



GERMANY HUB · LOCATION INTELLIGENCE

East Zone

Franchise Location Market Report

36

PROPOSED LOCATIONS

6.525.072

EST. CATCHMENT POPULATION

696.868

EST. SCHOOL-AGE CHILDREN

€67.8m

MODELED ANNUAL MARKET

€51.542

AVG. HOUSEHOLD INCOME

Scope and use

This report covers the proposed CHESS KLUB locations in **East Zone**. It supports franchise territory screening, school-partnership planning, and early-stage demand sizing. Every address is a planning locality; a street site remains pending local validation and franchise award.

Data basis

Population: Destatis GV-ISys, 31 December 2025. Pupils and schools: Destatis, school year 2024/25. Household income: AK VGRdL district disposable income, 2023. School-radius counts: OpenStreetMap/Overpass.

Market-size formula Estimated school-age children × 6% paid participation × €135 monthly tuition × 12 months. Values are rounded and illustrative; they are not revenue guarantees.

Average mapped/estimated schools per catchment: 256.2 · Service radius: 8–10 km · Report generated September 2026

Location schedule

All population, child, market, and household-income values are planning estimates derived consistently across the 175-location network.

ID	Franchise location	Planning locality	Population	Schools	School-age	Annual market	Avg. HH income	Role
E-01	Berlin Mitte	Mitte, Berlin, Germany	299.902	484	32.029	€3.1m	€53.200	Primary Hub
E-02	Berlin Charlottenburg	Charlottenburg, Berlin, Germany	283.836	495	30.313	€3.0m	€53.200	Spoke
E-03	Berlin Prenzlauer Berg	Prenzlauer Berg, Berlin, Germany	275.803	533	29.455	€2.9m	€53.200	Spoke
E-04	Berlin Kreuzberg	Kreuzberg, Berlin, Germany	267.770	465	28.597	€2.8m	€53.200	Spoke
E-05	Berlin Friedrichshain	Friedrichshain, Berlin, Germany	259.737	531	27.740	€2.7m	€53.200	Spoke
E-06	Berlin Pankow	Pankow, Berlin, Germany	251.704	503	26.882	€2.6m	€53.200	Spoke
E-07	Berlin Steglitz	Steglitz, Berlin, Germany	243.670	376	26.024	€2.5m	€53.200	Spoke
E-08	Berlin Zehlendorf	Zehlendorf, Berlin, Germany	235.637	458	25.166	€2.5m	€53.200	Spoke
E-09	Berlin Schöneberg	Schöneberg, Berlin, Germany	291.869	450	31.171	€3.0m	€53.200	Spoke
E-10	Berlin Tempelhof	Tempelhof, Berlin, Germany	270.447	480	28.883	€2.8m	€53.200	Spoke
E-11	Berlin Köpenick	Köpenick, Berlin, Germany	257.059	439	27.454	€2.7m	€53.200	Spoke
E-12	Berlin Spandau	Spandau, Berlin, Germany	246.348	369	26.310	€2.6m	€53.200	Spoke
E-13	Berlin Reinickendorf	Reinickendorf, Berlin, Germany	238.315	361	25.452	€2.5m	€53.200	Spoke
E-14	Berlin Lichtenberg	Lichtenberg, Berlin, Germany	278.480	413	29.741	€2.9m	€53.200	Spoke
E-15	Leipzig Zentrum	Zentrum, Leipzig, Germany	214.905	237	22.952	€2.2m	€48.100	Hub
E-16	Leipzig Südvorstadt	Südvorstadt, Leipzig, Germany	203.392	243	21.722	€2.1m	€48.100	Spoke
E-17	Leipzig Gohlis	Gohlis, Leipzig, Germany	197.635	236	21.107	€2.0m	€48.100	Spoke
E-18	Dresden Neustadt	Neustadt, Dresden, Germany	196.354	247	20.970	€2.0m	€52.100	Hub
E-19	Dresden Blasewitz	Blasewitz, Dresden, Germany	185.835	235	19.847	€1.9m	€52.100	Spoke
E-20	Dresden Plauen	Plauen, Dresden, Germany	180.575	252	19.285	€1.9m	€52.100	Spoke
E-21	Potsdam Innenstadt	Innenstadt, Potsdam, Germany	95.116	119	10.158	€990k	€55.400	Spoke
E-22	Potsdam Babelsberg	Babelsberg, Potsdam, Germany	90.021	101	9.614	€930k	€55.400	Spoke
E-23	Magdeburg Altstadt	Altstadt, Magdeburg, Germany	125.612	104	13.415	€1.3m	€49.200	Spoke
E-24	Magdeburg Stadtfeld	Stadtfeld, Magdeburg, Germany	118.882	107	12.696	€1.2m	€49.200	Spoke
E-25	Erfurt Altstadt	Altstadt, Erfurt, Germany	111.568	95	11.915	€1.2m	€51.300	Spoke
E-26	Erfurt Brühlervorstadt	Brühlervorstadt, Erfurt, Germany	105.591	97	11.277	€1.1m	€51.300	Spoke
E-27	Jena West	West, Jena, Germany	109.353	45	11.679	€1.1m	€52.700	Spoke
E-28	Chemnitz Kaßberg	Kaßberg, Chemnitz, Germany	127.029	124	13.566	€1.3m	€50.600	Spoke
E-29	Chemnitz Zentrum	Zentrum, Chemnitz, Germany	120.223	132	12.840	€1.2m	€50.600	Spoke
E-30	Halle Paulusviertel	Paulusviertel, Halle, Germany	116.206	116	12.411	€1.2m	€46.400	Spoke
E-31	Halle Südstadt	Südstadt, Halle, Germany	109.980	117	11.746	€1.1m	€46.400	Spoke
E-32	Cottbus Mitte	Mitte, Cottbus, Germany	95.140	50	10.161	€990k	€49.600	Spoke
E-33	Weimar Westvorstadt	Westvorstadt, Weimar, Germany	65.566	46	7.002	€680k	€51.100	Spoke

ID	Franchise location	Planning locality	Population	Schools	School-age	Annual market	Avg. HH income	Role
E-34	Gera Mitte	Mitte, Gera, Germany	95.162	56	10.163	€990k	€49.900	Spoke
E-35	Zwickau Nordvorstadt	Nordvorstadt, Zwickau, Germany	86.405	78	9.228	€900k	€53.700	Spoke
E-36	Brandenburg an der Havel Neustadt	Neustadt, Brandenburg an der Havel, Germany	73.945	28	7.897	€770k	€47.300	Spoke

Methodology and source notes

Population

Municipality totals come from the German Federal Statistical Office (Destatis) GV-ISys file for 31 December 2025, based on Census 2022. For cities with multiple proposed protected catchments, the official municipality total is allocated across those catchments using a fixed, deterministic urban-weight profile. The allocation preserves the municipality total.

Schools and school-age children

The Destatis 2024/25 general-school report records 32,836 schools and 8,914,158 pupils. School-age children are estimated by applying the pupil share of the official 2025 population baseline. School counts use OpenStreetMap/Overpass school features within each proposed 8–10 km radius where available; missing counts use the official national pupils-per-school ratio.

Market size

The annual serviceable market is modeled as school-age children × 6% paid participation × €135 per month × 12 months. It describes demand potential for recurring chess education, not expected unit revenue. Actual conversion, pricing, taxes, travel patterns, competition, and center capacity may differ.

Average household income

The annual average household-income estimate uses the AK VGRdL 2023 disposable income per inhabitant for the applicable district, multiplied by the 2.03-person national household factor and rounded to the nearest €100. It is a regional affordability indicator, not a forecast of franchise revenue.

Address status

The report identifies neighborhood and municipality planning localities, not signed premises. Final street addresses require local property review, zoning/use approval, school and transit validation, and franchise award.

Source links

- Destatis GV-ISys municipality directory
- Destatis school statistics
- AK VGRdL district household-income statistics
- OpenStreetMap contributors / ODbL