Jobenomics: The economics of job and small business creation.



Jobenomics New York City Goal: Create 500,000 net new private sector jobs in New York City within the next 10 years with emphasis on minorities, women and new workforce entrants.

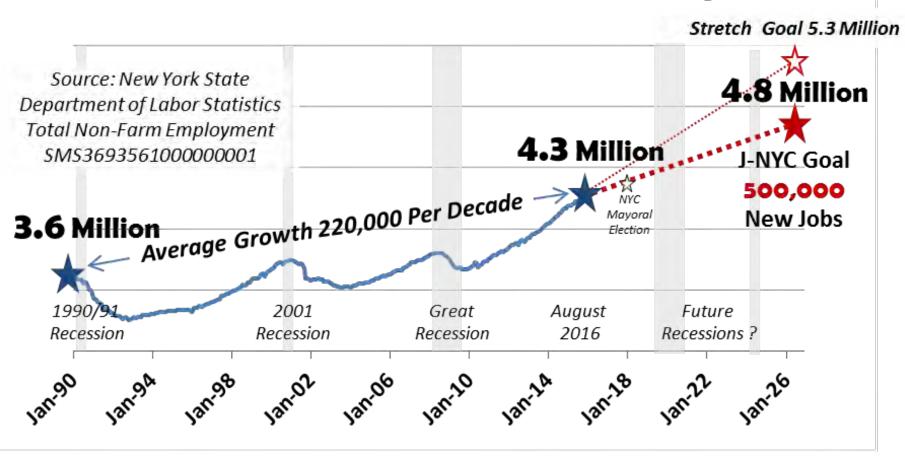
Rev. Michel Faulkner & Chuck Vollmer

14 August 2016

Jobenomics New York City (JNYC)



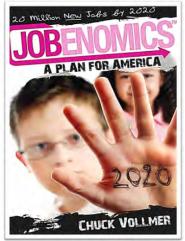
J-NYC Plan: 500,000 Net New Jobs By 2026



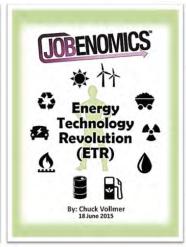
Increase NYC's historical job creation rate from 220,000 to 500,000 new jobs per decade, with a stretch goal of 1,000,000 new jobs by 2026.

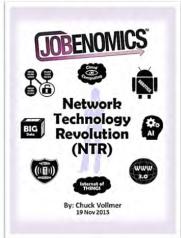
Jobenomics National Grassroots Movement











Plan for America (Book, Research, Initiatives & Blog)

- Focused on the economics of small and self-employed businesses and job creation for women, minorities, new workforce entrants and other hopefuls who want to work.
- Provides detailed plans for American business and jobs creation

Bipartisan National Grassroots Movement

- Following of over 2 million people nationwide
- Highly scalable business generation projects underway in numerous cities and states.

U.S. Goal: 20 million new U.S. private sector jobs every 10 years.

Jobenomics New York City (JNYC)





Leadership

Michel Faulkner

- Rev. Michel Faulkner, Candidate for Mayor of New York City, and Chuck Vollmer, Jobenomics Founder and President
- Develop a Jobenomics New York City initiative with active participation of community leaders and decision-makers

JNYC Goal: 500,000 Net New Jobs for the Five Boroughs of NYC

- Implement Jobenomics Community-Based Business Generators to mass-produce startup businesses and skills-based training
- Concentrate on local small business and workforce development

Current status: Developing strategic plan and determining interest

JNYC Plan Key Points



- Jobs do not create jobs, businesses do. Small businesses employ 80% of all Americans and created 80% of all new jobs this decade.
- JNYC will focus on mass-producing small businesses with emphasis on the demographics with the highest need and potential: women, minorities, new workforce entrants and other hopefuls.
- Manhattan provides the vast majority of jobs in NYC. JNYC will tailor its business and job creation efforts across all five NYC boroughs according to their needs and employment opportunities.
- NYC per capita income is at or below national average for every borough except Manhattan, which is well above average. NYC unemployment rates are also above the national average.
- JNYC is implementing a Jobenomics Community-Based Business Generator in Harlem with plans to expand citywide to fill current open jobs, as well as new high growth employment areas and new Jobenomics NYC initiatives such as direct-care and urban mining.

Focus on highly-scalable business and job creation opportunities.

Goal: 500,000 Net New Jobs in 10-Years



NYC Job Creation Comparision

林林林林	Historical Average Per Decade 1990-2016	Next Decade 2016-2025 JNYC Goal
Manhatten	45,702	50,000
The Bronx	44,802	125,000
Brooklyn	48,358	125,000
Queens	68,629	150,000
Staten Island	12,956	50,000
NYC Total	220,447	500,000

Source; Bureau of Labor Statistics

JNYC Initial Job Creation Plan

Category	New Jobs	
Filling Current Open Jobs	25,000	5%
New High Growth Jobs	225,000	45%
Healthcare & Social Assistance	125,000	25%
Other High Growth Occupations	100,000	20%
New & Emerging Areas	150,000	30%
Digital Economy/E-Commerce	100,000	20%
Energy Technology Revolution	50,000	10%
J-NYC Initiatives (Examples)	100,000	20%
Direct Care Center	50,000	10%
Urban Mining	25,000	5%
Construction, Renovation	25,000	5%

500,000 100%

Jobenomics New York City plan is still in the development phase. Consensus building, participation and sponsorship is underway.

Jobenomics Community-Based Business Generator (JCBBG) Process



Labor Pool of People Interested In Workfare



Top Candidates Selected By Schools, Non-Profits, Churches, Sports Teams, Etc.

Top Candidates



JCBBG Candidate Interviews, Aptitude Testing and Counseling



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Sent To Other
Educational and
Training Centers
for Career
Development

JCBBG Leadership, Skills-Based Training and Certification Programs



Hired by Existing
Companies
Looking For PreQualified
Employees



Start Small Business



Presentation Outline

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Concluding Thoughts and Contact Information

New York Metro Population At A Glance



Primary Census Location Source: U.S. Census Bureau		Population (2015)	Population Density (sq mi)
w York-Newark, NY-NJ-CT-PA Combined Statistical Area		23,723,696	1,781
New York-Newark-Jersey City, NY-NJ-PA Metropolitan Statistical Area		20,182,305	1,346
New York–Jersey City–White Plains, NY–NJ Metropolitan Division		14,413,079	N/A
New York City (5 Boroughs)		8,550,405	27,858
	Brooklyn (Kings County, NY)	2,636,735	37,137
1635	Queens (Queens County, NY)	2,339,150	21,460
	Manhattan (New York County, NY)	1,644,518	72,033
	The Bronx (Bronx County, NY)	1,455,444	34,653
	Statten Island (Richmond County, NY)	474,558	8,112

- Primary focus of JNYC is on New York City and its five boroughs with emphasis on job and small business creation.
- The New York Metropolitan Division and Statistical Areas require workers and skills that can be sourced from the NYC labor pool.
- Population density is a key consideration for business creation.

New York City is home of 9 million people and 4 million employees.

New York City

Source: www.dataUSA.io



Population 8.5 million

White: 2.74 million (32.3%)

• Hispanic: 2.46 million (29.0%)

Black: 1.89 million (22.3%)

Asian: 1.16 million (13.7%)



 $oldsymbol{\gamma}$ Minority Majority City

Median income: \$52,996 (National average: \$54,964) 4% Below

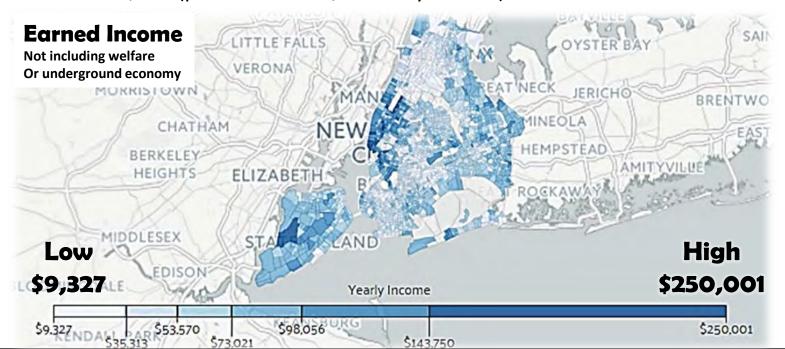
Poverty level (National average: 15.5%)

Hispanic: 698,697 (percent of race/ethnicity: 28.4%)

Black: 476,124 (percent of race/ethnicity: 25.2%)

Asian: 241,639 (percent of race/ethnicity: 20.8%)

White: 540,869 (percent of race/ethnicity: 19.7%)

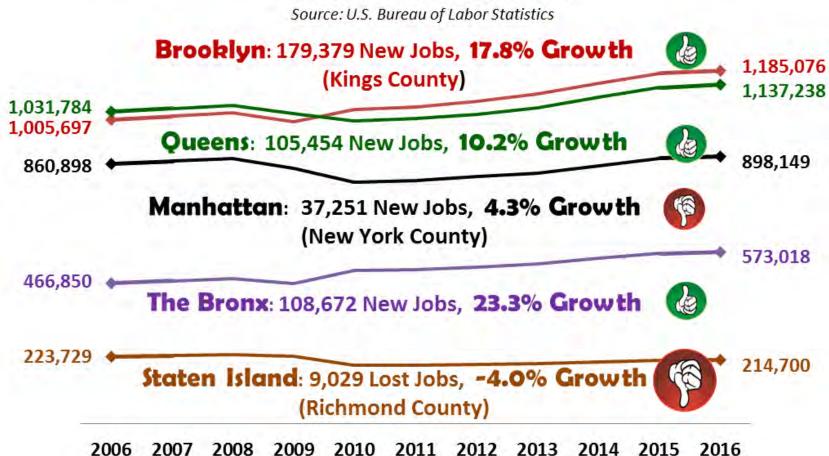


NYC Job Growth: A Mixed Picture



NYC Borough Employment Growth Last Decade

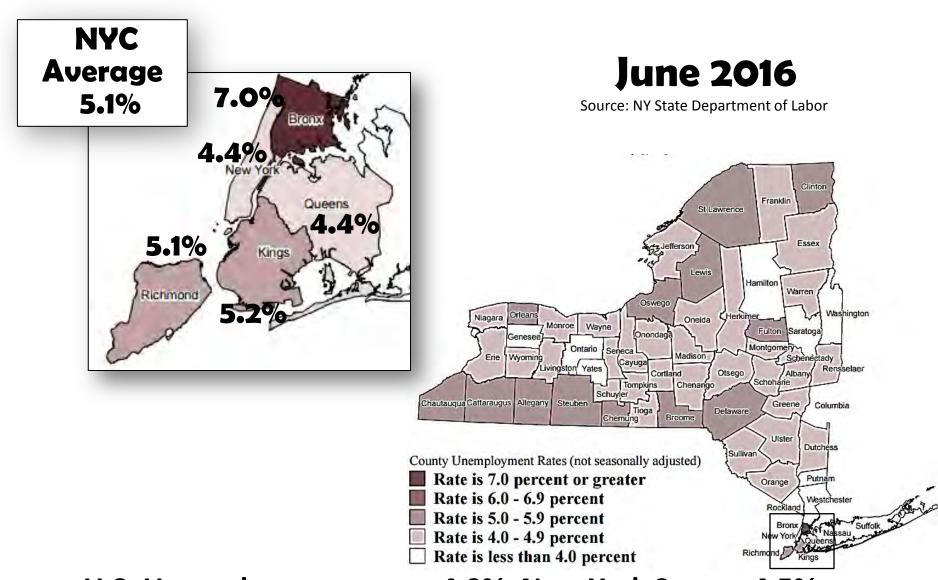
1 January 2006 to 1 April 2016



Average Employment Growth Last Decade: U.S.=7.2%, New York State=3.5%, NY-NJ MSA=7.2%, NYC=11.8%, Staten Island=-4.0%

Unemployment: Mixed Picture

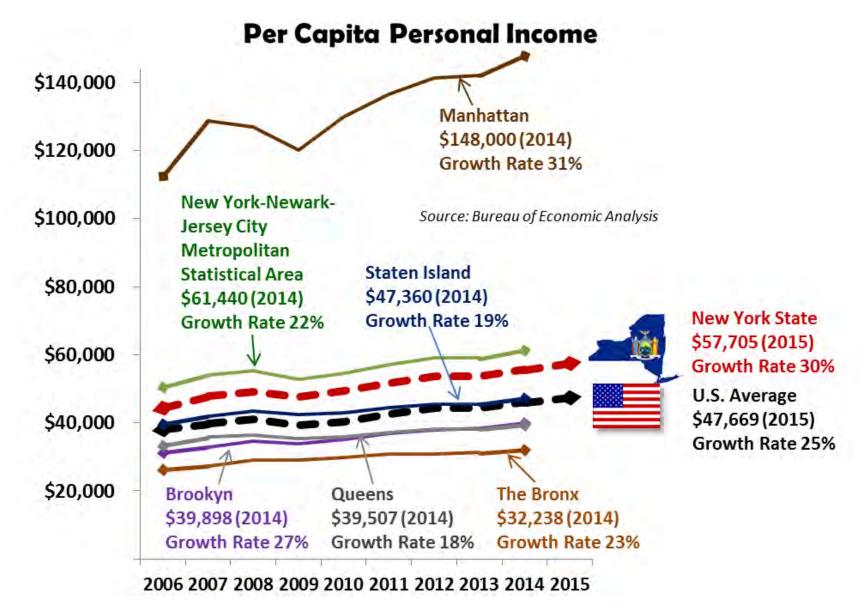




U.S. Unemployment rate = 4.9%, New York State = 4.5%, The Bronx is the 3rd worst county out of 62 counties in NY State.

Personal Income: Below Averge (Except Manhattan)





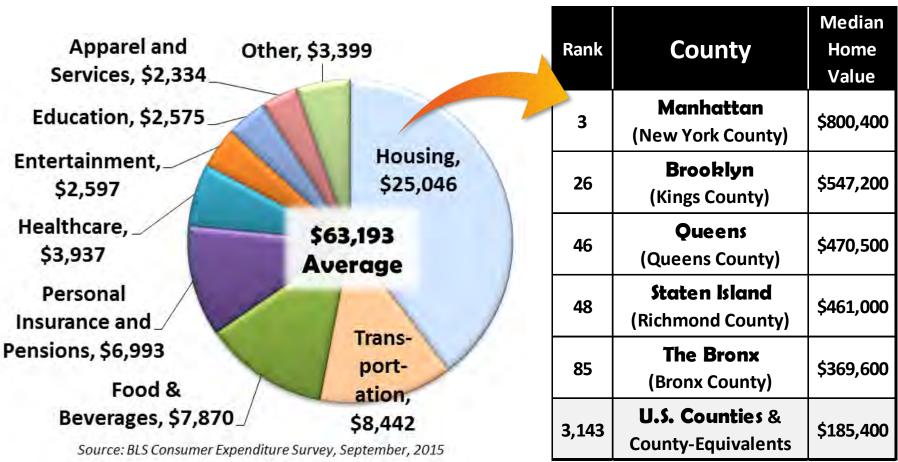
Four boroughs have below average and slow growing income.

Personal Expenditures: High Cost-of-Living





Median NYC Home Values



Cost-of-living is an important JNYC consideration. More local jobs and homebased businesses could significantly enhance quality-of-life.

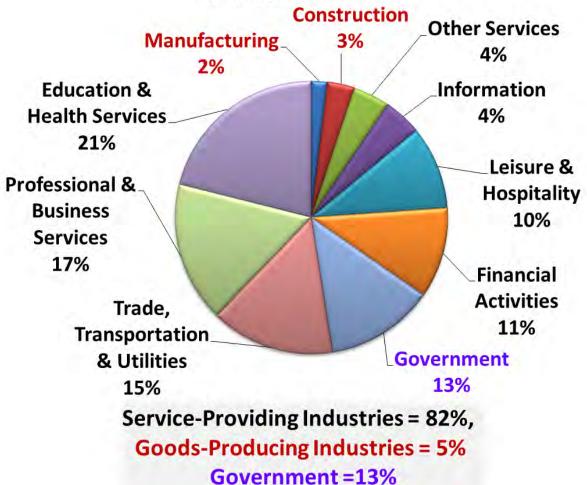
NYC Industry: Services Dominant



New York City Jobs By Industry

March 2016

Source: U.S. Bureau of Labor Statistics



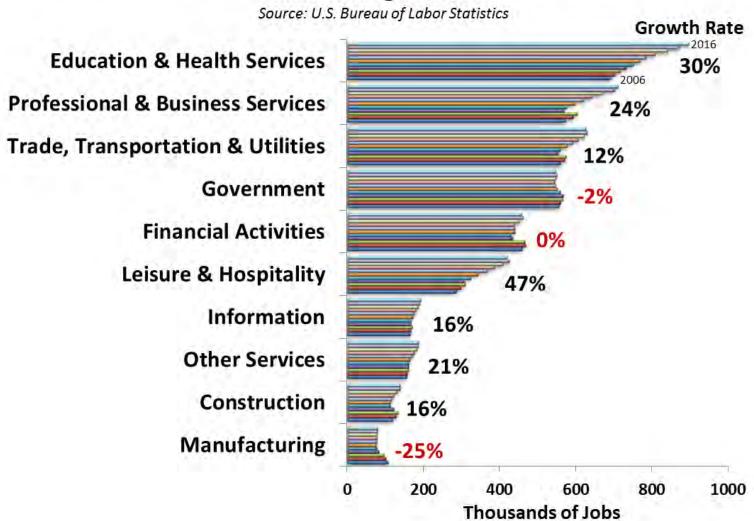
JNYC will examine each of these industries for lost as well as emerging opportunities.

NYC Industry Dynamics: Not Intuitive



New York City Industry Employment Trends Last Decade

2006 Through Q1 2016



Workforce and growth rates generally not well understood.



Presentation Outline

NYC Labor Force and Income Analysis

NYC Borough Statistics

Jobenomics Community-Based Business Generators

JNYC Initial Job Creation Plan

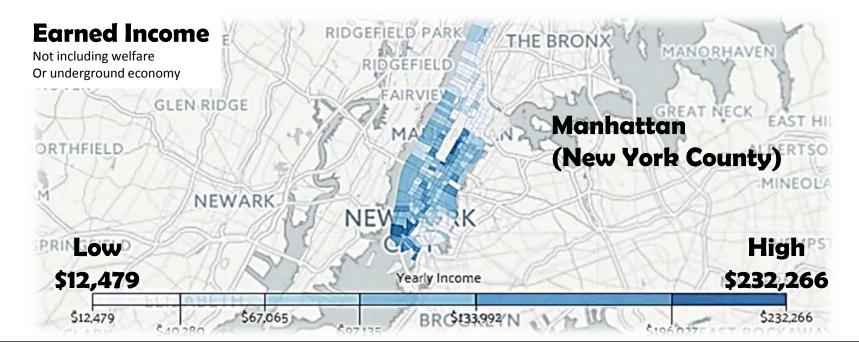
Concluding Thoughts and Contact Information

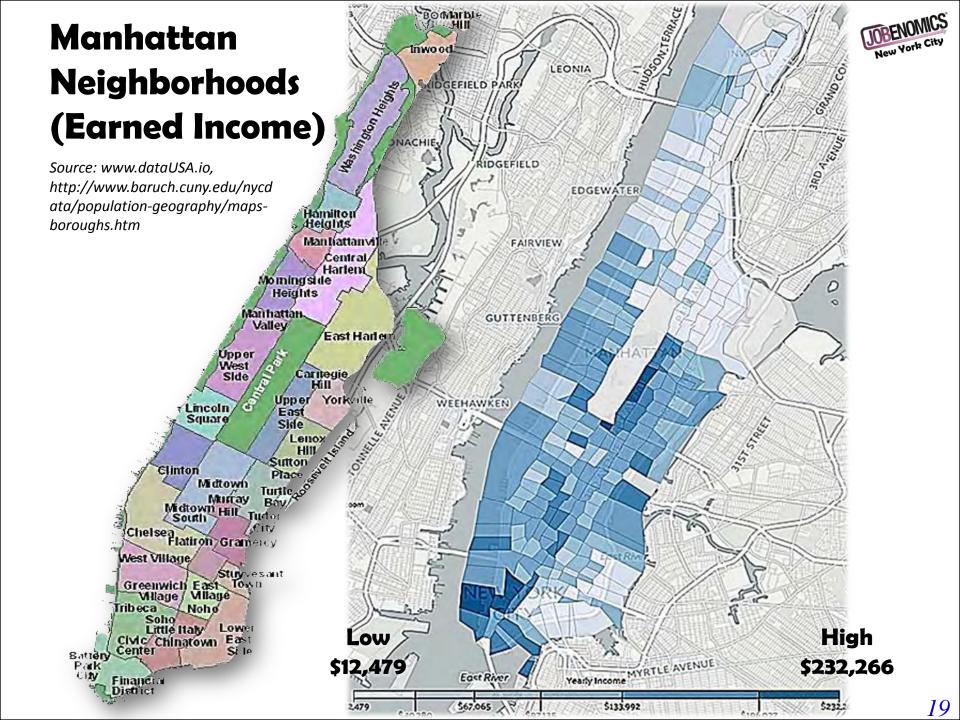
Manhattan (New York County)

Source: www.dataUSA.io



- Population 1.6 million
 - White: 766,937 (46.9%)
 - Black: 423,963 (25.9%)
 - Hispanic: 205,503 (12.6%)
 - Asian: 191,248 (11.7%)
- √ Minority Majority Borough
- Median income: \$76,089 (National average: \$54,964) 1 38% Above
- Poverty level (National average: 15.5%)
 - Hispanic: 117,621 (percent of race/ethnicity: 57.2%) √ Over ½ in Poverty
 - Asian: 35,827 (percent of race/ethnicity: 18.7%) $\sqrt{}$
 - Black: 72,109 (percent of race/ethnicity: 17.0%)
 - White: 95,839 (percent of race/ethnicity: 12.5%)





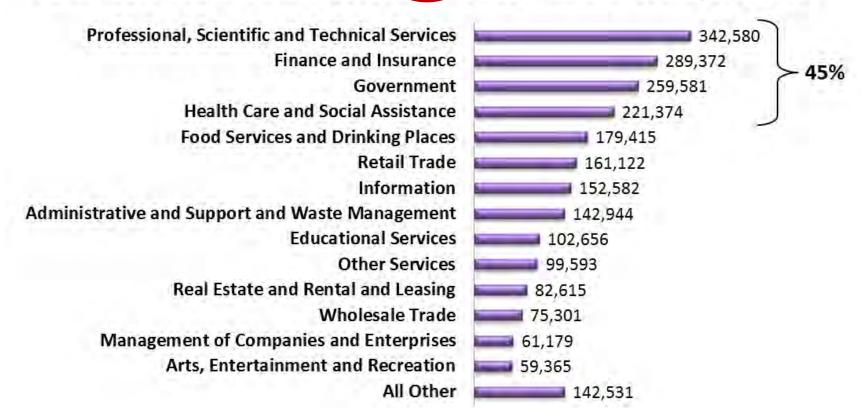
Manhattan Labor Force



Manhattan (New York County) Labor Force

Source: New York State, Department of Labor, Q3 2015

Employment All Industries: 2,372,210. Population: 1,644,518. Percent of Population Employed: 144% versus national average of 47%.



Manhattan's employment exceeds its population, which provides opportunities for surrounding counties and the region.

Brooklyn (Kings County)

Source: www.dataUSA.io



Population 2.6 million

• White: 932,867 (35.6%)

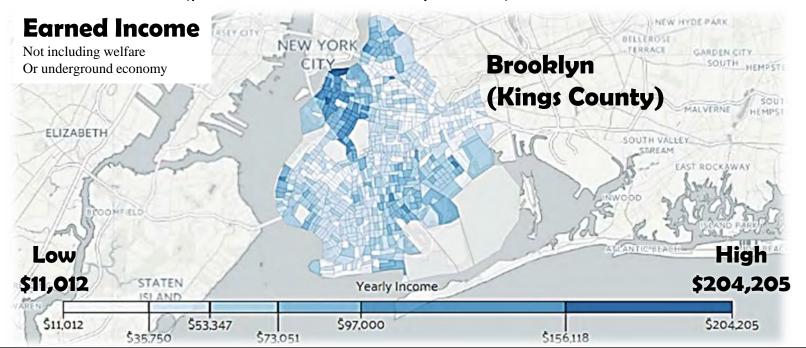
Black: 814,814 (31.1%)

Hispanic: 512,181 (19.5%)

Asian: 307,115 (11.7%)

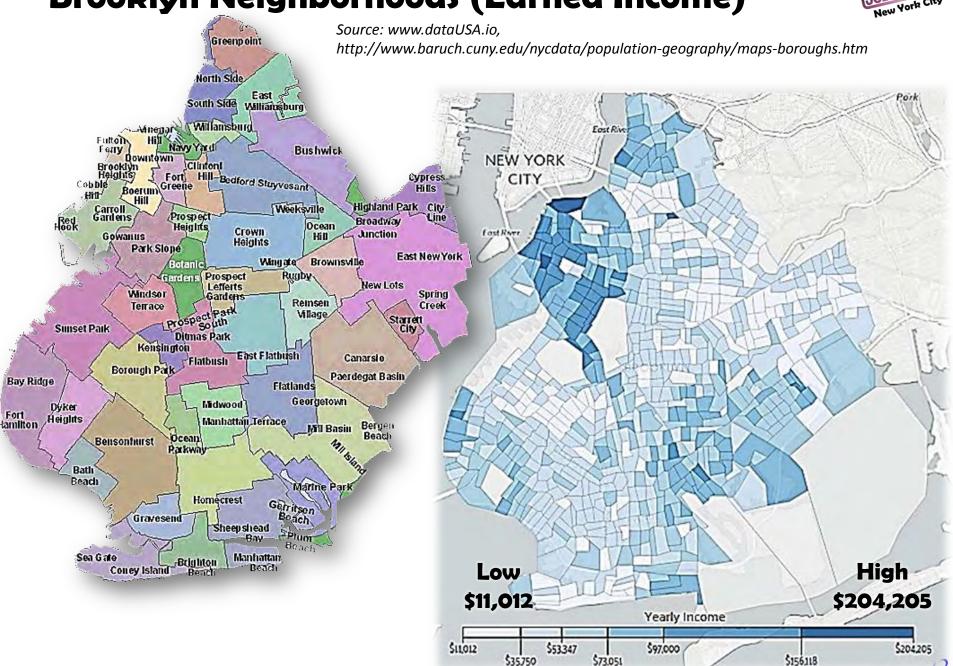
√ Minority Majority Borough

- ▶ Median income: \$47,966 (National average: \$54,964) 13% Below
- Poverty level (National average: 15.5%)
 - Hispanic: 157,089 (percent of race/ethnicity: 30.1%)
 - Asian: 80,098 (percent of race/ethnicity: 26.1%) $\sqrt{}$
 - White: 231,458 (percent of race/ethnicity: 24.8%)
 - Black: 196,201 (percent of race/ethnicity: 24.1%) √



Brooklyn Neighborhoods (Earned Income)





Brooklyn Labor Force



Brooklyn (Kings County) Labor Force

Source: New York State, Department of Labor, Q3 2015

Employment All Industries: 655,659. Population: 2,636,735.

Percent of Population Employed: 25% versus national average of 47%.



57% of local Brooklyn jobs involve healthcare, welfare, government, shopping, eating and drinking. JNYC will focus on diversification.

The Bronx (Bronx County)

JOBENONICS New York City

Population 1.4 million

Hispanic: 788,575 (54.8%) √

Black: 425,047 (29.6%)

White: 146,059 (10.2%) 1/1

Asian: 53,951 (3.8%)

√ Only Hispanic Majority Borough

Source: www.dataUSA.io

■ Median income: \$33,712 (National average: \$54,964) 1 39% Below

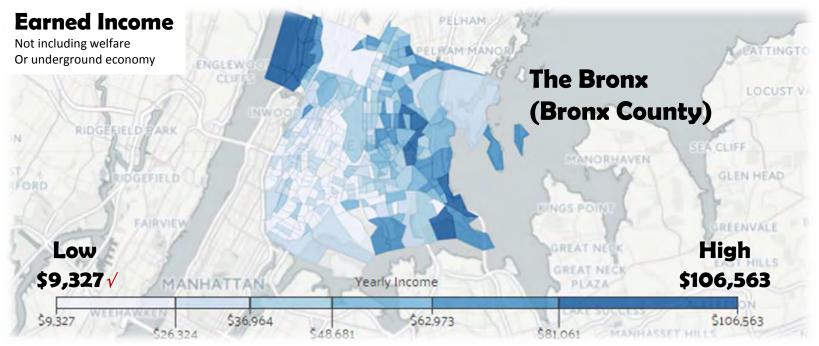
Poverty level (National average: 15.5%)

• White: 60,952 (percent of race/ethnicity: 41.7%) √ Poorest White Borough

Hispanic: 288,327 (percent of race/ethnicity: 36.6%)

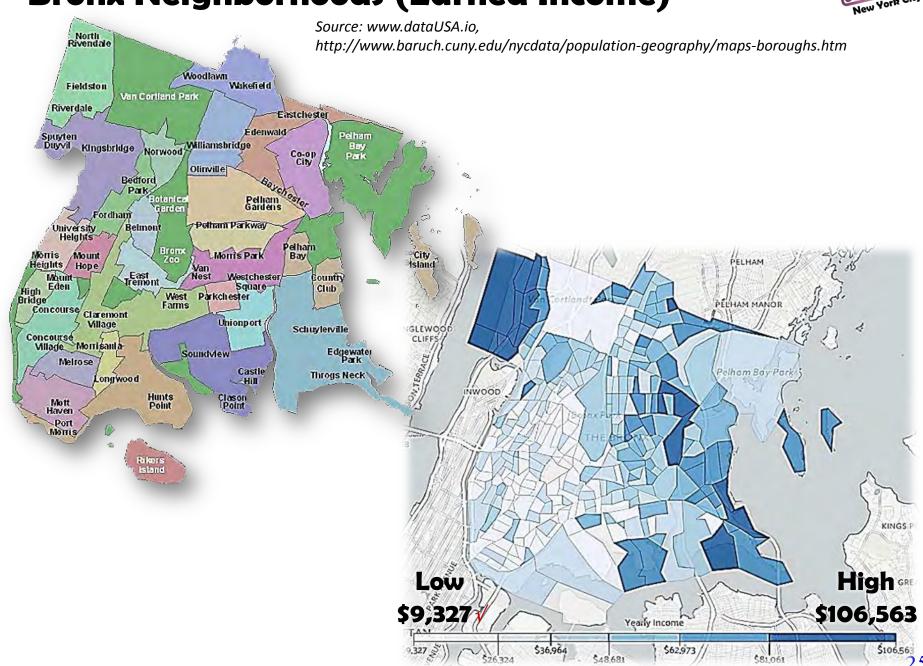
Asian: 13,881 (percent of race/ethnicity: 25.7%)

• Black: 103,518 (percent of race/ethnicity: 24.4%) $\sqrt{}$



Bronx Neighborhoods (Earned Income)





The Bronx Labor Force



The Bronx (Bronx County) Labor Force

Source: New York State, Department of Labor, Q3 2015

Employment All Industries: 295,056. Population: 1,455,444.

Percent of Population Employed: 20% versus national average of 47%.



65% of local Bronx jobs involve healthcare, welfare, government, shopping, eating and drinking. JNYC will focus on diversification.

Queens (Queens County)

JOB

Population 2.3 million

Hispanic: 650,576 (28.0%)

• White: 596,952 (25.7%) 🗸

Asian: 573,391 (24.7%)

Black: 403,058 (17.4%)

√ Minority Majority Borough

Source: www.dataUSA.io

Median income: \$57,241 (National average: \$54,964) 4% Above

Poverty level (National average: 15.5%)

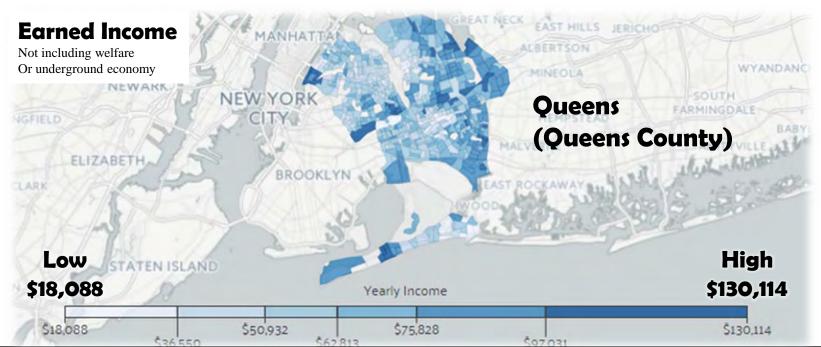
White: 112,819 (percent of race/ethnicity: 18.9%) √

Asian: 107,665 (percent of race/ethnicity: 18.8%)

Hispanic: 114,527 (percent of race/ethnicity: 17.6%)

Black: 64,533 million (percent of race/ethnicity: 16.0%)

√ Best Black Borough

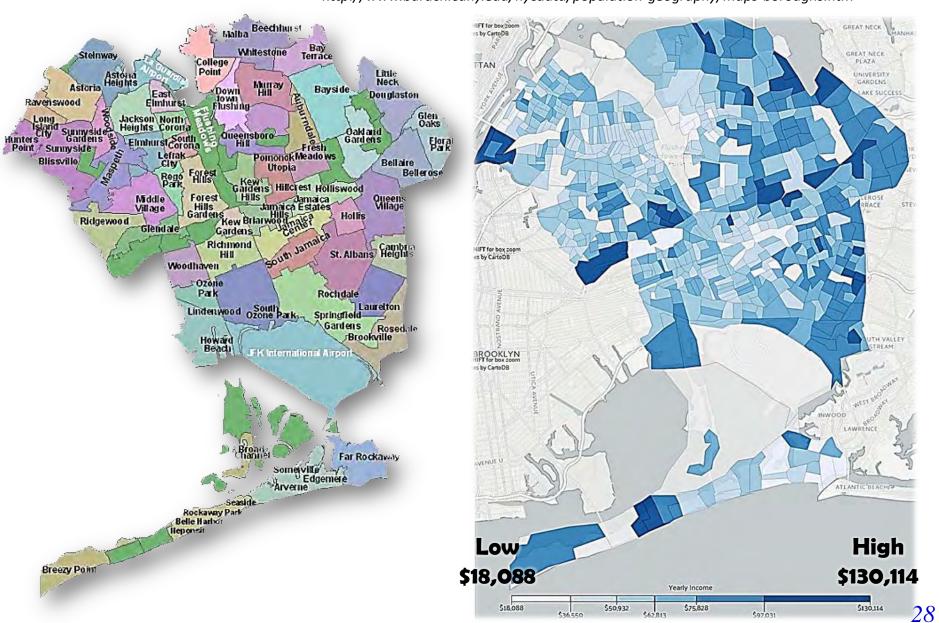


Queens Neighborhoods (Earned Income)



Source: www.dataUSA.io,

http://www.baruch.cuny.edu/nycdata/population-geography/maps-boroughs.htm



Queens Labor Force

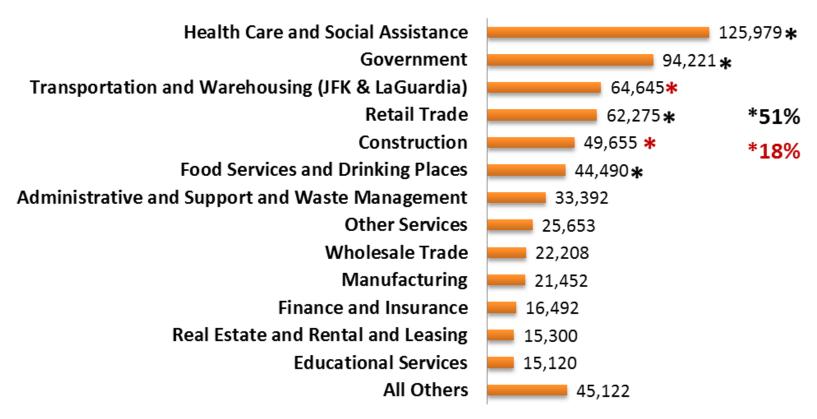


Queens (Queens County) Labor Force

Source: New York State, Department of Labor, Q3 2015

Employment All Industries: 636,004. Population: 2,339,150.

Percent of Population Employed: 27% versus national average of 47%.



51% of local Queens jobs involve healthcare, welfare, government, shopping, eating and drinking. However, 18% of the top occupations involve major airports and construction, which could be leveraged.

Staten Island (Richmond County)

Source: www.dataUSA.io



Population 473,279

• White: 295,732 (62.5%)

Hispanic: 85,603 (18.1%)

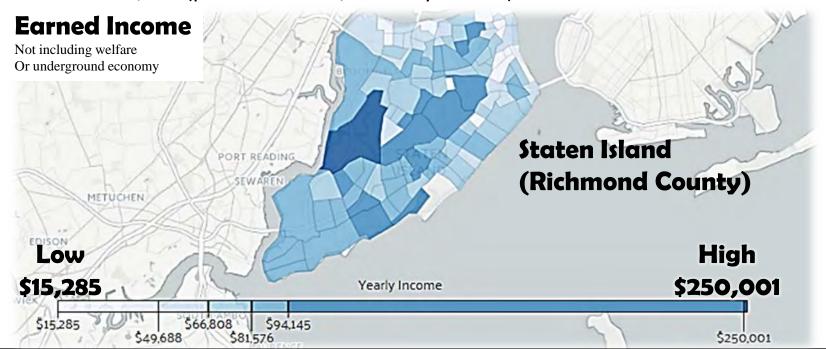
Black: 42,965 (9.1%)

Asian: 37,427 (7.9%)

√ Only White Majority Borough

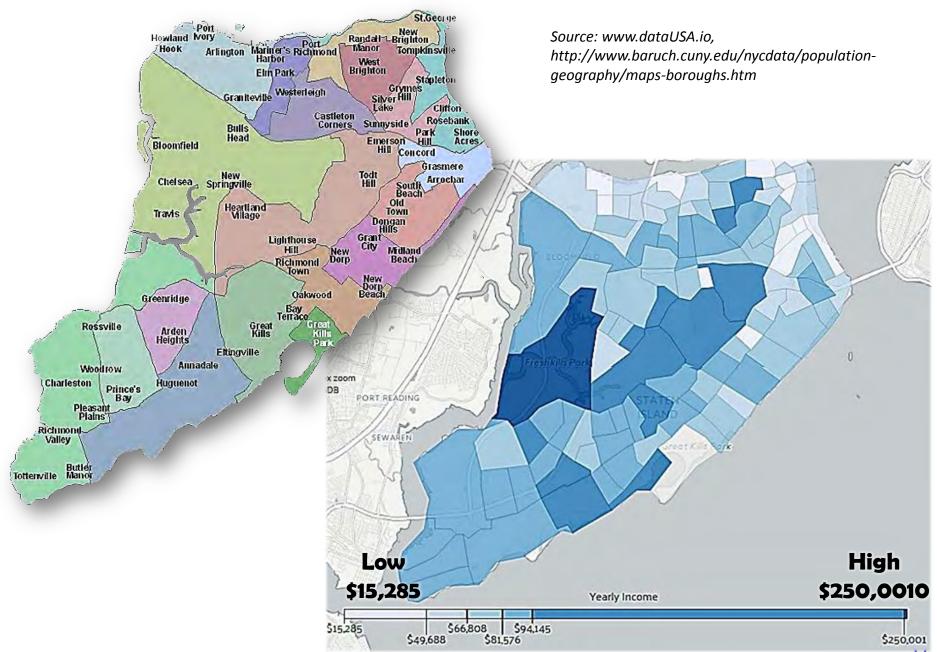
- Median income: \$71,121 (National average: \$54,964) 1 29% Above
- Poverty level (National average: 15.5%)
 - Black: 12,763 (percent of race/ethnicity: 29.7%)

 ✓ Poorest Black Borough
 - Hispanic: 21,133 (percent of race/ethnicity: 24.7%)
 - White: 39,801 (percent of race/ethnicity: 13.5%)
 - Asian: 4,168 (percent of race/ethnicity: 11.1%)



Staten Island Neighborhoods (Earned Income)





Staten Island Labor Force



Staten Island (Richmond County) Labor Force

Source: New York State, Department of Labor, Q3 2015

Employment All Industries: 112,503. Population: 474,558.

Percent of Population Employed: 24% versus national average of 47%.



Staten Island's declining workforce and low population density makes it an ideal location for manufacturing and light industrial expansion. $_{32}$



Presentation Outline

NYC Labor Force and Income Analysis

NYC Borough Statistics

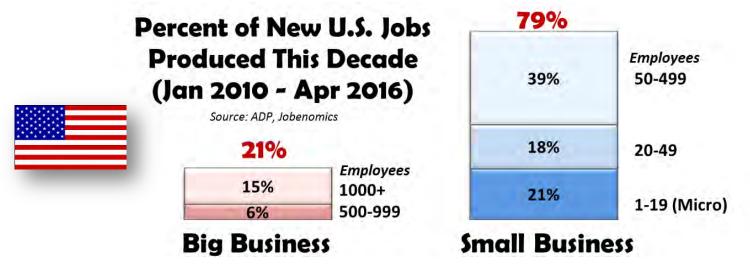
Jobenomics Community-Based Business Generators

JNYC Initial Job Creation Plan

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Small Business: The Economic Engine





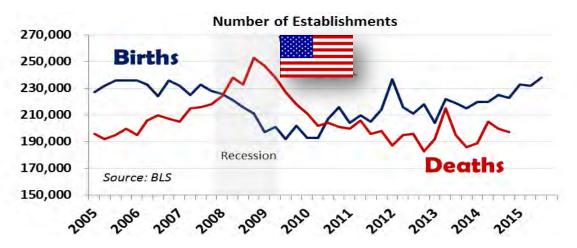
- U.S. small businesses employ more than 5 times as many American workers than large corporations. U.S. micro and selfemployed businesses (less than 19 employees) employ 69% more workers than large corporations (31.0 versus 18.3 million).
- 50% of all small business startups last five years and 30% remain in business over ten years. In addition, small business growth has outperformed medium and large businesses during the recovery from the Great Recession.

JNYC's main goal is to maximize small business creation that will in turn create significant numbers of new jobs for NYC.

Incubators, Accelerators & Generators



- Business incubators focus high-tech, silver bullet innovations.
- Business accelerators focus on expanding existing businesses.
- Jobenomics business generators involve mass-producing small and self-employed business with emphasis on lower-tech businesses at the base of the U.S. economic pyramid.

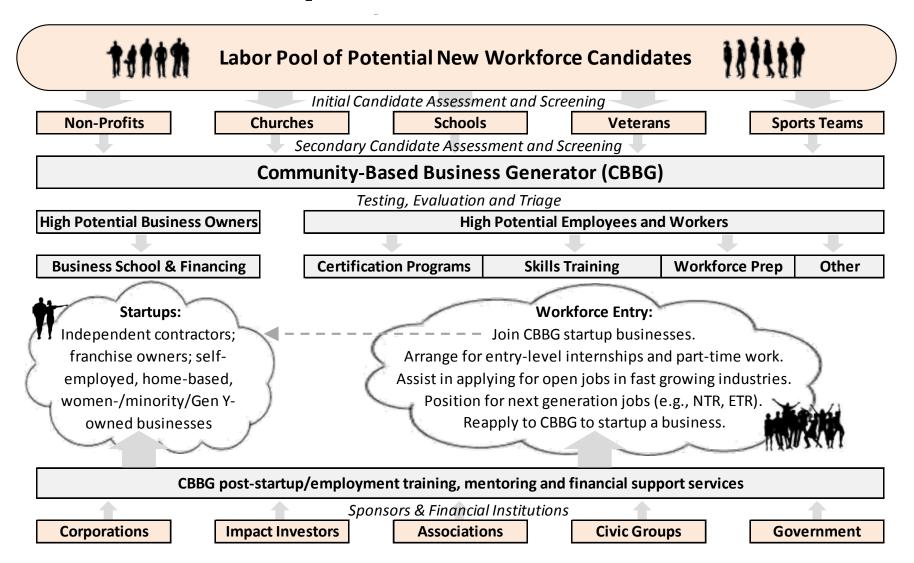


The key to economic growth is to increase the number of small business births (startups) and minimize deaths (closures).

The U.S. averages 250,000 startups per quarter in an ad hoc process. The Jobenomics Community-Based Business Generator is a standardized process designed to mass-produce startups.

Jobenomics Community-Based Business Generator Concept





Community-Based Business Generators



A Jobenomics Community-Based Business Generator (JCBBG) mass-produces startups by:

- Working with community leaders to identify high-potential business owners and employees,
- Training and certifying owners and employees in targeted occupations,
- Creating highly repeatable and highly scalable "turn-key" small and self-employed businesses,
- Establishing sources of startup funding, recurring funding and contracts to provide a consistent source of revenue for new businesses after incorporation, and,
- Providing mentoring and support services to extend the life span and profitability of businesses created by the JCBBG as well as other local businesses that require attention as support.



Michel Faulkner is collocating a JCBBG with his Institute for Leadership in Harlem in association with other community leaders.

JCBBG's 24-Hour NYC Job & Small Business Creation Television Channel



A 24-hour NYC Job and Small Business TV Channel should be implemented to reach, tantalize, inform and educate New Yorkers who are interested starting their own business or joining a startup business.



Jobenomics is already working with Emerald Planet TV that focuses on Green Jobs creation. TV programs are simulcast to 532 stations around the United States and then overseas by the Internet and C-SPAN television from a state-of-the-art facilities.

Goal: Develop a local Jobs/Business Channel for NYC outreach.

Big Business JCBBG Sponsorship



JNYC will seek sponsorship from these types of organizations:

- Partnership for New York City that represents NYC's business leadership and its largest private sector employers to promote modernization, growth, innovation and job creation.
- Wall Street for startup financing and micro-business loans.
- Hospitals (6 of the top 10 NYC employers) for nursing and personal care aid (top 2 fastest growing occupations) jobs.
- Non-Profit Organizations and Religious Institutions to supply high-potential workforce and business startup candidates.
- Educational Institutions, with emphasis on community colleges and high schools, to certify and provide turnkey startup services.
- Utilities for Energy Technology Revolution implementation.
- IT Firms for Network Technology Revolution, e-commerce, ebusiness and the emerging digital economy.
- Entertainment Industry for motivation and promotion of the arts.

JCBBG would provide high-quality employees and independent contractors to big business as well as government.





2014 U.S. Labor Force Income Earnings

By Gender, Race, Ethnicity & New Workforce Entrants

Source: U.S. Census Bureau 2015 Annual Social and Economic Supplement, Jobenomics Analysis

U.S. Workers With Earnings		Below Mean Income >\$55K	Population Millions	Above Mean Income >\$55K	Population Millions	Total Population Millions
D.	Both Sexes	72%	115.2	28%	44.9	160.1
By Gender	Males	65%	54.8	35%	29.7	84.5
Gender	Females	80%	60.4	20%	15.2	75.6
D. Doos	White Non-Hispanic	68%	70.7	32%	33.6	104.3
By Race	Black	82%	15.4	18%	3.4	18.8
& Ethnicity	Hispanic	85%	21.7	15%	3.8	25.5
	Asian	60%	5.0	40%	3.3	8.3
Entry	15-24 Year Olds	96%	21.4	4%	0.8	22.2

Women-Owned, Minority-Owned and Generation Y/Z-Owned Business development will be a high priority for the JNYC plan to address the NYC income opportunity and inequality issues.

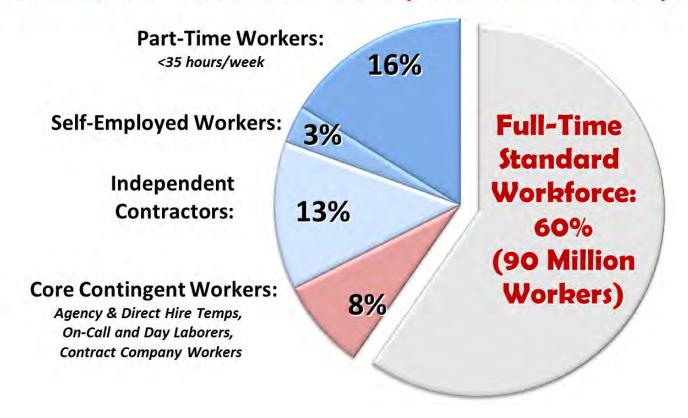
JCBBG Focus On Contingent Workforce



U.S. Labor Force Employed Workforce in 2016

Source: GAO, BLS, NORC, Jobenomics

Contingent Workforce: 40% (60 Million Workers)



By 2030, contingent workforce will be the dominant (over 50%) form of labor in the United States. JNYC will help prepare and maximize the NYC labor force for this transition.

Contingent Work Is Going Mainstream



Most Desirable Companies With Flexible Jobs

Source: Flexjobs Database

Google McKinsey & Company		Pfizer	Electronic Arts – EA
Apple	General Electric – GE	Unilever	L-3 Communications
Facebook	Johnson & Johnson	Fox	NBC Universal
Microsoft	Netflix	Sephora	Forbes Media
Nike	Bloomberg	Lockheed Martin	Hilton Worldwide
Walt Disney Company	Twitter	Samsung Electronics	Whole Foods Market
Tesla Motors	Yahoo	Boeing	IBM
Procter & Gamble	Under Armour	The New York Times	Oracle
Starbucks	Adobe	Warner Bros.	Exxon Mobil
Shell	Salesforce	Coca-Cola	Airbnb
Amazon	ESPN	Goldman Sachs	Sony Pictures

- Via modern technology, jobs will increasingly be dissected into discrete tasks and performed by contingency workers.
- Collaborative management tools will further create "contextual" contingent work environments that rapidly form, perform, and then reform to address subsequent tasks.
- Websites like Amazon Turk, Task Rabbit, Flex Jobs, Fiverr, and Micro Workers make "on-demand" contingent tasks easier to find.

NYC Contingent Work Info Center and Semantic Web are needed.

JCBBG Focus Current Job Openings



- There are currently 5.7 million open U.S. jobs that are vacant largely due to a gap in workforce skills and work habits.
- Employers are looking to automation to fill the gap and reduce costs.
- Manhattan is the principle supplier of jobs for the five NYC boroughs. Automation of the Manhattan workforce has
- JCBBGs would focus on filling open NYC jobs and diversifying the labor force especially in the boroughs that depend on Manhattan.

NY-NJ MSA has approximately 150,000 open jobs.

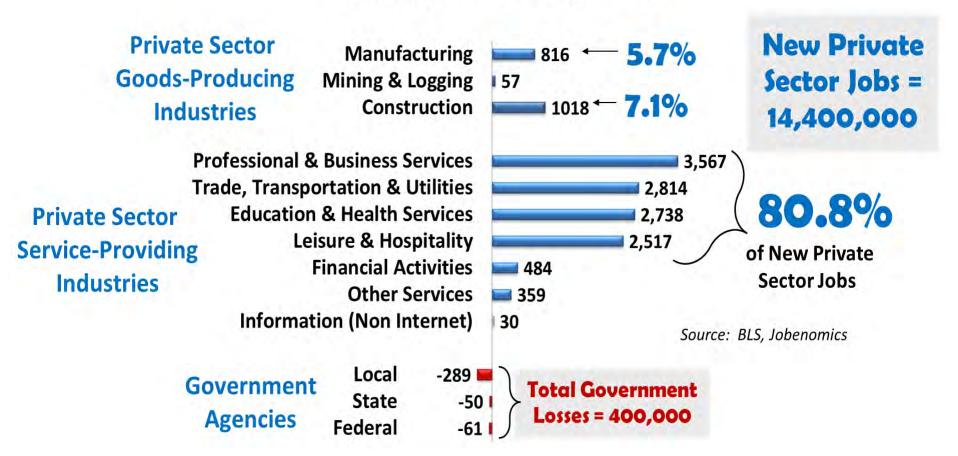


JCBBG Focus On High Growth Industries



Thousands of Jobs (000s)

1 January 2010 to 1 April 2016



Jobenomics can help match high growth U.S. employment areas to New York City needs and opportunities.



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Source; Bureau of Labor Statistics

JNYC Initial Job Creation Plan

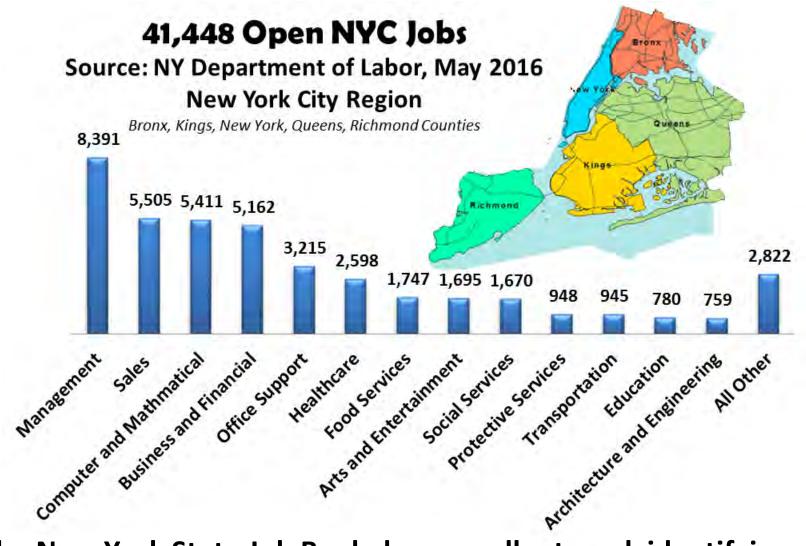
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Energy Technology Revolution	50,000	10%		
J-NYC Initiatives (Examples)	100,000	20%		
Direct Care Center	50,000	10%		
Urban Mining	25,000	5%		
Construction, Renovation	25,000	5%		

500,000 100%

Jobenomics New York City plan is still in the development phase. Consensus building, participation and sponsorship is underway.

New York City Has 41,448 Open Jobs





The New York State Job Bank does excellent work identifying open job opportunities by employer in NYC and the State. JNYC will target 25,000 open jobs for fulfillment.

47

NY Employment Projections: 2012 to 2022



Source: New York Department of Labor

Industrias Dayland Dast to March	New York State	New York City		
Industries Ranked Best to Worst	2012 to 2022 Employment Change			
Total All Industries	11.1%	13.2%		
Accommodation and Food Services	24.6%	30.1%		
Arts, Entertainment and Recreation	25.1%	24.5%		
Professional and Business Services	23.0%	24.4%		
Health Care and Social Assistance	20.8%	22.5%		
Construction	18.4%	19.4%		
Other Services	16.7%	17.9%		
Retail Trade	8.3%	13.5%		
Educational Services	7.0%	10.6%		
Agriculture, Forestry, Fishing and Hunting	7.0%	6.9%		
Transportation and Warehousing	7.2%	4.9%		
Wholesale Trade	4.1%	4.6%		
Information	2.0%	5.6%		
Manufacturing	0.1%	1.6%		
Finance and Insurance	0.7%	1.0%		
Government	-2.7%	-2.5%		
Utilities	-4.9%	-5.0%		
Mining (Including Oil & Gas Extraction)	-7.2%	-25.0%		
		Manager Change		

Color Key: Positive Change Negative Change

Fastest Growing Occupations



Projected Top 10 Growth Occupations (No College) Next Decade

Data Sources: BLS, Occupational Outlook Handbook, Employment Projections, Table 1.3

No College Degree		Number of Jobs In 2014	Number of New Jobs	Growth Rate	2014 Median Pay	\$/Hour
1	Personal care aides	1,768,400	458,100	26%	\$20,440	\$9.83
2	Food and beverage serving workers	4,731,800	451,800	10%	\$18,550	\$8.92
3	Home health aides	913,500	348,400	38%	\$21,380	\$10.28
4	Retail salespersons	4,859,600	331,000	7%	\$21,670	\$10.42
5	Nursing assistants	1,545,200	267,800	17%	\$25,090	\$12.06
6	Customer service representatives	2,581,800	252,900	10%	\$31,200	\$15.00
7	Construction laborers	1,386,400	180,100	13%	\$30,190	\$14.51
8	Laborers and freight, stock, and material movers	3,719,300	175,500	5%	\$23,560	\$11.33
9	Medical assistants	591,300	138,900	23%	\$29,960	\$14.41
10	Janitors and cleaners	2,360,600	136,300	6%	\$22,840	\$10.98

Projected Top 10 Growth Occupations (With College) Next Decade

			1			
College	Occupation	Number of	Number of	Growth	2014 Median	\$/Hour
Degree	Occupation	Jobs In 2014	New Jobs	Rate	Pay	3/Hour
1	Registered nurses	2,751,000	439,300	16%	\$66,640	\$32.04
2	Software developers	2,228,000	373,200	17%	\$97,990	\$47.11
3	General and operations managers	2,467,500	147,000	6%	\$102,750	\$49.90
4	Accountants and auditors	1,332,700	142,400	11%	\$69,940	\$31.70
5	Management analysts	758,000	103,400	14%	\$80,880	\$38.89
6	Computer systems analysts	567,800	118,600	21%	\$82,710	\$39.76
7	Physicians and surgeons	708,300	99,300	14%	\$187,200	\$90.00
8	Market research analysts and marketing specialists	495,500	92,300	19%	\$61,290	\$28.47
9	Elementary school teachers	1,517,400	87,800	6%	\$53,760	\$25.84
10	Personal financial advisors	249,400	73,900	30%	\$81,060	\$38.97

New York's labor force needs to be prepared for these jobs.





NYC Healthcare Job Growth Last Decade

(2006 through Q3 2015)

Source: NY State Department of Labor

Category (NAICS)	2006	Q3 2015	New Jobs	Growth
Ambulatory (Outpatient) Services	149,202	232,127	82,925	56%
Nursing and Residential Care Facilities	73,705	74,243	538	1%
Hospitals	156,676	156,340	-336	0%
Total Jobs	379,583	462,710	83,127	22%

- Six of the top 10 NYC private sector employers are hospitals.
- While inpatient hospital jobs have not grown, NYC added 83,127 new outpatient jobs (56% growth) over the last decade.
- Many outpatient jobs were related to diagnosis, observation, consultation, treatment, intervention and rehabilitation services provided outside of hospitals and are projected to grow markedly.

Given an aging population and NYC becoming a healthcare center of excellence, Jobenomics forecasts that NYC healthcare employment could double creating at least 100,000 new direct and indirect jobs.



JCBBG and Social Assistance Employment

NYC Social Assistance Job Growth Last Decade

(2006 through Q3 2015)

Source: NY State Department of Labor

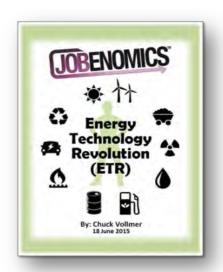
Category (NAICS)	2006	Q3 2015	New Jobs	Growth
Social Assistance	155,767	176,691	20,924	13%

- The social assistance subsector consists of: Individual and Family Services; Community Food and Housing, and Emergency and Other Relief Services, Vocational Rehabilitation Services; and Child Day Care Services.
- According the U.S. Census Bureau, 50% of all Americans regularly receive one or more welfare/social assistance payments.
- According to the Wall Street Journal, New York is the 7th most generous welfare state worth a pretax wage of \$43,700.
- Nationwide, since year 2000, 17 million more people departed the U.S. labor force (many to welfare) than joined the workforce.

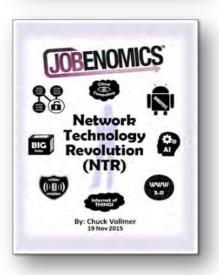
JNYC forecasts that NYC Social Assistance growth could double next decade creating 25,000 new direct and indirect jobs.

Energy & Network Technology Revolutions





The **Energy Technology Revolution** (ETR) involves emerging energy technologies, processes and systems that will transform the global energy mix and create hundreds of millions of new jobs around the world. Communities that have an ETR strategy will claim the bulk of these jobs and can reengineer their communities to be much more energy efficient.



The Network Technology Revolution (NTR) is the next generation in network and digital technology that will transform economies and the way we live, work and play. The NTR could produce tens of millions of net new U.S. jobs and millions of small businesses. On the other hand, via automation, the NTR has the potential to obsolete tens of millions of existing jobs.

A New York City ETR and NTR strategy is needed to maximize labor force gains and minimize labor force losses.

NYC ETR: Tens of Thousands of Jobs?



The 160-page **Jobenomics Energy Technology Revolution** 2015 Report focuses on business and job creation.

- NYC has been forward looking in terms of its Green Bank and renewable energy projects (solar, wind and tidal energy).
- JNYC will work with NYC energy experts to maximize local energy business creation as well as incorporating international best practices not only in technology but processes, products and systems like the Japanese ENE-FARM fuel cells that will provide heat and electricity for 2,500,000 homes and apartments by 2030.
- JNYC will work on the emerging energy service sector (energy efficiency, conservation, assurance, security, preparedness and energy-as-a-service) that could create millions of jobs. Energy efficiency alone is slated for 1.3 million U.S. jobs by 2030.
- JNYC will also position NYC for next generation technologies, like 3rd generation solar, electric vehicles, hydrogen economy and exotic systems) and collaborative efforts with leading institutions.

The ETR offers NYC areas of high employment potential.

NYC NTR: Tens of Thousands of Jobs?



Network Technology Revolution (NTR):

Is a Perfect Storm of Network Technologies, Processes and Systems including:

Big Data, Cloud Computing, Semantic Webs, Augmented and Virtual Reality, Mobile Computing, Ubiquitous Computing, 5G Broadband, Spatial Sensing, Robotics, Mechatronics, Nanobotics, Telepresence, Geo-Location, Near-Field Communications, Machine Learning, Quantum Computing, Deep Learning, Memetics, Biometrics, Blockchains, Multifactor Credentialing, Emotive Surveillance, Identity Management, Anonymity Networks, Ambient Intelligence, Artificial Intelligence and Intelligent Agents



Will Revolutionize Economies, Labor Forces and Nations Via the:

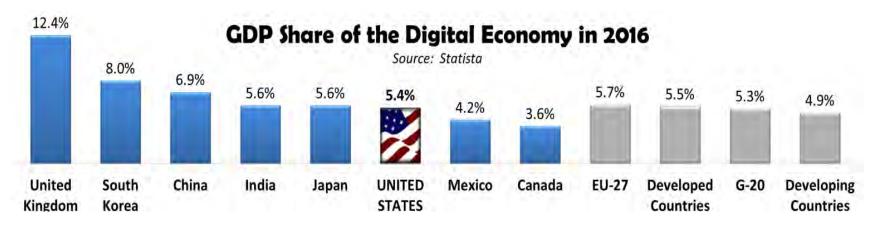
Digital Economy, Internet Economy, Apps Economy, Gig Economy, Uber Economy, On Demand/Sharing Economy, e-Commerce, m-Commerce, e-Business, m-Health, Third Industrial Revolution (Manufacturing), and/or the Internet of Things (IoT).

JNYC will focus on maximizing NTR jobs by NYC's "digital natives" (Millennials and Screenagers) to thrive in the emerging digital economy and to engineer the types of new jobs and careers that will define the NYC economy in subsequent generations.

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Emerging Digital Economy





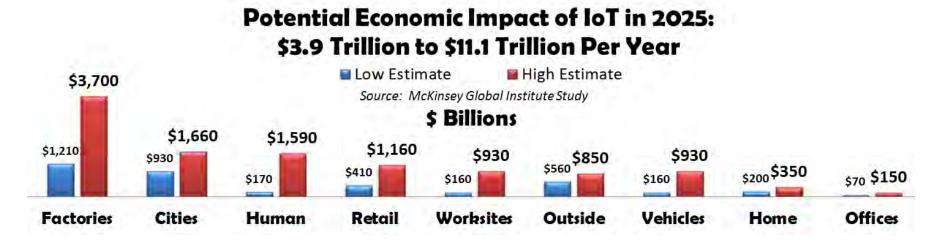
- The U.S. economy is approximately 95% traditional and 5% digital and is growing at an annual rate of 20%.
- Digital economy permeates banking, retail, energy, entertainment, education, transportation, publishing, media and health industries.
- In 2016, global digital trade has reach \$8 trillion per year and annual e-commerce business-to-consumer sales \$1.9 trillion.
- The digital economy provides a global network that allows small and self-employed NYC businesses to provide products and services in the same manner as larger organizations.

JNYC's goal is 100,000 new direct and indirect digital economy/e-commerce jobs over the next decade.

100,000 New NYC Digital Economy Jobs?



- 100,000 digital economy jobs should be a minimum number.
- The McKinsey Global Institute forecasts the potential global economic value of the Internet of Things (sensors/actuators connected by networks to computing systems) from a low of \$4 trillion to a of \$11 trillion per year in 2025.

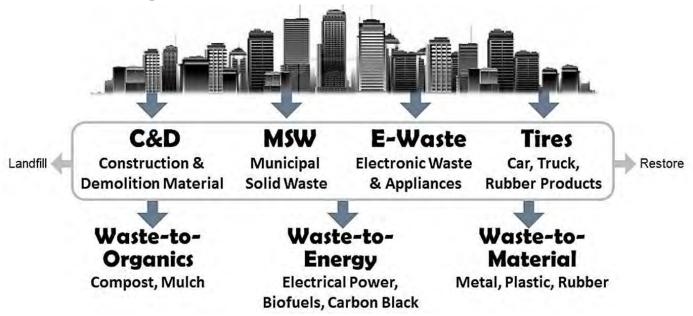


- \$11 trillion is equivalent to about 11% of the world's economy.
- If New Yorkers do not exploit the NTR and the digital economy, New York City's role as the economic epicenter could be at risk.

JNYC's goal is to make NYC a digital economy center of excellence.

Urban Mining





- Urban Mining reclaims raw materials and metals from municipal waste streams. New York City urban mining would reclaim valuable raw materials and metals, reduce landfilling and exporting and produce revenue for local business and job creation.
- A typical e-waste system can generate \$50 million/year profit or \$200M/year if the exported e-waste from the New York Port Authority was diverted and processed locally.

Staten Island would be an ideal location for urban mining. JNYC's urban mining goal is 25,000 direct and indirect jobs.

Direct-Care Centers



- Direct-Care Centers involves providing in-home care services provided by mainly small business and the self-employed via a community-based, direct-care information and call center(s).
- In-home and community direct-care positions are projected to increase by many millions of new jobs, due to an aging US population and the need for in-home elder-care, child-care and other caring services (such as handy-man services).
 - Nationwide, by 2020 older Americans are projected to need 20 million assisted- or managed-care beds. Today, only 3 million beds are available.
 - Childcare is also a major limiting factor for women head of households. The average annual cost of infant care in the city is \$16,250 and is rising at a rate of \$1,600 per year.
- The main goal of the NYC Direct-Care Centers would be identify, certify individuals that could become employees of larger organizations (like New Partners Inc., one of the top 10 largest NYC private sector employers) or operate independently.

JNYC's Direct-Care goal is 50,000 direct and indirect jobs.

Construction, Renovation & Maintenance



- Doubling the rate of new jobs in NYC and shifting the emphasis from Manhattan-based employment to the other boroughs and home-based businesses will create revenue and opportunity for construction and renovation of residential and commercial buildings.
- The rise of the digital economy and the contingent workforce (selfemployed, independent and contract workers, and part-time workers) will also change the workplace dynamic placing a greater emphasis on the smart homes and buildings as well as the information and e-business infrastructure.





JNYC's CRM goal is 25,000 direct and indirect jobs.



Presentation Outline

NYC Labor Force and Income Analysis

NYC Borough Statistics

Jobenomics Community-Based Business Generators

JNYC Initial Job Creation Plan

Concluding Thoughts and Contact Information

Concluding Thoughts



- Jobenomics New York City still is in the conceptual phase.
- 500,000 net new jobs is our initial goal and will be defined in greater detail as more citizens join the JNYC movement.
- Unleashing the entrepreneurial spirit of New Yorkers, especially those at the base of the NYC economic pyramid, will not only increase prosperity but hope for a better future.
- The demographics with the greatest need and potential in NYC include women, minorities and new workforce entrants.
- Jobs do not create jobs. Businesses do. Small business employs the vast majority of Americans and New Yorkers.
- Jobenomics Community-Based Business Generators will be implemented across NYC to mass-produce startup businesses.

Your support and involvement are needed.



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