

Nomad-Nest Hubs

- Your Name :
- Module Name: Entrepreneurship
- Code : LCBB5013
- Lecturer's Name :
- Submission Date:



Business Overview

- **Nomad-Nest Hubs** is a global network of AI-managed micro-warehouses designed for digital nomads and remote professionals
- Provides **on-demand access to premium equipment** instead of ownership (Akbar and Hoffmann, 2022)
- Integrates **AI-driven logistics and platform-based services** to enhance mobility and efficiency (Sanasi et al., 2020)
- Responds to the rapid growth of **digital entrepreneurship and location-independent work** (Sitaridis and Kitsios, 2023)





The Problem

- Rapid growth of **digital nomads and remote workers** (Gupta et al., 2024)
- Increasing demand for **mobility and flexible lifestyles** (Ji et al., 2024)
- Current system relies on **ownership of expensive, bulky equipment**
- Lack of **global infrastructure** to support mobile professionals

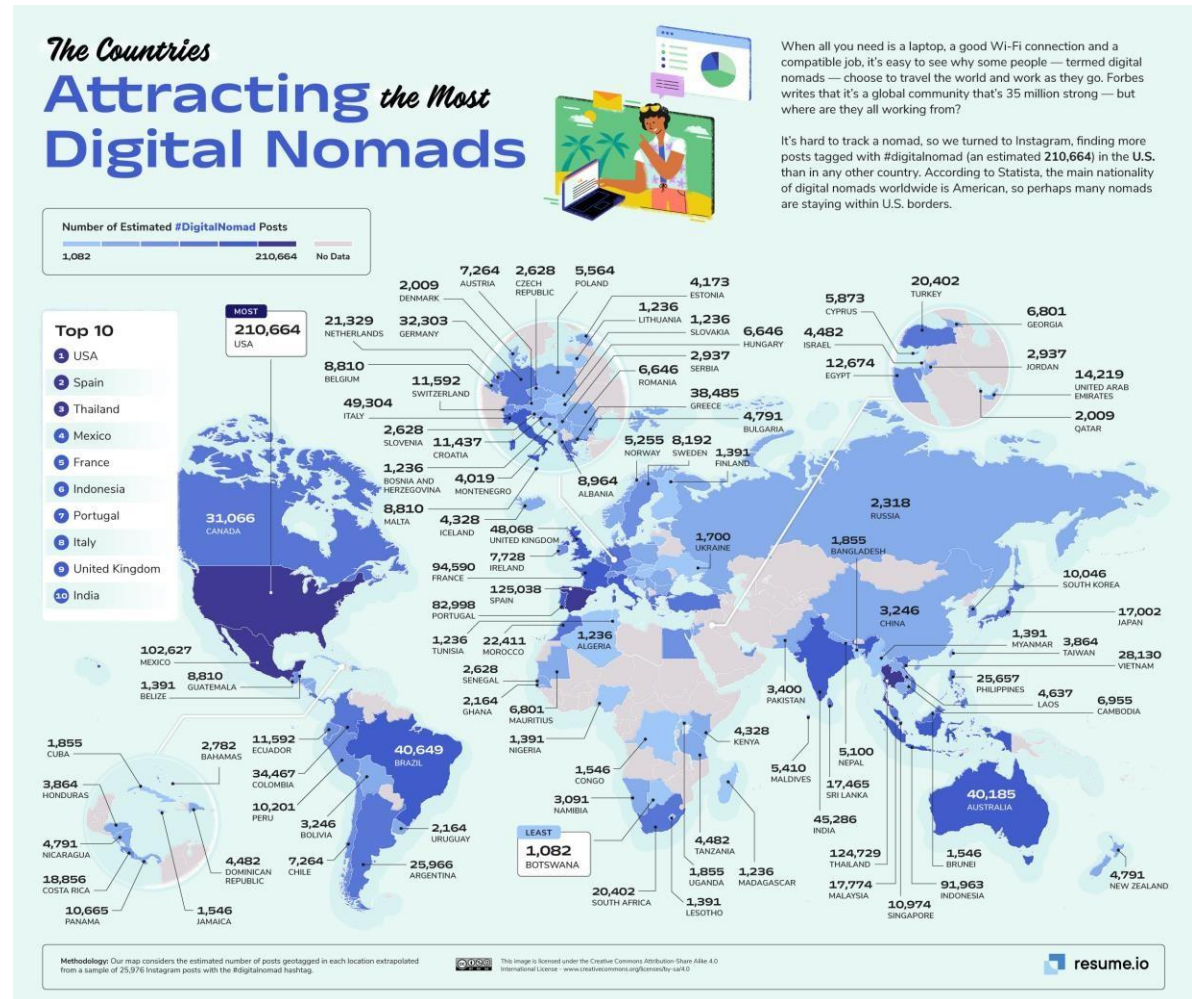
The Solution

- **Global Locker:** access to premium equipment worldwide
- **AI-Logistics Concierge:** predictive, personalised delivery
- **Platform ecosystem** integrating users, inventory, and logistics
- Based on **collaborative consumption model** (Akbar and Hoffmann, 2022)
- Enabled by **business model innovation** (Sanasi et al., 2020)



Market Opportunity

- Expanding digital nomad market globally (Gupta et al., 2024)
- Increasing demand for flexible, experience-driven lifestyles (Zhou et al., 2024)
- High-value users with stable, location-independent income (Ji et al., 2024)
- Strong potential for global scalability and growth





Business Model

- **Subscription-based model** ensuring recurring revenue
- Focus on **access over ownership** (Akbar and Hoffmann, 2022)
- **Platform ecosystem** enabling scalability (Zhang et al., 2022)
- Creates value through **network effects and integration**

Competitive Advantage (USP)

- **AI-driven logistics and personalisation**
- **Seamless global access to equipment**
- **Data-driven decision-making improving performance (Wamba et al., 2017)**
- **Differentiation through integration and scalability**



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- **Social:** rise of digital nomads (Gupta et al., 2024)
- **Technological:** AI and digital supply chains (Ivanov and Dolgui, 2020)
- **Economic:** growth of remote and gig work
- Technology acts as the **key enabler** of the business

SWOT Summary

- **Strength:** AI integration and platform model
- **Weakness:** high initial investment
- **Opportunity:** growing global market
- **Threat:** competition and regulatory challenges



Marketing Strategy

- Target: **digital nomads and remote professionals**
- Digital-first approach using **social media and content marketing**
- Influencer collaborations for **brand trust and reach**
- Effective targeting through digital channels (Dwivedi et al., 2021)



Financial s Operations

- Key costs: **technology, infrastructure, equipment**
- Funding: **venture capital and investors**
- Organisational structure supports **scalability and efficiency**
- Growth aligned with **digital entrepreneurship trends** (Sitaridis and Kitsios, 2023)



Conclusion / Final Pitch

- Addresses a clear market gap in digital mobility infrastructure
- Combines AI, platform model, and sharing economy
- Strong potential for global scalability and growth
- Positioned within the future of work and digital economy

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