Strategy Evaluation Checklist

Criterion	Status	Notes
Believable Core Logic	⚠️	Using Excel simulation to learn betting mechanics (ladder shifts, green-up math) is valid, but claiming manual click-throughs test statistical strategy viability is false.
Out-of-Sample Sustainability	❌	No automated large-sample processing, no train/test data splitting (e.g. 70/30), and zero walk-forward validation.
Mathematically Likely to Succeed (+EV Focus)	❌	Fails to model true underlying Poisson probability distributions against market prices; ignores how manual hindsight biases simulated decisions.
Robustness Against Overfitting / Hindsight Bias	❌	Extreme hindsight bias: features an "Undo / Go Backwards" mechanic, allowing users to reverse losing decisions after seeing future match goals.
Sound Risk/Reward & Staking Model	❌	Demonstrates laying high-odds draws (£400 liability to win £12–£15) without modeling sequence-of-loss math or maximum drawdown probability.
Practical Market Execution	❌	Fast-forwarding directly to goals via a "Next Goal" button bypasses live in-play execution latency, market suspension locks, and liquidity queue delays.

BS Factor Rating: 32 / 100

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

Critique & Score Justification

This video by *Sports Trading Life* is a 14-minute promotional demonstration for their proprietary Excel-based product, the **"Football Trading Simulator."** While the spreadsheet acts as a functional sandbox for beginners to understand basic exchange cash-out arithmetic, **promoting it as a tool for robust quantitative strategy backtesting is fundamentally misleading.**

Key Breakdown of Flaws:

1. **Hindsight Bias & The "Undo" Flaw:**
    - The presenter highlights a feature where the user can rewind match time (*"go backwards"*): when an underdog scores and causes a red position, the user steps back to the 1-0 state, removes the exit bet, lets the match run until the favorite scores to make it 2-1, and cashes out a green profit.
    - Encouraging traders to test strategies with retroactive foresight cultivates extreme cognitive bias. Backtesting requires rigid, programmatic entry/exit execution rules executed without knowledge of future events.
2. **The "Next Goal" Shortcut vs. Real Market Execution:**
    - The tool features a button that skips time directly to the next match event.
    - In live exchange trading, the hardest aspect of in-play execution is enduring the 40–70 minutes of agonizing time-decay where no goal occurs, managing in-play suspension delays, and handling order queue slippage. Bypassing match duration distorts a trader's emotional and statistical perception of in-play risk.
3. **Manual Micro-Sampling vs. Quantitative Rigor:**
    - Stepping through 4 to 5 matches manually inside an Excel sheet provides zero statistical significance ($N=5$). To determine whether a system has positive expected value (+EV), a trader needs automated backtesting across thousands of out-of-sample fixtures with Monte Carlo significance testing (p-values).
4. **Product Sales Funnel:**
    - The video operates purely as a direct-response sales pitch ("lifetime access available via link in description") to monetize a macro-enabled Excel sheet.