Strategy Evaluation Checklist

Criterion	Status	Notes
Believable Core Logic	❌	Relies on a black-box marketing tool (*"Football Trading Genie"*) that outputs an arbitrary correct score Dutch (0-2, 1-2, 0-3, 1-3, 1-1) while omitting standard scorelines (0-1, 0-0, 1-0, 2-1) without odds-to-probability math.
Sustainable Market Principles	❌	Dutching multiple fragmented correct scores into exchange spreads and over-rounds without proving positive expected value (+EV) against true Poisson distributions leads to severe long-term capital attrition.
Mathematically Likely to Succeed	❌	Asymmetric downside tail risk. Leaving basic outcomes like 0-1 Arsenal, 0-0, or any early Leeds lead unbacked means one common match event wipes out the multi-score capital outlay.
Robustness Against Commercial Hype / Scams	❌	High-pressure commercial software funnel featuring AI buzzwords ("AI Powered Assistant", "Lifetime Access xG Calculator"), aggressive monetization pitches, and description sales links.
Sound Risk Management & Staking Discipline	❌	In-play execution relies on scratching winning positions to zero at half-time (0-2) to push liability onto higher scores (0-3), risking £0 return after 90 minutes if Arsenal merely saw out a 2-0 win.

Practical Relevance & Sample Authenticity	❌	Cherry-picked retrospective demonstration where Arsenal conveniently leads 2-0 at HT and scores a 69th-minute 3rd goal to bail out the ladder shift.

BS Factor Rating: 19 / 100

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

Summary & Score Justification

This video by **Football Trading Life** (*The EXACT Strategy We Used In Leeds Vs Arsenal*) scores **19/100**. It is a **commercial product infomercial designed to sell proprietary software licenses ("Football Trading Genie" / "xG Calculator") while demonstrating a fragile, negative-expectation Correct Score Dutching habit.**

Key Breakdown of Weaknesses:

1. **Severe Downside Asymmetry in Multi-Score Dutching:**
   - **The Setup:** Backs **0-2, 1-2, 0-3, 1-3, and 1-1** on Arsenal away at Leeds.
   - **Critical Blindspots:** The strategy completely omits **0-1 Arsenal** (the single most common away favorite scoreline), **0-0**, and all Leeds winning scorelines (1-0, 2-0, 2-1).
   - A 1-0 Arsenal win or a 0-0 deadlock produces an instantaneous **100% loss of all staked capital**. In the video, the presenter even acknowledges: *"We're not taking any cover on the 0-1 to Arsenal which is always a bit of a risk."* In statistical trading, leaving the highest-frequency baseline unhedged without price superiority is pure negative expected value (-EV).
2. **The "Halftime Scratch" Trap:**
   - At half-time, Arsenal led 2-0. Rather than locking in profit, the presenter reduced the 0-2 profit to zero (scratching it) to load all upside onto 0-3.
   - Had Arsenal played conservatively in the second half and finished 2-0 (a very common game-state outcome), the trade would have returned **£0 profit** after risking £100+ across 90 minutes.
3. **Pseudo-Scientific "AI" & xG Gambler's Fallacy:**
   - Promotes the "Genie" tool as an autonomous AI engine that crunches numbers for you, when in reality it simply spits out a standard retail Dutching combination.
   - After the 3rd goal at 69', the presenter looks at in-play xG and asserts Leeds is *"not really due a goal,"* confusing retrospective descriptive metrics with predictive certainty to justify an early green-up.
4. **Hard Commercial Sales Pitch:**
   - Over a third of the video is dedicated to a direct sales pitch urging viewers to buy "lifetime access" to their proprietary "xG Calculator" to *"make your money back and much more over a lifetime."*