

National Taipei University College of Business Partners with JelloX Biotech to Establish a New Model for Industry–Academia Collaboration in Sustainable Finance



The College of Business at [National Taipei University](#) signed a Memorandum of Understanding (MOU) with [JelloX Biotech Inc.](#) on February 4, formalizing a strategic industry–academia partnership. The collaboration integrates business research expertise with AI-powered medical imaging technology, focusing on innovation, value-based healthcare, insurance applications, and ESG-driven sustainable management. Together, the two institutions aim to develop a cross-disciplinary cooperation model with measurable outcomes and long-term impact.

Dean Huang Chi-Jui of the College of Business noted that this partnership represents not only a deepened connection between academia and industry, but also a proactive response to critical challenges facing today's insurance and healthcare systems. These include medical inflation, information asymmetry, claims disputes, and the growing demand for sustainable governance. The initiative is expected to serve as a benchmark for advancing smart healthcare and sustainable finance in Taiwan.

Dean Huang further emphasized that the College of Business has long cultivated expertise in sustainable finance, ESG evaluation, risk management, and business model innovation, with particular attention to institutional design that balances efficiency, equity, and long-term stability. Meanwhile, JelloX Biotech centers its operations on AI-driven 3D medical imaging technology, transforming complex CT and MRI scans into intuitive, decision-ready, and

quantifiable three-dimensional models. These applications have been widely adopted in clinical practice, medical communication, and insurance scenarios.

Chairman Sun Chi-Hsin of JelloX Biotech stated that the company's AI 3D medical imaging technology converts intricate diagnostic images into comprehensible and actionable 3D models, now extensively utilized in both clinical and insurance contexts. By combining academic insights with industry expertise, this partnership addresses pressing issues such as medical inflation, information asymmetry, and claims disputes. AI 3D imaging represents one of the fastest-growing applications in the field of AI healthcare, enhancing precision diagnosis, preoperative planning, and doctor-patient communication. Through this collaboration, innovative business models can be more rapidly implemented in Taiwan, benefiting patients, hospitals, and the financial and insurance sectors alike.

Dean Huang added that this joint initiative brings together business decision-making and institutional analysis with practical healthcare technology applications. It seeks to explore the substantive value of AI within financial and healthcare systems while fostering mutually beneficial outcomes among technology providers, insured patients, hospitals, and the financial insurance industry.

Looking ahead, both parties will continue advancing research projects, empirical studies, data analysis, and industry pilot programs to develop scalable and implementable multi-stakeholder collaboration models. Beyond producing academic research outputs, the partnership aspires to establish a sustainable industry paradigm that strengthens Taiwan's international competitiveness in both sustainable finance and smart healthcare.