

Nanobusinesses

New opportunities from a new sector

by Omnisperience

Background

The global telecoms industry faces a period of uncertainty and a whole host of challenges – even though demand for its products continues to rise.



Increasing competition



Building new networks
5G, FTTP



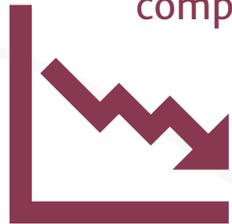
Managing the ongoing impacts
of COVID-19



Meeting customer expectations



Complying with new regulations



Declining revenues from legacy products



Rising data traffic



Paying off debt & pension deficits



Finding new sources of revenue

The **most pressing question** facing the telecoms industry is **not** technology, but how telecoms firms bridge the commercial gap between their current legacy business and when new revenue streams begin to deliver significant value. In the short to mid-term, the COVID-19 crisis has added to these challenges as businesses re-assess their strategy and spending, and because debt and insolvency are increasing.



The commercial bridge

IoT, UAVs, CAVs, AIs, AMRs, OTTs, SVoDs, SaaS – the list of acronym-based opportunities goes on.

But service providers cannot afford to wait for promising new revenue streams to mature. They need to sustain their businesses **NOW** by filling the revenue gap to meet their obligations and shareholder expectations – bridging between their current and future business.

The **nanobusiness opportunity** is a easily addressable example of an area where service providers can increase their revenues.



Defining a nanobusiness

Omnisperience defines a nanobusiness as:

“A nanobusiness is a business that employs less than one full time member of staff. It encompasses businesses that sell goods, creativity, services, labour or influence, as well as those that allow the commercial sharing of something that the businessperson already owns.”

The nanobusiness market is comprised of a number of sector which may be familiar to you individually:

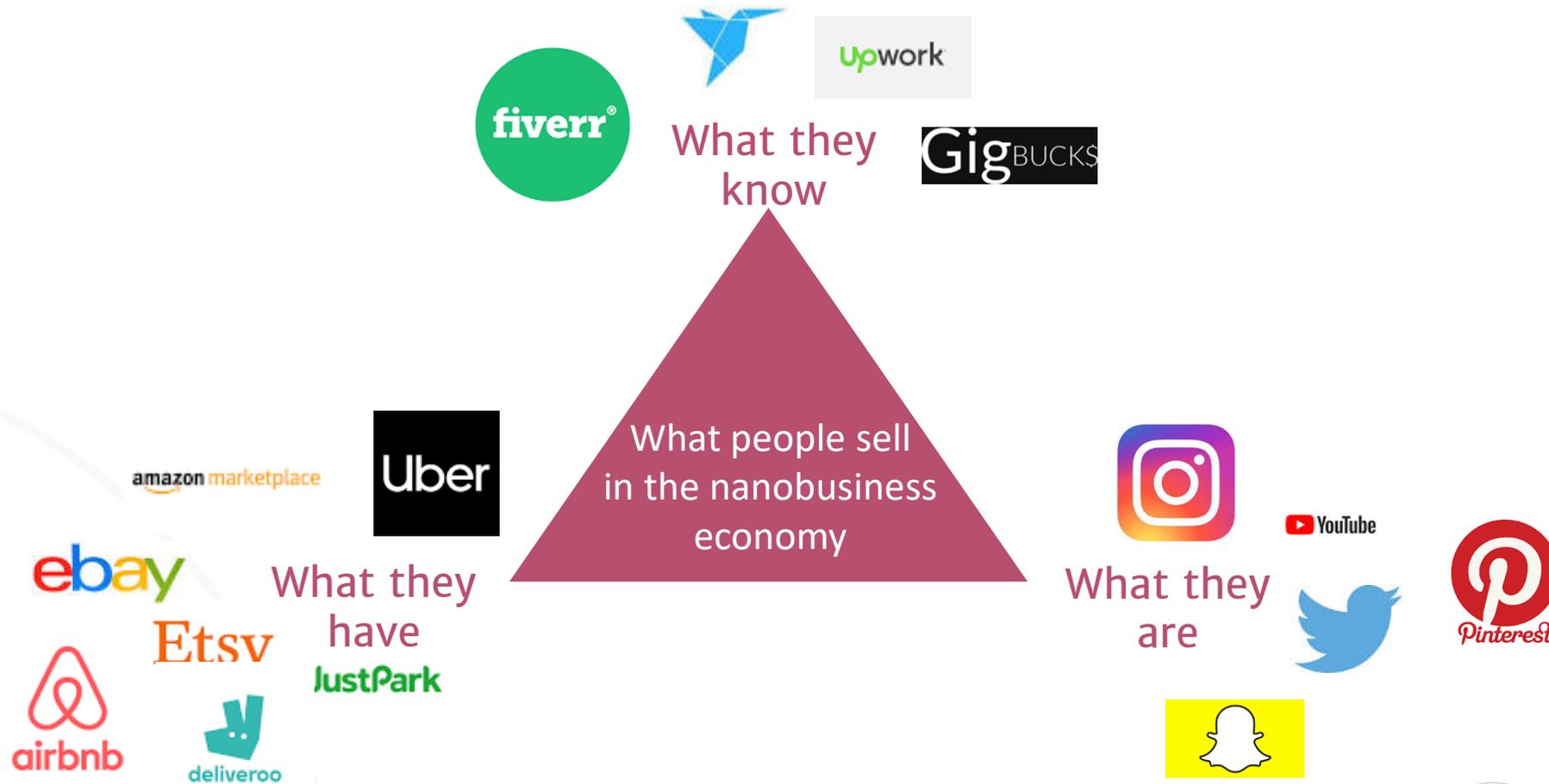
- The Gig Economy
- The Creative Economy
- The Influencer Economy
- The Sharing Economy
- Microretailing

Understanding the nanobusiness

All of the components parts of the nanobusiness economy have a number of characteristics in common:

- They are a means by which households, and individuals within households, can make money – irrespective of their employment status, age or other commitments
- They are highly ICT dependent – relying on digital communications and platforms to connect buyer and supplier
- They provide flexible monetisation of people’s time or skills
- It is a form of self-employment
- People participating in this economy usually have more than one source of income
- It includes selling things people have, things they are, and things they know.

What nanobusinesses sell (1)



What nanobusinesses sell (2)

Types of nanobusiness

Selling creativity



Selling goods



Selling labour



Selling services



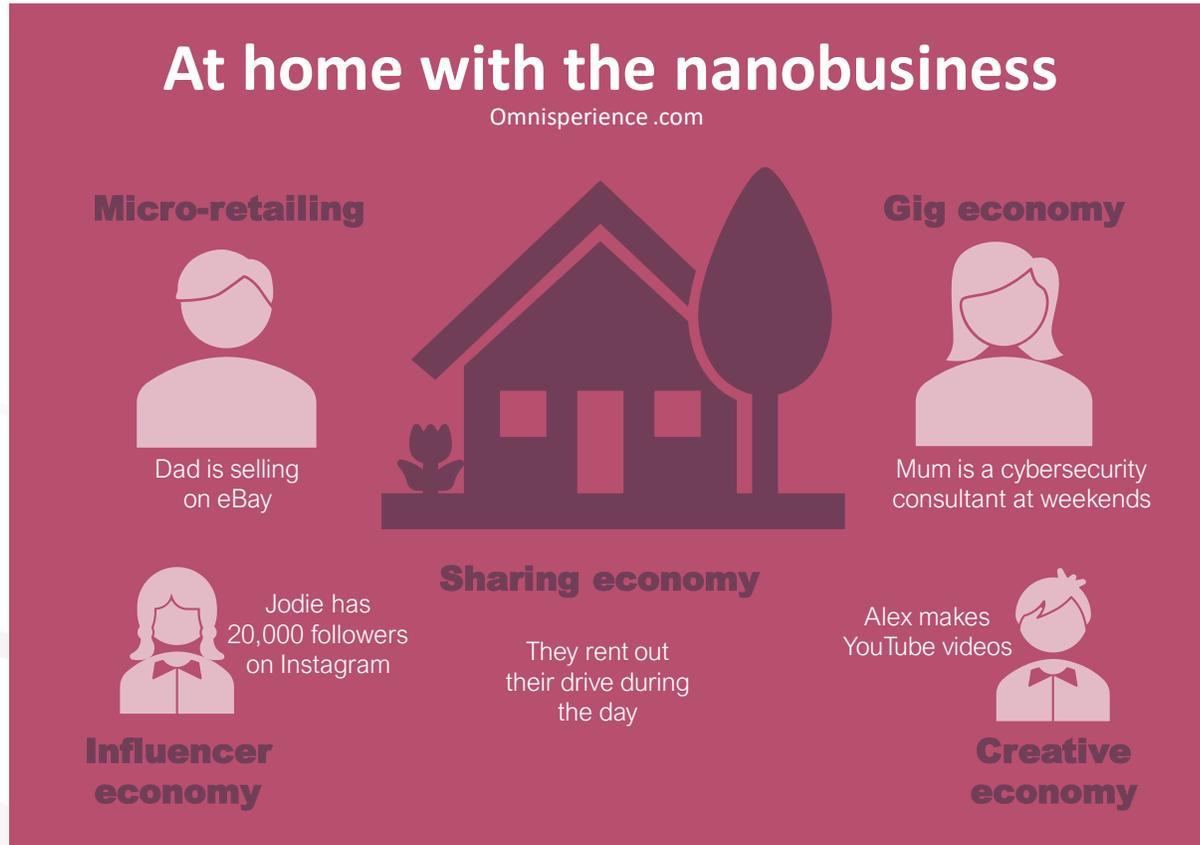
Selling influence



Selling access

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Nanobusinesses in the household



In many households, the inhabitants are participating in the nanobusiness economy via one or more of its component parts:

- The Gig Economy
- The Creative Economy
- The Influencer Economy
- Micro-retailing
- The Sharing Economy

Examples of nanobusinesses

Types of nanobusiness

Creative economy



YouTube
Instagram
TikTok
Twitch
Pixabay
Freerangestock

Micro-retailing



Amazon
eBay
Etsy
Gumtree
Craigslist
Bonanza

Gig economy



Uber
Deliveroo
Fiverr
Upwork
Freelancer
Blys

Sharing economy



AirBnB
Campspace
Camplify
Homestay
NuWardrobe
Spinlister

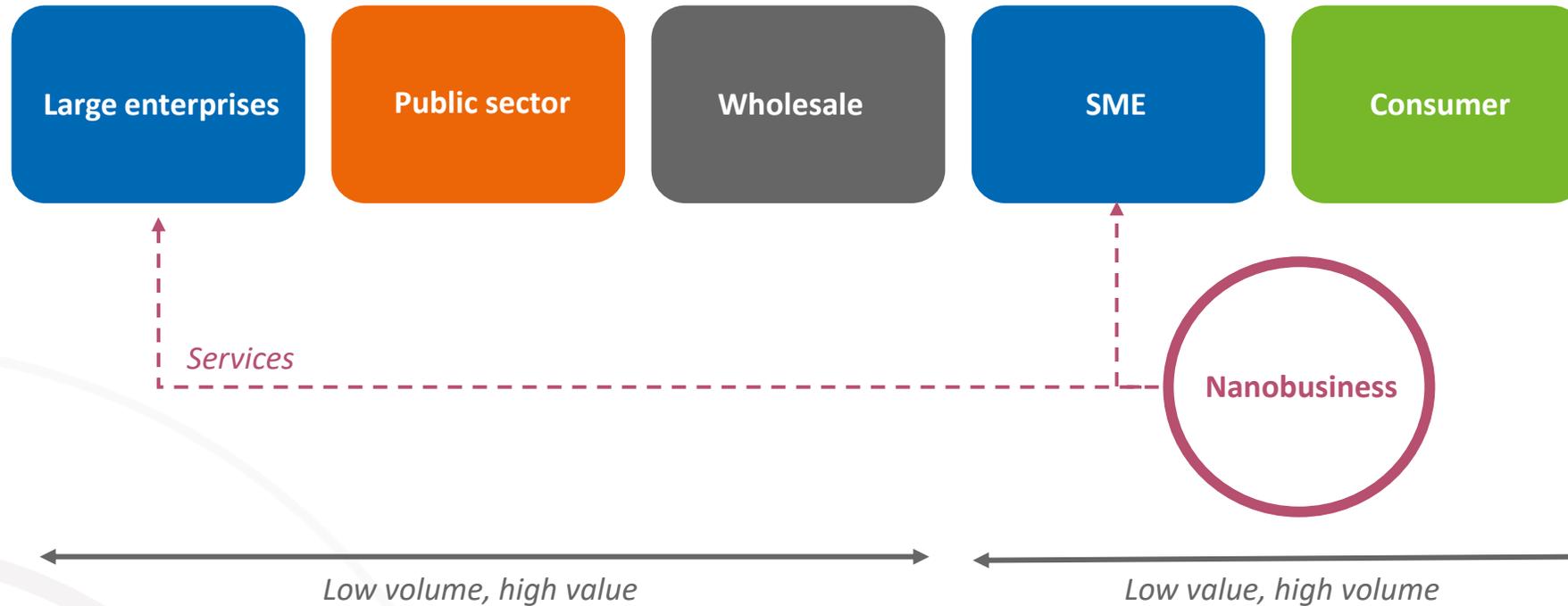
Influencer economy



Instagram
Facebook
Snapchat
Twitter
YouTube
Pinterest

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Nanobusinesses within market segmentation



Nanobusinesses sit between the consumer and SME sector. The services and products they provide are often consumed by larger enterprises.

Key points for B2B service providers

1. The household is now an engine of nanocommerce – selling skills, products, time, services, influence and more. Unless service providers focus on the new needs of the household they will continue to hand off available revenue to other ICT providers
2. The nanobusiness sector is an invisible driver of demand for ICT, much of which is currently unmet by service providers because they view households as purely consumer targets
3. If size (of a business) doesn't matter then what does? The appetite to buy ICT services is more important than the number of people working for it. Some very small businesses have sophisticated ICT needs
4. Automation is vital to support nanobusinesses, including self-definition, self-care and self-provisioning. Service providers need to support such customers in a way that maintains their profitability
5. Bigger businesses want to consume microbusiness services and need help to do so. For example by the provision of collaboration tools, cloud-based ICT, superior connectivity and security applications to stitch together temporary and geographically-dispersed workers.

Find out more information key facts and information from [the accompanying Green Paper](#)



Key contacts



Who?

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Teresa leads the research for Omnisperience. Her research focus is billing, charging, payment, customer experience and customer service. She has previously held senior positions at Ovum, Chorleywood Consulting, Informa and Analysys Mason. She is a judge for the GSMA's GLoMo Awards for enterprise innovation, and for the UK Cloud Awards

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For what?

- Overall content programme
- Quality of research
- Commercial topics, customer experience, charging, margin analytics, marketing topics



Who?

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Kevin is the managing director of Omnisperience and the subject matter expert for security and storage. He previously led IDC's security practice and has worked for a range of major brands in the security space, as well as innovative start-ups. He is a judge for the GSMA's GloMo Awards for security and identity management

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For what?

- Questions about pricing and packaging, timescales or deliverables
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