

## Fueling Our Potential Okanagan Valley Market Opportunity Plan

The Okanagan Valley is a dynamic and growing market. With a small but established Chair community that has built a dedicated TEC presence, there is still lots of opportunity for reaching more of the ambitious business leaders in the region. In further growing TEC's Okanagan Valley community through new members and groups, TEC Chairs will continue to help shape a valuable emerging business center.

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 Okanagan Valley community:

High-potential industries in the area, particularly a fast-growing tech sector

Current groups at or near full membership

Steadily growing serviceable available market

## TEC Canada National Market

### Where We Are Now

<b>1,950</b>	<b>~100,000</b>	<b>1.4%</b>	<b>7%</b>
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

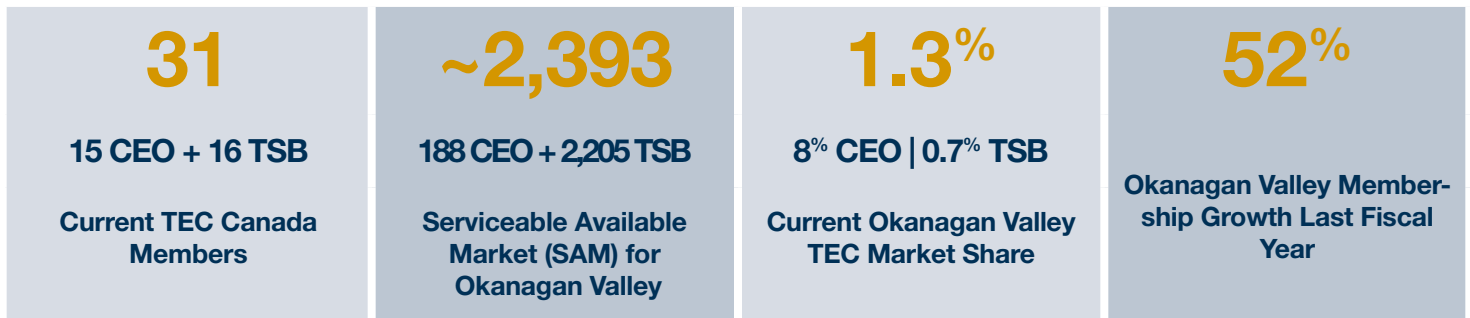
**+339** TSB members

**+86** CEO groups

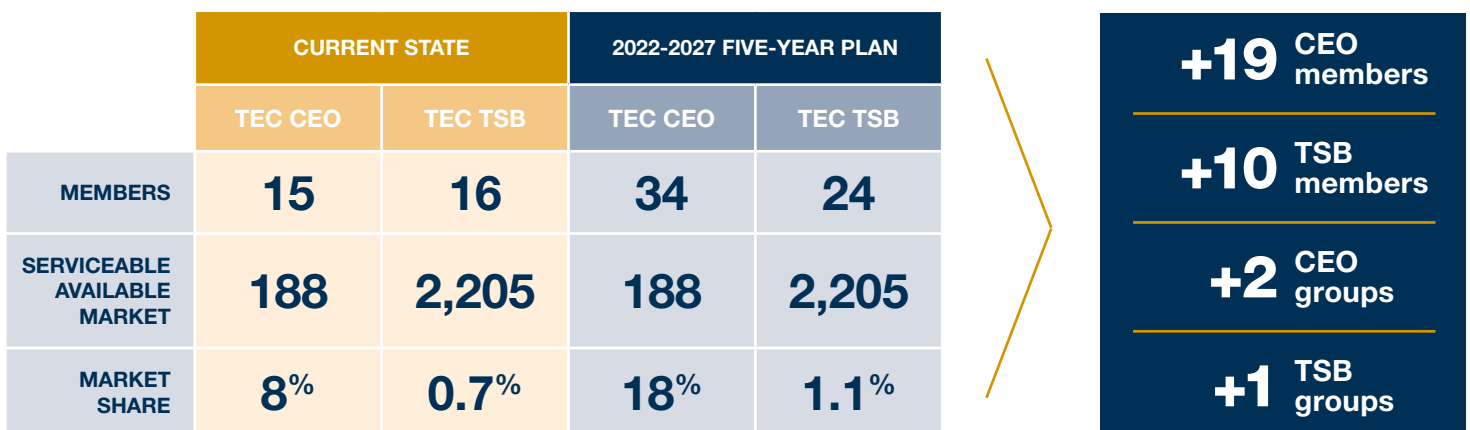
**+28** TSB groups

# Okanagan Valley Regional Market

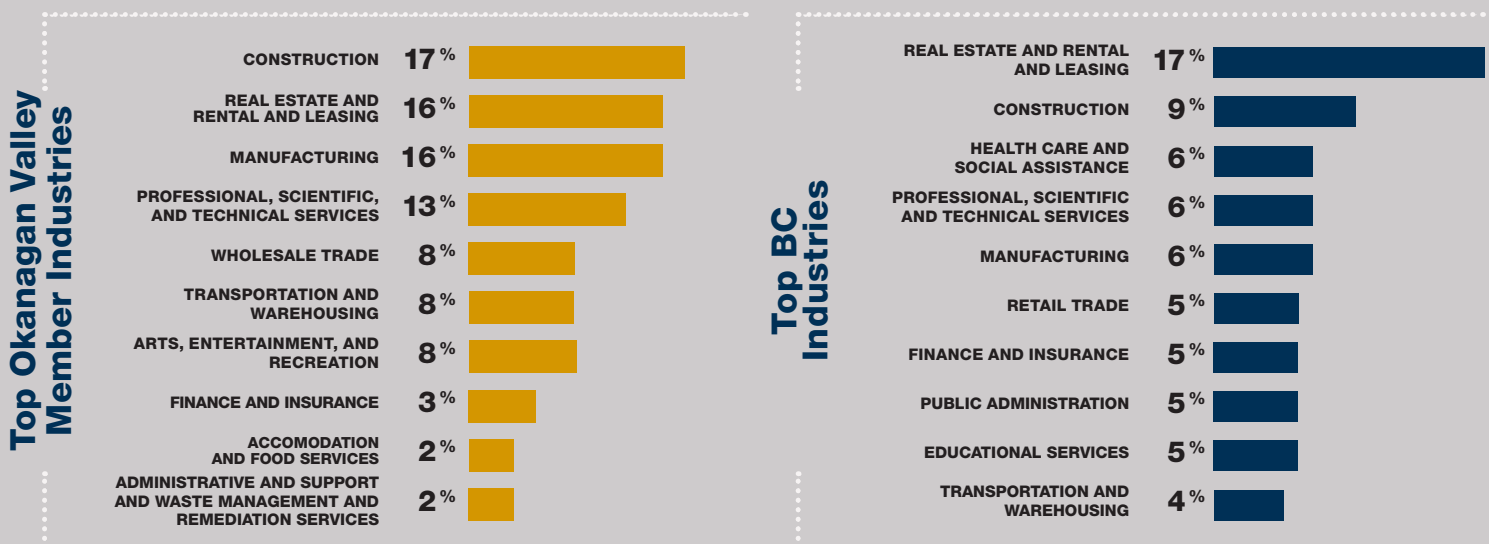
## Where We Are Now



## Where We Are Headed



## Where to Focus



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