


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 light yellow gradient. At the top, there are stylized white clouds and four white four-pointed stars. Two white classical columns with gold accents are positioned on the left and right sides of the frame. The text is centered in a bold, black, serif font.

**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

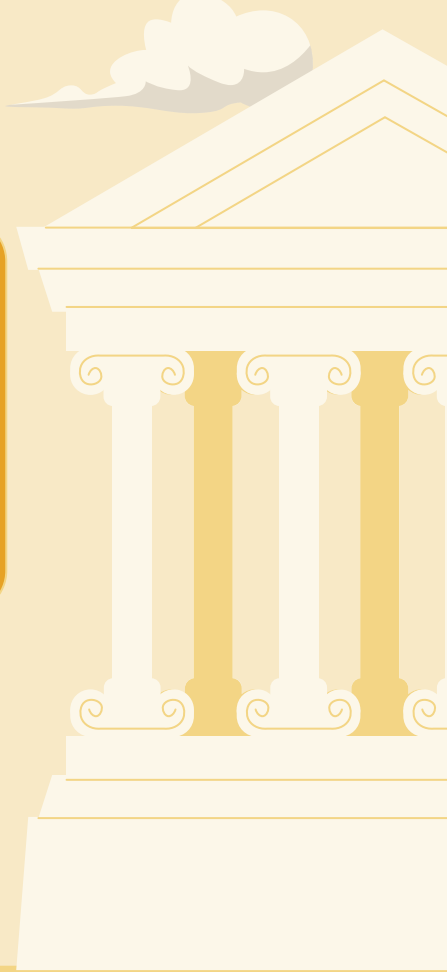
Have fun

* 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:

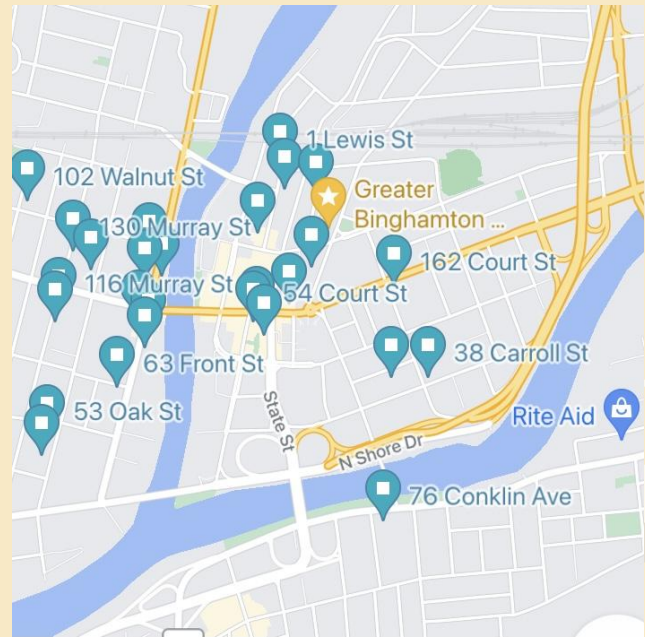
$$L + A + D + A + H = Q$$

How close is a frat house to State Street? (or the center of nightlife in your college town?)

Location (L)



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



Alc (A)

Can I come to
your party
sober and leave
drunk?



- 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. Ex: Chi Phi
- 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
- Too crowded people will go upstairs or outside liability Ex: Pis
- Fight this by utilizing space in a smart way. Ex: Depsi



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 fuck with aux = boring or empty dancefloor
- 70% throwbacks, 20% rap, 10% edm (this is my opinion, but you must know your demographic!!!)



Ligma Chi Basement Bops

Hospitality (H)

bros I know :
attended
parties; creepy
vs. safe



- Help you stand out
- This quality could help redeem your frat!! Ex: Pis
- Creepy vs. safe Ex: Depsi
- If all other pillars are solid, this one doesn't have to be. Ex: NAPs
- 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_

