



StoryTerrace

Your Personal Biographer

Company Vision:

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

Company Mission:

“StoryTerrace’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 **2,000 book packages** sold
- More than **650 freelance professional writers**
- Offices in London and Los Angeles, with 40+ employees
- Producing books globally, written in English and Dutch
- Interviews with clients available in secondary languages including: Mandarin, Hindi, Italian, Spanish, German, Hebrew and Arabic
- All-inclusive packages range from £1,600 to £5,250
- **4.9 / 5.0 stars** on Google Reviews (average, based on 100+ reviews)

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 two thousand life stories and has a network of over 650 professional ghostwriters globally, many of which have been published by some of the best known media brands in the world, including Penguin Random House and Pan Macmillan. All-inclusive packages range from £1,600 to £5,250. The biography packages are a popular gift for milestone birthdays and wedding anniversaries.

StoryTerrace

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Research Findings:

We regularly commission research in the UK and the US 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:

- **Nearly half (46%)** of British people believe their parents have made life-changing sacrifices to provide them with life-changing opportunities, yet over **one third (37%)** know very little about their mum and dad's lives before they became parents.
- **In the UK, 37%** 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.
- Almost **1 in 4 of us in the UK** - 9 million people - know of incredible historical legacies or unsung heroes in their family that only a few family members are aware of...
- ...and **3 in 10 Brits** - 11 million people - believe the historical legacies and heroes in their family will be distant memories in the near future, because their legacy is left undocumented.

Please contact us for a demographic or regional breakdown of our data.

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 no longer ignore it, 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:

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

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