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# A laptop computer, notebook, mug, pen and plant arranged on a blue surfaceINTRODUCTION

In a few words, identify and address a problem and a proposed solution. You can focus on common dilemmas, new trends, changing techniques, industry comparisons, new entries to market, etc. How do you propose on solving this issue and what are your recommendations? The solution is based on a thorough examination of the problem and potential solutions.

Make sure you that you have your audience in mind when you write your white paper. Who is your audience and what are you trying to convey? Are they industry experts or is this an investment pitch to a business audience? This should help you set the tone and the correct verbiage for your paper.

# A woman writing on a whiteboardPRODUCT/SERVICE/METHODOLOGY

Describe the methods and demographics you used to obtain your data. Why did you choose the research tactics you implemented? How will this strategy inform on the topic you’re covering?

# KEY FINDINGS

## Key Findings #1



Research and argument

[To replace a photo with your own, just delete it and then, on the Insert tab, click Picture.]

## Key Findings #2



Research and argument

## Key Findings #3



Research and argument

## A hand writing scientific dataVisual Data

Insert any data tables/charts/graphs/infographics etc.

# Overhead view of hands shaking over a business papersCONCLUSION

Time to wrap it up. What is your conclusion? How would you synthesize all the information into something even the busiest CEO wants to read? What are the key takeaways? How does your product/service/methodology uniquely address the issues raised by your study?

KEY TAKEAWAYS

* Takeaway #1
* Takeaway #2
* Takeaway #3