Here is a summary of the specific aspects we noted for each team, presented in the running order from the day.

**French**: this team showed evidence of conducting thorough market research and using this to inform pricing strategy, the viability of the project, and long and short-term goals. You had a well-designed, bilingual website and had come up with an eye-catching logo and name, based on aims and an ethos that showed you know your audience inside out. Using free advertising on social media to launch your business was a wise initiative and perfectly in keeping with the blogging world. You also showed excellent awareness of the needs of your target readers, going that extra mile to come up with accurately translated yet well-written texts. It was this combination of a quality final product and consistently high performance across all the judging criteria that made you our winners. You should be very proud of your achievement as the competition was stiff to say the least.

**Russian:** this team stands out for its initiative in outsourcing expertise, replacing team members, and approaching universities in Russia for source material. You had identified a market need based on direct experience and also showed imagination in using Russian social media platforms and Twitter to interact with your target market in their native language. Your invoice layout showed attention to detail and you had a clear pricing strategy. You also had a well thought-out philosophy behind your brand name and logo, a very good strapline and an impressive, bilingual website.

**Chinese:** this was a very novel idea with a well thought-out and researched business plan and a catchy brand name - all presented with humour. The two-tier product was a great idea - especially with the play on words! Your creativity (e.g. use of apps, “live chat”) and willingness to approach the problem in a new way was also very impressive You gave a very comprehensive explanation of current market difficulties and clearly understood the cultural and practical issues involved in translating between Chinese and English. You are also to be commended for pulling together and carrying on in spite of losing a key team member at short notice.

**German:** this was a very good presentation and it was great to see some team members not just reading from a script. It was obvious that careful thought and research had gone into identifying your target market and what end users would need from your translations. You were very perceptive regarding the different challenges posed by the source texts and your understanding of the translation process was strong. Your willingness to carry out extra research if needed to produce a high quality result was also impressive. You had a very smart website and the logo, and the rationale behind it was excellent. You showed a good understanding of pricing issues.

**Spanish:** this was a dynamic, engaging and highly professional presentation. As a team, your passion for the subject shone through consistently and you demonstrated a good knowledge of your target readers and their needs. Your research into both potential market openings and pricing was very thorough. Advertising on Facebook and tapping into the Instagram and Pinterest audience would be an excellent idea and your website and brochure were outstanding. Your concept of "translating tastes" rather than simply recipes shows that you understood the challenges involved in translating this type of text and this was backed up by your descriptions of specific issues and how you had addressed them.

Alison, Cathy and Lisa