# 15.S50 - Poker Theory and Analytics 

Basic Strategy

## Basic Strategy

- Terminology - Position
- Pot Odds
- Implied Odds
- Fold Equity and Semi-Bluffing


## Position Terminology



## Position Terminology (6-handed)



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## Position Basics

- In general, later position is preferred since you get more information before acting
- Playable hands are wider for later positions
- Blinds get a discount to see flops, but are in the worst position for every round thereafter
- Early position offers more opportunity for aggression, and is preferred in some low-M situations
- e.g. in the "Game of Chicken" situation, first actor gets to "throw the steering wheel out the window"

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## Basic Strategy

- Terminology - Position
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- Implied Odds
- Fold Equity


## Why do odds come into play?

- Common situation is weak made hand vs drawing hand
- i.e. pair or two pair on flop vs straight or flush draw
- Or pocket pair vs anything else pre flop
- Drawer has to balance chance of hitting draw vs how much each addition card costs
- Made hand wants to
- Bet enough for the drawer to not have a + EV call
- Bet an amount that bad players might mistake as good odds


## Pot Odds



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## Pot Odds

John_VH925 (UTG+1): \$500 Blinds 20/40 + 10 Hero (MP1): \$500

Pre Flop: (\$140) Hero is MP1 with A TY
1 fold, John_VH925 raises to \$120, Hero calls \$120, 5 folds

Flop: (\$380) 8 - $3 \downarrow$ K (2 players) John_VH925 bets $\$ 370$ all in, Hero...

Should the hero call?

## Pot Odds

- What is the maximum bet the hero should call?



## Concept - Expected Value (EV)

- Expected Value is the probability-weighted average of possible results
- $\mathrm{EV}=\mathrm{Win} \%$ * WinAmt - Lose\% * LoseAmt
- For example,
- If $\mathrm{Win} \%=25 \%$ and you are facing a $\$ 60$ bet into a pot of $\$ 100$
$-\mathrm{EV}=25 \% *(100+60)-75 \% * 30=17.5$
- In general, decision rules will be made based on Expected Value
- In Scenario A,
- our Hero is facing a bet into a pot of $\$ 380$
$-\mathrm{EV}=\mathrm{W} \% *(380+x)-\mathrm{L} \%{ }^{*} x_{x}$
- Calling threshold is at $\mathrm{EV}=0$


## Concept - Pot Odds

- Pot Odds are the relationship of the call amount to the size of the pot
- In general, a call will be +EV if Win $\%>$ CallAmt/(PotAfterCall)
- For example in our scenario,
- If the bet were $\$ 100$ into pot of $\$ 380$
- Pot Odds would be $\$ 100 / \$ 580$, where $\$ 580=($ Pot + Bet + Call $)$
- Hero's call contributes $\sim 17 \%$ of the pot
- He can profitably call if Win $\%>17 \%$ of the time
- Win\% is based on "Outs" (cards that result in a win)
- Outs are 9 hearts to hit flush
- $\mathrm{Win} \%=1-(40 / 49 * 39 / 48) \approx 34 \%$. This gives us the odds to call
- $\mathrm{EV}=34 \%$ * $\$ 480-\$ 100 * 66 \%=\$ 97.2$


## Concept - Pot Odds



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## Pot Odds - Gordon's Rule of 2 or 4

- Phil Gordon
- Fourth Place in 2001 WSOP ME
- One WPT title
- Win Two North American Bridge Championships
- Head Referee World Series of Rock Paper Scissors
- Author of Phil Gordon's Little Green Book

@Byyat Amzan Gordon, Phil. Phil Gordon’s Little Green Book: Lessons and Teachings in No Limit Texas Hold'em. Simon Spotlight, 2005.


## Pot Odds - Gordon's Rule of 2 or 4

- Phil Gordon
- Author of Phil Gordon's Little Green Book
- Each Out is worth about 2\% equity per card
- If you get to see both turn and river, use $4 \%$ per card

- For example, if have a low pair on the flop and are drawing to three-of-akind, you have 2 outs or about $4 \%$ to make your hand on each card.
- Other common examples include:
- Flush Draw ( 9 outs) gives you odds of $9 / 47 \approx 18 \%=9 * 2 \%$
- Inside Straight Draw (4 outs) gives you odds of $4 / 47 \approx 8 \%=4 * 2 \%$


## Pot Odds - Gordon's Rule of 2 or 4

- Phil Gordon
- Author of Phil Gordon's Little Green Book
- Each Out is worth about $2 \%$ equity per card
- If you get to see both turn and river, use $4 \%$ per card

- For example, if have a low pair on the flop and are drawing to three-of-akind, you have 2 outs or about $4 \%$ to make your hand on each card.
- Other common examples include:
- Flush Draw ( 9 outs) gives you odds of $9 / 47 \approx 18 \%$
- Inside Straight Draw (4 outs) gives you odds of $4 / 47 \approx 8 \%$


## Concept - Pot Odds

- Breakeven is when $\mathrm{EV}=0$
- Bet is $x$ into a pot of $\$ 380$
- Chance of hitting flush is 9 Outs $* 4 \%$ (since we get both cards)
- Win\% $\approx 36 \%$
- Exact Win\% = $1-(40 / 49 * 39 / 48) \approx 34 \%$.
- $\mathrm{EV}=34 \% *(\$ 380+x)-66 \% * x=0$ at $x=\$ 404$
- So the maximum bet we should call is $\$ 404$
- Check with $404 /(404 * 2+380) \approx 0.34$


## Solution Set

- Our Hero should call any bet up to $\$ 404$ and fold to anything larger



## Practical Solution

John_VH925 (UTG+1): \$500
Blinds 20/40 + 10 Hero (MP1): \$500

Pre Flop: (\$140) Hero is MP1 with A T T
1 fold, John_VH925 raises to \$120, Hero calls \$120, 5 folds

Flop: ( $\$ 380$ ) 8 - $3 \downarrow$ K ( 2 players) John_VH925 bets $\$ 370$ all in, Hero...

Should the hero call?

## Practical Solution

- In real time: Our Hero knows he will hit the flush about $36 \%$ of the time, so he can profitably call up to $36 \%$ of the new pot. In the case of a $\$ 370$ bet, the Hero will decide to call since the new pot will be $380+370+370$ $=1120$ and his contribution is $370 / 1120(33 \%)$, which is less than his chance of winning (36\%)


## More Examples

Villain (MP): \$250 Blinds 20/40 + 10 Hero (BTN): \$1000

Pre Flop: (\$140) Hero is BTN with 6\$7
Villain raises to \$90, Hero calls \$90
Flop: (\$320) 84 5 K (2 players)
Villain bets $\$ 150$ all in, Hero...

## More Examples

1. What are we drawing to?

- Straight (open-ended)

2. What are our outs?

- Any 9, any 4 (8 cards total)

3. Chance of hitting draw?
$-8 * 4 \%=32 \%$
4. Correct play?

- Call, since call is 150 of 620 or $24 \%$

5. EV of decision?
$-32 \% * 470-68 \% * 150=48.4$

## More Examples

Villain (MP): \$3000
Blinds 100/200
Hero (BTN): \$3000
Pre Flop: (\$300) Hero is BTN with $5 \star 5$
Villain raises to $\$ 400,2$ calls, Hero calls $\$ 400$
Flop: (\$1900) 5* A* (2 players)
Villain bets \$200, 2 folds, Hero...

## More Examples

1. What are we drawing to?

- Full House or 4-of-a-kind

2. What are our outs?

- 3 x A or $6,1 \mathrm{x} 5$ (7 cards total)

3. Chance of hitting draw?
$-7 * 2 \%=14 \%$
4. Correct play?

- Call, since call is 200 of 2300 or $9 \%$

5. EV of decision?
$-14 \% * 2100-86 \% * 200=122$

## More Examples

Villain (BB): \$200 Blinds 100/200 Hero (SB): \$1000

Pre Flop: (\$300) Hero is SB with 5\& 7 7
Hero...

## More Examples

1. What are we drawing to?

- Anything

2. Chance of hitting draw?
-57 o vs $\mathrm{ATC} \approx 40 \%$ [ 32 o vs ATC $\approx 32 \%$ ]
3. Correct play?

- Call, since call is 100 of 400 or $25 \%$

4. EV of decision?
$-40 \% * 300-60 \% * 100=60$

## Basic Strategy

- Terminology - Position
- Pot Odds
- Implied Odds
- Fold Equity


## Implied Odds - Hand Rules

- We are trying to find the amount of chips we need to win after hitting our draw to make the bet we are facing a good call
- We do this by figuring out what the pot would have to be after our call to make our $x \%$ chance of winning equal to the $x \%$ of the pot for the call
- For example, if we have a flush draw ( $18 \%$ to hit), and we are facing a bet of $\$ 180$ into a pot of $\$ 300$, then our call represents $\$ 180 / \$ 660=27 \%$ of the pot (i.e. too expensive to call)
- This would be a good call if we contributed $18 \%$ of the pot, or $\$ 180 / \$ 1000$. So we need to find $\$ 1000-\$ 660=\$ 340$ in dead money
- The additional \$340 after the draw makes our $\mathbf{\$ 1 8 0}$ bet worth $\mathbf{1 8 \%}$ of a $\$ 1000$ pot


## We need 18\% for this to be a good call



## We make our call 18\% by adding \$340 of dead money



[^0]
## Implied Odds Examples



## Implied Odds Examples

Villain (MP): \$3000
Hero (BTN): \$3000
Pre Flop: (\$75) Hero is BTN with K § T
Villain raises to $\$ 150,2$ folds, Hero calls $\$ 150,2$ folds
Flop: ( $\$ 375$ ) T A $6 *$ (2 players)
Villain bets $\$ 100$, Hero...

## Implied Odds Examples

1. What are we drawing to?

- Two pair or 3-of-a-kind

2. What are our outs?

- $3 \mathrm{x} \mathrm{K}, 2 \mathrm{x} \mathrm{T} \mathrm{(5} \mathrm{cards} \mathrm{total)}$

3. Chance of hitting draw?
$-5 * 2 \%=10 \%$
4. Pot odds?

- $\$ 100$ of $\$ 575$, or about $1[\%$, too expensive

5. Additional bets after draw to breakeven?
$-\$ 100 / 10 \%=\$ 1000-\$ 575=\$ 425$ more

## Implied Odds Examples



## Implied Odds Examples

Villain (MP): \$3000
Hero (BTN): \$3000

## Blinds 25/50

Pre Flop: (\$75) Hero is BTN with K Q Q
Villain raises to $\$ 100,2$ folds, Hero calls $\$ 100,2$ folds
Flop: (\$275) Ts J\& 3 ( 2 players)
Villain bets $\$ 600$, Hero...

## Implied Odds Examples

1. What are we drawing to?

- Straight or Flush

2. What are our outs?

- Any A, any 9, 7 other ( 15 cards total)

3. Chance of hitting draw?

- $15 * 2 \%=30 \%$

4. Pot odds?

- $\$ 600$ of $\$ 1475$, or about $41 \%$, too expensive

5. Additional bets after draw to breakeven?
$-\$ 600 / 30 \%=\$ 2000-\$ 1475=\$ 525$ more

## Drawing Formulas

- EV (Marginal Value of Any Decision)
- $x=$ Win \% *WinAmt - Lose\%*LoseAmt
- Rule of 2 or 4 (Chance of Hitting Draw)
- $x=2 \%$ * \#Outs * \#FreeCards
- Pot Odds (Decision Rule to Call Bet)
- Win\% > CallAmt/(Pot + BetAmt + CallAmt)
- Implied Odds (Additional Chips After Draw Hits Needed to Call)
$-x=($ BetAmt $/ \mathrm{Win} \%)-(\operatorname{Pot}+$ BetAmt + CallAmt $)$


## Drawing Formulas (Example)

- EV (Marginal Value of Decision)
- Calling a $\$ 150$ bet into a $\$ 320$ pot to have a $32 \%$ chance of winning
- \$48.4 = 32\%*(\$320+\$150)-68\%*\$150
- Rule of 2 or 4 (Chance of Hitting Draw)
- You have 9 Outs to a Flush and get to see Turn (not River)
$-\mathbf{1 8 \%}=2 \% * 9 * 1$
- Pot Odds (Decision Rule to Call Bet)
- You are facing a $\$ 370$ all-in bet for a $\$ 380$ pot with a flush draw
$-36 \%>\$ 370 /(\$ 380+\$ 370+\$ 370)=$ TRUE
- Implied Odds (Additional Chips After Draw Hits Needed to Call)
- $\$ 100$ bet into pot of $\$ 375$ with 2-pair/3-o-a-k draw on Turn
- \$425 = (\$100/10\%) - (\$375 + \$100 + \$100)


## Live Example


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## Live Example

- YouTube video:

ManiaOFpoker. "World Series Of Poker 2014 Main Event Episode 14 HD 720p." November 11, 201 L.
YouTube. Accessed May 1, 2014.
https://youtube/Q1HkLjq-GGQ?t=23m24s

## Live Example



## Live Example

Hero (UTG): 22,450k 150k/300k Blinds + 50k Tonking (SB): 6,775k

Pre Flop: (950k) Hero is UTG with A\& Jo
Hero calls 300k, 7 folds, Tonking calls 150k, Sindelar checks
Flop: $(1,400 \mathrm{k}) 7$ 7 8 (3 players)
Tonking checks, Sindelar bets 500k, Hero raises to 1,750 k, Tonking raises $4,525 \mathrm{k}$ to $6,275 \mathrm{k}$ all in, Sindelar folds

## Hero...

## Live Example

- What are we drawing to?
- Flush, maybe straight
- What are our outs?
$-2,3,4,5,6,8,9, \mathrm{Q}, \mathrm{K}$ of ( 9 cards) and maybe 9 of $\boldsymbol{\rightharpoonup}$ cards)*50\%
- Count this as 10.5 outs
- Chance of hitting draw?
$-10.5 * 4 \%=42 \%$
- Correct play?
- Pot will be $1400 \mathrm{k}+500 \mathrm{k}+2 * 6,275 \mathrm{k}=14,450 \mathrm{k}$. Call amount is $4,525 \mathrm{k}$ or $\approx 31 \%$. So call.
- EV of Decision?
$-\mathrm{EV}=42 \% * 9925 \mathrm{k}-58 \% * 4,525 \mathrm{k}=1544 \mathrm{k}$


## Drawing - Be careful about

- Drawing to a hand that might not win at showdown
- i.e. a Q-high or lower flush
- Or the low end of a straight
- Or a flush/straight on a paired board
- Assuming you will get to see turn and river for one bet
- This very rarely happens unless the aggressor is all-in
- A lot of players will bet on flop with a draw to get this
- Overestimating how easy it is to extract additional chips
- Flush draws hitting on turn/river are very easy to spot
- Straight draws are less easy, hitting sets is difficult to see
- Betting too little and letting other players make +EV calls
- Most flop, turn bets should be around half to $2 / 3$ rds of the pot

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## Basic Strategy

- Terminology - Position
- Pot Odds
- Implied Odds
- Fold Equity and Semi-Bluffing


## Fold Equity



## Fold Equity

Turkito694 (UTG): \$2098.00
Blinds $\$ 5 / \$ 10$
Hero (CO): \$990.00
Pre Flop: (\$15.00) Hero is CO with 6 7
River: $(\$ 350.00) \mathrm{A} \$ 5 \vee \mathrm{Q} 2 \star$ (2 players)
Turkito694 checks
Hero bets $\$ 150 \ldots$
How often does this bluff have to work to be profitable?

## Concept - Fold Equity

- Fold Equity is the value a player gains from the likelihood that the other player will fold to his bet, assuming a call will result in a loss
- Fold Equity = Current Pot * Fold\% - Bet * (1-Fold\%)
- If SD-Win\% = 0
- Fold Equity $=$ Current Pot * Fold $\% ~+~(1-F o l d \%) ~ * ~ E V-i f-C a l l e d ~$
- If SD-Win $\%>0$
- SD Value $=(1-F o l d \%) *$ EV-if-Called
- Bluffing is a bet that is +EV because Fold Equity $>0$
- Semi-bluffing is a bet that is +EV with negative Fold Equity offset by sufficiently high Showdown-Win\%


## Fold Equity

River: $(\$ 350.00) \mathrm{A} \$ 5 \vee \mathrm{Q}$ Q $2 \star$ (2 players)
Turkito694 checks
Hero bets $\$ 150 \ldots$

How often does this bluff have to work to be profitable?
Bet is 150 into pot of 350 . Showdown-Win $\%=0$.
$\mathrm{EV}=350$ * Fold\% - 150 * ( $1-$ Fold\%)
$\mathrm{EV}>0$ when Fold $\%>150 /(350+150)=30 \%$
Check with $\mathrm{EV}=30 \%$ * $350-70 \%$ * $150=0$
This seems + EV, given that Hero is representing a flush

## Fold Equity

Turkito694 (UTG): \$2098.00
Blinds \$5/\$10
Hero (CO): \$990.00
Pre Flop: (\$15.00) Hero is CO with 6 7
River: (\$350.00) A $5 \vee 8$ Q Q 2 ( 2 players)
Turkito694 checks
Hero bets \$150...
How often does this bluff have to work to be profitable?

## Semi-Bluffing - Impact of Win\%

- Using our example:
$-\operatorname{BetAmt}=150$
$-\operatorname{Pot}=350$
- Fold $\%=\frac{-2 * \text { BetAmt } * \text { Win } \%+\text { BetAmt-Pot } * \text { Win } \%}{-2 * \text { BetAmt } * \text { Win } \%+\text { BetAmt }- \text { Pot } * \text { Win } \%+\text { Pot }}$
- Fold $\%=(13 W \%-3) /(13 W \%-10)$


## Semi-Bluffing - Impact of Win\%



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## Semi-Bluffing - Impact of Win\%



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## Semi-Bluffing - Impact of Win\%



## Semi-Bluffing - Impact of Win\%



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## Sensitivity to Bet Size - Impact of Win\%

- A pot sized bet would mean a $1 \% \lim _{\text {Bet } \rightarrow \infty} \frac{\partial F \%}{\partial W \%}=2$ decrease in breakeven Fold\%
- A higher bet increases the

$$
\lim _{B e t \rightarrow \text { Pot }} \frac{\partial F \%}{\partial W \%}=1.5
$$ sensitivity, but it is bound by the interval $(1,2)$

$$
\lim _{B e t \rightarrow 0} \frac{\partial F \%}{\partial W \%}=1
$$

## Fold Equity - Real Time

- When SDValue $=0$
- F\% needed $=$ bet $/($ pot + bet $)$
- Pot sized bet needs to win $50 \%$ of time
- Scales approximately linearly down to zero
- i.e. a half pot size bet needs to win about $25 \%$ of the time
- actual fold rate needed is $.5 / 1.5=33 \%$
- When SDValue $>0$
- This is difficult to develop quick rules
- In general, your value is much higher if you have a real draw
- A good assumption is your SD-Win\% decreases the Fold\% 1.5x to 1
- Preflop is basically always semi-bluffing


## Live Example



## Fold Equity Examples

Villain (MP): \$3000
Hero (BTN): \$3000

## Blinds 25/50

Pre Flop: (\$75) Hero is BTN with T 5
Villain raises to $\$ 150$, 2 folds, Hero calls $\$ 150$, 2 folds
River: (\$375) 4* 8 9* 6ヶ 6* (2 players)
Villain checks, Hero bets $\$ 250 \ldots$

## Fold Equity Examples

1. Bluff or semi-bluff?

- Bluff

2. What is our Showdown Win\%?

- 0

3. What is our breakeven Fold $\%$ ?

- $\$ 250 / \$ 625=40 \%$

4. Is this a good bet if Villain calls $25 \%$ of the time?

- Yes, $75 \%>40 \%$

5. What is our Fold Equity if Villain calls $25 \%$ ?
$-\$ 375 * 75 \%-\$ 250 * 25 \%=218.75$

## Live Example



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## Fold Equity Examples

Villain (MP): \$800
Hero (BTN): \$1500

## Blinds 25/50

Pre Flop: (\$75) Hero is BTN with 9⿶ T
Villain raises to $\$ 150,2$ folds, Hero calls $\$ 150,2$ folds

Villain checks, Hero bets $\$ 450 \ldots$

## Fold Equity Examples

1. Bluff or semi-bluff?

- Semi-bluff, SD Win\% = 16\%

2. What is our Showdown Value if Villain calls $80 \%$ ?
$-80 \%$ * $[16 \% * \$ 1225-84 \% * \$ 450]=-\$ 145.6$
3. What is our breakeven Fold $\%$ ?
$-\$ 450 / \$ 1225=37 \%-16 \% * 1.5=13 \%$
4. Is this a good bet if Villain calls $80 \%$ of the time?

- Yes, $20 \%>13 \%$

5. What is our Fold Equity if Villain calls $80 \%$ ?
$-\quad \$ 775^{*} .20+.80 *(16 \% * \$ 1225-84 \% * \$ 450)=9.4$

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## Live Example

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YouTube. Accessed May 1, 2015.
https://youtu.be/Q1HkLjq-GGQ?t=30m5s

## Live Example



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## Live Example

Jacobson (MP2): 22,000k 150k/300k Blind + 50k
Hero (CO): 18,000k
Pre Flop: (950k) Hero is CO with A* Q
4 folds, Jacobson raises to 650k, 1 fold, Hero raises to 1,425k, 3 folds, A exposed, Jacobson calls 775k

Flop: (3,800k) K J४ 3^ (2 players) Jacobson checks, Hero bets 1,800k

## Is this a good bet?

## Live Example

Pre Flop: (950k) Hero is CO with A* Q
Flop: (3,800k) K J४ 3^ (2 players)
Jacobson checks, Hero bets $1,800 \mathrm{k}$
Is this a good bet?

If SD-Win \% = 0, the bet is $+E V$ at $F \%>1800 /(3800+1800)=33 \%$

If only the inside straight draw is good, Win \% = 8\%, making the breakeven Fold\% closer to $21 \%$

## Live Example

Pre Flop: (950k) Hero is CO with As Q
Flop: (3,800k) K J J 3 (2 players)
Jacobson checks, Hero bets $1,800 \mathrm{k}$

## Is this a good bet?

If we assume any $T$ wins ( 4 card) and any $A$ wins sometimes ( 2 cards * .5) then chance to make draw is about $5 * 2=10 \%$

Full solution is
$\mathrm{EV}=3800 * \mathrm{~F} \%-[90 \% * 1800 *(1-\mathrm{F} \%)]+[10 \% *(1-\mathrm{F} \%) * 5600]=0$ at $\mathrm{F} \%=21.8 \%$
This is profitable if the Villain folds more than $\mathbf{2 2 \%}$ of the time.

## Live Example (Result)

## WR*

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## Bluffing Formulas

- Fold\% (Minimum Fold Rate if SDWin\% = 0)
$-x=\operatorname{BetAmt} /(\operatorname{Pot}+\operatorname{BetAmt})$
- Fold Equity (EV of Bluff, assuming SDWin\% = 0)
$-x=$ Fold\% * Pot - (1-Fold\%) * BetAmt
- Showdown-Value (EV Contribution of Being Called)

$$
-x=(1-\text { Fold } \%) *(\text { Win } \% * \text { WinAmt }- \text { Lose } \% * \text { LoseAmt })
$$

- Fold Equity (EV of Semi-Bluff, if SDWin\% > 0)
$-\quad x=$ Fold $\% * \operatorname{Pot}+(1-$ Fold $\%) *($ Win $\% * W i n A m t-$ Lose $\% *$ LoseAmt $)$
- Semi-Bluff Fold\% (Quick Rule for Breakeven Semi-Bluff Fold\%)
$-x=$ BetAmt $/($ Pot + BetAmt $)-1.5 x$ Win\%


## Bluffing Formulas (Example)

- Fold\% (Minimum Fold Rate if SDWin\% = 0)
- Making a $\$ 150$ bluff into a $\$ 350$ pot
$-\mathbf{3 0 \%}=\$ 150 /(\$ 350+\$ 150)$
- Fold Equity (EV of Bluff, assuming SDWin\% = 0)
- Making a $\$ 250$ bluff into a pot of $\$ 625$ against a $25 \%$ call rate
- \$218.75 = 75\% * \$625-(1-75\%) * \$250
- Showdown-Value (EV Contribution of Being Called)
- Making a $\$ 450$ bluff into a pot of $\$ 775$ with a $16 \%$ WinRate against an $80 \%$ call rate
- $-\$ 145.6=(1-20 \%) *(16 \% * \$ 1225-84 \% * \$ 450)$
- Fold Equity (EV of Semi-Bluff, if SDWin $\%>0$ )

$$
-\$ 9.4=20 \% * \$ 1225+(1-20 \%) *(16 \% * 1225-84 \% * 450)
$$

- Semi-Bluff Fold\% (Quick Rule for Breakeven Semi-Bluff Fold\%)
$-13 \%=\$ 450 /(\$ 775+\$ 450)-1.5 * 16 \%$


## Bluffing - Be careful about

- Betting too little on a bluff
- If you had a real hand, you wouldn't bet $1 / 3^{\text {rd }}$ of the pot
- Or at least you shouldn't, but we'll get to that
- Bet enough to make a draw -EV
- Betting too much on a bluff
- Pot overbets are basically never a good idea (unless you are pot committed on a normal sized bet)
- If you are short-stacked, don't bluff an amount that would require you to call a raise (i.e. you would have the odds to call a raise)
- Being afraid of being caught bluffing or showing down bad cards
- This is really common, especially live
- Semi-bluffing when a free card is offered
- Bluffing calling stations


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