



Where Am I?

Snap. Share. Play.

Where Am I? is a social photo game. Players post a real photo from somewhere they have been, and friends guess the location from five options: the true answer hidden among four AI-generated decoys. Correct and fast guesses earn points, streaks build, and every post earns the poster points as friends play it. Points unlock achievement tiers that climb from Tourist through Backpacker, Explorer, and Navigator all the way to Legend. Part travel diary, part trivia, part friendly competition. Think Instagram meets GeoGuessr, built on your own life.

Fast facts

Launch	August 2026, App Store (free)	Company	Inertia Lab LLC, Folsom, CA
Platform	iOS (iPhone)	Founder	Brent Carlson, solo
Built with	Claude Code, ChatGPT, SwiftUI, Firebase, Google Cloud	First life	Original app launched 2011

From one photo to the App Store

In the fall of 2009, Brent Carlson was leaving his MBA study group in downtown Sacramento when he spotted the KXTV Channel 10 broadcast tower, the ABC10 antenna, snapped a photo on his iPhone 3GS, and posted it to Facebook with a question: where am I? A friend replied that he had no idea, but he liked the game. Carlson launched Where Am I? in the App Store in 2011 with classmates from Saint Mary's College of California. Brent's vision: photo sharing as a guessing game. The technology of 2011 could not support it, and by 2012 the app died on the vine.

Fourteen years later, while working full time at Reddit and studying AI business strategy at UC Berkeley's Haas School of Business, Carlson realized he needed to stop theorizing about AI and start building something with it. And then the thought: why not bring WAI back to life? He rebuilt Where Am I? from scratch, solo, in nights and weekends, working with Claude Code and Codex and learning Swift, SwiftUI, and Firebase as he went. The AI is in the game itself: when a player posts a photo, Claude visually analyzes it, pairs that with the photo's location data, and generates four plausible decoys. The hit game Wordle was an early inspiration: created by a fellow Reddit employee a few years before, it proved that a simple, joyful game built by one person could be a success.

WAI takes your privacy seriously

Privacy controls are built into the core of the game: play as yourself or stay anonymous with just a username; keep your account public or make it private so only followers you approve see your posts; choose per post whether to share with the world or only friends; private accounts never appear in the global feed; a single switch opts you out of appearing on other players' maps; and birthday is used only to verify age and is never shown on a profile.

Founder

Brent Carlson has spent more than 20 years in tech product, marketing, and sales roles, currently in a global strategic sales role at Reddit. He holds an MBA from Saint Mary's College of California and studied AI business strategy at UC Berkeley's Haas School of Business. He designed, built, and operates Where Am I? as a solo founder.

Trust and safety

Automated image moderation at upload, user reporting and blocking, username screening, Sign in with Apple, and full account deletion.

Contact and assets

Brent Carlson, brent@inertialab.ai. Press kit with screenshots, icon, photos, and the original 2009 antenna photo: inertialab.ai/wai/press