



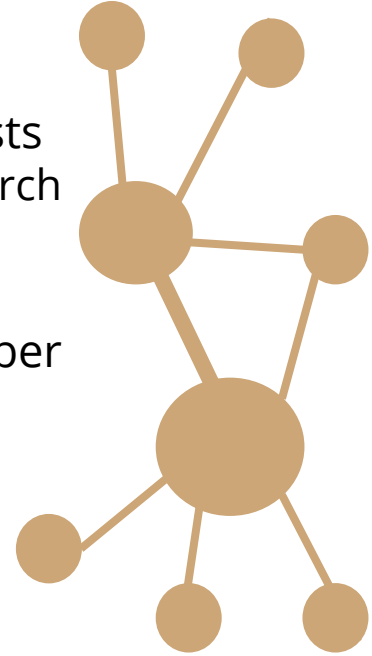
Braster S.A & Pezy Group



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Faculty of Economics and Business
University of Groningen
MSc BA
Innovation & Entrepreneurship
Group 08

Organizational form

- Braster S.A. was established in 2008 by a group of Polish scientists
 - Technological development → Collaborations with Polish research centers
- Braster S.A started a collaboration with Pezy Group in december 2015.
 - Other companies were involved
 - Project team was established
- Organizational form: network form (Powell, 1987, 1990)
 - Strengths: exchanging resources; access to new resources
organizational learning; reducing risks
 - Weaknesses: Possible loss of independence; Can be very complex to manage; conflicts are likely to occur



Results

- Stock-listed
- Production of the foil in-house
 - design, body production outsourced
- Quick decision making

- Market/Hybrid?

- President & VP managers board
- Product development, R&D, Medical, telemedical(IT), Clinical Trials, Sales.
- Scientific Council (8, all PH D)

Thank you for your attention!