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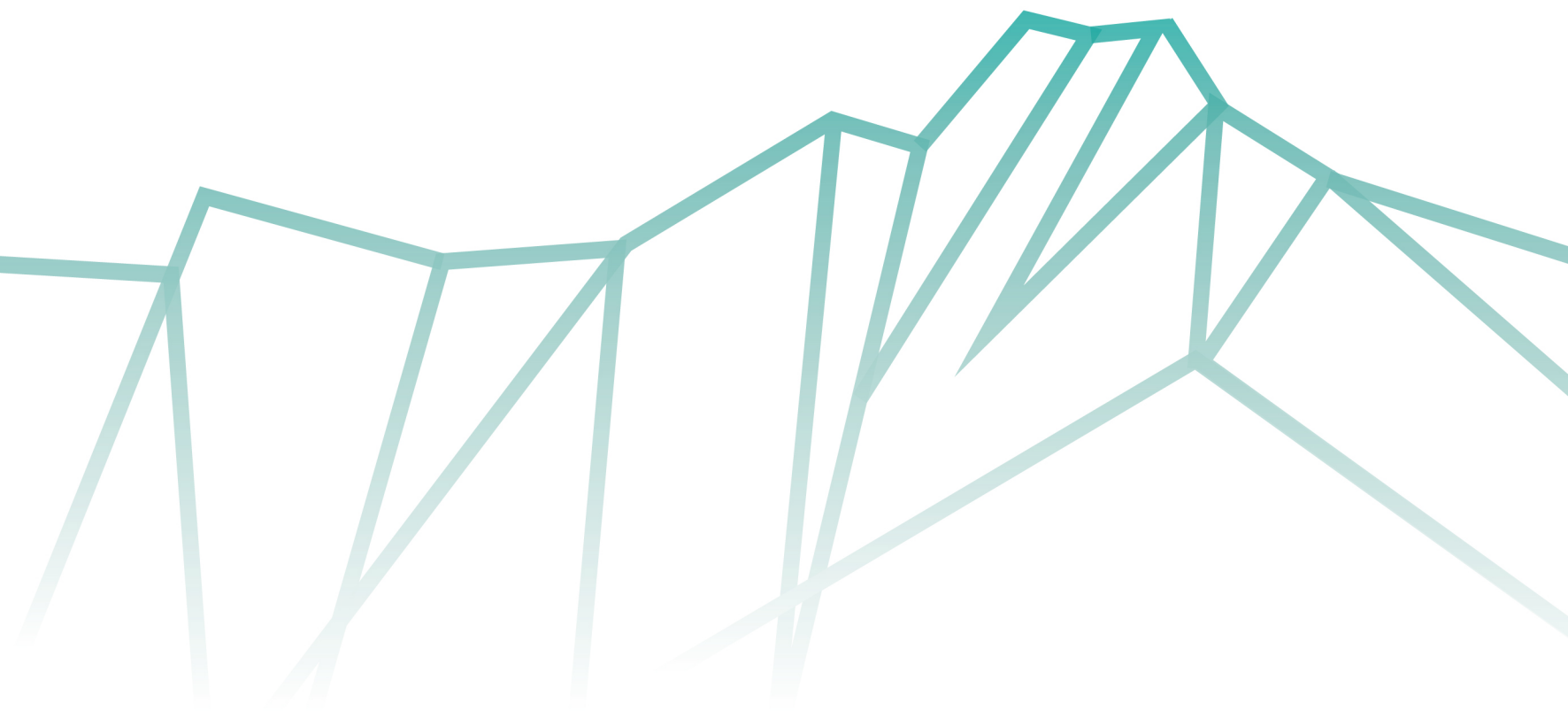


*The 4<sup>th</sup> R.O.C.(Taiwan)*

# Presidential Innovation

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Award Report







## // Foreword

The year 2020 was fraught with challenges. COVID-19 ravaged economies and employment worldwide, while the dynamics of trade and overall geopolitical strategy between the US and China changed the face and structure of the global economy. But by leveraging our technological and geographic advantages, Taiwan stood firm in the face of this international turmoil and the pandemic, with domestic demand rebounding quickly and export orders hitting record highs. This was possible because the Taiwanese people believe in expertise, mutual trust, and unity, which have allowed us to carry on with our lives as normal, a privilege that remains out of reach for many around the world.

Over the past few years, Taiwan's accomplishments in innovation have garnered international acclaim, with the World Economic Forum having named Taiwan one of the world's top four innovators for two years in a row. These outstanding achievements are no coincidence—they are product of many experts working across different fields to realize the value of innovation.

Taiwanese today have the same courage, determination, and resilience that our forebearers showed in creating an economic miracle from the rubble of war. The three winners of this year's Presidential Innovation Award have displayed that very spirit of resilience, setting an example



for our nation by introducing innovative technology into different industries, generating added economic value, promoting the development of emerging industries, and advancing social progress.

This year's winner in the group category is the Taiwan Design Research Institute (TDRI), which was upgraded from the Taiwan Design Center to its current institutional status just last year. TDRI is a major force behind the development of design in Taiwan, having successfully raised aesthetic awareness and cultivated domestic designers who have gone on to win numerous international awards. TDRI has also used its world-class design events to promote the "Designed in Taiwan" concept internationally, becoming a key hub of soft power for upgrading our domestic industry.

Our government has long worked towards respecting the medical autonomy of patients and ensuring their rights at the end of life. In the

individual category, Taipei City Hospital Superintendent Dr. Huang Sheng-jean has promoted the integration of healthcare and long-term care for many years, bringing medical teams into communities and uniting them with resources from different institutions. Offering this kind of diversified, continuous, and holistic care to families, homes, and communities allows individuals to "age in place," enhancing their health and autonomy as they address end-of-life issues.

This year's youth category awardee, Gogolook CEO Jeff Kuo, has realized his innovative vision, using technology to fight fraud by turning the average person's distrust of phone calls from unknown numbers into a business opportunity. In the few years since its founding, Gogolook has become East Asia's largest anti-fraud platform. By applying technological innovation to cybersecurity, Gogolook is also driving development in

related industries while raising the international profile of Taiwan's startup sector.

Innovation drives industrial and economic growth, and the only way to ensure continued national progress is through constant investment in innovation. I want to sincerely thank this year's award winners for exemplifying the spirit of the Presidential Innovation Award, using innovative ideas to transform traditional values across a range of fields. By sharing their stories, we hope to encourage more cross-disciplinary innovation, lead Taiwan to create new opportunities in a changing world, and help achieve sustainable national development. I hope these stories can provide inspiration to one and all.

President

*Ing-wen Tsai*

January 2021



## // Foreword by Minister

The COVID-19 pandemic brought about enormous changes to our way of life in 2020. Meanwhile, the ever intensifying tech conflict between the United States and China has accelerated the restructuring of global supply chains. These changes, while bringing new challenges to Taiwan, have also created new opportunities. Thanks to rapid response measures and a first-rate public health system, Taiwan was able to successfully contain COVID-19 and, in turn, maintain economic growth momentum, outpacing the rest of the Four Asian Tigers. For the whole of 2020, Taiwan was one of the few countries to register positive economic growth. This has demonstrated to the rest of the world Taiwan's resilience in the face of an epidemic as well as the island's technological and economic prowess. These achievements are the result of Taiwan's solid industrial foundation and strong innovative capacity.

With the aim of further fostering the innovative spirit and value creation in Taiwan, we established the Presidential Innovation Awards to recognize model innovators in various fields such as technology research and development, culture and creativity, service provision, and talent cultivation. The Awards not only serve to recognize the contributions of the awardees to society but also to illustrate how innovation promotes economic growth as well as social well-being.



The three winners of the Fourth Presidential Innovation Awards were all selected for their people-centered achievements. They have each demonstrated the spirit of innovation, embodying the human qualities of truth, goodness and beauty, and represent benchmarks for leading Taiwan's economy and society forward.

In the youth category, Jeff Kuo, CEO of Taiwanese design team Gogolook, was selected for developing the Whoscall app featuring caller identification, number management and blocking functions. The app has become an important tool for combating telecoms fraud across East Asia and has won plaudits from top international tech firms such as Google, Apple, and LINE. Whoscall is an inspiring model of innovation for today's young entrepreneurs.

The winner in the individual category is Dr. Huang Sheng-Jean, superintendent of Taipei City Hospital, who has persisted with his vision of "transiting from saving to caring for lives," in his advocacy of long-term care 2.0. Huang has actualized the concept of "Aging in Place" by going into communities with his medical care teams to

provide diversified continuous services in support of families, homes, and communities for residential care. Dr. Huang was also a key driving force behind the promulgation of Asia's first-ever "Patient's Right to Autonomy Act." He has truly manifested not only innovation in Taiwan but also the most loving kindness in human nature.

Finally, in the group category, this year's winner is the Taiwan Design Research Institute. Over its 17-year history of outstanding performance, the TDRI has expended ceaseless efforts in supporting industry design and cultivating talent, such as through hosting the Golden Pin Awards and organizing large-scale fairs, including the Young Designers' Exhibition. More importantly, the TDRI has pioneered the practice of incorporating design into all core decision-making in Taiwan industry and society to such an extent that aesthetics and design thinking are applied throughout Taiwan's R&D and manufacturing processes and in government policy implementation. This has helped to transform our past Made-in-Taiwan image into Designed-in-Taiwan, embedding design in the Taiwan brand's DNA.

Everyone knows that in Taiwan it is the people that are most important. And it is the people that have made Taiwan into the success it is today through their thirst for creativity and their innovative drive in ceaselessly pursuing progress and working to build a better society.

This special album contains the human stories of each of our award-winners in conceiving and developing their innovations. I extend my warmest congratulations to all three winners for their important contributions. It is my hope that their achievements inspire even more individuals, enterprises, and organizations across all sectors of society to actively devote efforts to pursuing innovation and value creation, thereby contributing to Taiwan's continued sustainable development and to a brighter and more prosperous future for everyone.

Minister

January 2021

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## Aim and orientation of the award

The Presidential Innovation Award is handed out in recognition of those who have achieved outstanding innovative accomplishments and have made concrete contributions to the country's economic development in terms of their products, technical skills, management, services or cultural performance. With their ideas and enthusiasm about how to move from innovation to starting a business, they can be of help to Taiwan's on-going industrial transformation by serving as models for all sectors, leading them toward the development of an innovative economy for Taiwan and helping establish a comprehensive innovation system for the country and create a competitive edge in economic development.

Individuals or groups in public, private, and academic sectors are encouraged to actively pursue innovation and value creation in products, technical skills, management, organization, marketing, services or cultural performance so that they can help boost the country's overall economic development and strengthen its competitiveness in the world.

## Introduction to the award



The Presidential Innovation Award is held every two years. It is given out to five winners, with two in the group category, two in the individual category and one in the youth category. Registration for competition for the 4th Presidential Innovation Award started in August 2019, ending on Sept. 30 of the same year. A total of 223 individuals and companies registered. They were evaluated by a selection team divided into four groups : technology R&D, cultural & creative value added, service innovation and talent cultivation. They were responsible for preliminary and secondary reviews. In the final review, they decided on the winners together with members of the Presidential Innovation Award committee. Taiwan Design Research Institute was the winners in the group category. Taipei City Hospital Sheng-Jean Huang was the winner in the individual category. The winner in the youth category was Chien-Fu Kuo special assistant to the president and chief of research and development at GOGOLOOK CO., LTD.



Group Category  
Taiwan Design Research Institute





## // Group Category

# Taiwan Design Research Institute

### Changing Taiwan Through Design and Voicing to the World Through Culture

Developing a strong design capacity is one of Taiwan's key strategies. Taiwan has been known globally for quality goods labeled as "Made in Taiwan" and is expected to amaze the world again in the future with products "Designed in Taiwan," demonstrating the cultural autonomy of the country and showcasing the dynamics of the land in order to present the greatest value created through design on the national level. The heavy responsibility lies on the shoulders of Taiwan Design Research Institute (TDRI), the organization that makes a constant endeavor in industrial innovation, social innovation, and public services to facilitate interdisciplinary cooperation, mobilize the government, and change Taiwan through design.

Walking into the old building complex of the Songshan Cultural and Creative Park for a visit to TDRI, the only design institute, every tourist can feel the great power of design by taking a stroll in Not Just Library and its garden, designed by distinguished designers and architects. Once occupied by snakes and weeds, the place that used to be a bathhouse of a tobacco factory and remained inaccessible for 80 years has been transformed from a deserted space into an elegant, attractive library, along with an appealing garden full of ecological beauties.

Design can turn a nuisance into a magical work of art, with its stunning power changing not only the appearance of a thing but also the way of thinking, sometimes even creating an entirely new ecosystem.

We aim to drive industrial upgrading and innovation, facilitate public services and social innovation, and help develop policies and increase Taiwan's international influence through design thinking. We seek to change Taiwan and present Taiwan to the world through design.

President of Taiwan Design Research Institute





## Enhancing National Power Through Design, a Soft Power Resource that Taiwan Should Focus on

The concept of "Design Ladder" proposed in Denmark divides the use of design into four steps: Step 1-Non-Design, Step 2-Design as Form-giving, Step 3-Design as Process, introducing design into the research and development process, and Step 4- Design as Strategy, creating an industrial ecosystem as Apple, Dyson, and other brands have done.

"Gogoro is the corporation using design in a way closest to Step 4 in Taiwan. Based on my observation, most companies in Taiwan still keep a mindset of design at Step 2, and many industries even believe that design has nothing to do with their business. It's such a pity to miss the opportunity to make good use of design as a soft power resource and enhance competitiveness," the TDRI president Chang Chi-Yi explained, "Design capacity is a form of national power. Many developed countries have already established national design institutes long ago. We have to catch up with the world as soon as possible because we have been relatively late in founding our own institute."

Regarding the global trend of design development, the UK is the first country to set up a design institute, Design Council, which was established in 1944 and followed by other countries, such as Dansk Design Center in Denmark, Korea Institute of Design Promotion (KIDP) in Korea, and Creative Economy Agency (CEA) in Thailand.

These countries established design organizations on a higher level to expand the application range of design and develop their design capacity. For example, Korea has managed to make the Korean wave sweep the globe and even reach countries in Central America, South America, and Africa, with its cultural and creative industries surpassing the semiconductor industry in production value.



## Giving Greater Influence with a National-level Institute

"We can improve ourselves by learning from others," said Chang Chi-Yi feelingly, "Taiwan is strong in manufacturing technical hardware, but we have long overlooked the cultivation of soft power. It's not good for the overall development of a country. "

Thankfully, the government has been paying more attention to the improvement of design capacity in recent years. The fact is well shown in a statement made by President Tsai Ing-wen in the 2019 Creative Expo Taiwan, "Culture is the greatest fascination of Taiwan on the world stage! Taiwan has strong design energy in the private sector, so the government should have a good aesthetic taste as well. "

With the determination put into concrete actions and the support by the Ministry of Economic Affairs, Taiwan Design Center, established in 2003, has been reformed and become Taiwan Design Research Institute (TDRI) in 2020.

TDRI is the only design institute in Taiwan, which shoulders the mission of facilitating cross-departmental and cross-regional collaboration, introducing design into the policies of both the central and local governments, with an aim to make design capacity one of Taiwan's key strategies and shapes an international image of DIT (Designed in Taiwan).



"The biggest difference made by upgrading Taiwan Design Center to Taiwan Design Research Institute is the change of focus," Chang Chi-Yi added, "from handling assistance, guidance and promotion affairs in the past to actually engaging in industrial innovation, social innovation, and public services."

How to give great influence that TDRI should have had? The question has been well answered by two projects completed in 2019 showing the positive changes made through the introduction of design into the public sector: "TPE-HUN Public Transportation Aesthetics Project" and "Design Movement on Campus-A Project on Implementation of Aesthetic Design on Campuses."

## TPE-HUN Shuttle Bus as a Moving Icon of the Beautiful Landscape

The TPE-HUN Public Transportation Aesthetics Project was held by the Ministry of Economic Affairs and the Ministry of Transportation and Communications in collaboration, commissioning TDRI to lead two professional design teams from 247 Visual Art and U10 Inc. and work with bus operators, bus

manufacturers, and component manufacturers to implement the project.

The design team of TDRI insisted on three major principles: reduced use of different materials, faded patterns of materials, and simplified visual lines, applying subtractive design methods to the design of shuttle buses between Taipei and Hualien, in order to break its conventional design style, a complicated combination of color blocks. "Hualien boasts a world-renowned natural landscape, so it is a waste of Hualien's great appeal to let poorly-designed buses run in such a wonderful environment," Chang Chi-Yi confessed that he has been thinking that the large buses in Hualien are not attractive at all, so it is really fulfilling for him to have the chance to redesign the public buses.

This project convincingly demonstrates that making good use of design can thoroughly overturn people's common stereotype about public transportation. "With just one delicately designed bus, the image of public transportation may be totally changed. Therefore, a good design for tens of thousands of tour buses in Taiwan can create new aesthetics in the transportation



industry. This good use of design can also be applied to other industries."

Chang Chi-Yi stressed, "One of the TDRI's missions in the future is to test the feasibility of using design thinking in every industry, adding value to all industries and to the country."



## The Design Movement on Campus

To Chang Chi-Yi, the essence of design is to "Think again and think outside the box." Within this regard, the Design Movement on Campus-A Project on Implementation of Aesthetic Design on Campuses, commissioned by the Ministry of Education to TDRI, is a concrete embodiment of such a concept.

It is a great honor that this project stood out from the 4,769 entries submitted from all over the world and won the Good Design Gold Award 2020, one of Japan's seminal international design prizes.

The award jury specifically mentioned in a comment, "Against the backdrop of low birth rates and dated school facilities, this is a project that facilitates meaningful and easy-to-use designs for the teachers and students in the school at affordable prices. The project exhibits intelligence in many aspects, including design and aesthetic exteriors. With the launch of the new curriculum, teachers, students, and the design team all took part in the new designing process. This dynamic educational opportunity served as a valuable reference for Japan." This statement fully explains the goal of this project.

In 2019, a total of 172 schools submitted their applications for the Design Movement on Campus, among which 9 schools were selected for the first batch of participants after a two-phase evaluation and on-site inspections. Of all

entries, the project proposed by Wooyo Co. Ltd. to transform the ceremonial platform in Shanfeng Waldorf School in Yunlin is worth a highlight.

## Crested Serpent Eagle Ceremonial Stage That Sets off a Series of Change

The campus of Yunlin's Shanfeng Waldorf School is limited in size, and as a result, the principal of the school had been looking for opportunities to give their ceremonial stage (an outdoor stage where teachers give talks/command to students during school gatherings) a makeover. As teachers and students are treated as equals in the Waldorf education, there is apparently no need for such a stage.

After Wooyo's Chang Chih-Shun, the design director of Wooyo, accepted the invitation of the makeover project, he visited the school during an on-site investigation and decided to take crested serpent eagles as the design imagery. Inspired by the eagle commonly seen in the area. Chang turned what was once a solemn ceremonial platform into a semi-outdoor space where teachers and students enjoy outdoor classes, rest, receive guests, and even conduct rock-climbing sessions.



The transformed ceremonial platform, taking the shape of a crested serpent eagle, is complete with the eagle's beak, wings, and feathers. Pupils run on the slopes, ride unicycles, and create many games on their own. Looking out from this platform, one will see crested serpent eagles flying high in the sky. Ever since then, the space has been one of the favorite spaces for all teachers and students.



The design preparation took one month, and the consequent construction process took three months to complete. In addition, it took tremendous efforts to address the liaison with plumbers and metalsmiths and various challenges born out of the school's geographic remoteness. Amid all these painstaking efforts, Wooyo's design director, Chang Chih-Shun was yet honored to be involved. "After the completion of this facility, everyone starts to hover here, and many activities can thus unfold, such as the barn fire gathering. The ceremonial platform has become the center of the campus and has turned the school into a more energetic place. Our hard work has paid off in the end."

"The spatial transformation has set off a series of changes, and that is the influence of design thinking. This is what I would like to dedicate to Taiwan's educational scene," said Chang Chih-Shun.

The tasks assigned to the Design Movement on Campus project include: Introducing the design profession into the campus; conducting a further integrated design thinking from aspects of behaviors and environments; and helping schools identify, resolve, and even prevent potential problems. Following the 9 successful makeover cases in 2019, this year (2020) the TDRI has been placing its efforts on 25 more campuses.

Chang Chi-Yi emphasized, "In the face of more challenges in the future, design will play a crucial

role. Interdisciplinary design integration will offer solutions to many problems, with Design Movement on Campus serving as an ideal example." TDRI in the future will conduct more wide-ranging design collaborations and make design Taiwan's most important competitive edge.

## Teaming up With International Organizations to Showcase Taiwan

Starting from the founding days of Taiwan Design Research Institute, the TDRI has long been devoted to presenting Taiwan's design prowess to the world. The efforts include allying with 51 international design associations to promote Taiwan's design brands to the world, as well as hosting the Golden Pin Design Award and shaping it into one of Asia's most influential awards.

Notably, TDRI only just signed a contract to collaborate with the iF Design Award. Both parties would provide support to the Golden Pin Design Award and the iF Design Award to further promote and honor Taiwan's outstanding designs in the international community and strengthen Taiwan's design influence, bringing Taiwan's designs and talents to the world stage.

Furthermore, TDRI successfully secured the status to host the 2011 International Design Alliance Congress and the World Design Capital





Taipei 2016, with an aim of promoting Taipei as the first capital of design in the Chinese community. The success was later followed by other cities in Taiwan. From 2017 to 2020, Taiwan Design Expo has been held in Tainan, Taichung, Pingtung, and Hsinchu, showcasing the power of design is tremendous enough to change a city's landscape.

"Take for instance the Taiwan Design Expo held in Pingtung in 2019. After the exhibition came to a successful end, when people think of Pingtung now, they no longer associate it with a remote city, but rather a diversified city that contains many elements for innovation." Chang Chi-Yi emphasized, "The Design Expo is only a starting point. Ultimately we hope to incorporate design prowess into the governance of a city through design embodiments and apply design thinking to solve any problems a city may possibly encounter."

## Building a Stage for the Youth and Crossing National Boundaries

Building a stage for young designers is one of TDRI's central tasks. As Chang Chi-Yi pointed out, "Taiwan has around 20,000 (university) graduates every year. We have to create opportunities for them and present them to the world."

To create the best showcase platform for emerging designers and match these talents with businesses, each year, TDRI hosts the Young Designers' Exhibition (YODEX), which is the world's largest joint exhibition for design graduates. As an interchange platform for design talents and creativity exhibitions, the event further helps with the commercialization of distinguished works by bringing in cross-discipline specialists and designers.

Furthermore, TDRI constantly presents a wide range of international seminars and industry-academia collaborations, lectures, and workshops to equip design talents with an international vision and innovation capabilities.

In addition to creating a dedicated stage in Taiwan, TDRI has been leading the young designers to venture overseas. In 2015, TDRI started the planning of the "Designed in Taiwan, Exquisitely Made in Japan" project, which aims to recruit Taiwan's prominent design talents to embark on design collaborations with Japan's regional governments and craft artisans.

For instance, the collaboration with the Toyama Prefectural Integrated Design Center in Japan has led to six chopstick stands, which is co-designed by Taiwan's six design brands in conjunction with Japan's traditional craft artisans in the Toyama Prefecture and are now available in Japan's

department stores. Another example is Fu Wan Chocolate, a local brand from Pingtung. The package of its products is designed by Chen Yung-Chi, and with the support of the famous Tokyo-based food planner, Hirozumi Ogawa (Welcome Co., Ltd.), the chocolate has caused quite a stir in Japan. Moreover, the coffee ware and designer ornaments, a result of a cross-country collaboration with Tokyo's Sumida District Government, are now also available in the gift shops and benchmark concept stores in Haneda International Airport.

## Providing Solutions for Taiwanese Society Through Interdisciplinary Efforts

In the 10 plus years of transition from Taiwan Design Center to Taiwan Research Design Institute, Chang and his team have completed numerous cases. Yet, as he pointed out directly, "Taiwan's design service industry is still at its early stage. People's understanding of design still remains at the second step on the Design Ladder. That is to say, major emphasis is placed on the pursuit of beautiful exteriors." In addition, there are still

many problems that remain to be solved regarding the restrictions of the Procurement Act and the lack of innovation and integration capacity within businesses, just to name a few.

Looking forward, the future is full of both challenges and opportunities. In this key moment, TDRI will continue its connection with the government, industry, and academia to establish interdisciplinary design mechanisms, promote cross-sector creation projects, in areas such as overall governance, infrastructure construction, industry upgrading, and public and social service innovation. Chang Chi-Yi invites everyone to "Seek the best solutions for Taiwan's overall development through the power of design."



## Mantra for Success

Incorporating design into Taiwan's industries cannot be done but the efforts of merely one sector. It takes the integration of talents and technologies across sectors to enhance the innovation momentum in Taiwan's industries. Additionally, the scope of design application needs to be expanded to areas such as public services and social innovation, which will allow more young designers to take part and put what they have learned into practice.

TDRI will continue with its endeavors to fulfill its three missions: Increasing the influence of design through cross-departmental and interdisciplinary collaboration projects; launching a design and innovation platform for young designers to unleash their talent; helping businesses move up the design ladder by incorporating design into their operational strategies; and supporting businesses prioritize design in their operation. The ultimate goal of TDRI is to position Taiwan as the center for high-end manufacturing and a hub for high-tech research and development.

TDRI is committed to guiding the sustainable development of industries and society, elevating the people's living value, and enhancing Taiwan's international competitiveness through design. It is determined to create an interdisciplinary value-added integrated platform for design services and an international design innovation research think-tank.



# // Taiwan Design Research Institute

📍 2003

To promote the development of the cultural and creative industries, the government established Taiwan Design Center (TDC).

📍 2007

With the contribution of TDC, Taiwan stood out from 19 applying cities from 13 countries, with Taipei City successfully securing the status to host the 2011 International Design Alliance (IDA) Congress, which was the first joint convention after the world's three largest design organizations, Icsid, Icograda, and IFI, formed the International Design Alliance.

📍 2011

Established "Taiwan Design Pavilion" the world's first professional museum in the Chinese community themed on "Design". Hosted the world's first "Taipei International Design Alliance Congress and Taipei World Design Expo."

📍 2013

Successfully assisted Taipei City to be selected as the World Design Capital 2016 and established the Red Dot Design Museum Taipei.

📍 2016

Planned and executed 6 major signature events world design capital Taipei 2016, presenting Taipei to the world as an adaptive city.

📍 2017

Received the Design Value Awards for hosting the world design capital Taipei 2016 project, being Taiwan's first design organization to receive this special honor and the only one of all award winners to introduce design to public services.

📍 2018

Received the 2018 Ladislav Sutnar Prize from the University of West Bohemia of the Czech Republic, a prize that aims to honor individuals or groups with outstanding performance in the field of applied arts and design. This was the first design organization in Asia to receive the prize.

📍 2020

Officially upgraded and renamed Taiwan Design Research Institute in February 2020, aiming to utilize the power of design to integrate the government's cross-ministry resources and promote design as a central governance value and national strategy. The expectation for the institute is to guide the sustainable development of industries and society and consequently improve the living quality of the general public through the power of design.

President's Name : Chi-Yi Chang

Awardee's Address : No. 133, Guangfu S. Rd., Xinyi Dist.,  
Taipei City 11072, Taiwan

Years of Establishment : 2003

Telephone No. : 02-2745-8199

Website : <http://www.tdri.org.tw>

No. of Employees : 135

Business : I. Formulate national design policies

II. Research and develop forward-looking design methods

III. Drive design innovation in enterprises

IV. Implement design into public services

V. Develop social design innovation

VI. Create experiential design venues

VII. Facilitate design marketing

VIII. Establish international design partnerships

IX. Cultivate interdisciplinary design talents

X. Optimize the environment for design development





## Individual Category

Taipei City Hospital

**Sheng-Jean Huang** Superintendent

# Gogolook

## Youth Category

GOGOLOOK CO., LTD.

**Chien-Fu Kuo** CEO



## // Individual Category

Taipei City Hospital  
Superintendent **Sheng-Jean Huang**

### The Key Person Behind Taiwan's Shift from Saving Lives to Caring for Lives in Palliative Care

Sheng-Jean Huang is the key proponent of palliative care in Taiwan's aging society. He started the medical revolution of "Home-Based Palliative Care," which integrated community resources for people to age and grow old in the comfort of their own homes and marked the first step in Taiwan's home healthcare. He adheres to the principle of shifting the medical norm from saving lives to caring for lives and leads community medical care teams to care for the most neglected and disadvantaged groups of people in Taiwan. He was also one of the primary forerunners for the "Patient Right to Autonomy Act" and has greatly contributed to the improvement of respecting patients' autonomy and safeguarding their right to end-of-life in Taiwan.

Sheng-Jean Huang, Superintendent of Taipei City Hospital, looks nothing like your typical doctor. Sporting a goatee and possessing a plump physique, he doesn't exactly fit the description of Santa Claus, but somehow one can't help but be reminded of that grandpa-like figure who delivers gifts around the world. And indeed, Dr. Huang has delivered many presents to Taiwan. His long-term promulgation of palliative care based on the concept of good-death has allowed numerous patients and their families to live and die with dignity.

Dr. Huang has specialized in the research of brain injuries and neurocritical care for two decades and focused on clinical practice guidelines in severe traumatic brain injuries. He whole-heartedly encourages promoting organ donation and has pioneered the implementation of palliative care in intensive care units. He is the forerunner of Taiwan's intensive medical care and palliative care.

Dr. Huang also advocates community home-based palliative care in many ways: he leads his colleagues into remote areas, breaks away from the limitations of the medical practice, discards illness-centered mindsets, and instead adopts the attitude of intervening and safeguarding lives so that patients can live with dignity up to the final days of their lives.

Sheng-Jean Huang proactively promotes palliative care and a good death. He was able to break from doctors' conventional mindset of administering medical treatment only to defy death. He shifted the focus to ensuring incurable patients a "good death," and there began Huang's atypical path in medicine.

Willingness to accept change and a refusal to be complacent with the status quo are the main forces driving innovation, with respect and gratitude being the cornerstones of its mindset. Innovation is people-oriented and ultimately aims to improve trust between individuals and human well-being.

Taipei City Hospital Superintendent

*S. J. Huang*





### Atypical Doctor with Alternative Thinking

Dr.Huang studied physical therapy at university. At the time, most of his classmates planned on resitting the exam to enter National Taiwan University School of Medicine, but Dr. Huang had no intention of following in suit. "I had always performed well academically, and my parents never insisted on me becoming a doctor, so I really didn't want to resit the exam. I finally entered a university, so of course, I wanted to start enjoying myself," as he put it bluntly.

After graduating and completing compulsory military service, Huang Sheng-Jean worked as a prosthetist for two years. Later, he sat the exam for the post-baccalaureate education program at National Taiwan University School of Medicine and finally began his medical practice. "In the field of medicine, my experience was a unique one, so I sometimes think differently from other doctors," Huang said.

### Questioning the Extent of "Where There's a Will There's a Way" and Accepting the Limitations of Medicine

After completing neurosurgery training, Sheng-Jean Huang specialized in brain injuries and neurocritical care. He was an attending physician of neurosurgery at National Taiwan University Hospital, the director of NSICU at National Taiwan University Hospital, the superintendent at National Taiwan University Hospital Jin-Shan Branch, and has served to this day as the superintendent of Taipei City Hospital.

During his first ten years of practicing medicine, Dr. Huang's main goal was to acquire surgical knowledge and improve his craft. During this period, he was in the phase of "knowing he faced the impossible, but still doing it anyway." He held the view that he should do whatever it takes to keep patients alive as he was a firm believer in "where there's a will there's a way."

Sheng-Jean Huang specializes in brain injuries and neurocritical care. Patients in this category have a high mortality rate. Due to a high threshold and the difficulty of saving patients, few people have done

research in neurocritical care.Huang felt obliged to achieve results upon entering the field.After ten years of hard work,he was able to reduce the death rate of brain injuries from 40% to 10% and was consequently honored with the title "Father of Intracranial Pressure Monitoring."

Dr.Huang said, "In places other people find worthless, I discover treasures. In retrospect, I realize that is what I have been doing all my life."

Over the past ten years, Dr. Huang has been ceaselessly honing his medical craft and consequently has reached the peak of his career. Yet, as he entered the second decade of his profession as a doctor, after having witnessed countless cases of traumatic deaths in intensive care units, he slowly began to realize there were limitations in medicine after all. "How to face death, provide comfortable dignified care, and avoid suffering on the part of patients and their families have become my mission during this stage," Dr. Huang said.

Subsequently, from 2000 onwards, he incorporated palliative care into intensive care units, accepting that medical care limitations do exist. He furthermore learned how to replace ineffective medical care with empathy and communication so that patients and their families can live and die with dignity.

### Earning Patients' Trust to Talk About Life and Death

Having seen too many unfortunate cases of patients passing on in discomfort during their final days, Huang started advocating palliative care and a good death. "In medicine, it's usually breakthroughs in medical technologies that receive attention and praise, and yet we have all overlooked the equally challenging task of having patients and their families accepting palliative care and the concept of a good death. The trick is to earn the trust of patients and their families first," Huang said.

Sheng-Jean finally did it. He became "Uncle Jean," a moniker many patients and families would come to call him. Many patients who he was not responsible for providing medical counsel

would come with their families to consult him for his opinion.

There was a female patient with terminal breast cancer that came to seek his advice. The patient's attending doctor had not given up on the treatment, which she found very painful. She worried her final days would be wasted on endless medical sessions. She wanted to discontinue the treatment, and her husband was ready to let her go too. Yet her parents held conflicting opinions. In an outpatient session, she brought her parents along and asked Dr. Huang for help.

"I said bluntly to her parents: Your daughter doesn't have long to live. Rather than spending huge amounts of money on medication which would cause her a lot of pain, you are better off spending the money on her, treating her to Wagyu beef, for instance. She would be so much happier." On the afternoon of the same day, she sent me a message saying that she and her mom did end up going out for Wagyu beef.

She also traveled to Japan with her family. She transformed from previously being unable to walk on her own to getting back on her feet. Her long gone smile returned to her face. She traveled a lot and visited the mountains and seas. In her final days, Huang arranged palliative care for her at home. From seeing Dr. Huang as an outpatient in November to departing from this world in April the following year, this patient was able to say goodbye to the world in her own way.





Prioritizing Group Interests and Minimizing One's Ego

Sheng-Jean Huang actively advocates palliative care and calls on many of his colleagues to work on this grand mission. When talking about his leadership style, Dr. Huang is aware that his passion for sports and his experience of being on school teams has shaped his conviction in team spirit and his thinking model that puts the group's interests first.

Huang grew up in a family of athletes: his father was a fencing expert; his eldest brother, a tennis player in the national team; his second eldest brother, a football and track and field star, while Dr.Huang himself had been on school table tennis teams since he was in elementary school. His table tennis skills could place him among Taiwan's top players as he still works on his game.

Once in university, where he was free from the pressure of the university entrance exam, Huang started to unleash all of his athletic talents. He spent almost every day sharpening his ping pong, tennis, and volleyball skills and consequently became as good as those on the school teams. Huang Sheng-Jean's father at some point thought his son must be in the Athletic Department of NTU.

Surprisingly Dr.Huang didn't start playing tennis until he was in university and had won the singles match for 13 executive years in the National Medicine Sports Competition. He even beat about 50 doctors from all over the world in 2003 to win the international doctors'tennis championship in the age 45 group. "Talking about my athletic record is



way more exciting than my career as a doctor," Dr.Huang said jokingly.

Tedious and repetitive sports training has taught Dr.Huang to endure boredom. He hopes that his years on school teams have taught him how to live and get on with people in a group. All of this is different from what is commonly perceived as the cultivation of a medical elite. "I am not a self-centered person." Capable of being humble, Dr.Huang was thus able to get patients and their families to open up to him. As Dr.Huang led by example, he motivated more of his colleagues to work their hardest in their patients'best interests.

Leading by Example Without the Arrogance of Professionalism

Sun Wen-Jung, director of the Family Medicine Division at the Taipei City Hospital, has been working with Huang Sheng-Jean for a long time on promoting palliative care. He described Dr.Huang's leadership as such: "He is quite demanding, as he accepts no concessions in the quality of care patients receive. That said, he always gets personally involved and leads by example."

Dr.Huang is demanding because he is in a hurry to further replicate in other places the successes he achieved in palliative care during his tenure at Taiwan University Hospital Jin-Shan Branch.

In August 2011, Dr.Huang became the superintendent at National Taiwan University Hospital Jin-Shan Branch and started to actively get involved in communities. In 2012 he was assigned the task of executing Taiwan's first Capitation Trial Run Project and led the entire staff of Taiwan University Hospital Jin-Shan Branch to enter Taiwan's more remote areas. With "Aging in Place" and "Withering in Place" as the ideals and goals, Dr. Huang brought medical care into the communities so that the disabled people, if need be,can receive care at home and in the community.

By working on community development, community construction, community health integrated care, and community home-based palliative care, Dr. Huang proved the feasibility of this model in Jinshan District.

In 2015, upon taking over as the superintendent of Taipei City Hospital, Huang Sheng-Jean announced his full-scale promotion of home-based palliative care and home-based

medical care on January 19 of the same year. Three days later, he set off with his team, including Sun Wen-Jung, to visit his patients at home. "He showed us how to communicate with the patients and their families, how doctors and patients could make decisions together, and what details to look out for," Dr.Sun said.

Taipei City Hospital's pharmacist, Su Po-Ming also commented, "Superintendent Huang was always the first to get involved and lend a helping hand." The most challenging aspect of promoting home-based palliative care was getting your foot in the door "so that patients would welcome you into their homes to discuss the matter of death," as most doctors were limited to discussing how to save lives in the hospital.

Dr.Huang's advice is "to put aside the arrogance and mentality of the profession as a doctor." Only when a doctor listens to their patients and their families will they truly take care of their needs and assist them in completing their final wishes. "As we worked together, I saw how Superintendent Huang spoke to the patients and their families. For me, that's something totally new that I need to learn."

Sun Wen-Jung emphasized, "Superintendent Huang started to get doctors thinking-what is the best way to go about it from the perspective of a patient? He has changed many doctors'mindsets and got them to accept Palliative Care as a medical treatment option. It's not too far off to say that he has changed the culture of medicine."

Promoting Patients Right to Autonomy Act,the First of Its Kind in Asia

Besides his step-by-step palliative care promulgation, Sheng-Jean Huang has also introduced to Taiwan many advanced concepts and systems, including the promotion of the Patient Right to Autonomy Act, which was the first of its





kind in Taiwan and Asia. Dr. Huang was one of the key persons behind the legislation of this Act, which was announced in January 2016 and came into effect on January 6, 2019. The general public can now declare their "Advanced Decision" in writing through the "Advanced Care Planning" and decide for themselves whether to accept or decline medical treatment and are entitled to the rights and opportunities of dying at home.

Before patients make decisions, doctors would provide accurate, precise, and corresponding medical care information to assist patients and their families in formulating care plans and decisions together." In so doing, we can prevent patients and their families from further pain, as well as the medical care team and the society from suffering," Dr.Huang said.

The Patient Right to Autonomy Act officially came into effect in January 2019, and by the end of the same year, over 11,000 patients declared their Advanced Decisions, of which Taipei City Hospital went to the top with 2,151 such cases under its AD promotion scheme.



Sheng-Jean Huang worked very hard on promoting the concept of palliative care. Hoping to answer questions for the general public, he compiled his personal experience of caring for terminal patients into four books: Death Maze, Beyond Sunset, Little Red Suitcase, and Long-Term Care. Death Maze received the honor of the Open Book Award and Golden Tripod Award.

### Focusing on People; Altering the Culture of Society

Over the past ten years or so, Huang Sheng-Jean has been actively promoting home-based people-centered integrated care. To optimize benefits, Dr. Huang often emphasizes the need for social policies, health policies, and civil affairs policies to undergo widespread changes and integration. Furthermore, changes need to begin with people in the community. Only when galvanizing all aspects of "self-help, mutual help, shared help, and public help will the care quality and quantity be elevated and the culture of society be restructured," Dr. Huang said.

A good system needs to be acknowledged, promoted, and encouraged. So, Huang Sheng-Jean has decided to donate the full 2 million NTD cash prize of the Presidential Innovation Award. "I spoke to my elder brother, Sheng-Tsai Huang, and my good friend, President Da-Gong Huang, and they were all very supportive. Together we came up with 6 million NTD between us to make a humble contribution to the promotion and talent cultivation for the community home-based integrated care.

Sheng-Jean Huang modestly commented that all he did was merely expending a small amount of effort to attract more people to follow suit. His long-term contribution to Taiwan has left a profound impact. His full devotion to palliative care and good death has helped many patients and their families to throw off the shackles of the conventional life-death mindset, allowing them to peacefully bid farewell to the world.



### Mantra for Success

The promotion of hospice palliative care and the Patient Right to Autonomy Act has prompted palliative care to extend from hospitals to households and even to the entire community. Regarding impending death, patients are returned to their homes to avoid dying in hospitals and turn "Dying at Home" into the goal of high-value health care in advanced medicine.

Thanks to Huang Sheng-Jean, Taipei City Hospital has listed community palliative care as one of the main promotion tasks since 2015. The aim is to promote talent and operation expansion in palliative care. After taking inventory of health care resources, individuals in the medical field have taken proactive measures to implement certain aspects into the regular medical care operation. The ultimate goal is taking care of the people's health and successfully constructing a cross-profession urban community palliative care model. Taipei City Hospital has come out on top in Taiwan's community palliative care service in terms of quality and quantity, serving as a model for the national promulgation of community palliative care.

Community-based palliative care offers the opportunity to reimagine both Taiwan's medical care culture and Taiwan's society. It will improve the doctor-patient relationship by building trust and harmony between people—a key component to a more stable society.



# Sheng-Jean Huang

Year of birth : 1958

Highest education : MD in the post-baccalaureate education program at National Taiwan University School of Medicine

## 【 Experience 】

- 1995-Present : Attending Doctor of Neurosurgery, National Taiwan University Hospital
- 2007-2009 : Director, Department of Surgery, National Taiwan University Hospital Yun-Lin Branch
- 2009-2011 : Director of NSICU, National Taiwan University Hospital
- 2011-2015 : Superintendent, National Taiwan University Hospital Jinshan Branch

## 2000

Introduced the concept of palliative care into the National Taiwan University Hospital's Intensive Care Units

## 2011

Took over as the superintendent of National Taiwan University Hospital Jinshan Branch

## 2012

Activated the "Capitation Trial Run Project" and "Community Palliative Care Service" in Jinshan District, New Taipei City in 2012, marking an important step forward in Taiwan's sustainable health financing and home-based end-of-life care

## 2015

Took over as the superintendent of Taipei City Hospital and pioneered the "Urban Community Palliative Care Service"

## 2016

Built the nation's first "Taipei Blue Magpie Home Medical Team" at Taipei City Hospital

## 2016

Spoke on the topic of Taiwan's community palliative care and integrated home-based medical care at the World Health Summit in Berlin

## 2019

A key promoter for the legislation of the "Patient Right to Autonomy Act" which was officially implemented in 2019

## 【 Participation in Public Affairs 】

- 2013 : 6th Executive Director, Taiwan Society of Critical Care Medicine
- 2016 : Chairman, Taiwan Association of Integrated Care
- 2017 : Chairman, Taiwan Public Hospital Association
- 2018 : Chairman, International Academy of Integrated Care  
Executive Director, International Compassionate Community Development Association
- 2019 : Executive Director, Taipei Medical Association  
Commissioner, Judiciary Training Committee at the Academy for the Judiciary, Ministry of Justice  
Commissioner, Review Committee for Patient Right to Autonomy Act, Ministry of Health and Welfare  
Professional Policy Consulting Specialist, National Health Insurance Administration, MOHW

## 【 Group Honors 】

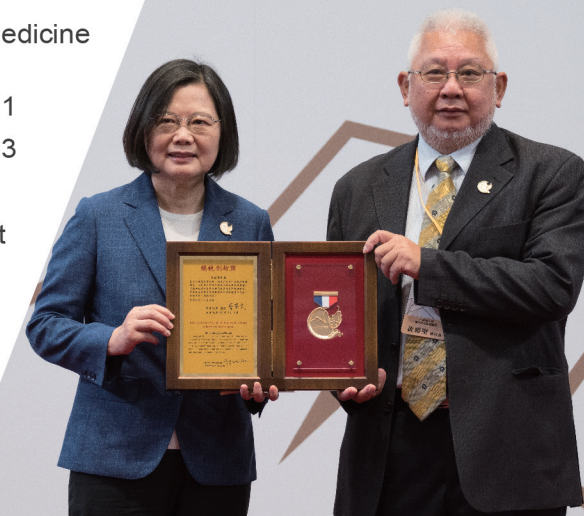
- 2014 : Led the National Taiwan University Hospital Jinshan Branch to win the "2014 SNQ Symbol of National Quality" for the "New model for the Community Palliative Care: Cross-Team Home-Based Intensive Consecutive Care Model."
- 2016 : Led Taipei City Hospital to win the 17th National Healthcare Quality Award under the Best Potential Category and Newcomers Category presented by the "Joint Commission of Taiwan for the Cross-Profession Urban Community Palliative Care Promulgation Initiative."
- 2017 : Led Taipei City Hospital to win the 1st Government Service Award presented by the National Development Council for the "Urban Community Palliative Care: Limited Medical Care, Good Death for All, Let Love Be the Companion till the last day."
- 2018 : Led the Taipei City Hospital to win the 21st National Biotechnology and Medical Care Quality Award, Bronze Medal, for the "Blue Magpie Delivering Love: Constructing Home Medical Care Integrated Service."

## 【 Personal Honors 】

- Best Attending Physician Award at National Taiwan University School of Medicine in 2000
- Best Attending Physician Award at National Taiwan University School of Medicine in 2001
- Outstanding Teaching Award at National Taiwan University Hospital in 2001
- Outstanding Teaching Award at National Taiwan University Hospital in 2003
- Outstanding Teaching Award at National Taiwan University in 2010
- Best Non-Fiction/Humanities Category, Golden Tripod Award, Government Information Office under the Ministry of Culture in 2010
- Grade III Health & Welfare Profession Medal, Ministry of Health and Welfare in 2018

## 【 Publications 】

- Death Maze : Beyond common concept of a good death (Locus Publishing Company, 2010)
- Beyond Sunset : Death Maze 2 (Locus Publishing Company, 2011)
- Little Red Suitcase : Death Maze 3 (Locus Publishing Company, 2014)
- All About Long-Term Care And Hope You Never Need It (Locus Publishing Company, 2018)





## // Youth Category

GOGOLOOK CO., LTD.

CEO Chien-Fu Kuo (Jeff Kuo)

### Setting a Benchmark for Taiwan's Startup, Gogolook Vows to Establish a Zero-Fraud Environment

Developed by Chien-Fu and his team at Gogolook, Whoscall, a caller-ID App, has reached more than 80 million downloads worldwide and owns a database of over 1.6 billion phone numbers, with its service regions extending from Taiwan to more than 30 countries worldwide. Step by step, the team headed by Chien-Fu has established the biggest anti-fraud platform in East Asia, and the company has become Taiwan's leading startup company that successfully made its way to the international arena. At a young age, Kuo developed his passion for innovation, research, and development, and he currently possesses 25 patents. Armed with both technical and humanistic attainments, he has built a specialized and diversified cross-nation workforce leading his company to achieve stable growth in annual revenue and at the same time construct a global anti-fraud industry chain.

In a world rife with fraud as it is today, how do you protect yourselves? Gogolook is here to provide you with all the assistance you need. Check out the company's mighty breakthrough work, Whoscall, which has received recognition from its worldwide users, and you will understand how the company has poured all its resources into safeguarding your valuable assets.

The caller-ID App, Whoscall, applies caller identification technology to help users curb fraud, harassment, and sales calls. Since the founding of Gogolook, Whoscall has so far intercepted over 3 billion malicious calls and messages worldwide and now blocks an average of over 2 million malicious calls and text messages per day. In Taiwan, one in every two people is a Whoscall user, and the application is even dubbed as Taiwan's "National App."

To date, Whoscall has become an ubiquitous service and serves as a key tool to help everyone stay safe in today's society. How was such a user-friendly application created? The answer may be unexpected, but it actually stemmed from a sense of "helplessness."

2008 was a year when the world was impacted by the financial crisis. It was also during this time that the term unpaid leave was coined, and practically all decent jobs were suspended. Even though he was still a student in the graduate program of the Industrial Engineering and Engineering Management at National Tsing Hua University, Chien-Fu was fully aware that his job prospects upon graduation would be tremendously limited due to dim economic outlook. In response to the challenge, he teamed up with his friends at Tsing Hua who shared his job search worries and stepped on their path to starting a business.

"While we were all compelled by reality, we actually had this aspiration to utilize what we had learned at university to solve problems facing mankind and even change the world," Chien-Fu says. He is the current CEO and one of the three founders of Gogolook.

Those who seek to bring changes to the world constantly inquire themselves with the same question: If not me, then who? The drives behind such a mantra vary from person to person. When asked why he wanted to solve problems for society, Kuo found the answer as he pored over his own past.

With no fear of failure, we can innovate. With innovation, we can focus. With focus, we can reach excellence. With excellence, we can make an impact.

Gogolook CEO







## A Family Tradition of Kindness and Persistence

Growing up with a single mother who worked out of town, Chien-Fu was raised by his grandparents. His childhood, nevertheless, didn't fit the tragic stereotype of a single-parent family. Instead, he was lovingly cared for by his grandparents. It is worth noting that Kuo's grandfather played an important role in shaping his amiable characteristics. Kuo's grandfather ran a grocery store and was the Director of Lukang Supreme Sincerity Compassion Society.

"My grandpa would take me with him during his regular delivery of donated supplies to orphanages and nursing homes. At a young age, I was aware of the challenges facing people as I watched how my grandpa interacted in a friendly manner with other kids and the elderly." Kuo recalls his time with his grandfather.

Chien-Fu learned at a very young age from the stories and actions of his grandfather: "However rich you are, if you don't practice good deeds, you are not making any contribution to society." Growing up, kindness has always been the principle Kuo stuck to in doing everything. "Whatever we do, we have to contribute to society. Altruism is the most important notion we all should hold dear," Kuo explains as he shares his personal values.

Inspired by the joy of helping others from

his grandfather, Kuo further acquired a resilient characteristic from his mother. This quality later accompanied him as he weathered several hurdles throughout his entrepreneurial undertakings.

Kuo's mother has undertaken many different jobs. She had been a chef in a food court, a behind-the-counter clerk in a department store, and an owner of a beef noodle restaurant. While she worked industriously to earn money in spite of the many obstacles, she had never emotionally blackmailed Kuo into taking her preferred path.

"My mother allowed me to make my own choices, and she had always been unconditionally supportive." As he grew up, Kuo learned the career paths of many were already planned out by the parents before they became new, fully-fledged members of society. He then realized that it was such a blessing that he enjoyed a great extent of freedom from his mother.

"My mother gritted her teeth to earn every penny she could to raise me, and I was luckily enough to have the choice to start my own business. How then, can I give up my efforts halfway? I truly appreciate her for what she has taught me by her stories and actions," Chien-Fu indicates.

## Opportunity for Startups in the Era of Mobile Apps

Kindness, altruism, and solving problems for society shaped the foundation of development as

the three team members contemplated over their entrepreneurial directions. This team of three startup rookies actually had an ambitious aspiration. "We want to venture forth to the global arena and solve problems for the world," Chien-Fu recalls.

At the time, the three of them had no budget nor any connections. The reason they dared to make such a bold statement was the opportunity they saw in the new era. "The development of smartphones has opened the era of mobile Apps. As long as you can spot the demand and develop an App for it, you can still put yourself on the map and spread your influence across the world even if you don't have a rich dad," Chien-Fu explains.

With their day jobs still at hands, Chien-Fu and his startup partners would spend the evenings and holidays brainstorming, and eventually they came up with some 50 ideas that were later transformed into a few, including Housetalk for the real estate sector, Facelook for fortune-telling, and the Whoscalling, which was the predecessor of Whoscall.

After several market tests, the company decided to narrow down its service to Whoscall, an App that helps users curb fraud, harassment, and cold calls with its caller-ID technology. The service later became the company's bread-winning product. "We discovered that this App could transcend the barriers of languages, cultures, national boundaries, genders, and ages. Everyone dislikes receiving calls from unknown callers," Chien-Fu explains.

In 2008 and 2009 in particular, cases of fraud were constantly on the reported in Taiwan. In light of this, Jackie Cheng, one of the cofounders of Gogolook, proposed the idea of developing a caller-ID App. The idea was immediately recognized by Chien-Fu, as he happened to receive a call from a fake horse racing association to notify him to transfer a certain amount of money in order to receive the huge cash prize he had won. "At the time, I was so fooled right up to the moment when I was about to transfer the money. It suddenly dawned on me that I should look it up on the Internet, only to find out it was a scam," Chien-Fu recalls. The two of them hit it off before long, and the prototype of Whoscall was born.

## Attracting Investors and Striding onto the World Stage

After Whoscall was listed on Google Play in 2010, the company had no resources for product promotion. Nevertheless, downloads from its worldwide users started to increase, indicating that





people do have a genuine need for the caller identification service. Unexpectedly, a remark from Google's CEO suddenly thrust Whoscall into the international limelight.

In November 2011, Google's then CEO, Eric Schmidt, mentioned the App in his speech on a visit to Taiwan, "An App called Whoscall tells you who a strange number is from. It's fast-growing in the US, India, and China, and it's from Taiwan."

These words were a boost to the morale of the team at Gogolook, who as a result became more certain of the product's market prospect. What followed were investments from angel investors and venture capital companies. In the end of 2013, LINE's Korean parent company, NAVER, invested 529 million NTD in Gogolook through its subsidiary, Camp Mobile. That was more than 100 times the company's capital (NT\$5 million) when it was established one and a half years ago. To date, Gogolook has attracted



domestic and overseas investments of over 1 billion NTD in total.

Gogolook has turned itself into a legend in Taiwan's startup scene and become the country's startup pioneer by successfully striding its steps to the international arena.

Incoming resources allow Gogolook to further expand its corporate territory to the world, with service now available in Taiwan and 30 other countries/regions across the globe, including Korea, Japan, Hong Kong, Thailand, Brazil, and Malaysia. It now boasts the biggest database of phone numbers in East Asia. Whoscall was selected as one of the best apps of the year on both Google Play and Apple Store for three times.

### Staying True to the Initial Dream or Succumbing to Temptations?

The numerous excellent feats certainly means golden options are now available for Gogolook. However, like many other startup stories, all of the rosy paths are paved above the basis of tears and sweats. Gogolook's glory came from many moments of hardship and helplessness.

For instance, when Whoscall's user numbers first grew to almost 1 million, its revenue was still barely enough to afford the salaries of the 10-people team. Potential investors were willing to provide capital on certain conditions, trying to talk the company into earning some "quick cash." "Whether we should switch our directions, given all this internal and external pressure, or stay focused on our original intention, has been a tough call," Kuo explains. While these investment offers were undoubtedly a huge temptation to Kuo as he was not even able to pay his rent or wages, he decided to turn down the proposals in the end.

"I simply could not talk myself into diverting from my original motives. If we compromise, everything would change. The problems that we strived so hard to solve and the team and the culture that we gave all out to develop, would never be the same," Kuo recalls slowly as he charts his entrepreneurial journey." Our company consists of great talents. Before joining us, they had previously worked for HTC, TSMC, MediaTek,



and were willing to accept the job that paid only half of their former salary. We promised to promote to the world the products that they developed, so we have to keep the promise."

### Crossing into the Fintech Industry, Gogolook Aspires to Launch Its Next Innovation Stage

Gogolook has proven that it has the capability to enter the international market on its own and has successfully positioned its products and services. The next stage of development is to devote itself to the prevention of financial fraud, rather than focus simply on caller identification.

Whoscall identifies an average of 2 billion phone calls per month and has accumulated over 1.6 billion entries of phone numbers to date. Such a huge database is exactly the basis for large-scale telecom fraud prevention. With further AI analysis to cross-reference the fraud database and the e-KYC (Electronic Know Your Customer) process,

it is possible to assess transaction security. In addition, the service can actively detect any unlawful or abnormal transactions effectively by introducing risk control models, enhancing financial transaction security.

"We are planning to export Taiwan's success in integrating the technology and the financial industries, namely scaling our business," Chien-Fu adds. This year (2020), the company has responded to the Financial Supervisory Commission's banking policy and launched Roo, a brand new anti-fraud credit loan comparison platform. The new service is symbolic of the company's determination to cross over into the financial technology sector and fulfill its goal of inclusive financing.

As fraud advances in its multifarious disguises, Gogolook is constantly evolving with full efforts on the development of an array of anti-fraud tools and technologies, including AI-powered anti-fraud services, anti-fraud IoT



devices, and anti-fraud mechanisms for the fintech industry. In addition, the company has expanded its services to areas such as text messages, financial fraud, and communication software. Gogolook aims to build an all-around anti-fraud industry chain that leaves no room for scammers to commit fraud.

## Embracing Honesty and Giving Team Members Free Rein for Innovation

Gogolook is passionate about identifying scams. For instance, in the wake of the COVID-19 pandemic, cyber criminals have been sending phishing text messages with the identity of Taiwan's face mask production team. Despite their already packed workloads, Chien-Fu called upon everyone at Gogolook to instantly start the development of relevant anti-fraud tools.

When asked about the drive behind such great teamwork, Gogolook's senior marketing manager, Melody explains, "Chien-Fu treats his employees as work partners. He hopes everyone that he works with shares the same values, namely the passion for problem-solving and the willingness to go all out for the company's goals."

To ensure that the new recruits are like-minded, Chien-Fu always spends a lot of time interviewing new staff members. "In my interview, Jeff and I talked for four hours in total," Melody adds.

The company has grown from a 10-people team to a workforce of over 100 staff members. As the company continues to expand, Kuo has to expend more effort ensuring everyone in the company is on the same page and moving in the same direction. He always believes that directness and honesty are the most effective ways to manage a company. "Only with mutual trust and openness will we dare to speak our mind, which will in turn elicit many innovative ideas. A closed, heavy-handed environment produces no innovation," Kuo indicates.

Being honest and sincere, Chien-Fu and his founding partners and colleagues are able to



proceed and innovate fearlessly, as they step-by-step create a trustworthy security ecosystem that helps prevent any potential fraud.

"Treading on this path where the end of the tunnel was once nowhere to be seen, we have come a long way overcoming many obstacles. There were days when we could not pay our staff or were almost at the brink of bankruptcy, but we have never forgotten the initial dream we had when we first started the company. That is, to establish a rich and kind company and create a zero-fraud environment for mankind." Looking towards the future, Chien-Fu is full of confidence.



## Mantra for Success

Chien-Fu has always held dear in mind his initial entrepreneurial goal. That is, to establish a rich and kind company. Under his leadership, the Gogolook team has no fear for failure and is thus capable of continual innovation. With innovation, the team learns to stay focused, with focus, it aspires for achieving excellence; and with excellence, it is able to exercise its impact.

From telecom scam prevention to the interception of suspicious text messages and messages in communication software, Chien-Fu along with his team have launched their next phase of innovation by incorporating their know-how into the financial technology sector. He expects his founding partners and him to establish an anti-fraud industry chain through multiple deployments and eventually build a zero-fraud environment for mankind.

Looking towards the future, Chien-Fu will adhere to his founding vision to lead his team from Taiwan into the global stage and help even more countries stay clear of the threat of fraud and fake messages, presenting Taiwan's soft power to the world. His goal remains to be one of the most trustworthy software companies in the world.



## Chien-Fu Kuo

Year of birth : 1979

Highest education : Ph.D. in Industrial Engineering and Engineering Management,  
National Tsing Hua University

📍 2006

Champion, ATONA Case Competition (ATCC)

📍 2006

Winner of the German Academic Exchange Service Scholarship (DAAD)

📍 2008

Gold Award, Taipei International Invention Show & Technomart

📍 2012

Co-founded Gogolook along with Jackie Cheng and Reiny Song

📍 2013

Whoscall was selected as one Google Play's best apps of 2013

Gogolook received investment from Naver Corporation, LINE's parent company

📍 2019

Gogolook received investment from Cathay Private Equity

📍 2020

Gogolook received investment from Win Semiconductors

Gogolook launched the anti-fraud credit loan comparison platform, "Roo"

"Auntie Meiyu", a fact-checking chatbot, joined Gogolook's anti-fraud alliance

### 【 Important Experience 】

Chien-Fu alone have been awarded 13 domestic and international patents for inventions ranging from virtual reality, computer animation, and mechanical structure to fuel cells. He has also led his company to apply for a total of 12 domestic and international invention patents, spanning across sectors including mobile apps, telecom, communication and artificial intelligence in information technology.

Ever since Chien-Fu founded Gogolook, its company product, Whoscall, has intercepted 3 billion malicious phone calls and messages across the world and has for many years been working with the Criminal Investigation Bureau on its 165 Anti-Fraud Hotline to protect the safety of Taiwanese people. Kuo and his team have invested in the development of AI-powered fraud prevention technologies, which have later been applied to IoT devices. Following the trend of open banking, Gogolook has also applied its anti-fraud technologies to the financial sector by launching the anti-fraud credit loan comparison platform, "Roo", in a bid to fulfil the goal of inclusive finance.

To date, Gogolook has attracted local and overseas investments of over 1 billion NTD and has created over 100 job opportunities for high-tech and AI talents in Taiwan. In addition, Kuo also stays updated with Taiwan's startup landscape and serves as an angel investor. Passionate about establishing connections with outstanding startup teams, Kuo offers not only experience and moral support but also capital investments for these startup teams in their early stage of development. Such investments have been transformed into countless job opportunities that help nurture AI talents.

### 【 Honors and Awards 】

- Exceeding 80 million downloads worldwide and boasting over 1.6 billion entries of phone numbers, Whoscall is now the biggest phone number database in East Asia.
- Whoscall was selected as one of the best apps of the year on Google Play and Apple Store for three times and ranked 5 on the chart of Taiwan's most favorite apps on Google Play for 5 consecutive years.
- President Tsai Ing-wen visited Gogolook, the first in the local startup scene to receive a presidential visit.





## // Presidential Innovation Award Report





# Presidential Innovation Award Report





# **4<sup>th</sup> Rublic of China (R.O.C.) Presidential Innovation Award Report**

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