هيئة الاتصالات والفضاء والتقنية
Communications, Space & Technology Commission

# IoT Solutions in Micromobility

IoT in micromobility is driving digital connectivity, enhancing rider experience, and reshaping urban transportation

Low Potential | **Moderate Potential** | High Potential

**Micromobility refers to light weight vehicles used for commuting small distances. The major objective of micromobility is to provide first and last mile connectivity solution to the users and avoid traffic congestion.**

## Market Overview

- KSA has launched many micromobility that includes Gazal, Hop On, and Dabeeb
- Gazal launched its micromobiity solution in King Fahd Medical City that comprises of hospitals, medical centers and several support departments
- TIER, a shared micromobility provider entered in a partnership with Sela Sport Company, a sports marketing and management firm in the KSA to launch e-scooter and e-bike service
- Wee Inc., a micromobility company based in Riyadh has launched micromobility solutions in Durrat Alriyadh to deliver new transport experience
- Circ, Middle East's regulator-approved e-scooter operator, entered in a partnership with Raza to introduce the e-scooter sharing service in the KSA

wee | غزال Gazal | SPIDERS | DABEEB

## Value Proposition

- Government is leading a comprehensive digitization strategy and is focusing on transforming the country into a digital hub
- Vendors in the KSA are capitalising the opportunity existing in large property areas such as hotels, resorts, medical facilities, universities, business hubs, etc. to deliver micromobility solutions

## Enabling Factors

- Sustainable urban transport
- Security and safety
- Cost-efficient
- Fleet management
- Shift in commuting patterns
- Combat noise and congestion

## Growth drivers

| Market drivers | Impact analysis (2021-25) |
|---|---|
| Growing demand for first and last mile connectivity | Low ●●●●●●●●○○ High |
| Rising demand for smart traveling and fast commute during traffic congestion | Low ●●●●●●●●○○ High |
| Rising smartphone penetration, proliferation of IoT devices and 5G connectivity | Low ●●●●●●●●○○ High |
| Shift towards sustainable urban transport system | Low ●●●●●●●○○○ High |

**Sources:** CST, WIPO, IMD database, Grand View Research, TheGlobalEconomy.com, International Performance Hub and news letters

**For more information:** Please contact the Investment & Localization Department (InvestmentRelations@cst.gov.sa)

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