

BLOOM 1

1 club operated · PARIS · company founded 2025-06-01

1

club

Paris

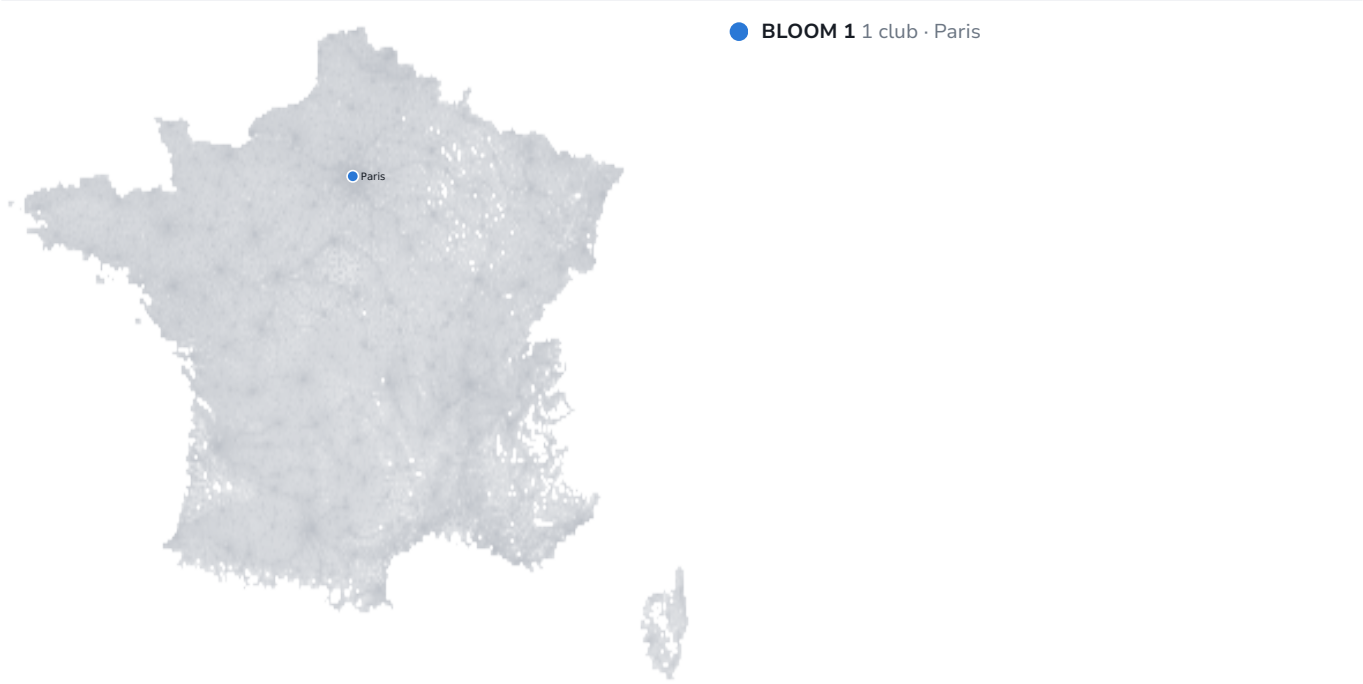
opened 2025–2025

—

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
ELANCIA	Paris 75009	2025	5 → 8	76 → 97	8,474 → 6,752	13,393 → 10,470

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		FILING & CAPITAL — INPI RNE	
Legal name	BLOOM 1	Registered capital	not stated in any filing
SIREN	943894568	Years filed	0 of the last 0 on record
Founded	2025-06-01	Debt falling due	not filed — the maturity table is a complete-regime page
Activity	93.13Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	NN Sirene band	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
Officers	BENAROSCH MANAGEMENT (Président de SAS)		

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.

ELANCIA Paris

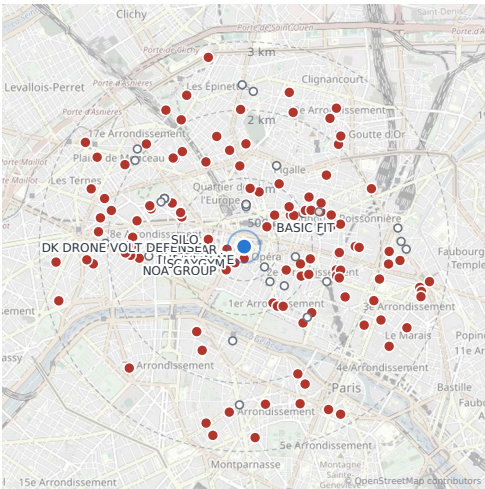
33 RUE DE CAUMARTIN 75009 PARIS · opened 2025-06-01 · SIRET 94389456800022

CHANGE SINCE OPENING — 2025 → today

	AT OPENING	TODAY	CHANGE
Location score	62.1	59.7	-2.4
Gyms within 1 km	22	26	+4
Gyms within 2 km	76	97	+21
Competition weight, 2 km	76	98.60	+30%
Capture, 2 km	13,393	10,470	-22%
Saturation, 2 km vs national baseline	+202%	+286%	+85 pts

Competitor field as it stood on 2025-06-01 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



125 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%	100	500 m	71,478 people	100 3,244 aged 18-64 + 68,234 workers = 71,478 over 0.79 km2 = 91,008/km2
		2 km	727,640 people	100 148,242 aged 18-64 + 579,398 workers = 727,640 over 12.57 km2 = 57,904/km2
Competition weight 15%	0	500 m	6.30 wt	0 7 genuine gym floors and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)
		2 km	98.60 wt	0 96 genuine gym floors and 33 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	89	500 m	6,752 people	100 451 residents + 6,301 workers, demand within 500 m against every competitor within 3 km
		2 km	10,470 people	81 1,235 residents + 9,235 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0	500 m	not measured	— catchment of 4,716 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.9 LQ
		2 km	LQ 3.87	0 96 clubs / 219,418 residents = 43.75 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	1.66×	100 37,220 EUR against 22,380 nationally, median of 9 IRIS within 500 m
		2 km	1.68×	100 37,570 EUR against 22,380 nationally, median of 149 IRIS within 2 km

NEAREST GYMS — 125 within 3 km; ▲ opened after 2025

0.15	NEONESS Neoness 2019	0.18	THE NEW ME The New Me 2025
0.25	▲ AF OSCAR 2026	0.27	SCAYGYM
0.43	▲ NOA GROUP 2026	0.44	BASIC FIT Basic-Fit
0.47	▲ DK DRONE VOLT DEFENSE 2026	0.54	SIL0 2024
... and 117 more within 3 km.			

ACCESS — straight-line, GTFS

Rail	Auber — 116 m
Bus	Auber — 103 m
Footfall	AUBER — 134 m, 6,201,546 validations/yr RATP
Shops	195 within 150 m INSEE BPE