Jake Paul's Betr Brings Polymarket To One Million Sports Bettors

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Jake Paul and Joey Levy, founders of Betr
BETR

Betr, the real-money gaming company founded by Joey Levy and Jake Paul, is partnering with Polymarket in a multi-year deal to bring prediction markets into its super app. Beginning later this year, Betr's one million paying users will be able to trade event contracts on sports, politics, and culture alongside the company's existing sportsbook, fantasy, casino, and arcade products all through a single app and consolidated wallet experience.

The deal makes Betr among the first major US gaming companies to embed prediction markets directly inside a full-suite gaming app. It also lands at a moment when the prediction market industry and the traditional sports betting industry cannot agree on a basic question: are platforms like Polymarket and Kalshi financial markets or gambling by another name?

Prediction Markets: A Disruption Divided

Ismail Vali, president of Gaming Compliance International, has argued that prediction markets are part of a wave of what he calls "innovator gambling", platforms that use regulatory gray zones to reach the same sports betting audience through the back door. GCI data, which I reported on in February, showed that the number of licensed online gaming operators in the United States fell from 103 in 2023 to just 57 last year. Nearly half the industry, gone in two years, not through mergers, but through attrition. Prediction market trading volume on the Super Bowl alone hit $3.1 billion this year, up 39% year over year. Yet to Vali, these platforms "look, smell like betting" while operating outside state gaming commissions, regulated instead by the CFTC as financial instruments.

Levy sees the same numbers and reaches the opposite conclusion.

> "I don't know if I fully buy the cannibalization narrative that some are running with," Levy said in an interview. "This is a story of TAM expansion."

His argument: sports gaming companies have spent years and millions of dollars building the pricing, trading, risk management, and customer acquisition infrastructure that prediction markets require. Rather than competing with sportsbooks, prediction markets give companies like Betr a path from 32-34 state coverage with their existing products nationwide. Prediction markets, unlike licensed sports betting, operate nationwide under CFTC oversight.

"Emerging companies like Betr can launch nationwide and kind of have the optionality to either do so via prediction markets or some of these other verticals or some combination of all of them," Levy said. "Our super app strategy bodes really well to this."

The Prediction Market Deal

Under the partnership, Polymarket will power the prediction market backend while Betr handles distribution, marketing, and the user experience. The prediction market product will live inside the same app as Betr Picks (34 states), Betr Social Sportsbook (32 states), Betr Arcade (38 states), and Betr Social Casino (28 states).

"Launching Predictions is an important step toward our vision of creating the first true nationwide real-money gaming and financial super app," Levy said, "integrating a category projected to reach $1 trillion in annual volume into the same seamless experience as Picks, Sportsbook, Casino, and Arcade."

Levy frames prediction markets explicitly as fintech, not just gaming, and points to Betr's consolidated wallet and KYC system as what separates the super app from a loose collection of products.

For Polymarket, the draw is distribution. The platform was born in crypto, required users to bridge assets and connect wallets, and could not advertise on television.

> "Prediction markets are becoming a foundational tool for understanding the future, and scale is what brings them into the mainstream,"

said Shayne Coplan, founder and CEO of Polymarket.

> "Betr has built one of the most engaged sports audiences in the country, and their ability to engage millions of users makes them the ideal partner to bring prediction markets to a massive new audience."

The bet on sports is deliberate. Levy pointed to data from Kalshi, the CFTC-regulated prediction exchange, showing that nearly 90% of regulated prediction market volume in the United States comes from sports.

The Numbers Behind The Prediction Market Boom

The partnership arrives amid a broader prediction market surge.

Polymarket approached $700 million in championship market trading volume around the Super Bowl. Kalshi's Super Bowl volume grew fivefold year over year. Crypto.com launched its standalone prediction market app, OG, with over 300 Super Bowl markets and margin trading for event contracts. Robinhood entered event contracts. The pace of institutional entry has no recent parallel in gaming or fintech. Last October, Polymarket secured a $2 billion investment from Intercontinental Exchange, the parent of the New York Stock Exchange.

The 50-state advantage is central to the growth. In Texas, California, and Utah — states that account for roughly a fifth of the U.S. population — prediction markets are the only legal way to put money on a game.

The mainstream pull is visible outside of trading volume too. In early 2026, apps that let retail users copy Polymarket whale traders and Congressional stock picks went viral, with some reaching the top of the App Store. Prediction markets have gone from a niche category to a breakout segment in less than two years.

The Insider Trading Integrity Overhead

The growth comes with baggage. Prediction markets' most visible vulnerability is insider trading or at least the appearance of it.

In March, fresh wallets made $1.2 million on Polymarket hours before U.S. airstrikes on Iran became public. In December, an alleged insider netted $1 million in 24 hours on the platform. Both episodes prompted Congressional letters from Democratic lawmakers demanding a CFTC investigation.

Levy acknowledged the challenge but framed it as an inevitable byproduct of a new market reaching scale. "There's going to be edge cases and different things to deal with that maybe haven't been considered before at scale," he said. "... It seems like everybody's pretty focused on being a good actor, operating with integrity, working together to figure out the right set of kind of policies and procedures and integrity frameworks."

He cited early progress on the sports side, where the NHL and MLS have already built integrity frameworks in partnership with prediction market companies. Betr itself holds gaming licenses nationwide and says it has been commended by regulators for its responsible gaming practices.

What Comes Next

Levy hinted that Betr intends to build "products on top of these prediction markets that the industry has not launched yet or has not seen before." He declined to elaborate.

Whether prediction markets end up regulated as gambling or remain classified as financial instruments, the distribution race is underway. Coinbase, Crypto.com, Robinhood, and now Betr are all competing to funnel mainstream consumers into event contracts. The platforms that survive will be the ones that make the product frictionless.

I made my first trade on Polymarket in 2020. It required bridging assets, connecting a crypto wallet, and navigating an interface that felt closer to a DeFi protocol than a consumer app. Coplan was in my DMs asking me to come back and trade more. Six years later, his prediction market infrastructure will be one tap away inside a regulated super app with a million users and a marketing machine built for Gen Z.