

Strategy Evaluation Checklist

Criterion	Status	Notes
Believable Core Logic		Demonstrates real exchange order handling on Betfair (Dutching correct scores, laying current scores, partial greening, scratching), but entries rely on basic visual traffic-light metrics (green attack vs red defense) rather than quantitative odds modeling.
Sustainable Market Principles		Relies on intuitive, discretionary management of in-play correct score spreads and goals markets. Promotes premature session quitting ("stop-win" bias) after solitary wins to artificially protect daily P&L.
Mathematically Likely to Succeed		Complete absence of mathematical modeling: no Poisson distributions, no true probability conversions, and no Closing Line Value (CLV) benchmarking. Ignores market pricing efficiency on live exchange liquidity.
Robustness Against Commercial Hype / Funnel		The video is an acquisition and engagement tool designed to showcase proprietary features of the paid <i>Goal Profits</i> platform (<i>Team Stats Matrix</i> , <i>Live Stats Module</i> , <i>CS3/CS4 strategies</i>).
Sound Risk Management & Staking Discipline		Uses small position sizing (0.5-point stakes), but completely conceals downside variance: no trades ever suffered a full-stake loss over the 3-day showcase, presenting a false variance profile.

Practical Relevance & Sample Rigor	✗	Anecdotal 3-day cherry-picked sample. Downplays how fast time decay consumes Dutching liabilities when games deadlock or when late goals fail to materialize.
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BS Factor Rating: 48 / 100

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

Summary & Score Justification

This video by **Goal Profits** (*Live Football Trading Sessions | Goal Profits – Episode 2*) shows legitimate execution tools on the Betfair Exchange, but wraps them in **unrealistic demonstration bias, discretionary rule-bending, and commercial subscription promotion**.

Key Breakdown of Weaknesses:

1. Dutching Correct Scores Without Price/Probability Verification:

- **The Premise:** In the Newcastle vs. Man United and Zürich matches, the presenter uses the proprietary "CS3 / CS4" and "Live Stats Module (LSM)" indicators to Dutch multiple correct scores (e.g. 1-1, 1-3, 2-2).
- **The Quantitative Flaw:** Selecting correct score combinations based on whether past games had "green attack vs. red defense" completely ignores market price efficiency. If the combined Dutching book on Betfair requires an implied win probability of 28% to break even, but the true statistical Poisson probability is only 21%, the trade is heavily **negative expected value (-EV)** regardless of whether in-play shots are occurring.

2. Severe Survivorship & Cherry-Picking Bias (Zero Full Losses):

- Across three separate trading days, the presenter never suffers a single losing trade:
 - **Day 1 (Newcastle & Zürich):** Hits early goals, scratches the trade, and breaks even.
 - **Day 2 (Dordrecht):** Backs Over 1.5 FH goals at 0.5 points; gets two fast goals for an easy +1.7 point profit, immediately quitting for the day.
 - **Day 3 (Braga):** Backs Over 1.5 FH goals @ 5.90; gets an immediate goal, greens up for +0.8 points, and quits for the day.
- This presents a completely distorted picture of exchange goal trading to beginners, omitting the frequent reality where matches deadlock and time decay wipes out 100% of the entry stake.

3. Discretionary Shifting of Rules & Behavioral Pitfalls:

- Rules are applied inconsistently: opting not to place designated "first-half cover bets" because of personal preference, laying current scores as ad-hoc "savers," and applying the classic **"stop-win" fallacy** (halting daily trading after a single early win to lock in profit, which artificially suppresses sample size).

4. **Product Funnel:**

- The content is designed to funnel retail punters into purchasing access to the *Goal Profits* members area and proprietary database tools.