

Parlaymint is a patented social sports betting platform where players team up to build parlays together—sharing the cost and splitting the winnings.

Problem

Sports betting is expensive, isolating, and stacked in the house's favor. Parlays are an all-or-nothing combo bet.

Solution

A social betting experience where players with losing picks cover the cost of the parlay buy-in. Nail your pick and you play for free!

Target Market

First state of entry: **Colorado**. In 2024 in the state of Colorado (CO):

- 13 online sportsbooks were active (down from 20)¹
- \$475.2M in annual revenue, with 99% via mobile
- Parlay bets made up ~27% of handle, contributing ~56% operator revenue²

Founders



Tanya Seidel



Experienced tech leader with deep expertise in product development, operations, and AI info architecture.

Seth Young



Industry veteran in B2B & B2C gaming, including sports betting, fantasy sports, gamification and engagement.



Thomas Leone



Visionary leader driving Parlaymint's feature set toward innovation and strategic growth.

The CO Revenue Opportunity

- Parlay bets totaled \$118.9M in May 2025 alone—nearly 24% of that month's handle.³
- Colorado's betting market grew 11.4% YoY in revenue from May 2024 to May 2025.
- Parlays consistently deliver ~2x higher hold than standard bets, peaking at 22.5%.

Unlike Fantasy sports or traditional parlays, Parlaymint makes betting collaborative, social, and exciting—where players bet with their friends, not against them.

The Model

Parlaymint's unique model fuels organic growth by making sports betting a social event. Players come together with their individual picks to build parlays as a team.

- Players split the cost of the parlay evenly.
- If all bets in the parlay win, players split the winnings. Payouts use comparable odds to FanDuel, DraftKings, and BetMGM.
- If one or more bets in the parlay loses, the losing players cover the buy-in, and winners get their money back.

Milestones Achieved

- Patents [US11308764B1](#) (US) | [3145135](#) (Canada)
- LOI from [Saratoga Casino Black Hawk](#) for use of their mobile gaming license
- Freemium MVP available on [iOS](#) & [Android](#)

Investment Details

Raising \$3M seed round for 30-36 months of runway to complete product development, secure regulatory and legal compliance, hire experts, and acquire users.

