WHITE PAPER

A Guide to Writing White Papers

Writing Tips and a Practical Template

A white paper communicates a clear challenge and provides a structured solution. This guide outlines a practical template for developing professional white papers, from title to conclusion. Use it as a framework, not a rigid formula.

White Paper Titles

Your title should include a verb, be informative, engaging, and memorable. Unlike body text, which should sound like your regular speaking voice, titles must be compact and sharp.

Title examples:

- "Navigating the future of DAG models"
- "Key strategies during peak hours”

Whatever title you choose, keep it short and engaging. Unlike good writing, where you are figuratively speaking to someone in your regular voice (simple words and straight to the point), titles are compact and peppery.

Pointers to use when writing

- Address the reader directly (don’t refer to a user or a client if they are the intended audience)
- Use verbs in the headers
- Put supplementary info at the top, before content or steps, such as:
    - Prerequisites & warnings
    - Why the reader needs this information
- Begin each step with a verb.

List of headers for reference

White paper title

Title-L1

Introduction (or Context) -**L2**

Executive summary-**L2**

(Main topic) -**L2**

Assumptions-**L3**

Proposed solution-**L3**

Strategy for [topic areas] -**L4**

(Details) (like "How Ozeki collects xzy") -**L4**

Conclusion-**L2**

Introduction section

One concise paragraph: Clearly state the key challenge and how Ozeki is involved in the issue at hand. This should entice a reader who is familiar with this issue to read about our unique solution.

One concise paragraph: Clearly state the key challenge and how your company, product, or idea is uniquely positioned to address it. This section should draw in readers who already recognize the issue.

Note: If you cannot clearly summarize the context and problem, you are not ready to write a white paper.

Executive summary section

This section is critical. Often, executives will only read this part, so it must summarize the entire paper.

First, use this space to write the outline. As you develop the paper, you may grow a deeper understanding and a unique connection not recognized before writing about it and discussing it with your co-author or editor.

- Write this and the conclusion last, after the paper evolves.
- Write two or three paragraphs with a short bullet list or table.
- Summarize every main point made in the paper, including the initial summary question, and emphasize a positive, conclusive outcome.

Main topic

Be clear, concise, and benefit-focused. Include a numbered list or a phrase like "The State of….. to draw readers in. This section sets up the depth of your paper.

Assumptions

Briefly state any baseline assumptions behind your argument. These provide context for your solution.

Examples

This section provides concrete, evidence-based illustrations and insights, often using tables, charts, and graphs to support claims and make the information more understandable and persuasive for the reader.

Proposed solution

In this section, propose your solution followed by actionable insights. Keep it concise, but substantive.

Every topic and writer is a unique combination. Use this template as a guideline. It is not a bible. For example,

- The original Bitcoin white paper, “Bitcoin: A Peer-to-Peer Electronic Cash System”, has bundled assumptions in the Introduction and uses 10 sections in the proposed solution sections.
  See bitcoin.org/bitcoin.pdf.
- “This should have been a video” by Vimeo © 2020 is a slide deck with a table of contents, a foreword, an introduction, and followed by 33 more slides.
  See lp.vimeo.co/Vimeo-This-should-have-been-a-video-2020.pdf

Strategy for [topic areas]

Next level down discussion.

Details (like "How the product manages xzy")

A few paragraphs and maybe a simple diagram on whatever this section header declared

More level 2 topics can come after this one on related areas to collecting on "How Product... /use/classify/refine/implement/optimize/etc data or software, etc.

Summary (only if no Executive Summary)

Use this to recap what you just wrote about in several short, crisp sentences. This is so your readers can walk away and remember (and discuss) your most important points.

Conclusion

- Be short and concise.
- Deliver the solution in context with the problem.
- Reaffirm key takeaways.

If you can, add personal insight on how this problem/solution has far-reaching connotations. That concept often comes to mind after the paper is nearly complete and your awareness reaches back out beyond the confines and deadline of the paper you're finishing.

When that happens, it puts an extra sweetness at the end of a highly focused writing project.

Postnote

You have options to change the header examples titles listed here, like "Strategy" or "Details". However, keep the following three standard titles intact as core structural components, as shown below in red font:

Introduction

State the core problem in one clear paragraph.
Then show how your company, product, or idea is positioned to solve it.
If you cannot summarize the problem and context in one paragraph, the concept is not ready for a white paper.

Executive Summary

Executives often read only this section.
It must summarize the entire document: the problem, assumptions, main findings, and proposed solution.
Write it last, after you understand the full story of the paper.
Keep it to two or three short paragraphs with a summary table or bullet list.

Problem

Define the problem scope of discussion.
Explain why it matters and what the reader gains.
Use numbered or named subtopics to organize your argument.

Details

Briefly list the assumptions that underpin your analysis.

Examples include market conditions, user behavior, or technical baselines.

Solution

Present your solution in a concise and logical order.
Use evidence, examples, and actionable insights.
Support your points with visuals or data when available.

Strategy

Use these sections to expand the depth of your argument.

Describe how your solution works in practice, referencing systems, data, or workflow.

Add diagrams or short tables when they clarify complex information.

Conclusion

Keep this short and clear.

- Reconnect the solution to the original problem.
- Reinforce the key takeaways.
- Add one reflective insight that looks beyond the immediate scope of the paper.

The conclusion leaves the reader with both closure and keeps them intrigued with your problem-solution approach.