

## Strategy Evaluation Checklist

| Criterion                                           | Status                                                                              | Notes                                                                                                                                                                               |
|-----------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Believable Core Logic</b>                        |    | Functions as a feature changelog/UI overview for the Sports IQ web app; includes standard mechanical utilities (hedging, dutching calcs), but pushes proprietary black-box signals. |
| <b>Out-of-Sample Sustainability</b>                 |    | No quantitative backtesting methodologies, train/test holdouts (e.g., 70/30 split), or statistical validation models demonstrated.                                                  |
| <b>Mathematically Likely to Succeed (+EV Focus)</b> |    | Completely divorces fixture profiling from true price-to-probability (+EV) analysis and exchange commission drag.                                                                   |
| <b>Robustness Against Overfitting / Data Mining</b> |  | Promotes mechanical tip filters ("TradeSense" selections, proprietary "Match IQ" ratings) without disclosing underlying statistical formulas or \$p\$-value metrics.                |
| <b>Sound Risk/Reward &amp; Staking Model</b>        |  | Mentions utility calculators (hedging, dutching, refund/extra place), but fails to address bankroll management, liability weighting, or drawdown distribution.                      |
| <b>Practical Market Execution</b>                   |  | Shows web app dashboards and workflow speed improvements, but omits exchange market microstructure (liquidity friction, fill delays, in-play latency).                              |

**BS Factor Rating: 44 / 100**

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

## Critique & Score Justification

This video by *Trading The Market* is a feature-update walk-through for their proprietary web platform, **Sports IQ**. While it is less overtly promotional than single-system "get-rich-quick" videos, the **underlying trading philosophy remains rooted in black-box heuristics and software subscription funneling**.

### Key Breakdown of Strengths & Flaws:

#### 1. Practical UI & Mechanical Tools (+):

- The platform includes standard arithmetic calculators (hedging, dutching, refund, and extra-place calculations) which are legitimate utility tools for everyday exchange traders.
- Adding rate-based stats (scoring and conceding rates by half) is a positive step forward compared to crude binary win/loss frequencies, aligning slightly better with Poisson-style modeling.

#### 2. The "Black-Box Signal" Fallacy (-):

- The video heavily touts automated "TradeSense selections" and proprietary composite scores ("Match IQ", "Sports IQ Ratings") directly embedded into fixture lists.
- It provides zero mathematical transparency on how these ratings are derived, whether they account for market efficiency, or whether they have survived rigorous out-of-sample stress testing. Embedding pre-made "picks" directly into fixture lists encourages amateur traders to blindly follow automated signals rather than evaluating market price value (+EV).

#### 3. Absence of Pricing Discrepancy & Statistical Rigor (-):

- The presenter frames trading as "profiling games to spot patterns around goal timing and defensive weakness" without referencing available Betfair prices.
- A team with a strong second-half scoring profile is already priced accordingly by liquid exchange markets. Filtering for high scoring rates without calculating fair odds against the market line fails to generate a long-term mathematical edge.

#### 4. Commercial Funnel Framing (-):

- The video serves as retention and conversion marketing for their £12/month all-in-one subscription, positioning the platform as an all-in-one "cheat code" replacement for external quantitative modeling.