The Intersection

**Influencers:**
- Peers
- Professors
- Recruiters
- Parents
- Networking

**Influencers:**
- Firm Professionals
- Colleagues
- Path to promotion
- Family
- Work/Life Balance

**University Student**

**Firm Professional**

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A Tale of Two Universities

Empowered

- Academically integrated
- Lower cost
- Competitive edge
- Active student organizations
- Increase pass rate
- Highly recruited

Faced With Many Obstacles

- Fewer options for students
- Loss of competitive value
- No direct solution to improve pass rate
- Lack of consistency
- Recruitment concerns
How do we close the gap?

We seek to create an impactful learning experience that helps aspiring accountants achieve career success, thereby shaping the future of accounting education.