

PSFK / BRIEFING

Future of AI & Creativity

A PSFK Briefing for 2027

A QUESTION

When almost anything can be made...

...what is worth making?

The creative act is moving from producing outputs to designing the conditions that produce them.

THIS PRESENTATION

From Disruption to Design to Value

01

LANDSCAPE

Where we're at now

Control · Discovery · Credibility

02

TRENDS

Where we're going

People · Interfaces · Systems

03

ACTION

Three answers for 2027

Value · Audience · Revenue

PART 01

The Landscape

Where we're at now

AI: Discovery to Delivery

AI is reshaping both ends of commerce: how people find the right thing and how businesses make it happen.

DISCOVERY

Find / Compare / Choose

An agent interprets intent and finds options.



STREAMLINING

Coordinate / Fulfill / Optimize

Connected systems execute the service.

Wyndham

Sephora in ChatGPT

Daxko

Newo.ai

WPP

We Still Don't Trust AI

We use it constantly, yet continue to debate whether it pays, whether it counts, and whether the output is any good.

WHERE IS THE ROI?

Only **37%**

report some positive EBIT impact from AI

McKinsey 2026

IS AI CHEATING?

Em Dash

modified / authored labels force disclosure

Pinterest · Authors Guild

AI SLOP

1M+

members used LinkedIn's AI-slop flag

LinkedIn 2026

With all this capability are you creating more value?

The Cat Is Out of the Bag

Agents are already acting across systems. The battle is between opening new connections and controlling what passes through them.

A DESPERATION FOR CONTROL

Agent Walls
Checkout Silos

New Yorker

Cloudflare AI Crawl Control

Walmart

AN OPENNESS TO POSSIBILITIES

Common Tooling
More Connection
Plenty of Action

MCP

WebMCP



PART 02

The Trends

Emerging ways to create, connect and monetize.

THE TRENDS / OVERVIEW

Six Territories

A map of the 2027 trends, grouped by what they change.

A HUMANITY & THE MACHINE

Human Is the Product
Digital Twins in the Machine
The Premium on Craft

B INTERFACES & TOOLS

Topless
Disposable

C AGENTIC EXPERIENCES

Services as Workflows
Symbiotic Planning

D PERSONALIZATION

Deep Indexing
Live Intent

**E AGENT BUSINESS
RELATIONSHIPS**

Agent Access Strategies
Services Built for Agents

F BOUNDARIES & KNOWLEDGE

Private AI
Context Layers

THE TRENDS / MACRO A

Humanity & the Machine

Human judgment, presence and craft in an AI-driven world.

MICRO TRENDS

Human Is the Product

Digital Twins in the Machine

The Premium on Craft

Human Is the Product

AI works behind the scenes so customers really pay for experts' skill, judgment and craft.

AI ORCHESTRATION

Booking
Scheduling
Documentation
Coordination



THE HUMAN

Expertise
Attention

EXAMPLES / SIGNALS

Tandem Health

Daxko

Renude

Human Is the Product

AI works behind the scenes so customers really pay for experts' skill, judgment and craft. We see this in beauty, fitness, law and other professional services like travel agents.

CASE STUDY

Phorest Front Desk AI

AI handles salon bookings, client messages and appointment preparation, leaving stylists more time to focus on their clients.



Digital Twins in the Machine

A person's knowledge and voice can become an expert resource inside workflows and agentic services.



CONSENT + SCOPE + ACCOUNTABILITY

EXAMPLES / SIGNALS

Fodda Human Agents

Delphi

Synthesia Avatars

Digital Twins in the Machine

A person's knowledge and voice can become an expert resource inside workflows and agentic services.

CASE STUDY

Fodda Human Agents

Real experts turn their knowledge and methods into authorized AI representations that others can consult directly inside AI platforms.



Nathan Grotticelli



Anu Lingala



Simon King



Alison Cossette



Sledge Smith



Phillip Harvey

The Premium on Craft

As competent outputs become abundant, distinctive taste, human contribution and proof of authorship gain significance.

ABUNDANT

More outputs
Lower production friction
AI templates

SCARCE

Taste
Provenance
Care

The thing you made matters. So does how, why and by whom it was made.

EXAMPLES / SIGNALS

Authors Guild: Human Authored

Adobe Content Credentials

The Premium on Craft

As competent outputs become abundant, distinctive taste, human contribution and proof of authorship gain significance.

CASE STUDY

Authors Guild: Human Authored

A certification identifies books written by people rather than generated by AI, making human authorship a visible, verifiable attribute.



THE TRENDS / MACRO B

Interfaces & Tools

More capabilities, fewer dedicated interfaces and less reliance on permanent tools.

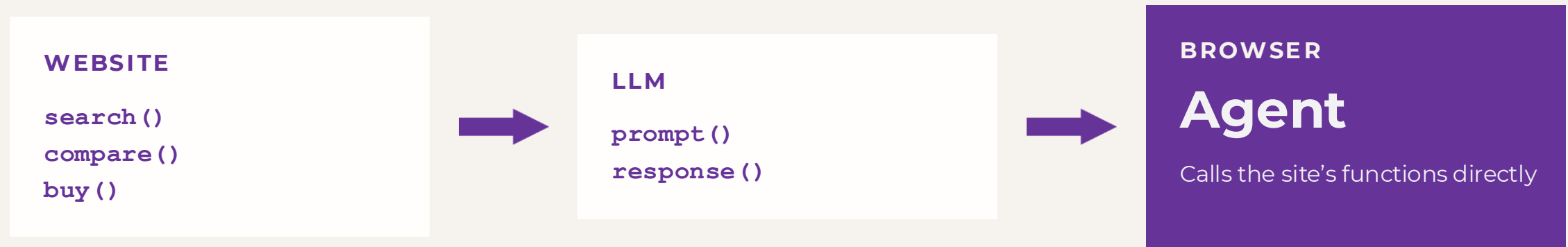
MICRO TRENDS

Topless

Disposable

Topless

The browser can now seamlessly integrate agent capabilities, allowing users to flow between chat and direct action.



EXAMPLES / SIGNALS

[Chrome WebMCP](#)[MCP services](#)

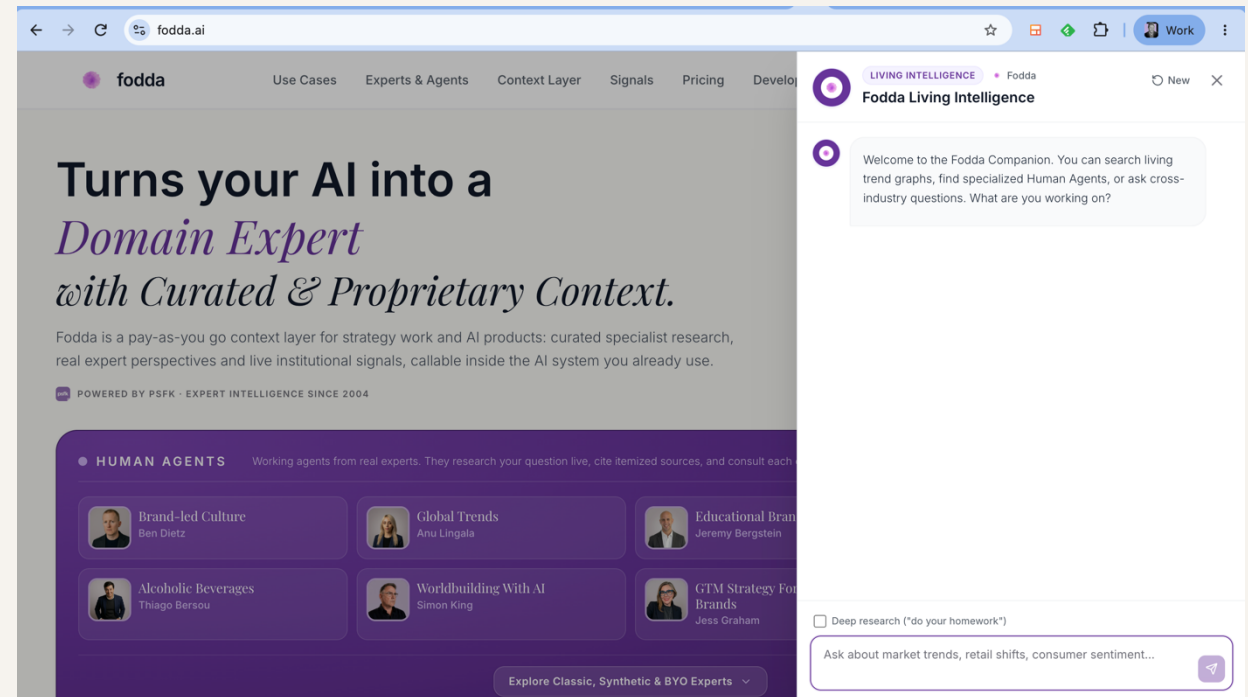
Topless

The browser can now seamlessly integrate agent capabilities, allowing users to flow between chat and direct action.

CASE STUDY

Google Chrome WebMCP

A proposed browser standard lets websites expose functions directly to AI agents, enabling actions without a separate branded chatbot.



Disposable

The tool becomes adaptive: people describe a need, build just enough software, use it, then move on.

01
DESCRIBE

02
GENERATE

03
USE

04
RETIRE

32%

of McKinsey respondents avoided at least one software purchase because agentic coding could build it in-house.

EXAMPLES / SIGNALS

Lovable

Replit Agent

Claude Code

v0

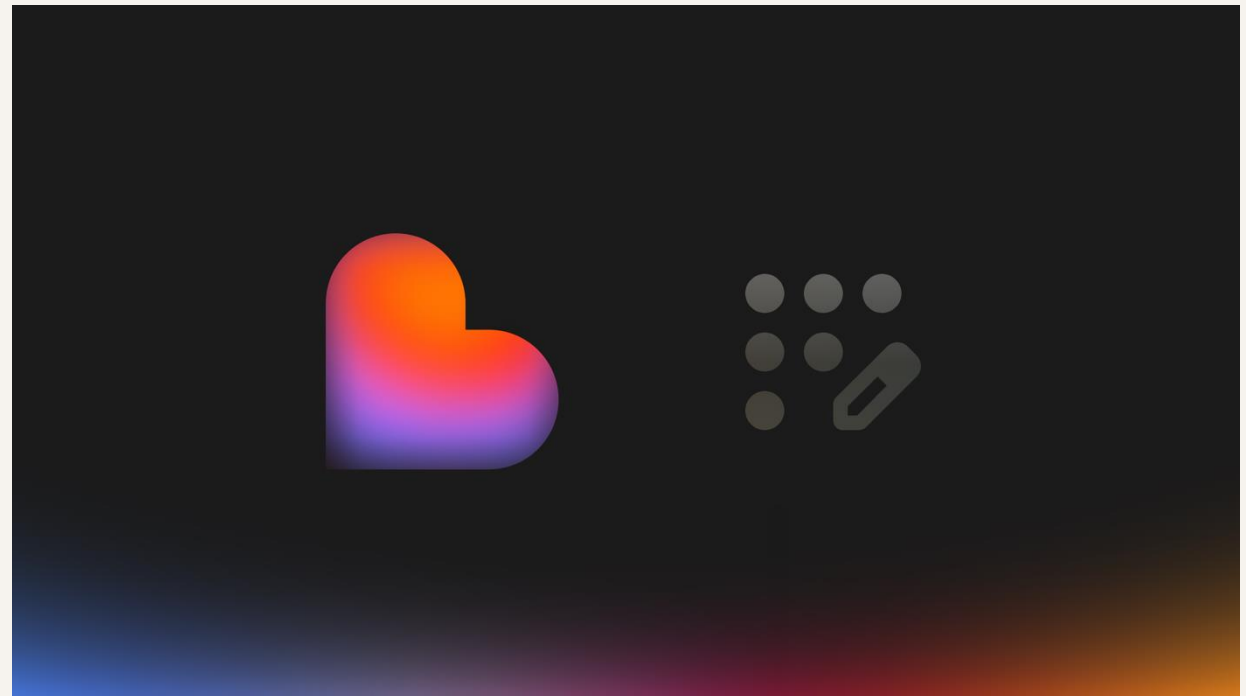
Disposable

The tool becomes adaptive: people describe a need, build just enough software, use it, then move on.

CASE STUDY

Lovable

Users describe a software need in natural language and generate a working application, making custom tools accessible without traditional development.



THE TRENDS / MACRO C

Agentic Experiences

From creating an output to designing the process and the outcome.

MICRO TRENDS

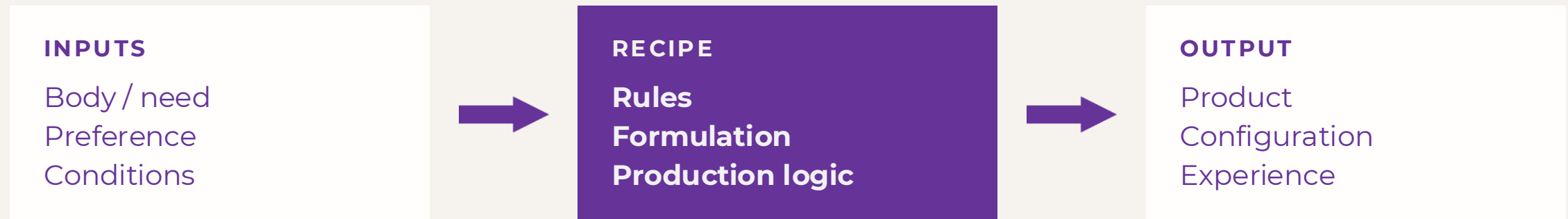
Services as Workflows

Symbiotic Planning

Product As Recipe

Product as Recipe

Instead of only manufacturing a fixed object, the offering becomes a flexible recipe: something that can be adjusted, combined or tailored for different needs or contexts.



EXAMPLES / SIGNALS

Shiseido VOYAGER

L'Oréal Perso (2020)

Kara Pod (adjacent)

Product as Recipe

Instead of only manufacturing a fixed object, the offering becomes a flexible recipe: something that can be adjusted, combined or tailored for different needs or contexts.

CASE STUDY

COSMAX maXpace

An automated beauty manufacturing platform uses skin data and preferences to generate personalized formulations, then mixes and dispenses skincare, foundation or lip products on-site.



Service as Workflow

Retail and service journeys are designed as end-to-end workflows, where automation handles much of the process and humans step in where they add real value.



Filled steps are human touchpoints; outlined steps are machine-led.

EXAMPLES / SIGNALS

Newo.ai

Amazon Connect Health

Tala Health

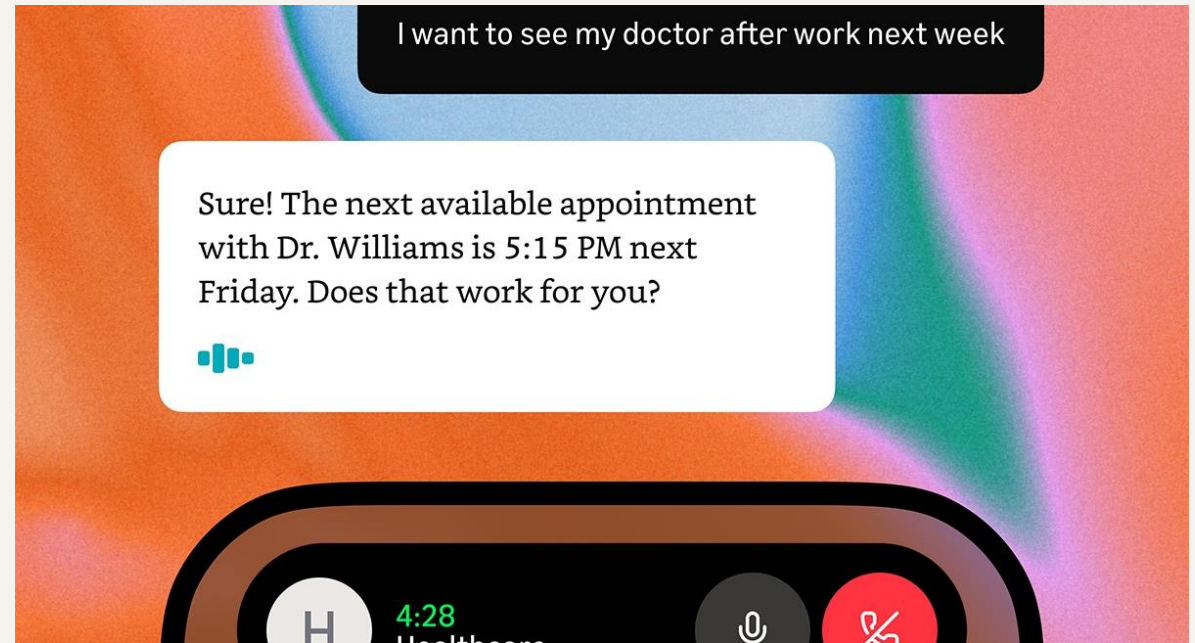
Service as Workflow

Retail and service journeys are designed as end-to-end workflows, where automation handles much of the process and humans step in where they add real value.

CASE STUDY

Amazon Connect Health

AI coordinates healthcare administration, from appointment scheduling and patient preparation to clinical documentation and medical coding.



Symbiotic Planning

Customer, brand and partner agents coordinate so a plan evolves into a unique and tailored service that exceeds the customer's expectations.



EXAMPLES / SIGNALS

Andon Labs: Luna

Google AI travel

Mindtrip

Symbiotic Planning

Customer, brand and partner agents coordinate so a plan evolves into a unique and tailored service that exceeds the customer's expectations.

CASE STUDY

Andon Labs: Luna

An AI agent operates a physical San Francisco store, selecting inventory, setting prices, hiring people and coordinating everyday operations.



THE TRENDS / MACRO D

Personalization

AI understands us in the moment and adapts to deliver what we need, when we need it.

MICRO TRENDS

Deep Indexing

Live Intent

In the Moment Context

AI can work from accumulating personal history or respond to what a person is trying to do right now.

DEEP INDEXING

What do we know?

Conversation history · preferences · documents · physiological signals

LIVE INTENT

What are you doing now?

Current objective · constraints · session context · real-time decisions

EXAMPLES / SIGNALS

Oura

Amorepacific Skinsight

Sephora

Mindtrip

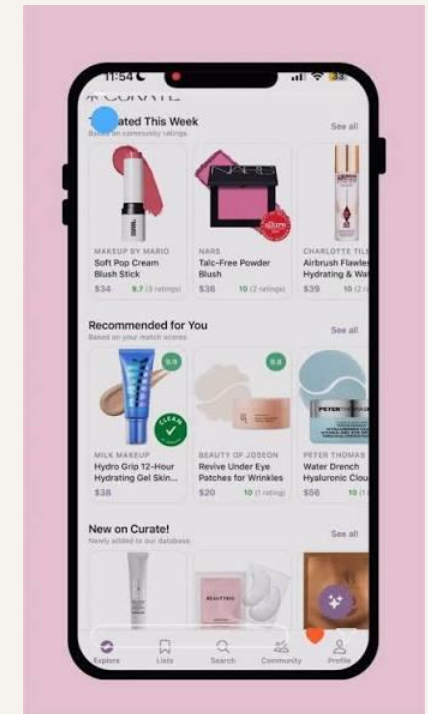
In the Moment Context

AI can work from accumulating personal history or respond to what a person is trying to do right now.

CASE STUDY / LIVE INTENT

Sephora in ChatGPT

Shoppers describe what they need in conversation and receive relevant beauty recommendations without navigating a conventional product catalog.



THE TRENDS / MACRO E

Agent Business Relationships

How businesses grant agents access, provide services and exchange value.

MICRO TRENDS

Agent Access Strategies

Services Built for Agents

Agent Access Strategies

Not every bot should be treated the same. Businesses can permit, meter, charge or block based on what an agent is doing or where it's from.

SEARCH AGENT Discover Possible terms Free metadata	READING AGENT Retrieve Possible terms Terms / attribution	SHOPPING AGENT Transact Possible terms Inventory / checkout	AUTOMATION AGENT Act Possible terms Credentialed tools
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MORE OPEN

MORE CONTROLLED

EXAMPLES / SIGNALS

- Cloudflare AI Crawl Control
- Pay Per Crawl
- Jentic

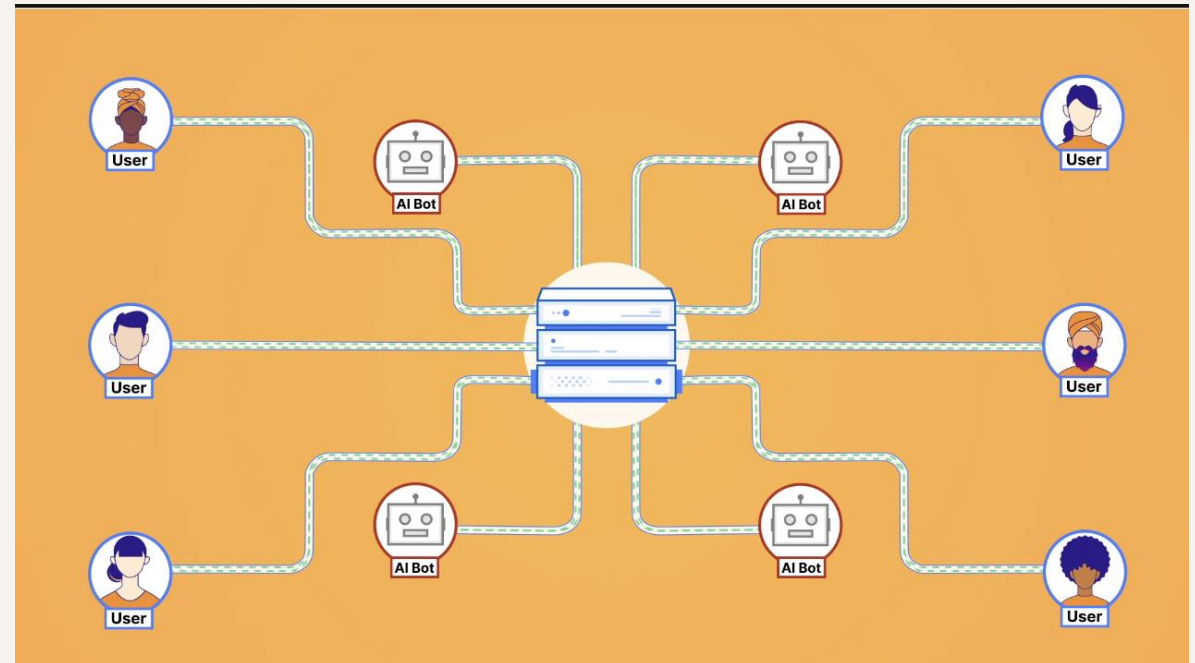
Agent Access Strategies

Not every bot should be treated the same. Businesses can permit, meter, charge or block based on what an agent is doing or where it's from.

CASE STUDY

Cloudflare AI Crawl Control

Website owners can allow, block or charge different AI crawlers, establishing commercial terms for automated access to their content.



Services Built for Agents

Businesses can expose capabilities that other agents use directly, turning a service into something machines can buy or orchestrate.



What matters: clear capabilities, permissions, availability and payment terms.

EXAMPLES / SIGNALS

Fodda MCP

Sierra Agent OS

Newo.ai

Services Built for Agents

Businesses can expose capabilities that other agents use directly, turning a service into something machines can buy or orchestrate.

CASE STUDY

Fodda MCP

Expert knowledge becomes a callable service that external AI agents can discover, query and pay to use without a human-facing interface.

SECTION 5

Client Setup & Complete MCP Tools Catalog

Pick your environment, copy the snippet, and connect in 60 seconds.

C Claude Desktop
claude_desktop_config.j...

Cursor / Windsurf
Tokenized MCP URL

G Gemini CLI
.gemini/settings.json

OH OpenHands
MCP config

\$ Plain REST
curl / HTTPie / fetch

```
CLAUDE_DESKTOP_CONFIG.JSON
{
  "mcpServers": {
    "fodda": {
      "url": "https://mcp.fodda.ai/mcp"
    }
  }
}
```

Copy

3 STEPS · 60 SECONDS

1 Get key
Sign in at app.fodda.ai

2 Paste config
Drop snippet into
`claude_desktop_config.json`

3 Restart
Restart Claude & start querying

FULL SETUP GUIDE →

THE TRENDS / MACRO F

Boundaries & Knowledge

Control the environment; enrich the intelligence operating within it.

MICRO TRENDS

Private AI

Context Layers

Private AI

A deliberate fence around information, models and external connections lets people choose where intelligence can operate.

A diagram illustrating the concept of 'Private Space'. It features a solid purple square in the center with the text 'THE FENCE' in small white capital letters above 'Private Space' in large white capital letters. This central square is enclosed within a larger, dashed purple rectangular border, representing the 'fence' mentioned in the text.

THE FENCE
**Private
Space**

DFOS

Private community precedent

Proton Lumo

Confidential cloud AI

NobodyWho Wrist

Offline on-watch model

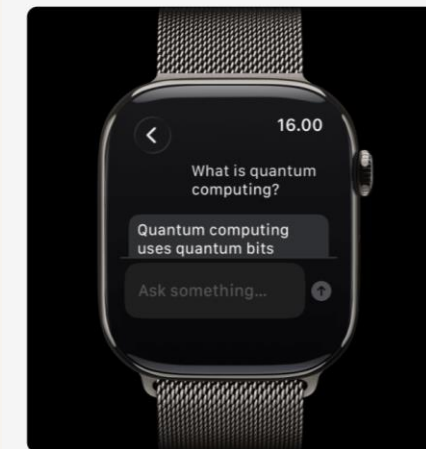
Private AI

A deliberate fence around information, models and external connections lets people choose where intelligence can operate.

CASE STUDY

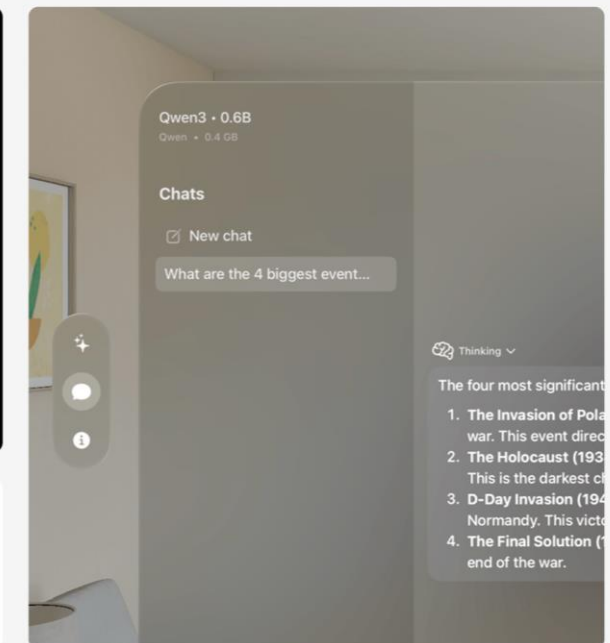
NobodyWho Wrist

A standalone Apple Watch assistant runs an AI model entirely on-device, answering questions without sending prompts to the cloud.



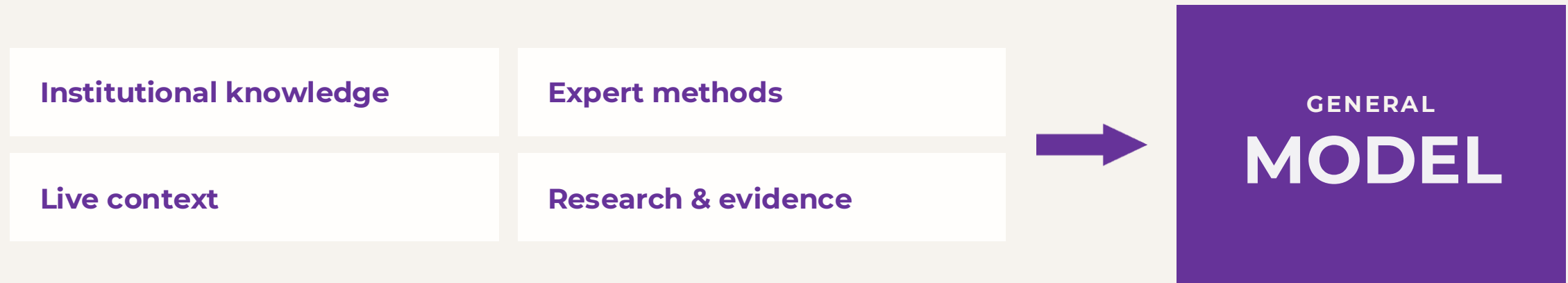
NobodyWho

Apple Watch & Vision Pro



Context Layers

A general model becomes more useful when it can access distinctive expertise, institutional knowledge and attributed evidence.



EXAMPLES / SIGNALS

Fodda

Palantir Ontology

Glean

Shiseido VOYAGER

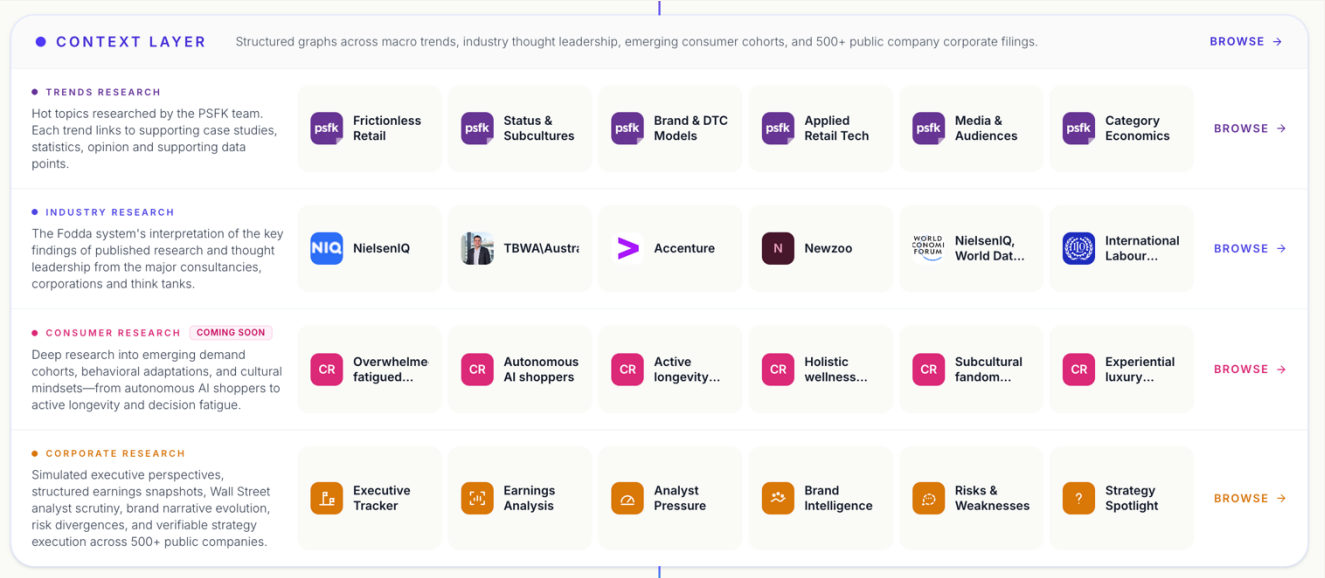
Context Layers

A general model becomes more useful when it can access distinctive expertise, institutional knowledge and attributed evidence.

CASE STUDY

Fodda

A structured representation connects enterprise data, business relationships and operational rules so AI agents can reason within an organization’s real-world context.



THE DEEPER SHIFT

The creative object is changing.

Not just the output. The conditions that produce it.

PEOPLE	INTERFACES	RECIPES	WORKFLOWS	CONTEXT	ACCESS
--------	------------	---------	-----------	---------	--------

PART 03

Action

Three questions to take from today
and apply directly to your business.

ACTION / 01

The New Scarcity

What is still valuable?

JUDGMENT

Taste, decisions, distinctive POV

EXPERTISE

Human insight and methods

HUMANITY

Attention, care and presence

TRUST

Proof, provenance, accountability

VALUE DOES NOT DISAPPEAR. IT MOVES.

The New Audience

Who are we really making things for?

H

HUMAN

Desire / confidence / experience

A

AGENT

Structured information / rights /
actions

E

ECOSYSTEM

Compatibility / coordination /
handoffs

Design for human desire and machine understanding.

The New Transaction

How do we get paid in 2027? Five emerging models.

1	Premium human value	Expertise, judgment, attention and distinctive experiences	e.g. human specialists, expert consultations, premium services
2	Outcomes, not activities	A completed service or result rather than hours, steps or software seats	e.g. workflow businesses, outcome-based robotics
3	Capabilities on demand	Access to a tool or service when an agent needs it	e.g. APIs, MCP services, usage-based fees
4	Licensed knowledge	The right to use distinctive expertise or curated intelligence	e.g. Fodda Context Layers, Human Agents, proprietary models
5	Products made for the moment	A personalized physical product or unique configuration	e.g. personalized formulation and production systems

The opportunity in 2027 is not simply to make more things with AI.

**It is to decide what is worth making,
who we are making it for,
and how that value gets exchanged.**

KEEP LEARNING

Continue the Conversation

COURSES ON MAVEN

maven.com/piers

FODDA

www.fodda.ai

PSFK

www.psfk.com

EMAIL

piers@psfk.com

Maven

What do you want to learn?

Maven for Business Teach on Maven

About

Courses

Workshops

Lightning Lessons

Services

Courses

Multi-day, guided programs to get real results

Course 2 weeks

Build Your Own 2027 Trends Report with AI

Go from asking ChatGPT for trends to running your own AI research system, using the method PSFK ha...

Nov 3 – Nov 19

View course →

Workshops

Single-day, hands-on sprints to practice new skills

Workshop 1.5 hours

Kiss, Marry, Kill: How to Deal With AI Agents Visiting Your Site

What to welcome, what to charge, and what to block when AI visits your site.

Oct 27

View workshop →

Workshop 1.5 hours

Death of the Dashboard: Bringing Your Product to Life Within AI

What to build, what to keep, and how to stay visible when work moves into AI.

Oct 29

View workshop →



Edit profile

Piers Fawkes

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L'Oréal, Perso (2020)

loreal.com/.../unveil-perso...

RESEARCH NOTES

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NobodyWho Wrist

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ystrickler.com/current-projects

Palantir Ontology

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Fodda

fodda.ai / app.fodda.ai

Daxko / Tandem

daxko.com / tandemhealth.ai

Sierra / Jentic / Newo

sierra.ai / jentic.com / newo.ai

Oura / Amorepacific

ouraring.com / stories.amorepacific.com