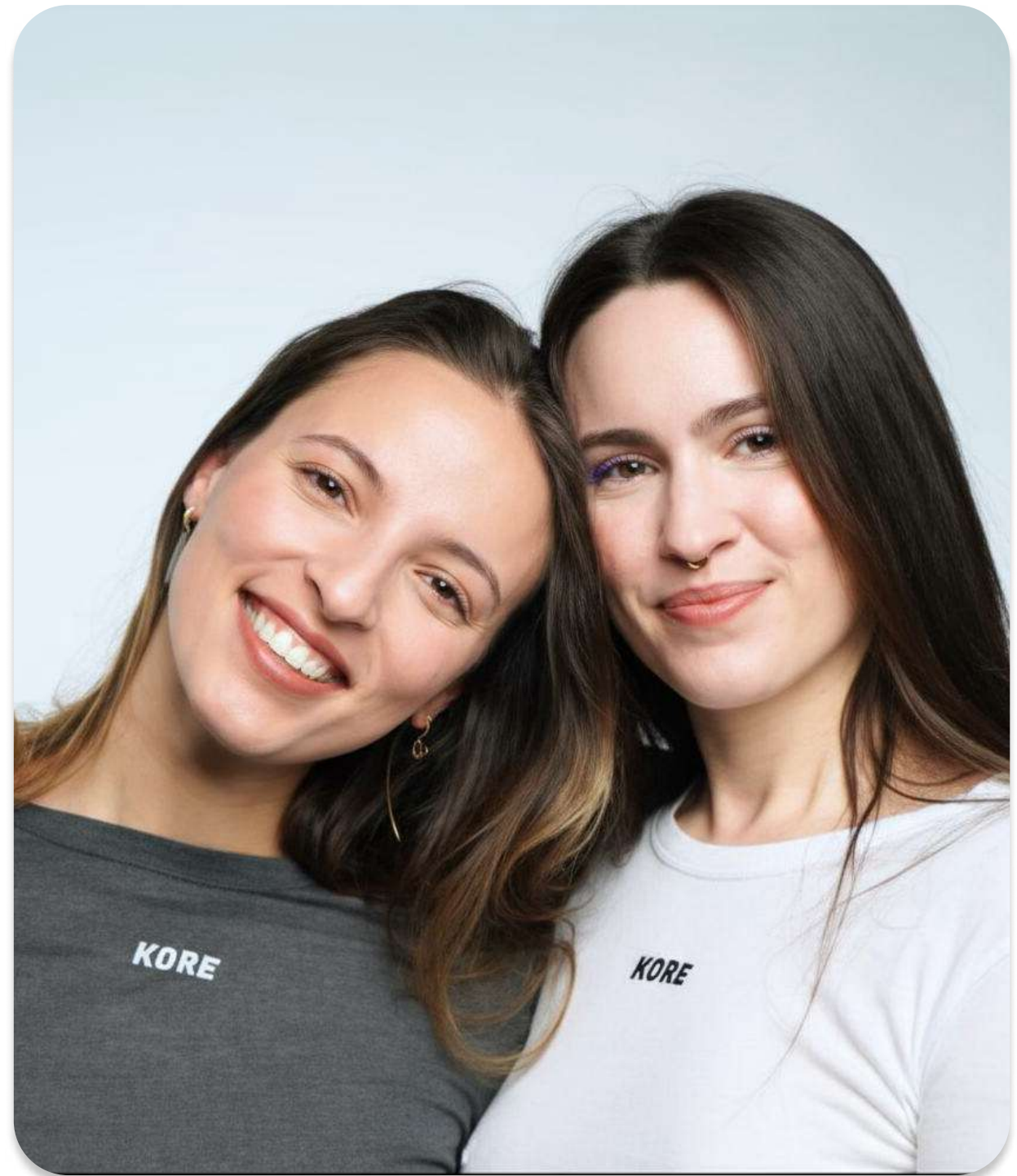


## One year, two studios: the concept brand that conquered Paris

Initially working in business development in the luxury sector, Lina has always been a devoted fan of boutique studios, which she frequents both in Paris and the United States during her business trips. It was there that she discovered an innovative approach to Reformer Pilates, focused on muscle strengthening and performance—an approach that would become the foundation of her next entrepreneurial venture.

In 2023, together with her partner Fanny, she opened KORE Studio in Paris: a space combining athletic rigor, refined aesthetics, and a premium client experience. She chose bsport to support her journey.

Buoyed by its success, a second studio opened just a year later.

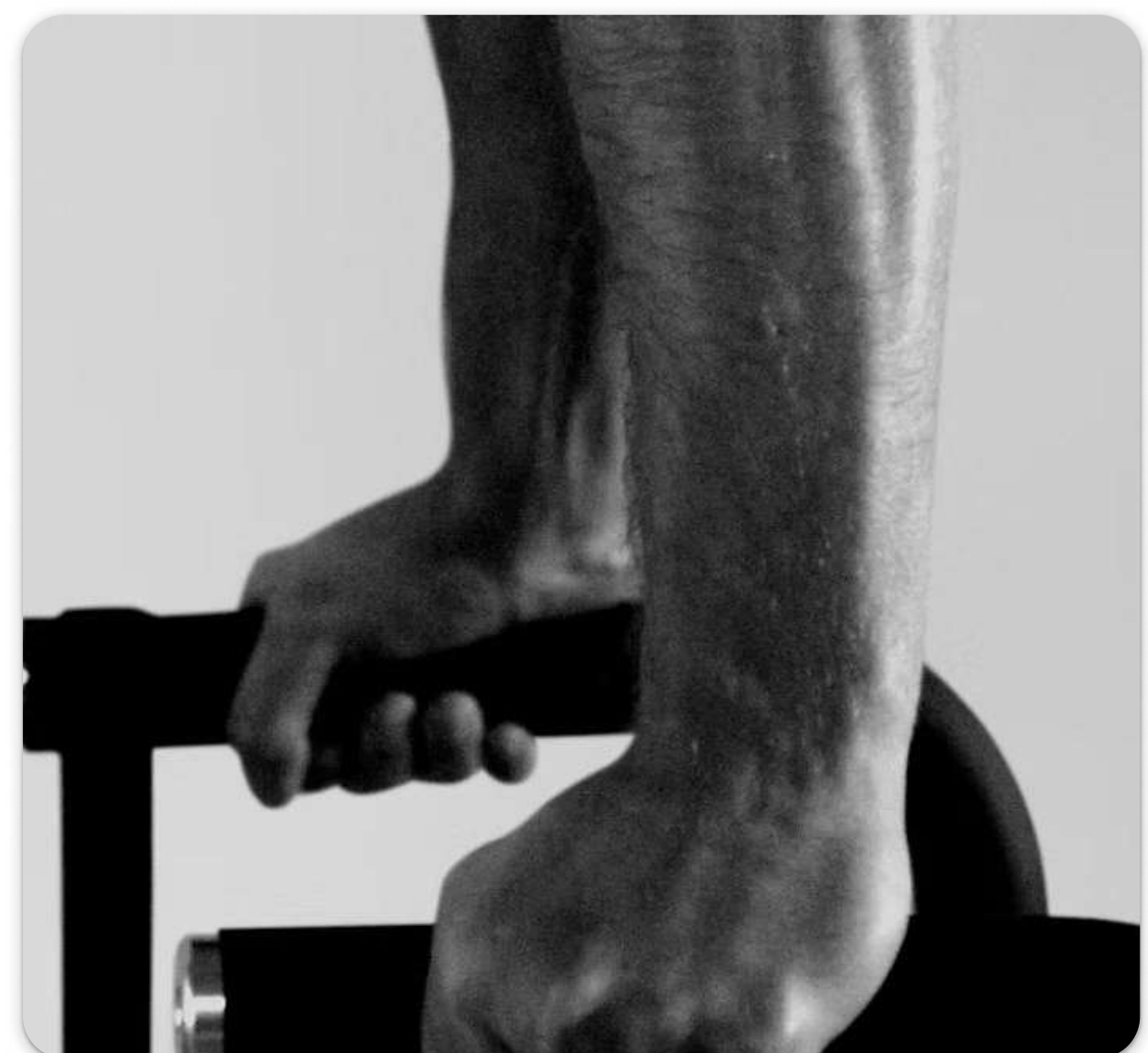


“What convinced me was the human support. From the very beginning, I felt it wasn’t just a standard onboarding. bsport was there, available, and it truly made all the difference.”

## A strong start means mastering the market, your numbers, and your communication

For Lina, three pillars are essential to successfully launching her business—and one of them is non-negotiable: **mastering her numbers**. Understanding her business plan, costs, and margins not only allows her to manage her operations with precision and make informed decisions but also to communicate her project clearly and convincingly to partners and investors.

The other two levers of her strategy? Focusing on the **right acquisition channels**—starting with Instagram—and **surrounding herself with the ideal partners, like bsport**, which played a key role from the very opening of her first studio.





# How did bsport support KORE Studios from the very beginning?

## Tailored onboarding for a smooth opening



The two managers of KORE Studios quickly appreciated bsport's tailored support. From the very first contact, our teams understood their challenges, their project, and their ambitions, guiding them toward the most suitable solutions. **With Clémence, their Account Manager, they were able to fully take control of the platform,** set up class offerings, organise the schedule, and prepare the launch campaign. This upfront preparation allowed them to be ready and confident on opening day, focusing entirely on welcoming and delivering a top-notch experience to their first members.

## An intuitive dashboard to master and leverage your data



Access to bsport's data and detailed reports quickly convinced Lina of their strategic value. From day one, she was able **to monitor key business indicators in real time:** class occupancy rates, sales performance, and retention rates. This precise information allowed her to adjust her strategy, optimise class scheduling, and anticipate her clients' needs. Thanks to simple yet powerful analytics tools, she made informed decisions from the very start, ensuring controlled growth and an increasingly relevant customer experience.



The reports available on the platform allowed us to maximize our efficiency during the launch.



## Smooth management that enabled the confident launch of a second studio just one year later

Buoyed by the success and profitability of their first studio, the two managers of KORE Studios opened a second location just one year later. Thanks to the lessons learned from the first opening and the ongoing support from bsport, they were able to quickly identify the right location, adapt the schedule and offerings, and set up a Master Account to manage both studios independently while maintaining a consolidated overview.

**The launch went smoothly, with an already experienced team and a loyal client base, ensuring the brand's harmonious growth.**





# The future of KORE Studios: strengthening its brand image and diversifying

KORE Studios is now focusing on strengthening its brand image and expanding with new studios. The founder has already launched her own clothing line. Additional initiatives, still under wraps, are also in the works to enhance the KORE Studios experience and delight its community.

Stay tuned to see what's next!



And you—what if your idea became a leading studio?

[Contact us!](#)



Grow your studio with the right partner