

## PRESS RELEASE

### **NCT Ventures Leads \$2 Million Round in Detroit-Based LevelEleven** *LevelEleven helps companies optimize sales performance to drive revenue*

COLUMBUS, Ohio (August 17, 2015) – NCT Ventures, a Columbus-based venture capital investment firm, led a \$2 million round in [LevelEleven](#) with participation from previous investors. Based in Detroit, Michigan, LevelEleven is a sales performance platform used by hundreds of companies including Forrester Research, Symantec, ReadyTalk, and Akamai.

LevelEleven's software helps sales teams sell more by keeping salespeople focused on the behaviors that matter. Sales managers simply identify key sales behaviors and set daily, weekly and monthly goals to motivate reps. The platform also helps managers keep performance in line through real-time, high-impact leaderboards that rapidly spike behavior and rally sales teams.

Named by Salesforce as one of the "[Top 8 Apps to Help Your Sales Soar](#)," LevelEleven continues to generate lots of excitement in the industry. In 2015, LevelEleven was 1 of 12 startups selected nationwide to pitch in Silicon Valley at the Google for Entrepreneurs Demo Day. The company impressed the judges and was voted through people's choice to receive the [Game Changer Award](#).

NCT Ventures welcomes this dynamic company into its portfolio. "LevelEleven is the Fitbit for sales," said Michael Butler, Partner, NCT Ventures. "LevelEleven is on a rapid growth trajectory because they have a value proposition that works. Their sales performance platform is proven to directly drive results for hundreds of companies. Scaling sales models is something that we have experience doing at NCT, and we're excited to help LevelEleven accelerate their growth."

#### **About Level Eleven**

LevelEleven helps companies increase the capacity of their sales teams by creating real-time visibility into day-to-day performance, predicting when performance is out of line, and telling salespeople and sales leaders what to do about it. Founded in October 2012, LevelEleven has secured over 200 customers including Comcast, Dun & Bradstreet, Smantec, ReadyTalk, Forrester Research, and Ford. For more information visit: <http://www.LevelEleven.com>

#### **About NCT Ventures**

NCT Ventures is a venture capital firm dedicated to providing a platform for entrepreneurs to succeed in turning their ideas into profitable business models through hands-on operational support. Over the last 20 years, NCT has helped build many successful companies across a variety of industries by investing within their Midwest community and focusing disruptive platform technologies that create market efficiencies. <http://www.nctventures.com/>

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