

Preventli

GPNet + Whistleblower Compliance = Complete Risk Platform

Extending GPNet's proven workplace risk platform to meet new legislative requirements

GPNet Foundation	Legislative Opportunity
Proven platform with existing customers	New whistleblower protection laws
Established workplace risk workflows	SMB compliance gap in market
Trusted by Australian SMBs	Immediate upgrade revenue potential

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Executive Summary

GPNet is an established workplace injury and claims management platform serving Australian SMBs. New legislative requirements for whistleblower protection create an immediate opportunity to extend GPNet's proven risk engine with anonymous reporting functionality.

Preventli represents this natural evolution—transforming GPNet from reactive claims processing to a complete 'signal-to-prevention' platform. The technical integration is straightforward: anonymous workplace concerns become new case types processed through GPNet's existing workflows.

This upgrade path serves existing customers first, provides clear compliance value, and positions GPNet uniquely in a market where competitors treat whistleblower reporting as an afterthought.

Market Analysis

Legislative Driver & Market Opportunity

New Australian whistleblower protection laws require businesses to provide safe reporting mechanisms. While large enterprises have compliance resources, **SMBs face a capability gap** that GPNet is uniquely positioned to fill.

The current market exhibits a problematic structure:

Layer	Characteristics	SMB Accessibility
Saturated Layer	Anonymous hotlines, basic ethics portals	Commoditised, low value
Empty Layer	Signal-to-prevention with audit trails	OPPORTUNITY
Expensive Layer	Big 4 advisory services	Inaccessible to SMBs

GPNet's existing customers already trust the platform for workplace injury management. Adding whistleblower functionality leverages this established relationship and proven infrastructure, creating immediate upgrade revenue while ensuring SMBs can meet new compliance obligations.

The Preventli Solution

Extending GPNet's Proven Architecture

GPNet already processes workplace injuries as structured cases with evidence, timelines, and audit trails. **Preventli simply adds anonymous intake** as a new case type, leveraging the existing risk engine:

Stage	Process	Outcome
1. Intake	Anonymous portal/app submission	Structured signal capture

2. Classification	AI-assisted categorisation	Risk-rated case creation
3. Triage	Severity assessment & action planning	Guided prevention workflow
4. Action	Task assignment with timelines	Accountable execution
5. Evidence	Timestamped action logging	Defensible audit trail
6. Integration	Case history preservation	Full context if escalated

Strategic Advantages

Advantage	Description	Competitive Impact
Proven Platform	GPNet already operational with existing customers	Lower risk, faster deployment
Legislative Compliance	Meets new whistleblower protection requirements	Regulatory necessity drives sales
Existing Customer Base	Upgrade existing GPNet customers first	Higher conversion, predictable revenue
Minimal Development	Anonymous intake added to existing workflow	Fast time-to-market, low cost
Single System	Whistleblower and injury cases managed together	No data silos, unified platform

Competitive Positioning

While competitors scramble to build whistleblower solutions from scratch, **GPNet already has the foundation:**

- **Competitors:** *Building new systems to meet compliance*
- **GPNet:** *Adding anonymous intake to proven risk platform*

This creates a fundamental advantage: existing customers trust GPNet, the platform is operational, and anonymous reporting becomes a natural workflow extension rather than a bolt-on compliance tool.

What Preventli Delivers

Core Functionality

- Anonymous & confidential reporting via mobile-friendly portal
- AI-assisted triage and risk assessment (advisory only)
- Prevention case engine with structured workflows
- Anti-retaliation monitoring and protection
- Owner & board defensibility dashboard
- Complete audit trail generation

What Preventli is NOT

Preventli is not a call centre, legal advice, HR chatbot, policy generator, or Big-4 consulting engagement. Preventli is **infrastructure**—the system that ensures action happens and is provable.

Target Market & Pricing

Ideal Customer Profile

Primary targets: 30-500 employee businesses including franchises, multi-site operators, labour hire, transport, NDIS/aged care, clinics, hospitality groups, construction and trades.

Tier	Employee Range	Monthly Price (AUD)	Target Vertical
Starter	≤50 staff	From \$299	Single-site SMBs
Growth	50-250 staff	From \$699	Multi-department businesses
Multi-site	250+ staff	From \$1,500	Franchises, enterprise

Go-to-Market Strategy

Positioning Guidelines

- Do NOT position as 'whistleblower software'—that's the saturated commodity layer
- Lead with psychosocial risk compliance and owner defensibility
- Target high-exposure SMB verticals: construction, healthcare, aged care, hospitality
- Message: 'Workplace risk prevention with proof'—not 'anonymous reporting'

Implementation Roadmap

Phase	Timeline	Key Deliverables	Success Metrics
MVP Development	Q1 2026	Core reporting & case management	Pilot customer deployment
AI Integration	Q2 2026	Intelligent triage & risk scoring	10 paying customers
Dashboard & Analytics	Q3 2026	Leadership visibility tools	\$50K MRR
Scale & Expansion	Q4 2026	Multi-tenant, API integration	100+ customers

Risk Analysis

The Cost of Doing Nothing

*If businesses continue to rely on emails, verbal conversations, informal notes, and memory, they are betting the business that no one escalates, screenshots, records, or connects patterns later. **That's not a strategy. That's hope.***

Bottom Line

GPNet is already operational with paying customers who trust the platform for workplace risk management. New legislative requirements create immediate demand for whistleblower functionality that can be added with minimal development effort.

This is not a startup risk—it's a proven platform extension. Existing customers provide immediate upgrade revenue, legislative compliance drives market urgency, and the technical integration leverages GPNet's established architecture. This represents execution opportunity, not demand validation.