

Strategy Evaluation Checklist

Criterion	Status	Notes
Believable Core Logic		Demonstrates actual Betfair Exchange mechanics (queueing limit orders, scaling in with 0.25-point stakes, placing saver bets, scratching), but relies on unstructured discretionary rules and proprietary traffic-light indicators rather than true probability pricing.
Sustainable Market Principles		Chasing failing positions in-play with unhedged "saver bets" (e.g. backing Over 0.5 when Over 1.5 fails at 76") adds compound capital risk rather than protecting bankrolls.
Mathematically Likely to Succeed		Lacks quantitative distribution modeling (no Poisson distributions, xG benchmarking, or Closing Line Value tracking). Confuses in-play action indicators with mathematical edge (+EV).
Robustness Against Commercial Hype / Funnel		Functions as content marketing to showcase the <i>Goal Profits</i> members area, proprietary <i>Live Stats Module (LSM)</i> , and Kevin Laverick's VIP tipster forum selections.
Sound Risk Management & Staking Discipline		Fractional entry sizing (0.25 to 0.50 points) limits immediate exposure, but entry/exit rules are admitted to be inconsistent and emotionally driven (" <i>if I was on a bad run I would just take the profit</i> ").

Practical Relevance & Rigor		Shows realistic frictions (VAR disallowed goals, unmatched limit orders, missed kickoffs), but avoids displaying the severe drawdowns typical of deadlocked goal strategies.
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BS Factor Rating: 49 / 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 4*) provides a realistic look at the day-to-day administrative routine of managing in-play trades on Betfair, but **suffers from fundamental mathematical omissions, unstructured risk management, and reliance on guru tipster selections.**

Key Breakdown of Weaknesses:

1. Unstructured Loss Chasing via "Saver Bets":

- In the Italian Serie B match (0–0 at 76'), after entering Over 1.5 @ 3.15 and 4.10, the presenter places an additional "saver bet" on Over 0.5 @ 3.20.
- **The Mathematical Danger:** Layering additional capital into late-game goals markets to "scratch" a dying trade is a classic psychological trap. If the match finishes 0–0, the trader loses both the initial Over 1.5 stake *and* the late Over 0.5 saver stake, drastically multiplying the downside liability during goal droughts.

2. Inconsistent Trade Management & Discretionary Drift:

- The presenter candidly admits to lacking trade execution consistency: *"sometimes I'll take the profit and sometimes I'll let it run... if I was on a bad run I would just take the profit to see small wins more often."*
- In professional quantitative trading, altering trade exit rules based on short-term emotional state or recent losing runs destroys expected value (+EV) and creates negative skew.

3. Absence of Quantitative Odds Modeling (+EV Deficit):

- Entries are determined by arbitrary odds filters (e.g. *"looking for odds of 3.0 or higher"*) and proprietary color indicators (Live Stats Guideline turning green).
- In exchange trading, the market already dynamically prices live pressure. Backing an in-play goal line without benchmarking against historical Poisson decay or true expected goals (xG) means traders are regularly paying substantial exchange over-rounds.

4. Tipster Forum Funnel:

- Heavy reliance on copying selections from an internal forum tipster (*"Kevin Laverick is a genius"*), serving to funnel viewers into paying for access to the *Goal Profits* community platform.

