

- Fernway

Route planning for regional freight carriers

COMPANY

Fernway

WEB

fernway.io

CONTACT

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- PROBLEM

02

Regional carriers still plan tomorrow's routes in spreadsheets the night before.

- 01 Dispatchers spend two to three hours every evening rebuilding routes by hand.
- 02 A late change from a shipper breaks the plan, and drivers hear about it by phone.
- 03 Fleet software built for national carriers is priced and scoped for 500+ trucks.

- SOLUTION

03

Fernway turns an order list into driver-ready routes in minutes.

Carriers send their orders. Fernway returns routes that respect driver hours, dock windows and truck limits — and re-plans only what changes.

• PRODUCT

04

Plan

Routes from an order list, with dock windows and driver hours.

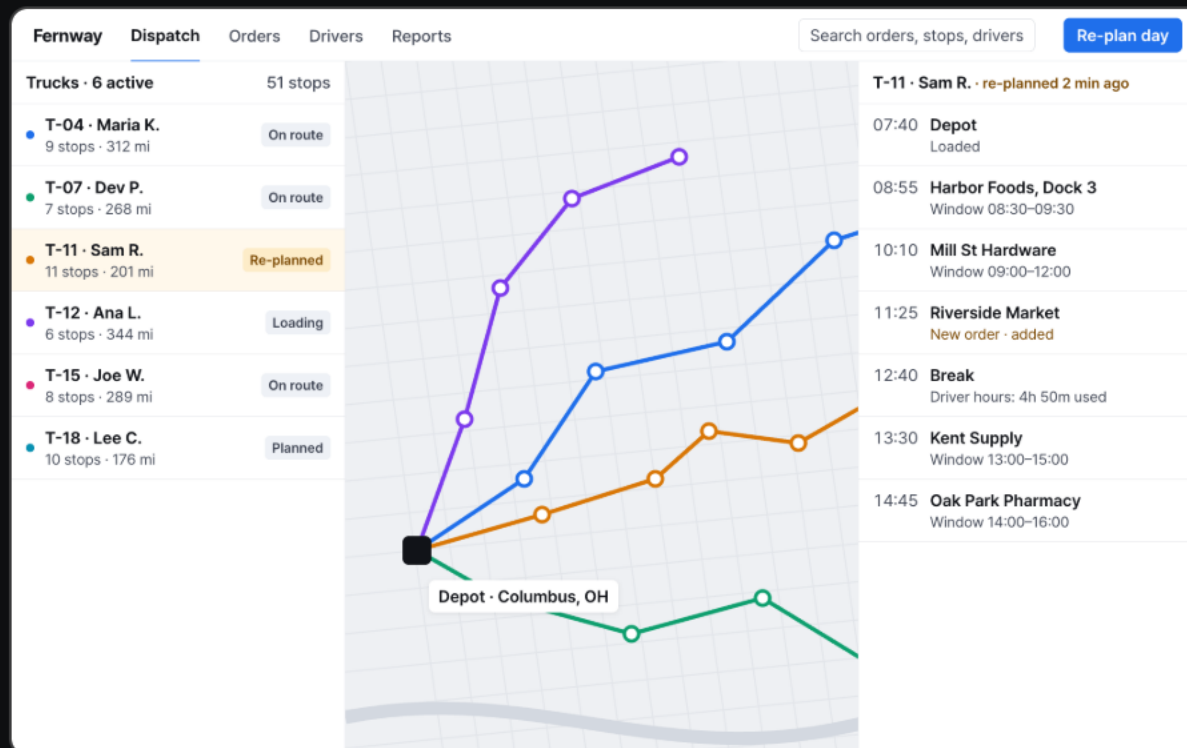
Re-plan

An order change re-routes only the trucks it affects.

Notify

Drivers get the new stop list by text. No app to install.

One console for dispatch, one API for the TMS.



- WHY NOW

05

Driver hours became machine-readable, and shippers now expect same-day changes.

- 01 Every truck in the US now logs driver hours electronically.
- 02 Shippers ask for live ETAs and accept changes up to the hour.
- 03 Routing solvers that took minutes now return in under a second.

- MARKET

06

TAM \$9.4B

Routing and dispatch software,
North American trucking

SAM \$1.1B

Carriers running 10 to 200 trucks

SOM \$46M

Midwest regional carriers,
five-year target

Source · Fernway analysis of the
FMCSA carrier census, 2026

- BUSINESS MODEL

07

Priced per truck, so a 12-truck carrier can start tomorrow.

\$39 per truck, per month

- 01 Includes the API and up to 2,000 orders per truck
- 02 Annual contract, billed monthly
- 03 Live in one week, no hardware

• TRACTION

08

\$41K

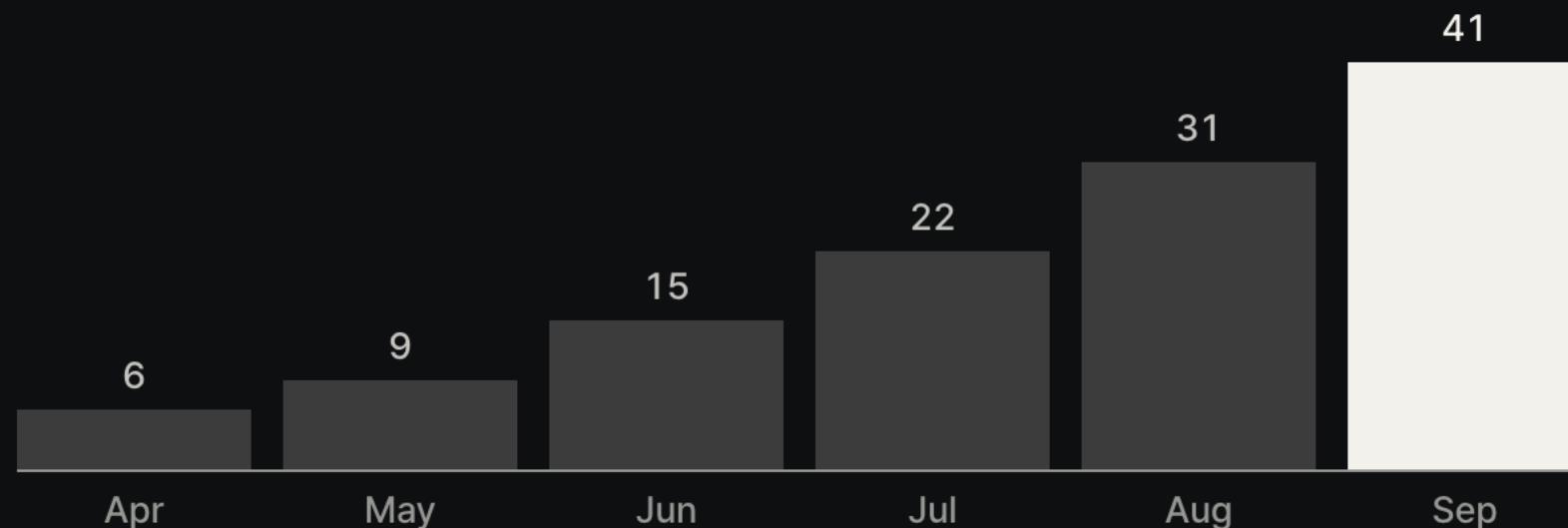
Monthly recurring revenue,
September 2026

14

Carriers on annual contracts

Paid pilots are turning into annual contracts.

Monthly recurring revenue (\$K)



• TEAM

09

The people building Fernway.

Maya Ortiz
CEO

Ran dispatch for a 120-truck carrier for six years.

Daniel Cho
CTO

Built the routing engine at a last-mile delivery startup.

Priya Raman
Head of Sales

Sold TMS software to regional carriers for eight years.

• THE ASK

10

\$3M Seed

USE OF FUNDS

Engineering		50%
Sales		30%
Operations		20%

CONTACT

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