



Advisory Council Development Committee Agenda

Thursday, 25 January 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 ELISA
Items listed in **BOLD** will be covered during the meeting.

Zoom link: <https://icpdprograms-org.zoom.us/j/81904663441?pwd=MkxvVEQ2U2xUaEhvbFpnNk91czFFZz09>

Meeting ID: 819 0466 3441; Passcode: 556035

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

- Welcome & introductions
- Focus topics
 - **What are the key elements of the value proposition for Corporate (\$3400/yr) and Affiliate membership (\$349/yr);** price points; focus on local and individual country entrepreneur networks
 - **Key Performance Indicators (KPIs)**
 - **How ELISA KPIs correspond to/align with:**
 - **success of African entrepreneurs**
 - **impact on the broader entrepreneurial ecosystem in Africa**
 - **2024 ELISA budget**
 - **mission, vision and strategy**
- **Defining the ELISA tagline, ie "Empowering Entrepreneurs for Africa"**
- Updates, previous action items, and recent developments
 - **Accepting applications for a Member Relations Coordinator; this person will secure Corporate and Affiliate Memberships, enables ICPD to underwrite the costs of the ELISA Scholars program; please share this URL: <https://elisanetwork.com/member-relations/>**
 - **Call for Applicants open for new ELISA Advisory Council members; please share this URL: <https://elisanetwork.com/apply/advisory/>**
 - **Upcoming Confab - 8 February; speaker will be Dagmawi Iyasu Eminetu, Ethiopia, Cofounder of YA Mart, YA Coffee Roasters, Cheris Addis Coffee & Books, New Phase Trading & Coffee Services; [register here](#)**
- Other/Future action items
 - KPIs and alignment with mission, vision and strategy for ELISA
 - Marketing for ELISA Scholars
 - Project pages promotion

Future meeting Dates (all meetings at 4 pm Central Africa Time):

- 18 April 2024
- 18 July 2024
- 24 October 2024

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

