

# Tierra Encantada

## MARKET SNAPSHOT





**Why childcare?**

The average family spends **20% of their income** on childcare.

Even with the high cost of childcare, most families do not get all of the characteristics they are looking for - **65% of families make concessions** when they choose a childcare provider.



# Market Snapshot

---

**17.2 million**

Households with children 0-5 years of age

**62%**

Children in the United States under age 6 that are placed in some type of childcare

**\$64.8 billion**

Childcare industry market size by revenue in 2022

**12.8% CAGR**

Childcare industry 2022-2027

**3.6 million**

Gap between 12.3 million childcare spaces needed and 8.7 million available in 2021

**28%**

Average childcare waitlist increase over the past 3 years

**13%**

Parents that quit their job due to insufficient childcare

**195,000**

Capacity largest childcare provider in U.S.





# Why Spanish immersion?



**Bilingualism gives children social and cognitive advantages. Infants raised bilingual have superior memory generalization, show better self-control, and display improved cognitive control abilities after just 7 months!**

**The difference is increasingly pronounced as they get older, and bilingual children achieve higher scores on a variety of cognitive ability tests compared to their monolingual peers, such as non-verbal problem-solving tasks and the capacity to judge the grammaticality of sentences.**

# Why Spanish?

**#2** Second most spoken language in the world. Only language with more speakers is Mandarin Chinese.

**3x** The number of Spanish speakers in the United States has tripled over the past few decades.

**60%** Bilingualism is the norm - not the exception. Right now 60% of people on the planet speak 2 or more languages.



# We are what families want for their child

**89%**

of people believe it is important for children to learn more than one language

**> 1%**

less than 1% of childcare centers in the United States offer language immersion

**7**

months in a bilingual environment is all it takes before infants begin displaying cognitive advantages

**83%**

of parents worry about providing enough nutrients to their children

**81%**

of families report purchasing organic food for their children

**1/2 - 2/3**

of a child's daily calories are consumed while at daycare

# Tierra offers:



## Spanish Immersion

Research-based STEAM curriculum taught through the language of Spanish.



## From-Scratch Kitchen

Recipes from around the world prepared with organic ingredients.



## Secure Centers

Using the latest technology to provide controlled access via an app with extensive video surveillance systems.



## Premium Facilities

Elevated, approachable design aesthetic.



**THANK YOU!**

