

GEORGETOWN NATIVE GETS SIZABLE DEAL ON DRAGONS' DEN

SARAH SELHI'S SPACE-SHARING PLATFORM PITCH SNAGGED HER TWO DEALS FROM THE 'DRAGONS.'

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Sarah Selhi detests wasted space.

For the Georgetown native, the thought of trees being cut down, or green space being paved over to make room for a parking lot - or better yet, a self-storage unit - is maddening.

What's even more unbelievable, she adds, is to hear about the excessive amounts of money people pay to store their items away, which is how her idea for a new kind of space-sharing platform came to be.

When Selhi heard that

CBC's Dragons' Den was holding one last audition in Toronto before the end of their tour in May of last year, she took a chance in the hopes of spreading awareness about her business across Canada. Then she landed a spot on TV - and a sizable deal.

Selhi's platform SpaceiShare.com allows homeowners with extra room to spare to connect with nearby residents looking for storage space at a reasonable price.

Her customer service representatives, also known as "matchmakers," help owners post their listings and aid in pairing up those providing the space and those looking for a place to store their belongings.

In terms of security, SpaceiShare has an insurance policy through Lloyd's of London.

"We provide the legal documents. We ask the people to make a list of what



Sarah Selhi pitches to the "dragons" in May 2018.

CBC/photo

they are storing and what the estimated value of the stored items are. And then we will cover up to \$5,000 for that," she said.

SpaceiShare also requires both owners and renters to take photos of the items being stored, so that they are properly documented.

"We wanted to get Canada excited about the idea of sharing space," she said, adding that space can be defined as many things from a garage, to a parking spot to a piece of land or cement.

About a week after a busy day of auditions in Toronto, Selhi discovered she

got selected to pitch. Before she knew it, she and her colleagues Niall Traynor (Chief Financial Officer) and Paolo Spiluttini (VP of marketing) were in front of the "dragons."

Their presentation snagged them two deals in the end, but they chose Michele Romanow's offer of

\$125,000 for a 15 per cent stake in the company - 5 per cent more than their initial asking.

"It was nerve-racking ... it is this up and down roller-coaster and so by the time it comes down to the decision, you kind of have the sense that maybe one or two may be interested in the idea, but you don't really know for sure," she said. "It was great that we ended up having two."

Selhi plans to put the funding toward a number of improvements, including hiring more matchmakers and developers, as well as ramping up the marketing.

"We need to let more people know about it," she said.

To learn more about SpaceiShare, visit <https://spaceishare.com/>. To view the Dragons' Den pitch, go to <https://www.cbc.ca/dragonsden/pitches/spaceishare>. The episode ran on Jan. 17, 2019.



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