



Sebastian Bates

Mentor • Entrepreneur • Best Selling Author • Podcast Host

A stylized, handwritten signature in black ink, appearing to read 'SB' followed by a flourish.

BIO

Sebastian Bates is the Co-Founder of Shield, Founder of The Warrior Academy and Co-Founder of the Global Anti Bullying organisation “Not A Victim”. Sebastian is an Entrepreneur, Mentor, Best Selling Author and host of the the No 1 podcast for Business and Entrepreneurs “Round pegs Square holes” and No 3 podcast for Education “The Warrior Academy Podcast”.

Sebastian specialises in mentoring entrepreneurs to leave their comfort zone, pivot online rapidly, leverage their time and amplify their personal brand.

With a strong background in martial arts Sebastian launched a Martial Arts club in 2011 and

Within 8 years it became a 7 figure, global organisation with 5,000 training, voted top 5 in the UK. By 2020 Sebastian was living in Dubai as the Personal trainer to the Royal Family and had launched a Global Anti Bullying campaign “Not A Victim”, which is regularly featured in the national press/radio.

Sebastian’s passion for adventure has taken him around the world pursuing extreme sports. From fighting in Thailand as a professional fighter in full contact Muay Thai to amassing over 500 Skydives and Wing-suit Base jumps around the world.

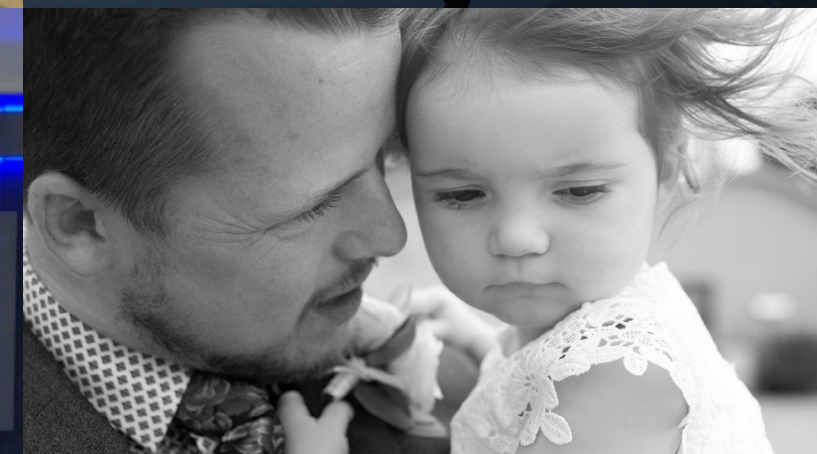
After a near fatal BASE Jumping accident, where Sebastian’s parachute collapsed causing him to fall 50 foot, Sebastian broke both legs, feet and ankles among many other injuries. At the of age 24, he was told by Doctors he would never walk again. After 2 years of rehabilitation and learning to walk again, Sebastian rebuilt his body, piece by piece, and exactly 2 years later was competing in national Brazilian Jiu Jitsu competitions in multiple categories.



BIO

The near death experience taught Sebastian the importance (and power) of building a team to help your business grow. This single, pivotal moment transformed Sebastian's mindset around business and Sebastian went on to create multiple 6-7 figure, highly leveraged, online businesses.

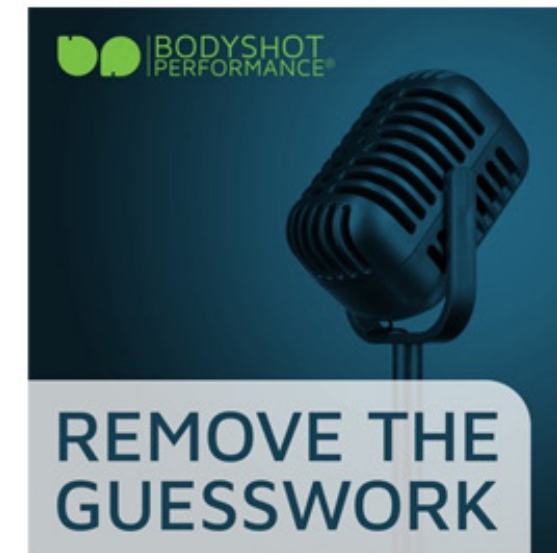
During the global Pandemic in 2020, noticing a huge challenge that many entrepreneurs were facing running a physical business, which had to close down operations due to the restrictions, without a plan to pivot online and save their business. Having been passionate about small business all his life and watching businesses shut down, permanently around him, Sebastian partnered with Timothy Fare Mathews, Co-Founder of Dubai's leading production house and both Sebastian and Timothy vowed to help 100 business pivot online Rapidly in 2020. In the first 8 weeks Sebastian brought 20 businesses online, making profit through online courses and communities.



NATIONAL PRESS AND GLOBAL FEATURES



PODCAST APPEARANCES



AUDIENCE

A breakdown of my audience:

- Instagram **10,000** Followers
- Facebook **5,000** Followers
- Mailing list **15,000**
- Facebook groups **3,000**
- Business owners aged 35 to 55 primarily in Dubai and London



SPEAKING TOPICS AND SERVICES

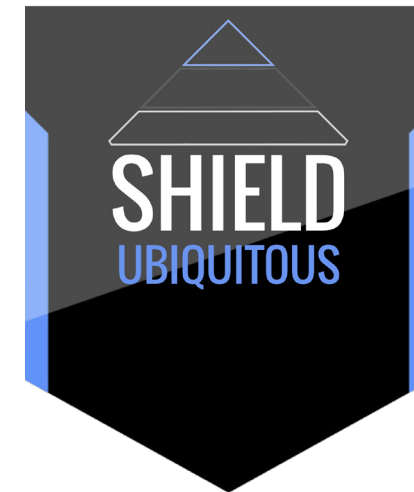
I regularly talk or hold events on:

- **Building a Virtual Team**
Leverage your time and rapidly scale your business and personal brand
- **Becoming Ubiquitous**
'Be Everywhere At Once', amplify your personal brand and leverage your time
- **Rapidly Pivoting your business online**
Through the use of partnerships and communities
- **Character Development**
The most vital yet often missing aspect of our development
- **Not A Victim**
Emergency survival guide to overcoming bullying (passion project)



PARTNERS

- **Shield - Ubiquitous**
'Be Everywhere At Once', a revolutionary personal brand service
- **Free Online Community "FTEN X Academy"**
Free support for businesses in the UAE
- **Rapidly Pivot Your Business Online.**
This is a massive online course (over 6 hours of content) that guides people on how to plan, film, edit, and sell their online course (it breaks it down into 100 mini steps).
- **The Warrior Academy (Voted Top 5 in the UK)**
Global Martial Arts Organisation specialising in Character Development.
- **Not A Victim**
Global Anti Bullying Campaign, Community and Online Course.



PODCASTS

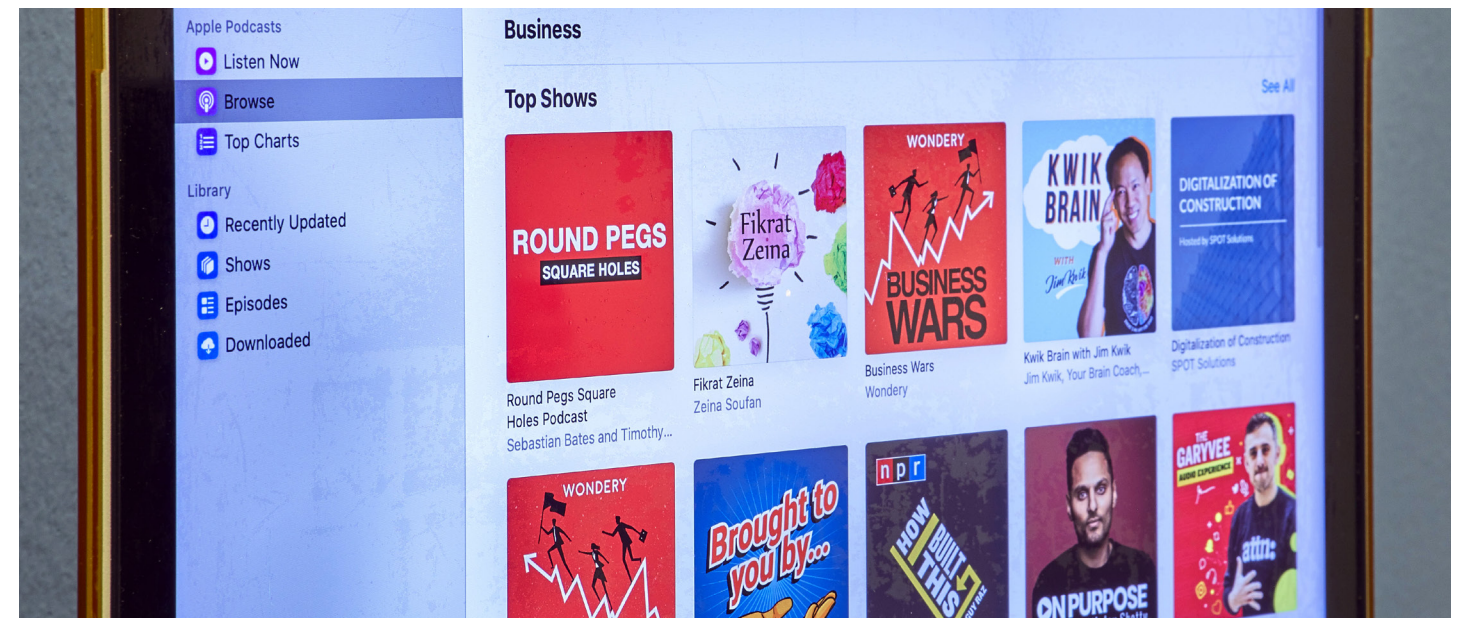
- **'Square Pegs, Round Holes' Podcast**

iTunes No. 1 podcast for Business and Entrepreneurship

The "Round Pegs, Square Holes" podcast is a tribute to the Apple Commercial 'Here's to the crazy ones', a podcast created by entrepreneurs for entrepreneurs. What does it mean to be an entrepreneur? How can you pivot online and set yourself up for the Roaring 20's? We interview some of the worlds most inspiring entrepreneurs, industry experts, global business owners and best selling authors, who share incredible insights and powerful advice to support small businesses.

- **The Warrior Academy Podcast**

The Warrior Academy Podcast was ranked **top 3 in Education on iTunes** on it's launch and dives deep into important subjects like bullying, with an inspiring stories season and exciting LIVE interviews. A great resource to gain valuable insights into my work on character development around the world.



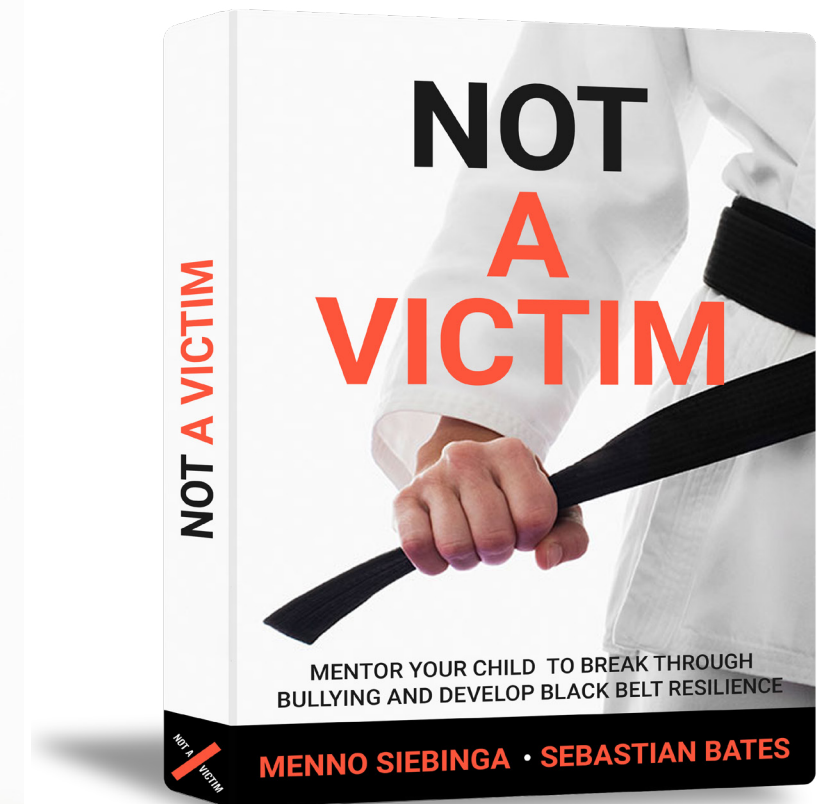
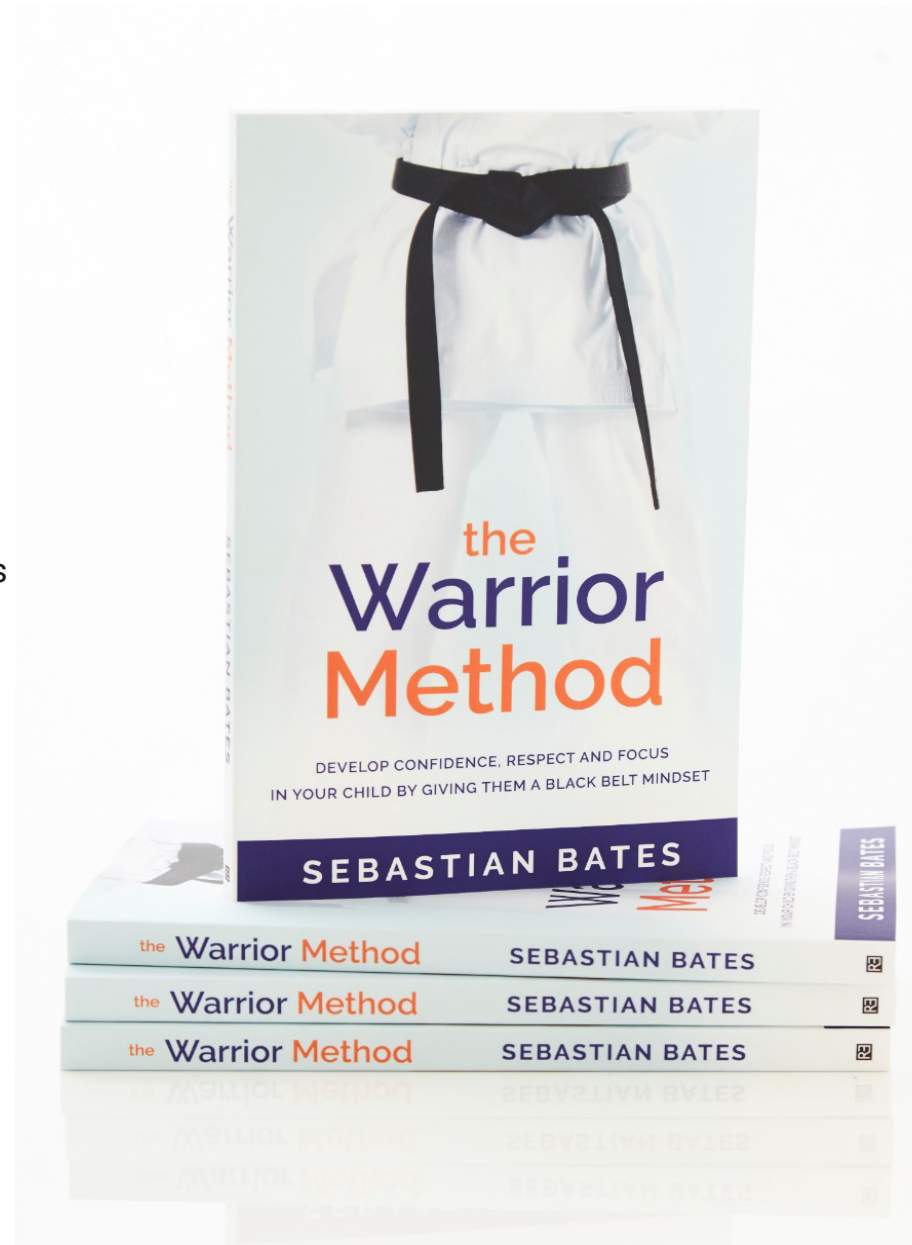
PUBLISHED BOOKS

- **The Warrior Method**

The Warrior Method became a best seller on Amazon on it's launch in 3 categories. This book gives parents a four-step character development programme based on martial arts that you can use to transform your children's lives at any age just as it has transformed the lives of thousands of young people in around the world.

- **Not A Victim**

Not A Victim is the ultimate emergency Survival guide for parents to help mentor their children through bullying. The revolutionary system has helped thousands of young people transition rapidly through this difficult period and transform their character in the process.



WORDS OF PRAISE



Daniel Priestley

Co-Founder of Dent.Global, author of 4 entrepreneurship books



Jason Graystone

Entrepreneur, Investor & Speaker, Coo-Founder Tier One Trading



Jean-Pierre De Villiers

Motivational speaker, High impact Coach, Professional Athlete and Author

"Sebastian's ability to implement with speed is extraordinary. Him and his team have been a real asset to freeing up my time and at the same time growing my personal brand"