

# **The Third age of the Cloud**

## **Closing Keynote Euclida Conférence**

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**Is the future of Tech in  
Europe?**

**This was my thesis with  
Netvibes (2005) and  
Jolicloud (2008)**

# Build in Europe Killed in Europe

building the Chromebook before the Chromebook



I wrote an article to try to understand why we failed.

*"How we invented the future of PC by accident."*

# **Black Box Internet:**

**1. The iPhone  
had just closed  
the "front end."**

**2. The "Big  
Tech operated"  
Cloud has  
closed the  
"back end."**

**The Black box Internet is  
very profitable.**

**Renter vs Owner paradigm**

**This is why it was extended to the  
enterprise segment.**

# **The post- mobile era**

**(WEB3, meta  
verse, Prompt  
AI services,  
ambient  
computing)**

**Will amplifying  
that model**

**With probably no room for  
(*European*) third parties.**

**Solutions ?**

***We can only fight an  
ideology with a counter  
ideology.***

**We've also entered the  
geopolitical Internet era  
could be the welcomed *black swan*  
event we need.**

# **news rules :**

*Choice* (allowing more technology to coexist, rather than a small bucket of prepackaged and managed services)

***Sustainability of the Earth ( Low Carbon Computing)***

***Sustainability of the Mind (Slow Web Design)***

***local jobs (allowing smaller companies to operate and innovate)***

**It is up to us to build this  
future.**

**Let's do it!**