



What Is Your Edge?

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USAA

Hand Rankings



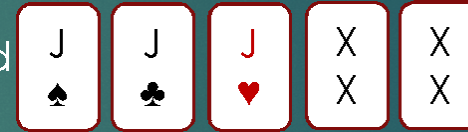
Straight Flush

Straight



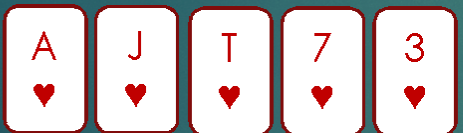
Four of a Kind

Three of a Kind



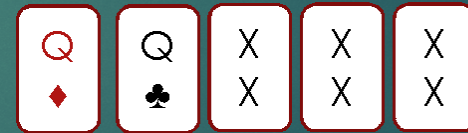
Full House

Two Pair



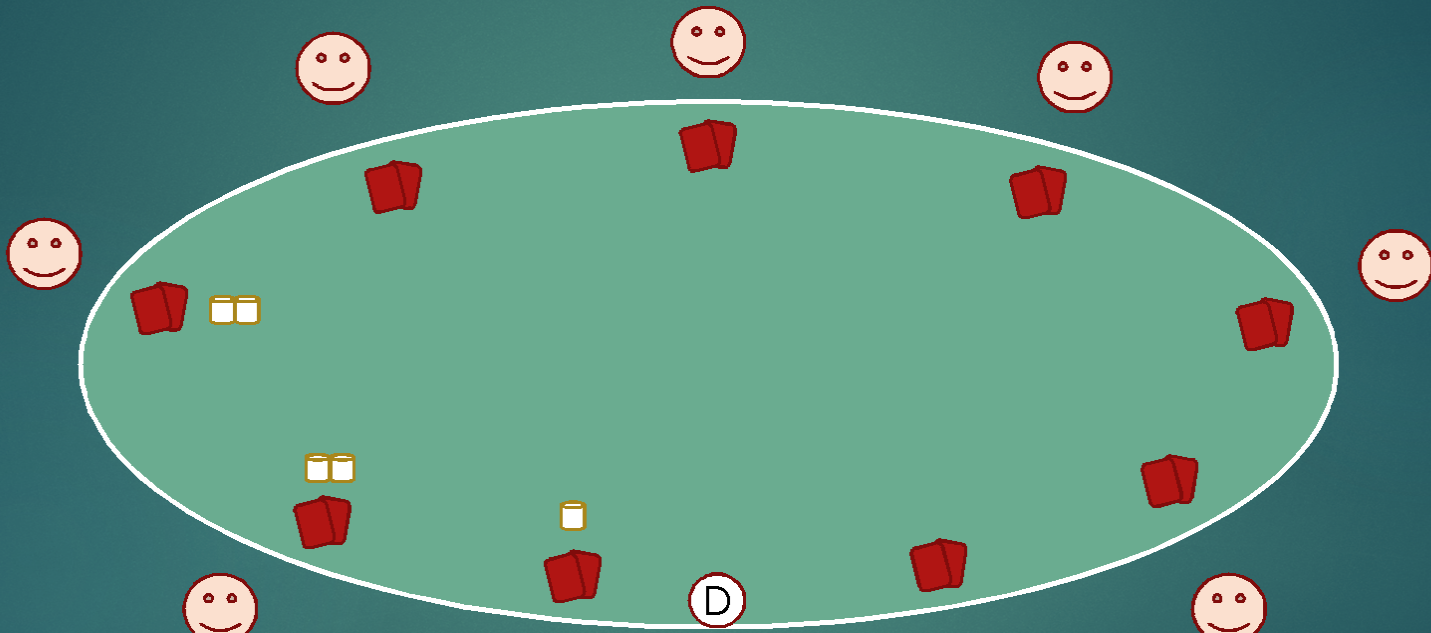
Flush

One Pair



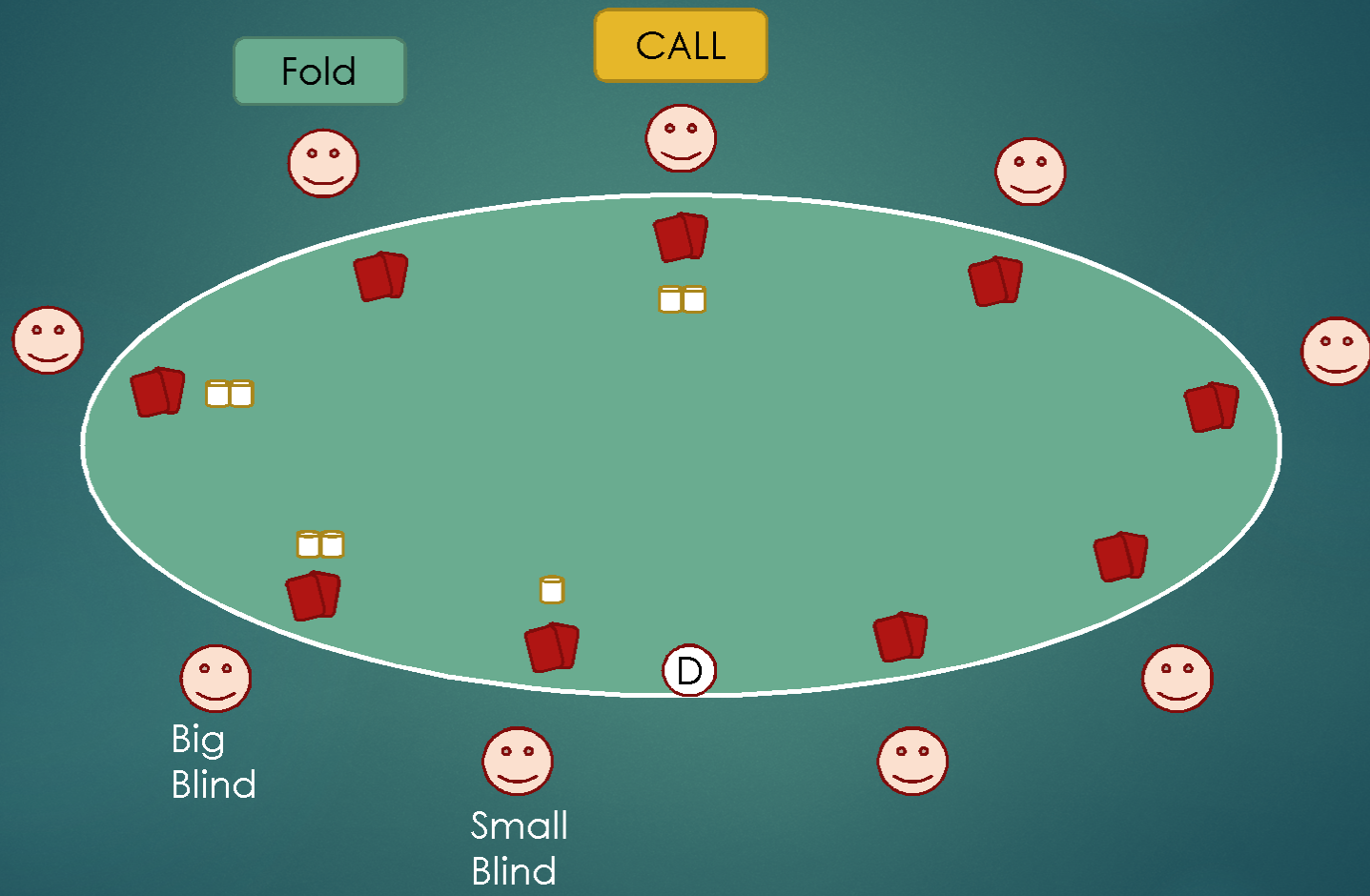


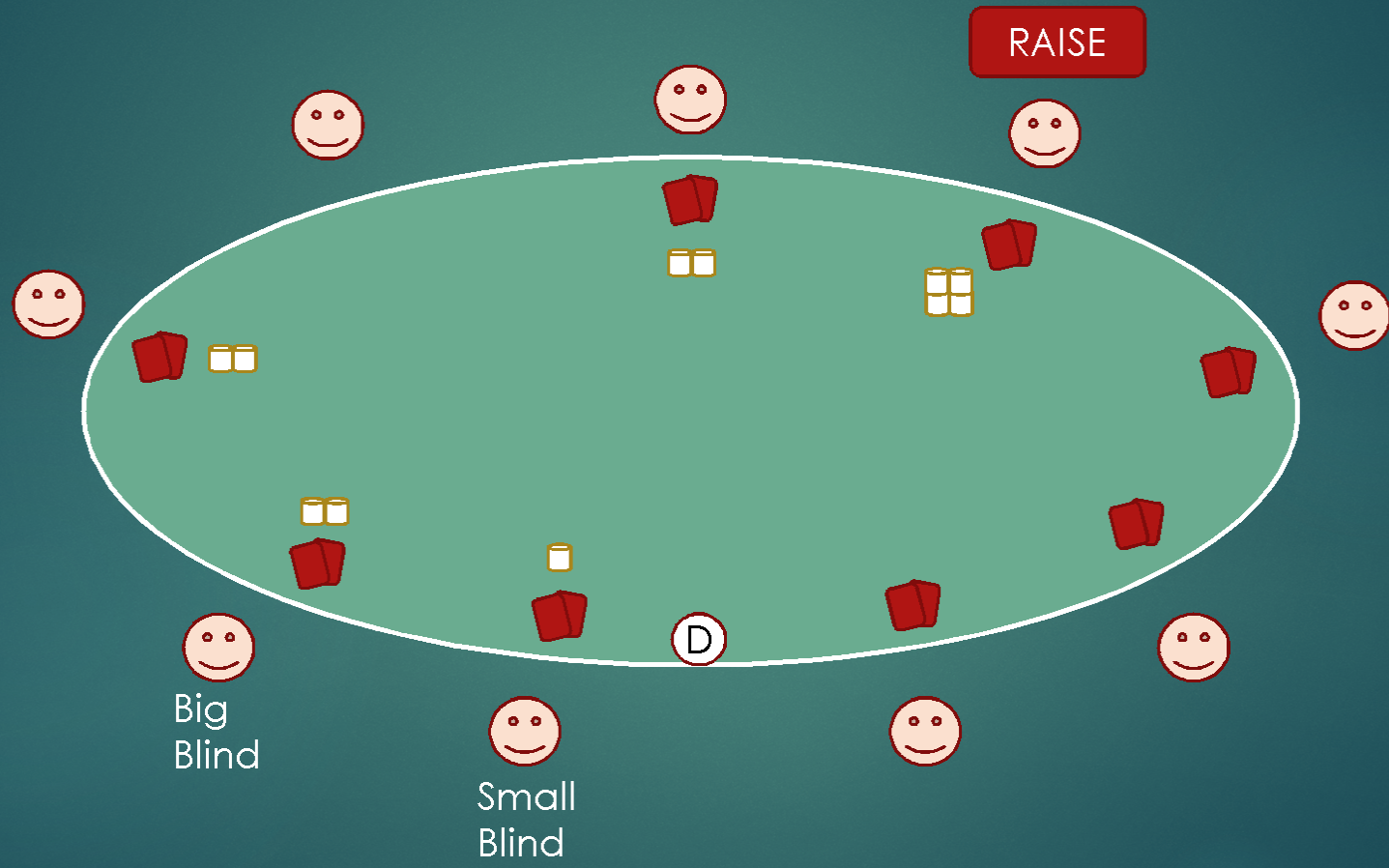
CALL

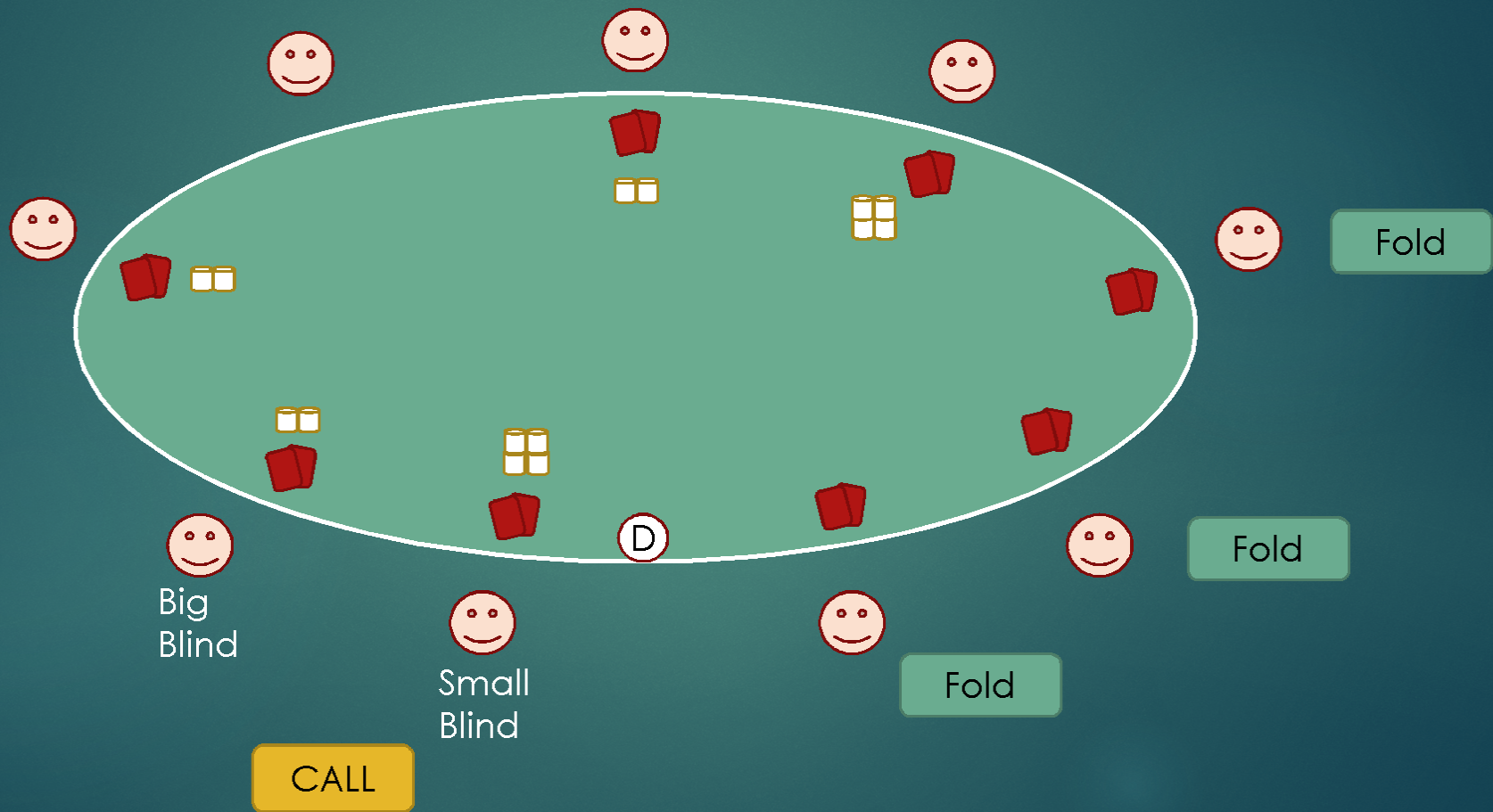


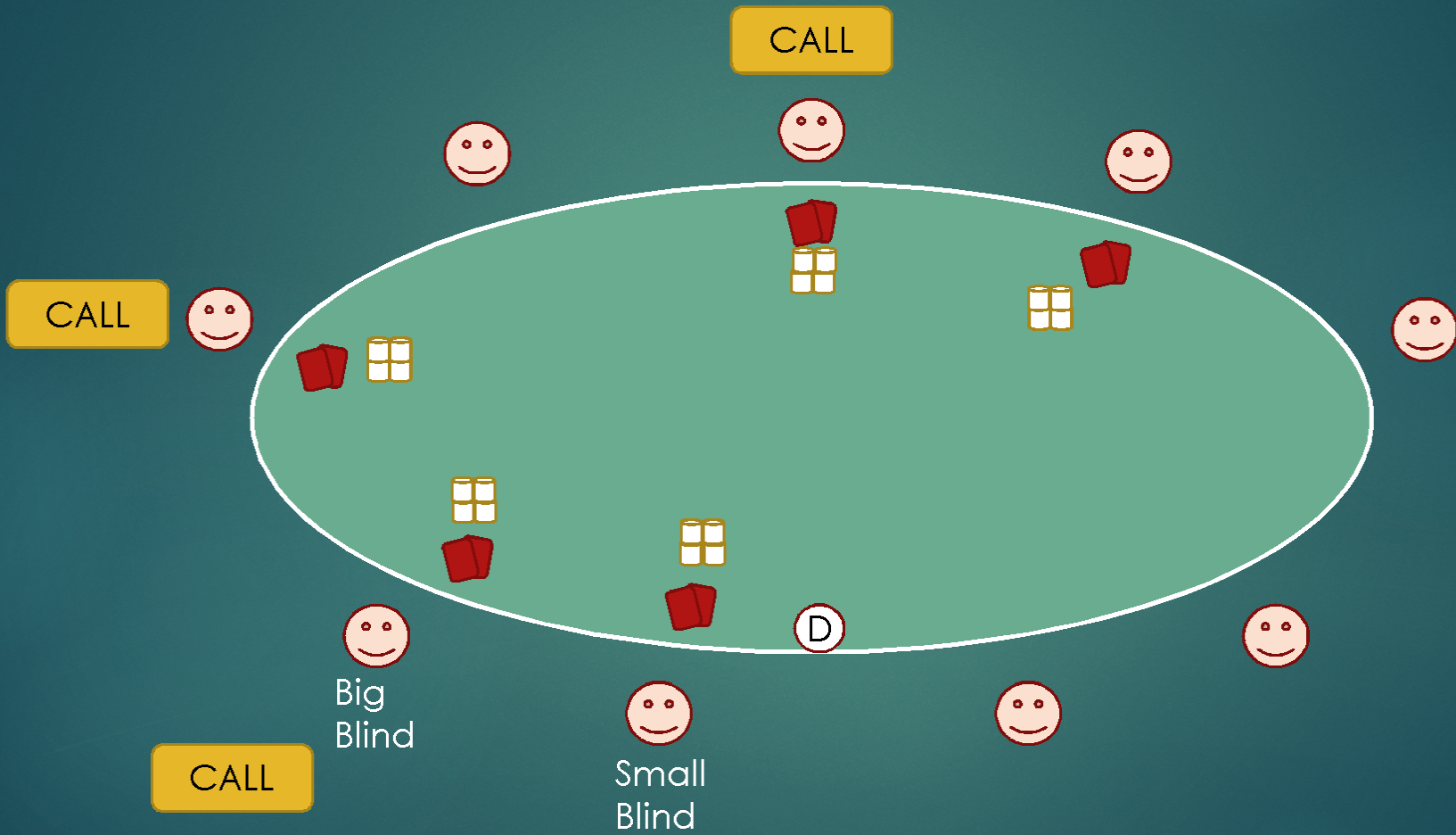
Big
Blind

Small
Blind









FOLD

HERO



FOLD



\$30

TURN

RAISE



Big Blind



Small Blind

BET



Good Cards



Odds Needed
6:40
1:7



Pot Odds
8:42
1:5

Not-so-good Cards



FOLD

FOLD

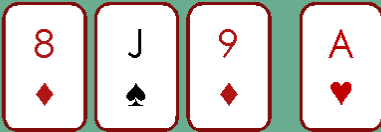
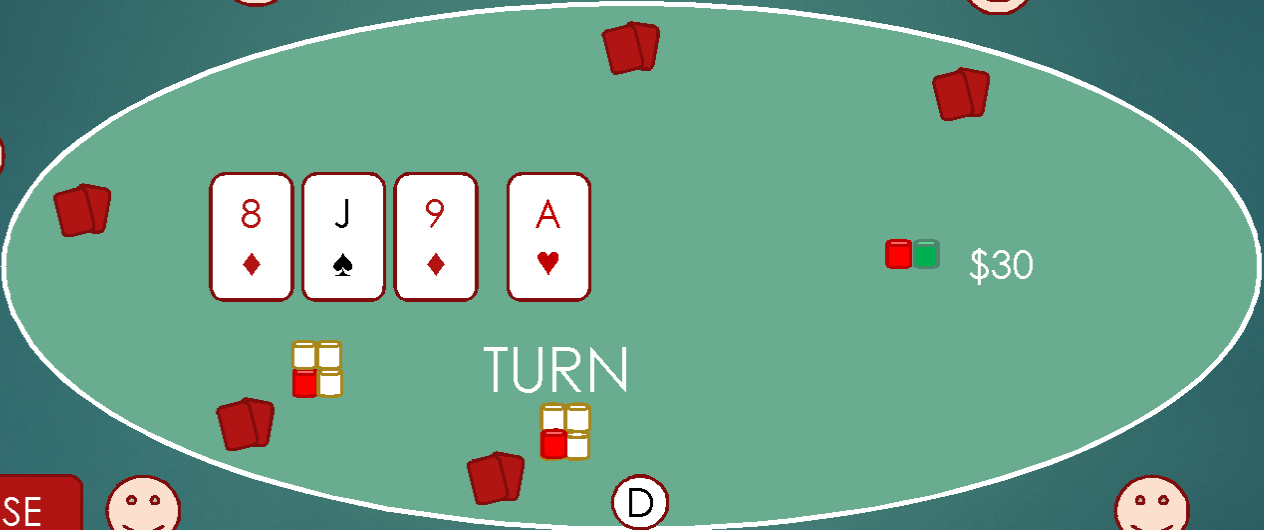
FOLD

RAISE

Big Blind

CALL

Small Blind



TURN

\$30

D



Big
Blind

Showdown

BET

Small
Blind
CALL



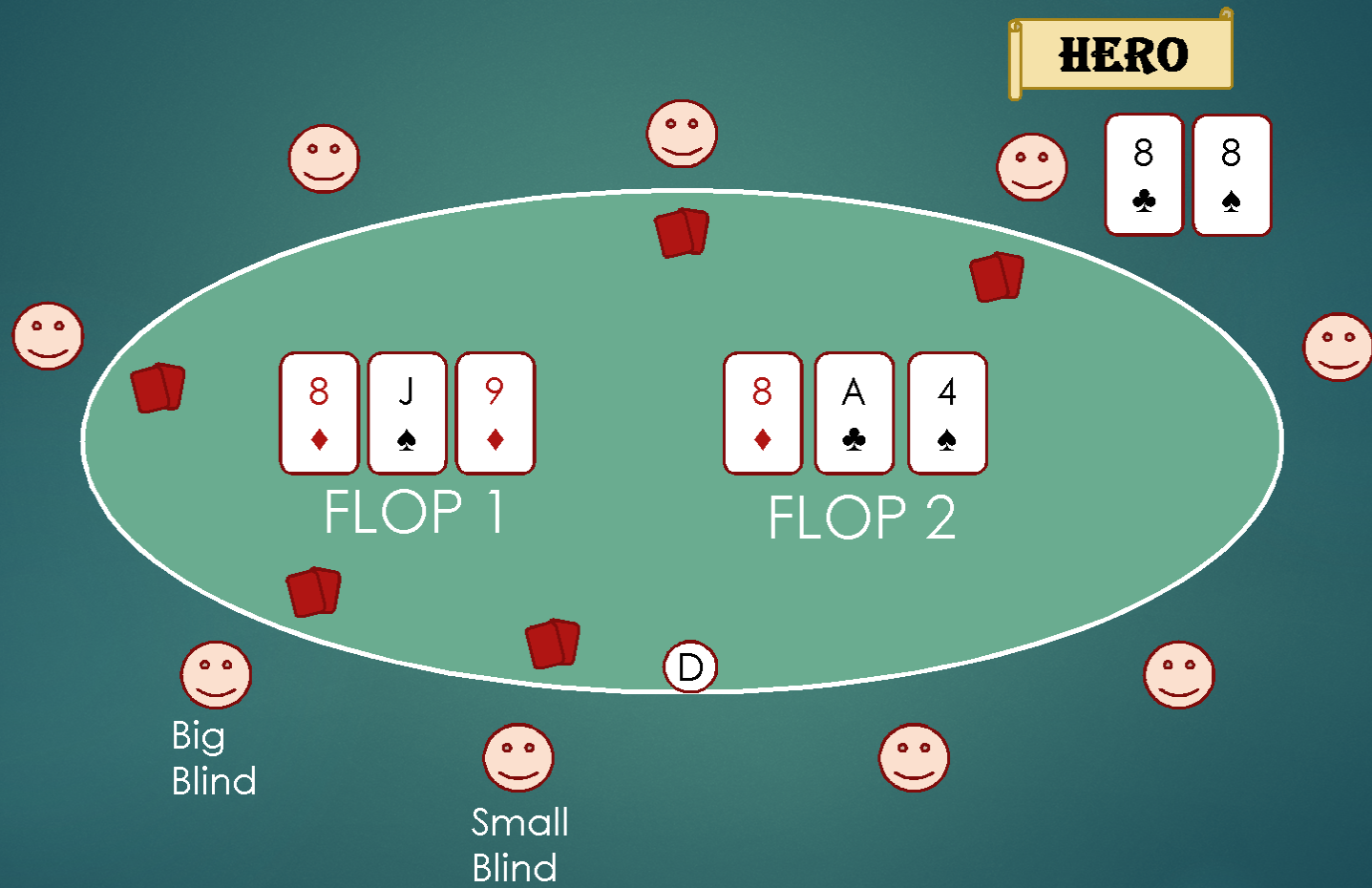
Edge - Skill

Insurance Industry

- ▶ Accurate prediction of risk

Poker

- ▶ Accurate prediction of EV
 - ▶ Odds/Implied Odds
 - ▶ Hand reading
 - ▶ Observation and adjusting to opponent tendencies
- ▶ Balanced Strategy



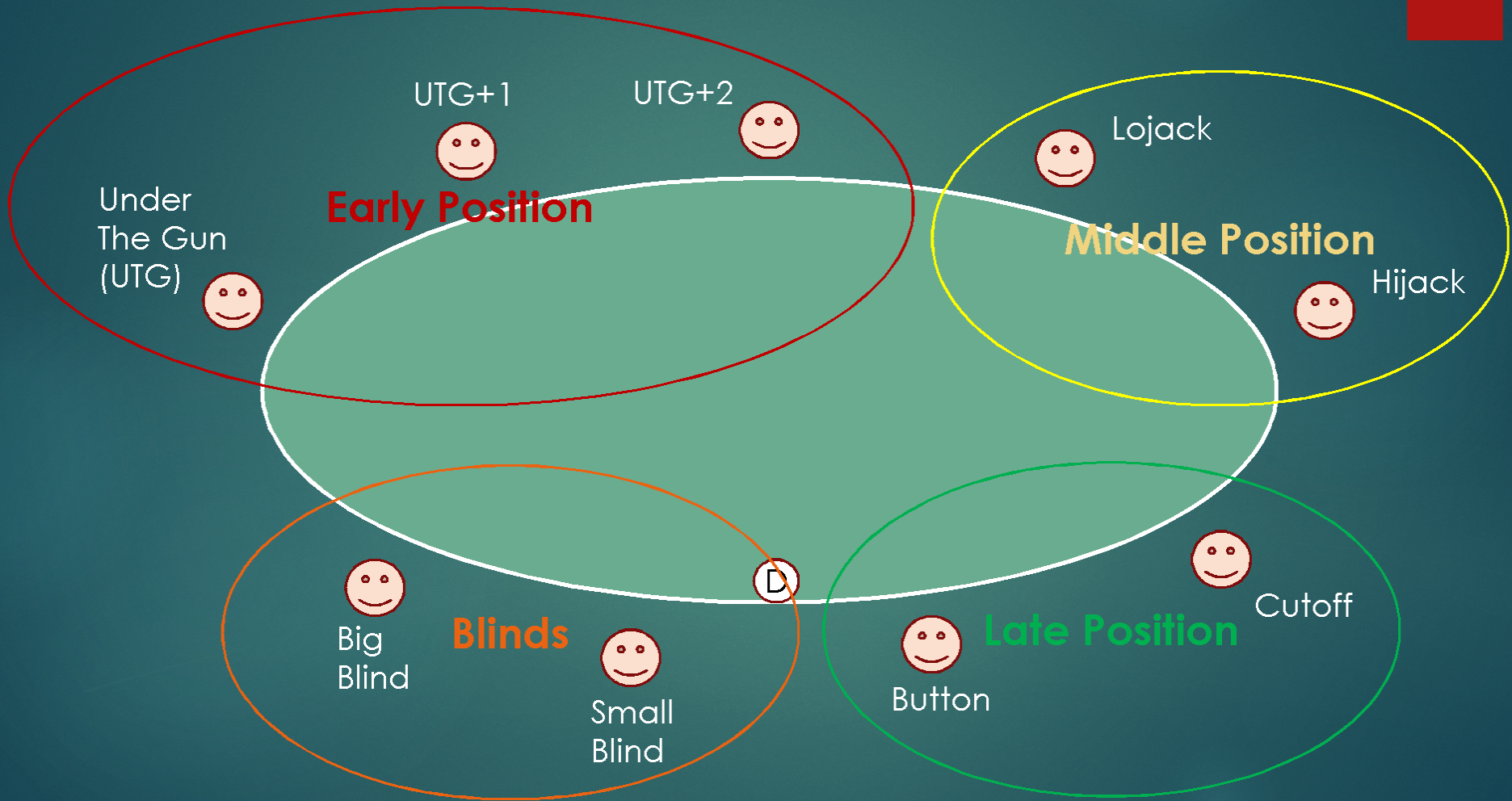
Edge – Informational Advantage

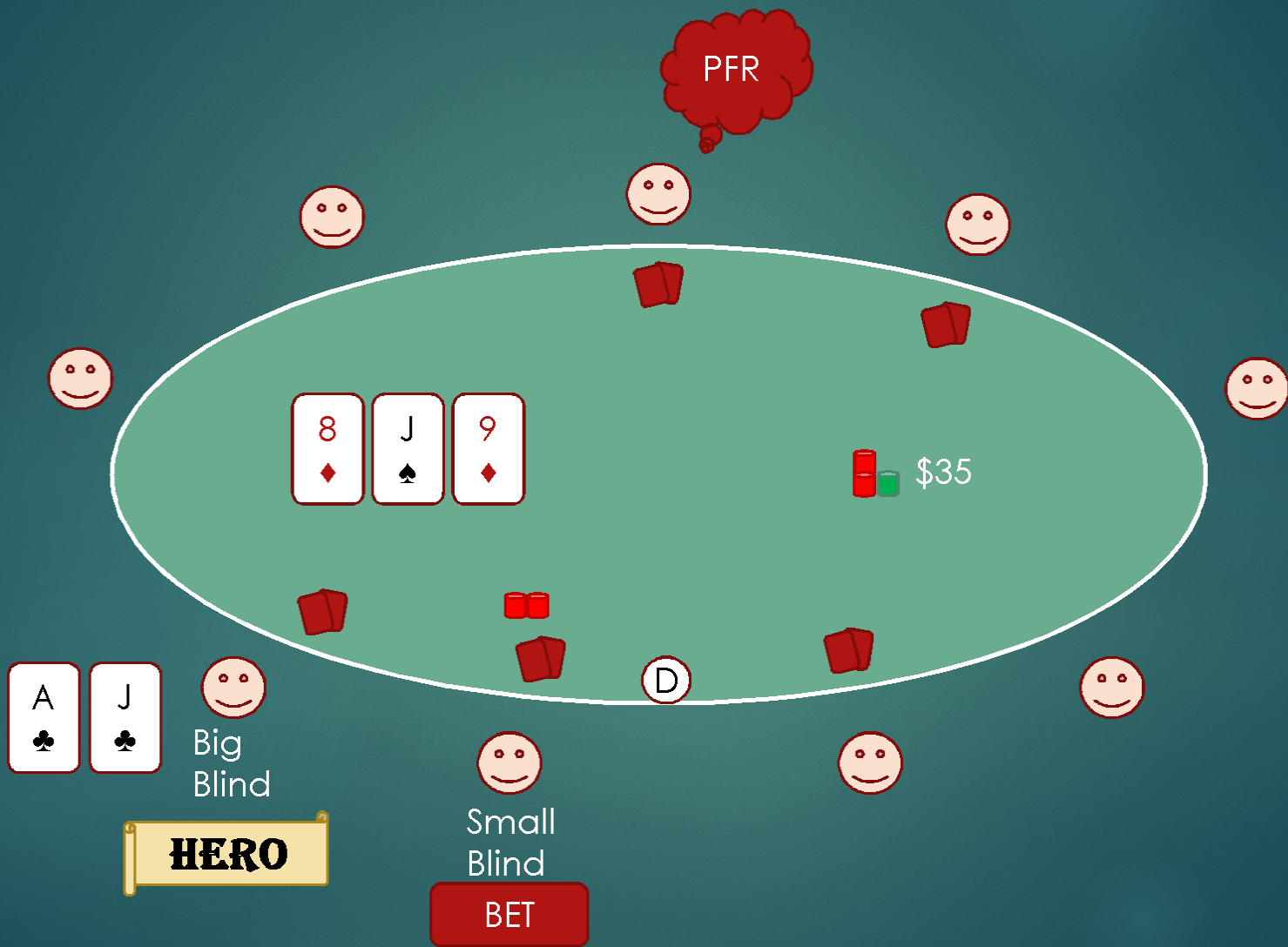
Insurance Industry

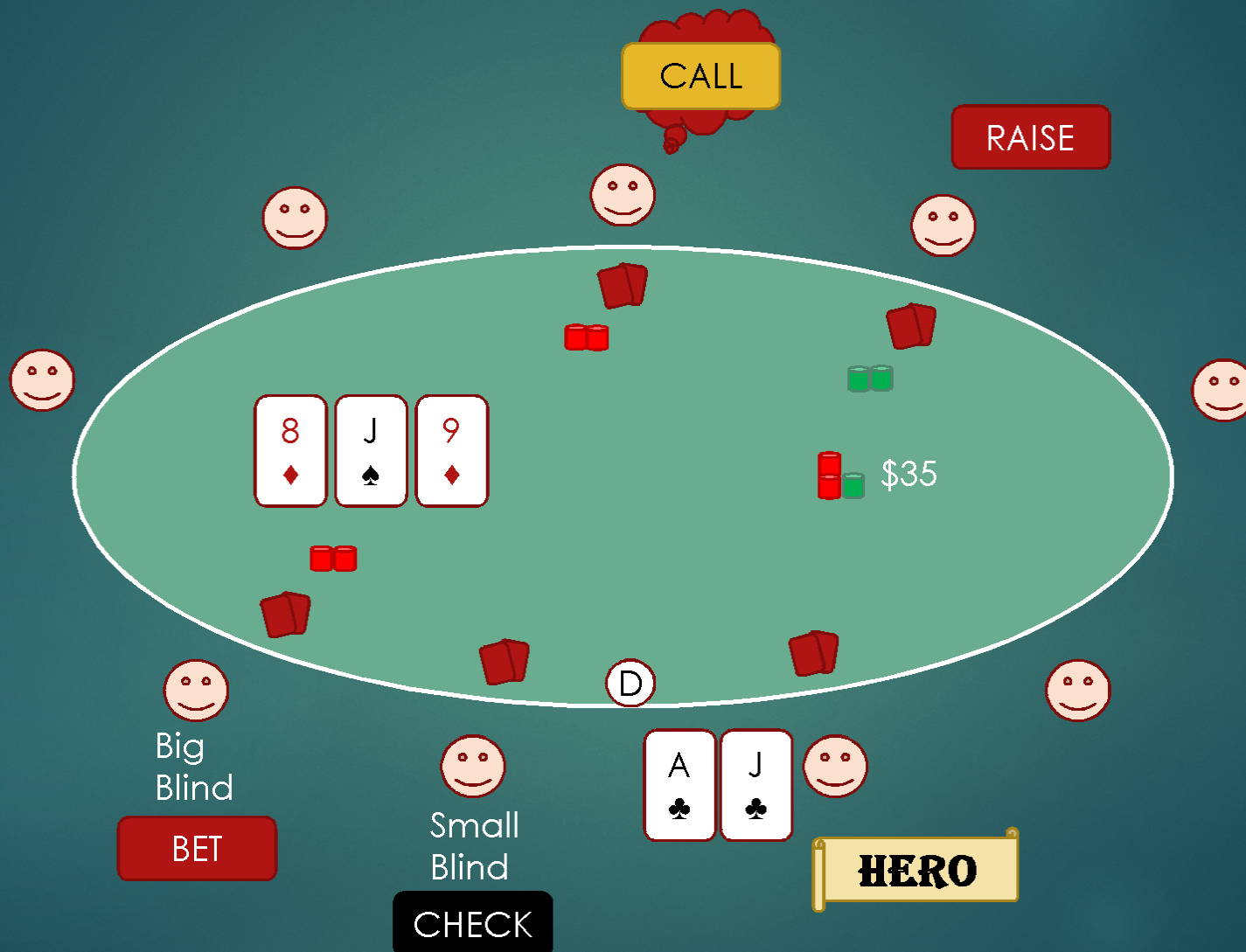
- ▶ Accurate information about competitor rates

Poker

- ▶ Position
 - ▶ Knowing your opponent's action
 - ▶ More bluffing opportunities
 - ▶ More free cards
 - ▶ Pot control







Edge - Advertising

Insurance Industry

- ▶ Name recognition means more quotes

Poker

- ▶ Initiative



- 2 Ways to win:
- Everybody folds
 - You make a hand

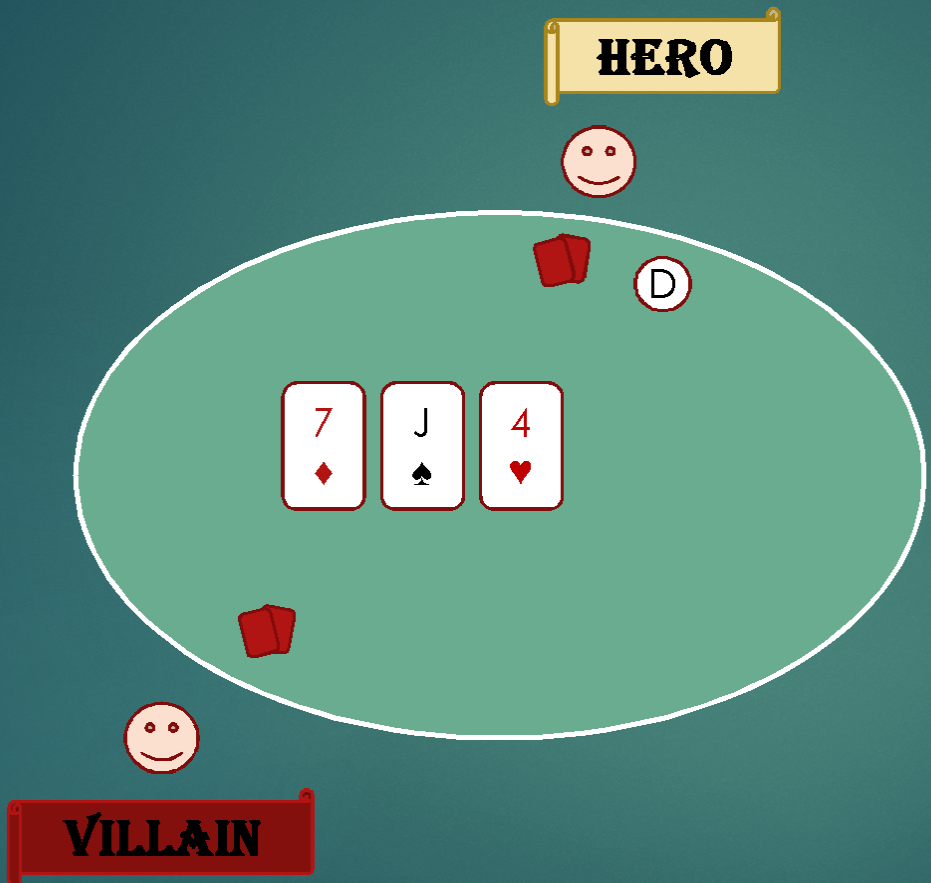
Edge - Image

Insurance Industry

- ▶ Brand
 - ▶ Good service
 - ▶ Well capitalized

Poker

- ▶ Image
 - ▶ Winning/Stack
 - ▶ Aggressive



TURN AGGRESSION



ANY ACE

ANY ACE

ANY KING

ANY KING

ANY QUEEN

ANY QUEEN

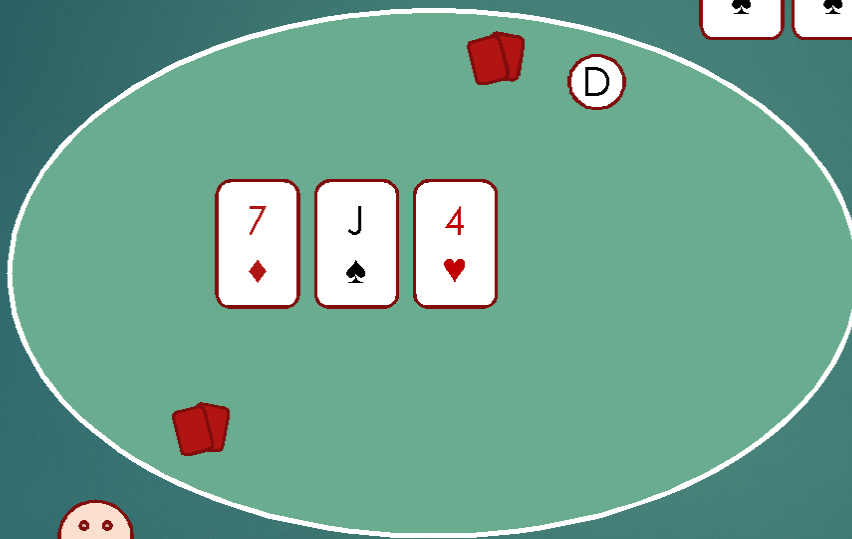
ANY SPADE

ANY TEN?

19 of 47 cards = 40%

10 to 14 of 47 cards = 21% to 30%

HERO



VILLAIN

TURN AGGRESSION

ANY TEN

ANY SPADE

ANY SIX

ANY ACE

ANY KING

ANY QUEEN

25 of 47 cards
Continue aggression 53%
of the time on the turn



It Depends