KPMG Ideation Challenge
Augment your reality

In this immersive, collaborative, technology-fuelled learning experience, you will be able to test your abilities by cracking real business issues through creative, AR and data-driven ideas.

Participate in the KPMG Ideation Workshop and if you progress through the first stage of the competition, the top two teams will work alongside KPMG D&A and AR experts to co-develop your innovative ideas into reality. The winning team will receive an all-expenses paid trip to KPMG’s Global D&A summit in France.

Register by 12 February: kpmg.com/ideationchallenge

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UCLA and the KPMG Ideation Challenge for students

I am pleased to share with you a unique opportunity for UCLA STEM and Business students to participate in the KPMG Ideation Challenge.

As a professional services organization, KPMG member firms help clients digitally transform their businesses with new technologies, innovative service delivery models and alliances with technology leaders who know how to bring all of these capabilities together in order to enable success.

We are inviting 5 elite universities in the world to test their abilities by cracking complex and real business issues through creative Augmented Reality (AR) and data-driven ideas, alongside KPMG experts in Data and Analytics (D&A). If your idea is chosen as a finalist, you will get the opportunity to engineer your solution, and surface the visualization in AR.

The KPMG Ideation Challenge consists of three phases:

1. **Register** to attend a 2-hour on-campus Ideation Workshop on Tuesday, March 6 from 6-8pm (date is subject to change, but you will be notified if it does) where you will work in teams to source, define, and propose a solution to a business problem that could be solved or enhanced by the use of Augmented Reality that exists in business-as-usual of any organization, in any industry of your choice.

2. Submit your ideas by 23 March, to be evaluated by a KPMG Judging Panel. The top 2 selected teams worldwide will attend a co-development weekend, where those teams will work with KPMG Data & Analytics experts, to bring their idea to life.

3. **The winning team will get an all-expenses paid trip to Paris, France to present their idea at the Global KPMG D&A Summit.**

This is a fantastic opportunity for you to expand your thinking, collaborate with business professionals and represent UCLA on the world stage.

To find out more and to register to attend the Ideation Workshop, please visit [kpmg.com/ideationchallenge](http://kpmg.com/ideationchallenge).