



INTERNET OF THINGS (IoT) FOR DIGITAL ACTIVITY COMMUNITY IN SPORTS

IoT is a system of connected devices that speak to and interact with each other and other networks to improve the way our lives and businesses operate

OPPORTUNITY DEFINITION | INTERNET OF THINGS (IoT) | DIGITAL ACTIVITY COMMUNITY

Provides a digital community for active individuals to grow their fitness level and benefit from increased motivation and inclusion across the sports and fitness community.

TARGET MARKET

Target Market

In 2019, the number of economically active males is >1.8million and around 284 thousand active females in Qatar.

Target Users

- Citizens, Residents
- Elderlies
- Friends & Familiars
- People with Special Needs



KEY PROBLEM STATEMENT | NEED

People within Qatar fail to use digital channels efficiently for exercising and being active. This is mainly because of the poor user targeting for existing digital activity platforms, the ineffective processes put in-place to personalize trainings/workouts, and the absence of a nationwide digital community platform promoting fitness.



PROCUREMENT CYCLE

Identification Stage

The opportunity will be tendered in 2021.



TIMESPAN



Total duration of 3 – 4 years including implementation, testing and operations.



ADJACENT OPPORTUNITIES

- Digital Activity Coach
- Active Lifestyle Dashboard
- Digital Fitness Coach

STAKEHOLDERS

- Ministry of Culture & Sports (MCS)
- Qatar Olympic Committee (QOC)
- Qatar Sports For All Federation (QSFA)
- Sports Tech Providers
- Facility Operators



OWNER AND SECTOR

Owner Ministry of Culture & Sports (MCS)

Sector Sports & Healthcare



BUDGET ACROSS INTERNET OF THINGS (IoT) ECOSYSTEM

The Qatar market for IoT is expected to grow at a compound annual growth rate (CAGR) of roughly 35% over the next four years, becoming a **USD 573 million** market in 2022.

