



Route planning for regional freight carriers

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— PROBLEM

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

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

HOW IT WORKS

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

PRODUCT

One console for dispatch, one API for the TMS.

Plan

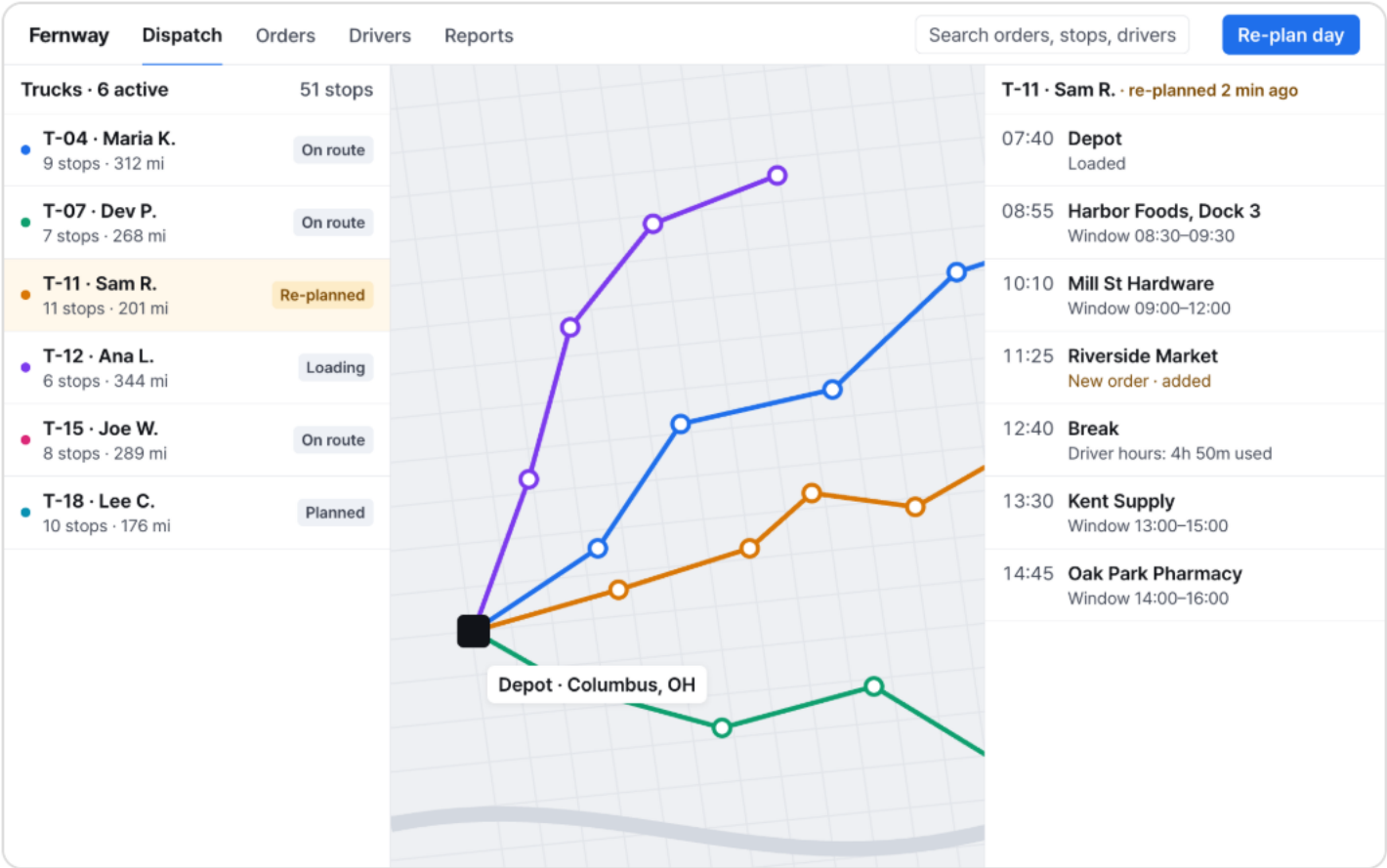
Routes from an order list, with dock windows and driver hours.

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.



— WHY NOW

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

\$9.4B TAM

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

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

\$39

per truck, per month

Includes the API and up to 2,000 orders per truck

Annual contract, billed monthly

Live in one week, no hardware

— TRACTION

Paid pilots are turning into annual contracts.

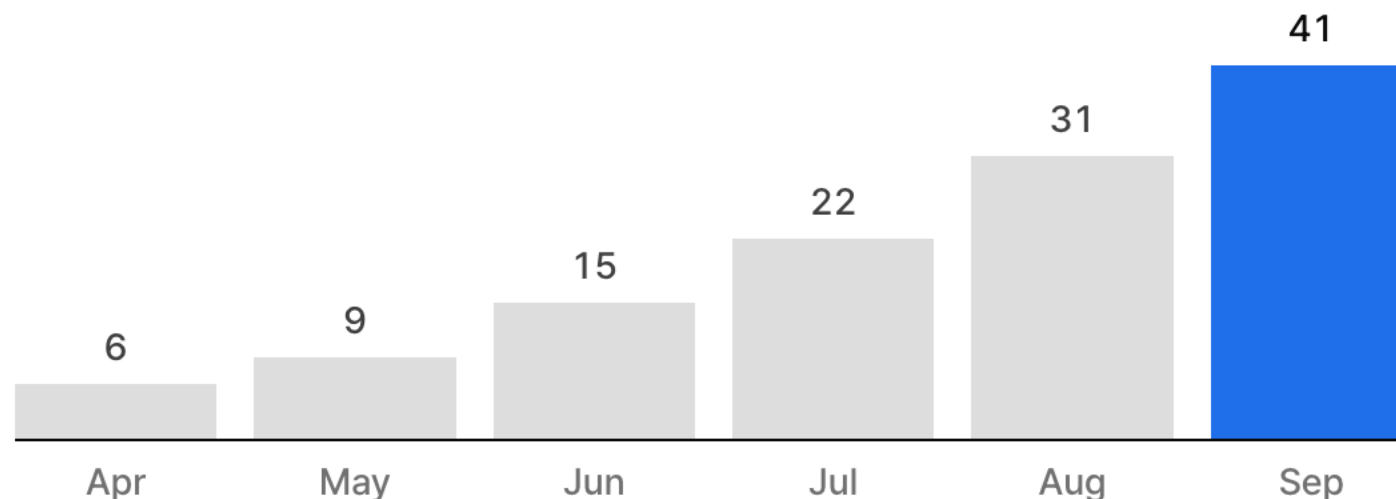
\$41K

Monthly recurring revenue,
September 2026

14

Carriers on annual contracts

Monthly recurring revenue (\$K)



— TEAM

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

\$3M Seed

USE OF FUNDS

Engineering	50%
Sales	30%
Operations	20%

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