

Gemma — this one's for you.

Dear Gemma,

Three years on your floor at Hearts & Minds Golden Bay shaped the educator I am, and — without realising it at the time — shaped the founder I've become. So before anything else: thank you. For your kindness, your steadiness, and the way you lead a team with genuine heart.

I'm writing because I've built something I genuinely believe will give your educators time back — and I want Hearts & Minds to be the first centre in Western Australia to feel it.

What I've built

Simply Safe Connect™ is one connected system that quietly handles the things that pull your educators off the floor — observations, incidents, handovers, parent sign-offs, ratios, allergies, compliance — with AI drafting the routine words so your team always decides what gets published. Privacy-first, no surveillance, calm by design.

It's built from what I lived in your rooms: educators emotionally exhausted by paperwork instead of presence. I've designed every screen with that memory in mind.

What I'm asking

A 12-week WA pilot. No money exchanged. A one-page Letter of Intent. You and your team give honest feedback — what works, what doesn't, what would change your day. If at any point it isn't serving you, you walk away. No conditions.

In return, Hearts & Minds Golden Bay is recognised as the founding pilot centre — the centre that helped raise the standard of safety and support our children deserve. Founder-tier pricing locked in for life. Direct input into the roadmap, in writing.

“You taught me what a calm, well-led centre feels like. I'd be honoured to give Hearts & Minds the first taste of what calm operations look like in software too.”

Walk-in, coffee, or a quiet 20 minutes — whatever suits you. I'll come to you.

With genuine gratitude,

Leann Wise-Proto

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