

The Third age of the Cloud

Closing Keynote Euclida Conférence

Tariq KRIM

tariqkrim.com

@tariqkrim on twitter

**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!