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ICT USAGE PECULIARITIES IN STARTUP PROJECTS TRANSLATION

The role of the translator in the startup project is analyzed. It has been proven that translation is an important and necessary element of a startup project for establishing relationships with potential clients around the world. The success of a project depends on the translation of many types of documentation: application, presentations, website, CVs, financial calculations, required audio and video materials, agreements and other types of legal and economic documentation. The translator as a member of the startup team needs to understand the key topic and main trends of the industry in order to efficiently translate the project. It was found that the translator works with the special patent, legal and economic documentation depending on the field and the main purpose of the project. The tasks of linguists will be solved more successfully with the help of modern information and computer technologies. The usage of information and computer technology in the translation process was explored. It is determined that it is important for a startup project translator to understand all the features of using the software, choose the appropriate programs or online tools and develop a strategy for the project translation process. The results of this work are very important and necessary for further study of the features of the ICT usage in the startup projects translation, in particular, the final projects of the Startup School of Poltava Polytechnic.

***Keywords*:** startup project, types of documentation, usage peculiarities, technology in the translation process

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ОСОБЛИВОСТІ ЗАСТОСУВАННЯ ІКТ В ПЕРЕКЛАДІ СТАРТАП-ПРОЄКТІВ

Досліджена роль перекладача в стартап-проекті. Доведено, що переклад – це важливий та необхідний елемент стартап проекту для налагодження відносин з потенційними клієнтами по всьому світу. Успіх представлення проекту залежить від перекладу багатьох видів документації: заявки, презентацій, веб-сайту, резюме, фінансових прорахунків, необхідних аудіо– та відеоматеріалів, угод та інших видів юридичної та економічної документації. Перекладачу як учаснику стартап команді необхідно розумітися в тематиці та головних тенденціях індустрії, щоб якісно та ефективно зробити переклад проекту. З'ясовано, що перекладач працює зі спеціальною патентною, юридичною та економічною документацією залежно від галузі та основної мети проекту. Завдання лінгвістів будуть успішніше вирішуватися за допомогою сучасних інформаційних та комп'ютерних технологій. Дослідженню використання інформаційних та комп'ютерних технологій у процесі перекладу. Визначено, що перекладачу стартап проекту важливо розуміти всі особливості використання програмного забезпечення, вибрати належні програми чи онлайн-інструменти та розробити стратегію перекладацького процесу у проекті. Результати даної роботи є дуже важливими та необхідними для подальшого дослідження особливостей використання ІКТ у перекладі стартап-проектів, зокрема, фінальних проектів Стартап школи Полтавської політехніки.

Ключові слова: стартап-проект, складові визначення документації, особливості розробки стратегії, комплексні результати.

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ОСОБЕННОСТИ ИСПОЛЬЗОВАНИЯ ИКТ В ПЕРЕВОДЕ СТАРТАП-ПРОЕКТОВ

Исследована роль переводчика в стартап-проекты. Доказано, что перевод- – это важный и необходимый элемент стартап проекта для налаживания отношений с потенциальными клиентами по всему миру. Успех представления проекту зависит от перевода многих видов документации: заявки, презентаций, веб-сайта, резюме, финансовых просчетов, необходимых аудио- и видеоматериалов, соглашений и других видов юридической и экономической документации. Переводчику как участнику стартап команде необходимо разбираться в тематике и главных тенденциях индустрии, чтобы качественно и эффективно сделать перевод проекта. Выяснено, что переводчик работает со специальной патентной, юридической и экономической документации в зависимости от отрасли и основной цели проекту. Задача лингвистов будут успешно решаться с помощью современных информационных и компьютерных технологий. Исследованию использования информационных и компьютерных технологий в процессе перевода. Определено, что переводчику стартап проекта важно понимать все особенности использования программного обеспечения, выбрать соответствующие программы или онлайн-инструменты и разработать стратегию переводческого процесса в проект. Результаты данной работы очень важны и необходимы для дальнейшего исследования особенностей использования ИКТ в переводе стартап-проектов, в частности, финальных проектов Стартап школы Полтавской политехники.

Ключевые слова: стартап-проект, составляющие документации, особенности стратегии разработки, комплексные результаты.

Introduction.

In the XXI century digital technologies and globalization processes are redefining the place of translation in business and intercultural communication. At the same time, innovations are what big business companies are looking for, and what talented young people want to surprise the whole world with. The existence of startup schools and competitions is increasing rapidly [1].

A translator in the startup team is an important tool for conveying the main idea of the project as well as finding the desired investor around the world. The main focus of this paper is on the various ICT tools analysis for a quality translator work in a startup project [2].

The latest research and published works analysis.

Translation as part of a complex process is a subject of interest to localization professionals, marketers, managers and educators. According to Bert Esserlink, author of one of the first localization manuals, the project translation includes such types of work as project management; translation of web content; translation and computer typesetting of documentation; translation and arrangement of multimedia elements; checking the functionality of localized software or web applications [4].

Examining the work of online business strategy specialist John Yunker [9], we can conclude that the translator is actively involved in the following stages of project preparation: translation of business strategies, documentation and certificates, website localization, its testing, technical support and project promotion on the market.

Business analyst Donald DePalma, analyzing the entry of companies into the international market, singles out translation as "an absolutely necessary element of business, but too often underestimated" [3].

Computer technologies are able to help a translator in a startup team work efficiently and quickly. Today scientists and linguists pay a lot of attention to the usage of information and computer technology in the translation process.

Machine translation algorithms were described by linguists John Catford, Martin Kay [6], John Hutchins [8], as well as the world's largest corporations like Google, Skype and Microsoft. The American Translators Association constantly explores the usage of ICT in translations.

Identification of previously unsettled parts of the general problem.

Startup projects, being a part of world business, in which competition is the strongest today, always want to introduce and actively use innovative technologies that optimize the production process or solve our daily life issues.

Most of the success depends on translation of the application, presentation, agreements and other types of legal and economic documentation, but the translation process has a number of peculiarities and difficulties [5].

Today translators actively use in their work special software tools that allow to partially automate the translation process and ensure the unity of the terminological base, the so-called CAT systems.

CAT-systems (from the English abbreviation CAT - computer-assisted translation) or computer-assisted translation systems are a general name for tools and technologies that facilitate the translation process.

CAT systems include: systems using translation memory technology (Translation Memory or TM technologies), means of creating and maintaining terminological dictionaries (Terminology management), and Interactive machine translation MT technologies [7].

Modern CAT systems tend to be highly functional by combining several technologies, such as TM technology and terminology management technology. It should be noted that if in literary translation the use of software tools is not always justified, then in technical translation, the use of modern technologies allows not only to significantly speed up the translation process, but also is of great importance for the effective organization of the translation process [8].

The main purposes of this paper are:

1. To make the analysis of Poltava Polytechnic Startup School final projects translation;
2. To define the role of a translator in a startup project team;
3. To identify the peculiarities of startup projects translation;
4. To determine the ICT usage in startup project translation process.

The main part.

The formation of the innovative economy in Ukraine is largely determined by the development of knowledge-intensive high-tech industries (High Technology), which are an indicator of the technological systems integrated development in modern conditions and are characterized by high growth potential, investment attractiveness, product orientation for export, providing a high share of exported products and reducing dependence on energy exports resources. The increase in the innovative activity of complex systems is inextricably linked with the emergence of new innovative companies-groups (startups) at all levels of education in higher educational institutions.

In the future, successfully implemented Start-up projects on the market are the basis for the development of the High Technology industry and one of the most effective elements of accelerating innovation processes in the economy.

On October 8, 2018, the first Startup school in Poltava region was opened in Poltava Polytechnic (former PoltNTU). This Startup School was established jointly with the Innovation Holding Sikorsky Challenge in order to develop innovative entrepreneurship and technology transfer in Poltava region.

On June 19, 2019 there was the first graduation of the PoltNTU Startup school. 46 graduates, among them students, young scientists and scientists of the university, presented 12 projects of economic, technical, ecological and humanitarian directions. Some projects were presented in English, as foreign guests were invited to the event. What is more there were foreign trainers from the USA and Israel during the classes, so the translation was an important part of both the educational process and final presentation.

The general idea was to teach that a startup company has an innovative nature of its activities, a multiple increase in profits within a fairly short period of time from the moment the project was launched.

The goal of the classes is to form a student's holistic understanding of the organization and management of the start-up project implementation process in accordance with the priorities of the national economy development, the acquisition of the necessary practical skills for organizing the management of specific projects, which will speed up the process of creating a business and avoid common mistakes (Table 1).

Table 1. The results of the innovative skills formation among students of NUPP Startup School

№	Acquired innovative skills
1	Ability for independent research activities (analysis, development, comparison, systematization, abstraction, modeling, data validation, decision making, etc.).
2	Willingness to generate and use new ideas.
3	Methodological knowledge and research skills that ensure the solution of problems of technological, technical, organizational and managerial, production and economic, innovation, information and analytical, expert and consulting activities.
4	Ability for continuous self-education.

The objectives of comprehensive training:

- are to develop the ability to turn a startup idea into a working business by developing innovative projects and their presentation;
- analyzing the possibilities of bringing start-up projects to the investment stage, which largely determines the success of its implementation;
- determination of an effective program of implemented start-up projects using innovative technologies for their Internet promotion,
- attracting investments of different levels provided by specialized Internet sites, as well as provided by specialized Internet sites, as well as crowdfunding sites (Table 2).

It is necessary to study the basic concepts of a start-up project and methods of its implementation, while the models for a startup project implementation can be represented as:

1) types and forms of implementation, methods of their assessment;

2) process study and analysis of a startup project and various options evaluation for its implementation;

3) the development organisation and implementation of a startup project (Table 3).

Table 2. The results of the innovative abilities formation of NUPP Startup School students

№	Acquired innovative abilities
1	Formation of goals and objectives of making innovative decisions.
2	Willingness to independently acquire new knowledge and skills, including areas of knowledge not directly related to the field of activity
3	Methodological knowledge and research skills in order to use the basic laws of economics, fundamental economic knowledge in professional activities.
4	Be able to take into account social and moral and ethical norms in social and professional activities.
5	Be capable of varieties of collaboration at all stages of complex activities.
6	Possess communication skills to work in an interdisciplinary and international environment.
7	Use one of the foreign languages as a means of business communication.
8	Form and argue their own judgments and professional position.
9	Analyze and make decisions on scientific, economic, social, ethical problems arising in professional activities.
10	Logically, reasonably and clearly build oral and written speech, use the skills of public speech, discussion and polemics.
11	Team work, lead and obey.
12	Show initiative and creativity, including in non-standard situations.
13	To adapt to new situations of social and professional activity, to implement the accumulated experience, their capabilities.

Table 3. Basic concepts for a startup project implementation

№	Description of the startup project components
1	Special components of a startup project are identifying their basic concepts and methods of analysis.
2	General description of project risks. Organization of work on assessment, analysis and risk management. Expert and rating assessment of project risks.
3	Consideration of the uncertainty factor in assessing the effectiveness of investments.
4	Analysis of the sensitivity and sustainability of the project. Ways and methods to reduce the magnitude of risks. Taking into account risk factors when planning an investment project.

The integrated design methodology involves the use of active teaching methods, in particular, conducting business games and round tables, group discussions on the practice of making specific economic decisions at domestic and foreign enterprises.

General requirements for projects can be designated as follows:

1. High stage of project readiness (availability of a business plan, financial model, design estimates and permits); availability of a project team;

2. Availability of documents confirming the prerequisites of the financial model (including independent marketing and technological expertise);

3. Loans are paid at the expense of the project cash flow.

In any case, an innovative solution requires the necessary investments for their implementation and analysis of the effectiveness of their use.

The economic efficiency of innovative projects is determined in three stages:

1) pre-project efficiency assessment – the best option for using investments from several alternative ones is determined;

2) assessment of project efficiency – calculated after the stage of completion of project development. Especially in cases where there are deviations from the specified technical and economic parameters or when the production of new equipment is transferred to another organization;

3) the actual economic effect - determines the real value of the economic effect as a result of the development and use of the innovation.

Such a calculation by stages of the life cycle has the following goals:

1) systematic clarification of the expected effect in the process of work, since conditions and requirements for the implementation of the developed innovative project may change;

2) ensuring the possibility of stopping work, which in the process of research turned out to be unpromising or ineffective;

3) ensuring operational control over the effective work of scientific organizations at all stages of project and the possibility of preventing distorted data on the size of the economic effect of innovative developments.

Analysis of the innovative solutions effectiveness involves the implementation of the following stages: determination of the necessary investments and their distribution by stages of the life cycle of innovations, years and alternatives; determination of cash flows (incomes) and their same distribution by years and variants (Fig. 1); calculation of quantitative indicators of the effectiveness of an innovative project.

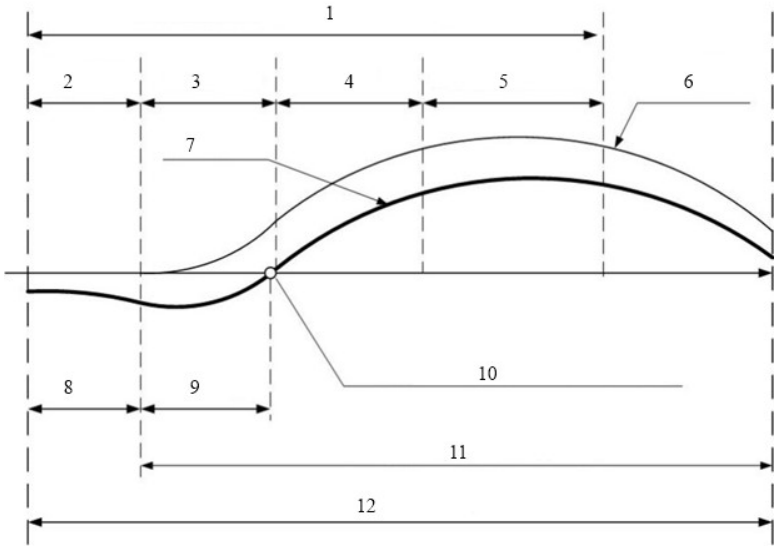

Figure 1. The main stages of the innovation process: 1 – innovation and marketing, 2 – creation of innovation, 3 – implementation, 4 – growth, 5 – slowdown in growth, 6 – sales volume, 7 – profit, 8 – research and development, 9 – investment, 10 – the moment of investment increase, 11 – innovation commercialization, 12 – innovation life cycle

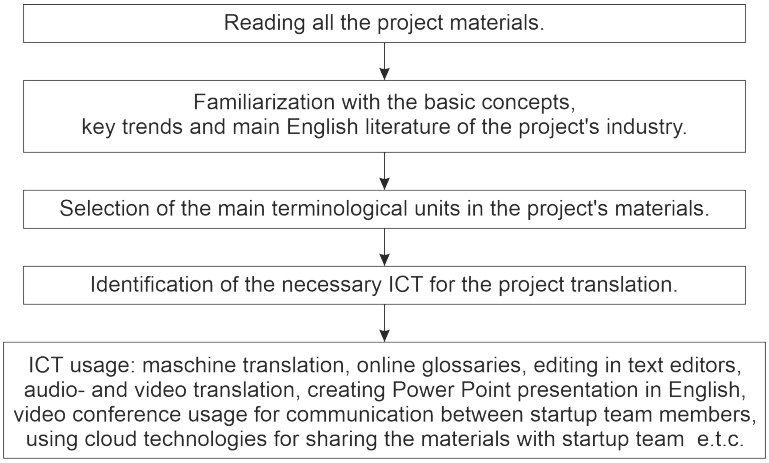

Figure 2. Selected strategy for startup project translation

At the same time, attention should be paid to the following features of calculating indicators of the effectiveness of innovative projects. The value of money changes over time, money today is always more valuable than money tomorrow. Three factors always affect the change in the value of money over time: missed opportunities – a person who gave money to another deprives himself of some benefits, and this deprivation must be paid for. Resources invested in one project cannot be invested in another; inflation that exists in all countries but is different in size; investor risk, as the debt may not be returned for various reasons/ Translation of a startup project is not only the translation of an impressive speech to investors about how a startup solves a specific problem and makes life easier. Here is a list of necessary translations for a good and effective presentation of a startup project (based on the recommendations of the trainers during the startup school classes):

- Financial model (The document containing the forecast calculations of the financial indicators of the project, the calculation of future income and expenses.);
- Valuation document (A document that provides the estimated values for the current project cost estimate);
- Technology Roadmap (A project plan showing the milestones for its launch. A common version of the document is a plan for bringing a new product or changing an existing one - from concept development to commercial release.);
- Investor deck (A presentation document that fully discloses information about the project, including a forecast of the project's financial performance, as well as an offer for investors.);
- CV for investor (Brief information about the key persons of the project. The project team is one of the most important elements of its investment attractiveness.);
- Media plan (A detailed plan for media marketing expenses required for the successful implementation of the project. The document is important for the investor, because marketing spending is one of the most controversial in terms of economic benefits);
- Management model (A document defining the distribution of roles for project management after the investment transaction.);
- Exit Strategy (Determination of the most attractive option for the future implementation of the business in terms of maximizing the return on investment.);
- Elevator pitch (A short presentation. Used to present a project to investors in a limited time environment.).

Taking into account the peculiarities of literature and documentation for the final presentation of startup projects in English, we have selected for ourselves the following scheme of work (Figure 2).

Most of the attention and effort was spent on translating project presentations. It was a great honor to present talented youth with their great ideas. It was very important to make a translation with the following characteristics:

Clarity: clear and logical presentation;

Emotionality: grab the audience's attention;

Informativeness: to provide listeners with information about key project features; present material in an accessible form, but with all the necessary terms and concepts;

Memorable: people should later remember about the startup project and its main purposes.

The most important thing in a startup presentation is to expand and clarify the essence of the idea, without turning the presentation into a booklet that needs to be read long and thoughtfully.

The need for translation has always existed and will not disappear in the future, but the ways of its implementation are evolving with the progress of civilization. Translation today can be presented in two ways: human-made and computer-generated. In both cases, people do not abandon technology, because even the usage of a dictionary and text editor for translation not only involves digital technology, but also simplify the translation process and improve its result. Human always plays the main role in translation. However, the computer can also perform translation. Besides, it can even "learn" to do it better, based on neural technology of machine translation and machine learning. Due to the increasing technical support of the translation process, translation clients, translators, teachers and researchers must find the best way for human and computer to work together on complex translation projects.

Having figured out the main features of the materials that need to be translated and correctly conveyed in English, we started to select the necessary ICTs for translation. During the automated translation process, much attention is paid to productivity. For example, “an interpreter can translate about 2,000 words in one working day. A skillful combination of well-structured source material, translation memory and machine translation can increase productivity by 50% "[8, p. 268]. Automated translation systems are a collective concept, which means all the technical tools that allow translators to improve productivity and ensure quality results. These include computer dictionaries, terminology management software, translation memory creation, translation execution, and machine translation editing. For example, the tools for creating and maintaining terminological dictionaries make it possible to ensure the uniformity of terminology within a single project or in a specific subject area and, thus, guarantee high quality translation. The most popular today are TM technologies that allow to save previously translated text fragments in the system memory. Translation memory technology uses a fuzzy algorithm to search for words in different forms, for example, in a different case, and find phrases in a different word order. The system compares the fragment the translator is working on with the content of the database and provides the translator with the comparison results.

According to our observations, the use of Translation memory technology allows to reduce the volume of translated technical text by an average of 30%

(sometimes in individual texts - up to 50 percent or more), ensuring a high level of uniformity and quality of translation. At the same time, modern TM systems work with texts in a variety of formats.

Many linguists use online translators such as Promt, Google, Transneed, online dictionaries Multitran, Lingvo, MrTranslate and other online resources to automate their translation activities. Many companies develop programs for offline use. During our startup projects translation we used general and specialized Lingvo dictionaries. They usually do a good translation, correctly interpret most words, dialect expressions, technical and legal terms. The explanation is simple – ABBYY Lingvo is constantly improving its own products and collaborating with the best translators.

If the Internet is used correctly, it is an inexhaustible source of useful information for a translator. This is an opportunity to find an explanation of unknown concepts and terms, compare the terminology of different languages (for example, by simply switching languages in Wikipedia), and check the compatibility of words and the permissibility of using a word in a particular context. In addition, on the Internet we can find thematic forums for translators, where professionals share their experience, help others and get help from colleagues themselves.

Translators often work with text recognition software. Thanks to these programs, it is possible to convert PDF, JPG or BMP images to text format. Of course, the result obtained often requires additional manual correction; however, these labor costs are not comparable to those that translators had before the appearance of such text recognition programs. The most famous software product in this series is ABBYY Fine Reader.

Creating a good presentation in English, as well as translating the required documentation is the way to the success of a startup project during the final. A presentation should tell about your company or product in order to interest the audience and convince them to cooperate with you. It is better to create a presentation in special services, since they often have all the necessary functionality and ready-made templates for structure and design. To design a presentation for a startup project, we used Microsoft PowerPoint. This offline program is included in the basic Microsoft Office suite on Windows. Different users actively use it to create presentations: from schoolchildren who make out reports on geography in it, to all kinds of lecturers and speakers who complement their presentations with visual reinforcement. Benefits are ease of use - even a child can understand this service, the interface is intuitive and familiar; and multi-platform: Microsoft PowerPoint works on Windows, as well as on Android and iOS smartphones.

The vector of the Ukrainian startups market development is determined primarily by the level of the state development as a whole. Ukraine's startup projects are aimed at the domestic consumer and are significantly inferior in scale to projects in other countries, which makes it impossible to use them internationally. However, there are cases when Ukrainian companies develop projects for foreign consumers, using Ukraine only as a so-called "construction site". Venture capital is also very underdeveloped in Ukraine. Thus, it can be noted that the market of startups in Ukraine is in its infancy and is determined by the almost complete lack of competition. The almost complete absence of competition in Ukraine makes it possible today to open new interesting projects with minimal risk. Ukraine has the potential to develop the market of startup projects, but this requires both to regulate the legal framework and increase the level of education, which should direct further comprehensive innovation.

Conclusions and ideas for further investigation.

Translation and presentation of some projects in English was part of the Startup School final of Poltava Polytechnic. Startup projects in the economic, humanitarian, environmental and technical areas were presented.

The projects included a lot of professionalisms, terms and other special vocabulary. ICTs were the part of the workflow, they helped to make the translation quickly, efficiently and correctly arrange all the required files in a short time. It is very important in all the ICT diversity to choose the most appropriate programs and technologies separately for each startup project, taking into account its direction and main idea. ICTs are developing rapidly, so large powerful corporations are looking for innovations to simplify translation process.

However, translation automation systems by themselves do not guarantee quality; they only offer effective tools that translators need to be able to use correctly. These are high requirements for the professional competence of translators, editors and project managers, since the effectiveness of CAT tools directly depends on the quality of their work.

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