



1.2 NB8 Brand Philosophy: Mission, Values, and Market Position

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In Gratitude and Respect

This system stands upon the shoulders of those who guided, trained, and believed in me.
With deepest respect and enduring gratitude, I acknowledge:

My First Guide:

Master Olivier Sebaïai

The Mentor Who Saw My Potential:

Master Philippe Taipa Pinerd

My Teammates, My Brothers and Sisters:

Pascal Gentil

John Trouillet

Christophe Negrel

Christophe Civiletti

Gwladys Epangue

Cathiana Grosset

Marlène Harnois

Karim Aoudja

Malik Mokdad

The Master Trainers Who Sharpened Me:

Patrick Stanczak

Henk Meijer
Kim Kwang Soo

The Institutions That Forged Excellence:

French Federation FFTDA
CREPS d'Aix-en-Provence
L'INSEP
S.A.C.A.M.P.
L'Aix Université Club
Sponsor: Française des Jeux

To all who walked this path with me—your lessons live on in this system.

« **Merci !** »

Founder's Story: The Journey of Bruno NTEP

THE STORY BEHIND THE SYSTEM

My journey began in 1995, in the 19th district of Paris. I was a quiet kid, captivated not by violence, but by the beautiful physics of a perfect kick I saw in Jackie Chan and Jet Li movies. That spark led me to a local dojang and to the man who would become my first guide, **Master Olivier Sebaïaï**. He introduced me to more than Taekwondo; he gave me values to live by. For a young man who never quite fit in, this was the language I had been searching for.

The dream quickly grew. In 1998, I achieved my first major competitive milestone: **French Junior Champion in the +78kg division**. This victory opened a door—it earned me an invitation to train at the National Elite Center in Aix-en-Provence (C.R.E.P.S.), where I would immerse myself in the world of future Olympians. That same year, I also earned **my First-Dan Black Belt**, unlocking the next level of my journey.

Then in 2002, everything changed. I met **Master Philippe Taipa Pinerd**—the mentor who would push me to my full potential.

Understanding that a champion needs both body and mind, I pursued and earned a **Sport and Management diploma** from Montpellier University in 2003.

Surrounded by an incredible team of brothers and sisters—**Pascal, John, Christophe, Gwladys, Cathiana, Marlene, Karim, Malik**—and supported by master trainers **Patrick Stanczak, Henk Meijer, and Kim Kwang Soo**, and institutions like **FFTDA, CREPS, INSEP, « S.A.C.A.M.P. », « L'Aix Université Club », and « La Française des Jeux »**, I was ready for the world stage.

My life became a global pilgrimage. I competed in over 30 countries, a journey that culminated on the world's biggest stages: **European Champion in 2004** (Lillehammer, Norway) and **World Championship Medalist** in 2005 (Madrid, Spain). But the greatest trophy was the perspective I gained. I learned that regardless of language or culture, every person in every dojang is seeking the same thing: to be seen, to be understood, and to have someone recognize what they truly need.

The chapter of the competing athlete closed, making way for the teacher. In 2007, I moved to **Portland, Oregon**, to learn the business of running a studio. Here, I had to **empty my cup as an athlete** and begin anew. I had to learn how to tie a belt for a three-year-old whose fingers couldn't manage the knot. I had to learn **how to be patient** when a child needed ten attempts to remember a simple stance. I had to learn **how to lower my expectations** and adjust my pace to match each child's developmental rhythm. I discovered that teaching a child their first front kick wasn't about technical perfection—it was about lighting a spark of confidence. This humbling experience taught me that true mastery isn't about complex techniques, but about communicating simple truths effectively and meeting each child exactly where they are.

Then, in 2012, my path led me to **Beijing, China**. There, I truly found my mission. I partnered with international schools, opened two successful studios, and taught over a thousand students from ages 3 to 60, from all walks of life and abilities. In this global melting pot, my philosophy was forged: **Taekwondo is a universal language for unlocking human potential, and the coach's highest role is to understand the unique needs of every student.**

This 30-year odyssey—from a dreamer in Paris inspired by cinematic kicks, to a French Junior Champion, to a champion on the world stage, to a humble teacher in Oregon learning patience, and finally, to a mentor on three continents—is my heritage. I have

distilled every lesson, every success, and every moment of understanding into a single, cohesive system.

This is the NB8 Program. It is not just a method; it is the legacy of a lifetime, designed to empower you to understand your students' needs and guide them to their own greatness.

The journey continues !

2. THE CORE VALUES: THE PILLARS OF THE APPROACH

2.1 INCLUSIVITY AS STANDARD

Every child belongs here. Our system adapts to children of all abilities, backgrounds, and learning styles. We provide multiple pathways to the same destination: growth.

2.2 CHARACTER OVER COMPETITION

We develop good people first, good martial artists second. Taekwondo is the school of life; the skills learned here will stay forever beyond the dojang. Respect, integrity, and perseverance are not just words on our walls—they're skills we practice daily, building a strong foundation to start your life.

2.3 PROGRESS OVER PERFECTION

We celebrate the journey, not just the destination. Every small improvement matters. Every effort counts. Every child progresses at their own pace toward their own version of excellence.

2.4 JOY IN PRACTICE

Learning should be engaging, positive, and fun. Laughter in our dojangs is not a distraction—it's evidence that children are engaged, comfortable, and growing in an environment they love.

3. OUR EDUCATIONAL PHILOSOPHY: GROWTH-CENTERED TEACHING

3.1 SEEING POTENTIAL, NOT JUST PERFORMANCE

Traditional teaching often focuses on identifying talent. We focus on **developing potential**. We look at what a child could become with proper guidance, not just what they currently are.

3.2 THE THREE-DIMENSIONAL GROWTH MODEL

We help children develop simultaneously in three interconnected areas:

Physical Intelligence:

- Body awareness and control
- Age-appropriate motor skill development
- Safe, progressive technical skill acquisition

Character Foundation:

- Confidence earned through achievement
- Resilience built through overcoming challenges

Cognitive Development:

- Improved focus and concentration
- Pattern recognition and memory development
- Problem-solving through technique application
- Strategic thinking and spatial awareness

3.3 DIFFERENTIATED INSTRUCTION

One size doesn't fit all in child development. Our system includes:

- Multiple entry points** for every technique
 - Adaptive challenges** that meet each child at their level
 - Varied teaching methods** (visual, auditory, kinesthetic)
 - Personalized recognition** celebrating individual progress
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4. MARKET POSITION: THE STUDIO DEVELOPMENT LEADERS

4.1 OUR UNIQUE POSITION IN THE MARTIAL ARTS LANDSCAPE

NB8 occupies a distinct space between traditional models:

We are NOT a competition-focused franchise that prioritizes tournament results above all else.

We are NOT a recreational program that lacks structure, progression, or meaningful outcomes.

We ARE the studio development specialists—the experts in creating martial arts environments where every child thrives, not just the naturally gifted few.

4.2 SERVING THE UNDERSERVED MAJORITY

While much of the martial arts industry focuses on developing elite athletes (the top 5-10%), NB8 specializes in serving **the 90-95% of children**.

4.3 THE GAP WE FILL

Most martial arts offerings fall into two categories:

1. **High-pressure competition schools** that filter for talent
2. **Low-structure recreational programs** that lack meaningful progression

NB8 fills the crucial middle ground: **High-quality, structured, progressive martial arts education accessible to ALL children.**

4.4 OUR TARGET: THE MODERN FAMILY'S NEEDS

- Develop whole children (character + skills)
- Provide clear value and visible progress
- Create positive, safe communities
- Respect their time and investment

NB8 is specifically designed to meet these contemporary needs.

4.5 DIFFERENTIATION THROUGH FOCUS

Traditional Schools	Franchise Models	NB8 System
Often dependent on owner's personal teaching ability	Standardized but often rigid	Systematized yet adaptable
Inconsistent student experience	Consistent but may lack personalization	Consistently excellent with room for personal touch
Focus varies by owner's interests	Often competition-focused	Consistently growth-focused
Difficult to scale or replicate	Easy to scale but may sacrifice depth	Designed for sustainable scaling with maintained quality
Serves local community well	Builds brand recognition	Builds community impact

4.6 THE VALUE PROPOSITION FOR STUDIO OWNERS

When you implement NB8, you're not just buying a curriculum. You're gaining:

Business Sustainability:

- Systems that work for diverse student populations
- Efficient operations that respect your time
- Multiple revenue streams through comprehensive programming
- Reduced dependency on a few "star students"

Teaching Effectiveness:

- Proven methods that work with all types of learners
- Reduced planning time with ready-to-use materials
- Tools to track and demonstrate student progress
- Confidence that you're providing excellent instruction

Community Impact:

- Frameworks for building inclusive dojang cultures
- Tools for engaging families as partners
- Systems for creating true community hubs
- Legacy of meaningful, lasting impact

Personal Fulfillment:

- More time to focus on teaching (not just administrating)
- Joy in watching every child grow, not just the talented ones
- Work-life balance through efficient systems
- Pride in running an ethically sound, impact-focused business

4.7 OUR ASPIRATIONAL POSITION

We aim to become the global standard for quality, inclusive martial arts studio development.

Not the biggest. Not the flashiest. But **the best** at creating studios where **Every Child's Journey Matters.**

With respect for the important work you do,

Bruno Ntep

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