

# Press release n° 2

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# SnailVille

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## What is the SnailVille Business Development module?

At SnailVille every learner has the opportunity to select a snail breed to farm and take decisions, while launching his own enterprise among other competitors. Also, a very significant characteristic of the game is that depicts a real business environment, in which other players have the chance to react. All above, will assist learners to be informed about the sale techniques. Another, significant part is that every player will learn the basic Sales Cycle which are:

- Pitching
- Qualifying
- Objection handling and closing

The knowledge of these three parts of Sales Cycle are necessary for players, in order to making better deals. However, as a result of making this more realistic it is ideal to include partners from different European countries, in order to have a global view of Sales' World.

## The Game

The mini game design is simple and every player will easily have an access to the game. Specifically, at the first time you will open the game, appears the choose of login. Then you have the opportunity to choose an avatar among 8 characters. In the next step, the game provides you three mentor-characters to select one of them, who will help you with the snail farming. After you choose your mentor, the player transferred in an environment, in which has the option to learn about 10 training modules, that have been developed addressing the different aspects of sustainable snail farming:

- Morphology, anatomy and physiology of land snails
- Where to find snails
- About snails breeding and reproduction
- The selection of foundation stock
- The risks of snail breeding
- Entrepreneurship
- Growing business in Heliculture
- Legislative in Europe about snail farming
- Financial and technical aspects

All these options above, are in disposal and players can select any of them, in order to learn the sector that they are interested in. Stay tuned for our next press release to find out more about the next steps of our mini game.

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