Advisory Council | AGENDA

Tuesday, 19 November 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 (EBN).
Zoom link: https://icpdprograms-org.zoom.us/j/89034827537?pwd=S2RlbWkveFhyaGtTT05TUjlOY3d1dz09
Meeting ID: 890 3482 7537 Passcode: 722547
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
  - **ICPD has hired a new Member Relations Coordinator; Michael Oyalana, from Nigeria will focus on securing partners and support for ELISA programming**
  - **Upcoming Confab on 5 December, Speaker Chudi K Obiaya;** Survey of past participants indicates they most value the networking
  - **Call for Applicants open for new ELISA Advisory Council members - https://elisanetwork.com/apply/advisory/**
  - **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 23 October 2024
  - ELISA Business Scholars (EBS) program - Training Session 12-14 November 2024, in Hwange, Zimbabwe (arrival in Victoria Falls)
    - **It was part of a broader ELISA Summit**
      - **Kicked off with a Reception & Dinner to Celebrate Enterprise Leaders & Innovators, opening remarks were presented by a representative from the Zimbabwe Ministry of Information**
      - **Attended by two Advisory Council members - Kemoy Liburd-Chow (USA) and Anesu Chikumba (Zimbabwe)**
      - **We were able to refine the training format and establish an engaging curriculum that benefitted both the Scholars and the Coaches**
      - **Scholars also had the opportunity to visit Victoria Falls**
    - **EBS Scholars - 12 Scholars were admitted, representing 7 sectors and 10 countries, 40% were female and 60% were male; attendee information page is here:** https://elisanetwork.com/attend/ the listing of the Scholars cohort is here: https://elisanetwork.com/scholar-cohorts/; over 500 applicants received
      Coaches - 6 coaches participated in the entire training session coaching each coach was paired with 2 ELISA Scholars; they are leaders with business expertise; for the first year, ICPD will cover the airport transfers, meals, beverages and lodging for the coaches ($850 value per person)
    - **The Final agenda can be viewed here**

- **Speakers - some of the Coaches and Advisory Council members served as speakers plus Dave Bennett, a local retired entrepreneur joined one of the panel sessions**
- **Dylan Dzenga joined the team and assisted onsite with logistics**
- **The event receive local media coverage**
- The Advisory Council meeting on 12 November in Hwange Zimbabwe was moved to 19 November;
  - o CONFABS
    - **The next Confab will be held on 5 December, 4-5 pm Central Africa Time our speaker is** Chudi K. Obiaya, the Founder of the Africa Twenty One Hundred, He will be speaking on the **stages of small business growth**. **Register here:** https://icpdprograms-org.zoom.us/meeting/register/tZUpc-irrD0rE9LBbeNWnBHqtQRsSky5oCW9
    - WhatsApp group for current and past attendees
      - Having speakers focus on one Bootstrap Briefs topics
      - Market with multiple African time zones
  - o Social media Outreach
  - o Bootstrap Briefs - 65 Bootstrap Briefs have been published with consistent release every Wednesday
  - o Future Action items: Resources tab on the portal - categories of resources; future programming focused on Luminaries, Projects and Bootstrap Briefs
- ELISA Portal Committee update (Chudi Obiaya, Chair), last meeting was 22 October 2024
  - o **Focus Topics:**
    - **Objectives for the ELISA portal - the committee recommended these goals for consideration:**
      - **Increase web engagement (stickiness)**
      - **Networking with others**
      - **Seek and engage entrepreneurs**
    - **Future committee meetings structure - meet quarterly, rely on Whatsapp group for ongoing committee work; committee should focus on giving staff guidance on prioritisation of portal work**
  - o Updates, past action items, and recent developments
    - **Web traffic report**
    - **Portal enhancements**
      - **ELISA Scholars - additional resources were added to support ELISA Scholars selection process, coaching application and guidelines and attendee information; the portal will support the one-year ELISA Scholar/Coach Action plan which includes goals and action steps; a page was also added listing the profiles for the 2024 ELISA Scholars**
      - Registration for the portal - more links to join added and process being streamlined
      - Project pages and events shareable
      - Allow Project page owners to see who has viewed their project
      - Portal selection tool completed and will be used for the selection of the ELISA Scholars cohort, Membership Outreach Coordinator and the ELISA Advisory Council
      - Event videos links for past sessions being added to the portal and social media pages
      - Members to see who has viewed their profile

- o Other/Next steps and future action items
    - ▪ Enhancements for Project Page functionality to include posting of resources and opportunities, including miscellaneous posts by category (ie - funding opportunities, services, goods, etc.). Aspects to consider are curation, security, and posting by staff of resources
    - ▪ User experience and usability testing (UI/UX)
    - ▪ Data about the entrepreneurs on the EBN (who they are and what they need?)
    - ▪ Crowd funding for project pages (with feedback system) & general donations to ELISA – what features should be built and how should it work?
    - ▪ Member onboarding process
    - ▪ Website optimization for mobile devices
    - ▪ Rewards system
    - ▪ Project pages - usability, filtering
- ● ELISA Development Committee update (Scott May, Acting Chair), last meeting was 24 October 2024
    - o Focus topics
        - ▪ **Defining the ELISA strapline - Staff will recommend a final strapline to the Advisory Approval; ICPD has polled Advisory Council members about possible straplines and received input from the Development Committee**
        - ▪ **Chair for the Development Committee**
        - ▪ **Marketing of the Confabs - Messaging being changed to emphasize networking and practical tips from the speakers; the committee recommended past attendees be asked to follow the ELISA social media accounts and repost marketing messages about upcoming Confabs;** results of survey from past attendees; overview of current marketing strategy and recommendations on how best to market to new attendees
        - ▪ **Key Performance Indicators (KPIs) - ELISA KPIs currently reflect the mission, vision and strategy of the program and track the programmatic elements and budgetary impact of ELISA; Staff to next report on the KPIs in June 2025; Over time we should be able track the impact of ELISA on the broader impact goals; The broader impact goals are:**
            - ▪ **success of entrepreneurs**
            - ▪ **impact on the broader entrepreneurial ecosystem in Africa**
            - ▪ **what impact does ELISA have on the entrepreneurs?**
            - ▪ **what is the growth of companies involved with ELISA?**
            - ▪ **what is the program's reach and effectiveness?**
    - ● Other/Future action items
        - ▪ New leads for corporate and affiliate members
        - ▪ Value proposition for Corporate ($3400/yr) and Affiliate membership ($349/yr) – Collateral materials being finalized and will be posted on the website
        - ▪ Project pages promotion

Future meeting Dates (all meetings at 4 pm Central Africa Time):
- ● 2025 Dates tba

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Committee Objectives:

Promoting portal membership and sponsorship of the ELISA summit and ELISA Scholars program.

- Increase awareness of ELISA
- Increase individual and corporate portal membership
- Engage representatives from 55 African government Ministries related to trade and development
    - Engage Africa focused development agencies.

Upcoming ELISA Advisory Council meetings:

- 2025 Dates tba