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



Jobenomics NW Montana will implement affordable veteran live-work communities starting in the greater Kalispell/Flathead County region.

John Porterfield, Jobenomics NW Montana Chairman

Chuck Vollmer, Jobenomics Founder

30 November 2021

Executive Summary



- The mission of Jobenomics NW Montana is to mass-produce startup businesses and careers in Flathead, Glacier, Lake, Sanders, and Lincoln counties.
- The labor force in these counties are not keeping pace with population growth and need an infusion of funding, startup and scaleup businesses, and talent.
- Raising \$200 million of federal funding for pilot programs in each county is our primary objective. Approximately \$7.2 trillion of social spending, infrastructure, and climate funding are currently uncommitted.
- The Jobenomics Veteran Owned Business Program will attract highly-skilled vets interested in using their VA-backed loans to start local businesses and build affordable single and multifamily live-work communities.
- Jobenomics has dozens of turnkey programs implementable within a year.
- Jobenomics partners with top commercial and residential builders:
 - Sprung Structures used for signature projects (e.g., Elon Musk and Jeff Bezos).
 - 200+ national entry-level home manufacturers and construction companies.
- Jobenomics has hundreds of leading experts available at no charge in developing economic, community, business, and workforce development projects

Montana leaders asked Jobenomics to develop this initiative.

Northwest Montana



Jobenomics' goal is to develop a business base and amenities to make NW Montana an all-season live-work-play-retire destination for both visitors and residents.



With more than 6 million acres of public land, 1,000 lakes, parks, hiking/biking/snowmobiling trails, wildlife preserves, heritage areas, skiing, camps, art galleries, craft breweries, and summer festivals and rodeos, NW Montana should be USA's top outdoor destination.

To achieve an all-season destination, Jobenomics has identified multiple funding sources to mass-produce startup and scaleup business and upskill/attract talented career-seekers.

Declining Working Age Population



The percent of working age adults is rapidly shrinking in relation to population. Without resilient and skilled workers, economies wither.

County	Total All Ages		Working A	Workforce Decline Relative	
	Population (2019)	Growth (2010-19)	Population (2019)	Growth (2010-19)	To Total Population
Sanders	12,113	6%	5,456	-9%	15%
Lincoln	19,980	1%	9,523	-11%	12%
Flathead	103,806	14%	53,398	7%	7%
Lake	30,458	6%	14,192	-1%	7%
Glacier	13,753	2%	6,476	1%	2%
Total	180,110	10%	89,045	2%	8%

Source: Montana.gov



The pandemic weakened the Montana workforce to a much greater extent than shown (data not yet available).

Half Working Age Adults Are Sidelined



A new approach to business creation can provide the types of jobs that will motivate the 56,312 sidelined workers to start looking for work.

Working Age Population (Age 25-64)

	Working			
County	Employed (Wage/Salary)	% Total		
Lincoln	6,779	42%		
Sanders	4,096	43%		
Glacier	4,597	47%		
Lake	11,800	52%		
Flathead	44,400	59%		

Total 7	1,672
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Sidelined					
NiLF* (Not Looking)	Unemployed (Looking For A Job)	% Total			
8,495	887	58%			
4,997	418	57 %			
4,558	556	53%			
9,962	1,145	48%			
28,300	3,099	41%			
56,312	6,105				

Source: U.S. Census Bureau, 2012-2016 American Community Survey *NiLF: BLS category for Not in Labor Force

Sidelining leads to lost skills, welfare dependency, crime, poverty, and skilled personnel emigration to areas of greater opportunity.



areavibes County Seat Livability Ratings



Livability scores do not account for the desirability of Big Sky rural areas.



Attracting new industries, businesses, and skilled veterans will increase the "livability" of these cities and the region.



Presentation Outline

- Community Development Funding Sources
- Jobenomics International Grassroots Movement
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 - Veteran Electric Vehicle Initiative
- Jobenomics Social Determinants Programs (Examples)
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- Next Steps

Social Determinants of Health (SDOH)



SDOH conditions influence health and well-being, including political, socioeconomic, and cultural factors, alongside access to proper healthcare, education, safe living places, and nutritious food.



Jobenomics SDOH initiative focuses on underserved communities.

Social Determinants Legislation





- 117th Congress (2021-2022) submitted 139 Social Determinants Of Health bills, plus the following SDOH-related bills: 46 Health Equity/Disparities, and 71 Maternal & Infant Health.
- 116th Congress (2019-2020) submitted 31 Social Determinants Of Health bills, plus the following SDOH-related bills: 23 Health Disparities, 26 Maternal Health, and 7 Coverage/Payment Reform.

Source: Aligning for Health: https://aligningforhealth.org/social-determinants-legislation

Bipartisan Congressional SDOH support is extraordinarily high.

Current Uncommitted Federal Funds



Status	Program (as of 22 November 2021)	Allowed	Disbursed/ Committed \$ Trillions	Uncom- mitted
Enacted	COVID Actions (Congress, Federal Reserve System, White House)	\$11.8	\$8.1	\$3.7
Enacted	American Rescue Plan Act	\$1.8	\$1.3	\$0.6
Enacted	Infrastructure Investment & Jobs Act	\$1.2	\$0.0	\$1.2
House Enacted	Social Spending & Climate Act	\$1.8	\$0.0	\$1.8
		\$16.6	\$9.4	\$7.2

\$7.2 trillion remains uncommitted.

If \$7.2 trillion was equally divided amongst the 3,000 U.S. counties, theoretically each county would receive \$2.4 billion.

\$200 Million Community Investment





- Congresswoman Pelosi line-itemed \$200 million in the Social Spending & Climate Act for park development in her district.
- The Presidio is an aging 1480-acre mixed-use, for profit, commercial & public park in San Francisco.

Jobenomics asserts that this level of community development is warranted <u>if</u> it produces businesses dedicated to community wellbeing.

Vet Building, Business & Home Loan Power



Veteran Status	United States	Montana	NW Montana	Flathead County	Kalispell	
Total Veterans	18,230,322	85,350	15,660	8,741	2,164	
Percent of Population	5.6%	8.0%	8.7%	8.4%	8.8%	Above Average
Veteran Owned Businesses	2,521,682	11,486	1,984	1,297	241	
Percent of All Firms	9.1%	10.2%	10.0%	10.5%	6.7%	Below Average

Source: U.S. Census Bureau

- VA Multifamily Building Loans (\$1M to \$1.4M maximum)
- SBA Veterans Advantage Startup Business Loans (\$5.0M max)
- VA Home Loans (no maximum amount, no down payment, low interest rates, and fewer or no closing costs.)



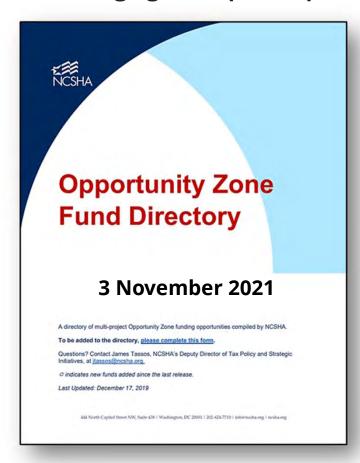
Jobenomics/HeroHomes' "veteran crowd funding" (e.g., 100 vets x \$1M = \$100M development fund).

Qualified Opportunity Funds (QOFs)



- A QOF is an investment vehicle for investing in eligible property located in an Opportunity Zone (OZone).
- As of 3 November 2021, NCSHA lists:
 - 241 total QOFs with \$48.6 billion total anticipated investment.
 - 60% target affordable housing and community development.
 - Most QOFs call for mixed-use real estate development projects.

National Council of State Housing Agencies (NCSHA)

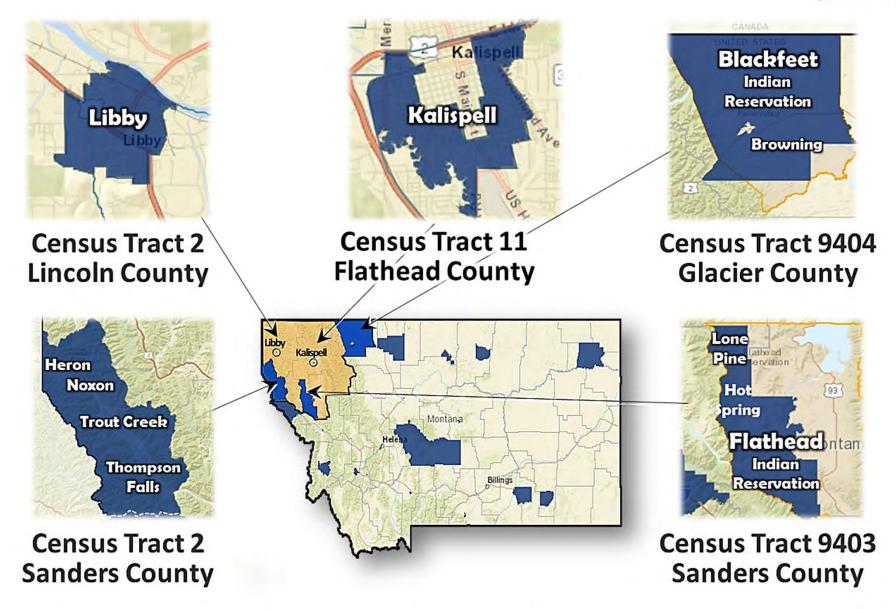


https://www.ncsha.org/resource/opp ortunity-zone-fund-directory/

Jobenomics NW Montana will focus on the five OZones in Flathead, Spencer, Lincoln and Glacier Counties.

NW Montana Opportunity Zones (OZones)





Libby Ozone is one of most underserved communities where 24% of the households are on food stamps with annual income of \$13,300.



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Jobenomics



Founder, Chuck Vollmer

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



Chuck Vollmer



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 Intellectual Capital

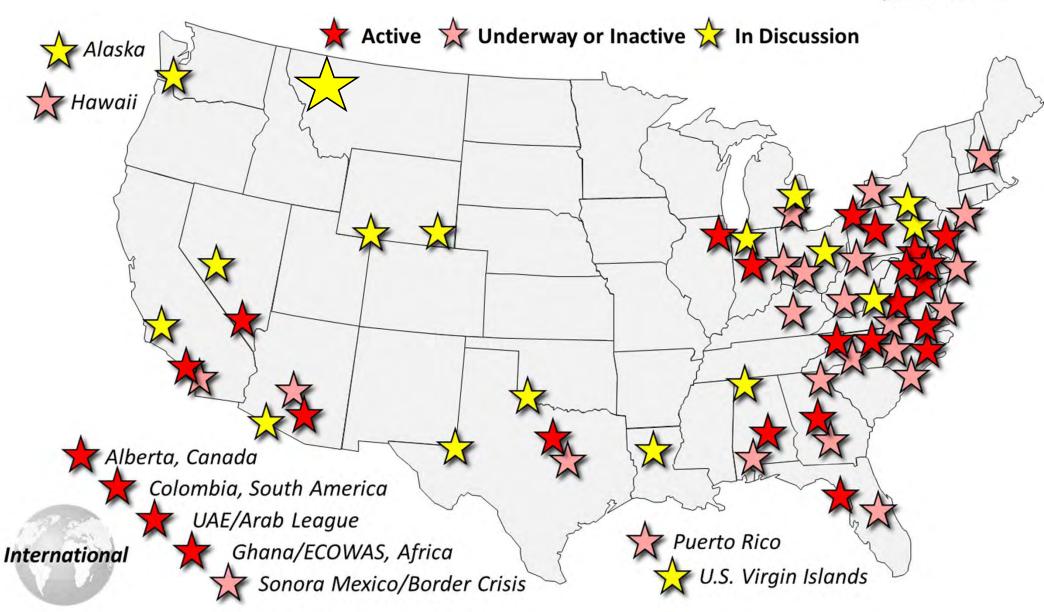




Extensive research on the economic, community, business and workforce development.

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

\$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





- 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 underserved communities lacking good-paying jobs.

Startup Businesses



WSJ "If the U.S. were creating new firms at the same rate as in the 1980s that would be the equivalent of more than 200,000 companies and 1.8 million jobs a year."

Source: Wall Street Journal analysis of U.S. Bureau Labor Statistics data

"Most city and state government policies that look to big business for job creation are doomed to failure because they are based on unrealistic employment growth models. It's not just net job creation that startups dominate. On average, one-year-old firms create nearly 1,000,000 jobs, while ten-year-old firms generate 300,000. The notion that firms bulk up as they age is, in the aggregate, not supported by data."

Source: Kauffman Foundation analysis of U.S. Bureau Labor Statistics data

Startup businesses are the seed corn for local economies. Left unattended, local economies will remain fallow or wither.



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Jobenomics Veteran Owned Business Program



- Vets have proven service expertise and skills that can transform communities.
- Retired vets can transform young adults into fully-functioning team members and responsible citizens.
- Montana has 85,000 veterans and 24,000 veteran business owners with a total potential borrowing and buying power of billions of dollars.



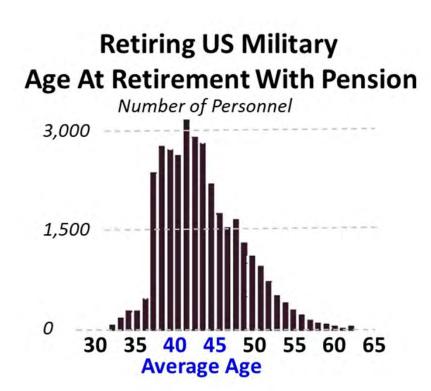
- Jobenomics Veteran Owned Live-Work Communities are:
 - Self-sufficient economically via new businesses & careers.
 - Energy-efficient, hi-tech, affordable homes.
 - Feature ultramodern facilities.

Retired veterans are often role models who can inspire and mentor sidelined workers to build meaningful careers.

Transitioning Veterans



- Every year, 200,000 personnel transition from the military and are an excellent source of fresh new talent.
- Most transitioning veterans are seeking affordable homes and a place to start a second career or business. Many prefer rural settings and smaller towns where they can raise a family.
- Every year, 40,000 retire and receive generous pensions.
 - Officers: \$65,000 per year
 - Enlisted: \$32,500 per year
 - Comparatively, Kalispell per capita income is \$26,865
- Most pensioners are prime-age (40-45) borrowers who can afford a pleasant home or start a second career or business.



Montana has 9,590 retirees with pensions. Jobenomics NW Montana will recruit transitioning vets to start a business or build homes.

Affordable Mixed-Use Communities



The \$1.75 trillion social spending and climate bill provides \$150 billion for affordable housing and one million new rental and single-family homes.



Jobenomics recently completed a detailed business plan for a mixed-use live-work-retire complex financed by VA-backed loans, which can be a model for other communities.

Veteran Owned 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



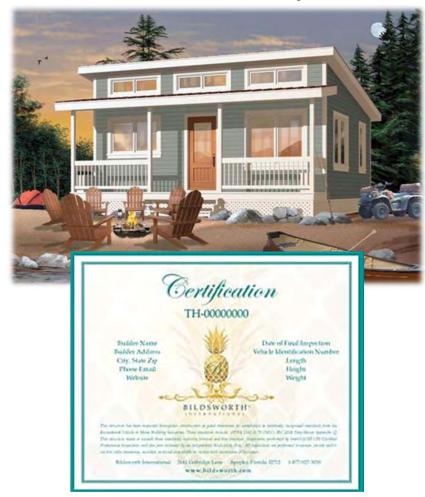
Jobenomics has access to leading home builders.

Small Home Businesses

JOBENOMICS

Northwest Montana

480 sf 2 Bedroom Cabin Style House Plan



Certified Custom Builder Tiny Home Construction





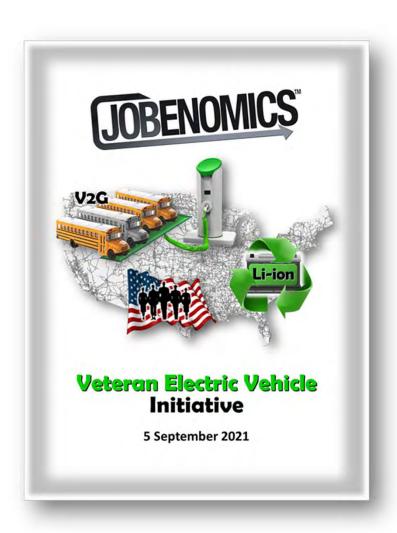
820 sf 2 Bedroom (Cat5) DIY Kit

Jobenomics can create an entry-level home industry in Montana via our relationships with 200+ modular, mobile, and traditional builders.

Jobenomics Veteran EV Initiative



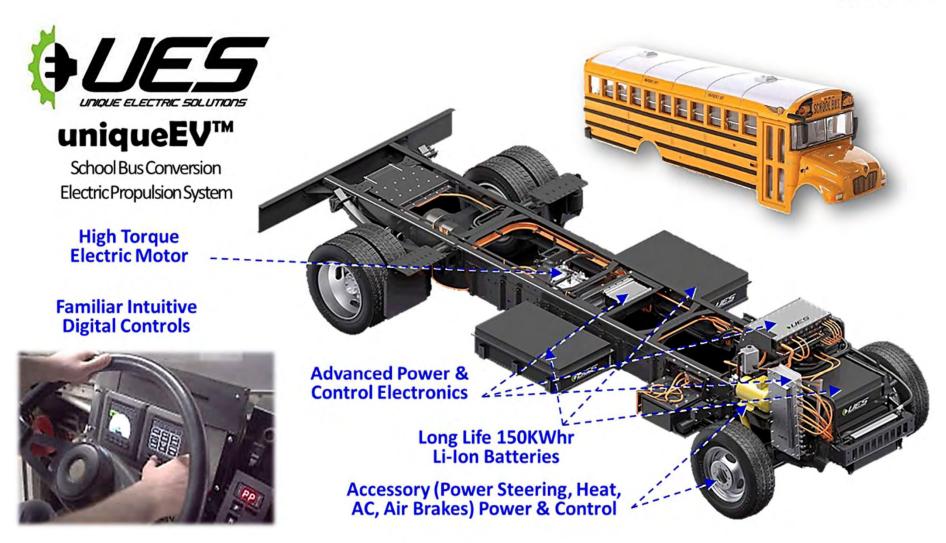
- The new Infrastructure Plan calls for transitioning to electric at least onefifth of the school bus fleet, equating to 100,000 eBuses.
- Jobenomics will upskill veterans and provide startup business and second career opportunities.
- Business Development Areas:
 - School Bus Retrofit & Conversion
 - Electric Vehicle & Second-Use Battery-Related Businesses
 - Transportation as a Service (TaaS)



The \$1.2 trillion infrastructure bill provides \$80 billion for the electrical grid, electric buses, second-life battery applications and recycling, and charging stations.

School Bus Retrofit & Conversion





Retrofitting and converting the U.S. fleet of 480,000 school buses is a huge business opportunity for major school bus companies in need of skilled labor.

Veteran EV Live-Work Community



- 600,000 military personnel serve in transportation occupations.
- 200,000 personnel transition to civilian life every year.
- To attract departing personnel and skilled vets, Jobenomics will provide affordable accommodations and a sustainable career.

Affordable Home Community Virtual Power Plant Complex *50 to 100 Acres

Jobenomics emphasizes business ownership in a live-work community designed with veterans in mind.



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Experiential Tourism & Push Marketing



Pull Advertising



Push Marketing

Push Marketing Connects Tourists:

Digitally

- Social media-driven approach
- Omni-channel content strategy
- Off-grid & satellite internet

Socialistically

- Heritage & cultural insights
- Environmental interests
- Transcendental experiences

Logistically

- Air/ground transportation
- Accommodation/supplies
- Emergency assistance
- Concierge/guide services



Traditional tourism relies on pull advertising.
Online push marketing advertises personal "bucket list" experiences.

Omnichannel Destination Planning System



Typical menu

- Concierge
- Lodging
- Transportation
- Restaurants
- Shopping
- Entertainment
- Sports/Hiking
- Medical
- Services
- Parks
- Tours/Sherpas
- Affordable Getaways



Destination planning systems orient travelers and tourists to local attractions and accommodations via interactive mobile apps.

Experiential Tourism



Millennials (largest generation) prefer junkets over sightseeing.



Adventure travel involves includes a "physical activity, a cultural exchange, or activities in nature." *Adventure Travel Association*



Eco-Tourism entails "responsible travel to natural areas that conserves the environment and sustains the wellbeing of local people." *The International Eco-Tourism Society*



Cultural Tourism entails a traveler's engagement with a region's culture, including the history, lifestyles and art of the indigenous and aboriginal people.

Glamping (glamorous camping) is an outdoor hospitality industry often associated with festivals, nature preserves and sports.









Experiential tourism involves authentic, immersive, adventurous or active travel experiences, underpinned by the "Instagram Effect" that connects friends and family to the traveler.

All Season Turnkey Business Structures



Jobenomics Digital Academy & Business Generator





Controlled Environment Agriculture (CEA) Store & Growing Center

Plastics-to-Fuel Education Center & Processing Facility





Infused Beverage Store,
Bottling & Distribution Center

These eye-popping facilities can be operation within one year and will make NW Montana a regional destination center.

Jobenomics Sprung Alliance



12,000 Sprung 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),

36

All Season Sprung Structures (Continued)



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.

Upgraded Park/Resort Facilities











Potentially ideal for all-seasons fitness programs.

Other Indoor Venues (Examples)





Esports Gaming Center



Casino



Sports Bar-Restaurant



Ideal community center for inclement weather activities.

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.

Jobenomics-ACTS FFA Veteran Community



Rosamond, California, 1200-Acre Veterans Freedom Farm





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





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

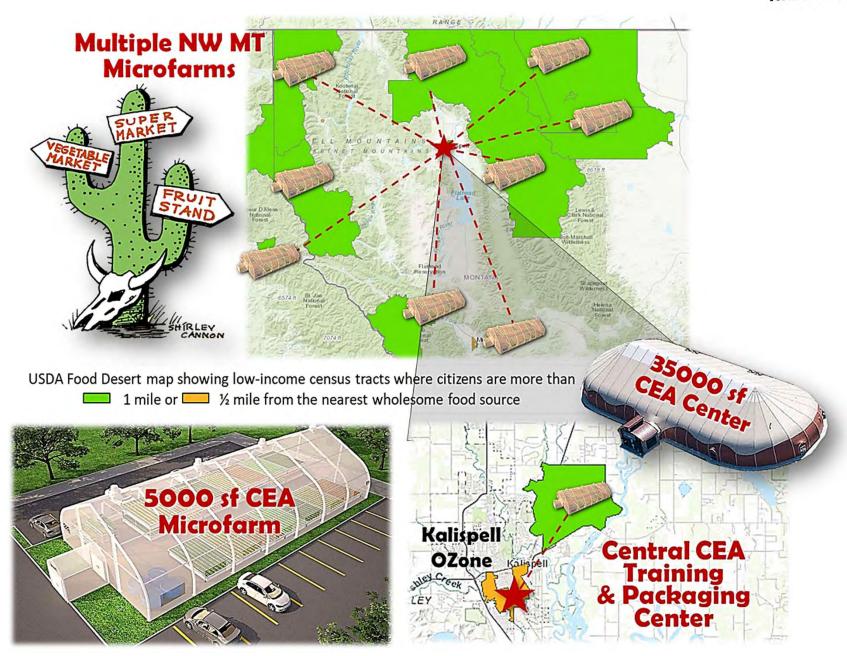




A fully-equipped, 34,500 sq. ft., CEA Center costs \$2.8 million and can be operational within 6-8 months with a 2-to-4-year payback period.

Microfarms Can Mitigate Food Deserts





One central CEA Center can service hundreds of regional microfarms.

High Dollar Value CEA Products



Common Crops

- Culinary Herbs
- Lettuce
- Spinach
- Tomatoes
- Strawberries
- Peppers
- Cucumbers











- Medicinal Herbs
- Wasabi
- Cannabis Seedlings
- Flowers
- Mushrooms
- Ground Covers
- Hemp

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

Industrial Hemp Products





Galeton has a PA State Hemp growing permit.

DIY Hemp Tiny Home/Cabin Example









DIY kit by Coexist (Blanton, PA)

- \$27K structure
- Sleeps six
- One story with loft
- 140 SF (10'D x 14'L x 16'H)
- About 1-week assembly

A Jobenomics team is developing an industrial hemp community.

Jobenomics Multiuse Microfarm Program





Our 10,000 sq. ft. CEA microfarm can be operational within four months with a 2-to-4-year payback period.



HyOx Drinking Water



Florida Bottling Plant

Jobenomics Partner, HyOx Superwater Inc., www.superwaterhyox.com



SuperWater HyOx increases the dissolved oxygen content in water by 300%, which is essential for healthy human blood and organs.

TerreHyOx Organics Applications



Soil Improvement



Tampa, Florida

Cherry Tomatoes



Sugar Cane





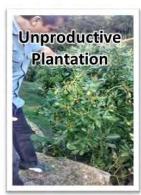




Coffee









Avocado

Limes



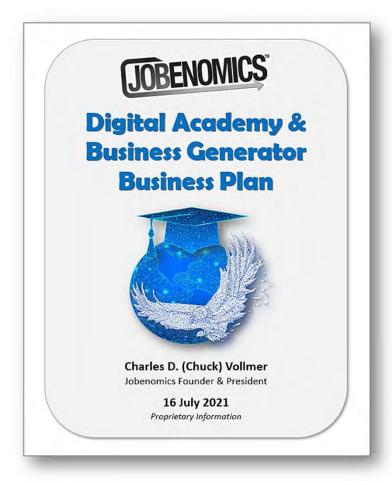
Now doubling growth of traditional agriculture in South America.

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.

160-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



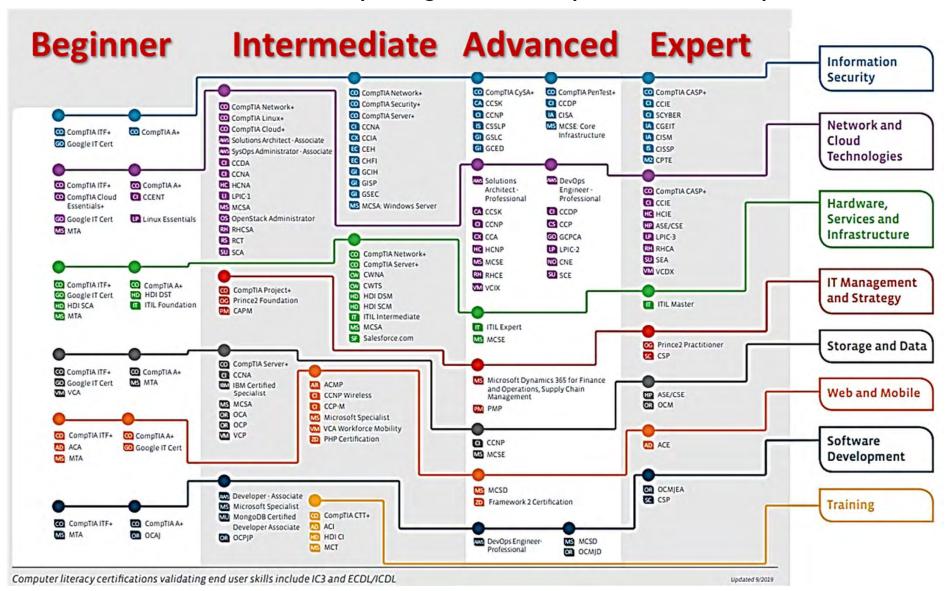


According to James McQuivey, a digital economy startup is at least 100-times easier to create and has 10-times the number of innovators that can innovate at 1/10th the cost of the traditional economy.

Digital Economy 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.

Jobenomics-Sprung Structure Digital Academy & Business Generator Facility





Our 19,500 sq ft Digital Academy & Business Generator can be operational within 8 months with a payback period of 3 years.

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



The \$1.75 trillion social spending and climate bill provides \$150 billion for a Medicaid program that supports in-home health care.

Mobile Level-2 Healthcare & Biosafety Lab



Jobenomics Partner, https://alephdiagnostics.com













Level-2 biosafety labs mitigate infectious agents or toxins that pose a threat to critical enterprises (government, schools, businesses, airports). They also facilitate returning people to work and children to school. It also provides a new source of revenue for local communities.



High-End RT-PCR Analyzers

Our Analyzers can process up to 30,000 tests per day.

Navigation Centers For The Homeless, Refugees & Abused Women/Children





Sprung "Navigation" Center







Sprung has dozens of Navigation Centers across the USA. The Jobenomics-Sprung team has proposed navigation centers for displace for Southern Border and Afghani refugees.

Conclusion



The Jobenomics NW Montana programs can be:

- Implemented quickly (often within one year). Detailed business plans are available for major programs.
- Thousands of new businesses and jobs would be created.
- Jobenomics programs are scalable and repeatable, thereby transforming Western New York' labor force and economy.

Next steps:

- Local officials need to decide if a Jobenomics NW Montana initiative is of interest.
- If yes, the Jobenomics team will work with local official to produce business plans.

Our success depends on the level of local support.



Contact Information

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*Largest U.S. network of volunteer, expert small business mentors

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