

# ROI Comparison: Magic School vs. Concern2Care vs. Both Together

Model	Magic School	Concern2Care	Both Together
Per Student Cost (Year)	\$12.00	\$4.80	\$16.80
Per Teacher Equivalent (25 students)	\$300/year	\$120/year	\$420/year
Scalability	Enrollment-based	Staff-based	Balanced
Predictability	Medium	High	Medium-High
Primary Benefit	Teacher efficiency	Student wellbeing & retention	Comprehensive: staff + student impact

## ROI Example: School with ~50 Teachers (~1,200 Students)

Metric	Magic School Only	Concern2Care Only	Both Together
Annual Cost	\$14,400	\$5,760	\$20,160
Direct Savings vs. Magic School	–	\$8,640 saved	–
If 5 students retained (\$10k ea.)	Not impacted	\$50,000 saved	\$50,000 saved
Counselor Caseload Reduction	None	~10–15% fewer referrals	~10–15% fewer referrals
Teacher Efficiency Gains	Strong (time saved)	Indirect (less stress)	Strong + Indirect
Net ROI (Benefit ÷ Cost)	Low	~10x ROI	~7–8x ROI

### Key Interpretation

**Magic School Alone:** Great for teacher productivity, but doesn't move the needle on student outcomes or retention. **Concern2Care Alone:** Lower cost, high systemic ROI via retention, SEL, and reduced counselor burnout. **Both Together:** Still cost-effective (<\$17/student/year) while addressing both halves of the school equation:

- **Magic School = teacher workload reduction**
- **Concern2Care = student wellbeing + retention**

**Leadership Pitch:** For under \$17 per student per year, you can cover both teacher efficiency AND student wellbeing. That's a complete AI ecosystem supporting staff and students — without breaking your budget.