



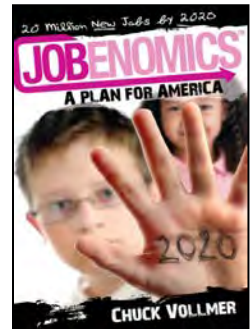
Jobenomics Business Generator (Detroit)

www.Jobenomics.com

By Chuck Vollmer

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Jobenomics (www.Jobenomics.com) deals with the economics of business, job, wealth, and tax revenue creation. Jobenomics, the national grassroots movement, has a following of several million people. The Jobenomics national grassroots movement’s 20 by 20 goal is to create 20 million new private sector jobs this decade. In order to achieve this goal, Jobenomics Proof of Principle projects and initiatives emphasize “highly scalable” start-up businesses.



Jobenomics is establishing community-based business generators that will mass produce small and self-employed businesses that focus on four demographics: inner city groups (service-providing businesses that focus on journeyman skill sets), women-owned businesses (direct-care, direct-sales and education/training businesses), Generation Y (start-up businesses that focus on monetizing social networks and the internet) and veterans-owned businesses (businesses that specialize in defense industry related occupations). These demographics have the potential for 10s of millions of jobs and millions of new businesses that can be replicated across America.

Jobenomics founded eCyclingUSA™ (www.ecyclingUSA.com) as part of it green-jobs initiative and a way to fund community-based business generators in metropolitan areas. Each month, city managers give away millions of tons of electronic (e.g., computers) and white ware (e.g. refrigerators) waste that contain minerals that can be reclaimed and sold on the commodities market. eCyclingUSA plans to implement 100 sites across the US. eCyclingUSA is committed to donating a minimum of 10% of their annual profits (estimated over \$1 million per year per site) to Jobenomics community-based business generators.



eCyclingUSA is partnered with the leading European recycling/materials reclamation equipment manufacturer to implement “turnkey” electronic waste (e-waste) plants in the US. 60 state-of-the-art plants are in operation in Europe. There are no comparable US plants that shred both electronic and whiteware waste to the pellet and powder level, and segregates the raw materials by type (copper, aluminum, iron and plastics). eCyclingUSA systems can process an appliance as large as a refrigerator in minutes. Our processes are accomplished in a closed environment to prevent any leakage, like CFCs, into the environment. See a short website video showing the system in operation.



The Jobenomics Detroit Business Generator is a program to create and provide financing one thousand (1,000) new startup businesses per year in Detroit with emphasis on small and self-employed businesses at the base of Detroit's economic pyramid.

The Jobenomics-Detroit Business Generator (1) identifies and trains potential business leaders and business owners, (2) implements highly repeatable and scalable businesses with emphasis on service-providing businesses, and (3) establishes sources of start-up funding, recurring funding and contracts to provide a consistent source of revenue for new businesses.

Many metropolitan areas have business incubators that are oriented to emerging hi-tech and manufacturing businesses. These incubators are often located in affluent areas or hi-tech corridors. Jobenomics offers a complementary concept that focuses on business generators that are oriented towards trade-level, service-providing businesses in economically-depressed areas. Rather than incubating innovative business opportunities one-by-one, a Jobenomics business generator mass produces highly-scalable, start-up businesses. When fully operational, the Jobenomics-Detroit Business Generator will be capable of creating 1,000 new small businesses per year.

Funding for the Jobenomics Detroit Business Generator will come from (1) private sector businesses (initially Green Energy Renewable Solutions Inc. with other corporations coming on line as this initiative matures), (2) rate-recoverable businesses supported by DTE Energy/Detroit Edison, (3) government grants for training and certifications (initially Michigan Economic Development Corporation and federal small businesses and economic development organizations), and (4) micro-business loans from financial institutions (note: Jobenomics Harlem has secured a \$20 million micro-business loan from a New York City bank with individual business loans up to \$50,000 each).

The Jobenomics Detroit Business Generator will commence with startup businesses related to Green Energy Renewable Solutions' demolition, materials reclamation, and construction activities. In return, Green Energy Renewable Solutions will donate 10% of the profits from their electronic and white ware waste, which is estimated to be over \$1 million/year, to the Jobenomics-Detroit Business Generator. When other private sector sponsors are available, the scope of startup business opportunities will be expanded to meet the needs of the sponsoring corporation. Jobenomics believes that these corporate sponsors are essential to the long-term success of startup businesses.

Green Energy Renewable Solutions Inc. The Jobenomics/eCycling USA team is partnered with Green Energy Renewable Solutions Inc. (OTCQB: EWRL, www.greenenergyrenewablesolutions.com), a waste conversion company, in Highland Park (a Detroit suburb) to establish a Materials Reclamation Plant and a Jobenomics-Detroit Community Based Business Generator.

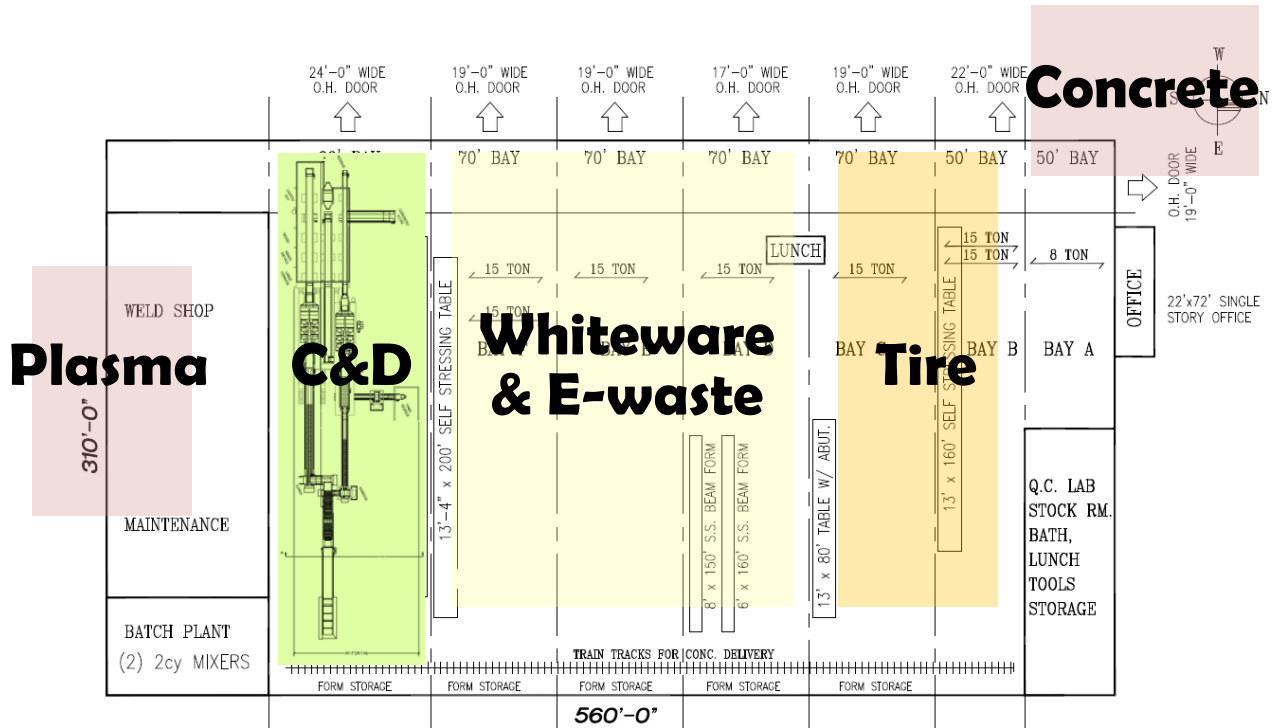


Green Energy Renewable Solutions Inc. is a construction and demolition (C&D) contractor is working for the city of Detroit to demolish thousands of blighted structures, refurbish homes and businesses, and participate in the city's urban agriculture initiative. Green Energy Renewable Solutions will process approximately 1,000 tons per month of CND material in their planned Materials Reclamation Plant that will be operational in 2013.

The 221,000 sq. ft. Materials Reclamation Plant is located in a heavy industrial complex at 7991 Hartwick Street, Detroit. The plant consists of three core lines: C&D, whiteware & e-waste, and tires (planned). Debris from demolished buildings will be processed in bulk by the C&D system that will segregate the combustible from the non-combustible material. Combustibles will be burned in a plasma furnace to generate megawatts of electricity for use at the plant or sold to the local electrical utility. Aggregates (concrete, masonry, bricks, etc.) will be crushed and used as filler material in the concrete facility or used as landfill. E-waste material (appliances, ducting, electrical, HVAC, water

heaters, etc.) will be processed via the eCycling USA system. A tire line for scrap tires is also being considered.

Green Energy Renewable Solutions/eCycling USA Materials Reclamation Plant



Construction & demolition (C&D), white ware & e-waste, electrical generation (plasma), tire and aggregates (concrete) facility (221,000 sq. ft.) in Detroit, Michigan

The Jobenomics-Detroit Business Generator will consist of the following entities:

- **Jobenomics Startup Center.** This center will identify potential individuals who want to establish startup businesses, help them through the start-up process, provide funding and post-startup support, mentoring and networking.

Jobenomics will establish a network of local non-profit and educational institutions to identify entrepreneurial talent. Once identified, the Jobenomics Startup Center will evaluate candidates via self-employment surveys (see initial self-employment survey at www.Jobenomics.com) and counseling to determine their suitability for business ownership and the type of business (self-employment, direct sales, franchising, consulting, etc.).

Following the evaluation phase, candidates will undergo a training, certification and implementation process. Classes will be taught by successful small business owners and entrepreneurs with expertise in startup business implementation. By the end of the program the clients will have:

- An Employer Identification Number (EIN), incorporation (S-Corp, C-Corp or Limited Liability Corporation), and the essentials to run a fully operating company (accounting systems, business plans, legal/regulatory, branding/marketing/sales, financing, etc.). All candidates will be supplied a computer with accounting, business planning and website/social networking systems. Training will be also provided including how to obtain appropriate accounting (e.g., book keeping and CPA), information technology, and sales/marketing/ advertizing/branding support after graduation from the center.
 - Supplementary business systems (e.g., website, social networking, bank accounts, etc.) that will facilitate the promotion of the new business.
 - Understanding on how to access government grants and investment capital.
 - A network of entrepreneurial organizations and an on-going business support network.
- **Demolition Businesses.** The Detroit is demolishing tens of thousands of blighted homes and businesses. General contractors, like Green Energy Renewable Solutions, determine what structures to demolish and what structures to save. Those selected for demolition present numerous startup business opportunities.
 - **Demolition.** Jobenomics will create new demolition businesses to support Green Energy Renewable Solutions and other demolition contractors. These contractors would prefer to subcontract work to locally owned and operated small businesses as opposed to hiring direct W-2 employees. Jobenomics will also assist in arranging micro-business loans for the establishment of these new small businesses.
 - **Environmental Remediation.** Environmental remediation will be required for many of the sites. Jobenomics is partnered with ACTS Emergency Response Services (ACTS ERS), a logistics management company to insure smooth and proper implementation of all assets to accomplish environment remediation tasks in a timely and cost effective process. ACTS ERS will also work with Jobenomics to train, certify, implement and subcontract local small businesses.
 - **Logistics Businesses.** Green Energy Renewable Solutions/eCycling USA has a need for collection and warehousing services related to CND and recycling operations. Several hundred personnel are needed and the Jobenomics Business Generator will help candidates start their own businesses to service this opportunity. Jobenomics is partnered with a commercial driver's license training company. Jobenomics will also work with financial institutions to provide micro-business loans so that candidates will have the necessary logistical equipment (e.g., trucks and e-waste containers).
 - Jobenomics will work with local non-profit institutions and churches in candidate selection as well as collection stations. Numerous non-profit institutions and churches have indicated a willingness to host an e-waste collection station, such as a 40-foot container, for a fee.
 - Jobenomics is partnered with 888 TRASH-IT, a full service construction debris and junk removal company (www.888trashit.com), headquartered in Dearborn. TRASH-IT will help create small businesses to support Green Energy Renewable Solutions/eCycling USA operations.
 - **Renovation and Construction Businesses.** Jobenomics is partnered with several real estate investment firms that specialize on acquisition and renovation of distressed properties. The Detroit metro is replete with properties in poor condition. These properties often sell at a deep discount compared to their after renovation value. The Jobenomics Business Generator will prepare candidates with skills in trades (electrical, plumbing, dry walling, masonry, etc.) and real estate to start businesses that will, in turn, subcontract to the larger acquisition and renovation





firms. Jobenomics will also work with local community colleges that provide education and training in the trades.

- **Rate-Recoverable Businesses.** Jobenomics has an agreement in principle with DTE Energy to pay for a number of energy conservation and renewable energy services. DTE Energy Co. (NYSE: DTE) is a diversified energy company involved in the development and management of energy-related businesses and services nationwide. DTE's largest operating subsidiaries are Detroit Edison and MichCon. Together, these regulated utility companies provide electric and/or gas services to more than three million residential, business and industrial customers throughout Michigan.
 - **Energy Audit and Weatherization Businesses.** Jobenomics' is partnered with The Home Energy Team, Inc. (www.HomeEnergyTeam.com) to certify and implement energy audit and weatherization companies. Home Energy Team members are trained building performance professionals with certifications from the industry's most trusted and respected certification bodies, the Residential Energy Services Network (RESNET), and the Building Performance Institute (BPI). An energy audit certification takes about six weeks of training and involves inspections/ surveys of residential homes and businesses. These inspections often take two forms: a walk-through inspection or a technical evaluation using infrared cameras and pressurization devices to identify leaks that lead to higher energy costs. The weatherization training takes about four weeks and results in a certification that qualifies a business to insulate, repair/replace windows, and perform a wide range weatherization tasks (HVAC, plumbing, lighting efficiency, insulation, air sealing, mold remediation, electrical engineering and renewable energy applications) that could generate substantial savings on utility bills. The goal of the Jobenomics Business Generator is to create energy audit and weatherization small businesses to service Detroit, Michigan and surrounding states.
 - **Solar Panel Installation.** Jobenomics is partnered with several major solar panel companies that are interested in residential and small business solar panel installation. The Jobenomics/US Solargy team is a leading US fabricator and installer of solar systems. This effort plans to certify several hundred personnel per year and create dozens businesses annually.
- **Urban Agriculture Businesses.** In Detroit, demolition crews are planning to tear down 10,000 residential buildings over the next four years that the city has deemed dangerous. An estimated 30% of the city's lots are now vacant, and there is a growing urban agriculture movement that community groups are using to reclaim the city. Emerald Planet (www.emerald-planet.org) is leading the Jobenomics Green Jobs initiative. Emerald Planet has a worldwide network of urban agriculture and hydroponics companies that will be engaged in the Jobenomics Detroit Business Generator. The goal is to create hundreds of micro-businesses related to urban agriculture. Jobenomics is also partnered with Deployable GeoShelters (www.deployablegeoshelters.com) that makes low-cost greenhouses.

In conclusion, the Jobenomics Detroit Business Generator's goal is to create and provide financing one thousand (1,000) new startup businesses per year in Detroit with emphasis on small and self-employed businesses at the base of Detroit's economic pyramid. The businesses listed above are related to C&D, e-waste and urban agriculture. As new corporate sponsors become available, the Jobenomics Business Generator will create new startup programs tailored to the needs of the sponsoring organization.