

WHITE PAPER BUILDER



ProblemStatement & Description (200-300 words):

What market challenge or problem are you addressing? Be specific!

What is the state of the market right now as it relate to the problem you're addressing?

What is the history of the problem?

Why is this a problem?

What is the problem costing companies, or the industry as a whole?

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Solutions:

Solution #1	Benefit
Example	Data, Graph, Chart

Solution #2	Benefit
Example	Data, Graph, Chart

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Solution #3	Benefit
Example	Data, Graph, Chart

Solution #4	Benefit
Example	Data, Graph, Chart

Solution #5	Benefit
Example	Data, Graph, Chart

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Conclusion (100 - 200 words):

White Paper Title:

Include key words and topics relevant to your industry and target customers. Use numbers or terms like “blueprint” or “framework.” Examples:

5 Solutions for ...

3 Strategies for ...

A Blueprint for ...

Introduction (100-150 words):

Executive Summary (100-150 words):