


Fratconomics

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Why do men join frats?

What are the incentives to join?

Incentives



Brotherhood

Making friends &
meeting new people



Experience

Spending college
years partying with
your newfound
brothers



Connections

Alumni network &
career opportunities



Partying

Being part of Greek
Life community &
having fun

The background is a solid light beige color. At the top, there are three stylized white clouds with soft grey shadows. Between the clouds are two four-pointed white stars. On the left and right sides, there are two identical white classical columns with yellow fluting and capitals. The columns are positioned on a solid yellow horizontal base.

**Main Incentive:
to meet girls**

Males

Females

Incentive Analysis

Join a frat

Incentive for joining

Incentive for going

Go to frats

Main incentive

PARTYING

Main incentive

Incentive for
partying

Incentive for
partying

Meet girls

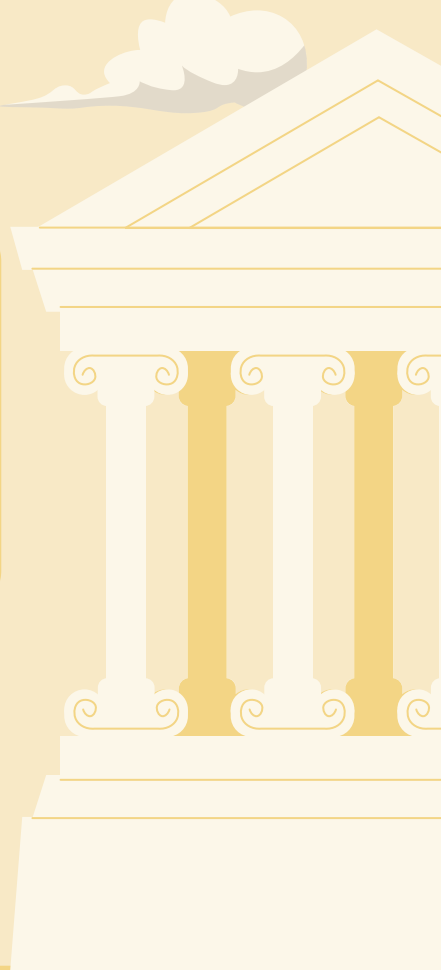
Have fun

* important to note that this isn't set in stone. Often times a combination of incentives is at play.

Bro, how
do we get
hot girls
to come
to our
parties
and have
fun so we
can go on
dates
with
them?



Bro,
just
use the
5
pillars.



5 Pillars

Location

Alc

House

Aux

Hospitality



L+A+D+X+H



FUN

Production Functions

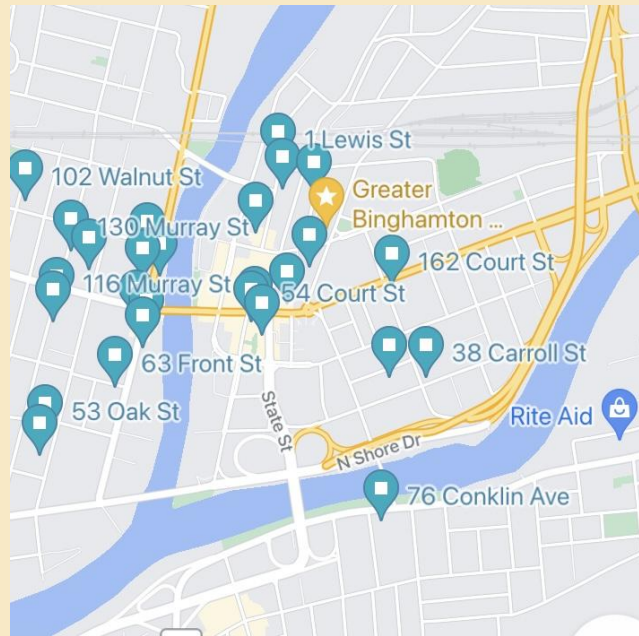
Competitive market production function from econ class:

$$K + L = Q$$

Fratconomics production function:

$$L + \bar{A} + D + \bar{A} + H = Q$$

Location (L)



- If no one can get to your house there is no point in having a nice house.
- Good location gets people in the door.

Alc (A)



Can I come to
your party
sober and leave
inebriated?



- Hard to master: expensive, liability
- Balance is key. Know your demographic.
- Good alc + good location = pregame spot. Make sure other pillars are good so people stay.
- You can't win over the market with good alc alone!!!

Can you hold the amount of people that come to your party? Do enough people come to your party to fill the space?

House (D)



- Good aux + drunk people + no space = less fun
- Too crowded people will go upstairs or outside liability
- Mitigate this by utilizing space in a smart way.

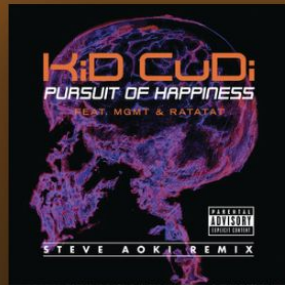


Aux (X)

How many people are dancing and singing? What is the demographic of those people?



- Most crucial aspect & easy to fix
- If the crowd can't dance, they probably can't have fun.
- Drunk crowd + don't like aux = boring or empty dance floor
- 70% throwbacks, 20% rap, 10% edm (this is my opinion, but you must know your demographic!!!)



Ligma Chi Basement Bops

bros I know :
attended
parties; creepy
vs. safe

Hospitality (H)



- Help you stand out
- This quality could help redeem your frat!!
- Creepy vs. safe
- If all other pillars are solid, this one doesn't have to be.
- Alc + hospitality combo



Short Run vs. Long Run

Normal Economy:

- **K** is constant
- **L** varies

Fratconomy:

- 1 day - under a school year
- **X** & **A** vary
- **D**, **L**, & **H** are constant

Normal Economy:

- All inputs vary (both **K** & **L**)

Fratconomy:

- 1 school year
- **H** is constant
- **D**, **L**, **X**, & **A** vary

H varies in something called the “very long run”. This is not of concern to us bc we graduate lmao

**Thank
You!**

Questions?

ig: @cfxv_

