Jordan Olympic Committee AI Solutions: Complete Sales Intelligence Report

Prince Feisal's committee is ready for AI — the 2024 Athletes Forum featured a dedicated session on "Artificial Intelligence and Its Impact on Sports Performance," Jordan Times signaling executive buy-in at the highest level. Jordan's entire Olympic medal count (4 medals total) comes from combat sports, creating a focused opportunity for performance AI in Taekwondo specifically. With the new Secretary-General Rana Al-Saeed emphasizing technology adoption and a **1,000x funding gap** versus Gulf neighbors, Jordan represents an ideal market for cost-effective, high-impact AI solutions that can help the nation punch above its weight at LA 2028.

JOC organizational structure and decision-makers

The Jordan Olympic Committee operates from Al Hussein Youth City in Amman, overseeing **34 member federations** Joc with an estimated annual revenue of ~$19.5 million USD. Founded in 1957 and recognized by the IOC in 1963, Olympics Wiki JOMA JOC was named by former IOC President Jacques Rogge as one of the "world's Top 10%" Olympic Committees Joc — a reputation the leadership is eager to maintain.

Primary pitch targets should be HRH **Prince Feisal Al Hussein** (JOC President since 2003, Joc IOC Executive Board member, Island Times ANOC brother of King Abdullah II) Inside the Games and **Ms. Rana Nazmi Al-Saeed** (newly appointed Secretary-General in 2024). Inside the Games Prince Feisal's unsuccessful 2025 IOC presidential bid emphasized "unlocking potential" Inside the Games and innovation Island Times — messaging that aligns perfectly with AI performance solutions. The Secretary-General handles operational decisions and has publicly emphasized technology adoption for athlete development.

The **Jordan Taekwondo Federation** deserves special attention as the only federation producing Olympic medals. Led by HRH Prince Rashid bin El Hassan with Secretary General Faisal Ismail Abdallat, World Taekwondo this federation operates Jordan's only integrated sports facility with a fitness center, clinic, physiotherapy room, and limited VO2 Max testing — but notably lacks video analysis, biomechanical assessment, or AI-powered training tools.

Key federations by Olympic priority

Priority	Federation	Contact	Rationale
★★★	Taekwondo	jtf@jtf.org.jo / +962 6 5621254	All 4 Olympic medals, integrated facility
★★	Karate	info@jkf-jo.com / +962 6 5669402	Bronze medal 2020, Asian Games success
★★	Boxing	JOC main line	5 Paris 2024 qualifiers, no medals yet
★	Swimming	JOC main line	Consistent participation, underperforming
★	Athletics	info@jordan.athletics.org	16 Olympians historically, no medals

Performance history reveals concentrated success and systematic gaps

Jordan's Olympic performance tells a clear story: **100% of medals come from combat sports**. Ahmad Abughaush delivered Jordan's only Olympic gold (Rio 2016, Taekwondo 68kg), Wikipedia followed by silvers from Saleh El-Sharabaty (Tokyo 2020) Wikipedia and Zaid Mustafa (Paris 2024), plus one bronze from Abdel Rahman Al-Masatfa in karate's Olympic debut at Tokyo. Wikipedia

Documented injury case: Abughaush suffered a **ruptured ACL in 2013** during his development years as World Junior Champion. His year-long rehabilitation and successful return Wikipedia demonstrates both the injury risk in combat sports and the recovery potential — a natural case study for AI-powered injury prevention.

The **Paris 2024 delegation** of 12 athletes (9 men, 3 women) across 6 sports Jordan Times yielded only the expected Taekwondo medal. Boxing (3 athletes), swimming (2), Jordan Times gymnastics (1), athletics (1), and table tennis (1) all failed to advance. This pattern — where combat sports succeed while other Olympic disciplines struggle — points to systematic performance optimization gaps outside the Taekwondo ecosystem.

Technology infrastructure is nearly absent

Current technology capabilities are limited to VO2 Max testing at the Taekwondo training center. There is **no documented use** of video performance analysis, biomechanical assessment, GPS/motion tracking, data analytics platforms, or AI-powered training tools. The JOC website runs on basic PHP with Cloudflare and reCAPTCHA — no evidence of sophisticated digital infrastructure.

A 2022 ScienceDirect study evaluating **179 Jordanian Taekwondo coaches** revealed deficiencies in exercise physiology, sports nutrition, injury prevention protocols, and first aid capabilities. This research-verified coaching gap creates an opportunity for AI tools that augment limited human expertise.

Production-ready GitHub repositories for immediate deployment

Research identified multiple high-star, actively maintained repositories across injury prediction, video analysis, and performance monitoring categories. The key finding: **production-ready injury prediction ML repositories with 100+ stars are extremely rare** due to data privacy concerns and proprietary team interests, but excellent supporting infrastructure exists for building custom solutions.

Injury prediction and wearable integration stack

Repository	Stars	Function	Deployment
NeuroKit2	2,000+	ECG/PPG/HRV analysis, overtraining detection	pip install neurokit2
hrv-analysis	432	Time/frequency domain HRV features	pip install hrv-analysis
python-fitparse	500+	Garmin FIT file parsing	pip install fitparse

Repository	Stars	Function	Deployment
open-wearables	New	Unified API for Garmin/Fitbit/WHOOP/Oura	Docker self-hosted
Apple ml-heart-rate-models	74	Hybrid ODE + neural network HR modeling	Research release

NeuroKit2 stands out as the foundation for any injury risk system — its HRV indices (RMSSD, SDNN, LF/HF ratio) correlate directly with fatigue and recovery status, enabling overtraining syndrome detection. The library is published in *Behavior Research Methods* GitHub GitHub and used by Duke University, University of Paris, and NTU Singapore.

Video analysis and pose estimation for combat sports

Repository	Stars	Best For	Notes
MediaPipe	28,000+	Real-time mobile pose	33 landmarks, cross-platform
AlphaPose	8,500	Multi-person martial arts	75 mAP COCO, whole-body detection
MMPose	5,800+	Production deployment	RTMPose runs 90+ FPS on GPU
Sports2D	172	Running/swimming analysis	OpenSim integration, Hugging Face demo
Roboflow Supervision	35,900	Multi-object tracking	ByteTrack, zone counting, trajectory

Sports2D (github.com/davidpagnon/Sports2D) is particularly relevant — it provides automatic 2D joint position extraction from video, joint/segment angle calculation, and OpenSim inverse kinematics integration. Active maintenance through November 2024 and a Hugging Face web demo make this ideal for rapid prototyping.

For Taekwondo specifically, the **fight_detection** repository (github.com/imsoo/fight_detection) uses OpenPose + LSTM for real-time kick/action detection, directly applicable to technique classification.

Athlete performance and training load monitoring

Repository	Stars	Core Function	Deployment Difficulty
GoldenCheetah	2,000+	TRIMP, TSS, CTL/ATL tracking	Easy (installers)
OpenSim	961	Musculoskeletal simulation	Moderate (conda)
pyomeca	136	EMG/C3D motion capture analysis	Easy (pip)
pyHRV	311	78+ HRV parameters, PDF reports	Easy (pip)
athletemonitoring	~30	ACWR calculations (R package)	Easy

GoldenCheetah is the most comprehensive endurance analytics platform — it calculates Training Stress Score, Acute/Chronic Training Load ratios, and Performance Management Charts. While built for cycling/triathlon, the underlying algorithms apply to any training load context.

Middle East competitive landscape shows massive investment gaps

Saudi Arabia, UAE, and Qatar have made sports technology a strategic priority, creating both competitive pressure and benchmark expectations for JOC leadership.

Saudi Arabia leads with unprecedented scale

Saudi's sports market is projected to grow from $7.2 billion (2023) to **$22.4 billion by 2030**. FSB Riyadh The Public Investment Fund Council on Foreign Relations has invested over **$6 billion since 2021** SPORTFIVE in sports acquisitions and infrastructure. Specific technology allocations include:

- **$400 million** government allocation for sports tech development
- **$133 million** planned for sports analytics R&D
- **$150 million** AI sports performance analytics market
- **$38 billion** earmarked for esports FSB Riyadh

NEOM's Sports Open Innovation Program partners with Microsoft's Global Sports Innovation Center, offering up to €50,000 prizes for AI-powered performance analytics solutions. Arab News However, a 2023 survey found only **30% of Saudi sports organizations** are familiar with AI applications — indicating the market is still developing.

Grintafy Technologies represents the region's most successful sports tech startup with 2M+ users on its talent discovery platform, backed by Saudi Aramco's Waed Ventures and Chiliz.

UAE launched national sports technology platform in March 2025

The UAE Ministry of Sports and National Olympic Committee jointly launched a **Digital Transformation and Sports Innovation Platform** Inside the Games featuring AI-powered athlete performance solutions, HiDubai Focus big data talent discovery, Inside the Games and digital athlete data management across federations. This directly addresses the kind of infrastructure Jordan lacks.

Dubai Sports Council's **LEVEL UP Expo** (November 2025) will showcase wearables, AI analytics, and VR/AR to 10,000+ attendees. Emirati Times

Qatar leverages World Cup infrastructure and established partnerships

Qatar Olympic Committee signed a **Microsoft MoU in November 2025** for cloud computing and AI applications, Qatar Tribune including the "Khadoom" AI-powered administrative app. Inside the Games **Aspire Academy** uses SAP Sports One — the same platform Germany deployed for their 2014 World Cup victory — integrated with SAP HANA for real-time analytics. Sportcal

Aspetar Sports Medicine Hospital represents the gold standard for the region: FIFA Medical Centre of Excellence, IOC Research Centre, Healthandmedical diamond-level international accreditation, screening 18,000+ athletes globally. Premier League players are the largest group seeking treatment there in 2024.

Jordan's opportunity lies in cost-effective AI leapfrogging

Metric	Saudi Arabia	UAE	Qatar	Jordan
Sports market value	$7.2B+	$2.5B	Part of $4.79B MENA	~$19.5M JOC budget
Sovereign wealth backing	PIF ($650B)	Mubadala	QIA	None
Sports tech R&D budget	$133M+	Undisclosed	Partnership-based	Minimal

The **1,000x+ funding disparity** means Jordan cannot compete on infrastructure spending. Instead, AI solutions should be positioned as force multipliers enabling Jordan to achieve Gulf-level performance outcomes at a fraction of the cost. Open-source tools like NeuroKit2, Sports2D, and MediaPipe can deliver professional-grade analytics without enterprise licensing fees.

Quick-win demos buildable in 24-48 hours

Several pre-trained models and low-code platforms enable rapid prototype development that can impress JOC leadership immediately.

MediaPipe Taekwondo kick analyzer (8-12 hours)

The fastest path to a visually impressive demo uses **MediaPipe Pose** (28K+ GitHub stars) for real-time skeleton overlay with custom angle calculations. The **Kick-Detection-and-pose-estimation** repository (github.com/pachauriyash/Kick-Detection-and-pose-estimation) provides a working foundation for kick counting and joint angle visualization. Add JOC branding (black, white, green, red), Arabic labels, and form quality scoring to create a compelling Taekwondo-specific demo.

MediaPipe has been academically validated for Taekwondo movement recognition (ResearchGate publications), giving the demo credibility beyond visual impact.

Google Teachable Machine pose classifier (2-4 hours)

The fastest possible demo uses **Teachable Machine** (teachablemachine.withgoogle.com) to train a 3-class Taekwondo kick classifier in under an hour. (Experiments with Google) Collect 50+ images each of side kick, front kick, and roundhouse positions, train the model in-browser (20 minutes), and export to a simple branded webpage with live webcam classification. (Google)

Roboflow sports tracking template (4-8 hours)

The **roboflow/sports** repository (4.8K stars) provides ready-made soccer/basketball computer vision with player tracking, ball detection, and pitch keypoint analysis. Adapt this for swimming lane tracking or athletics field event analysis. Roboflow's free tier includes visual labeling, one-click model training, and instant API deployment. (Roboflow)

Streamlit injury risk dashboard mockup (4-6 hours)

A rule-based training load calculator with visual impact requires no ML. Build a Streamlit interface accepting training hours, intensity ratings, sleep quality, and soreness scores. Output an Acute:Chronic Workload Ratio visualization with traffic light risk indicators (green/yellow/red). Add trend charts using Plotly for professional polish.

Recommended 24-hour build: Olympic Athlete Form Analyzer

Combine Gradio/Streamlit frontend with MediaPipe backend to create a multi-sport form analyzer: Gradio

1. Video upload or live webcam input
2. Real-time skeleton overlay with key joint angle display
3. Form quality score (0-100) with specific feedback
4. Sport mode toggle: Taekwondo kicks, running gait, swimming stroke
5. Arabic/English language switch with JOC branding

Host free on Streamlit Cloud or Hugging Face Spaces for instant stakeholder access without installation. Gradio

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Strategic recommendations for the sales pitch

Lead with the Athletes Forum signal: Prince Feisal's team already held an AI session in 2024 Jordan Times — this isn't a cold pitch, it's a continuation of their stated interest.

Focus relentlessly on Taekwondo: All Olympic medals come from this sport. Any AI solution should demonstrate clear value for kick analysis, opponent pattern recognition, and injury prevention in combat sports. Success here creates the reference case for broader adoption.

Position against Gulf spending, not technology: Jordan can't match Saudi's $400M AI budget. Instead, frame open-source AI as the path to world-class analytics without enterprise costs — "achieve Aspire Academy outcomes at Olympic Committee prices."

Address the coaching gap: The documented deficiencies among Jordanian coaches create genuine demand for AI tools that augment limited human expertise. Frame solutions as "AI assistant coach" rather than replacement technology.

Prepare for budget constraints: With JOC's ~$19.5M annual revenue and Jordan's 5.5% GDP deficit, any proposal must demonstrate clear ROI. Consider phased deployments starting with Taekwondo, success metrics tied to LA 2028 preparation, and potential sponsorship integration (Zain Jordan is already a tech partner). Jordan Times

Contact path: Approach Secretary-General Rana Al-Saeed for operational buy-in, with awareness that Prince Feisal (as IOC Executive Board member) (Island Times) (ANOC) maintains relationships with global sports tech leaders. A successful demo could potentially gain IOC-level visibility beyond Jordan's borders.

Appendix: Complete federation list

Combat Sports (8): Taekwondo ★, Karate, Judo, Boxing, Wrestling, Muay Thai, Kendo, Brazilian Jiu-Jitsu

Team Sports (5): Football, Basketball, Volleyball, Handball, 3x3 Basketball Committee

Olympic Individual Sports (8): Athletics, Swimming, Gymnastics, Weightlifting, Shooting, Triathlon, Table Tennis, Cycling

Other Sports (10): Equestrian, Chess, Tennis, Squash, Golf, Billiards/Snooker, Marine Sports, Motorsport, Camel Sport, Rugby

Administrative/Support (3): Sport Medicine Federation, School Sport Federation, Paralympic Committee

Total: 34 member organizations reporting to JOC Executive Board (Joc)