



SMART BETTING CLUB

SAMPLE OUR SHARP BETTING REVIEW FROM OCTOBER 2025

In this free PDF, you can read the Smart Betting Club review on the Sharp Betting service as first published in October 2025.

The Sharp Betting service is a service my team and I have been exploring and using for some time and we outline our findings in this detailed examination.

If you enjoy this content and are after dedicated, independent help with your betting then please do check out the Smart Betting Club website at smartbettingclub.com

Each month we published a detailed betting magazine featuring independent tipster reviews (just like this one) plus extra insight, analysis and knowledge for those of you aspiring to make a profit from your betting.

I also want to invite your feedback and thoughts on this review and the Sharp Betting service. All constructive thoughts and experiences welcome! You can email me directly via pete@smartbettingclub.com

Best Regards,

Pete Ling



 *Smart Betting Club Owner/Founder*
 <https://smartbettingclub.com/>

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TIPSTER REVIEW: SHARP BETTING

REVIEW: ROWAN DAY

DATA ANALYSIS: MARK KEMP



TIPSTER REVIEW: Sharp Betting

KEY INFORMATION			
NAME	SharpBetting	EMAIL	hello@sharpbetting.co.uk
WEBSITE	Sharp Betting - Home 	TWITTER	@SharpBettingGB
BET DELIVERY	Telegram / Updated feed	COST	David's Daily: no charge. Premium: £55/month.
BET FREQUENCY	David's Daily aims to provide over 100 bets per month; averaging around 190 currently. Premium service subscribers have ability to place many more.	SBC DISCOUNT?	SBC SUPER-OFFER: One year membership for £150 up-front fee, a saving of more than £500 over the course of the year. [Must sign-up before end of November 2025]
BET SUPPLY TIME	No set time. Premium feed updates in real time.	LANGUAGE	English

WHERE CAN YOU BET?	
SOFT BOOKIES	Full market coverage.
SHARP BOOKIES	Partial market coverage (competition dependent)
EXCHANGES	Partial market coverage (competition dependent)
BET BROKERS	Partial market coverage (competition dependent)
SHOPS/IN PERSON	Great potential depending on odds coverage



SUITABILITY IF YOU ARE BASED IN:	
UK/IRELAND	Widespread suitability
NORTH AMERICA	Widespread suitability
EUROPE	Widespread suitability
AUSTRALASIA	Widespread suitability
REST OF WORLD	Widespread suitability

SERVICE SNAPSHOT

- Updated review of the David's Daily football service, including analysis and break down of the SharpBetting Football Premium service.
- Access to football model offers huge potential to scale up +EV betting, in singles and also multiples to compound value.
- Football model created by a team of experts with a wealth of profitable betting experience, and who provide real life demonstrations of how to make long term profit.
- A mix of minor and major leagues targeted for value and access to soft bookmakers essential to maximise returns.
- Fascinating Odds Banding analysis which could elevate the ROI.
- Following restructure David's Daily is now free;
- **SBC's EXCLUSIVE SUPER-OFFER:** One year membership for £150 up-front fee, a saving of more than £500 over the course of the year. [Must sign-up before end of November 2025] (The service will renew at that discounted rate for lifetime of membership until cancelled)

INTRODUCTION

It was only April of this year that we published our initial review of David's Daily football betting service, a curated version of SharpBetting Football. So why are we re-visiting the site so soon?

Truth is, we now have a significant amount of additional data available to analyse, not only from the ongoing performance of David's Daily but also from user experience of the model from which David's Daily takes its picks. This, along with the service having recently restructured and consequently evolved, has led us to believe there is huge potential in SharpBetting that goes above and beyond the more basic David's Daily offering.

Access to what is now known as SharpBetting Premium means subscribers can scale up their betting using the model and the range of bookmakers that are available to them. This has numerous advantages which include reducing short term variance through betting in volume, backing +EV picks as single bets or rolling up selections into multiples to compound value, and even securing greater levels of +EV by getting on bets early.

As you can see, there's a lot to unpack.

SERVICE IN DETAIL & SBC OFFER

Our original David's Daily review can be found in SBC151. At that time, the David's Daily service cost £20/month to join, but these tips are now available without charge through what SharpBetting call their 'Sharp Starter' package.

This follows a pricing restructure, which now looks like this:

- £55/month – Includes 1-week free trial.
- £30/month – 45% discount, 6-month plan (£180 one-off, no trial).
- £19/month – 65% discount, 12-month plan (£228 one-off, no trial).

SBC Super Offer – Runs Until End Of November 2025

The great news is that as an SBC member you can take advantage of a ‘Super Offer’ and grab a full year membership for just a £150 up-front fee. That is an average of just £12.50 per month – which is excellent value for money in anyone’s books.

To take advantage of this you must sign-up before the end of November 2025. The £150 price point will stay in effect for the lifetime of your membership with Sharp Betting until cancelled.

QUICK REFRESHER

If you haven’t already read our first deep dive into David’s Daily, I recommend you do. But for those who have, here is a bit of a refresher from our first piece, that explains the vitals of the service.

David’s Daily is a new football service which uses the SharpBetting football model to provide the selections released to members.

The football model they [SharpBetting] have developed utilises a database containing odds records covering millions of historical matches. Machine learning algorithms have then been used to build a model that calculates the true probability of certain match outcomes (1x2, Both Teams To Score and Total Goals) before identifying value in these markets with the aim of finding thousands of +EV betting opportunities each month.

David’s Daily is a curated version of the SharpBetting system, with David Hipkin picking out certain bets that emerge from the model to share on the site and to send out via Telegram to members. A comparison to this methodology would be the way in which the Weekly Golf Value service selects the golfers they advise their members to back each week via use of the Bookie Bashing Golf Tracker.*

*David Hipkin is a Co-Founder of SharpBetting, along with Chris Fawcett, a professional gambler who developed and constructed the SharpBetting football model.

We noted then that members for a higher monthly fee, had the option of subscribing to gain access to all the selections pumped out by the model (the “thousands of +EV betting opportunities each month”) in addition to the David’s Daily picks. Following the restructure, the only subscription fee SharpBetting charge is for access to all of the model’s picks. Bearing in mind the prolific nature of these, the £55 per month fee feels very reasonable, especially so when you consider what else membership includes, and as we’ve seen, longer subscription periods at a discounted rate per month are available.

For 'Sharp Premium' membership, in addition to access to the output from the football model, you will also be able to take advantage of SharpBetting's each way horse racing model, designed to highlight value in the place markets much like the Bookie Bashing Racing Tracker does with such success. We must at this point include a disclaimer however, that unlike the latter we don't yet have data to prove the efficacy of this model. Having said that, we trust the source and have no doubt that if unprofitable over the long term, SharpBetting wouldn't offer this angle to their members.

To summarize what a Premium member receives from SharpBetting:

- Full access to all the +EV value picks sourced from the football model.
- Full access to all the +EV value picks sourced from the horse racing model.
- All David's Daily picks.

This, our second review, will both bring up to date the performance of the David's Daily picks, and analyze a second dataset comprising a large number of single bet selections taken from the model.

A BRIEF HISTORY AND THE SHARPBETTING ETHOS

Before we get stuck into our usual deep dive into the stats around performance, we wanted to provide some context to the service and provide a brief account of SharpBetting's history. This isn't something we usually do but in this case we see a clear timeline of events leading up to the launch of the service that have had a direct influence on shaping SharpBetting to the benefit of its members.

At the heart of the SharpBetting ethos is a focus on the long term. It is a theme that runs through their website, and is emphasized within the onboarding information that all new members receive on sign up. The message that SharpBetting is not a "get rich quick scheme" is clearly stated, as is the encouragement for newbies to take their time, starting slowly with small stakes on the outset of their journey, and focus on playing the long game.

There is emphasis on developing a "growth mindset", encouraging members to raise stakes gradually and only when the edge the model provides becomes evident in the medium to long term. In other words, once the member has started to consistently make a profit.

This process of starting small and escalating from a position of strength is demonstrated by David Hipkin himself, who diarised his experience of being the model's first user prior to it going live in the [Road to 8k](#) series of posts published on the website. Starting with an average stake of just £12 per bet, David shows through his diary how he started well before having to endure a significant drawdown, but then through consistency of approach was able to grow his stakes to £50+ per bet, netting a significant profit as he went.

Following David came Leah, User No.2. With no previous betting experience, Leah showed how she made a profit of £7,500 starting with similarly small stakes. [Read Leah's article](#)

Chris, the model designer and Co-Founder of SharpBetting with David then brought his skills to the table, pivoting from singles and introducing multiple betting that ended in a six figure profit using exclusively soft books. Chris and David talk about this in a video that can be found [here](#).

By the time the SharpBetting website was launched in 2024, the football system had generated nearly £200,000 in football betting profits in 18 months of activity, without a losing month in that period.

What is clear through the posts is that SharpBetting can be used by those who may have just 10 to 15 minutes each day to spend placing bets, through to those who can sit at their desk or laptop for hours striking a hundred bets or more.

From our findings in this review, you should be able to settle upon a strategy for using the model's output that suits your own circumstances in terms of the bookmaker accounts you have available to you, the time you can dedicate to placing bets, a preferable staking system to use, and more.

So, without further ado, let's get stuck into an updated performance review of David's Daily, and a deep dive into using the SharpBetting football model to source your own bets.

RESULTS AND PERFORMANCE

David's Daily - Level Stakes

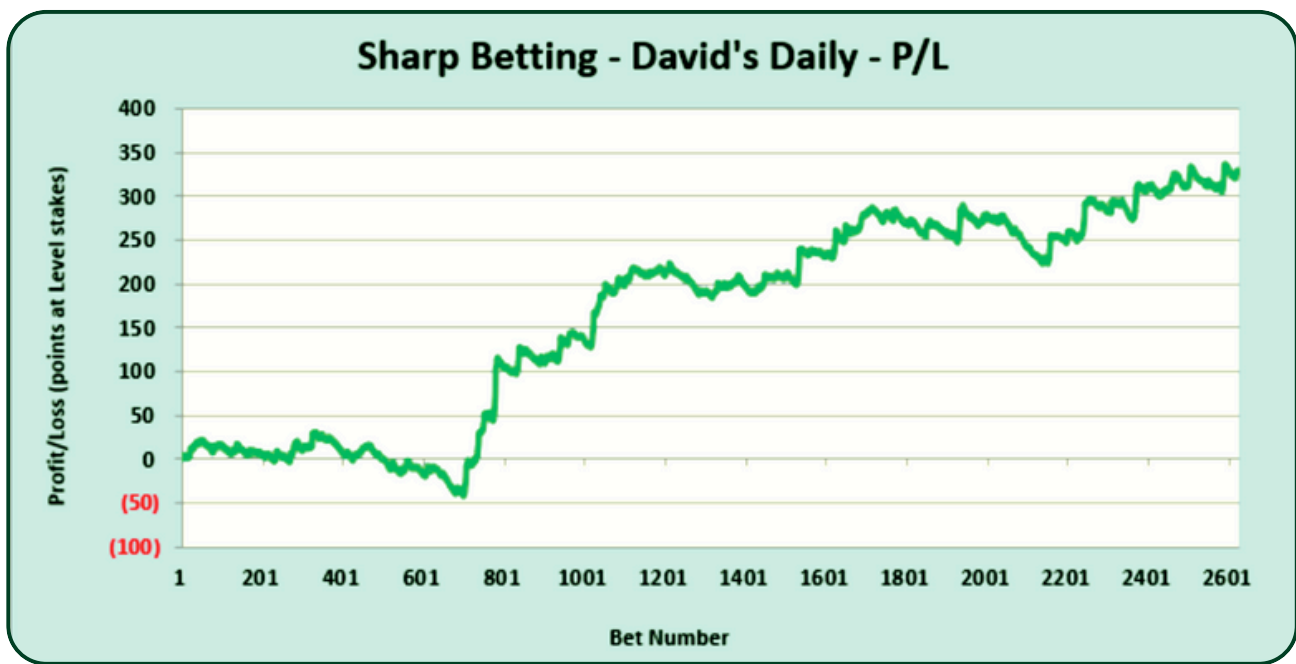
Our first analysis is into the David's Daily picks, a free offering now available under the 'Sharp Starter' package.

We're going to begin with performance to level staking, and we'll follow this by comparing these figures to those achieved using the 'Sharp Staking' method, more on which shortly.

To level stakes, this is how David's Daily has performed:

Period summary (Level staking)

Year	Stakes	P/L	ROI
2024	988	140.2	14.19%
2025	1636	188.78	11.54%
Total	2624	328.98	12.54%



An ROI of 12.54% is very healthy and we've seen impressive consistency across both years of operation. In fact, of the 15 months of tipping, David's Daily has turned a profit in 10 of them at level stakes and 11 of them at sharp stakes.

Those are the headlines. Now for the nitty gritty.

Something that immediately made an impression on us when we started to break down the data is that the average price of each selection rose significantly in 2025 compared to 2024. This reflects the changing nature of the service and the angle adopted by David of posting up more trebles and accumulators than he had previously. In the formative months, David was leaning more towards posting up single bets.

Average odds	
Year	Odds
2024	4.42
2025	6.34
All	5.62

With the increase in Multiple bets being advised, a much stronger ROI is produced from those bets priced over 2.5 (6/4), as you can see from the following table:

Odds banding (Level staking)			
Band	Stakes	P/L	ROI
Up to 2.15	524	15.09	2.88%
2.16 to 2.50	532	18.81	3.54%
2.51 to 3.13	537	41.91	7.80%
3.14 to 6.00	514	80.3	15.62%
Over 6.00	517	172.87	33.44%
Total	2624	328.98	12.54%

This is exactly as we would expect and it's clear to see the impact that issuing an increased number of multiples has had on raising the ROI level.

This strategy of putting together single +EV bets and rolling them up into trebles, Lucky 15s, and accumulators is an interesting addition. And one it's fair to say, that is having a very positive effect.

One further point of note from the Odds Banding table. The biggest edge in terms of ROI, thanks to the success of Multiple bets at longer prices, have come from those picks priced at 6/4 and above. But the worth of the shorter priced picks, and the ability to generate profit at such low odds, shouldn't be overlooked. We're seeing a strong level of performance garnered from the lower odds ranges too, and let's not underestimate the role these bets play in suppressing volatility. It's great to be coining it in from big priced accas with the occasional big win, but the road would likely be a very rocky one were it not for the comfort blanket provided by the shorter odds singles.

Coming back to the point of the strength of the Multiples though and the contribution they make, take a look at this table which emphasises just how strong they've been:

Market summary						
Market	Bets	% Volume	Strike	Stakes	P/L	ROI
BTTs	1141	43.48%	43.30%	1141	72.59	6.36%
Double	507	19.32%	24.85%	507	181.83	35.86%
O/U	506	19.28%	43.48%	506	23.65	4.67%
1X2	229	8.73%	45.41%	229	(19.90)	(8.69%)
Treble	139	5.30%	15.11%	139	135.31	97.35%
Correct Score	53	2.02%	5.66%	53	(15.50)	(29.25%)
Fourfold	46	1.75%	0.00%	46	(46.00)	(100.00%)
Other	2	0.08%	0.00%	2	(2.00)	(100.00%)
Accumulator	1	0.04%	0.00%	1	(1.00)	(100.00%)
Total	2624	100.00%	36.89%	2624	328.98	12.54%

Our eyes are drawn to the 35.86% ROI from Doubles and 97.35% from Trebles. Between them, they account for 317.14 points of profit from a total of 328.98. That's 96.4%!

We asked David about his approach to selecting multis, and he was at pains to point out that he simply uses the Sharp Premium betting model to pick +EV singles from BTTS/Over-Under/1x2 markets and roll them up in just the same way that any Sharp Premium member can and often does. We'll come back to this Multiple bet approach later.

ADVANCED ANALYTICS: MONTE CARLO SIMULATIONS

For those of you interested in deeper insight and analysis on each tipster we review, please find the following Advanced Tipster Analytics outputs for this service.

These outputs are based on the results from a Monte Carlo simulation on this service, which in its basic form allows you to recreate the bet profile of any given tipster (for example strike-rate and average odds) many thousands of times. This is useful as it takes matters beyond just simply looking at a live record and to get a better sense of the likelihood of certain losing runs and how they stack up from a 'risk' or 'investment' perspective.

Learn More: For more on these results and how to interpret them, please download the [Advanced Tipster Analytics Guide](#) – available via the [SBC members area](#).

Note – these are the Monte Carlo simulation results for the David's Daily service at level stakes.

Strike rate 36.89%

Return on Investment: 12.54%

Expected Long Losing Sequence: 18

Historic Maximum Drawdown: 74 points.

99th Percentile Drawdown: 79 points

This calculation indicates there is a 1% chance of a losing run of 79 points in any given year to the current staking plan. It is useful as should a drawdown exceed this figure; it indicates there is a problem or change in the service to be aware of. Many economists would regard this figure as that which is the real safe bankroll denominator.

50th Percentile Drawdown: 25 Points

This calculation indicates there is a 50% chance, i.e. even money, of a losing run of 25 points in any given year to the current staking plan. Should you follow for 2 years, you should expect to suffer a drawdown of around 25 points at some stage.

50% Bankroll Drawdown for our recommended bankroll (100 pts): 92nd Percentile

Assuming a bankroll of 100 points, this indicates that you could expect to avoid a 50 point drawdown (i.e. 50%) in 92% of periods, meaning it would occur in 8% of years. It is fairly widely accepted that considerable resolve and confidence is required once this level of drawdown.

Likelihood of a losing year: 19.75%

This calculation indicates that, on average, the chance of a losing year is 19.75%

Risk Reward Ratio: 2.327 (EXCELLENT) [Simulation result: 0.84 (POOR)]

This calculation takes the average annual profit and divides it by average annual drawdown to give an output that evaluates the risk in following versus the reward. The higher the better.

Scale: Poor <1, Average 1 to 1.5, Strong 1.5 to 2 and Excellent 2+

Capital Risk ratio for our recommended bankroll (100 points): 73.35% (POOR)

This calculation represents the percentage of the bankroll suggested by the tipster that is consumed by the maximum drawdown during the review period. The lower the better.

Scale: Poor <66%, Average 50% to 66%, Strong 33% to 50% and Excellent <33%

Sharpe Ratio: Insufficient years of operation.

This calculation is there to help you understand the return on investment compared to the risk involved, against the average risk-free investment rate in the UK. The higher the ratio, the better.

Scale: Bad <1, Acceptable 1-2, Great 2-3, Excellent >3

Dispersion Factor: 1.855 (HIGH)

We use the simulations to produce best and worse-case strike-rates, disregarding the top and bottom 5% of results. Effectively removing the 'freak' results. The lower the factor, the less volatile the tipster should be.

Scale: Low <1.1, Medium 1.1 to 1.5, High 1.5 - 2, Elevated >2

P-Value: 0.00216 (LOW)

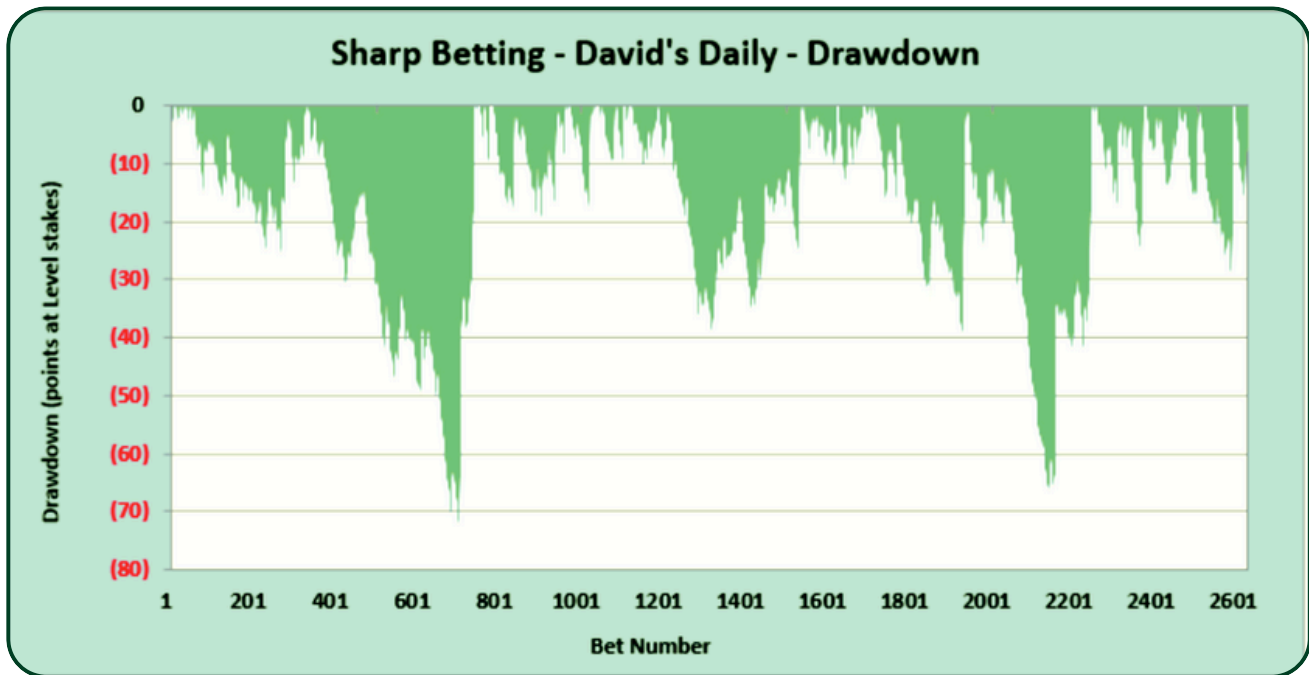
The p-value is a test to establish the likelihood that a series of bets were achieved through luck or chance. The tipster's data indicates a p-value of 0.0, - an indication that the results were obtained by skill alone and not luck. The lower the p-value, the better.

P-value scale: Zero chance it was luck is 0, small <0.33, moderate <0.67, high <1, absolute certainty 1.

BETTING BANK AND ROC

Our MC simulations inform us of a 1% chance of encountering a drawdown of -79 points.

The maximum historical drawdown from following David's Daily using level staking is -74 points, and we've seen the -60 points marker breached on one other occasion.



It feels correct to settle on a recommendation of a 100 points bank, providing some buffer against the worst of what can be thrown at us in terms of negative variance.

Performance to date in the context of operating from a 100 points bank produced the following, exceptionally strong Return On Capital (ROC), or bank growth, figures:

ROC (100pt bankroll) (Level staking)		
Year	Profit	ROC
2024	140.2	140%
2025	188.78	189%
Total	328.98	329%

So, we've seen how impressive performance has been thus far from David's Daily using level stakes. But SharpBetting advocate the use of what they call a 'Sharp Stakes' method.

In light of this, to our mind a worthwhile exercise is to now compare performance between each staking method

DAVID'S DAILY - SHARP STAKING

Before we dig into performance, we should perhaps address the question of what exactly the Sharp Staking method is.

You can read a full explanation [here](#), but in essence it is very similar to a 'Unit Win' approach. This involves taking the relevant odds and staking enough to win one unit.

For example, my unit may be £20. The bet I want to strike is at odds of 2/1, so I bet £10 (£10 x 2/1 = £20). However, the Sharp Staking methodology places a cap on your stake size set at the same level as your 'unit'.

So in my example of a unit being £20, I would never stake more than £20. If a bet happened to be odds on, I would still only bet £20 despite the fact that if a winner, my profit would be less than that.

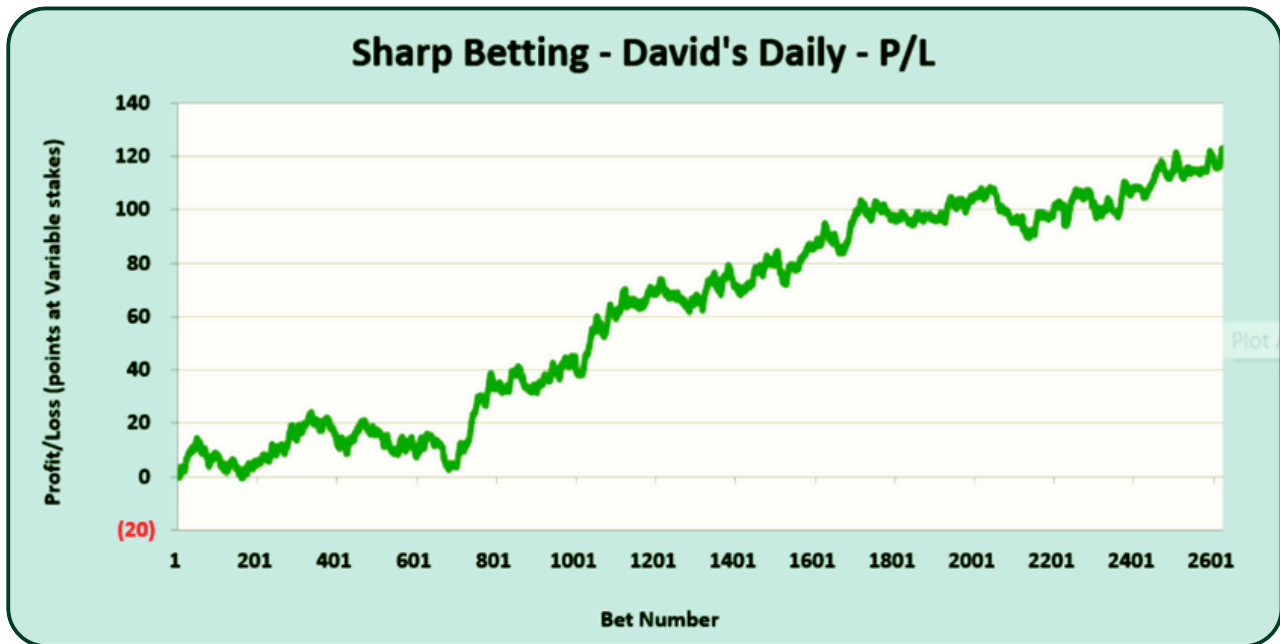
The idea of the method is to lower volatility and to make the path to profit as smooth as it can be.

So, how does coming away from level staking and utilising Sharp Staking effect the performance of David's Daily?

Period summary (Variable staking)					
Year	Bets	Strike	Stakes	P/L	ROI
2024	988	37.55%	654.24	43.46	6.64%
2025	1636	36.49%	1079.39	75.83	7.03%
Total	2624	36.89%	1733.63	119.29	6.88%

Clearly the level of ROI is impacted, with the 6.88% comparing unfavourably with the 12.54% we saw from level staking.

But is the road less rocky using this staking method? Here's the P&L graph, and I think we can agree there are fewer pronounced bumps than those we see in the equivalent graph for level staking.



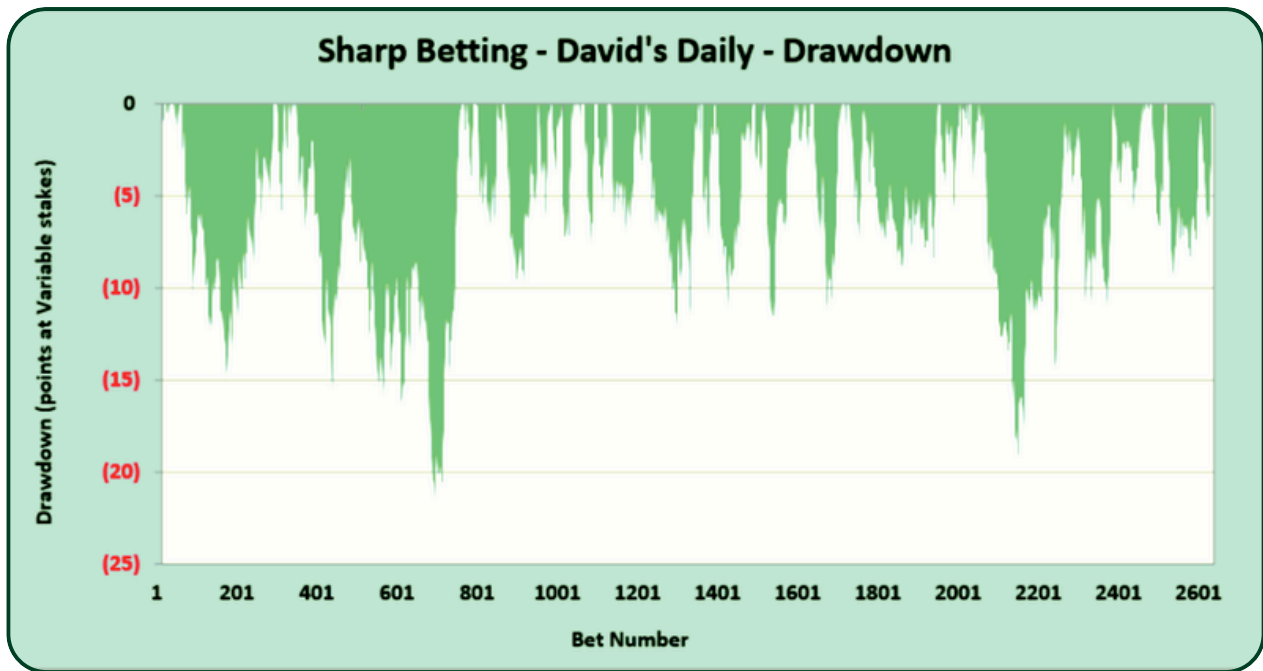
Whether or not the less volatile route is worth the effective tax on ROI is entirely down to the preferences of the individual and what they feel more comfortable doing. There is no “right” nor “wrong” here. Both methods have produced a strong profit.

And herein lies one of the many positive aspects of the SharpBetting Premium service – each individual can essentially set themselves up with a betting strategy that best suits their risk profile.

Furthermore, we see something interesting when we look at and compare ROC figures.

Again, we ran Monte Carlo simulations, adjusting for the different staking strategy, and this time we learnt of a 1% chance of hitting a drawdown of -42 points, significantly lower than the -79 points if level staking. Proof perhaps, that the Sharp Staking approach really does result in lower volatility.

To add to this, historically the worst drawdown using Sharp Staking reached the relatively shallow depth of just -22 points.



Consequently, we feel fully justified in suggesting that 50 points is the required bankroll here, and to a 50 points bankroll we see the following ROC generated:

ROC (50pt bankroll) (Variable staking)		
Year	Profit	ROC
2024	43.46	87%
2025	75.83	152%
Total	119.29	239%

Being purely objective, our stated preference with David's Daily is to level stake, simply because both the ROI and ROC are greater than when Sharp Staking. But to reiterate, you may feel that the smoother ride that comes from Sharp Staking better suits your own betting profile and personality.

Another consideration may also be the nature of other services and strategies you follow; if your portfolio is such that returns are often volatile, having a steady and more consistent profit-maker could be a real boon and provide some much welcome balance. The reduced ROI may be a price worth paying for the relative lack of volatility.

SHARPBETTING PREMIUM – BETTING IN SINGLES

So far we've looked at the results and performance of the free to access David's Daily selections, all of which as we've stated, are derived from the SharpBetting Football model.

As we mentioned at the top of this review, £55/month secures access to the model and all of its output (plus other elements to the service). This in turn has several potential advantages:

- Access to far more +EV bets.
- Can get bets down early, potentially securing higher value.
- Potential to scale up, smoothing out variance through the placement of more bets.
- Use a wider range of bookmakers, spreading out liability across each and providing potential to scale up the number of Multiples.

Suffice to say, we feel it a very worthwhile exercise to examine the performance record of someone who has bet for a significant length of time using a Singles-only approach. Fortunately, we now have exactly that.

The dataset comes from David, and covers the Road to 8K diary he kept and [which can be read in full on the SharpBetting website](#).

In David's words:

The road to 8k was the first ever real-world user of the system before we scaled up and made £200k in 18 months before we could no longer bet at scale and made it public to members on SharpBetting via DD and Sharp Premium. (time frame: road to 8k took 4 months or so and then it ended, we did 18 months using the system with the soft books at scale, then when that had to stop, we spent a year developing the website then we launched the site in early 2024 and launched David's Daily in August 2024)

My Road to 8k was singles only. I never placed an acca and we only hit the multiples AFTER i had proved the system with singles. After that, we went big on the accas.

With the dataset from this exercise now available to us, it has been possible to conduct our usual SBC review analysis.

The first thing to note is that David used the Sharp Staking method throughout his road to 8k journey, and he increased bet size at certain profit point markers. For our analysis, we kept staking levels consistent through the whole bet sample.

We'll start with performance to level stakes and then as we did with David's Daily, draw a comparison to Sharp Stakes.

To level staking, we see an overall ROI of 4.28% from 5,642 bets:

Monthly summary (Level staking)

Month	Stakes	P/L	ROI
2021_08	90	6.22	6.91%
2021_09	1751	27.05	1.54%
2021_10	2252	92.41	4.10%
2021_11	1549	115.87	7.48%
Total	5642	241.55	4.28%

The 2.46 average price of each pick is clearly lower than the David's Daily average of 5.62, explained by the lack of far larger priced trebles and accumulators.

A fascinating point our analysis revealed lay in the Performance to Odds Band table:

Odds banding (Level staking)

Band	Stakes	P/L	ROI
Up to 2.00	1094	44.29	4.05%
2.01 to 2.25	1075	109.07	10.15%
2.26 to 2.50	1074	98.09	9.13%
2.51 to 2.75	1142	44.14	3.87%
Over 2.75	1257	(54.04)	(4.30%)
Total	5642	241.55	4.28%

The lack of any profit from those bets priced greater than 2.75 (7/4) hits you between the eyes, especially so as this comes from a decent sized sample. Remove these bets from the sample, and the ROI would rise to 6.74%. At the very least, taking only bets priced up to 2.75 moving forward should be an approach that should be given some serious consideration to.

Another point of note comes from the breakdown by bet type:

Market summary (Level staking)

Market	Stakes	P/L	ROI
BTTS	3387	236.52	6.98%
O/U	1544	62.03	4.02%
1X2	711	(57.00)	(8.02%)
Total	5642	241.55	4.28%

BTTS is way out in front when it comes to points profit made and is the obvious flag bearer. In comparison, the 1x2 market looks, from this sample at least, to be something of a weak point.

Now to compare performance to when using Sharp Stakes.

Monthly summary (Variable staking)

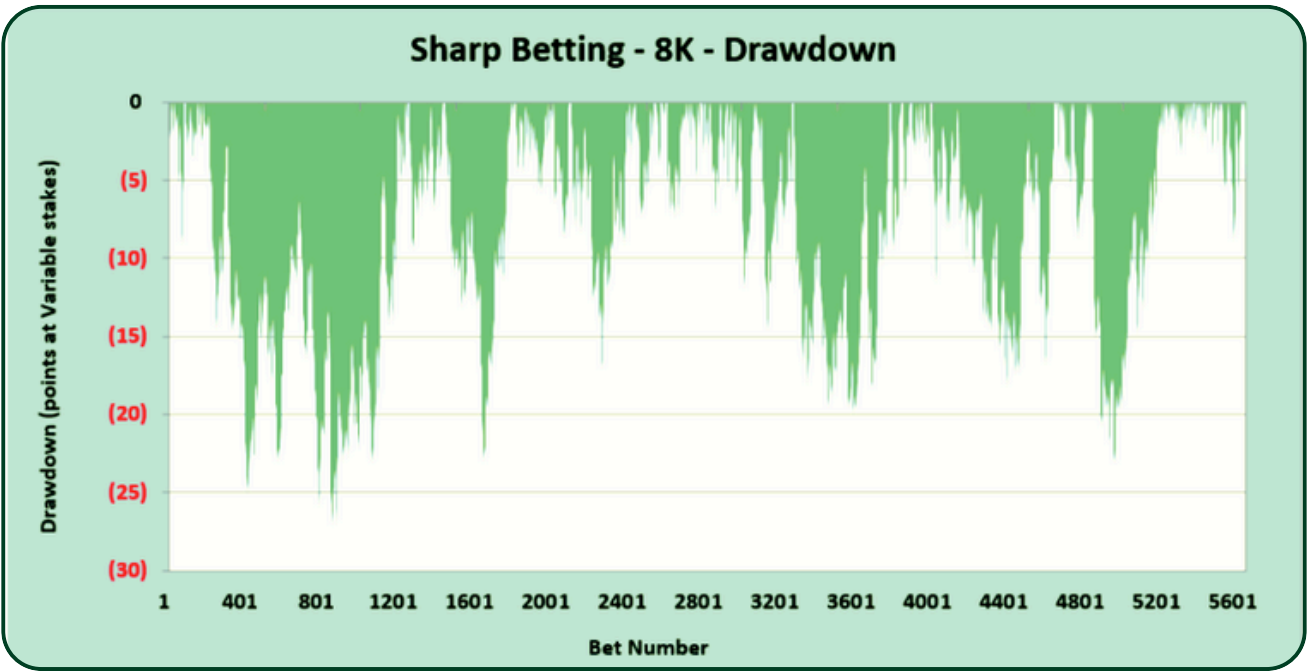
Month	Bets	Stakes	P/L	ROI
2021_08	90	72.04	5.36	7.44%
2021_09	1751	1378.2	28.8	2.09%
2021_10	2252	1909.29	91.66	4.80%
2021_11	1549	1511.37	122.32	8.09%
Total	5642	4870.9	248.14	5.09%

Interestingly, we see a higher ROI figure manifest, despite just an extra 6.59 points profit being generated across the bet sample.

Where the variable staking method was obviously effective was in smoothing out the losses made by the 1x2 bets. Instead of a -57 points loss that we observed from level staking at an ROI of -8.02%, to Sharp Stakes we see a large reduction in deficit to -9.48 points at an ROI of -1.08%:

Market summary						
Market	Bets	% Volume	Strike	Stakes	P/L	ROI
BTT	3387	60.03%	45.67%	2605.37	193.8	7.44%
O/U	1544	27.37%	44.95%	1388.77	63.82	4.60%
1X2	711	12.60%	43.88%	876.76	(9.48)	(1.08%)
Total	5642	100.00%	45.25%	4870.9	248.14	5.09%

The Monte Carlo simulations we ran demonstrated a 1% chance of a drawdown reaching -106 points. The maximum historical drawdown within David's bet sample reached -28 points, which you can see came fairly early in the piece:



After due consideration, we have decided to recommend a bank of 100 points for betting in singles, whether level staking or Sharp Staking.

The tables below show ROC attained to this bank size. The upper to level stakes, the lower to Sharp Stakes.

ROC (100pt bankroll) (Level staking)		
Year	Profit	ROC
2021	241.55	242%
Total	241.55	242%

ROC (100pt bankroll) (Variable staking)		
Year	Profit	ROC
2021	248.14	248%
Total	248.14	248%

What does this all mean?

Well, ultimately if betting purely in singles, from the data we have, using Sharp Stakes has produced a greater level of points profit, a slightly higher ROI and marginally better bank growth. It's greater effect, however, has been to smooth out the route to profit, which is the method's intended aim.

The second conclusion is an obvious one to draw simply from looking at the results we've examined to date.

Whichever way we take the bets – either rolling up selections spewed out by the model into multiples or taking each one as a separate bet in itself and backing only in singles – the net result is an impressive level of profit.

DAVID'S LIVE TRIAL

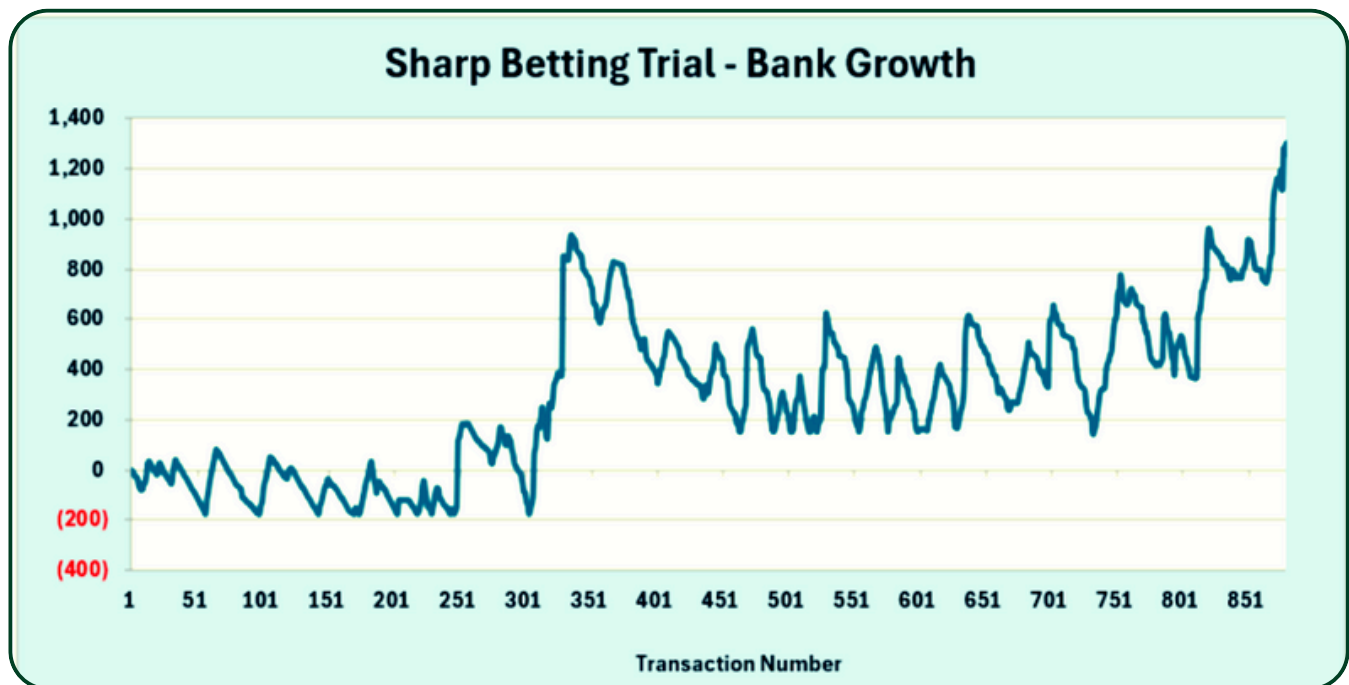
SharpBetting are not short of material posted on their website that demonstrates how a member might seek to get the maximum from the service.

Between July and October of this year, David posted what essentially amounts to a vlog, outlining how he used one bookmaker to place 879 bets, winning £1,306.05 in that period. It acts as a great example of just how, starting with small stakes, SharpBetting might be used to grow a bankroll.

If you want to watch the series of videos, you will find them [here](#). We strongly recommend that you do, because by doing so we firmly believe you will set yourself up with the right mindset to ensure you succeed. The videos tell a story of short term variance but long term gain. For the uninitiated, the short term variance may prevent them from seeing their plan out to a successful conclusion.

We thought it useful to present some graphs that highlight the ups and downs experienced by David along the way.

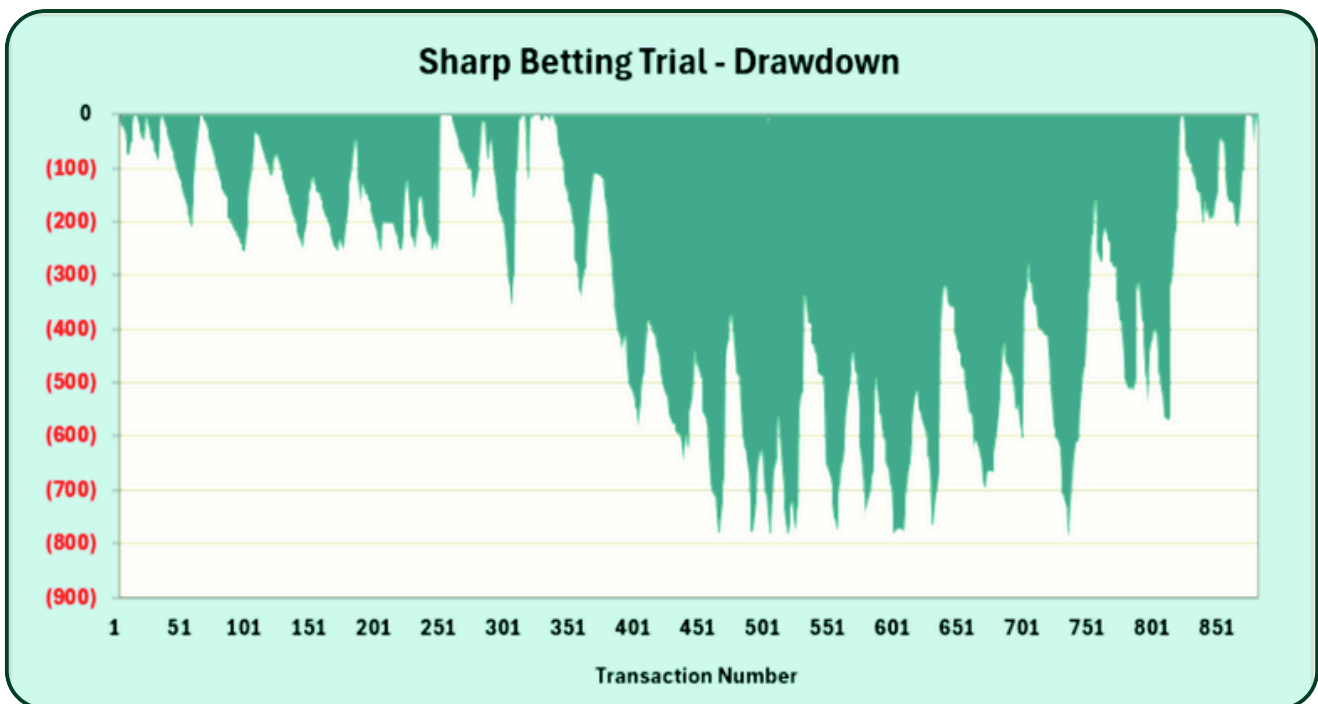
First, the familiar P&L graph. You can see what we mean by short term variance!



From over £900 up around the 350-bet mark, to below the £200 marker...and then staying at this level for approximately another 400 bets...!

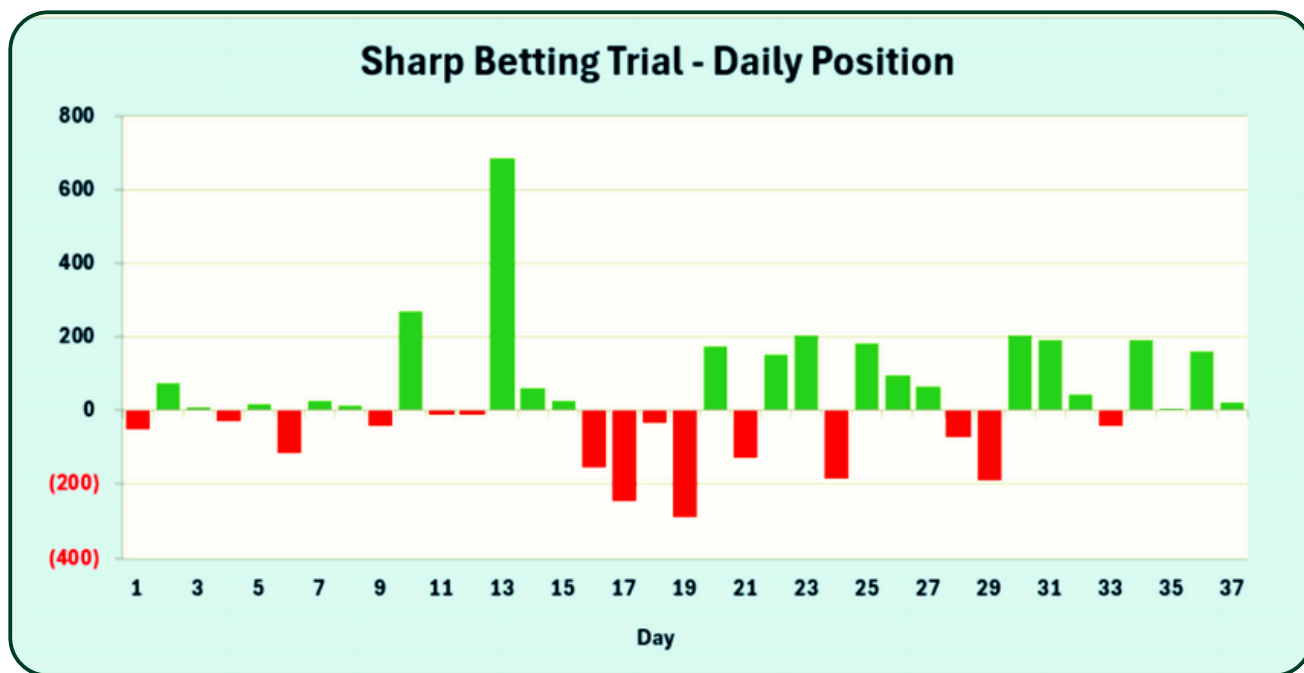
The headline figure is, as we've stated, a profit of £1,306. What that doesn't tell you is how that profit mark was arrived at. This graph does and it also includes what David refers to as 'decoy' bets to mask his activity - more about that in the vlog.

Another way to see the time it took from the start of the initial drawdown from the £900 mark to reaching a new profit high is the Drawdown graph:



Better to prepare yourself mentally for such a ride before embarking on the journey, we reckon.

Finally, a graph showing daily performance:



CONCLUSION

There is no doubt whatsoever in our minds that SharpBetting is an extremely powerful weapon in the hands of anyone who sets themselves up with the appropriate financial means and the correct mindset, to secure strong long-term growth and profit.

The beauty of it, as has been demonstrated by David Hipkin himself in various posts and videos, is that someone new to SharpBetting who may need to start with small stakes of £10 or under can still generate a strong rate of bank growth. IF stakes are raised sensibly in line with this growth, then within a few months the amount of money the football model can generate can be significant.

An aspect to the service we really like and think adds tremendous value is its transparency. Not only can you read and watch videos written and produced by David, but there are also diaries on the site that detail how other users made a success of their betting through using the football model.

The messages emphasised by SharpBetting - of starting small, growing, and remaining consistent in approach in the face of the inevitable short term negative variance that any bettor will experience - to our mind sums up perfectly the fundamentals of profitable betting. It is as if the SharpBetting folk are trying hard to ensure that each of their members has the right mental toolkit, because they know that provided someone sticks to using their model through the thin as well as the thick, then they will ultimately enjoy long-term success.

Furthermore, all our analysis points to the fact that the SharpBetting football model has a very real edge over the markets.

The David's Daily offering must be, based purely on performance, one of the best free tipping services we've ever known. If not the best. The performance level it has reached based on bets released for over a year now would justify a healthy subscription cost. For someone with a limited bank, one obvious option would be to follow David's Daily and then look to join the Premium Service out of the profit that provides.

However, the real potential afforded by the Premium Service to scale up your betting, placing more singles, doubles, trebles and accumulators on positive +EV bets, to our mind justifies the £55/month cost.

Although we would strongly advocate taking a longer-term membership whereby you can pay as little as £19 a month or with the November 2025 SBC super offer – just £12.50 a month as an average. We struggle to think of a better service offering such strong value for money in the current climate.

The ability to mould the service to one that suits personal circumstances is also a boon. In his videos, David showed how little time it takes to put ten or so bets down, but there are SharpBetting members who spend hours each day, churning through as many bets as they can. The service suits those at both ends of the scale in terms of time resource available, and excellent profit can be made by each.

We have found the team behind SharpBetting ultra-professional, eager to construct a service that holds real appeal to novices through to seasoned bettors. To our mind, they have clearly succeeded and have done so in a consistently transparent way. That David is prepared to do 1-1 sessions with new members to help them get started on the right footing is one tell of the dedication they have to their subscriber base.

When all is considered, not least the tremendously profitability that the SharpBetting football model has demonstrated, the decision to induct the service into the SBC Hall of Fame is a very easy one to make.

RATINGS

	Returns	4
	Risk	4
	Transparency	5
	Odds Availability	5
	Cost	4
	Suggested Portfolio Weighting	4
	Customer Service	5
	Overall	4.5
	Patience	6 months
	Rating	Strong Buy
	Betting Bank	50 or 100 points, depending on strategy

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