Strategy Evaluation Checklist

Criterion	Status	Notes
Believable Core Logic	❌	Uses a pseudo-martingale averaging-down method (laying the underdog and repeatedly laying Under lines every 5 minutes in late game-states) with zero pricing/value edge.
Out-of-Sample Sustainability	❌	Manual step-through of 6 arbitrary fixtures in an Excel macro sheet provides zero statistical significance ($N=6$).
Mathematically Likely to Succeed (+EV Focus)	❌	Ignores true expected goals (xG), late-match goal generation distributions, exchange commission, and compounding liability risks.
Robustness Against Overfitting / Fallacious Staking	❌	Adding incremental lay liability as the match clock expires creates an explosive negative risk-of-ruin profile when late goals fail to materialise.
Sound Risk/Reward & Drawdown Context	❌	Repeated lay stakes at minute 75, 80, and 85 stack exponential liability to capture small tick profits, with 4 out of 6 demonstrated games losing heavily.
Practical Market Execution	❌	Bypasses in-play order matching latency, wide bid-ask spreads in the final 15 minutes, and market suspensions on goals/VAR.

BS Factor Rating: 23 / 100

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

Critique & Score Justification

This video by *Sports Trading Life* promotes using the "Scenario Mode" within the Excel-based **"Football Trading Super Simulator"** to create and test late-match strategies (specifically targeting home favorites trailing 0-1 or 1-2 at the 70th minute). While scenario filtering is a standard analytical concept, the **trading methodology demonstrated is mathematically destructive.**

Key Breakdown of Flaws:

1. **Dangerous "Averaging-Down" / Stacking Lay Liabilities:**
   - The presenter tests an ad-hoc strategy: laying the leading underdog at 70 minutes, while simultaneously laying the Under goal market, and then **adding another lay bet every 5 minutes (75', 80', 85')** if no goal has occurred.
   - In exchange trading, repeatedly adding lay liability into rapid time-decay without a model-derived edge is functionally identical to a **martingale/averaging-down trap**. When the underdog successfully defends (which happened in 4 of the 6 demonstrated games), the cumulative loss compounds rapidly (£106+ per match on small stakes), destroying any occasional green trade.
2. **Extreme Small-Sample Noise ($N=6$ Matches):**
   - The video tests 6 random matches, observes heavy losses on 4 of them, yet claims the process allows traders to *"know what is normal and understand your strike rate."*
   - Stepping through 6 matches manually in a spreadsheet carries **zero statistical validity**. An amateur trader cannot infer strike rates, expected losing runs, or true variance from an $N=6$ test.
3. **Total Absence of Expected Value (+EV) and Poisson Decay:**
   - The presenter provides no calculation of whether the exchange price at minute 70, 75, or 80 is mispriced relative to the trailing favorite's true attacking rate (second-half xG or Poisson λ).
   - Late-game goal markets are heavily compressed by time decay; taking repeated lay positions without a mathematical price edge guarantees negative expectancy after exchange commissions.
4. **Product Sales Funnel:**
   - The video operates as a direct-response infomercial to sell lifetime licenses for the proprietary Excel macro tool ("Football Trading Super Simulator").