



## **World's first game that makes you a sharp businessman**

**Learn business and market manipulation with Farm Wars' sales and market strategies**

**Cape Town, 1 September 2021** — A South African software developer, Pieter Loubser, designed an online game called Farm Wars which is revolutionizing the concept of gaming by teaching real-life business strategies to its players. The game is built on real market principles and offers its players competitive challenges, risk assessment and the possibility of gaining huge margins.

Talking about his concept of Farm Wars, Pieter said: "I wanted to design a game that made stock-market principles less boring and more accessible. How many people do you know that just don't understand basic financial concepts? I wanted to demystify and make them less intimidating."

Farm Wars is the online farming simulator that performs like a real brokerage — players cultivate their farms by sowing, growing, harvesting, and then selling their crops on the market that is the closest simulation of a real-world market. It combines fundamental business principles with all the fun of an interactive, multi-player interface that forces players to think on their feet in order to outsmart the competition and make it to the top of the leaderboard.

Unlike many other multi-player strategy games available today, Farm Wars is not based on the pay-to-win model. It is all about strategy, lateral thinking, being canny and skills.

### **A Glimpse into the Stock Market**

Farm Wars' open market is a small simulacrum of the stock-exchange where fluctuating share prices and the external forces of supply and demand are represented by nine crops whose prices rise and fall in accordance with what players are buying and selling. It's a novel, out-of-the-box

approach that delivers an immersive learning experience that's sure to stay with players long after their first game has ended — and keep them engaged enough to have them coming back every week.

Each week the game's market automatically resets itself and the game begins anew, preventing players from getting too wise to the game's little tricks (like natural disasters that can hit a player's farm at any time!) and keeping them on their toes. It also maximizes its replayability: every Sunday evening, when a market cycle ends, players know that should they choose to return Monday morning, it'll be an entirely different game with entirely different competitors and a whole new strategy – just like the real world where each day throws a different challenge.

### **The Only Constant of the Game is its Rules**

In order to ensure fairness, every player starts the game on equal footing, with exactly the same resources — the only thing that determines a player's place on the leaderboard at the end of the week is their own enterprising and business insight — and how well they stack up against their competitors, of course. The competition is a big part of what makes the game so entertaining, players can learn from one another by taking part in spirited individual + team challenges, and connect using direct messages, chat rooms, and fun stickers!

### **A Strategic Thinking Device**

Giving insight into the game's philosophy Pieter says: "Strategize, take risks and win big or lose it all in Farm Wars! It engages you each day and lets you think critically about your strategy. It's not just a game; it's an experience that you won't get anywhere else."

Farm Wars is available for free on the Google Play Store, Huawei App Gallery and the Amazon Appstore for all Android 4.4 devices and newer. The game is currently available in English and Spanish worldwide.

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Press Kit: [www.playfarmwars.com/presskit](http://www.playfarmwars.com/presskit)

So start your tractor and your brain, and get ready to do some quick thinking, as the market can quickly turn into a war zone. Download and play Farm Wars now from your favourite Android store, or go to [www.playfarmwars.com](http://www.playfarmwars.com).