

# **The Advocate: New Orleans Tech Startup Sells for \$500 Million**

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[Rob Lalka](#), Lepage Professor in Business and executive director of the [Lepage Center for Entrepreneurship and Innovation](#), was interviewed by the [New Orleans Advocate/NOLA.com](#) for a story about local tech startup Levelset's acquisition by [Procore Technologies](#) for \$500 million.

“Construction liens weren’t as flashy as being the next food delivery or dating app or a social network, but they accomplished something great by building a product that created value for an overlooked customer, and that should be a wake-up call for other New Orleans entrepreneurs.”

To read the story in its entirety, visit [nola.com](https://www.nola.com):

[https://www.nola.com/news/business/article\\_bcf2ef38-1d4f-11ec-85f9-a382c3f71906.html](https://www.nola.com/news/business/article_bcf2ef38-1d4f-11ec-85f9-a382c3f71906.html)