



PwrSwitch
April 14, 2020
1:30pm

PwrSwitch: A better way for clients to organize text, email and phone logs.

Beth and Carrie are the cofounders of PwrSwitch, which collects communication logs of 2 people. It helps provide and gather evidence in a single usable file. The burden of evidence often falls on the victim in divorce proceedings, so this technology can help keep everything together and provide a better burden of proof, leading to better outcomes.

Why was PwrSwitch created?

- Carrie and Beth know first-hand how difficult it is to capture good evidence. Evidence is the basis for building a good case
- A comprehensive record of communications evidence increases the odds of a better outcome
- You must have evidence in writing for it to be considered legitimate evidence

The Problem

- Stressed clients have difficulty capturing all the evidence they need – incomplete screenshots, bias, shots without context, etc.
- Difficult to keep up with screenshots if they're in a large volume
- There are issues with screenshots themselves – no time stamp, who sent the messages
- Individuals don't necessarily know what evidence would be important – context is needed for screen captures

What is PwrSwitch?

- An app that automates the collection of communications between 2 people, and saves it all on the cloud
- Captures historical and ongoing communication
- Gives a sense of power back to those who feel they might have none
- Everything is in one tidy and searchable place
- If texts are deleted/phone is lost, all history is still saved



More features:

- Raw data reports: for cases that move into criminal territory (extortion, etc.) defence often requires IP addresses. Available on request
- Data encrypted in transit: data is secure
- Digitally authenticated: reports have a digital signature to indicate that everything within is authentic and unedited. If someone makes changes, no signature will appear
- Channel, date and time clear

Benefits

- Able to establish patterns of behaviour over years of communication – proof of escalating behaviour can help with getting EPOs
- Offers context and history, so defence can't argue that 'cherry-picking' is happening
- Collects both sides of conversation – avoid he said/she said
- Can expedite legal processes

How Can Reports Be Used?

- As evidence – dates, timestamps
 - Often helpful in resolving custody issues
- Starting context – helps lawyer/mediator understand all the information
- Objective records, e.g. for a therapist. Shows *how* people communicate
- Easily digestible as evidence for those self-representing

Support and Document Positive Supports

- Evidence of good behaviour
- Judges/mediators will look favourably on attempts of reasonable and accommodating behaviour

How Do You Get PwrSwitch?

- pwrswitch.com
- Sign up for account and input methods of communication with the other party
- Choose date range, which generates pdf report
- 6 months free if sign up is before May 31
- For iPhones, a laptop is required, but for Android, it's entirely available on mobile

Q&A

Has data from the app been well-received in courts?



- Covid got in the way of the first court submission, so unfortunately it was not in front of a judge
- A number of family lawyers are using it – it has helped out-of-court negotiations, so allows benefits in terms of cost/time
- Judges like the idea of PwrSwitch – it's a way to get objective sources
- Lawyers using in the city are calling it a 'game-changer' in how well they're able to serve their clients
- No one is expecting an issue; it's simply a cohesive way to present evidence

Is the platform HIPAA compliant?

- Unsure – will get back to us

Are reports saved as a PDF?

- Yes

How does it work if one partner is using an app to chat, and no specific phone number?

- This would not be captured – it's attached to the number on the device, and it doesn't integrate third-party services, e.g. Whatsapp/Facebook chat
- Will hopefully be adding additional channels going further into this year

What is the cost after 6 months?

- Currently testing pricing – at the moment about \$20/6 months but unsure how it will change
- Aware that many don't have the capacity to pay and looking into models to meet those needs

Is there a conversation around how this might work in other languages?

- Not currently supporting other languages – but DV can be an issues for new Canadians, so it's in the roadmap to have translation available
- Would be feedback-based