



# Advisory Council | AGENDA

**Tuesday, 6 August 2024, 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 (EBN).

Zoom link: <https://icpdprograms-org.zoom.us/j/87975450976?pwd=ODIMbzU5d2FTeWVKNVFcRmFpBbFk1Zz09>

Meeting ID: 879 7545 0976 Passcode: 136913

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

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- **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
    - **Upcoming Confab on 26 September, Speaker TBA - Survey of past participants indicates they most value the networking**
    - **New Member Relations Coordinator - seeking staff person for this position, please refer prospective candidates here: <https://elisanetwork.com/careers/>**
    - **All Advisory Council Members are invited to attend the first in-person meeting to be held on 12 November at 4 pm CAT, in Hwange, Zimbabwe (arrive and depart from Victoria Falls, Zimbabwe); ICPD will cover 4 nights of lodging, meals and beverages for the first 6 Advisory Council members to confirm their attendance with Sondlane Dube ([sondlane@elisanetwork.com](mailto:sondlane@elisanetwork.com))**
    - **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 17 July 2024
  - Focus topics
    - **ELISA Business Scholars Program - Training Session 12-14 November 2024, in Hwange, Zimbabwe (arrival in Victoria Falls)**
      - **ELISA Business Scholars selection - over 400 applicants; will be admitting 15 scholars; applications closed 28 June; announce cohort of ELISA Business Scholars 30 August**
        - **Selection criteria - quantitative and qualitative criteria; <https://docs.google.com/document/d/1a7WyKLJAwcbxiL8WqtcTT4gXn-5Uy9ou9fUbwqNwDGI/edit>**
        - **Selection Committee - members and timeline**
      - **Planning schedule**
      - **Agenda**
        - **Program goals**
          - **Expert coaching (one-year) and guidance on how to create business success**
          - **Scholars to create a slide deck for pitch and plan**
          - **Include high-level sessions on key business disciplines, ie finance, marketing, operations, accounting**
          - **Gap analysis of Scholars' knowledge in key business disciplines**
          - **Sustainability of business models**





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- **Network and connect with other like-minded businesses across the continent and locate funding sources**
  - **Review draft agenda -**  
<https://docs.google.com/document/d/10Z3Jf-ori8MNV6eSot-T8ZSU Gb9XAnXs/edit>
  - **Coaches**
    - **Call for Coaches with online application to be live by 12 August**
    - **Experts on bootstrapping businesses in Africa**
    - **Siya Tiwana and Michel Nouafo (Advisory Council members) have volunteered to be coaches and speakers**
  - **Speakers - Call for Speakers with online application by 12 August**
  - **Updates and recent developments - Bootstrap Briefs - 51 Bootstrap Briefs have been published with consistent release every Wednesday**
  - **CONFABS**
    - **Last Confab 25 July; 55 attendees; speaker was Rucien Petersen, South Africa, Founder SpottMedia; focus topic was "digital marketing strategies"**
    - **Past Confab videos are live on the ELISA portal**
    - **WhatsApp group for current and past attendees**
      - **Having speakers focus on one Bootstrap Briefs topics**
      - **Market with multiple African time zones**
  - **Social media Outreach**
  - **Future Action items: Resources tab on the portal - categories of resources; future programming focused on Luminaries, Projects and Bootstrap Briefs**
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- **ELISA Portal Committee update (Chudi Obiaya, Chair), last meeting was 16 July 2024**
  - **Updates, past action items, and recent developments**
    - **New Portal Committee Chair - Chudi Obiaya**
    - **Web traffic report**
    - **Portal enhancements**
      - **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**
      - **Applicant 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**
      - **ELISA Scholars - additional resources to be added for the selection process, mentor guidelines, attendee information**
  - **Focus Topics**
    - **Enhancements for Project Page functionality to include posting of resources and opportunities, case made for user generated content; include miscellaneous posts by category (ie - funding opportunities, services, goods, etc.). Aspects to consider are curation, security, and posting by staff of resources.**
  - **Other/Next steps and future action items**
    - **In future committee meetings, allow more time to work on topics, have the**



**focus topics first in the agenda followed by the updates**

- o **User experience and usability testing (UI/UX) - survey EBN members about their needs and the services provided by the EBN**
- o 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 18 July 2024

- Updates, previous action items, and recent developments - **Defining the ELISA strapline - It is currently “transform Africa.. connect, discover, grow”; Committee members to review and comment on tag lines on this [Google document](#). A survey will be sent to the Advisory Council prior to final selection.**
- Focus topics
  - **Chair for the Development Committee**
  - **Marketing of the Confabs - Average attendance over last 12 months; results of survey from past attendees and they value most the networking; 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; Which broader impact goals should be tracked and measured? This will better inform us how best to measure the impact goals, ie.**
    - success of African 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
  - **Confab marketing - alignment to results from past attendee’s survey**
  - **KPIs - how granular they should be in terms of measuring impact of the ELISA Business Network (EBN) on members and their businesses and in turn, the impact this has more broadly on Africa in terms of jobs creation and economic activity**
  - 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

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

- 12 November 2024

