KPMG is implementing a Data and Analytics workshop/challenge for students in STEM-related majors at UCLA.

**The Ideation Challenge:**
KPMG is inviting students from 5 elite universities, including UCLA, 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 the student’s idea is chosen as a finalist, that student will get the opportunity to engineer their solution, and surface the visualization in AR. Click this [link](#) to watch an intro video on the challenge.

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 students will be notified if it does) where students 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 their 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.