



— PART 04 - STEP GUIDE - ERASMUS+ KA210-ADU

The toolbox

Glossary, ready-to-use templates, digital tools and a France-Cyprus-Europe directory. Everything you need to take action.

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— REFERENCE

Glossary of sports entrepreneurship

The words you need to talk projects, business and impact - even without a master's degree. This glossary is deliberately simple: no needless jargon, just the definitions that matter on the ground.

A - E

Call for tenders

Procedure launched by a town hall, a school or a company to choose a service provider.

You can respond with your project if you have a business registration number or an association.

Self-employed (auto-entrepreneur)

A simple status to start invoicing legally. In France, no contributions if you earn nothing. Ideal for starting solo.

In France, free registration on autoentrepreneur.urssaf.fr in 10 minutes.

Business plan

A document explaining your project, your market, your forecast revenue and your costs.

To start: one page is enough. Add detail as you go.

Turnover

All the money you take in. Careful: this is NOT your profit. You have to subtract your costs.

E.g.: €1,000 taken in - €220 in costs = €780 net income.

Entrepreneurship

Creating a useful project. No suit and tie required. It's a state of mind: seeing a problem, wanting to solve it and taking action.

Invoice

Mandatory document for every paid service. It must include: your name, your business registration number, a description of the service, the amount and the VAT statement.

See the full template in chapter 18.

M - S

Margin

What you have left after paying your costs and expenses.

E.g.: you earn €100, you spend €40 → margin = 60%.

No-show

When a client who has booked doesn't turn up without warning. It can kill your business if badly managed.

Solution: a clear policy. Slot not cancelled 24 hours ahead = session counted.

SMART goal

A method for setting a clear, achievable goal: Specific, Measurable, Ambitious, Realistic, Time-bound.

E.g.: "Have 5 regular clients within 2 months".

Forecast

Your estimate of income and expenses over the coming months. Useful for you, but also for partners, banks and funders.

Professional liability insurance

Professional civil liability. Mandatory insurance in France if you run paid sports sessions.

Seb, insurance broker: "You shouldn't just feel reassured because you have a piece of paper. You need to be properly covered."

SIRET (France)

Your official business identification number in France. Without it, you can neither invoice nor declare your activity. Issued automatically when you register as a micro-entrepreneur.

Sports coaching terms

Small Group Training

A supervised session in a small group (4 to 10 people).
Good profitability, good client experience.

Example: 6 people x €25 = €150 per hour.

Hybrid offer

A mix of formats: in-person sessions + online follow-up
+ remote content. The future of sports coaching.

Protocolisation

Formalising know-how (standard warm-up, ideal
session length, client follow-up). Makes your project
replicable.

Holistic transformation

All-round support: sport + nutrition + mental health +
sleep. More value, more loyalty, more legitimacy.

Professional card (France)

Mandatory card in France to supervise a paid sports
activity, issued after a recognised qualification such as
BPJEPS or DEJEPS.

Without it, paid coaching is illegal, even with experience.

European equivalence

Procedure for recognising a national sports qualification
in another European country. Not automatic: plan
ahead before a transnational project.

Business Fitness (partner gym model)

A self-employed coach who pays for access to a gym
(large gym chain) to coach their own clients there,
without being an employee.

Lets you start without investing in premises.

Transnational freelancer

A sports entrepreneur offering services in several
European countries, online or on the move, juggling
each country's tax and regulatory rules.

18

— TEMPLATES

Ready-to-use templates

To download from the STEP page: 5 tool sheets (spotting an opportunity, positioning yourself in a fast-growing sport, turning an urban practice into a business, gaining legitimacy, starting a business in an urban sport as a woman) and a pack of 25 templates (invoice, quote, statutes, contracts, mini business plan, checklists).

These templates are inspired by Stanislas Martin's guide (Ginkgo Sport). Adapt them to your situation - change the names, the amounts, the descriptions. They're made to be used straight away.



Invoice template

For every paid service, you must issue an invoice. Here is the minimum legal structure (France).

Mandatory information:

Your first name, surname and address

Your SIRET number

Invoice date and number (sequential)

Precise description of the service

Amount excl. VAT + statement "TVA non applicable, art. 293B CGI" (VAT exemption)

Payment terms

Example: Pack of 10 individual coaching sessions → €400 (VAT not applicable, art. 293 B of the French Tax Code)



Association statutes (extract)

To create an association (French "loi 1901"), you need statutes. Here are the essential articles.

Article 1 - Name: "An association is hereby founded under the name: [YOUR NAME]"

Article 2 - Purpose: "The purpose of this association is to: [e.g. promote sport in working-class neighbourhoods]"

Article 8 - Resources: membership fees, public or private grants, donations, provision of services

Filing (France): service-public.fr → create an association → online service



One-page project sheet

To present your project to a partner, a town hall or a funder. No more than one page.

The problem: [what doesn't exist in your neighbourhood]

Your solution: [what you offer, for whom]

First results: [what you've already tested]

What you're looking for: [support, premises, funding, visibility]

Contact: [your details + social media]



Entrepreneur's weekly planner

A simple rhythm so you don't scatter yourself and can last.

Monday: plan the week (1h) + follow up clients

Tuesday-Thursday: field work - sessions, workshops, meetings

Friday morning: communication - posts, stories, content

Friday evening: weekly review (15 min - see Ch. 11, Part 2)

Weekend: recharge, observe, free thinking



Partner gym agreement (extract)

For coaching in a chain gym without being an employee. To be adapted to the gym and checked by a legal professional.

Purpose: "[Gym] authorises [Coach, registration no. ...] to run individual or small-group coaching sessions on its premises for the coach's own clients"

Consideration: monthly access subscription or flat fee paid by the coach to the gym

Responsibilities: the coach is solely responsible for their services and must hold their own professional liability insurance

Term and termination: trial period recommended before any long commitment



European mobility checklist

Before coaching or working in another European country, check these points.

Qualification: is my qualification recognised in the target country? See EuropeActive or the national sports authority

Status: do I need to set up a local structure or can I invoice from my home country?

Insurance: does my professional liability insurance cover activity abroad?

Tax: where do I declare my income if I work in several countries?

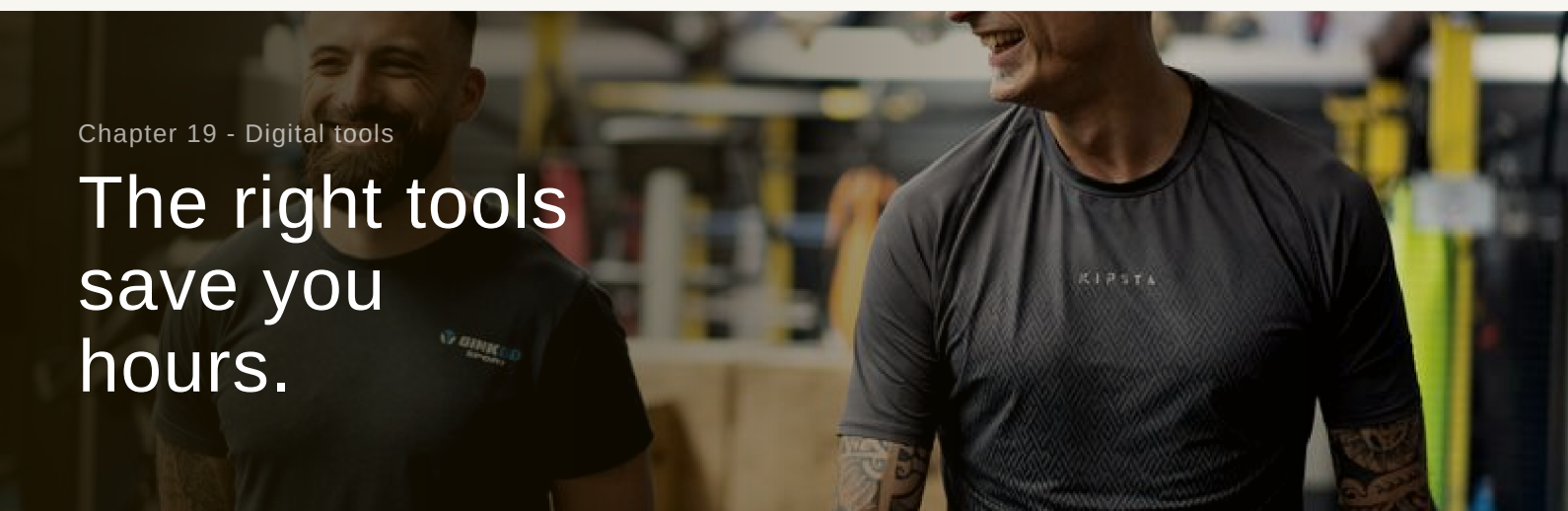
► TESTIMONY - PODCAST FIGHT LAB / GINKGO SPORT

Seb, insurance broker - Being properly covered

"A broker's job is to be by your side and make sure you're covered at the right level and at the right price. You shouldn't just feel reassured because you have a piece of paper saying 'I've got my policy'. You know that behind it, there's someone managing what's in it."

Chapter 19 - Digital tools

The right tools
save you
hours.



Essential digital tools to get started

You don't need a web agency or a budget. These tools are free or nearly free, and enough to start out professionally. A tip from Tony Tich: master two or three really well rather than use ten badly.

 Canva VISUALS & COMMUNICATION Create posters, stories, posts and professional flyers in 10 minutes. The free version is more than enough to start.	 Calendly APPOINTMENT BOOKING Share a link and your clients pick their own slot. No more back-and-forth texts to book a session.	 Metricool SOCIAL MEDIA Schedule posts across several networks at once and analyse what works. Free for one account.
 WhatsApp Business CLIENT COMMUNICATION Business profile, service catalogue, automatic welcome messages. Ideal for first clients and follow-up.	 Generative AI assistants WRITING & IDEAS Draft a professional email, a bio, post ideas, a pitch, a presentation sheet. An assistant available 24/7.	 LinkedIn PROFESSIONAL VISIBILITY Even without an impressive degree: show your project and your progress, connect with sports players and potential partners.



Multi-currency online banks

PAYMENTS IN EUROPE

Receive and send money in several European currencies without excessive bank fees. Useful as soon as a client or partner is in another country.



Notion

TRANSNATIONAL PROJECT MANAGEMENT

Centralise the documents, schedules and exchanges of a project shared with a partner in another country. More structured than a WhatsApp thread.



DeepL

TRANSLATION

Translate a project sheet, an email or an agreement for a European partner. More accurate than generic translators for professional documents.

— LINKEDIN - QUICK GUIDE

In your profile: list your current activity, even without clients. **"Founder - My sports coaching project (since 01/2025)"** is valid experience.

Add: sports coaching, group facilitation, communication, project management, basic nutrition. These are skills recognised on LinkedIn - even if you acquired them informally.

Goal: when someone searches for a coach in your area, you show up. Even with 0 clients, you exist professionally.

Resource directory: France, Cyprus and Europe

These organisations exist to help you. But as Alessandra Machado explains in Part 3: **before turning to a resource, make sure you're ready to use it.** If not, go with someone.

This directory isn't exhaustive. It's a starting point. Local resources (town hall, community centre, your neighbourhood's youth service) are often the most important - and the least known.



The European network as entrepreneurial capital

 France	 Cyprus	 Europe
EMPLOYMENT & ENTREPRENEURSHIP Mission Locale Employment, training and entrepreneurship support for under-26s in France. Free, present across the country. BUSINESS CREATION BGE France National network supporting business creation for all audiences, including those far from employment.	STEP PARTNER ARISTA DEKA European partner of the project. Supports young people in difficulty in the sports and wellness sectors in Nicosia.	YOUTH MOBILITY Erasmus+ Youth Mobility in Europe with no qualification or employment required. Specifically open to NEET audiences. European Solidarity Corps. ADULT LEARNING EPALE European platform for adult learning. Teaching resources, European partners, policy news.

FUNDING ADIE Professional microcredit up to €12,000 for entrepreneurs without access to traditional bank credit. SPORT & NEIGHBOURHOODS French National Sports Agency Calls for projects for sport in priority neighbourhoods (QPV). Grants for sports organisations working on inclusion.	EMPLOYMENT Public employment service (Department of Labour) Cyprus's public employment service. Training and job-placement programmes for young people. ENTREPRENEURSHIP Cyprus Chamber of Commerce Resources for setting up a business in Cyprus. Support for project leaders and networking. EU FUNDING European Structural Funds ESF+ programmes available in Cyprus for social inclusion and training of young people far from employment.	PROFESSIONALS SALTO Youth Resource centre for youth work professionals. Training, tools and guides for youth workers and educators. SPORT & INCLUSION EuropeActive European fitness federation. Certifications, professional standards and a network of sports players across Europe. QUALIFICATION RECOGNITION Europass European platform to get your qualifications and skills recognised from one country to another. The starting point for any equivalence request.
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This guide isn't an end. It's a beginning. The toolbox fills up with experience. Every action you take - even the smallest - adds to your entrepreneur's kit. Now it's your turn.



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