

CROSSFIT LIFE (CROSSFIT BELFORT)

2 clubs operated · DANJOUTIN, SOCHAUX · company founded 2015-10-01

2

clubs

Danjoutin, Sochaux

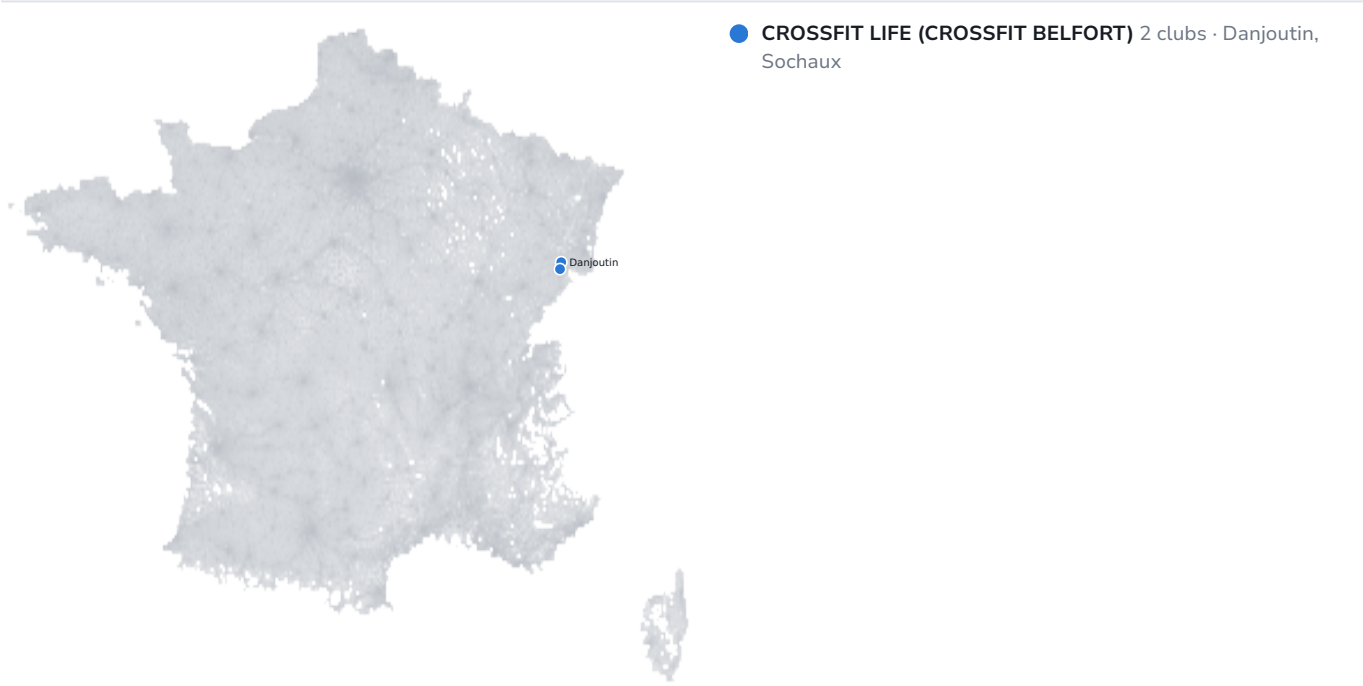
opened 2019–2025 · 2 closed

—

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
CROSSFIT BELFORT	Danjoutin 90400	2019	0 → 0	1 → 2	838 → 508	5,993 → 3,990
HUMAN BLOSSOM CROSSFIT	Sochaux 25600	2025	0 → 0	5 → 5	1,488 → 1,298	3,373 → 3,053

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 BELFORT (Belfort), HUMAN BLOSSOM CROSSFIT (Taillecourt).

LEGAL IDENTITY — INSEE Sirene

Legal name	CROSSFIT LIFE (CROSSFIT BELFORT)
SIREN	813442316
Founded	2015-10-01
Activity	93.13Z NAF/APE code
Employees	03 Sirene band
Officers	ADRIEN GUILLOT (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 2 clubs

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

CROSSFIT BELFORT Danjoutin

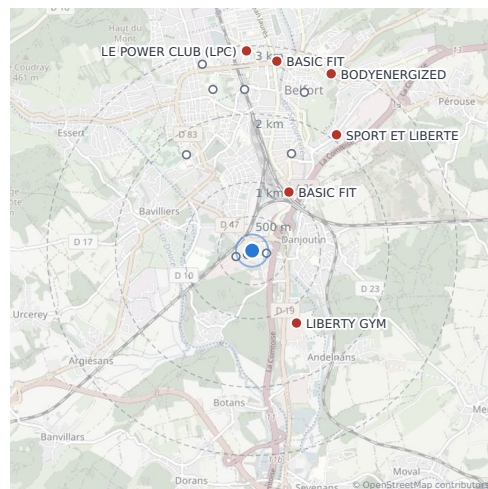
21 RUE DU 21 NOVEMBRE 90400 DANJOUTIN · opened 2019-03-28 · SIRET 81344231600028

CHANGE SINCE OPENING — 2019 → today

	AT OPENING	TODAY	CHANGE
Location score	63.7	55.9	-7.8
Gyms within 1 km	0	0	0
Gyms within 2 km	1	2	+1
Competition weight, 2 km	0.80	1.81	+126%
Capture, 2 km	5,993	3,990	-33%
Saturation, 2 km vs national baseline	-49%	+2%	+51 pts

Competitor field as it stood on 2019-03-28 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, 9 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%	36 500 m	715 people	29	448 aged 18-64 + 267 workers = 715 over 0.79 km ² = 910/km ²
	2 km	15,301 people	41	10,022 aged 18-64 + 5,280 workers = 15,301 over 12.57 km ² = 1,218/km ²
Competition weight 15%	71 500 m	0.61 wt	71	0 genuine gym floors and 3 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	1.81 wt	71	2 genuine gym floors and 5 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	34 500 m	508 people	26	382 residents + 126 workers, demand within 500 m against every competitor within 3 km
	2 km	3,990 people	40	3,113 residents + 877 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	99 500 m	<i>not measured</i>	—	catchment of 674 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 13.1 LQ
	2 km	LQ 1.02	99	2 clubs / 17,358 residents = 11.52 per 100k against 11.31 nationally
Fit weight 10%	— unit	<i>not measured</i>	—	no floor area recorded for this unit
Rental weight 10%	— unit	<i>not measured</i>	—	no rent or no floor area recorded
Income weight 10%	50 500 m	0.99×	65	22,260 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.92×	40	20,555 EUR against 22,380 nationally, median of 8 IRIS within 2 km

NEAREST GYMS — 6 within 3 km; ▲ opened after 2019

1.01 ▲ BASIC FIT Basic-Fit 2023	1.24 LIBERTY GYM Liberty Gym 2017
2.1 SPORT ET LIBERTE 2000	2.8 BASIC FIT Basic-Fit 2018
2.84 BODYENERGIZED 2017	2.93 ▲ LE POWER CLUB (LPC) 2024

ACCESS — straight-line, GTFS

Rail	Danjoutin — 1216 m
Bus	Chénois — 437 m
Footfall	Danjoutin — 1216 m, 1,458 travellers/yr SNCF
Shops	5 within 150 m INSEE BPE

HUMAN BLOSSOM CROSSFIT Sochaux

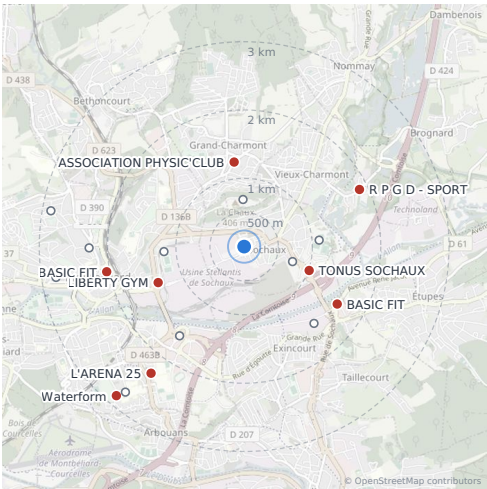
1 RUE DE L'EGLISE 25600 SOCHAUX · opened 2025-03-01 · SIRET 81344231600044

CHANGE SINCE OPENING — 2025 → today

	AT OPENING	TODAY	CHANGE
Location score	36.6	34.7	-1.9
Gyms within 1 km	0	0	0
Gyms within 2 km	5	5	0
Competition weight, 2 km	5	5.36	+7%
Capture, 2 km	3,373	3,053	-9%
Saturation, 2 km vs national baseline	+204%	+204%	0 pts

Competitor field as it stood on 2025-03-01 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



8 gym floors, 11 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%	47 500 m	1,650 people	46	822 aged 18-64 + 828 workers = 1,650 over 0.79 km2 = 2,100/km2
	2 km	21,379 people	48	7,984 aged 18-64 + 13,395 workers = 21,379 over 12.57 km2 = 1,701/km2
Competition weight 15%	66 500 m	0.16 wt	91	0 genuine gym floors and 1 other sports site within 500 m, weighted by substitutability and price tier
	2 km	5.36 wt	49	5 genuine gym floors and 7 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	39 500 m	1,298 people	54	741 residents + 557 workers, demand within 500 m against every competitor within 3 km
	2 km	3,053 people	29	2,091 residents + 962 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0 500 m	not measured	—	catchment of 1,436 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 6.2 LQ
	2 km	LQ 3.04	0	5 clubs / 14,554 residents = 34.35 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%	7 500 m	0.78x	0	17,380 EUR against 22,380 nationally, median of 2 IRIS within 500 m
	2 km	0.84x	12	18,730 EUR against 22,380 nationally, median of 9 IRIS within 2 km

NEAREST GYMS — 8 within 3 km; ▲ opened after 2025

1.01	TONUS SOCHAUX 2022	1.25	ASSOCIATION PHYSIC'CLUB 1997
1.37	LIBERTY GYM Liberty Gym 2023	1.6	BASIC FIT Basic-Fit
1.89	R P G D - SPORT 2016	2.05	BASIC FIT Basic-Fit
2.3	L'ARENA 25 2018	2.87	Waterform 2010

ACCESS — straight-line, GTFS

Rail	Montbéliard — 1919 m
Bus	RUE DE L'EGLISE — 64 m
Footfall	Montbéliard — 1919 m, 717,948 travellers/yr SNCF
Shops	14 within 150 m INSEE BPE