

A photograph of two young women sitting on a blue couch, looking at a laptop. The woman on the left is smiling, while the woman on the right is looking intently at the screen. The laptop is open and they are both looking at it.

PriceOracle

**Take the guesswork
out of setting tuition
fees and scholarships.**

Evidence. Insight. Confidence.
www.edified.com.au

 **Edified**

Evidence-based pricing for international student tuition fees

Setting tuition fees that align with both a university's offer and what the market is willing to pay is one of the most important drivers of revenue — yet, for many institutions, it's still largely a matter of **guesswork**.

Some institutions benchmark against competitors. Others focus on costs. Many apply blanket increases each year without real market insight.

The result?

- **Money left on the table** when prices are set too low.
- **Unexpected drops** in demand when fees exceed willingness to pay.

A smarter way forward

Edified's Price Oracle changes the game. It's an **evidence-based approach** that reveals what prospective international students truly value — and how much they're willing to pay for it.

Using **choice modelling**, we simulate real-world trade-offs students make when choosing where to study. The result is a clear, data-driven picture of:

- What attributes matter most (location, ranking, teaching quality, scholarships, graduate outcomes, etc.)
- What students are willing to pay for each
- How price changes affect demand and revenue

Armed with these insights, universities can:

- Confidently **set tuition fees** aligned with market demand
- **Target scholarships** where they'll make the biggest difference
- **Invest** in services and facilities that drive both appeal and revenue

Transforming Decision-Making

The competitive landscape and cost-recovery will always play a role — but now, you can add market **evidence from your actual target students** into the equation.

This new level of insight supports:



Financial sustainability



Sharper market positioning



Stronger recruitment outcomes

Price Oracle gives you the **confidence to make data-backed pricing decisions** — and not have to rely on educated guesses.

How it works and what's included

How it works

We survey **prospective international students and parents** across key source markets. Respondents make **realistic trade-offs** between key attributes that influence their choice of institution, such as:



Tuition fees



Graduate outcomes



Scholarships



Employability programs



Rankings



Location



Teaching quality

This approach – known as **choice modelling** – lets us **quantify the drivers of demand** and simulate real market behaviour.

Our carefully selected samples represent students who are:

- Actively considering overseas study
- Financially able to do so
- Aligned with your university's target profile

The studies cover both **undergraduate and postgraduate** markets, across **five main fields of study**.

Large survey of prospective students and parents. Up to:

5,000

2 levels of study

Postgraduate

Undergraduate

5 fields of study



Business



Health



Computer Science



Engineering



Arts and Social Sciences

Up to 3 Markets. Choose from:

South Asia

China







Sub Saharan Africa

South East Asia

Deliverables: From insight to action

Comprehensive market report

For each target market and study level, we deliver a detailed report that includes:

 Demand and revenue forecasts by field and market	 Revenue-optimising tuition levels
 Price elasticities for each attribute	 Scholarship impact analysis
 Willingness-to-pay estimates	 Demand simulations under various scenarios

These insights reveal **how different combinations of features and fees affect demand and revenue**, empowering you to plan strategically.

The Pricing Wizard

Our **interactive decision-support tool** – the Pricing Wizard – turns complex econometric data into intuitive scenario modelling.

Universities can set their own profile, adjust attributes, and instantly see the forecasted impact on:

-  **Demand**
-  **Revenue**
-  **Market competitiveness**

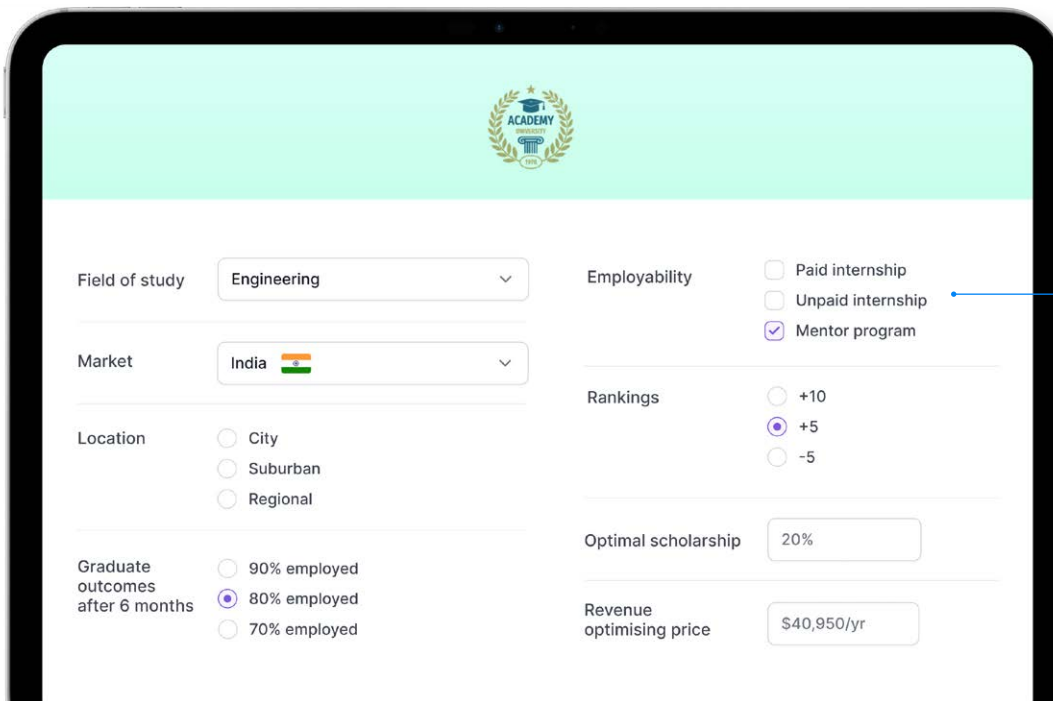
Example Scenarios

What happens to demand in India if we move from general discounts to merit-based scholarships?

How much more should we charge if we introduce an internship program?

What's the revenue-optimising price for our Engineering programs?

What additional revenue could we generate if our rankings improved by 10 positions?




The **Price Oracle + Pricing Wizard** package provides both **deep market insight** and **practical tools** to apply it – helping you design pricing and scholarship strategies that truly reflect market realities.

This is for illustrative purposes only. The wizard will be provided as a sophisticated excel sheet that allows complex 'what if' analyses.

What it costs

We offer a number of options at a range of price points.

Features	Essentials	Standard	Premium
 Customised report including revenue/demand functions and price elasticities by market and field of study			
 Customised Pricing Wizard			
 Report presentation			
 Choice of up to 3 markets: China, South Asia, South East Asia and Sub Saharan Africa	1 Market	2 Markets	3 Markets
 Willingness to pay estimates for 7 attributes			
 Pricing Wizard training			
 On campus workshop on maximising returns from your report and wizard			
	\$59,950	\$79,950	\$99,950

Optional extras:

Additional presentations (virtual)

\$2950

Additional Pricing Wizard training sessions

\$2950

Additional countries, fields of study or attributes

Quote on request

Data refresh in 2028.

Guaranteed 2026 pricing for 2028