



Trueece Press Kit

Beta version

<https://trueece.com>



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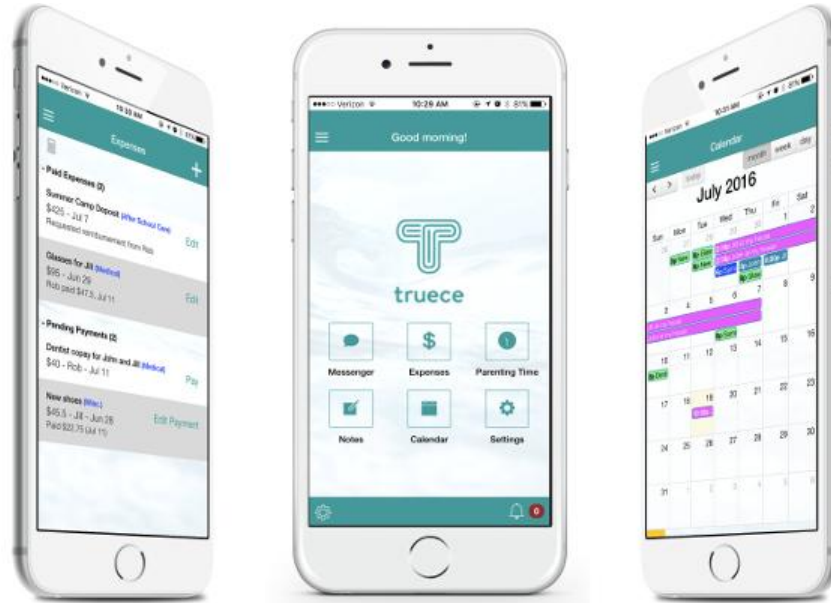
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trueece



About the App



Truece is a web service & smartphone app that supports the ongoing collaboration required between separated and divorced couples with children. Truece allows parents to spend more time parenting and less time dealing with the stress and conflict of divorce. Most importantly it helps keep vulnerable kids out of the middle.

Truece supports the court system and legal professionals by streamlining reporting and providing secure time stamped, and geo-located evidence that is admissible in legal proceedings.



Our Story

The idea for Truece originated when one of the co-founders went through a divorce and couldn't find a good solution for the complicated record keeping and conflict management that was needed. He tried a few divorce apps, and the usual google docs & excel but was disappointed in the technology and features that were available for his specific needs.

Fast forward to 2016...our team has grown to nearly 20 professionals, all dedicated to the vision of using technology to help families survive divorce. We are continually overwhelmed by the outpouring of support and validation of the need for this product. Our goal is to be the parent's and professional's go-to solution for managing divorce.



Who is Truece?

We are a dedicated team of professionals who want to make divorce less traumatic for both kids and parents. We're managers at Fortune 500's, airline pilots, startup leaders, recent graduates, small business owners, parents and children of divorce. For most of us Truece is our second job and a labor of love. We're a remote team leveraging the best of tech to remain lean, nimble and collaborative. Our goal is to provide our customers the tools and technology needed to live a better life during and after divorce.

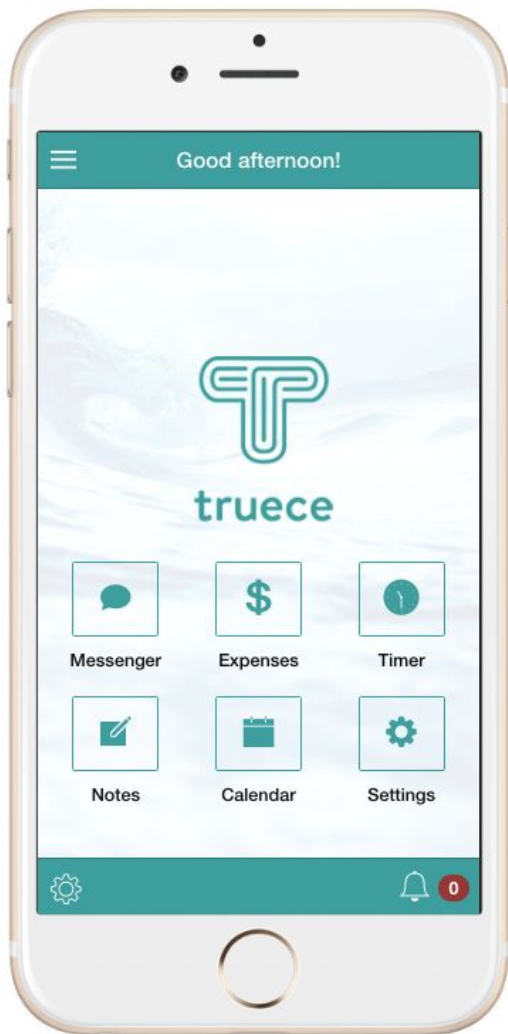




Why Trueece?

Unlike some competitor apps, Trueece doesn't require both parents to use the app in order to access all features. We support multiple linked users and access levels. Children, grandparents, virtually anyone can be granted customized access.

It's common for a parenting plan to be in place for upwards of 10 years and that plan can change yearly, on some level. Many parents don't realize the value of accurate record keeping and conflict management from day one. Good records and evidence can save parents thousands of dollars over the lifetime of a custody arrangement. A one year subscription costs \$99 per parent.

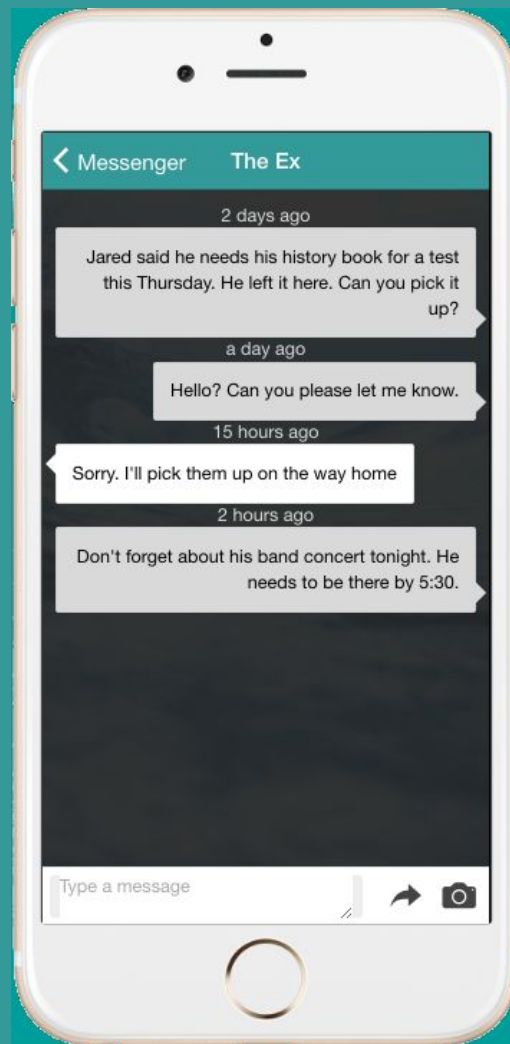




Messenger

You get more accountability when messages are saved automatically.

Parents often resort to taking screenshots of conversations in order to document their co-parenting challenges with their ex. With Truece, messages cannot be altered or deleted. We're working on a solution to import text messages so the user can still be protected if the other parent refuses to use Truece.

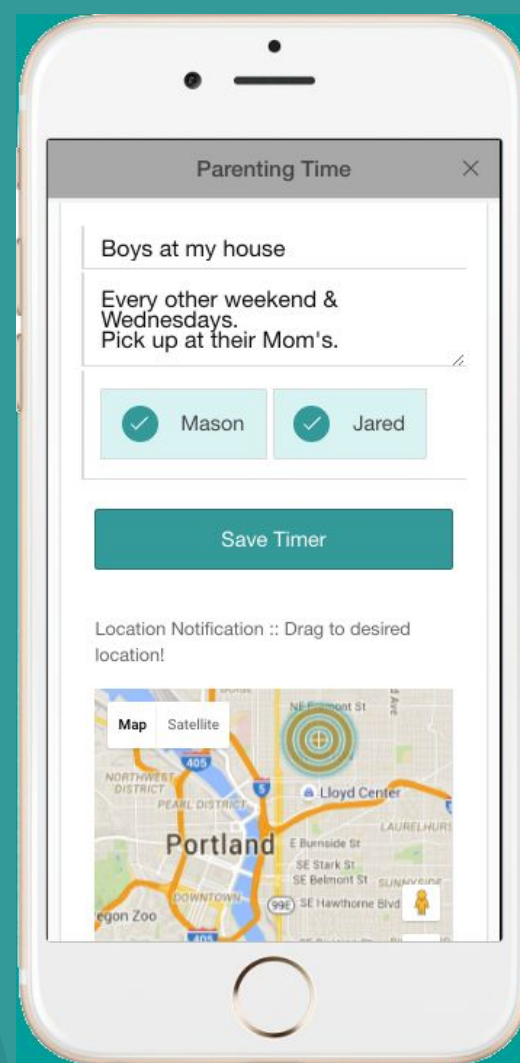




Parenting Time

Remembering to track and save actual vs. planned parenting time is a huge challenge for separated parents. With Truece you can set up geo-fenced locations such as your ex's house, or your neutral child swap coffee shop to trigger a parenting time event.

This feature automatically updates your calendar, and tracks and saves all your parenting time. Knowing your exact parenting time can be the difference of hundreds of dollars per year in child support.

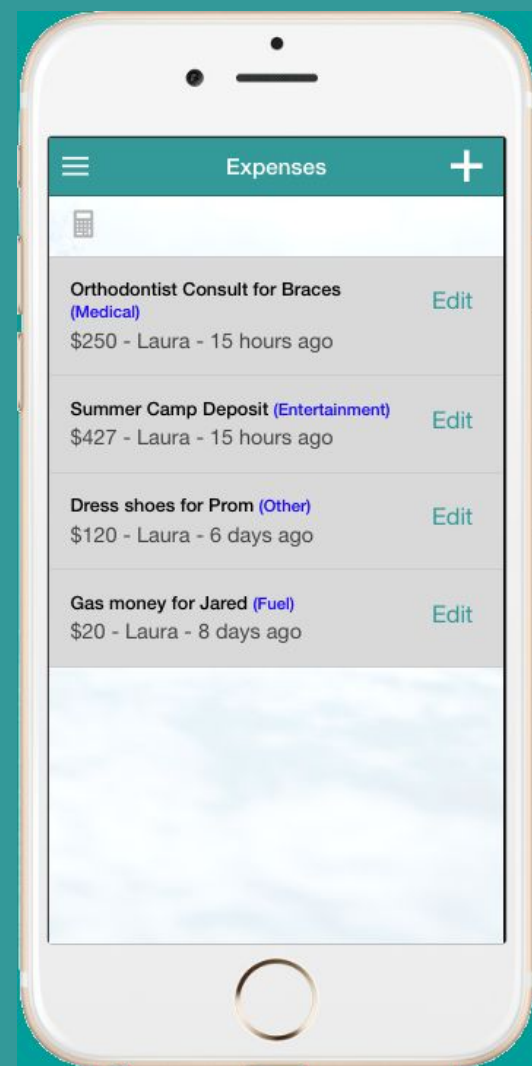




Expenses

Track and categorize your child and divorce related expenses. Save photos of receipts or purchases. Request reimbursements, fulfill reimbursements and track payment history.

Payments and reimbursements via a third-party payment gateway will be added down the road.

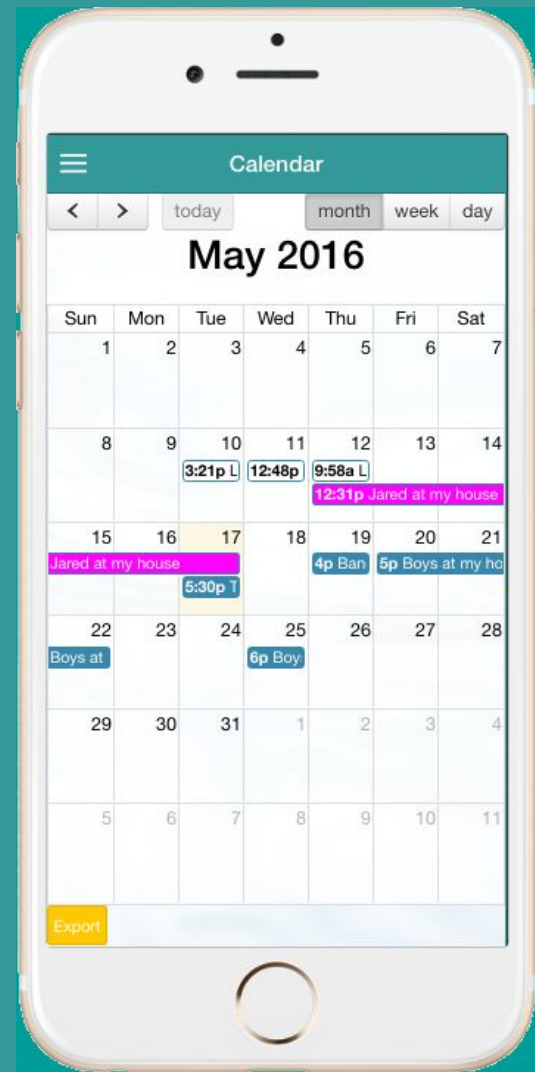




Calendar

Our custom calendar keeps important info handy, organized and in one place. Create events, pin notes and automatically track parenting time.

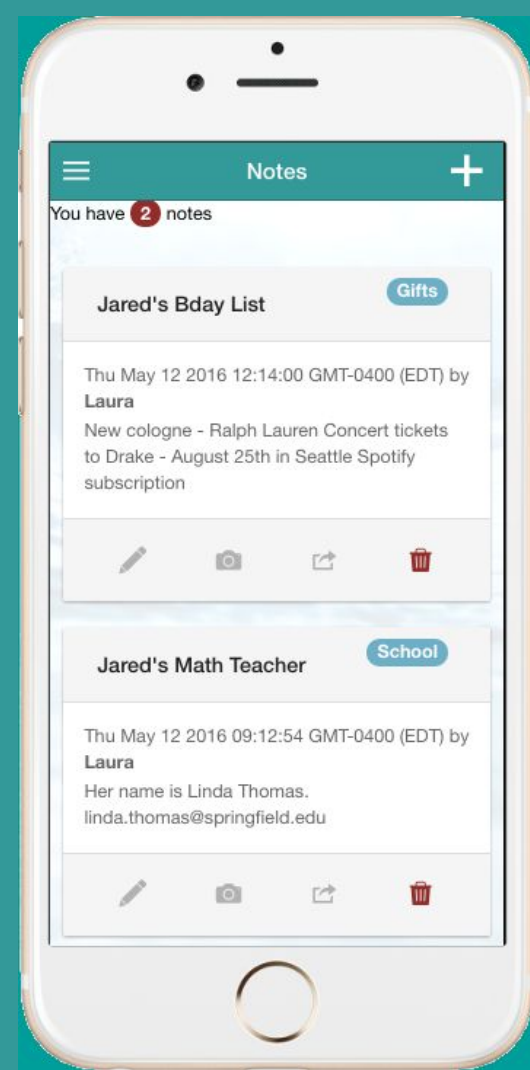
Instantly export to iCalendar, Google, Outlook and others, for seamless integration into your busy life.





Notes

Collaborate and co-parent without ever interacting. Categorize notes by subject, share photos and important parenting information.





Cheatsheet

- Truece has developed a proprietary set of tools to help parents reduce conflict and stay organized before, during and after divorce
- Truece keeps communication safe and structured. Messages are saved automatically, and cannot be edited or deleted by either parent.
- The smartphone app helps parents automatically track their parenting time based on geo-fenced triggers and calendar integration
- Truece supports use by a single parent, ensuring that your exes decisions don't affect your ability to use the app
- Truece reporting has been designed to support both parents and divorce professionals, saving valuable time and money
- Truece is committed to innovation and is continually adding new features based on feedback:
 - Next up - a fully integrated parenting plan template
 - After that - make payments and reimbursements directly through the app



Technical Aspects

- **Safe and Secure:**

Truece leverages the latest technologies and protocols to seamlessly and securely integrate across all your devices - in real time. Our code allows us to quickly and effectively keep up with the latest advancements for your best Truece experience.

- **Fast and Easy-to-use:**

Time is valuable to you, and not many parents enjoy entering data. We built Truece to keep up with you - using methods you are already familiar with.

- Capitalizing upon your device's sensors and native capabilities. Resulting in less redundant, more accurate, and quicker entry of data for you.
- Push notifications alert you of a notification/actions within the app so you don't have to continually check it. It also serves as a reminder/prompt for potential actions - such as a geo-location trigger.

- **Low Bandwidth yet High Performance:**

Speaking of *fast*, Truece allows each device (client) to do most of the work that the server traditionally had to accomplish to present your data. This means the server ⇔ client exchange is greatly minimized - resulting in increased performance with reduced bandwidth. But all you'll notice is a snappy app that is a joy to use!

Tim Carlsen

CEO

tim@truece.com

Tim is a veteran of the tech industry, having served on the leadership team for multiple start up ventures across technology, financial services and professional management services industries. He has decades of experience in building and leading high performing sales teams and managing business development initiatives to propel revenue growth.



Brian Strick

Co-founder / Investor

brian@truece.com

Truece is Brian's fifth start-up company. With a strong background in Finance and Operations, he enjoys taking great ideas and building long term profitable businesses. He has more than 20 years of experience as a Technical Program manager, creating industry leading products and receiving industry best product awards. He has executed on multiple merger and acquisitions.



John Peterson

VP of Product Development

john@truece.com

From a background as a highly trained Airline Pilot, John honed his skills as a full stack developer over the past 16 years, eventually lending his talents to creating and managing multiple custom web applications for clients. He is knowledgeable and carries experience in securely managing servers, database integration, and many server-side and client-side programming languages and frameworks. His attention to detail, logical thinking, and focus is translated into a wealth of experience for Truece.



Lauren Nelson

VP of Marketing

lauren@truece.com

Lauren comes to us from the Banking industry where she led digital marketing and brand strategy for 10 years. As a product marketing manager she oversaw the development and launch of several Android and iOS apps, and led marketing teams to develop positioning and go-to-market strategy for apps and digital products. With a strong background in email, social media, search and content marketing, Lauren is a talented, multi-faceted marketing professional who wears many hats at Truece.

