

Fueling Our Potential Southwestern Ontario Market Opportunity Plan

Southwestern Ontario is a notable and plentiful market for TEC. As part of Canada's most concentrated region for business, and with a growing TEC Chair community, there is still ample opportunity for reaching more of the ambitious business leaders in Ontario. In further growing TEC's Southwestern Ontario community through new members and groups, TEC Chairs will continue to have an even greater impact on a driven and influential business community.

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 SW Ontario community:

Many current groups are nearing full capacity

Large market availability to support new groups and members

Diverse range of industries in the area such as real estate, manufacturing, finance, and construction

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

Southwestern Ontario Regional Market

Where We Are Now

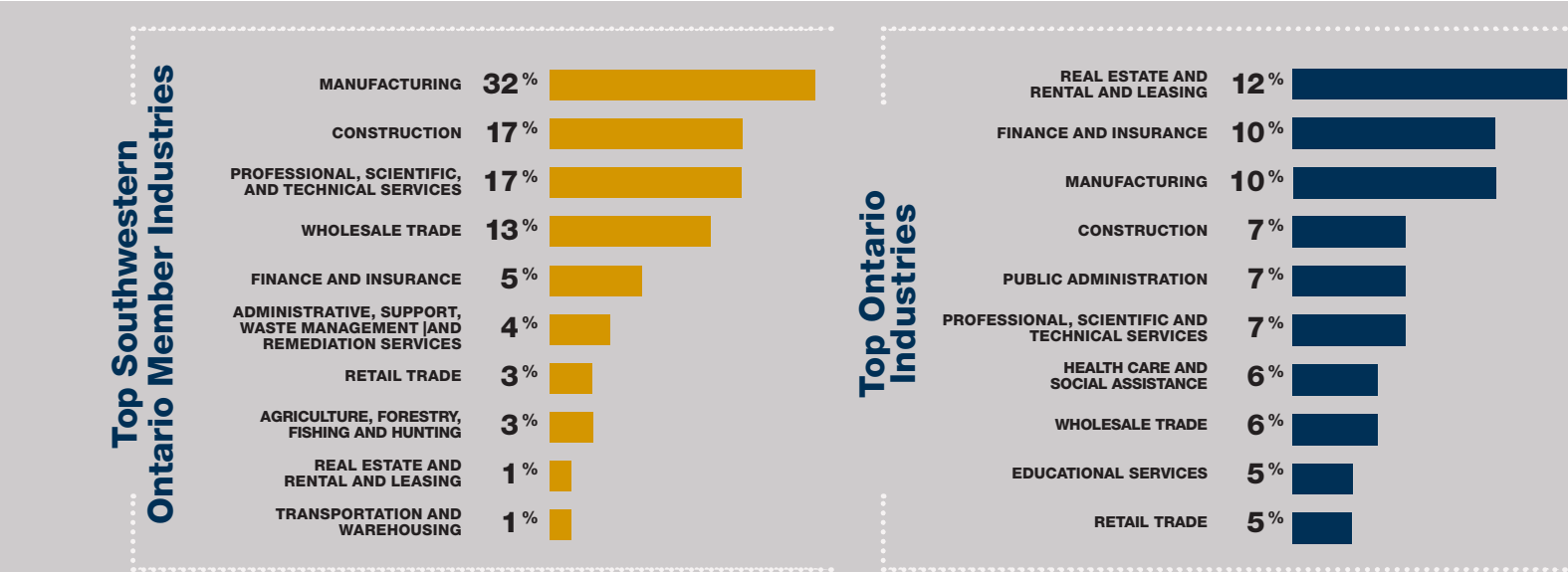
38 30 CEO + 8 TSB Current TEC Canada Members	~7,593 741 CEO + 6,852 TSB Serviceable Available Market (SAM) for Southwestern Ontario	0.5% 4% CEO 0.1% TSB Current Southwestern Ontario TEC Market Share	35% Southwestern Ontario Two Year Membership Growth
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Where We Are Headed

	CURRENT STATE		2022-2027 FIVE-YEAR PLAN	
	TEC CEO	TEC TSB	TEC CEO	TEC TSB
MEMBERS	30	8	133	55
SERVICEABLE AVAILABLE MARKET	741	6,852	741	6,852
MARKET SHARE	4%	0.1%	18%	0.8%

+103 CEO members
+47 TSB members
+9 CEO groups
+4 TSB groups

Where to Focus



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