

APPENDIX TABLE 8-31 

Definitions of industry or technologies of venture capital data

(List of industries or technologies and definitions)

Industry or technology	Definition
3-D printing	Refers to the manufacturing process and all technology related to printing a three-dimensional object; 3-D printing encompasses the actual printer as well as software, including 3-D versions of computer-aided design, which utilizes multiple data points to create cross-sectional patterns of the object to be formed.
Advertising technology	All technologies, software, and services used for delivering, controlling, and targeting online advertising.
Agriculture technology	Companies that develop software and hardware systems to automate and manage farming processes and promote environmentally conscious agriculture. These include wireless sensors to monitor soil, air, and animal health; hydroponic and aquaponic systems; remote-controlled irrigation systems; aerial photo technology to analyze field conditions; biotech platforms for crop yields; data-analysis software to augment planting, herd, poultry, and livestock management; automation software to manage farm-task workflows; and accounting software to track and manage facility and task expenses.
Artificial intelligence and machine learning	Companies developing technologies that enable computers to learn, deduce, and act autonomously, through utilization of large data sets. The technology enables development of systems that collect and store massive amounts of data and that analyze such content to make decisions based on probability and statistical analysis. Applications for artificial intelligence and machine learning include speech recognition, computer vision, robotic control, and accelerating processes in the empirical sciences, where large data sets are essential, such as gene sequencing in life sciences.
Audio technology	Developers of software and hardware technology for the music industry. Includes providers of on-demand music services that connect products from music artists with the public. Also includes developers of audio technology for the professional and consumer sound markets, including earphones, transmitters, automobile sound systems, and home and studio systems.
Autonomous cars	Companies that develop street-legal vehicles that can sense their environments and navigate without human interaction. Includes related technology, which is based on radar, light detection and ranging, GPS, odometry, software, and computer vision.
Big data	Companies providing a product or service where the core technology handles data that are too large for traditional database systems, usually due to data volume, data velocity, or data variety.
Clean technology	Developers of technology that seeks to reduce the environmental impact of human activities or to reduce significantly the amount of natural resources consumed through such activities.
Cybersecurity	Information technology companies that provide a solution specifically oriented toward providing user and network security.
E-commerce	This includes online retailers, online marketplaces, social commerce, and logistics and shipping for online retailers and for providers of software and hosting services for online retail.



Industry or technology	Definition
Education technology	Software or hardware created to enhance teaching practices and improve learning outcomes.
Ephemeral content	Companies that provide online platforms for the sharing and temporary display of photos, videos, messages, documents, and other content. The key aspect is that the content vanishes from the Web after a certain time frame.
Finance technology	Companies engaged in providing software and hardware to enable automated financial transactions.
Health technology	Companies that provide mobility and other information technologies to improve health care delivery while decreasing costs. It entails the use of technology and services—including cloud computing, Internet services, and social mobility—to optimize patient-centric health care.
Infrastructure	Companies owning physical assets necessary for the movement of goods, multimodal commerce, or power generation.
Internet of Things	A company that provides a product that is enabled with sensors and actuators embedded in physical objects or software that uses these sensor data to improve the user experience or allows for sharing these data with a network of other devices, often using the same Internet Protocol that connects the Internet.
Life sciences	Companies involved in sciences dealing with living organisms and life processes, including biology, pharmaceuticals, biomedical technology, and nutraceuticals.
Lifestyles of health and sustainability	Companies that provide consumer products or services focused on health, the environment, green technology, social justice, personal development, and sustainable living.
Manufacturing	Companies that produce products that require the heavy use of capital equipment and raw materials.
Marketing technology	Marketing technology consists of digital technology to automate and simplify the marketing process. This includes tools for search-engine optimization, customer analytics, customer-relationship management, loyalty programs, and applications that leverage social media for connecting brands with consumers.
Mobile	Companies whose primary revenue source comes from providing services for mobile devices or enabling mobile communications.
Nanotechnology	Companies engaged in creating products that are dependent on the ability to manipulate materials at an atomic level, usually due to the materials exhibiting novel properties at the subatomic level.
Oncology	Companies involved in the diagnosis or treatment of cancer without regard to whether they do so through the production of pharmaceuticals, devices, or service-based models.
Robotics and drones	Automated or remote-controlled mechanical devices and technology. These include machinery programmed to perform repetitive tasks, such as manufacturing and loading; precision tasks, such as surgery or semiconductor production; and remote-operated movement or travel, such as that provided by unmanned aerial vehicles, subsea vehicles, and land vehicles.
Software as a service	Information technology companies that provide their software using client-server architectures that host the application in a centralized, off-site location.



Industry or technology	Definition
Virtual reality	Technology, including hardware and software, providing an immersive, 3-D user experience in a virtual world. Virtual-reality environments are provided through a computer screen augmented with wearable devices, such as head-mounted stereoptical displays or sensor-embedded gloves. Virtual reality also includes remote communication environments, where users interact with each other through computer-generated avatars.
Wearables and quantified self	A consumer health care sector entailing sensor-based tracking of aspects of a user's life, including moods, nutrition, and activities. This category entails use of wireless sensors that can be attached to a person through clothing, attached to the body, or ingested into the body. The data can be used for self-tracking for better understanding of individual health and behavioral capacities. Common uses for this technology include fitness assessment, stress analysis, sleep monitoring, biofeedback applications, and monitoring of behavioral changes.

GPS = global positioning system.

Source(s)

PitchBook, Venture capital and private equity database, <https://my.pitchbook.com/>.

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