

# 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

32%

SF private school enrollment

(vs 10% statewide)

21%

Post-pandemic enrollment growth

(up from 18.8% in 2019)

0

Italian-English IB competitors

in the Bay Area

COMPETITIVE LANDSCAPE

School	Tuition	Italian?
Intl HS of SF	\$60,020	No
Silicon Valley Intl	\$49,130	No
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: <b>4.43/5.0</b>
50/50 English-Italian instruction • Full IB Diploma Programme • Potential IB Bilingual Diploma • 80-160 students

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

## IMPLEMENTATION TIMELINE

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

<b>RECOMMENDATION:</b> 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