

# Three emails: Centre · Educator · Owner

*Copy, paste, print or send. Replace the bracketed names before sending. Tagline throughout:  
**Clear. Connected. Considered.***

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EMAIL 1 · TO THE CENTRE (Director / Manager)

**Subject: A WA-built tool to give educators their time back — would your centre take a look?**

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Hi [Name],

I'm Leann Wise-Proto — an early childhood educator here in WA, and the founder of **Simply Safe Group™**. I've spent years on the floor watching brilliant educators lose their presence to paperwork, double-entry and disconnected systems. So I built the thing I wished we had.

**Phase 1 — Simply Safe Connect** is the live piece. One clear, connected system: observations, incidents, handover, compliance, parent communication and rostering — without re-typing, without surveillance, and without five different apps.

**Phase 2 — Simply Safe Go** (the broader ecosystem) starts when funding lands and Phase 1 is running at its best.

I'm not asking for a yes today. I'm asking for **15 minutes** so I can show you what your team would actually feel on a Tuesday afternoon — and whether a quiet pilot at your centre could make sense.

Could I send you a 1-page overview, or would a short call this week suit better?

Warmly,

Leann Wise-Proto

Founder, Simply Safe Group™

[email] · [phone]

**Subject: 30 seconds — would this help your day on the floor?**

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Hi [Name],

I'm Leann — early childhood educator and founder of Simply Safe Group™. I'm building a clear, connected, considered system designed by someone who has actually lived your day.

I don't need a form, a signature or a meeting. I just need to know if this **sounds like it would help you**. Could you reply to this email with a tick (■) or cross (■) next to each line? That's it.

- ■ / ■ I'd love less double-entry and fewer apps in my day
- ■ / ■ A simpler way to capture observations sounds genuinely useful
- ■ / ■ I'd be open to my centre trialling something like this
- ■ / ■ I'd be happy for my first name + role to appear as quiet support

Anything else you want to add — even one line — means the world.

Thank you for the work you do every day.

Leann ■

**Subject: A WA-first pilot — Simply Safe Connect at [Centre name]**

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Hi [Owner first name],

I'm Leann Wise-Proto — an early childhood educator and the founder of **Simply Safe Group™**, built right here in Western Australia. I'm writing directly because you're the person who can say yes to something that could genuinely change how your centre runs.

**What I'm proposing:** a no-cost, no-pressure pilot of **Simply Safe Connect** (Phase 1) at your centre. One clear, connected system to replace the patchwork — designed to give educators their time back, give you clear compliance, and give families a more personal experience.

**What it costs you:** nothing financial during the pilot. A short onboarding conversation, and honest feedback from your team.

**What you get:**

- Educators with measurably less admin and more presence with children
- Audit-ready compliance without midnight catch-up
- A founding-partner voice in shaping a WA-first industry standard
- Your centre named (with permission) as a pilot anchor — meaningful when this scales

**What I need from you:** a 20-minute call, or a written “**yes, in principle**” so I can send the one-page Letter of Intent. Nothing binding — just a green light to start the conversation properly.

I'm meeting with an investor shortly who wants to see that real centres want this. Your “yes in principle” would mean a great deal — and I'd rather have one centre I respect than ten I don't know.

Warmly, and with real respect for what you've built,

Leann Wise-Proto

Founder, Simply Safe Group™

[email] · [phone]