# 1.0 Statement of Work

<Include a statement of work (SOW) concisely detailing the scope and objectives of the effort and the technical approach. It should be limited to half a page.>

# 2.0 Problem Statement

<Include a short summary of the problem that is proposed to be solved by this white paper.>

# 3.0 Background

<Insert background on the problem.>

# 4.0 Objectives

<Insert details regarding the nature of the solution to be provided, including general technical objectives that collectively will provide a solution to the problem stated in Section 2.0 (Problem Statement) above. Describe how you will provide either a new or improved capability. It is helpful to include the basic assumptions that underpin each objective – especially if you do not have detailed understanding of the agency environment. This section should require one page at most.>

# 5.0 Challenges

<Insert details regarding the specific difficulties expected to be encountered. In this section, you could address the organizational hurdles (e.g., resources to support the effort, management resistance, technical challenges related to infrastructure required to support tools, cultural challenges, etc.) that must be overcome to meet the objectives, identifying the ones that are the most important or the most difficult. This section should require one page at most.>

# 6.0 Approach

<Insert a detailed plan of work, to contain an outline of a general schedule of work broken down into logical tasks that will resolve meet the stated objectives and resolve anticipated challenges. This section should require no more than one page.>

# 7.0 Deliverables

<List tangible products the proposed project will produce.>

# 8.0 Proposed Cost

<Insert proposed price or total estimated cost, in sufficient detail for meaningful evaluation. Include the period of time for which the proposal is valid. Include the type of contract preferred. Assuming the price point is below the maximum ceiling for single purchases, you can offer an introductory service or deliverable for a fixed fee that can potentially be purchased through the agency’s Government credit card. Depending on the agency and credit card used, the maximum limit for a single purchase is $35K. Alternatively, you can direct the reader to available contract vehicles, such as your GSA MAS contract which provides established labor categories and rates.>

# 9.0 Qualifications

<provide details on relevant corporate qualifications, including capabilities and experience, that demonstrate ability to support the proposed effort>

**<insert summaries of the background and experience of proposed personnel to support the effort – i.e., provide individual qualifications in terms of education, certifications, and results achieved in supporting similar efforts>**

# **10.0 Summary**

<Insert a summary of the overall proposed solution, to include benefits, return on investment, etc. Indicate next steps to initiate the proposed project.>