PRESS RELEASE

Award-Winning NJ Entrepreneur Zeynep Kocacal Established Million Dollar Slime Business Launches Program to Help Others Build Six-Figure Kids' Businesses in 90 Days

The Slimee Garden State

December 05, 2025



Zeynep Begum Kocacal, CPC, Chair of the Northern New Jersey Chamber of Commerce and founder of The Slimee brand, has announced the launch of Party to Profit, a coaching program designed to help entrepreneurs build kids' experience businesses.

Kocacal, who immigrated to the United States nine years ago, developed the program based on her experience building multiple slime retail locations in New Jersey. After working in corporate marketing while raising her daughter as a single mother, she transitioned to entrepreneurship by opening slime stores at Garden State Plaza and Paramus Park Mall in Paramus.

"I spent years learning through trial and error before finding a system that worked," said Kocacal. "I kept meeting parents—especially mothers—who wanted financial freedom and flexibility but didn't know where to start. That's why I created Party to Profit."

The Slimee received recognition as Best Innovative Small Business in New Jersey by Best Of Best Reviews in 2025, with the organization citing the company's sensory-friendly experiences for children of varying abilities. Kocacal was also recognized through the NJBIZ Empowering Women Awards for her work supporting female entrepreneurs.

Through her role as Chair of the Northern New Jersey Chamber of Commerce, Kocacal has worked with small business owners seeking guidance on entering the children's entertainment industry. The Party to Profit program addresses this demand by providing training on location selection, supplier relationships, launch strategies, and event operations.

The program offers multiple tiers ranging from self-paced courses to implementation support. According to Kocacal, the children's experience economy has grown following increased parent interest in experiential activities for their families.

"Our locations host hundreds of kids birthday parties and events each year," Kocacal noted. "The demand for hands-on, creative experiences continues to grow as families seek alternatives to screen-based entertainment."

The Slimee operates two retail locations in Paramus, New Jersey, offering DIY slime workshops , birthday parties, and special events. The business maintains a 4.9-star rating on Google based on customer reviews.

Kocacal holds the Certified Professional Coach credential and continues to serve as Chair of the Northern New Jersey Chamber of Commerce while operating The Slimee locations and the new coaching program.

Additional information about Party to Profit is available at partytoprofit.com . Information about The Slimee locations and services can be found at theslimee.com.

MEDIA CONTACT

Zeynep Kocacal
201 771 9909
info@theslimee.com
1 Garden State Plaza Pkwy, Paramus, NJ 07652, United States