

Search Smarter. Sell Earlier.

A field guide to every sector profile and sales-approach sub-profile in the ArcReact platform.

8

SECTORS

27

SEARCH
CONFIGURATIONS

5

REPORT TYPES

9+

LIVE DATA FEEDS

ArcReact's defensible advantage is finding real early-stage opportunities that most sales professionals would never find — not just monitoring known sources. This document walks every profile and sub-profile combination in plain language: who it's built for, how to search with it, what data it draws on, what results look like, and why it matters.

How to read this document.

A short tour of the structure, the signals, and what the categories mean.

ArcReact organizes every search around two choices: a **Sector Profile** (what kind of work you do) and a **Sub-Profile** (how you sell into that sector). The combination determines which data feeds get queried, which signals get weighted, and what kind of project surfaces in your portal. This guide breaks down all 27 combinations using a consistent five-part structure.

THE FIVE SECTIONS OF EACH ENTRY

WHO IT'S FOR	The seller profile that gets the most value — role, company type, and how they make money. If your sales motion doesn't match the description, a different sub-profile is probably the better fit.
HOW TO SEARCH	Practical guidance on geography, project category inputs, and any context that improves result quality. Most searches resolve cleanly on the first attempt; this section flags the cases where input choices materially change what surfaces.
WHAT DATA	The signal sources ArcReact draws on for this combination — at a category level. Specific source URLs and weighting logic are intentionally not disclosed; the platform's value depends on protecting that layer.
WHAT TO EXPECT	The shape of results — typical project types, signal categories, and the kind of viability call (Priority / Pursue / Monitor / Drop) that comes back. Helps users set expectations before they run a search.
WHY IT MATTERS	The strategic benefit — what this sub-profile lets a seller do that they couldn't easily do with a generic lead list, a CRM filter, or a horizontal AI tool.

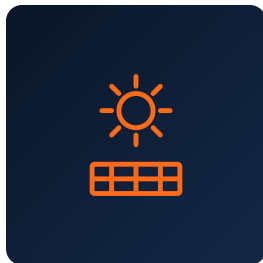
A NOTE ON SIGNAL VERIFICATION

EVERY LEAD CARRIES A CONFIDENCE TIER

ArcReact uses a four-tier signal verification framework. Verified permits and federal grants sit at the top; credible announcements and early indicators in the middle; unconfirmed trade press at the bottom. Every result you see in the portal — across every profile and sub-profile in this document — shows its source and freshness. The score is our recommendation. The signal tier is our proof.

STATUS CONVENTIONS

LIVE	Production sub-profile. Available to all paying customers today. The majority of entries in this guide are Live.
NEW / IN VALIDATION	Sub-profile is built and currently in final-stage validation. Available to design partners and select early adopters; full production release imminent.



SECTOR 01

Utility-Scale Energy.


Solar, wind, and battery storage projects from interconnection queue through commercial operation. The largest concentrated capital projects in the energy economy, decided years before any RFP — and the most competitive space in early-stage project discovery.



NO SUB-PROFILE

Utility-Scale Energy (Solar / Wind / BESS)

Utility-Scale Energy — Configurations.

 Utility-Scale Energy LIVE	
<p><i>Solar, wind, and battery storage projects from interconnection queue through commercial operation.</i></p>	
WHO	Sales professionals at developers, EPCs, equipment OEMs, financiers, and energy service providers who work on megawatt-scale generation and storage. If your revenue model depends on landing position on large solar farms, wind projects, or grid-scale battery installations, this is your profile.
HOW	Specify geography (state, ISO/RTO region, or named utility service territory) and any project sub-category that narrows your interest. Broader geography returns more candidates; tighter geography returns higher-relevance ones. There is no sub-profile dropdown for this sector — the project category itself defines the sales motion.
WHAT DATA	ISO/RTO interconnection queues (MISO, SPP, ERCOT, CAISO, PJM), FERC dockets, SAM.gov, EIA Form 860, state permit and siting records, DOE grant and IRA incentive activity, and corroborating trade press. The four-tier signal framework applies — every project carries provenance from verified queue position down to early-indicator announcements.
EXPECT	Named projects with developer, capacity, location, queue position or permit status, and estimated commercial operation date. Results range from very-early interconnection requests through projects with substantial completion paths underway. Each gets a Priority, Pursue, Monitor, or Drop call based on viability for the search profile.
WHY	The utility-scale energy market is hyper-competitive once projects are public. ArcReact surfaces projects while they are still in queue, in permitting, or in financing — well before the RFP cycle. For developers, that means earlier relationships; for EPCs and OEMs, it means showing up before the spec is locked.



SECTOR 02

C&I Efficiency.

Commercial and industrial energy efficiency, electrification, and demand-side decarbonization. Four distinct sales motions live here — utility programs, ESCO channel, direct owner, and specifier-led — each routed to its own discovery profile.



PROGRAMMATIC

Utility programs & incentive-driven retrofits

ESCO_FACING

Energy service companies & performance contracts

DIRECT_ACCOUNT

Direct-to-owner efficiency & electrification

SPEC_IN_LED

LED specifier-channel discovery

C&I Efficiency — Configurations (1 of 2).



Utility Programs & Incentives

P2 / PROGRAMMATIC

LIVE

Utility program portfolios and incentive-driven retrofit pipelines.

WHO	Sales professionals at utilities, program implementers, and program-participating contractors whose deal flow comes from utility-administered demand-side management, energy efficiency, and electrification programs. If you live in the world of program enrollment cycles and incentive structures, this is your configuration.
HOW	Specify state or utility service territory plus your program-relevant scope (commercial lighting, HVAC, custom incentives, electrification, etc.). Searches benefit from naming the program type if you specialize — programmatic work is often defined more by the funding mechanism than by the building type.
WHAT DATA	State public utility commission filings, utility integrated resource plans, program implementer announcements, and aggregated incentive activity surfaced through trade and regulatory channels. Procurement activity, RFP precursors, and program cycle events get prioritized.
EXPECT	Program-eligible facility opportunities, utility program cycles approaching renewal, and named-customer projects participating in incentive structures. Results are weighted toward projects where program enrollment timing aligns with a near-term sales motion.
WHY	Programmatic sales depend on showing up at the right point in the cycle — too early is wasted time, too late and the incentive is allocated. ArcReact positions you in the window where decisions are forming but commitments haven't been made.



ESCO & Performance Contract Channel


P2 / ESCO_FACING


LIVE

Energy service company pipelines and performance contract deal flow.

WHO	Sales professionals at manufacturers, distributors, or subcontractors who sell through ESCOs — meaning your customer is the ESCO, not the building owner. Lighting OEMs, HVAC equipment companies, controls vendors, and specialty subs whose path to revenue runs through performance contractors fit here.
HOW	Specify geography and product or trade category. The account model assumes your "customer" is an ESCO or performance contractor, not the end-use facility — search inputs should reflect what the ESCO is solving for, not what you might pitch directly to a building owner.
WHAT DATA	Federal energy savings performance contract (ESPC) awards and IDIQ activity, utility energy service contract (UESC) records, state and municipal performance contract procurements, ESCO project announcements, and specifier-channel signals tracked through the construction and energy press.
EXPECT	Named ESCO projects with facility owner, contract vehicle, scope of work where disclosed, and stage in the development cycle. Results emphasize projects where component or trade selection decisions are still open.
WHY	ESCO-channel selling is relationship-based and timing-sensitive. ArcReact surfaces ESCO project activity early enough to influence specification or get on the bid list — rather than reacting after the project is contractually locked in.

C&I Efficiency — Configurations (2 of 2).

 Direct-to-Owner Efficiency LIVE	
<p><i>Direct-to-owner efficiency, electrification, and sustainability projects.</i></p>	
WHO	Sales professionals selling directly to commercial and industrial building owners, corporate real estate teams, and facility executives. If you go straight to the end customer for efficiency, electrification, decarbonization, or sustainability projects — without an ESCO, utility program, or general contractor in between — this is your sub-profile.
HOW	Specify geography and the kind of decision context that drives your deals (building category, customer industry, project scope). Direct-account searches benefit from naming the buyer characteristic that signals readiness — corporate sustainability commitments, capital planning cycles, expansion activity.
WHAT DATA	SEC EDGAR filings (sustainability disclosures, capital expenditure language, facility expansion signals), EPA ECHO records, corporate sustainability and ESG announcements, large capital project permits, and supporting trade press. Owner-direct signals get weighted higher than channel-mediated signals.
EXPECT	Named owner-side projects with the decision-maker context, project type, and business driver where available. Results favor opportunities where the owner is the active buyer and the procurement path is direct.
WHY	Direct sales motions live or die on access to the right decision-maker at the right moment. ArcReact surfaces buying signals — capital deployment, expansion, sustainability commitments — that telegraph project formation before the buyer issues a formal request.

 LED Specifier-Channel Discovery NEW	
<p><i>LED lighting specifier-channel discovery for spec-in manufacturers.</i></p>	
WHO	Manufacturers of specifier-driven LED and lighting products who sell through two-step distribution and depend on getting their product written into project specifications. Reps work with ESCOs, lighting designers, MEP engineers, architects, and contractors — not building owners directly.
HOW	Specify geography and product category. Search results explicitly model the inverted account structure — the ESCO, design firm, or major distributor is treated as the account, not the building owner. No size filter is applied in either direction; spec-in work spans small retrofits to large new construction.
WHAT DATA	ESPC awards, design-build awards, specifier activity tracking, distributor channel intelligence, and competitive displacement signals. Source stack emphasizes the early signals that determine which products end up in specs — intentionally distinct from Lane A-anchored procurement records.
EXPECT	Projects where specification decisions are forming or recently made, with specifier, distributor, and competitive context. Results emphasize Lane B inference grounded against verified anchors — the account model is built around the specifier rather than the end-user owner.
WHY	There is no public RFP for "Owner X buys lighting from Manufacturer Y." Traditional procurement-data tools are blind to spec-in selling motions. ArcReact's purpose-built configuration finds these opportunities at the point where specifier influence is still possible.



SECTOR 03

Public Sector & Institutional.

Federal, state, local, and institutional procurement — from grant-funded capital projects through agency forecasts and contract recompetes. Buyer type is the top-line signal here; four sub-profiles route to four very different sales motions.



INTEGRATOR_VAR

Systems integrators & value-added resellers

CONSULTANT_PM

Owner's reps & consulting engineers


CONSTRUCTION

Public & institutional construction

EQUIPMENT_SUPPLIER

Capital equipment to government & institutions

Public Sector & Institutional — Configurations (1 of 2).




Systems Integrator / VAR

P3 / INTEGRATOR_VAR

LIVE

Systems integrator and value-added reseller opportunities in government and institutional accounts.

WHO	Sales professionals at systems integrators, value-added resellers, and technology partners who sell technology solutions into federal civilian, DoD, state and local government, and institutional buyers (K-12, higher ed, healthcare systems treated as institutions). Your deals usually involve multi-vendor integration, professional services, and ongoing support.
HOW	Specify agency type or institutional category plus geography. Searches improve when you name the technology area you sell — integrator deals are won on demonstrated category expertise, and the platform weighs context that signals fit.
WHAT DATA	SAM.gov, USASpending, GSA eLibrary, agency forecasts and acquisition plans, GovTribe-equivalent procurement intelligence, state and local procurement portals, and institutional capital project disclosures. Procurement vehicles and contract recomplete cycles are prioritized signals.
EXPECT	Named procurement opportunities with agency, vehicle, period of performance, and incumbent context where known. Recomplete windows and forecast-stage activity get surfaced before solicitation drops.
WHY	Integrator wins start months before the RFP — they start when an agency begins articulating a need internally. ArcReact's job is to find that signal early enough for you to shape the requirement, position your past performance, and arrive at the bid table as a known quantity.



Consultant / Owner's Rep


P3 / CONSULTANT_PM

LIVE

Owner's representative and consulting-engineer pursuits in public sector accounts.

WHO	Sales professionals at consulting firms, owner's reps, project management firms, and professional services organizations whose product is expertise. Your deals are advisory — feasibility studies, planning, program management, construction administration — sold into agencies and institutional owners.
HOW	Specify agency or institution type, geography, and project category (capital program, infrastructure planning, facility modernization, etc.). Consulting work is often won on past-performance fit; searches that name your domain specialization return more relevant results.
WHAT DATA	Agency capital improvement plans, state and federal infrastructure funding disclosures, IJJA / IRA grant award activity, agency strategic plans, board meeting minutes and capital budget filings where surfaced, and trade press on agency-level project initiation.
EXPECT	Pre-solicitation project signals — capital plan line items, grant awards that telegraph downstream consulting work, and agency initiatives still in the planning phase. Each result frames who the likely buyer is and what phase the work is in.
WHY	Consulting and PM work is decided in the planning phase, often by relationships formed before any formal procurement. ArcReact surfaces the planning-phase activity that creates the consulting opportunity in the first place.

Public Sector & Institutional — Configurations (2 of 2).




Public Sector Construction

P3 / CONSTRUCTION

LIVE

Public-sector and institutional construction project pursuit.

WHO	General contractors, design-build firms, and major specialty contractors who focus on government and institutional construction. Federal facility work, state capital projects, municipal infrastructure, K-12 modernization, higher education capital programs, and healthcare-institutional construction all fit here.
HOW	Specify geography and project type (vertical building, infrastructure, modernization, renovation). The platform routes public-sector construction through buyer-type signals as top-line drivers — search inputs that name the owner type sharpen relevance significantly.
WHAT DATA	SAM.gov design-build and construction notices, USASpending obligation activity, IJJA / IRA infrastructure award flows, GSA capital project forecasts, state and municipal capital improvement plans, school and university bond issuances, and corroborating trade press.
EXPECT	Named projects with owner agency, project category, estimated value range where disclosed, and procurement timing. Strong emphasis on pre-solicitation identification — projects in capital plans and forecasts that haven't yet hit formal procurement.
WHY	Public sector construction is calendar-driven. Capital plans publish years in advance, grants get awarded years before construction starts, and the contractors who win are the ones tracking the funding-to-project chain. That chain is exactly what ArcReact surfaces.



Capital Equipment Supplier

P3 / EQUIPMENT_SUPPLIER

LIVE

Capital equipment opportunities in public sector and institutional accounts.

WHO	Manufacturers, distributors, and direct-sales organizations selling capital equipment — generators, HVAC equipment, security systems, lab equipment, industrial process equipment — into government and institutional buyers. Your sales motion is product-led, often through channel partners, but with direct enterprise account coverage on larger pursuits.
HOW	Specify equipment category and geography, plus agency or institutional buyer type if you specialize. Equipment opportunities surface most cleanly when the search names what gets sold — equipment selections are often captured in capital project documents before formal procurement.
WHAT DATA	Capital project plans and forecasts (federal, state, institutional), SAM.gov solicitations and pre-solicitation notices, GSA Schedules and BPA activity, agency facility planning disclosures, and trade press on equipment selection and standardization decisions.
EXPECT	Equipment-relevant projects with owner, facility type, anticipated equipment category, and procurement vehicle context where known. Results weight toward projects where the equipment spec is still open.
WHY	Capital equipment wins are spec-driven. Once the specification is locked, the field is narrowed. ArcReact surfaces opportunities at the upstream point where equipment choices are being shaped — not at the bid-on-a-locked-spec stage where margins are already compressed.



SECTOR 04

Real Estate & Multifamily.

Multifamily, mixed-use, and commercial real estate development — from entitlement and capital formation through construction. Four sub-profiles cover the full vendor and service mix that surrounds any major real estate project.



GC

General contractors

SPECIALTY_SUB

Specialty subcontractors

DEVELOPER_SERVICES

Pre-construction & developer-facing services

EQUIPMENT_SUPPLIER

Capital equipment for development

Real Estate & Multifamily — Configurations (1 of 2).



General Contractor

P4 / GC

LIVE

General contractor pursuits in multifamily and commercial real estate development.

WHO	General contractors and construction managers who chase multifamily ground-up, mixed-use, podium, and commercial real estate development work. Your business depends on getting in front of developers and capital partners early enough to be on the short list when the project moves into procurement.
HOW	Specify market (metro or region) and asset type (multifamily, mixed-use, specific product types like build-to-rent or affordable). Searches benefit from geographic precision — real estate is hyper-local and developer relationships cluster by metro.
WHAT DATA	Local entitlement and zoning records, permit precursor signals, developer project pipelines surfaced through capital announcements and SEC filings, construction loan and equity placement signals, and corroborating press on named developments.
EXPECT	Named real estate developments with developer, unit count or square footage, asset type, and stage in the entitlement-to-construction lifecycle. Pre-permit and pre-bid identification is the explicit focus.
WHY	Multifamily and commercial real estate construction is won on relationships formed years before groundbreaking. ArcReact surfaces the projects at the entitlement, zoning, and capital-formation phases — the windows where GC selection is still genuinely competitive.



Specialty Subcontractor

P4 / SPECIALTY_SUB

LIVE

Specialty subcontractor pursuits in multifamily and commercial real estate.

WHO	Specialty subcontractors and trade contractors who work on real estate development projects — MEP, finishes, building envelope, structural, vertical transportation, and similar trades. Your account is the GC or developer, not the building owner, and your sales motion centers on getting on bid lists before the project is fully designed.
HOW	Specify market and asset type. Naming the trade specialty isn't required for dispatch but improves Phase 2 enrichment context — the system uses it to frame recommendations and outreach guidance.
WHAT DATA	Same project-universe signals as P4 / gc — entitlement records, permit precursors, developer pipeline activity — with the account model framed around GC relationships and bid-list timing rather than direct-to-developer selling.
EXPECT	Named developments with the project identifiers needed to chase bid lists plus context on the likely GC pool and procurement timing. Results emphasize projects where trade selection windows are still open.
WHY	Specialty subs lose deals not because they couldn't compete, but because they never knew the project existed. ArcReact closes that gap by surfacing real estate development activity at the same early stage GCs see it.

Real Estate & Multifamily — Configurations (2 of 2).



Developer Services

P4 / DEVELOPER_SERVICES

LIVE

Pre-construction services and developer-facing professional offerings.

WHO	Sales professionals at firms selling pre-construction services to developers — project management, owner's rep services, due diligence, feasibility, cost consulting, capital advisory, and similar professional offerings. Your buyer is the developer or capital partner, not the GC.
HOW	Specify geography and developer characteristic (project type, capital source, deal size band). Searches improve when you signal what kind of developer matters — institutional, regional sponsor, syndication-driven, etc. — because developer-services selling is highly relationship-typed.
WHAT DATA	Developer pipeline signals, capital placement activity, SEC filings and sponsor disclosures, joint venture announcements, land acquisition records, and entitlement activity that telegraphs new project formation.
EXPECT	Developer-focused intelligence — who is forming a deal, what stage they are at, and what services they are likely to procure. Each candidate is framed around the developer as the decision-maker.
WHY	Developer-services firms compete on access. The advisor who is in the room during deal formation wins the engagement. ArcReact surfaces deal-formation activity early enough to drive that access motion.



Capital Equipment Supplier

P4 / EQUIPMENT_SUPPLIER

LIVE

Capital equipment opportunities in multifamily and commercial development.






WHO	Manufacturers and distributors selling capital equipment, FF&E packages, appliances, and major systems into multifamily and commercial real estate. Your sales path involves getting specified into developer or design-team standards, sometimes via the GC, sometimes direct.
HOW	Specify geography, asset type, and equipment category. Real estate equipment pursuits benefit from naming product specialty — many developer standards are category-specific.
WHAT DATA	Project pipeline activity from entitlement and capital signals, developer standardization indicators, GC bid activity, and trade press on developer product preferences and spec changes.
EXPECT	Equipment-relevant project opportunities with developer, asset type, and the likely procurement path (developer-direct vs. GC-led). Spec-formation timing is a high-weighted signal.
WHY	Equipment specs in multifamily and commercial real estate often follow developer standards rather than per-project decisions — but new developers, new asset types, and new geographic expansions open the spec window. ArcReact surfaces those openings as they form.



SECTOR 05

Industrial & Manufacturing.

Heavy industry, manufacturing, datacenter buildout, and specialty materials. The widest sub-profile range in the platform — five distinct configurations cover energy systems, datacenter infrastructure, process technology, EPC pursuit, and capital equipment sales.

 ENERGY_GENERAL	Industrial energy & power systems
 ENERGY_DATACENTER	Datacenter power infrastructure
 SPECIALTY_MATERIALS	Specialty materials & process technology
 EPC_CONTRACTOR	EPC & engineering-construction
 EQUIPMENT_SUPPLIER	Industrial capital equipment

Industrial & Manufacturing — Configurations (1 of 3).



Industrial Energy & Power

P5 / ENERGY_GENERAL

LIVE

Energy and power systems opportunities at industrial and manufacturing facilities.

WHO	Sales professionals selling energy systems, on-site power, electrification, and energy efficiency solutions into industrial and manufacturing facilities. Your buyer is the plant, the manufacturing site, or the corporate energy function — and the sale is tied to operational reliability, cost, or sustainability goals.
HOW	Specify geography and the energy-system category (on-site generation, storage, efficiency, electrification, decarbonization). Industrial energy opportunities often correlate with capacity expansions, sustainability commitments, or reliability events; search context that captures these helps.
WHAT DATA	Industrial facility expansion and capacity-add signals, EPA ECHO and emissions records, corporate sustainability disclosures, IRA and DOE grant activity for industrial decarbonization, utility interconnection records, and supporting trade press.
EXPECT	Industrial facility opportunities tied to energy investment activity. Results include site identification, the energy-system trigger, and the likely decision-maker context.
WHY	Industrial energy projects rarely show up in standard energy procurement channels — they hide inside operational decisions, capital expansion plans, and ESG commitments. ArcReact pulls those signals into one view.



Datacenter Power Infrastructure

P5 / ENERGY_DATACENTER

LIVE

Energy and power infrastructure opportunities in datacenter projects.

WHO	Sales professionals selling power systems, switchgear, UPS, generators, cooling, and energy-related services into the datacenter market. Hyperscale, colo, and edge datacenter buyers all sit here. Your competition is fierce and the buying cycle is compressed — early visibility is everything.
HOW	Specify geography (market) and any narrowing context — operator type, campus scale, sub-scope (medium-voltage, generator package, etc.). Datacenter searches improve markedly when geography is precise; the market clusters in known regions.
WHAT DATA	Site acquisition and permitting records, utility interconnection requests, datacenter operator capital announcements, hyperscale and colo facility disclosures, regional power constraint signals, and trade press tracking build activity.
EXPECT	Named datacenter projects with operator, location, capacity (where disclosed), and the energy-infrastructure scope likely in play. Strong emphasis on pre-construction visibility.
WHY	The datacenter buildout is the largest concentrated industrial power demand event in the country today. The market is opaque, fast-moving, and dominated by relationships. ArcReact surfaces the projects early enough to compete for position before the deck is stacked.

Industrial & Manufacturing — Configurations (2 of 3).



Specialty Materials & Process Tech

P5 / SPECIALTY_MATERIALS

LIVE

Specialty materials and process technology opportunities in industrial markets.

WHO	Sales professionals at specialty materials suppliers, process-technology companies, advanced manufacturing vendors, and chemicals firms whose buyers are industrial operators making capital decisions about materials, coatings, process technology, or specialty inputs. This sub-profile maps to the P9 specialty profile in the legacy architecture.
HOW	Specify industrial sector (e.g., refining, chemicals, mining, glass, ceramics) and geography plus product or technology category. Specialty sales benefit from precise industrial vertical naming — generic searches return generic results.
WHAT DATA	Industrial facility expansion signals, capital project filings, EPA ECHO data, permit activity, sector-specific trade press, technology adoption announcements, and process innovation disclosures.
EXPECT	Specialty industrial opportunities framed around the operator and the process or material decision likely in play. Results emphasize early signals where vendor selection is still open.
WHY	Specialty industrial markets are small, technical, and decided by reputation and relationships. ArcReact gives specialty sellers a structured way to track activity in their narrow market — a luxury usually reserved for the largest players with dedicated market intelligence teams.



EPC / Engineering-Construction

P5 / EPC_CONTRACTOR

LIVE

Industrial EPC and engineering-construction project pursuits.

WHO	EPC firms, engineering-construction companies, and major industrial contractors whose business is large-capital industrial project delivery. Refineries, chemical plants, manufacturing facilities, mining and metals, power, and major industrial expansions all sit here.
HOW	Specify sector and geography. EPC pursuits typically require both — the business is large enough that the specific project profile matters and small enough that any project is recognizable to participants. Naming the project type (greenfield expansion, brownfield, major retrofit) sharpens results.
WHAT DATA	FEED study activity, capital project announcements, SEC filings disclosing major industrial investments, environmental permits at the EIS level, corporate capex disclosures, and major-project trade press.
EXPECT	Named industrial mega-project opportunities with owner, project category, estimated capital value where disclosed, and project stage. Pre-FEED and FEED-stage identification is the differentiator.
WHY	Industrial EPC wins are existential — one project can define a year of revenue. The competitive cycle is long, the relationships are deep, and the entry windows are narrow. ArcReact surfaces project formation at the stage where positioning is still possible.

Industrial & Manufacturing — Configurations (3 of 3).



Industrial Capital Equipment

P5 / EQUIPMENT_SUPPLIER

LIVE

Capital equipment opportunities in industrial and manufacturing markets.

WHO	Manufacturers and distributors selling capital equipment — process equipment, material handling, manufacturing equipment, industrial automation, and the supporting product categories — into industrial buyers. Your sales motion is typically product-led, often with significant engineering involvement.
HOW	Specify industrial sector, equipment category, and geography. Industrial equipment buyers are sector-specialized; searches benefit from naming the end-industry to filter out adjacent but irrelevant activity.
WHAT DATA	Capital project filings, industrial expansion announcements, EPA ECHO and permit-level signals, sector-specific trade press, equipment-class technology shifts, and supporting financial disclosures.
EXPECT	Equipment-relevant industrial opportunities with site, operator, equipment context, and procurement-path framing. Results favor projects where equipment specification is still open.
WHY	Industrial equipment sales depend on being in the room while the FEED is being developed. Once equipment is specified, the field narrows fast. ArcReact surfaces capital activity at the upstream phases where equipment choices are being shaped.



SECTOR 06

General Construction.

The generalist's pipeline engine. Commercial, light-industrial, institutional, and private-development construction work that doesn't fit cleanly into the dedicated real estate or public sector sectors. Four sub-profiles cover the trade and supplier mix.



GC

General contractors

SPECIALTY_SUB

Specialty subcontractors

MATERIALS_SUPPLIER

Materials & building products

EQUIPMENT_SUPPLIER

Capital equipment & building systems

General Construction — Configurations (1 of 2).



General Contractor

P6 / GC

LIVE

General contractor pursuits across commercial, industrial, and institutional construction outside the dedicated real estate and public sector profiles.

WHO	General contractors and construction managers whose work mixes across commercial, light-industrial, institutional, and private-development projects without fitting cleanly into a single sector. If your business runs on diverse pipeline rather than vertical specialization, this is where you start.
HOW	Specify geography and any sector or building-type emphasis you want to weight. Wider searches return broader pipelines; tighter searches return higher-relevance results.
WHAT DATA	Construction project signals from permit records, capital project announcements, design-build award activity, corporate facility expansion filings, and supporting trade press across the construction verticals.
EXPECT	Named construction projects with owner, project category, scope where known, and procurement timing. Results span private-developer, corporate, and institutional work where each appears in the project universe.
WHY	Pipeline diversity is its own business model — GCs who chase across sectors need a tool that doesn't assume a single vertical. ArcReact's GC sub-profile here is the generalist's pipeline engine.



Specialty Subcontractor

P6 / SPECIALTY_SUB

LIVE

Specialty subcontractor pursuits in general construction markets.

WHO	Specialty subcontractors and trade contractors whose work flows across construction sectors — commercial, light industrial, institutional, private development. MEP, finishes, structural, and similar trades sit here when the trade doesn't map cleanly to a single sector like multifamily real estate or public sector.
HOW	Specify geography and trade context. The platform routes search results through a GC-as-account framing — the project universe is the same as P6 / gc, but the account model is built around bid-list relationships.
WHAT DATA	Same project universe as P6 / gc — permit records, capital announcements, design-build awards, corporate facility activity, and trade press — with result framing oriented toward the GC who will run the project.
EXPECT	Construction opportunities with project identifiers, likely GC pool, and the procurement timing needed to chase bid lists. Trade-relevant scope is flagged where surfaced.
WHY	Specialty subs need to know about projects before the GC publishes the bid list. ArcReact creates that window — visibility into the project universe at the same upstream point the GC sees it, framed around the sub's relationship motion.

General Construction — Configurations (2 of 2).



Materials Supplier

P6 / MATERIALS_SUPPLIER

LIVE

Materials supplier opportunities across general construction markets.

WHO	Manufacturers, distributors, and direct-sales materials suppliers selling into construction projects — concrete, steel, lumber, building envelope materials, finishes, fixtures, and supporting product categories. Your sales motion combines spec-in influence with distributor channel and direct agency selling, depending on the product.
HOW	Specify geography and product category. Materials selling motion is multi-path — spec-in, schedule pull-through, distributor channel, direct — and search results frame opportunities accordingly.
WHAT DATA	Project universe signals plus specifier and distributor channel intelligence, capital project announcements, design-build activity, and materials-relevant trade press. Federal procurement signals are included where the federal channel applies.
EXPECT	Construction project opportunities with the project identifiers and the specifier or distributor context relevant to a materials sale. Spec-formation and bid timing get weighted.
WHY	Materials selling is decided in pre-construction by specifiers and bid-list timing. ArcReact surfaces both the project and the specifier-channel context needed to influence the sale before procurement.



Capital Equipment Supplier

P6 / EQUIPMENT_SUPPLIER

LIVE

Capital equipment opportunities in general construction markets.

WHO	Manufacturers and distributors selling capital equipment, building systems, fixtures, and major product categories into construction projects across the commercial-and-institutional spectrum. Your buyers are GCs, developers, or end-use owners depending on the project.
HOW	Specify equipment category and geography, plus owner type if you specialize. Equipment opportunities surface most cleanly when the search captures the product specialty — the platform uses that context to route relevance.
WHAT DATA	Project universe signals oriented toward equipment-relevance — capital project filings, design-build award activity, owner facility planning disclosures, and product-category trade press tracking equipment selection.
EXPECT	Equipment-relevant construction opportunities with project identifiers, owner context, and procurement path framing. Results weight toward projects with open specification windows.
WHY	Equipment-supplier wins in construction follow the spec. Once locked, the field tightens. ArcReact's purpose-built equipment sub-profile surfaces projects at the pre-spec window where vendor positioning is most leveraged.



SECTOR 07

IT Services & GovCon.

Technology services across federal contracting, commercial enterprise, and the partner channel. Three distinct sub-profiles for three sharply different sales motions — and three different signal universes.



GOVCON

Federal government contracting


COMMERCIAL

Commercial enterprise pursuit

PARTNER_CHANNEL

Partner-channel & indirect GTM

IT Services & GovCon — Configurations (1 of 2).




Federal Government Contracting

P7 / GOVCON

LIVE

Federal government contracting pursuits — civilian and defense.

WHO	Sales professionals and business development teams at federal contractors whose business is government services — IT modernization, professional services, mission support, and the broader category of federal services contracting. Includes 8(a), SDVOSB, WOSB, and other socioeconomic designations.
HOW	Specify agency or agency category and capability area (cyber, cloud, data, application modernization, mission support, etc.). Searches benefit from naming any small-business designation if relevant — set-asides are a top-line filter in federal pursuits.
WHAT DATA	SAM.gov, USASpending, GSA eLibrary, agency forecasts, acquisition plans, recompetes and IDIQ activity, GovTribe-equivalent procurement intelligence, and federal trade press. Procurement vehicles and contract recompetes cycles are prioritized signals.
EXPECT	Federal opportunities with agency, vehicle, period of performance, NAICS, small-business status, and incumbent context where known. Forecast-stage and recompetes identification is a focus.
WHY	Federal contracting is decided in the months and years before solicitation drops. The contractors who win are the ones positioning during forecast season. ArcReact surfaces that early window — not the late-stage RFP scramble where the incumbent already has the advantage.



Commercial Enterprise


P7 / COMMERCIAL

LIVE

Commercial enterprise pursuits for IT services and professional services firms.

WHO	Sales professionals at IT services firms, technology consultancies, managed services providers, and professional services organizations selling into commercial enterprise buyers. Your sales motion runs on capability positioning and account-based pursuit, not procurement-portal monitoring.
HOW	Specify target industry, geography, and capability area or service line. Commercial enterprise pursuits benefit from naming the buyer characteristic that signals readiness — digital transformation programs, M&A activity, ERP cycles, leadership transitions.
WHAT DATA	SEC EDGAR filings, capital announcements, enterprise technology disclosures, M&A activity, leadership-change signals, and supporting trade press. EDGAR provides breadth coverage — particularly useful for surfacing buying signals in mid-market and enterprise commercial accounts.
EXPECT	Commercial accounts with the trigger signal, the buying context, and the likely service-line fit. Results emphasize timing — companies in the window where decisions are forming.
WHY	Commercial enterprise sales depend on timing more than on lists. The account list is well-known; the trigger event is not. ArcReact surfaces the triggers — the capital activity, the leadership shift, the strategic event — that turn a target into an opportunity.

IT Services & GovCon — Configurations (2 of 2).

 Partner-Channel / Indirect GTM LIVE	
<i>Partner-channel and indirect-go-to-market opportunities for technology vendors.</i>	
WHO	Sales and channel professionals at technology vendors, software companies, and platform providers whose growth runs through systems integrators, VARs, MSPs, and other channel partners. Your job isn't selling end-product — it's enabling and motivating partners to sell it.
HOW	Specify your product category, target partner type, and the end-customer sector or geography where you want partner activity to occur. Channel searches benefit from naming both halves of the equation — the partner profile and the end-customer environment.
WHAT DATA	Federal and commercial procurement signals where partners are likely participants, partner-channel announcements and certifications, incumbent-relationship signals, and trade press tracking channel activity in target markets.
EXPECT	End-customer opportunities framed around partner-enablement — projects where a channel partner is positioned to win and your product fits into the partner's solution. Includes partner-side context that supports co-selling and channel-account management.
WHY	Channel sales motion is bidirectional — vendors enable partners and partners pull demand. ArcReact surfaces demand-side opportunities in a format that supports partner engagement, not just direct selling.



SECTOR 08 — HEALTHCARE & LIFE SCIENCES

Healthcare.

Diagnostics, devices, equipment, and reimbursement advisory across clinical practices, lab partners, federal facilities, and institutional health systems. The newest sector in the platform — purpose-built for the consultative, event-driven sales motions that define healthcare and life sciences.



DIAG_IMPLEMENTATION


Practice-scale diagnostic implementation



LAB_COVERAGE_PARTNER

Lab coverage & reimbursement advisory

Healthcare & Life Sciences — Configurations.




Diagnostic Implementation Partner

HEALTHCARE / DIAG_IMPLEMENTATION_PARTNER

NEW

Practice-scale diagnostic implementation pursuits for consultative back-office sellers.

WHO	Sales professionals at consultative diagnostic-implementation firms, molecular lab partners, and back-office services organizations whose business is helping clinical practices, labs, and institutional health systems set up and operate diagnostic capabilities. Your motion is relationship-led, recurring-revenue, and typically practice-scale rather than national-account.
HOW	Specify geography, the diagnostic or service category, and any buyer-type emphasis (private practice, federal facility, public-health lab, FQHC, academic medical center, non-profit health system). Buyer-type context materially routes which signal categories get surfaced.
WHAT DATA	CMS CLIA structured data, FDA 510(k) and reimbursement signals, clinical demand indicators, practice consolidation and personnel events, federal facility procurement signals, public-health-lab capacity disclosures, HRSA grant activity for FQHCs, NIH RePORTER data for academic centers, non-profit health system capital filings, and supporting clinical-press sources.
EXPECT	Named opportunities across private-practice and institutional buyers, each framed around the practice or institution as the account. Results include the trigger event (consolidation, new personnel, federal facility expansion, grant award) and the likely decision-maker context.
WHY	Practice-scale diagnostic implementation is decided by consultative relationships formed before any procurement. The events that create the opportunity — practice consolidations, new clinicians, institutional expansions — are publicly visible but scattered. ArcReact pulls them into one purpose-built view.



Lab Coverage & Reimbursement Partner

HEALTHCARE / LAB_COVERAGE_PARTNER

NEW

Coverage and reimbursement advisory pursuits for labs facing payer-policy change.

WHO	Sales professionals at coverage and reimbursement advisory firms, implementation-led consulting practices, and reference labs offering in-house coverage capability. Your buyers are clinical, molecular, and pathology labs navigating coverage decisions, reimbursement policy changes, and compliance windows.
HOW	Specify geography, lab category or specialty, and any payer-environment context relevant to your engagement model. Coverage-advisory work is event-driven — searches anchored on open decision windows return the most actionable results.
WHAT DATA	CMS Coverage API endpoints (LCDs, NCAs, CALs, NCDs), FDA structured-data sources (510(k), De Novo, PMA, Companion Diagnostics), reimbursement policy and economics process artifacts (PFS, CLFS, PAMA, AMA CPT Editorial Panel activity, PLA postings, state Medicaid), commercial payer policy bulletins, MoIDX program updates, and clinical and reimbursement trade press.
EXPECT	Lab opportunities anchored to open coverage windows — NCAs in active comment, LCDs in draft status, FDA decisions with reimbursement tails, commercial payer policy shifts, MoIDX compliance events, and reimbursement rate resets. Each candidate is framed around a forward-actionable decision window, not a past event.
WHY	Coverage and reimbursement advisory engagements are won by being the first call when a payer policy moves. The signals that telegraph those moves are public but scattered across federal registers, FDA filings, and payer bulletins. ArcReact consolidates them into one event-driven view.

One platform. Twenty-seven configurations. The same defensible edge.

Every profile and sub-profile in this guide draws from the same dual-lane pipeline, the same four-tier signal verification, and the same outcome — finding real early-stage opportunities that most sales professionals would never find. The configurations exist because sales motions differ. The discipline behind them does not.

A NOTE ON WHAT'S NEXT

The platform is continuously evolving. Healthcare configurations are moving from validation into full production over the coming weeks. New sub-profiles ship as customer demand surfaces them. The architecture supports growth into adjacent domains and seller-roles without disrupting the configurations already in production. If you're a user, expect more options to appear; if you're an investor, expect the sector list to expand; if you're an admin, this document will be revisioned as the inventory grows.

A NOTE ON THE METHODOLOGY

Specific data feeds, weighting logic, and scoring formulas are intentionally not disclosed in this document. The platform's defensibility depends on protecting that layer. What this document does disclose — at a category level — is enough for any user to understand what they're getting, and any investor to understand what's being built.

WEB

www.arcreact.com

PORTAL

app.arcreact.com

CONTACT

brian@arcreact.com