

# FSQE SPORT (CROSSFIT HEKA)

1 club operated · LYON · company founded 2022-03-01

1

club

Lyon

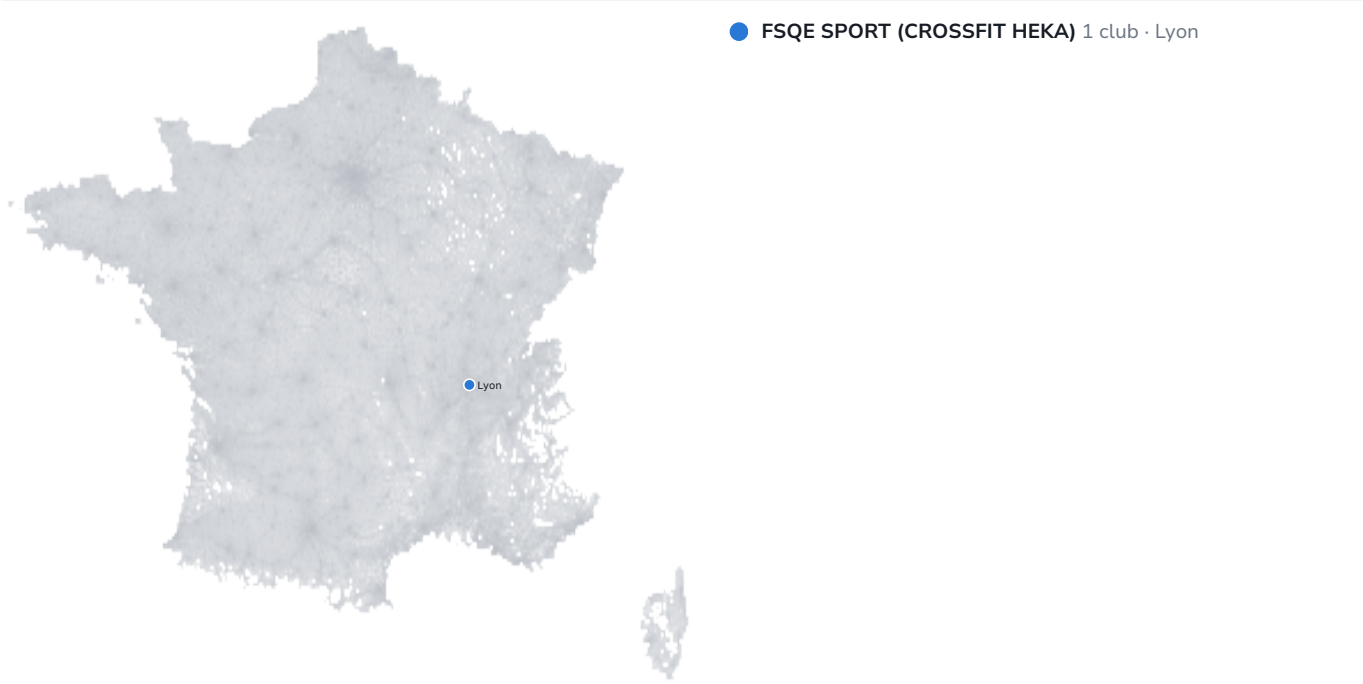
opened 2022–2022

—

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            |
| CROSSFIT HEKA | Lyon<br>69003 | 2022   | 0 → 2                        | 22 → 43 | 10,797 → 6,328          | 18,816 → 10,257 |

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 | FSQE SPORT (CROSSFIT HEKA)    |
| SIREN      | 910266485                     |
| Founded    | 2022-03-01                    |
| Activity   | 93.13Z NAF/APE code           |
| Employees  | 00 Sirene band                |
| Officers   | FSQE GROUP (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 1 clubs

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

# CROSSFIT HEKA Lyon

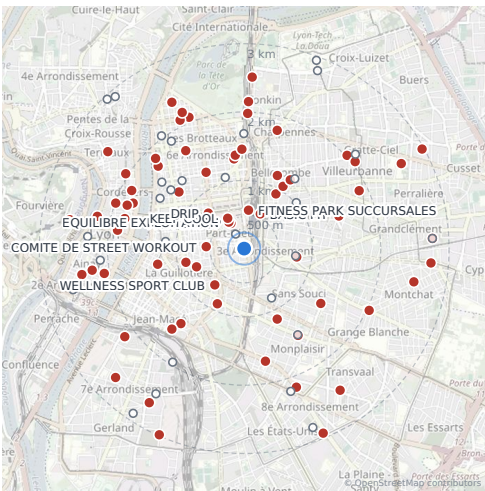
14-16 14 RUE LAVOISIER 69003 LYON · opened 2022-03-01 · SIRET 91026648500010

## CHANGE SINCE OPENING — 2022 → today

|                                       | AT OPENING | TODAY  | CHANGE  |
|---------------------------------------|------------|--------|---------|
| Location score                        | 90         | 72.5   | -17.5   |
| Gyms within 1 km                      | 8          | 14     | +6      |
| Gyms within 2 km                      | 22         | 43     | +21     |
| Competition weight, 2 km              | 22.30      | 44.80  | +101%   |
| Capture, 2 km                         | 18,816     | 10,257 | -45%    |
| Saturation, 2 km vs national baseline | -8%        | +79%   | +87 pts |

Competitor field as it stood on 2022-03-01 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



71 gym floors, 29 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%   | 99 500 m  | 35,407 people  | 100   | 6,766 aged 18-64 + 28,642 workers = 35,407 over 0.79 km2 = 45,082/km2                                                             |
|                        | 2 km      | 309,788 people | 99    | 141,211 aged 18-64 + 168,578 workers = 309,788 over 12.57 km2 = 24,652/km2                                                        |
| Competition weight 15% | 9 500 m   | 2.50 wt        | 23    | 2 genuine gym floors and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)             |
|                        | 2 km      | 44.80 wt       | 0     | 43 genuine gym floors and 15 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)           |
| Capture weight 20%     | 88 500 m  | 6,328 people   | 100   | 1,763 residents + 4,565 workers, demand within 500 m against every competitor within 3 km                                         |
|                        | 2 km      | 10,257 people  | 80    | 4,247 residents + 6,010 workers, demand within 2 km against every competitor within 3 km                                          |
| Saturation weight 15%  | 61 500 m  | not measured   | —     | catchment of 9,838 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 0.9 LQ |
|                        | 2 km      | LQ 1.79        | 61    | 43 clubs / 212,504 residents = 20.23 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 | 1.18×          | 100   | 26,390 EUR against 22,380 nationally, median of 2 IRIS within 500 m                                                               |
|                        | 2 km      | 1.20×          | 100   | 26,745 EUR against 22,380 nationally, median of 76 IRIS within 2 km                                                               |

## NEAREST GYMS — 71 within 3 km; ▲ opened after 2022

|                                                   |                                                           |
|---------------------------------------------------|-----------------------------------------------------------|
| 0.42 ▲ MCK GROUP 2025                             | 0.45 ▲ EQUILIBRE EXPLOITATION 2026                        |
| 0.51 KEEP COOL Keepcool 2016                      | 0.56 ▲ COMITE DE STREET WORKOUT AUVERGNE RHONE-ALPES 2025 |
| 0.56 BASIC FIT Basic-Fit                          | 0.56 ▲ FITNESS PARK SUCCURSALES Fitness Park 2026         |
| 0.68 WELLNESS SPORT CLUB Wellness Sport Club 2015 | 0.74 ▲ DRIP 2025                                          |
| ... and 63 more within 3 km.                      |                                                           |

## ACCESS — straight-line, GTFS

|          |                                                       |
|----------|-------------------------------------------------------|
| Tram     | Archives Departementales — 301 m                      |
| Bus      | Félix Faure Vivier Merle — 199 m                      |
| Footfall | Lyon Part Dieu — 540 m, 42,434,779 travellers/yr SNCF |
| Shops    | 40 within 150 m INSEE BPE                             |

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Generated 2026-10-19 17:09 UTC by gym-db-fr · operator report · INSEE Sirene, INPI RNE, Data ES, INSEE Filosofi 2021, GTFS  
Sources : INSEE, Sirene ([www.insee.fr](http://www.insee.fr)), données mises à jour le 2026-10-19 · INPI, Registre national des entreprises (stock du 2026-03-04, API au 2026-10-18) · DILA, BODACC (annonces commerciales, au 2026-10-18) · Ministère des Sports, Data ES (2026-10-17) · INSEE, Filosofi 2021 (carreaux 200 m, IRIS) et BPE 2025 · IGN, Contours IRIS 2026 · OpenStreetMap contributors (ODbL). Licence Ouverte / Etalab 2.0 sauf mention contraire.