

PART 02 - STEP GUIDE - ERASMUS+ KA210-ADU

For young people: from idea to first step

8 chapters to go from doubt to action - with practical tools, hands-on exercises and real voices.

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04

— MINDSET

Change your mindset: doubt is not the end

Everyone doubts. The best entrepreneurs too. What changes is what you do with it. Doubt can hold you back or drive you forward - your choice.

Two blocks always come up: **"I don't have the right contacts"** and **"I don't have the right profile"**. Both are stories we tell ourselves. This chapter is here to take them apart.

Cédric came from a bakery. Barnabé was an employed coach. Tony Tich was an artist and a Yamakasi. None had the "right profile" on paper. All of them started a business in sport. What do they have in common? They decided to stop waiting until they were ready.



Sport entrepreneurship, an attitude to life

0€

to register as a micro-entrepreneur in
France

1page

is enough for a first business plan

30s

to present your project: the pitch

Cédric - From baker to MyCoach franchisee

"My father was a baker, my grandfather too. One day I needed a coach. The person I got was radiant - she helped me open up to new possibilities. That's what I wanted to share. Being an entrepreneur isn't just about business, it's an attitude, it's taking charge of your life."

► TESTIMONY

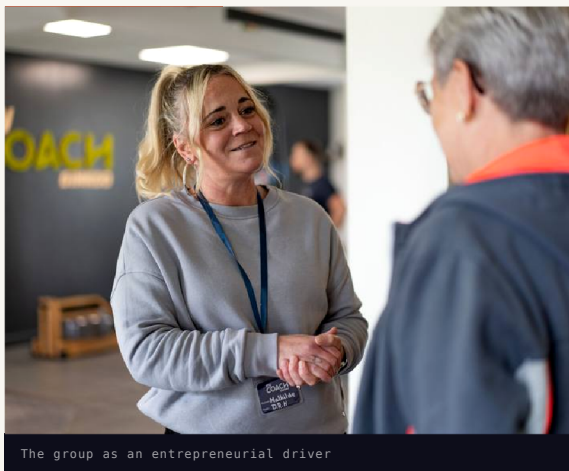
Raphaël - From failing at school to teaching dance

"I was failing at school, I didn't really know where I was heading, but I knew I had a passion: dance. I put everything into it, I trained, I took part in workshops all over the world to learn, and then to teach."

05

— MOTIVATION

Find your why: sport, passion, life experience



The group as an entrepreneurial driver

Want to last? Don't jump into something just because it's trendy. Go for something that grips you. Your "why" is the fuel that keeps you going when everything gets hard.

A good project is a **problem + a solution + an action**. No need to invent the next big concept. Just meet a real need around you.

— 10-MINUTE EXERCISE

Find your inner fire

- 01 Write down what you love doing: sports, activities, settings where you feel alive.
- 02 Note what angers you or deeply moves you in your neighbourhood, your circle, your life.
- 03 List what people come to you for: listening, motivation, organisation...
- 04 Cross-check your answers - what they have in common is your inner fire. That's where your project begins.

► TESTIMONY - PODCAST FIGHT LAB / GINKGO SPORT

Barnabé, 27 - From employed coach to MyCoach entrepreneur

"I couldn't see myself staying an employee. I wanted my own business. I'd been in the sports-coach routine for several years. My goal was to push myself, to set higher goals and not stay stuck in that routine."

An opportunity can be attractive. But over time, what keeps an entrepreneur going is truly bringing their project to life. When the only goal is money, people are often disappointed.

A project isn't built alone in your bedroom: it gets challenged by others and fed by those who already master the field.

— 15-MINUTE EXERCISE

Define your vision

- 01 Write in one sentence what you want to change, for whom, within 3 years.
- 02 Write down what you refuse to do, even if it pays.
- 03 Set a 6-month goal that brings you closer to that vision.
- 04 Present your vision to 3 people in the field and write down their questions: they are your next tasks.

06

— STRUCTURE

From idea to concrete offer: structure without drowning

No need for a 40-page business plan. Start by building a simple, testable version of your idea. You move forward, adjust, improve. Just like in training.

Most important: **don't get stuck on the legal status**. Start testing, even without an official structure. Make it official when you feel it's taking shape.

 Micro-enterprise To sell services and run your activity legally. Free online registration. Ideal for starting alone without investment.	 Non-profit association (French "loi 1901") If your project is collective or social. To apply for grants, involve several people, build partnerships.
 The starter offer One simple service, a clear price, a defined audience. Not 10 services at launch - just one, well targeted, quick to test.	 The one-page business plan Targeted problem - proposed solution - target clients - expected revenue. That's it. The rest comes with field experience.
 The "floor rent" model Stay self-employed while working in a gym chain: you pay a monthly rent and keep your status. Details in the next chapter.	 The professional card To coach for pay in France, a recognised qualification (BPJEPS, CQP, STAPS) and a professional card are mandatory. Full details in Part 4.

Cédric puts it clearly: when starting out, human support matters more than the legal structure. **"What helped me was having people who show up."**

The MyCoach franchise meant he didn't have to start from scratch structurally. For you, an association or a micro-enterprise plays that role: they give you a legal framework without holding you back.

— TOOL SHEET

First step: a meeting with an adviser

If you don't know where to start, in France the Mission Locale (up to age 25) can help you clarify your idea, identify your needs, build a first action plan, find the right partners, test your project in the field and secure your situation while you get started. From age 26, go to France Travail or a BGE.

Three questions to prepare before the meeting:

- 01 What is my project or idea today?
- 02 What are the main difficulties I'm facing?
- 03 What would I like to have achieved in the next six months?

07

— BROADENING THE FIELD

Entrepreneurship in sport **isn't just coaching**

When people think "sports entrepreneurship", the reflex is almost always the same: becoming a coach. It's a solid path, but not the only one. The sports business sector accounts for hundreds of thousands of jobs in France, and most of them don't involve running a session.

If coaching isn't for you, or if you just want to broaden your range, these jobs can also be learned without a long degree, building on skills you may already have developed without realising: organising, selling, storytelling, filming.

 Marketing & community management Running social media for a club, a gym or an athlete. Sport is a content-hungry sector - a skill that grows fast with practice.	 Sales in sport Selling memberships, equipment, partnerships. Sports retailers and gyms are constantly recruiting for these profiles, often without requiring a specific qualification.
 Sports events Organising a race, a local tournament, an open day. An organisational skill that easily turns into freelance work or a salaried job.	 Digital & sports data Video content creation, performance analysis, managing booking platforms. Digital opens doors to anyone who can teach themselves the tools.

— WHY THIS MATTERS

Limiting yourself to coaching means closing doors. Someone comfortable with social media or sales can build a solid business in sport without ever running a session - and combine several roles over time.

Your project doesn't
start
with a logo.
It starts with a yes.

08

— ACTION

First actions: test, show up, adjust

Your project doesn't start with a legal status or a logo. It starts with a **first meeting**. A first session. A first "OK, I'll try". Action creates motivation, not the other way round.

01

10-second Instagram story

Film yourself for 10 seconds. Add a poll sticker.
Reply to every "Yes". That's your first prospect.

02

30-second pitch

"I'm [first name], I've launched [what] for
[whom] in [where]. I'm looking to get known."
Practise it 10 times.

03

First free client

Offer a first session to someone in your
network. Ask for honest feedback. Adjust.
That's your real offer.

► TESTIMONY - PODCAST FIGHT LAB / GINKGO SPORT

Tony Tich - From Yamakasi to personal coaching

"What I love is sharing. That's where I feel most at ease, most fulfilled. It's when I manage to help people organise themselves better and move better in everyday life. I was lucky to have mentors, inspirations - and I want that to spread."

— TRY VOLUNTEERING FIRST

Before you're known and recognised in a field, you need to practise. Volunteering is a way in, whether you want to start a business or find a job in a new sector. Thibaut, who wanted to work in innovation through sport, joined a parkour association in Madagascar to set up and run projects: that's where he gained his legitimacy in the field.

What volunteering gives you: discovering the reality on the ground · a first experience to showcase · transferable skills · a network · the trust of the sector · spotting unmet needs · testing your motivation · developing your leadership · strengthening your local impact · building a reputation before you even launch.

Managing money, time and hard times

Money is like your physical energy: use it badly and you burn out. Organise it well and you gain power.

Cédric is clear about it: **in the first months, watch your numbers and don't rest on your laurels.** A flying start guarantees nothing if the management behind it isn't solid.

Hard times will come. Quiet periods, clients leaving, the unexpected. It's not failure - it's the entrepreneur's real playing field. The goal: hold on long enough for it to take off.

— THE 3-ACCOUNT RULE

Separate from the very first euro

- 01 Expenses account: 30% of every payment received. VAT, contributions, the unexpected.
- 02 Investment account: 10% for training, equipment and growth.
- 03 Current account: the rest is your income. Pay yourself a fixed, regular salary.



Block out time slots

Monday planning - Wednesday field work - Friday comms. 1 well-planned hour = 3 badly managed hours.



Anticipate quiet periods

September and January are strong. August and June are empty. Prepare for both.

— KEEP LEARNING

The 10% you reinvest is also for your training. People often see it as money badly spent; it's the opposite. Training gives you legitimacy, lets you diversify your activity and reach new markets. In France, your personal training account (CPF) can fund part of it.

Surround yourself and activate your network



Erasmus+ as a European professional passport

Your first network is the people closest to you. It already includes people who can recommend you, give you a hand, proofread your work - or simply believe in you when you no longer do.

As Barnabé says about starting out: **"I couldn't see myself going it alone."** That isn't weakness. It's situational intelligence.



Support circle

The people close to you who believe in you, give you energy and back you even when you doubt. Identify them. Tell them what you're doing.



Growth circle

People who challenge you, ask hard questions and don't let you stay in your comfort zone. Seek them out.



Mentoring circle

People who inspire you, share their experience and open doors for you. Just like Tony Tich had his Yamakasi mentors.



Erasmus+ as a passport

Sports stays in Europe, international bootcamps, meeting young people from 4 countries - no qualifications required.

— NETWORK PLAN

At least one meeting a month

- 01 Once a month, go to a trade fair, a competition, an event or a networking space in your sector.
- 02 Before every conversation, ask yourself: what can I bring this person, and what can they bring me in return?
- 03 Keep practising and vary your sports activities: contacts are made on the ground.
- 04 Stay in touch: send a message within a week of every meeting.

— SURROUNDING YOURSELF ALSO MEANS CHOOSING WHO YOU MAKE DECISIONS WITH

As the project grows, one question becomes central: who decides what? Partners, the association's board, stakeholders. Set these rules early and in writing: the STEP template pack includes a simplified shareholders' agreement and a decision log.

Julien Dubois, director of Parkour59 (Roubaix): "At Parkour59, we rewrote our statutes around a college-based governance model, so that every stakeholder has a place in decision-making. When we created our commercial subsidiary, P2K Academy, we first wrote down who decides what between the association and the company. The earlier you set these rules, the fewer arguments you have when the project grows."

Keeping your head in the game for the long run

What separates those who give up from those who keep going isn't talent. It's mindset - the ability to carry on even when things get rough.

Tony Tich says movement is part of him. Cédric talks about an attitude to life. Barnabé talks about constantly pushing himself. Three ways of describing the same thing: **entrepreneurship is a state of mind, not a status.**

— WEEKLY RITUAL

15 minutes every Sunday evening

- 01 What moved forward this week? Name 3 things, even small ones.
- 02 What could I have done differently? Just one thing - not self-criticism.
- 03 What is my single priority for next week? Just one.
- 04 Picture what your life looks like in 6 months if you keep going.

You're not just building a business. You're building a stronger version of yourself. Move. Launch. Fail. Relaunch. Learn. Correct. Keep going. Movement is part of you.

► TESTIMONY - PODCAST FIGHT LAB / GINKGO SPORT

Tony Tich - Movement as a way of life

"Sport isn't a chore. We don't come here because we have to. We come here because we want to get better. It's time for yourself. Movement is part of us - you can't separate them. I'm not going to 'do sport'. I'm going to practise. Practise on myself, understand how I work."



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