

MELBOURNE CUP 2013

Will the Taylor Fry brains trust beat the bookies again?



As the silly season approaches, we'll jump at any excuse to get out of the office and socialise over a drink, or blow our hard-earned cash on a nag. But only the Melbourne Cup doesn't leave us with that morning-after beer or bubbly guilt.

Think Big and gamble like a Tawriffic mathematician!

When their game of dice had to be cut short, mathematicians Pascal and Fermat wanted to fairly split the pot without knowing how the game would end. They never imagined that their little gambling habit would set the foundations for the field of probability.

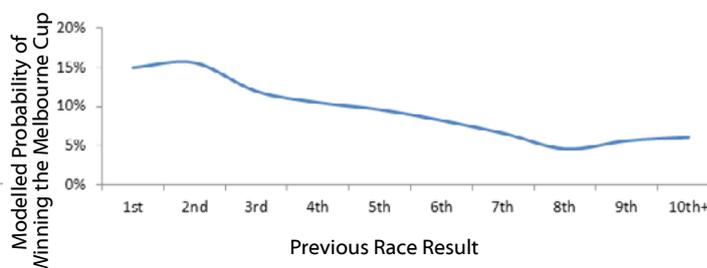
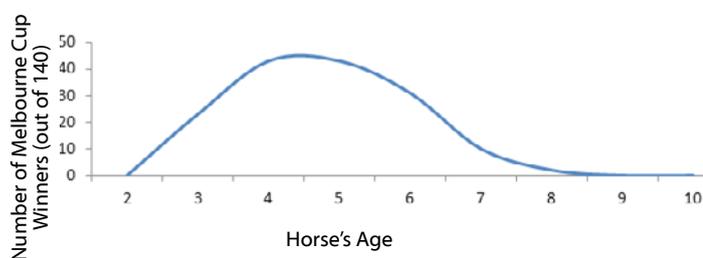
Taylor Fry is paying homage to these ancient statisticians by steering our skills back to their intended use: **gambling!**

We've built another Taylor Fry tipping model that will beat the bookies yet again. This model – based on sophisticated statistical techniques – analyses years of horse racing data to **pick the winners**.

Some Shocking stats

We've reviewed Melbourne Cup winners over the decades and used our horse racing data to identify some trends that will narrow the field before you place your bet.

A horse needs to be the right age to come out on top of the Melbourne Cup – not too young, not too old... just right. So we've discounted the older horses, Dunaden and Mourayan, and written off the young runner, Tres Blue.

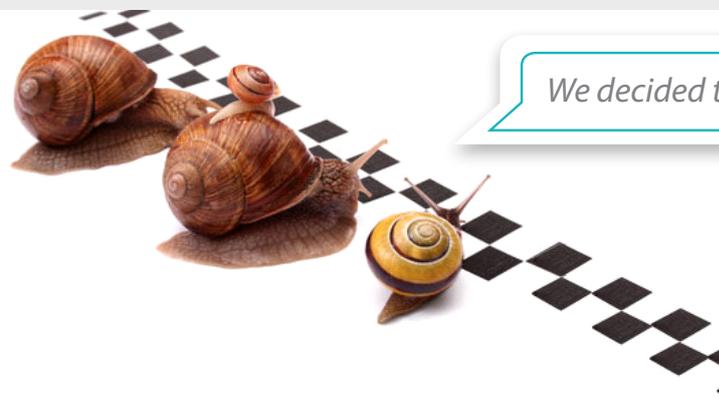


Does over-confidence get punished? No way, Jose! The chance of winning a race is much higher if the horse has recently been in good form. There is no bigger lead-up race than the Caulfield Cup, won this year by Fawkner, but don't ignore those that finish second in their last start... **Giddy up!**

These are the three main factors that you need to think about before placing your bets:

1. The odds. Maybe you're not smarter than the TAB.
2. Expert tipsters... ignore them; rely on the Taylor Fry model.
3. The jockey and trainer. You don't see amateurs winning the big races.

We decided to investigate



Mighty and Powerful

Let's not forget the oldest way of picking a sure thing. This tried and tested method is most favoured with the kids – look for a horse with a winning name! Is it just a coincidence that no past Melbourne Cup winner had a name starting with "I"?

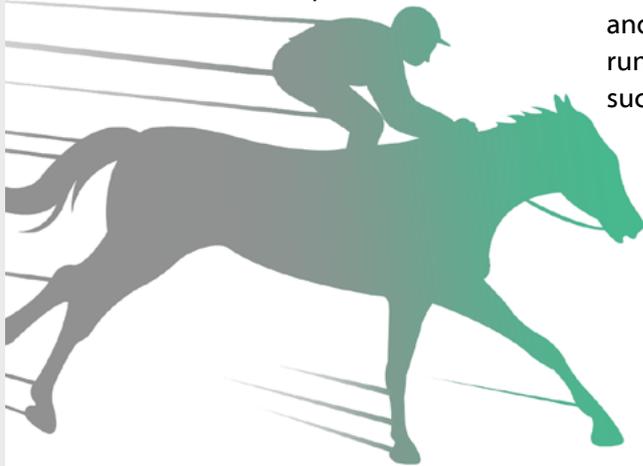
A horse with a strong name like Hawkspur or Foreteller will surely have the sub-conscious edge over Dear Demi or Ibicenco!? **Get on!**

We decided to investigate... We bought 24 snails and gave them the names of the 24 Melbourne Cup runners. We strictly addressed the snails by their names and found lean ant jockeys to ride them to victory. Based on this boutique experiment, we're 99.95 percent sure that a creature's name has no predictive power.

Taylor Fry's Sainly pick

So here's our tip:

Keep your eye out for Foreteller, who is good value with the bookies and also has an impressive name. Don't dismiss the international runners in our top five either – Mount Athos and Ruscello. With such a high Aussie dollar, their incentive to win is even greater.



HORSE

PROBABILITY OF WINNING

Fiorente	15%
Mount Athos	12%
Hawkspur	6%
Ruscello	5%
Foreteller	5%

And they're off!

The race that stops the nation is just around the corner. What model are you using to pick the winner? Have you got inside information on Fiorente that we don't know about? Either way, it looks like we're in for a very close race. What's the chance that Pascal and Fermat will be vindicated yet again!?

Send your favourite betting strategy to james.sullivan@taylorfry.com.au or dean.marcus@taylorfry.com.au, or if you have an outsider pick that you think is a shoe-in, let us know why we've got it all wrong. **The best entry will win a six pack of sparkling wine and be published in our next newsletter.**

Go you good thing!

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