Strategy Evaluation Checklist

Criterion	Status	Notes
Believable Core Logic	⚠️	Promotes filtering to reduce search fatigue, but hinges entirely on black-box proprietary ratings ("SIQR" & "TradeSense") with zero disclosed math.
Out-of-Sample Sustainability	❌	No quantitative validation models, out-of-sample data partitions (70/30 split), or p-value tracking provided to prove long-term edge.
Mathematically Likely to Succeed (+EV Focus)	❌	Emphasizes "finding vulnerable runners" and "profiling teams," but omits market price comparison, true probability modeling, and Betfair commission drag.
Robustness Against Overfitting / Black-Box Secrecy	❌	Extreme black-box secrecy (*"Before anyone asks how it works, nice try... I spent years building it"*); impossible to verify against curve-fitting.
Sound Risk/Reward & Staking Model	❌	Recommends opposing vulnerable runners (laying) and complex multi-score dutching without addressing liability exposure, bankroll sizing, or drawdown distribution.
Practical Market Execution	⚠️	Shows web app shortlists and filters, but ignores in-play execution latency, queue matching friction, and exchange spread costs.

BS Factor Rating: 36 / 100

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

Critique & Score Justification

This video by *Trading The Market* serves as an advertorial and walkthrough for their proprietary **Sports IQ Rating (SIQR) Filter** and **TradeSense** automated signal lists covering UK horse racing, greyhounds, and global football. While the presenter makes sensible qualitative points about filtering out market noise and managing information overload, the **core commercial proposition is built on an opaque, paywalled black box.**

Key Breakdown of Flaws:

1. **Total Black-Box Evasion & Anti-Transparency:**
   - When explaining the SIQR rating system, the presenter states explicitly: *"Before anybody asks how it works, nice try. I spent years building it. What matters is not how the number is formed, what matters is how you use it."* On the Greyhound TradeSense side, they add: *"If you want to know exactly how TradeSense works you would have to take me hostage."*
   - In quantitative sports trading, if the mathematical formulation, regression weights, and baseline logic cannot be independently examined, amateur traders have no way of knowing whether the rating has genuine predictive power or is simply curve-fitted historical noise.
2. **Omission of Price-to-Probability Expected Value (+EV):**
   - The video frames trading opportunities as finding horses where the top-rated runner has a large gap over the second-rated runner, or finding greyhounds with "poor profiles" to oppose (lay).
   - In exchange trading, identifying a weak runner does not produce an edge unless the market odds are offering positive expected value relative to its true loss probability. Laying a weak runner at an inefficiently high lay price guarantees long-term losses due to heavy liability and exchange commission.
3. **High-Turnover Multi-Market Touting:**
   - The "Football TradeSense List" automatically generates pre-packaged recommendations across a chaotic mix of complex markets (Dutching 1-0/2-0/2-1, Lay 0-0, Over 1.5 first-half goals, BTTS + Over 2.5).
   - Packaging automated trade tips into a morning shortlist encourages passive copy-trading rather than developing authentic statistical modeling or risk-management discipline.
4. **Marketing & Software Sales Funnel:**
   - The video repeatedly creates a false dilemma: either spend 2–3 hours manually digging through 80 racecards/200 football matches, or pay for their £12/month Sports IQ software to get a ready-made shortlist.
   - It operates as top-of-funnel customer acquisition, using tracking claims to build trust while withholding the underlying mathematical engine.