



# X BRAZILIAN JIU-JITSU ACADEMY

Official member of the Charles Gracie Association

July 17, 2015

My name is Cristiano Xavier. I am a 2nd degree Black belt under Master Charles Gracie and I am the proprietor of the San Mateo Charles Gracie Academy. I initially started training Brazilian Jiu-Jitsu under Master Gracie in 1999, in his studio in Daly City, California; and I received my Black belt from him in 2009.

I am very proud of this achievement, and the recognition I have received from a member of the world renowned Gracie family, themselves, the founders of this art.

The effect of being welcomed into this Family in so many ways is beneficial.

I am certain that any Jiu-Jitsu practitioner who has been recognized by a Gracie family member for technical prowess and development is an honor in itself.

But what that does immediately for their reputation and standing within the industry, amongst other martial arts business owners; the knowledge the Gracie family brings with experience and support greatly increases the chances for success in business, and it follows, in life.

At the time I received my promotion to Black belt it became known to me the possibility of being welcomed into the Charles Gracie Academy Network; I realized that I had a great opportunity in front of me.

With the trust, confidence, support, and dedication of Master Charles Gracie I opened my own studio in 2011 and since then business has been continually and steadily growing.

The consistent knowledge, support, and professionalism of Master Charles Gracie has helped make my business successful, expanded my network, by allowing me to connect with many industry professionals I could not have without his introduction and it has broadened my knowledge and experience granted my school's students access to Mr. Gracie's experienced peers; through seminars and events conducted by him and the people he introduces to his academy network. His Family has great recognition worldwide, and he has been willing to share and pass on to me the benefit of the 100 years the Gracie Family has developed their art. The Gracie Family brand is priceless in Jiu-Jitsu and in the industry.

I see as critical, for my success the association program/network created by Charles. The Charles Gracie Association, as in many associations, grants all the members vast benefits such as advice on how to run the day to day business, negotiations with vendor strategies and techniques, and even industry trends and best practices. Additionally, listing the Charles Gracie association membership on your resume as it shows that you are dedicated to staying connected to all aspects of your profession.

Sincerely yours,

Cristiano Xavier  
2nd Degree Black Belt under Master Charles Gracie.