



## Call Summary for the ELISA Advisory Council Meeting

Monday, November 15, 2021

10:00 AM Eastern / 7:00 AM Pacific / 4:00 PM CAT (Central Africa Time)

### The following Committee members were in attendance:

- Ruva Chindara, ICPD
- Preetivi Ellis, MD, Revna Biosciences
- Donielle Johnson, Bausch Health
- Scott May, ICPD
- Thelma Munhequete, Mozambique Country Representative, Africa Foundation for Sustainable Development
- Marie-Ange Noue, EMD Serono
- Elisabeth Valerio, ICPD
- Tony Jose Centeno, PhD, Center for Medical Geology

### 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](mailto:evalerio@icpdprograms.org)

Scott May welcomed the ELISA Advisory Council members and advised them 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](http://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 all of the Council members to introduce themselves. Scott reviewed the agenda for the meeting.

### Program Updates

ICPD is seeking additional members to join the ELISA Advisory Council for it to be about 30-35 members, currently we have 20 members. Nominations can be sent to Scott at [smay@icpdprograms.org](mailto:smay@icpdprograms.org) or Elisabeth at [evalerio@icpdprograms.org](mailto:evalerio@icpdprograms.org). Donielle Johnson nominated Dr Anita Luu from Ghana who is a food scientist.

Scott invited the Council members to follow/promote ELISA on social media. The handle for the ELISA pages on social media are @elisasummit.

### ELISA Advisory Council

New Members - none to report

Donielle Johnson shared that she is now the Vice President for Global Regulatory Affairs at Bausch Health.

### ELISA Committees

Scott introduced the established committees which are:

- 1) Development & Membership Outreach Committee
- 2) Portal Committee
- 3) Summit Committee



## **ELISA Development Committee**

Scott May presented the Development Committee updates. He stated that the committee is working on a strategy for implementation of payment systems for ELISA ecommerce. The committee has recommended that ELISA implement DPO and Western Union to process payments.

The ICPD team presented on project pages and discussed strategies for the portal to increase member conversions. ICPD staff is continuing to grow the ELISA portal database. Refinement of the website and the functionality of the membership page has been done.

The next committee focus will be on the conversion of prospects from Gateway to Insider (paid) members. ELISA staff will draft a one pager that explains ELISA portal membership benefits. The ICPD team will add a link to a graphic display of member benefits. The ICPD team has grown the prospect database to over 1,600 contacts and is engaging existing site users to assist with setting up project pages, profiles and Luminaries.

Scott concluded the presentation by talking about Atlas Ventures, a new entrepreneurial enterprise to be based in Zimbabwe.

## **ELISA Portal Committee** [www.elisanetwork.com](http://www.elisanetwork.com)

Elisabeth Valerio presented the updates from the recently held ELISA Portal Committee meeting. She stated that a web traffic report was presented during the committee meeting and confirmed that there is evidence that website traffic increases when new content is posted. Ruva Chindara presented an overview on the system that has been created for building Project pages; the committee recommended that when a user interacts with the portal they should be prompted to create Project Pages. The ICPD team suggested that we should add help or pop-up definitions for most of the fields, including

- Alias field
- Community header
- Short URL
- Contact form

Also suppress the state field since many countries do not use states in Africa, and indicate that fields with an asterisk are required.

The next committee focus topics will be:

- The web traffic report
- A system that encourages existing members to invite others to join the ELISA portal
- ELISA mobile app and other features and functionality that could be activated or built into the portal, so that the portal becomes an integral part of the work of entrepreneurs

## **ELISA Summit** (August 30th – September 1, 2022, in Hwange, Zimbabwe)

[www.elisanetwork.com/summit-info/](http://www.elisanetwork.com/summit-info/)

Marie-Ange Noue, Committee Chair presented the update for the ELISA Summit Committee.

The committee is shaping plans for the 2022 ELISA Confab events, including identifying potential speakers. The committee reviewed the Confab Run of Show document to determine the flow of the

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event. The ICPD staff discussed promotion of the event (approx. 460 indicated interest on LinkedIn). A plan has to be developed to convert their interest to registrations on Zoom. The ICPD committee decided not to orient the Anita Erskine Confab event to a specific Bootstrap Brief for the presentation and break-out discussion.

The next Confab event will be held on January 20<sup>th</sup>. Kemoy will be contacting Pascal Murasira and will be inviting him as the speaker for the January Event.

The next committee focus topics will include:

- A report on geographic location of Confab attendees
- Set 2022 dates for all ELISA Confab events
- Goals and objectives of the ELISA summit for 3 key audiences:
  1. The actual Summit attendees
  2. The virtual ELISA community
  - 3 More broadly, the African entrepreneurial ecosystem
- Structure of the Summit (speaker ideas; how can the Summit complement the Confabs)
- The 2022 ELISA Scholars

### **Update on other ICPD programs**

The 2021 SMDP MedTech training was held virtually, September 27-28

Applications are being accepted here: <https://smdp.icpdprograms.org/> until April 1 for the 2022 SMDP Biotech (June 11 – 15, San Diego, CA, USA) and the 2022 SMDP MedTech (October 8-12, location TBD)

### **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 Monday, July 19, 2021. Please plan on 45-minutes for this call. Visit <https://elisanetwork.com/> for more information about ELISA.

### Upcoming ELISA Advisory Council meetings:

Tuesday, February 15, 2022, 4pm CAT (Central Africa Time)

Tuesday, April 12, 2022, 4pm CAT (Central Africa Time)

Tuesday, July 25, 2022, 4pm CAT (Central Africa Time)

Tuesday, September 20, 4pm CAT (Central Africa Time)