

ATTACHMENT 2 - WHITEPAPER FORMAT

The content of the whitepaper should be generally consistent with the information to be provided in the full proposal. Whitepapers should include the following:

Cover Page

Project whitepapers shall include a cover page containing the following information:

- Working title of the proposed project
- Names, phone numbers, mailing and e-mail addresses for the principal technical and contractual points of contact (person or persons authorized to negotiate on the behalf of the offeror and who can contractually obligate the offeror organization)
- DUNS number of the submitting organization (if available)
- Project partners, if any
- Date of submission
- Proprietary data restrictions, if any

Whitepaper Sections

Project whitepapers shall include the following information:

- **Summary Statement:** Provide a succinct statement of the aim of the project and proposed approach. In most cases, the summary statement will be no longer than a paragraph.
- **Context:** Briefly describe the current state of information and/or research in the area.
- **Scope of Work:** Describe the general scope of work planned for this activity. This section shall describe (as applicable) the methods, testing, software development, field work, and analysis activities, as well as the data required or to be generated or acquired, in sufficient detail to communicate the breadth of activities proposed. A detailed work breakdown structure is not required.
- **Evidence Building Outcomes and Dissemination Plan:** Identify the evidence expected from the project.
- **Project Team:** List all team members proposed for the project. Briefly describe each organization's roles and responsibilities on the project. Provide a short synopsis of each key person's education, experience, and other qualifications applicable to the proposed project, as well as any supervisory relationships. Address any potential conflicts of interest and any proposed mitigation.
- **Unique Capabilities:** Briefly describe any unique capabilities that the team possesses that may reduce project risk or duration or may improve project financial performance. The anticipated benefits of partnerships between organizations associated with the project should also be highlighted here.
- **Schedule:** Provide milestones for the proposed project that include start, finish, and major activity completion times. Express milestone dates as the number of weeks from project start.
- **Intellectual Property Rights:** Describe any limitations on any intellectual property (patents,

inventions, trade secrets, copyrights, or trademarks) that will impact the Offeror's performance of the contract or impact the Government's subsequent use of any deliverable under the contract. The Offeror must describe the intellectual property in sufficient detail to describe the limitations (Data assertions of the Offeror or any subcontractor, potential patent licenses required by the Government, etc.), and to describe why or how the Government can accomplish the stated objectives of this RFS with the limitations described or proposed by the Offeror.

- **Rough Order of Magnitude (ROM):** Provide an estimate based on the technical approach proposed in the whitepaper. The following chart (tailored as appropriate) shall be included in the whitepaper.

| Year | Estimate |
|---------------------------------|-----------------|
| Year 1 | \$ |
| Year 2 (<i>if applicable</i>) | \$ |
| Year 3 (<i>if applicable</i>) | \$ |
| TOTAL | \$ |