



Art'o'val
True Art of Valuation

Valuation of Gig Economy

June 2026



Welcome to the Gig Show

What is Gig Economy?

The gig economy refers to the workforce of people engaged in freelance and side-hustle work. It includes a labor market where people work on short-term, freelance, contractual, or project-based assignments instead of permanent jobs. These jobs are often enabled by digital platforms such as apps and websites, and workers are known as gig workers, including freelancers, consultants, drivers, and delivery partners.

Why people choose Gig Economy?

Flexible Working Hours

No long-term employer-employee relationship

Payment per task/project

Platform-driven

Multiple income opportunities

Evolution Snapshot

1970s–90s

Offline Independent Work:
Gig work was mostly local and referral-based, supported by temp agencies, classified ads, and personal networks.

2000s

Online Freelancing:
Internet platforms helped freelancers find remote work in IT, writing, design, consulting, and virtual services.

2010–18

App-based Gig Economy:
Smartphones and digital payments enabled platforms for ride-hailing, food delivery, home services, and online micro-tasks.

2018–Now

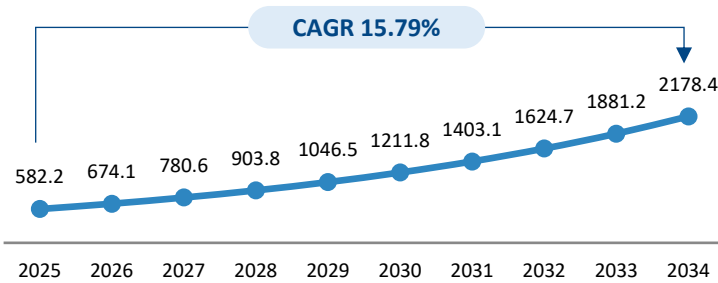
Mainstream & AI-enabled Gig Economy:
Gig work has become mainstream, creator work, consulting, remote jobs, and AI-enabled freelance services.

How Big is the Gig?

Market size

The global gig economy market is projected to grow from **\$582.2 Billion** in 2025 to **\$2,178.4 Billion** by 2034, registering a strong **15.79% CAGR** during the forecast period.

Market Growth 2025–2034 (USD bn)

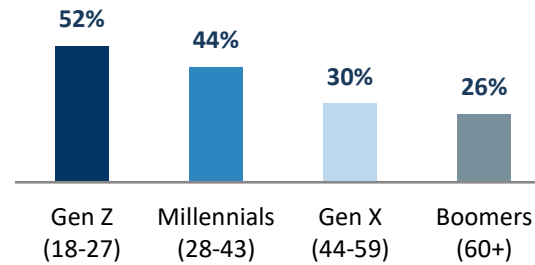


Demographics

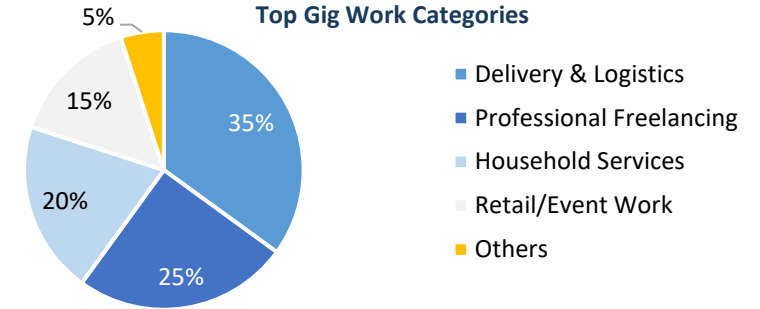
Online gig workers are primarily concentrated among Gen Z and Millennials, driven by the demand for flexible work arrangements, remote opportunities, and skill-based earning potential.

Delivery & logistics currently dominate the gig economy landscape, driven by e-commerce & quick commerce growth and rising on-demand services, while freelancing and household services continue to expand through increasing digital platform adoption, based on 2024 industry estimates.

Freelance Participation by Generation



Top Gig Work Categories

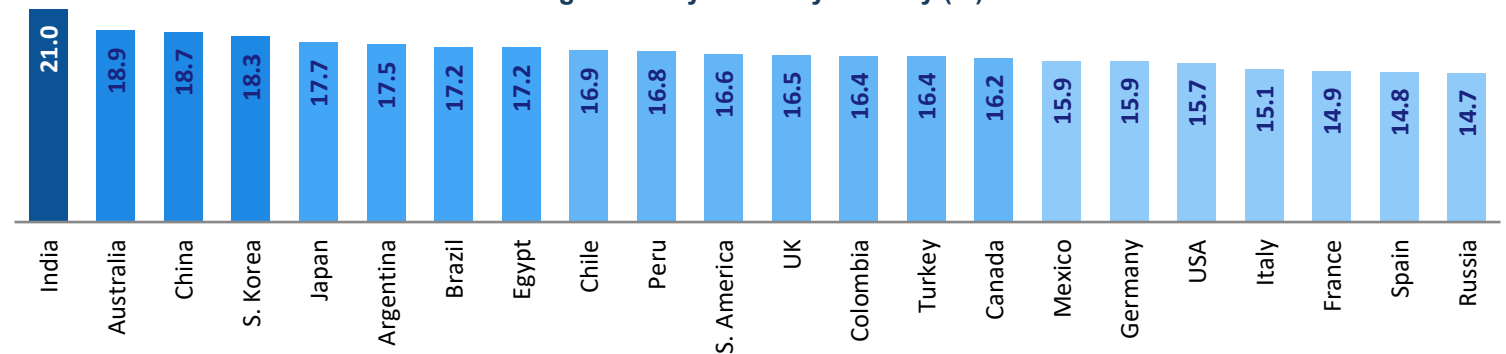


Geography

The country-wise CAGR chart for the 2025-2034 forecast period highlights significant variation in gig economy growth across markets, with emerging and high-population economies expanding faster due to rapid urbanization, increasing internet penetration, and digital platform adoption.

India is projected to lead globally with a **21.0% CAGR**, followed by Australia, China, and South Korea, indicating particularly strong gig economy momentum across Asia-Pacific and other emerging markets compared to relatively mature Western economies.

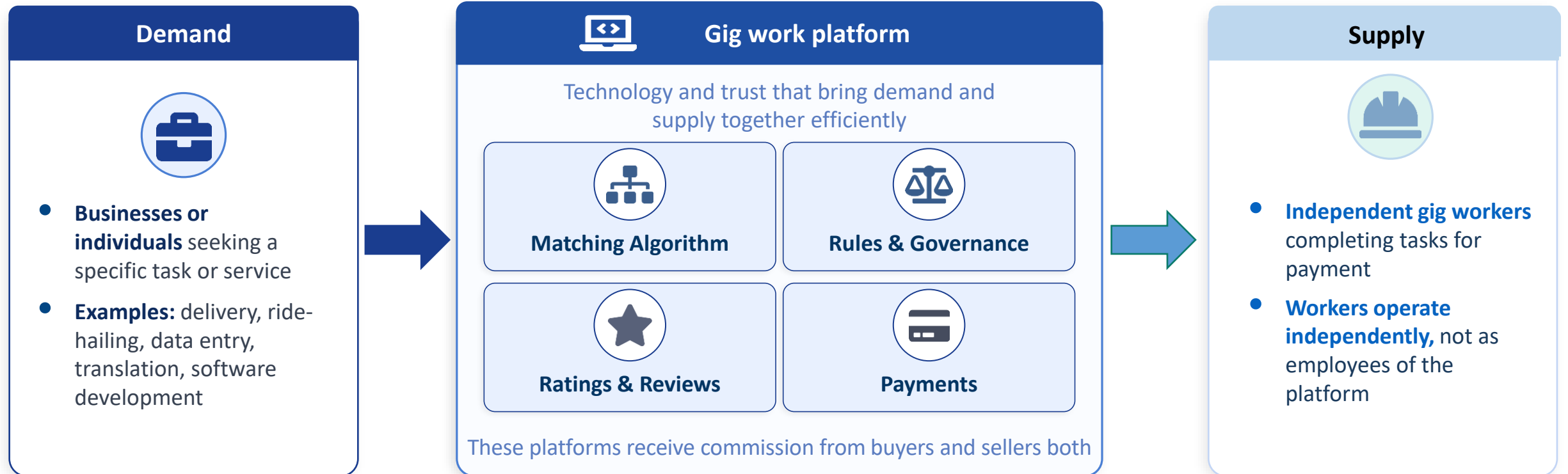
Gig Economy CAGR by Country (%)



How Gig Work Platforms Operate

Connecting Demand and Supply Through Digital Marketplaces & Algorithms

How Gig Platforms Connect Demand and Supply?



Gig platforms act as a trusted marketplace- matching the right tasks with the right people, ensuring fairness, transparency, and efficiency.

Gig Economy Segments

Understanding the Key Business Models Powering the Global Gig Economy



Mobility & Delivery Platforms

INCLUDED SEGMENTS

Transportation / Ride-hailing

Food, grocery & last-mile delivery

WHAT IT IS

On-demand movement of people, food, groceries, and parcels

EXAMPLES

Uber, Lyft, Ola, DoorDash, Uber Eats, Instacart, Swiggy, Zomato



Asset & Access Sharing

INCLUDED SEGMENTS

Asset sharing

Accommodation

WHAT IT IS

Platforms that monetize underused assets such as homes, vehicles, and equipment

EXAMPLES

Airbnb, Vrbo, Turo



Professional Freelancing & Creative Services

INCLUDED SEGMENTS

Professional freelancing /knowledge services

Creative, content & creator economy

WHAT IT IS

Digital freelance work across consulting, design, coding, writing, and creator-led content

EXAMPLES

Upwork, Fiverr, Freelancer, Toptal, YouTube, Instagram, TikTok, Patreon



Local Tasks & Digital Micro Work

INCLUDED SEGMENTS

Household & local services

Microtasking, AI data work & online tasks

WHAT IT IS


Home services, handyman work, beauty services, data labeling, transcription, surveys, and AI support tasks


EXAMPLES


TaskRabbit, Urban Company, Airtasker, Amazon Mechanical Turk, Appen, Remotasks


Professional Freelance Marketplace Platforms


Online professional freelance marketplace platforms connect businesses with skilled labor, independent professionals giving knowledge services, enabling project-based work across skills such as technology, design, marketing, finance and consulting.


Finance

 Handles accounting, bookkeeping, financial analysis, payroll, and tax-related services.

IT & Coding

 Includes web development, app development, software engineering, and AI-based technology solutions.

Marketing

 Supports businesses with SEO, social media management, digital advertising, and content promotion services.

Design

 Covers graphic design, UI/UX design, branding, animation, and video editing services.

Consulting

 Offers business strategy, market research, analytics, and operational improvement solutions.

Legal Support

 Provides legal assistance through contract drafting, compliance management, and trademark-related services.



Leading platforms






Revenue Model of Freelance Marketplace Platforms

Key Monetization Streams Driving Online Gig & Freelance Platforms



Freelance marketplaces earn through platform fees, subscriptions and business solutions while creating flexible opportunities for professionals and businesses.

Revenue Model of Freelance Marketplace Platforms

Growth Catalysts for the Gig Economy

03 AI specialization
 Global demand for generative AI-freelance skills surged 1,500% in 2023
AI-related freelance job postings grew more than 1,000% year-over-year in 2023.

04 Remote work
 37% of companies currently operate fully remote workforce structures.
Remote-first work culture expands global talent access

02 Digital platforms
 545+ gig platforms globally by 2024–26
Rapid expansion of online labor platforms has significantly increased global gig participation

05 Cost flexibility
 52% of employers increased freelancer usage in 3 years
Flexible staffing reduces fixed labor costs

01 Cross-border access
 Cross-border freelance engagements continues rising globally
Companies are increasingly tapping into global talent pools.

06 Workforce Flexibility
 90% millennials preferred flexible work arrangements globally in 2024 survey.
Up from ~60% millennials preferring flexible work options in 2019.



Global Freelance Marketplace Industry Overview

Freelancing is becoming a mainstream work model driven by skilled knowledge work, AI adoption and flexible hiring.

USD 1.5 trillion
 Skilled freelancers generated earnings in 2024.

1.57 billion*
 people globally participate in freelance or independent work, representing **46.6% of the total global workforce of 3.38 billion**, based on 2025 workforce data

69% of employers
 hired freelancers following the 2023–24 tech layoff wave

29% of executives
 say freelancers are highly essential, they couldn't operate without them

~28%
 of skilled knowledge workers operate as freelancers.

Young Workforce
 Online gig workers are predominantly below 30 yrs old.

Developing Markets
 Demand for online gig work is rising faster in developing countries

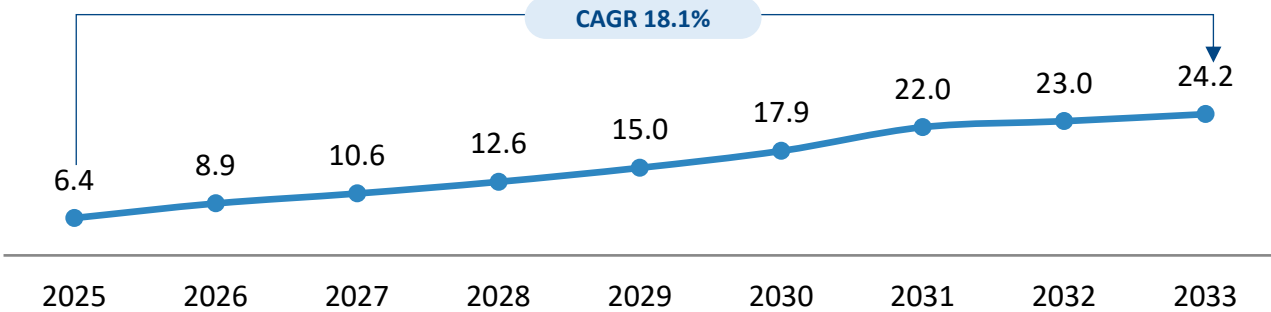
~12%#
 of the global labor force is engaged in online gig work

List of countries with the highest number of freelancers (2026)

*Data is sourced from Quantumrun Foresight and includes self-employed professionals, consultants, contractors, and informal workers across both offline and online sectors.
 #Data is sourced from the World Bank Group and represents the digitally enabled segment of the broader freelance workforce.

Rank	Country	Number of Freelancers (Mn)
1	United States	74.6
2	Brazil	25.0
3	India	15.0
4	United Kingdom	4.2
5	Pakistan	3.0
6	Philippines	1.5
7	Russia	1.3
8	Bangladesh	0.6
9	Ukraine	0.5
10	Serbia	0.1

Global Freelance Market Growth (Market size in USD Billion)



The freelance market is expected to witness strong double digit growth through 2033.

Operational KPIs Used in Valuation of Freelance Marketplace

Key marketplace, monetization and profitability metrics used by investors, analysts and valuation professionals

1. GSV⁽¹⁾ / GMV⁽²⁾

Gross Services Volume



Total transaction value processed through the platform

Why: Measures marketplace scale & liquidity

2. Active Buyers

Active Clients / Users



Number of paying customers hiring freelancers

Why: Indicates demand-side platform growth

3. Spend per Buyer

GSV per Client



Average annual spending per active customer

Why: Measures monetization quality & customer LTV

4. Take Rate

Marketplace Take Rate



Platform revenue as % of GSV/GMV

Why: Key monetization efficiency metric

5. Retention Mix

Retention & Enterprise %



Repeat usage rate & enterprise client share

Why: Higher retention drives valuation premium

6. CAC⁽³⁾ & LTV⁽⁴⁾

Unit Economics



Customer acquisition cost & lifetime value ratio

Why: Measures sustainability of platform growth

Marketplace valuation focuses on transaction scale, monetization efficiency, retention and profitability - not traditional manufacturing metrics.

(1) GSV = Gross Sales Value | (2) GMV = Gross Merchandise Value | (3) CAC = Customer Acquisition Cost | (4) LTV = Lifetime Value (Customer Lifetime Value)

Valuation Framework for Freelance Marketplace

Freelance Marketplace are valued using the three standard valuation approaches: cost, income and market. Freelance marketplaces are valued as platform businesses rather than traditional service firms. Valuation approaches typically include peer multiples, unit economics and cash-flow based models.



Cost approach

The cost approach estimates value based on the fair value of tangible and identifiable intangible assets, net of liabilities. For freelance marketplaces, this approach has limited applicability, as the platforms own minimal physical assets and their core value is not reflected on the balance sheet. The true drivers of value such as network effects, marketplace liquidity, proprietary data, brand trust, and platform algorithms are largely intangible and internally generated. Consequently, the cost approach significantly understates economic value and is typically used only as a reference point, rather than as a primary valuation method for freelance marketplace platforms.



Income Approach

The income approach estimates the value of a freelance marketplace by discounting the future cash flows the platform is expected to generate. This method is considered most appropriate because it reflects how value is created through growth and long-term profitability. It captures key drivers such as transaction volume, commission income, user retention, and cost efficiency. As the marketplace expands, revenues generally increase faster than operating costs, resulting in stronger cash flows over time. The income approach also allows for testing different assumptions related to growth, risk, and profitability, making it well suited for valuing scalable freelance marketplace platforms.



Market Approach




The market approach estimates value based on trading or transaction multiples of comparable companies, typically using metrics such as EV/Revenue or EV/EBITDA. However, its applicability in the freelance marketplaces sector is limited due to the small number of publicly listed freelance marketplaces and the limited availability of recent transaction data. In addition, comparable companies differ significantly in terms of geographic exposure, scale, and maturity. Accordingly, the market approach is used primarily as a secondary reference to support the income-based valuation.

Freelance marketplace valuations are driven by scalable cash flows and network effects, making the income approach the most representative measure of value.

Peer Benchmark Snapshot- Freelance Marketplaces

A quick comparison of top freelance marketplaces based on key operational and market metrics.

Primary Public Comparable [FY2025 / Latest Available Data]

Company	FY2025 Revenue	Volume / Activity	User Metric	Profitability Snapshot
 Upwork Largest scale	\$787.8M	GSV: \$4.03B Take rate: 19.4%	785k active clients GSV / client: \$5,129	Gross margin: 78% Adj. EBITDA margin: 29% FCF: \$223.1M
 Fiverr Highest monetization	\$430.9M	Implied GMV: ~\$1.07B Take rate: 27.7%	3.1M active buyers Spend / buyer: \$342	Gross margin: 81.6% Adj. EBITDA margin: 21.3% FCF: \$103.3M
 Freelancer Broadest user reach	A\$53.2M	GMV: A\$881.5M	87.5M registered users 25.3M jobs posted	Gross margin: 85.2% Adj. EBITDA margin: 13.8% FCF: A\$7.4M

Key Read-throughs

- Upwork leads on revenue scale and total transaction volume (GSV \$4.03B).
- Fiverr shows the strongest disclosed take-rate monetization at 27.7%.
- Freelancer has the broadest user reach but materially lower per-user monetization.
- Toptal is best used as a premium private benchmark due to limited public disclosures.

Thank You...!



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