

FERNAIN

SEED FINANCING • TARGET 5M

Good work, better connected.

Focused software for membership organizations—
starting with career centers.

Fernain Joseff Betancourt
Founder

Fernain.com
Joseff@Fernain.com

THE PROBLEM

The organization owns the outcome. Its software rarely owns the whole journey.

A career-center team coordinates three constituencies through a stack assembled product by product.

MEMBERS

Find credible opportunity

Discovery, job detail and application should feel like one trusted member experience.

EMPLOYERS

Reach the right community

Publishing, visibility and applicant workflows should be coherent and accountable.

STAFF

Operate the program

Brand, content, support, data and commercial operations should not require brittle handoffs.

Fragmentation becomes the organization's burden: duplicated administration, uneven experience and no coherent relationship.

FERNAIN

03

THE WEDGE – FERNAIN JOBS

Start where value is visible: the career center.

Fernain Jobs is a modern, white-label career-center platform for membership organizations.

CANDIDATE

Discover and apply

Search, job detail and guided application

EMPLOYER

Publish and operate

Jobs and applicant workflows in one board

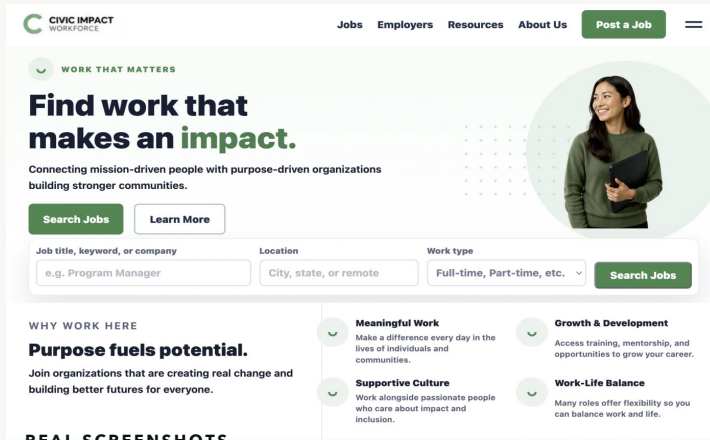
ORGANIZATION

Shape the experience

Brand, configure and govern the program

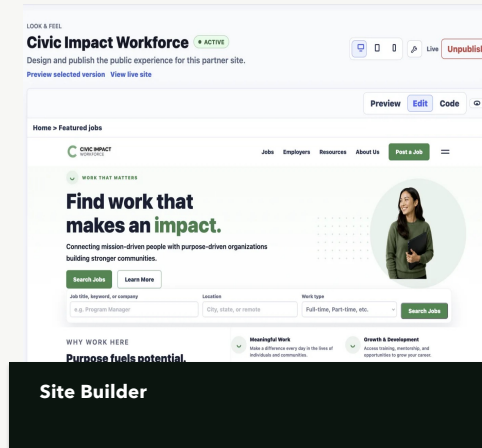
First wedge—not the whole company.

A bounded product lets Fernain earn trust before asking for a broader relationship.

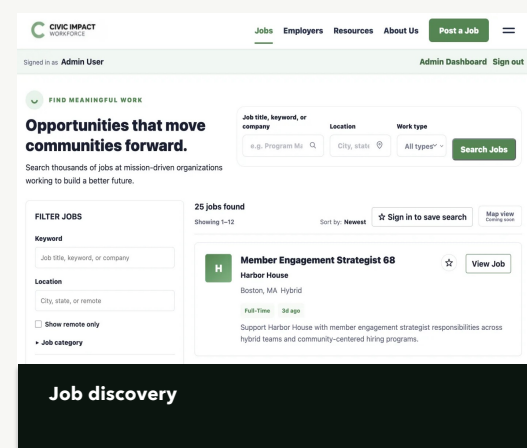


REAL SCREENSHOTS

Fernain Seed • Confidential



Site Builder



Job discovery

LAND, DELIGHT, EXPAND

Land with one job. Expand through earned trust.



Examples (only when customer-pulled):
credentials • community • events • work

**Portfolio discipline: a new product must solve a durable organizational job.
Revenue possibility alone is not enough.**

WHY NOW • WHY FERNAIN

Two shifts make this vertical newly attackable. Oversight makes it trustable.

DURABLE NEED

Vertical workflows still matter.

Membership organizations still coordinate specialized programs, communities and commercial relationships that generic software only partially serves.

PRODUCTION

AI changes production economics.

A disciplined, governed delivery model can make a small engineering organization responsible for substantially more product surface.

JUDGMENT

Human judgment sets the standard.

People define the customer outcome, boundaries and acceptance criteria. Humans accept against explicit product and quality gates.

JB 20+
years

- product
- platforms
- organizational software

Implemented by a founder who understands both the organization and the system.

MARKET

Direct association and organizational-systems experience, including senior platform work at the MLA.

OPERATING RECORD

\$3M+ documented savings through modernization and vendor reduction. Helped grow job-boards business from \$0.5M to \$1.5M in revenue.

FOUNDER FIT

Former VP Product, MBA and builder of Fernain's governed AI-native delivery model.

THE RAISE • TARGET

\$5M seed to turn founder-scale execution into company-scale evidence.

22-24 MONTHS

Capital buys organizational capacity—not an oversized engineering team.



■ Lean team

■ GTM

■ Trust

■ Infra

■ Customer

■ Reserve

People & contractors include engineering, sales, customer success, operations and founder compensation.

END-STATE TARGETS

- Fernain Jobs commercially launched
- 20-30 paying organizations
- \$600K-\$1.0M ARR
- Repeatable acquisition + onboarding
- Customer success and support in place
- One customer-pulled expansion decision