

ZR USB MAMA

2 clubs operated · BORDEAUX, LE BOUSCAT · company founded 2021-07-15

2

clubs

Bordeaux, Le Bouscat

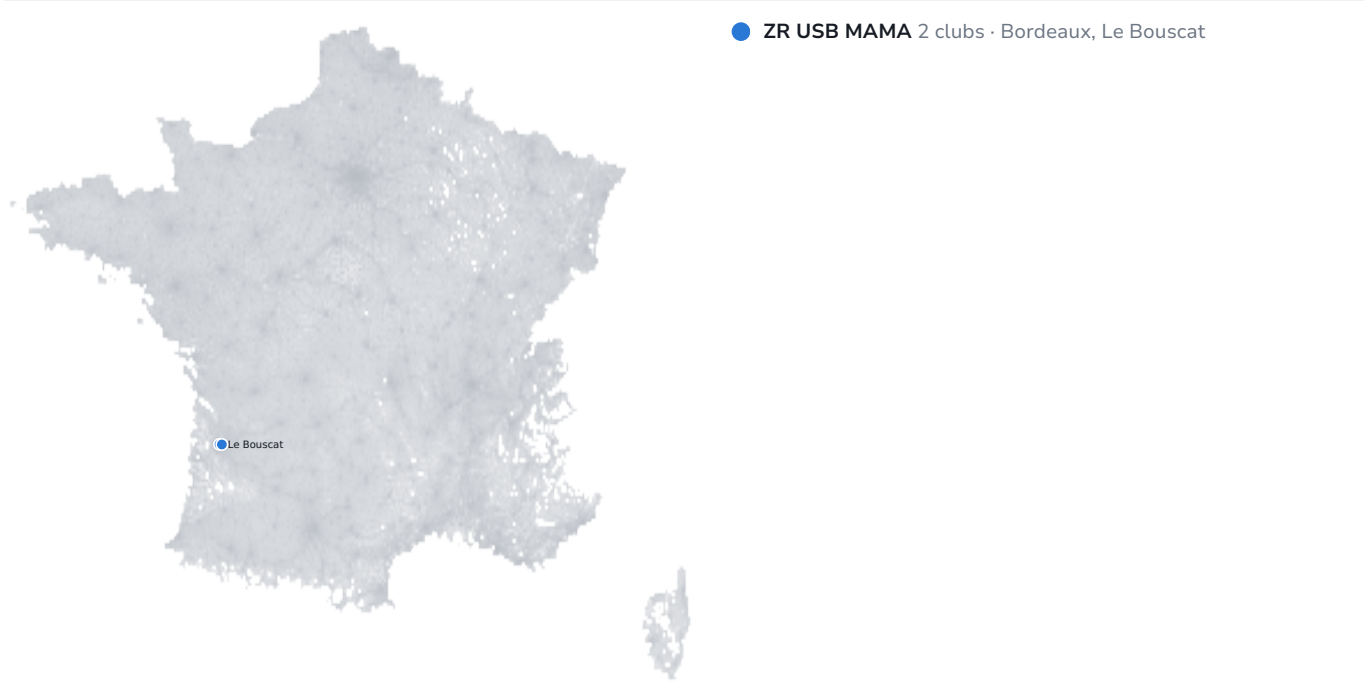
opened 2021–2021

—

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
ZR USB MAMA	Le Bouscat 33110	2021	0 → 1	4 → 12	2,621 → 1,439	11,737 → 4,443
ZR USB MAMA	Bordeaux 33300	2021	0 → 1	5 → 11	8,550 → 4,294	18,834 → 9,285

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	ZR USB MAMA
SIREN	902073386
Founded	2021-07-15
Activity	93.11Z NAF/APE code
Employees	NN Sirene band
Officers	JLMT (Président de SAS)

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.

ZR USB MAMA Bordeaux

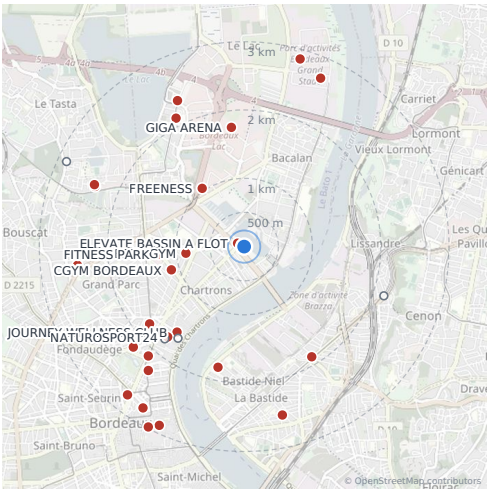
51 QUAI LAWTON 33300 BORDEAUX · opened 2021-08-05 · SIRET 90207338600028

CHANGE SINCE OPENING — 2021 → today

	AT OPENING	TODAY	CHANGE
Location score	83.8	65.5	-18.3
Gyms within 1 km	1	2	+1
Gyms within 2 km	5	11	+6
Competition weight, 2 km	4.80	10.50	+119%
Capture, 2 km	18,834	9,285	-51%
Saturation, 2 km vs national baseline	-14%	+88%	+103 pts

Competitor field as it stood on 2021-08-05 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



26 gym floors, 4 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%	500 m	10,413 people	83	4,253 aged 18-64 + 6,160 workers = 10,413 over 0.79 km2 = 13,258/km2
	2 km	74,520 people	72	34,414 aged 18-64 + 40,106 workers = 74,520 over 12.57 km2 = 5,930/km2
Competition weight 15%	500 m	1.00 wt	58	1 genuine gym floor and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	10.50 wt	32	11 genuine gym floors and 2 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	500 m	4,294 people	90	1,901 residents + 2,394 workers, demand within 500 m against every competitor within 3 km
	2 km	9,285 people	76	4,495 residents + 4,790 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	500 m	not measured	—	catchment of 5,824 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.5 LQ
	2 km	LQ 1.88	56	11 clubs / 51,570 residents = 21.33 per 100k against 11.32 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%	500 m	0.98x	60	21,960 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.99x	62	22,070 EUR against 22,380 nationally, median of 17 IRIS within 2 km

NEAREST GYMS — 26 within 3 km; ▲ opened after 2021

0.11 ▲ ELEVATE BASSIN A FLOT 2021	0.86 LIBERTY GYM Liberty Gym 2016
1.05 FREENESS 2015	1.12 ▲ CGYM BORDEAUX 2026
1.25 ▲ FITNESS PARK Fitness Park 2025	1.59 ▲ JOURNEY WELLNESS CLUB 2025
1.73 ▲ NATUROSORT24 2026	1.75 GIGA ARENA 2019
... and 18 more within 3 km.	

ACCESS — straight-line, GTFS

Tram	La Cité du Vin — 492 m
Bus	Faure - Balguerie — 120 m
Footfall	Cenon — 2043 m, 1,097,085 travellers/yr SNCF
Shops	16 within 150 m INSEE BPE

ZR USB MAMA Le Bouscat

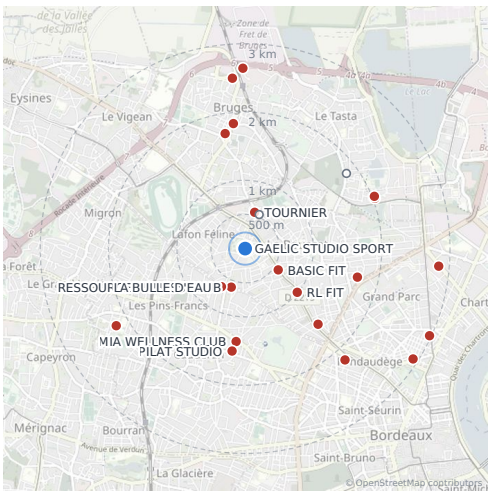
51 RUE RAYMOND LAVIGNE 33110 LE BOUSCAT · opened 2021-07-15 · SIRET 90207338600010

CHANGE SINCE OPENING — 2021 → today

	AT OPENING	TODAY	CHANGE
Location score	81.4	59.5	-21.9
Gyms within 1 km	3	6	+3
Gyms within 2 km	4	12	+8
Competition weight, 2 km	3.60	11.50	+219%
Capture, 2 km	11,737	4,443	-62%
Saturation, 2 km vs national baseline	-40%	+81%	+121 pts

Competitor field as it stood on 2021-07-15 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



21 gym floors, 2 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%	63 500 m	3,662 people	62	3,230 aged 18-64 + 432 workers = 3,662 over 0.79 km2 = 4,663/km2
	2 km	48,850 people	64	34,314 aged 18-64 + 14,536 workers = 48,850 over 12.57 km2 = 3,887/km2
Competition weight 15%	41 500 m	1.00 wt	58	1 genuine gym floor and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	11.50 wt	30	12 genuine gym floors and 2 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	50 500 m	1,439 people	57	1,294 residents + 145 workers, demand within 500 m against every competitor within 3 km
	2 km	4,443 people	45	3,730 residents + 714 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	60 500 m	not measured	—	catchment of 5,580 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.6 LQ
	2 km	LQ 1.81	60	12 clubs / 58,552 residents = 20.49 per 100k against 11.32 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	1.22×	100	27,330 EUR against 22,380 nationally, median of 2 IRIS within 500 m
	2 km	1.30×	100	29,095 EUR against 22,380 nationally, median of 20 IRIS within 2 km

NEAREST GYMS — 21 within 3 km; ▲ opened after 2021

0.0 ▲ GAELIC STUDIO SPORT 2025	0.55 TOURNIER 1997
0.58 BASIC FIT Basic-Fit	0.6 ▲ RESSOURCE FITNESS CLUB 2023
0.66 LA BULLE D'EAU 2013	0.99 ▲ RL FIT 2026
1.37 ▲ MIA WELLNESS CLUB 2025	1.51 ▲ PILAT STUDIO 2026
... and 13 more within 3 km.	

ACCESS — straight-line, GTFS

Tram	Mairie du Bouscat — 282 m
Bus	Mairie du Bouscat — 197 m
Footfall	Le Bouscat - Saint-Germaine — 725 m, 29,418 travellers/yr SNCF
Shops	2 within 150 m INSEE BPE