

# 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 on data silos together | Abolishes duplication                   |
| Prevention Loop       | Early signal capture reduces downstream claims                    | 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 | GPNet 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.