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Australian entrepreneur launches AI-native operating system to tackle the fragmented journey from idea to commercialisation

FndrOS™ brings AI-native orchestration to one of the persistent challenges facing founders, accelerators and universities: turning promising ideas, research and startup support into sustained commercial progress.

MELBOURNE, AUSTRALIA, 28 August 2026 - Australian entrepreneur, commercialisation adviser, startup mentor and AI specialist Geoff Gourley has launched FndrOS™, an AI-native operating system designed to help founders, startups, accelerators, universities and research teams navigate the complex journey from ideation through commercialisation and growth.

The platform emerged from a problem Gourley says he has repeatedly experienced from multiple sides of the innovation ecosystem.

Founders can participate in accelerators, workshops and mentoring programs, build business plans, undertake customer discovery, prepare pitch decks and seek grants or investment. Researchers can navigate intellectual property, translational funding, technology readiness, industry engagement and commercialisation pathways.

Yet the information, evidence, decisions and actions required to move an opportunity forward are often fragmented across spreadsheets, documents, presentation decks, inboxes, project tools and individual advisers.

The ecosystem provides considerable support, but often lacks the infrastructure to orchestrate the entire venture-development journey.

FndrOS™ has been developed to address that gap.

Rather than treating artificial intelligence as a standalone chatbot or content-generation tool, the platform takes an AI-native orchestration approach, connecting strategy, validation, execution, financial modelling, commercialisation readiness, fundraising, team development, governance, evidence and reporting around a persistent venture record.

"Founders don't generally suffer from a shortage of information," Gourley said.

"They have access to more templates, advisers, accelerators, courses and AI tools than ever before. The harder problem is orchestration. What should I be doing now? Which assumptions remain untested? What evidence do I already have? What did we decide three months ago? What does an investor, accelerator or commercialisation team need to see next?"

"FndrOS was built around that problem."

The gap between startup support and startup execution

The challenge is particularly visible across pre-accelerator and accelerator programs.

Recent LaunchVic research examining Victorian pre-accelerator programs found that participants strongly valued founder networks, mentoring and coaching, practical startup capability development, quality facilitation and structured accountability.

However, the research also identified recurring challenges including support that did not always match a participant's stage of development, content that could feel too generic, limited post-program support and difficulties measuring longer-term venture outcomes.

Only 20 per cent of active programs examined reported providing some level of post-program support.

For Gourley, this highlights an important distinction between delivering a successful accelerator experience and building the operating capability founders need after the cohort finishes.

“Accelerators can provide exceptional mentoring, education, networks and momentum, but a founder can still leave Demo Day with a folder full of documents and no connected system for actually operating the venture,” Gourley said.

“That is not a failure of accelerators. It is an infrastructure gap.”

FndrOS™ is designed to sit underneath or alongside these programs, providing each participating startup with a live operating environment that can continue well beyond the formal program.

Program teams can support structured pathways, milestones, mentoring and progress tracking, while founders retain a persistent workspace containing the strategy, evidence and operating history of their venture.

The same fragmentation exists in university commercialisation

Research commercialisation presents an even more complex form of the same problem.

Universities generate world-class research, intellectual property and new technologies, but moving research from discovery towards industry adoption, licensing, spinout creation or investment can require researchers to navigate multiple unfamiliar disciplines.

These may include technology readiness, commercialisation readiness, market validation, customer discovery, intellectual property strategy, regulatory pathways, translational funding, industry engagement, venture formation and investment readiness.

The process is rarely linear.

FndrOS™ includes dedicated research-commercialisation pathways designed to bring these activities and evidence requirements into one structured environment.

For universities, research commercialisation teams and Technology Transfer Offices, this can support configurable development pathways, stage gates, reviewer workflows, evidence requirements and reporting.

For researchers, the aim is to make the commercialisation pathway easier to understand and navigate without attempting to replace university commercialisation professionals, intellectual property systems or specialist advisers.

“Great research does not automatically become a commercial opportunity,” Gourley said.

“Researchers should not have to become experts in venture capital, customer discovery, startup operations, corporate governance and commercial strategy overnight.”

“Technology can help orchestrate that pathway around the researcher, identify what is missing, preserve the evidence already developed and bring human expertise into the process at the right time.”

Built from lived experience across the commercialisation ecosystem

The concept behind FndrOS™ draws heavily on Gourley's own experience across entrepreneurship, investment, accelerator programs, university innovation and commercialisation.

His involvement with Swinburne University of Technology began as a startup and accelerator mentor, working directly with founders and emerging ventures. He was subsequently appointed to the Swinburne Innovation Studio Advisory Board and later elected Chair of the Swinburne Innovation Studio, providing strategic advice across innovation, commercialisation, new ventures, governance and industry engagement.

He has also served as an Innovation Mentor with the CSIRO ON Accelerate program and as a startup mentor with Deakin University, giving him direct exposure to the different challenges facing research-led ventures, university founders and early-stage startups attempting to move technologies and ideas towards market.

Through One10 Group, Gourley has worked with founders, technology businesses and social enterprises on commercialisation, business models, partnerships, market development and investment readiness. He has also been a founder, early-stage investor, board adviser and technology commercialisation adviser across multiple sectors.

This experience allowed him to see the same structural challenge repeatedly.

"I have sat on both sides of this process," Gourley said.

"I have mentored founders trying to turn an idea into a business, worked with researchers and university innovation teams, advised companies trying to commercialise intellectual property, invested in startups and worked with ventures preparing for customers and capital."

"There are many talented people across the ecosystem. What is often missing is the operating layer connecting all of those interventions together."

Applying AI to commercialisation in a different way

Gourley's move into applied artificial intelligence has also been central to the development of FndrOS™.

Through ESG&I and the development of ChatESG®, he has worked extensively with generative AI, retrieval-augmented generation, large language models and AI agents to solve complex business and advisory challenges.

That work saw Gourley recognised as a finalist for AI Consultant of the Year at the Australian AI Awards in both 2024 and 2025, while ChatESG® was also named a 2025 finalist for Best Use of AI (Sustainability).

The combination of hands-on commercialisation experience and applied AI capability became an important foundation for the FndrOS™ architecture.

Rather than adding generative AI to an existing software platform, FndrOS™ has been designed from the outset as an AI-native system.

The platform can use the context of a venture, including its stage, evidence, decisions, priorities and previous activity, to help identify gaps, structure information, prepare materials and determine relevant next actions.

Gourley believes venture development and research commercialisation represent particularly strong applications for AI because both involve large volumes of interconnected information, multiple stakeholders and repeated decisions across specialist domains.

"AI creates an opportunity to solve the commercialisation pathway in a fundamentally different way," Gourley said.

"The innovation is not simply using AI to write a business plan or pitch deck. It is using AI to understand where a venture is in its journey, what evidence already exists, what is missing, what has changed and what should logically happen next."

"That is the difference between generative AI and AI-native orchestration."

AI supporting people, not replacing them

FndrOS™ uses a human-in-the-loop model.

Artificial intelligence can help analyse venture information, identify gaps, surface insights, prepare draft material and recommend next actions, but founders and authorised human advisers remain responsible for decisions.

The intent is not to replace mentors, investors, university commercialisation professionals or subject matter experts.

Instead, FndrOS™ aims to make those interactions more valuable.

A mentor can understand what has happened since the previous meeting. A commercialisation manager can see what evidence supports progression through a stage gate. A founder can understand what needs attention next. A program manager can see progress across an entire cohort.

Founder and research data is not used to train AI models, AI features are permissioned, and the platform is being designed around clear governance, privacy and auditable workflows.

“The opportunity is not autonomous entrepreneurship,” Gourley said.

“It is intelligent orchestration.”

“AI should do the heavy lifting around information, context and coordination so that scarce human expertise can be applied to judgement, relationships and important commercial decisions.”

From idea to operating venture

FndrOS™ is structured around the progression of a venture from Ideation through Pre-Seed, Seed and Growth.

The system brings together activities that early-stage ventures frequently manage through numerous unrelated tools, including:

- strategy and venture development
- idea and market validation
- customer discovery
- financial modelling
- operating priorities and milestones
- intellectual property and commercial readiness
- fundraising and investor preparation
- team development
- governance and risk
- evidence management
- reporting and progress tracking

For research-led ventures, additional pathways can incorporate Technology Readiness Levels, Commercialisation Readiness Levels, research evidence, industry validation, intellectual property readiness, regulatory considerations and translational funding.

For accelerators and universities, the longer-term opportunity is to create continuity between programs instead of treating each accelerator, grant, commercialisation initiative or cohort as an isolated intervention.

“If we can maintain a trusted record of how an idea develops, what was tested, what evidence was collected, what changed, which milestones were achieved and where intervention is required next, we create something much more valuable than another startup tool,” Gourley said.

“We create an operating history for the venture.”

The first operating system for a startup, not the last

FndrOS™ is not designed to replace every specialist technology platform a company will eventually require.

As startups grow, dedicated accounting, CRM, HR, governance, investor relations and enterprise systems become appropriate.

FndrOS™ is focused on the period before that technology stack becomes mature.

Its role is to help founders create the structure, evidence and operating discipline required to move successfully from an idea towards a functioning and scalable venture.

“A mature company has an entire technology stack,” Gourley said.

“An early founder often has Google Drive, spreadsheets, email, a pitch deck and a lot of information in their head.”

“FndrOS is intended to become the operating layer between those two worlds.”

FndrOS™ is now available to founders and startups, with dedicated capabilities for accelerators, universities and research commercialisation programs.

More information is available at fndros.com.au.

ABOUT FndrOS™

FndrOS™ is an AI-native operating system for founders, startups, researchers and venture-development programs.

The platform connects strategy, validation, operations, commercialisation readiness, financial modelling, fundraising, team development, evidence and reporting within one persistent venture workspace.

FndrOS™ supports ventures from ideation through pre-seed, seed and early growth and includes dedicated capabilities for accelerators, universities, Technology Transfer Offices and research commercialisation teams.

Its AI-native architecture is built around human oversight, permissioned data access, contextual intelligence and venture orchestration rather than autonomous decision-making.

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Research referenced: LaunchVic, Pre-Accelerator Programs Benchmarking Report, May 2026.