

Notes on TitanHouse's New Taxonomy

This brief introduction is designed to accompany the TitanHouse Taxonomy Dictionary. It addresses the thought process behind this new taxonomy—why we designed it and why we felt it necessary to do so. It also describes how the taxonomy works—how it is applied and what our clients will gain from this new taxonomy.

Why create a new taxonomy?

The modern economy is complex, fast-paced, and ever-changing. Previous industry lists and breakdowns of the services companies provide are not keeping pace with the realities of the current dynamic economy. Most agencies only update this information every few years and some of these industry lists have not changed dramatically since their inception over eighty years ago. As a result, previous breakdowns (and many current breakdowns used by modern agencies) of a company's services or clientele are so broad and vague that they can be unhelpful and misleading when classifying companies by services offered. TitanHouse applies a new system for categorizing companies, one which takes into account and reflects the complexity of the modern economy and ever-changing market trends. Our researchers delve deep into each company's list of services and tailor each company description to reflect accurately what services they offer today's economic environment.

How do we create this taxonomy?

Our goal is to view the world through the eyes of our target clients. To this end, TitanHouse researchers trained to understand the modern economy and the realities of the business world examine the official websites of hundreds of private equity firms. This includes, among other things, really digging in to each firm's portfolio companies and analyzing the services they offer and the clientele they seek to serve.

How does the taxonomy work?

In applying this taxonomy, TitanHouse researchers address two key questions, namely *What?* and *Who?*.

- In terms of *what*, we ask: What does the company do? What product or service do they provide?
- Second, we ask *who*? Who does each company serve? What clientele or markets do they target?

Asking these questions allows us to more completely and accurately describe a company, uncovering hidden matches that could prove to be strong candidates for our clients. Under the older, myopic systems of classification discussed above, these candidates would be missed.

How do we apply this taxonomy?

On each company's profile, there are blanks designated for "Primary Industry" and "Other Industry."

- The "primary industry" blank will be filled in to reflect the company's primary products or services. In a finished TitanHouse profile, this primary industry information appears next to each business in a candidate's work history. The primary industry information for a candidate's current work position allows us to categorize, organize, and search through our system to find the ideal candidate for a position.
- The "other industry" blank will be filled in to reflect any other products or services the company offers, as well as their target markets (if any).

Note that there is no limit to the amount of tags/descriptions that can be applied to these industry categories. When in doubt, it is better to apply more tags than less. The more information provided, the more accurate our searches will be.

What feedback have we received about this new taxonomy?

TitanHouse's new business categorizations have been called "a stroke of genius," and the feedback we have received from clients has been universally positive. Clients are particularly pleased that they can tailor their searches at such a granular level to find the most ideal candidates, without having to sift through dozens of people who are not a perfect fit.

How to use this dictionary

The dictionary which follows will introduce you to most of the industry tags that you can potentially attach to a company. It is broken down in categories (ex. “Healthcare & Pharmaceuticals”), subcategories (ex. “Healthcare & Pharmaceuticals → “Healthcare Outsourcing”), and sub-sub categories (ex. “Healthcare & Pharmaceuticals” → “Healthcare Outsourcing” → “Administrative”)

Each one of these terms is accompanied by a brief definition describing what each term or phrase means in the context of today’s business world. Compare these descriptions with the company webpage’s account of the services each company provides.

Healthcare & Pharmaceuticals

Healthcare Services - means any medical or remedial care or service, including supplies delivered in connection with the care or service, that is recognized under state law.

Healthcare Outsourcing - healthcare companies that outsource services, primarily, in firms specializing in IT services and data entry operations.

Administrative - services that can be completed by a third-party vendor.

Clinical - Examples: outpatient surgical center

Contract Manufacturing - is the outsourcing of specific production activities that were previously performed by the manufacturer to a third-party. A company may outsource the manufacture of individual components for the product or outsource the assembly of the product.

Health Insurance - A type of insurance coverage that pays for medical and surgical expenses incurred by the insured. Health insurance can reimburse the insured for costs incurred from illness or injury, or pay the care provider directly.

Managed Care - A system of health care in which patients agree to visit only individual doctors and hospitals, and in which a managing company monitors the cost of treatment.

Fee-for-Service - A payment model where services are unbundled and paid for separately. In healthcare, it gives an incentive for physicians to provide more treatments because payment is dependent on the quantity of care, rather than the quality of care.

Healthcare IT - The area of IT involving the design, development, creation, use, and maintenance of information systems for the healthcare industry.

Credential & Verification - Companies that provide solutions such as:

- Verification
- Line Item Verification
- Sanction Monitoring
- Criminal Background Checks
- Provider Monitoring

Analytics & Informatics - the collection of health systems via electronic health records (EHRs). With this data, healthcare providers can use data to improve patient care (quality and cost of care).

Practice Management Software (PMS) - a category of healthcare software that deals with the day-to-day operations of the medical practice. Such software frequently allows users to capture patient demographics, schedule appointments, maintain lists of insurance payers, perform billing tasks, and generate reports.

Facility Services - work outside of routine maintenance that does not involve a change in space use or space classification, require professional engineering, or permitting. Facilities services are performed on a re-bill basis for actual charges incurred.

Laboratory - A room or building equipped for scientific experiments, research, or teaching, or for the manufacture of drugs or chemicals.

Diagnostics - Companies that use lab test to come up with a diagnosis.

Telemedicine - The remote diagnosis and treatment of patients using telecommunications technology.

Employee Assistance Program - work-based intervention program designed to identify and assist employees in resolving personal problems (e.g., marital, financial or emotional issues; family issues; substance/alcohol abuse) that may be adversely affecting the employee's performance.

Testing, Inspection, & Certification - Examples: Quest Diagnostics

Healthcare Providers - doctor of medicine or osteopathy, podiatrist, dentist, chiropractor, clinical psychologist, optometrist, nurse practitioner, nurse-midwife, or a clinical social worker who is authorized to practice.

Hospital - an institution providing medical and surgical treatment and nursing care for sick or injured people.

Clinic - an establishment or hospital department where out-patients are given medical treatment or advice, especially of a specialist nature.

Walk-In Care - medical facilities only loosely defined as those that accept patients on a walk-in basis and with no appointment required.

Specialty - devoted to the diagnosis and care of outpatients. A medical establishment run by several specialists working in cooperation and sharing the same facilities.

Home Healthcare - Home health care is a wide range of healthcare services that can be given in your home for an illness or injury. Home health care is usually less expensive, more convenient, and just as efficient as the care you get in a hospital or skilled nursing facility.

Specialist - A physician specialist focuses on a specific area of medicine or a group of patients to diagnose, manage, prevent or treat certain types of symptoms and conditions. A non-physician specialist is a provider who has more training in a specific area of health care.

Veterinary - Relating to the diseases, injuries, and treatment of an animal.

Behavioral Health - The scientific study of the emotions, behaviors, and biology relating to a person's mental well-being, their ability to function in everyday life and their concept of self. "Behavioral health" is the preferred term to "mental health."

Addiction Treatment - The processes of medical or psychotherapeutic treatment for dependence on psychoactive substances such as alcohol, prescription drugs, and street drugs such as cocaine, heroin or amphetamines.

Physical Therapy - the treatment of disease, injury, or deformity by physical methods such as massage, heat treatment, and exercise rather than by drugs or surgery.

Dental Care - doctor offices that offer dental services and products.

Vision Care - Examples: VisionCare, Inc.

Healthcare & Pharmaceutical Equipment - Equipment used for the practice of healthcare.

Healthcare Devices - Examples: Test Kits, First Aid Equipment, Meters/Monitors, Respiratory Equipment, Infant Care, Telehealth Equipment

Healthcare Equipment - Examples: ultrasound, MRI machines, PET and CT scanners, x-ray machines.

Healthcare Supplies - Examples: hand sanitizer, lotion, soap, scrub, wash, gel, or foam.

Healthcare Distributors - Companies that distribute and transport equipment to business/consumers.

Robotics - the branch of technology that deals with the design, construction, operation, and application of robots.

Healthcare Research - research that factors social, financial, and organizational structures for healthcare investigative work.

Genomics Research - research that encompasses the study of DNA, DNA sequencing methods, bioinformatics to sequence, assemble and analyze the structure and function of genomes.

Biotech Research - the use of living systems and organisms to develop or make products, or "any technological application that uses biological systems, living organisms, or derivatives thereof, to make or modify products or processes for specific use."

Medical Research - Also known as biomedical research, encompasses a wide array of research topics within the medical field. Keywords: molecular biology, medical genetics, immunology, neuroscience, and psychology.

Pharmaceuticals & Biotechnology - methods in which drugs are produced.

Pharmaceuticals - A compound manufactured for use as a medicinal drug.

OTC Drugs - Medicines sold directly to a consumer without a prescription from a healthcare professional, as opposed to prescription drugs, which may only be sold to consumers possessing a valid order.

Generic & Brand Names Drugs - drugs that are produced after a drug patent has expired.

Biotechnology - the exploitation of biological processes for industrial and other purposes, especially the genetic manipulation of microorganisms for the production of antibiotics, hormones, etc.

Biologics - Biological products include a wide range of products such as vaccines, blood and blood components, allergens, somatic cells, gene therapy, tissues, and recombinant therapeutic proteins. Biologics can be composed of sugars, proteins, or nucleic acids or complex combinations of these substances, or may be living entities such as cells and tissues. Biologics are isolated from a variety of natural sources - human, animal, or microorganism - and may be produced by biotechnology methods and other cutting-edge technologies.

Biosimilars - (Also known as the follow-on biologic or subsequent entry biologic) Is a biologic medical product which is almost an identical copy of an original product that is manufactured by a different company.

Emerging Drugs - Known as drugs/medicines that are newly produced to the market, still awaiting patent.

Orphan Drugs - A pharmaceutical that remains commercially undeveloped owing to the limited potential for profitability.

Therapeutics - The branch of medicine concerned with the treatment of disease and the action of remedial agents.

Antibody - A blood protein produced in response to and counteracting a specific antigen. Antibodies combine chemically with substances that the body recognizes as alien, such as bacteria, viruses, and foreign substances in the blood.

DNA - Deoxyribonucleic Acid, a self-replicating material present in nearly all living organisms as the main constituent of chromosomes. It is the carrier of genetic information.

Immunotherapies - Also called biologic therapy, is a type of cancer treatment that boosts the body's natural defenses to fight cancer. It uses substances made by the body or in a laboratory to improve or restore immune system function.

Protein - Any of a class of nitrogenous organic compounds that consist of large molecules composed of one or more long chains of amino acids and are an essential part of all living organisms, primarily as structural components of body tissues such as muscle, hair, collagen, etc., and as enzymes and antibodies

T-Cell - A lymphocyte of a type produced or processed by the thymus gland and actively participating in the immune response.

Stem Cell - An undifferentiated cell of a multicellular organism that is capable of giving rise to indefinitely more cells of the same type, and from which certain other kinds of cell arise by differentiation.

Vaccines - A substance used to stimulate the production of antibodies and provide immunity against one or several diseases, prepared from the causative agent of a disease, its products, or a synthetic substitute, treated to act as an antigen without inducing the disease.

Viral Vector - Tools commonly used by molecular biologists to deliver genetic material into cells.

Protease - An enzyme that breaks down proteins and peptides.

Antioxidant - A substance that inhibits oxidation, especially one used to counteract the deterioration of stored food products. A material such as a vitamin C or E that removes potentially damaging oxidizing agents in a living organism.

Fungi-Derived - Also referred to as medicinal fungi, are drugs that have been applied to human life in this respect: cancer, antibiotics, cholesterol biosynthesis inhibitors, antifungals, immunosuppressants, malaria, diabetes, psychotropic effects, vitamins, and phytase.

Orphan Disease - A condition that affects fewer than 200,000 people nationwide. This includes diseases as familiar as cystic fibrosis, Lou Gehrig's disease, and Tourette's syndrome, and as unfamiliar as Hamburger disease, Job syndrome, and acromegaly, or "gigantism.

Phage-Based - A virus that infects and replicates within a bacterium.

Peptides - A compound consisting of two or more amino acids linked in a chain.

Synthetic - Of, relating to, or produced by chemical or biochemical synthesis; especially: produced artificially.

Manufacturing & Distribution - Companies that specialize in construction and distributing healthcare services and products via logistical channels.

R&D - Work directed toward the innovation, introduction, and improvement of products and processes, specifically in the Healthcare industry.

Manufacturing & Industrial

Manufacturing & Industrial Products - human-made products that are manufactured for various industries.

Equipment & Machinery - Companies that manufacture equipment and machinery. Machinery is known as a collection of machines that operate together to perform a single task. Also, stuff is the parts required for a given job.

Chemicals - human-made materials that companies manufacture for commercial and non-commercial purposes.

Automotive - parts that are manufactured for automobile purpose only.

Aviation - parts that are manufactured for aircraft purpose only.

Construction Materials - usually include concrete, cement, steel, sealant, lime, adobe, etc. Products that will help construct a structure or product.

Watercraft - parts that are manufactured for watercraft purpose only.

Controls and Instrumentation - Companies that specialize in designing, developing, installing, managing and maintaining equipment which is used to monitor and control engineering systems, machinery, and processes. Keywords: Level, Pressure, Temperature, Humidity, Flow, pH, Force, Speed, new & intelligent sensors, smart transducers, MEMS Technology, Bluetooth Technology,

Highly Engineered Precision Components - parts and equipment usually sold to manufacturers to develop and design products that are specific, fine, and hard to come by.

Infrastructure & Utility Components - parts and equipment that cater to developing infrastructure and utility projects.

Plastics - a synthetic material made from a wide range of organic polymers such as polyethylene, PVC, nylon, etc., that can be molded into shape while soft and then set into a rigid or slightly elastic form.

Safety Products - products made for the safety of the users in manufacturing. Also, it can be products that consumers and business buy as well.

Manufacturing & Industrial Services - Services that allow for products to move from B2B and B2C.

Distribution - companies in which distribute (in the way of transport) manufacturing and industrial services from the manufacturers to the sellers.

Maintenance, Repair, & Overhaul (MRO) - services that are used to perform MRO work.

Packaging – Companies that specialize in packaging manufacturing and industrial products or services.

Plant & Facility – Companies that develop physical buildings for companies to produce manufacturing and industrial products.

Testing & Inspection – Companies that test and inspect various manufacturing and industrial services. Examples: alarms, software, etc.

Manufacturing & Industrial Technology – Technology and processes that allow for the production of manufacturing and industrial products.

Manufacturing Software & Automation - Software that allows workforce automation to produce products for manufacturers.

Industrial Robotics - a robot system used for manufacturing. Industrial robots are automated, programmable and capable of movement on two or more axes. Industrial robots are used for welding, painting, assembly, pick and place for printed circuit boards, packaging and labeling, palletizing, product inspection, and testing.

Manufacturers - Companies that manufacture and develop specific products for businesses and consumers.

Consumer Products - Products that are consumable by the general public (customers)

Sporting Goods & Outdoors - look in Sporting Goods & Outdoors in Retail & Consumer

Health & Fitness - look in Health & Fitness in Retail & Consumer

Home Furnishings - look for Home Furnishings in Retail & Consumer

Automotive - look in Automotive in Retail & Consumer

Spirits - look in Spirits in Retail & Consumer

Pet - look in Pet in Retail & Consumer

Beauty & Personal Care - look in Beauty & Personal Care in Retail & Consumer

Juvenile Products - look at Juvenile Products in Retail & Consumer

Apparel - look in Apparel in Retail & Consumer

Consumer Electronics - look in Consumer Electronics in Retail & Consumer

Private Label - look in Private Label in Retail & Consumer

Materials & Resources

Agriculture - the science or practice of farming, including cultivation of the soil for the growing of crops and the rearing of animals to provide food, wool, and other products.

Agriculture & Seafood - Aquaculture is the farming of fish, crustaceans, mollusks, aquatic plants, algae, and other marine organisms.

Animal Husbandry - the branch of agriculture concerned with animals that are raised for meat, fiber, milk, eggs, or other products. It includes day-to-day care, selective breeding and the raising of livestock.

Cultivation - Cultivation is the act of caring for or raising plants. Examples:

Horticulture - the branch of agriculture concerned with growing plants that are used by people for food, for medicinal purposes, and for aesthetic gratification.

Forestry - Companies that deal with the wood or lumber industry.

Metals, Minerals, & Mining - materials that can be excavated from the Earth's surface.

Aluminum Mining - a process of extracting bauxite (the chief commercial ore of aluminum) from the ground.

Coal Mining - a process of extracting coal from the ground.

Gold Mining - a place where gold is mined.

Iron Mining - a process of excavating iron ore.

Precious Metals, Minerals, and Stones - gold, silver, platinum, diamond, gemstone, semi-precious stones, uranium, pearl cultivation, and other rare earth minerals and ores.

Textiles - a type of cloth or woven fabric.

Animal Textiles - Animal textiles are commonly made from hair, fur, skin or silk (in the silkworms case).

Mineral Textiles - commonly made from asbestos and glass fiber.

Plant Textiles - commonly made from bamboo, banana, cotton, flax, hemp, soy protein.

Synthetic Textiles - commonly made from nylon, polyester, and acrylic.

Packaging Materials - Appropriate for packaging materials wrapping, preferable to "white cork." Its use may prove to be unnecessary when used for products which are already packaged sufficiently. In all cases, this packaging material is easy to recycle reuse. It is used in the form of boxes, sheets corrugated cardboard.

Raw Materials - the primary material from which a product is made.

Processing & Storage - Companies that store and process goods in a physical building.

Food & Feed Ingredients - Import/export companies that are built to hold inventory of food & feed ingredients.

Commodities - a raw material or primary agricultural product that can be bought and sold, such as copper or coffee.

Forestry & Raw Materials - The storage of raw materials and wood and lumber. Those documents may later be exported for sale.

Distribution & Packaging Services - Packaging was offering a higher level of damage protection than the final customer package and used to transport the last customer package through the supply chain often within multiple unit containers.

Food Products - Perishable food products (any agricultural or aquacultural food product which is sold or distributed in a form that will perish or decay beyond marketability within a short period). Also, it is any food that is for sale.

Raw Materials - the primary material from which a product is made.

Technology

Software - The programs and other operating information used by a computer.

Application Software - A program or group of programs designed for end users. These programs are divided into two classes: system software and application software.

Business Management Software - Any software or set of computer programs used by business users to perform various business functions. These business applications are used to increase productivity, to measure productivity and to perform other business functions accurately.

Database Software - A computer-software application that interacts with end-users, other applications, and the database itself to capture and analyze data. A general-purpose DBMS allows the definition, creation, querying, update, and administration of databases.

Automation/Workflow Software - A workflow application is a software application which automates, to at least some degree, a process or processes. The processes are usually business-related but can be any process that requires a series of steps to be automated via software.

Social/Platform Software - A social platform is a web-based technology that enables the development, deployment, and management of social media solutions and services.

Financial Software - A broad category of software that deals with accounting and monetary transactions. It includes payroll, accounts receivables, and payables, general ledger, spreadsheets, financial planning, check writing and portfolio management.

Educational Software - Computer software, the primary purpose of which is teaching or self-learning.

Entertainment Software - Entertainment software is used for performing several leisure activities like playing games, viewing photographs, and making videos using a computer.

Multimedia & Design Software - Multimedia software allows you to use a mixture of sound, pictures, film, and writing. Design software is a program or collection of programs that enable a person to manipulate images or models visually on a computer. Examples: GIMP, Adobe Photoshop, CorelDRAW, Pizap, Microsoft Publisher, Picasa, etc.

Network Management Software - Tools that allow an IT professional to supervise the individual components of a network within a larger network management framework.

Operating Systems Software - The software that supports a computer's basic functions, such as scheduling tasks, executing applications, and controlling peripherals.

Software Development Applications - They are used in the process of computer programming, documenting, testing, and bug fixing involved in creating and maintaining applications and frameworks resulting in a software product.

SaaS - Software as a service is a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted. ... SaaS is typically accessed by users using a thin client via a web browser.

Location-Based Services - use real-time geo-data from a mobile device or smartphone to provide information, entertainment or security. Some services allow consumers to "check in" at restaurants, coffee shops, stores, concerts, and other places or events.

Blockchain - A digital ledger in which transactions made in bitcoin or another cryptocurrency are recorded chronologically and publicly.

CyberSecurity - The state of being protected against the criminal or unauthorized use of electronic data, or the measures taken to achieve this.

Cloud Computing - The practice of using a network of remote servers hosted on the Internet to store, manage, and process data, rather than a local server or a personal computer.

Robotics - The branch of technology that deals with the design, construction, operation, and application of robots.

Electronics - The branch of physics and technology concerned with the design of circuits using transistors and microchips, and with the behavior and movement of electrons in a semiconductor, conductor, vacuum, or gas.

Computer Hardware - The collection of physical parts of a computer system. This includes the computer case, monitor, keyboard, and mouse. It also includes all the components inside the computer case, such as the hard disk drive, motherboard, video card, and many others. Computer hardware is what you can physically touch.

Computer & Parts - This includes the computer case, monitor, keyboard, and mouse. It also includes all the parts of the computer case, such as the hard disk drive, motherboard, video card, and many others.

Electronic Components - Any basic discrete device or physical entity in an automated system used to affect electrons or their associated fields. ... These leads connect to create an electronic circuit with a particular function (for example an amplifier, radio receiver, or oscillator).

Electronic Equipment & Instruments - equipment that involves the controlled conduction of electrons (especially in a gas or vacuum or semiconductor).

IT Storage - A general term for archiving data in electromagnetic or other forms for use by a computer or device. Different types of data storage play various roles in a computing environment.

Internet of Things - The interconnection via the Internet of computing devices embedded in everyday objects, enabling them to send and receive data.

IT Infrastructure - An enterprise's entire collection of hardware, software, networks, data centers, facilities and related equipment used to develop, test, operate, monitor, manage and support information technology services.

IT Services - Refers to the application of business and technical expertise to enable organizations in the creation, management, and optimization of or access to information and business processes.

IT Consulting & Outsourcing - A field of activity focuses on advising organizations on how best to use information technology (IT) in achieving their business objectives. In addition to providing advice, IT consultancies often estimate, manage, implement, deploy, and administer IT systems on behalf of their client organizations - a practice known as "outsourcing."

Information Management - A cycle of organizational activity: the acquisition of information from one or more sources, the custodianship and the distribution of that information to those who need it, and its ultimate disposition through archiving or deletion.

Semiconductors - A solid substance that has a conductivity between that of an insulator and that of most metals, either due to the addition of an impurity or because of temperature effects. Devices made of semiconductors, notably silicon, are essential components of most electronic circuits.

Energy

Renewables & Alternatives - Any energy source that is an alternative to fossil fuel. These options are intended to address concerns about such fossil fuels, such as its high carbon dioxide emissions, an important factor in global warming. Marine energy, hydroelectric, wind, geothermal and solar power are all alternative sources of energy.

Biofuels - A biofuel is a fuel that is produced through contemporary biological processes, such as agriculture and anaerobic digestion, rather than a fuel produced by geological processes such as those involved in the formation of fossil fuels, such as coal and petroleum, from prehistoric biological matter.

Biochemicals - Relating to the chemical processes and substances which occur within living organisms.

Biodiesel - Biodiesel refers to vegetable oil- or animal fat-based diesel fuel consisting of long-chain alkyl (methyl, ethyl, or propyl) esters. Chemically reacting lipids typically make biodiesel (e.g., vegetable oil, soybean oil, animal fat tallow with an alcohol producing fatty acid esters).

Biogas - Any gas fuel derived from the decay of organic matter, as the mixture of methane and carbon dioxide produced by the bacterial decomposition of sewage, manure, garbage, or plant crops.

Biomass - Organic matter, especially plant matter, that can be converted to fuel and is therefore regarded as a potential energy source.

Ethanol - Ethanol is a renewable fuel made from corn and other plant materials. The use of ethanol is widespread, and more than 97% of gasoline in the U.S. contains some ethanol. The most common blend of ethanol is E10 (10% ethanol, 90% gasoline).

Landfill Gas - A complex mix of different gases created by the action of microorganisms within a landfill. Landfill gas is approximately forty to sixty percent methane, with the remainder being mostly carbon dioxide.

Geothermal - Relating to or produced by the internal heat of the earth.

Hydro/Water - Power derived from the energy of falling water or fast running water.

Nuclear - The use of uranium, a non-renewable energy resource.

Radioactive - emitting or relating to the emission of ionizing radiation or particles. Example: Uranium.

Waste Management - The processes involved in dealing with the waste of humans and organisms, including minimization, handling, processing, storage, recycling, transport, and final disposal.

Decommissioning - Decommissioning is the process by which nuclear power plants are retired from service and terminate the operating licenses granted by the U.S. Nuclear Regulatory Commission.

Nuclear Power - Nuclear power is the use of nuclear reactions that release atomic energy to generate heat, which most frequently is then used in steam turbines to produce electricity in a nuclear power plant.

Reactor Builders & Operators - is an individual at a nuclear power plant who is responsible for directly controlling a nuclear reactor from a control panel and is the only individual at a nuclear power plant who can directly alter significant amounts of reactor reactivity.

Regulatory - Companies that protect public health and safety related to nuclear energy.

National/International Organizations - Examples: US Nuclear Regulatory Commission, International Atomic Energy Agency

Financial/Economics - Companies that specialize in economic analysis to complicated business & legal challenges facing the nuclear power industry, focusing on issues related to electricity markets.

R&D - technology and research used in nuclear energy.

Drilling - Keywords: Subterrene

Weapons - Companies that manufacture a bomb or missile that uses nuclear energy to cause an explosion.

Fuel Storage - Often referred to as spent nuclear fuel storage. There are two types:

- Dry cask storage - a method of storing high-level radioactive waste that has already been cooled.
- Spent fuel pool - are storage pools for spent fuel from nuclear reactors.

Wind Power - Power derived from wind: used to generate electricity or mechanical power.

Solar Power - Power derived from wind: used to generate electricity or mechanical power.

Fossil Fuels (Coal, Oil, & Natural Gas) - A natural fuel formed in the geological past from the remains of living organisms.

Upstream - A stage in the process of gas or oil extraction and production before the raw material is ready for refining.

Exploration & Production - An exploration & production (E&P) company is in a specific sector within the oil and gas industry — companies involved in the high-risk/high-reward area of exploration and production focus on finding, augmenting, producing and merchandising different types of oil and gas.

Lease & Drill - when companies lease land (via mineral rights) and drill in a piece of land that may be used by someone already.

Acquire & Exploit - when companies buy land and used extraction tools to “exploit” the area for gas or oil.

Contract Drilling - also referred to as drilling contractor, companies which own a drilling rig and make it their business to mainly drilling wells.

Oilfield Services - companies which provide services to the petroleum exploration and production industry but do not typically produce petroleum themselves.

Specialty Services - companies which provide specialty services within the oil and gas industry. (insurance, etc.)

Diversified Services - groups which contain one or more specialty services within the oil and gas industry.

Midstream - The midstream sector involves the transportation (by pipeline, rail, barge, oil tanker or truck), storage, and wholesale marketing of crude or refined petroleum products.

Pipelines - The transport system that is used to move crude oil from production sites to refineries.

Specialty Services - Apart from transport there are specialty downstream services, such as 1) Barge, 2) Railroad, 3) Trucking and Hauling, 4) Logistics and technology, 5) Transloading, 6) Terminal developers and operators.

Diversified Services - companies which provide one or more specialty midstream services within the oil and gas industry.

Downstream - The downstream sector is the refining of petroleum crude oil and the processing and purifying of raw natural gas, [1] as well as the marketing and distribution of products derived from crude oil and natural gas.

Refining - The science of processing and purifying of raw natural gas and selling the products from oil and gas. Examples: gasoline, kerosene, jet fuel, diesel oil, heating oil, fuel oils, lubricants, waxes, asphalt.

Manufacturing - processes that occur later in the production line of oil and gas. The methods include design, tooling, inventory management, receiving, assembly, etc. to ensure the product gets from the producers to the consumers.

Specialty Services - services that are different than the typical downstream process. Examples: preventative stormwater maintenance programs.

Diversified Services - companies which provide one or more specialty downstream services within the oil and gas industry.

Distribution - companies in which distribute (in the way of transport) the oil and gas from the manufacturers to the sellers.

Fuel Storage - also referred to as storage tanks; are containers that hold liquids and compressed gases for short- or long-term storage of heat or cold.

Batteries - Companies that produce storage infrastructure for cells, either on the grid or at an individual consumer's home or business.

Physical (Fossil) - Companies that build infrastructure for coal and natural gas plants.

Generation & Transmission - Generation has to do with the process of producing electric energy or the amount of electric power generated by transforming other forms of energy into electrical energy; commonly expressed in kilowatt-hours (kWh) or megawatt-hours (MWh).

Simple Cycle - Simple cycle gas plants are a type of natural gas power plant which operates by propelling hot gas through a turbine, to generate electricity. They differ from combined cycle gas plants because their waste heat is not supplied to another external heat engine, so they are only used to meet peaking power needs on the electrical grid.

Combined Cycle - In electric power generation a combined cycle is an assembly of heat engines that work in tandem from the same source of heat, converting it into mechanical energy, which in turn usually drives electrical generators. The principle is that after completing its cycle (in the first engine), the temperature of the working fluid engine is still high enough that a second subsequent heat engine may extract energy from the waste heat that the first driver produced.

Cogeneration - The use of a heat engine or power station to generate electricity and useful heat at the same time.

Technology - The processes used to create energy. They increasingly are focused on micropower, where individual companies are building their power plants for their personal use.

Clean Tech - Refers to any process, product, or service that reduces negative environmental impacts through significant energy efficiency improvements, the sustainable use of resources, or environmental protection activities. Clean technology includes a broad range of technology related to recycling, renewable energy (wind power, solar power, biomass, hydropower, biofuels, etc.), information technology, green transportation, electric motors, green chemistry, lighting, Greywater, and more.

Energy Efficiency - The goal to reduce the amount of energy required to provide products and services. For example, insulating a home allows a building to use less heating and cooling power to achieve and maintain a comfortable temperature.

Smart Grid - An electricity supply network that uses digital communications technology to detect and react to local changes in usage.

Equipment - natural gas, diesel, and turbine engines and generators.

Financial Services

Banking - the business conducted or services offered by a bank.

Corporate Banking - Giving banking services to institutions and companies.

Retail Banking - Also known as consumer banking is the provision of services by a bank to individual customers, rather than to companies, corporations, or other banks.

Loan Origination - The process by which a borrower applies for a new loan, and a lender process that application. The lenders are banks. (NOTE: If a company is marked as Loan Origination, then it gets Corporate Banking tag as well).

Mortgage Lending / Financing - Used by purchasers of real property to raise funds to buy real estate; or by existing property owners to raise money for any purpose, while putting a lien on the property being mortgaged.

Asset Management - Any system that monitors and maintains things of value to an entity or group.

Hedge Funds - Alternative investments using pooled funds that employ numerous different strategies to earn active returns for their investors

Mutual Funds - An investment fund made up of pools of money collected from many investors to invest in securities such as stocks, bonds, money market instruments, and other assets.

Private Banking - Personalized financial and banking services that are traditionally offered to a bank's high net worth individual (HNWI) clients.

Private Equity - Investment funds as limited partnerships that are not publicly traded and whose investors are typically large institutional investors, university endowments, or wealthy individuals.

Venture Capital - A type of private equity, a form of financing that is provided by firms or funds to small, early-stage, emerging companies that are deemed to have high growth potential, or which have demonstrated high growth.

Capital Markets - Markets for buying and selling equity and debt instruments (stocks and bonds).

Brokers - Individuals who bring together buyers and sellers of investments.

Sales - a person who arranges transactions between a buyer and a seller for a commission when the deal is executed. A broker who also acts as a seller or as a buyer becomes a principal party to the agreement.

Traders - an individual that has personal or client holdings of a company and they trade with it.

Investment Banking - A specific division of banking related to the creation of capital for other companies, governments, and other entities.

Research - The analysis of companies' financials, perform ratio analysis, forecast the financials (financial modeling) and explore scenarios with an objective of making BUY/SELL stock investment recommendation.

Underwriting - The process by which investment banks raise investment capital from investors on behalf of corporation and governments that are issuing securities (both equity and debt capital). The services of an underwriter are typically used during a public offering in a primary market.

Prime Brokerage - The generic name for a bundled package of services offered by investment banks and securities firms to hedge funds which need the ability to borrow securities and cash to be to invest on a netted basis and achieve an absolute return.

FinTech - The abbreviation for financial technology. Any type of technology that deals with financial processes.

Trading Systems - A group of specific rules, or parameters that determine entry and exit points for a given equity. These points, known as signals, are often marked on a chart in real time and prompt the immediate execution of a trade. Most common technical analysis tools used to construct the parameters of trading systems: Moving Averages (MA), Stochastic, Oscillators, Relative Strength, and Bollinger Bands.

Exchanges / Markets - A transaction is an organized market where tradable securities, commodities, foreign exchange, futures, and options contracts are sold and bought.

SaaS - Software as a service is a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted. SaaS is typically accessed by users using a web browser.

Software (pre-packaged/installed) - The programs and other operating information used by a computer.

Analytics and Information Services - Analytics are the systematic computational analysis of data or statistics. Information Services is a service which provides data, knowledge, information somehow.

Compliance - The state or fact of according with or meeting rules or standards.

Risk Management - The process of identification, analysis and acceptance or mitigation of uncertainty in investment decisions.

Processing Services - Services used that automate payment transactions between the buyer and the seller. They are usually third-party services that are a system of computer processes that process, verify, and accept or decline credit card transactions on behalf of the merchant through secure Internet connections.

Transaction Routing - Transaction routing enables a terminal in one system to run with a transaction in another system. The typical way to initiate transaction routing is by entering a remote deal IS at a local terminal.

Payment Services - A payment service integrates with merchants' POS and ERP systems and enables them to securely accept electronic payments through multiple channels and platforms, including card-present EMV, e-commerce, and mobile.

Insurance - A practice or arrangement by which a company or government agency provides a guarantee of compensation for specified loss, damage, illness, or death in return for payment of a premium.

Underwriting - The evaluation of the risks of insuring a particular person or asset and uses that information to set premium pricing for insurance policies.

Life - Insurance that pays out a sum of money either on the death of the insured person or after a set period.

Business - Insurance coverage that protects businesses from losses due to events that may occur during the ordinary course of business. There are many types of insurance for businesses including coverage for property damage, legal liability and employee-related risks.

Casualty / Accident - A problematically defined term which broadly encompasses insurance not directly concerned with life insurance, health insurance, or property insurance. Casualty insurance is mainly liability coverage of an individual or organization for negligent acts or omissions.

Reinsurance - Also known as insurance or stop-loss insurance, is the practice of insurers transferring portions of risk portfolios to other parties by some form of agreement to reduce the likelihood of having to pay a significant obligation resulting from an insurance claim.

Brokerage - Insurance brokerage is primarily associated with general insurance (car, house, etc.) rather than life insurance.

Supply Chain, Transportation, & Logistics

Supply Chain & Logistics - the technology and processes in which workforce applications are completed.

Services - Companies that provide supply chain, transportation, and logistics services to business and consumers.

Freight Forwarding - company that organizes shipments for individuals or corporations to get goods from the manufacturer or producer to a market, customer or final point of distribution.

Management - the process in which supply chain & logistics are figured out from business-to-business or business-to-consumer.

Contract Logistics - companies handle activities such as designing and planning supply chains, developing facilities, warehousing, transporting and distributing goods, processing orders and collecting payments, managing inventory and even providing certain aspects of customer service.

Compliance - companies that specialize in compliance with global trade, regulations, etc. in the supply chain & logistics industry.

Information Technology - the study or use of systems (especially computers and telecommunications) for storing, retrieving, and sending information.

Transportation - the means in which goods and services are moved between business and consumers.

Air - transportation of goods via aircrafts.

Land - transportation of goods via rail and road.

Rail - transportation of goods via trains.

Road - transportation of goods via trucks, vehicles, etc.

Maritime - transportation of goods sea vehicles.

Container Ships - a ship that is designed to carry goods stowed in containers. Examples: MAERSK

Tankers - a boat, road vehicle, or aircraft for taking liquids, especially petroleum, in bulk.

Bulk Containers - the Shipping container that can hold free-flowing dry cargo such as cement, grains, and ores. It is loaded from the top and discharged from the bottom.

Offshore - Offshore vessels are ships that specifically serve operational purposes such as oil exploration and construction work at the high seas.

Ports - Port operations are a necessary tool to enable maritime trade between trading partners.

Services - Companies that provide transportation services to business and consumers.

Tech (IT) - Companies that specialize in information technology services for transportation logistics.

Repair and Maintenance - Companies that provide repair and maintenance for transportation services.

Education and Training - the act or process of imparting or acquiring particular knowledge or skills, as for a profession, especially in transportation services.

Dealerships - an establishment authorized to buy and sell specific goods, especially motor vehicles.

Retail & Consumer

Brick & Mortar - physical presence of an organization or business in a building.

Staples - companies that produce consumer goods (such as bread, milk, paper, sugar) that are bought often and consumed routinely.

Convenience Stores - a store with extended opening hours and in a convenient location, stocking a limited range of household goods and groceries.

Drug Stores & Grocery - items of food sold in a grocery store.

Discount & Extreme Value Stores - Example: Dollar Store, Dollar General, Dollar Tree, Five Below

Mass Merchandisers - a retailer or retail store that seeks to sell large quantities of goods quickly through such means as discounting, customer self-service, or unadorned display and packaging, as in a warehouse. Example: Costco

Discretionary - products and services that are considered non-essential by consumers, but desirable if their available income is sufficient to purchase them.

Specialty Stores - Specialty stores are retail businesses that focus on specific product categories, such as office supplies, men's or women's clothing, or carpet. It isn't the product they sell that determines if a company is a specialty store, but rather the breadth of their product offering.

Health & Fitness - Examples: GNC, Vitamin Shoppe

Home Furnishings - Examples: Bob's Furniture, Ethan Allen, Marlo

Automotive - Examples: Car Dealers

Sporting Goods & Outdoors - Examples: Dick's Sporting Goods

Spirits - Examples: ABC, Liquor Barn

Pet - Examples: PetSmart

Beauty & Personal Care - Examples: Shepora, Ulta

Juvenile Products - Examples: Toys R Us

Food Retailer (Restaurants) - Examples: Bob Evans

Fast Food - Examples: McDonald's

Fast Casual - Examples: Chipotle

Fine Dining - Examples: Darden Restaurants (not found on Taxonomy)

Department Stores - Examples: Macy's, Sears

Branded Merchandise - goods that are identifiable as being the product of a particular manufacturer or marketing company. Supermarket lines are often cheaper than branded goods.

Apparel - Examples: GAP, Urban Outfitters

Consumer Electronics - Examples: GameStop, Best Buy

Private Label - designating a product manufactured or packaged for sale under the name of the retailer rather than that of the manufacturer. Example: Richelieu Foods

Wholesalers - closely linked to Mass Merchandisers. A company that sells goods in large quantities at low prices, typically to retailers.

Alternative Channels - companies that provide a retail experience other than brick and mortar.

E-Commerce - commercial transactions conducted electronically on the Internet.

Direct Marketing - the business of selling products or services directly to the public, e.g., by mail order or telephone selling, rather than through retailers.

Aviation

Services - companies that provide services for businesses and consumers.

Maintenance, Repair, and Overhaul (MRO) - Companies that specialize in Aircraft maintenance is the overhaul, repair, inspection or modification of an aircraft or aircraft component. Examples: Airbus, Boeing

Engines - Companies that manufacture aircraft engines.

Repair Stations - Companies that are licensed (FAA Certified Repair Station) to repair aircrafts.

Ground - Aircraft services that are performed on-land. The two main types are Ground Handling and Hangars.

Ground Handling - aircraft ground handling defines the servicing of an aircraft while it is on the ground and (usually) parked at a terminal gate of an airport.

Hangars - A hangar is a closed building structure to hold aircraft or spacecraft. Hangars are built of metal, wood, and concrete. Companies that manufacture hangars will fall into this category.

Operations & Logistics - Companies that provide flight planning, electronics maintenance, and work center operations, security, air terminal and ground handling, de-icing, and material and parts support services, 24/7, airside and landside functions, including security, air operations, flight operations, and terminal operations.

Management Services - Aviation management and operations encompass the business aspects of the air transportation industry. Example: Solairus

Charter Brokerage - charter brokers act as middlemen between operators and customers. Examples: Echelon Jets, JetOptions

Suppliers & Distributors - Aircraft part suppliers and distributors resource for companies that supply parts and tools for commercial, light sport, piston and corporate aircraft. Example: KLX Aerospace

Fuel - Companies that provide the specialized type of petroleum-based fuel used to power aircraft.

Rental - Just like car rental companies, there are aircraft rental companies. Examples: Chantilly Air, Inc.

Air Transportation Providers - Companies that provide means of transportation via aircraft.

Passenger - refers to individuals begin able to use them.

Commercial - The exemplary aircraft service that most humans use. Examples: Delta, KLM, etc.

Private - Privately owned aircrafts or aircraft services. Example: JetSuiteX, JetSmarter

Corporate - Companies that provide group travel.

Charter - The business of renting an entire aircraft as opposed to a seat.

Cargo - Companies that transportation cargo via aircrafts.

Medical - Aircrafts that transport medical supplies, equipment, devices, etc. to countries and businesses.

Government - Aircrafts that are military grade and are purchased by either governments or businesses.

Training & Education - Companies that provide aircraft/aviation training to individuals who aspire to be pilots or are already within the aviation industry.

Flight School - Companies that provide training for individuals to learn how to fly and become pilots.

Certifications - Companies that are licensed to prepare, test, and evaluate individuals in the aviation industry.

Flight Testing - Companies that specialize in evaluating individuals that want to become pilots.

Technology - Aviation technology that can be used by aircrafts.

Fixed-Wing - Aircrafts with wings that generate lift using the vehicle's forward airspeed.

Avionics - electronic equipment fitted in an aircraft.

Hardware - Companies that manufacture rivets, fasteners, bolts, nuts, screws, washers, cables, guides, and standard electrical system hardware.

Software - Companies that manufacture aviation software.

Online Reservations - Examples: Expedia, Google Flights

In-Flight Connectivity - aircrafts with built-in wifi connection,

In-Flight Entertainment - aircrafts with integrated televisions.

Air-to-Ground Communications - the means by which people on the ground and those in airborne vehicles communicate with each other.

Rotary-Wing (Rotorcraft) - an aircraft, as the helicopter, which is partly or wholly sustained in the air by lifting surfaces (rotors) revolving around a vertical axis.

Avionics - see Avionics above.

Hardware - see Hardware above.

Software - see software above.

Products - Companies that develop products that can be used on aircrafts, aircraft support, or aircraft services.

Equipment - Companies that manufacture equipment for aircrafts.

Exterior - Companies that manufacture exterior parts and equipment for aircrafts.

Interior - Companies that manufacture interior parts and equipment for aircrafts.

Manufacturing - company or individual involved in the various aspects of designing, building, testing, selling, and maintaining aircraft, aircraft parts, missiles, rockets, or spacecraft.

Design - Companies that manufacture the design (exterior look and aerodynamics) of the aircraft.

Research & Development - Companies that perform R&D to provide optimal manufacturing parts and equipment.

Defense - Companies that manufacture military grade aircrafts, hardware, software, etc.

Media (take 2)

Social Media - Websites and applications that enable users to create and share content or to participate in social networking.

Content Creation & Production - The contribution of information to any media and most especially to digital media for an end-user/audience in specific contexts. ... A Pew survey described content creation as the creation of "the material people contribute to the online world."

Movies - Examples: Universal Studios, Warner Bros., Walt Disney Pictures

Music - Examples: Record Labels (Def Jam, etc.)

Print - Examples: Anco Custom, Fathead

Digital - The creation of video content via streaming and ePublishing.

Streaming - A method of transmitting or receiving data (especially video and audio material) over a computer network as a steady, continuous flow, allowing playback to proceed while subsequent data is being collected.

ePublishing - Publishing in which information is distributed using a computer network or is produced in a format for use with a computer

Information Services & Technology - Media services that companies provide for media outlets.

Software - Also known as Web 2.0 applications or social apps, include communication and interactive tools often based on the Internet.

Publishing Platforms - Digital and non-digital platforms. Within these platforms, a company can establish brand recognition. In many cases, these are also subscription based fee mediums in which consumers can pay for marketing and online awareness. Example: WordPress, Squarespace, Posthaven, Jekyll, Tumblr, etc.

Media Buying - In advertising management, media buying is the procurement of media inventory. The media buying function negotiates price and placement for advertisements.

Data & Informatics - The science of processing data for storage and retrieval; information science.

Lead Generation and Lists - The action or process of identifying and cultivating potential customers for a business's products or services.

Delivery - Rather vague, delivery is how a company chooses to show its content to its viewers. A group may have a specific way of “delivering” the content (streaming, digital, paper, etc.)

Broadcast TV / Radio - Content delivery via TV or radio

Publishers - a person or company that prepares and issues books, journals, music, or other works for sale.

Digital - digitized content that can be transmitted over the internet or computer networks. This can include text, audio, video, and graphics. This means that news from a TV network, newspaper, magazine, etc. that is presented on a Web site or blog can fall into this category.

Mobile Apps - A mobile application, most commonly referred to as an app, is a type of application software designed to run on a mobile device, such as a smartphone or tablet computer. Mobile applications frequently serve to provide users with similar services to those accessed on PCs.

Streaming - a method of transmitting or receiving data (especially video and audio material) over a computer network as a steady, continuous flow, allowing playback to proceed while subsequent data is being collected.

Music - Examples: Spotify, Apple Music

Movies/TV - Examples: Netflix

Events - Content delivery of famous games that may be of importance to the viewers.

Sports - Companies that buy rights to specific sports networks and sporting events. Examples: NBC purchasing the rights of the 2018 Winter Olympics

Concerts - Companies that hire and produce live concerts and show it via their channels later. Examples: Musical concerts, comedy stand up

Meetings / Conferences - Companies that show widely known conferences in business/politics. Examples: CSPAN

Infrastructure

Utilities - Companies that often fall into this category are public utilities (electricity, natural gas, water, sewage, telephone, and transportation, and broadband internet).

Power Transmission (Grid) - Companies with an interconnected network for delivering electricity from producers to consumers. Keywords include High Voltage Transmission Lines, Demand Centers, Distribution Lines, and Power Stations, Super Grids. Examples include: Goldfield Corp., MasTec, Inc., MYR Group, Inc., Pike Electric Corporation, Quanta Services, Inc.

Natural Gas Distribution - Most of the natural gas distribution is delivered by a local distribution company (LDC). These can either be owned by public investors (publicly traded) or local governments. It is often that a company provides electricity and natural gas to its customers. These cases are found regionally in the United States, for example, BGE, National Grid USA, etc.

Electricity - Companies that power a vast amount of land. These may often go hand-in-hand with the above sub-industry, Utilities. Examples include Xcel Energy, Baltimore Gas & Electric (BGE), PacifiCorp, etc.

Water - Companies that collect, filter / sanitize, and distribute water to consumers. Examples: Aqua America.

Sewerage & Waste Management - Companies that specialize in the process of removing contaminants from household wastewater. Examples: Waste Management (company)

Transportation - Consists of the fixed installations of roads, railways, airways, canals, etc. Examples: AECOM Technology Corporation, Chicago Bridge & Iron, Emerson Electric Co.

Roads - The construction of private and public ways for citizens to use. Companies within this specialization might also provide Manufacturing and Industrial Products and Services (look in the TitanHouse taxonomy). Examples: Vulcan Materials Company, Martin Marietta Materials, Inc., Quanta Services, Inc.

Rail - Companies that provide railroad transportation for consumers, and the construction of railways. Examples: Amtrak, BNSF Railway, CSX Transportation, Kansas City Southern Railway, Norfolk Southern Railway, Union Pacific Railroad.

Bridges - Companies that support the construction of bridges. Examples: United States Steel Corporation, Manitowoc Company Inc.

Tunnels - Companies with construction tunnel projects including city development, rail, airports, and roads.

Airports - Companies that support the construction of airports. Examples: Bechtel

Telecommunications

Unified Communications & Collaboration - interconnected business enhancing tools that aid communication within and between firms/consumers. Examples: Text-based tools, Voice-Based Applications, Video-Based Services, Web Conferencing Platforms, Real-time presence, Social networking. This can sometimes be confused with an Internet of Things. UCC (Unified Communications & Collaboration) is part of the Internet of Things.

Telecommunications Infrastructure - Also referred to as Communication Infrastructure, relates to the communications system which various broadcasting and telecommunication services operate. This infrastructure can build from copper cable, fiber, or wireless technologies. Tower companies would fall into this category. Examples: Crown Castle, American Tower, SBA Communications, United States Cellular Co.

Wireless Communications - Transfer of information or power between two or more points that are not connected by an electrical conductor. Example: Wireless Communications Inc.

Broadband, Data, & Computing Infrastructure - Companies that build infrastructure to support broadband, data, and computing services. Examples: Cell Phone companies, etc.

Satellite - Companies that construct satellites that relay and amplify radio telecommunications signals via a transponder. Examples: DirecTV, EchoStar, Globalstar, Iridium Communications, Ligado Networks, Orbcomm, Intelsat, Sirius XM Holdings, ViaSat, XTAR

Equipment - refers to hardware used mainly for telecommunications such as transmission lines, multiplexers and base transceiver stations. It encompasses different types of communication technologies including telephones, radios, and even computers.

Business Services

Operations - Companies that provide consulting and problem-solving solutions to help generate recurring income, increase the value of a company, and securing the amount and income of a business.

Security (Physical) - Does not deal with cybersecurity. Companies that provide security tools to secure business/consumers.

Facilities - Companies that provide facilities for sale to consumers, which can be used as a working site or inventory handling. Examples: WeWork

Business Process Outsourcing (BPO) - The practice of contracting the operations and responsibilities of a specific business process to a third-party provider.

Educational Services - Companies that provide training programs to employees of other business to enhance specific skills.

Sales & Marketing - Companies that provide marketing services (what people want, why they want it, and how much they'll spend) and, in return, offer sale schemes for products and services.

Market Research - Companies that gather information about consumers' needs and preferences.

Data & Information Services - Companies that provide these solutions for their clients:

- application and database development,
- data analytics & reporting,
- data migration & cleansing for clients.
- Data warehouse & master data management
- Geospatial software & analysis
- Instrumentation
- System Integration & Modernization
- Technical Staff Augmentation

Human Resources - Companies that provide HR services to companies. Some of the services include:

- Compliance Assistance
- Employee Discount Programs
- Legal Matters

Examples: Paychex

Staffing & Recruiting - Companies that specialize in recruiting (searching and attracting candidates for companies) and staffing (managerial service that develops the workforce of a company through training, development, or promotion & compensation).

Healthcare Services - Companies that provide healthcare services to clients. Example: Healthcare Services Group, Inc.

Legal - Companies that provide services that are performed by a lawyer for a client.

Finance - Companies that provide financial services to customers through their platform.

Information Technology – see Page 16.

IT/Infrastructure - refers to an enterprise's entire collection of hardware, software, networks, data centers, facilities and related equipment used to develop, test, operate, monitor, manage and support information technology services.

Tech-Enabled Services (TES) - Technology-enabled services are information service offerings that technology companies develop and operate on behalf of their customers.

Consulting - Companies that provide services to clients to improve performance through analyzing existing business problems and plans.

Compliance - Companies that take efforts to ensure that they are aware and take steps to comply with relevant laws, policies, and regulations. Examples: FINRA

Education & Training

Providers - Institutions that provide education.

Scholastic/Academic - Public and private institutions that provide education to the population.

Post-Secondary/Colleges - Higher education institutions

Career & Vocational Colleges - These are often referred to as trade schools. These systems teach skills necessary to help students acquire jobs in specific industries.

Schools (Primary & Secondary) - K-12 schools.

Niche - Schools that specialize in specific fields in the education industry.

At-Risk - Schools that have students who are considered to have a higher probability of failing academically or dropping out of school.

Special Education - Schools that teach students that have special needs.

Language Services - Schools that specialize in language learning.

Tutoring & Test Preparation - Companies that specialize in preparation for widely known tests (SAT, ACT, CFA, CPA, JD, etc.)

Corporate/Professional - Companies that usually deal with workforce teaching and licensing.

Corporate Training - Educational companies that provide professional development activities to educate employees.

Leadership & Management Training - Companies that specialize in training an individual's skills as a leader and manager (Six Sigma, etc.)

Sales & Technology Training - Companies that teach ways of selling IT services.

Professional Certification - a designation earned by a person to assure qualification to perform a job or task.

Licensure - the granting or regulation of licenses, as for professionals.

Compliance - Companies that offer relevant regulations and expertise in compliance processes sufficient to assist organizations with their legal obligations.

Continuing Education - education provided for adults after they have left the formal education system, consisting typically of short or part-time courses.

Products & Services - Companies that manufacture products and services for educational purposes.

Higher Education - Companies that specialize in the production of materials for university material.

Pre-K to 12 - Companies that provide products and services to primary and secondary schools.

Technical - Companies that specialize in teaching employees how to more accurately and thoroughly perform the functional components of their jobs.

Assessments & Testing - companies that provide assessments and testings for individuals that are training for an exam, license, or higher education.

Technology - companies that manufacture and develop technology for educational purposes.

Instructional Materials - Companies that produce instructional materials for various subjects in schools, corporate training, etc. Examples: Wiley, Lakeshore.

Organizations

Non-Profits (Foundation & Charitable Organizations) - A nonprofit must serve the public in some way, whether through the offering of goods, services or a combination of the two. Examples: hospitals, universities, national charities, churches, and foundations.

Professional Associations - usually a nonprofit organization seeking to further a particular profession, the interests of individuals engaged in that business and the public interest.

Religious & Cultural Institutions - organization within a culture/sub-culture that works for the preservation or promotion of culture.

Real Estate

Specialty - Real estate that specializes in unique housing opportunities, such as student housing, senior housing, and medical offices.

Student Housing - Companies that provide student housing to universities.

Senior Housing - Companies that provide housing to senior citizens. Example: Brookdale Senior Living Solutions

Medical Offices - Companies that offer real estate space to pharmaceutical companies.

Development - the Real estate that is designed for residential and commercial use.

Residential - the Residential real estate is an area developed for people to live on.

Commercial - any non-residential property used for commercial profit-making purposes. This includes stores, malls, office buildings, and industrial parks.

Services - companies that facilitate the service-side of the real estate industry between buyers and sellers.

Brokerage - a middleman that connects buyers and sellers to facilitate a transaction for real estate deals. Example: Century 21.

Property Management - The process of managing property that is available for lease by maintaining and handling all day-to-day activities that are centered around the piece of real estate.

Government Services

Technology - products and services that anyone can use to access open information.

Operations and Logistics - Companies that provide government process outsourcing and operational work (such as Security, Facilities, and Education Services)

Consulting - Companies that provide consulting services to government agencies (and vice versa).

Contracting - Contracting work that can be for government agencies (and vice versa). NOTE: This can also be ANY companies that perform a contracting job for the organizations below.

Federal - Federal agencies that encompass government services.

Agricultural/USAID - The United States Agency for International Development (USAID) is an independent agency of the United States federal government that is primarily responsible for administering civilian foreign aid and development assistance.

Defense/Aerospace - A department of the federal executive branch entrusted with formulating military policies and maintaining American military forces. Its top official is the civilian secretary of defense. It is headquartered in the Pentagon.

Energy/EPA - The Environmental Protection Agency (EPA) was established in December 1970 under United States President Richard Nixon. The EPA is an agency of the United States federal government whose mission is to protect human and environmental health.

Education - A department of the federal executive branch responsible for providing federal aid to educational institutions and financial support to students, keeping national educational records, and conducting some scholarly research.

Health & Human Services - The United States government's principal agency for "protecting the health of all Americans and providing essential human services, especially for those who are least able to help themselves." Also known as DHHS and HHS.

Homeland Security - Homeland security is officially defined by the National Strategy for Homeland Security as "a concerted national effort to prevent terrorist attacks within the United States, reduce America's vulnerability to terrorism, and minimize the damage and recover from attacks that do occur."

Housing & Urban Development - The Department of Housing and Urban Development (HUD) is the principal federal agency responsible for programs concerned with housing needs, fair housing opportunities, and improving and developing U.S. communities.

Justice - A department of the federal executive branch, headed by the attorney general, which administers the Federal Bureau of Investigation (FBI), prosecutes violations of federal law and is responsible for enforcing all civil rights legislation.

Labor - The United States Department of Labor (DOL) is a cabinet-level department of the U.S. federal government responsible for occupational safety, wage and hour standards, unemployment insurance benefits, re-employment services, and some economic statistics; many U.S. states also have such departments.

State/Diplomacy - A department of the federal executive branch primarily responsible for making and conducting foreign policy. It is commonly called the State Department and is headed by the secretary of state.

Interior/Infrastructure - The United States Department of the Interior (DOI) is the United States federal executive department of the U.S. government responsible for the management and conservation of most federal land and natural resources, and the administration of programs relating to Native Americans, Alaska Natives, Native Hawaiians, territorial affairs, and insular areas of the United States.

Transportation - A department of the federal executive branch responsible for the national highways and railroad and airline safety. It also manages Amtrak, the national railroad system, and the Coast Guard.

Veterans Affairs - The second-largest cabinet department, the VA coordinates the distribution of benefits for veterans of the American armed forces and their dependents. The interests include compensation for disabilities, the management of veterans' hospitals, and various insurance programs.

State & Local - Companies that perform work for any state and local agencies in the US.