KAIZEN

Statistical Football Predictor

Chethan T

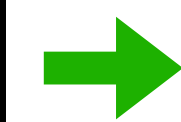MSc Sports Analytics and Technologies

Background

- Football is the sport which attracts the most betting action. 40% of all money wagered by bettors, is spent on football.

- Odds are set by bookmakers and represent the winnings on a given outcome. Bookmakers offer a variety of odds such as match outcomes and goals scored.

- It is vital to know the key features of the betting market before diving in. Use your knowledge to outperform the bookmakers.

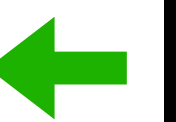| Home	Draw	Away
1.75	4.00	3.80
2.00	3.60	3.30
2.37	3.30	2.80
2.40	3.60	2.60

The Kaizen Model

- Is a specially created, continuously improving algorithm to outperform the bookmakers.

- Trains itself using vital match statistics from over 50,000 matches.

- Calculates the probability of each match outcome, for comparing against the odds given by bookmakers.

- Presents football statistics in easily understandable numbers to help make informed betting decisions.

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Chelsea vs. Aston Villa

Predictions

Home team : **53.17**% | Odds : **1.88**

Draw : **24.77**% | Odds : **3.94**

Away team : **21.42**% | Odds : **4.67**

Business Plan

- Kaizen is available as a website and a phone app for easy access, on-the-go.

- The service is free-to-use for all users, with no signing up costs, or premium membership plans.

- Monetary collaborations and B2B partnerships can be formed with premium bookmakers and betting companies to feature their odds and giving them access to a fresh new user base that wants to place bets.

- Revenue can be generated through the use of advertising space across all platforms.

S.W.O.T. Analysis

Strength

The prediction model outperforms conventional bookmakers with a better accuracy of predicting results.

Opportunity

Fans of the sport, who are new to betting have an easy way to boost their chances of winning bets.

Weakness

There are never any sure bets in football and it is impossible to predict accurate results all the time.

Threat

It is difficult to break into a dense market with established players.