

ND KAIZEN (CROSSFIT LYON)

2 clubs operated · SAINT-PRIEST, LYON · company founded 2012-07-01

2

clubs

Saint-Priest, Lyon

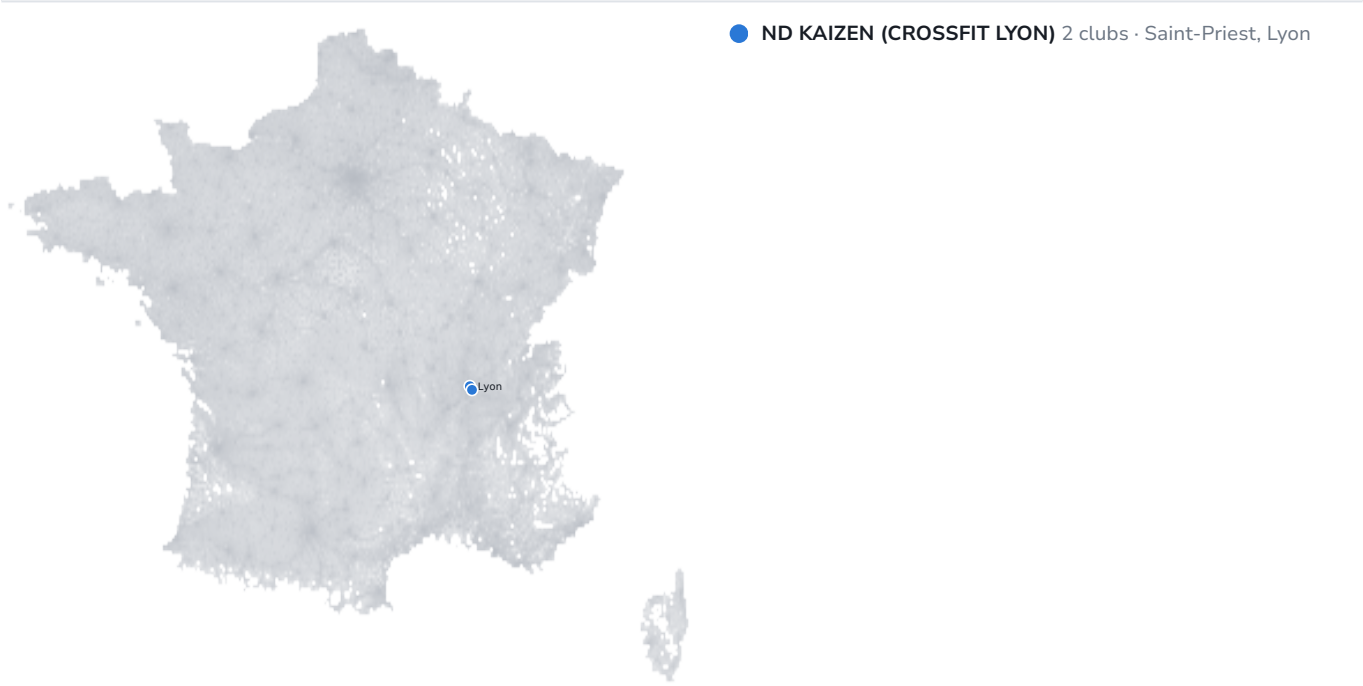
opened 2018–2020 · 2 closed

—

accounts

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

WHERE THE CLUBS ARE — 2 clubs



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
ND KAIZEN (CROSSFIT LYON)	Lyon 69006	2018	3 → 4	17 → 35	4,832 → 2,873	14,833 → 7,770
CROSSFIT LYON	Saint-Priest 69800	2020	0 → 0	1 → 3	1,909 → 1,631	12,063 → 8,225

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. Closed establishments on this company: CROSSFIT LYON (Lyon), CROSSFIT LYON (Saint-Priest).

LEGAL IDENTITY — INSEE Sirene

Legal name	ND KAIZEN (CROSSFIT LYON)
SIREN	752725937
Founded	2012-07-01
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	NICOLAS DELAY (Gérant)

FILING & CAPITAL — INPI RNE

Registered capital	€5,000
Years filed	2 of the last 2 on record — 2 complete
Debt falling due	not filed — the maturity table is a complete-regime page
Confidentiality	income statement withheld: 2023, 2017
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 flagged.

FILED ACCOUNTS — INPI, keyed annual accounts; one filing covers all 2 clubs

YEAR	REVENUE	EBITDA	MARGIN	OPERATING	NET EQUITY	FIN. DEBT	CASH	STAFF COST	EXT. CHARGES	FTE
2023	<i>income statement withheld — Partiellement confidentiel</i>				€51,540	€29,106	€3,712	—	—	—
2017	<i>income statement withheld — Partiellement confidentiel</i>				€56,164	€66,199	€23,447	—	—	—

EBITDA derived from the filed income statement; rent sits inside external charges; "withheld" is an L.232-25 confidentiality declaration.

ND KAIZEN (CROSSFIT LYON) Lyon

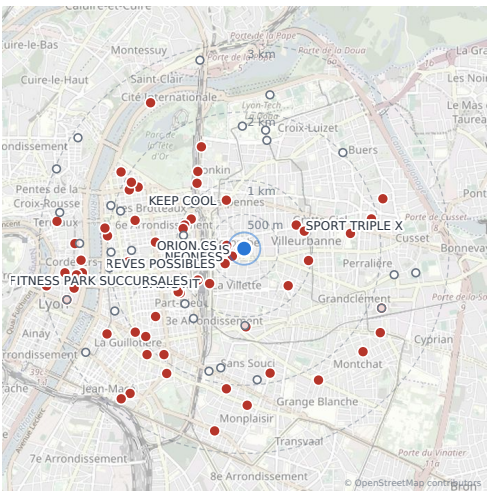
19 RUE NOTRE-DAME 69006 LYON · opened 2018-09-01 · SIRET 75272593700037

CHANGE SINCE OPENING — 2018 → today

	AT OPENING	TODAY	CHANGE
Location score	79.7	65.5	-14.2
Gyms within 1 km	9	14	+5
Gyms within 2 km	17	35	+18
Competition weight, 2 km	17.15	36.43	+112%
Capture, 2 km	14,833	7,770	-48%
Saturation, 2 km vs national baseline	-28%	+48%	+76 pts

Competitor field as it stood on 2018-09-01 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



62 gym floors, 31 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%	94	500 m	14,594 people	90 10,153 aged 18-64 + 4,442 workers = 14,594 over 0.79 km2 = 18,582/km2
		2 km	275,774 people	97 135,709 aged 18-64 + 140,066 workers = 275,774 over 12.57 km2 = 21,945/km2
Competition weight 15%	3	500 m	3.56 wt	7 4 genuine gym floors and 1 other sports site within 500 m, weighted by substitutability and price tier
		2 km	36.43 wt	0 35 genuine gym floors and 17 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	72	500 m	2,873 people	78 2,322 residents + 551 workers, demand within 500 m against every competitor within 3 km
		2 km	7,770 people	69 5,580 residents + 2,190 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	58	500 m	LQ 2.36	32 4 clubs / 14,982 residents = 26.70 per 100k against 11.31 nationally
		2 km	LQ 1.48	76 35 clubs / 209,310 residents = 16.72 per 100k against 11.31 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%	100	500 m	1.12×	100 25,130 EUR against 22,380 nationally, median of 5 IRIS within 500 m
		2 km	1.15×	100 25,630 EUR against 22,380 nationally, median of 70 IRIS within 2 km

NEAREST GYMS — 62 within 3 km; ▲ opened after 2018

0.07 ▲ K-SIUS 2022	0.21 NEONESS Neoneess 2018
0.26 ORION.CS 2016	0.35 REVES POSSIBLES 1994
0.72 BASIC FIT Basic-Fit	0.76 KEEP COOL Keepcool 2018
0.82 ▲ FITNESS PARK SUCCURSALES Fitness Park 2026	0.84 SPORT TRIPLE X 2015
... and 54 more within 3 km.	

ACCESS — straight-line, GTFS

Tram	Thiers - Lafayette — 468 m
Bus	Charmettes — 117 m
Footfall	Lyon Part Dieu — 827 m, 42,434,779 travellers/yr SNCF
Shops	60 within 150 m INSEE BPE

CROSSFIT LYON Saint-Priest

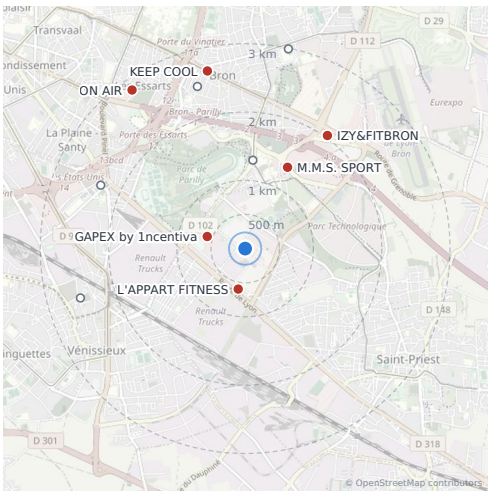
12 RUE JEAN CARMET 69800 SAINT-PRIEST · opened 2020-03-13 · SIRET 75272593700045

CHANGE SINCE OPENING — 2020 → today

	AT OPENING	TODAY	CHANGE
Location score	78	70.4	-7.6
Gyms within 1 km	1	2	+1
Gyms within 2 km	1	3	+2
Competition weight, 2 km	1.30	3.30	+154%
Capture, 2 km	12,063	8,225	-32%
Saturation, 2 km vs national baseline	-57%	+29%	+86 pts

Competitor field as it stood on 2020-03-13 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



6 gym floors, 5 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%	58 500 m	2,936 people	58	33 aged 18-64 + 2,902 workers = 2,936 over 0.79 km2 = 3,738/km2
	2 km	37,360 people	58	11,923 aged 18-64 + 25,437 workers = 37,360 over 12.57 km2 = 2,973/km2
Competition weight 15%	76 500 m	0.00 wt	100	0 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	3.30 wt	60	3 genuine gym floors and 1 other sports site within 2 km, weighted by substitutability and price tier
Capture weight 20%	67 500 m	1,631 people	61	24 residents + 1,607 workers, demand within 500 m against every competitor within 3 km
	2 km	8,225 people	71	3,553 residents + 4,672 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	86 500 m	not measured	—	catchment of 55 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 160.7 LQ
	2 km	LQ 1.29	86	3 clubs / 20,557 residents = 14.59 per 100k against 11.31 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%	71 500 m	1.18×	100	26,480 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.96×	52	21,425 EUR against 22,380 nationally, median of 10 IRIS within 2 km

NEAREST GYMS — 6 within 3 km; ▲ opened after 2020

0.58 ▲ GAPEX by Incentiva 2025	0.6 L'APPART FITNESS L'Appart Fitness 2018
1.34 ▲ M.M.S. SPORT 2026	2.05 IZY&FITBRON 2017
2.66 KEEP COOL Keepcool 2015	2.85 ▲ ON AIR On Air 2026

ACCESS — straight-line, GTFS

Tram	Europe - Université — 1022 m
Bus	Charlie Chaplin — 86 m
Footfall	Vénissieux — 2083 m, 222,965 travellers/yr SNCF
Shops	0 within 150 m INSEE BPE