Environment Agriculture & Microfarms**
- Jobenomics Digital Academy & Business Generator
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Jobenomics CEA Partners



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

Controlled Environment Agriculture (CEA)



- CEA is the process of growing high-value 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.

Jobenomics-ACTS FFA Veteran Community

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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.

Jobenomics-Sprung CEA Facility

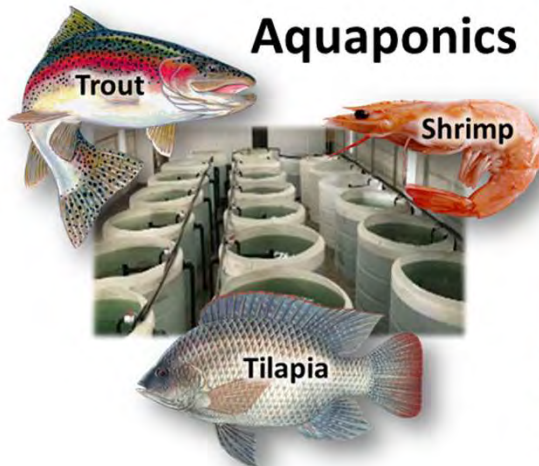
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Hydroponics

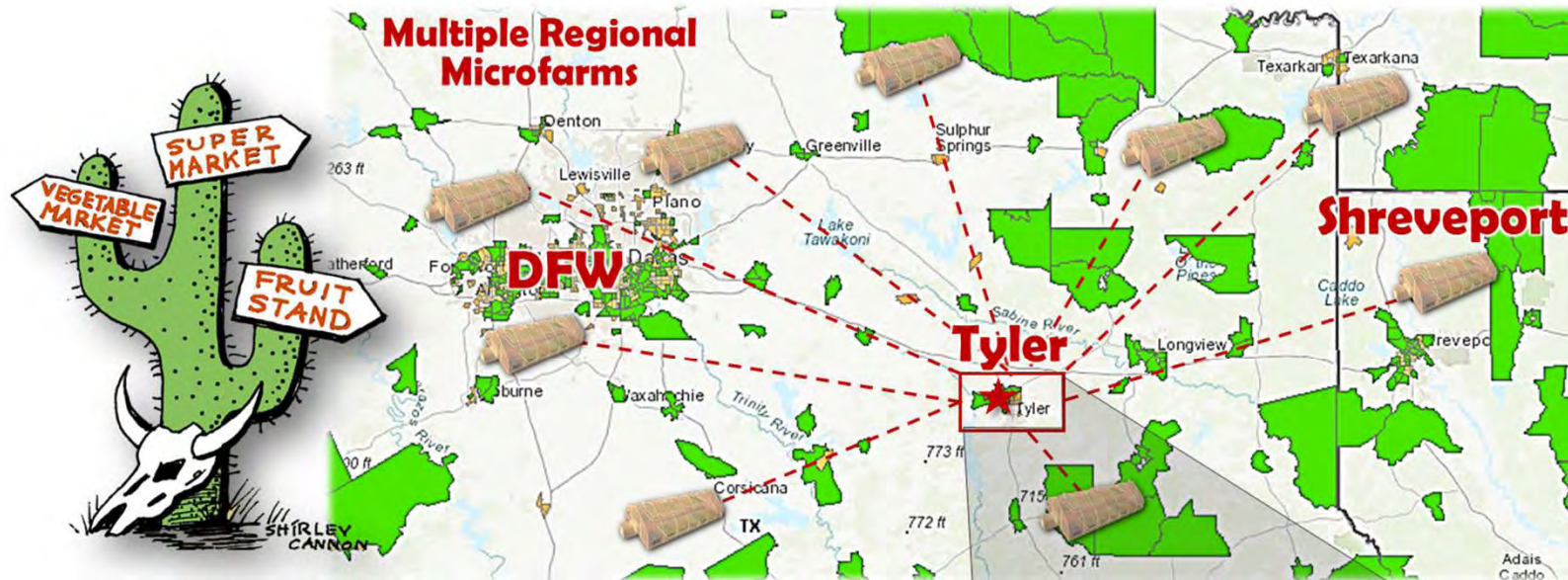


Aquaponics



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.

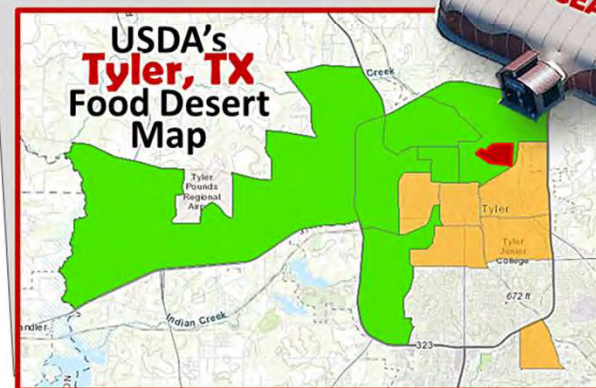
Microfarms Minimize Food Deserts



USDA Food Desert map showing low-income census tracts where citizens are more than
 1 mile or ½ mile from the nearest wholesome food source



Central CEA Training & Packaging Center



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



Suggested Programs

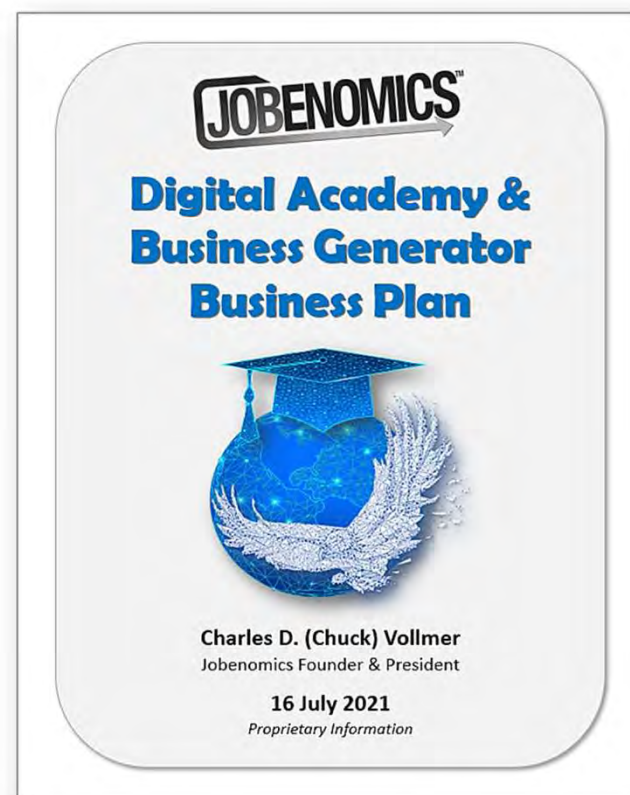
- Veteran Owned Affordable Homes & Startup Businesses
- Controlled Environment Agriculture & Microfarms
- **Jobenomics Digital Academy & Business Generator**
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Our Digital Academy & Business Generator Upskills Workers & Mass-Produces Startups



*160-Page Program
Plan Available*

- 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.



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

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.

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/AI 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 Jobenomics Digital Academy & Business Generator will exploit these lucrative opportunities by creating digital firms and careers.

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)



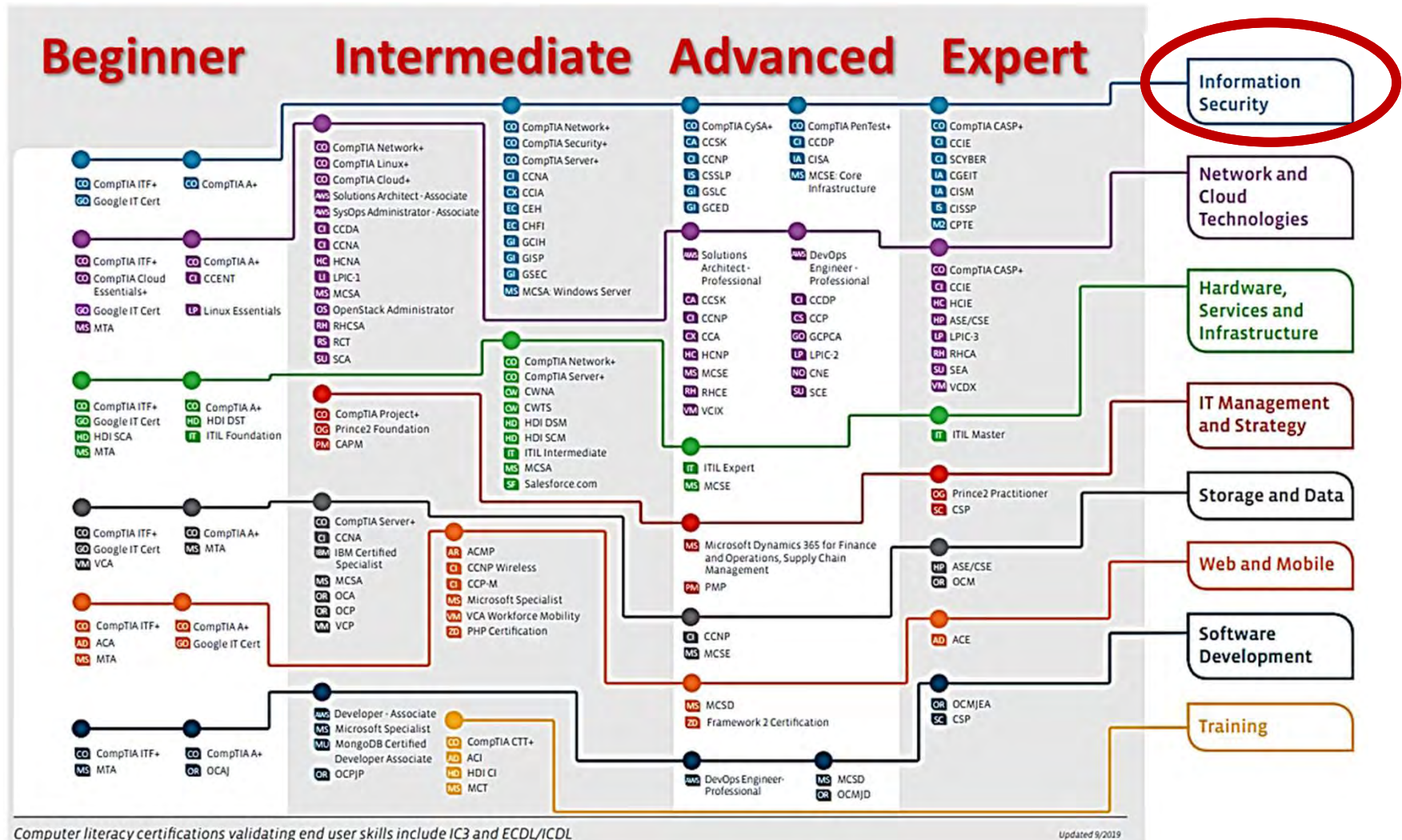
- **Club E Startups**



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

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>



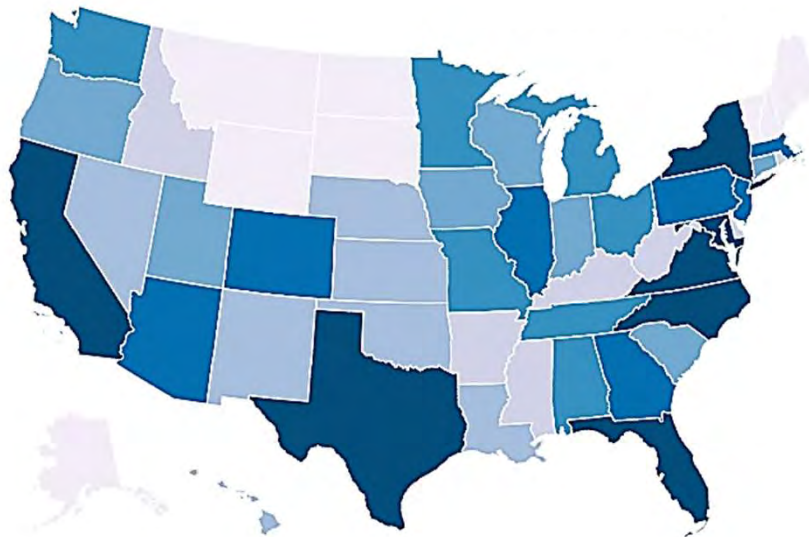
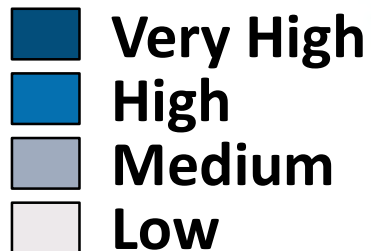
Total Cybersecurity Job Openings

USA = 464,420

Texas= 42,469



Employment Demand



Area Job Openings

Central Texas = 15,388

DFW = 19,401

Houston = 5,236

Shreveport = 328

Tyler = 48

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



The Virginia-based **Cyber Bytes Academy** will provide initial cyber training at the Tyler Digital Academy.

Jobenomics-Sprung Structure Digital Academy & Business Generator Facility

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Tyler, TX



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



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JVOBP Electric Bus Program



- The 2021 \$1.2 trillion Infrastructure Bill includes provides \$85 billion EV charging and \$5 billion for purchase of brand-new electric school buses—far short of the \$20 billion originally earmarked.
- Texas has 70,000 registered school buses that run on fossil fuels.
- Potential JVOBP Electric Bus Program Initiatives:
 - **Vehicle-to-Grid (V2G)**: bus fleets can store power while idle and resell power to the grid during peak demand. Proposed Tyler site will have solar arrays to charge fleets and additional storage devices (e.g., batteries, compressed air, pumped hydro).
 - **Electric Conversion of Older School Buses**: under-resourced Texas communities can not afford new buses. The Tyler sight will use vet-power to convert old buses to electrical power.
 - **Commercial Driver License (CDL) Training & Certification**: The USA has a shortfall of CDL-certified drivers. Proposed Tyler site will train drivers, technicians, and support personnel.

200,000 personnel leave military service and return to civilian life.

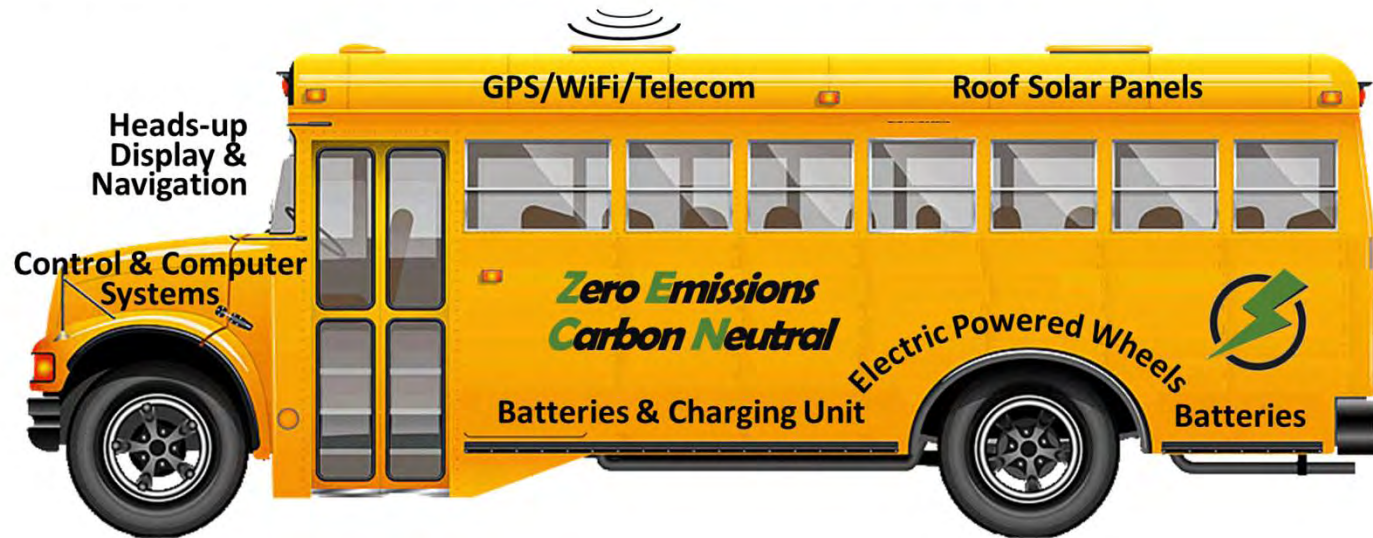
Vehicle-to-Grid Electric School Bus Pilot

- **The Pilot** will utilize ten electric school buses capable of V2G as a distributed energy resource to Amigo Energy or power homes and industries at the 1775 Duncan St. site.
- **Objective:** Improve grid load factors, reduce GHGs and air pollution, and create new Tyler businesses, jobs, and tax revenue.
- **Funding:** The Pilot will apply for funding from the 2021 \$1.2 trillion Infrastructure Bill and in-kind contributions from school bus companies, Amigo Energy, and corporate sponsors.
- **Renewable Energy:** The Pilot site will install solar arrays and other renewable energy sources as appropriate.



The 10 school buses will be available for local school district use.

Electric Bus Conversion/Retrofit



<https://www.youtube.com/watch?v=MVXWGBgYj3M>



Four older buses can be converted for the price of one new bus.

E-Bus Conversion Companies *(Sample)*



U.S. School Bus Manufacturers *(Sample)*



A NAVISTAR COMPANY



Infrastructure Bill should encourage partnerships.

One Sprung Structure: Three Lives

Enduring, Repurposable, Relocatable



1994 – 1997
Ski Resort
Arena at Work Mountain



1998 – 2008
Public Works
Vehicle Maintenance



2009 – Present
School District
School Bus Maintenance



- Advanced tension fabric building designed to withstand Level-5 hurricanes.
- Fabric membrane structures have an R-25 to R-30 energy efficiency ratings.

World's fastest way to build high-performance structures that avoids supply chain challenges and traditional construction delays.



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Conclusion



■ Jobenomics Tyler can be:

- Implemented quickly (often within one year) with a large percentage of projects funded by VA-backed loans.
- Over a thousand new employer and nonemployer 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:

- After an introductory Zoom meeting, Tyler decision-makers need to decide if a Jobenomics Tyler initiative is of interest.
- If yes, host Frank O'Donnell and Chuck Vollmer to come to Tyler and hold a town hall meeting with Tyler official, economic and real estate developers, and local investors.

Jobenomics Team is available to travel to Tyler in Sep/Oct 2021.

Questions & Contact Information

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