



SPEED MAPS & RATED MARKETS - EXPLANATION

On the following page you will find a one race example of our Speed Map & Rated Markets file. This document explains all of the information presented for a race and advice for betting.

The Speed Map

Shows the forecast position of each horse shortly after the start (100 to 150m into the race). The map helps to identify the scenario each jockey may face shortly after the start and as a result; What tactical decisions they may need to make? Where they could end up settling? How much work may need to be done to get there?

Assessed Price: The \$ figure against each horse in the speed map is our assessed price.

Recent rating up to the minimum standard: Horses with a ** next to them in the speed map have run a recent rating up to the minimum we think is required to win (see below.) This typically means a rating from the horse's last two starts, within 56 days of this race. It is a positive factor, but doesn't necessarily indicate the horse is a strong winning chance. For example, a horse may have surprised two starts ago with that rating at long odds in the market and regressed last start to their more typical form.

Green highlighting: Runners that fit into our "most appeal" category in the profiling section (see below) are shaded green in the map.

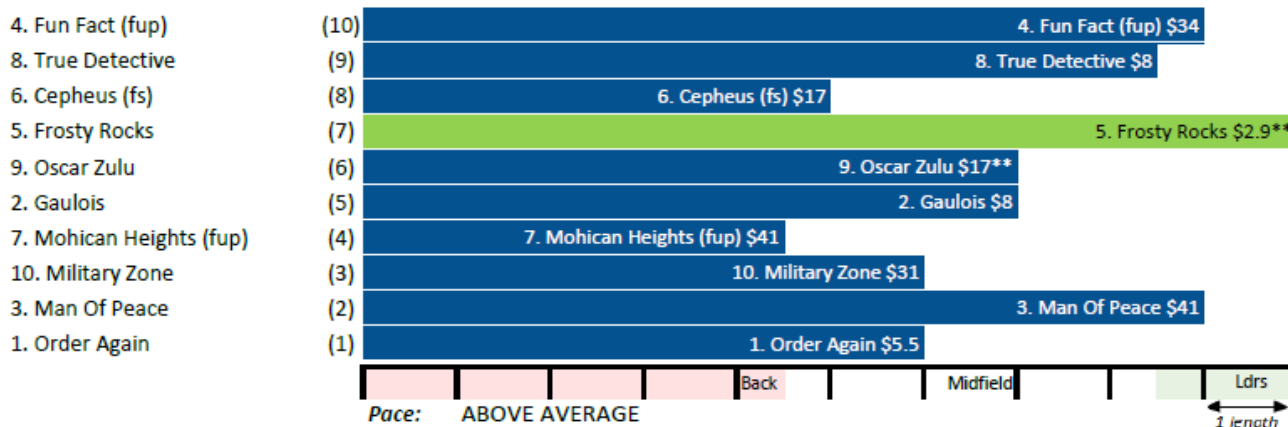
Pace: Indicates the forecast level of early pace in the race – Slow, Moderate, Below Average, Average, Above Average, Solid, Fast.

SAMPLE RACE

2:55 14Aug21 Kembla Grange Race 7 1400m 3YO+ Opn HCP



EARLY SPEED & POSITION INDICATOR



Race clarity: **GOOD**

Rating required to win this race: **98+**

BETSMART PROFILING MODEL - RACE BREAKDOWN				
MOST APPEAL	SOME APPEAL	NEUTRAL	NEGATIVE	BIG NEGATIVE
5. Frosty Rocks	1. Order Again 8. True Detective	2. Gaulois	6. Cepheus 9. Oscar Zulu 4. Fun Fact 3. Man Of Peace	10. Military Zone 7. Mohican Heights
34% probability	31% probability	13% probability	17% probability	6% probability

RACE COMMENTS

Frosty Rocks 99.3 rating win first up at Rosehill is clearly the best lead up form into this race. The key for him is controlling the race on the lead. He's won 5 from 12 in that scenario and been beaten <=1.5 lengths on 6 other occasions. When he's failed to lead, he's 0 wins from 8 starts. There is some inside opposition from Man Of Peace in this race, but at 1400m Frosty Rocks looks too fast for him early and should cross to take up the running. With seven career runs prior to last start at 99.3 or higher, there's every reason to be optimistic he can reproduce here.

Order Again ran 97.8 coming from 9 lengths back off the lead to win last start. A big key for him here is the draw / map which could / should see him settle 4 to 5 lengths closer without doing any extra work. The Waller stable has a good record with their last start winners repeating and that map angle off a very competitive last start rating has some appeal. True Detective is racing well without winning. His typical form around the 95 level (like his last two) isn't good enough, but he has run 99.8 twice this preparation and T Berry going on is an interesting switch. He has an outstanding record riding for the Waller stable (+45% POT from over 100 metro rides), which suggests that those runners have improved beyond our expectations.

Gaulois ran 95.4 first-up, which is not too far off the standard. Bowman riding and a map that helps him to settle in the front half of the field gives him some claims, but no real betting appeal. Oscar Zulu has been racing well through winter on Heavy tracks, but regressed last start and has been given 4 weeks off since with no trial. That reads to me like a bit of a reset for this preparation, so I have to expect he's going to be below his peak here.

Rating required to win this race

Based on our WFA Performance Ratings, this figure shows the minimum level of performance (adjusted for weights carried) that we expect will be needed to be a potential winner of the race. It is based on recent the recent & peak form of key runners and the historical standard of similar races.

While it is difficult to forecast the individual performance of each horse, it is usually possible to draw conclusions such as "it is very likely that at least one horse in this race will run to a 95 rating."

Much of our assessment is built around assessing the potential for each horse to run to the minimum standard required.

Race Clarity

We use three indicators - **Good**, **Average** and **Poor**. Races that lack clarity around the recent form of key chances, their potential to improve or decline and / or the speed map are "poor" and we want to steer clear of them. There's nothing wrong with taking some calculated gambles and making assumptions that if correct can lead to good betting outcomes, but when there is too much uncertainty in a race, experience says it's best to stay out.

Races with average or good clarity about important factors such as form, ratings and the map are the best to play.

Betsmart Profiling Model - Race Breakdown

This section breaks the field down into five categories based on the appeal of each horse's "profile."

What is a profile? It's the sum of characteristics about a horse that help establish its credentials to win the race AND most importantly, it's potential to be under or over valued by the betting market.

It includes variables such as recent form & ratings quality, starting price profile from recent runs, peak rating talent, potential to improve towards past peaks or new peaks, sectional time traits, trainer, jockey and most importantly, **speed map factors such as a horse's likely position in-running.**

There are some factors that the betting market overestimates the importance of in their pricing of runners and others it can tend to underestimate. While each horse and race must be treated on a case-by-case basis, those historical pointers are important and allow us to build a profile of each horse.

A horse's profile is a far more valuable guide to its potential betting value than comparing an assessed price against the market price, regardless of who has created those prices.

For example, a stat...

Did you know that across NSW & VIC metro races, 9,449 runners up to \$10 in the market that were 4 lengths or more back from the lead at the 800m mark have returned a 28% betting loss on turnover? Those up to \$5 in the market show a 23% loss on turnover.

There are obviously different ways to break this down further based on track, race pace and other factors, but as a group, a 23% to 28% loss on turnover from horses that have form strong enough to make them single figure odds in the market is a significant negative profile factor.

A total of 14,961 horses up to \$10 in the market that settled within 2 lengths of the lead have returned +10.2% profit on turnover.

We obviously can't predict with 100% accuracy where each horse will end up settling in a race, but good speed maps are an asset in helping to identify likely positions and play an important role shaping our assessment of a race.

It's naïve and costly to ignore such factors and think that the assessed price vs the market price is the only thing that really matters.

Price is important and can't be ignored, but our philosophy is very much:

Profile considerations first.... price considerations after that.

The use of the profile breakdowns for each race aims to bring focus to that principle.

As mentioned above, there are a number of factors that go into the profile of a horse and their importance can vary depending on the makeup of a specific race, at a specific track, on a specific day.

You will see five categories in the race breakdown

1. Most Appeal - Horses that present a profile we like as far as their potential for betting value is concerned. Many will be fancied chances that also have a good chance of winning, while others could be longer priced horses that have good potential to be underestimated by the betting market. Most will be horses that map to settle forward in the race, but not every horse that maps forward necessarily has genuine betting appeal. Betting should be focused around these horses.

2. Some Appeal - Horses that have some positive traits in their profile, but don't fit into the category of most appeal. They can be reasonable betting prospects, particularly if you are happy to back multiple runners a race.

3. Neutral - This is a key group of horses and one where many punters leak profit. They are horses that may have form / rating credentials to suggest they are a genuine winning chance, but lack anything else (including their current price) that says the market is or will likely make a mistake to provide a genuine betting edge.

It's easy to get too invested in these types of horses because of their form & ratings. We all have a tendency to like the obvious and those we feel confident will "run well". We also hate the idea that one of those horses might beat us.

However, the fact that a horse has genuine claims to win a race doesn't mean that it's a smart bet.... even if it becomes available above your rated price.

In fact, in some instances that's a reason to like the horse even less (i.e. betting markets often reflect information about a horse's chance that we can't gather in form analysis.)

Neutral horses are those we aren't necessarily bagging in a notable way, but equally, we don't think they offer any betting appeal.

4. Negative - Horses that have mostly negative factors in their profile. Some may be genuine chances in the market that we really don't like, or moderate longshots that have nothing to like from a betting perspective.

5. Strong Negative - Horses that are a long price in the market with nothing in their profile to suggest they have winning claims or represent any betting appeal. Obviously horses we all give very little chance to do surprise and win, but on the whole, they are big losing propositions to back.

Winning probability of each group

At the bottom of each category, you will see a percentage probability i.e. "35% probability." This reflects our assessment of the chance that one of the horses in that group will win the race.

It aims to provide some important perspective. Whether we (or any punter) like a horse or not, each individual horse still has a certain percentage chance of winning, however large or small you may think that is.

For example, two horses in the "most appeal" category assessed as a \$5 and \$10 chance still only implies a combined 30% chance of winning. There may be five horses in the negative category, but the combination of their chances at \$9, \$14, \$21, \$26, \$31 still gives that group a 30% chance of winning the race.

As a punter, it's vital to always keep a balanced perspective on probability. Even a group of no hopers in a race could sum up to have a 10% chance of winning. We've all seen horses we couldn't imagine as a likely winner that surprise at big odds.

The key though is the end result achieved from consistently backing horses in each category, whether it is negative or positive. Any horse can win, but that doesn't make them smart bets.

Betting Strategies

If you do your own form analysis, then our maps & profiles can add good value to your final betting decisions. Our advice would be to think twice about any horse you want to back that is in our neutral, negative or strong negative categories.

Take a second look and ask yourself why this horse appeals to you as being underestimated by the betting market? Is there really an edge and why? If after that second look you still like the horse then back your own judgement, that's what punting is all about.

That process of taking a second look at potentially marginal bets and ruling out some, will over time improve your results.

If you are using Betsmart as your sole means of making betting decisions then we recommended three primary strategies.

Firstly, we recommend: **ONLY BET IN RACES MARKED AS GOOD OR AVERAGE CLAIRTY**. **Avoid POOR races.**

1. Back the best chance in the MOST APPEAL category

This is the simplest strategy of all that involves backing one horse in a race. You back the horse first listed in the "most appeal" category. This horse will be the shortest assessed price of those listed in that category.

Staking: Bet to collect 4% to 5% of your total betting bank based on the assessed price. If you are betting to collect 4% of your total bank and we assess the horse at \$4.00 you would have 4 divided by 4 = 1% of your bank on that horse. If we assess the horse as \$6.00 then you would have 4 divided by 6 = 0.67% of your bank on that horse.

2. Back all runners in the MOST APPEAL category

In some races this could be one horse, in others it may be two or even three horses.

This approach is a little more complex both practically and psychologically. Firstly, you must calculate the stake on more than one horse. Use same formula above of betting to collect 4% to 5% on each horse.

For example, two horses assessed at \$4.00 and \$8.00 would have stakes of $4 / 4 = 1\%$ and $4 / 8 = 0.5\%$. Your total outlay on the race would be 1.5% of your bank.

Psychologically you can enjoy a higher strike rate and more frequent with this approach, but the hits when you do lose will naturally be a little larger, which can make it more mentally difficult to manage during losing runs.

When backing more than one horse in a race, it's still important to keep your actual chance of winning in mind. Backing two horses that sum to a 35% winning probability is no different to one horse that might be shorter in price and have a 35% chance of winning. There are still losing runs involved.

On the positive side, while you will on average win less on each bet backing multiple horses a race, you do get the benefit of a higher strike rate, which appeals to many punters.

3. Back all runners in the MOST APPEAL and SOME APPEAL category

As per the above strategy, but adding any horses also listed in the "some appeal" category. This is for punters that are happy to take smaller wins, but collect more often. Alternatively, you could save on the horses in the "some appeal" category to cover your outlay on other bets, but not make a profit.

The same staking advice and risk factors as the above strategy naturally apply. If the term 'saving' on some horses in a race and working out the relative bet sizes to do that is unfamiliar to you, then it is best to avoid this strategy.

Keep in mind

No one single approach will provide the optimal result every day. On some days one approach will do better and on others it will be an alternative approach.

There is nothing wrong with mixing your strategy depending on the make-up of a race.

Don't expect you will make the right call 100% of the time. The key is to focus on backing horses that profile well and avoid those that over time will show a loss. Doing that consistently will put the percentages in your favour.

Getting the best price is still very important along with all of the other non-form / selection related factors we've covered in our Education Library.

No fixed betting bank?

If you don't operate with a dedicated betting bank that allows you to calculate percentage stakes like described above and instead have a set amount of money for each day, then work out all of the horses you want to back that day and allocate the money accordingly, using the assessed price as a guide to bet sizing.

Does the horse need to be above the assessed price?

No. Remember our core principle of *Profile considerations first... price considerations after that.*

That doesn't mean you take any price about a horse, but equally, don't tie yourself in knots worrying about small differences that make you doubt whether an appealing horse is a good bet.

It's very difficult for us to make differentiations based on the price of horses at 3pm on a Friday or even 9am on a Saturday when markets can significantly change. A well profiled horse might be \$4.00 in the market and we have marked it \$4.80. We're not going to be negative on that horse just because of its current price, when we don't yet know what the best price available will be. It could get out to \$5+ later in the day, especially if other key runners attract some attention.

Equally, we could be making assumptions about other horses away from those we like and the market later provides intelligence that helps to clarify how those horses should be viewed. (e.g. first up runners) If doing a market again, that extra information would change the price on those runners and therefore the assessed price on the horses we like in the race. It's just another reason why you can't take an assessed price (finalised at 8:30am) and think it's the only thing that matters.

If we have doubts about the price of a horse or think that it is borderline, even taking into account its profile, then we will aim to cover that in our commentary. Otherwise, minor differences of 10% or even 20% on horses that profile particularly well shouldn't be stressed over.

In time we do expect that those horses we like on profile that are also better than our assessed price will provide the best edge, but that others slightly below are still more than worthwhile bets, for all of the reasons mentioned above