

Franchise Opportunity

gootopia

#SLIMEOFYOURLIFE!

# WHAT IS...

# gootopia

## #SLIMEOFLIFELIFE!

**GOOTOPIA** is the UK's first and only dedicated slime-making workshop, party space, and shop.

A dedicated space for kids of all ages to explore the world of slime-making through workshops, parties, school science activities, and retail. Founded in 2018, Gootopia's success is not just due to our unique, non-toxic child friendly formula, which creates incredibly high-quality slime, but also the one-of-a-kind experience we offer. Kids are connoisseurs of slime, and we guarantee perfect slime every time (with the added bonus of no mess at home!).

## BENEFITS OF RUNNING YOUR OWN GOOTOPIA:

- Brilliant, creative business offering flexible hours and lucrative opportunities
- Tried and tested business model
- Bring immense joy to kids and grown-ups alike
- Comprehensive support every step of the way - from booking systems and stock orders to customer enquiries and accounts
- High customer satisfaction - kids often say, "This is the best day out I've ever had!"
- Flexible setup - run a Gootopia from a venue (many types work) or choose our Gootopia Lite package for a mobile service (e.g., parties at customers' homes)



# ABOUT US

I'm Nishi Bowan Saville, and together with my husband Chris Saville, we started Gootopia in 2018. Our dedicated team manages multiple locations in the UK and in 2024 the first Gootopia franchise was launched in Malta.

Our backgrounds are rooted in design, branding, and media, and we've poured our expertise into building Gootopia from the ground up. Today, it stands as one of the most highly rated tourist attractions in the capital.

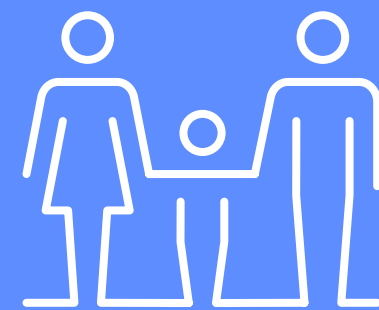
As our business flourished, we were thrilled to receive investment from Steph McGovern, a prominent business journalist and television presenter. She was captivated by our brand's dedication to children, fostering creative play, and sparking scientific curiosity.

We're incredibly passionate about helping franchisees bring Gootopia to towns and cities across the UK, and even further afield. Whether you come from a background in education, business, or any other field, we provide all the training and support you need to succeed.

If you're passionate about working with kids, creating an amazing experience, and eager to run your own business, Gootopia could be the perfect opportunity for you. Join us in spreading the magic of Gootopia and enjoy the success we've built together.



Nishi



**WE ARE INCLUSIVE  
AND APPROACHABLE**



**WE TREAT  
EVERY CUSTOMER  
AS AN INDIVIDUAL**

**OUR VALUES**



**WE ARE CREATIVE  
AND UNEXPECTED**



**WE NEVER  
COMPROMISE  
ON EXPERIENCE**



**WE ARE FRIENDLY  
AND FUN LOVING**

# OUR PRODUCTS AND SERVICES



## SLIME MAKING WORKSHOPS

For kids aged 3 to teens, we host regular Original and Glow Slime workshops every weekend. We also offer exciting new seasonal workshops during each school holiday, such as Tropical Slime, Galactic Goo, Frankenslime, and Easter Egg Slime! Each workshop kicks off with an entertaining slime science show, followed by kids making their own slime from scratch, and culminates in creating a giant slime.



## BIRTHDAY PARTIES

Our legendary slime parties are perfect for children aged 3 to 13 and of all abilities. We offer weekend and after-school packages, with our amazing staff trained to ensure our young customers have a fantastic experience

## RETAIL

We proudly offer our own highly rated brand of Gootopia slime products and maintain excellent relationships with stockists of slime and putty toys.



## SCHOOL SCIENCE WORKSHOPS

Our school workshops provide great value school day trips, aligning with the national curriculum for Key Stage 1 and 2. These workshops are popular with schools, offering pupils a fun, hands-on way to learn about science.



## PRE-SCHOOL & SUPPORTED WORKSHOPS

Our Pre-School workshops engage kids in messy play and provide a great mid-week activity. Our Quiet & Calm workshops are specially designed for children with SEN requirements, offering sensory fun that helps kids of all abilities engage, feel included, and enjoy themselves.

## MOBILE SLIME PARTIES

We provide a mobile slime party service, with the Gootopia Lite franchise focusing on this offering. Ideal for individual entrepreneurs, you can run slime parties at people's homes.



## We aren't just for kids, though:

### SLIME & WINE and VALENSLIME

Perfect for grown-ups looking to unwind and have a bit of messy fun, these events pair the joy of slime making with a relaxed, social atmosphere where participants can enjoy a glass of wine while getting creative.



## Join the Gootopia Family

By becoming a Gootopia franchisee, you can bring the magic of slime making to your community. We are passionate about helping franchisees succeed and provide comprehensive training and support to ensure your business thrives. With a diverse range of workshops and events for all ages, Gootopia offers a unique and rewarding business opportunity that can appeal to individuals from any background.

# OUR CUSTOMERS

At Gootopia, our customers come from all walks of life, showing the wide appeal of what we offer. Parents always want to give their kids amazing experiences and unforgettable birthday parties, even in tough times. That's why our business works – kids love slime, and parents love making them happy. We offer affordable options for all our customers, with a range of services to fit any budget.

With over 250,000 happy customers, including celebrities and even royalty, our workshops and retail products are a hit. Most of our customers are children aged 3 to early teens, and while parents usually buy the tickets, older kids often buy tickets and products themselves.

Slime making is accessible and fun for all children, making Gootopia a perfect day out for kids of all abilities. Schools love us too, as we provide budget-friendly educational trips that align with their curriculum needs.

Our proven business model appeals to everyone, making it a fun and rewarding opportunity for all.



# YOUR OWN GOOTOPIA

Becoming a Gootopia franchisee means being in business for yourself, but not by yourself. Running a business involves juggling many responsibilities such as managing accounts, ensuring health and safety compliance, handling HR issues, processing payroll, and much more. However, with a Gootopia franchise, you benefit from a proven business model where these systems are already in place, giving you a significant head start.

Gootopia is an exciting and rewarding business, but it does require hard work to ensure we deliver an amazing experience for our customers. This is where your dedication and passion come in.

## COMPREHENSIVE TRAINING AND SUPPORT

We offer complete training, from slime-making basics to advanced business skills, plus ongoing support to help you tackle challenges and seize opportunities.

## FLEXIBLE VENUE OPTIONS

Gootopia thrives in various settings, from shopping centres to railway arches, and can even operate as a mobile service, bringing slime fun directly to customers' homes.

## MARKETING AND BRAND RECOGNITION

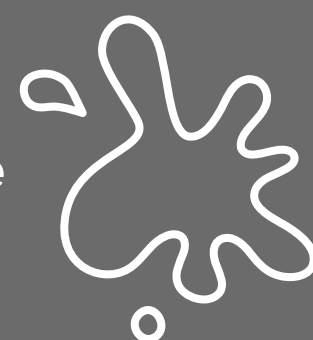
Leverage Gootopia's strong brand and marketing support with local and national campaigns designed to attract and grow your customer base.

## PROVEN PROFITABILITY

Our business model maximises revenue through workshops, parties, retail sales, and mobile services. Enjoy detailed financial projections and support to reach your business goals.

## FLEXIBILITY AND GROWTH OPPORTUNITIES

Start small or plan to expand—Gootopia offers flexibility and growth opportunities, allowing you to build and scale your business over time.



# BECOMING A FRANCHISEE

Get ready to bring Gootopia to your community with our proven business model. Even if you've never run a business before, a franchise offers a fast-track into business ownership. You'll learn as you go, with all the support you need along the way.

- **FULL-TIME DEDICATION:** Commit to running your business full-time, especially during weekends and school holidays.
- **LOCAL SALES AND MARKETING:** Create and launch a local plan to grow your Gootopia business.
- **BUILD AN AWESOME TEAM:** Recruit, train, and develop a strong, motivated team to deliver amazing experiences.
- **DAILY OPERATIONS:** Manage the day-to-day running of your business smoothly and efficiently.
- **ONGOING SUPPORT:** Enjoy hands-on support from our dedicated team every step of the way. We're here to help you succeed!

Your success is our success, and we're here to help you achieve it. Join us to share the magic of Gootopia with your community, backed by all the support you need to thrive.



# HOW YOU WILL BE REWARDED

## BEING A GOOTOPIA BUSINESS OWNER IS REWARDING IN SO MANY OTHER WAYS:

- **PROVIDE JOY:** Delight in knowing you're offering a brilliant experience for your customers.
- **CREATE JOBS:** Help create job opportunities for local people. You'll be in control – it's your business
- **BE YOUR OWN BOSS:** Enjoy the control and independence of running your own business.
- **RECEIVE FULL SUPPORT:** Benefit from our dedicated support to make your business the best it can be

## YOU'LL MAKE MONEY BY:

- Running workshops, birthday parties, and school science workshops.
- Selling Gootopia branded products and third-party items.
- Offering mobile parties and workshops for private customers and local companies.
- Providing extra options like party bags, dining time, and retail products.





# HOW WE WILL HELP YOU TO BE SUCCESSFUL

## WE WILL TRAIN YOU ON ALL ASPECTS OF THE BUSINESS:

- Operational and financial processes
- Hiring and managing a team
- Advertising and marketing
- Running workshops & parties
- Operating a booking system
- Running the retail part of the business

## ADVICE, HELP AND TRAINING:

- Join our social networks and get support to create your own
- Receive help with business reviews, advice, and guidance
- Regular analysis of financial performance
- Business mentoring from passionate company owners who know the business inside out

## WE WILL KEEP THE SYSTEM UP-TO-DATE:

- Planning, writing, and providing content for workshops
- Developing marketing initiatives and special offers
- Offering ongoing training, in person if needed
- Maintaining and enhancing relationships with key suppliers



## ACCESS TO EXCLUSIVE GOOTOPIA FORMULA & PRODUCTS:

You'll get exclusive access to our non-toxic, child-safe, laboratory-tested, and CE-certified Gootopia slime formulas, a result of many years of development.

## WE WILL HELP YOU SET UP THE BUSINESS:

- Finding, negotiating, and fitting out a suitable location
- Setting up technology platforms and payment software



# WHO WE ARE LOOKING FOR

## ARE YOU ABLE TO:

- Entertain kids, so they have a great experience
- Communicate brilliantly
- Lead and manage others
- Work with systems
- Instil a strong work ethic in a team
- Run a tightly organised ship

## YOU DON'T NEED TO:

- Have run your own business before
- Know how to make slime (we teach you everything)
- Be from a background in business, leisure, or working with kids

## YOU SHOULD BE:

- Passionate about what you are doing
- Prepared to learn
- Committed to delivering a high-quality experience
- Cool-headed and solution-focused when dealing with problems
- Enthusiastic, driven, and excited about building a business
- A people person - you need to speak to customers, your team, and many others!
- Not scared of hard work



# WHY OUR CUSTOMERS LOVE US

Children love to experiment, and Gootopia provides the perfect safe space for them to do just that—without worrying about glue on the carpet. Slime making will always enthral children, and our workshops offer an unforgettable experience.

We've mastered the art of creating incredible slime experiences, earning five-star ratings and selling out workshops.

## OUR REVIEWS

Our popularity grows through word-of-mouth, thanks to the joy we bring to kids and parents alike.

With our “perfect slime, every time” promise, kids can customise their creations with sparkles, foam beads for crunch, and delightful scents. Our slime ingredients are CE certified, non-toxic, and child-friendly, ensuring a safe and fun activity with no food ingredients involved.

Join Gootopia and bring this amazing, safe, and fun experience to your community!



“Millions of thank you’s... it’s a full package of knowledge, an amazing host with humour, intelligence... a whole experience in that one place.”

**Beyza Theiler,**

Google



“We have now been 3 times and cannot fault the place, we keep coming back for more.”

**Lucy Fernihough,**

Google



“It’s such a great place, I don’t know where to start! It’s very entertaining and really educational and fun at the same time. No matter what the weather, you will enjoy it.”

**Evie Jas,**

Google



“My daughter who is 7 years old enjoyed herself so much and could not stop talking about the gigantic slime. Highly recommended!”

**Jenny Dixon**

Google



“We took our eleven year old girls to this workshop and were blown away by how imaginative the experience was.”

**PeeGee**

Tripadvisor



“Kids absolutely love this place. They would be there every day if only they could.”

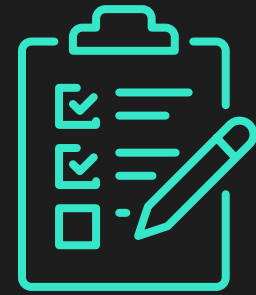
**Louis Marsal**

Google



# YOUR NEXT STEPS<sup>o</sup><sup>o</sup><sup>o</sup>

Are you excited about the prospect of owning and running your own Gootopia?  
To explore this opportunity further...



1.

Complete our  
Expression of  
Interest Form



2.

Successful applicants  
will then be invited to a  
come and meet us



3.

If there is a fit both ways,  
we can then present  
the Franchise Information  
Pack to you



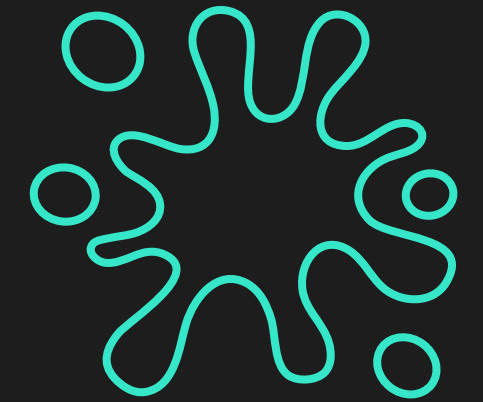
4.

Once you're happy,  
pay a deposit to  
receive the Franchise  
Legal Agreement



5.

Sign the Agreement,  
pay the balance,  
schedule in training  
and get your location  
set up



6.

Get going!

# gootopia

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The Information Pack should answer all the questions you have  
and allow you to make an informed decision on if you'd like to proceed.  
It also includes financial illustrations to show you how you can make money

## CALL US

0330 043 4903

## WHATSAPP US

07874 751012

## EMAIL

[HELLO@GOOTOPIA.CO.UK](mailto:HELLO@GOOTOPIA.CO.UK)

## GET IN TOUCH:

Scan the QR Code to complete the  
Expression of Interest Form

[HTTPS://WWW.GOOTOPIA.CO.UK/FRANCHISE](https://www.gootopia.co.uk/franchise)

