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ICT USAGE MAIN ASPECTS IN STARTUP PROJECTS TRANSLATION

Nowadays, there are a lot of competitions for startups that help the project get a cash prize for implementation, find investors, and get into a world business environment. A translator in the startup team is an essential tool and an important part of the team for building relationships with potential clients around the world. 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. The focus of this paper is on the analysis of various ICT tools for a quality translator work in a startup project.

Startup project is a unique opportunity to express the idea to the world. ICT can 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.

It is difficult to imagine the successful development of a particular type of activity without interconnection with other areas of human knowledge. Accordingly, one of the most important elements for the success and effectiveness of specialists in a particular professional sphere is the integrative nature of the interaction or a competent, effective organization. The tasks of linguists will be solved more successfully with the help of modern information and computer technologies. ICT are able to simplify the translation process of different complexity. Computer technology fits into the current trends of globalization, the expansion of economic and political relations and intercultural interaction.

Creating a startup project is a complex and responsible process. At the same time, the startup team should not only provide general information about the project, but also talk about the financial part, business model, market prospects and the maintenance team. Filling out an application in English is only a small part of the iceberg. It is important not only to talk about the project, but the main goal is also to interest the right people, and this is often a difficult task, even in their native language. Even if the startup leader is confident in his knowledge of English, it is better to entrust the professionals with at least editing. It's not enough to have an idea that will work perfectly. It is important to be able to convey it in a form that may interest potential investors and mentors.

A startup is successful if it solves certain problems and can run not only within one country, but throughout the world. In order to inform about the project, the team needs to translate presentations, promotional materials and a website into English. It is also important to entrust the task to professionals, since poor-quality translation is not only a waste of money and damage to the image of the project, but also a loss of time, which has a striking value among startups teams.

One day startup teams that are developing innovative products face the fact that technology must be patented for protection. The purpose of patenting is to secure exclusive rights to manufacture and sell products containing inventions in a certain geographical territory. Translator in a startup team needs to translate patent documentation. This is one of the most important tasks, which has a number of features and difficulties in the translation process.

When translating such documentation, accuracy in the description of the invention is "a must". Any misrepresentation of information here can lead to serious consequences. Errors and inaccuracies in the translation may cause complications during the examination of a patent application, a loss in a patent dispute and a reputation reduction.

In modern sources of information, patents are "security documents certifying and protecting the rights of authorship of an invention". The objects of patent rights include the results of intellectual activity in the scientific, technical and design fields.

Moreover, patents exist in the following types: patent for an invention, patent for utility model, patent for an industrial design.

Traditionally, the following parts of a patent are distinguished:

1) bibliographic description of the invention;

2) introductory paragraph (technical field to which the invention relates);

3) the purpose of the invention, a brief statement of the essence of the invention;

4) a detailed (full) description of the invention, a description of the design drawings, examples of invention embodiments;

5) patent claims.

Depending on the country of patenting, the composition of the objects of patenting may vary.

Another type of translation that the translator works with in a startup project is the translation of marketing information. It should be noted that existing texts translations of this sphere are sometimes ineffective, and in some cases can lead to the failure of the entire campaign to promote the product due to ignoring the specifics of marketing texts. Consequently, with an unprofessional translation the main communicative-pragmatic function of the marketing text is lost – the conviction of a potential buyer that he needs the company's product. Accordingly, it is necessary to find out what are the lexical and grammatical features, that allow to perform the main communicative function, and also how to save these characteristics during translation.

To optimize the translation process, translators need to actively use modern information technologies. The usage of the newest methods allows to achieve high-quality and efficient translation of large volumes of information.