THE FUTURE OF FREELANCE: AI-POWERED BUSINESS MODELS IN THE CREATIVE PLATFORM ECONOMY

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Abstract - The rise of platform-based business models has significantly redefined the structure of freelance work in the creative industries. While early gig economy platforms like Fiverr and Up work prioritised transactional efficiency and market liquidity, their scale-driven, commission-based models often compromise creative autonomy, reduce differentiation, and erode long-term user engagement. In contrast, a new generation of AI-enhanced e-business platforms exemplified by Contra and Cosmos has emerged, introducing alternative approaches to value creation, user experience, and platform governance tailored to the needs of modern creative professionals. This study investigates how AI-enabled capabilities are embedded within the business models of creative e-business platforms and explores their implications for value creation, user empowerment, and strategic differentiation. Adopting a comparative case study methodology, the research applies the Business Model Canvas and Business-IT Alignment frameworks to analyse selected platforms' strategic orientation, AI applications, and service design. Key areas of inquiry include intelligent matchmaking systems, personalised recommendation engines, community governance mechanisms, and ethical UX strategies. Beyond examining technical functionalities, the study positions these platforms within a broader socio-economic context, where evolving expectations of creative labour intersect with shifting value, ownership, and participation models in digital environments. The paper draws from platform theory, AI ethics, and digital strategy literature to assess how emerging business models respond to the unique challenges of facilitating high-context, emotionally embedded creative work. By articulating the intersection between AI technologies, business model innovation, and the cultural dynamics of creative work, this paper contributes to current discourses in digital strategy, platform studies, and e-business transformation. It advances a critical understanding of how intelligent systems can be harnessed to enable operational optimisation and equitable, human-centred ecosystems within the platform economy. The insights derived offer practical implications for platform designers, strategic decision-makers, and researchers concerned with the evolving role of AI in shaping the future of freelance economies.

Keywords - Artificial Intelligence, Creative Economy, E-business Strategy, Freelance Platforms

I. INTRODUCTION

The platform economy has transformed creative work, evolving from simple gig-based transactions to complex ecosystems involving multiple actors, technologies, and value-creation mechanisms. Innovative work on digital platforms is now shaped by algorithmic management, relational dynamics, and the broader digital ecosystem, impacting worker autonomy, value creation, and professional relationships. The global rise of the freelance and creator economy has transformed how individuals engage in creative work, offering greater flexibility, autonomy, and opportunities for entrepreneurship. However, while optimising for transactional efficiency and scale, early gig economy platforms like Fiverr often fostered low-trust environments that reduced creative autonomy, discouraged differentiation, and commodified creative labour.

A new generation of AI-enhanced, community-driven platforms, such as Contra and Cosmos, emerged in response to these limitations. These platforms move beyond the transactional logic of their predecessors by integrating artificial intelligence not just to optimise workflows but to enable deeper forms of user empowerment, value co-creation, and strategic differentiation. In this emerging landscape, AI technologies such as intelligent matchmaking, personalised recommendations, and ethical UX design are central to how platforms support high-context, emotionally embedded creative work.

However, a critical challenge remains: how can these platforms leverage AI to drive business value without compromising creative integrity, user autonomy, and trust? Addressing this question requires a technical understanding of AI systems and an appreciation of platform-mediated creative labour's broader socio-economic and ethical dynamics.

Research question: How do AI-driven e-business platforms reshape freelance business models and value creation strategies in the creative economy?To answer this, the study adopts a qualitative, comparative case study methodology focused on two platforms: Contra and Cosmos.By analysing their business models, AI features, and UX strategies, the research aims to map how platform innovation and intelligent systems shape the future of freelance creative work.

II. LITERATURE REVIEW

2.1 The Platform Economy in Creative Work

Platforms have enabled new business models and more efficient resource allocation in creative industries, breaking traditional barriers and integrating global markets (Kenney & Zysman, 2020). Creative workers face irregular income, job

insecurity, and dependence on a few dominant platforms, which act as powerful gatekeepers(Duffy, 2020; Gardiner, 2024; Nemkova et al., 2019). Algorithms and platform governance shape creative output, often leading to "algorithmic precarity"—instability caused by unpredictable platform rules and opaque recommendation systems(Duffy, 2020; Gardiner, 2024). Many creative freelancers report a loss of meaning and autonomy in their work, with only a small group able to achieve sustainable, meaningful careers through strong entrepreneurial skills(Alacovska et al., 2024; Nemkova et al., 2019). Table 1 illustrates how platform control, limited worker autonomy, unequal value distribution, and systemic inequalities collectively shape the dynamics of creative work on digital platforms.

Aspect	Description
Platform Control	Platforms set rules, algorithms, and compensation structures, shaping creative output.
Worker Autonomy	Creators develop strategies to manage multiple platforms, audiences, and content types.
Value Creation & Distribution	Platforms capture significant value, often leaving creators with less bargaining power.
Social & Economic Inequality	Platforms may reinforce existing inequalities and introduce new forms of discrimination.

Table 1. Dynamics of Creative Work on Platforms

Source: own study based on: (Alacovska et al., 2024; Duffy, 2020; Gardiner, 2024; Kenney & Zysman, 2019, 2020, 2020; Ma et al., 2023; Schor & Attwood-Charles, 2017; Tucker, 2020).

Digital platformsuse algorithmic management, creating power imbalances and information asymmetries between freelancers and clients. However, users often form alliances with other platforms to regain agency and navigate these constraints, resulting in a dynamic ecosystem that extends beyond any single platform's boundaries (Alacovska et al., 2024; Bakar et al., 2024; Hein et al., 2020; Kinder et al., 2019). The platform economy has shifted from isolated gig work to interconnected ecosystems, where value is co-created by autonomous agents (workers, clients, and complementors) across multiple platforms. These ecosystems are defined by platform ownership, value-creation mechanisms, and participants' autonomy(Acs et al., 2021; Hein et al., 2020).

2.2 AI in E-Business Platforms

AI-driven recommender systems use deep reinforcement learning, collaborative filtering, content-based models, and hybrid approaches to analyse user behaviour and preferences, delivering highly personalised product suggestions(Lim et al., 2024; Singh et al., 2024; T & B, 2025; Zhang & Xiong, 2024). These systems increase customer engagement, boost conversion rates, and drive sales by providing relevant and timely recommendations.

AI algorithms analyse user data, purchase history, and browsing patterns to tailor product recommendations, targeted ads, and dynamic content, enhancing customer satisfaction and loyalty (Dyanesh Gaikwad et al., 2024; Hemalatha et al., 2024; Raji et al., 2024; Zhang & Xiong, 2024). Machine learning and data analytics enable platforms to automatically curate content and product assortments, streamlining the shopping experience and increasing relevance for each user(Hemalatha et al., 2024; Raji et al., 2024).

AI-driven automation, including smart contracts, streamlines procurement and transaction processes. However, automation alone may lead to unfavourable outcomes (e.g., higher price quotes for chatbot buyers), while combining automation with intelligent decision-making (smartness) optimises value and reduces price discrimination (Cui et al., 2020). AI enhances process automation, inventory management, and customer interactions, contributing to overall business growth (Cui et al., 2020; Dyanesh Gaikwad et al., 2024; Raji et al., 2024).

2.3 Business Models in Digital Marketplaces

Digital marketplaces create value by connecting demand and supply sides, often through innovative, user-centric platforms that facilitate transactions and experiences.(Cano et al., 2023; Jabłoński & Jabłoński, 2020; Täuscher & Laudien, 2018). These platforms typically serve at least two distinct user groups—buyers and sellers, reflecting the two-sided market structure (Jabłoński & Jabłoński, 2020; Täuscher & Laudien, 2018).

The platform's value increases as more users join, making network effects a core driver of growth and sustainability. The importance and strength of network effects can vary significantly between different marketplace archetypes (Bergman et al., 2022; Jabłoński & Jabłoński, 2020; Täuscher & Laudien, 2018).

Successful digital marketplaces increasingly integrate economic, social, environmental, and technological considerations into their business models, with technological and environmental factors being especially influential for long-term sustainability (Cano et al., 2023). Digitalisation pressures companies to innovate their business models, adapt value propositions, and develop new capabilities, with leadership and organisational agility being key enablers (Bouncken et al., 2021; Rachinger et al., 2018; Şimşek et al., 2022).

III. METHODOLOGY

3.1 Research Design

This study adopts a qualitative, comparative case study design to examine how selected AI-enhanced platforms reshape freelance business models in the creative economy. The research focuses on two platforms: Contra and Cosmos.Fiverr and Upwork are legacy benchmarks contextualising the analysis and representing earlier gig-based models. This design allows in-depth operational and strategic dimensions exploration across contrasting platform types. The study captures the shifting dynamics of value creation and creative autonomy in digitally mediated work environments by comparing established, transactional platforms with emerging community-centric alternatives.

3.2 Data Sources

Empirical material was collected from public and semi-public sources, including: official platform websites and documentation, product walkthroughs and onboarding flows, UI/UX feature analysis, media kits and marketing materials, platform terms of service and ethical guidelines. These sources offer insight into front-stage user experience and back-stage strategic design, particularly how platforms communicate their value propositions and governance structures.

3.3 Analytical Framework

The study employs an integrated analytical framework combining: Business Model Canvas (Osterwalder): to analyse key partners, value propositions, customer segments, relationships, revenue streams, and resources; Business-IT Alignment: to assess how AI capabilities align with platform-level value creation and strategic differentiation; UX and Trust Factors: as an added dimension, capturing how transparency, ethical design, and emotional resonance shape user autonomy and platform trustworthiness. This framework enables structured cross-case comparisons while accounting for technological, economic, and relational dimensions.

IV. FINDINGS AND ANALYSIS

4.1 Business Models: Transactional vs Community-Based

In the evolving creative platform economy, legacy freelance platforms like Fiverr operate on commission-based, volume-driven models prioritising liquidity and scalability over user empowerment. These systems rely on algorithmic standardisation, offering limited curation and weak creator differentiation—optimising throughput rather than trust or autonomy. Emerging alternatives challenge this logic by building community-oriented, service-enhancing ecosystems that foreground professional sovereignty, differentiated visibility, and AI-supported infrastructure.

Contra, for example, operates as a freemium software-as-a-service (SaaS) platform for independent professionals. It departs from traditional gig models by eliminating commissions and empowering users through portfolio-based discovery, transparent contracts, and personalised project matching. Rather than monetising transactions, Contra's revenue model is based on optional upgrades via Contra Pro, offering customisable portfolios, performance analytics, invoicing tools, AI-assisted onboarding, and enhanced visibility(Khodke, 2024).This approach repositions freelancers as micro-enterprises with complete control over branding, pricing, and client relationships. Its infrastructural features—such as custom domains and legal agreement templates—position Contra not just as a marketplace, but as a foundational business layer that enables ownership, transparency, and long-term sustainability in digital labour markets.

Cosmos, in contrast, does not operate as a transactional platform but as a curated inspiration engine for visual creatives. Cosmos differentiates itself through intentional minimalism, anti-virality UX, and AI-assisted content discovery. Its monetisation follows a subscription-based model: a free tier and a premium plan with unlimited uploads, private collections, and high-resolution storage. It provides cognitive infrastructure and creative tooling, such as AI-powered semantic clustering and moodboard construction(Manifesto, 2024).

Table 2 compares the strategic and technological orientations of Contra and Cosmos, illustrating how these emerging platforms redefine value creation in the creative economy by moving beyond transactional gig models toward AI-enhanced infrastructures that prioritise autonomy, cognitive support, and long-term professional sustainability.

Analytical Dimension	Contra	Cosmos
Platform Type	Freelance infrastructure; service facilitation platform	Visual research and an inspirational environment
Business Model	Freemium SaaS; revenue via productivity-enhancing tools	Subscription-based; monetisation via access to cognitive utility and AI features

AI Function	AI-assisted project matching; onboarding automation	AI-assisted semantic search, auto-tagging, and clustering of visual data
AI Orientation	Market efficiency,labour discoverability,and alignment between supply and demand	Cognitive augmentation, creative exploration, and semantic navigation
UX Philosophy	Utility-driven, minimal, focused on operational control	Minimalist, non-performative, designed for calm and contemplative flow
Trust Mechanism	Transparency, autonomy, zero-commission logic, and user-controlled pricing	Absence of social metrics, design-based trust, and curated environment
E-Business Orientation	Service enablement; freelancer-as-enterprise model	Infrastructure-as-service for knowledge work; inspiration-as-utility

Table 2. Strategic and Technological Orientation of Contra and Cosmos in the Creative Platform Economy

Source: own study.

4.2 Role of AI in Value Creation

AI capabilities are central to Contra and Cosmos, though each deploys them with distinct intent and depth. Across creative platforms, AI presents a double-edged dynamic: it can streamline workflows and enhance discoverability, but also risks homogenising creative output by incentivising popularity over innovation. The key challenge is designing transparent and interpretable AI systems that support, rather than override, creative judgment. Contra applies AI as a practical facilitator, enhancing project relevance and platform alignment through portfolio parsing, skill tagging, and personalised recommendations. It improves user experience and operational efficiency without interfering with the user's aesthetic or professional autonomy(Younger, 2023). Cosmos, by contrast, integrates AI more profoundly into the discovery layer. Its system auto-tags visual content, clusters related items and enables semantic and visual searches through features like "find similar," which identify connections via colour, layout, or concept. Importantly, Cosmos rejects engagement-based algorithms; there are no likes, shares, or infinite scroll, deliberately cultivating a "quiet internet" ethos that centres creative process over social validation. The launch of Public Works, a machine-readable archive of over 100,000 public domain artefacts, extends this mission by merging AI-powered curation with cultural preservation(McCune, 2024). In technical execution and ethical design, Cosmos exemplifies how AI can augment cognitive exploration rather than behavioural manipulation, signalling a values-driven evolution of AI's role in the creative platform economy.

4.3 UX and Trust Design

Ethical design choices are central to shaping user trust and long-term platform engagement, particularly in creative industries where personal identity, emotional investment, and professional alignment are tightly intertwined. Contra and Cosmos embed trust-building strategies into their UX architecture in markedly different ways. Contra foregrounds transparency and autonomy through fast onboarding, clear contracts, and zero platform commission. Users set their rates, maintain complete control over project terms, and benefit from a modular, professional interface that signals efficiency and self-determination(Bartlett, 2023). These design decisions position Contra as a tool of empowerment, reinforcing the freelancer's role as an independent agent rather than a commodified labour unit. Cosmos, by contrast, constructs trust through intentional friction and aesthetic minimalism. Onboarding emphasises reflection, while visual libraries remain private and user-controlled. Reviews from designershighlight how Cosmos's interface leverages emotional and cultural cues to guide users toward meaningful, resonant content(Wentsch, 2023). With ethical AI matching, non-extractive monetisation, and a clear rejection of virality, Cosmos positions itself less as a marketplace and more as a place for the creative process. In both cases, UX and trust design are not ancillary features, but core strategic levers, defining how users interact with value, autonomy, and inspiration on each platform.

V. IMPLICATIONS AND RECOMMENDATIONS

Embed transparency into AI design: allow users to understand and influence how they are matched or ranked.Avoid extractive monetisation: align revenue with value co-creation rather than volume or exclusivity.Treat UX as strategy: emotionally intelligent, value-aligned design builds long-term loyalty.Evaluate platforms not just by exposure or earnings, but by ethical alignment, data control, and ownership terms.Seek platforms that foreground autonomy, creative identity, and community governance.Explore algorithmic bias in creative matching: how platform rules shape visibility and value.Conduct longitudinal studies on creator satisfaction, career sustainability, and platform commitment.Investigate governance models that

redistribute ownership and control within platform ecosystems.

VI. CONCLUSION

As the freelance creative economy evolves, platforms are not just marketplaces but cultural and organisational infrastructures. AI and platform innovation offer new pathways beyond commodification, enabling ecosystems that centre creative agency, trust, and long-term collaboration. However, these gains are not guaranteed. Design decisions, both technical and ethical, determine whether AI supports or undermines creative autonomy. This comparative case study highlights two distinct yet complementary models in the evolution of AI-powered e-business. Contra is aligned with productivity, autonomy, and open access in digital labour markets, positioning itself as infrastructure for self-employed professionals. Conversely, Cosmosprioritises curatorial intelligence, aesthetic exploration, and cognitive calm within the visual research economy. Both platforms exemplify how artificial intelligence can support human-centred innovation when strategically embedded into differentiated business architectures. Their approaches demonstrate that in the creative sector, advancements in e-business are not merely technological but also experiential and ethical, shaped by how platforms choose to mediate value, trust, and visibility through design, monetisation, and AI deployment. To shape a just and empowering future of freelance work, platform builders must go beyond optimisation. They must design for dignity, creativity, and mutual value creation.

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