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## Re: Early Rate Deadline Reminder: Best Workplaces for Innovators

1 message

**Desiree Fish** <dfish@roblox.com>

Thu, Feb 24, 2022 at 1:09 PM

To: Irina Efremova <iefremova@roblox.com>

Cc: Meredith May <mmay@roblox.com>, Katie Dunne <kdunne@thehatchagency.com>, Hatch <roblox@thehatchagency.com>, comms@roblox.com <comms@roblox.com>

sure. budget is approved.

On Thu, Feb 24, 2022 at 1:02 PM Irina Efremova <iefremova@roblox.com> wrote:

Thanks so much, Meredith – do we know how many of the 86 projects in the blog actually turned into shipped features? We can brainstorm some more with the team on what makes a stronger case for the submission (funding/supporting developers or this in-house kind of innovation or maybe it's a combo of all of it!).

@Desiree Fish, checking in re: **\$695 budget** – ok with you if team Hatch helps secure the early-bird rate asap and kick off the submission for us and then we can figure out the submission later? Alternatively, if Anabelle or another EA has access to a corporate card, we can also do it from our side!

Irina

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**From:** Meredith May <mmay@roblox.com>

**Date:** Wednesday, February 23, 2022 at 10:28 AM

**To:** Irina Efremova <iefremova@roblox.com>

**Cc:** Katie Dunne <kdunne@thehatchagency.com>, Desiree Fish <dfish@roblox.com>, Hatch <roblox@thehatchagency.com>, "comms@roblox.com" <comms@roblox.com>

**Subject:** Re: Early Rate Deadline Reminder: Best Workplaces for Innovators

Here's an overview of [Hack Week](#).

I can get the stats (# of projects + topics covered) for 2021, but the structure is the same.

On Wed, Feb 23, 2022 at 9:43 AM Irina Efremova <iefremova@roblox.com> wrote:

Thanks, Katie!

I think our hackathon where our eng team participates (ideas from which ship every year + how even our interns get to ship products and we can tie that to our Own It values and People OS) and also unique approach to assessment of new grads could be very relevant for this.

Adding Meredith to the thread - [@Meredith May](#), do you have an overview of our hackathon initiative? So we can compare how strong that would be in terms of things that our employees participate vs. Game Fund+Talent Hub idea (which I also really like – thanks, Katie!)

[@Desiree Fish](#), is the \$695 submission budget ok with you so we can try?

Irina

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**From:** Katie Dunne <[kdunne@thehatchagency.com](mailto:kdunne@thehatchagency.com)>  
**Date:** Wednesday, February 23, 2022 at 9:36 AM  
**To:** Irina Efremova <[iefremova@roblox.com](mailto:iefremova@roblox.com)>  
**Cc:** Hatch <[roblox@thehatchagency.com](mailto:roblox@thehatchagency.com)>, "[comms@roblox.com](mailto:comms@roblox.com)" <[comms@roblox.com](mailto:comms@roblox.com)>  
**Subject:** Re: FW: Early Rate Deadline Reminder: Best Workplaces for Innovators

Hi Irina,

As you noted, we agree this award would be a great opportunity from a recruiting perspective and to highlight Roblox's innovative culture without the heavy lift of an employee survey component. The submission asks to highlight an "initiative that came from a surprising source," as well as any programs (R&D spending, incubators, corporate venture capital programs, or new tools or processes) that Roblox has put in place to encourage innovation.

Based on what we've been privy to and previous winners, we'd recommend putting forward Roblox's Talent Hub and Game Fund as a combined initiative that creates monetization opportunities and an ecosystem for Roblox creators to connect with teams and studios for work. The submission could highlight this year's Game Fund outcome and the impact of Talent Hub thus far. However, if there is an internal employee initiative or program that also makes sense to put forward, we can reconsider.

Sharing a few [past winners](#) and highlighted initiatives below to give you a better idea of what Fast Company is looking for. Also, providing more background on the award below - including submission questions, deadlines, eligibility and recommended categories.

#### **Ally Financial**

- Tech lab and incubator
- Moguls in the Making - recruits student entrepreneurs from HBCUs to a weeklong competition where the top 3 teams earn paid internships + scholarships
- Initiative: The winning concept from the Moguls in the Making competition was a financial literacy game that can be embedded in Minecraft

#### **SAP**

- Initiative: One Billion Lives Ventures - SAP's flagship social intrapreneurship initiative that gives employees the permission, time, technology and mentorship to turn their passion for making a difference into sustainable, income-generating ventures

- This initiative generates about 500 ideas a year from employees within the company, and a handful are selected for immediate development, including a marketplace for electronic manufacturers and a software solution for remote learning gaps

## Skillz

- Initiative: The multiplayer platform company has gamified its QA process: Employees are encouraged to play at work and are rewarded for winning weekly staff tournaments.

The Early Rate Deadline is **this Friday, February 25, 2022**, and the registration fee is \$695. You would only need to secure the rate by this deadline and will have until the **final deadline (March 18th) to finalize the submission**. If aligned on pursuing, we recommend Roblox secure pricing as we're about to wrap and it will be easier to ensure you can continue to manage it moving forward under your contact information.

Thanks,  
Katie

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## Fast Company's 2022 Best Workplaces for Innovators

**About:** Fast Company's 2022 Best Workplaces for Innovators award recognizes organizations that have a culture that encourages employees at all levels to "improve processes, create new products, or invent new ways of doing business." This year, Fast Company has added several new categories that focus on diversity, sustainability, B2B, and consumer products & services.

### Deadlines:

- Early Rate Deadline: Friday, February 25, 2022 (\$695)
- Final Deadline: Friday, March 18, 2022 (\$895)

**Eligibility:** Organizations must demonstrate exactly how they encourage innovative thinking across the entire organization, citing specific examples of internal policies and programs that have yielded meaningful and tangible results. Applicants will be judged on real and demonstrable commitments to cultivating a workplace that encourages innovative thinking, such as team size, R&D budgets, internal education or re-skilling programs, patent applications, product pipeline, internal recognition programs, etc. Companies and nonprofits of all sizes will be considered.

**Visibility:** Winners will appear in the September issue of Fast Company and all honorees will appear on Fastcompany.com.

**Additional Categories:** While we will automatically be considered for the "Best Workplaces for Innovators" master list when applying, they have added subcategories we can apply to for an additional cost of \$695 each. Sharing the most relevant subcategories below - let us know if this is something you're interested in as well.

- Consumer Products and Services (New): Workplaces in consumer products and services that have created exceptional cultures of innovation
- Diverse Innovators (New): Workplaces that have successfully encouraged and nurtured innovation among diverse employees
- Early Career Innovators (New): Workplaces that have successfully encouraged and nurtured innovation among early-career employees

Submission Form [Questions](#):

- Innovation Example: Provide one detailed example of an important innovation that originated from a surprising source within your organization. Include details of impact/outcomes as well. (1,000-word count)
- Investment in Innovation: Detail any adjustments you have made to your organization's investments to encourage and support innovation during the pandemic. Examples might include R&D spending, incubators, corporate venture capital programs, or new tools or processes your organization developed to facilitate innovation (1,000-word count)
- Innovation Initiatives and Programs: Describe any adjustments to programs or initiatives that your organization has made that encourage a more innovative culture, and how that effort aligns with or supports your organization's purpose. (1,000-word count)
- Workplace Culture: What steps has your company taken to foster a workplace culture where all employees feel empowered to innovate? In your response, share your organization's inclusion, equity, and diversity efforts, and provide an example of how diverse or unconventional perspectives have resulted in innovation at your organization. Please feel free to share dates and public commitments, if available. (1,000-word count)

On Tue, Feb 22, 2022 at 4:26 PM Katie Dunne <[kdunne@thehatchagency.com](mailto:kdunne@thehatchagency.com)> wrote:

Of course, we'll do some digging and circle back.

On Tue, Feb 22, 2022 at 3:50 PM 'Irina Efremova' via Roblox <[roblox@thehatchagency.com](mailto:roblox@thehatchagency.com)> wrote:

Team Hatch, mind digging into this one? I believe we tried submitting in 2019-2020 before COVID and didn't get in and then last year we passed on the submission b/c of the Fast Company situation. Hoping you can take another look since this is great for Employer Brand, so we can evaluate if it makes sense to try this year (what sort of questions/topics are in there and who won last year/why)?

Thanks!

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**From:** Fast Company <[bwiawards@fastcompany.com](mailto:bwiawards@fastcompany.com)>

**Reply-To:** Fast Company <[bwiawards@fastcompany.com](mailto:bwiawards@fastcompany.com)>

**Date:** Tuesday, February 22, 2022 at 1:07 PM

**To:** Irina <[iefremova@roblox.com](mailto:iefremova@roblox.com)>

**Subject:** Early Rate Deadline Reminder: Best Workplaces for Innovators

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