

ToR for Digital Apprenticeship Exchange and Skill Wallet System			
Project Name	LIWAY 2.0	SAP No. (budget line)	SP2336-4.02
Organizer (SNV staff name)	Getnet Begna/Tesfayesus Alemayehu		
Place/s of the activity	Addis Ababa, Ethiopia		
Duration	Start Date: Contract signing date		End Date: January 31, 2026
Background and Context	Livelihoods Improvement for Women and Youth (LIWAY II) is a 4-year program (July 2025 – December 2028) funded by the Government of Sweden and implemented by SNV and Mercy Corps. LIWAY II aims to contribute to sustainable poverty reduction and social stability in Addis Ababa by increasing incomes through improved wage and self-employment opportunities, primarily targeting poor women and youth. The program aspires to increase the incomes of 143,000 poor people, of which at least 50% are women, through a well-functioning Market Systems Development (MSD) approach. LIWAY II operates across four interrelated market systems including Labor, Micro and Small Enterprises (MSE), Medium and Large Enterprises (MLE), and Skills. These systems were selected based on their relevance to the target group, potential for scale and systemic impact, and feasibility for sustainable intervention. The program works by facilitating systemic change, engaging both public and private sector actors to make markets inclusive and responsive to the needs of women and youth. Informal apprenticeships are the primary skill-acquisition pathway for urban youth and women, yet operating outside formal structures means they lack recognized certification. This creates two critical market constraints: unequal access driven by exclusive personal networks, and weak skill signalling due to the absence of trusted verification mechanisms. Lacking reliable performance data, employers default to formal degrees or personal referrals inflating recruitment costs and leaving a vast pool of skilled, informal talent structurally underemployed. To address these constraints, LIWAY II plans to explore and pilot a Digital Apprenticeship Exchange and Skill Wallet System. This platform will facilitate direct access to apprenticeships, internships, and on-the-job training opportunities offered by private employers, enterprises, and skilled artisans, while functioning as a local job-matching engine. Host employers and artisans will use simple digital tools to assess trainees' competencies and log performance in real time, creating verified evidence of practical skills gained on the job. These records will be stored in a Digital Skill Wallet, serving as a portable, trusted profile of an individual's capabilities and work experience. By introducing this verifiable data, the system will optimize job matching, reduce hiring uncertainty for employers, and strengthen the formal recognition of informal skills within the labour market. The intervention will be implemented over a five-month period. Following a rapid initial assessment, the platform will be designed, tested, and continuously refined in close collaboration with the Ministry of Labor and Skills (MoLS) and other relevant national initiatives. This collaborative approach ensures full alignment with the national policy framework, secures institutional sustainability, and enables seamless integration into the broader labour market ecosystem.		
Purpose of the Assignment	The overarching purpose of this assignment is to design, develop, and pilot a market-led, commercially viable Digital Apprenticeship Exchange and Skill Wallet System in Addis Ababa. Grounded in rapid market scoping,		

	ecosystem mapping, this intervention will build a reliable digital pipeline that matches urban youth and women with high-quality on-the-job training, captures verifiable workplace competencies, and unlocks sustainable path-to-employment opportunities.
Scope of the Assignment	The selected partner will undertake a structured, market-driven process to design, develop, pilot, and deploy the integrated Digital Apprenticeship Exchange and Skill Wallet System across three core pillars: 1. Ecosystem Scoping, Actor Mapping, and Strategic Alignment Conduct a rapid diagnostic assessment of informal sector artisans, urban youth, and employers to evaluate their incentives, digital readiness, and barriers to adopting skill-tracking tools. Map existing labour market platforms and competencies of actors to identify technical synergies, avoid duplication, and establish strategic alignment pathways with national initiatives. 2. Co-Design and Development of the Digital Exchange and Wallet Infrastructure Design and develop a user-friendly, market-led platform that facilitates efficient apprenticeship matching, tracking, and placement management. Concurrently, build a portable, reliable Digital Skill Wallet mechanism that allows hosts to log task-based competency verifications, creating a secure, verifiable profile that employers can easily filter and search for talent sourcing. 3. Field Piloting, Technical Iteration, and Sustainability Modelling: Launch a live field pilot with a diverse set of market actors to gather real-world user feedback and iterate on the system's technical performance. Based on pilot data, refine the platform's security, interoperability, and UX, while validating a commercially viable cost-recovery model that ensures the solution's long-term market adoption without ongoing subsidies.
Key Deliverables	The service provider will deliver the following three milestones to transition the project smoothly from strategy to real-world results: 1. Inception & Technical Design Package: This comprises a strategic inception report outlining a detailed work plan, risk matrix, and policy alignment strategy with national frameworks; an ecosystem diagnostic report mapping user digital literacy, existing platforms, and synergy points; and a comprehensive system design document detailing the technical architecture, data security protocols, functional user journeys, and interoperability standards. 2. Production-Ready Platform & Deployment Framework: This deliverable requires a fully deployed secure functional digital infrastructure combining apprenticeship matching capabilities with a verifiable digital skill wallet system, alongside a comprehensive quality assurance and user onboarding roadmap confirming system security, data privacy compliance, and the successful execution of field pilot training sessions. 3. Pilot Performance & Commercial Scaling Playbook: This final close-out playbook includes verifiable ecosystem performance documentation proving that over 500 individuals are registered for apprenticeship access, 1,000+ individuals have active verified competencies in the skill wallet, 400+ verified individuals are successfully placed into market opportunities, supported by a sustainability and business model report outlining a validated, self-sustaining commercial model for city-wide scaling.

MSD and sustainability consideration	To ensure long-term viability, the system must transition away from external subsidies by deploying a self-sustaining business model funded through service fees, cost-sharing, or commercial partnerships. Rather than building parallel systems, the solution must upgrade and integrate directly with existing JobTech platforms to leverage established user bases and infrastructure. Finally, long-term market adoption will be driven by credibility and accessibility, achieved through a practical skill-verification framework for local artisans and a hybrid tech interface that combines mobile applications with inclusive, low-tech SMS channels for low-income users.
Duration of the Assignment:	The assignment is expected to be completed within five (5) months from the date of contract signing. Based on successful completions of the pilot, demonstration of commercial viability, and contingent availability of finance, the contract might be renewed with similar and/or other form of partnership.

Proposal Evaluation Criteria

Applicants shall be legally registered consulting firms/service providers (Bidders shall submit copy of business license, tax registration certificate and any other legal documents).

The following criteria will be employed for the evaluation of the proposals: -

a) Technical Criteria for evaluation (weight: 70 %)

A pre-defined technical criterion will be employed for the evaluation of applicants. Failure to secure 50 points out of 70 in the technical criteria will automatically disqualify the applicant.

Technical Qualifications	Scoring Criteria	Max. Score
1. Page Limit on Technical Proposal	The technical proposal must not exceed 10 pages. CVs, portfolio links, and company registration documents should be included as annexes. Proposals that exceed this page limit will be automatically disqualified.	Mandatory
2. Solid Experience and Knowledge	Demonstrated track record in designing, developing, and deploying digital employment, JobTech, or skill-matching platforms. Highly preferred experience includes building digital skill wallets, SMS/USSD-based task tracking systems, or platforms bridging informal skills with formal labor opportunities.	25
	- The applicant has successfully designed, developed, and deployed multiple digital employment, JobTech, or skill-matching platforms, including demonstrated experience with digital skill wallets, SMS/USSD-based tracking systems, and solutions connecting informal skills with formal labour market opportunities.	25
	- The applicant has demonstrated experience in developing and deploying at least one relevant digital employment, JobTech, or skill-matching platform, with partial experience in digital skill wallets, SMS/USSD solutions, or skills verification systems.	20
	- The applicant has limited experience in digital platforms or technology solutions but lacks strong evidence of developing employment, skills, or labour market matching systems.	5
	- The applicant has no demonstrated experience in designing, developing, or deploying digital employment, JobTech, skill-matching platforms, or related digital solutions.	0
3. Quality of Technical Proposal & Methodological Approach	Evaluates the clarity of the applicant's understanding of the two interconnected market constraints and the viability of their proposed execution strategy. The methodology must explicitly articulate how the partner will manage comprehensive market scoping and competitive actor mapping relevant to the targeted informal operators and partnership providers. Furthermore, the strategy must detail how the	25

	solution achieves clear technical anchoring by aligning with national Ministry of Labour and Skills (MoLS) frameworks and existing private and public employment services, backed by a commercially sustainable business model.	
	- Comprehensive: Proposal demonstrates its commercial viability that ensure the continuity of the service, aligned with business incentives of applicants, and indicating how service fees will be generated for sustaining the business -, includes a rigorous work plan, and addresses sustainable, service-based revenue models.	25
	- Partial: The proposal indicates a satisfactory understanding of the technical requirements but features distinct gaps in grounding the proposed solution within a realistic market scope. Weaknesses are present in providing a feasible timeline, defining commercial viability parameters, and establishing concrete alignment with relevant ecosystem actors, including the Ministry of Labour and Skills (MoLS), targeted informal operators, and existing employment services. The methodology lacks a robust framework for partnership provider mapping and fails to articulate a clear, market-driven sustainability model.	15
	- Unacceptable: Proposal does not demonstrate a clear understanding of the assignment, lacks an MSD lens, or omits the initial 5-month scoping and alignment phase entirely.	0
4. Team Capacity and Composition	A multi-disciplinary team with clearly defined roles and demonstrated expertise. The team must include specialists in Software Engineering & Database Architecture, UX/UI Design (covering both app and SMS/low-tech user journeys), Cybersecurity & Data Integrity, and critically, Market Systems Development (MSD) / Labor Systems Experts capable of managing institutional relationships and commercial viability strategies.	20
	- Optimal Composition: The team demonstrates elite, cross-functional expertise across all technical software fields and includes senior MSD/labor market system specialists with relevant regional experience.	20
	- Minor Gaps: Team composition is acceptable and technically sound but lacks senior-level expertise or dedicated roles in market systems development, sustainability modelling, or regulatory alignment.	10
	- Critical Gaps: Team composition is missing core technical capacities or lacks more than half of the required multi-disciplinary specialties.	0
Total Technical Score		70

Note to Applicants: Only technical proposals scoring **50 out of 70** points or higher (or equivalent threshold as determined by the procurement committee) will be considered for the subsequent financial evaluation phase.

b) Financial Evaluation Criteria (weight: 30%)

- ✓ The financial proposal, submitted in a separate document/envelope should be simple, and the proposals shall indicate all applicable taxes separately in a clear manner.
- ✓ Proposals must be submitted **in Ethiopian Birr (ETB)**. Bidders who submit their financial proposals in a currency other than Ethiopian Birr (ETB) will be automatically disqualified.
- ✓ Legal Registration Requirements: Bidders must be legally registered consulting firms or consortia and attach copies of valid business licenses, TIN numbers, and VAT/tax registration certificates.

Important Notes:

- ✓ technical and financial proposals will be submitted **separately** in marked separate envelopes or Emails. Only proposals that have a point of 50/70 and above in the technical proposal are eligible for financial evaluation.

- ✓ *Proposals that have scored 50/70 on the technical proposal will have their financial proposals evaluated out of 30 and only shortlisted candidates will be contacted.*

Firm Qualifications and Key Expert Requirements

Interested service providers (firms) are expected to meet the following critical qualifications:

Please Note: Priority and strong preference will be given to service providers who already run active, similar business operations and are willing to adapt their current models to fit the requirements of this call.

Required Qualifications:

The selected service provider/firm must possess a multi-disciplinary blend of technical software capabilities, labor market expertise, and systems-thinking strategic skills. The minimum required qualifications include:

1. Core Technical Architecture & Platform Development

- *Track Record & Infrastructure: Proven experience designing and deploying robust JobTech, HR-tech, or digital skills validation platforms, backed by verified evidence of past software performance.*
- *System Architecture & Security: Demonstrated capability in building scalable, secure, and interoperable systems (API integration, database management) featuring airtight cybersecurity, data protection, and encryption protocols.*
- *Inclusive UX/UI Design: Practical expertise in user-centered design for diverse populations, including low-digital-literacy or smartphone-limited users, spanning high-tech mobile apps and low-tech (SMS/USSD) interfaces.*

2. Labor Market Dynamics & Ecosystem Sourcing

- *Workforce Systems Expertise: Deep understanding of urban labor markets, informal apprenticeships, and skills ecosystems to design mechanisms that connect job seekers with viable income-generating opportunities.*
- *Ecosystem Trust & Strategic Differentiation: Ability to pivot away from conventional, static job boards through data-driven innovation, automated skills-matching, and real-time verification tracking that reinforces marketplace trust.*
- *Iterative Stakeholder Engagement: A strong track record and strategic methodology for actively involving corporate employers, micro-enterprises, training providers, and traditional master crafts persons in iterative system testing and design.*

3. MSD Approach & Macro-Level Strategic Alignment

- *Systems Thinking & Commercial Sustainability: Application of Market Systems Development (MSD) frameworks to review the commercial viability of the proposed business model, long-term user adoption strategies, and its potential to generate value via service-based revenue or cost-sharing without donor dependencies.*
- *Macro-Level Regulatory Alignment: Capacity to navigate institutional relationships and anchor digital technical frameworks within public architectures, specifically the Ministry of Labor and Skills (MoLS).*
- *Market Scoping & Feasibility: Capability to execute field-level scoping and competitive analysis to map and crowd-in active market actors establishing a clear, logical Phase I (first 3 months) foundation before technical deployment.*

4. Institutional Capacity, Team Composition & Financials

- *Multi-Disciplinary Team Strength: Provision of a well-balanced, cross-functional team with senior experts across software engineering, database architecture, cybersecurity, data analytics, urban labor systems, and dedicated MSD specialists evaluated on the technical relevance of their professional backgrounds.*

- *Language & Communication Proficiency: Mandatory excellent written and verbal English skills for technical reporting, paired with local language proficiency to effectively conduct user testing and qualitative field research with youth and master craftspersons.*
- *Financial Proposal & Value for Money: Review of the commercial bid based on overall cost-effectiveness, resource efficiency, and the structural clarity of the itemized budget breakdown in direct relation to the technical proposal.*

Core Team (Required Roles)

A. Team Lead: Digital Platform and Market Systems Expert

- **Experience:** MSc (3 - 5 years) or BSc (7+ years) in digital platforms, employment systems, skills validation, or MSD. At least 5 similar assignments linking digital solutions to employment or income generation. Strong labor market and employer engagement experience. UX/UI experience for low digital literacy users is an advantage. Proven ability to lead multidisciplinary teams and deliver end-to-end digital solutions.
- **Education:** Degree in IT, Computer Science, Software Engineering, Economics, Development Studies, or related field (or equivalent experience).

B. Illustrative Evidence

- **3 relevant assignments** in the last **7 years**: title, client, year, country, brief objective, role, and outcome.
- **References:** at least two client referees on relevant assignments.

Submission of Proposals

The proposal will be submitted in two separate and clearly marked categories:

Technical Proposal

- **Cover Letter (One-pager highlighting capability & experience):**
 - Express clear interest in designing and delivering a Digital Apprenticeship Exchange and Skill Wallet System as a market-based solution for skills recognition, validation, and employment linkage.
 - Briefly summarize the consulting firm/individual capability to deliver high-quality digital platforms, employment systems, and user-centered solutions at scale.
 - Provide evidence of performing similar assignments within the last five years, including digital platforms for employment, skills development, or related systems.,
- **Technical Proposal (Detailed):**
 - **Understanding of the Assignment:** Provide a clear interpretation of the Digital Apprenticeship Exchange and Skill Wallet System initiative, including the problem of informal skills recognition, gaps between job seekers and employers, and the need for a trusted digital system that enables skills validation, employer engagement, and access to employment and income-generating opportunities within a market systems development approach.
- **Work Plan:**
 - Submit a clear work plan for the whole assignment facilitation with specific timelines for each activity including and field work.
 - Include a detailed team allocation for each task and estimated man-days per team member for each component of the assignment.
- **Updated CVs:**
 - **Language Proficiency:** Confirmation of excellent written and spoken proficiency in both English and Amharic.
 - **Ethical Standards:** the candidate must adhere to SNV policies, principles, and core values.
- **Financial Proposal (in Birr).**
- **Breakdown of all Relevant Cost Elements:**
 - Provide a clear, itemized breakdown of all anticipated costs.
 - For each cost element, include:

- Description (e.g., Professional Fees, Daily Subsistence Allowance, Travel Costs, Communication Costs, Report Production etc).
- Unit (e.g., day, trip, unit, people etc).
- Number of Units (e.g., total man-days, number of trips etc).
- Unit Cost (e.g., daily rate, cost per trip etc).
- Total Cost for each item.
- o Personnel Costs / service Fees:
 - Indicate the daily rate for each professional team member.
 - Specify the number of days each team member will be engaged for the assignment.
- o Travel Costs:
 - Itemize travel expenses, including domestic travel within Addis Ababa, Ethiopia.
- o Communication and Other Costs:
 - Include costs for communication (e.g., mobile, internet for data collection/reporting) and any other miscellaneous expenses necessary for the assignment's completion.

Submission Guideline and Application submission date:

Interested and qualified applicants who meet the qualification stated above, should submit their proposals as indicated below.

Title of the specific assignment: ***“Digital Apprenticeship Exchange and Skill Wallet System”***

Both the **Technical** and **Financial** proposals should be submitted in a **separate email** to ettenders@snv.org. or a separate envelope for those who are submitting in person.

SNV will not be responsible for proposals submitted without indicating the title of the assignment ***“Digital Apprenticeship Exchange and Skill Wallet System”*** on the subject of the email or on the envelop.

Proposals must be received by SNV Addis Ababa office to the address below no later than **August 10, 2026, 5:00PM** close of business.

All submissions should be sent to: Via email to ettenders@snv.org or must be submitted in person.

All physical submissions should be sent to: SNV Ethiopia, Mexico Sar Bet Road Next to African Union P.O. Box 40675, Addis Ababa | Ethiopia Fax + 251 (0) 11 616 6252 Tele + 251 (0) 11 616 6232 or via [<ettenders@snv.org>](mailto:ettenders@snv.org).