



## INTERNET OF THINGS (IoT) FOR WEARABLE FITNESS TRACKING

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) | FITNESS TRACKING SOLUTION FOR PWD AND THE ELDERLY

This project is related to the development of a fitness tracking solution for People with disabilities (PWDs) and the elderly communities to help them track and monitor their physical activities without the need for them to visit rehabilitation centers, and adhere to COVID precautions.

#### TARGET MARKET

##### Target Market

There are **16,474 people registered** at various rehabilitation centers that could utilize this solution.

##### Target Users

- People with disabilities (PWDs)
- The elderly population



#### KEY PROBLEM STATEMENT | NEED

The tracking and monitoring of fitness levels regularly can often be challenging for the Person with disabilities (PWDs) and the elderly community due to the involvement of physically visiting health and wellness facilities. The added implications of practicing precautionary measures and social distancing due to the COVID19 pandemic have significantly increased the necessity to develop solutions that allow tracking and monitoring relevant objectives and goals remotely. Adopting such solutions will ensure a better quality of life among the PWD and elderly community and the uptake of the latest ICT.



#### PROCUREMENT CYCLE

##### Request for Proposal (RFP)

The opportunity is in a RFP stage.



#### TIMESPAN



Total duration of 1 - 2 years including implementation and testing.



#### ADJACENT OPPORTUNITIES

- Digital Signage

#### STAKEHOLDERS

- Mada
- Hospitals and Clinics
- Rehabilitation centers for People with Disabilities (PWDs)



#### OWNER AND SECTOR

**Owner** Mada  
**Sector** 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.

