

Innovative School Adoption Model

Assumptions:

New schools require funding to design, plan, and launch their schools, and many of them start small and grow to full enrollment over a few years

Existing schools are already fully enrolled, but require resources to research and create a design, help teachers make the necessary adjustments to their approach, and purchase new curriculum and technology

Innovators are making bolder changes to their instructional model, requiring more intensive design & implementation and more iteration

Early adopters choose to implement designs and practices that been developed in other places

	Unit	Total # of schools in US	% of segment based on Rogers diffusion curve	Expected # of schools	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total # of schools over 10 years	\$ investment / school	Total \$ investment over 10 years
Design of new schools - innovators	School (new)	1,500	2.5%	38	38	38	38	38	38	38	38	56	56	56	431	\$ 1,000,000	\$ 431,250,000
Design of new schools - early adopters	School (new)	1,500	13.5%	203	51	51	51	51	68	68	68	101	101	101	709	\$ 500,000	\$ 354,375,000
Redesign of existing schools - innovators	School (existing)	98,500	n/a	25	4	4	8	8	8	8	13	13	13	13	92	\$ 5,000,000	\$ 458,333,333
Redesign of existing schools - early adopters	School (existing)	98,500	13.5%	13,298	166	166	222	222	443	532	665	665	1,330	1,358	5,768	\$ 200,000	\$ 1,153,617,500
TOTAL # schools					259	259	318	318	557	645	782	835	1,500	1,528	7,000		\$ 2,397,575,833