Strategy Evaluation Checklist

Criterion	Status	Notes
Believable Core Logic	❌	Relies on mechanical 10-match sample tests with arbitrary minute exits (15m, 30m, 90m) and no underlying price-to-probability (+EV) modeling.
Out-of-Sample Sustainability	❌	Claims a 5% to 33% ROI based on micro-samples of 10–12 simulated matches; carrying zero statistical significance.
Mathematically Likely to Succeed (+EV Focus)	❌	Confuses high short-term strike rates with mathematical edge; leaves naked red on Over 3.5 outcomes without accounting for long-term goal distributions or exchange commission drag.
Robustness Against Overfitting / Commercial Bias	❌	An extended 1-hour infomercial designed to create synthetic positive runs to sell the proprietary Excel "Football Trading Simulator."
Sound Risk/Reward & Staking Model	❌	Highly asymmetric downside: average wins of £24–£41 vs. single-loss liabilities of £123+ (£100 flat stakes on lay entries). One early flurry destroys 4–6 winning trades.
Practical Market Execution	⚠️	Shows simulated tick cash-outs, but ignores in-play market suspension delays, liquidity gaps, and slippage when goals occur in real exchange trading.

BS Factor Rating: 22 / 100

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

Summary & Score Justification

This 1-hour video by *Sports Trading Life* presents three mechanical variations for laying the Over 3.5 Goals market (the 15-Minute, 30-Minute, and 90-Minute exit systems) using an Excel-based "Football Trading Simulator." The presentation is fundamentally flawed from a quantitative and risk-management perspective.

Key Breakdown of Flaws:

1. **Severe Small-Sample Bias ($N=10$ Illusions):**
    - The presenter runs micro-tests of exactly 10 to 12 matches per variation, claiming returns like a *"33% ROI on the 30-Minute system"* and declaring that an ROI over 5% shows *"you have a statistically significant strategy that will hold up long-term."*
    - In statistical sports modeling, evaluating count-based goal occurrences over $N=10$ matches carries **zero statistical confidence** ($p \approx 0.50$). Presenting 10 random matches as meaningful proof of an edge misleads beginners into confusing random short-term variance with viable strategy design.
2. **The "Leave Red on Over 3.5" Liability Trap:**
    - When an early goal is conceded, the strategy's "escape hatch" is to back Over 3.5 to leave all the loss on the Over 3.5 outcome (hoping the game finishes with 3 or fewer goals so the trade scratches at break-even).
    - While this cosmetically preserves strike rates on games that finish 2-1 or 3-0, it creates massive tail risk. When matches turn chaotic (e.g., 5-0 or 3-2), the full liability (£123+ per £100 unit) is realized, immediately wiping out 4 to 6 previous winning trades.
3. **Total Absence of Value (+EV) and Market Pricing:**
    - Matches are selected blindly across random global leagues (Japan J2, Sweden, Norway, Colombia, League One) without calculating Poisson expected goal baselines (λ) or comparing fair odds against the Betfair price.
    - Laying Over 3.5 blindly and scalping 15–30 minutes of time decay fails to beat exchange over-rounds and 2%–5% commission long-term unless an explicit price discrepancy exists.
4. **Product Sales Funnel:**
    - The video's primary objective is to act as a demonstration vehicle to sell copies of the Excel "Football Trading Simulator" tool, using cherry-picked green runs in the simulator to generate commercial demand.