

Advisory Council Agenda



Tuesday, 11 Aug 2026, 4-4:45 pm CAT (Central Africa Time)

Please plan on 45 minutes for this meeting.

Here is the Zoom link <https://icpdprograms-org.zoom.us/j/87538503869>

Items listed in **BOLD** will be covered during the meeting.

Document Archives: icpdprograms.org/committees (scroll down to ELISA section)

Welcome & introductions - Recommend potential ELISA Advisory Council members; you can email michelle@elisanetwork.com

Advisory Council

- **Welcome & introductions**
- **Advisory Council announcements**
- **Nominate potential ELISA Advisory Council members; you can email learnmore@elisanetwork.com**
- **Update on Key Performance Indicators (KPIs)**
- How to follow/promote ELISA on social media @elisasummit

ELISA Programs Committee

Last meeting was on 22 July 2026

Focus topic(s):

- **ELISA Programs and Platforms** - the staff reviewed the current offerings with the committee
- **2026 ELISA Business Summit**
 - **Post event materials** ie. 3-5 articles, video content (masterclasses, speakers - session and Panels) - the committee recommends staff organize the summit content and other ELISA resources (Bootstrap Briefs, Luminaries, Confabs, etc.) relevant to the theme "Business Beyond Borders," and make it all available within the summit's conference page. The staff should also consider organizing these resources within themes, such as logistics, finance, regulatory environment, etc.
- **2027 ELISA Business Summit**
 - **Dates and location**
 - **Theme and co-located programming**
 - **The committee brainstormed about themes for the 2027 summit, and some ideas were AI, supply chain and logistics, African alignment, and capital formation. The committee recommend staff prepare a list of 5 recommended themes and these be reviewed at the next meeting**
- **ELISA Business Scholars Program**
 - **Target dates** - staff will develop a list of the deadlines to prepare for the **2027 program**
 - **Coaching update**
- **ELISA Marketplace**
 - **Showcasing products and services** - staff should develop a consumer oriented view of the Marketplace
- **ELISA**
 - **Topics and speakers for upcoming events** - staff reviewed the list of topics for the upcoming Confabs

- **Pilot using Google Meet instead of Zoom**
- **How to support other languages ie. French? Timetable - staff will report at the next meeting how best to do support other languages in the Confabs**

Updates, previous action items and recent developments

- **ELISA Ignite**
 - [Webpage available](#)
 - Overview of the program
- **Bootstrap Briefs -**
 - Topics have been linked to the EBS curriculum topics
 - 95+ Bootstrap Briefs have been published with consistent release every Wednesday
- **Social media Outreach**

Other/Future action items

- **Resources feature -** What type of resources will members want to share and what are the categories of these resources (ie services, funding opportunities, etc)?; will posted resources be curated by staff or the portal members; will posted resources be visible only to the member or to the public?; benchmark against other models ie Opportunity Desk
- **Project pages:** Instructional resources to be developed to: 1. guide page owners on making their pages more effective (including using tabs and events), 2. how to share resources, 3. role of team members, and 4. Use of the post feature; ELISA to implement a communications strategy to get more founders to create and complete the set up of their Project Pages; sector scheme categories being refined
- **ELISA Business Scholar (EBS) -** staff exploring viability of providing offerings for applicants who were not admitted, i.e. virtual EBS, regional events
- **Programming focused on Luminaries, Projects and Bootstrap Briefs**
- **Bootstrap Briefs -** User generated content and curation

ELISA Portal Committee

Last meeting was on 21 July 2026

Focus Topic(s):

- **Developing a marketplace for project pages which is consumer facing and open to the public. It should list products and services available from the ELISA portal members who have pages in the marketplace. The committee recommends the Marketplace should make it easy for consumers to buy the products and contact the owners of the marketplace pages. Marketplace pages should appear under the owner's profiles.**
- **Review of ELISA Programs and Platforms as an outcome of the partnering Strategy. The committee recommends the home page widgets and the upper page navigation match and include all the key offerings of ELISA under the sub-headings, Programs and Platforms.**
- **Ability for members to tag profiles by category so users can easily find them later - the committee recommends that portal members should not need permission from other members to "follow" them. The "My Connections" should be renamed "Following."**

Updates, past action items, and recent developments

- **Web traffic report - 67,000 active users and 299,000 engagements during the period of Jan to Jun 2026**

- **New ELISA Ignite page has been added to the ELISA portal at elisanetwork.com/ignite**
- **Partner page added to the portal at elisanetwork.com/partners**
- **Staff reminding members who do not have Project Pages to create one and looking into automating system prompts on the action needed to complete their pages**
- **What new features can be added?: The committee discussed the list of new functionality that can be added to the portal and recommends the staff develop them in this priority order:**
 - **Enable portal users to see who is currently online and chat live**
 - **Site layout improvements**
 - **Showcase programs, platforms**
 - **Showcase entrepreneurs, products and services; people view and company view**
 - **Mobile app has been launched for iOS and we're waiting to launch on Android**
 - **Automated system to remind members to complete their profiles and project pages**
 - **Staff to showcase project pages on "What's On Your Mind?"**

Other/Next steps and future action items

- **Marketplace - crowd funding for project pages (with feedback system); enhanced navigation; viewer count, likes and followers are included in the directory listing; searching and filtering of the pages; automated system to remind Marketplace page owners of what else they need to do to complete their page. Posted resources should be curated by staff or the membership?; Posting of resources and opportunities (including miscellaneous posts by category such as funding opportunities, services, goods, etc.), while being mindful of curation and security**
- **Contact management system**
- **Analytics - mechanism to track where portal members spend their time when they are logged in**
- **Members - Onboarding process; members to see who has viewed their profile; prospective members - enrollment process streamlined**
- **Objectives for the ELISA portal - membership of the portal survey results; need for the public and member side of the portal objectives?; update goals to reflect stickiness and organic growth? The objectives are currently:**
 - **enhancement of member engagement within the portal so that the average time members spend on the portal increases by 20% per year and the frequency of their visits increases by 20% per year; what are the past and future milestones?**
 - **networking amongst entrepreneurs and ELISA members**
 - **seek and engage entrepreneurs**
- **Data about the entrepreneurs on the EBN (who they are and what they need?)**
- **Confabs - all videos posted and promoted on social media pages**

ELISA Development Committee

Last meeting was on 23 July 2026

Focus topic(s):

- **ELISA Programs and Platforms - the staff reviewed the current offerings with the committee**

- **Revised Partnerships and Funding Strategy**
 - Updated version of the Partners website and [ELISA Partner's Brief](#)
 - Input on marketing strategy
 - How to sell the ELISA Summit - the committee requested that this be a focus topic for the next meeting
- **Bi-annual Executive Report** - staff plan to prepare this report for public distribution. At the next committee meeting they would discuss what the content of these reports should include.
- **ELISA Marketplace**
 - Showcasing products and services - the committee recommends staff add the Marketplace/Project pages under the platforms; staff should develop partnerships with eCommerce sites or delivery companies to handle fulfilment of Marketplace purchases. ELISA can earn revenue by providing this platform to site users.
 - Staff should explore whether to offer Marketplace page owners the ability to attract crowdfunding, crowdlending and crowd equity

Updates, previous action items, and recent developments

- **Key Performance Indicators (KPIs)** - staff reviewed these and agreed to brief the Advisory Council about them at the next meeting. The committee recommends staff develop KPIs that measure ELISA's impact from the perspective of the entrepreneurs, including the number of meetings arranged, contacts made, funding secured and products/services sold through the Marketplace
- **Marketplace/Project page monetization**
 - How can page owners benefit financially from the [Project Pages](#)? - The committee recommended adding a crowdfunding feature to allow page owners to receive contributions; ELISA can receive income by charging a small percentage of the donations for administrative purposes.
 - How to monetize the [Project Pages](#) to benefit ELISA? - The committee recommended: 1. Charge page owners a fee for enhanced functionality for their pages (ie video streaming, crowdfunding, etc); 2. Vendors pay ELISA fees to get access to the Project Page businesses; 3. Project Page owners can pay fees to have their page appear higher in search results and/or to be promoted by ELISA on external social media sites

Other/Future action items

- Integrate into KPIs social impact measures
 - Success of entrepreneurs / impact ELISA has on entrepreneurs
 - Impact on broader entrepreneurial ecosystem in Africa
 - The growth of companies involved with ELISA?
 - The program's reach and effectiveness?
 - Business model for the "Resources" functionality on the portal
- Defining the ELISA strapline
- Which conferences and events to attend to market ELISA each year?
- Strategic positioning of the ELISA Business Summit and ELISA Business Scholars Program
- Charitable contributions - ELISA launched a donations page - [payment processing](#)

Forward Calendar of Meeting Dates & Events (Central Africa Time)

- **27 Aug** at 4-5 pm CAT - [ELISA Confab Event](#)
- **6 Oct** at 4pm CAT - [ELISA Portal Committee Meeting](#)
- **7 Oct** at 4pm CAT - [ELISA Programs Committee Meeting](#)
- **8 Oct** at 4pm CAT - [ELISA Development Committee Meeting](#)
- **17Nov** at 4 pm CAT - [ELISA Advisory Council Meeting](#)
- **19 Aug 2027** - ELISA Business Summit
- **19-22 Aug 2027** - ELISA Business Scholar Training Session