

EthicalFreelance - Fair-Trade Talent Marketplace

AI Pinnacle Case Study: how we built ethicalfreelance.com - a global gig-marketplace connecting buyers with vetted talent across 12,000+ skills.

About EthicalFreelance

EthicalFreelance (<https://ethicalfreelance.com>) helps buyers hire experts and get any job done at a fair price. The platform spans 12,000+ skills across Development & IT, Marketing, AI Services, Music & Audio, Video & Animation, Consultancy, and Language & Linguistics.

What buyers get

- Browse talent by category with intelligent search and inspiration prompts
- A built-in chat assistant ('Hi there! What service are you looking for today?')
- Service detail pages with reviews, deliverables, and gig packages
- Secure escrow so funds release only when work is approved

What sellers get

- Public seller profiles with portfolios, ratings, and gig packages
- Seller dashboard for orders, messages, payouts and analytics
- Lower platform fees than incumbent marketplaces

Architecture highlights

- Multi-tenant data model isolating buyer, seller, and admin contexts
- Stripe Connect for split payments, escrow holds and global payouts
- Search ranking pipeline that combines relevance, recency and seller quality
- Dispute-resolution workflow with evidence threads and admin arbitration
- AI assistant on the home page powered by an LLM-routed intent classifier

Result: 40% lower buyer fees than the largest incumbent marketplace, with secure escrow protecting both parties on every transaction.

Stack

- Next.js + TypeScript frontend
- Node.js backend with PostgreSQL
- Stripe Connect (Express accounts) for global payouts
- Algolia / OpenSearch for talent discovery
- Redis for sessions, queues and rate limiting
- AWS deployment with multi-region read replicas

Global reach

Sellers and buyers transact across the US, UK, EU, Australia, New Zealand and the Gulf - supported by multi-currency pricing, regional VAT/sales-tax handling, and Stripe payout rails in 40+ countries.

Visit & contact

Live product: <https://ethicalfreelance.com>

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