

Advisory Council Agenda



Tuesday, 17 February 2026, 4-4:45 pm CAT (Central Africa Time)

Please plan on 45 minutes for this meeting. For the Zoom link [click here](#)

Items listed in **BOLD** will be covered during the meeting.

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

Welcome & introductions - Recommend potential ELISA Advisory Council members; you can email shamah@elisanetwork.com

Advisory Council

- **Welcome & introductions**
- **2026 ELISA Business Summit, 19 Mar; 2026 ELISA Business Scholars 19-22 Mar; which committee members are available to join either (or both) of these events?**
- **Confabs - next ELISA Confab event will be 26 Feb, 4-5 pm Central Africa Time, speaker will be Oladimu Daniel Gbenga, Founder and Managing Director of Gbendan Company Limited, Nigeria; he will speak about AfCFTA and cross-border trade logistics, [register here](#):**
- **Advisory Council announcements**
- **Nominate potential ELISA Advisory Council members; you can email shamah@elisanetwork.com**
- **How to follow/promote ELISA on social media @elisasummit**

ELISA Programs Committee

Last meeting was 28 January 2026

Focus topic

- **2026 ELISA Business Summit, 19 Mar 2026**
 - **The theme for the Summit is "Business Beyond Borders"**
 - **[Summit Agenda](#) - discussed recommended speakers and that agenda topics should address issues facing large and small companies**
 - **Outcomes from the Summit - recommended that white paper(s) be published and that they will describe policy challenges, tips for doing business beyond borders; also policy paper focus could be on the nature of the summit and its importance**
- **Project pages: create instructional resources that describe how to: build a project page, set up products, post content, use multiple tabs, highlight events, utilise team members, develop a promotions strategy that includes posting to external sites; integrate insight and data from profile and project page activity in email feeds**

Updates, previous action items, and recent developments

- **2026 EBS - Thank you to the selection committee; a total of 504 applications were received and after the qualitative selection process, they reviewed 241 applications using [pre-determined](#) selection criteria**
- **Bootstrap Briefs -**
 - **Topics have been linked to the EBS curriculum topics**
 - **95+ Bootstrap Briefs have been published with consistent release every Wednesday**
- **Social media Outreach**

Other/Future action items

- **Project Pages - refine sectors**
- **Resources feature - 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 portal members; will posted resources be visible only to the member or to the public?; benchmark against other models ie [Opportunity Desk](#)**
- **Confabs - How to support other languages? French? Timetable**
- **Virtual coaching - how to provide enhanced support and coaching for EBS applicants who can't be trained in-person**

- What would the model be for a virtual coaching experience?
- What resources does the portal already have to support virtual coaching
- Programming focused on Luminaries, Projects and Bootstrap Briefs
- Bootstrap Briefs - User generated content and curation

ELISA Portal Committee

Last meeting was 27 January 2026

- **Focus Topics**
 - **Project pages - We have added photos to project pages and improved visual appeal; marketplace feature enables entrepreneurs to showcase products or services; viewer count, likes and followers are included in the directory listing; searching and filtering of the pages; work to enhance navigation; committee members will create pages and provide feedback on ease of that process; the committee recommends developing prompts or push notifications that alert site users regarding profile and project page percentage/progress towards completion**

Updates, past action items, and recent developments

- **Mapping feature - ELISA staff is reaching out to portal users with reminders to update their locations**
- **Web traffic report was presented; data from 2025 shows 47,000 active site users, 188,000 views; 467,000 web event counts**
- **Analytics - staff are developing a mechanism to track where portal members spend their time when they are logged in**
- **Portal enhancements**
 - **Conference management tool has been adding to enhance the look and better showcase conferences; the conference pages include [agendas](#), [speakers](#), [logistics](#) details etc - this feature has been synched with the mobile app**
 - **Events - presentation improved; make shareable**
 - **Summit Registration: [new online summit registration page](#) was successfully launched along with [payment links](#) - these will be continuously improved to ensure more seamless integration with the overall conference web page.**
 - **Members - Onboarding process; members to see who has viewed their profile; rewards system; prospective members - enrollment process streamlined**
 - **ELISA Business Scholars Personalised Coaching Plan, mentor guidelines**
 - **Contact management system**
 - **Phone app**
 - **Resources feature - posted resources should be curated by staff or the membership?; Will posted resources be visible only to the membership or to the public?; posting of resources and opportunities (including miscellaneous posts by category such as funding opportunities, services, goods, etc.), while being mindful of curation and security**

Other/Next steps and future action items

- **Project Pages - sectors and how best to list them and make them easy to access; crowd funding for project pages (with feedback system)**
- **Resources - how to curate and display the posted resources, access levels**
- **Objectives for the ELISA portal - membership of the portal survey results; need for the public and member side of the portal objectives?; update goals to reflect stickiness and organic growth? The objectives are currently:**
 - **enhancement of member engagement within the portal so that the average time members spend on the portal increases by 20% per year and the frequency of their visits increases by 20% per year; what are the past and future milestones?**
 - **networking amongst entrepreneurs and ELISA members**
 - **seek and engage entrepreneurs**
- **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

Last meeting was 29 January 2026

Focus topics

- **Project pages**
 - How can page owners benefit financially from the [Project Pages](#)? - Offer a system for raising money via crowdfunding (and offer contributors the opportunity to “tip” ELISA)
 - How to monetize the [Project Pages](#) to benefit ELISA? and the committee recommended these approaches:
 - Provide enhanced functions that project page owners pay for
 - An ELISA partner benefit can include becoming a preferred provider of key services for the start-up community
 - Project page owners can pay to have their page display prominently on search pages
 - Ask project page owners (especially the most successful ones) to provide donations to ELISA
 - Use AI for matchmaking of companies with providers or funders
- Charitable contributions [payment processing](#) - input on how to enhance the system that is being used

Other/Future action items

- **Project Pages** - implementation priorities and timetable for monetization strategies for ELISA and page owners
- **Resources** - how to monetize them?
- **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:
 - Update on the 2025 KPIs
 - Which impact goals to focus on and measure for 2026
 - 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?
 - Business model for the “Resources” functionality on the portal
- Defining the ELISA strapline

Forward Calendar of Meeting Dates & Events

- **26 Feb, 4-5 pm Central Africa Time - Confab**, our speaker will be Oladimu Daniel Gbenga, Founder and Managing Director of Gbandan Company Limited, Nigeria; he will speak about AfCFTA and cross-border trade logistics, [register here](#):
- **19 Mar at 4pm CAT** - ELISA Business Summit
- **19-22 Mar at 4pm CAT** - ELISA Scholars Training Program
- **6 May at 4pm CAT** - <https://icpdprograms-org.zoom.us/j/89952318225>
- **11 Aug at 4pm CAT** - <https://icpdprograms-org.zoom.us/j/87538503869>
- **17 Nov at 4pm CAT** - <https://icpdprograms-org.zoom.us/j/88334441782>