



Charting the Game

How Technical Traders Are Using the Same
Tools from Stocks & Crypto on Sports

By Todd M. Foster with SportChartz

Disclaimer: SportChartz is an analytics and charting platform. It is not a sportsbook, a betting/prediction service, or a financial advisor. The platform transforms live sports odds into technical charts for analysis and education. Nothing here is a recommendation to place any wager or trade, and past patterns never guarantee future outcomes. This book is for educational and informational purposes only. Trade and wager responsibly.

Foreword

From Wall Street to the Field: My Story

I don't know much about sports in the traditional sense. Player names, trades, and the endless stat crawl on the sports channels have never been my focus.

What I know deeply is technical analysis. As CEO of a Registered Investment Advisor managing over \$1 billion in client assets, I have spent more than two decades reading charts, patterns, momentum, and indicators to guide decisions and protect portfolios through every kind of market. Charting is the foundation of how I have built repeatable processes for clients.

My return to sports started, of all places, with fantasy football. Knowing almost nothing about individual players, I leaned on the one thing I do know, which is reading where the crowd is positioned and where momentum is real. That is the same judgment I make on a chart every day, whether it means riding a trend or fading an overreaction. The approach worked well enough that a colleague's NFL pool stopped feeling like a foreign language. While the others dissected stats and news for hours, I simply read the psychology. For the first time in years, sports were fun again.

Then live in-game betting took off. I started noticing odds and momentum charts on the sports books that looked strikingly like the stock charts I trade all day. The same shapes I had been reading for twenty years were forming in real time in sports odds. That observation changed how I saw the whole thing.

I went from personal curiosity to building SportChartz, a platform that turns live odds from the NFL, NBA, MLB, and other leagues into clean technical charts with RSI, MACD, Bollinger Bands, patterns, and the rest of the toolkit you already use.

This book shows how your existing technical-analysis skills carry over to sports.

CHAPTER 1: INTRODUCTION

Traders, Meet Your Next Market

You thrive in volatility, momentum shifts, crowd sentiment, and fast-moving information. You already excel at reading price action, spotting patterns, and using indicators to make sense of human decision-making under pressure.

Technicals work because markets are ultimately driven by human psychology — not fundamentals alone. This is a well-established idea in behavioral finance, and the same biases show up plainly in retail-driven sports betting and prediction markets.

This book isn't about replacing your core investment portfolio. It's about adding something genuinely fun and rewarding to your trading life.

If you already love sports and trade technically, you're going to love applying these tools during off-hours. Many chartists are borderline addicted to charting — sports give you a fresh, high-frequency arena to feed that obsession every single day throughout the year.

If you trade technically but don't follow sports much right now, you'll likely begin appreciating the games in a whole new way and may even become a fan. There's a unique thrill in spotting a momentum shift, nailing a reversal, or watching your chart-based prediction unfold live as the game plays out. Your fan friends will be amazed at watch parties!

Your charting setup, now open every night.

You already know how to read a chart, and you read crowd psychology, momentum, and overreaction for a living. The stock market closes. Let the games begin.

SportChartz converts live odds from the NFL, NBA, MLB, and college leagues into clean charts that use the same interface and indicators you look at and read all day. The skill is identical, the arena is new, and there is a major sports game on almost every day of the year.

Why a trader will get this

- **Zero learning curve.** If you can read a weekly AAPL chart, you can read a live game signal. The indicators are identical.
- **A fresh tape, constantly.** Markets give you a handful of clean setups a week. Sports reset with every game, producing new momentum and new crowd reactions several times a night.
- **It scratches the itch off-hours.** If you like having a live tape running, sports give you one after the exchanges close.
- **Pure crowd psychology.** Sports betting/prediction markets stay overwhelmingly retail-driven, so the behavioral biases you hunt, such as momentum chasing, overreaction, and mean reversion, show up clearly.

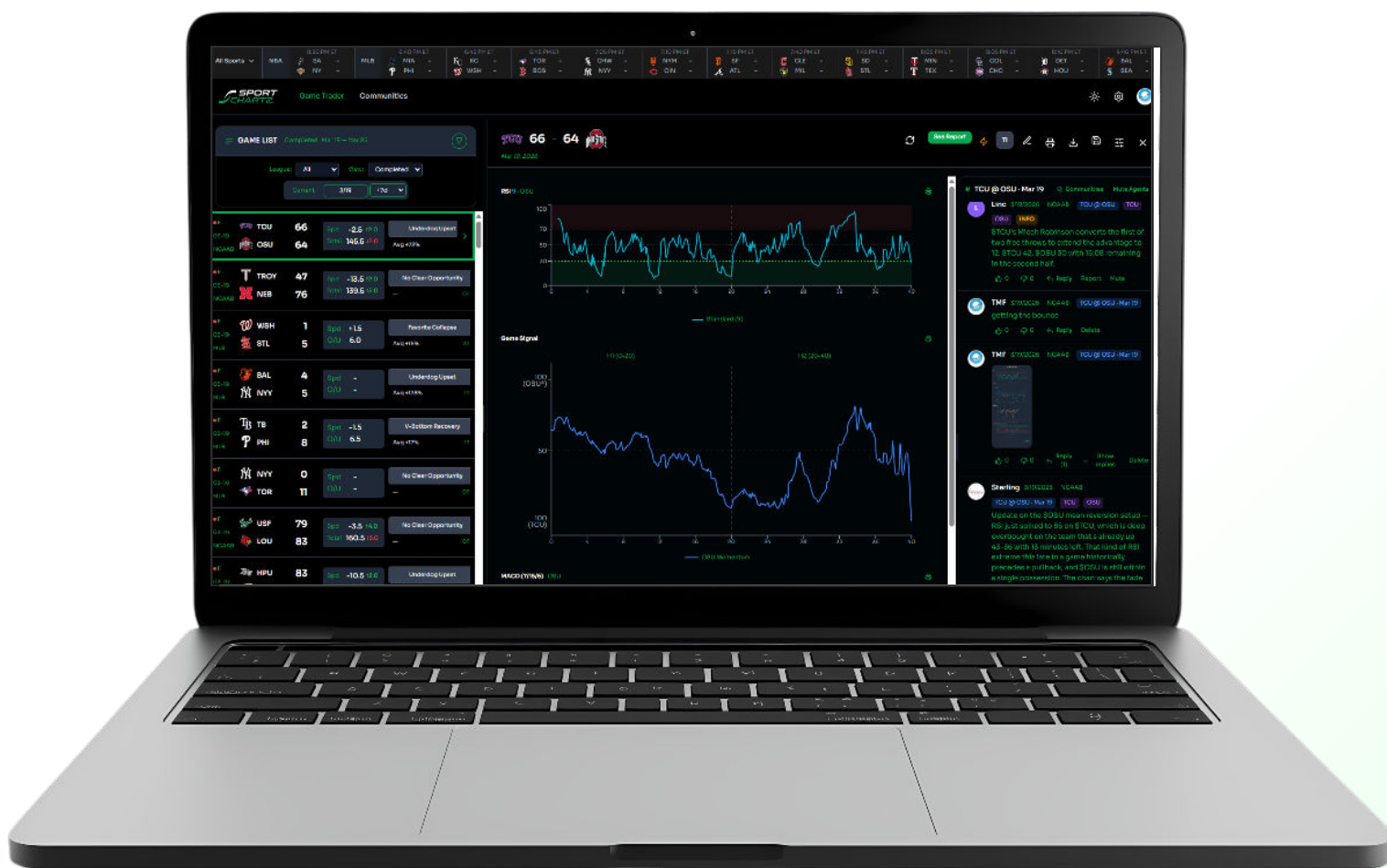


FIGURE 1.1

SportChartz live dashboard showing real-time NCAA MarchMadness charting with RSI, game signal, game list and chat.

CHAPTER 2: TECHNICAL ANALYSIS 101

Your Trader Foundation

Technical analysis rests on three timeless principles:

1. Price reflects all available information.
2. Prices move in trends until they don't.
3. History tends to repeat because human psychology is consistent across markets.

The core tools you already rely on include:

- Moving Averages (simple and exponential) to identify trend direction
- RSI for identifying overbought and oversold conditions and divergences
- MACD for momentum shifts and divergences
- Bollinger Bands for measuring volatility and identifying squeeze breakouts
- Classic chart patterns (Double Tops/Bottoms, Flags, Wedges, Head & Shoulders, Cup & Handle)

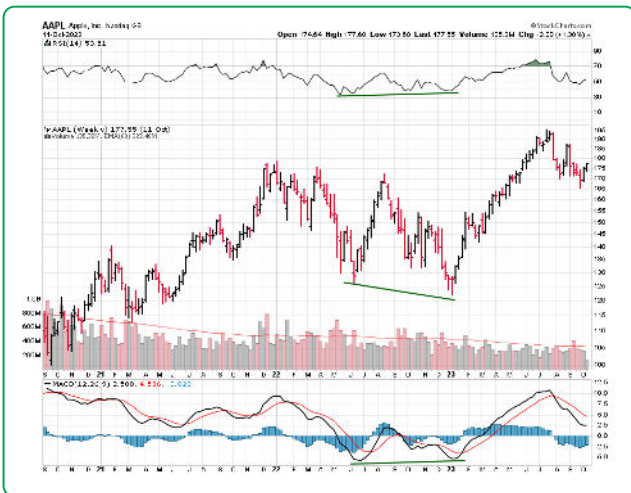


FIGURE 2.1

AAPL weekly chart showing classic double bottom on positive RSI/MACD divergence.



FIGURE 2.2

Bitcoin monthly chart demonstrating moving averages and MACD momentum.

These exact same tools transfer exceptionally well to sports because the driving force — human psychology — never changes.

CHAPTER 3: MARKET PARALLELS

Why Sports Behave Like Tradable Assets

Live odds are real prices. They move on supply, demand, news, and crowd emotion, much like the assets you trade. There is research behind this. Tobias Moskowitz's work in the *Journal of Finance* on asset pricing and sports betting documented momentum and delayed overreaction across major sports markets, the same behavioral inefficiencies technical traders study.

Key Similarities You'll Immediately Recognize on SportChartz:

- Liquidity and volatility surges during critical moments — NFL quarters, NBA fourth-quarter runs, MLB late innings, and key scoring drives
- Powerful momentum moves when a team or player gets hot, often creating extended trends you can ride
- Clear support and resistance levels that form naturally and hold or break with conviction
- Mean reversion after overextended runs — classic setups where lines snap back after public overreaction
- Sharp volatility spikes on news catalysts (injuries, weather, coaching decisions, in-game momentum shifts)
- Clean trend formation and breakouts in spread/total lines
- Divergences and exhaustion patterns visible in real time, just like in your stock and crypto charts

The major advantage? Sports markets reset every single game, delivering fresh, high-probability setups multiple times per week — often with more frequent and dramatic moves than many traditional assets.

SportChartz normalizes raw odds data into clean, professional charts so you can apply your proven workflow seamlessly. You see the patterns. What you do with them is up to you, the same as with any chart.

See them live on [SportChartz.com](https://sportchartz.com) (free to try)

CHAPTER 4: THE PSYCHOLOGY OF MARKETS

Universal Human Biases

Markets are ultimately a reflection of collective human emotion. Technical analysis excels because it visualizes crowd behavior in real time.

In sports, these biases are often stronger and more visible because the markets remain overwhelmingly retail-driven:

- **Hot-Hand Fallacy / Momentum Chasing** – Participants pile into recently successful teams or players.
- **Overreaction** – Public money dramatically over-adjusts to news or big plays.
- **Mean Reversion Bias** – Traders expect immediate pullbacks after strong runs.
- **Loss Aversion** – Holding losers too long or chasing recovering lines.

These emotional patterns create the very setups technical traders look for.

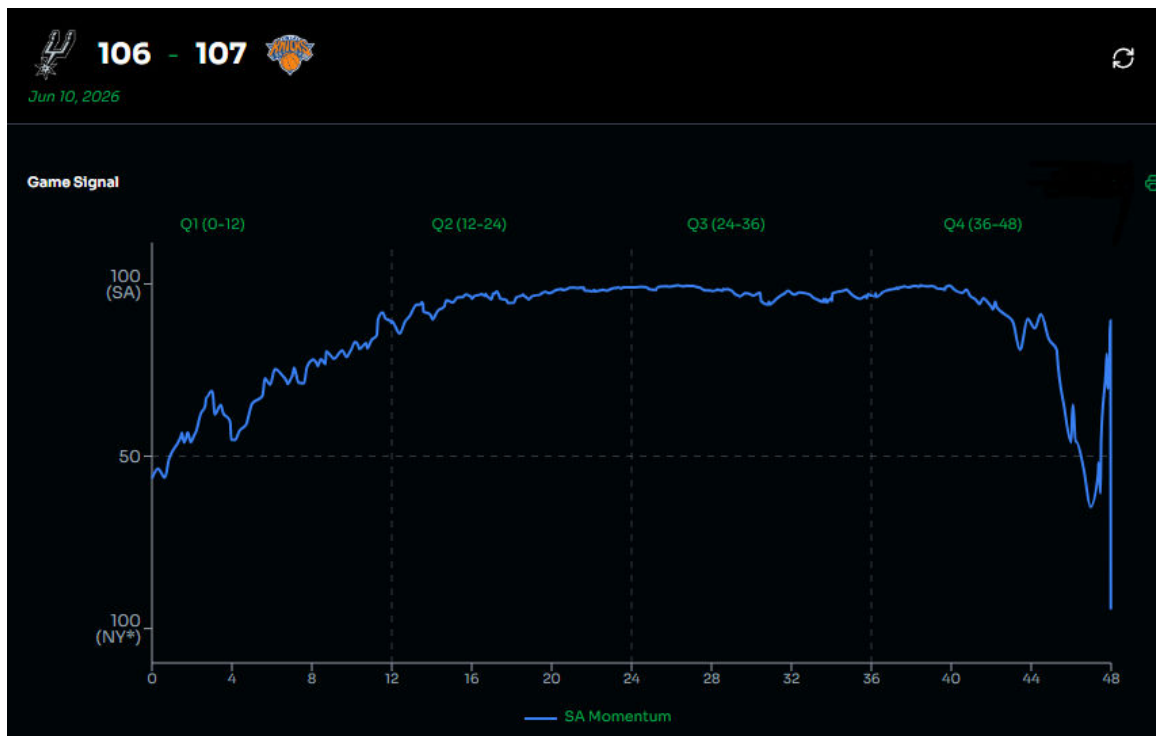


FIGURE 4.1

San Antonio Spurs momentum chart showing a strong run followed by sharp reversal — a textbook hot-hand bias example.

CHAPTER 5

Chart Patterns That Win in NFL, NBA & MLB

The same chart patterns you trade daily appear consistently in live sports on SportChartz.

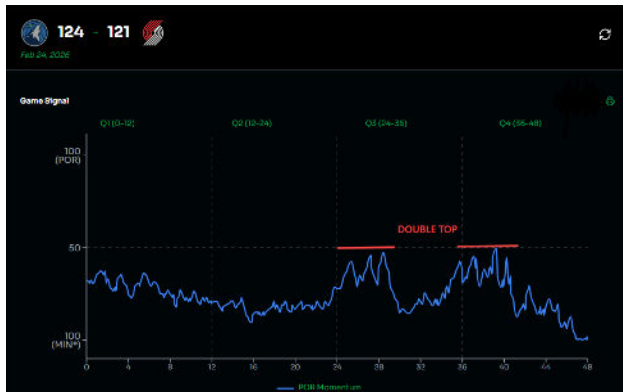


FIGURE 5.1

Double Top reversal pattern – NBA - Minnesota Timberwolves vs Portland Trailblazers. POR momentum rallies into a ceiling, pulls back, then tests the identical level a second time and turns lower. The twin-peak shape is the signature of a double-top reversal, here drawn on the live game signal.



FIGURE 5.2

Bear Flag continuation pattern - MLB - St. Louis vs New York Mets. After STL momentum drops sharply, it drifts upward in a tight channel that leans against the prior move, the classic bear-flag consolidation that often precedes continuation.



FIGURE 5.3

Rising Wedge breakdown – MLB - Pittsburgh vs Atlanta. PIT momentum grinds higher inside two converging trendlines, then breaks down, throws back to the line, and rolls over, a textbook rising-wedge sequence.



FIGURE 5.4

Inverse Head & Shoulders bottoming formation – NBA - New York Knicks vs San Antonio Spurs. NY momentum carves a low, then a deeper low, then a higher low against a shared neckline, forming the three-trough inverse head-and-shoulders bottom.



FIGURE 5.5

Powerful breakout above resistance – NBA - Portland Trailblazers vs Philadelphia 76ers. POR momentum repeatedly tests a resistance ceiling and coils beneath it in a IHS, then clears it on an expanding move, a resistance breakout on the live signal.



FIGURE 5.6

Cup & Handle pattern – NBA - Philadelphia 76ers vs Boston Celtics. PHI momentum traces a rounded bottom, recovers to the prior rim, dips into a short handle, and pushes back through, the cup-and-handle continuation shape.



FIGURE 5.7

Side-by-side comparison — On the left, a broadening-top formation on a stock chart, with price swinging between two diverging trend lines. On the right, Reds vs. Padres, Jun 10, 2026, showing the same expanding-range structure on the live game signal.

These patterns form for the same psychological reasons in sports as they do in financial markets.

***See these patterns and indicators in action during live games.
Try SportChartz.com for free***

CHAPTER 6

Indicators & Strategies in Live Sports Action

Your favorite indicators translate directly and effectively to SportChartz.



FIGURE 6.1

RSI showing oversold readings resulting in strong bounces / win for Golden State Warriors.

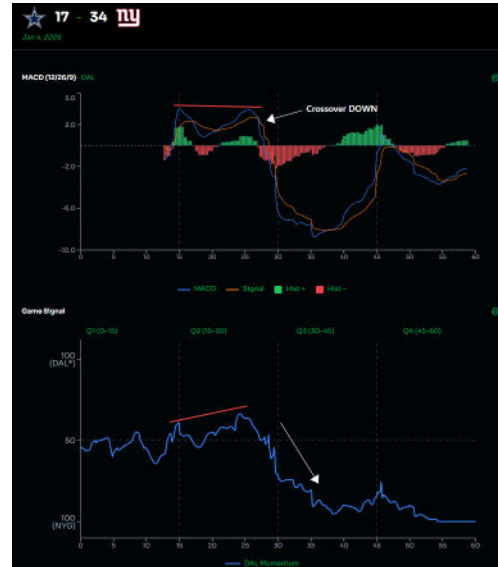


FIGURE 6.2

MACD crossover on negative divergence signaling momentum shift towards NY Giants for the win.

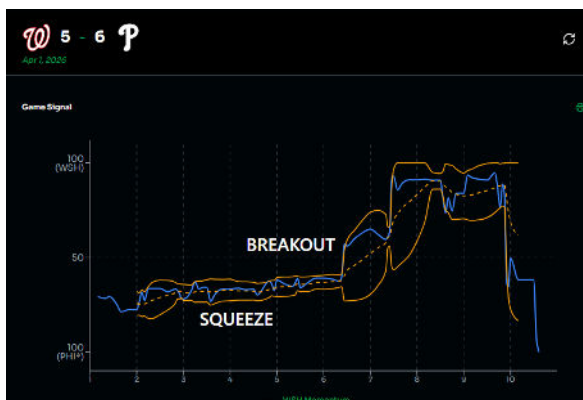


FIGURE 6.3

Bollinger Bands squeeze followed by a Washington Nationals breakout.

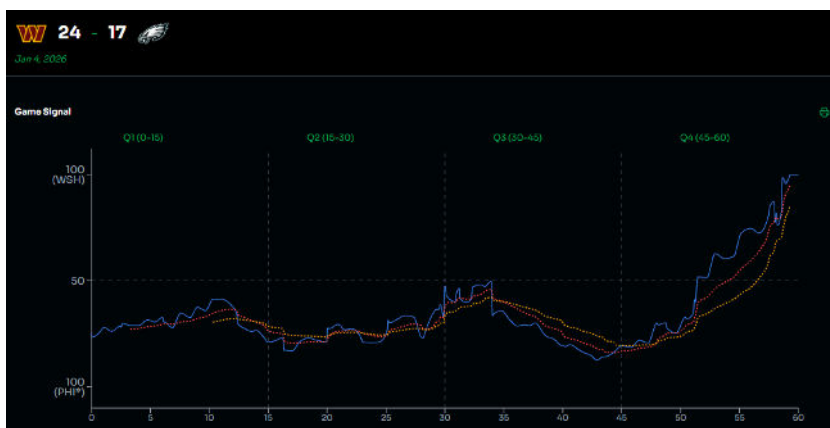


FIGURE 6.4

Strong trending move in the 4th quarter confirmed with moving averages for the Washington Commanders win.

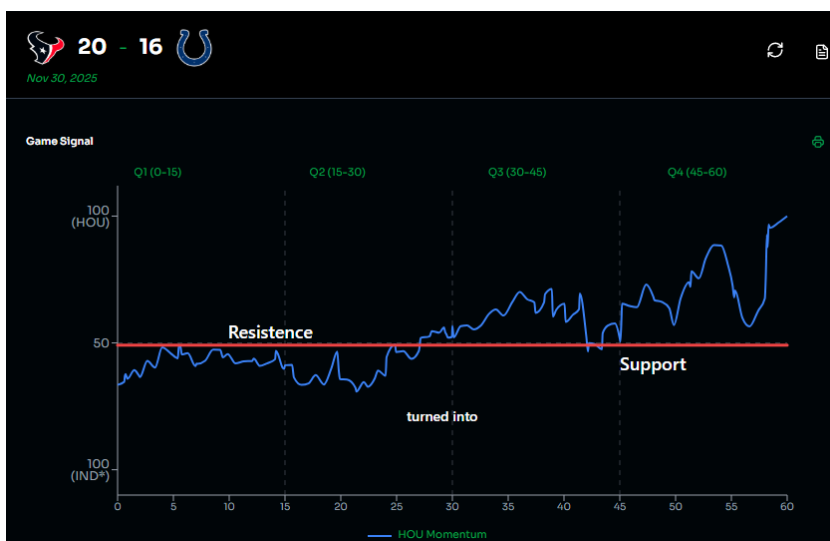


FIGURE 6.5

Houston Texans vs Indianapolis Colts momentum chart showing classic support and resistance levels in a live NFL game. Resistance was broken and turned into buyable support leading to the win.

Proven Strategies

- Mean reversion on RSI extremes during runs
- Momentum entries on MACD crossovers and Bollinger Band breakouts
- Trend following with moving average alignment
- Classic patterns with divergences in technical indicators

Apply the same strict risk management you use in stocks and crypto: defined stops, proper position sizing, and disciplined execution.

CHAPTER 7: EVIDENCE & STUDIES

The Data Behind the Charts

Technical analysis in sports is more than intuition — it is supported by academic research.

Key Findings:

- **Tobias Moskowitz (Yale, Journal of Finance)** analyzed thousands of contracts across major sports and documented strong momentum effects and delayed overreaction — precisely the inefficiencies technical traders exploit.
- Multiple studies on NBA point spreads and NFL totals confirm that bettors overreact to recent performance, creating repeatable mean-reversion opportunities.
- Because sports outcomes are exogenous (no systematic risk like in stocks), traders can isolate behavioral biases more cleanly than in traditional financial markets.

Sports remain one of the purest, retail-dominated markets available today. This lack of heavy institutional participation is exactly why your charting skills work so effectively here and why SportChartz gives you a powerful edge.

If you had traded Bitcoin ten years ago, you likely noticed how “cleanly” it moved using technical analysis—almost textbook in its behavior. The reason was simple: there was almost no institutional involvement. No meaningful derivatives, no options, and no ETFs.

Sports betting and prediction markets are in that same early stage today. The landscape is still relatively clean, driven primarily by retail participants and sharp independent bettors. But that is changing rapidly, just as it did with Bitcoin. Institutional capital is beginning to flow in, and sports prediction markets are accelerating the shift.

The time to build your edge is now—while the charts are still “clean” and the opportunities remain asymmetric.

CHAPTER 8

Getting Started with SportChartz + Real Trade Example

SportChartz is an analytics and charting platform. We turn messy live odds into clean charts so you can apply your own charting workflow. We are not a sports-book, a tipster, or a signal service, and we do not promise outcomes. The analysis is yours to make.



FIGURE 8.1

Real trade example on SportChartz showing defined entry, stop loss, and target on a live game momentum chart.

Simple Steps to Begin

1. Log into SportChartz and explore live or upcoming games.
2. Pick a game(s) across all active sports seasons to favorite, follow and chart.
3. Apply your existing technical analysis workflow to find your entry/exit.
4. Place your trade on your favorite sports book or prediction market.
5. Experience the thrill of nailing major turning points in sporting events and have FUN !

Start charting NFL, NBA, MLB and NCAA games today using the exact same technical analysis tools you already know. Join for free → SportChartz.com

CONCLUSION

Expand Your Trading Universe

Markets are markets. Human psychology is universal.

This isn't about retiring off sports trading — it's about adding excitement, fun, and rewarding “aha” moments to your routine. Whether you're calling a perfect reversal or watching your chart prediction unfold live, the experience is genuinely thrilling.

You already know how to read charts. Now you can use those same skills on live NFL, NBA, and MLB games. SportChartz turns real-time sports odds into clean technical charts with all the technical tools and indicators you use every day — all in one platform.

Start for free at [SportChartz.com](https://sportchartz.com)

No credit card required.

References (Selected)

- Moskowitz, T.J. “Asset Pricing and Sports Betting,” Journal of Finance.
- Behavioral studies on momentum and overreaction in NBA, NFL, and MLB betting/prediction markets.

Final Disclaimer: SportChartz is an analytics platform only. Gamble and trade responsibly.



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