

Bet with your friends, not against them.

Parlaymint is a patented group parlay mechanic built for regulated sportsbooks. Each friend adds one pick to a shared parlay. If it loses, only the losing picks pay. If it wins, each friend's payout reflects the odds of the pick they contributed.

THE OPPORTUNITY

\$19 vs \$5

Kept per \$100 bet, parlays vs all other bets, New Jersey 2025. Parlays were 32% of money bet and 65% of what sportsbooks kept.

1 better

is what the sportsbook sees when friends parlay together today. The rest of the group lives in a chat, a spreadsheet and Venmo.

1 in 4

tracked US parlays lose by a single leg. In a normal group parlay, that one miss costs everyone, including the friends who got it right. In our contests: 28% (127 of 447).

HOW ONLY LOSERS PAY WORKS

GROUP PARLAY
5 friends · 5 picks · 2 miss

× TOM Chiefs ML -155	Pays \$25
× TANYA Bills +3.5 -110	Pays \$25
✓ MAYA Red Sox over 7 -110	\$10 back
✓ SAM Liverpool ML -110	\$10 back
✓ JORDAN Arsenal ML -140	\$10 back

BUY-IN

\$10 each

MAX COST

\$50

Shown and held before anyone joins

Two picks miss, so Tom and Tanya cover the \$50 parlay cost and three friends get their \$10 back. If all five hit, the sportsbook pays at market-comparable odds and each friend's share reflects the odds of the pick they contributed.

TRACTION · LIVE ON iOS AND ANDROID

450+

group parlays settled in two live contests in 2026

3.9

average people per group parlay, across both contests

77%

of parlays started filled and went live

2 in 3

players whose own pick lost came back for another parlay

Free to play. More than half of new players' first action was joining someone else's parlay. Accounts grew 33% from late April to mid-July 2026 with no paid marketing.

OPERATOR-FIRST MODEL

Built for regulated sportsbook deployment; Colorado is the primary U.S. launch market. Operators can keep accounts, KYC, geolocation and wallets. Parlaymint supplies the group layer and the protected settlement logic.

THE ASK

\$5M seed

To run the first operator pilot, complete licensing and real-money settlement in Colorado, and grow the group network.

24 months of runway: \$1.75M product & settlement engineering • \$1.0M compliance & certification • \$0.75M operator pilot & growth • \$1.0M team, operations & contingency • \$0.5M real-money reserve, held, not spent.

A patented settlement layer for group parlays

A losing parlay still keeps the full stake. A winning parlay still pays stake times odds. Parlaymint changes who joins the parlay, and who pays inside the group when it loses.

WHAT OPERATORS GET

MARGIN

4x

Parlays hold about four times what other bets do (\$19 vs \$5 kept per \$100, New Jersey 2025). Every Parlaymint bet is a parlay, built by about four friends instead of one.

ACQUISITION

56%

of new players' first action was joining someone else's parlay. FanDuel said in Sept 2024 that referrals were 26% of its actives at ~75% lower acquisition cost. Every Parlaymint bet carries the invite.

RETENTION

66%

of players whose own pick lost joined another parlay (35 of 53). Free-to-play: the pilot measures whether refunded winners return more often with real money.

RESPONSIBLE PLAY

\$50

The most any friend can lose in our example, shown and held before they join. One pick per person, equal buy-ins.

THREE WAYS TO DEPLOY

Affiliate

Groups form in Parlaymint and are referred to the operator with attribution.

OPERATOR KEEPS

Accounts, wallet, KYC, odds and bet placement

White label

An operator-branded Parlaymint experience on one configurable platform.

OPERATOR KEEPS

Brand, jurisdictions, markets and disclosures

Platform integration

Parlaymint group and settlement services inside the operator's sportsbook.

OPERATOR KEEPS

Identity, KYC, geolocation, wallet, payments and reporting

Protected in every model: One person, one pick • Each deposit covers the full parlay • Only Losers Pay • Proportional odds-based payout

WHERE WE ARE

1

NOW Live, free to play

iOS and Android: Public Parlays, private Parlay Pals groups, leaderboards, automated odds, results and settlement.

2

NEXT Operator pilot

One U.S. state. Measured on invitations, fill rate, incremental wagering and return.

3

THEN Licensed settlement

Real-money Only Losers Pay under license, Colorado first. Private Parlays follow the B2B integration work.

TEAM



Tanya Seidel

CEO and Co-Founder

AI, technology and product operations; product development and AI information architecture.



Thomas Leone

Co-Founder

Product and player behavior. 30 years in AI strategy, digital product and CX; leads fundraising.



Seth Young

Co-Founder

Regulated gaming and operations. CEO of High Roller Technologies (NYSE: ROLR).



Matthew Chaprales

Advisor

Industry advisement on sportsbook product and market fit.