

Marketplaces will radically change with the proliferation of conversational AI.

From hospitals to housing to hiring, coordinating marketplace transactions faces tremendous overhead due to the effort required to align actors, systems, and next steps in the face of fragmentation.

Placing.com is a software suite that coordinates effective marketplace operations by leveraging recent advances in conversational AI—starting in social work and healthcare, where coordination heavily relies on natural conversations. We identify that a critical bottleneck for conversational AI is effective state management: identifying what the current state is of every conversational interaction. We thus center our technical approach on taking messy, conversational inputs into structured states using an ensemble of algorithmic approaches, ultimately extracting the best capabilities of existing large language models to generate structured output, in tandem with human defined schemas.

By enabling the ability for people to articulate needs, track changes, and move efforts forward across organizational boundaries, we are able to reduce time spent on the same caseload by up to half. So far, we've helped place hundreds of some of the hardest-to-place patients, generating net savings in the millions. We are currently small and profitable, and putting everything back into the work.

From care to logistics, from jobs to goods, coordination happens—or fails—in the spaces between formal systems. We're trying to build infrastructure for those spaces: to reduce the burden of articulation, and make complex coordination a little easier, one interaction at a time. We are driven by these messy environments where coordination is requisite to progress, and yet vast challenges remain in achieving effective coordination, where conversational agents suggest significant transformation across some of the most fundamental industries today. Our long term aim is for Placing.com to accelerate natural language-centered paradigms for state management, enabling real work to be completed in critical industries, supported by conversational agents and occurring in a fraction of the time used today.

If that resonates—if you see specific gaps, patterns, or concrete ways to help we'd welcome a conversation. We are actively seeking advisors, partners and collaborators who want to tackle high-stakes coordination problems in real systems.

placing.com

Vince Bartle

July 2025