

Nomination: 7963

Gamefam

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Gamefam

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Gamefam

Category

A01 - A31 Employer of the Year > A23 - Employer of the Year - Media & Entertainment

Employer of the Year Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Founded in 2019, Gamefam is the leading metaverse media company for Gen Z & Alpha communities. Our mission? "To Create Amazing Experiences for Amazing Communities."

Gamefam creates the highest-quality metaverse experiences centered around world-renowned brands & IP, entertaining Gen Z & A in the places they hang out: Roblox & Fortnite. Gamefam delivers winning metaverse experiences with partners including Paramount, NFL, Netflix, Mattel, Sega & Samsung. Gamefam's top franchises include Sonic Speed Simulator, Barbie DreamHouse Tycoon, SpongeBob Simulator & Deadpines.

Achievements:

→35% YoY growth in 2023; 275% revenue growth YoY in 2022.

→\$25 million Series A funding round in 2022.

→Grew to 160+ full-time employees across 25 countries, from young metaverse developers to video game industry veterans to brand marketing executives.

→30 billion lifetime visits & 12 million average daily visits across its 30+ live-operated game portfolio on Roblox, Fortnite & other platforms

→3 of the top 5 Roblox concerts of all time (based on player ratings), including #1 Saweetie Super Bowl Concert.

→3 of the top 10 branded Roblox games (by total visits), including #1 Sonic Speed Simulator.

→First-ever brand integration into an existing Fortnite game.

→#1 cross-game brand event on Roblox.

→Honored by: Stevie Awards, LinkedIn's Top Startups, Fast Company's Most Innovative Companies, Webbys, Clios & more.

b. Outline the organization's employee-relations achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

Culture Development: We actively seek employee feedback through surveys & engage culture consultants to shape our organizational culture and C.O.O.L. values (Collaborative, Ownership, Outstanding, Leadership). We also rolled out the peer-nominated C.O.O.L. Awards to honor employees exemplifying these values on a quarterly basis.

Industry-Leading Compensation: We offer industry-leading compensation packages, including base salary, quarterly bonuses & equity compensation, which makes work even more meaningful.

Impactful Perks: Gamefam prioritizes wellbeing by offering unlimited PTO & both an end-of-year and summer shutdown for synchronous time off.

Remote First: Gamefam's remote-first work policy allows global employees to work during their preferred, local business hours for added flexibility. Whether it's spending time with family or pursuing further education, our remote model empowers our team.

New Performance Evaluations: Our new Quarterly Performance Assessment and 360-Degree Review processes provide employees with constructive & actionable feedback to encourage professional growth.

Internal Communications Overhaul: To communicate with our global team, we overhauled our internal communications structure to ensure we're communicating with employees in the most effective spaces & places.

Collaborative Offsites: In-person bonding & collaboration is important, so we've organized all-employee & team-specific offsite events in San Francisco, London, Miami & Los Angeles, among others.

Job Rotations: We encourage employees to try new roles as their interests or skills shift (i.e. artist to producer, Roblox development to Fortnite development).

Employee Incentives: Gamefam has a formal Creator Program to incentivize its developers/creators to create the next hit game/campaign on Roblox or Fortnite & follow their passions.

ERGs: Gamefam established 5+ culture committees so employees can shape the future of Gamefam.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

Gamefam stands out in the media & entertainment space due to its unique & significant achievements in fostering a company culture that prioritizes employee success, growth & retention – which is especially important as we're the first employer for many of our teammates.

Compared to peers:

→We actively promote work-life balance with our flexible & fully remote work arrangements that prioritizes productivity & output over physical presence, distinguishing us from competitors struggling with burnout & poor retention.

→Gamefam employees have the opportunity to work daily on dream projects with the biggest & best IP/brand partners globally, including the NFL, Netflix, Mattel, SEGA, Disney, Build-A-Bear & more. Early-career colleagues get a hands-on approach with big-time partners, which likely wouldn't happen as an indie developer or at a larger media company.

→With our size, we can encourage employees to try new roles as their interests or skills shift (i.e. artist to producer, Roblox development to Fortnite development).

→We prioritize open-door policies, empowering employees at all levels to contribute to decision-making processes – setting us apart from traditional hierarchical structures in larger companies.

Furthermore, Gamefam's commitment to employee development & growth sets us apart. With 63% of our employees under 30 years old, we invest heavily in comprehensive training, mentorship & professional development. They get to work alongside a variety of media & gaming industry veterans.

Gamefam's unique culture – characterized by work-life balance, transparent communication & robust employee development initiatives – sets us apart from our industry peers. It's why so many of the leading brand strategists & game developers are joining our growing team.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Great Place to Work Survey Results: <https://www.greatplacetowork.com/certified-company/7054435>

→81% of employees at Gamefam say it is a "great place to work" compared to 57% of employees at a typical U.S.-based company.

→91% say "I can be myself around here."

→89% say "People care about each other here."

→96% say there are "meaningful innovation opportunities" at Gamefam

Early-Career Professionals:

→63% of Gamefam employees are under 30 years old & many come to us as indie creators without traditional work experience. As their first employer, we invest heavily in comprehensive training programs, mentorship & professional development resources.

→By pairing them with veteran AAA developers from companies like Activision Blizzard, Zynga & EA, they learn directly from the best.

Prioritizing Diversity: Gamefam is laserfocused on being the most welcoming workplace in media & gaming, where we value people for who they are. We are the proud home to a wide range of racially & culturally diverse employees, many of whom have left other positions in the industry for culture reasons.

→Our employees are from 25 countries across the world, from South Africa to Brazil to the U.S. to Ukraine.

→40% of the company is non-caucasian & that number is rising.

→17% of Gamefam employees identified as LGBTQ+ in our latest survey.

HR Software Implementation: Gamefam has implemented HiBob, Sparrow & Greenhouse to streamline workflow, improve data management & enhance employee engagement.

HR Department Growth: We increased our HR team from one to four professionals, allowing us to provide more comprehensive proactive & reactive support to our employees.

Webpage Link

<https://gamefam.com/now-hiring> (<https://gamefam.com/now-hiring>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.greatplacetowork.com/certified-company/7054435> (<https://www.greatplacetowork.com/certified-company/7054435>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.fastcompany.com/90847502/most-innovative-companies-gaming-2023> (<https://www.fastcompany.com/90847502/most-innovative-companies-gaming-2023>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.linkedin.com/pulse/linkedin-top-startups-2023-50-us-companies-rise-linkedin-news-cn13e/> (<https://www.linkedin.com/pulse/linkedin-top-startups-2023-50-us-companies-rise-linkedin-news-cn13e/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://labusinessjournal.com/media/video-games/gamefam/> (<https://labusinessjournal.com/media/video-games/gamefam/>)

Would you like to add an additional webpage link?

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Web Page Link 6

<https://venturebeat.com/games/gamefam-reports-record-year-for-branded-games-on-roblox-and-fortnite/> (<https://venturebeat.com/games/gamefam-reports-record-year-for-branded-games-on-roblox-and-fortnite/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 7

<https://venturebeat.com/games/gamefam-raises-25m-to-build-games-for-roblox/> (<https://venturebeat.com/games/gamefam-raises-25m-to-build-games-for-roblox/>)

Would you like to add an additional webpage link?

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Web Page Link 8

<https://techcrunch.com/2021/03/11/gamefam/> (<https://techcrunch.com/2021/03/11/gamefam/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 9

<https://www.fastcompany.com/91019806/super-bowl-specials-are-coming-to-roblox-spongebob-and-ninja-turtles-games> (<https://www.fastcompany.com/91019806/super-bowl-specials-are-coming-to-roblox-spongebob-and-ninja-turtles-games>)

Would you like to add an additional webpage link?**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/20266/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDI2NiwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9yGamefam%20Sizzle%20Reel.mp4>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/20267/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDI2NywiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9yNickmas%20%26%20Super%20Bowl%20LVIII%20Recap%20Video.mp4>)

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Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/20268/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDI2OCwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9yWj4Z03Gdi-6LZuqEjH8j88fM?Cher%20Roblox%20Activation%20Recap%20Video.mp4>)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (https://stevies-sage.secure-platform.com/file/20270/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDI3MCwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9yGamefam_Roblox_Three_Pager_-_January_2024.pdf)

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Yes

Supporting Document 5

Download File (https://stevies-sage.secure-platform.com/file/20271/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDI3MSwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9y75_Million_OneBrandEvent_morespace%20%281%29%20%283%29.jpg)

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Supporting Document 6

Download File (https://stevies-sage.secure-platform.com/file/20272/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDI3MiwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9yj-TwpxCXUZyQtYFOqyGIB7VlyPvK7Bu-2DWWFq2E?23Jan_Saweetie_SuperBowlLVII_Recap_SXSW_NonCommMX_Edit4%20%282%29.mp4)

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Supporting Document 7

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Supporting Document 8

Download File (<https://stevies-sage.secure-platform.com/file/20274/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMDI3NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9Recap%20-%20Talk%20to%20Me%20Campaign%20on%20Fortnite.mp4>)

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Supporting Document 9

Download File (<https://stevies-sage.secure-platform.com/file/20275/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMDI3NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9ivA77P53h5-qGAwsMkdYAs?Gamefam%20EOY%20Infographic%20%281%29.png>)

Would you like to add an additional supporting document?

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