

StoryTerrace - Your Personal Biographer

Company Vision:

“A world where everyone captures their life story in a meaningful way”

Company Mission:

“Story Terrace’s mission is to turn 1 million life stories into books using professional ghostwriters by 2028”

About StoryTerrace:

StoryTerrace carefully matches ordinary people with a professional ghostwriter to turn their life story into a beautiful book

- Over **1,000 book packages** sold
- **600 freelance professional writers** and 20 employees
- Offices in London and Los Angeles
- Producing books globally in English and Dutch
- All-inclusive packages range from \$1,900 to \$7,450
- **4.9 / 5.0 stars** on Google Reviews (based on 100+ reviews)
- Launched in 2015

Backstory:

Founder Rutger Bruining was inspired by his grandfather’s tales of adventure and adversities overcome as part of his role in the Dutch resistance during the Second World War. Rutger regretted not recording his grandfather’s stories and wanted to ensure that others would have the opportunity to capture their stories for generations to come.

The premise is simple - the client is matched with a professional writer based on their location, background and personality. They usually meet in person at the client’s home to talk through their most important and cherished memories, propose a structure and write up their story. The process is overseen by the in-house editorial team, resulting in a beautifully designed, hardback book which is delivered directly to the client.

StoryTerrace has documented well over a thousand life stories and has a network of over 600 professional ghost-writers, many of which have been published by some of the best

known media brands in the world. All-inclusive packages range from \$1,900 to \$7,450. The biography packages are a popular gift for milestone birthdays and wedding anniversaries.

Research Findings:

We regularly commission research in the US and the UK around themes such as: the **Art of Storytelling**, the **Role of Our Parents** and the **Greatest Love Stories Ever Told**.

Here are just a few of our key findings:

- i. While **63% of Americans** believe their parents have made life changing sacrifices to provide them with life changing opportunities, **21%** don't know anything about their mom and dad's lives before they became parents
- ii. **In the US, 45%** learn more about their parents indirectly (from discovering pictures and family possessions from the past overhearing their conversations, and speaking to other family members) than talking to them
- iii. **34% of US citizens** know of incredible historical legacies or heroes in their family who will be forgotten if they are not spoken about

Please contact us for a breakdown of our data based on demographic or location.

About Rutger Bruining, StoryTerrace Founder & CEO

Rotterdam-born StoryTerrace founder Rutger Bruining has regretted not recording his grandparents' life stories for over a decade. His grandfather used to tell him stories about his role in the Dutch resistance in the Second World War, meeting Rutger's grandmother and his work as a doctor in the Caribbean. But after his grandparents' passed, their stories faded far too quickly.

Over the years Rutger has had several ideas to help people capture their stories, but none of them seemed scalable. He continued to consider new solutions as he started his career as a management consultant at Booz Allen Hamilton after earning a degree in Business Economics from the University of Amsterdam. Following an MBA at Columbia University in New York, Rutger became an Investment Director at Arle Capital in London.

Despite his budding career in private equity, he could not shake the regret of neglecting to record his grandfather's stories. In 2014, Rutger could not ignore it any longer, and left behind his private equity career to create a platform for people to chronicle their life stories, and those of their loved ones.

Rutger has a deep interest in people, history and anthropology and is excited about human ingenuity and kindness. He can be available, day or night, to provide his views on the future of humanity, startup trends and developments in the world of publishing.

For More Information:

To access sample book chapters from our clients, company logos and other assets, download the Press Materials from our [Press](#) page.

For more information about our service, check out our [packages](#) and [client testimonials](#).

Get in touch at press@storyterrace.com for media and speaking enquiries with our CEO, the StoryTerrace team, our clients or professional writers.