

## Fueling Our Potential Winnipeg Market Opportunity Plan

As one of the lowest market share TEC communities, Winnipeg is a large market with lots of opportunity for supporting even more of the region's business leaders. In further growing TEC's Winnipeg community through new members and groups, TEC Chairs will continue to have an even greater impact on Central Canada's business leaders.

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 Winnipeg community:

High-potential industries in the area such as manufacturing, real estate, and healthcare

Low market penetration with lots of potential for growing TEC's share

Large market availability to support new groups and members

## 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

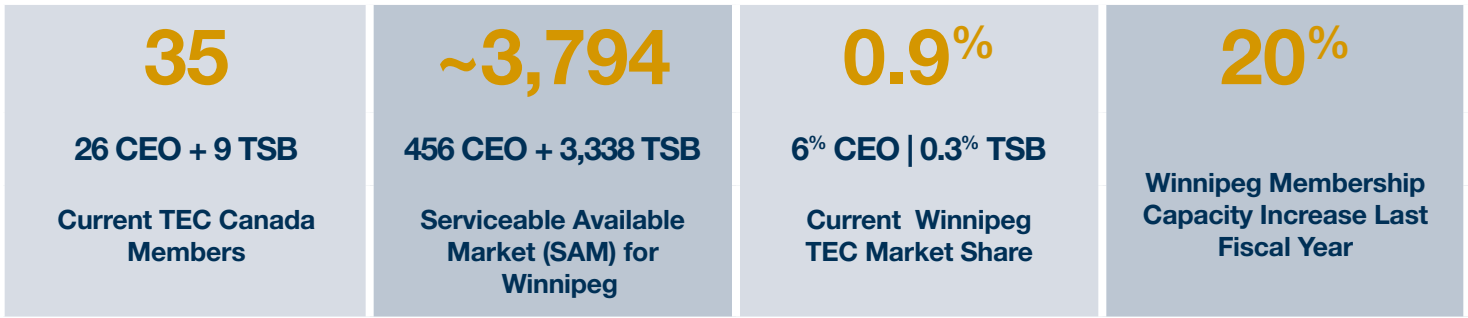
**+339** TSB members

**+86** CEO groups

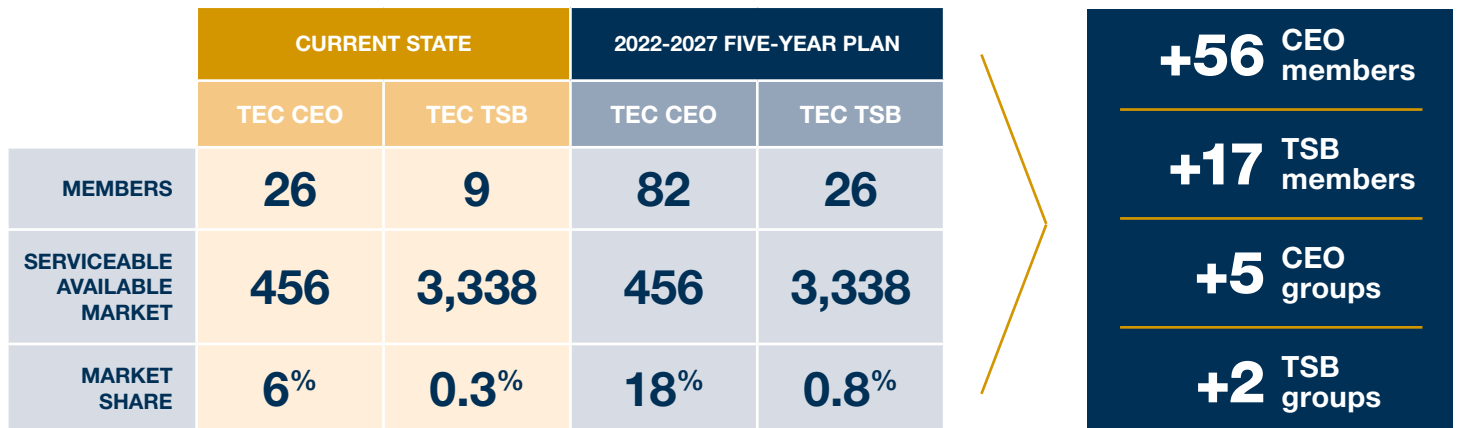
**+28** TSB groups

# Winnipeg Regional Market

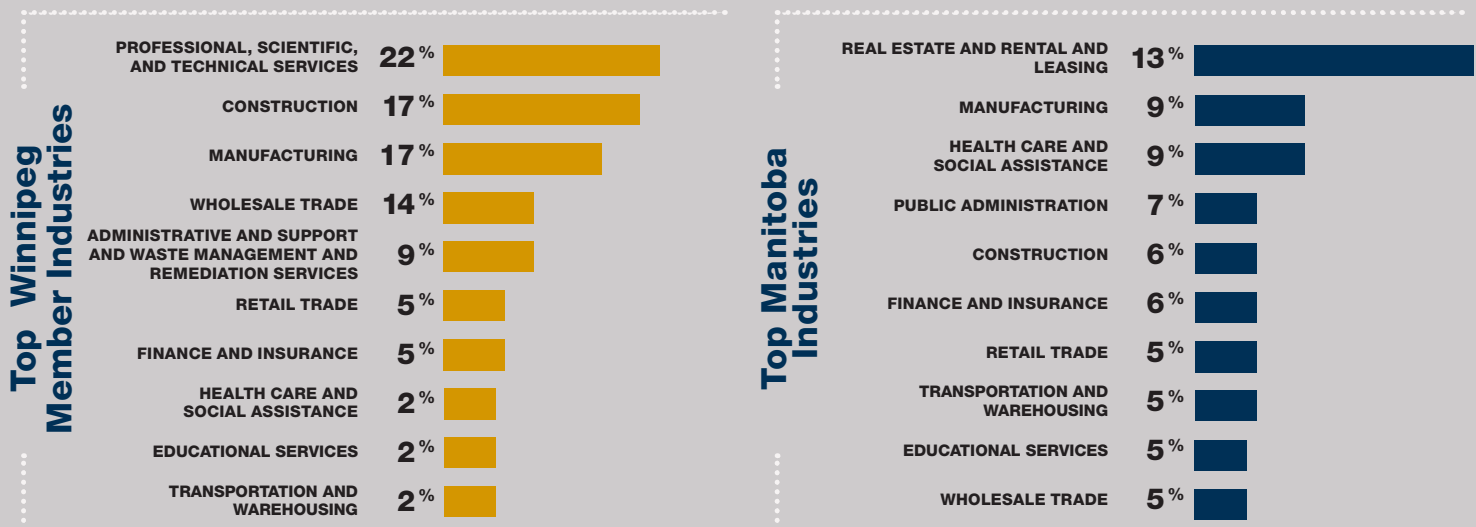
## Where We Are Now



## Where We Are Headed



## Where to Focus



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