Advisory Council | AGENDA

Tuesday, 18 February 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/89046991273?pwd=RLoVpa6v5UObwnDazn4BvP8LOXvBcM.1
Meeting ID: 890 4699 1273 Passcode: 813745
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
  - o ELISA Committees - The committees are:
    - ▪ Development Committee
    - ▪ Portal Committee
    - ▪ Summit Committee
  - o **Upcoming Confab on 20 March, 4-5 pm Central Africa Time; our speaker will be Harrison Msimuko, Namibia, the Founder of ArtCom Training. He will be speaking on personal purpose (guided by the Bootstrap Brief). *Register here***
  - o **Call for Applicants open for new ELISA Advisory Council members -**
    https://elisanetwork.com/apply/advisory/
  - o **Call for Speakers open for the ELISA Business Scholars -**
    https://elisanetwork.com/speakers
  - o **Advisory Council announcements**
  - o **Current affairs and events from around the world**
  - o How to follow/promote ELISA on social media @elisasummit

- **ELISA Summit Committee update (Marie-Ange Noue, Chair)**
  Last meeting was 15 January 2025:
  - o Focus topics - **2024 ELISA Business Scholars (EBS) Training Program Debrief**
    - ▪ **Training Session was held 12-15 Nov 2024, in Hwange, Zimbabwe**
    - ▪ **Scholars - represented a good cross-section of sectors and countries; bringing the group together in-person provided highly impactful engagements**
    - ▪ **Coaches - were effective, however staff recommends a 1:1 matching as opposed to 2:1; seek to have all coaches in-person at the training session**
    - ▪ **Agenda - good balance of business skills, coaching, practical planning and work on the scholar's businesses**
    - ▪ **Logistics - integrate the Victoria Falls experience into the last day; pre-book airline tickets at least one month prior to the event; visa issues and yellow fever vaccinations**
    - ▪ **Virtual coaching - getting coaching plans online**
  - o 2025 Confab schedule and speakers - if you have any speaker recommendations for the remaining four sessions please send the contact information to Sondlane; sondlane@elisanetwork.com
    - ▪ **Previous Confab was on 13 February, 4-5 pm Central Africa Time and our speaker was Joseph Simukoko, Founder of Green Giraffe Zambia and an EBS coach; he spoke about the "How to Turn Rejection into Opportunity" Bootstrap Brief**

- o **Updates and recent developments**
    - ▪ **2025 EBS, Training Session will be 18-21 November, Hwange, Zimbabwe**
    - ▪ **Scholars - applications being accepted https://elisanetwork.com/scholars**
    - ▪ **Coaches - sponsorship model being implemented and the Development Committee is advising about this**
    - ▪ Social media Outreach
    - ▪ Bootstrap Briefs - 79 Bootstrap Briefs have been published with consistent release every Wednesday
- o Future Action items: Next time discuss:
    - ▪ **Bootstrap Briefs and user generated content and curation**
    - ▪ **Introducing other languages (French, Portuguese) into EBS and Confabs**
    - ▪ **Virtual coaching in the portal for non-EBS participants**
    - ▪ **Briefing about the EBS sponsorship model**
    - ▪ Resources tab on the portal (categories of resources); future programming focused on Luminaries, Projects and Bootstrap Briefs

- ● **ELISA Portal Committee update (Chudi Obiaya, Chair)**
  Last meeting was 14 January 2025
    - o Focus Topic - **Prioritisation of web programming will focus on meeting the portal objectives; IT staff focus for Q1 and Q2 in 2025 includes:**
        - ▪ **ELISA Business Scholars - mentor guidelines, coaching plans online**
        - ▪ **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)**
        - ▪ **User experience and usability testing (UI/UX)**
        - ▪ **Members - onboarding process; members to see who has viewed their profile; rewards system**
        - ▪ **Prospective members - enrollment process streamlined**
        - ▪ **Website optimisation for mobile devices**
        - ▪ **Analytics within the portal**
    - o Updates, past action items, and recent developments
        - ▪ **Objectives for the ELISA portal continues to be refined**
            - - **Be the go to online resource to educate and provide tools for Africa focused entrepreneurs**
            - - **enhancement of member engagement within the portal so that the average time members spend on the portal and the frequency of their visits increases; what are the past and future milestones**
            - - **networking amongst entrepreneurs and ELISA members**
            - - **seek and engage entrepreneurs**
        - ▪ **Future committee meetings structure - rely on the WhatsApp for committee work between meetings**
        - ▪ **Web traffic report**
    - o Other/Next steps and future action items
        - ▪ **Portal enhancements - update from IT work retreat**
        - ▪ **How to get more traffic on the site and engagement of users, plus ongoing monitoring of progress towards this**
        - ▪ Data about the entrepreneurs on the EBN (who they are and what they need?)

▪ Confabs - all videos posted and promoted on social media pages

- **ELISA Development Committee update (Scott May, Acting Chair)**
  Last meeting was 16 January 2025
  - o Focus topics - **2025 Development Strategy**
    - **Sponsorship for EBS - contact, Member Relations Coordinator; Michael Oyalana to partner with us for the one-year 2025 EBS program which begins with a training session November 18-21 in Hwange, Zimbabwe followed by a year of virtual coaching; the cost of sponsorship/partnerhing is $6,000 per scholar/coach pair**
    - **Strategy overview and sponsor presentation**
    - **Partners can select sectors and/or countries they have interest in**
    - **Committee endorsed this sponsorship approach**
    - ▪ **The group continues to seek a Chair for the Development Committee**
  - o Updates, previous action items, and recent developments
    - ▪ **Defining the ELISA strapline - ICDP staff will recommend a final strapline to the Advisory Council for approval**
    - ▪ **Marketing of the Confabs - asking CONFAB attendees to follow ELISA social media accounts and will be posting Confab messaging directly to social media accounts**
    - ▪ **ELISA Key Performance Indicators (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?
    - ▪ Call for Applicants open for new ELISA Advisory Council members; please share this URL: https://elisanetwork.com/apply/advisory/
  - o Other/Future action items
    - ▪ **EBS - sponsorship update and new leads for EBS sponsorship**
    - ▪ **Project pages - how to use them as a benefit and a resource for EBS sponsors; how else can project pages be leveraged to support ELISA**

Future meeting Dates (all meetings at 4 pm Central Africa Time):
- 6 May
- 5 August
- 4 November

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.