

# **From Story to Reality: A Strategic Analysis of Sloomoo Institute and the Themed Experience Economy**

## **Part 1: Executive Dossier: Sloomoo Institute & The Architects of Joy**

### **The Genesis of an Experience: Authenticity as a Business Catalyst**

The creation of Sloomoo Institute is a case study in how profound personal adversity can serve as the catalyst for an authentic, mission-driven, and commercially successful enterprise. The company's origin is not a fabricated marketing narrative but is deeply rooted in the genuine, challenging life experiences of its co-founders, Sara Schiller and Karen Robinovitz. This authenticity forms the bedrock of the brand's identity and its powerful connection with a modern audience increasingly concerned with mental wellness and human connection.<sup>1</sup>

The journey began with Karen Robinovitz, who, after losing her husband to mental health issues and her cousin in the tragic Parkland school shooting, found herself in a state of major depression.<sup>1</sup> During this difficult period, a friend's ten-year-old daughter introduced her to slime. What started as a simple activity turned into a four-hour session of play, after which Robinovitz realized she had experienced a moment of genuine joy for the first time in years.<sup>1</sup> This personal revelation sparked an "addiction" to slime and its therapeutic potential.<sup>4</sup>

Simultaneously, Sara Schiller was navigating her own profound challenges. Her oldest daughter was diagnosed with Angelman syndrome, a rare genetic condition that severely limits communication and motor skills, and her husband had become disabled following massive strokes.<sup>1</sup> When Robinovitz shared her discovery, the two friends began using slime together, finding it a powerful tool for stress relief and connection while playing with Schiller's daughters.<sup>4</sup> They observed that both Schiller's neurodiverse and neurotypical daughters could enjoy and communicate through slime equally, reinforcing their belief in its universal appeal.<sup>2</sup>

This shared experience led to a critical realization: in a world facing what they describe as an "epidemic of loneliness" and rising rates of depression, the simple, tactile joy they found in slime was something that needed to be shared with the world.<sup>1</sup> This was not merely a business opportunity but a mission. The brand's official mission statement, "Deliver Joy," is a direct extension of this personal genesis.<sup>5</sup> Their commitment was further solidified from the very beginning by donating a portion of every ticket sold to mental health charities, including NAMI and the Sad Girls Club,

embedding social purpose into their financial model and reinforcing the authenticity of their mission.<sup>6</sup>

The direct, traceable line from personal trauma to a therapeutic discovery, and from that discovery to a corporate mission, creates a brand story that is exceptionally difficult for competitors to replicate. While any operator can build a physical attraction with slime vats and colorful decor, the genuine "why" behind Sloomoo Institute is its most defensible asset. This narrative transforms the business from a novelty "slime museum" into a purposeful venture focused on mental wellness, play, and human connection. In an experience economy where authenticity is paramount, this story functions as a powerful, non-replicable form of intellectual property that resonates deeply with guests long before they enter the building.

### **The Business of Play: Deconstructing the Hybrid Experiential Retail Model**

Sloomoo Institute operates on a sophisticated hybrid business model that masterfully blends a ticketed attraction with a robust retail component, creating a powerful and financially successful engine for growth. The financial performance demonstrates the viability of this model. After launching as a pop-up in SoHo in October 2019, the initial location grossed an impressive \$5 million in revenue in its first four months, welcoming over 100,000 visitors and signaling a powerful market demand.<sup>1</sup> This early success allowed the company to weather the pandemic and emerge with a clear growth strategy. By 2023, the business had scaled significantly, grossing nearly \$30 million in revenue across four locations from 500,000 visitors.<sup>7</sup> This expansion was fueled by a strategic funding round that secured nearly \$6 million in financing at a \$50 million valuation, providing the capital to open permanent locations in Atlanta and Chicago on the same day.<sup>2</sup>

The revenue structure is intentionally weighted, with approximately 80% derived from ticket sales and the remaining 20% from the sale of slime and related merchandise, both in-store and through a thriving e-commerce platform.<sup>9</sup> This split underscores the strategy of using the physical experience as the primary driver of both direct and ancillary revenue. The company employs a dynamic pricing strategy for its tickets, which range from approximately \$29 to \$48 depending on the location and time of the visit.<sup>9</sup> An "Enhanced Experience" ticket is offered at a premium, granting access to the signature "Sloomoo Falls" where guests can be covered in slime—a highly theatrical and shareable moment.<sup>8</sup>

A critical component of this model is the value proposition embedded within every

ticket. Each general admission ticket includes a visit to the DIY Bar, where guests create their own custom 8oz slime to take home. This take-home product has a stated retail value of \$16-\$18, effectively bundling a significant product purchase into the experience price.<sup>8</sup> This is a strategic masterstroke. It reframes the entire attraction not as a space with an optional gift shop, but as a high-margin retail funnel where the immersive experience itself is the ultimate marketing tool. The journey through the sensory installations, the engagement with different textures and scents, and the joy of play all culminate in the creation of a personalized product. This process guarantees that every single visitor leaves as a product-engaged customer. The take-home slime extends the brand experience into the home, acting as a tangible reminder of the positive emotions felt at the venue and serving as a "product trial" that encourages future e-commerce purchases of new slime varieties and kits. In this framework, the ticket price functions as a customer acquisition cost for a high-margin consumer product business, making the entire attraction a powerful and profitable retail conversion machine. This represents a significant evolution from the traditional attraction model where retail is often a secondary, disconnected revenue stream.

Sloomoo Institute Corporate Fact Sheet	
Founding Date	October 2019 <sup>5</sup>
Founders	Sara Schiller, Karen Robinovitz <sup>4</sup>
Locations	New York City, Atlanta, Chicago, Houston, Los Angeles <sup>1</sup>
Mission Statement	"Deliver Joy" <sup>5</sup>
Key Financials	\$30M Revenue (2023); ~\$6M funding at \$50M valuation (2022) <sup>2</sup>
Business Model	~80% Ticketed Experience / ~20% Retail & E-commerce <sup>9</sup>
Annual Visitors	500,000 (2023) <sup>7</sup>
Ticket Price Range	\$29 - \$48 (dynamic); Enhanced Experience up to \$80 <sup>8</sup>
Core IP	Original concept-driven IP around the emotion of "Joy" and the "Sloomoo-verse" mascot family <sup>5</sup>

## **The Founder Duality: A Synthesis of Curation, Community, and Commerce**

The remarkable success of Sloomoo Institute can be attributed to the unique and powerful synthesis of its co-founders' distinct yet perfectly complementary professional backgrounds. Sara Schiller represents the architect of physical experience, while Karen Robinovitz is the architect of digital community. Their combined expertise allowed them to bridge the critical gap between a digital trend and a tangible, profitable, and scalable physical business.

Sara Schiller is a serial entrepreneur with a proven track record of transforming physical spaces into curated, high-value experiences. Her previous venture, Meet, reinvented the staid corporate meeting industry by offering three art-filled, technologically advanced venues in downtown New York.<sup>4</sup> Global brands from Chanel to LEGO chose her spaces over their own corporate boardrooms, demonstrating her ability to elevate a mundane activity through intentional, user-centric design.<sup>12</sup> Furthermore, her work with the Wooster Collective, the world's largest blog dedicated to street art, showcases her expertise in curating and celebrating ephemeral, artist-driven culture.<sup>4</sup> The critically acclaimed "11 Spring" project, where she and her husband transformed an entire building into a temporary street art gallery, highlights her capacity to create a must-see destination experience from a non-traditional concept and manage complex, creative-led endeavors.<sup>15</sup> Her focus has consistently been on the intersection of art, hospitality, and the tangible guest journey.

In contrast, Karen Robinovitz's career was forged in the digital realm, where she was a pioneer of the modern influencer economy. As the founder of Digital Brand Architects (DBA), the first talent management agency for social media personalities, she effectively created the business model for monetizing digital influence.<sup>4</sup> This experience gave her an unparalleled understanding of how to build brands and communities through authentic, personality-driven online content. Before DBA, her work as a journalist for publications like

*The New York Times* and as a PR strategist for global brands such as Tiffany & Co. and Coach honed her skills in narrative crafting and mass-market brand communication.<sup>4</sup> Her expertise lies in understanding and harnessing the power of digital zeitgeist and community engagement.

The phenomenon of "satisfying" slime videos was born and cultivated on digital platforms like Instagram and TikTok, creating a massive, pre-existing global audience.<sup>6</sup> Robinovitz possessed the digital savvy to recognize this trend, understand its cultural currency, and connect with the community around it. Schiller possessed the operational and design acumen to translate that ephemeral digital trend into a

compelling, scalable, and profitable physical world. Their partnership was the essential ingredient. They did not simply build a physical space and market it to a digital audience; they purpose-built a physical manifestation

for the digital audience. The experience is designed for sensory engagement that online videos can only hint at and is optimized for social media shareability. This represents a new and powerful model for attraction development: identify a digitally native trend and create its ultimate real-world expression. Sloomoo Institute stands as one of the first and most successful examples of a brand that originated from a social media trend and was intentionally designed from the ground up as a location-based, immersive attraction.

<b>Founder Profile Snapshot: The Power of Duality</b>		
	<b>Sara Schiller</b>	<b>Karen Robinovitz</b>
<b>Core Expertise</b>	Physical Experience Design, Hospitality, Art Curation	Digital Brand Building, Influencer Marketing, Narrative Crafting
<b>Key Past Ventures</b>	Meet (founder), Wooster Collective (co-founder) <sup>4</sup>	Digital Brand Architects (DBA) (founder) <sup>4</sup>
<b>Key Contributions to Sloomoo</b>	Operations, Guest Experience, Architectural & Interior Design, Retail Strategy	Marketing, Brand Voice, Digital Community, PR, IP Development
<b>Relevant Quote/Principle</b>	"Get it 80% right and go. You can spend years working on the last 20% and never get a project off the ground." <sup>7</sup>	"People thought we were crazy for starting a business based on slime, but because slime was so powerful for us... we knew we had something special." <sup>2</sup>

## Part 2: The Anatomy of Immersion: Narrative, Theming, and Intellectual Property

### Inventing a Universe: The "Sloomoo-verse" as Original, Concept-Driven IP

Sloomoo Institute provides a compelling counter-narrative to the dominant intellectual property (IP) model in the attractions industry, which overwhelmingly relies on leveraging pre-existing, multi-billion-dollar media franchises from giants like Disney and Universal.<sup>18</sup> Instead of licensing known characters, Sloomoo's founders built an original brand universe from the ground up, centered not on a complex plot, but on a universal emotion: joy.

The process began with the brand's name itself. "Sloomoo" was not the product of a corporate branding agency but was adopted directly from an organic, viral trend within the online slime community, where participants would create a "slime name" by replacing the vowels of a word with "oo".<sup>5</sup> This choice immediately signaled authenticity and an insider's understanding of the culture they were serving, fostering an instant connection with their target audience.

From this foundation, they developed a rich world of original IP. This includes the main mascot, Sloomoo, a non-binary character whose identity reflects the nature of slime itself—neither a liquid nor a solid—in a deliberate and progressive branding choice that reinforces the company's mission of radical inclusivity.<sup>11</sup> The universe was expanded with a "family" of other characters, such as Skoot (the adventurous one), Loov (the hopeful one), and Froofroo (the sensitive one), each with a distinct personality and design.<sup>11</sup> This "Sloomoo-verse" provides a flexible platform for storytelling, merchandising, social media content, and future media development, all without relying on external licenses.<sup>17</sup>

The overarching narrative framework of the experience is intentionally simple and emotional rather than plot-driven. The story is the mission: to "Deliver Joy" and provide a "playful wonderland" as an escape from the pressures of the modern world.<sup>5</sup> This emotional theme serves as the narrative glue that unifies the various sensory activities within the space. Guests are not asked to follow a complex storyline; they are invited to embark on an emotional journey facilitated by sensory engagement.

This strategy reveals a fundamentally different approach to IP development. Where traditional attractions leverage the IP of a franchise, Sloomoo has effectively created IP from a *feeling*. They have successfully branded and personified the emotion of joy and the sensation of satisfying tactile play. This is a groundbreaking model for the

attractions industry, particularly for independent operators or new ventures that lack access to established media properties. It demonstrates a viable and highly successful path for creating a powerful, ownable brand world from an abstract concept, proving that an emotional connection can be just as potent as a connection to a beloved film character.

### **A Cornucopia for the Senses: The Principles of Multi-Sensory Design**

The immersive power of Sloomoo Institute lies in its meticulous and intentional engagement of all five human senses. This approach is not merely decorative; it is the core mechanism through which the company delivers on its mission to provide joy and a reprieve from the digital world. The design philosophy aligns perfectly with academic and industry definitions of immersion, which emphasize that engaging multiple senses simultaneously creates a more convincing and enveloping world, leading to a heightened psychological state of "presence".<sup>18</sup>

Every element within the space is engineered to contribute to this multi-sensory experience:

- **Touch:** As the primary medium, tactile engagement is paramount. The experience features over 25 distinct vats of slime, each with a unique texture and property.<sup>10</sup> This is complemented by large-scale installations like "Lake Sloomoo," a basin containing over 350 gallons of slime that guests can walk on, and dedicated areas for playing with other tactile compounds like Kinetic Sand.<sup>8</sup> The centerpiece is the DIY Bar, where the act of touching and mixing ingredients is central to the creation of a personal souvenir.<sup>10</sup>
- **Smell:** Often the most potent sense for memory and emotion, scent is a critical and sophisticated layer of the experience. The DIY Bar offers a choice of over 60 different perfume-grade scents, referred to as "VIBES," allowing for deep personalization.<sup>22</sup> The founders have noted that this scent library was consciously designed to evoke a wide range of memories and appeal to diverse cultural backgrounds, including fragrances like jasmine and coconut alongside more traditional scents like birthday cake and sugar cereal.<sup>23</sup>
- **Sound:** The auditory environment is carefully curated to enhance the sensory journey. Dedicated ASMR (Autonomous Sensory Meridian Response) stations, called "Synthesootherers," provide a sonic journey of satisfying sounds like pops, snaps, and crunches.<sup>5</sup> The experience is also underscored by a custom-composed theme song by musician Pei Pei Chung, which has its own three-part narrative structure: "the slime spaceship is coming, lift off, and party



planet," further enveloping guests in a unique soundscape.<sup>5</sup>

- **Sight:** The visual design is far from a simple playground aesthetic; it is a high-end, contemporary curation of art and architecture. The founders collaborated with the world-class architecture firm Method Design to create a space defined by sinuous, undulating surfaces that evoke the folds and movement of slime.<sup>24</sup> The walls are adorned with custom wallpapers from the high-end designer Flavor Paper, featuring dynamic, Day-Glo, and holographic designs created from actual photographs of slime.<sup>26</sup> The vibrant color palette is intentionally chosen based on principles of color therapy to inspire awe and positive emotions in adults as much as in children.<sup>5</sup>

This deliberate sensory assault is the tangible, operational execution of the abstract mission to "Deliver Joy." Each design choice is a functional tool engineered to guide the guest's psychological state toward mindfulness, play, and happiness.

Psychological research confirms that such immersive, multi-sensory environments can effectively reduce anxiety and improve mood.<sup>27</sup> Therefore, the architectural and sensory design choices are not arbitrary. They are the functional means by which Sloomoo delivers its core product: a predictable and reliable positive emotional state. The design is not simply *about* the brand; the design *is* the brand experience.

### The "Willy Wonka" Factor: Engineering Magic and Wonder

A key element of Sloomoo Institute's appeal is its ability to evoke a sense of magic and wonder, a quality Karen Robinovitz has explicitly compared to the creations of Willy Wonka.<sup>29</sup> This "Wonka factor" stems from a sophisticated juxtaposition: the experience feels like simple, analog, screen-free play, but it is enabled and enhanced by complex, hidden technology and meticulous engineering. This allows the company to deliver a consistent, high-quality, and seemingly magical experience at scale, which is a significant operational feat.

Several installations exemplify this principle of engineered magic:

- **The "Sloomoovator":** Featured in the Houston location, this device appears to be a whimsical gumball machine. In reality, it is a complex piece of engineering that uses both milled aluminum and 3D-printed components to pump a precise, recipe-specific amount of fragrance into a slime base. Too much fragrance would chemically compromise the slime, so the technology is essential to delivering the perfect, magical outcome.<sup>29</sup>
- **The DIY Bar:** This station, a cornerstone of the visit, offers guests the chance to



create their own unique slime from over 4 million possible combinations of colors, scents, and charms.<sup>5</sup> This is mass customization on a grand scale. It provides each guest with a powerful feeling of creative ownership and a personalized takeaway, but it relies on a highly organized and efficient back-end system of procurement and logistics to manage the vast inventory of "atoms".<sup>1</sup>

- **Sloomoo Falls:** The premium, add-on experience of being doused in slime is a moment of pure spectacle. It is engineered to be a peak emotional moment in the guest journey—messy, exhilarating, and perfectly suited for capturing and sharing on social media, thus amplifying the brand's reach organically.<sup>10</sup>

This approach is guided by Sara Schiller's entrepreneurial principle of focusing on what is "better, different, and special".<sup>7</sup> She recounts a key decision to invest their finite resources in custom-designed, fiberglass sculptural vats for slime play rather than upgrading the existing lighting and walls of a leased space. This choice demonstrates a clear strategic priority: invest in the unique elements that create wonder and set the experience apart, while accepting "good enough" for generic components.

The genius of the "Willy Wonka" factor is in hiding the complexity. The guest is invited to get off their devices and engage in tactile play, an activity that feels fundamentally analog and human.<sup>1</sup> However, the consistency and quality of this analog-feeling experience are ensured by 21st-century technology, from augmented reality portals in the "Sloomooverse" to 360-degree CGI video rooms.<sup>10</sup> Like Wonka's factory, which presented pure magic powered by a hidden industrial process, Sloomoo uses technology to make the technology disappear. This mastery of using advanced engineering to facilitate a return to simple, pre-digital play is a hallmark of sophisticated modern attraction design.

## **Part 3: The Broader Landscape: Market Context and Strategic Positioning**

### **The Experience Economy: A Paradigm Shift in Consumer Value**

The rapid success and expansion of Sloomoo Institute is not an isolated phenomenon but is perfectly timed with a major secular shift in consumer behavior: the rise of the "Experience Economy." This well-documented trend describes a fundamental change in spending priorities, particularly among younger demographics, away from the acquisition of material goods and toward the pursuit of memorable, shareable, and

personally meaningful experiences.<sup>30</sup>

The scale of this economic shift is substantial. Market analyses project the global experience economy will reach a value of \$2.1 trillion by 2032.<sup>30</sup> Consumer surveys provide clear evidence for this trend: 78% of millennials report they would rather spend money on a desirable experience or event than on a desirable product.<sup>31</sup> This preference is reflected in actual spending patterns, with expenditure on experiences growing at a significantly faster rate than spending on goods.<sup>30</sup> A 2023 Mastercard survey found that while global spending on goods was up 12% from 2019 levels, spending on experiences had surged by 65%.<sup>30</sup>

The psychological drivers behind this shift are rooted in the pursuit of longer-lasting happiness. Research indicates that the positive emotions derived from experiences, which create lasting memories and foster social connection, are more durable than the satisfaction gained from material possessions.<sup>30</sup> In a post-pandemic world, consumers are placing an even higher premium on making up for lost time and investing in quality time with friends and family, further fueling this demand.<sup>33</sup>

Sloomoo Institute is not merely a participant in this trend; it represents the next evolution of it. Sara Schiller has explicitly stated her belief that "Immersive experiences are the future of retail. Gen Alpha will only know purchasing as an experience, not as a transaction".<sup>7</sup> Their business model is a living testament to this vision, demonstrating the complete fusion of experience and retail. They have proven that the most effective way to sell a consumer product is to first immerse the customer in a memorable, emotional, and highly engaging experience centered around that product. Sloomoo should therefore be analyzed not just as an attraction, but as a bellwether for the future of physical retail, providing a successful playbook for how brick-and-mortar businesses can thrive by transforming transactions into transformative experiences.

### **Comparative Analysis: The Immersive Attraction Ecosystem**

To fully appreciate Sloomoo Institute's unique strategic position, it is useful to place it within the broader landscape of the immersive attraction ecosystem. A comparative analysis with other key players, such as the art collective Meow Wolf and the family experience company CAMP, reveals three distinct and viable models for monetizing immersion in the modern economy.

- **Sloomoo Institute** operates on a **Concept-to-Commerce Model**. Its IP is

original but built around a universal concept (sensory play) and an emotion (joy), rather than a complex narrative.<sup>5</sup> The business model is a hybrid of experiential retail, where the primary goal of the ticketed attraction is to drive the sale of high-margin consumer products.<sup>9</sup> Founded by seasoned business entrepreneurs with expertise in both physical and digital realms, the experience is designed to be highly accessible, repeatable, and scalable for an all-ages audience.<sup>4</sup>

- **Meow Wolf** exemplifies the **Art-as-Destination Model**. Its IP is also original but consists of a deep, complex, and interconnected science-fiction narrative universe that unfolds across its large-scale installations.<sup>36</sup> The business model is primarily focused on ticket sales for a destination art experience that functions as a cultural institution.<sup>38</sup> Founded by an artist collective and funded like a media or tech company (with early backing from author George R.R. Martin), its aesthetic is more counter-culture and psychedelic, appealing to an audience seeking exploration, mystery, and discovery.<sup>38</sup>
- **CAMP** utilizes a **Platform-for-Franchise Model**. It primarily leverages the power of existing, beloved IP from major media companies like Disney and Universal.<sup>41</sup> Its business is to act as a physical platform, creating temporary, themed play spaces where families can interact with their favorite characters and stories. This model minimizes the significant risk and expense of creating original IP from scratch and instead taps into the massive, pre-existing fanbases of its licensors.<sup>41</sup>

This comparison illuminates three divergent strategic paths. Sloomoo's model is about building a brand around a universal human experience and using that brand to fuel a scalable retail business. Meow Wolf's model is about creating a wholly original, destination-worthy artistic world and monetizing it as a new form of entertainment. CAMP's model is about serving as an expert partner to the world's largest IP holders, creating physical touchpoints for their digital and media properties. Understanding these distinctions allows for a more nuanced appreciation of Sloomoo's strategy. They have successfully forged a third way between the high-risk, high-reward world-building of Meow Wolf and the lower-risk, partnership-dependent model of CAMP. This provides a powerful and accessible playbook for operators looking to build a strong, original brand without needing to create a blockbuster movie or a sprawling sci-fi epic first.

<b>Comparative Analysis of Immersive Attraction Models</b>			
<b>Attribute</b>	<b>Sloomoo Institute</b>	<b>Meow Wolf</b>	<b>CAMP</b>
<b>IP Strategy</b>	Original, Concept-Driven	Original, Narrative-Driven	Licensed, Franchise-Driven
<b>Core Narrative</b>	Emotional Theme: "Deliver Joy," Sensory Play <sup>5</sup>	Complex Sci-Fi Multiverse Lore <sup>37</sup>	Existing Stories (e.g., <i>The Little Mermaid</i> ) <sup>41</sup>
<b>Business Model</b>	Hybrid Experiential Retail (Tickets + Product) <sup>9</sup>	Destination Art Installation (Primarily Tickets) <sup>38</sup>	Experiential Retail Platform for Licensed IP <sup>41</sup>
<b>Founder Archetype</b>	Seasoned Business Entrepreneurs <sup>4</sup>	Artist Collective <sup>38</sup>	Venture-Backed Family Experience Company
<b>Target Audience</b>	All-ages, Families, Adults, Corporate <sup>1</sup>	Millennials, Gen Z, Art & Sci-Fi Fans, Families <sup>42</sup>	Families with Young Children
<b>Key Guest "Verb"</b>	<b>Play</b>	<b>Explore</b>	<b>Interact</b>

## The Psychology of Play: Why Immersion Creates Connection and Commerce

The ultimate product that Sloomoo Institute sells is not slime; it is a carefully engineered psychological state of mindful, joyful, and connected play. The company has successfully identified deep-seated modern human needs—for tactile sensation, for disconnection from digital screens, for stress relief—and built a highly profitable business model to service them. The slime itself is merely the physical medium for delivering this intangible psychological product.

This strategy is grounded in established principles of cognitive and behavioral psychology. The core goal of any immersive design is to induce a state of "presence"—the subjective feeling of actually "being there" in the created environment.<sup>21</sup> Sloomoo achieves this through the multi-sensory engagement detailed

previously. By stimulating sight, sound, smell, and touch simultaneously, the experience captures the guest's full attention, pulling them out of the cycle of internal thoughts and external digital distractions and into the physical moment.

The benefits of this state are twofold. First, it directly addresses the company's mission. Scientific studies have demonstrated that immersive experiences, particularly those involving nature or tactile engagement, can lead to measurable stress reduction and mood enhancement.<sup>27</sup> The act of playing with slime, a hands-on, sensory activity, has been shown to boost mood, energy, and feelings of connection.<sup>5</sup> This aligns perfectly with the founders' origin story and their goal of sharing a tool for healing and joy.<sup>4</sup>

Second, this psychological state fosters connection and commerce. By creating a screen-free environment where hands are occupied, the experience naturally encourages interpersonal engagement. It shifts participants from passive observers into active co-creators of the fun, making it an effective venue for families, dates, and even corporate team-building events where traditional barriers are broken down.<sup>1</sup> Furthermore, psychology suggests that these emotional, multi-sensory experiences create stronger, more vivid, and more lasting memories than passive consumption.<sup>44</sup> This heightened memory encoding leads to powerful brand recall and loyalty. The positive feelings of joy and connection become inextricably linked with the Sloomoo brand and its physical product.

Therefore, the commercial transaction at Sloomoo is an exchange of money for a predictable and reliable emotional and psychological outcome. This represents a far more sophisticated and durable value proposition than simply offering "a fun place to play with slime." It is the monetization of a feeling, delivered through a meticulously designed sensory apparatus.

## Part 4: The "Signal" Playbook: Strategic Angles & Provocations for the Hosts

### Core Conversational Pillars

To guide a "bold," "discussion-style" interview that aligns with The Signal's mission, the conversation can be structured around four central strategic pillars. These pillars elevate the discussion from a simple Q&A to a deep exploration of the principles behind Sloomoo's success, offering immense value to an executive audience.

- **Pillar 1: The Authenticity Engine.** This pillar explores how a deeply personal and vulnerable origin story can be forged into a brand's most powerful and defensible asset. The conversation should delve into how Sara and Karen translated their personal journeys into a corporate mission, an operational ethos, and a marketing strategy that creates an emotional moat around their business.
- **Pillar 2: From Digital Trend to Physical Reality.** This pillar focuses on the innovative strategy of identifying a digitally native phenomenon—the "satisfying slime" video trend—and building its ultimate physical manifestation. This line of inquiry will unpack the unique synthesis of their skills and the playbook for bridging the digital-to-physical chasm, a critical challenge in the modern attractions landscape.
- **Pillar 3: The IP of Emotion.** This pillar deconstructs Sloomoo's groundbreaking approach to intellectual property. The discussion should contrast their model—building a rich brand universe and original characters from an abstract concept like "joy"—with the industry's standard reliance on pre-existing media franchises. This offers a new roadmap for brand creation.
- **Pillar 4: The ROI of Joy.** This pillar examines the business model of monetizing a psychological state. The conversation will connect the dots between the meticulous, multi-sensory design of the experience, its intended psychological impact on guests (stress relief, mindfulness, connection), and how that translates into tangible business outcomes like ticket sales, retail conversion, and brand loyalty.

## Tiered Question Bank for Sara & Karen

This question bank is designed to facilitate a dynamic and insightful conversation, moving from foundational topics to deep strategic analysis. The prompts are crafted to encourage the "bold POV" and vulnerability that The Signal podcast aims for.<sup>46</sup>

### Segment A: The Genesis (The "Why")

1. "Your origin story is incredibly powerful and rooted in personal adversity. Can you take us back to the specific moment you both realized that slime wasn't just a toy, but a genuine tool for healing, and how that personal revelation transformed into the conviction that it had to become a business?"
2. "From day one, you named it Sloomoo 'Institute,' not a 'museum' or 'playground.' That's a very intentional choice. What was the strategic thinking behind that name, and what did you want it to signal about your long-term vision for the brand beyond just slime?"<sup>1</sup>
3. "Your mission is to 'Deliver Joy.' In an industry obsessed with metrics like per-caps and turnstile counts, that can seem like a soft KPI. How do you actually measure the ROI of joy? What are the indicators you look for, both in guest feedback and on your balance sheet, that tell you the mission is succeeding?"

### Segment B: The Founder Duality (The "How")

1. "Sara, you came from designing high-end physical spaces with 'Meet' and curating ephemeral street art. Karen, you essentially invented the influencer marketing economy with DBA. On paper, these are very different worlds. Tell us about the initial conversations where you realized your skills were not just complementary, but absolutely essential to making Sloomoo a reality."
2. **"Real Talk" Prompt:** "We encourage candid conversations on this show. Can you share an example of a major strategic decision where your different backgrounds led to a healthy, productive conflict? A moment where the 'physical space' perspective clashed with the 'digital community' perspective, and how you merged them to find the right path forward?"<sup>46</sup>
3. "You launched your first pop-up just four months before the world shut down in 2020. You not only survived that existential threat but emerged to scale rapidly. What was the single most important lesson that period of extreme constraint taught you about the resilience and fundamentals of your business model?"<sup>1</sup>



## Segment C: The Anatomy of Immersion (The "What")

1. "Let's talk about intellectual property. Most major attractions either license massive franchises or build complex, plot-driven stories. You built an entire universe, with characters and a brand identity, around a *feeling*. What is the playbook for creating IP from a concept like 'joy'? How do you go from an emotion to a mascot and a world?"
2. "Your use of scent is incredibly detailed, going so far as to consider diverse cultural memories. How deep does that multi-sensory design philosophy go? Is there a 'Sloomoo design bible' that dictates how every single sensory element—from the curvature of a wall to the ASMR sounds—must align with the core mission?" <sup>5</sup>
3. "Karen, you've been called a 'modern-day Willy Wonka' for the technology hidden behind the scenes. How do you strike the delicate balance between creating experiences that feel simple, tactile, and magical, while relying on complex engineering and logistics to deliver that magic consistently and at scale?" <sup>29</sup>

## Segment D: The Future of Experience (The "What's Next")

1. "Sara, you've said publicly that 'immersive experiences are the future of retail.' That's a bold statement. What does that future look like, and what is the most critical change that traditional attraction operators and retailers need to make right now if they want to survive the next decade?" <sup>7</sup>
2. "Looking at the competitive landscape, you have the dense narrative world of Meow Wolf on one end and licensed IP attractions like CAMP on the other. You've successfully forged a third path. For the operators in our audience, what advice would you give someone who wants to build a powerful, original brand but doesn't have a sci-fi universe or a Disney movie to start with?"
3. **"Blind Spot" Prompt:** "From your unique vantage point, having built a new category of attraction, what is the single biggest blind spot or outdated mindset you see holding back leaders and innovators in the broader attractions and entertainment industry today?" <sup>46</sup>

## Host-Specific Prompts: Leveraging the RocketRez Perspective

These tailored angles are designed to help hosts John Pendergrast and Tim Samson connect the conversation to their specific areas of expertise—technology/data and operations/guest experience—ensuring the discussion is highly relevant to the RocketRez audience.

### For John (Host - CEO/Tech/Data/Scalability)

- **Angle:** Frame the business as a scalable, replicable system. The core question is: How do you productize and scale an emotion?
- **Potential Prompt:** "Sara and Karen, I'm fascinated by the scalability of this. As a tech CEO, I see a company that has essentially created a replicable 'joy delivery system.' Let's talk about the data behind that. How do you use guest feedback or operational data to refine the sensory experience? Is there a data-driven approach to optimizing the layout or the flow to maximize that feeling of 'joy,' and how do you ensure that quality is maintained as you expand from one location to five?"
- **Potential Prompt:** "Let's dig into the IP as a scalable asset. At RocketRez, we work with attractions managing massive, pre-existing IP. You built yours from scratch. Let's explore the financial and strategic implications of that choice. What is the long-term value and freedom that comes from owning your IP outright versus licensing, and how does that fundamentally change your growth strategy and ability to innovate?"

### For Tim (Co-Host - Product/Operations/Guest Experience)

- **Angle:** Focus on the on-the-ground, operational reality of delivering a high-touch, high-mess, consumable experience.
- **Potential Prompt:** "Tim, with your deep operational background at places like Morey's Piers, you know what it takes to run a complex guest-facing attraction. This seems like an operationalist's dream and nightmare all at once. Let's ask them about the sheer challenge of that. What are the unique staffing, training, and supply chain complexities of a business where the core product is both the experience and a consumable that has to be fresh and perfect for thousands of guests every day?"
- **Potential Prompt:** "Sara, you mentioned your principle of investing in what's 'better, different, and special.' Tim, this must resonate with your focus on the

guest experience. Let's explore that trade-off in practice. Can you give us a concrete example of a time you had to say 'no' to a perfectly good idea in order to save your financial and human resources for a 'special' one that you knew would truly define the guest journey and create a lasting memory?" <sup>7</sup>

## Works cited

1. Sara Schiller: Co-Founder & Co-CEO of Sloomoo - The Kara Goldin ..., accessed June 27, 2025, <https://karagoldin.com/podcasts/sara-schiller/>
2. Meet Karen Robinovitz of Sloomoo Institute - Voyage LA Magazine | LA City Guide, accessed June 27, 2025, <https://voyagela.com/interview/meet-karen-robinovitz-of-sloomoo-institute/>
3. Around Town - Sloomoo Institute - YouTube, accessed June 27, 2025, [https://m.youtube.com/watch?v=FC6skk\\_gdQs&pp=ygUYI3Nsb29tb29pbnN0aXR1dGVjaGljYWdv](https://m.youtube.com/watch?v=FC6skk_gdQs&pp=ygUYI3Nsb29tb29pbnN0aXR1dGVjaGljYWdv)
4. Meet the Partners – Sloomoo Institute Ecommerce, accessed June 27, 2025, <https://sloomooinstitute.com/pages/meet-the-partners>
5. About Us – Sloomoo Institute Ecommerce, accessed June 27, 2025, <https://sloomooinstitute.com/pages/about-us>
6. Introducing Sloomoo Institute, accessed June 27, 2025, <https://sloomooinstitute.com/blogs/sloomoo-stories/introducing-sloomoo-institute>
7. Sara Schiller on Entrepreneurship, Public Art and Being Fearless (Not Reckless), accessed June 27, 2025, <https://www.thewiesuite.com/post/sara-schiller-on-entrepreneurship-public-art-and-being-fearless-not-reckless>
8. Sloomoo Institute raises \$5.8M to bring slime to kids all across the country - Raptor Group, accessed June 27, 2025, <https://www.raptorgroup.com/news/sloomoo-institute-raises-5-8m-to-bring-slime-to-kids-all-across-the-country/>
9. www.inc.com, accessed June 27, 2025, <https://www.inc.com/magazine/202404/rebecca-deczynski/how-founders-sloomoo-institute-others-maintained-year-of-uncertainty.html#:~:text=Tickets%2C%20priced%20from%20%2429%20to,million%20in%20revenue%20last%20year.>
10. Sloomoo Institute NYC - World's #1 Slime Shop & Experience, accessed June 27, 2025, <https://sloomooinstitute.com/pages/sloomoo-institute-nyc-slime-sensory-play-experience>
11. Meet Your Sloomoo Sidekick, accessed June 27, 2025, <https://sloomooinstitute.com/pages/meet-your-sloomoo-sidekick>
12. Meet Sara Schiller, Founder and CEO of Meet - Meetings + Events, accessed June 27, 2025, [https://meetingsmags.com/national/ntl\\_people/ntl\\_people\\_profiles/meet-sara-sc](https://meetingsmags.com/national/ntl_people/ntl_people_profiles/meet-sara-sc)

- [hiller-founder-and-ceo-of-meet/](#)
13. Sara Schiller - Co-Founder at Sloomoo Institute - The Org, accessed June 27, 2025, <https://theorg.com/org/sloomoo/org-chart/sara-schiller>
  14. Wooster Collective - Wikipedia, accessed June 27, 2025, [https://en.wikipedia.org/wiki/Wooster\\_Collective](https://en.wikipedia.org/wiki/Wooster_Collective)
  15. About Us - Wooster Collective Store, accessed June 27, 2025, <https://woostercollective.myshopify.com/pages/about-us>
  16. More About Wooster, accessed June 27, 2025, <http://www.woostercollective.com/more-about-wooster>
  17. Sloomoo Institute - The Shorty Awards, accessed June 27, 2025, <https://shortyawards.com/16th/sloomoo-institute>
  18. Themed Attractions - Immersive Experience Network, accessed June 27, 2025, <https://immersiveexperience.network/articles/themed-attractions/>
  19. The Art of Disney Theming - MousePlanet, accessed June 27, 2025, <https://mouseplanet.com/the-art-of-disney-theming/5823/>
  20. Top Immersive Experience Examples to Inspire You - Peek Pro, accessed June 27, 2025, <https://www.peekpro.com/blog/immersive-experience-examples>
  21. The Psychology Behind VR Experiences, accessed June 27, 2025, <https://www.numberanalytics.com/blog/psychology-behind-vr-experiences>
  22. Unleash the fun at Sloomoo Institute - Click2Houston, accessed June 27, 2025, <https://www.click2houston.com/entertainment/2023/12/01/unleash-the-fun-at-sloomoo-institute/>
  23. Creating Immersive Experiences: The SlooMoo Story - YouTube, accessed June 27, 2025, <https://www.youtube.com/watch?v=OvBvv3X3p90>
  24. SLOO: NY - MethodDesign.com, accessed June 27, 2025, <https://methoddesign.com/work/retail/sloo-ny>
  25. Method Design - Sloomoo Institute, accessed June 27, 2025, <https://sloomooinstitute.com/blogs/sloomoo-stories/method-design>
  26. Sloomoo Institute | Flavor Paper, accessed June 27, 2025, <https://www.flavorpaper.com/pages/sloomoo-institute>
  27. Effects of immersion in a simulated natural environment on stress reduction and emotional arousal: A systematic review and meta-analysis - PubMed Central, accessed June 27, 2025, <https://pmc.ncbi.nlm.nih.gov/articles/PMC9869155/>
  28. The Role of Immersive Experience in Anxiety Reduction: Evidence from Virtual Reality Sessions - PMC, accessed June 27, 2025, <https://pmc.ncbi.nlm.nih.gov/articles/PMC11763503/>
  29. Meet the Willy Wonka of Slime | Karen Robinovitz, CEO Sloomoo ..., accessed June 27, 2025, <https://www.youtube.com/watch?v=gX27frb27Vo>
  30. (PDF) The experience economy: providing memorable experiences to customers - ResearchGate, accessed June 27, 2025, [https://www.researchgate.net/publication/385045976\\_The\\_experience\\_economy\\_providing\\_memorable\\_experiences\\_to\\_customers](https://www.researchgate.net/publication/385045976_The_experience_economy_providing_memorable_experiences_to_customers)
  31. The Growth of the Experience Economy - MarTech Alliance, accessed June 27, 2025, <https://www.lxahub.com/stories/the-growth-of-the-experience-economy>
  32. Experience Economy - Consumer TrendSights Analysis, 2023 - GlobalData,

- accessed June 27, 2025,  
<https://www.globaldata.com/store/report/consumer-experience-economy-trend-analysis/>
33. Making memories: the rise of the experience economy | Barclays, accessed June 27, 2025,  
<https://home.barclays/insights-old/2024/06/making-memories--the-rise-of-the-experience-economy/>
  34. The experience economy endures | Deloitte, accessed June 27, 2025,  
[https://www2.deloitte.com/content/dam/insights/articles/us176337\\_cic\\_summer-travel/DI-The-experience-economy-endures.pdf](https://www2.deloitte.com/content/dam/insights/articles/us176337_cic_summer-travel/DI-The-experience-economy-endures.pdf)
  35. Meet the Founders of Sloomoo Slime Institute + EXCLUSIVE TOUR! - YouTube, accessed June 27, 2025, <https://www.youtube.com/watch?v=C-J-yt5nFaE>
  36. I've Visited Every Meow Wolf — Here's How to Best Enjoy the Trippy Art Museums, accessed June 27, 2025,  
<https://www.fodors.com/news/photos/ive-been-to-every-meow-wolf-heres-what-to-know-before-you-go-to-the-trippy-art-museums>
  37. Everything you need to know about Meow Wolf's immersive art experiences - Blooloo, accessed June 27, 2025,  
<https://blooloo.com/brands-ip/in-depth/meow-wolf-immersive-art/>
  38. Meow Wolf - Wikipedia, accessed June 27, 2025,  
[https://en.wikipedia.org/wiki/Meow\\_Wolf](https://en.wikipedia.org/wiki/Meow_Wolf)
  39. About - Meow Wolf, accessed June 27, 2025, <https://meowwolf.com/about>
  40. House of Eternal Return: The Original Meow Wolf, accessed June 27, 2025,  
<https://meowwolf.com/blob/house-of-eternal-return-the-original-meow-wolf>
  41. The world's top immersive experiences - Blooloo, accessed June 27, 2025,  
<https://blooloo.com/immersive/in-depth/top-immersive-experiences/>
  42. Campfire 43: How To Make Like Meow Wolf And Turn A Creative Idea Into Big Business, accessed June 27, 2025,  
<https://worldxo.org/campfire-43-how-to-make-like-meow-wolf-and-turn-a-creative-idea-into-big-business/>
  43. Immersive Experience Marketing Tactics to Engage Your Audience - Peek Pro, accessed June 27, 2025,  
<https://www.peekpro.com/blog/immersive-experience-marketing>
  44. How Immersive Experiences Are Revolutionizing Marketing - Single Grain, accessed June 27, 2025,  
<https://www.singlegrain.com/digital-marketing/how-immersive-experiences-are-revolutionizing-marketing/>
  45. The Psychology behind Immersive Experiences - Imagineerium, accessed June 27, 2025,  
<https://www.imagineerium.co.uk/post/the-psychology-behind-immersive-experiences>
  46. Episode 1 Signal Brief.pdf

# From Trauma to Triumph: The Sloomoo Story

Sara Schiller and Karen Robinovitz have transformed personal healing into a \$30 million sensory entertainment empire that redefines how attractions operators think about narrative, wellness, and customer experience. **Their journey from devastating personal loss to creating the nation's premier "slime museum" offers profound lessons about leveraging storytelling, inclusivity, and social media to build memorable experiences that generate both joy and revenue.** This research reveals how two seasoned entrepreneurs combined hospitality expertise with influencer marketing mastery to create an entirely new category of family entertainment centered on therapeutic sensory play.

The founders' complementary backgrounds—Schiller's hospitality and experiential design expertise paired with Robinovitz's pioneering work in influencer marketing—enabled them to build a business that generates over \$4 million monthly while maintaining 16.7% EBITDA margins.

[Yahoo Finance](#) Their success demonstrates how strong narrative foundations, combined with operationally excellent execution, can transform simple concepts into scalable entertainment destinations.

## FOUNDER BACKGROUNDS & CREDENTIALS

Sara Schiller brings two decades of hospitality and experiential business leadership to Sloomoo Institute. [Sloomooinstitute](#) **Her career trajectory from Starwood Hotels Senior Vice President to Meet meetings business founder created the perfect foundation for designing memorable guest experiences.** After earning her MBA from NYU Stern (1994-1997) with specializations in finance and marketing, she spent years in senior executive roles at Starwood Hotels & Resorts, including Senior Vice President of Real Estate Marketing and Analysis and Vice President of Brand Development, [RocketReach](#) where she focused on brand strategy and guest experience optimization.

In 2008, Schiller founded Meet, a revolutionary meetings business that transformed corporate gatherings by creating art-filled, technologically advanced creative spaces as alternatives to traditional boardrooms. [THE ORG](#) [Sloomooinstitute](#) **Meet served Fortune 500 clients from Chanel to LEGO, Facebook, and American Express, [Sloomooinstitute](#) charging \$250/hour to \$7,000/day for premium experiences.** This venture pioneered the concept of experiential meeting spaces, directly foreshadowing her later work with Sloomoo's immersive environments.

Schiller's cultural credentials include co-founding Wooster Collective in 2001, which became the world's largest street art blog, and opening the critically acclaimed 11 Spring pop-up gallery in

SoHo (2006). [Sloomooinstitute](#) [Larry's List](#) **She co-authored "Trespass: A History of Uncommissioned Urban Art," which became one of Taschen's bestsellers,** [Sloomooinstitute](#) demonstrating her ability to identify and amplify cultural movements before they achieve mainstream recognition. [Sloomooinstitute](#)

Karen Robinovitz, age 52, [CNBC](#) brings unparalleled expertise in social media strategy and brand building. [LinkedIn](#) [CNBC](#) **Before "social media" entered common vocabulary, she was creating integrated digital communications strategies for luxury brands including Tiffany & Co., Tory Burch, Coach, and Estée Lauder.** [Thewiesuite](#) [Sloomooinstitute](#) Her journalism career spanned a decade with major publications including New York Times, Harper's Bazaar, Elle, and Marie Claire, while she simultaneously worked as on-air talent for VH-1, E!, and MTV.

[Thewiesuite +2](#)

Most significantly, Robinovitz co-founded Digital Brand Architects (DBA) in 2010, **widely credited as the first talent management agency for social media personalities, essentially creating the influencer marketing industry.** [Shortyawards +3](#) DBA represented 140+ influencers with over 200 million combined followers, including major names like Aimee Song, Camila Coelho, and Patrick Starr. [Tubefilter](#) [The Hollywood Reporter](#) The agency operated offices in New York, Los Angeles, and Milan before being sold to United Talent Agency (UTA) around 2018. [Tubefilter](#) [The Hollywood Reporter](#) Forbes called her "one of the best-branded women in social media," and she was named to Variety's 80 Women of Power list. [Thewiesuite](#) [Sloomooinstitute](#)

**Their 16-year friendship proved crucial during simultaneous personal crises that ultimately inspired Sloomoo Institute.** [LinkedIn](#) [Entrepreneur](#) Schiller became sole caretaker for her daughter with Angelman syndrome and husband who suffered massive bilateral strokes in 2015. [Voyage LA Magazine](#) Robinovitz endured her husband's suicide and teenage cousin's death in the Parkland shooting within a nine-month period (2017-2018). [Voyage LA Magazine](#) Karen rediscovered slime's therapeutic benefits while playing with a friend's 10-year-old daughter in 2018—her first moment of joy in 18 months. [CNBC +2](#) Both founders began using slime as stress relief, spending weekends on Schiller's apartment floor with her daughters, [Sloomooinstitute](#) which directly led to their business concept. [LinkedIn +3](#)

## SLOOMOO INSTITUTE BUSINESS MODEL & SUCCESS

Sloomoo Institute operates five locations across major U.S. markets, [LinkedIn](#) generating **\$30 million in annual revenue (2023) with \$4.6 million EBITDA and monthly revenues reaching \$4.3 million.** The business model combines premium pricing (\$34-48 general admission, \$68-



80 enhanced experiences) with strong merchandise sales, creating an 85/15 revenue split between tickets and retail. (CNBC)

**Current locations span 90,000+ total square feet:** (Shortyawards) NYC SoHo (12,000 sq ft, opened October 2019), (KidPass) (Sloomooinstitute) Chicago (20,000 sq ft), (Chicagoparent) Atlanta (28,000 sq ft), (ZoomInfo) Houston at Marq-E Entertainment Center, and Los Angeles Fairfax (13,000 sq ft, opened September 2024). (LinkedIn +4) The company operates as fully company-owned locations rather than franchising, enabling complete quality control and brand consistency.

**The founders achieved remarkable early success, selling 3,000 tickets before opening day and generating \$5 million revenue in their first four months** (Thewiesuite +2) with over 100,000 visitors. (CNBC) Even during COVID-19, they successfully pivoted to virtual slime camps and corporate workshops for companies like Google and Pfizer. (CNBC) Post-pandemic performance has exceeded pre-2020 levels, with over 1 million total tickets sold (Yahoo Finance) and 500,000+ annual visitors spending an average of 90-120 minutes per visit. (Shortyawards) (Yahoo Finance)

Financial performance demonstrates strong unit economics. **Series A funding of \$5.8 million (2022, led by Raptor Group) plus additional debt for expansion (since repaid) totaled \$8.3 million raised.** (Voyage LA Magazine +3) Key investors include Randi Zuckerberg, Nicole Shanahan, and Spacestation Investments. (Cbinsights) (ZoomInfo) The company employs 350+ people across locations (Shortyawards) with a 66% female leadership team and 53% female workforce overall. (LinkedIn) (Shortyawards)

Target demographics span families with children (requiring supervision for ages 2-5), adults seeking stress relief, corporate groups, and date night couples. **Specialized programming includes adults-only 21+ experiences and dedicated sensory hours for neurodivergent customers,** (Tenereteam) reflecting the founders' commitment to inclusivity. The company maintains a 10% workforce target for neurodivergent hiring (PaperCity Magazine) (Sloomooinstitute) and designed all locations as 100% wheelchair accessible. (LinkedIn)

## THEMING & STORYTELLING APPROACH

Sloomoo Institute's narrative strategy centers on "The Sloomooverse," **transforming slime from a childhood toy into a tool for stress relief, mental wellness, and human connection.**

(LinkedIn) The core brand philosophy—"Play is not a luxury. It's a lifeline"—directly challenges society's hustle culture by advocating for fundamental human needs. (Sloomooinstitute +2)

**The origin story provides authentic emotional resonance:** both founders discovered slime's therapeutic benefits during personal trauma recovery, creating a genuine foundation for their wellness positioning. (LinkedIn +3) This personal narrative permeates every aspect of the experience, from entry (where guests receive slime-themed name tags) to the branded Sloomoo mascot representing joy and inclusivity.

Physical experience design follows a "pearls on a string" narrative structure with **25+ specialized slime vats offering unique textures, scents, and tactile experiences.** (LinkedIn +5) Signature installations include Lake Sloomoo (350-500 gallon walkable cloud slime experience), (Sloomooinstitute) Sloomoo Falls (Nickelodeon-style slime shower), (Sloomooinstitute +2) and a 150-foot DIY Slime Bar offering 4 million+ combinations through 40+ colors, 60+ fragrances, and 150+ charms. (Sloomooinstitute +6)

**Location-specific theming demonstrates scalable customization:** the Los Angeles location features Sloomoo-wood (Hollywood Walk of Fame-inspired handprint wall), Stoodio (16 custom photo backgrounds), and Beverly Hills Hotel-themed rooms. Each location maintains core experience consistency while incorporating local cultural elements.

Architectural partnership with Method Design creates surfaces that "undulate, expand, and contract" to evoke slime's properties, (Artnet News) (SLOO: NY) **earning finalist recognition for Fast Company's Innovation by Design Award.** (Sloomooinstitute) The design integrates color therapy principles, (Sloomooinstitute) over 60 therapeutic fragrances, custom ASMR compositions by Pei Pei Chung, (BizBash) and accessibility features like 360-degree wheelchair-accessible vats. (Artnet News) (Sloomooinstitute)

Intellectual property development includes proprietary slime formulations (nut-free, gluten-free, antibacterial), **the Sloomoo Surprise monthly subscription box (\$47.95/month), and specialized educational content including "Certified Slimmer" badge programs and STEM-focused classes.** (Tenereteam) (Sloomooinstitute) Revenue diversification through branded experiences generates 15% of total revenue beyond admission tickets. (CNBC)

## INDUSTRY IMPACT & INNOVATIONS

Sloomoo Institute operates within the rapidly expanding \$144.17 billion immersive entertainment market, **projected to reach \$412.69 billion by 2030 with 23.41% CAGR growth.**

(Mordorintelligence) The company has pioneered the commercial "sensory play" category, differentiating from competitors like Museum of Ice Cream, Color Factory, and Meow Wolf through exclusive focus on tactile/ASMR experiences combined with wellness positioning.

**Social media performance drives 75% of visitor acquisition through 450.8 million impressions from user-generated content.** (Shortyawards) The company's online community exceeds 1.9 million members, generating 2.1 billion organic media impressions and seven-figure direct revenue from social content. (Shortyawards) (LinkedIn) Top-performing TikToks of Lake Sloomoo preparation videos exceeded 50 million views, (Shortyawards) demonstrating the founders' expertise in viral content creation. (Shortyawards)

Technology integration includes industry-first innovations: **EEG brain monitoring stations ("See your brain on slime")**, (Tripadvisor) **augmented reality installations**, (Sloomooinstitute) (Sloomooinstitute) **projection mapping, and custom ASMR sound environments.** (Tripadvisor +2) These elements combine therapeutic benefits with Instagram-worthy aesthetics, creating experiences specifically designed for social media content creation.

Celebrity engagement spans Chance the Rapper, the Hadid and Kardashian families, Drew Barrymore, and Real Housewives cast members. (Shortyawards) **Strategic partnerships include HI-CHEW for sensory experiences, mental health advocacy with MindUP (Goldie Hawn Foundation)**, (LinkedIn) (Kara Goldin) **and corporate team building for Google, Twitter, Chanel, and Hearst.** (Shortyawards)

Industry recognition includes Fast Company Innovation by Design Award finalist status, (Sloomooinstitute) Inc. Female Founders 250 (#6 ranking for Karen Robinovitz), (Sloomooinstitute +2) and #82 on Inc. Magazine's Fastest-Growing Companies (Northeast). (Fast Company +2) The founders have set new accessibility standards through 100% wheelchair-accessible design (Sloomooinstitute) and commitment to neurodiverse workforce representation. (Sloomooinstitute)

## LESSONS FOR ATTRACTIONS OPERATORS

**Authentic narrative foundation proves essential for premium pricing and customer loyalty.** Sloomoo's success demonstrates how personal founder stories, when genuinely connected to customer benefits, create emotional resonance that justifies premium pricing (\$34-48 vs. typical family entertainment pricing) (Yahoo Finance) and drives repeat visitation.

Operational excellence combines with storytelling through systematic experience design. **The "one-way journey" format prevents backtracking while maintaining narrative flow, 90-minute timed entries optimize capacity, and systematic slime replacement protocols ensure consistent quality.** This approach generates \$6-7.5 million average annual revenue per location with strong margins.

Social media integration must be architectural, not superficial. **Every design element serves dual purposes—customer experience and content creation—from glossy surfaces and curving walls to 16 custom photo backgrounds.** (Shortyawards) This strategy generates 75% of customer acquisition through organic social media (Shortyawards) while maintaining premium pricing. (Shortyawards)

Accessibility as competitive advantage rather than compliance requirement. **100% wheelchair accessibility, sensory-friendly hours, and neurodiverse workforce hiring (10% target)** (Sloomooinstitute) (Sloomooinstitute) **create operational differentiation while expanding target demographics.** This approach attracts families with special needs children who often struggle to find inclusive entertainment options.

**Revenue diversification through integrated retail generates 15% of total revenue while enhancing core experience value.** The DIY slime bar and take-home products create additional touchpoints while justifying premium pricing through tangible value delivery.

Technology integration should enhance rather than replace human connection. **EEG monitoring, AR installations, and ASMR sound environments** (Tripadvisor +2) **add scientific credibility and social media appeal while maintaining focus on tactile, interpersonal play experiences.**

(Tripadvisor)

## CURRENT INDUSTRY CONTEXT

Sloomoo Institute's timing capitalizes on multiple converging trends: **rising mental health awareness, social media-driven experience seeking, and family entertainment premiumization.** (Blooploop) (Blooploop) The wellness tourism market growth and increasing recognition of play therapy benefits for adults create favorable conditions for sensory-focused attractions.

**The company's expansion strategy targets high-income family markets with established experiential retail success,** planning 4+ new locations in 2024-2025. (Thewiesuite) (Yahoo Finance)

This disciplined growth approach maintains quality control while scaling proven unit economics across diverse geographic markets.

Competitive positioning against Museum of Ice Cream, Color Factory, and other Instagram-worthy attractions **relies on therapeutic positioning and repeat visitation potential through constantly changing slime combinations and seasonal programming.** (Cbinsights) Unlike one-time "photo opportunity" experiences, Sloomoo's sensory focus creates ongoing customer relationships.

Industry validation includes 500,000+ annual visitors exceeding pre-pandemic levels,

[Shortyawards](#) **demonstrating resilient demand for sensory experiences even during economic uncertainty.** [Shortyawards](#) The business model's profitability from day one [CNBC](#)

contrasts with many venture-funded experience companies that prioritize growth over unit economics.

**Current challenges include premium real estate costs in entertainment districts, materials management for daily slime production, and capacity optimization during peak demand periods.**

However, the founders' solution-oriented approach—implementing timed entry systems, developing proprietary cleaning protocols, and creating operational efficiency through design—demonstrates scalable problem-solving capabilities.

Future opportunities include international expansion, franchise development, and product line extensions into home sensory experiences, **positioned to capitalize on the projected \$412.69 billion immersive entertainment market by 2030.**

[Mordorintelligence](#) The company's strong financial performance, proven operational model, and cultural relevance create sustainable competitive advantages for continued growth in the evolving attractions industry.

This comprehensive analysis reveals how Sara Schiller and Karen Robinovitz successfully transformed personal trauma into a thriving business by combining authentic storytelling, operational excellence, and social media mastery—offering valuable insights for enterprise attractions operators seeking to create memorable, profitable experiences through narrative-driven design.