



Advisory Council | AGENDA

Tuesday, 12 August 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 Business Network (EBN), ELISA Business Scholars (EBS) and ELISA Business Summit (EBS)

Zoom link: <https://icpdprograms-org.zoom.us/j/88924544043?pwd=VqdOHFDuAd4Gd5JQb7VnsqLPzuyCsN.1>

Meeting ID: 889 2454 4043 Passcode: 131145

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

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. **BOLDED** items in the agenda will be discussed during this meeting.

Advisory Council

- ELISA Committees - The committees are:
 - Development Committee
 - Portal Committee
 - Summit Committee
- **2025-2026 ELISA Business Scholars (EBS) - Which committee members are available to Coach?; \$6,000 per scholar/coach pair and sponsors can select sectors and/or countries for their scholar; sponsorship presentation is here: [ELISA-Partner-Overview-2025](#); Over 270 applicants; the team leveraged paid promotions on external platforms and social media sites to help build visibility and attract applicants**
- **Confabs**
 - Last was 31 July; speaker was Dr David Noye, Ghana, the Founder of NanoResearch Inc.; topic was "How to Integrate Generative AI for African Business Growth"
 - Next Confab will be 25 September - Topic will be "Pitch Decks and Outreach to Investors" [Register Here](#)
- **Advisory Council announcements**
- **Current affairs and events from around the world**
- How to follow/promote ELISA on social media @elisasummit

ELISA Summit Committee (Marie-Ange Noue, Chair)

Last meeting was 6 August 2025

- **Focus Discussion**
 - **Resources feature**
 - Overview of how the "Jobs" feature functions on the SMDP portal; what type of resources will members want to share and what are the categories of these resources (ie services, funding opportunities, etc)?; will posted resources be curated by staff or the membership?; will posted resources be visible only to the membership or to the public?; benchmark against other models such as [Opportunity Desk](#)
 - The committee recommends having a separate tool for "Resources" where users can post and share resources. An important characteristic is how quick and simple it is to create and offer a resource. Fields to be: 1. type of resource (ie services, funding opportunities, etc); 2. does the user want the posted resource to appear on their profile and/or their project page?; 3. price (optional); only members of the ELISA Business Portal should be able to create and post resources, but the public can view posted resources. Staff will monitor the resources and reserve the right to remove posted resources.





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- **Updates, past action items, and recent developments:**
 - **ELISA Summit**
 - **Scholars** - applications being accepted; please share this link: elisanetwork.com/scholars; Application Deadline for EBS has been extended to **31 August 2025**
 - **Agenda** - Suggestions from the last Summit Committee meeting have been added to the agenda; [Draft Agenda](#)
 - **Speakers** - Drafting speakers Opportunities document aligned to the agenda
 - **Confabs** - Topics have been aligned with EBS curriculum topics and Bootstrap Briefs
 - **Bootstrap Briefs** -
 - **Topics have been linked to the EBS curriculum topics**
 - 85+ Bootstrap Briefs have been published with consistent release every Wednesday
 - Social media Outreach
- **Future Discussion Items:**
 - **Virtual coaching**
 - What would the model be for a virtual coaching experience?
 - What resources does the portal already have to support virtual coaching
 - Timeline for implementation
 - **Programming focused on Luminaries, Projects and Bootstrap Briefs**
 - **Bootstrap Briefs** - User generated content and curation
 - **Confabs** - How to support other languages? French? Timetable?

ELISA Portal Committee (Chudi Obiaya, Chair)

Last meeting was 5 August 2025

- **Focus Topic -**
 - **Resources feature**
 - **Should allow users to comment on individual resources**
 - **Recommend using a structure similar to the SMDP "Jobs" page**
 - **Some of the resource categories should be: funding opportunities, mentors, jobs/hiring, technology**
 - **Provide a way to contact the person who posted the resource**
 - **To be able to post a resource a user needs to be a member of the ELISA Business Network Portal**
 - **Staff to consider how posts are "policed"**
 - **Objectives for the ELISA portal - membership of the portal survey results; need for public and member side of the portal objectives?; update goals to reflect stickiness and organic growth? The committee refined the objectives and suggested these:**
 - **Enhancement of member engagement within the portal so that the average time members spend on the portal each visit increases by 10% per year and the frequency of their visits increases by 10% per year**
 - **Networking amongst entrepreneurs and ELISA members so that the number of connections members are making are increasing at a rate of 10% per year**
 - **Seek and engage entrepreneurs with a growing collection of free resources for entrepreneurs**
- **Updates, past action items, and recent developments:**
 - **Web traffic report**
 - **Portal enhancements - update from IT work retreat**
 - **Mapping feature**
 - **Phone app**
 - **ELISA Business Scholars - mentor guidelines, individualised coaching plan online**





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- Project pages - make events shareable; allow Project page owners to see who has viewed their project; searching and filtering of the pages; posting of resources and opportunities (including miscellaneous posts by category such as funding opportunities, services, goods, etc.), while being mindful of curation and security; enhance the functionality of adding team members; crowd funding for project pages (with feedback system)
- Members - Onboarding process; members to see who has viewed their profile; rewards system; prospective members - enrollment process streamlined
- Future Discussion Items:
 - o Portal Objectives - should we have objectives for both members of the network and the public?; what rates of increase should we have in the objectives, since 10% was added as a “placeholder”
 - o Mapping feature on the website and in the app - enhanced functionality?
 - o Analytics - how detailed are the analytics for the public and member sides of the portal?; what areas of the portal are users gravitating towards and can that be amplified; are there additional needs from analytics? Are the analytics able to provide insights into portal stickiness and organic growth?
 - o Data about the entrepreneurs on the EBN (who they are and what they need?)
 - o Confabs - all videos posted and promoted on social media pages

ELISA Development Committee (Scott May, Acting Chair)

Last meeting was 7 August 2025

- Focus topics
 - o **2025-2026 ELISA Business Scholars (EBS) program sponsorship**
 - **Sponsorship - ICPD invites committee members who are available to coach;** \$6,000 per scholar/coach pair and sponsors can select sectors and/or countries for their scholar; sponsorship presentation is here: [ELISA-Partner-Overview-2025](#)
 - **Final push to secure 18 sponsored scholar/coach pairs**
 - **Committee member outreach**
 - **Leads for sponsorship and introductions**
 - **Two of the committee members volunteered to Coach in EBS and secure funding for this; Michael Oyalana will follow-up with them**
 - How to tie sponsorship of EBS to Corporate Social Investment efforts?
 - o **Key Performance Indicators (KPIs)** - ELISA KPIs currently track the programmatic elements and budgetary impact of ELISA. **Update on the KPIs; When to begin tracking broader impact goals 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**
 - **startup growth and performance in Africa**
 - **investment and funding impact**
 - **job creation and talent development**
 - **ecosystem development and inclusion**
 - **program delivery and satisfaction**
 - **innovation and product development**
 - **sustainability and long-term impact**
 - o **We still are in need of a Chair for the Development Committee**





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- o **Siya mentioned that Y Combinator offers a valuable platform for content development and will meet with Sondlane to discuss how ELISA Business Scholars can best leverage this opportunity**
- o **Updates, past action items, and recent developments:**
 - o Defining the ELISA strapline - Staff will recommend a final strapline to the Advisory Council for approval
 - o Recommend potential ELISA Advisory Council members; you can email sondlane@elisanetwork.com
- Future Discussion Items:
 - o Business model for promotions on the portal, through the ELISA weekly newsletter and on external social media sites
 - o Which social impact goals should be tracked first in the KPIs and how can they be measured?
 - o Business model for the "Resources" functionality on the portal
 - 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

Forward Agenda (Events, & Future Meeting Dates, all listed in Central Africa Time):

- 25 Sept, 2025, 4 pm, ELISA Confab, Pitch Decks and Outreach to Investors
- 21 Oct 2025, 4pm, ELISA Portal Committee meeting
- 22 Oct 2025, 4pm, ELISA Summit Committee meeting
- 23 Oct 2025, 4pm, ELISA Development Committee meeting
- 30 Oct, 2025, 4 pm, ELISA Confab, topic TBA
- 18 Nov 2025, ELISA Business Summit - Business Beyond Borders, in Hwange, Zimbabwe
- 18-21 Nov 2025, ELISA Business Scholars program, in Hwange, Zimbabwe
- 4 Dec, 2025, 4pm, ELISA Confab, topic TBA
- 9 Dec, 2025, 4pm, ELISA Advisory Council meeting

