

# Kitchen Lingua

Ladino Language learning at home

April Cyr



# About KitchenLingua - Current Business Profile

Judeo-Spanish learning for a variety of ages, and intergenerational family activities based around the kitchen and household.

We are an online content hub of interactive language learning materials for different ages and language learning levels, compiling the work of Ladino revitalization activists and scholars. Our hub contains everything Ladino language media related, including graphic prints for sale.

The long term goal is having a Ladino language library which can be used as a dataset for an AI Tutor software.

# What is Ladino / Judeo-Spanish?

Ladino is a very old endangered form of Spanish spoken by the Jewish people exiled from Spain in 1492. There are several thousand known fluent speakers in different parts of the world, mostly in Turkey, Greece, and Palestine.

# Business Strategy

- + Organize as many interactive media assets in Ladino language learning online in one hub, spotlighting and uplifting the work of the artists and scholars who make them.
- + Craft interactive household activities that are multigenerational to bring family together.
- + Make Bilingual education in the United States cool again.
- + Help revive an endangered language (Ladino/Judeo-Espanyol)

# Products & Services Offered

- Educational language graphics offered for bilingual kitchen based education.
- Graphics both online on a blog, and in print to share with family and put on a wall.
- Intergenerational family bonding activities around sharing language and food.
- Recipes, songs, expressions & idioms. Collaborative business partnerships with other Ladino graphic artists.
- Posters, custom pressed coins

# Brand & Personality

Warm. Familial. Jewish - Spanish. Educational. Service. Restoring an endangered language. Approachable. Useful.

## Values as a Company

- Accessibility
- Inclusive Language
- Community Service
- Intergenerational Learning
- Social and Environmental Justice

# Goals

- + Bilingual education between English and Ladino (Judeo-Spanish) among multigenerational households.
- + Build online community and customer base
- + Be part of a movement to revitalize endangered native languages

# Target Audience

- + Ladino language communities and institutions
- + Both English and Spanish families
- + Special Needs Adults
- + Single Parent households interested in homeschooling activities



# ~~Competition~~ Inspirations



## Ladino Forever - לאדינו לנצח - Michael Halphie

3.9K likes • 4.4K followers

### Bendichas Manos!

🔒 Private group · 13.3K members

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#### About this group

About Ladino cooking, culture and life!!! Enjoy the Page. We LOVE your photos and stories!! Keep posting!  
Please do not repeatedly post advertisements. They will be deleted, as our members have been reporting them. [See less](#)

🔒 Private

### BendichasManos.com

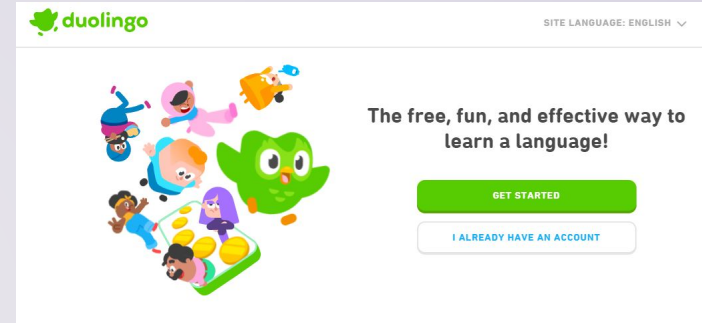
a blog about living, cooking and caring in the Ladino tradition





# ~~Competition~~ Inspirations pt2

TALKPAL AI



**United Nations**

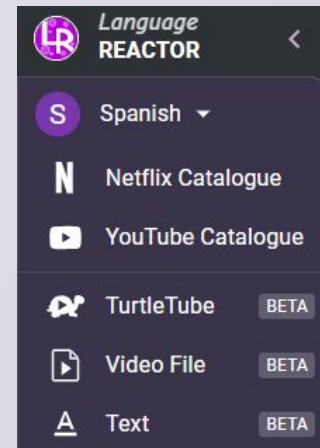
Department of Economic and Social Affairs  
Indigenous Peoples

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## International Decade of Indigenous Languages 2022 – 2032

Optimistic estimates suggest that at least 50 percent of today's spoken languages will be extinct or seriously endangered by 2100. More pessimistic, but also realistic estimates claim that 90-95 percent will become extinct or seriously endangered by the end of this century. Most of these languages are Indigenous languages. Humanity may well have only 300-600 oral languages left that are unthreatened by the end of this



Thanks for watching!