

Fueling Our Potential Calgary Market Opportunity Plan

As TEC's founding city, Calgary is a high-potential market with established Chairs and lots of opportunity for reaching more of Alberta's resilient business leaders. In further growing TEC's Calgary presence through new members and groups, the Calgary community will continue its journey of becoming one of TEC's most successful regions.

Ever thought of expanding your impact by building additional groups? As TEC Canada is committed to increasing the effectiveness and enhancing the lives of even more business leaders across Canada, TEC's Chair community has an exciting opportunity to take advantage of the market availability in their region to maximize their impact. With a strategic plan of reaching 3,600 members nationally by 2027, and with only a small portion of the market captured, there is lots of potential to recruit new members or build additional groups and further develop and support the Canadian business community.

Reasons to expand TEC's Calgary community:

Emerging high-growth industries such as tech, health care, real estate, and manufacturing

An established TEC brand presence in the region

Unmet market opportunity for both CEO and TSB programs

TEC Canada National Market

Where We Are Now

1,950	~100,000	1.4%	7%
Current TEC Canada Members	National Serviceable Available Market (SAM) for Major Metro Areas	Current TEC Canada Market Share	Membership Growth Last Fiscal Year

Where We Are Headed

	CURRENT STATE		2022-2027 FIVE-YEAR PLAN	
	TEC CEO	TEC TSB	TEC CEO	TEC TSB
MEMBERS	949	390	1,980	729
SERVICEABLE AVAILABLE MARKET	9,399	87,070	9,399	87,070
MARKET SHARE	10%	0.4%	21%	0.8%

+1,031 CEO members

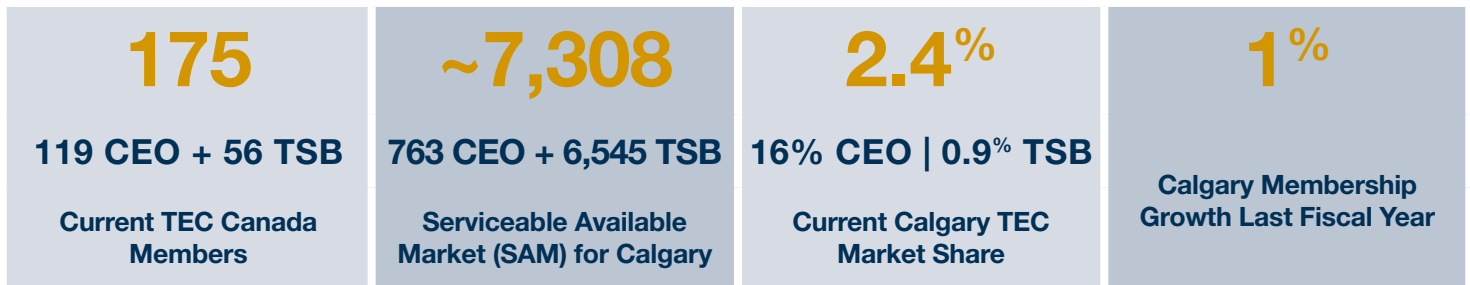
+339 TSB members

+86 CEO groups

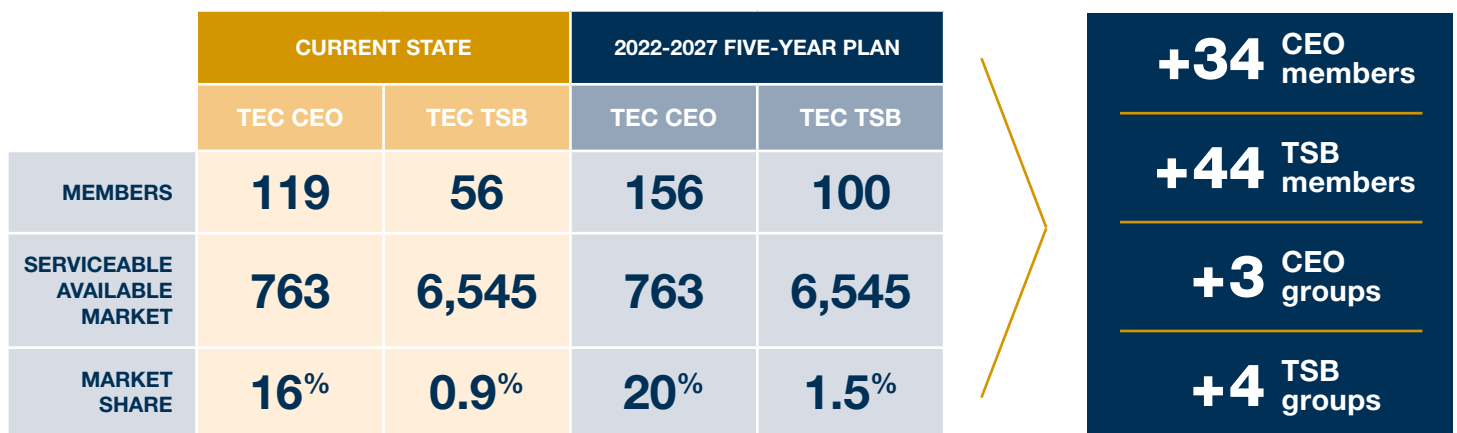
+28 TSB groups

Calgary Regional Market

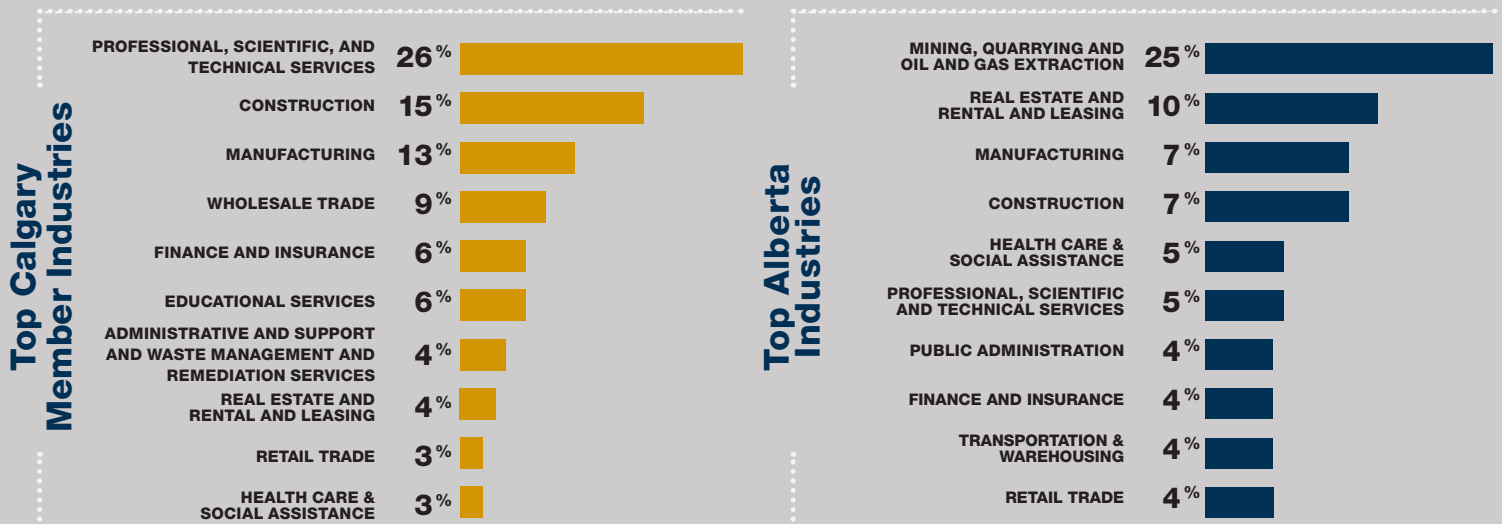
Where We Are Now



Where We Are Headed



Where to Focus



FOR INTERNAL USE ONLY.

This document and its content is the confidential and proprietary property of TEC Canada. It may not be copied, modified, retransmitted or used, in whole or in part, for any purpose whatsoever without TEC Canada's prior written authorization.