

Executive Summary

There is power in knowing what you don't know. The BracketSimulator app seeks to help fantasy sports fans leverage chance and uncertainty as they fill out their NCAA Tournament March Madness brackets.

From a practical perspective, the simulator allows fans to test multiple potential templates, or entries, against simulated outcomes and determine which perform the best. As the underlying model becomes better and better, this in and of itself, will make the app more and more useful for potential consumers.

However, the app in its current state will ideally serve as a foundation for a larger exercise, that also incorporates the [average fans' picks](#) as well. In its final, fully realized form, BracketSimulator is a tool for arbitrage – between some well-informed (and still unestablished) model and the “market”, made up of typical March Madness participants.

As originally, conceived, then, a fully-realized and truly successful BracketSimulator app is precisely the sort of tool that would be more useful if it was kept off the App Store, as opposed to put on it. If BracketSimulator can't fulfill this vision, it may still be a novel way to illustrate the nature of luck and randomness.

Technical Perspective

The app records many specific instances of user-generated input. Each instance is then scored against simulated results, which are determined by the app using a very simple linear model. The high-level summary of these results are returned back to the user.

User-input is subject to a sort of locking mechanism that prevent non-sensical results (imagine if half an entry's scores were based on one set of inputs, and then another half came after some change to the entry). However, all entries, including locked ones, are able to be copied.