

SAN FRANCISCO PLAYHOUSE PRESENTS WORLD PREMIERE OF
CUTTING EDGE COMMENTARY ON CAPITALISM AND TECH

R.O.I. (Return on Investment)

By **Aaron Loeb**

Directed by **Jonathan Moscone**

Rolling World Premiere

August 6 – September 5, 2026 (opening night: August 13)

CREATIVITY THEATER

WHAT: **San Francisco Playhouse** begins its 2026-27 season with the rolling World Premiere of *R.O.I. (Return on Investment)*. Commissioned by the Playhouse and written by Playhouse resident playwright **Aaron Loeb** (*First Person Shooter; Ideation; Abraham Lincoln's Big, Gay Dance Party*), this darkly comedic, eerily prescient drama follows Silicon Valley venture capitalist May, fresh off a Forbes 40 under 40 inclusion and on the hunt for a unicorn startup with a \$1 billion valuation. She meets visionary scientist Dr. Willa McGovern, who is on the precipice of a biotech breakthrough destined to change the world. As innovation hurtles forward at an alarming pace, science fiction becomes reality and May and her boss Paul grapple with thorny questions of ethics, power, and greed. This future-focused psychological thriller was seen at London's Hampstead Theatre in March 2026. *The Guardian* called the play "Ambitious. Zings with quickfire patter." *The Financial Times* deemed it "A highly entertaining, ethically knotty and disturbing new play about money, morality and medical research." *The London Standard* said, "It's thrilling to see a play that engages in big, contemporary themes, and that really goes for it." Acclaimed theatre director **Jonathan Moscone** helms the Playhouse production with Bay Area theatre veterans **Anthony Fusco**, **Sharon Shao**, and **Lauren English** leading the cast. *R.O.I. (Return on Investment)* initiates an era of expansion for **San Francisco Playhouse**, launching the company's first seven-play subscription season with productions on two stages. This rolling World Premiere will be presented at the Creativity Theater, six blocks away from the Playhouse's history home in the heart of Union Square.

WHEN: Previews: Thursday, August 6 – Wednesday, August 12, 2026
Opening: Thursday, August 13, 2026
Closes: Saturday, September 5, 2026

SHOWS: Tuesdays and Thursdays: 7pm
Wednesdays: 2pm & 7pm
Fridays: 8pm
Saturdays: 3pm & 8pm
Sundays: 2pm

WHERE: San Francisco Playhouse at Creativity Theater, 221 4th Street, San Francisco
(*Note new location*)

TICKETS: Subscriptions to San Francisco Playhouse's 2026-27 Season are now available and single tickets will be available in the coming months. Pricing inclusive of fees and subject to change. For information, the public may visit <https://sfplayhouse.org/2026-2027-season/roi-return-on-investment/> or call the box office at 415-677-9596.

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PRESS: Contact Lauren Goldfarb, Carla Befera & Co. lauren@cb-pr.com

PHOTOS: Downloadable high-res photos are available: <http://cbpr.co/press/roi>