

Fueling Our Potential Fredericton Market Opportunity Plan

Fredericton is a small but growing market with promising potential for TEC to reach more of the leaders of small and mid-sized businesses in the region. In further growing TEC's presence in Fredericton through new members and groups, the Fredericton community will continue to be an important driver of impact for TEC in one of the key business communities of the Maritimes.

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 Fredericton community:

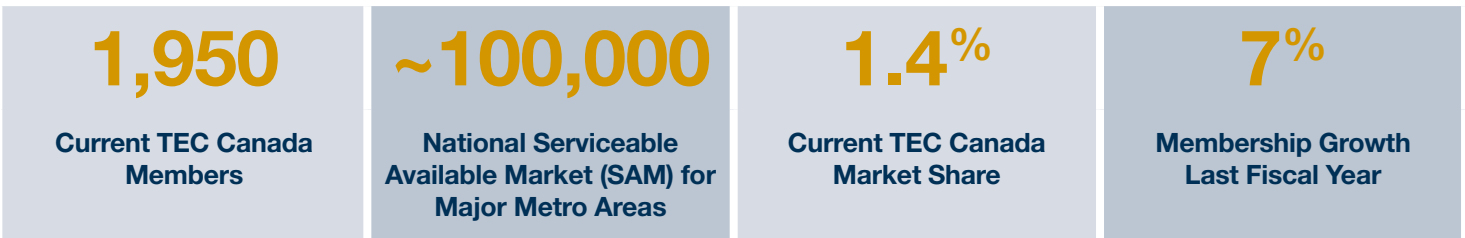
High-potential industries in the area, particularly in manufacturing and public administration

Smaller competitor presence than other regions

Unmet market opportunity, particularly in the TSB market

TEC Canada National Market

Where We Are Now



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

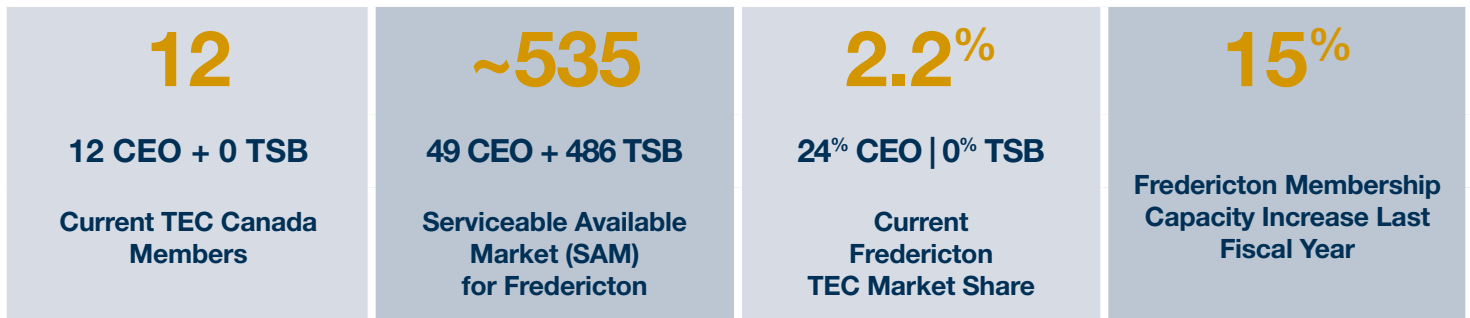
+339 TSB members

+86 CEO groups

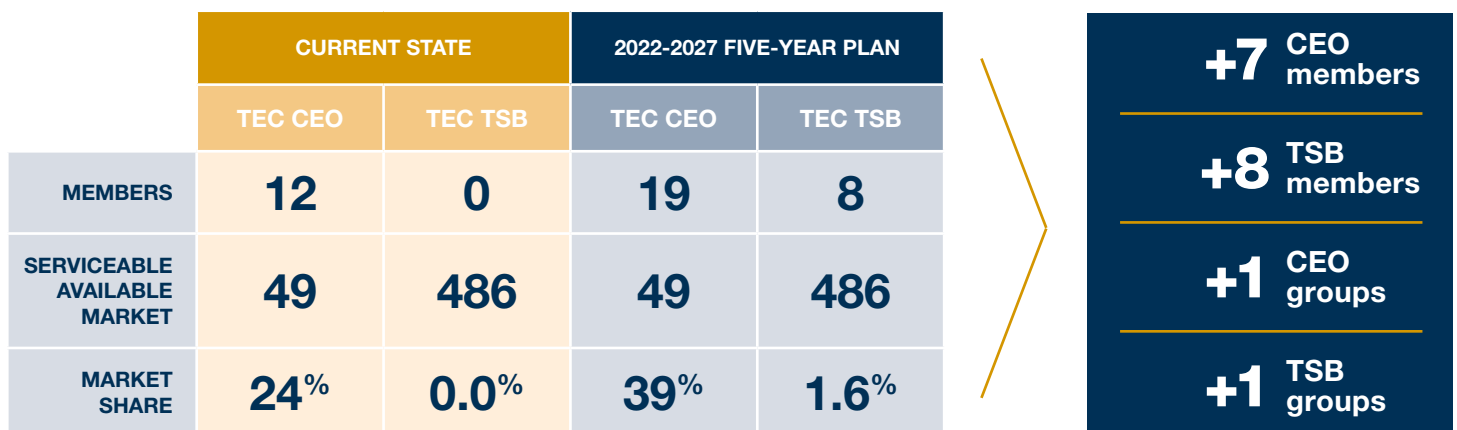
+28 TSB groups

Fredericton Regional Market

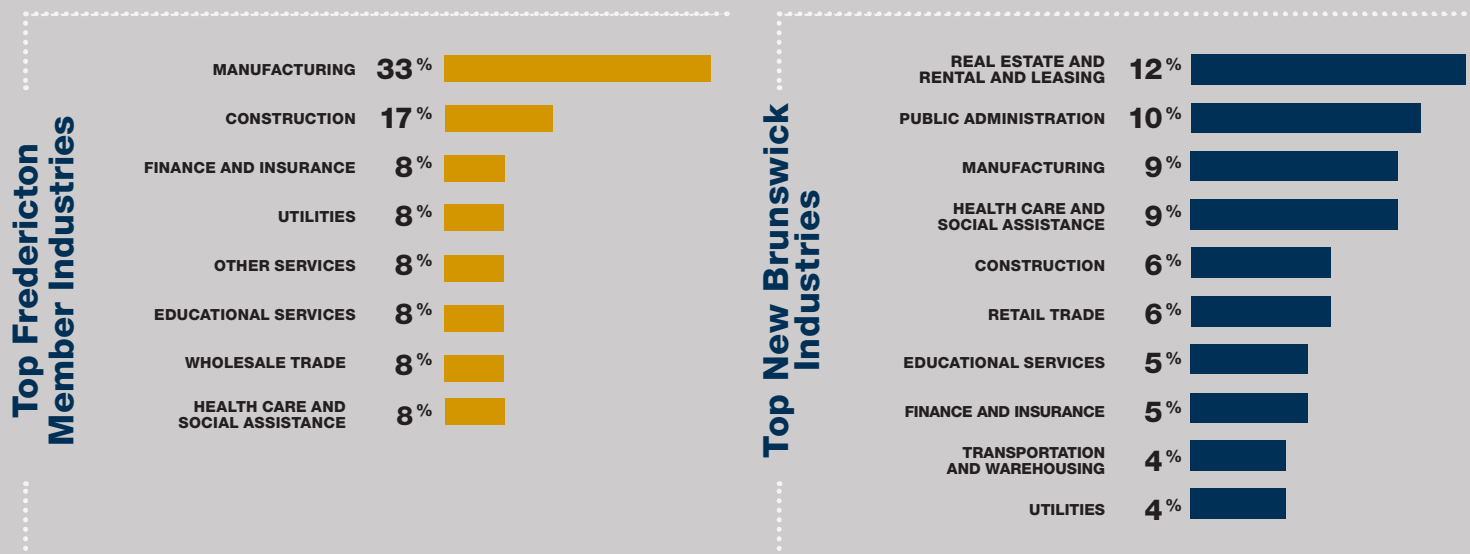
Where We Are Now



Where We Are Headed



Where to Focus



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