Strategy Checklist

Criterion	Status	Notes
Believable Core Logic	✅	Demonstrates why high strike-rate stats fail once matched against real exchange execution and trade timings.
Out-of-Sample Sustainability	✅	Evaluates actual continuous trade logs without cherry-picking or survivorship bias.
Mathematically Likely to Succeed (+EV Focus)	✅	Explains how late goals, price decay, and hedging math erode theoretical win rates.
Robustness Against Overfitting / Data Mining	✅	Shows realistic negative P&L outcomes instead of curve-fitting parameters until charts turn green.
Sound Risk/Reward & Execution Model	✅	Models realistic minute-by-minute entry odds, scaled/dripped staking, and exit hedging mechanics.
Practical Market Execution	✅	Uses historical Betfair price data and fuzzy string matching across real exchange liquidity points.

BS Factor Rating: 94 / 100

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

Critique & Score Justification

This video is an educational demonstration of the mathematical and practical disconnect between raw statistical strike rates (e.g., 80%+) and true, executed profitability on the betting exchange.

Key Breakdown of Strengths:

1. **Deconstruction of the "High Strike Rate" Illusion:**
   - The video shows that a strategy achieving an **80.3% strike rate** in pre-match goal statistics actually resulted in a **net loss (-£4.38 to -£22.70 across sample variations)** once mapped to real minute-by-minute Betfair Exchange odds and realistic exit points.
   - It clearly demonstrates how **goal timing** affects profitability: goals occurring in the 88th minute or injury time often yield a net loss or negligible return because odds have already decayed to near-zero before a hedge can be executed.
2. **Realistic Execution Modeling (Drip/Ladder Entries):**
   - Instead of assuming optimal flat fills, the video simulates a realistic in-play entry ladder (dripping £1 stakes across declining odds: 1.50, 1.40, 1.30, 1.20, 1.10, 1.05) and calculates exact matched liability vs. hedging returns.
3. **Technical Pipeline Integrity:**
   - It walks through a complete quantitative workflow: exporting raw match data from CGMBet, executing fuzzy string matching in Python to resolve team name discrepancies, importing the data into Microsoft SQL Server, and running custom stored procedures against historical Betfair price ticks.
4. **Honest, Unsold Conclusion:**
   - The presenter acknowledges that both demonstrated second-half goal strategies were unprofitable in their raw states, openly advising viewers that achieving sustainable edge requires deep data interrogation rather than blindly following superficial win percentages.

Minor Deductions (-6 pts):

- Requires a relatively high technical barrier to entry (Python scripting, local SQL Server instance setup, and custom stored procedures) which may be difficult for casual novice traders to replicate directly without coding experience.