

THE MOVEMENT ACADEMY

1 club operated · VITROLLES · company founded 2026-09-18

1

club

Vitrolles

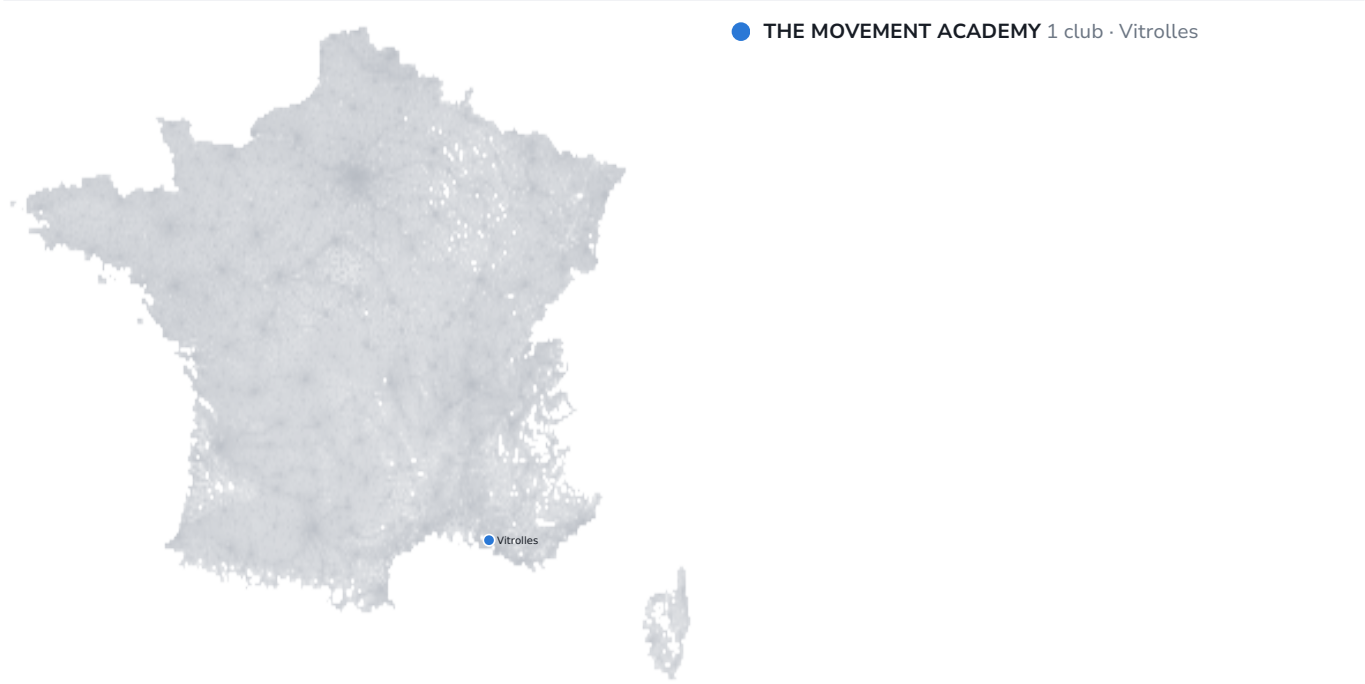
opened 2026–2026

—

accounts

No keyed accounts in INPI's feed for this company.

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION		CAPTURE	
			GYMS WITHIN, OPENING → TODAY		PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
THE MOVEMENT ACADEMY	Vitrolles 13127	2026	1 → 1	9 → 9	1,923 → 1,923	4,699 → 4,699

Competition: genuine gym floors within the ring, by registry opening date. Capture: residents and workers the gravity model assigns to this floor against every competitor within 3 km, demand at its 2021 vintage.

LEGAL IDENTITY — INSEE Sirene

Legal name	THE MOVEMENT ACADEMY
SIREN	130708050
Founded	2026-09-18
Activity	93.11Z NAF/APE code
Employees	NN Sirene band
Officers	Tara Marie Sophie ROLS (Gérant)

FILING & CAPITAL — INPI RNE

Registered capital	not stated in any filing
Years filed	0 of the last 0 on record
Debt falling due	not filed — the maturity table is a complete-regime page
Confidentiality	never invoked — every filed income statement is public
Ownership changes	not tracked — officers are a snapshot at each data refresh, not a filing history; France also closed the beneficial-ownership registry to public access in July 2024

RISK FLAGS — from the accounts

Nothing to test — no accounts on file.

FILED ACCOUNTS — INPI, keyed annual accounts; one filing covers all 1 clubs

No keyed accounts in INPI's feed — a young company or a non-filer.

THE MOVEMENT ACADEMY Vitrolles

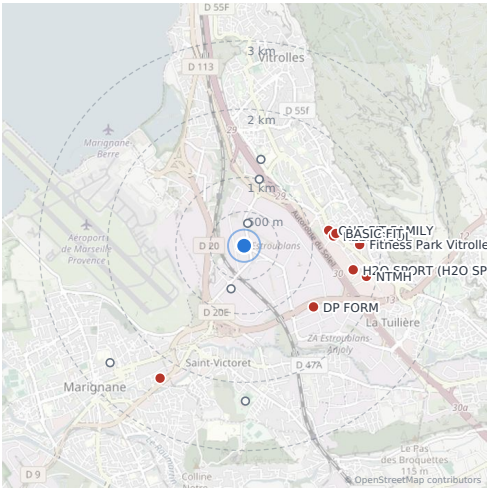
ZI DES ESTROUBLANS BLOC C LOCAUX SIT 2 RUE DE STOCKHOLM 13127 VITROLLES · opened 2026-09-18 · SIRET 13070805000013

CHANGE SINCE OPENING — 2026 → today

	AT OPENING	TODAY	CHANGE
Location score	44.8	44.8	0.0
Gyms within 1 km	1	1	0
Gyms within 2 km	9	9	0
Competition weight, 2 km	7.96	7.96	0%
Capture, 2 km	4,699	4,699	0%
Saturation, 2 km vs national baseline	+308%	+319%	+11 pts

Competitor field as it stood on 2026-09-18 against today's; demand at its 2021 vintage at both dates. Red is a move against the club of five score points, two gym floors or a quarter of the measure; green the reverse.

WITHIN 3 KM TODAY



9 gym floors, 6 other sports sites. Rings at 500 m, 1, 2 and 3 km.

SCORE TODAY — seven parameters, five measured at 500 m and 2 km

PARAMETER	WHERE	MEASURED	SCORE	HOW IT WAS ARRIVED AT
Catchment weight 20%	54 500 m	2,962 people	58	9 aged 18-64 + 2,953 workers = 2,962 over 0.79 km2 = 3,771/km2
	2 km	27,157 people	52	9,616 aged 18-64 + 17,540 workers = 27,157 over 12.57 km2 = 2,161/km2
Competition weight 15%	57 500 m	0.30 wt	84	0 genuine gym floors and 1 other sports site within 500 m, weighted by substitutability and price tier
	2 km	7.96 wt	39	8 genuine gym floors and 4 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	54 500 m	1,923 people	66	8 residents + 1,915 workers, demand within 500 m against every competitor within 3 km
	2 km	4,699 people	47	1,181 residents + 3,519 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0 500 m	not measured	—	catchment of 12 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 757.2 LQ
	2 km	LQ 4.19	0	8 clubs / 17,333 residents = 46.15 per 100k against 11.01 nationally
Fit weight 10%	— unit	not measured	—	no floor area recorded for this unit
Rental weight 10%	— unit	not measured	—	no rent or no floor area recorded
Income weight 10%	55 500 m	0.99×	62	22,090 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.95×	50	21,275 EUR against 22,380 nationally, median of 10 IRIS within 2 km

NEAREST GYMS — 9 within 3 km; ▲ opened after 2026

1.26 ONE FIT FAMILY 2024	1.32 KC UZES 2026
1.32 KEEP COOL Keepcool 2017	1.35 DP FORM 2021
1.36 BASIC FIT Basic-Fit 2018	1.64 H2O SPORT (H2O SPORT) 2016
1.69 Fitness Park Vitrolles Fitness Park 2024	1.84 NTMH 2016
... and 1 more within 3 km.	

ACCESS — straight-line, GTFS

Rail	Vitrolles Aéroport Marseille P — 868 m
Bus	Estroublans Cent — 99 m
Footfall	Vitrolles Aéroport Marseille Provence — 868 m, 657,725 travellers/yr SNCF
Shops	23 within 150 m INSEE BPE