

# UniHouse Workforce & Entrepreneurship Engine™

## WEE™ — Eight-Stage Implementation Pathway

*From outreach to income — a structured pathway*

WEE™ is a digitally enabled implementation framework that links skills development to verified income generation. Delivered through the Ostathi digital marketplace and governed by the Capacity Development Evaluation Framework (CDEF), it provides a measurable, end-to-end pathway for economic participation.

The framework is structured across three phases and eight stages, guiding beneficiaries from initial engagement through to sustained income generation.

Figure 1: UniHouse WEE™ — Eight-Stage Implementation Pathway (Powered by Ostathi)

01	02	03	04	05	06	07	08
Engage	Identify	Develop	Activate	Brand	Launch	Earn	Grow
<ul style="list-style-type: none"> <li>– Outreach &amp; mobilisation</li> <li>– Funnel page</li> <li>– Paid ads</li> </ul>	<ul style="list-style-type: none"> <li>– Needs assessment</li> <li>– Data</li> <li>– Segmentation</li> </ul>	<ul style="list-style-type: none"> <li>– Skills training</li> <li>– CDEF</li> <li>– Online platform</li> </ul>	<ul style="list-style-type: none"> <li>– Entrepreneurship readiness</li> <li>– Service</li> <li>– Pricing</li> <li>– Mindset</li> </ul>	<ul style="list-style-type: none"> <li>– Certification</li> <li>– Ostathi URL</li> <li>– Digital identity</li> </ul>	<ul style="list-style-type: none"> <li>– Ostathi marketplace</li> <li>– Go-live</li> <li>– Promotion</li> </ul>	<ul style="list-style-type: none"> <li>– Income</li> <li>– Mentorship</li> <li>– Internships</li> <li>– Payments</li> </ul>	<ul style="list-style-type: none"> <li>– Scale</li> <li>– Sustainability</li> <li>– Livelihoods</li> <li>– M&amp;E</li> </ul>

CDEF — Capacity Development Evaluation Framework: Cross-cutting measurement

Digital Infrastructure: Funnel page - Analytics dashboard - Online platform - Ostathi

Outreach & Capacity Building

Skills Activation & Credentialing

Market Entry & Income Generation

### Three Phases of Economic Activation

<b>Mobilise</b>	<b>Build</b>	<b>Activate</b>
<b>Stages 1-2</b>	<b>Stages 3-5</b>	<b>Stages 6-8</b>
Outreach & Beneficiary Identification	Skills Development & Market Readiness	Market Entry, Income Generation, & Growth

### How It Works

CDEF (Measurement Layer)	Digital Infrastructure (Enabling Layer)
Cross-Cutting System For Competency Assessment, Performance Tracking, and Results Reporting	Integrated Tools Supporting Outreach, Training Delivery, Marketplace Access, and Digital Payments