

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



JOBENOMICS™
Pennsylvania Wilds

The **Jobenomics Pennsylvania Wilds Veteran Owned Business Program (JVOBP)** will implement affordable live-work communities in the Pennsylvania Wilds Region starting with highly-scalable programs in Tioga and Potter Counties.

Gary Helffenstein, Jobenomics SCORE* Director

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

Chuck Vollmer, Jobenomics Founder

28 October 2021



Presentation Outline

- **About Jobenomics & Pennsylvania Wilds Region**
- **Proposed Tioga & Potter County Example Programs**
 - **Affordable Veteran-Owned Housing**
 - **Veteran Electric Vehicle Initiative**
 - **Experiential & Adventure Tourism**
 - **Controlled Environment Agriculture**
 - **Digital Academies & Business Generators**
 - **Social Determinants of Health**
- **Next Steps**

Jobenomics



Chuck Vollmer

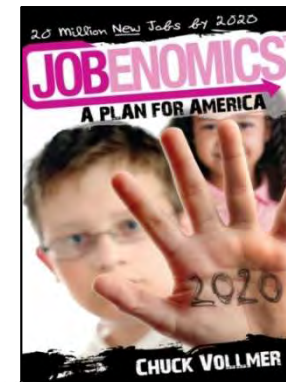


Founder, Chuck Vollmer

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

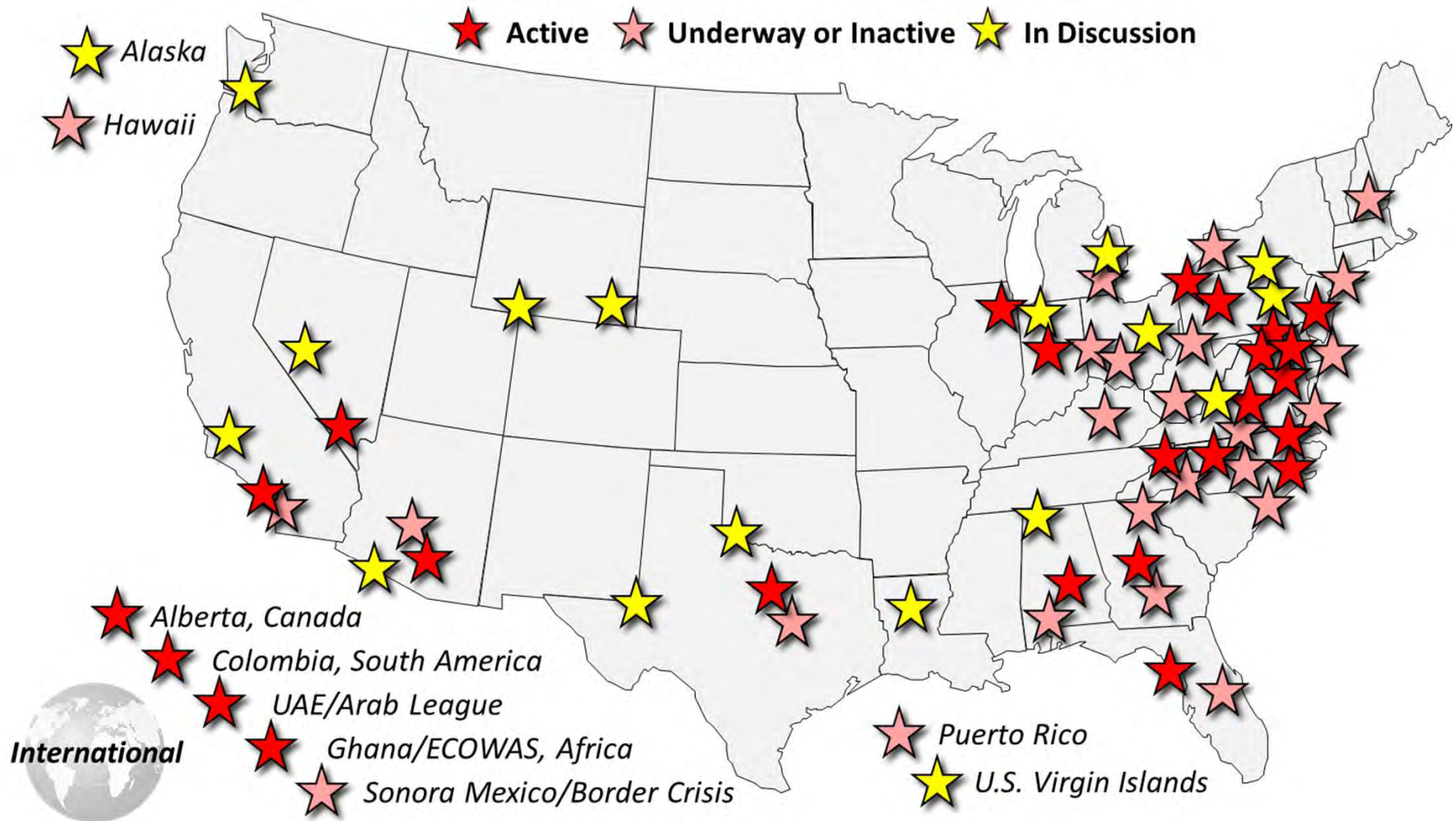
Jobenomics Intellectual Capital

JOBENOMICS™
Pennsylvania Wilds
Veteran Owned Business Program



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

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



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

Jobenomics Veteran Owned Business Program

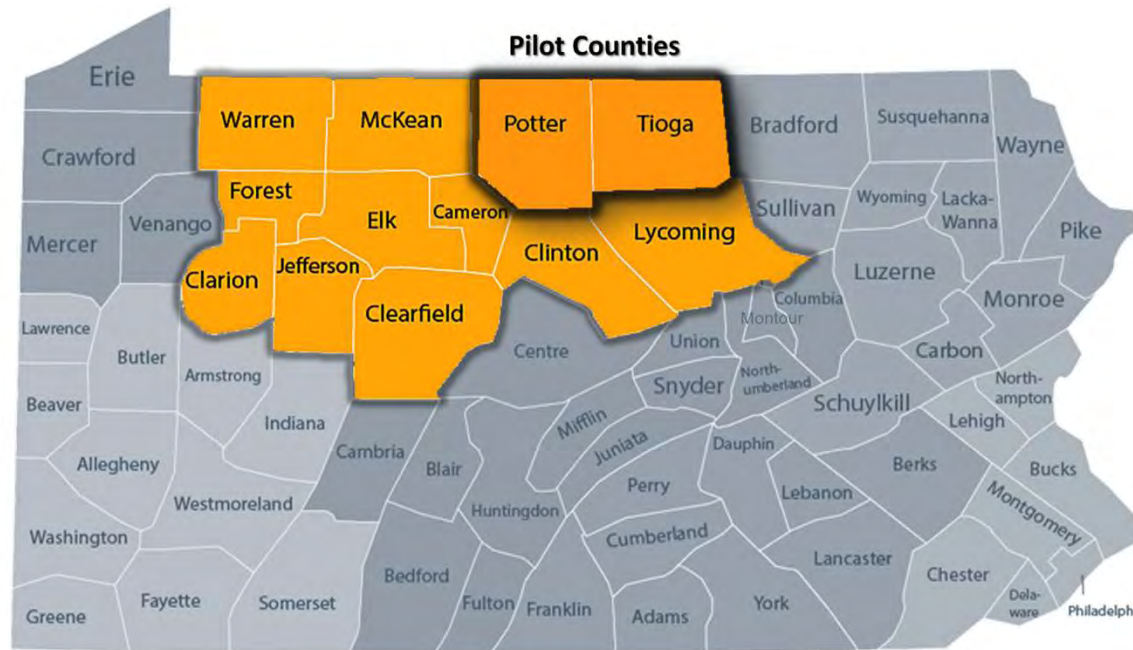


- Vets have proven service expertise and skills that can transform impoverished and crime-ridden neighborhoods.
- Retired “**super sergeants**” can transform young adults into fully-functioning team members and responsible citizens.
- PA Wilds Region has 39,021 veterans with a **total potential borrowing 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.**
 - **Ultramodern facilities.**



Retired “super sergeants” are role models who can inspire and mentor sidelined workers to build meaningful careers.

The PA Wilds Region



- 2+ million acres of public land with 29 state parks, 8 state forests, 50 state game lands, and 500,000-acre Allegheny National Forest
- Two national wild & scenic rivers (Allegheny & Clarion)
- Heritage areas, camps and museums throughout the region

Despite its natural beauty, the PA Wilds Region is losing population. Every year, 200,000 veteran reenter civilian life are looking for affordable homes and a place to start a career or business.

Veteran Borrowing & Buying Power



Veteran Status	United States	Pennsylvania	PA Wilds (12 Counties)	Tioga County	Potter County
Total Veterans	18,230,322	759,474	39,021	3,638	1,450
Percent of Population	5.6%	5.9%	7.9%	9.0%	8.8%
Veteran Owned Businesses	2,521,682	97,969	4,870	533	93
Percent of Population	9.1%	10.0%	12.8%	13.8%	6.4%

Source: U.S. Census Bureau QuickFacts

- VA **Multifamily Building** Loans (**\$1M to \$1.4M** maximum)
- 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 has detailed business plans for a mixed-use live/work/retirement complex **financed by VA-backed loans**, which can be a model for PA Wilds communities.



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Affordable Mixed-Use Communities



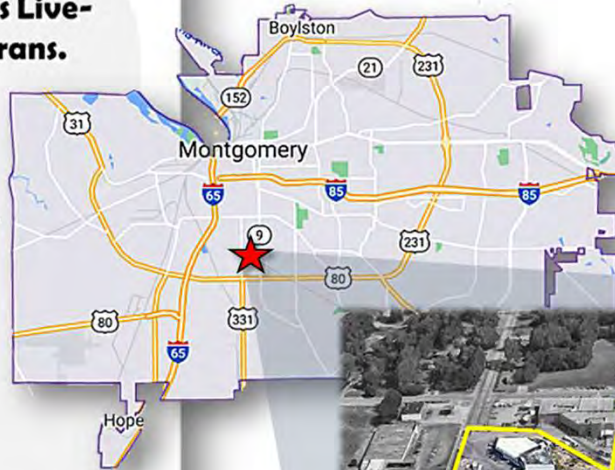
The Greg Calhoun Jobenomics Live-Work Community For Veterans.



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 **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

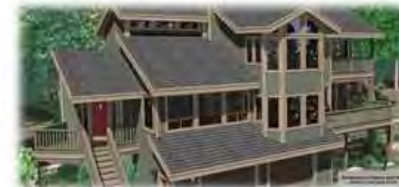
One-Level 768 sf x 4 units =	3,072 sf x \$105 =	\$322,560 or \$80,640 each
Two-Level 1,005 sf x 4 units =	4,020 sf x \$105 =	\$422,100 or \$105,525 each
Three-Level 1,225 sf x 4 units =	4,900 sf x \$105 =	\$514,500 or \$128,625 each



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.

Proposed Rural Revitalization Programs



Jobonomics Digital Academy & Business Generator



Plastics-to-Fuel Education Center & Processing Facility



*Rooftop
Model*

**Revitalized
Small Towns**



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 PA Wilds 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).

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.

Upgraded Ski Resort Facilities

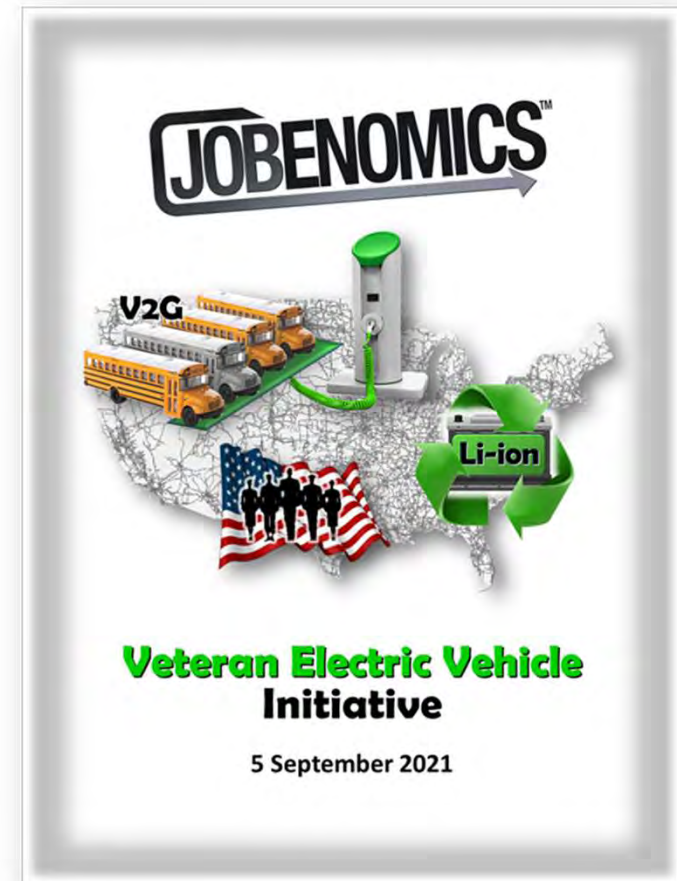


Potentially ideal for revitalizing the closed Denton Hill ski resort.

Jobenomics Veteran EV Initiative



- Jobenomics Veteran EV Initiative will emphasize business ownership in a live-work community.
- The new Infrastructure Plan calls for transitioning to electric at least one-fifth 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)**



Jobenomics is currently identifying strategic partnerships with leading EV-related companies and institutions.

School Bus Retrofit & Conversion

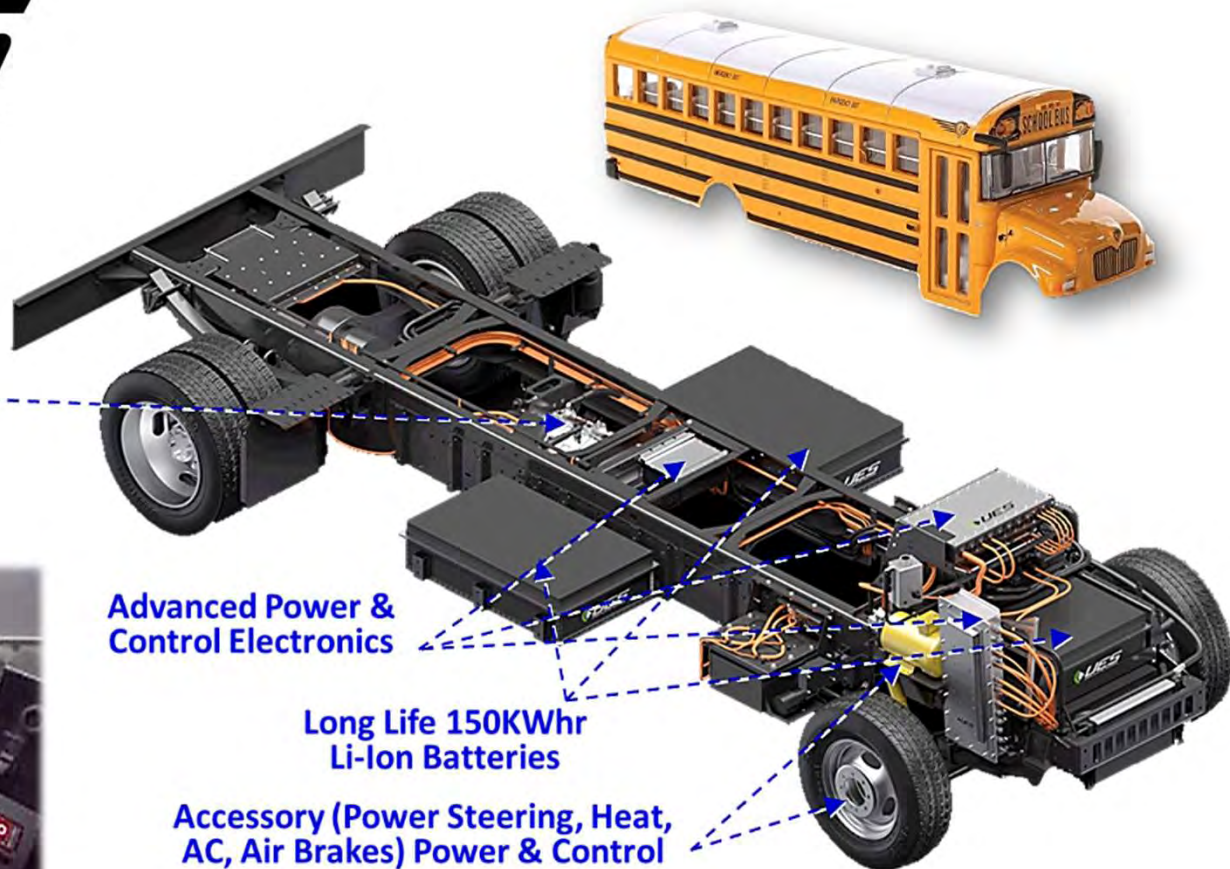


uniqueEV™

School Bus Conversion
Electric Propulsion System

High Torque
Electric Motor

Familiar Intuitive
Digital Controls



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.

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.

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.

Small/Tiny Home Businesses

480 sf 2 Bedroom Cabin Style House Plan



**Certified Custom Builder
Tiny Home Construction**



820 sf 2 Bedroom (Cat5) DIY Kit

Jobenomics can create a small/tiny home industry in PA Wilds.

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



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.

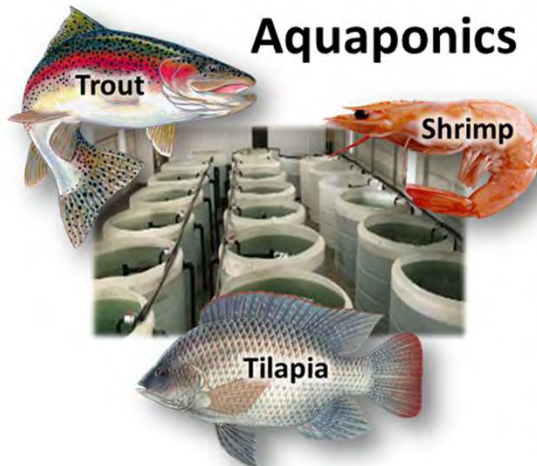
Jobenomics-Sprung CEA Facility



Hydroponics



Aquaponics



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.

High Dollar Value CEA Products

Common Crops

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



Specialty Crops

- Medicinal Herbs
- Wasabi
- Cannabis Seedlings
- Flowers
- Mushrooms
- Ground Covers
- Ornamental Grasses

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

Jobenomics Microfarm Program



Our 5,000 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

JOBENOMICS™
Pennsylvania Wilds
Wild Business Program

Soil Improvement



Cherry Tomatoes



Sugar Cane



Limes



Coffee



Avocado



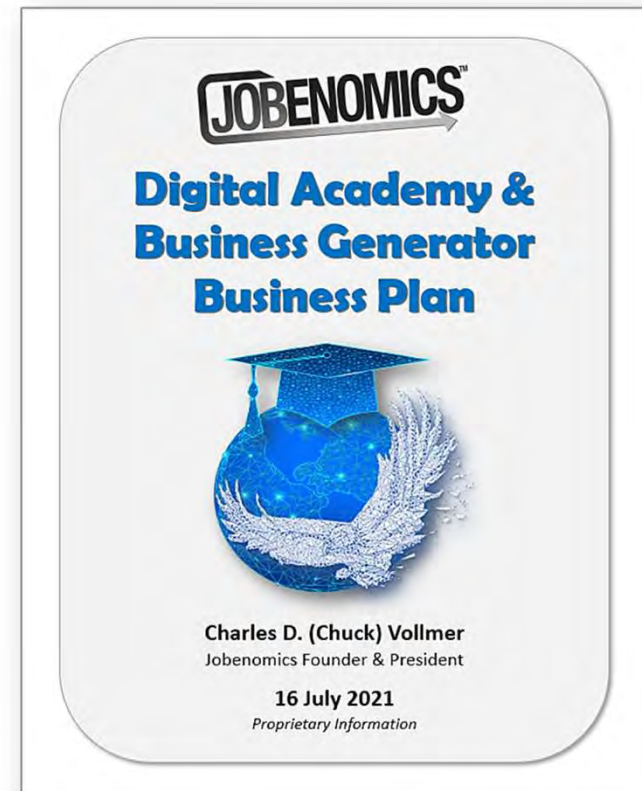
Now **doubling growth** of traditional agriculture in South America.

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



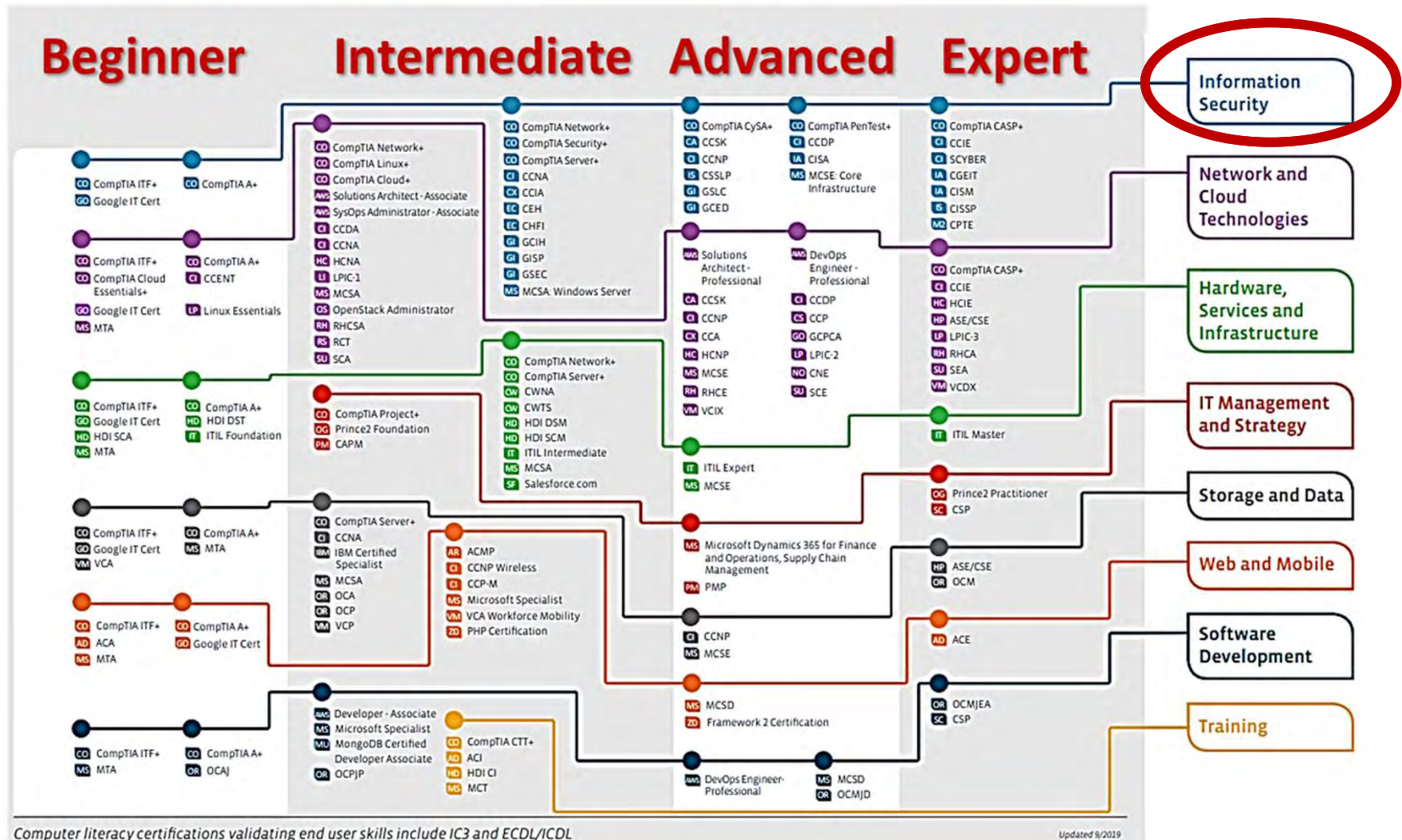
- E/M Commerce
- On-Demand Economy
 - Sharing Economy
- Apps/Bots/AI Economy
 - Platform Economy
 - Creator Economy
 - Gig Economy
- Data-Driven Economy
 - IoT Economy



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.

Renewable Energy Businesses & Green Jobs



Net Zero Buildings & Communities Installation & Maintenance Businesses



Energy Audit, Weatherization & Renovation Businesses

The Energy Technology Revolution will create millions of new micro-business opportunities, such as independent contractors.

Jobenomics-Sprung Structure Digital Academy & Business Generator Facility



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

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.

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.

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.

Jobenomics Direct-Care Program



Direct-Care Services

- Healthcare
- Social assistance
- Behavioral-care
- Elder-care
- Child-care



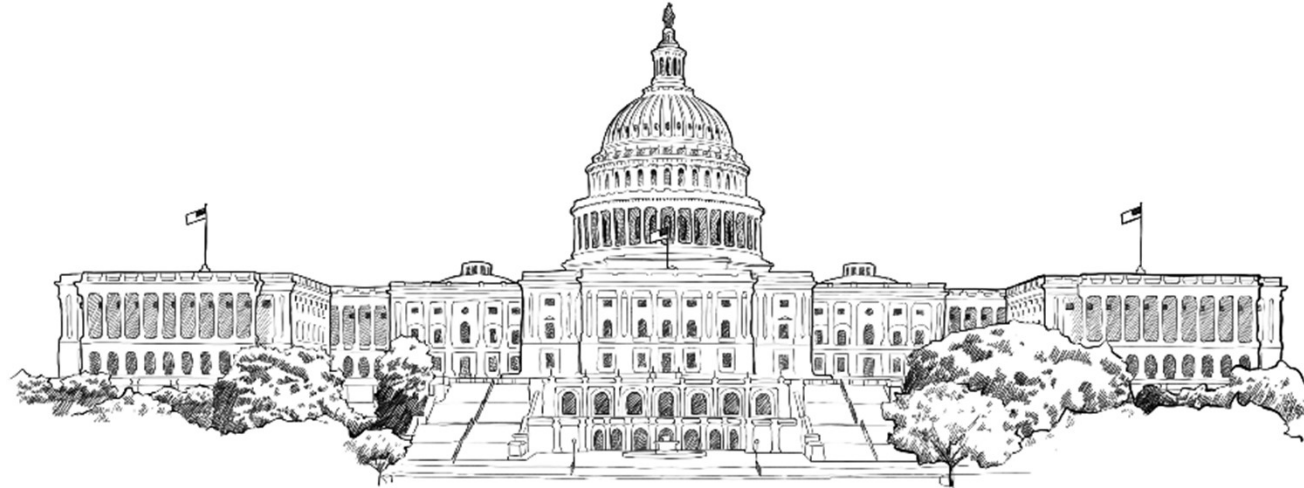
Direct-Care Center

- Information & Call Center
- Training & Certification Center
- Management and Quality Control



Former women head-of-households are ideal for direct-care jobs.

Social Determinants Legislation



- **117th Congress** (2021-2022) submitted **132 Social Determinants Of Health** bills, plus the following SDOH-related bills: **41 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**, **28 Maternal Health**, and **7 Coverage/Payment Reform**.

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

Bipartisan Congressional SDOH support is extraordinarily high.

Recent Federal SDOH-Related Funding



Status	Program (as of 20 October 2021)	Allowed	Disbursed/ Committed	Uncom- mitted
\$ Trillions				
<i>Trump & Biden Administrations COVID Actions</i>				
Enacted	COVID Federal Reserve (Central Bank) Actions	\$6.8	\$3.7	\$3.0
	COVID Legislative (Congress) Acts	\$4.1	\$3.5	\$0.6
	COVID White House Actions	\$0.9	\$0.7	\$0.2
Enacted	American Rescue Plan Act (COVID-19 Stimulus)	\$1.8	\$1.2	\$0.6
Subtotal		\$13.6	\$9.1	\$4.4
<i>Biden Administration "Build Back Better" Plan Elements</i>				
Senate Enacted	"Physical" Infrastructure Investment & Jobs Act	\$1.2	\$0	\$1.2
Proposed	"Social Infrastructure" Reconciliation Bill	\$3.5	\$0	\$3.5
Grand Total		\$18.3	\$9.1	\$9.1
Minus Federal Reserve & \$3.5T Reconciliation Bill				\$2.6

\$2.6 to \$9.1 trillion remains uncommitted.

**If only \$1 trillion was used for SDOH-related programs,
theoretically each Congressional District would get \$2.3 billion.**

Conclusion



- **The Jobenomics PA Wilds 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 PA Wilds 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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