



# VAREDUN LLC

WHERE GAMES BUILD HOW KIDS THINK





MY LINKEDIN



# ABOUT ME

- **ADNAN ELKAMASH**
- PMP CERTIFIED, MBA CANDIDATE (IU - KELLEY)
- +25 YEARS OF EXPERIENCE
- SOFTWARE ENGINEER, PROJECT MANAGER, ENTREPRENEUR
- DOMAINS: E-LEARNING, E-COMMERCE, VIDEO GAMES
- FOUNDED AN E-COMMERCE COMPANY - SCALED \$20K TO \$2M

# THE PROBLEM

Video Games

Education

Games: High  
engagement, low  
learning

Education: High  
learning, low  
engagement

Kids spend hours in  
digital environments  
without meaningful  
development

Kids are  
learning from  
video games...

Just NOT what  
we want them  
to learn

# OUR SOLUTION



**(Game-first) Story-Driven Educational Video Games**



**Learning embedded into gameplay**



**Ethics experienced through decisions**



**Safe, family-friendly environment**

# MARKET OPPORTUNITY



Video Game Market:  
\$187-300B in 2024  
\$400-600B by 2030



Educational Gaming:  
\$12-15B in 2024  
\$40-70B by 2030



Fast-growing segment

# OUR MVP

## GAME BOOK



3D STORY-DRIVEN  
GAME



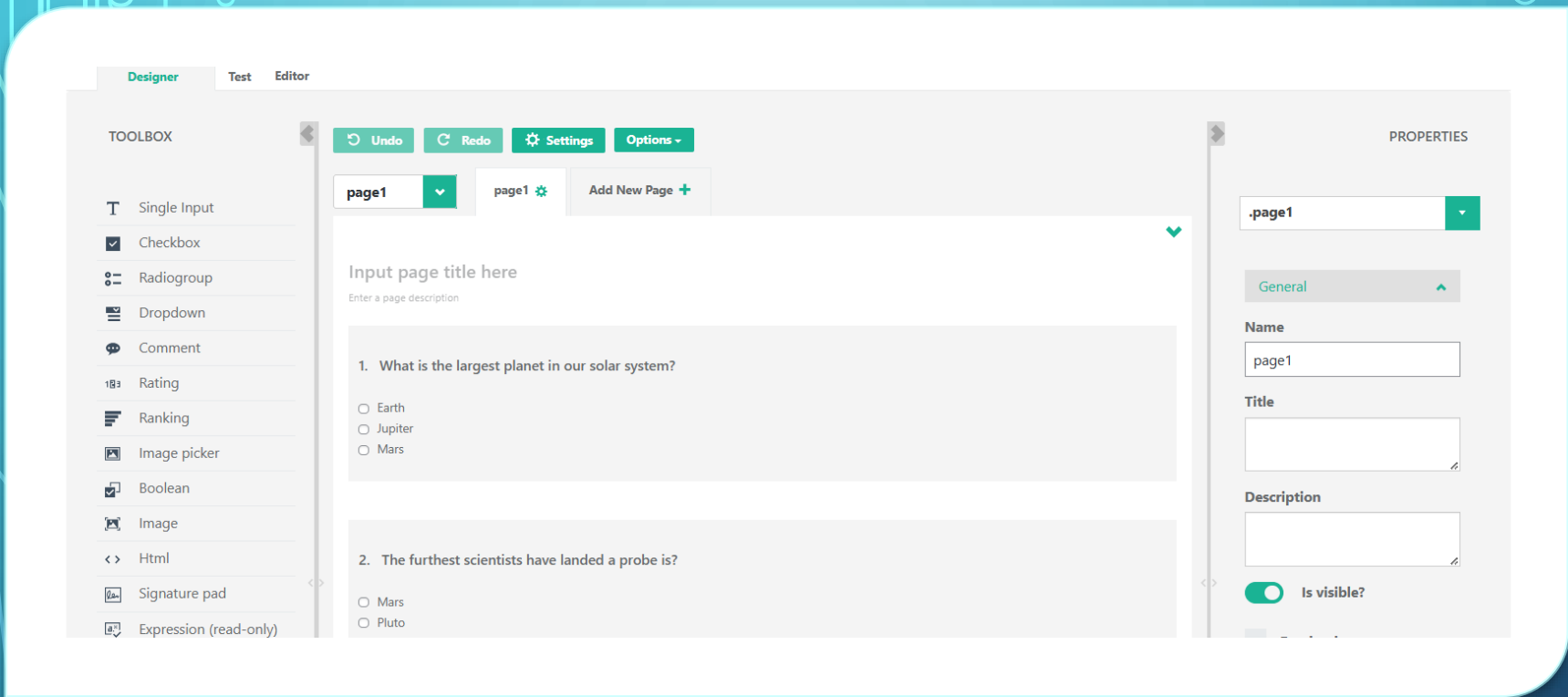
SPACESHIP SURVIVAL  
SCENARIO



KIDS PLAY WHILE  
SOLVING A QUIZ



# THE GAME



# QUIZ MAKER

# What's Next for VAREDUN

Scaling depth and breadth to build a category-defining platform



## Enhance Experience

- Better production & cinematics
- Interactive video experiences
- Scalable cloud infrastructure
- Advanced technologies (AI/AR/VR)
- Continuous R&D



## Expand Universe

- New games & adventures
- New worlds & storytelling



\* VAREDUN = Virtual and Augmented Reality Education

# OUR TEAM

- **Adnan Elkamash (PMP, MBA Candidate – IU Kelley)**
  - +25 years of experience in software engineering
  - Roles: Founder, Project Manager, Software Engineer.
- **Mohamed Farouk (PMP, M.Sc.)**
  - +25 years of experience in software engineering
  - Roles: Product Owner, Software Engineer.
- **Ashraf Elkhashab (B.Sc.)**
  - +20 years of experience in software engineering.
  - Roles: Project Manager, Software Engineer, Tester.
- **Momin Wahdan**
  - Roles: Graphic Designer, Tester.
- **Abdel Elkamash (High school student)**
  - Roles: Storyteller (beginning at age 12'), Tester.

FOR MORE DETAILS

PLEASE, VISIT OUR "INFO CENTER"



[WWW.VAREDUN.COM/INFO-CENTER](http://WWW.VAREDUN.COM/INFO-CENTER)