15 February 2022 ELISA Advisory Council Call Notes

<u>Web meeting held:</u>
Tuesday, February 15, 2022
10:00 AM Eastern / 7:00 AM Pacific / 4:00 PM CAT (Central Africa Time)

The following Committee members were in attendance:

- Shamah Mawoko, ICPD
- Scott May, ICPD
- Marie-Ange Noue, EMD Serono
- Thelma Munhequete, Mozambique Country Representative, Africa Foundation for Sustainable Development
- Hassan Popat, Computech Limited
- Dustielyn Savage, ICPD
- Elisabeth Valerio, ICPD
- Kemoy Liburd-Chow, Embassy of St Kitts and Nevis, Permanent Mission of St Kitts & Nevis to the OAS
- Brandon Ford, Lubriozol
- Siyabonga Tiwana, Skywalk Innovations
- Blessed Okole, PhD, CSIR

Welcoming remarks & introductions: BOLD ITEMS WILL BE COVERED DURING THE CALL.

For a more in-depth briefing or if you are unable to attend a meeting but would like a debrief, contact Elisabeth Valerio at evalerio@icpdprograms.org

Scott May welcomed the council members to the ELISA Advisory Council meeting. Scott mentioned that the agenda was sent via email. Scott reminded the Council members that they could locate the agenda, past meeting notes and supporting documents for the meeting on the website www.icpdprograms.org, select "Committees" from the "Select an ICPD site" drop-down menu at the top right side of the page. Scott then invited everyone on the call to introduce themselves. Scott reviewed the agenda for the meeting.

Program Updates

ICPD welcomes ELISA Advisory Council member nominations. Nominations can be sent to Scott at smay@icpdprograms.org or Elisabeth at evalerio@icpdprograms.org. ICPD invites the Council to follow/promote ELISA social media @elisasummit.

Advisory Council

A new member Siyabonga Tiwana, Co-founder of Skywalk Innovations, has joined the ELISA Advisory Council and will serve on the Portal Committee.

Scott encouraged ELISA committee members to follow/promote ELISA on social media @elisasummit:
Instagram https://www.instagram.com/elisasummit/
Twitter https://twitter.com/ElisaSummit
Facebook https://www.facebook.com/elisasummit

Marie-Ange Noue shared that she travelled to Cameroon for the festive season (December 2021). She is originally from Cameroon. While she was there, she visited a project she started a year ago through a charitable foundation which is supported by the company she works for. She was able to secure funds to help people from Niabang in Cameroon to have access to clean water as she believes that safe water supplies, hygienic sanitation and good water management are fundamental to global health. The project's aim is to provide access to clean water to help control parasitic infections and diseases spread by insects. The project also empowers the local community.

ELISA Committees
Scott introduced the established committees which are:
1) Summit Committee
2) Portal Committee
3) Development & Membership Outreach Committee

ELISA Summit Updates
Committee update by Marie-Ange Noue (Chair):
Marie-Ange provided a debrief on the past CONFABS including the most recent one held on 10 November 2021 with Anita Erskine, Executive Producer of Anita Erskine Media & BossLady Inc. The ICPD team recommended that for future CONFABS, the moderator should provide break-out instructions following the keynote speaker, start times for all future CONFABS should be 4 pm Central Africa Time (CAT), staff to report on streaming CONFABS on other social media platforms, staff to recommend how to have ongoing engagement of CONFAB participants and speakers and create a "stream" on ELISA homepage for CONFABS.

The committee planned for the March 3rd 2022 ELISA CONFAB featuring Lynda Arthur, Africa Implementation Leader, Vaccine, Johnson & Johnson Global Public Health and Moderator is Marie-Ange Noue.

The next committee focus topics will be centered on preparations for the upcoming CONFAB which be held on 21 April 2022. Also the Summit will be a discussion item, including deciding if the Summit will be an in-person in fall 2022.

Scott explained that the ELISA Scholars program is a 3-day business experience in Hwange, Zimbabwe which brings together a cohort of high potential founders of Africa focused startups and entrepreneurs or leaders with bold business ideas. The immersive training session will be led by business experts, industry leaders, investors, and success coaches. The focus is to embolden the ELISA Scholars to advance their ideas, refine their business strategy, and create jobs. ELISA Scholars are trained to manage business financials, develop an investor presentation and an elevator pitch. After the training session, ELISA Scholars attend the ELISA Summit and receive ongoing support and training through the ELISA portal. They also are given access to coaches.

Hassan Popat suggested that ELISA should host a scale-down version of the scholars program this year to keep the momentum.

Brandon Ford commented that in relation to what's happening regarding Covid-19, the ELISA team should take into consideration the burden on people if they decide to travel for the ELISA Summit that is quarantine when they return home and paying for expensive tests to enter or exit the country.

ELISA Portal Update *Committee update by Scott May:*
The ELISA portal committee has built a reward system and as you interact with the portal through creating content, refining your profile or connecting with other people the system has been programmed to accumulate points towards your activities. Site users get rewarded in-terms of recognition and stature within the portal community. The Portal committee looks forward to activating this feature as part of the ELISA Portal.

The ELISA agreed to work on project pages to enhance the messaging on the benefits a site user received from a project page. Scott mentioned the team is also working on other features and functionality that could be activated or built into the portal in order to make the portal a more valuable tool and an integral part of the work that entrepreneurs do.

The committee is working on making the payment system easier to use. Scott explained that the team is working on membership processing and how to convert Gateway members to Insider members. The portal committee is also discussed how a donations system could be integrated into the ELISA portal.

The next committee focus topics will be on options for donations, but they should be specific ie.
1. Projects listed on the portal (unverified)
2. Verified projects to be monitored by ELISA
3. Funding to assist projects that will be approved via committee.

The committee will also discuss how to integrate the rewards system.

ELISA Development Updates *Committee update by Scott May:*
The committee discussed payment systems, the pipeline of prospective members and the conversion rate from Gateway to Insider members. Also discussed was project page promotion and enhancements to prompt member conversion.

Scott reviewed the ELISA Scholars Program, funding and format, ATLAS Overview and online marketing strategy, using social media to promote the ELISA portal.

As part of the next committee focus topics, the ICPD Team to provide a one-pager describing the proposed new format for the 2022 ELISA Scholars Program. Conversion of prospects to Gateway and Insider (paid) members. Staff to draft a one-pager that explains ELISA member benefits. The ICPD team to add a link to a graphic display of member benefits. ICPD to present a strategy for prompting member conversion as well as a strategy for the promotion of project pages.

UPDATE ON OTHER ICPD PROGRAMS
Applications for the 2022 SMDPs are being accepted here: https://smdp.icpdprograms.org/ until April 1; SMDP Biotech will be held June 11-15 in San Diego and SMDP MedTech will be held October 22-26, in Boston

Other/Action items

Scott May thanked the Advisory Council for being part of the committees as it helps shape and direct ELISA. Scott reminded everyone that the next Advisory Council meeting will be Tuesday, April 12, 2022. Please plan on 45-minutes for this call. Visit https://elisanetwork.com/ for more information about ELISA.

Upcoming ELISA Advisory Council meetings at 4pm Central African Time:

Tuesday, April 12, 2022
Tuesday, July 26, 2022
Tuesday, September 20, 2022
Tuesday, November 15, 2022