

**The economics of business, job,
wealth and revenue creation.**



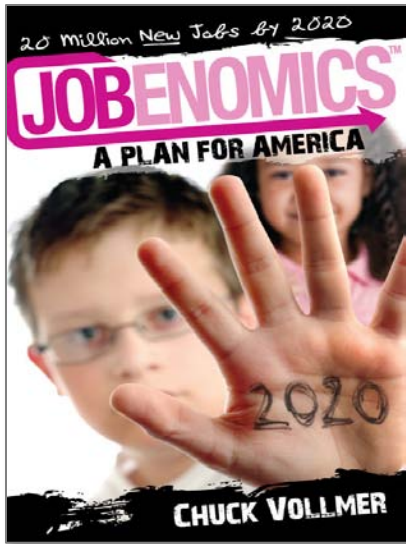
JOBENOMICS™

**California
Women-Owned Business Initiative:
1 million new businesses by 2020.**

Chuck Vollmer

Jobenomics, Author and Founder

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Plan for America (Book & Blog)

- Details threats to our economy
- Focused on economics of business, job, wealth and revenue creation emphasizing small, emerging and self-employed businesses
- Provides detailed plans for American business and jobs creation

Bipartisan Grassroots Movement

- Following of 2 million people
- Significant political interest (Fed, state, local)

Proof-of-Concept Projects

- Six highly scalable business generation projects underway
- Raising private sector capital

Free Self-Employment Survey



20 by 20 Goal: 20 million new US private sector jobs by year 2020.

Jobenomics *20 by 20* Campaign Plan

10 Million New Jobs

Small & Self-Employed Businesses

- **Women-owned business initiative**
- Community-based business generators
- Direct-Care (elder, child, healthcare) Centers
- Real estate owned (REO) property initiative
- Cloud computing initiative
- Business ministries
- Capital to the base-of-the-pyramid initiative

10 Million New Jobs

Large US Businesses

2 Million New Jobs (10%)

Foreign Businesses

3 Million New Jobs (15%)

- Bring foreign manufacturing back to the USA
- EB-5 foreign investor program

Energy Tech Revolution Plan

5 Million New Jobs (25%)

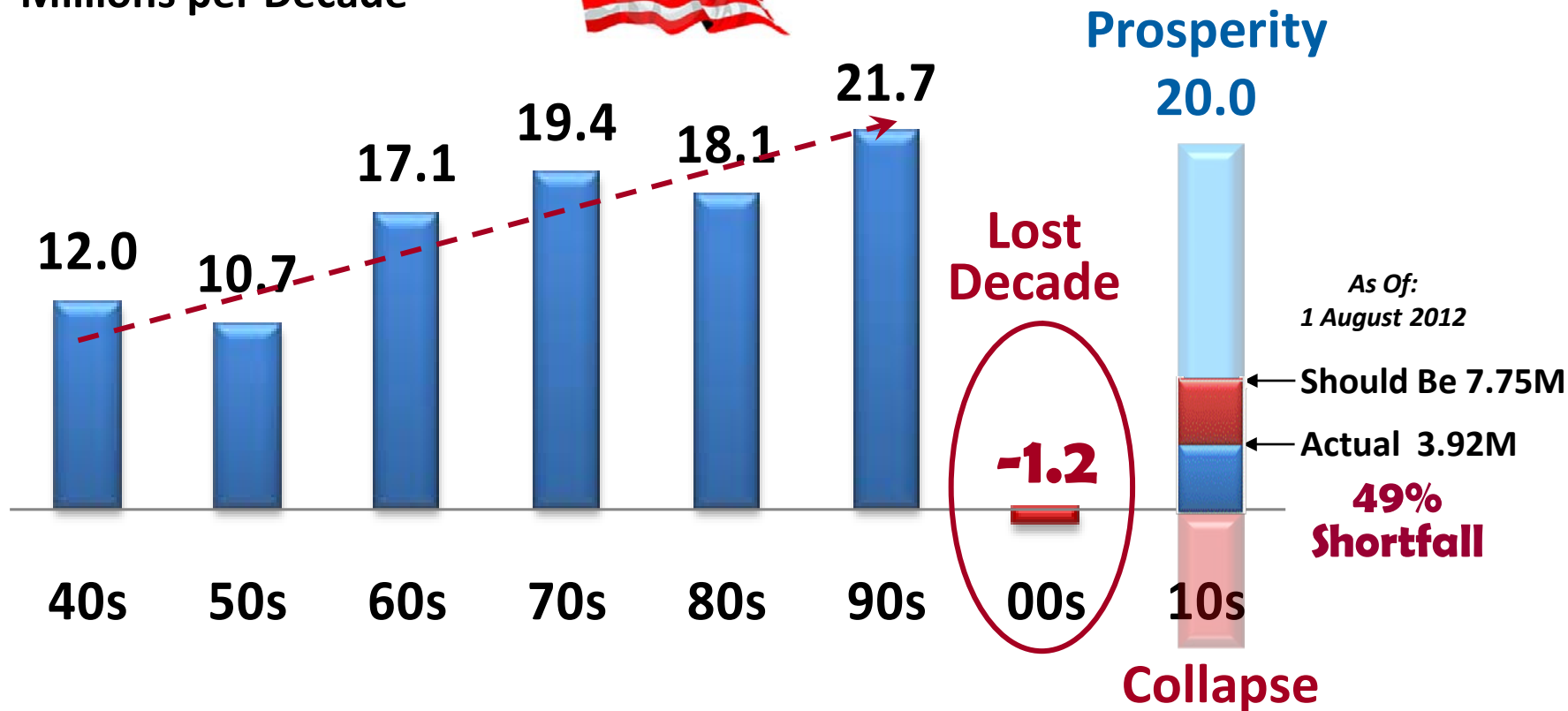
- Electronic waste program
- Emerald Planet initiative
- System-of-systems approach to:
 - Energy independence
 - Energy assurance

Emerging Businesses

18 million new US small, self-employed, and emerging businesses.

Lost Decade

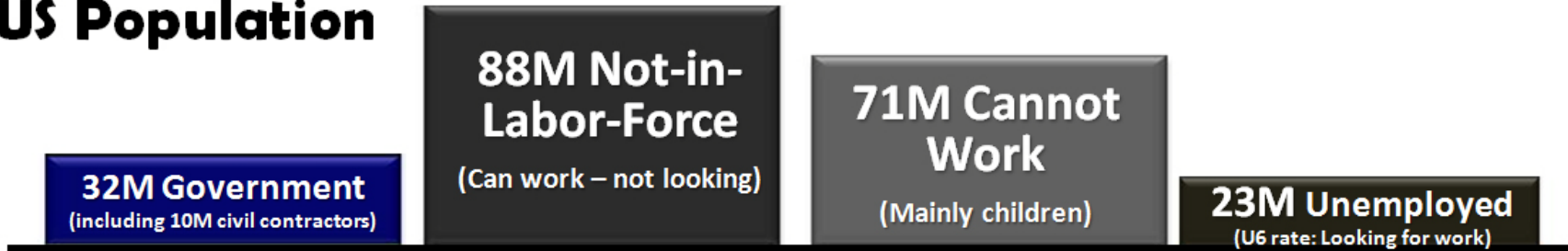
Total New US Jobs
Millions per Decade



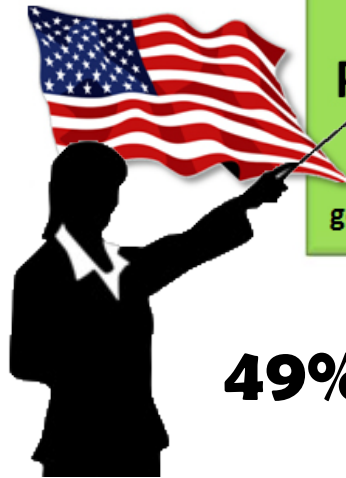
Jobenomics believes that lost decade losses indicate a structural flaw rather than an anomaly. Therefore different solutions are needed.

Too Few Supporting Too Many

314 Million Total US Population



Source: US Bureau of Labor Statistics, Jobenomics
Note: Totals do not add due to rounding.



**Financially Supported By
32% Of The Population
In The Private Sector
Labor Force**

49% Women

The private sector is decreasing while its overhead is increasing.

Employment by Sector

Industry Employment Growth This Decade (10s)

Thousands of Jobs (000s)

1 January 2010 - 1 September 2012

22% Women



Goods-Producing Industries

Manufacturing
Mining/logging
Construction

Service-Providing Industries



Professional and business services
Education and health services
Trade, transportation, utilities
Leisure and hospitality
Financial activities
Other services
Information (non Internet)

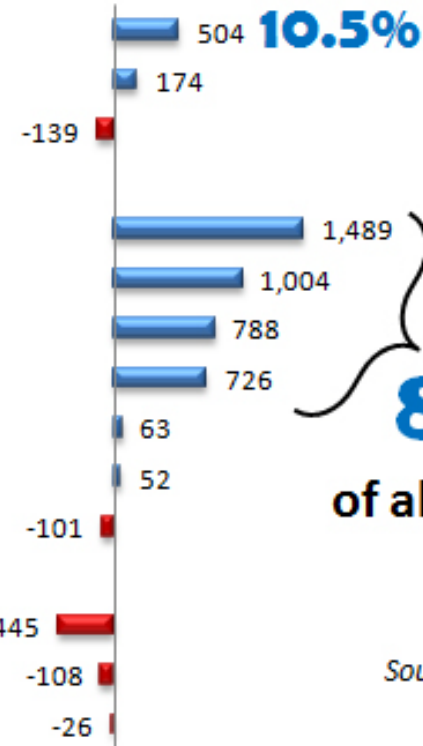
53% Women

Government



Local
State
Federal

57% Women



83.5%
of all new jobs

Source: BLS Data

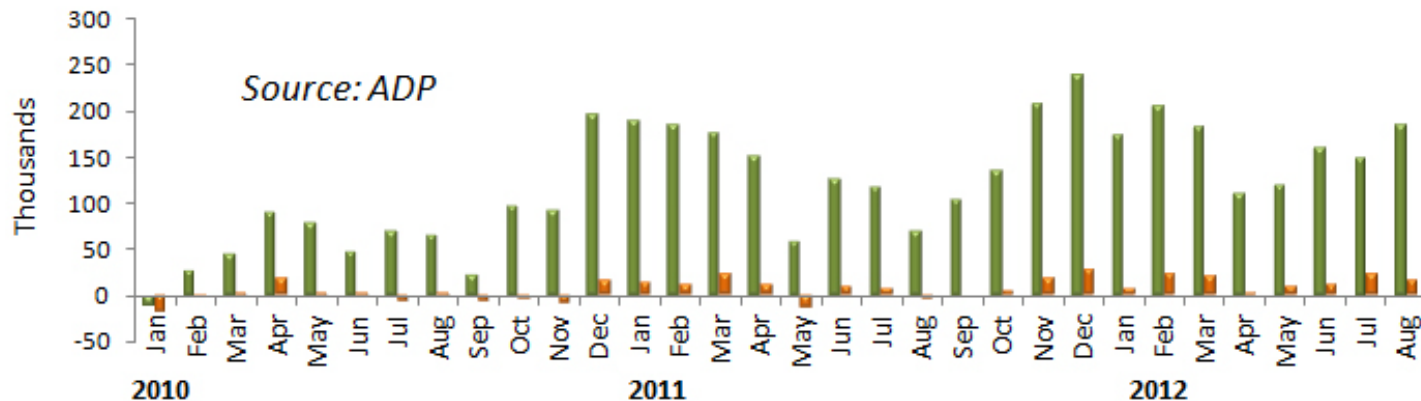
Manufacturing gets most attention but service-providing industries are providing the vast majority of new jobs.

2010' Jobs Growth: 95% Small Business

US Small & Large Business Jobs Creation

1 January 2010 to 1 September 2012

■ Small Business (< 500 Employees) =	3,881,000	(94.5%)
(< 50 Employees) =	1,936,000	(47.1%)
■ Large Business (500+ Employees) =	227,000	(5.5%)



Women are founding businesses at 1.5x the national average.
California is #1 for women-owned businesses (1.1M firms).



- **The 2010s should be the decade of women-owned businesses:** greater financial needs and incentives, more qualified women and heads of households, more opportunities, highly educated, and less cultural barriers.
- **10.1 million US women-owned businesses:**
 - 90% of women-owned firms are self-employed businesses
 - Overall economic impact at \$2.8T with 23 million direct and indirect employees
- **Generate over 70% of all new small business start-ups**

Jobenomics proposes a California Women-Owned Business Initiative with a goal of 1,000,000 new business by year 2020.

- Develop Jobenomics Community-Based Business Generators for women-owned business creation in California municipalities.
- Business generators mass-produce small, emerging and self-employed businesses, via Jobenomics initiatives such as:
 - Direct-Care (Elder-, Child- and Health-care)
 - Directs Sales
 - Green Jobs (Information Technology, Environmental)
 - Retail and Hospitality
 - Real Estate Owned properties (Foreclosures)
 - Business Ministries (Non-Profits)
- Business generators coach, train, certify and finance business creation and provide post-creation support and networking.

Question for this audience: Is California ready for a California Women-Owned Business Initiative?