



TIPSHEET

What is a White Paper?

Six fundamentals of an emerging medium

1. Expertise, not “Advertising”

A White Paper is a document which describes a specific subject competently and neutrally from the point of view of an expert—whether it be a technical explanation, scientific background, case study, user example or analysis. It is intended to inform, convince and inspire. The complexity of the subjects is often difficult to communicate with brochures or other advertising material, because they can only give a superficial impression which is not enough for decision makers.

2. Who needs White Papers?

Whether you are an international corporation or an innovative start-up business, research and development department or an agency – a White Paper presents technical or scientific results in a convincing, reputable and appealing way. It is ideal for everyone, who is responsible for the modern and efficient presentation of knowledge.

3. Who is a White Paper aimed at?

A White Paper informs colleagues, partners, customers and investors competently about specific core-subjects, achievements and aims. It is a qualitatively high-quality document with the aim of stimulating interest and of guaranteeing that the target audience is as well and comprehensively informed as possible.

4. Who reads a White Paper?

A White Paper is a tool which you can use to approach a decision maker. In doing so those, who are not able to concern themselves with specific details, should then be put in a position where they can understand and evaluate the core evidence. Therefore, a White Paper is written in the style of a sophisticated magazine – objective and informative in its content and serious in its expression.



5. *Which industries are suited to White Papers?*

White Papers have been used successfully so far, above all in the field of computer and information technology, to highlight accomplishments, standards and new technological achievements. They are able to react more quickly to innovations or changes than technical literature or handbooks. Therefore, they are being used increasingly in other high-tech fields as a communication tool. In areas like nanotechnology, renewable energy, engineering, photonics and biochemistry, they are already being used successfully.

6. *How extensive is a White Paper and what does it contain?*

A White Paper is limited to only what is necessary: On approximately 10 to 30 pages – however, there are no guidelines or restrictions regarding the length – they draw comparisons, inform or stimulate curiosity and tackle technical questions. A White Paper presents ideas and research findings in an objective way. It presents knowledge in qualitatively high-quality texts and images, with the aim to inform the reader and to help them make decisions.

Would you like to receive more information?

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