



Capability Statement

Workforce Operational Intelligence Infrastructure for Construction

Workforce Operational Intelligence Infrastructure for Construction

WatchWell is the workforce operational intelligence layer for construction project delivery. Built to complement existing construction technology ecosystems, the platform converts workforce signals into operational visibility, psychosocial governance evidence, and leadership recommendations across direct employees and subcontractors.

Who We Are

WatchWell Pty Ltd is an Australian construction technology company developing the workforce operational intelligence layer for construction project delivery.

Founded by David Montgomery in 2025, WatchWell is purpose-built for the operational reality of Australian construction — direct workforce, subcontractor fragmentation, psychosocial governance obligations, and the leadership visibility gap that exists between construction project management platforms and the people delivering the work.

The platform is operational, multi-tenant, and entering its first controlled pilots with Australian principal contractors. Pilot deployment is deliberately staged until enterprise readiness validation is complete, ensuring first pilots succeed rather than rushing to market.

Founder & Origin

WatchWell was founded by David Montgomery, who brings more than twenty years of operational experience inside the Australian construction industry servicing Tier 1 builders and major projects nationally.

David's construction businesses — Scaffad, Spike Design, and Baaka — specialise in large-scale construction signage, scaffolding wraps, statutory signage, project branding, wayfinding, site presentation, hoardings, building wraps, and visual communication systems for complex construction environments.

Across two decades working alongside Tier 1 contractors, subcontractors, project managers, and site teams, David observed an increasing pattern of operational pressure around workforce stress, subcontractor fragmentation, psychosocial risk, leadership visibility, communication breakdowns, and workforce engagement across live project environments. WatchWell was developed as a direct response — a system that brings this hidden operational dimension into the visible delivery layer.

David holds a qualification in Resource Management from the University of Aberdeen, with foundations linked to oil and resource sectors — disciplines historically further advanced than construction in operational risk, workforce coordination, and safety-critical environment management.

The Problem WatchWell Addresses

Existing construction technology platforms successfully manage the technical and commercial layers of project delivery — programme, RFIs, QA, defects, documentation, cost controls, and workflow. **They do not manage the workforce delivery layer.**

Modern construction operates with significant operational blind spots in:

- Workforce cohesion across direct employees and subcontractors
- Subcontractor engagement and visibility
- Psychosocial governance evidence and audit trail
- Workforce readiness and onboarding effectiveness

- Leadership participation and follow-through
- Operational workforce pressure and fatigue signals

This blind spot is becoming commercially and legally significant as Australian psychosocial WHS legislation tightens, insurer scrutiny increases, ESG and governance requirements expand, workforce shortages persist, and subcontractor complexity grows.

Platform Capabilities

WatchWell aggregates workforce signals across direct employees and subcontractors into a single operational environment, converting those signals into:

Visibility	Operational workforce visibility for project leaders, executives, and governance functions.
Intelligence	Workforce insights, risk signals, and pattern detection at project and enterprise level.
Action	Practical recommendations, evidenced response, and auditable governance trails.

Operational Capabilities (Live)

- **Multi-tenant SaaS platform** — production architecture with tenant isolation
- **Eight-role permission model** spanning master admin, client admin, executive, leadership, management, employee, subcontractor admin, and subcontractor worker
- **Workforce onboarding workflows** — onboarding signals across role clarity, support awareness, and direction
- **Subcontractor company onboarding** with insurance, documentation, and compliance tracking
- **Daily workforce check-ins** with a privacy-first consent model — six-point scale signals across mood and energy
- **Manager follow-up tracking** with explicit consent flow
- **Risk Radar** — 14 psychosocial risk signals
- **Workforce Pressure Index (WPI)** — composite 0–100 score with risk band and trend. Live data signals across workload pressure, fatigue, leader support, role clarity, psychological safety, team dynamics, job demands, burnout risk, and more
- **Recommendation engine** — 8 contextual triggers surfacing practical, calm, role-appropriate recommendations to the right person at the right time
- **Duty of Care Compliance Trail** — an immutable, timestamped event log of workforce signals, recommendations, and responses; an auditable governance record suitable for insurer review and regulatory inspection
- **MHFA certification tracking** and coverage visibility — project-level and tenant-level mental health first aid coverage with expiry alerts
- **Executive reporting** — a four-page CEO Workforce Health Report covering WPI, mood trends, project health, MHFA coverage, recommended actions, and Compliance Trail summary; plus manager and principal admin reporting at project and team level
- **Proposal and provisioning workflows** — structured commercial proposals with line items, GST, and PDF export

Strategic Positioning

WatchWell is positioned as operational infrastructure for workforce governance, workforce intelligence, and project delivery visibility — **not as a wellbeing app, not as an HR system, and not as a replacement for any existing construction technology platform.**

The platform is designed to complement construction ecosystems including Autodesk Construction Cloud, Procore, and PMIS environments by introducing the workforce operational layer they do not address.

The long-term opportunity: to become the human operations layer for construction projects.

Partner Ecosystem

WatchWell has assembled a supply partner ecosystem that covers the full workforce intelligence lifecycle — assessment, development, training, and risk baselining — without rebuilding what specialist providers have already proven.

All four supply partners are commercially aligned with WatchWell's go-to-market strategy. Custom content and delivery flows for the construction sector are being crafted with the first pilot clients, ensuring partner offerings are tailored to construction operational reality rather than generic corporate adaptation.

Assessment

Partner	Role
Genos International	Emotional intelligence assessment platform — integrated via live production API. Used for leadership EI assessment, leadership debriefs, and team-level capability building.
Skodel	Psychosocial risk assessment and pulse survey platform — for full psychosocial baseline assessments where deeper hazard analysis is required.

Development & Training

Partner	Role
Dare to Care	Australian emotional intelligence development specialist with over 35 years of experience in leadership development and team coaching. Building custom EI workshops and training programmes tailored specifically to the construction sector audience.
Excite Safety	Registered training organisation — Mental Health First Aid and psychosocial safety training delivery for the construction industry.

Ecosystem Alignment

Partner	Role
Autodesk Developer Network	WatchWell is an Autodesk Developer Network member. APS sandbox environment established. Forma integration under active development.

Current Status

Platform

- Production-ready pilot platform operational
- Multi-tenant SaaS architecture in service
- All core capabilities live: Risk Radar, Recommendation Engine, Compliance Trail, Executive Reporting
- Genos integration in live production
- APS sandbox environment established for Autodesk Forma integration build

Pilot Pipeline

- Controlled pilots with principal contractors, staged following enterprise readiness validation
- Supply partner ecosystem (Genos, Dare to Care, Excite Safety, Skodel) aligned with go-to-market strategy
- Test tenant operational with multi-project, multi-subcontractor, multi-role validation data

Development

- Active build sprint focused on Autodesk Forma Phase 1 integration
- Enterprise hardening and production migration in planning

Why WatchWell Is Different

Construction-First	Purpose-built for construction project environments and Australian regulatory context, not adapted from a generic HR or wellbeing product.
Subcontractor Visibility	One of the few workforce systems designed from the outset to include subcontractor workforce engagement and governance.
Governance Infrastructure	Creates timestamped psychosocial governance and workforce response records — built for insurer, regulator, and Board scrutiny.
Operational Framing	Frames workforce condition as an operational delivery factor — not a soft HR concern — fitting the operational decision-making culture of construction.
Recommendation Layer	Converts workforce signals into practical leadership actions rather than dashboards no-one acts on.
Ecosystem Strategy	Designed to integrate with rather than replace existing construction technology stacks — reducing adoption friction and enterprise risk.

Why Now

Several converging market shifts make this the right moment for workforce operational intelligence to enter the construction technology stack:

- Australian **psychosocial WHS legislation** has formalised the duty of care on principal contractors to identify, assess, and act on psychosocial hazards — with enforcement increasing across SafeWork NSW, WorkSafe Victoria, and Comcare

- **Insurer scrutiny** of construction workforce risk and governance practice is intensifying, with insurance terms increasingly linked to demonstrable safety and governance evidence
- **ESG and governance requirements** are pushing workforce visibility further up the corporate agenda — for listed contractors, Tier 1 builders, and public sector procurement
- **Workforce shortages** and retention pressure are increasing the commercial cost of workforce churn and disengagement
- **Subcontractor fragmentation** continues to grow, expanding the workforce blind spot on principal contractors' sites
- **Enterprise construction digitisation** has matured the technology stack — but left the workforce layer largely unaddressed

Operating Detail

Legal Entity	WatchWell Pty Ltd
Jurisdiction	New South Wales, Australia
Founded	2025
Stage	Controlled pilot
Platform	Multi-tenant SaaS, production architecture, live tenant data
Pilot Pipeline	Controlled pilots with principal contractors; deployment staged following enterprise readiness validation
Supply Partners	Genos International, Dare to Care, Excite Safety, Skodel
Ecosystem	Autodesk Developer Network member

Contact

Founder	David Montgomery
Email	monty@watchwell.com.au
Website	watchwell.com.au
Location	Sydney, NSW, Australia