



# Jobenomics Delaware Initiative (JDI)

By: La Mar Gunn

Candidate for Delaware Lt. Governor

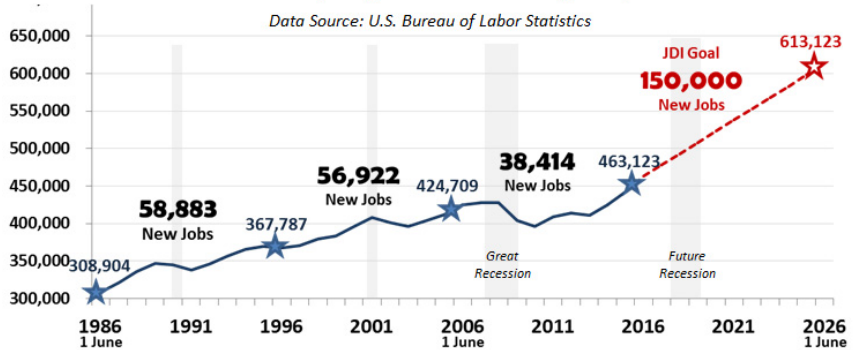
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After ten years of effort, hundreds of meetings with policy-makers, thousands of meetings with business and community leaders and an outreach effort to over two million people, many Americans believe that the **Jobenomics Plan for America** is the most mature and comprehensive business and jobs creation plan in the United States. Chuck Vollmer, author and founder of the Jobenomics national grassroots movement (<http://Jobenomics.com/>), has joined my campaign for Delaware Lt. Governor.

Together, we developed an actionable plan to create triple the current rate of new job creation to create **150,000 net new jobs in Delaware within the next ten years.**

While JDI addresses big business and government employment, its principal focus is on highly-scalable small and self-employed businesses that employ 80% of all Americans and have produced 80% of all new jobs this decade. Specifically, JDI will focus on (1) women, minorities, new workforce entrants and other hopefuls with the highest need and growth potential, (2) mass-producing startup businesses via community-based business generators, (3) attracting new highly-scalable businesses to Delaware with emphasis on filling open job positions and exploiting emerging and new employment opportunities, (4) forming alliances with countries, cities, corporations and entrepreneurs, and (5) identifying sources of investment in order to achieve the JDI business and job creation goal.

## Delaware Employment History & JDI Goal



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The initial JDI notional framework includes nine job creation areas for depressed urban (with emphasis on Wilmington, Dover and Newark), rural (with emphasis on agriculture and aquaculture) and coastal communities. JDI will focus on filling current open jobs and exploiting emerging opportunities in caring services, construction, urban mining, the energy technology revolution and the fast growing digital economy. This notional framework will evolve as community stakeholders adopt new areas for development.

## JDI Notional Framework

Category	New Jobs*	Percent
Filling Open Job Positions	7,500	5%
Inner-City "Blue Collar" Service Jobs	15,000	10%
Direct Care (Eldercare, Childcare, Healthcare)	22,500	15%
Digital/e-Commerce/Shared (Uber) Economy	22,500	15%
Energy Technology Revolution	15,000	10%
Demolition, Renovation, Construction	15,000	10%
Urban Mining	7,500	5%
Coastal Live/Work/Play/Retire Communities	15,000	10%
Rural, Urban Agriculture/Aquaculture	30,000	20%
<b>Total</b>	<b>150,000</b>	<b>100%</b>

\* Total new direct, Indirect and Induced Jobs

The solution to growing Delaware's economy and labor force involves putting Delaware's small business engine into over-drive. Therefore, the JDI team will work with community leaders to implement community-based business generators (CBBGs) that will mass produce startups, extend the "life span" of fledgling firms and accelerate existing businesses by (1) working with community leaders to identify and train high potential small business owners and employees, (2) implementing highly repeatable and highly scalable "turnkey" businesses with emphasis on the service-providing industries, (3) establishing sources of startup funding, recurring funding and follow-on contractual work to provide a consistent source of revenue for new businesses after incorporation, and (4) providing ongoing mentoring and support services.

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A 50-page JDI presentation is available at [www.GunnForUS.com](http://www.GunnForUS.com) or [www.Jobenomics.com](http://www.Jobenomics.com). If interested in joining JDI or setting up a meet to discuss this initiative, contact me at (302) 218-640.