

A photograph of two young women sitting on a blue couch, looking at a laptop. The woman on the left is wearing a black t-shirt and smiling, while the woman on the right is wearing a light-colored button-down shirt and looking intently at the screen. The laptop is open on the couch between them.

# PriceOracle

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

**Evidence. Insight. Confidence.**  
[www.edified.com.au](http://www.edified.com.au)



# 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**



**Student support**

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

**6,000**

2 levels of study

**Postgraduate**

**Undergraduate**

5 fields of study



**Business**



**Health**



**Computer Science**

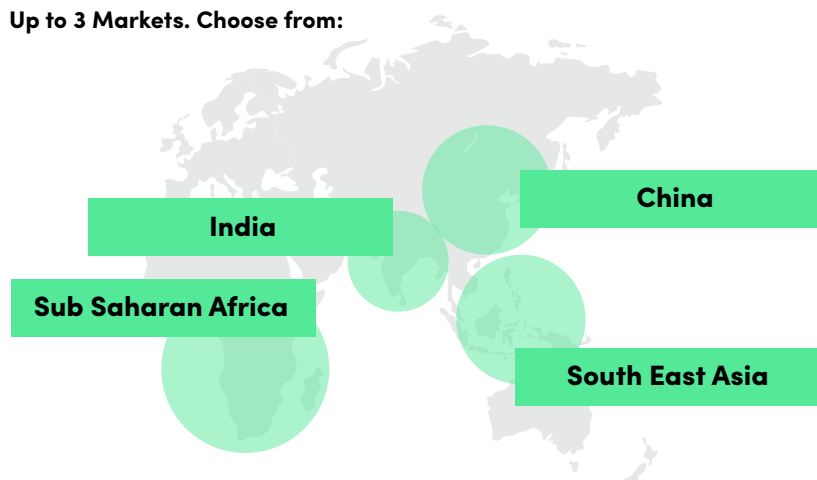


**Engineering**



**Arts and Social Sciences**

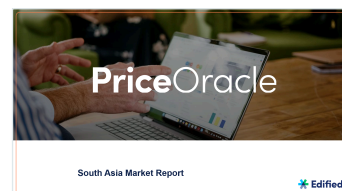
Up to 3 Markets. Choose from:



# Deliverables

## Comprehensive market report

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



### Demand forecasts

See how student demand is likely to change as tuition fees rise or fall.



### Revenue forecasts

Understand how different fee levels could affect overall tuition revenue, taking changes in student demand into account.



### Revenue-optimising tuition levels

Identify where there may be room to increase fees — and where further increases could put revenue at risk.



### Price sensitivity

See which fields and student cohorts are more sensitive to changes in price, and which have greater pricing flexibility.



### Willingness to pay

Understand how much additional value students place on each attribute.



### Scholarship impact

Compare how different scholarship approaches influence student choice — and whether the impact justifies the revenue given away.

## From Insight to Action

### The Pricing Wizard

Test your own pricing, scholarship and positioning scenarios and instantly see the likely impact on demand, revenue and competitiveness.

- Test different tuition fee levels by field and study level
- Compare scholarship strategies and discounts
- Explore the value of changes to employability, rankings and the student experience
- See how different combinations could affect demand and revenue

The screenshot shows a web application interface for 'ACADEMY UNIVERSITY'. It features a light green header with the university logo. Below the header, there are several input fields and checkboxes. On the left, 'Field of study' is set to 'Engineering', 'Market' is set to 'India', and 'Location' has radio buttons for 'City', 'Suburban', and 'Regional'. On the right, 'Employability' has checkboxes for 'Paid internship', 'Unpaid internship', and 'Mentor program' (which is checked). Below that, 'Rankings' has radio buttons for '+10', '+5' (which is selected), and '-5'. At the bottom, 'Optimal scholarship' is set to '20%' and 'Revenue optimising price' is set to '\$40,950/yr'. There are also radio buttons for 'Graduate outcomes after 6 months' with options '90% employed', '80% employed' (which is selected), and '70% employed'.

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.*

# See where to act, at a glance

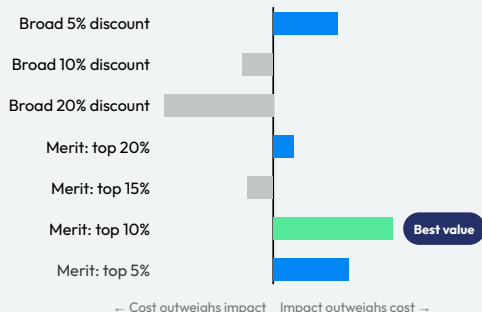
PriceOracle now includes three visual decision tools that turn complex choice modelling into **clear priorities**: where scholarship investment works hardest, where tuition fees can move, and which improvements students will pay for.

## 1 Scholarship Optimiser

## 2 Pricing Opportunity Map

## 3 Student Value Investment Map

Net impact of each scholarship structure



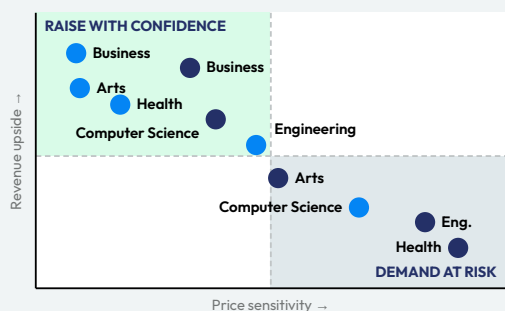
### 1 Scholarship Optimiser

Helps you to see which scholarship structures are most likely to influence student choice, and at what cost. The Scholarship Optimiser compares **broad discounts and targeted merit awards** to identify where scholarship investment can have the greatest impact while **protecting net tuition revenue**.

**Helps you answer**

*Would a targeted merit award attract more students than a broad discount, for less?*

Pricing opportunity by field and study level ● UG ● PG



### 2 Pricing Opportunity Map

Enables you to quickly see where there is greater opportunity to increase tuition fees, and where demand is more at risk. The Pricing Opportunity Map brings together **price sensitivity, demand and revenue modelling** to identify the strongest pricing opportunities by **field of study and study level**.

**Helps you answer**

*Which of our programs can carry a fee increase, and where should we hold?*

Willingness to pay vs. investment priority



### 3 Student Value Investment Map

Uses **willingness-to-pay evidence** to help you prioritise investment, strengthen your offer and build a more **compelling case for your tuition fees**.

**Helps you answer**

*Which improvements to our offer will students value enough to support our fees?*