

60-SECOND FOUNDER OPENER

A short, honest opener — for the homepage and for Leann.

WA-FIRST · LEANN · FOUNDER

Read straight to camera. No pitch voice. Just the truth — the same way you'd say it to an educator on a Tuesday afternoon. About 150 words. Soft pause where you see the //.

THE SCRIPT · ~60 SECONDS

Hi — I'm Leann. // I've spent years on the floor in early-childhood centres, here in WA. I watched brilliant educators burn out from broken systems. I watched directors drown in compliance instead of leading their team. I watched parents lose trust because no one ever had time to tell the full story. // So I built **Simply Safe Connect** — one connected operating system for your centre. Sign-in, ratios, observations, incidents, medications, compliance, parent communication — all in one place. // It gives educators their why back. It gives directors their nights back. And it raises the standard of safety our children deserve. // It's WA-built. WA-hired. Every job stays here. // I'm looking for five WA centres for a 12-week pilot — no money exchanged, just real feedback. If that's you, let's talk.