

Simple solutions can  
be life-changing.  
We make them  
*accessible.*

#empowerment

Information on dooiy  
by Hack Your Shack  
gGmbH (non-profit)



Thuletu, Khayelitsha – Making a fire extinguisher

## The Problem

Imagine you live in an underserved community with barely any income.

How would you find solutions to solve your *daily challenges*?

#Housing #FoodSecurity #Sanitation #Safety  
#Electricity #IncomeOpportunities #Education ...



Siyanda, Nomzamo



## The Problem

Buy ready-to-use products?  
Google for solutions?  
Sorry, but that's *out of reach*.

#NoRelevantContent #DigitalLiteracy  
#CostOfBandwith #NoTools #NoMaterials



Amanda, Lwandle – Testing our app prototype

## Our Vision

Simple solutions can  
be life-changing.

Our vision: To make them  
*accessible for everyone.*  
Really everyone.

#PowerOfMaking #EndPoverty #SDG



Mawande, Nomzamo – Making a Kiln and Biochar

## Our mission

dooiy creates an accessible platform for do it yourself solutions for and with people in underserved communities.

#EasyToUse #SimpleMaterials  
#InexpensiveTools



*free of charge*

*battery-friendly*

*data-saving*

*low-literate  
support*

## The dooiy platform

Launching in Q1/2023 in South Africa  
Scaling to other regions from 2024



App with  
step-by-step  
DIY guides



International  
community



Workshops  
on the ground



Physical  
Infrastructure



## The dooiy Ecosystem

# We are building a *community*.



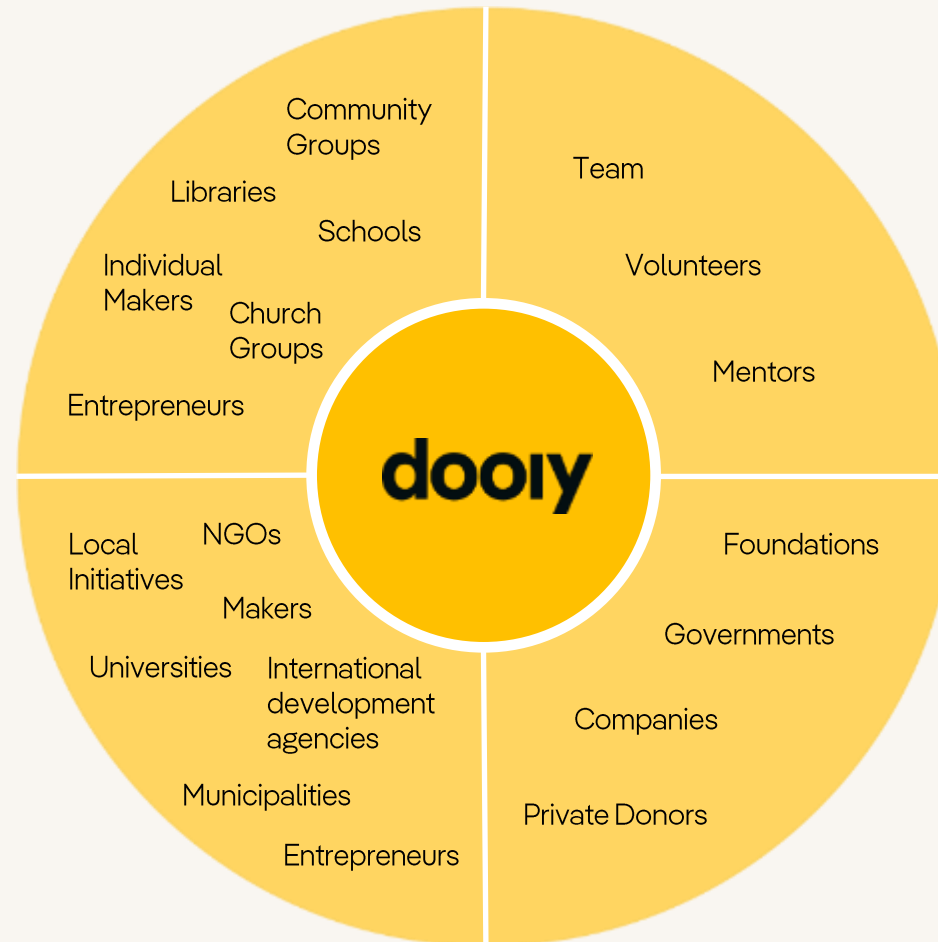
### Users

- Use dooiy as source of empowerment in order to improve living conditions and start new businesses.
- Build solutions from the platform, meet people in the same situation and connect to professionals.



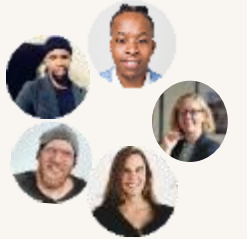
### Content partners

- Use dooiy as free tool to make their work digitally accessible and visible.
- Publish open source DIY instructions and stories, get user insights and inspiration for own workshops



### dooiy Team

- Development of dooiy as a platform and network
- Local workshops and hosting events, curating content, app development and communication with partners.



### Funding partners

- Support the mission of dooiy with financing or other kinds of partnerships.
- Get insights and learn about the development of dooiy as well as about how to achieve the biggest impact possible.



**CWS**

## Working on the Ground



How to build a foam fire extinguisher? Community workshop in Nomzamo / Cape Town after 250 shacks burned down the week before.



## The dooiy team



Marlene Lerch  
*CEO / Co-Founder*



Christian Fuß  
*CTO / Co-Founder*



Patrick Mashegwana  
*User Communication*



Nkosinathi Sambo  
*Local Project Manager*



Camille Binasch  
*Local Project Manager*



Dr. Judith Glüsenkamp  
*Partnership Manager*

Also on board:

6 Industrial Design  
Students (HTW Berlin)



...and most  
important our many  
Community Heroes



Supported by



Federal Ministry  
for Economic Affairs  
and Climate Action



## Partnership

*Together*, we can create  
real, sustaining impact.



Thandisile, Lwandle

# dooriy

*Get in touch!*

Hack Your Shack gGmbH (non-profit)  
Pfarrstr. 90  
10317 Berlin  
hackyourshack.org

Contact Marlene:  
marlene@hackyourshack.org  
+49 176 61570832

dooriy beta

[All Guides](#) [Become a Partner](#)

## You just *do it yourself* with simple guides

Improving life step by step



♥♥ Kaya from Lwandle 🇿🇼

We started selling these washing machines in our neighborhood. It really makes washing so much easier!



## Testimonials

# Our Priority No. 1: *Life-improving impact.*



💖💖 **Chris** from Nomzamo 🇿🇦

*After 250 shacks burned down in my community,  
we made 120 diy fire extinguishers ourselves.  
dooiy showed us how - thank you!*



💖💖 **Joanie** from Strand 🇿🇦

*dooiy helped me to start my own vertical garden.  
Now, I don't have to buy spinach anymore and  
eat much healthier...*



💖💖 **Sally** from Lwandle 🇿🇦

*We started to make these bucket washing machines in our  
neighbourhood. It makes washing so much easier!*