$$p(z|x) \simeq q(z|x)$$

$$\hat{\theta}_{ML} = \underset{\theta}{\text{arg max}} \underbrace{\log P(\lambda)}_{\text{evidence}} = \underset{\theta}{\text{arg max}} - \underbrace{kL(q(z|x)||P_{\theta}(x,z))}_{\text{ELBO}} + \underbrace{kL(q(z|x)||P(z|x))}_{\text{evidence}}$$

$$\theta^*, \varphi^* = \underset{\theta, \varphi}{\text{arg min}} KL(9_{\varphi}(z|x)||P_{\theta}(x,z))$$