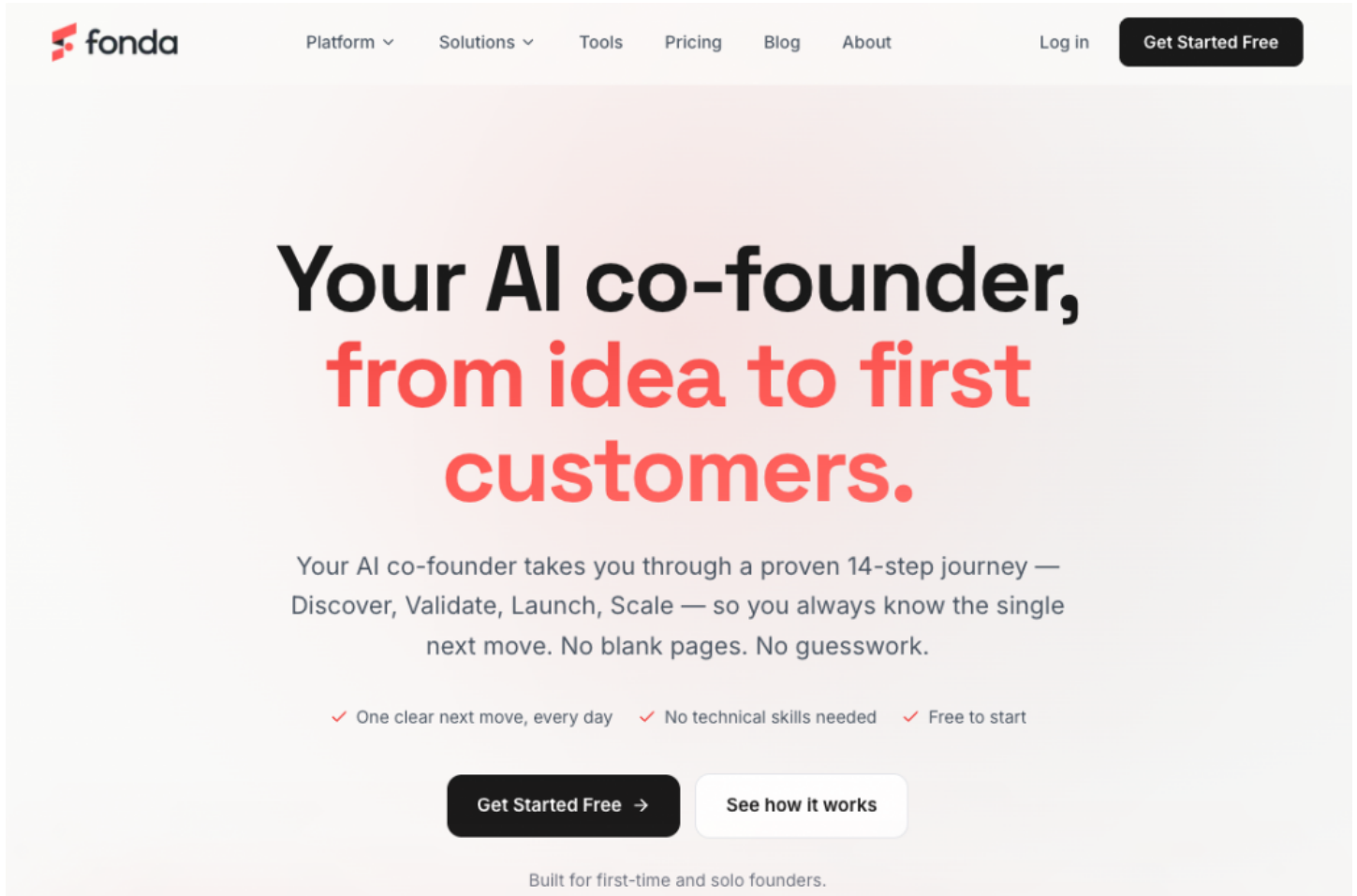


Fonda Launches 2.0: The AI Co-Founder That Finds the Right Business for You

You no longer need an idea to start a business. Fonda 2.0 reads your skills, background, and entrepreneurial style, then surfaces the opportunities that actually fit you, and guides you from that first spark to your first customers.



The screenshot shows the Fonda website landing page. At the top left is the Fonda logo. The navigation menu includes 'Platform', 'Solutions', 'Tools', 'Pricing', 'Blog', and 'About'. On the right, there are 'Log in' and 'Get Started Free' buttons. The main headline reads 'Your AI co-founder, from idea to first customers.' Below this, a sub-headline states: 'Your AI co-founder takes you through a proven 14-step journey — Discover, Validate, Launch, Scale — so you always know the single next move. No blank pages. No guesswork.' Three bullet points are listed: '✓ One clear next move, every day', '✓ No technical skills needed', and '✓ Free to start'. At the bottom, there are two buttons: 'Get Started Free →' and 'See how it works'. A footer note says 'Built for first-time and solo founders.'

Sheridan, Wyoming Jun 4, 2026 ([Issuewire.com](https://www.Issuewire.com)) - Fonda, the AI co-founder platform for aspiring entrepreneurs, today launched **Fonda 2.0**, its most significant release to date. Most tools assume you already know what you want to build. Fonda starts a step earlier. It assesses who you are (your experience, skills, network, resources, and entrepreneurial style) and uncovers the business opportunities best matched to your profile. From there, an AI co-founder works alongside you to validate, launch, and scale.

The demand is enormous and largely unmet. More than six in ten adults say they would rather work for themselves than for an employer, and most young adults expect to be their own boss before they turn 30. The OECD projects that by 2030, half of all professionals will earn from a portfolio of income streams rather than a single job. Yet intention rarely turns into action. In one survey, 74% of people said they had a business idea, but only a small fraction ever took a meaningful step toward it. The reasons they give are practical rather than motivational: half point to funding, a quarter simply don't know where to begin, and others say they lack guidance and support.

“Most aspiring founders don’t fail for lack of ambition. They get stuck because they can’t see which path is right for them,” said Laurent Vieira de Mello, Co-Founder of Fonda. “We built Fonda to remove the blank page. You don’t need a fully formed idea, or any idea at all. Tell Fonda about yourself, and it will show you opportunities that genuinely fit your skills and your appetite for risk, then help you pressure-test them before you bet a year of your life on the wrong one.”

Start from who you are, not from a blank page

Fonda 2.0’s core difference is opportunity discovery grounded in the founder. The platform builds a profile of each user’s skills, domain knowledge, network, and available resources, then reads their entrepreneurial style: whether they are exploring entrepreneurship, testing a specific concept, or ready to commit. It matches them to a personalized set of business opportunities and explains, for each one, why it fits *them*, not simply why a market looks attractive.

This tackles the most expensive mistake in entrepreneurship: choosing the wrong opportunity. Roughly 90% of startups eventually fail, around a fifth of them within the first year, and the single most common reason is the absence of real market need. Fonda is built to catch that mismatch early, while changing course is still cheap.

A complete journey, guided from start to finish

Fonda 2.0 reimagines the founder experience as one continuous journey across four phases: Discover, Validate, Launch, and Scale. In **Discover**, Fonda scans live market signals and generates opportunities matched to the user’s profile. In **Validate**, it runs competitor analysis, surfaces real demand signals, writes customer-interview scripts and surveys, and stress-tests assumptions before a minute is spent building. In **Launch**, it builds the business case, generates a live website, scopes a first version, and produces a go-to-market plan. In **Scale**, it unifies analytics with AI-driven insight, prepares investor materials, gathers local funding options, and keeps founders ahead with ongoing market intelligence.

An AI co-founder by your side

Fonda is more than a sequence of tools. It is an AI co-founder that stays with the user from the first idea to the first customers. It suggests the next step at every stage, challenges assumptions before they turn into expensive mistakes, and keeps founders moving through the hard moments, behaving like a real partner rather than passive software. Founders are never left wondering what to do next, and never have to do it alone.

Built on science, not just software

What sets Fonda apart is a method grounded in academic research. Every step of the journey draws on peer-reviewed work in entrepreneurship and career transition: how experts recognize opportunities, how founders manage the fear of failure, and what builds the confidence that turns intention into action. The result is a platform designed not only to deliver the right information, but to carry founders through the moments where most people quit.

“As AI agents increasingly run the day-to-day operations of a business, the founder’s real job becomes judgment: choosing the right opportunity and validating it well,” added Vieira de Mello. “That is exactly where Fonda focuses.”

Powering a new generation of founders

Fonda 2.0 runs on an AI engine that combines frontier large language models with proprietary models fine-tuned on startup and market data, real-time research across the web, and end-to-end build-and-launch infrastructure. It has quickly become a destination for skilled professionals, career switchers, and side-hustlers who want a smarter, faster, and better-supported way to start.

Fonda 2.0 is available now.

About Fonda

Fonda is the AI co-founder for the next generation of entrepreneurs. By combining frontier artificial intelligence with a research-backed method, Fonda helps people discover the business opportunities that match their skills and style, then guides them from that first spark to a launched, growing company. Fonda's mission is to make entrepreneurship more accessible, more structured, and less lonely for anyone ready to build something of their own. Learn more at <https://fonda.co>.

Media Contact

Fonda

*****@fonda.co

<https://fonda.co>

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