

Square Up — One-Page Overview for Counsel (Mario)

What it is: A mobile app where people **create** or **join** pool games (e.g. Super Bowl squares). All custom code; no third-party betting apps or bookmaker integration.

How it's different:

	Kalshi / Polymarket	Sportsbooks	Square Up
Who sets "the bet"?	Platform / market	Bookmaker	Users (pool creator)
House / platform takes a cut?	Often yes	Yes (vig)	No
Money flow	Platform / counterparty	House ↔ bettor	User ↔ user (P2P)
Access	Open markets	Open odds	Invite code only

Core idea: "Gaming your way" — users define the pool and rules; the app is a **tool** to create, share (invite code), and resolve. No oddsmaker, no house, no platform-held funds.

Ask for counsel: Does this **P2P, no-house** model raise different (or lower) regulatory risk than prediction markets or sportsbooks? What guardrails do you recommend before scaling?

Full brief (flowcharts, Qs for counsel): See `MARIO_LEGAL_BRIEF_P2P_GAMING.md` in this folder.