



DISCOVER  
CONNECT  
GROW ideas for Africa



## OVERVIEW PRESENTATION

The Entrepreneurial & Leadership Initiative for Sustainability in Africa (ELISA) is a robust network of entrepreneurs and leaders from a diversity of sectors who value opportunities to discover, connect and grow innovative ventures and create jobs that transform Africa.



Across Africa, entrepreneurs defy economic hardships and start businesses because jobs are scarce. Their small and medium-size enterprises (SMEs) play a critical role in spawning economic development, driving innovation to serve the unmet needs of African markets. SMEs create approximately 77 percent of all jobs in Africa and as much as half of the GDP in some countries.

An increasing number of business leaders are convinced that Africa is the best place in the world to invest – and has become the next great growth market. Their large businesses create small businesses which support supply chains and distribution networks.

## reframing the African narrative

What comes to mind when most people around the world think of Africa are societies riddled with entropic politics and corruption - a struggling continent of hungry people living in shanty homes with no food, fuel or water.

Here are the facts:

- Africa’s land area exceeds that of China, Europe, and the United States combined providing unrivalled potential for increased agricultural production.
- The 54 countries in Africa already have many cities with more than one million inhabitants and the continent’s population of 1.2 billion people is projected to double over the next 30 years with 80% of the population growth occurring in cities.
- Most African households will have attained a consumer class status, disposable income within 20 years, making Africa the fastest-urbanizing region in the world.
- Africa’s companies grow faster and are more profitable than global counterparts with more than 400 companies in Africa earning revenues of more than \$1 billion a year.
- With half of the African population aged less than 20 years old, it’s no surprise that African entrepreneurs are the most confident and ambitious in the world. The African population is young, diverse and motivated to make a difference in their communities.

### leadership

#### Elisabeth Valerio

Founding CEO/President of ICPD  
15+ years of industrial partnerships advancing the careers of scientists and engineers with diverse backgrounds

#### Scott May

Founding Executive Director of ICPD  
20+ years of experience with science pipeline programs and executive development

#### Sarah Surban

Director of Business Development  
8+years working in Africa implementing solutions to strengthen governance and build capacity

## partner with ELISA

LEAD \$100,000	MAJOR \$50,000	PROGRAM \$20,000	SUPPORT \$10,000
Gain high visibility across 54 African countries by providing full Insider memberships for 2,500 entrepreneurs and supporting 10 ELISA Scholarships.	Recognition as a Host of the ELISA Summit and supporting 10 ELISA Scholarships	Contribute towards the development of ELISA Grow Space facilities based in Africa	Host the ELISA Scholars Training Session and support 2 ELISA Scholarships

Tax deductible contributions are made to the International Center for Professional Development, a US based 501c3 non-profit organization

The scope of work for ELISA augments three core focus areas:

## Discover

We enable entrepreneurs and founders to define their path and develop transformative Africa focused ventures.

The collective knowledge and resources of our members from a diversity of sectors pioneers, tests and raises awareness of inventive new products, services and technologies.

### OUTCOMES

Accelerated development of new products and services.

More independent sources of power, water, waste management and other utilities

Greater engagement of academics in supporting the development of entrepreneurship

Enabling policymakers to make better informed decisions

## Connect

Our virtual community and summit connect a global network of passionate and brilliant people transforming Africa.

The ELISA Portal and annual Summit bring together entrepreneurs, founders, global business leaders, investors and policy makers to showcase and fuel great Africa focused ideas.

### OUTCOMES

Greater collaboration between private sector, civil society, academia and governments across Africa.

Increased visibility for business opportunities in Africa.

Boosting the number of multi-national companies partnering African entrepreneurs

Countering the perceived challenges of doing business on the continent of Africa

## Grow

The annual summit, global member network and our Grow Spaces provide the ideal ecosystem for the testing and development of new ideas, innovative products, services and technologies.

We also support, celebrate and train high potential, Africa focused founders and entrepreneurs each year through ELISA Scholars.

### OUTCOMES

More than 10,000 Africa focused entrepreneurs receiving training on the ELISA Portal.

Scholar cohorts of high potential entrepreneurs trained and mentored by global business leaders.

Greater access to global markets and improved capabilities for the import/export of products.

Increased manufacturing capacity and greater self-reliance.

Greater access to vocational and executive training

More jobs, internships and apprenticeships

## the ELISA member network

In our view, the promotion of entrepreneurship will be central to Africa's transformation. Our diverse and influential member network includes innovative individuals, companies and organizations who take a proactive interest in Africa and value opportunities to connect, share ideas and develop viable partnerships.

ELISA is an entrepreneurship ecosystem - a highly networked and reliable source of entrepreneurial training and support for the development of companies that produce products and technologies or provide services that enable the continent to thrive. Our network of members reenvision Africa's challenges as a catalyst for innovation. With so many unmet needs the potential for growth on the African continent is limitless.

We exist to counter the perceived challenges of doing business on the continent, and we believe entrepreneurial success in Africa requires:

a strong entrepreneurial ecosystem bolstering development of suppliers and supply chain infrastructure

a new kind of business leader nurtured by internships, training, mentoring and collaborations

local development of independent sources of power, water, waste management and other utilities

# ELISA portal features and member levels

<h3>My Profile</h3> <p>Manage your member profile and photo, update your professional biography, set your communication preferences, and more.</p>	<h3>Project Pages</h3> <p>Design your own free web pages. Publish, brand and promote your work, products, projects or company. Project sites include a custom url.</p>	<h3>Weekly Bulletin</h3> <p>Receive a weekly snapshot of ELISA portal activity and curated content in your email in-box every Tuesday.</p>
<h3>Grow Spaces</h3> <p>ELISA awards research and internship opportunities at facilities that allow for the testing and development of new ideas, innovative products, services and technologies.</p>	<h3>ELISA Scholars</h3> <p>We support, celebrate and train a new cohort of high potential, Africa focused founders and entrepreneurs each year as part of ELISA Scholars.</p>	<h3>Bootstrap Briefings</h3> <p>A new topic is added to the ELISA portal every Tuesday. Access self-paced, personalized entrepreneurial and leadership content.</p>
<h3>CONFABS</h3> <p>Build relationships and make new connections when you review Bootstrap Briefings with other inspiring entrepreneurs and founders each month. ELISA portal users receive an invitation to attend a 1-hour virtual meeting with groups of up to 10 other members. The portal selects a new group of participants to join your CONFAB each month and sends the meeting invitation to you. During the 1-hour monthly CONFAB, each attendee summarizes a Bootstrap Briefing of their choice and describes how the learning can be used.</p>	<h3>ELISA Summit</h3> <p>The annual event brings together 250+ global business leaders, investors, policy makers and entrepreneurs, including the ELISA Scholar cohort. The Summit supports and celebrates a new cohort of entrepreneurs and founders with bold ideas for solving Africa's greatest challenges. Attendees include industry executives, investors, venture capitalists, philanthropists, academics, policy makers, trade groups, civil society, founders and entrepreneurs at every stage of their journey.</p>	<h3>Networking</h3> <p>Rapidly build a professional network. Find contacts and chat using private and group messaging, save private notes and make valuable connections. Curated activities and social time ensure that participants make new contacts and build genuine, lasting relationships while gaining insight and growth strategies for business expansion in Africa. Recognition badges on profiles rank portal user engagement based on participation in CONFABS and contribution of member curated content.</p>

Gateway \$0	Insider \$39/year	Affiliate \$349/year	Corporate \$849/year
<p><b>Free features</b></p> <p>This option is perfect for entrepreneurs starting out in business. You have access to the ELISA portal although you will not be able to contact other members.</p> <ul style="list-style-type: none"> <li>✓ ELISA bulletin</li> <li>✓ My profile</li> <li>✓ Project pages</li> <li>✓ Bootstrap Briefings</li> </ul> <p>Access self-paced, personalized entrepreneurial and leadership content.</p>	<p><b>Receive all GATEWAY features +</b></p> <p>Access exclusive member resources and communicate with other members. Share ideas, ask for advice and collaborate. Insider members receive priority access to the ELISA Summit and more.</p> <ul style="list-style-type: none"> <li>✓ Networking send private messages to any member on the ELISA portal</li> <li>✓ CONFABS</li> </ul>	<p><b>Receive all GATEWAY and INSIDER features +</b></p> <p>For organizations that offer a commitment to information sharing.</p> <ul style="list-style-type: none"> <li>✓ 20% discount on ELISA Summit registrations for your staff</li> <li>✓ 10 Insider memberships for your staff</li> <li>✓ discounted Insider memberships for any additional employees at \$19 per year</li> <li>✓ special logo recognition on the ELISA portal</li> </ul>	<p><b>Receive all GATEWAY and INSIDER features +</b></p> <p>For organizations who value opportunities to connect and collaborate.</p> <ul style="list-style-type: none"> <li>✓ 20% discount on ELISA Summit registrations for your staff</li> <li>✓ up to 20 Insider memberships for your staff</li> <li>✓ discounted Insider memberships for any additional employees at \$19 per year</li> <li>✓ special logo recognition on the ELISA portal</li> </ul>

## 2021 ELISA Summit April 27-29, 2021 | Hwange, Zimbabwe

We come together to celebrate and support founders and entrepreneurs and with bold ideas for solving Africa's greatest challenges. Attendees include industry executives, investors, venture capitalists, philanthropists, academics, policy makers, trade groups, civil society, founders and entrepreneurs at every stage of their journey.

### ELISA SCHOLAR COHORT TRAINING SESSION | 27 APR

High potential, Africa focused entrepreneurs receive a framework for learning to run a business.

### WORKSHOPS, PLENARIES & SESSIONS | 27-29 APR

An immersive 2 days of thought-provoking sessions and activities led by renowned experts and pioneers of innovation.





### NETWORKING | 27-29 APR

We provide ample opportunities to meet and mingle with 250+ global business leaders, investors, policy makers and entrepreneurs attending the summit, including curated networking adventures and social activities with game drive safaris, stargazing excursions, yoga sessions, receptions, luncheons, a summit party and a black-tie dinner.

**attendees**

250 + global business leaders, investors, policy makers and entrepreneurs, including the ELISA Scholar cohort.

### ELISA Scholars

			
<b>3 Aug 2020</b>	<b>5 Jan 2021</b>	<b>5 Feb 2021</b>	<b>27-29 Apr 2021</b>
Start of the call for applicants for the 2021 cohort of Scholars	Application deadline and Scholar selection period begins	Announcement of the 2021 ELISA Scholar cohort	Entrepreneurial Scholars training session and ELISA Summit

Each year, a cohort of ambitious and innovative Africa focused entrepreneurs, of all ages and from a range of sectors will be selected to attend an immersive 3-day experience in Hwange, Zimbabwe. With business experts, industry leaders, investors and success coaches, the ELISA Scholars will attend a training session designed to help them refine their business plans, vet their ideas and receive a framework for learning to run a company.

ELISA Scholars learn to manage business financials, develop an investor presentation and elevator pitch. After the Entrepreneurial training session, the Scholars attend the ELISA Summit and receive ongoing support and training through the ELISA portal.

## Sustainable Development Goals we impact most

✓ <b>No poverty</b>	✓ <b>Zero hunger</b>	✓ <b>Good health and well-being</b>	✓ <b>Quality education</b>	✓ <b>Gender equality</b>
✓ <b>Clean water and sanitation</b>	✓ <b>Affordable and clean energy</b>	✓ <b>Decent work and economic growth</b>	✓ <b>Industry, Innovation and infrastructure</b>	✓ <b>Reduce inequalities</b>
✓ <b>Sustainable cities and communities</b>	✓ <b>Responsible consumption and production</b>	✓ <b>Partnerships</b>		