

LA SCUOLA HIGH SCHOOL FEASIBILITY

Market Analysis Summary | January 2026

KEY FINDING: No Bay Area competitor offers Italian-English dual-language IB programming

MARKET OPPORTUNITY	COMPETITIVE LANDSCAPE		
32% SF private school enrollment (vs 10% statewide)	Intl HS of SF	\$60,020	No
21% Post-pandemic enrollment growth (up from 18.8% in 2019)	Silicon Valley Intl	\$49,130	No
0 Italian-English IB competitors in the Bay Area	Lick-Wilmerding	\$62,250	No
	La Scuola \$40,000	Yes	

RECOMMENDED MODEL: Unified IB Diploma + Italian-English Integration

Game theory analysis scored 4 models. Winner: **4.43/5.0**

50/50 English-Italian instruction • Full IB Diploma Programme • Potential IB Bilingual Diploma • 80-160 students

FINANCIAL VIABILITY	KEY RISKS TO DISCUSS
<p>Target: 100 students @ \$40K = \$4M revenue</p> <p>Personnel: 65% (\$2.6M) Facilities: 10% Ops: 15%</p> <p>Operating margin: 10% (\$400K)</p> <p><i>Positive margins at all enrollment levels (80-160)</i></p>	<p>1. Limited Italian home support (17% of families)</p> <p>2. Bilingual teacher recruitment (31-state shortage)</p> <p>3. Competition from established institutions</p>

IMPLEMENTATION TIMELINE

Year 1	Years 2-4	Years 4-5+	Accreditation
Grade 9 launch 25 students	Expand to 9-12 85 students	Steady state 100-120 students	WASC → IB \$4K-\$15K cost

RECOMMENDATION: Explore with High Confidence

Unique market position • Financially viable • Clear differentiation • 2-5 year runway

Based on analysis of 20+ comparable schools | Full feasibility study available | Prepared January 2026