

# CLOAD: Decentralized Web3 Application and Game Marketplace

## What is CLOAD?

CLOAD is a decentralized Web3 app and game store built on the **Internet Computer (ICP)** blockchain. It is dedicated to providing developers, creators, and users with an open, secure, and efficient ecosystem for virtual goods. On the CLOAD platform, users can freely upload, manage, and trade decentralized applications (DApps), games, software, and various virtual goods. **All content is fully stored on the blockchain, ensuring data transparency, immutability, and permanent accessibility.** Through its decentralized architecture, CLOAD breaks the barriers of traditional Web2 app stores, offering a freer, fairer, and more secure way for app distribution and digital goods trading, allowing developers and users to truly control their own data and revenue.

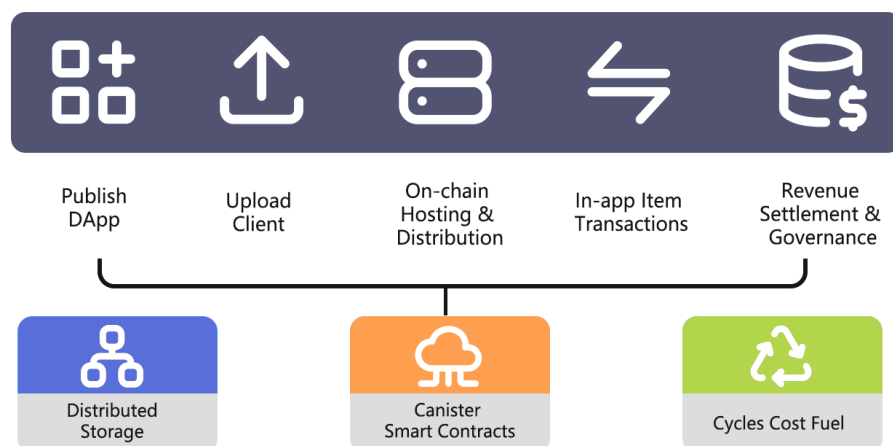
CLOAD leverages ICP unique Canister smart contracts and decentralized storage capabilities to achieve **high-performance on-chain app hosting**. The platform supports large file uploads, **with individual files up to 5GB+**, breaking the limitations of typical blockchains on file storage and ensuring stable operation of various large-scale apps and games. Compared to traditional centralized app stores, CLOAD completely eliminates dependence on central servers, with all app data and transaction records stored on-chain, guaranteeing information transparency and user privacy while effectively preventing censorship and blocking.

Whether developers, creators, or ordinary users, everyone can enjoy a truly decentralized experience for app publishing and usage on CLOAD. CLOAD is building a brand-new Web3 app and game ecosystem, making app distribution, game trading, and file storage freer, more transparent, and secure. In the future, CLOAD will continue to expand the ICP ecosystem, collaborate with more Web3 projects, and bring users richer features and a better user experience.

## Core Business / Features

CLOAD provides a one-stop solution for publishing DApps, uploading clients, full-chain hosting and distribution, in-app purchases and item trading, revenue settlement, and governance. All key steps are supported by **distributed storage for data, Canister smart contracts for logic execution, and Cycles as the fuel for costs, ensuring performance, transparency, and sustainability.**

Developers can fully host DApps, on-chain game clients, software tools, etc., on-chain. The platform supports large file sharding, encrypted storage, and global multi-node distribution, ensuring data is permanently available, **censorship-resistant, and efficiently transmitted.** Users can not only download and use these apps but also directly purchase game items, app memberships, NFTs, and other virtual goods on-chain, with all transactions automatically settled to developers' wallets via contracts.



CLOAD also features built-in on-chain comments, ratings, and personalized recommendation systems, ensuring authentic and transparent community interactions. Through DAO governance, token holders can participate in platform decisions and ecosystem incentives, achieving a high integration of app distribution, digital asset trading, and community governance, building a secure, open, and sustainably developing Web3 digital goods ecosystem.

## CLOAD vs Web2 App Stores

CLOAD aims to break through the limitations of Web2 app stores by adopting blockchain and decentralized technology, providing users and developers with new value propositions. The table below compares **CLOAD (Web3 decentralized)** with traditional **Web2 app stores** in key aspects:

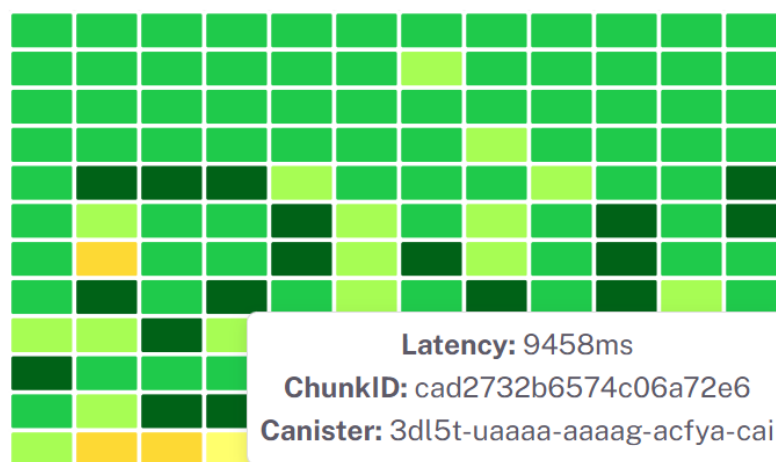
Comparison Dimension	CLOAD (Decentralized Web3 Store)	Traditional Web2 App Store
<b>Data Storage</b>	Applications and files are fully stored on the blockchain, with data immutable, permanently available, and no single point of failure.	Apps and data are stored on centralized servers, risking tampering or removal, with single points of failure.
<b>Censorship and Control</b>	No centralized review body; on-chain governance decides app listings, offering censorship resistance. Users and developers control content publishing.	Centralized review and control by the platform; listings must comply with policies; platforms can remove apps or impose regional restrictions at any time, leading to censorship and blocking.
<b>Revenue Distribution</b>	Smart contracts automatically settle transactions; developers receive the majority of revenue directly, with the platform taking only a small portion for the ecosystem (managed via DAO).	High platform commissions (typically around 30%); developers receive only a portion of revenue and are affected by platform policies.
<b>User Privacy</b>	Based on decentralized identity (DID) login; user data is encrypted and stored on-chain; the platform does not control sensitive information, ensuring privacy.	Requires centralized accounts like email/phone; user data is stored and used by the platform, risking privacy leaks.
<b>Payment Methods</b>	Supports cryptocurrency payments and token incentives; global users can participate in transactions without traditional banking channels.	Relies on fiat payments (credit cards/in-app purchases); cross-border payments are limited; users cannot directly share in platform revenue.
<b>Governance Model</b>	Community-driven via DAO decentralized governance; major decisions are voted on by token holders, with transparent mechanisms.	Decisions made by the company's operations team; users and developers lack influence over rules and directions.
<b>Fault Tolerance and Availability</b>	Decentralized nodes provide services; failure of any node does not affect operations, offering high availability without trusting a single entity.	Relies on central servers and CDNs; server downtime or failures can interrupt services.

From the above comparison, it is evident that CLOAD offers significant advantages in data ownership, security transparency, and benefit distribution for users and developers.

# Technical Architecture and Implementation Principles

CLOAD core architecture is designed around **decentralized storage**, Canister smart contract management, and **multi-layer node collaboration**. All business logic runs on the ICP blockchain, executed via on-chain smart contracts, implementing functions such as app publishing, file storage, transaction payments, and governance. Below are the main components and working principles of CLOAD technical architecture:

## Distributed Storage System



**CLOAD adopts a distributed storage architecture**, combining sharding and multi-node synchronization technology to ensure high availability, censorship resistance, and low costs. File data is sharded, encrypted, and distributed across multiple subnet nodes in the ICP network. The entire process includes:

- [1] **File Sharding Upload:** When users upload files, the platform uses chunking technology to split large files into fixed-size blocks (e.g., 1MB). Each block calculates a **SHA-256** hash for content uniqueness verification, preventing duplicates and ensuring data integrity. Each block is then encrypted and distributed to multiple ICP blockchain subnets for redundancy and reliability.
- [2] **Distributed Canister Storage Management:** CLOAD builds multiple Canisters (ICP smart contract containers) to collaboratively manage storage. This includes: the Main Canister, responsible for user permissions, app project information, and storage node scheduling; the Storage Canister, responsible for saving file shards and synchronizing them across subnets. After file upload, the core Canister records the location of each file shard's subnet and node for retrieval.

- [3] **Data Retrieval and Download:** When users request a file download, CLOAD uses the Index Canister to obtain all shard locations. It then employs parallel multi-source download technology to fetch shards from multiple nodes simultaneously, reassembling them locally on the user's device. All downloaded shards undergo hash verification locally to ensure file integrity and immutability. **The entire download process requires no central servers**, speeding up transmission while maintaining data trustworthiness.

## Canister Smart Contract Management

**All app logic on the CLOAD platform is executed by Canisters on ICP.** This means app publishing reviews, transaction settlements, user permission management, file storage scheduling, etc., are automatically handled by on-chain code, avoiding any centralized manual intervention or single-point failure risks. The main core business Canister modules include:

### Core Service Canister

- **User Management:** Handles decentralized identity information, wallet binding, favorites records, and other account-related data.
- **Project Management:** Stores app/game project information such as name, logo, description, price, download links, and manages listing and update processes.
- **Transaction Settlement:** Manages the payment process for purchasing paid apps or virtual goods, including token deductions, revenue settlements, and refunds.

### Social Content Service Canister

- **Community Interaction:** Stores and manages comments, ratings, likes, and recommendations, ensuring transparency and verifiability.
- **Personalized Recommendations:** Provides content and application recommendations based on on-chain user behavior data.

### Event Service Canister

- **Event Management:** Handles airdrops, leaderboards, missions, and event reward logic on-chain.
- **Reward Distribution:** Automatically settles and distributes event rewards via smart contracts.

### Asset Service Canister

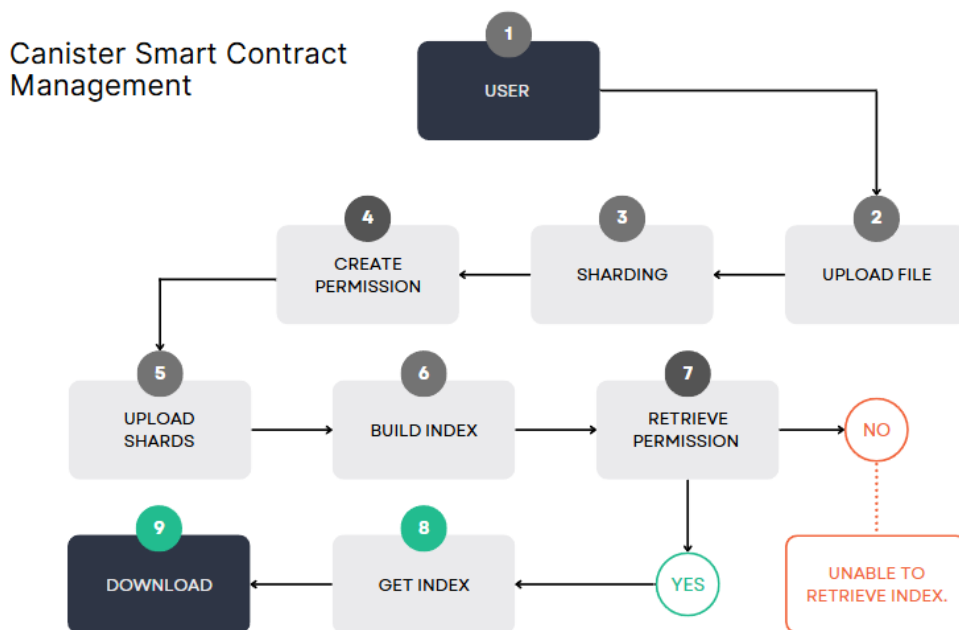
- **NFT & Virtual Asset Management:** Supports NFT minting, trading, burning, and metadata storage.
- **Virtual Goods Sales:** Processes on-chain transactions for in-game items, app memberships, and other digital products.

### Backup Service Canister

- **Data Backup:** Periodically encrypts and backs up core business data to independent storage canisters to prevent data loss.
- **Data Recovery:** Restores data on-chain in case of failures or corruption.

### Cycles Management Canister

- **Computation Fee Management:** Manages and allocates Cycles consumption across service canisters.
- **Auto Recharge:** Monitors balance and triggers top-up logic to ensure uninterrupted service.



**Smart Contract Call Flow:** User operations on CLOAD are completed in sequence by a series of on-chain steps:

- [1] User Identity Verification
- [2] Create App Project Entry
- [3] Upload and Store App Files
- [4] User Payment (e.g., for paid apps)
- [5] User Download and Access App

All these operations are executed via ICP native Canister smart contracts, automatically recording transactions and state changes on-chain, **ensuring transparency, security, and traceability.**

### Storage Fuel: Cycles Economic Model

Running smart contracts (Canisters) on the ICP blockchain requires consuming resources called **Cycles**. CLOAD uses Cycles as fuel for storage and computation fees; users must pay certain Cycles when uploading and storing files. Fees mainly consist of:

File Size (MB)							
		1	3	7	15	30	90
1000	0.011 T	0.033 T	0.077 T	0.165 T	0.33 T	0.99 T	
500	0.005 T	0.017 T	0.038 T	0.083 T	0.165 T	0.495 T	
200	0.002 T	0.007 T	0.015 T	0.033 T	0.066 T	0.198 T	
100	0.001 T	0.003 T	0.008 T	0.017 T	0.033 T	0.099 T	
50	0.001 T	0.002 T	0.004 T	0.008 T	0.017 T	0.05 T	
10	0 T	0 T	0.001 T	0.002 T	0.003 T	0.01 T	
		Day					

**Base Storage Fees:** Charged based on file size and storage duration. Formula:

Storage Fee  $\approx$  File Size (MB)  $\times$  Storage Days  $\times$  11,000,000 Cycles (approximately 11 million Cycles per MB per day).

**File Transfer Fees:** Bandwidth costs for uploading data to the chain, approximately  $\approx$  2,100,000,000 Cycles per 1MB uploaded.

Smart contracts automatically settle users' storage consumption: Daily deductions based on stored file sizes and days. **If a user's Cycles balance is insufficient, they need to replenish promptly; otherwise, files lacking burnable Cycles may be cleared by the system.**

**Cycles Acquisition Methods:** Users can obtain and replenish Cycles for storage through:

**Platform Gifts:** New registered users receive \*0.5 trillion ( $0.5 \times 10^{12}$ ) Cycles by default for experiencing file storage services.

**ICP Exchange:** Users can exchange ICP tokens for Cycles at the system's exchange rate within the CLOAD platform for paying storage and computation fees.

**Redemption Codes:** The platform will periodically distribute redemption code airdrops; users can redeem Cycles quotas using codes obtained from events.

Through this model, CLOAD makes storage costs explicit, leveraging ICP low fees for long-term sustainable operations. Calculations show that **ICP Cycles costs are far lower than traditional cloud storage**, allowing users to store large amounts of data on-chain at minimal cost.

## User Identity and Permission Management

CLOAD introduces a Decentralized Identity (DID) mechanism, integrating multiple authentication methods.

Users can log in using their preferred Web3 wallets or identity protocols, currently supporting: *Internet Identity (II)*, *Plug Wallet*, *AstroX ME*, *Bitfinity Wallet*, *MetaMask (EVM compatible)*, *NFID*, etc. User identity identifiers and permission information are stored and managed via on-chain smart contracts, meaning **users have sovereignty over their identities**; the platform only verifies permissions on-chain without stealing or misusing user data.

Permission System: Based on user roles, CLOAD defines a tiered permission model:

**Ordinary Users:** Can browse and download apps, favorite, rate, purchase paid items, etc., as the main platform users.

**Developers:** Can publish new apps or games, update and maintain existing projects, and participate in CLOAD SNS governance, voting on proposals, etc.

**Verified Organizations (Verified Orgs):** Platform or community-verified institutional accounts with privileges like audit-free listings, more homepage exposure, and recommendation resources.

Through DID combined with permission management, CLOAD ensures only



qualified entities can perform specific operations (e.g., only developers can list apps), while eliminating common centralized platform issues like account bans and content censorship, enhancing the ecosystem's security and trustworthiness.

## Ecosystem Features

CLOAD is not only a decentralized app and game store but also **committed to building an active, open, and co-creative community ecosystem**. Supported by its technical architecture, the platform designs rich user interaction and experience features, enabling developers, players, and content creators to form close exchanges and collaborations on-chain.

### 1. App and Content Publishing

**Decentralized Listing:** Developers can upload complete apps or games to the ICP network via smart contracts, with all files and metadata stored in the distributed system, ensuring permanent availability and immutability.

**Sharding Storage Acceleration:** Combined with CLOAD's multi-Canister architecture, users can quickly access apps globally via parallel downloads, without relying on centralized servers.

**Instant Updates:** Update versions can replace file indexes via smart contracts, achieving seamless app upgrades and ensuring users always get the latest versions.

### 2. Community Interaction and Feedback

**On-Chain Comment System:** All user comments are stored via Canister smart contracts on-chain, ensuring review content is authentic, verifiable, and immutable.

**Rating Mechanism:** Users can rate used apps or virtual goods; rating data is stored on-chain and contributes to platform recommendation algorithms.

**Developer Replies:** Developers can reply to user comments directly on-chain, forming transparent, traceable user feedback loops.

### 3. User Experience and Personalization

**Personalized Recommendations:** Based on on-chain interaction records and rating data, CLOAD's recommendation module generates personalized app and content lists for users.

**Favorites and Follows:** Users can add favorite apps, games, or developers to lists; Canisters automatically push their latest updates.

**History Records and Download Management:** The platform saves users' download and purchase records on-chain, facilitating cross-device synchronization and preventing data loss due to device changes.

#### 4. Creator and Developer Support

**Transparent Revenue Settlement:** Smart contracts automatically allocate sales revenue directly to developer accounts, reducing intermediary cuts and increasing income ratios.

**Revenue Analysis Tools:** On-chain statistics provide real-time sales data, download volumes, rating analyses, etc., helping developers optimize products.

**Incentive Programs:** The platform DAO can propose rewards in CLOAD tokens for high-rated, high-download apps, encouraging quality content creation.

#### 5. Economic and Incentive Mechanisms

**Cycles Cost Optimization:** Interactions like app downloads, updates, comments, and ratings require Cycles for storage and computation resources, with low fees obtainable via platform incentives or user exchanges.

**Community Task Rewards:** Users participating in comments, ratings, sharing apps, etc., can earn platform token rewards for offsetting storage fees or purchasing apps.

**Developer Support:** Early quality apps can receive DAO-provided Cycles subsidies, lowering on-chain barriers and aiding ecosystem expansion.

## CLOAD Technical Advantages

Leveraging the ICP public chain's technical foundation and CLOAD's own architectural design, the platform has the following significant technical advantages:

**Decentralized Storage:** All apps and file data are distributed across the ICP blockchain, **without centralized servers**; data is highly redundant, reliable, inherently censorship-resistant, and tamper-proof.

**Low-Cost, Efficient Storage:** Uses Cycles for storage fees, far lower than traditional cloud services; enables affordable long-term storage of large-scale data while providing efficient content distribution via sharded parallel downloads.

**Secure and Transparent On-Chain Transactions:** App installations, purchases, virtual goods trades, etc., are all executed by on-chain smart contracts; every transaction is publicly verifiable and immutable, ensuring fairness, transparency, and easy auditing.

**Multi-Wallet Integration:** Supports various decentralized wallets and identity login methods (II, MetaMask, etc.); users can choose freely, lowering barriers while ensuring account security and enhancing platform openness.

**Decentralized Governance:** Introduces community co-governance via SNS mechanisms; major platform decisions are voted on by token holders, preventing single-entity control and ensuring healthy ecosystem development and decision transparency.

These technical advantages allow CLOAD to match traditional centralized app stores in performance and user experience while fully utilizing Web3's decentralized architecture for security and autonomy, building a high-performance and trustworthy decentralized app store.

## Decentralized Governance and Fund Management

As a Web3 platform owned and managed by the community, CLOAD achieves decentralized governance through SNS DAO, ensuring the platform's sustainable development. After the decentralized fundraising (i.e., SNS decentralized sale) is completed, a community-led CLOAD DAO will formally take over platform management and fund allocation. The DAO treasury will hold ICP funds raised from the decentralized sale and a portion of reserved CLOAD platform tokens. The community will decide fund usage strategies via proposal voting, supporting platform operations, technical development, ecosystem incentives, etc.

**SNS Fund Pool Composition:** CLOAD DAO's fund reserves mainly include two parts:

**ICP Token Treasury:** Contains ICP raised through SNS decentralized sales. The DAO can use this treasury for providing liquidity, paying storage operations fees, DAO daily operations, and developer incentives.

**CLOAD Token Treasury:** Contains the portion of initial CLOAD token issuance allocated to the DAO (see token allocation plan for details), as reserves for future ecosystem incentives and liquidity support, used for community rewards, market liquidity provision, etc.

**Fund Usage Directions:** CLOAD DAO will manage funds transparently via proposal mechanisms, for the following main directions:

**Liquidity Support:** To enhance CLOAD token liquidity and reflect fair market value, the DAO plans to provide liquidity pools for CLOAD tokens paired with ICP and other

mainstream tokens on decentralized exchanges (DEX). Upon community proposal approval, the DAO will allocate certain amounts of CLOAD and ICP to inject into liquidity pools, facilitating free trading for users.

**Ecosystem Incentives:** Allocate portions of CLOAD tokens to incentivize ecosystem partners, excellent developers, and active community contributors, encouraging more quality apps to join CLOAD and promoting overall ecosystem prosperity.

Additionally, to ensure continuous operation of core functions, the DAO has established a cyclic fuel replenishment mechanism. Since CLOAD's storage and contract execution rely on Cycles, when balances are low:

**ICP to Cycles Conversion:** The DAO's ICP treasury serves as a resource pool; when platform overall Cycles consumption nears thresholds, the DAO can approve proposals to transfer ICP portions, convert them to Cycles, and inject into CLOAD's Canister contracts, ensuring sufficient Cycles for storage and computation. This mechanism prevents interruptions due to Cycles depletion and allows flexible adjustments to optimize overall storage costs.

In the early stages of CLOAD SNS launch, the core development team will continue handling platform improvements and technical upgrades. Long-term, the CLOAD DAO will gradually assume dominant responsibilities for development, supporting it through funds:

The core development team can submit development proposals periodically (e.g., quarterly or annually) to the DAO, outlining future plans and required budgets; upon community neuron voting approval, funds are granted. These funds mainly cover developer compensation, smart contract upgrades, storage network expansions, etc.

The DAO can also establish community contribution reward programs, allocating treasury portions to reward independent developers for ongoing contributions to CLOAD code and ecosystem, incentivizing community efforts to improve the platform.

Meanwhile, CLOAD DAO will allocate funds for ecosystem expansion support, including but not limited to:

**Project Incentives:** Encourage developers to publish apps and games on CLOAD; provide extra token rewards for early joiners to boost user acquisition and retention.

**Storage Subsidies:** To lower on-chain barriers for new projects, the DAO can set special subsidies, offering early developers certain free Cycles quotas for storage to help through cold-start phases.

**Technical Upgrades:** Continuously invest in optimizing CLOAD's underlying storage algorithms and transmission efficiency, improving user interfaces and interactions, enhancing capacity for massive users and data.

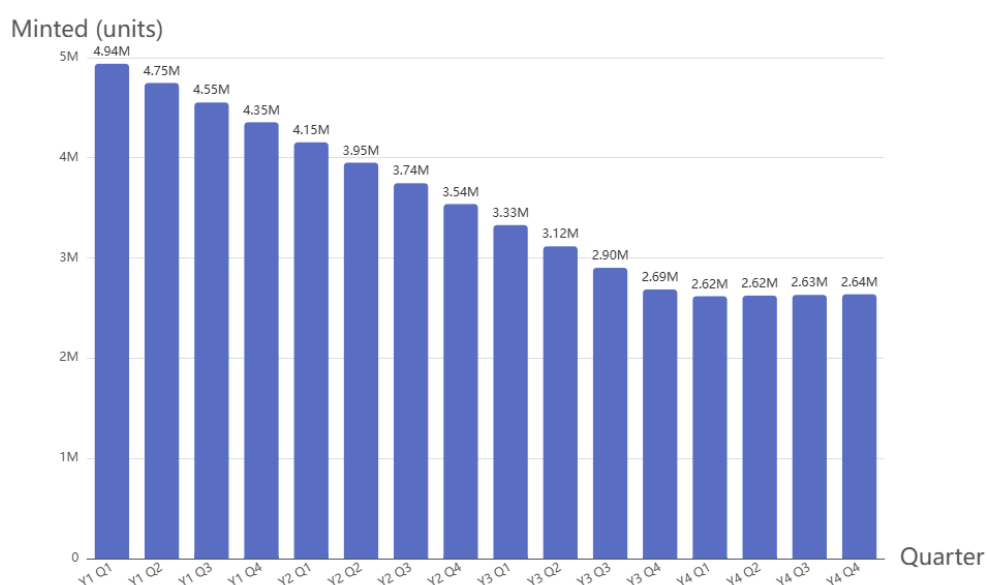
**Security Audits:** Fund third-party security firms for regular audits of CLOAD smart contracts and systems, promptly identifying and fixing potential vulnerabilities to ensure platform and user asset safety.

Through this governance structure and fund management strategy, CLOAD will form a virtuous self-driven ecosystem: Community decisions allocate resources to support continuous optimization and expansion, incentivizing more participation in ecosystem building, achieving win-win for the platform, developers, and users.

## CLOAD Token Economics

CLOAD platform's native token, CLOAD, is the core pillar of the ecosystem, serving functions in incentives, governance, and value circulation. To ensure the token system's stability and sustainability, CLOAD has designed a detailed token economics model, including supply mechanisms, use cases, allocation plans, and value feedback.

### Total Supply and Deflationary Model



The initial total supply of CLOAD tokens is **1 billion**. At issuance, the total is fixed. However, as the ecosystem develops, token supply may adjust via community governance, mainly including:

**Inflation:** The DAO can vote on proposals to mint additional CLOAD tokens for special needs (e.g., major ecosystem expansions or strategic partnership incentives). Requires majority community neuron approval.

**Burning:** In specific cases (e.g., **deflationary strategies**), the DAO can propose burning portions of CLOAD tokens from circulation to reduce total supply, enhancing long-term value. Executed only after community voting approval.

Additionally, CLOAD tokens adopt a neuron staking model similar to ICP for governance incentives. Specifically: When users stake CLOAD tokens as SNS neurons to participate in governance voting, they earn staking rewards. **CLOAD SNS generates new tokens annually at 1% - 2% of total supply as voting rewards for governance neurons.** When neuron rewards mature and are claimed, corresponding CLOAD tokens are newly minted and distributed. This mechanism provides governance incentives while introducing mild annual inflation to reward long-term contributors.

## Revenue Sources

To support sustainable ecosystem operations, the CLOAD platform and DAO will have diversified revenue sources, including but not limited to:

**Premium Features & Storage Fees:** Users pay certain fees (in CLOAD tokens) for advanced value-added services on the platform. For example, uploading oversized files, extending storage durations, unlocking special social features, etc. Developers may also pay CLOAD tokens for more exposure (e.g., homepage recommendations, ad slots) or project certification services. These become one of the platform's main operating revenues.

**Transaction Fees:** A small portion of virtual goods transaction amounts on CLOAD will be taken as fees (significantly lower than traditional platforms). These fees will be periodically injected into the DAO treasury for platform maintenance and ecosystem incentives.

**ICP Staking Rewards:** DAO-held ICP funds will be staked in ICP mainnet neurons to earn NNS voting rewards. These rewards (in ICP) can be used to pay CLOAD storage costs (converted to Cycles), conduct ecosystem activities, or supplement the DAO treasury, achieving asset preservation and appreciation.

## Expenditure Directions

In the early stages of platform operations, CLOAD SNS expenditures may exceed revenues. The DAO's anticipated main expenditures include:

**Exchanging for Cycles to Pay Storage:** Continuous investment (mainly converting ICP to Cycles) to ensure sufficient storage and computation resources for CLOAD's various Canister smart contracts, guaranteeing smooth operations.

**Supporting Core Development Team:** Funding the core team's R&D, including developer salaries, technical breakthroughs, etc., to ensure ongoing platform improvements.

**Community User Incentives:** Allocating funds to reward active users and content contributors, such as download rewards, promotion rewards, storage contribution rewards, etc., to cultivate loyal user groups and expand influence.

**Infrastructure Maintenance:** Investing in expanding and maintaining underlying storage networks and nodes, continuously improving system performance and capacity to prevent bottlenecks.

As platform users grow and transaction volumes rise, fee revenues and service charges will gradually increase. In the medium to long term, **CLOAD DAO expects to achieve break-even or surplus**. At that point, considerations can include reducing circulating token supply (e.g., buybacks and burns) to steadily enhance CLOAD token value, creating greater returns for all holders.

### Token Deflation Mechanisms

To maintain token value, CLOAD SNS plans to implement long-term deflationary strategies in mature stages, gradually reducing supply growth rates. Specific measures include:

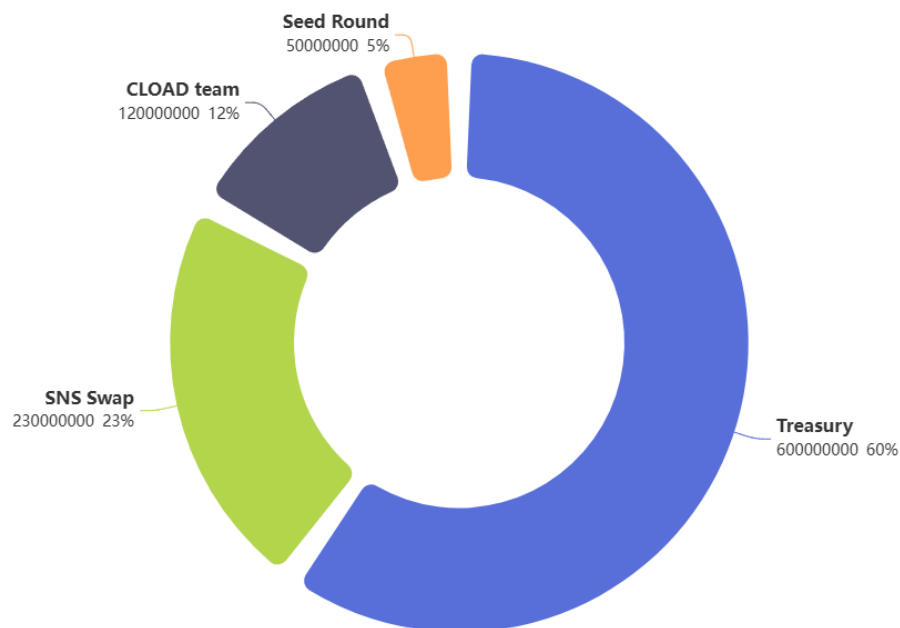
**Periodic Token Burns:** The DAO can propose directly burning portions of CLOAD tokens from platform revenues (e.g., burning part of transaction fees charged in CLOAD), supporting token prices by reducing circulating supply.

**Transaction Fee Buybacks and Burns:** Use portions of collected fees to buy back CLOAD tokens on secondary markets and burn them. This injects buy-side support into the market while effectively reducing token supply.

**Storage Fee Conversion Burns:** Portions of user-paid storage fees can be converted by the platform to required ICP/Cycles, with equivalent CLOAD tokens burned. This means users indirectly reduce market CLOAD quantities while paying for storage.

Through these means, as the CLOAD ecosystem matures, the DAO can accelerate burn frequency or proportions as needed to achieve net supply reduction (i.e., deflation). This deflationary mechanism, combined with platform growth, will manifest scarcity in long-term supply-demand dynamics, boosting holder confidence and token value.

## Token Allocation Plan



Category	Percentage	Quantity
Decentralized Sale (SNS)	23%	230,000,000
Early Supporter Rewards	5%	50,000,000
Core Team & Early Developers	12%	120,000,000
SNS Treasury & Ecosystem Incentives	60%	600,000,000

CLOAD tokens' initial allocation is carefully designed to achieve governance decentralization, incentivize ecosystem development, protect early contributor interests, and ensure long-term project stability. **The specific allocation of the initial 1 billion tokens is as follows:**

- **Decentralized Sale (SNS) – 23%:** 230,000,000 tokens for SNS decentralized public sale to disperse token holdings and raise construction funds.
  - **Fundraising Target:** Upper limit 800,000 ICP, lower limit 80,000 ICP. (Allocate tokens proportionally based on subscribed ICP amounts; refund and cancel if below lower limit).
  - **Allocation Method:** Participants deposit ICP to receive CLOAD token shares. **Each participant's tokens are split into 3 equal neurons:** the first with **no dissolve delay** (0 months), extractable immediately (for liquidity); the second



with **3-month dissolve delay**; the third with **6-month dissolve delay**. This design ensures investors have some tokens freely circulable while a significant portion is locked mid-to-short term to support project development, preventing one-time dumps.

- **Early Supporter Rewards – 5%:** 50,000,000 tokens airdropped to early supporters and contributors, thanking them for help and promotion before CLOAD launch.
  - **Claim Method:** These tokens are divided into **3 neurons**, distributed via CLOAD DApp after platform launch upon unlocking: the first with no vesting period (0 months); the second with **1-month vesting**; the third with **2-month vesting**. Eligible user wallets can claim themselves. Airdrops enhance community engagement and project visibility.
- **Core Team & Early Developers – 12%:** 120,000,000 tokens allocated to CLOAD core development team and early contributing developers, ensuring sustained motivation for product improvements.
  - **Lockup Mechanism:** These tokens are locked into **5 equal neurons**: the first with 1-month dissolve delay (no long-term vesting, for short-term incentives); the second with 1-month dissolve delay and **6-month vesting**; the third with 1-month dissolve delay and **12-month vesting**; the fourth with 1-month dissolve delay and **18-month vesting**; the fifth with 1-month dissolve delay and **24-month vesting**. **Before vesting ends, these team neurons cannot be unlocked or extracted (not even extending dissolve time), equivalent to locking.**
  - **Purpose:** Long vesting releases prevent short-term cash-outs by team members, ensuring focus on long-term success and alignment with community interests. The lockup also signals confidence to investors: the team will share the project's fate for a considerable time.
- **SNS Treasury & Ecosystem Incentives – 60%:** 600,000,000 tokens held by CLOAD SNS DAO treasury for various long-term development needs.
  - **Fund Uses:**
    - Governance Rewards: Provide voting rewards for neurons staking CLOAD in governance, incentivizing active community governance.
    - Ecosystem Development: Allocate funds to incentivize excellent developers to integrate projects into CLOAD or subsidize users to expand user base and app numbers.
    - Liquidity Support: Reserves for providing liquidity on DEX, maintaining depth and stability in CLOAD token market trading.

- **Development Funding:** Used via proposal mechanisms to fund subsequent CLOAD feature development and performance optimizations, keeping the platform technologically advanced.

## Token Release and Operation Mechanisms

CLOAD tokens will not be fully released into circulation on the mainnet at once but adopt a progressive release strategy aligned with project stages:

**DAO Treasury Portion (60%):** Released gradually as needed via community governance proposals for ecosystem building. For example, when new incentive plans or collaborations require funds, proposals are submitted for approval before drawing from the treasury. **Unused portions remain locked to avoid early market inflows.**

**Decentralized Sale Portion (23%):** Unlocked in stages via the three-tier neuron system at **0, 3, and 6 months**, ensuring investor tokens enter circulation progressively. Early small circulations stabilize market prices; mid-to-later unlocks tie to project progress, aiding long-term investor support.

**Team Rewards Portion (12%):** **Strict long-term vesting lockups ensure team tokens are basically non-circulating in early project phases, released gradually after vesting.** This avoids early team monetization while incentivizing focus on long-term goals and contributions before unlocks.

Through these mechanisms, CLOAD achieves dispersed and balanced token holdings in initial stages, raising necessary funds while avoiding early over-inflation or sell pressure. Over time and with project growth, token releases and burns will dynamically adjust market supply-demand, ensuring a virtuous cycle in the CLOAD economic system.

## Market Pain Points and Opportunities

Traditional Web2 app stores hold a core position in the global digital economy, but their highly centralized operations are exposing increasing structural issues: First, unfair revenue distribution. Mainstream platforms typically take **30% or higher** commissions, with developers receiving only the remainder, plus long settlement cycles and changeable rules.

**Second, content publishing constrained by platforms.** All listings, updates, and regional openings require platform reviews, **risking delistings, blocks, traffic limits, etc.**, especially for cross-border content and assets with higher regulatory barriers.

Third, lack of data and asset ownership. User and developer accounts, archives, virtual items are stored on platform servers; **platforms can unilaterally modify or freeze them, lacking verifiability.**

Fourth, limited payments and coverage. **Web2 stores rely on fiat and traditional**

**banking, with complex, high-cost cross-border transactions; many regions' users cannot participate directly.**

Finally, insufficient transparency and security risks. Transaction records, revenue distributions, recommendation algorithms, etc., are fully controlled by platforms, unverifiable externally, leading to trust dependence on single entities.

Meanwhile, Web3 technology developments bring disruptive opportunities:

- Blockchain storage and smart contracts enable immutable data and global accessibility.
- Cryptocurrency payments eliminate cross-border barriers and reduce transaction costs.
- Decentralized governance (DAO) lets rules and distributions be decided by community votes.
- NFTs and on-chain virtual assets are driving comprehensive upgrades in digital goods circulation.

CLOAD is born from these pain points and opportunities, using decentralized architecture to break Web2 stores' closed patterns and reconstruct global app and virtual asset distribution models.

## Future Outlook

As the CLOAD platform continues to develop, users, developers, and the community will connect more closely through CLOAD tokens, jointly building a decentralized, sustainably growing Web3 app market ecosystem. In the future, CLOAD will continually expand ICP ecosystem boundaries, actively integrating with more excellent Web3 projects and on-chain services to enrich platform features and bring users more diverse app choices and better experiences. For example, exploring new scenarios like in-game economies, NFT trading, cross-platform virtual asset interoperability, etc., to make CLOAD tokens play roles in more Web3 environments. At the same time, CLOAD will strengthen token cross-platform interoperability, enhancing its circulation and utility, making it not only serve the CLOAD platform but also become an important asset in the ICP ecosystem.

Looking ahead, under community participation and drive, CLOAD is poised to become an iconic app store in the Web3 era, realizing a truly user- and developer-controlled decentralized app distribution network. Upholding open and win-win principles, CLOAD will continue improving technology and services, leading new trends in Web3 digital goods circulation alongside ecosystem partners. Staying true to its origins, CLOAD is stepping into a new era of free, transparent, and secure internet apps.