TRADE CAREFULLY RESEARCH FRAMEWORK

FREE SAMPLE ONLY – version 1 created August 2026

START HERE

This Is a Sample. Here's Exactly What You're Getting.

This free sample gives you a genuine look inside the Trade Carefully Research Framework - not a few teaser pages. It shows the thinking, mindset and data-led process behind the project.

49,172 OBSERVATIONS → -1,350.02 UNITS → RESEARCH & REFINEMENT → DOG POUND +466.54 UNITS

The relationship between those two datasets is the research.

WHAT'S IN THIS FREE SAMPLE

- The reality of trading - including the behaviour that kept me stuck for years.
- The mind before the method - why fear of losses and variance can destroy good research.
- Why I stopped looking for strategies and started collecting evidence.
- How a losing 49,172-observation research dataset was analysed, segmented, tested, rejected and refined.
- The 79-consecutive-loser lesson - and why data changed how I now react to a run like that.
- The core Trade Carefully research process.

WHAT'S IN THE FULL FRAMEWORK & PACKAGE

- The complete Trade Carefully Research Framework - full methodology, mindset, variance, bankroll and refinement lessons.
- Purchaser access to the Master Collector dataset - including the losing evidence behind the research.
- The Dog Pound dataset - the documented live record, including winners, losers and drawdowns.
- The full current Dog Pound strategy implementation - the research-derived strategy behind the positive historical live record.
- The Dog Pound BF Bot Manager implementation file. BF Bot Manager requires a separate licence.
- Lifetime access to future dataset updates published for the product.

The strategy is not the whole lesson. But yes — the full package includes the actual Dog Pound strategy.

EXPLORE THE FULL RESEARCH FRAMEWORK | VIEW LIVE DOG POUND RESULTS

IMPORTANT

Read This Before You Go Any Further

I know exactly what some people will be tempted to do: skip this document, download the BF Bot Manager file, look at the historical profit and start running it at meaningful stakes.

Please do not do that.

Five or seven years ago, that is probably what I would have done too. The live Dog Pound record presented here includes a 79-bet losing run, difficult months and losing 300-bet cycles. Future variance could be materially worse. Historical profitability does not tell us that this implementation will remain profitable.

This product has been created primarily as a research and data framework. It is not a promise of profit, a tipping service or an invitation to copy an automated strategy at £5 or £10 stakes.

During research I deliberately used tiny stakes and very large banks measured in units. When testing at £0.10 per unit, a 1,000-unit research bank is £100 of actual capital. The purpose was not to maximise profit. It was to survive long enough to learn.

The objective was not to maximise profit. The objective was to survive long enough to learn.

If your first reaction to +466.54 units is to multiply that number by £5 or £10, read the entire framework before deciding whether this product is for you. Understand the 49,172-observation collector. Understand the losing sample. Understand the variance. Then decide what, if anything, you want to do with the data.

I would rather sell fewer copies than encourage someone to repeat the mistakes I made myself. Trading losses can be psychologically painful, especially when you are trying desperately to make something work. That reality is part of this product, not something hidden in the small print.

01

The Reality of Trading

My introduction to betting was hardly auspicious. On 18 June 2016, Cristiano Ronaldo stepped up to take a penalty against Austria at Euro 2016. I had backed him to score. He missed. So began my journey.

I moved into matched betting, as many people do. It was a perfectly reasonable way of generating additional income, but I found it incredibly boring. It felt more like administration than trading and, occasionally, I would manage to mess that up too.

Around late 2016 or 2017, I discovered exchange trading. What followed was years of trying almost everything imaginable: laying the draw, correct scores, pre-match price movement, in-play football, horse racing, high-priced lays, greyhound approaches, staking plans, tipsters, software and paid programmes.

The pattern was usually the same. Something looked promising. I got excited. I ran it for a while. It hit a difficult period. I became frustrated. Then I moved onto something else.

The Roulette Recovery

One episode illustrates how badly things can go when trading loses its discipline. At one stage, if my exchange trading had gone badly, I started using online roulette to recover the losses. I jokingly called it the Roulette Recovery.

Using a Martingale-style approach, it appeared to work - for a while. In my wisdom, I decided to forget Betfair and print money playing roulette. Over roughly three months I made around £12,000. Then I lost effectively all of it in about a week, including one roulette bet of approximately £3,000.

The lesson was not about roulette. Trading language does not protect you from gambling behaviour. Calling something a strategy does not make it sensible. And a winning run does not prove you have found an edge.

That experience is one reason I am so particular about what Trade Carefully represents today. This is not about getting rich quickly, selling certainty or chasing losses. It is about building enough evidence to make better decisions under uncertainty.

02

The Mind Before the Method

Anyone who has spent time around trading communities has heard the same words: patience, discipline, bankroll management, do not chase losses, trust your process. None of this is revolutionary. I had read much of it myself.

Knowing that you should be disciplined and actually behaving with discipline are completely different things.

For years, a strategy could perform well for 20 bets and I would become excited. It could perform badly for another 20 and I would question everything. I would change filters, markets, strategies or stakes.

Automation helped - but it did not fix the thinking

Around 2019 I became increasingly interested in automation. The attraction was not simply speed. Automation started removing me from the individual decision. I could configure something, use very small stakes and allow it to operate without manually deciding whether to place every transaction.

But you can automate bad thinking.

I remember applying football approaches across practically every competition available because I wanted volume. Premier League, Championship, La Liga, obscure leagues - whatever produced another qualifier. I wanted the data, but I did not use the data.

Over time, at least one behaviour improved dramatically: stake size. Manual experiments might use £1. Automated research could run at 10p. I finally understood that the objective of early research was not meaningful profit. It was to survive long enough to learn something.

The staking mistake I stopped repeating

I once developed a greyhound approach where historical results appeared to show recurring downturn-and-recovery cycles. I would allow the downturn to develop at small stakes, then increase stakes when I believed a recovery was statistically likely. For a while it worked beautifully. I was perhaps £1,500-£2,000 ahead.

Then I increased the stakes and the strategy experienced a drawdown beyond anything I had previously observed. The gains disappeared.

Historical variance does not place a boundary around future variance.

03

Stop Looking for Strategies. Start Collecting Evidence.

Eventually the question changed. Instead of constantly asking, ‘What strategy should I trade?’, I became more interested in, ‘What is actually happening in the market?’

I already had hypotheses around UK greyhound exchange markets: outsider prices, market money moving shortly before the off, defined price ranges and consistent automated timing. Previously I would probably have turned those ideas straight into another strategy. This time I built a collector.

The collector had one job: LEARN .

To date, my collector has placed over 49,000 tiny bets, giving me valuable data

Small automated positions were placed under consistent conditions and the results were recorded. The objective was not to prove I had found something profitable. It was to accumulate enough observations to interrogate the hypothesis honestly.

Master Collector - V1 snapshot

49,172 VALID OBSERVATIONS	**4,309** WINNERS	**8.76%** STRIKE RATE
12.94 AVERAGE ODDS	**-1,350.02u** NET RESULT	**-2.75%** NET ROI

The collector is not random. It already contains deliberate filters and a coherent market hypothesis. Yet applied broadly over nearly 50,000 valid observations it loses heavily after commission.

The market does not care whether an idea sounds intelligent. The evidence matters.

This is one of the most valuable things in the entire pack. If I had treated the original collector as a finished strategy and simply kept increasing stakes, **the data shows exactly where that road leads.**

04

Finding Signal in the Noise

Once the archive became large enough, the question changed again. Instead of asking 'Does this work?', I could ask a much better question: 'Where does it work?'

The population could be segmented by price, race type, distance and combinations of variables. More than 100 candidate variations were explored across the research journey. Many looked attractive over small samples. Most failed as more evidence arrived.

False positives are easy to manufacture. Find a small enough sample and you can usually discover something that looks extraordinary.

The hard part is surviving the next few thousand observations and being willing to throw away the patterns that do not persist.

Eventually particular combinations of race type and distance behaved materially differently from the wider population. The core outsider-steamer hypothesis remained; the population became much narrower.

The core research process

- Observe a plausible market behaviour.
- Collect it consistently at tiny stakes.
- Segment the population intelligently.
- Test what appears different.
- Reject what fails when the sample grows.
- Refine what remains interesting.
- Validate forward rather than relying only on history.

Research is not finding reasons to keep an idea. Research is being willing to kill it.

06

Variance Will Test Everything You Believe

The psychology of trading is painful when you are trying desperately to make something work. This is why I want the numbers near the front of the conversation rather than hidden behind vague advice about discipline.

Dog Pound has recorded 79 consecutive losing bets. Five or ten years ago, I do not think I would have lasted through that sequence. I would probably have changed the strategy, moved on, or interfered with the stakes.

Today I can go for a week without looking at BF Bot Manager.

That is not because I no longer care. It is because the stakes are deliberately small, the bank is separate and the research gives me a rational framework for interpreting what is happening.

A 79-bet losing run is historical, not a maximum. A future run could be much longer. A 1,000-unit research bank at 10p per unit is £100 of actual capital. The purpose is breathing room for research, not leverage.

Think in large data samples, not months - the markets don’t pay a monthly salary

People naturally think in months: January was good, February was terrible, March recovered. Markets do not reset their statistics because the calendar reaches the first of the month.

That is why Trade Carefully publishes ordinary monthly results but also tracks fixed 300-bet cycles. A high-variance implementation can have a brutal month while remaining within the longer-term profile. One spectacular month proves very little too.

Data does not just help you find an approach. Data helps you survive it.

07

The Trade Carefully Framework

OBSERVE → COLLECT → SEGMENT → TEST → REJECT → REFINE → VALIDATE → AUTOMATE → MONITOR → REPEAT

This is the process I eventually arrived at after years of doing almost everything in the wrong order.

Observe: Start with a hypothesis - something you think might be happening. Not certainty. A question.

Collect: Gather evidence under consistent conditions. If possible, automate it. The objective at this stage is information, not profit.

Segment: The aggregate result rarely tells the whole story. Break the population apart using variables that are logically relevant to the hypothesis.

Test: Look for evidence supporting and contradicting the idea.

Reject: Be willing to throw ideas away. Most of the variations I investigated did not survive. That is research doing its job.

Refine: Where something remains interesting, narrow the hypothesis and collect more evidence.

Validate: A promising historical subset is not enough. Track what happens going forward, preferably at tiny stakes.

Automate: Where appropriate, remove unnecessary human intervention. Automation improves consistency; it does not turn a poor hypothesis into a good one.

Monitor: Markets evolve. Keep measuring what actually happens.

Repeat: Because the research never ends.

Become a researcher before you become a trader.

You may already know that mindset matters. I knew it too. What eventually changed my behaviour was evidence. Without evidence, every losing run creates doubt. With evidence, uncertainty does not disappear - but you have something rational against which to evaluate it.

It took me roughly ten years to build one implementation I am comfortable leaving alone. I am perfectly happy with that.

Closing Thoughts and Next Steps

If you have read this far, very well done. Ten years ago, I probably wouldn't have. I'd have been off looking for another strategy, increasing the stakes after five minutes, and then wondering what went wrong when the inevitable losing run arrived.
Even if you never buy the full Framework, take one lesson from this sample: almost anything can happen in sports trading. Twenty football matches without the outcome you are waiting for? Easily. A horse you laid at enormous odds winning? Absolutely. A run of 79 consecutive losing bets? I have the data to prove it — on a strategy that was still more than +466 units ahead at the V1 checkpoint.

The point is simple: **the only realistic way to live with variance is to understand it through data.**
If you want to go deeper, the links below take you to the full Framework, the complete Dog Pound results and the product.

Explore the framework | View the full dog pound results | Buy the framework

I won't wish you good luck. I'll wish you good data and good research.