

FERNAIN

SEED FINANCING • TARGET

Good work, better connected.

Focused software for membership
organizations—
starting with career centers.

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.

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.

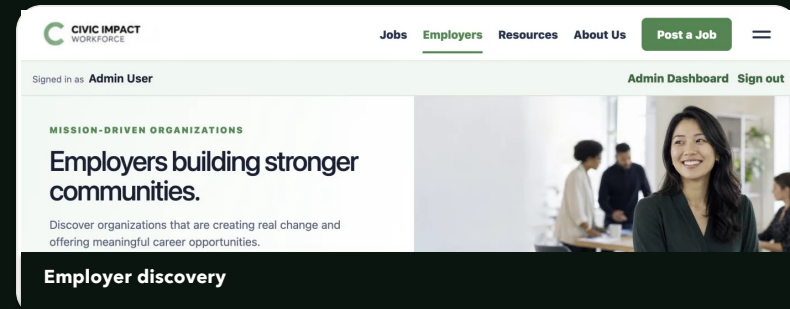
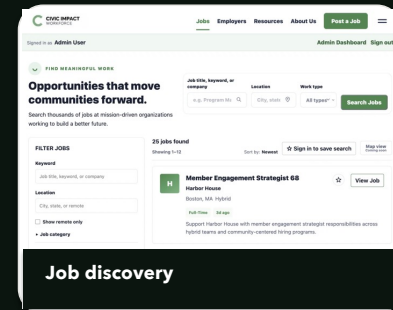
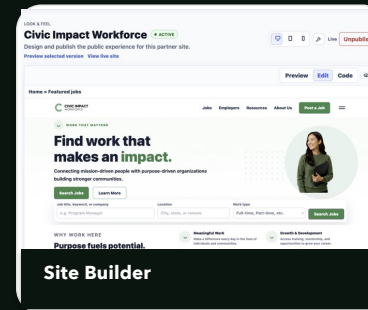
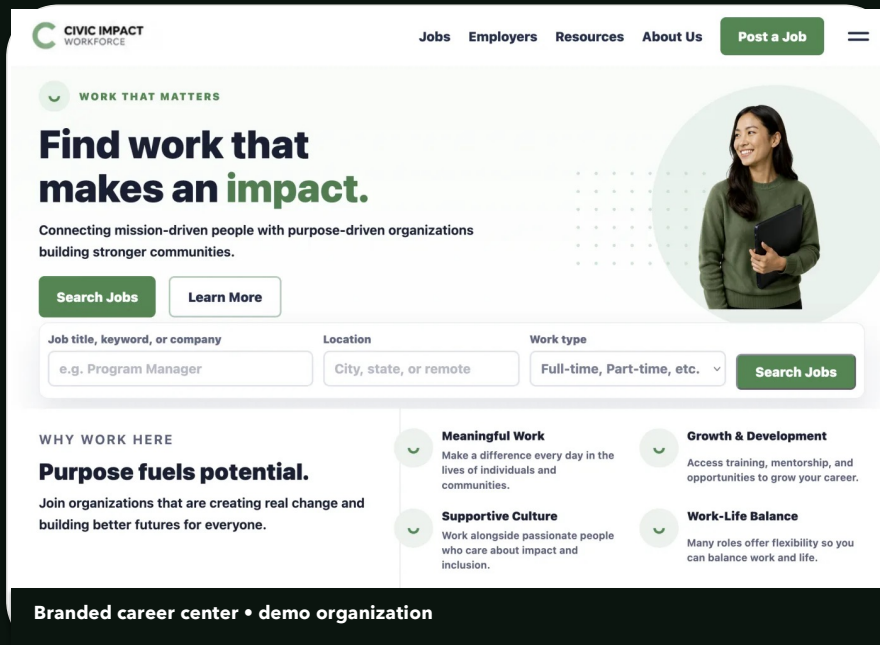
A bounded product lets Fernain earn trust before asking for a broader relationship.

FERNAIN

PRODUCT EVIDENCE

Real software. One coherent career-center experience.

04



Product evidence • seeded demo data • no customer or production claim

WHY CUSTOMERS SHOULD CARE

A better experience for every side of the market.

01

One owned experience

The organization presents its program through a coherent, branded relationship—not a patchwork of handoffs.

02

Connected workflows

Candidate, employer and operator journeys are designed as one product with clear interaction boundaries.

03

Accountable operations

Board configuration and governed activation make the program operable, not merely attractive.

Legacy platform • standalone job board • custom build • general SaaS stitched together • do nothing

NEXT EVIDENCE STEP Validate these qualitative benefits with design partners and paying customers.

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.

INITIAL SERVICEABLE OPPORTUNITY

A credible starting market—sized from the bottom up.

OBSERVED

21,384

U.S. employer establishments
in business + professional associations

*2023 Census County Business Patterns
NAICS 813910 + 813920*

HYPOTHESIS

10% qualify

≈ 2,100 initial ICP organizations

×

\$20K-\$35K

hypothesized annual contract value

\$43M-\$75M

initial annual serviceable opportunity

The qualification rate and ACV are testable assumptions—not market averages. Expansion is excluded.

Two shifts make this vertical newly attackable.

DURABLE NEED

Vertical workflows still matter.

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

PRODUCTION SHIFT

AI changes software-production economics.

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

The opening: product quality and customer trust—not AI novelty.

THE OPERATING ADVANTAGE

Human judgment sets the standard. Machines expand the execution surface.

01

Intent & acceptance

People define the customer outcome, boundaries and acceptance criteria.

02

Machine execution

Governed agents perform bounded implementation, testing and evidence work.

03

Evidence & control

Humans accept exact candidates against explicit product and quality gates.

OBSERVED Founder-built governed delivery infrastructure. **THESIS** More product surface per engineering dollar—without outsourcing judgment.

Evidence now. Commercial proof next.

OBSERVED

Product evidence

- Functioning Fernain Jobs implementation
- Seeded demo career-center experience
- Site Builder, discovery, detail and employer surfaces
- Current public product tour at fernain.com

TARGET

Commercial evidence

- Design-partner learning
- Paid launches and referenceability
- Repeatable acquisition and onboarding
- Retention and measured customer outcomes

No customer, pilot, ARR, retention or outcome claim is included in this deck.

FOUNDER – JOSEFF BETANCOURT, MBA

A founder who understands both the organization and the system.

JB

20+ years

product • platforms •
organizational software

MARKET

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

OPERATING RECORD

\$3M+ documented savings through modernization and vendor reduction.

COMMERCIAL RECORD

Helped grow a job-board 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.

Why this founder: product, economics and execution in one operating view.

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