Level 3

Topic 5. Sectors and Subsectors

Part 1: Opening

Beth: Hello everyone, and welcome. Today's topic will cover investment sectors and subsectors. This is especially helpful for first-time investors who want to understand the bigger picture and how and where they can put their money to work.

Charlie: We will walk through the main sectors of the economy and exciting subsectors within them. We'll keep it simple but informative so you can start building a diversified portfolio that matches your interests and risk level. Let's get started!

Part 2: Core Content

Beth: Sectors are broad categories of businesses that do similar things. There are twelve main ones.

Charlie: These are:

- Consumer Staples
- Agriculture
- Healthcare
- Consumer Discretionary
- Financials
- Technology

Beth: Then we have:

- Real Estate
- Industrials
- Materials
- Utilities
- Energy
- Communication Services

Charlie: Diversifying across various sectors allows you to support your family, community, and humanitarian projects that interest you. As a first-time investor, start by thinking about what kind of impact you want to have locally and beyond.

Think of the sectors in your portfolio like players on a sports team. Each one has a specific position and a distinct role to play, working together to pull off a winning strategy.

Beth: Here are the major sectors with examples of subsectors that first-time investors often find exciting:

Charlie: Food companies produce and supply the everyday foods people buy for themselves and their families. Beverage companies make drinks such as water, milk, juice, tea and coffee. Household products include everyday essentials for cleaning, laundry and personal care.

Beth: Farming producing natural wholesome foods, crops, and soil-restoring plants using natural inputs. Modern crop farming uses equipment, sensors and automation to help farmers grow and manage crops. Livestock farming raises animals such as cattle, sheep and chickens for food and other agricultural products.

Charlie: Biotechnology uses living cells and biological processes to develop treatments, tools and other useful products. Medbeds, as pictured here, use frequency to heal. Medbed centers imagine facilities built around these proposed future care technologies. Regenerative health technologies aim to repair or replace damaged cells, tissues and organs.

Beth: Retail businesses sell products such as clothing, furniture and electronics directly to customers. Automobiles include businesses that design, manufacture and sell cars and other vehicles. Entertainment brings people experiences such as films, music, games and live events. Restaurants prepare and serve food, from quick meals to fine dining. E-commerce lets people buy products and services through websites and apps. Luxury goods include premium products such as designer clothing, jewelry, watches and handbags.

Charlie: Fintech uses technology to make financial services more accessible and convenient. Digital payments move money electronically through cards, apps and online systems. Blockchain provides a shared digital record that can track transactions and assets across a network. Banks store money. Insurance assists managing risk.



Beth: Software provides the programs and applications that help computers and devices perform tasks. Semiconductors are the chips that power devices such as phones, computers and modern vehicles. Super intelligence describes a proposed future form of AI that would exceed human abilities across many tasks. Quantum computing explores a different way of processing information that could help solve certain complex problems. Cybersecurity protects devices, networks and information against digital threats. Space technology develops satellites, spacecraft and systems for activities beyond Earth.

Charlie: Property companies develop, own, manage or sell buildings and land. Apartment real estate investment trust, also known as REITs let investors participate in portfolios of rental housing. Office REITs own and manage buildings that businesses rent as workplaces. Warehouse REITs own facilities used to store goods and support distribution. Data center REITs own specialized facilities that house servers and computing equipment.

Beth: Manufacturing turns materials and components into finished products, often using machinery and robotics. Aerospace develops aircraft, spacecraft and the systems that support flight and space travel. Defense supplies equipment, technology and services used for national security. Transportation moves people and goods by road, rail, air and sea, with new methods also being explored.

Charlie: Mining extracts minerals and other raw materials used throughout the economy. Metals supplies materials such as steel, copper and aluminum for buildings, machinery and technology. Forestry grows, manages and harvests trees for timber, paper and other wood products.

Beth: Nuclear power uses energy released by splitting atoms to generate electricity. Water providers treat and deliver water, and many also manage wastewater services. Gas utilities distribute natural gas to homes and businesses for heating, cooking and other uses.

Charlie: Oil businesses extract and process petroleum for fuels and many everyday materials. Gas businesses produce and supply natural gas for heating, electricity generation and industry. Nuclear power generates electricity through controlled reactions in nuclear reactors. Nuclear fusion seeks to generate usable power by joining atomic nuclei and remains a developing technology.

Beth: Telecom connects people through mobile, telephone and data networks. Media creates and distributes news, information and entertainment. Internet services support online connections and activities through infrastructure such as fiber networks and satellites.



Charlie: As a beginner, you do not need to invest in every subsector. If humanitarian work matters, look at subsectors that excite you. The advancement in Quantum technology is a quickly evolving space.

Beth: Here are a few practical tips as you get started, firstly, do your research, look into company news, financial summaries, and pay attention to how each subsector creates real-world value—especially for humanitarian projects and local communities.

Second, start small and diversify, give yourself space to learn as you go and finally, stay active revisit and review your portfolio regularly to make sure it continues to align with your overall goals.

Question 1 – How Many Sectors Should a First-Time Investor Focus On?

Charlie: How many sectors should a first-time investor focus on?

Beth: Well, there is no single right answer starting with two or three is ideal. It creates a manageable focus allowing you to dive deep without feeling overwhelmed, it also highlights sector cross over as many top tier projects operate across more than one industry.

Remember, this is always a personal decision, your allocation should directly reflect your individual goals, timeline and risk tolerance.

Question 2 – What are Some of the Fast-Growing Subsectors Worth Watching?

Charlie: What are some fast growing sub-sectors worth watching?

Beth: Quantum Computing and Super Intelligence in Technology, Nuclear Fusion energy in the Energy sector, Frequency Technology innovations in Healthcare, and new innovations in Blockchain tech are some fast-growing subsectors worth watching.



Question 3 – How do I know which Sub-Sectors fit my Values?

Charlie: How do I know which Sub-Sectors fit my Values?

Beth: Look for projects working on solutions you care about—like better food systems, innovative transportation and advanced healthcare solutions. Most projects will have a humanitarian aspect to their offer.

Part 3: Closing

Charlie: Today we have covered sectors and subsectors. Understanding this information is key to comprehend and helps first-time investors build smarter, more personalized portfolios.

Beth: Remember to start simple, follow your interests, diversify, and keep learning. The more you know, the more confident you will feel. Happy investing, and we will see you next time!
