



## Advisory Council | AGENDA

**Tuesday, 19 Sept 2023, 4 - 4:45 pm CAT (Central Africa time)**

Please plan on 45 minutes for this meeting. Visit [www.elisanetwork.com](http://www.elisanetwork.com) for more information about The ELISA Business Network.

Zoom link: <https://icpdprograms-org.zoom.us/j/82413359151?pwd=b0N4S0UwQURsT3IEeDBHeHY0RitKZz09>

Meeting ID: 824 1335 9151 Passcode: 185504

Document Archives: [www.icpdprograms.org/committees](http://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](mailto:evalerio@icpdprograms.org), WhatsApp +263 782288842
  - Advisory Council
    - ELISA Committees - The committees are:
      - Development Committee
      - Portal Committee
      - Summit Committee
    - **Register for 28 Sept CONFAB - 4-5 pm CAT (Central Africa Time), featuring Tutsirai Jenje, Founder, The Step Out Foundation**  
[https://icpdprograms-org.zoom.us/meeting/register/tZArce6upzMpGd2upGDNaA94TdaBEbn\\_2YZb](https://icpdprograms-org.zoom.us/meeting/register/tZArce6upzMpGd2upGDNaA94TdaBEbn_2YZb)
    - **New member - Welcome new member Michel Nouafo, Chief Rescue Officer, International Trade Administration, U.S. Department of Commerce; recruitment campaign for new council members**
    - **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 11 Sept 2023
    - ELISA Scholars program
      - **Program will be a one-year mentoring program for attendees (Scholars); entrepreneurs compete to attend with expenses covered**
      - **2024 dates to be 6-8 November in Hwange, Zimbabwe (arrival in Victoria Falls)**
    - Confabs
      - **Secured moderator for continuous programming - Amanda Chembezi, based in South Africa**
      - **Remaining 2023 Confabs - 28 Sept, Tutsirai Jenje, Founder, The Step Out Foundation, Zimbabwe; 16 Nov 2023 (working to secure a speaker)**
      - Enhancements to CONFABS
        - **Creating a WhatsApp group for current and past attendees**
        - List moderators in promotional materials, on the events page of the website and on social sites
        - Confabs attendee directory
        - Profiles created by ICPD for each Confab attendee
        - Archive of videos of past sessions
    - Updates and recent developments
      - CONFABS -
        - **Recent Confabs - 27 July, keynote was Mpumelelo Ndiweni CEO and Founder Colmin Group & EZulu Life, South Africa and 24 August, Adeshina Adewumi, CEO and Founder at Trade Lenda, Nigeria;**
    - Future Action items: **New resources tab on the portal- what should be included, i.e. funding opportunities, initiatives, resources, jobs?; ELISA Scholars program needs include speakers, coaches, experts on bootstrapping businesses in Africa;** future programming focused on Luminaries, Projects and Bootstrap Briefs





## Advisory Council | AGENDA

- ELISA Portal Committee update (Elisabeth Valerio, Acting Chair), last meeting was 1 Aug 2023
  - Updates, past action items, and recent developments
    - **Web traffic report**
    - **Google analytics**
    - **After the member log-in - Staff has reviewed the Google analytics which provides data on project pages, Bootstrap Briefs, Luminaries and Events, but not on who has viewed individual profiles. Goal is to develop this and give this data to each member.**
    - **Social media - Users can share to external social media sites Luminaries; staff recommend Bootstrap Briefs be made a public resource and be shareable; Need to make Project Pages and Events shareable.**
    - **Usability testing - ongoing and being catalogued and prioritized.**
    - **Project page contacts - owner can provide email address, phone number and primary website; the owner's team members list ties to portal profiles. This needs to be improved to encourage interactions.**
  - Focus Topics
    - **How events are showcased - video links for past sessions being added; staff are working on a recommendation on how to track past events that have been attended.**
    - **Home page redesign - this has been completed and to be presented to the Advisory Council.**
    - **How to join the portal community - this was postponed until the next meeting.**
  - Other/Next steps and future action items - **How to join the portal community;** phone app; ELISA Scholars program webpages; Donations - individual project funding/rating, general donations to ELISA; Project pages usability - filtering, displays.
- ELISA Development Committee update (Scott May, Acting Chair), last meeting was 3 Aug 2023
  - Updates, past action items, and recent developments
    - **Individual Membership (free) value proposition - "Bringing Africa Forward"**
      - **Marketplace of ideas**
      - **Learn about resources - grants, supplies, staff needs**
      - **Hub to collaborate and network with entrepreneurs across Africa**
      - **Easily connect with leaders within sectors (i.e. agriculture, semiconductors, etc.) across country borders**
      - **Bring together global interests**
      - **Get mentoring virtually and via the ELISA Scholars program**
      - **Access funding opportunities**
      - **Legitimacy of ICPD and ELISA**
    - **ELISA Scholars - being discussed by Summit Committee**
  - Focus topics
    - **Dedicated development staff - The committee urged ICPD to engage development staff to promote membership, conduct outreach to local entrepreneur groups and manage media relations.**
    - **How to integrate local and individual country entrepreneur networks into ELISA network - these are the Affiliate members; update the value proposition as needed.**





## Advisory Council | AGENDA

- **Corporate and Affiliate membership - value proposition, benefits, price points - this was postponed until the next meeting.**
  - **Partner to grow a robust network of entrepreneurs and leaders from a diversity of sectors who value opportunities to discover, connect and grow innovative ventures to create jobs that transform Africa**
  - **Recognition - Gain visibility across 54 African countries**
  - **Receive exclusive and customizable access to a global audience of Africa focused entrepreneurs**
  - **Create content to showcase organization's leaders, products and opportunities on the ELISA Portal**
  - **Designate speakers for virtual ELISA Confabs**
  - **Provide mentoring**
- Other/Future action items - **Key Performance Measures (to send to committee in advance of next call); individual membership marketing tactics; Corporate and Affiliate membership value proposition;** Project pages - functionality, promotion
- Other/Action items

### **Upcoming ELISA Advisory Council meetings:**

Tuesday, November 14, 2023, 4:00 pm Central Africa Time (CAT)

