Advisory Council | AGENDA

Tuesday, 7 May 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
The ELISA Business Network.
Zoom link: https://icpdprograms-org.zoom.us/j/89024881989?pwd=QzVWQmU1WHF4alZPamhNZ0pVTU9TZz09
Meeting ID: 890 2488 1989 Passcode: 356460
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 the Upcoming Confab - Next Confab 25 July, 4-5 pm Central Africa Time; register here: https://icpdprograms-org.zoom.us/meeting/register/tZAtdOGrrTMiH9LkcrLFwMUEWIlM_elowNYs; Speaker will be Rucien Petersen, South Africa, Founder SpottMedia; focus topic will be "Marketing Strategies "**
  - **New Member Relations Coordinator, Yvonne Chiwara (Zimbabwe)**
  - **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)**
  - **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 April 2024
- Focus topics
  - **ELISA Scholars Training Session, 12-14 November 2024, in Hwange, Zimbabwe (arrival in Victoria Falls)**
    - **Agenda - Review the Draft Agenda (add comments on the Google doc)**
    - **ELISA Business Scholars selection criteria - (quantitative and qualitative, add comments on the Google doc)**
    - **Corporate and Affiliate members will serve on the committee**
    - **ELISA Business Scholars Program**
      - **Review program goals**
      - **Expert coaching (one-year) and guidance about how to create business success**
      - **Create a slide deck for pitch and plan**
      - **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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- **Scholars - Accepting applications; applications close 28 June; announce cohort of scholars 2 August**
- **ELISA Scholars program needs - speakers, coaches, experts on bootstrapping businesses in Africa; Siya Tiwana and Michel Nouafo (Advisory Council members) have volunteered to be coaches and speakers**
- **Advisory Council meeting on 12 November in Hwange Zimbabwe; all members are encouraged to attend in-person**
  - Updates and recent developments
    - CONFABS
      - **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**: At next meeting focus on the new resources tab on the portal including the categories of resources, and the role of coaches in the ELISA Scholars program;** additional future focus topics; programming focused on Luminaries, Projects and Bootstrap Briefs

- ELISA Portal Committee update (Elisabeth Valerio, Acting Chair), last meeting was 16 April

- Updates, past action items, and recent developments
  - **Web traffic report**
  - **Portal enhancements**
    - **Completed - streamlined the process to join, Selection tool integrated into the portal and used to rate applicants for the Membership Outreach Coordinator position and applicants for the ELISA Advisory Council,**
    - **Current Priorities - Make Project pages and Events shareable, allow Project page owners to see who has viewed their project, permit members to see who has viewed their profile, activate the resources page on the public website**
- Focus Topics
  - **Crowd funding for project pages (with feedback system) The committee agreed it is important to allow user ratings of the project pages, but that is not sufficient for allowing a Project page to accept contributions; The committee recommended that if project page owner wants to accept donations that the page first be vetted by ELISA staff**
  - **ELISA Business Scholars Program (web architecture) - the selection tool will be integrated into the program; mentor guidelines and attendee information pages will be added to the ELISA Scholars page; the content for these pages is being developed**
  - **Chair for the Portal Committee - no member has volunteered to Chair the committee**

- Other/Next steps and future action items - **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 April 2024
  - Updates, previous action items, and recent developments

- o **Corporate ($3400/yr) and Affiliate membership ($349/yr) benefits have been updated, collateral materials are being finalized, and these will be posted on the website**
- Focus topics
  - o **Chair for the Development Committee** - no member has volunteered yet to be the Chair
  - o **New leads for corporate and affiliate members - committee members are forwarding contacts to the ELISA team**
  - o **Defining the ELISA tagline - It is currently "transform Africa. connect, discover, grow"; a suggested one is "Empowering Entrepreneurs for Africa" -** the ELISA team will send a list of proposed taglines to the Committee for voting
- Other/Future action items
  - o **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**
  - o **Marketing of the CONFABS - review of overall strategy; attendance vs. registrations**
  - o **Marketing for ELISA Scholars**
  - o Project pages promotion

Upcoming ELISA Advisory Council meetings:
- 6 August 2024
- 12 November 2024