

Fueling Our Potential Edmonton Market Opportunity Plan

As Alberta's capital, Edmonton is a high-growth market with an established Chair community that has built and maintained a strong TEC presence, and there is still lots of opportunity for broadening our impact on Edmonton's key business leaders. In further growing TEC's Edmonton community through new members and groups, Edmonton will continue to be an important driver of impact for TEC in one of Alberta's key business communities.

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 Edmonton community:

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

Many current groups are nearing full capacity

Stable and plentiful market size for 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

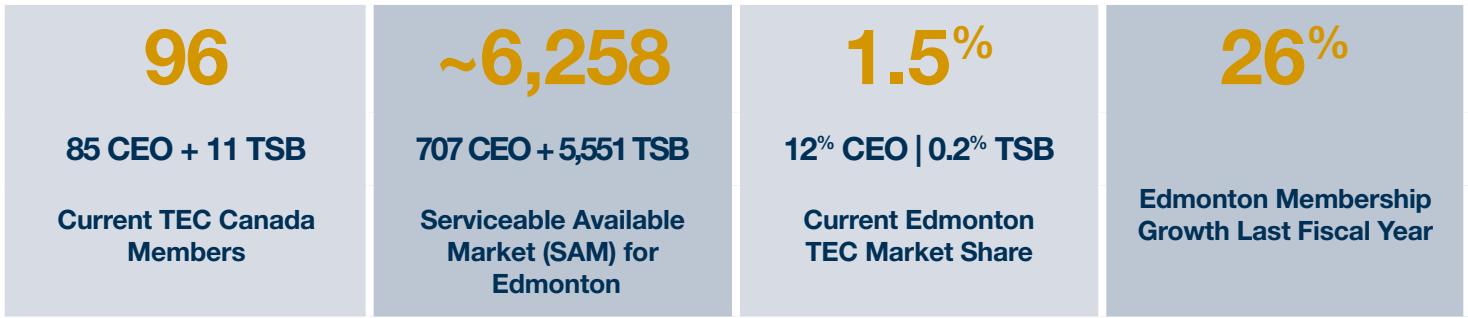
+339 TSB members

+86 CEO groups

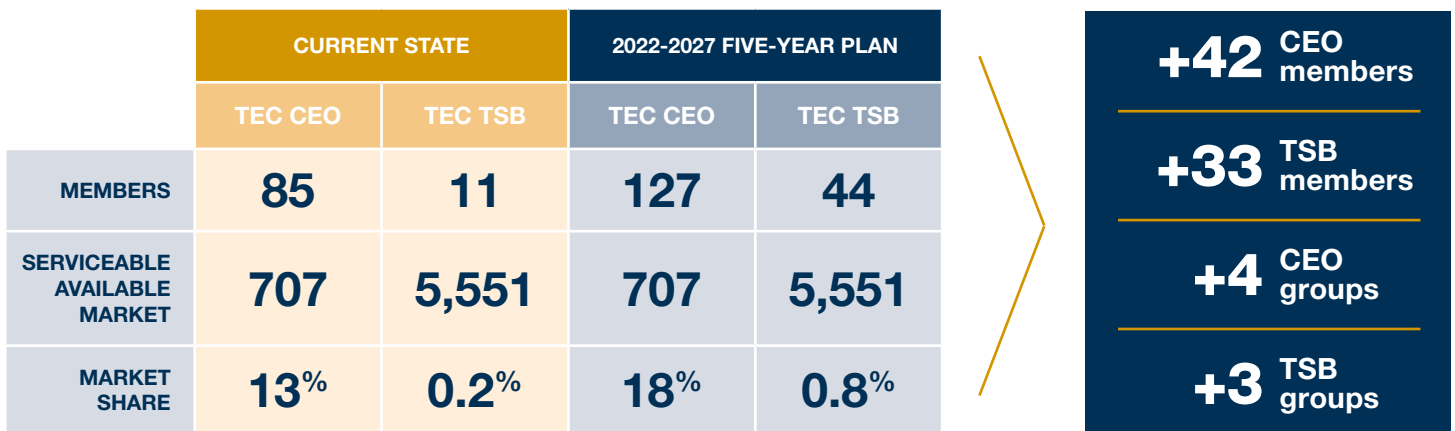
+28 TSB groups

Edmonton Regional Market

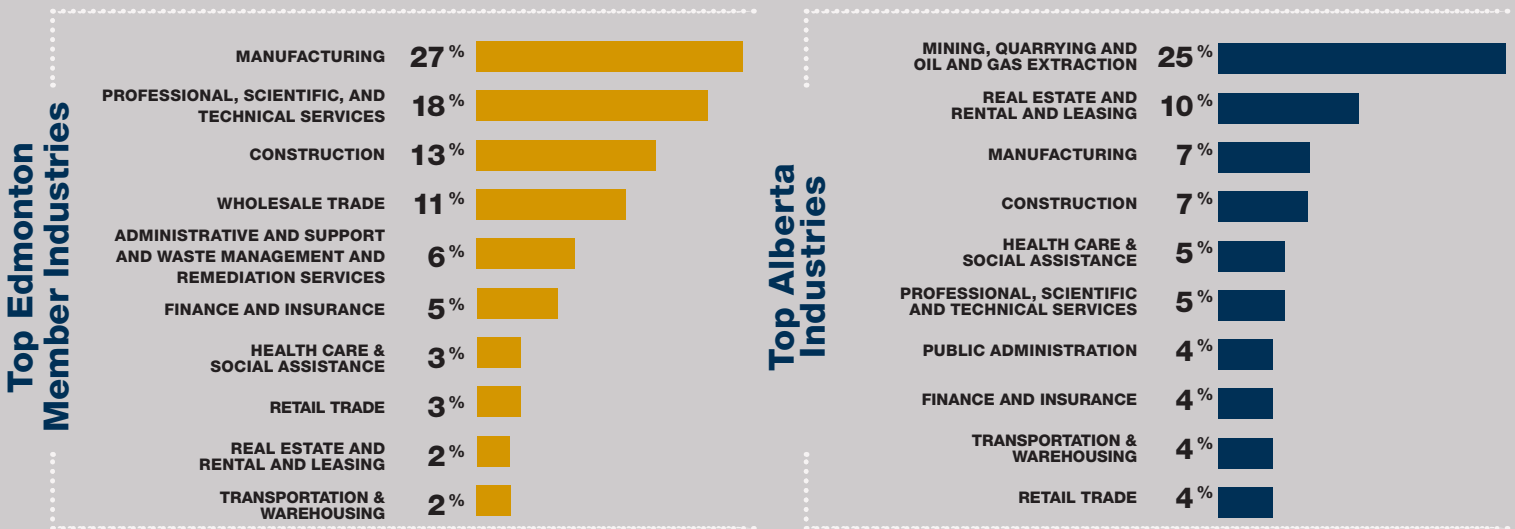
Where We Are Now



Where We Are Headed



Where to Focus



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