



Interview

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**Ioannis Voudouris & Alexander Eissing**  
co-founder of decayenne.com

«It has never been easier to browse and find people who have similar interests and relations»

**(Easybourse.com) What is the specificity of your website compared to other virtual networks?**

decayenne was established in 2001 as a way for a group of close friends to stay in touch and coordinate activities. This core concept has not fundamentally changed over the years but has instead developed by allowing friends to invite further friends, seizing the opportunity to meet and interact with more like-minded individuals. decayenne has remained a family-like environment consisting of a tightly connected and selective invitation-only community.

We are maintaining close contact with our members and encouraging communication so we can continuously improve our service and really create what our users are looking for.

decayenne is not predominately a virtual network; instead its main focus lies on facilitating networking in the real world. The website is used as a tool to manage existing relationships more effectively. We are constantly planning special events that enable members to better access and exchange inside the international network.

**Networking has become more and more popular recently. How do you explain this boom?**

I would say this is a result of a human's natural desire to socially interact with others in combination with technologies that are just now maturing which make social interaction increasingly easily. The popularity of Social Online Networks has increased so dramatically because they offer a structured and uncomplicated way to socially interact with other people. It has never been easier to browse and find people who have similar interests and relations, live in nearby locations or who simply appear attractive. There are two main aspects to the interactions people have online; On the one side people like to present themselves, which can be done with personal profiles, where members include pictures, what their interests are and other personal information. The other side represents the need to satisfy one's natural sense of curiosity which is fulfilled by browsing and looking through users' profiles, connections and photos.

**Are there any particular rules to be respected as a member of decayenne?**

Once inside decayenne it is a very free and open community where not many rules have to be mentioned. Similar to guests at a dinner party, our members are expected to act in a proper manner without needing to be reminded of specific rules. We welcome diversity, free speech and individual opinions, but all interactions have to maintain a standard of respect and good behaviour. We wish to have a friendly, intimate and comfortable environment for everyone. People who do not understand these simple rules will be warned and, if deemed necessary, eventually excluded from the network.

**Do you feel competition from other virtual networks?**

We do not feel threatened by other virtual networks because we are a closed community with a restricted target group. decayenne has been a private project without the usual domination of investor interests. Instead, the core focus has always been on bringing its members its members closer together in just the right environment. It is not our aim to become the leading or biggest global social networking community because we do not believe quality can be achieved with such quantity. Many networks are losing credibility and user loyalty due to becoming increasingly commercialized and driven by investor intentions. We intend to avoid this and maintain our network's friendly aura and sense of community.

**Any advice to develop a good network on your website?**

It is always advantageous if you are already well-connected and initially know some members in the community. We do not encourage connecting to members that you do not know directly unless there is a particular reason. Connections between strangers dilute the overall quality of the network. It then becomes difficult to discern between connection paths between actual friends and those between mere online acquaintances. However, it is very easy to meet and get to know members through special events or through various features in our website. Developing a good network is dependent upon your level of activity inside the community - what you will get out of decayenne is proportional to what you put into it. A well-defined and detailed profile will also allow interesting members to find and contact you. It is not difficult to make use of the many different potential opportunities waiting in this valuable network.

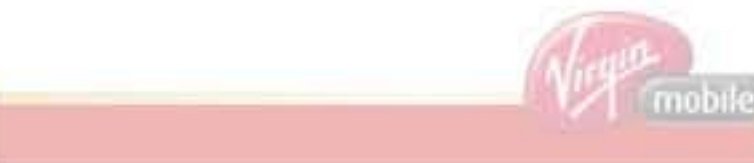
Comment collected by M.L.H.

French version of the interview

**Ioannis Voudouris et Alexander Eissing**,  
co-fondateur de decayenne.com

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