

Development Committee Agenda



Thursday, 23 July 2026, 4-4:45 pm CAT (Central Africa Time)

Please plan on 45 minutes for this meeting. For the Zoom link [click here](#)

Items listed in **BOLD** will be covered during the meeting.

Document Archives: icpdprograms.org/committees (scroll down to ELISA section)

Welcome & introductions - Recommend potential ELISA Advisory Council members; you can email michelle@elisanetwork.com

Focus topic(s):

- **ELISA Programs and Platforms**
- **Revised Partnerships and Funding Strategy**
 - **Updated version of the Partners website and ELISA Partner's Brief**
 - **Input on marketing strategy**
 - **How to sell the ELISA Summit**
- **Bi-annual Executive Report**
- **ELISA Marketplace**
 - **Showcasing products and services**

Updates, previous action items, and recent developments

- **Key Performance Indicators (KPIs)**
- **Project page monetization**
 - **How can page owners benefit financially from the [Project Pages](#)? - The committee recommended adding a crowdfunding feature to allow page owners to receive contributions; ELISA can receive income by charging a small percentage of the donations for administrative purposes.**
 - **How to monetize the [Project Pages](#) to benefit ELISA? - The committee recommended: 1. Charge page owners a fee for enhanced functionality for their pages (ie video streaming, crowdfunding, etc); 2. Vendors pay ELISA fees to get access to the Project Page businesses; 3. Project Page owners can pay fees to have their page appear higher in search results and/or to be promoted by ELISA on external social media sites**

Other/Future action items

- Integrate into KPIs social impact measures
 - Success of entrepreneurs / impact ELISA has on entrepreneurs
 - Impact on broader entrepreneurial ecosystem in Africa
 - The growth of companies involved with ELISA?
 - The program's reach and effectiveness?
 - Business model for the "Resources" functionality on the portal
- Defining the ELISA strapline
- Which conferences and events to attend to market ELISA each year?
- Strategic positioning of the ELISA Business Summit and ELISA Business Scholars Program
- Charitable contributions - ELISA launched a donations page - [payment processing](#)

Forward Calendar of Meeting Dates & Events (Central Africa Time)

- **11 Aug at 4pm CAT - [ELISA Advisory Council Meeting](#)**
- **27 Aug at 4-5 pm CAT - ELISA Confab Event**
- **8 Oct at 4pm CAT - [ELISA Development Committee Meeting](#)**
- **19 Aug 2027 - ELISA Business Summit**
- **19-22 Aug 2027 - ELISA Business Scholar Training Session**