

Core Service - Prospectus

BetfairGuru

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Service Introduction

It all began in October 2010 with a simple idea: sharing my thoughts on sports trading with others.

At the time, I had no website, no official service—just collections of trading strategies I sold through eBay. But what started as a humble operation has since evolved into the comprehensive and data-driven service you see today.

Early Beginnings

The turning point came when one of my early customers reached out, suggesting I offer a daily service based on my trading strategies.

At first, I hesitated. Could there really be enough demand for such a thing?

But I decided to give it a shot and offered free trial subscriptions to those who had purchased my guides.

To my surprise, the response was overwhelming.

Membership quickly grew to over 300, and that's when I realized I had something special on my hands.

The Challenges and Evolution

Over the next few years, what started as a simple email-based service soon expanded into a broader offering, including seminars, webinars, 1-2-1 training, and even a Live Trading Room.

Despite early success, the road wasn't always smooth.

In late 2013, due to personal circumstances, I had to take a break.

When I returned in 2014, I knew the service needed a fresh direction. I re-evaluated everything, focusing on what offered the most value to my members.

The result was a more streamlined, effective, and manageable offering that reflected my core philosophy: long-term, data-driven, and stress-free trading.

A Seamless Experience: How the Service Works

One of the biggest improvements in recent years is how everything has been integrated directly into the website.

No more juggling external applications, downloading updates, or dealing with API keys. From the moment you log into the members' area, everything just works.

This seamless integration not only makes things easier but also ensures that I can roll out updates instantly—making modifications and improvements without the need for members to re-download or reinstall anything.

By 2024, the Core Service expanded even further with the integration of System Bets and the Training Service.

The System Bets—covering football, horse racing, and tennis—are backed by advanced statistical models and machine learning, ensuring that every recommendation is based on data. Meanwhile, the Training Service provides subscribers with a wealth of educational resources to sharpen their own trading skills.

Together, these elements form the backbone of the Core Service and all now fall under the same umbrella service.

Whether you're utilizing tools like the Football Projector, Racecard Analyser, or accessing System Bets, everything is available directly from the site with no additional setup required.

A Personal Touch

One thing that has remained consistent from the early days to now is my approach to the service.

I've always run things with a personal touch, aiming to build a genuine community. I value direct contact with my members, welcoming questions and feedback. I'm invested in your progress as a trader and will always do my best to offer advice and support whenever possible.

This personal connection is something I believe sets my service apart from others in the market.

That being said, while the service maintains an informal, approachable feel, it is still run with the utmost professionalism. I take my responsibility to subscribers seriously, and you can expect consistent communication and support.

Long-Term Focus

A key tenet of my trading philosophy is patience and precision.

I'm not here to encourage reckless betting on every race or game. If the right opportunity doesn't present itself, sometimes the best move is to do nothing and preserve your bank for another day.

My focus is on long-term success—not short-term excitement.

If you're someone who needs to place a bet on every single race or game, regardless of the circumstances, this service may not be for you.

I'm focused on winning in the long run, and that often means biding our time, waiting for the right market conditions, and accepting that losing days are a normal part of the process.

What to Do Next

- **Explore the Benefits:** Review the features highlighted in this prospectus to understand how our service can enhance your sports trading experience.
- **Visit Our Website:** For more detailed information about each aspect of the service, including the tools, datasets, and support, head over to our website – <https://betfairguru.co.uk>
- **Sign Up for a Free Trial:** If you're ready to dive in, consider signing up for a free trial. Experience first-hand the power of our system bets and training resources.
- **Contact Us:** If you have any questions or need further clarification about the service, don't hesitate to reach out. We're here to help you make an informed decision and you can contact me directly via betfairgurutrading@gmail.com

Features & Access

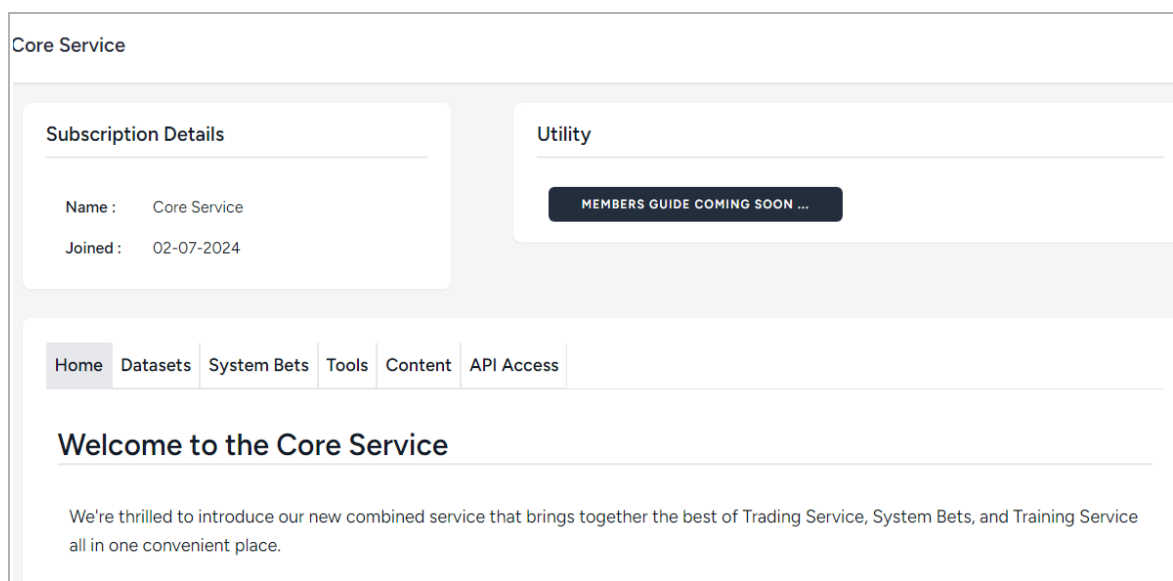
The Core Service operates directly from the members area, providing a smooth and fully integrated user experience.

There's no need to download external applications or handle complex API keys—everything is built right into the platform.

From the moment you log in, you have immediate access to all the tools, datasets, and features the service offers.

This web-based approach ensures that any updates, fixes, or improvements I make to the service are reflected instantly, without the need for members to download new versions or make changes on their end.

Everything runs directly from the website, keeping it streamlined and accessible for all users.



In the following pages, we'll walk through each major section of the Core Service, breaking down the features available and how you can make the most of them.

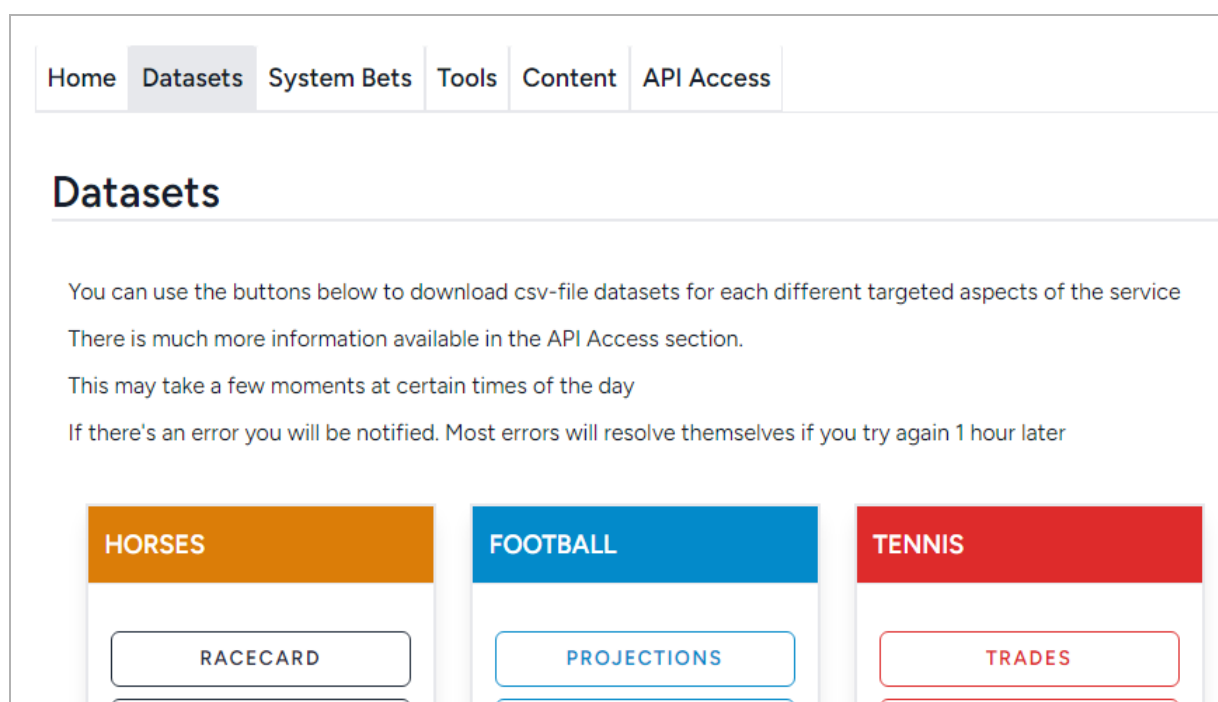
Datasets

In the Datasets tab, you'll find a treasure trove of data that powers many of the service's insights and betting recommendations.

The datasets available include everything from historical match data to projected statistics for upcoming events.

Each dataset is organized and filtered for easy access, allowing you to drill down into the specifics that matter most to your trading strategy.

This tab will look a little something like this:



At present, the following datasets are automatically available in this section:

Horses	Football	Tennis
Racecard	Projections	Trades
Results	Results	
Trades	Trades	
System Bets	System Bets	
Place-pot Bets		

● Horses

Racecards:

A detailed overview of each day's races, providing crucial information like horse names, jockeys, trainers, weights, recent form, and race conditions. The racecard helps bettors make informed decisions by presenting key data for each race in an easily digestible format.

Results:

A complete log of previous horse race outcomes, including finishing positions, odds, and margins of victory. These results help track performance trends and review how well the provided selections or system bets performed.

Trades:

Recommendations for trading on horse races. In-play trading based on speed-ratings.

System Bets:

Pre-selected bets generated through automated systems using statistical models. These bets target horses that have a high probability of success based on performance indicators, odds movements, and other key variables.

Place-pot Bets:

A specialized type of bet focusing on picking horses to place in several consecutive races

● Football:

Projections:

Statistical forecasts for upcoming football matches. This dataset includes win probabilities, predicted goal counts, and expected outcomes for both teams. It provides bettors with insights into which teams are favoured and by what margin, offering data for both pre-match and in-play betting.

Results:

A comprehensive log of past football match outcomes, including scorelines, goal scorers, and major match events.

Trades:

Recommendations for football match trading opportunities, with a focus on exploiting value during pre-match and in-play betting.

System Bets:

Automated football betting selections based on performance data, team form, player stats, and market odds. These bets are generated through machine learning models that analyse thousands of data points, ensuring each recommendation is backed by hard data rather than subjective opinion.

● **Tennis:**

Trades:

Tennis trading recommendations focus on exploiting in-play betting markets.

System Bets

The System Bets tab gives you access to fully automated betting recommendations across football, horse racing, and tennis.

These bets are generated using statistical models and machine learning algorithms, ensuring each selection is based on data-driven insights rather than intuition or gut feeling.

Portfolio Betting Approach

My approach centres around portfolio-style betting, a method that diversifies bets across multiple systems and sports to minimize risks and smooth out potential losing streaks.

While this strategy helps to create a more stable betting experience, I must emphasize that no system can guarantee profits.

Betting is inherently risky, and any claims to guaranteed winnings should be met with scepticism.

That said, I am committed to ensuring the long-term profitability of the service by consistently refining and testing each system thoroughly before it becomes available to members.

System Development & Testing

Each betting system that is introduced to the service undergoes rigorous development and testing. Here's a breakdown of the steps I follow to ensure each system's quality:

- **Initial Testing:** Each new system is subjected to thousands of selections worth of testing, covering different variables like team form, player statistics, race conditions, and market trends.
- **Eliminating Randomness:** If a system shows profitability, the next step is to challenge its foundation. I deliberately alter or ignore the initial parameters that I believed were key to its success. This process ensures that the system isn't simply a product of chance or luck.
- **Final Testing:** If the system returns to profitability after reintroducing the original parameters, I can be confident that it is based on solid, logical foundations. At this point, the system may be added to the service if it continues to perform well.
- **Ongoing Evaluation:** Even after a system has been introduced to the service, it undergoes continuous monitoring and evaluation. If tweaks or adjustments are necessary, they are made with a focus on long-term success rather than short-term gains.

At any given time, I am testing maybe 10 or 12 different systems.

Some are brand-new concepts, while others are refinements of existing systems. If a system does not meet profitability expectations after rigorous testing, it is abandoned.

Tweaks are only made to see if slight adjustments in bet volume or parameters can unlock potential value without compromising the integrity of the system.

No Back-fitting Guarantee

I must stress that there is no back-fitting involved in this process.

Back-fitting refers to adjusting a system to fit historical results, which often leads to misleading performance in real-time betting.

In contrast, my systems are built on logical, forward-looking parameters and tested on live selections made in advance.

If a system doesn't hold up to scrutiny during live testing, it's removed from consideration.

Only systems that have demonstrated consistent profitability through this extensive testing process are added to the service.

As new systems are introduced, they are documented in the Member's Guide, ensuring full transparency about the logic and process behind each one.

System Performance

Here's a recent snapshot of our system bets' performance over the decent number of bets to 1 point level-stakes:

Sport	No Of Bets	Staked	Returned	P/L	Yield
Horses	500	500	536.3	36.3	7.26%
Football	300	300	314.52	14.52	4.84%

These results are pretty much in-line with longer-term results.

Tools

The Tools section is home to some of the most powerful features of the service.

Currently, this includes the Football Projector and Racecard Analyser, but more tools will be added in the future.

Each tool is designed to provide in-depth analysis and projections, empowering you to build your own betting systems or refine your strategies.

All non-private product applications will be accessible to you via your Core Service subscription.

- **Football Projector:** This tool features projections based on the same dataset used for System Bets but allows you to customize the output. You can filter leagues, projection metrics, and other variables to build custom bet-lists. Additionally, the match selector lets you focus on a specific game, with detailed stats and projections at your fingertips.
- **Racecard Analyser:** With all the information found in the standard racecard dataset, this tool allows you to configure your own systems and download bet-lists based on your criteria. You can also filter data, making it easy to view racecards in a way that suits your strategy.

Both tools feature instant updates, so any changes I make to the system are reflected in real-time without the need for user intervention.

You'll never have to worry about downloading new versions or manually updating data.

Content

The Content tab is your library of educational materials, guides, and resources aimed at helping you become a better sports trader.

This section is dynamic and grows as your subscription duration increases in the same way that the Training Service that it replaced would operate.

The longer you've been subscribed, the more content you'll unlock.

In this section, you'll find:

- **Info Packs:** Download in-depth guides and educational materials covering various aspects of trading and betting on sports.
- **Spreadsheets & Tools:** From applications to spreadsheets, you'll have access to various tools designed to aid your trading journey.
- **Subscription-Based Access:** As you remain subscribed, you'll unlock additional content based on your tenure with the service. For example, content available at week 5 won't be accessible if you've only been a member for 2 weeks.

This progressive system ensures that you get more value as you remain a long-term member, with new packs being added regularly.

Our content library is designed to provide a comprehensive learning experience for both new and experienced traders.

The resources are categorized into various themes to cater to different interests and skill levels, ensuring that there's something valuable for everyone.

Here are the main categories of content available:

- **Trading Strategies**

Football Trading: In-depth analyses of trading techniques, including pre-match and in-play strategies.

Horse Racing Trading: Detailed guides on speed ratings, pre-race analysis, and in-play betting tactics.

Tennis Trading: Comprehensive resources covering match analysis and trading approaches specific to tennis.

- **System Development**

Building Systems: Step-by-step guides on creating and testing profitable betting systems across various sports.

Statistical Models: Introduction to data-driven approaches, including the development of predictive models and their application in trading.

- **Data Analysis**

Statistical Insights: Tutorials on using data effectively to inform betting decisions, including scraping techniques and API utilization.

Results Analysis: Techniques for analysing past performances to refine strategies and improve future outcomes.

- **Sports Coverage**

General Sports Content: Overviews of other sports such as NFL, NBA, and cricket, providing insights into their unique trading opportunities.

Special Features: In-depth articles or videos that focus on current trends in the betting world or highlight specific events.

- **Educational Resources**

Introductory Guides: Content aimed at beginners, covering the basics of trading and betting in different sports.

Advanced Techniques: More technical material for seasoned traders looking to deepen their understanding and skills.

API Access

For those looking to dive deeper into customization, the API Access tab provides extensive data access for developing your own betting systems.

This feature is designed for power users who want to harness the full potential of our data across various sports.

What API Access Offers:

- **Comprehensive Datasets:** Access a wide range of datasets for football, horse racing, and tennis, allowing you to analyse statistics, performance metrics, and historical data that can inform your trading decisions.
- **Custom Data Retrieval:** You can pull data for specific dates, ensuring you have the latest information for your analyses. Whether you need a racecard for tomorrow or historical performance data, the API gives you the flexibility to choose.
- **Variety of Data Sources:** Select from multiple data sources to find the information that best suits your needs. This includes detailed stats, player and team performance, odds, and much more.
- **Enhanced Flexibility:** The API is perfect for creating tailored applications that fit your unique trading strategies. Use the data to build your own models, refine your systems, and optimize your betting approaches.
- **Seamless Integration:** Integrate the API with your existing tools or platforms, making it easier to analyse data alongside your current processes and workflows.

FAQ's

● I AM NEW TO TRADING, WILL YOUR SERVICE SUIT ME?

Absolutely! My service caters to both beginners and seasoned traders.

For those just starting, we provide simple entry/exit strategies that are easy to follow and consistently profitable over time.

More experienced traders will find a wealth of data, including technical ratings for Football, Horse Racing, and Tennis, allowing them to build their own custom betting systems.

If you need further support, just reach out. I'm always happy to offer guidance and help you make sense of the more advanced aspects of trading.

● WHAT'S SO GREAT ABOUT THE RATINGS?

Our ratings are highly accurate and profitable, but their true strength lies in their objectivity.

They provide clear measurements of performance tailored to the specific context of the competition.

For example, football or tennis players aren't just ranked in general terms but based on how their strengths and weaknesses match up against specific opponents.

The same principle applies to horse racing, where our ratings are built around the conditions of the particular race.

● I ONLY HAVE A SMALL BANK; IS IT WORTH MY TIME?

Realistically, you'll need at least £250 to start.

Anything less, and the journey to meaningful stakes will be too long.

I know that might be a tough pill to swallow, but I believe in being upfront with you about the road ahead.

Trading successfully requires discipline, patience, and a solid foundation, and a reasonable starting bank is part of that foundation.

- **I DON'T HAVE A LOT OF TIME FOR TRADING AS I WORK FULL-TIME. CAN I STILL USE THE SERVICE?**

Absolutely! Most of our betting systems can be automated or set up in advance, so even if you're working a 9-to-5 job, you can still benefit.

The key trading opportunities will be accessible throughout the day and night depending on the sport, and you'll have all the data and projections in the members area, ready when you are.

- **DO YOU TRADE OTHER SPORTS, OR IS IT JUST FOOTBALL, TENNIS, AND HORSES?**

While Football, Tennis, and Horse Racing are the core focuses of the service, I do explore other sports like NFL, NBA, and Cricket when the opportunities arise.

If I'm planning something for these sports, I'll add a note to the members area so everyone is in the loop.

- **WHAT TIME IS CONTENT AVAILABLE?**

The day's data and projections are typically available by 8 a.m. in the members area.

This includes all the relevant updates for the football, horse racing, and tennis system bets, along with any other content scheduled for that day.

- **WHAT DO YOU MEAN WHEN YOU SAY TO USE THE INFORMATION YOU PROVIDE TO DEVELOP MY OWN IDEAS?**

The service provides extensive data across multiple sports.

Many members use the ratings to craft their own unique strategies and systems, sometimes identifying profitable angles I may not have covered.

The flexibility of the data gives you room to experiment and tailor strategies to your preferences.

- **WHAT HAPPENS AFTER I SUBSCRIBE?**

Once you subscribe, you'll receive a confirmation email explaining how to access the service via the members area.

From there, you'll have immediate access to all the features your subscription includes. There are no daily emails—everything you need is available directly on the website, so you can log in whenever it suits you.

If at any time you have trouble accessing the members area or need help navigating the platform, just reach out, and I'll be happy to assist.

- **I'M HAVING TROUBLE DOWNLOADING OR ACCESSING CONTENT. WHAT SHOULD I DO?**

If you're encountering problems accessing content—whether it's a dataset, system bet, or a piece of educational material—check the homepage for any error messages.

Most issues are addressed quickly, and I'll fix any reported errors as soon as possible. If the issue persists, send me a message, and I'll take a closer look.

- **DO YOU OFFER ANY TRAINING MATERIALS?**

Yes!

Subscribers also get access to various educational resources as part of the Core Service.

These resources are designed to help you understand sports trading strategies and improve your overall knowledge.

The longer you remain a member, the more resources become available to you.

Check out the Content tab in the members area to see what's currently available for download.

If you have any further questions please don't hesitate to contact me directly at betfairgurutrading@gmail.com