



XANEDA

think global - act local

We create regional added value

1. Vision

XANEDA is a business network with a regional focus that connects entrepreneurs, professionals and organisations within local clusters. With XANEDA, we focus on regional proximity, trust and personal encounters and want to close the gap between online business platforms such as LinkedIn and real regional economic areas with this business network.

Think global - act local. We create regional added value.

2. Problem

Global networks like LinkedIn are too general:

- Hardly any regional relevance or visibility
- Little chance of local cooperation or personal meetings
- Regional business development and cluster work hardly integrated

3. Solution

A regionally based network with:

- **Local groups & clusters** (e.g. Berlin startups)
- **Geobased visibility** for companies and professionals
- **Events & meetups** directly integrated into the platform
- **Partnerships with business organisations & cluster management**

4. Core functions

a) User profiles

- Curriculum vitae, competences, interests, location
- Links to companies and groups

b) Exchange and networking

- Messages
- Network based on contacts and followers

c) Regional clusters

- Automatic assignment to regional clusters based on postcode/geo-location
- Cluster feeds for news, jobs, events

d) Groups and forums

- Thematic groups (e.g. Exchange of marketing strategies, Startup management)
- Moderation, joining rules, forum discussions

e) Events

- Local events (meetups, trade fairs, seminars)
- Integration of online events
- Participation management, ticket system (optional)

f) Company profiles

- Presentation, jobs, contributions
- Link with employees

g) Jobs

- Search and find regional jobs

h) Matching algorithms

- Suggestions for contacts, groups, events based on location and interests

5. Target groups

- Self-employed persons, entrepreneurs
- SMEs and local companies
- Employees with a regional connection
- Young professionals and students
- Business development organisations, associations, chambers

6. Monetisation

- Premium profiles (extended visibility)
- Company profiles and advertising
- Ticket sales for events
- API access for third-party providers such as business development organisations, ...

7. Growth strategy

- Launch pilot region (e.g. one city, one district)
- Involve multipliers (IHK, cities, universities)
- Events & meet-ups as an anchor for activity & network effects
- Scaling to other regions / industry clusters

8. Technical concept

a) Architectural overview

- Frontend: Web app (Angular), optional mobile app (Angular/Ionic)
- Backend: REST/GraphQL API (Node.js mit Express)
- CDN: Content delivery for media content (Node.js with Express)
- Database: MariaDB (SQL) and MongoDB (text-based search)
- Payment: via payment service provider Stripe
- Hosting: currently local, future cloud (e.g. AWS/GCP), Kubernetes for scaling

b) Modules

Module	Module description
Account	Registration, authentication, role management
Profile	Profile with personal details (e.g. interests, location, profession, education)
Message	Messages to members
Network/ Matching	Management of (personal) contacts and followers, contact recommendations
Post/Content	Posts including comments and social interaction (likes, recommendations, etc.)
Event	Event management including email and push notifications, participant management, comments on the event, event recommendations, filter function
Group	Group management including member management, posts (forums) and events, group recommendations, filter function
Organization	Organisation management including member administration and posts (forums) and events, filter function
Job	Offering jobs, filter function
Administration	Management of users, clusters, ...

c) Technology-Stack

- **Frontend:** Angular, Angular Material, session/redux/state, i18n,
- **Backend:** Node.js + Express, REST/GraphQL API
- **CDN:** Node.js + Express
- **Database:** MariaDB, MongoDB (text based search), Redis (sessions/cache)
- **Payment:** Stripe
- **Geo-Services:** OpenStreetMap, Mapbox, GeoJSON
- **CI/CD:** GitHub Actions, Docker, Kubernetes
- **Security:** OAuth2, JWT, Rate Limiting, GDPR-compliant

The frontend is based on server-side rendering (SSR) and progressive web app (PWA) technology and is currently bilingual (German/English, other languages are planned).

7. Current status

Various functions (such as account and profiles, network, events, groups and organisations/companies) have already been implemented, the platform currently has just under 750 members and is used to hold group-related events (5 to 10 events per month, with invitations going out to several hundred members each time) and replaces the former activities on the XING network, which no longer provides for events and groups (group-related events are unfortunately not possible on LinkedIn).

In the coming period, the focus will be on the implementation of cluster-specific (regional) requirements and test regions will be included.

Contact person:

Joerg-Alexander Stoehr

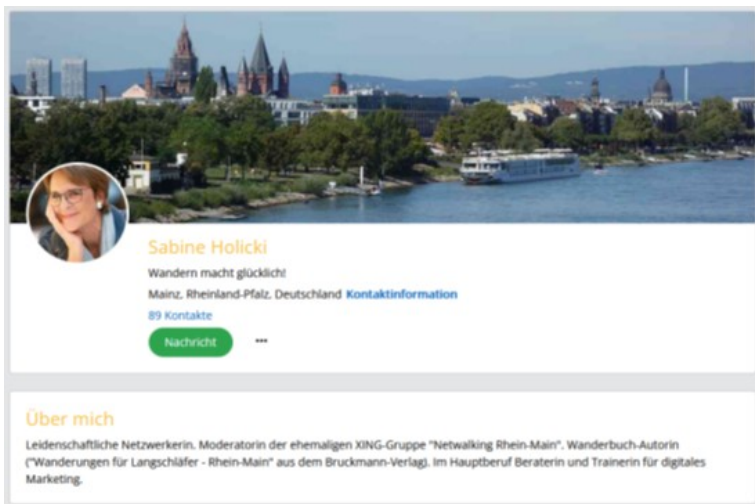
+49 177 687 49 95

E-Mail:

info@xaneda.com

Website:

<https://www.xaneda.com>



Sabine Holicki
Wandern macht glücklich!
Mainz, Rheinland-Pfalz, Deutschland [Kontaktinformation](#)
89 Kontakte
[Nachricht](#)

Über mich
Leidenschaftliche Netzwerkerin, Moderatorin der ehemaligen XING-Gruppe "Netwalking Rhein-Main". Wanderbuch-Autorin ("Wanderungen für Langschläfer - Rhein-Main" aus dem Bruckmann-Verlag). Im Hauptberuf Beraterin und Trainerin für digitales Marketing.



Frankfurt / Rhein-Main
Lokale Gruppe

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In regelmäßigen Abständen bieten wir ergänzend zum Online-Angebot auch unterschiedliche Veranstaltungen an, es es Ihnen ermöglichen, auch offline neue Kontakte knüpfen zu können. Per Einladung werden Sie selbstverständlich rechtzeitig hierüber informiert.

Wir freuen uns über neue Mitglieder, die in Frankfurt und dem Rhein/Main-Gebiet wohnen, arbeiten oder einen sonstigen Bezug haben!

[Kontakte einladen](#)

Über	
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Moderatoren