

Preventli

Anonymous Signals → Early Action → Defensible Proof

A prevention-first workplace risk system for Australian SMBs

Market Opportunity	Strategic Advantage
Blue ocean in \$2.3B compliance market	Signal-to-prevention vs compliance theatre
30-500 employee SMBs underserved	GPNet risk engine integration ready
Psychosocial hazard obligations	Defensible audit trails

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Executive Summary

Most businesses don't fail because people stayed silent. They fail because **nothing happened early enough**.

Preventli is a Workplace Risk Signal & Prevention System that transforms anonymous workplace concerns into structured prevention cases with defensible audit trails. Built on GPNet's proven risk engine, it positions businesses as prevention-first rather than compliance-reactive.

This represents a blue ocean opportunity within the saturated compliance market—moving from 'How do we meet whistleblower law?' to 'How do we stop people getting hurt—and prove we tried?'

Market Analysis

The Structural Gap

The Australian workplace compliance market exhibits a three-layer structure with a critical gap:

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

SMBs face increasing regulatory pressure from psychosocial hazard obligations, WorkCover exposure, and Fair Work escalation pathways—but lack affordable systems that prove they took reasonable steps to prevent harm. One incident can destroy a small business.

The Preventli Solution

Prevention-First Architecture

Preventli transforms any workplace concern into a managed prevention case through six integrated stages:

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
Single System	Psychosocial hazards and physical injuries	Standardized implementation
Prevention Loop	Early signal capture reduces downstream costs	Lower WorkCover and regulatory exposure
Defensibility	Complete audit trail proves reasonable steps taken	Regulatory protection
SMB Pricing	Big 4 outcomes at software pricing	Underserved market access
Existing Architecture	GPNNet risk engine integration ready	Minimal rebuild required

Competitive Positioning

This approach inverts typical market positioning:

- **Competitors ask: 'How do we meet whistleblower law?'**
- **Preventli asks: 'How do we stop people getting hurt—and prove we tried?'**

Instead of bolting whistleblowing onto HR software, Preventli absorbs it into a prevention engine. This is rare—possibly unique—at SMB scale. The system closes the loop that every other vendor leaves open.

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

This is a blue ocean inside a red ocean. The market for shallow reporting tools is saturated, but the market for signal-to-prevention systems is wide open. GPNet's existing architecture is structurally suited to capture this opportunity with minimal rebuild—it's a positioning and execution problem, not a demand problem.

Preventli gives businesses early warning, structured action, anti-retaliation protection, and defensible proof at an SMB-appropriate cost. It doesn't replace leadership—it protects leaders who act.