



Advisory Council | AGENDA

Tuesday, 13 February 2024, 4 - 4:45 pm CAT (Central Africa time)

Please plan on 45 minutes for this meeting. Visit www.elisanetwork.com for more information about The ELISA Business Network.

Zoom link: <https://icpdprograms-org.zoom.us/j/81862000950?pwd=Sm9YT3hxem5NdjI0ckxvZjFLQXZtdz09>

Meeting ID: 818 6200 0950 Passcode: 039162

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

- **Welcome & Intros/Updates - 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
- Advisory Council
 - ELISA Committees - The committees are:
 - Development Committee
 - Portal Committee
 - Summit Committee
 - **Register for the Upcoming Confab - 7 March, 4-5 pm Central Africa Time; Speaker to be determined; register here: <https://icpdprograms-org.zoom.us/meeting/register/tZ0kce2hgTIpEtwsIHvK-8nrjP67fe0OUf-b>**
 - **New Advisory Council Members - Anesu T, Chikumba (Zimbabwe); Tiobesta Kebede (Ethiopia); Yonas Merawi (Ethiopia); Nigel Mudekwa (Zimbabwe); Moïse Yakan A Bessiom (Ivory Coast); Ify Umunna (Nigeria); Hayat Abdulmalik (Ethiopia)**
 - **All Advisory Council Members are invited to attend the first in-person meeting to be held on 12 November at 4 pm CAT, in Hwange, Zimbabwe (arrive and depart from Victoria Falls, Zimbabwe); ICPD will cover 4 nights of lodging, food and beverage for the first 6 Advisory Council members to confirm their attendance with Sondlane Dube (sdube@elisanetwork.org)**
 - **Call for Applicants open for new ELISA Advisory Council members - <https://elisanetwork.com/apply/advisory/>**
 - **Accepting applications for a Member Relations Coordinator; this person will secure Corporate and Affiliate Memberships, enables ICPD to underwrite the costs of the ELISA Scholars program; please share this URL: <https://elisanetwork.com/member-relations/>**
 - **Advisory Council announcements**
 - **Current affairs and events from around the world**
 - How to follow/promote ELISA on social media @elisasummit
- ELISA Summit Committee update (Marie-Ange Noue, Chair), last meeting was 24 January 2024
 - Focus topics
 - **ELISA Scholars program, 12-14 November 2024, in Hwange, Zimbabwe (arrival in Victoria Falls)**
 - **Agenda**
 - **Expert coaching and guidance about how to create business success, develop one-year virtual coaching plan with goals and action items; invite members of the ELISA Advisory Council and general ELISA membership to apply to be coaches; Promote coaching in the program via social media outreach**





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- Scholars to create a pitch deck
 - High-level sessions on key business disciplines, ie finance, marketing, operations, accounting; gap analysis of business knowledge and plan for business knowledge development
 - Networking skills development and use of the ELISA Network
- **Scholars - Website updated with key deadlines and accepting applications <https://elisanetwork.com/scholars/>; applications close 28 June; announce cohort of scholars 2 August; we request the Advisory Council to share the link to the ELISA Scholar program with their networks**
- **Coaches - experts on bootstrapping businesses in Africa; Siya Tiwana and Michel Nouafo (ELISA Advisory Council Members) have volunteered to be coaches and speakers; staff to begin confirmation of coaches/speakers; Advisory Council members interested in coaching should email Elisabeth Valerio and Sondlane Dube**
- **Financing the program - ICPD is hiring a Membership Engagement Coordinator to secure Corporate and Affiliate Memberships, (www.elisanetwork.com/careers/) to underwrite the costs of the ELISA Scholars program; ICPD is guaranteeing a minimum of 10 Scholars will be paid for using its fund reserve**
- Updates and recent developments
 - **CONFABS**
 - Recent Confabs - 14 November; featured Ify Umunna, Founder & CEO Kori Collective, Nigeria
 - **Past Confab videos are live on the ELISA portal**
 - Having speakers focus on one Bootstrap Briefs topics
 - Market with multiple African time zones
 - **Social media Outreach**
- **Future Action items: At next meeting focus on the Resource Page content, update on the ELISA Scholars program including the Scholar selection rubric, and what to post on WhatsApp group for current and past Confab attendees;** Additional future focus topics - programming based on Luminaries, Projects and Bootstrap Briefs
- ELISA Portal Committee update (Elisabeth Valerio, Acting Chair), last meeting was 24 October
 - 2023 Updates, past action items, and recent developments
 - **Web traffic report**
 - **Portal enhancements**
 - **New member registration for the portal and staff adding more places on the portal that take users to the registration page**
 - **Members can see how many times their profile has been viewed; working to provide listing of who has viewed a member's profile**
 - **Make Project pages and Events shareable**
 - **Allow Project page owners to see who has viewed their project**
 - **Event video links for past sessions have been added**
 - **Ongoing usability testing - catalogued and prioritized**
 - **Selection tool to rate applicants for the Membership Outreach Coordinator position and the ELISA Advisory Council**





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- Future action items - **Crowd funding for project pages (with rating system) and general donations to ELISA; website functionality for the ELISA Scholars Program;** website optimization for mobile devices; rewards system; Project pages - usability, filtering
- ELISA Development Committee update (Scott May, Acting Chair), last meeting was 23 January 2024
 - Focus topics
 - **Key elements of the value proposition for Corporate (\$3400/yr) and Affiliate membership (\$349/yr);** price points; focus on local and individual country entrepreneur networks
 - **Key Performance Indicators (KPIs) - How ELISA KPIs correspond to/align with:**
 - **success of African entrepreneurs**
 - **impact on the broader entrepreneurial ecosystem in Africa**
 - **2024 ELISA budget**
 - **mission, vision and strategy**
 - **Defining the ELISA tagline, ie "Empowering Entrepreneurs for Africa"**
 - Future action items - **KPIs and alignment with mission, vision and strategy for ELISA; marketing for ELISA Scholars;** Project pages promotion

Upcoming ELISA Advisory Council meetings:

- 7 May 2024
- 6 August 2024
- 12 November 2024

