



Organizational purpose and key stakeholders

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1. Organizational Purpose:

VAREDUN is a video game development company built on a purpose to create engaging, family-friendly games that embed education and ethical values at their core. Unlike traditional game studios that primarily optimize for entertainment and monetization, VAREDUN positions itself at the intersection of gaming, learning, and character development, especially targeting children.

The company's purpose can be articulated as follows: to shape the next generation through immersive gaming experiences that teach decision-making, ethics, and real-world thinking in a safe and engaging environment.

This purpose contributes to broader societal impact by supporting children's cognitive and ethical development, providing parents with trusted digital environments, offering educators new tools for experiential learning, and addressing concerns around screen time quality versus quantity.

A clear example of purpose-driven decision-making in VAREDUN is the development of the "Game Book" 3D video game as a proof of concept. Instead of prioritizing fast monetization mechanisms, the focus was on storytelling, ethical decision-making, and educational content embedded into gameplay. This reflects a trade-off between short-term revenue and long-term brand trust and differentiation.

However, there are areas where purpose may not yet fully influence decisions. Monetization strategy is still evolving, creating tension between ethical design and profitability, and scaling decisions are still being explored.

2. Stakeholder Analysis:

The primary stakeholders influencing or influenced by VAREDUN's strategy include founders, children, parents, educators, investors, developers, and the broader gaming market.

Stakeholder	Power	Legitimacy	Urgency	Saliency (A + B + C)	Key Interests
Founders / Leadership	1	1	1	3	Vision, growth, impact
Children (Users)	0	1	1	2	Fun, engagement
Parents	1	1	1	3	Safety,

					education
Educators / Schools	0	1	0	1	Learning outcomes
Investors	1	1	1	3	ROI, scalability
Developers	1	1	0	2	Innovation, stability
Market / Competitors	1	0	1	2	Trends, pressure

Key insights from this analysis indicate that founders, parents, and investors are high-salience stakeholders who strongly influence decisions. Children are dependent stakeholders, while educators represent a future opportunity.

Critical trade-offs emerge between parents and investors, between education and entertainment, and between short-term growth and long-term trust.

3. Strategic Challenges and Alignment:

VAREDUN faces several key strategic challenges.

- 1) It must balance purpose with monetization by developing a sustainable revenue model that does not compromise ethical principles.
- 2) It must define its primary market entry point.
- 3) It must scale without diluting its purpose.
- 4) It must position itself within a competitive industry.

In terms of alignment, VAREDUN shows strong alignment between purpose and product strategy, moderate alignment between purpose and stakeholders, and moderate alignment between strategy and stakeholder demands.

Key tensions include ethical design versus revenue growth, educational depth versus market adoption, and niche positioning versus mass appeal. However, significant opportunities exist in the growing demand for educational gaming and increased parental awareness of digital content quality.

In conclusion, VAREDUN demonstrates a clear organizational purpose that strongly influences its strategic direction. Its long-term success will depend on maintaining this purpose while developing a scalable and sustainable business model.

For more details, please scan the QR code to visit

VAREDUN'S Info Center

