Four budding entrepreneurs from the University at Buffalo won cash and services recently to support their early-stage ideas.

The students were participating in UB's second-ever eLab, a winter course sponsored by the university's School of Management and Office of Science, Technology Transfer and Economic Outreach. The class is three weeks and aims to provide a crash course on founding a company, pitching to investors and networking with potential customers and partners.

Each of the participants pitched their ideas to a panel of local business leaders and investors, and the most promising projects won a Student Entrepreneur Fellowship. That designation includes $8,000 in startup funds, mentorship and shared space in UB's Technology Incubator.

Winners included:

- **Joseph Peacock**, an undergraduate who founded Igloo, an internal search engine for enterprises that searches Dropbox, email and internal data.
- Jorge Cueto, a doctoral student who founded Smart Walls, a deployable concrete wall installed into the ground that protects people from floods, storm surges and tsunamis.
- Rohan Shah, an undergraduate who founded InteractiveX, which includes interactive ebooks for students with a focus on textbooks.
- **Mahmoud Kamal Ahmadi**, a doctoral student who founded PreMeRX, which aims to develop a more efficient method to recycle precious metals such as gold, silver and platinum.

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