

Strategy Evaluation Checklist

Criterion	Status	Notes
Believable Core Logic	✓	Dismantles the naive "100% historical occurrence" fallacy; correctly models goal generation as a Poisson rate rather than binary past events.
Out-of-Sample Sustainability	✓	Relies on underlying goal expectancy distributions and empirical game-state multipliers rather than overfitted historical form filters.
Mathematically Likely to Succeed (+EV Focus)	✓	Directly compares model-derived fair odds against live Betfair Exchange half-time prices to identify positive expected value.
Robustness Against Overfitting / Data Mining	✓	Derives game-state adjustments across multi-season league baselines (3 seasons) rather than cherry-picking short-term sequences.
Sound Risk/Reward & Execution Model	✓	Transparently demonstrates losing trades where high-probability selections failed, illustrating that price value governs profitability over variance.
Practical Market Execution	✓	Designed specifically for half-time in-play execution on exchange markets (Over 0.5 Second Half Goals).

BS Factor Rating: 94 / 100

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

Critique & Score Justification

This video provides an educational, mathematically sound breakdown of how to price second-half goal markets. It directly attacks one of the most common traps in amateur sports trading: mistaking raw historical hit rates (e.g., "100% second-half goals in previous home games") for predictive probability.

Key Breakdown of Strengths:

1. **Poisson Rate Modeling vs. Naive Frequency:**
 - The video correctly explains that bookmakers price markets based on continuous goal generation rates rather than binary past occurrences.
 - It isolates second-half attacking and defensive metrics (minutes 46–90) relative to league averages to establish an initial Poisson baseline expected goals (λ) value.
2. **Game-State Multiplier Integration:**
 - It addresses the critical factor that retail traders often ignore: match state dynamics. A match sitting at 0–0 at half-time behaves differently tactically than a game sitting at 2–0 or 1–1.
 - Deriving an empirical multiplier from 3 seasons of league-specific half-time scorelines to adjust the Poisson baseline is a valid quantitative technique.
3. **Value & Expected Value (+EV) Focus:**
 - The presenter highlights that the objective is not to guess winning matches, but to compare the weighted fair odds against available exchange prices.
 - Crucially, the video displays trades that failed despite having a modeled 95% probability, reinforcing to viewers that even strong value selections are subject to short-term variance.

Minor Deductions (-6 pts):

- Sub-segmenting 3 seasons of league data into specific rare half-time scorelines (e.g., 0–2 or 2–1 at HT in smaller leagues) can introduce small-sample variance into the multiplier calculation.
- Contains standard affiliate links/promotions for the CGMBet software suite.