



# LeVel 5 YEAR ANNIVERSARY

## FOUNDERS LETTER

The first five years of Le-Vel have been memorable, life changing, gratifying and emotional, to say the least.

As we frequently tell people, Le-Vel's start in 2012 was not necessarily one of a billion dollar company in the making. We were the underdog for sure. We weren't heavily funded and we didn't have a ton of things in our corner which provided certainty that this company would be massively successful. But we did have a plan and the desire of two guys with full hearts and a set of goals and dreams with the determination in our eyes to go after them, no matter what anyone said or thought.

We were not only the underdog, we were a different animal altogether. When we launched Le-Vel in September 2012, we started a company unlike any other, with no fancy brick and mortar offices or large corporate staff; instead, we drove forward with a cloud based infrastructure, which was unusual, never before seen and misunderstood by traditionalists. We stayed grounded, focused on our goals and how we wanted to operate, and built a company using lessons learned throughout our experiences, a company in which we both could be proud.

People ask us all the time, did you know LV would have this type of success. The answer—no, we didn't know it would be this successful; however, at the same time, we weren't thinking about success in terms of revenue and growth. Our sights were laser-focused on creating a premium product line that could help people live happier, healthier lives and effectively operating our young company by timely shipping our high quality products, paying commissions on time, and handling customer support professionally, all without errors. Sure we wanted the company to succeed, but we were just putting one foot in front of the other, not looking at the top of the mountain or day dreaming about reaching the summit.

When asked how we did it or whether we recommend other companies do it our way, our answer is each company and founder must build a company in a way that makes sense to them. For us, we built Le-Vel in the manner that felt "right" to us. We're not saying the way we did/do things is the best way or even the right way, it's just what worked for and felt right to us. We paid no attention to the status quo, the traditional way, or how things should be done—that meant nothing and means nothing to us today. History shows time and time again that new roads are paved by those willing to tread off the beaten path.

We embrace how LV has become a purple cow. We hope our Brand Promoters are encouraged by our uniqueness and that it inspires them to accomplish their goals and be confident to be their true selves, not only as a Promoter but in their lives overall.

Our story as a company is an example of dedicated individuals getting together, believing in themselves and their skill sets, and being willing and committed to doing things the way their gut says to do it, even if it's not how others say it should be done.

In closing, the THRIVERS are the part of this company that we are most passionate about. The number of encouraging and inspiring people we have met throughout this journey has been nothing short of incredible. The real answer when asked how Le-Vel has achieved such success during these past 5 years—it's been ALL about the people. We are so fortunate to be stewards of a Movement that has attracted such a unique and amazing group of individuals, to be able to work with them to make an impact throughout the world and help millions live a life they deserve.

We dedicate these last five years to you: the THRIVERS, the customers, the Brand Promoters, our passionate vendors and suppliers that have stood by our side, and our diehard staff. This dedication goes out to everyone that has believed in this company and its mission.

It's people like you that have made this story special, from 2012 to today.  
Thank you for your trust and how you inspire us to become better leaders.

Here's to our next five years and beyond; may they be blessed, more than words can describe, for all THRIVERS.

Your partners,  
Jason Camper & Paul Gravette

