There is a high demand to develop innovative and cost-effective devices with interest for health care beside environment diagnostics, safety and security applications. The development of such devices is strongly related to new materials and technologies being nanomaterials and nanotechnology of special role. We study how new nanomaterials such as nanoparticles, graphene, nano/micromotors can be integrated in simple sensors thanks to their advantageous properties. Beside plastic platforms physical, chemical and mechanical properties of cellulose in both micro and nanofiber-based networks combined with their abundance in nature or easy to prepare and control procedures are making these materials of great interest while looking for cost-efficient and green alternatives for device production technologies. These devices should be ASSURED: affordable, sensitive, specific, user-friendly, rapid and robust, equipment free and deliverable to end-users. How to design simple paper-based biosensor architectures? How to tune their analytical performance upon demand? How one can couple nanomaterials with paper and what is the benefit? Which are the perspectives to link these simple platforms and detection technologies with mobile communication? I will try to give responses to these questions through various interesting applications related to protein, DNA and even contaminants detection all of extreme importance for diagnostics, nanotheranostics, environment control, safety and security.