

**Low cost, low risk, fast  
improvement and innovation  
for products, services and processes;  
and better collaboration**

**Start in seconds →**

**Route-map – from start to implementation**

**Recipe – foundations for group collaboration**

**You can....**

# Further information

Nigel Moore, Green Leader Limited  
21 Foxmoor Close  
Oakley, Basingstoke  
Hants, RG23 7BQ  
United Kingdom

Tel +44 (0) 1256 781739

Mobile +44 07944855611

Email [nmoore@greenleader.co.uk](mailto:nmoore@greenleader.co.uk)

[www.electricrail.com](http://www.electricrail.com)    [www.greenleader.co.uk](http://www.greenleader.co.uk)

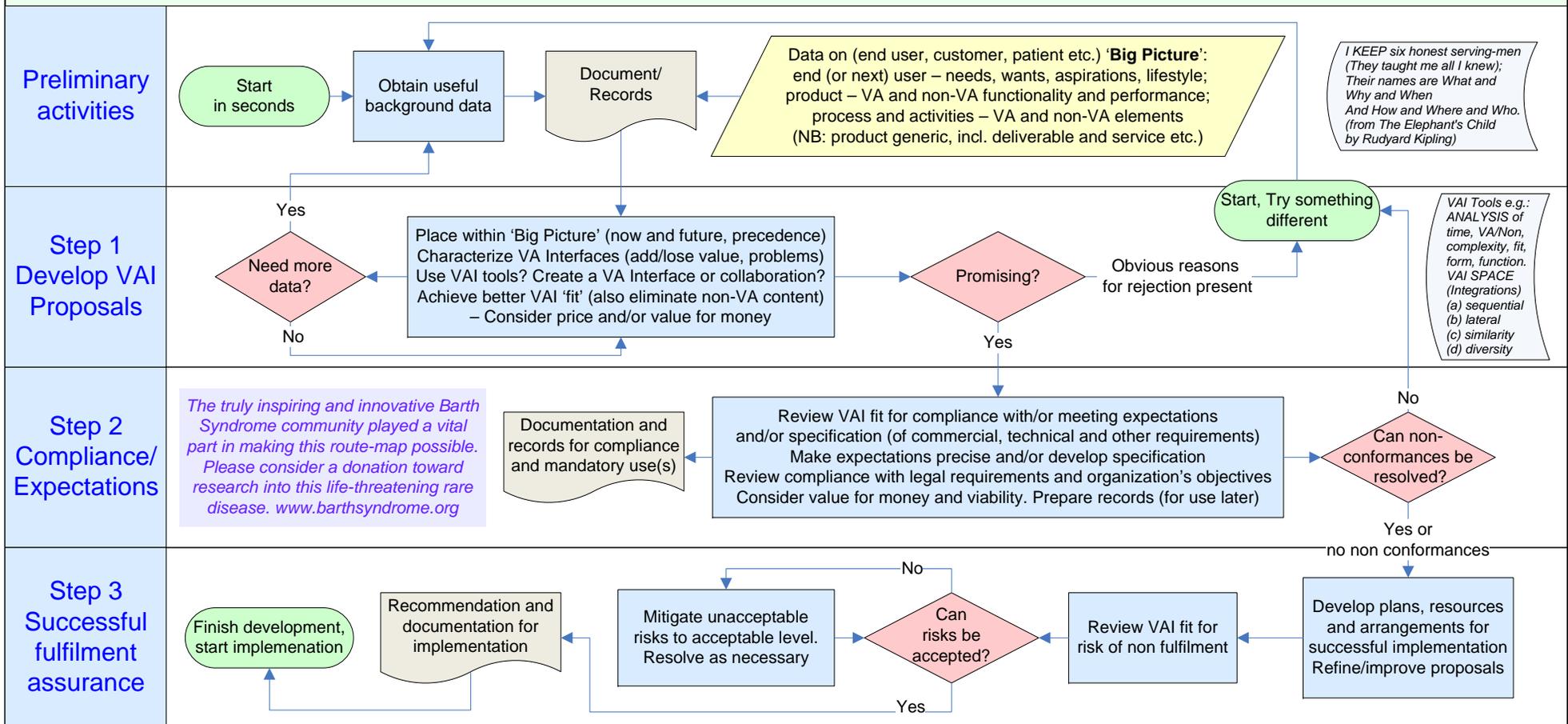
**Free download:**

[www.nasa.gov/offices/NHHPC/events/m2m-connects.html](http://www.nasa.gov/offices/NHHPC/events/m2m-connects.html)

**Please consider sharing  
your innovation story  
and  
inspire the next generation**

# Your Route-map to low cost, low risk, fast improvement and innovation – Value-adding Integration (VAI)

Facilitating competitive advantage, better public services, improved healthcare & faster translational research (RDs)



Value is only added at the VA Interface, better integration reduces costs, enhances value;  
 The end user's 'world' defines 'value', VAI helps with understanding and identifying value;  
 Successful innovation/improvement arises from better VAI with end user's world;  
 Innovative integration leads to further opportunities for adding value and/or reducing costs.  
**Key is the VA Interface; creating, understanding and making it work better.**

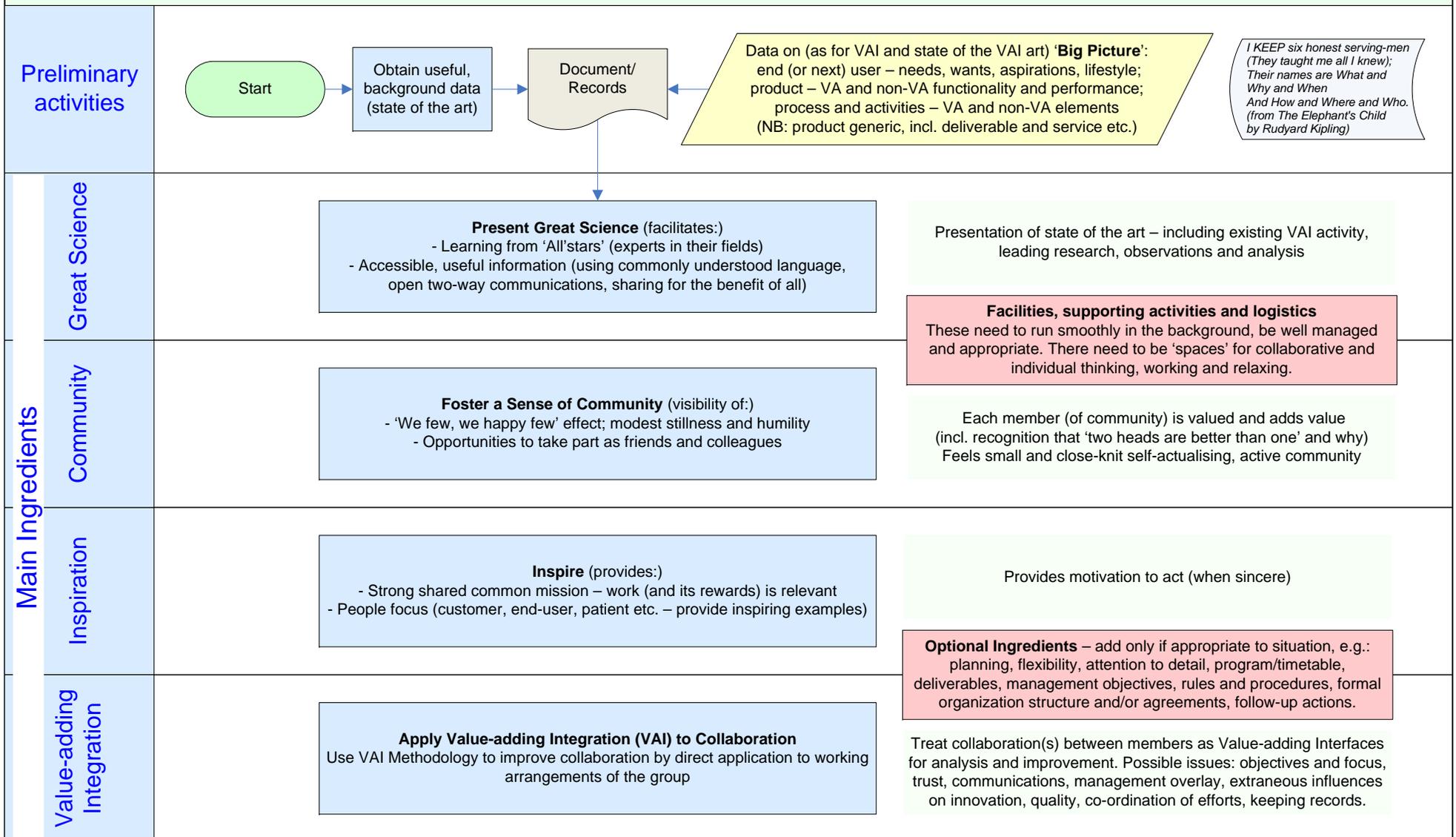
Value-adding Interfaces are 'places' where interactions occur between end users, their 'worlds' and/or product/service (between 'VA elements'); this is where value (to the end-user) occurs. They can be conceptual, physical, environmental, aspirational, life style and/or a combination. This is seeing the end-user's Big Picture of how better integration, including of product or service, can enhance value at low cost and risk.

Competitive advantage through new and better products delivering genuine unique selling propositions (USPs) and at lower costs.  
 Better Public Services through better more beneficial integration with end-users and more efficient processes.  
 Improved healthcare (on rare diseases) through patient engagement, sharing ideas, collaboration, access to data and treatments, and more efficient, effective delivery  
 Faster translational medical research (on rare diseases) through enhanced creativity, sharing ideas, collaboration and access to patients, data and treatments.

# Your Collaboration Recipe for low cost, low risk, fast improvement & innovation

Start in seconds - Innovation methodology overleaf

Facilitating working together for multi-disciplinary, multi-background groups (Integrates with using VAI Methodology)



The truly inspiring and innovative Barth Syndrome community played a vital part in making this recipe possible. Please consider a donation toward research into this life-threatening rare disease. [www.barthsyndrome.org](http://www.barthsyndrome.org)

The International Scientific and Medical Conference organized bi-annually by the Barth Syndrome Foundation Inc. provided the benchmark. Please see 'BSF International Conference, Great Science, Community & Inspiration' by Adam J. Chicco PhD, Assistant Professor, Colorado State University, USA Volume 13, Issue 2, Fall 2013 – Barth Syndrome Journal ([www.barthsyndrome.org](http://www.barthsyndrome.org)).