Strategy Evaluation Checklist

Criterion	Status	Notes
Believable Core Logic	✅	Performance tracking, record keeping, and auditing individual strategy metrics (strike rate, ROI, bank growth) are essential foundations of disciplined trading.
Sustainable Market Principles	✅	Rigorous performance tracking is 100% sustainable and necessary to isolate losing strategies, reduce tilt, and evaluate long-term expectation.
Mathematically Likely to Succeed (Data Integrity)	⚠️	A tracker is simply an accounting ledger. While accurate bookkeeping is vital, logging trades into proprietary software does not generate a mathematical edge (+EV) on its own.
Robustness Against Commercial Hype / Funnel	❌	The video is a 2-minute promotional software demonstration designed exclusively to sell *Goal Profits* paid memberships (featuring a 20% discount code: YouTube).
Sound Risk Management & Analytical Depth	⚠️	Tracks basic surface metrics (strike rate, ROI, profit/loss), but lacks advanced quantitative risk analytics such as Closing Line Value (CLV), Poisson probability benchmarks, or drawdown confidence intervals.
Practical Relevance for Traders	⚠️	Useful for beginners intimidated by spreadsheet formulas, but locks trade data inside a paid subscription wall rather than

		allowing free, portable tracking in Excel/Google Sheets.

BS Factor Rating: 68 / 100

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

Summary & Score Justification

This video by **Goal Profits** (*No More Spreadsheets! Meet the Goal Profits Results Tracker*) is a **straightforward commercial software feature walkthrough.**

Key Breakdown:

1. **The Positive Foundation (Record Keeping):**
   - The underlying advice—that traders must systematically track results, calculate ROI/strike rates, and review performance over large samples—is accurate and fundamental to trading survival.
   - Eliminating manual spreadsheet setup offers mild convenience for non-technical beginners.
2. **The Commercial Gating & Lack of Edge:**
   - The video is not an educational trading lesson; it is an onboarding sales pitch for the *Goal Profits* paid ecosystem.
   - Tracking results does not generate positive expected value (+EV). A tracker merely records whether an underlying system is winning or losing.
   - The tool tracks standard surface-level metrics (strike rate, overall P&L, bank growth) but does not provide the deeper quantitative benchmarks needed to assess true trading skill versus short-term variance (such as Closing Line Value, market beat percentages, or commission-adjusted exchange pricing).
3. **Software Lock-In Risk:**
   - Gating personal trading data behind an active paid monthly subscription creates unnecessary ongoing costs when identical (or superior) tracking can be performed for free using Excel, Google Sheets, or open-source trackers.