

## Slide 1 — Title / Cover

- Kenyan Swahili (Sheng): From Street to Screens
- Proposal for Platform Integration (Google Translate, Duolingo, Microsoft, DeepL)
- Your Name + Contact Info

## Slide 2 — Why It Matters

- Spoken by millions in Kenya & diaspora
- Everyday voice of youth, music, TikTok, Twitter (KOT), YouTube
- Standard Swahili translations miss nuance → cultural loss

## Slide 3 — Cultural Power

- KOT: global reputation for wit, critique, roasting
- TikTok/YouTube: Sheng dominates trending content
- Example: 'Niko poa, sherehe iko' → literal translation misses humor

## Slide 4 — Problem Today

- Google Translate: only Standard Swahili → Sheng words show gibberish
- Duolingo: no Sheng course
- Result: lyrics, jokes, captions misunderstood globally

## Slide 5 — Opportunity

- Sheng has a stable core lexicon despite slang variation
- Platforms can expand African coverage, reach 50M+ Swahili speakers
- Capture youth-driven cultural markets

## Slide 6 — What We've Built

- 1,000 parallel Sheng ↔ English sentences
- 5,000-term glossary (CSV)
- Demo translator (20 examples)
- Validator group + Nairobi academic partner

## Slide 7 — Pilot Plan

- Deliverables: glossary, dataset, evaluation report
- Timeline: 3 months (Phase 1)
- Metrics: 200-sentence benchmark, validator agreement, user survey

## Slide 8 — Call to Action

- Ask: 20-min call to explore Sheng integration pilot

- We provide data, style guide, validators, demo
- Together: preserve culture, improve translations, connect Kenya globally