

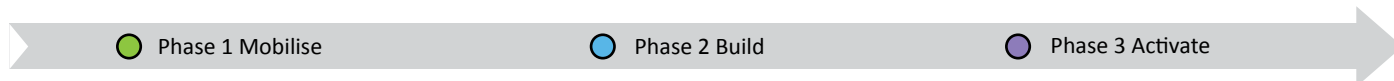
UniHouse Workforce & Entrepreneurship Engine WEE™

A structured, digitally enabled pathway linking skills development to real income generation

What Is WEE

WEE™ links skills development to verified income generation — delivered through Ostathi and governed by CDEF.

It provides a measurable, end-to-end pathway for economic participation. The WEE framework is structured across three phases, guiding beneficiaries from initial mobilisation through capacity development to active participation in income-generating activities.



The Eight-Stage Pathway

Phase 1 Mobilise		Phase 2 Build			Phase 3 Activate		
01	02	03	04	05	06	07	08
Engage	Identify	Develop	Activate	Brand	Launch	Earn	Grow

Three Implementation Pillars

Digital Skills Development	Entrepreneurship & Market Activation	Income Generation & Growth
<ul style="list-style-type: none"> Market-Aligned Curriculum Industry-Recognised Certifications Online Low-Bandwidth Delivery CDEF-Governed Competency Assessment 	<ul style="list-style-type: none"> Service Definition and Pricing Ostathi Marketplace Onboarding Paid Promotion Campaigns Freelancing and Gig Economy Readiness 	<ul style="list-style-type: none"> Mentorship and Career Support Internship Facilitation Digital Payment Integration Post-Programme Tracking and M&E Handover

Digital Infrastructure

11 digital enablers supporting the full pathway — from outreach to global income generation

01	02	03	04	05	06	07	08	09	10	11
Funnel Page	Paid Digital Campaigns	Analytics Dashboard	Email Comms System	Selection Tool	Online Training Platform	Ostathi Profile URL	Verifiable Certificate	Ostathi Marketplace	Personal Promo Ads	Payment Gateway

Results Chain Alignment

Input	Activity	Output	Outcome	Impact
Outreach and Baseline Data	Capacity Development and Activation	Certified, Profiled, and Market-Ready Beneficiaries	Income Generation and Employment Engagement	Sustainable Livelihoods and Economic Resilience

What Makes WEE Different	Cross-Cutting Design Principles
<ul style="list-style-type: none"> Fully Digitally Enabled — All Stages Supported by Integrated Infrastructure CDEF Ensures Measurable, Verifiable Outcomes (No Self-Reporting) Direct Link to Income Through the Ostathi Marketplace End-To-End Model — From Outreach to Sustained Economic Participation 	<ul style="list-style-type: none"> Competency-Based Progression Gender and Social Inclusion Market Alignment Digital-First Delivery Conflict-Sensitive Implementation Results-Based Accountability

From outreach to income — an integrated, evidence-based pathway for workforce activation, entrepreneurship development, and sustainable economic participation.

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