



GRADY BAY CAPITAL SECTOR INTEREST

Segment	Sub-Segment	Specific Categories	Naics Codes	Other keywords (Recurring Revenue, Subscription, Membership, Services, Contractual, Consumables)
IIOT	Smart Cities	Smart Infrastructure	334519	smart roads, traffic management, ice detection and elimination, weather detection, autonomous driving, intelligent mobility, smart resource management, and smart lighting, traffic monitoring
		Smart Roads		
		Intelligent Traffic Management		
		Smart Energy Management and Smart Lighting		
IIOT	Smart Manufacturing	Monitoring/Tracking	334519	Human-Machine Interface (HMI), "machine monitoring", remote asset supervision, remote management, vehicle telematics, intelligent machines, Pay-per-usage, "engine health monitoring", "IoT asset tracking", IoT asset tracking, Industry 4.0, sensors, monitoring sensors, Smart Manufacturing, Edge Computing, Predictive Maintenance, SCADA (Supervisory Control and Data Acquisition), IoT Platforms, M2M (Machine-to-Machine) Communication, IoT Analytics, Compliance tracking, "prescriptive maintenance", "assured performance", rail freight transport monitoring, sensor-to-cloud IoT, data acquisition modules, factory automation, real-time, control points management, digital twin
		Controlling		
		Automation		
IIOT	Smart Agriculture		334519	Precision agriculture, agronomy intelligence, hail detection, monitor crop productivity, "farm data", electronic field mapping, parallel driving systems, autonomous piloting, next-gen farm management, remote water monitoring, intelligent drip irrigation, soil data analytics, topography analytics, scouting, crop monitoring, field benchmarking, and management zones and VRA maps
IIOT	Smart Building		334519	building automation, room automation, temperature controllers, DDC systems, sensors, and control valves, space intelligence, lighting control solutions, Climate-as-a-Service, energy management, climate control, access control, building performance

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IIoT	Smart Grid		334519	Smart Energy, real-time data, Energy Management System, Gridview Sensors, connecting energy devices, connecting energy devices
IIoT	Smart Health and Wellness	Health Monitoring	334519	smart/connected device, smart lighting, HVAC monitoring, wearable, health/medical sensor, "health monitoring" real-time monitoring, "embedded sensors", "Smart Home", "Fitness Tracker", "Home Intelligence", remote diagnostics
		Wellness		
		Illness Management		
	Smart Homes	Energy Management		
		Home Device Management		
	Safety and Security Alert			
MSP / IT Services			541519	managed services, managed networks, IT service desk, cloud services, consulting services, lifecycle services, data management, 24x7 support, outsourced IT services, maintenance and support, IT service management, technical helpdesk support, monitoring support, Backup and Disaster Recovery
MSSP			541519	Managed Security Service Provider, managed firewall, virtual private network, monitoring support, Network perimeter management, Managed security monitoring, Penetration testing and vulnerability assessments, Compliance monitoring
Home Services Maint. & Home Warrantee Service Companies			811412, 811490, 811400	home warranty, maintenance plans, extended warranty, repairs and maintenance, home repair services, HVAC installation, HVAC maintenance, plumbing, home maintenance plans, home inspection services, emergency repairs
On-Line Education	E-Learning / Masterclass / Training		611000, 611710, 611430	resource platform, ed-tech, edtech, online learning platform, upgrade skills, curriculum, learning management solutions, online course, online training library, remote/distance learning, digital learning, test prep tools, interactive learning platform, technology-assisted academic support
B2B	MROs		811310, 811219, 488190, 811213	operation and maintenance services, MRO, repair, industrial supplies, overhaul, supply chain management, support, parts support, operations and maintenance (O&M)
	BPOs		541618, 541611, 541612	Outsourcing, Legal Process Outsourcing, Knowledge Process Outsourcing, Business Process Outsourcing, Call Center, back-office support
	Robotic Process Automation - RPA Services		513200, 511210	low-code automation, hyperautomation, intelligent automation, "digital workers", intelligent process automation, bots, customer care, tech support
	Measurement and Testing		541380, 54135, 54136	test and measurement solutions, certification, materials testing, inspection, fall protection inspections, calibration services, load testing, engineering evaluations, Dimensional Inspection, Gauge Calibration services, product inspection, factory audits

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B2C	Home Services / Monitoring (Smart Home subscriptions)		811490, 56162, 238220	24-hour emergency services, air conditioning repairs, plumbing, janitorial, disinfecting, home services, certified technicians, home security cameras, Handyman Services, mold remediation, electrical/heating repair and maintenance, access control, and alarm systems, home alarms, security cameras and video doorbells
	Authentication as a service, or AaaS		54151, 511210	authentication, secure authentication, identity solution, Password Manager, authorization, AaaS
	Containers as a service, or CaaS		54151, 511210	containers, infrastructure management, cloud native solution, CaaS
	Database as a service, or DBaaS		54151, 511210	database administration, data management, cloud database, platform, DBaaS
	Device as a service, or DaaS		54151, 511210	device lifecycle management, device rental, hardware leasing, computer leasing, leasing equipment, hardware subscription, DaaS
	Disaster recovery as a service, or DRaaS		54151, 511210	backup, disaster recovery, and data mobility, cloud backup, Backup-as-a-Service (BaaS), Disaster Recovery-as-a-Service (DRaaS), managed and monitored services, data loss, DRaaS
	Function as a service, or FaaS		54151, 511210, 541512, 541519, 518210	cloud computing, serverless, microservices, event driven, serverless computing, serverless applications, serverless platform, FaaS
	Malware as a service, or MaaS		54151, 511210, 541512, 541519, 518211	vulnerability intelligence, detecting, preventing, and investigating, ransomware prevention, incident response, threat intelligence, MaaS
	Network as a service, or NaaS		54151, 511210, 541512, 541519, 518212	network provider, cybersecurity solutions, security platform, content delivery network, zero trust network, NaaS
	Storage as a service, or STaaS		54151, 511210, 541512, 541519, 518213	data backup, archiving, and primary storage, data storage systems, cloud storage, cloud-based file storage, Hosted desktops, STaaS
	Unified communications as a service, or UCaaS		54151, 511210, 541512, 541519, 518214	contact center, collaboration, communication software, unified communication platform, video conferencing, UCaaS
E-Comm Platform Market	Specialty areas Procurement or other niche platforms		4234, 4235, 4238	procurement platform, procurement service, b2b marketplace, sourcing, government procurement platforms
	Home Consumables		445110, 445120, 4452, 453, 446110, 446120	household essentials, grocery delivery, delivery service, delivery platform, convenience
	Automotive Services		811192, 811121	online automotive, automotive marketplace, automotive maintenance, vehicle maintenance, vehicle repair, garage services, Oil change/lube, tire, battery, car wash & detailing services

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B2B Subscriptions	Accessibility		511210, 541512, 522320, 541519, 513210	productivity tools, CRM platform, creative tools, email marketing, online database, enterprise cloud, business software
	Delivery		511210, 541512, 522320, 541519, 513210	shipping platform, logistics platform, warehouse and inventory management system, transport management, online postage
	Subscription Billing		511210, 541512, 522320, 541519, 513210	subscription lifecycle management, subscription management, subscription billing, recurring billing, billing management
Business Services	XaaS		511210, 541512, 522320, 541519, 513210	XaaS
	Marketing Services (Mar-Tech)		541613, 541810, 541830, 541990	martech solutions, marketing communications, digital marketing, marketing strategy, marketing analytics, ecommerce SEO services, social media advertising
DTC Subscriptions	Accessibility		515210, 511210, 512120	streaming subscription, on-demand, premium membership, cloud storage, creative cloud access, exclusive features, exclusive content
	Delivery		445298	meal kit subscription, meal delivery service, weekly meal plan, monthly snack box, coffee subscription, tea subscription, shaving subscription, grooming products, beauty subscription, pet food delivery, monthly pet essentials
	Subscription Billing		511210, 541511, 541512, 518210	subscription lifecycle management, subscription management, subscription billing, recurring billing, billing management
	Access/Bargain (membership access)		515210, 511210, 512120	streaming services
	Curation (subscription boxes)			meal kit delivery, monthly subscription boxes, produce delivery service, themed subscription box, tea subscription service
E-Comm Subscriptions	Replenishment (commodities and consumables)		454110, 511210, 518210, 519130, 519190	personalized training plan, fitness trackers, meal planning, nutrition tracking
		Beauty	454110, 511210, 518210, 519130, 519190	personalized beauty products, beauty subscription
		Medical	454110, 511210, 518210, 519130, 519190	personalized treatment plans, prescription medications, pharmaceutical products, medication packs

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E-Comm Subscriptions	Replenishment (commodities and consumables)	Wellness	454110, 511210, 518210, 519130, 519190	meal replacement products, relaxation and mindfulness, keto-friendly, adaptogenic blends, herbal supplements, Diabetic and other chronic need supplies
		Nutraceuticals	454110, 511210, 518210, 519130, 519190	personalized vitamin and supplement packs
Affinity / Membership / Networks / Associations	Affinity Communities		813910, 813920	health and fitness, wellness, creative, online learning, professional development, readers', book club, gaming, outdoor, tech, food, diabetes community, communities
	Network-based Clubs		813910, 813920	professional networking, professional development, executive development, leadership development, peer advisory, mastermind community, membership, society, Executive Coaching, cohort programs, learning communities, and peer networks, community building
	Associations		813910, 813920	business association, industry association, trade organization, professional association
Personal Care Subscriptions	Services		45619, 81219, 81211, 812112	personal care, grooming, care services, home care, wellness, Pet market subscription services
	Health & Medical		45619, 81219	healthcare platform, online medicine, video consultation, healthcare services, medical services, Telemedicine, on-line pharmacy
	Med-SPA Beauty Wellness, Longevity		45619, 81219	medical spa, med spa, skincare, beauty health, beauty care, injectables, wellness services
Predictive Maintenance Services			811210, 811310, 811490	predictive maintenance, proactive maintenance, industrial iot, industrial automation, data analysis
Royalty Based	IP-Based Research		54191, 513140	industry reports, trend analysis, industrial research, consumer market research, statistical data, data services
	Training & Education		611430	online education, online courses, interactive learning, educational technology, ed-tech, eLearning services, VR Learning
	Content Based		513120, 516210	podcasting, gaming, blogging, social media influencer, photography, art and design
Single-use Consumables	Manufacturing & Industrial Consumables		423840	industrial supplies, MRO, custom packaging, on-demand packaging, Oil, fluids, hydraulics
	B2C consumables		446120	meal kit, personalized beauty and skincare products, dental care, razors, grooming products, coffee
Subscription Billing Management	Payment Gateways		522320	payment processor, online payment platform, fintech
	Loyalty Software		" 561990"	loyalty platform, loyalty program, customer engagement, rewards, marketing promotions, employee engagement