

## Fueling Our Potential Regina Market Opportunity Plan

As the capital of Saskatchewan, Regina is a promising region for expanding TEC's impact. With a large market of executives and small business owners and a rapidly growing pipeline of leaders in the community, there is still lots of opportunity for reaching more of the region's executives. In further growing TEC's Regina community through new members and groups, TEC Chairs will continue to have an even greater impact on the business leaders in the region.

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 Regina community:

High-growth industries in the area such as manufacturing, healthcare, and agri-tech

Stable market of CEO and TSB candidates with a growing population of emerging leaders

Room for growth in current CEO and TSB groups

### 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

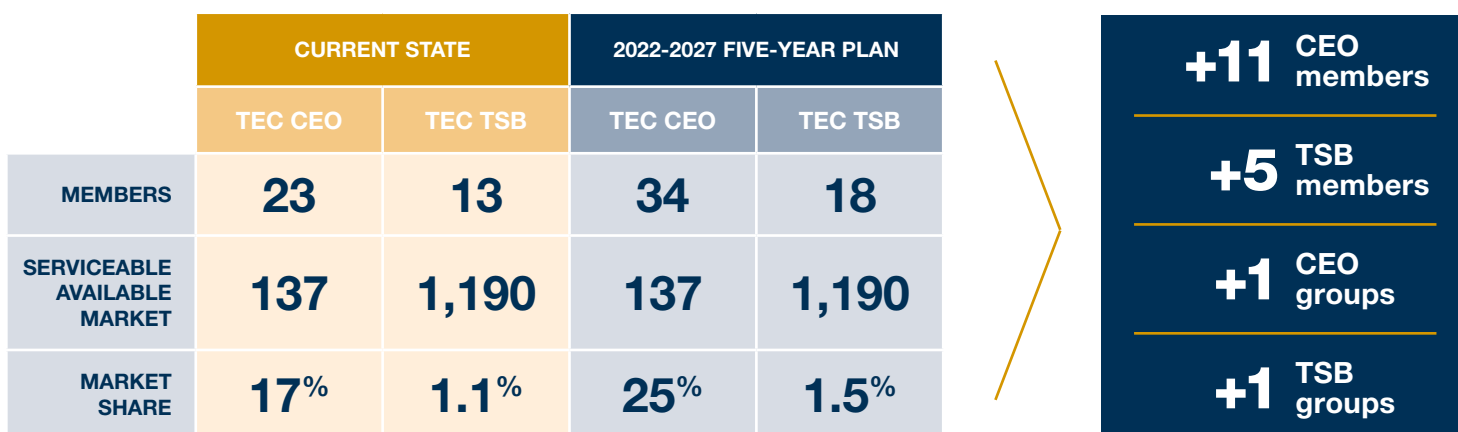
**+28** TSB groups

# Regina Regional Market

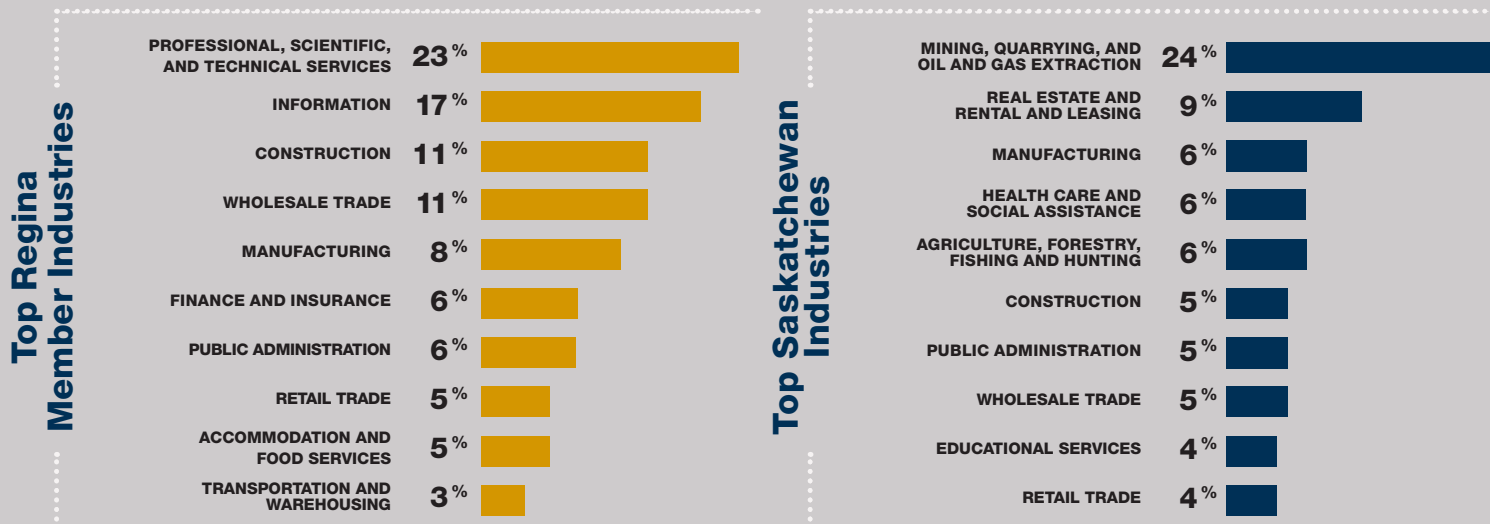
## Where We Are Now



## Where We Are Headed



## Where to Focus



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