



Call Notes for the ELISA Advisory Council

Web meeting held:

Monday, March 29th, 2021 10:00 AM Eastern / 7:00 AM Pacific / 4:00 PM CAT (Central Africa time)

The following Committee members were in attendance:

- Kemoy Liburd-Chow, Embassy of St. Kitts and Nevis
- Preetivi Ellis, MD, FACP, Revna Biosciences
- Marie-Ange Noue, EMD Serono
- Scott May, ICPD
- Shepherd Mutsiwegota, UNICEF
- Tony Ndifor, PhD, Johnson & Johnson
- Siya Ntutela, PhD, International Council of Biotechnology Association (ICBA)
- Chinedu Nworu, PhD, Roche
- Dustielyn Savage, ICPD
- Elisabeth Valerio, ICPD
- Ruva Chindara, ELISA

Welcoming remarks & introductions: **BOLD ITEMS WILL BE COVERED DURING THE CALL.**

For a more in-depth briefing or if you are unable to attend a meeting but would like a debrief, contact Elisabeth Valerio at evalerio@icpdprograms.org.

Scott May welcomed the members to the ELISA Advisory Council meeting. Scott mentioned that the agenda was sent via email. Scott reminded the Council members that they could locate the agenda, past meeting notes and supporting documents for the meeting on the website www.icpdprograms.org, select "Committees" from the "Select an ICPD site" drop-down menu at the top right side of the page. Scott then invited everyone on the call to introduce themselves. Scott reviewed the agenda for the meeting.

Program Updates

Elisabeth oriented attendees through the widgets for Luminaries and Project pages that were added to the bottom of the home page of the ELISA portal. The widgets show the latest added content on the Portal under that category i.e., Bootstrap briefs, Project pages and Luminaries. Selecting one of the displayed category icons will take you to the actual page. There is currently work being done to improve the search bar options and to filter the display ie. by most popular, most recent.

ICPD invites the Council to follow/promote ELISA social media @elisasummit

Elisabeth oriented the council on using the social media icons on the bottom bar of the ELISA Portal to access the ELISA network pages.

Advisory Council

New members: Scott welcomed the new Advisory council member Albino Gaw Dar, Chairperson & CEO, Foundation for Youth Initiative, South Sudan in absentia.



ELISA Committees - Met the week of March 8th

The committees are:

- 1) Development & Membership Outreach Committee
- 2) ELISA Portal Committee
- 3) ELISA Summit Committee

Committee calls note and preparing the committee meeting agendas is done by the ICPD team.

Advisory Council Announcements

ELISA Development Committee update (Elisabeth Valerio)

The committee will be creating a WhatsApp group and sharing email addresses as a way to stay connected between committee meetings, share updates and continue discussions offline. ICPD staff presented the ELISA financial and non-financial. This was provided in response to the request to a committee member's request for an outline of the goals for the year ahead. The non-financial goals pertain to how many portal community members we'd like to have by the end of the year and other goals specific to the program.

The committee decided they will initially focus on membership before sponsorship with the aim of growing the number of \$39 Insider memberships who join following a free introductory trial period. The staff has developed a one-page document that outlines the member levels. The initial focus is on growing the number of Insider members, who pay \$39 per year to be part of the ELISA community, as well as Gateway members which are free as many entrepreneurs on the continent of Africa likely will not be able to afford the cost of the \$39.

The next committee meeting will focus on developing a membership strategy. The thinking behind this is that the aim is to build a community and true virtual community of entrepreneurs, of business experts, of advisors, of coaches, of individuals who would like to support this entrepreneurial ecosystem. In order to do that, and create a robust community, most effort in the first few months will be on building and growing that community. Once that has been achieved, the focus will be on sponsorship and program development and aligning with the objectives of building towards the 2022 summit.

Kemoy asked if there is a target membership timeline. Scott responded by reviewing the membership goals draft and highlighting that these goals are for 2021. Kemoy then asked if there is going to be a tracking mechanism to highlight how much progress has been made. Elisabeth responded that there will be counters on the ELISA homepage so that people can actually see the numbers grow. Scott added that the committee recommended a bit of a strategic focus as there are goals on sponsors but for now focus is on membership.

ELISA Portal Committee update (Elisabeth Valerio)

The ICPD team briefed the committee on the CONFABS and Luminaries. CONFABS being virtual events that will be used to start kick starting the whole community element and starting to create some connectedness between the members that are part of the committee. There are a number of members, these being individuals who are actually either aspiring or active entrepreneurs on the continent of Africa. CONFABS will be a free resource to them, as well as for all other members of the community to meet virtually, showcasing a speaker who is inspirational and who can share own insight about what they've experienced.



There are many who already have businesses or are successful entrepreneurs, this is a chance to showcase that, but their stories and presentations will also align with a lesson from a Bootstrap brief. Bootstrap briefs are the weekly updates of learning content used as professional development training for the portal members.

The selected/requested speaker will speak for about 15 to 20 minutes, before attendees breakout into random groups where the conversation continues with individuals getting to know each other talking about their own experiences, highlighting the challenges they may face or the successes they've had in doing business. Dr Blessed Okole agreed to lead a CONFAB event.

The committee discussed how to make the ELISA home page more dynamic and agreed to create widgets that provide a feed of the latest Luminary stories and Projects. These widgets that have been now launched are to showcase and try to create more of an organic homepage which always had fresh content. The tool will keep on being developed.

The next committee meeting will focus on analytics, social media and use cases for Project pages.

ELISA Summit Committee update (Marie-Ange Noue, Chair)

The committee determined that a virtual summit would not be feasible due to internet access, time zones and networking dynamics. It was decided that the summit dates for the in-person summit should be changed to 30 August through 1 September 2022.

The committee meeting will focus on a review of the current purpose, focus and theme for the 2022 ELISA summit. Elisabeth emphasized that focusing on this will ensure that the summit will be impactful. With regards to the virtual meetings the aim is to start developing a network and using CONFABS as stepping stones for the summit. So, the focus over the next few months will be on building the network, that way entrepreneurs start to connect and interact through the portal making the network to develop into its true purpose. Beyond the social interaction there is also ability to meet on forums like this, connect and have small group discussion through CONFABS. Once we kick off the first CONFAB then the visibility of the Portal is going to increase and that will mean more people will want to join the network. These events will grow, and the summit will be the exclusive gathering.

Preetivi suggested using social media as an advisory council to create more awareness around the summit. Elisabeth thanked Preetivi for the suggestion and said this will definitely be a focus and a save the date sharing tool will be created.

Marie-Ange asked the ICPD team if other committees have established their WhatsApp group chats and how they were keeping the groups active. Scott responded saying that in effort to keep the conversation going, ICPD will share the ELISA mission statement to help the committee as they shape the summit theme and to ensure that the theme will align with the ELISA objectives. Elisabeth added that the Development committee will be creating a WhatsApp group and that is still being formalized. She also suggested sharing speaker suggestions and getting the committee to think about the speakers and their relevance to the purpose of the Summit.



Update on other ICPD programs

2021 SMDP Biotech will be held virtually, dates are to be confirmed

2021 SMDP MedTech will be September 25 - 29, 2021 in Minneapolis, MN

Gallus for senior executives and rising talent engagement; online tours and briefings about ELISA and Gallus available by contacting Scott May

Other/Action items

Ruva appealed to the council to update their profiles on the ELISA portal. Elisabeth added that if help is needed, Ruva can join a ZOOM meeting to assist. The same applies for Project pages, ICPD can assist with explaining the different use cases that one could expect from the Project pages.

Marie-Ange asked if there are states for different countries on the State option as you are editing your profile. Elisabeth explained that the way that the Database base is set up it only provides US states, but she will contact the IT team to address this either by excluding it or in another way.

- **Participant recruitment - One of the ELISA interns will focus on participant recruitment.**
- **Advisory Council 50% discount.**
- **ELISA Scholars Training Session - Review of Scholar selection criteria; Goal is to have 50 fully funded Scholars, and this can be segment specific**
- **(In Hwange, Zimbabwe) www.elisanetwork.com/summit-info/**

Upcoming ELISA Advisory Council meetings:

Monday, May 24, 2021, 10:00 AM Eastern | 7:00 AM Pacific

Monday, July 19, 2021, 10:00 AM Eastern | 7:00 AM Pacific

Monday, September 13, 2021, 10:00 AM Eastern | 7:00 AM Pacific

Monday, November 15, 2021, 10:00 AM Eastern | 7:00 AM Pacific