

## Shark Hungry for Babee Business

### Baby Travel Product Has One Shark Ready To Take Off Shark Tank. Sunday, 7.30pm - Only On TEN

Mother of four and resident Shark, Janine Allis, knows that a crying child on a plane is a traveller's worst nightmare, especially if you are the parent.

That is why she was so interested in Fly Babee, a blackout pop-up canopy for airline bassinets and strollers, and the brainchild of Sydney mother Emma Lovell.



A frequent traveller, Lovell was frustrated at the broken sleep her newborn endured as the bright lights and frequent movement inside plane cabins kept her baby stimulated. With no solution available in the market, Lovell and her husband set about designing the canopy, which provides a quiet environment in the air and on strollers on the ground.

A high-flyer herself, Janine Allis thinks "...there's a real market for it" and wishes Fly Babee had been around when her children were small. Allis offers Lovell \$100,000 for 50 per cent of her business, a big leap from the 10 per cent investment Lovell was seeking.

After putting so much blood, sweat and tears into Fly Babee, will this young mum give up so much control to a hungry Shark?

Tune in to Shark Tank to see the tussle between Janine Allis and Emma Lovell.

**Shark Tank. Sunday, April 26, at 7.30pm. Only On TEN.**