



Advisory Council | AGENDA

Tuesday, 21 November 2023, 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/83005617537?pwd=WjVxMFRGemRSQlFWMDZKZTNXa3hpQT09>

Meeting ID: 830 0561 7537 Passcode: 223160

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 Upcoming Confab - 16 November, 4 pm CAT, Ify Umunna, Founder/CEO of Kori Collective, Nigeria, <https://icpdprograms-org.zoom.us/meeting/register/tZYlde2rrDgjGtBJWUePFIBkag9DDdspVQ15>**
 - New 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 25 October 2023
 - Focus topics
 - ELISA Scholars program (12-14 November 2024)
 - Reviewed program goals and format - **goals to include - provide expert guidance to make the scholar's start-up a success, provide content in key business disciplines (ie finance, marketing, accounting, management, etc.), create capital plan and investor deck**
 - Timetable set - **open applications for scholars, 1 December 2023; close applications 28 June 2023, select and announce cohort of scholars by 2 August 2024**
 - ELISA Scholars program needs - speakers, coaches, experts on bootstrapping businesses in Africa; **Format will be 2-day training with some coaches in-person and other remote; ICPD to update the agenda and share with the committee; ICPD to update the Call for Applicants and website;** Program will be a one-year mentoring program for attendees (Scholars); entrepreneurs compete to attend, the cost for them to participate will be covered
 - **13-14 November, 2024, in Hwange, Zimbabwe (arrival in Victoria Falls) These dates are a week later than discussed with the committee; Advisory Council will meet in-person and virtually 12 November, and all members are encourage to be at the ELISA Scholars program**
 - New resources tab on the portal - **to be discussed at the next Committee meeting;** what should be included, ie. funding opportunities, initiatives, resources, other events, jobs?





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- Updates and recent developments
 - **CONFABS - to be discussed at the next Committee meeting**
 - Recent Confabs - 28 September, Tutsirai Jenje, Founder, The Step-out Foundation, Zimbabwe
 - Upcoming Confab - 16 November, 4 pm CAT, Ify Umunna, the Founder & CEO of Kori Collective, Nigeria, <https://icpdprograms-org.zoom.us/meeting/register/tZYIde2rrDqjGtBJWUePFIBkag9DDdspVQ15>
 - WhatsApp group for current and past attendees - what to post?
 - Having speakers focus on one Bootstrap Briefs topics
 - Market with multiple African time zones
 - **Social media Outreach - to be discussed at the next Committee meeting**
- Future Action items: **target dates for ELISA Scholars program; review ELISA** Scholars program agenda, call for applicants and website; future programming focused 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
 - Next Confab - 16 November, register here: <https://icpdprograms-org.zoom.us/meeting/register/tZYIde2rrDqjGtBJWUePFIBkag9DDdspVQ15>
 - **Web traffic report - ICPD shared an update on website analytics**
 - **Pending portal enhancements - ICPD reviewed the IT task list**
 - **Ability for members to see how many times their profile has been viewed - ICPD to activate this on the front end and add the ability for members to see which other members have viewed their profile**
 - **Make Project Pages and Events shareable - ICPD activating this and also to add the ability for Project Page owners to see how many views their page has and which ELISA members have viewed their Project Page(s)**
 - **Event video links for past sessions being added via a YouTube Channel**
 - **Ongoing usability testing - catalogued and prioritised**
 - Focus Topics
 - **How to join the portal community - "Join for Free" button being added though out the website; the link will take users to the "Join" page**
 - Crowdfunding for project pages (with rating system) and general donations to ELISA - **this was postponed until the next meeting**
 - Other/Next steps and future action items - Phone app, activate rewards system, ELISA Scholars program webpage(s), Project pages (usability, filtering, displays)
- ELISA Development Committee update (Scott May, Acting Chair), last meeting was 26 October 2023
 - Updates, previous action items, and recent developments
 - **Individual Membership (free) value proposition - ICPD showed the committee the updated "join" page**
 - **Social media outreach - ICPD briefed the committee about the outreach campaign that is one to two posts per day, Monday-Friday; focused on: events, portal features, Luminaries, Project Pages, Bootstrap Briefs, quotes**
 - **Dedicated development staff - Search underway for development professional who will be responsible for securing corporate and affiliate memberships; ICPD to send the job description to the committee; ICPD requests committee to share candidate names with ICPD; this person should be Africa-based**





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- Focus topics
 - Branding and “tagline” for ELISA - currently “Transform Africa... connect, discover, grow”; **ICPD to update “About” page to better highlight the vision and mission for ELISA; the vision and mission are already on the “About” page and in collateral materials, but not clearly presented; ICPD to share the updated “About” page with the committee; the committee reviewed the following taglines and agreed a new one should be aligned to ELISA’s primary audience (Africa-focused entrepreneurs):**
 - “Empowering African Entrepreneurs”
 - “Tools for African Start-Ups”
 - “Equip entrepreneurs with knowledge, skills and resources: your growth is our business”
 - “Support startups with resources, networks and opportunities for growth”
 - **Key Performance Indicators - ICPD presented an updated KPI list; Committee recommended KPIs be aligned to the vision and mission and requested input from the Advisory Council regarding the KPIs; at its January meeting the committee will review the KPIs with respect to the vision and mission; ICPD will be looking at the outcomes and impact of the program with these recommendations in mind; it was also recommended that the number of “Bootstrap Briefs” published be added to the KPIs; ICPD will provide the committee with the 2023 and 2024 budgets.**
 - Corporate (\$3400/yr) and Affiliate membership (\$349/yr) - value proposition, benefits, price points; focus on local and individual country entrepreneur networks; **this was postponed until the next meeting, and in advance, ICPD will share the updated value propositions for corporate and affiliate members**
- Other/Future action items
 - Marketing for ELISA Scholars
 - Individual membership marketing tactics
 - Staff needs for media relations
 - Project pages promotion

Upcoming ELISA Advisory Council meetings:

