

Be the Tortoise (Win the Race)
Deliver Sovereignty, Avoid Enshittification

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The Hyperscaler Hares



- Large internal US Market
- Early adoption of Internet by households and businesses
- Lack of meaningful antitrust scrutiny
- Large government contracts (hidden industrial subsidies)
- No one ever got fired for buying IBM (AWS/Azure/GCloud)

Enshittification (AKA Platform Decay)

- The first hit is always free
- Network Effects Rule
- Buy small potential competitors merge with larger competitors
- Maintain plausible competition (two or three major players)
- Squeeze workers
- Squeeze customers
- Squeeze suppliers
- Squeeze governments (too big to fail/jail)



The Tortoise Opportunity



- DMA, DSA, CRA(?), ...
- Interoperability ✓
Portability: data, service, *and* network ✓✓✓✓
- EU, National/Regional/Local Govt adoption
Priming the Pump
 - Austria: Army adoption of LibreOffice;
Ministry migration to NextCloud
 - UK: Document Format Requirements (HTML/PDF/OASIS)

Pooled Digital Sovereignty



- Open Protocols, FLOSS
- Interoperable, Federatable, Portable
- Renewable Energy
- Water Usage
- EU Digital Partnerships
(+Horizon Europe)
- Serious Antitrust
Don't let them get too big to fail/jail
Duopolies are not free markets

