

Five centres. One ask.

WA-first pilot conversations — Leann Wise-Proto, Founder

Use these as walk-in scripts or short emails. Each is 90 seconds to read, plain English, no jargon. The ask is the same: a 12-week pilot, no money exchanged, signed Letter of Intent so we can build with you, not at you.

PRINT THIS · BRING THE LOI · LEAVE WITH ONE SIGNATURE

Hearts & Minds Golden Bay

Attn: Gemma Strauss

PERSONAL CONTACT — WARMEST OPENER.

Subject: A 12-week WA pilot — giving educators time back with children

Hi Gemma,

I'm Leann — founder of Simply Safe Group, based here in WA. I'm an educator and parent first, building the operational platform I always wished we'd had on the floor.

It's called Simply Safe Connect™. One connected system for incidents, observations, handovers, parent sign-offs, ratios and compliance — role-based, privacy-first, calm by design. The single promise we measure is simple: 6+ hours back per educator per week, so children get presence, not paperwork.

I'd love Hearts & Minds Golden Bay to be one of five WA pilot centres. 12 weeks. No money exchanged. You give honest feedback, we build with you, and you keep a clean exit at any point.

I have a one-page Letter of Intent ready to sign — five minutes, non-binding, plain English. Could I drop in this week with a coffee and walk you through it?

With care,

Leann Wise-Proto

Founder · Simply Safe Group™

simplysafegroup.com.au

WALK-IN OPENER (30 SECONDS)

"Hi — I'm Leann, I'm WA-based and I'm building a calmer operational platform for early childhood. I'm not selling anything today. I'm looking for five centres to pilot it for twelve weeks, free, with a one-page LOI. Could I leave this with Gemma Strauss and follow up Friday?"

Nido Early School

Attn: Centre Director

LARGER GROUP — KEEP TONE RESPECTFUL, FOCUS ON EDUCATOR TIME-BACK.

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Great Beginnings

Attn: Centre Director

GROUP-OWNED — LEAD WITH PILOT SCOPE AND CLEAN EXIT.

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Goodstart Early Learning

Attn: Centre Director

NATIONAL GROUP — FRAME AS SINGLE-CENTRE WA PILOT, NOT A PROCUREMENT ASK.

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Small Friends

Attn: Centre Director

INDEPENDENT — LIKELY MOST RECEPTIVE TO FOUNDER-LED PILOT.

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After the drop-in.

DAY 0

Walk in. Leave the one-pager + LOI. Note the director's name + best contact.

DAY 2

Short text or email: "Thanks for the chat — happy to answer anything before Friday."

DAY 5

Friday call. Ask one question: "Anything stopping you signing the LOI today?"

DAY 10

If no, ask what would make it a yes. If still no, thank them and move on cleanly.

DAY 14

Aim: one signed LOI from these five. That is enough to be undismissable.

One signed LOI changes the conversation with Brodie from "idea" to "traction". That is the whole game this week.