Advisory Council |Call Notes

Tuesday, 12 April 2022, 10am Eastern | 7am Pacific | 4pm CAT (Central Africa time)
Please plan on 45 minutes for this meeting. Visit www.elisanetwork.com for more information about ELISA
Zoom link: https://icpdprograms-org.zoom.us/j/87893518927?pwd=c1BQcnBab2tJSnpUOXBXRVBNaGRldz09
Meeting ID: 878 9351 8927, Passcode: 489391
Document Archives: www.icpdprograms.org/committees (scroll down to ELISA section)

The following Committee members were in attendance:

- Scott May, ICPD
- Marie-Ange Noue, EMD Serono
- Dustielyn Savage, ICPD
- Elisabeth Valerio, ICPD
- Siyabonga Tiwana, Skywalk Innovations
- Blessed Okole, PhD, CSIR
- Suren Singh, PhD, Durban University of Technology
- Albino Gaw Dar, Chairperson & CEO Foundation for Youth Initiative

Welcome & Introductions - BOLD ITEMS WILL BE COVERED DURING THE MEETING
For a more in-depth briefing or if you are unable to attend a meeting but would like a debrief,
contact Elisabeth Valerio evalerio@icpdprograms.org, WhatsApp: +263 782288842

Scott welcomed and thanked the members for joining the Advisory Council meeting. There were concerns raised about low attendance when the meeting started and no communication from most members who were not able to make it. Scott proceeded to share screen and show everyone the meeting's agenda as published on the ICPD's website.

Advisory Council
There might be need to re-structure the Advisory Council especially when a member has not attended 6 or more meetings and provided no reason. The Staff could also reach out to those absentees and follow up on the inconvenience they have in attending the previous meetings. In support, email reminders sent a day before the meeting have proven helpful to others so that members have this reminder amidst their busy schedules.

ELISA Committees
ELISA Summit Committee Update
Last meeting was 30 March 2022. Below are the focus topics for the committee. More details can be found on the ICPD website. Marie-Ange Noue, who is the Chair for the ELISA Summit Committee, gave a summary of what that committees' last meeting agreed on, in terms of planning the Scholars Program which will kick start on the 8th to the 11th of November 2022 in Hwange, Zimbabwe. More details on the summary of this meeting can be found on the ICPD website. Marie-Ange mentioned that we are excited to host the next CONFAB, which will have Chris Lwanga from Microsoft as the guest speaker.

- ELISA Scholars program
  - Dates - Tues 8 Nov through Fri 11 Nov, ICPD is developing a list of target dates in preparation of the event

- o Attendees - 30 entrepreneurs from across Africa. Applicants will compete for full fellowships to be part of the year-long Scholars Program; 15 executives (in-person or remote) serving as mentors/business coaches
- o Updating the Call for Applicants, selection criteria and website
- o Structure/agenda - arrive Tues, full day of programming Wed & Thurs, depart Fri; followed by monthly virtual meetings between coaches and scholars for 12 months
- o Speakers - coaches, experts on bootstrapping businesses in Africa
- o Sponsorship - ICPD needs at least 6 sponsored scholars to break-even financially; ICPD is working with the ELISA development committee to develop objectives for sponsors

ELISA Portal Committee Update

The last meeting was held on the 5th of April 2022. Below are the focus topics for the committee. More details can be found on the ICPD website: http://www.icpdprograms.org/committees.

Elisabeth, who is the acting Chair, gave a summary of the proceedings from the last ELISA Portal Committee. The committee reported that web traffic goes down when there are no Confabs occurring. We need to figure out how best attract web traffic for the portal. The Portal committee talked about enabling exhibited projects to be sponsored or get donations and the role of ELISA would include letting the market rate, verify and endorse projects. We could also have a donation channel for the ELISA program and the Advisory Council could decide how those funds will be used.

ELISA Scholars program - key web pages that were discussed:
- Overview of the program, includes dates
- Scholar application process
- Organization sponsorship process
- Scholar/Mentor attendee info pages

The next committee focus topics
- Phone app demonstration
- Committee membership
- Update on events channel
- Scholars program on the ELISA portal

ELISA Development Committee Update

The last committee meeting was held on the 7th of April 2022. Scott, who is the Acting Chair, provided a summary of the Development Committee meeting. The committee is keen to looking at corporates and government institutions as potential partners for the ELISA Scholars Program. The council members were encouraged to add names to a prospects list of sponsors/partners. More details can be found on the ICPD website; http://www.icpdprograms.org/committees.

Below are the focus topics for the committee. More details can be found on the ICPD website.
- ICPD needs at least 6 sponsored ELISA Scholars to break-even financially.
- ICPD is refining the collateral materials for sponsors including benefits for the three key constituent groups: scholars, coaches and sponsors; ICDP is developing an email template.
- The ELISA team will continue to carry out outreach to ELISA membership and sponsor leads tracker
- Each Advisory Council member is going to to identify at least 5 prospects and send the ELISA Scholars email template and prospectus to them with a cc: to Elisabeth Valerio, evalerio@icpdprograms.org and Scott May, smay@icpdprograms.org

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- o Prospective partners include companies, governments, regional groups, universities, trade associations

Online marketing strategy
- Payment systems being worked on by Portal Committee
- Pipeline of Gateway and Insider members
- Project page promotion and enhancements to prompt member conversion and increase web traffic

Other/Future action items
- Conversion of prospects to Gateway and Insider (paid) members.
- Promotion plan for Project pages
- Update on other ICPD programs - SMDP Biotech will be June 11-15 in San Diego and SMDP MedTech will be October 22-26 in Boston.

New member announcements and recommendations
From the last meeting, everyone was encouraged to follow and promote ELISA's online presence.
Elisabeth mentioned that a new team member will be joining the ICPD staff to ensure engagement.

Updates and recent developments
- Completed two CONFABS - Jan 20, 2022, featuring Pascal Murasira, Managing Director, Norrsken; Mar 3, 2022, featuring Lynda Arthur, Africa Implementation Leader, Vaccine, Johnson & Johnson Global Public Health.
- Upcoming CONFABS - Future sessions - Chris Lwanga, Principal Director, Software Partnerships, Emerging Markets, Microsoft (invitation pending), April 21.
- Relationship of ELISA Network and CONFABS.
- Future programming focused on Luminaries, Projects, ELISA Scholars, Bootstrap Briefs.

The next committee focus topics
ELISA Scholars Program - review timeline, website, call for applicants, selection criteria, sponsorship
COFABS - remaining 2022 dates and speakers

Upcoming ELISA Advisory Council meetings:
Tuesday, July 25, 2022, 10:00 AM Eastern | 4:00 PM Central Africa Time
Tuesday, September 20, 2022 | 4:00 PM Central Africa Time
Tuesday, November 6, 2022 | 4:00 PM Central Africa Time