https://cryptocloud.foundation/whitepaper.pdf

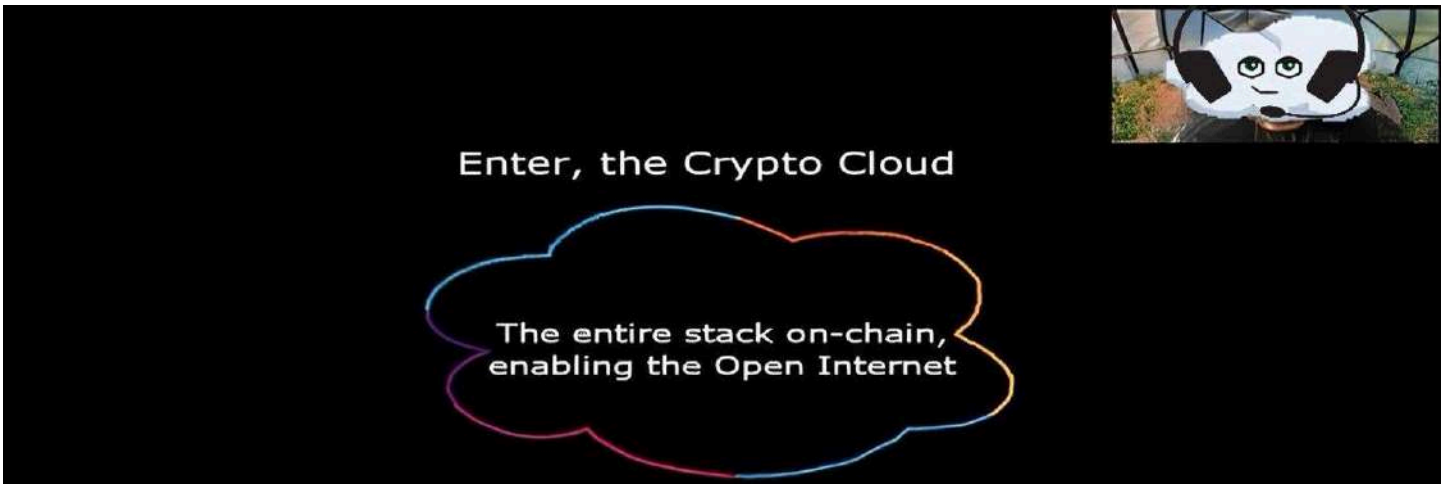
Internet Computer is a
Crypto $Cloud - whitepaper

Novel framework, grassroots marketing, and pure meme in one;
introducing the Internet Computer dual-innovation technology.

$ICP ~ $Cloud
distributed cloud technology/ full-stack cloud as protocol
stateful serverless sovereign open cloud
Cypherspace as Cloud 3.0
Infinite/ **I**nternet **C**loud **P**rotocol
“cloudless cloud”
Crypto(+)Cloud

Next-gen tech <> Next-gen meme
“ICP as a meme”
grassroots visionary marketing
Proof of Useful Fun
endless forms of clouds - natural/ root meme

∞ *There is no comparison to ICP, hence no reference point, hence nobody gets it.*
*BUT! There is **Crypto (web3)**, and there is **Cloud (web2)** -*
leading and hosting most of the software space - both relatable to the mainstream.
*And ICP is a **Crypto(+)Cloud** - a technical innovation and movement*
to liberate, unify, derisk, and optimize the global software space. ∞



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Summary

Crypto $Cloud is many things in one: a rare brand, idea, and technical big-picture framework across the entire software space; an organic grassroots marketing and movement; and an endlessly inspiring light-hearted natural meme. It is an effort to play, win, and elevate the meme space while introducing an elegant global software architecture to the mainstream.

ICP is alien tech, an anomaly, a grandiose undertaking, nothing like this exists. It takes the crypto ethos and applies it to cloud technology that empowers and hosts most global software. In doing so, it doesn't fit into any existing crypto or traditional mental model. We shouldn't thus reason about ICP using current paradigm thinking. However, that's what everyone is doing, inevitably (dis)missing the innovation. It's not the (lack of) tech that prevents us from being at the top, it's all the ideas muddying the water.

The "marketing" problem and solution is to play the game where the mainstream focus is, and win. What is the dominant game? Memes... And in more general, ideas and collective movements tokenized on the open market. That's what memes are, far beyond jokes and hopes to get rich. That's where the battle of the mindshare is. The tech absolutely matters but not if nobody understands it! After 3.5 years since Genesis, most technical people still fail to grasp the value proposition of ICP.

We are winning the tech, but not the narrative. The main battle is in the meme space. Next-gen tech needs a next-gen meme to get the idea across. And that's what Crypto $Cloud is built for.

It defines and leads a new era of productive memes, advocating for Proof of Useful Fun. The value for the ICP community is straightforward and real - to improve the understanding of the greatest technical innovation in the software space via light-hearted memes and well-defined big-picture framework. Its potential for speculators is a unique technological meme that cannot be replicated anywhere else - it is specifically tied to the novel game-changing capabilities of the Crypto(+)Cloud, which ICP IS.

Next-gen meme about the next-gen tech

Internet Computer Protocol IS different. Comparing it to existing tech is a fool's errand. It is like comparing a tire to a car. When Bitcoin is THE wheel, and current L1s are various parts, then ICP is a car - a complete/ full-stack solution to the entire software space. More specifically in the software context, comparing ICP to an L1 is equivalent to comparing Amazon AWS to MySQL (Big Tech cloud to a database engine). This doesn't make sense. And not dismissing either, they are just different lanes.

The prevalent frameworks used by opinion leaders are designed to capture the vast web3 experiential space but do not come close to explaining the next Internet protocol. Hence ICP tech is often dismissed or misplaced. Understanding the next-gen demands going beyond the existing paradigm and requires new ways of thinking.

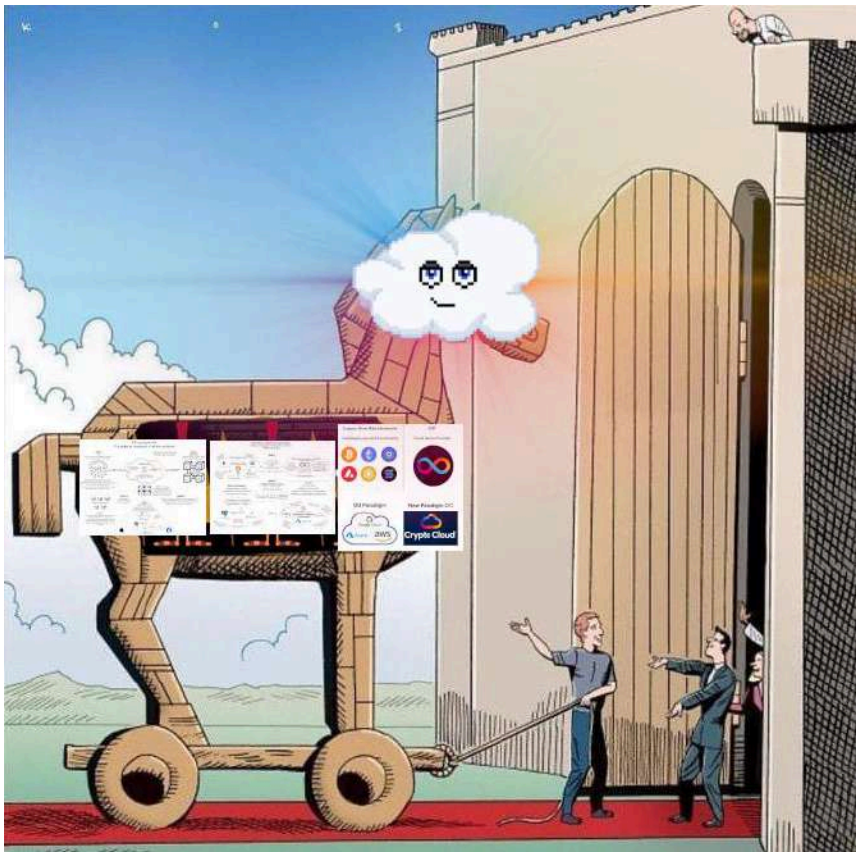
> ICP is a higher-order solution than any niche (L1, AI). It is regarding full-stack global software architecture. It is Crypto(+)Cloud, web2 AND web3.

Marketing has thus been challenging for the Internet Computer technology. It exists outside existing crypto mental models and thus requires an expanded mind to get it. By aligning behind well-crafted technical terminology, we can better describe the innovation and help others understand it. In our view, the combination of "crypto+cloud" is a powerful union, connecting two eras and fundamental innovations of the Internet. It speaks of the magnitude of ICP, going

beyond the mainstream crypto space, and reimagining the engine of the web. There is nothing bigger than this. Which makes it extremely difficult to grasp at first. We need an epic meme, to get the message across.

Crypto $Cloud is “ICP as a meme”.

That’s a humongous opportunity but a matching responsibility. The challenge is to differentiate itself in the meme space, just like ICP is doing in the technical space. **Memeing about next-gen technology requires being a next-gen meme.** It’s only fitting. Crypto space is filled with low-conscious memes, to the point where people associate memes with “just jokes”/ entertainment. The side-effects are noise, speculation, delusion, that keep us from true potential. The memetic space is real, vast, open, and not going anywhere. Instead of fighting the wave, we ride it instead. With the effort not just to win, but to elevate, educate, and harmonize.



The essence of the Crypto(+)Cloud

The term “crypto cloud” speaks of the DNA of the Internet Computer - a dual-nature computer science innovation unifying two Internet eras. To understand the brilliance and magnitude of this context, let’s break down the essence of cloud and crypto, both representing an innovation of the technical foundation of Web2 and Web3 eras.

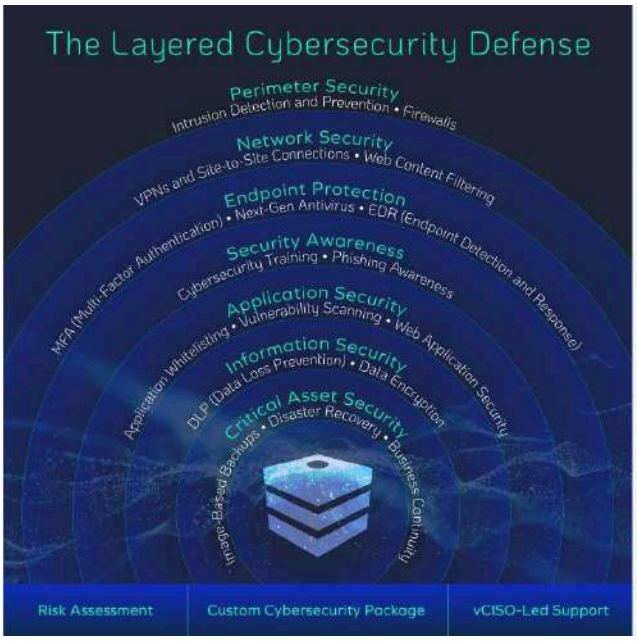
Web2/ Cloud - a double-edged sword

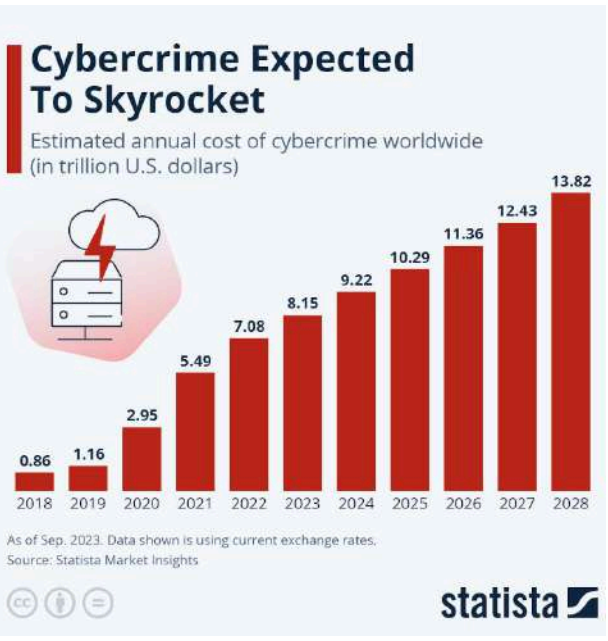
Many would consider social media as Web2 (from Web1 read to include Web2 write). But technically speaking, and for all the builders, it is the cloud that is empowering to write software. It was and still is incredibly valuable for builders to delegate away the complexity of buying, managing, and upgrading hardware. With cloud, you can focus on the actual application and scale this to millions of people without dealing with the rigidity, complexity, security, and up-front costs of hardware. This is in contrast to the early days of managing your own servers when only few would undertake this challenge. Removing this obstacle turned out to be a catalyst, and resulted in an explosion of software worldwide. How valuable is this? Worth trillions! We don’t call it Big Tech for nothing.

While it is great that we can delegate away huge complexity, there is a hidden price to be paid. We globally delegate the problem to centralized entities. Many didn’t and still don’t care, but by using the traditional Big Tech cloud, we actually give away our ownership of the code and data, including that of our customers. While we can try to make it secure and use encryption and whatnot (growing exponentially difficult as the system grows), this way of building software fundamentally prevents direct ownership and is tamperable.

Furthermore, end-user and builder problems are exacerbated on the planetary scale which are dismissed by practically everyone as it requires a global architectural insight. Traditional cloud infrastructure provides an empty closed environment, meaning everybody is free to do whatever they want (kind of). Sounds great? But this means MILLIONS of silo environments that solve the same common problems like security, identity, authentication, cloud management, data redundancy and backup and regionalization, server management and scaling, and integrations between third parties moving around

delicate data. Many of these problems are opportunities for yet more 3rd parties to solve but these always require integrations with further risk of data containment and loss of ownership. This is probably fragile and results in exponential global security problem.





Managing this in siloes takes considerable effort, needs to be maintained and updated, is risky, costly, and complex, and overall represents generic global problems. And even then, prevents the builders and users from direct ownership which cannot be built around. What if we could solve all of these problems at the protocol level? 💡

Web3/ Crypto ethos and experiments

While the history of cryptography dates back thousands of years, and all the security of modern software relies on it, when we speak about “crypto”, we refer to the principled web3 movement that started with the invention of Bitcoin. Core ideas like decentralization, transparency, and ownership resulted in creating a digital global sovereign money that could be seen as the greatest invention of our time, and soon expanded forward into the software space.

But, it is important to differentiate between the principles and ideals of the crypto movement and the actual reality of written software. Unfortunately, there are a lot of misconceptions in the crypto space that create the impression of

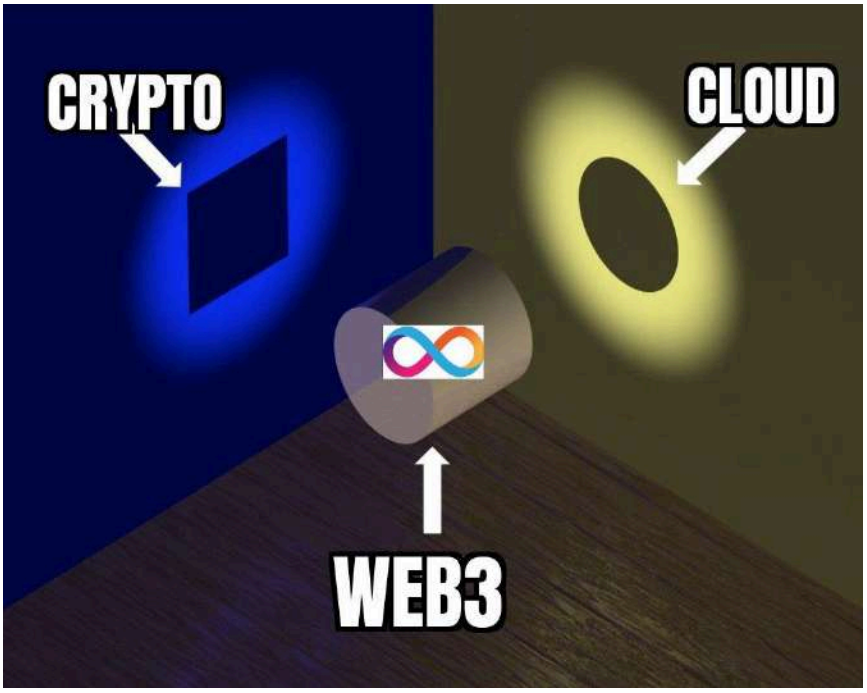
over-achieving. Statements like “onchain is the new online” are inspirational and certainly true, but lack actual embodiment. Truth is, almost the entire crypto space is building on the foundation of Bitcoin, which was extended by Ethereum and now modified and improved by all the “Ethereum killers”. That is, most crypto space is in the “token ledger” paradigm, and behind the scenes relies on the web2 cloud infrastructure for the actual end-to-end software. Hence, we use the term Web2.5 to refer to the experiential space with various niche solutions and categories that still rely on the centralized Big Tech cloud/ off-chain compute.

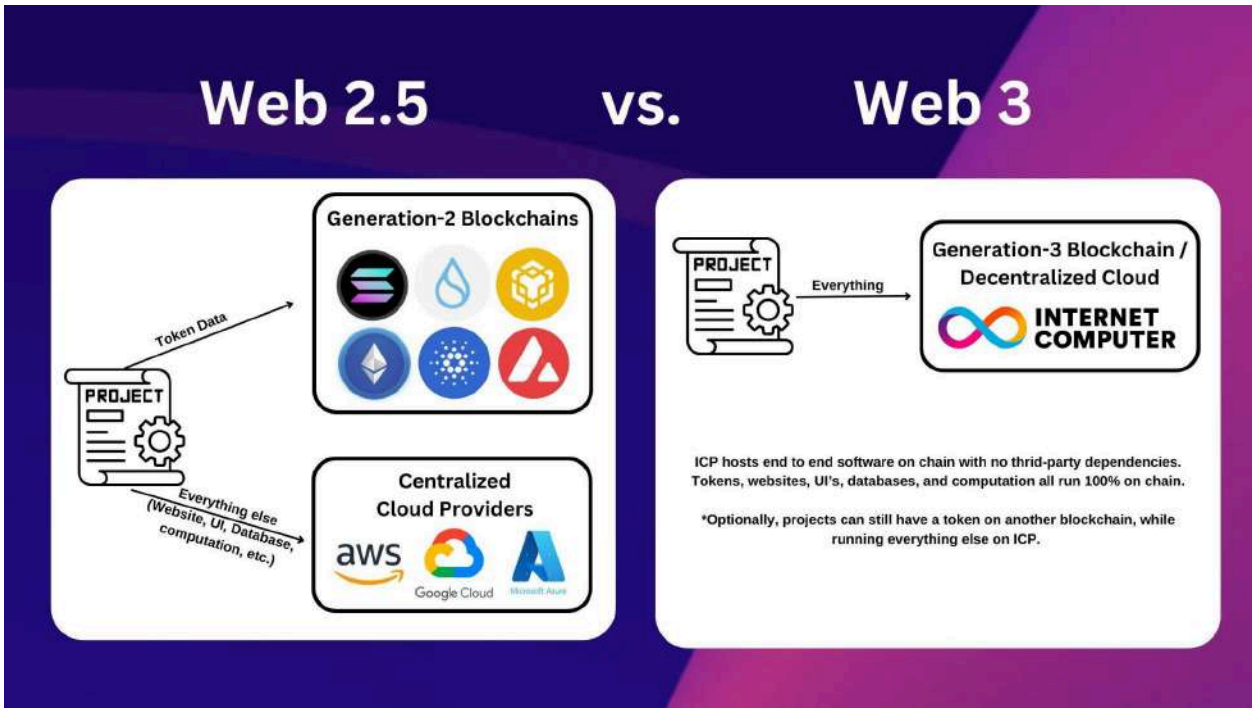
You cannot tweak a plane (token ledger) to go to Mars (have full-stack “crypto software”). Instead, you need to design a rocket from scratch.

Web3.0/ Crypto + Cloud
The what? Internet Computer Protocol
The how? Infinite Cloud Protocol / Internet Cloud Protocol
The why? World Computer/ Open Internet

When we combine the crypto ethos and the cloud innovation, we get the Crypto Cloud - a novel holistic global solution. We build upon the empowerment of cloud, but decentralize the entire tech stack, enabling e2e ownership and next-generation security guarantees. Even more, we solve many of the common global cloud problems as a unified cloud protocol. It all comes together here - ICP is the unifying intersection of leading software. It elevates all who collaborate, including L1s and even Big Tech. Hence, this is where web3.0 happens, a gateway to the new Internet.

A picture says more than a thousand words. So here are some core diagrams that differentiate ICP tech from the rest, both within the web2 paradigm and in the web3 crypto space. This results in a novel framework that is literally beyond the crypto space and includes the existing traditional software innovation too. There is nothing bigger than this. No framework to date has been able to connect the entire software space (not just crypto, but also not just traditional software). That is, until the Crypto Cloud came to be. These diagrams are the culmination of decades of industry expertise and thousands of hours of dedicated research by independent community researchers. They aim to elegantly capture the unique and groundbreaking innovation of ICP.


CRYPTO
CLOUD
WEB3


Web 2.5
vs.
Web 3
Generation-2 Blockchains
Token Data
PROJECT
Everything else
(Website, UI, Database,
computation, etc.)
Centralized
Cloud Providers
aws
Google Cloud
Microsoft Azure
PROJECT
Everything
Generation-3 Blockchain /
Decentralized Cloud
INTERNET
COMPUTER
ICP hosts end to end software on chain with no thrid-party dependencies.
Tokens, websites, UI's, databases, and computation all run 100% on chain.
*Optionally, projects can still have a token on another blockchain, while
running everything else on ICP.

Building on Internet Computer ICP vs building on other blockchain (ETH,SOL,SUI,ADA,NEAR,HBAR ...)

WEB Server, Database, Oracles, RPC, CDN, Indexing Service,

Load balancer, Backend Computation, Storage & Bakcup server ...

Ledger blockchains only onchain capabilities: storing tokens and smart contract computations for token interactions; for everything else, they must rely on centralized stacks.

x: @Ajki76

Layer One Blockchain

Database & payment functionality

ICP

Cloud Service Provider

Old Paradigm

Google Cloud

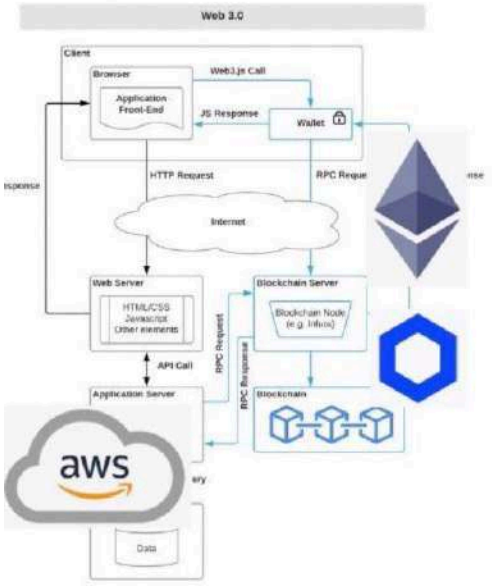
Azure

aws

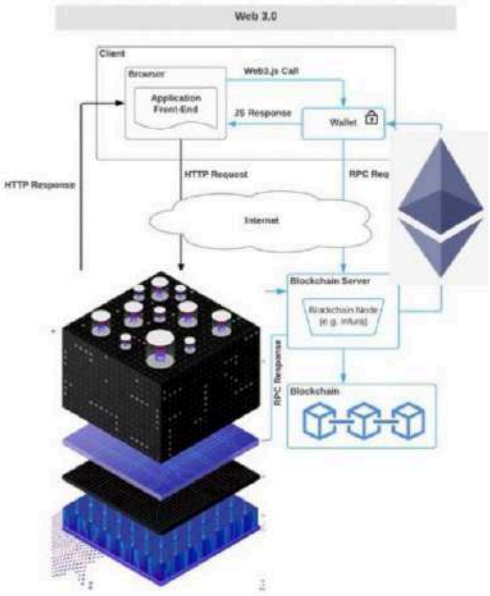
New Paradigm

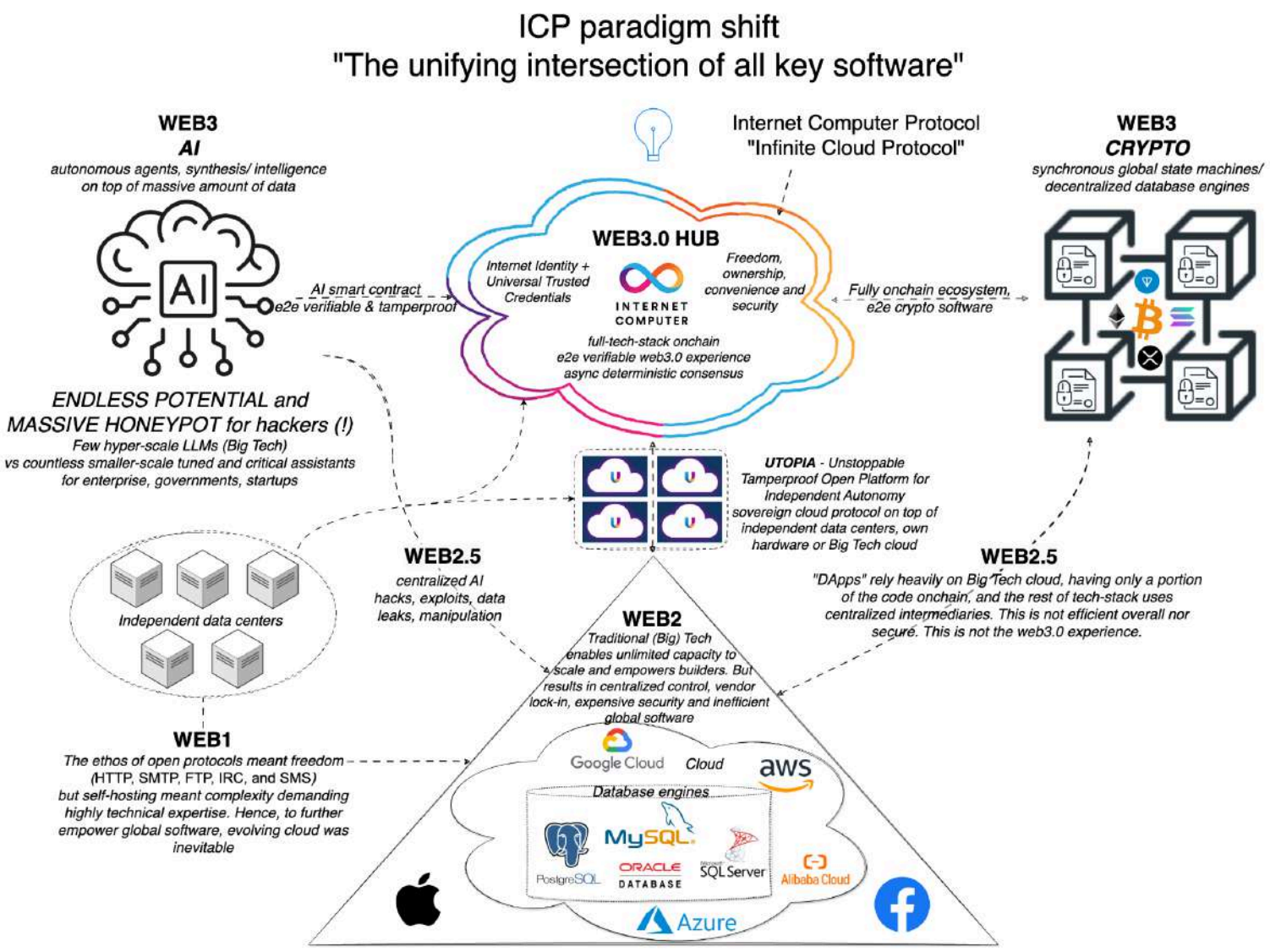
Crypto Cloud®

Hybrid Model

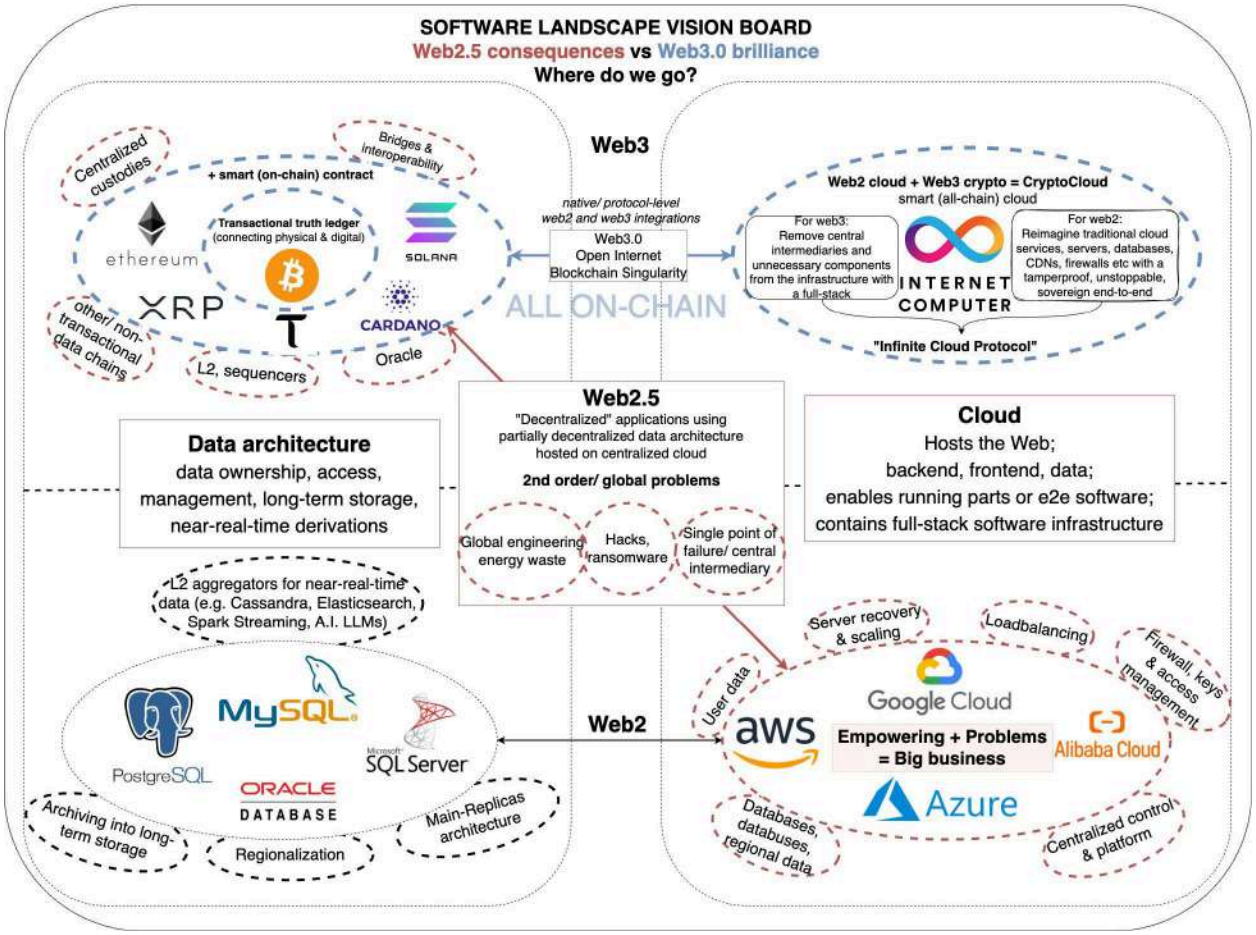


Fully on chain





Emphasis on the unifying aspect of ICP. A cloud protocol completes the crypto potential (all onchain, verifiable, tamperproof, sovereign) and elevates/ heals the cloud, without anyone losing.



Emphasis on the software infrastructure, root problems for web2 AND web3, and the evolution of the web. ICP stands alone as a holistic technology that fixes the root problems of both the crypto and cloud space. Deep crypto principles and cloud empowerment.

Proof of Useful Fun | elevating the meme space | build on Cloud

While you can make the hypothetical case that all memes have “some value”, then to an honest observer, it does feel most of the meme space is mostly just a joke, fueled by degen dreams, grifters, paid influencers, and whale manipulations. It is thus no surprise that “serious” people, who are in this for the tech and real world value stay away from memes. However, it’s not the “meme” that is the problem, it’s the overall maturity/ quality of the space. We are here to show that a meme can be high-quality, and legit, with real value and real people behind it. Hence, we are here not just to play and win but to elevate the meme space.

Crypto $Cloud is fun and useful and conceptually novel at the same time. We will demonstrate how a pure meme, commonly viewed as “just a joke without

substance”, can create tangible value. Cloud fun will serve as a pointer towards a holistic global software solution. We don’t even need a DAO for this. The goal is to be grassroots and free while working for a bigger common good with natural incentives.

Interesting opportunities arise when there exists a natural community for a meme. **Independent creative freedom** combined with a **unified collective whole**, backed by a **sound big-picture framework**. Value produced by independent members can tie into the Cloud token. We will soon demonstrate this with a new PFP NFT collection, by burning the accumulated Cloud tokens. This means $Cloud will become increasingly deflationary as we create independent products, which we would do anyway, but now unified as a bigger whole too.

$Cloud token

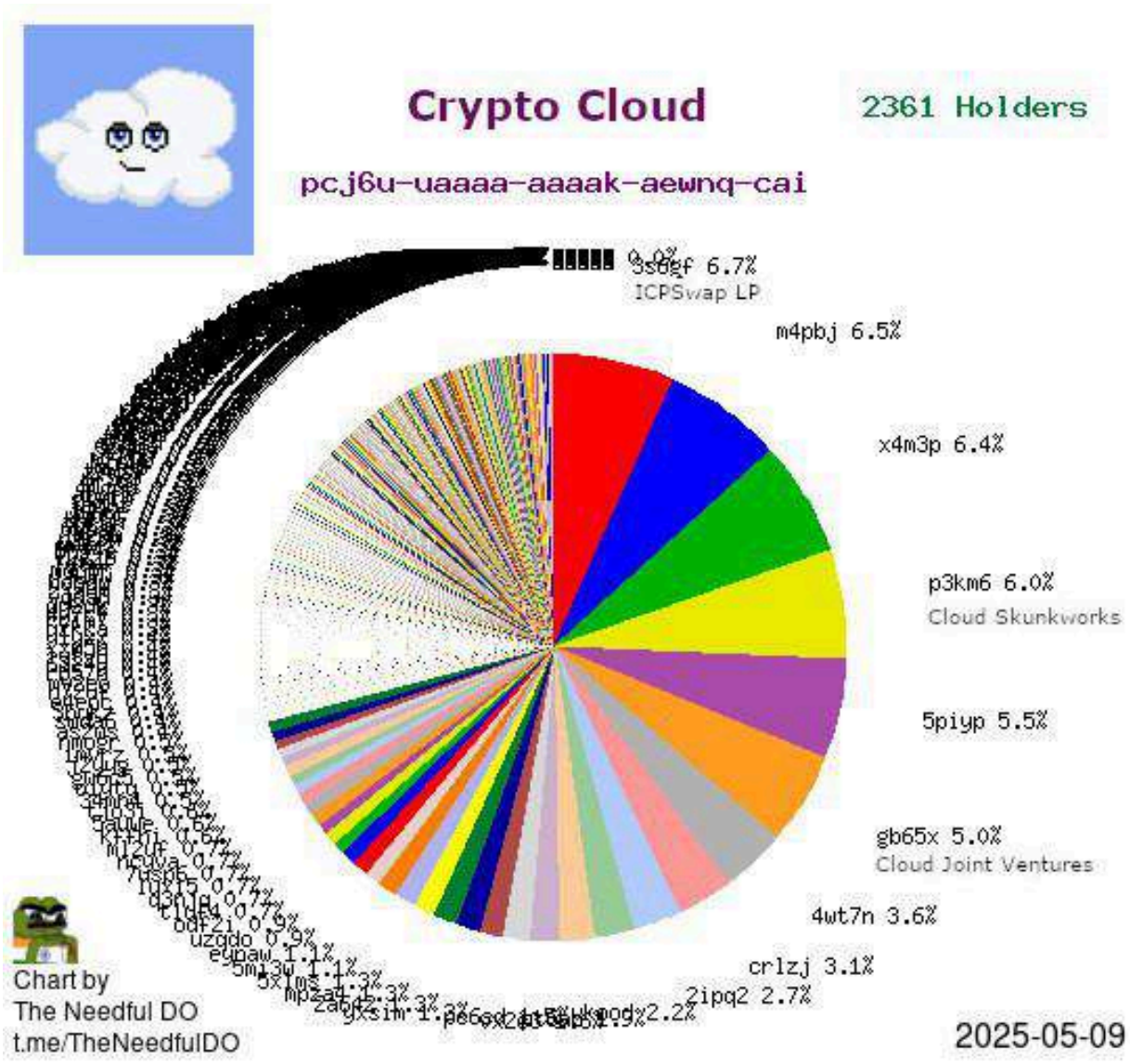
Memetics of cloud

CLOUD is the grassroots brand and meme play. The more powerful it is, the better we are aligned with the total magnitude of ICP. The value is straightforward - to improve the understanding of the greatest technical innovation in the software space through light-hearted memes and well-defined background framework.

There are endless opportunities naturally with cloud - they can become anything. It is a natural/ “root” meme - familiar, fluffy, inspirational (⛈️), has endless shapes, visible daily (⛅), means eruption (🌋), creates beauty (🌨️) and sustenance (🌧️) - while perfectly and uniquely suitable to carry the message of ICP tech and vision.

Tokenomics

Outside of the liquidity pool (~12% of marketcap) the rest of the supply is on the open market. The token launched at the bottom of crypto winter and has endured a tough bear market, giving time for natural and slow distribution. As part of the brand rebirth and end of the bootstrap phase, the founding dev wallet was split into two - a private allocation and a “Cloud Joint Ventures” (gb65x). There is another independent “Cloud Skunkworks” fund (p3km6). These are the mid-to-long-term treasuries to help get us to the promised land and achieve success for the Crypto Cloud brand, meme, and ICP in general.



Token history

The token launched for the first time on 05.11.22. For most of the two-year period until 28.10.2024 rocket launch, the token was dormant, not attracting wider attention, and the team's focus was on the NFTs.

Because of being early with no mature standards and lack of major exposure,

there were some updates made which resulted in a new token. This explains why there is no complete transaction history of the token.

At some point, a change was made from DIP-20 to ICRC1, and then another time an important method was missing, both resulting in deploying a new ICRC1. The last and current token got a lower supply but all holders could switch their previous CLOUD tokens to the new CLOUD tokens for months in the same ICP value as the other just in a different ratio. For a while the new cloud was sent to people who missed the token migration and still had old cloud after they verified it.

An immediate action item is to blackhole (or DAO) the token canister after preliminary preparation, derisking the project, and locking the token supply for good.

Cloud Foundation

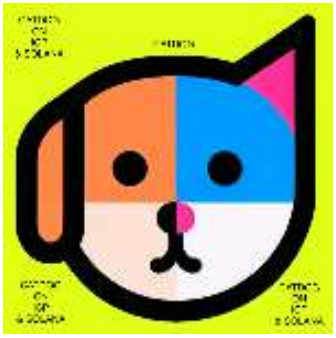
The community of CLOUD is diverse, light-hearted, savvy in contextual thinking, backed by big-picture and architectural vision, and rich in unique characters, talent, and passion. We have ICP OGs, builders, artists, independent researchers, and creators. Our identity is fun, light-hearted, flexible, and endlessly unique. We are big believers and proponents of the ICP technology, many of us part of the long-term 8yeargang. We are assembling the highest quality collective presence to level up the playing field and pave the way for ICP. Cloud shows the way.

Here, there are no random entries, but real believers and doers with a track record. Some of us are anonymous, but still actual people with skin in the game, actively working for ICP, unified under the Crypto Cloud meme and big-picture mental framework. Importantly, none of us are paid to do any of this. We are naturally aligned with believing in ICP, all having our own unique value propositions, unified under the Cloud umbrella brand and movement.

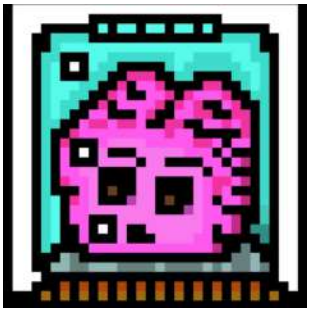
	Leo Cloudy McCloud Creator of the cloud project and true believer of the crypto cloud. Created the Cloud Joint Ventures fund. Experience in memes and business informatics.

	BobbyO CloudForce Legendary ICP content creator and lead debater with emphasis on the big-picture thesis. Experience in deep research, and enterprise sales.
	Eerik Cloud Architect Actively involved with ICP since Genesis, defined the “crypto cloud” terminology within the global software architecture. Created this whitepaper and Cloud Skunkworks treasury. Integral innovator, 15y+ in software engineering.
	Chris Cloudwalker Facilitating bodily autonomy for the healthy body, mind, soul and spirit. Practicing animator. Lifelong musician, professional cinematic drone flyer, 15y experience in photography and video editing.
	MikeICP Cloud Generator “I believe in the fundamentals, the thesis and the narratives. I like making funny videos, that will be good to look back on, that rely on core principals, or serve as a guide to people who haven’t really tapped in.” #8yeargang

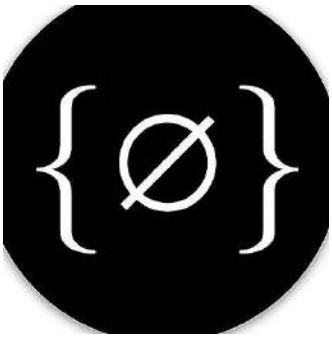
	ICpurpz Cloud Director of Memes Image/ gif editing, visual storytelling. 20y+ experience in music production.
	Hristo Markov Cloud Mod Working in insurance, passionate and experienced trader. Looking to clean up the crypto space. ”Cloud was like love at first sight. I liked the idea, the branding, and everything about it.”
	Bort @ The Needful Do Cloud Tech “In this for the tech because ICP is the best.” Experienced in full-stack web2 development, now an aspiring web3 dev.
	Beyond Web2 Cloud Cinema Creating in-depth videos about the Internet Computer Protocol (ICP) and how AI is revolutionizing the way we build and interact with web applications. From blockchain to machine learning, I explore the cutting-edge technologies shaping the Web3 era.

	DigitalLandBroker Chief Cloud Connections Fostering meaningful relationships through strategic connections and securing essential resources to build a sovereign lifestyle. Over 25+ years of combined expertise in professional real estate acquisition, disposition, and management. Licensed Real Estate Broker with a proven track record of delivering exceptional results.
	Jason Cloud Zen Facilitating communications that require passion, creativity, and sensitivity. 10y+ experience in human translation and business management.
	Chuggalo Cloud Maker Communication, marketing, science and technology. Problem-solving and value creation. Creativity and fun. Business masters and other degrees. "I'm just a person who likes to do good things and improve the world."

	[Thiago Manesco] Cloud Community Manager Family man, loves hiking, in awe of Godly nature. Lead Biz Dev @ ICPHUB Brasil. Experience in DeFi and teaching blockchain.
	[MetaverseMike] Rowdy Cloudy Piper Meme machine, eager to learn, searching for the unique Self and value. Natural entertainer.
	[StefanB] Cloud OG Traditional artist now on-chain through ICP, focused on OdderGang; designed Phyxls, BOB's second logo, and the ICPP art collection for Onicai. “I believe in freedom of creativity above all”. Bachelor’s thesis on Singular Art, Master's on Bitcoin's Perception in the Romanian Media. 10+ years of experience in visual art.
	[CyberCynic] Cloud Matters Trying to push the truth of the ICP paradigm shift with integrity. 8year gang. Ideas and logic are more important than WHO I am or anyone is. Happy to help anyone out or just give an extra opinion if y'all ever need it.

	Jay Nolan Cloud Alpha Freedom-lover, humanity, philosophy, truth. Skilled in writing, communication, and economics. Experienced in investing, creative production.
	KennyboyNYC Cloud Straight Shooter Honesty, logic, and “treat thou neighbor as you would like to be treated”. Family man. Bachelor of Business Administration; major in Public Accounting (CPA). 8yeargang. 10y+ in accounting and auditing, then 25y+ in NYC real estate brokerage.
	Threedock Cloud Account Executive Transparency, honesty, enthusiasm. I help build complete solutions for organizations around cybersecurity, the Internet, and communications. Experienced in telecommunications, sales.
	Geekchains Cloud Accountant “Less control, more freedom, more security”. Family values, building the tech for the future generations. Experienced in banking, cash management for multinationals.

	Terry Igharoro Cloud Foodie Trust, transparency, empowerment. Passionate about creating zero-waste solutions for African agriculture and global food systems. Experience in data architecture, Motoko development and ecosystem building (agriiProtocol)
	Mike Cloud Acrylics Open and transparent individual, contrarian and independent thinker. Has a profound passion for traditional art and a substantial collection of paintings. Working in the hospitality industry.
	Canister.icp.ai Cloud Constructions Honesty, Loyalty, Responsibility, Authenticity, Integrity, respect towards each other. Creating abstract and digital art. Decade+ in crypto. Experience in high-end domestic construction and project management.
	Firerisk Cloud Fire Rescue Courage, Honor, Commitment, Duty. I work to contain fires and put them out to keep people and their properties safe and save as much land as possible

	from being burned through various suppression tactics.
	Joseph Cloud Consultant Entrepreneur, Agile management and training, custom software development Services. Building the Satoshi Notes. 20y in tech, an expert in agile software development and strategy.
	Numb3rth30ry Cloud M[a(r)t]hematics Working at the intersection of mathematics and art, exploring how structure and creativity intertwine. While I face challenges and the ups and downs of life, I strive to approach my work with dedication and care, believing that meaningful contributions come through perseverance and growth.
	David Accumulonimbus “My highest value is Truth, and my greatest strength is systems thinking”. Economic systems architect leveraging years of experience architecting cutting-edge wealth storage systems to design a sustainable future for CLOUD.

	[ICP Hub Kenya] Cloud Safari Creating awareness, education & evangelism to aspiring & existing web3 developers in East Africa. Founded by Yvonne Kagondu.
	[Justin] CloudStrike Thunderbeing ⚡ Tech tinkerer, global investor, and part-time philosopher. Overthinking everything since 1983. Tweets fueled by coffee, curiosity, and chaos. Building an ICP comic and a [Bitcoin game].
	[World Wide Clouds] Employment tax professional from New York City, with roots in Ghana. Background in Accounting with experience at Ernst & Young and international conglomerates. Passionate about bringing payroll, tax, and HCM fully on-chain—hence my belief in the Internet Computer Protocol. Creator of IC Vault and World Wide Clouds, a global NFT collection on ICP.

Future thoughts

We are independent individuals with A LOT of different talents, avenues, and potential. To emphasize, grassroots is not centrally controlled or managed. Instead, it is a unifying and amplifying movement while preserving unique individual freedom. It is natural alignment, allowing for the people to do what they already are doing.

There are many ideas, avenues and sub-plays we can explore. The brand is strong, specific, global yet versatile. The possibilities for a Crypto Cloud meme are endless - causing natural “built-in” marketing opportunities for ICP. This means strategic campaigns and integrations within other crypto networks (Ethereum is a big next play) AND social media platforms (X, LinkedIn, youtube, TikTok, Reddit). Crypto Cloud comes with a message to educate, collaborate, integrate and achieve the web3.0 technical and philosophical completeness. It is a power play across the entire software space. In addition, this means opportunities to build under the brand.

There is some history to what we have done. Most of the work on the broader Crypto Cloud concept has been done independently from the $Cloud founding team. Only recently (December 2024) it all came together for the rocket launch.

✅ Launch the “Clouds” NFT collection (13.10.22)
✅ Launch token (05.11.22)
✅ Launch website v1
✅ Launch the “Sad Gen2 clouds” NFT collection
✅ Get listed on CoinCecko and Coinmarketcap
✅ Survive the brutal down-only bear market and ICP bootstrap.
✅ Brand rebirth, update token canister.
✅ Crypto $CLOUD whitepaper
✅ On board 25+ people to the Cloud movement for the whitepaper launch

Initiatives after launching the whitepaper Jan 2025

🟩 ~~Blackhole canister~~ Multisig token canister to Leo, Eerik, and Bobby0

Decided to use multisig instead to mitigate risks and keep us flexible as the protocol standards mature.

✅ KongSwap liquidity pool
✅ Build a dual website (cryptocloud.fun and cryptocloud.foundation)
🟩 Lock/ blackhole/ multisig some liquidity pool
🟩 “Infinite/ Internet Clouds” NFT
    Proof of Useful Fun ~ ($ICP + $CLOUD) burn
🟩 World Wide Clouds independent project, partnering with Cloud
🟩 Btc5050.fun Bitcoin lottery game, partnering with Cloud
🟩 Bridge to Base ($baseCloud)
    Ethereum/ Base/ Optimum/ Aerodrome/ Coinbase “Crypto Cloud” play
🟩 ICP Hub partnerships, collaborations
🟩 Marketing initiatives with established and promising projects
    ✅ Origyn and Gold DAO, Canistore, AgriiProtocol
🟩 Merchandise (Fiat/ $ICP -> $CLOUD -> burn)

There are a growing number of opportunities for the Cloud Foundation, doing highest quality visionary marketing for legit ICP projects, creating big-picture ICP education and onboarding, extending to endless creative sub-projects (linked with Cloud through burning)

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Having established ICP as fundamentally distinct and rare technology through a carefully crafted and innovative technical framework, there is no turning back. We are dedicating our time and effort to shaping a MESSAGE for the world - one that positions ICP as the defining leader of the Crypto Cloud; “Infinite/ Internet Cloud Protocol” paradigm, encompassing the entire software ecosystem within its vision. Through this message, we bring ICP into mainstream consciousness, demonstrating how it truly represents the next evolution of the Internet protocols.