

# Fueling Our Potential Ottawa Market Opportunity Plan

Ottawa is one of TEC Canada’s most successful markets with a high-performing Chair community that has built and maintained a strong TEC presence, and there is still lots of opportunity for reaching more of the growth-oriented business leaders Ottawa is known for. In further growing TEC’s Ottawa community through new groups and memberships, Ottawa will be a frontrunner for TEC’s sustained success across all Canadian 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 Ottawa community:

Current groups are at or near full membership

Strong, dedicated, and supportive Chair community

Opportunity to be the showcase for success of all Canadian major regions

## 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	<b>949</b>	<b>390</b>	<b>1,980</b>	<b>729</b>
SERVICEABLE AVAILABLE MARKET	<b>9,399</b>	<b>87,070</b>	<b>9,399</b>	<b>87,070</b>
MARKET SHARE	<b>10%</b>	<b>0.4%</b>	<b>21%</b>	<b>0.8%</b>

**+1,031** CEO members

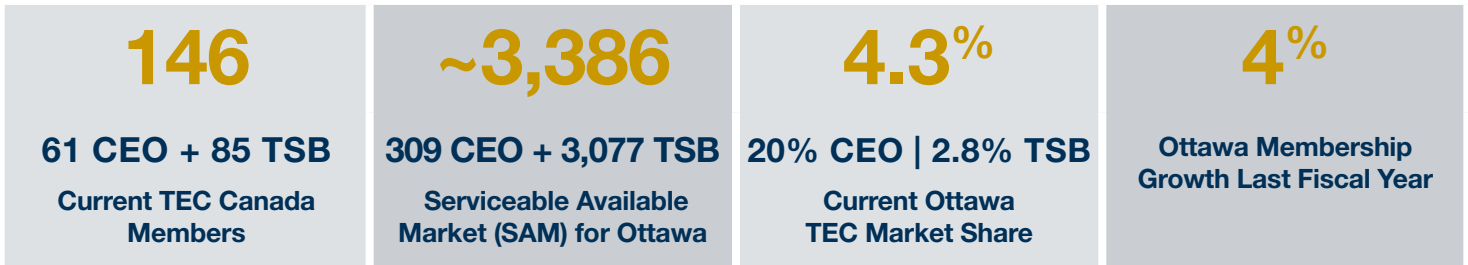
**+339** TSB members

**+86** CEO groups

**+28** TSB groups

# Ottawa Regional Market

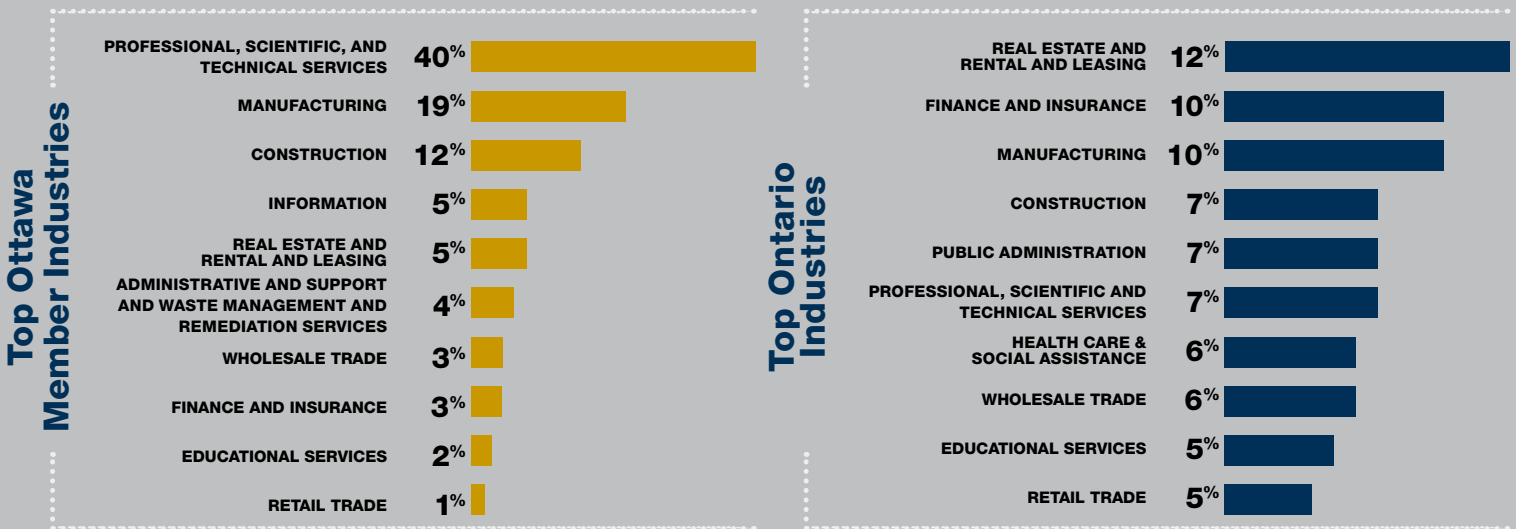
## Where We Are Now



## Where We Are Headed



## Where to Focus



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