



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

The Internet of Things (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 >1.8 million** 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 2022.

#### 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 Internet of Things (IoT) is projected to reach **USD 1,823 million** by 2026, at compound annual growth rate (CAGR) of 31% from 2022 to 2026.

