1. Make a 2D project
2. Add a button object to the scene via game objects>UI>buttons
   1. It should generate a canvas for you
3. Make/import a script to load the new scene
   1. Necessary function:

public void StartGame()

{

Application.LoadLevel("Level1");

}

1. Go to the inspector for the canvas object, attach your MenuController script to the canvas
2. Go to the inspector view for the button object, in add component on the bottom, click the plus, select the canvas object as the object to be operated on, and select the StartGame() function under the class name on the menu (MenuController).
3. Make a scene of the name you used in LoadLevel (Level1)
4. Add both scenes to the project under build settings (at the top)
5. Run, and press the button and it should work!