



Advisory Council

Development Committee Agenda

Thursday, 10 April 2025, 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/82308876040?pwd=SY8vi3KCQ3wRpW4OSiFzGO9mVwzpkO.1>

Meeting ID: 823 0887 6040 Passcode: 016908

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

- Welcome & introductions
- Focus topics
 - o **2025 ELISA Business Scholars (EBS) program sponsorship**
 - **Update on Sponsorships**
 - **Goal is to have a minimum of 20 pairs sponsored**
 - **Number sponsored to date**
 - **Foundation proposals submitted**
 - **EBS sponsorship model**
 - **\$6,000 per scholar/coach pair**
 - **Partners can select sectors and/or countries they have interest in**
 - **Sponsorship presentation is [here](#):**
 - **Development Committee members as Coaches in EBS**
 - **Michael Oyalana will request meetings with committee members**
 - **Which committee members are available to Coach?**
 - **How best can committee members get themselves and a scholar sponsored?**
 - **Brainstorm about leads for sponsorship and introductions**
 - **How to tie sponsorship of EBS to Corporate Social Responsibility efforts?**
 - For 2025 staff will focus on organizations directly partnering with the ELISA Business Scholars (EBS) program for the November 18-21 training session in Hwange, Zimbabwe at a cost of \$6,000 per scholar/coach pair
 - Strategy overview
 - Partners can select sectors and/or countries they have interest in
 - Sponsorship presentation
 - o **Chair for the Development Committee**
 - o **Project pages as a benefit for EBS sponsors**
 - **highlight entrepreneurial initiatives at their organization**
 - **recognition of them as an EBS sponsor**
 - **How else can this be a value for the sponsors**
- Updates, previous action items, and recent developments
 - o **Welcome to Navison Nyakapene, Enterprise Development Officer & Co-Founder JUSTEASY INVESTMENTS, a new ELISA Advisory Council and Development Committee member**
 - o **Marketing of the Confabs - Asking CONFAB attendees to follow ELISA social media accounts and will be posting Confab messaging directly to social media accounts**



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- o **Upcoming Confab on 24 April, 4-5 pm Central Africa Time; our speaker will be Rucien Petersen, South Africa, the Founder of Spottmedia. He will be speaking on digital trends. [Register here](#)**
- o Defining the ELISA strapline - Staff will recommend a final strapline to the Advisory Council for approval
- o Key Performance Indicators (KPIs) - ELISA KPIs currently track the programmatic elements and budgetary impact of ELISA. ICPD will track these for 2025; During the 24 July meeting of the Development Committee, staff will report on KPI progress to date and the committee will discuss when broader impact goals should be tracked and measured such as:
 - success of entrepreneurs
 - impact on the broader entrepreneurial ecosystem in Africa
 - impact ELISA has on entrepreneurs
 - the growth of companies involved with ELISA?
 - the program's reach and effectiveness?
- o Recommend potential ELISA Advisory Council members; you can email shamah@elisanetwork.com
- Other/Future action items
 - o Project pages promotion

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

- 24 July 2025
- 23 October 2025

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 African countries related to trade and development
- Engage Africa focused development agencies

