

Why test the Academy in Franklin / Brentwood, Tennessee?

A working hypothesis with published falsifiers — not a conclusion.

This page is for prospective sponsors, partners, and advisors. It states why the Franklin/Brentwood area is the first place we intend to test the Socratic Guides model, what evidence would prove the choice wrong, and exactly which evidence we have not yet gathered. No enrollment commitments, sponsor letters, or facility leases have been signed.

The hypothesis in six parts

Pillar	Claim	Data source
Music ecosystem as curriculum labor pool	Nashville's session players, engineers, and music educators are the same people the Academy needs as part-time guides. Music is core curriculum, not enrichment.	Metro Nashville Music Industry Study; BLS OEWS Nashville metro
Education-weighted families	Williamson County has high household income and educational attainment, so a tuition-supported alternative can be tested without first creating the market.	U.S. Census QuickFacts; NCES Private School Universe Survey
Existing sponsor pipeline	Healthcare, music, and technology employers in the region give the pilot named institutions to approach with measurable outcomes rather than goodwill.	Nashville Area Chamber; IRS Tax Exempt Organization Search
Central logistics	A major airport and one-day drive radius covering much of the Midwest and Southeast support guide training and later replication.	Nashville International Airport data and reports
Workable regulatory route	Tennessee publishes a non-public school approval process and operates a statewide scholarship program, so schooling outside the district model has an established path.	TN Dept. of Education non-public schools; SBE rule 0520-07-02
Base operations already in place	A restored home and recording studio on six ordinary suburban acres near Nashville handle planning, curriculum recording, and guide training. The school itself requires a separately zoned non-residential facility.	Williamson County Zoning Ordinance (2025)

Full citations with live links: theparallelidentity.com/academy/why-franklin

Falsifiers: what would move the pilot elsewhere

Claim under test	Failure condition	Consequence
Families will enroll at the modelled price	Fewer than 12 deposit-ready families after 6 months of targeted outreach	Price or location changes
Music professionals will guide at pilot rates	Fewer than 5 serious candidates out of 20 interviewed	Music-ecosystem advantage is overstated
Regional sponsors will fund a pilot	No anchor commitment covering 25% of pilot year within 18 months	Sponsor thesis is wrong for this market
A compliant non-residential facility exists	No code-compliant, affordable site within a 20-minute drive	Pilot cannot open here at any demand level
Regulatory conditions stay hospitable	Material adverse change in private-school, zoning, or scholarship rules	Search moves to another state

Evidence status

Evidence item	Status
Parent demand survey with price sensitivity	not gathered
Facility map with zoning status	not gathered
Twenty candidate guides with contact status	not gathered
Sponsor prospect list with relationship owner	not gathered
Competitive tuition survey	not gathered
Legal review of home-as-base-operations limits	not gathered
Commute-shed analysis for pilot families	not gathered

Seven of seven items outstanding. Reporting an honest zero is the point: sponsors should fund the evidence-gathering phase, not a claim of completion.

What a sponsor is funding

- Phase 1 — evidence: demand survey, facility and zoning map, guide candidate pool, tuition benchmarks. Small budget, decisive answers.
- Phase 2 — operating pilot: a single cohort in a leased or donated non-residential facility. Modelled at \$662,900 for the pilot year, with technology at \$73,400 (11%).
- Separate capital phase — a purpose-built campus is a multimillion-dollar project on its own timeline. Donated hardware reduces the technology line but not the expert design and integration labor, which runs several multiples of it.

Status label

External figures on attention and recall quoted elsewhere in Academy materials are third-party estimates, not Academy measurements. Every claim here carries a falsifier, and each falsifier has a named test. If the data contradicts the hypothesis, the method moves to the next city on the list.

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