Strategy Evaluation Checklist

Criterion	Status	Notes
Believable Core Logic	❌	Assumes that filtering teams with historical goal averages (2.77 vs. 2.65 baseline) creates an edge, completely ignoring whether the exchange market has already priced that in.
Sustainable Market Principles	❌	Blindly following historical goal stats across obscure global leagues without comparing implied probabilities to true fair odds guarantees negative expectation long term.
Mathematically Likely to Succeed	❌	Conflates absolute goal frequency with expected value (+EV). A high-scoring match priced at 1.50 when true odds are 1.65 is heavily -EV despite the high goal average.
Robustness Against Hype / Commercial Funnel	❌	The video is a 2-minute top-of-funnel promotional ad for the paid *Goal Profits* subscription service and "Team Stats" software (complete with a 20% discount code).
Sound Risk Management & Staking Discipline	❌	Lacks defined entry, exit, or stop-loss rules. Recommends shifting goalposts in-play (e.g., switching to Over 1.5 or Over 0.5 at half-time when 0-0), which is classic loss-chasing.
Practical Market Execution & Sample Rigor	❌	Evaluates the "strategy" based on an anecdotal, cherry-picked 4-match sample on a single day with zero statistical significance.

BS Factor Rating: 24 / 100

(100 = Sound, mathematically robust, and achievable; 0 = Totally unbelievable, unsustainable, and guaranteed to fail)

Summary & Score Justification

This video by **Goal Profits** (*Goal Attack Strategy for Over 2.5 Goals Trading*) is a **commercial marketing funnel disguised as a trading tutorial.** It demonstrates the classic retail trap of confusing raw historical statistics with a genuine betting edge.

Key Flaws & Breakdown:

1. **The "High-Scoring = Value" Mathematical Fallacy:**
    - The core premise is that because their filtered matches average **2.77 goals per game** compared to a general baseline of **2.65 goals**, traders automatically hold an advantage.
    - In professional trading, edge is exclusively a function of **price versus probability** ($\text{Edge} = \text{Probability} \times \text{Odds} - 1$). If a match averaging 2.77 goals is priced on Betfair at 1.55 when the true mathematical line is 1.68, backing Over 2.5 is deeply **negative expected value (-EV)** regardless of the final score. The market already prices high-scoring teams shorter.
2. **Unstructured Execution & Moving the Goalposts:**
    - The video presents contradictory, discretionary rules under the guise of "flexibility":
        - Back Over 2.5 early and trade out on the first goal, **OR**
        - Wait 15–20 minutes in-play for a higher price, **OR**
        - If the match is 0–0 at half-time, switch into Over 1.5 or Over 0.5.
    - Moving into lower goal lines when a pre-match Over 2.5 trade fails at 0–0 is textbook **loss-chasing and bankroll compounding**, which rapidly blows up trading accounts.
3. **Anecdotal 4-Match Sample & Subscription Gating:**
    - Validates the strategy using a 4-match single-day sample (2 Over 2.5 wins and one 2–0 game). This carries zero statistical validity.
    - The sole objective of the video is directing novice traders to purchase a monthly subscription to the *Goal Profits* software and academy using promo code