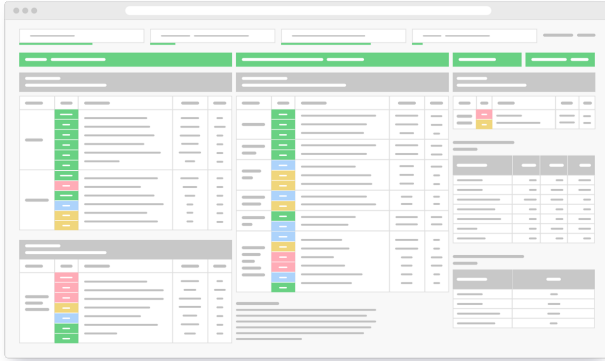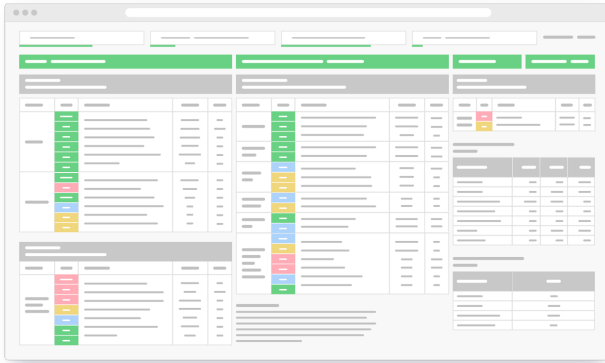**Predict Program Size with Pro Forma Financials**

March 20, 2024

PES Markets

- Analyze your market data
- Rank programs
- Review competitors
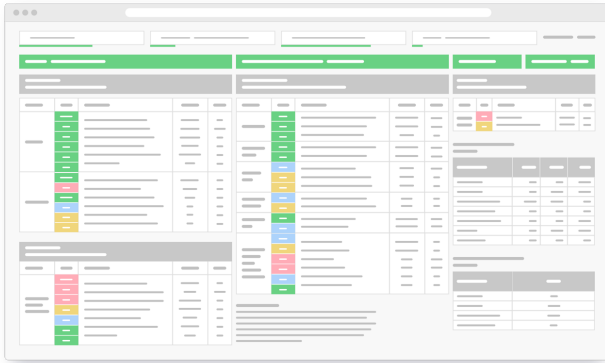- Review the scorecard
- Etc.

PES Markets

- Analyze your market data
- Rank programs
- Review competitors
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- Etc.

PES Data Dashboards

- Analyze Google keywords
- Analyze Job Postings
- Review Alumni data
- Review Enrollment
- Etc.

PES Markets

- Analyze your market data
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- Review the scorecard
- Etc.

PES Economics and Outcomes

- Analyze your internal data
- Analyze the cost to teach
- Review different internal metrics
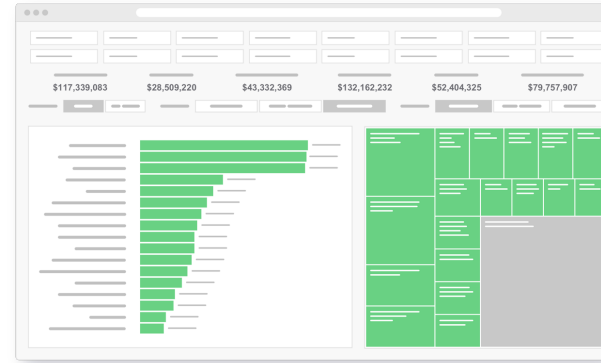- Perform section analysis
- Etc.

PES Data Dashboards

- Analyze Google keywords
- Analyze Job Postings
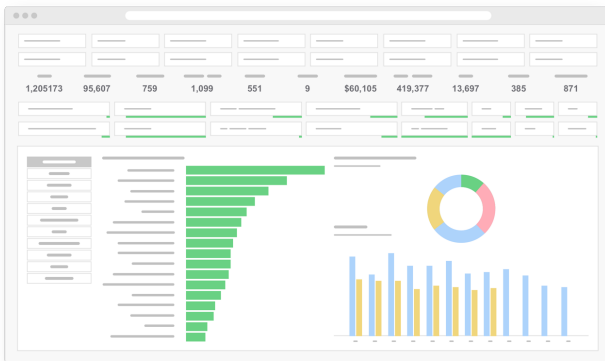- Review Alumni data
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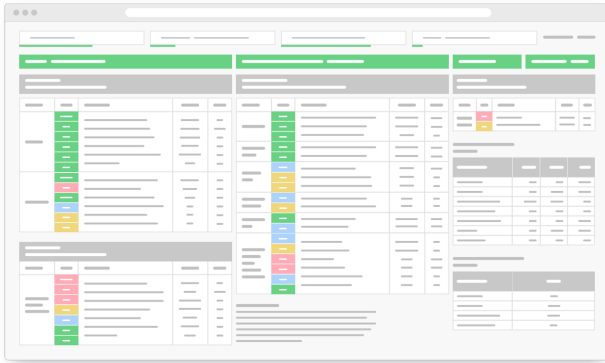- Review the scorecard
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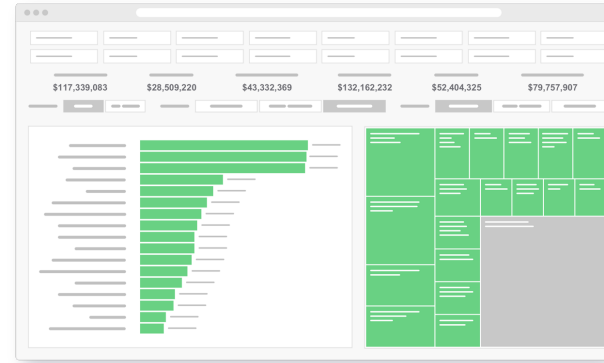- Perform section analysis
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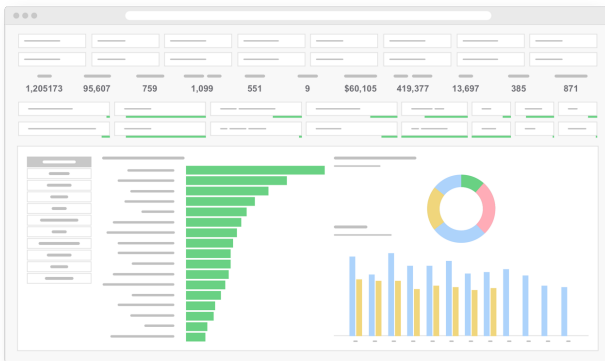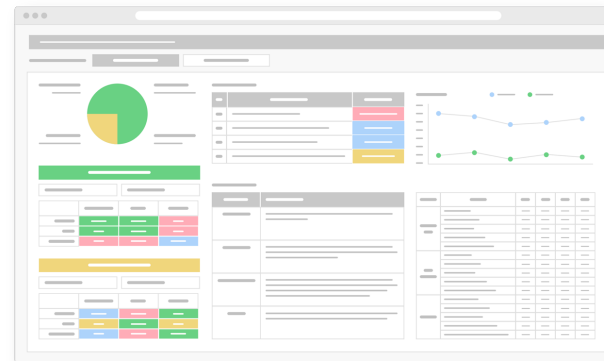- Review Alumni data
- Review Enrollment
- Etc.

PES Management Dashboard

- Apply your mission and goals
- Review academic metrics
- Bring many pieces together
- Manage your program portfolio
- Etc.
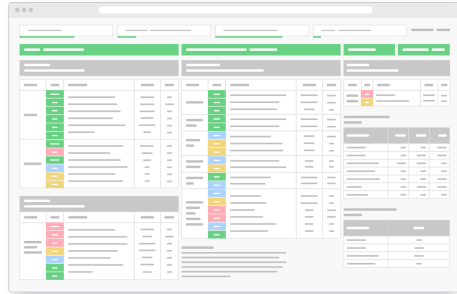
PES Markets

PES Economics and Outcomes
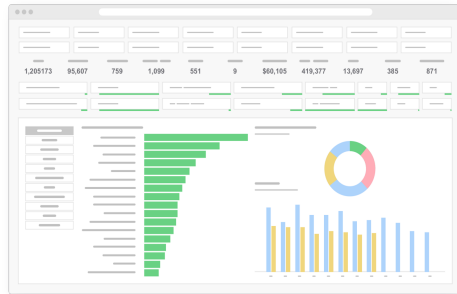
PES Data Dashboards
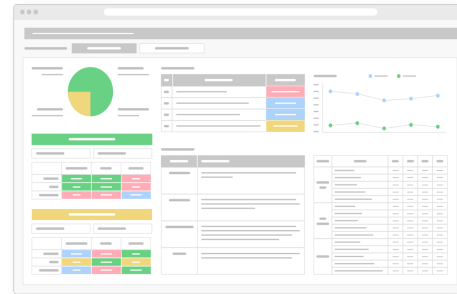
PES Management Dashboard

List of New Programs to Start

List of Current Programs to Grow

List of Current Programs to Review

List of New Programs to Start

List of Current Programs to Grow
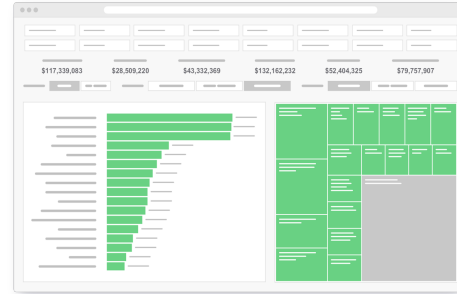
List of Current Programs to Review

How big will my new programs be?

How much enrollment growth can my current programs achieve?

Are my current programs getting their fair share of the market?

GRAY DI™

To answer those questions, you need to know the potential size of a program if offered at your institutions.

Past, Present, and Future

Estimating Program Size

Average Size
Median Size

Peer Institution Analysis
Accreditor's Data
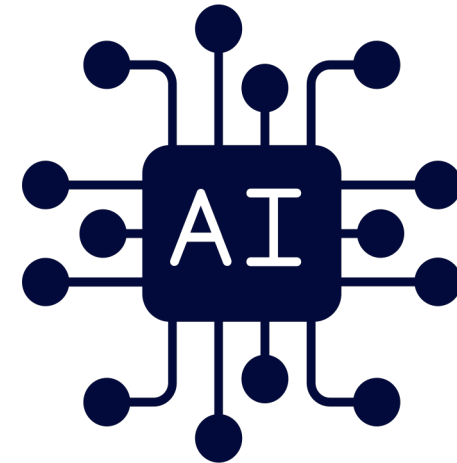
Build Machine Learning
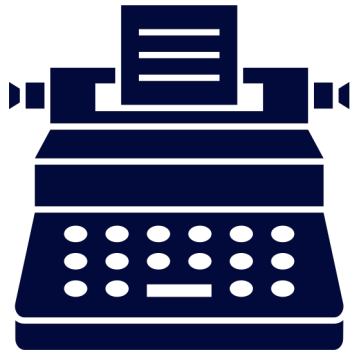5,000,000+ Data Points

PES Predict Program Size

School Attributes

- Size
- Sector (e.g., public)
- Focus and portfolio
- Selectivity
- Student types
- Location

Machine Learning

GradientBoosting

XGBRegressor

Random Forest

Etc.

Predictive Models

Program Attributes

- Size
- Size at similar schools
- Type (e.g., Engineering)
- Award level
- Modality
- Market data
- Program-portfolio fit

Program Size

Predict Program Size

School Attributes

- Size
- Sector (e.g., public)
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Etc.

Predictive Models

Program Attributes

- Size
- Size at similar schools
- Type (e.g., Engineering)
- Award level
- Modality
- Market data
- Program-portfolio fit

4 Award Levels

600+ CIP Codes

Program Size

Over 100k Programs

Over 90% Accuracy

Pro Forma Financials

We can know what programs cost before they are added to a program portfolio.

Predicted Size + **Benchmark Cost per Student** = **Pro Forma Financials**

GRAY DI™

Imagine knowing the potential size and estimated financials in five minutes.

Accelerated Insights

In five minutes, you can produce reliable and ready-to-use pro forma.

Risk Mitigation

Starting a program is always risky. A well-prepared pro forma mitigates the potential risks.

Planning

Pro forma allows you to forecast and budget for your program launch.

Credibility

The world-class ML mode, the integration with Gray DI Benchmarking and the best arithmetic boost the pro forma credibility.

Break Even Insights

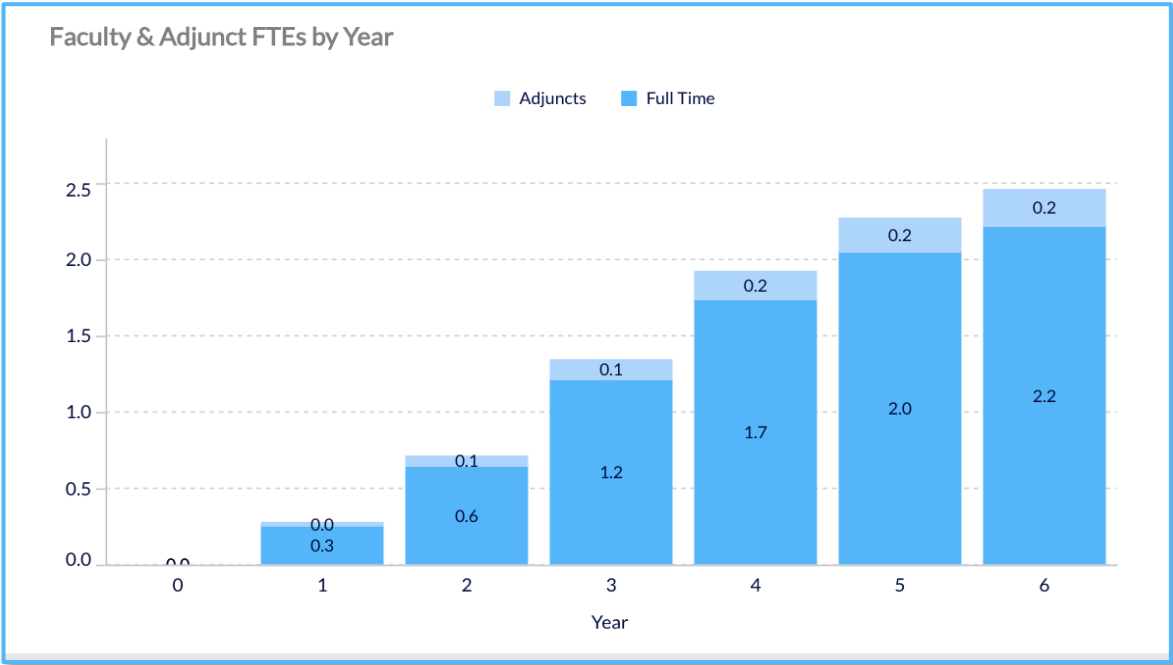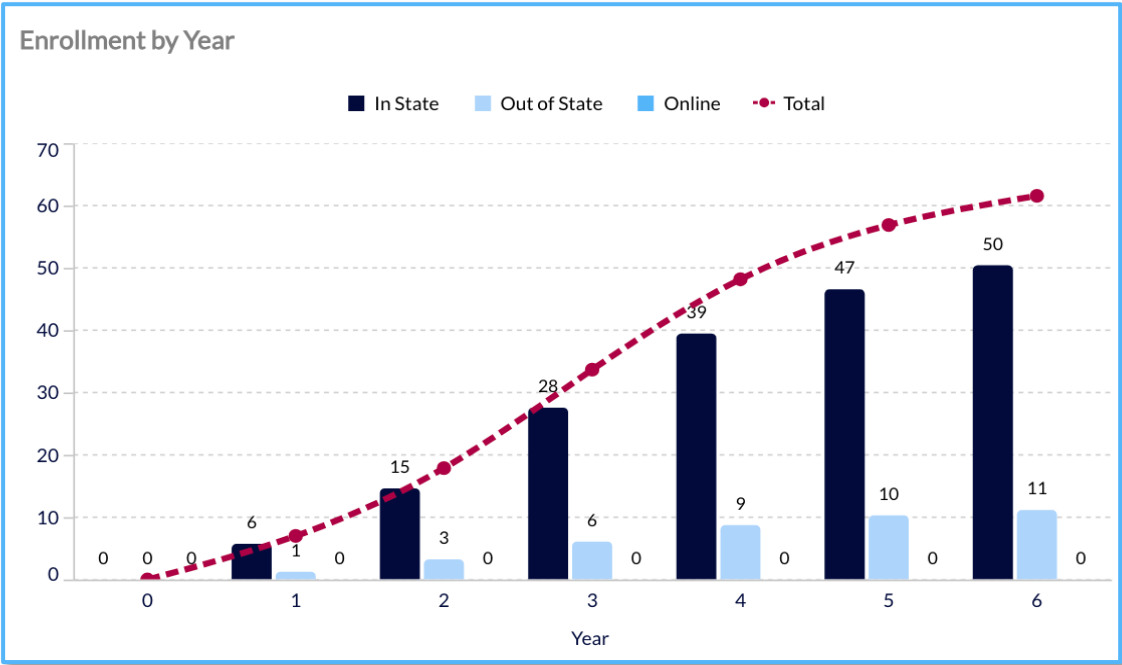Know when your program will start generating profit and understand your ROI.

Stakeholder Buy-In

Presenting a well-prepared pro forma enhances the chances of approval

Enrollment and Faculty FTEs by year

Tuition and Revenue

Pro Forma Financials allows you to enter revenue from state appropriation and fees.

| Modality	Pre-Launch	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Totals	**0**	**$291,682**	**$948,852**	**$1,891,269**	**$2,847,168**	**$3,624,582**	**$4,102,686**
In State	-	$142,506	$448,943	$862,024	$1,242,186	$1,501,938	$1,613,383
Out of State	-	$94,482	$312,533	$630,106	$953,390	$1,210,389	$1,365,212
Online	-	$26,013	$82,769	$160,516	$233,619	$285,295	$309,529
Fees	-	$28,681	$90,355	$173,492	$250,005	$302,283	$324,712
State Appropriations	-	$0	$14,251	$65,130	$167,968	$324,677	$489,850

Cost Summary

Pro Forma Financials integrates with Gray DI Benchmarking to calculate the instructional cost.

🔍	Pre-Launch	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Total Expenses	262,525	$267,413	$701,328	$1,276,002	$1,794,266	$2,172,859	$2,364,996
Program Instructional Cost	-	$174,870	$561,919	$1,100,530	$1,617,594	$1,994,963	$2,185,851
Marketing Cost	100,000	$34,887	$80,601	$115,488	$115,488	$115,488	$115,488
Cost per SCH	-	$201	$205	$209	$213	$218	$222
Administrative Cost	162,525	$57,656	$58,809	$59,985	$61,184	$62,408	$63,656

Cumulative Cash Flow

Understand when your program will start generating profit.
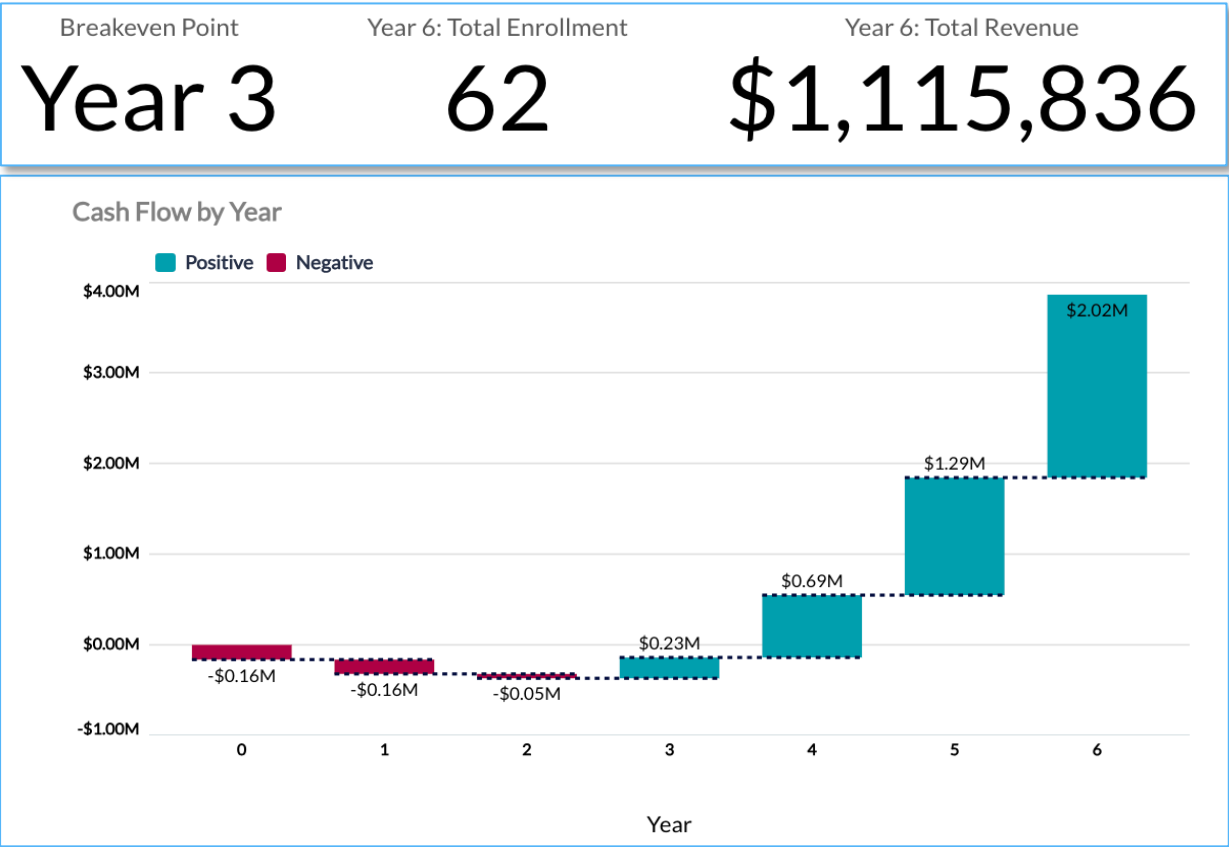
Marketing Costs

Pro Forma Financials comes with a mini-marketing analysis tool.

Historical Marketing Data

SEO and Website Spend	SEO and Website Starts	SEO and Website
5000	50	Incremental / **Non-Incremental**

SEM Spend	SEM Starts	SEM
30000	180	**Incremental** / Non-Incremental

Social Media Spend	Social Media Starts	Social Media
19000	100	**Incremental** / Non-Incremental

TV/Radio Spend	TV/Radio Starts	TV/Radio
5000	30	**Incremental** / Non-Incremental

OOH (Out of Home) Spend	OOH (Out of Home) Starts	OOH (Out of Home)
5000	20	**Incremental** / Non-Incremental

Other Incremental Spend	Other Incremental Marketing Starts
5000	10

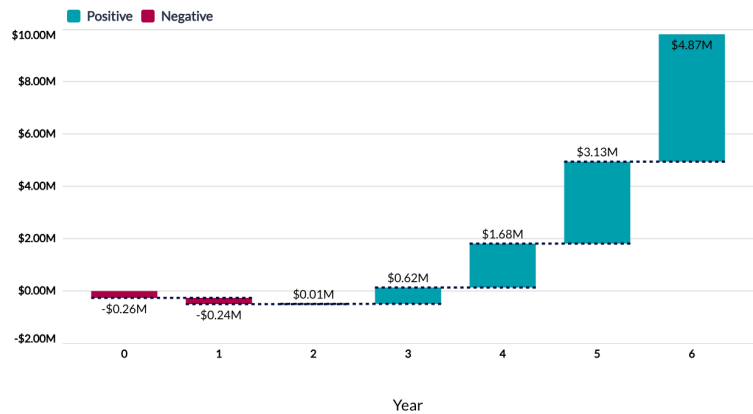| Other Non-Incremental Spend	Other Non-Incremental Starts
5	5

Calculated Marketing Cost per Start

Historical Incremental Marketing Costs	Historical Incremental Starts	Historical Incremental Cost per Start
$64,000	340	$188

18

Real-time Analysis

Change your input and see changes in real time.
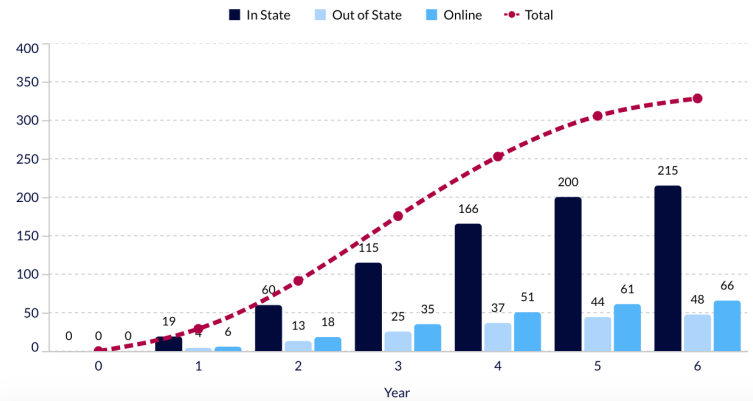

Cumulative Cash Flow by Year

Year 6 Margins

Enrollment by Year

Faculty & Adjunct FTEs by Year

Switch to Live System