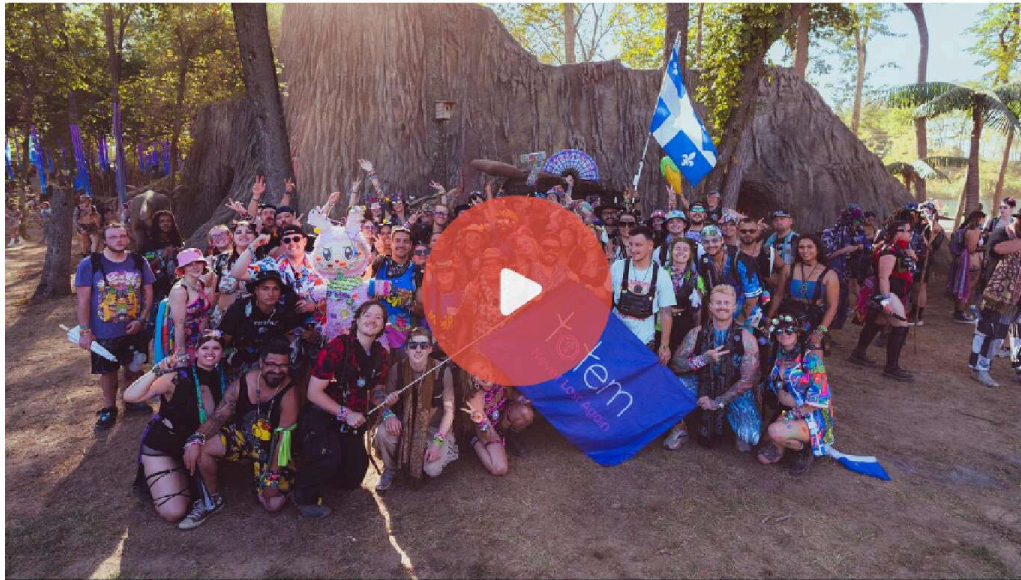


The Friend-Finding Compass




totemlabs.com Chattanooga, TN [in](#) [v](#) [f](#) [@](#) [d](#)

Highlights

- 1 Explosive Growth: \$2.3M+ in first 12 months of shipping
- 2 Viral Marketing: 70+ viral videos, 600M+ views, and 5M+ shares across platforms (no ad spend)
- 3 Global Adoption: 43,000+ users across 60+ countries worldwide
- 4 Major Press: featured by Rolling Stone, Inc Magazine, WIRED, The Week
- 5 Backed & Funded: \$2.1M raised from angel investors across the globe
- 6 Independently Reviewed: dubbed "Very Good Product" by WIRED
- 7 Peerless Performance: 100% offline connectivity, 5-10X more accurate than an iPhone

- 8
- Universal Problem: massive potential for market expansion with families, entertainment, and more

Featured Investor



Christopher Perry

Syndicate Lead

Follow


Invested \$130,000

i

Product leader at Google focused on the intersection of security and AI

"Easiest investment opportunity I've come across. Totem Labs combines a revolutionary product with a team built to scale. The Totem Compass solves a real customer pain point. If you've been to a festival, then I don't need to say any more. And better yet, the technology and design they are developing has use cases far beyond the festival scene. The founding team perfectly bridges exceptional brand and marketing with brilliant technologists to bring a product to market that both inspires and delights. Truly, the Compass is just the beginning here, and I can't wait to see where Totem Labs takes this innovation next."

Team



Carter Fowler

Founder & CEO

3X Founder / GTM Strategist / over \$6M in capital raised / Keynote Speaker at UTC College of Entrepreneurship / Author of the Charismatic Framework™ / Journalism archived in the Library of Congress



Chase Lemonds

Founder & CTO

2X Founder / 12+ Years R&D and Manufacturing Experience / 5+ Years Designing Consumer Electronics / Global Import-Export Operator / Original R&D Engineer for manufacturer of the ScrubDaddy product line

Totem Compass: Offline, Decentralized Safety

Why Totem?

*Totem is by far the **best company** I've had the **pleasure of buying** from.*

— Tyler C, Order #12358

Totem exists to bring people together in the real world.

Totem was born from a simple pain: finding your loved ones when they go missing.

Our flagship product, the **Totem Compass**, is a **decentralized, offline wearable** that **tracks loved ones** in crowded, low-signal environments.



From music festivals, to family outings, to emergency situations, the Totem Compass is quickly becoming an essential tool for modern life in a fractured, unreliable network landscape.



music festivals



family outings



outdoor adventures



emergency situations

Since our founding in January 2024, Totem has scaled rapidly through one core engine: organic network effects. The product thrives in real-world environments where people can see it, talk about it, and share it with others.

Over 90% of users

generated through organic traffic



546

organic media mentions

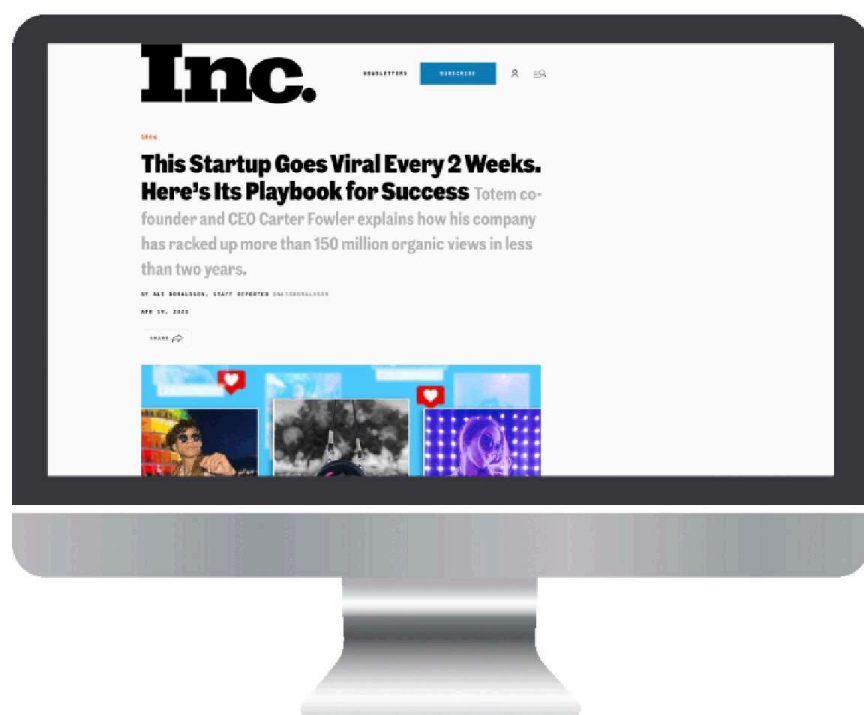
37,000+

300M+

organic views across
platforms

users across 60+
countries worldwide

Our revenue model blends hardware sales with growing app-based ARR, with future potential in licensing and enterprise applications. We've been lean in our spend, creative in our GTM, and intentional in our cultural foundation. And we've done it all while building in public, with full transparency and respect for the people who've helped us get here.



The Totem Compass: Offline, Decentralized Safety

Everyone who goes to large parks, festivals, or beaches with loved ones, *should have one*. They are *accessible* and *easy to use*, whether you are *1* or *100*.

—Laura, Order #13375

The Totem Compass, our viral debut product, is an ultra-precise

wearable device that helps you find your loved ones when they go missing—no cell service or internet connection required.

With 5-10X better accuracy than an iPhone and real-time location updates sent directly to your device, the Totem Compass is designed to keep you safe and connected when it matters most.



The Totem Compass is powered by the Unity Mesh Network™, our proprietary offline peer-to-peer mesh network. Unlike cellular networks, which get overburdened and congested in a crowd, the Totem Compass actually performs better when more devices are nearby.

Totem's technology currently has 2 provisional patents, and is patent-pending for 1 non-provisional utility patent.

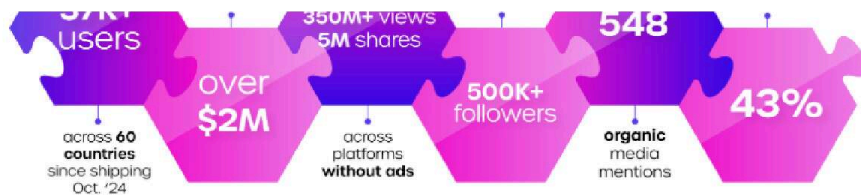
Growth

*Totem aims to solve the problem of losing friends at music festivals. And **we think they pulled it off**. The device is **well-designed** and **easy to use**.*

-Rolling Stone Magazine

Growth at a Glance:





If there's one force that defines the Totem story, it's **organic network effects**.

Plenty of consumer brands experience a **taste of viral fame**—by accident or grand design. The trick is figuring out how to **maintain** those numbers. To answer that question, Inc. went to a **master of the algorithm: Totem**.

-Inc. Magazine

For Totem, organic network effects are the result of deliberate product design. The Totem Compass was built with visibility in mind. From the way it lights up in a crowd to the way it's worn on the chest, everything about it is designed to spark curiosity and start conversations**. **

We have not only directly experienced the explosive impact of network effects, but we have learned to *engineer* them.

First Wave of Viral Success

A **homegrown** consumer brand **lighting up** the **EventTech** world.

-Hypepotamus

In November 2023, two months before Totem officially incorporated, we were accepted into SXSW's Startup Village, a collection within the Creative Industries Expo of what SXSW dubs:

"the best and brightest upcoming startups across all industries."

On February 16th, we posted a [simple Instagram Reel](#) showing an early prototype. It hit 8 million views in 12 hours. Our email list jumped from 12 subscribers to 15,000+ subscribers. Our website crashed due to traffic overload. That one video generated over \$2.5M in pre-sale revenue—before SXSW even began. This was the company's first real taste of true virality—something we would soon learn to engineer *over and over again*.



From Launch to Scale

*If you're attending festivals and you don't want to deal with waving your phone in the air trying to get service, the **Totem Compass** is **absolutely worth checking out**.*

-WIRED

Since launch, Totem has:

- Grown our team from 2 co-founders to a team of 15
- Shipped 37,000+ units to customers in 60+ countries
- Grown a community of 500K+ followers
- Hit 350M+ views and 5M+ shares across platforms
- Earned 548 organic media mentions
- Maintained an average email open rate of 43% with 24K+ subscribers

This has been almost entirely organic. We've spent next to nothing in paid advertising, and we have a 100% in-house marketing team. Instead, we built a product that solves a clear problem in the physical world, and that people are proud to wear and share.



Earned Media

Totem could **set a new standard** for festival experiences, merging **safety** and **spectacle** in a way that **has not been seen before**.

-CULTR

Totem has earned 547 organic media mentions since incorporating, a testament to the power of organic network effects. Our growth has been driven by curiosity, community, and a product that has sparked global conversation.

When something resonates, it spreads like wildfire. Totem continues to prove just how far an idea can travel when it's passed from person to person.

as seen on:

RollingStone **Inc.** **WIRED**

SPIN

n p r

THE WEEK

OWAR
WITH RYAN SEACREST

UNILAD

SXSW

boredpanda

Supercarblondie

mixmag

Market Expansion

*Families have deemed the Totem Compass a **must-have safety tool**, and have **made it go viral** for the **second year in a row**.*

-Associated Press

At SXSW 2025, the Totem Compass returned—and made waves again as “SXSW’s *most Viral Product for the Second Straight Year*”.

Our live demos and light shows hit **1.8 million views in under 48 hours** on TikTok. Yet, something had changed.

For the first time, families flocked around our booth, drawn in by kids running free while parents watched with relief. Children of all ages were dazzled by the Totem Compass, and parents saw exactly what they were missing. With 71% of parents believing that widespread use of smartphones may be more harmful than helpful for children, the Totem Compass became the clear solution.



This shift marked a turning point. We saw firsthand that the Totem Compass meets a real, human need. Beyond festivals, it’s now helping families at zoos, parks, and family vacations.

As screen-time concerns rise, families aren’t looking for more features in new technology—they’re looking for fewer compromises. The Totem Compass offers a simpler, safer way to stay connected, without pulling you out of the moment.

With music **festival popularity surging** and attendance reaching **record highs** in 2025, **substantial growth opportunities** lie ahead for Totem as demand for its **simple but beautifully effective** technology continues to skyrocket.

-Pulse 2.0

Totem began in the music festival space—but the need it solves is universal.

Every single human being has had the experience of getting lost, or realizing that one of their loved ones is missing. Every single human being has experienced the pitfalls of centralized networks. Every single human being has fallen prey to today's attention economy.

We're expanding Totem's market to meet that need across the board.

Market Sizes

The Totem Compass has already proven its potential beyond music festivals: at resorts, theme parks, campsites, and family gatherings. These aren't edge cases—they point to a much larger opportunity.



\$208B
wearable
electronics market

*in 2025

Based on U.S. data and first-world population estimates, our two primary markets are substantial:

\$128M

Festival-goers

\$32M in the U.S. annually, projecting to
~\$128M across all first-world countries.



Families with children under 12

\$104M in the U.S., extrapolated to
~\$416M globally in comparable regions.

\$416M

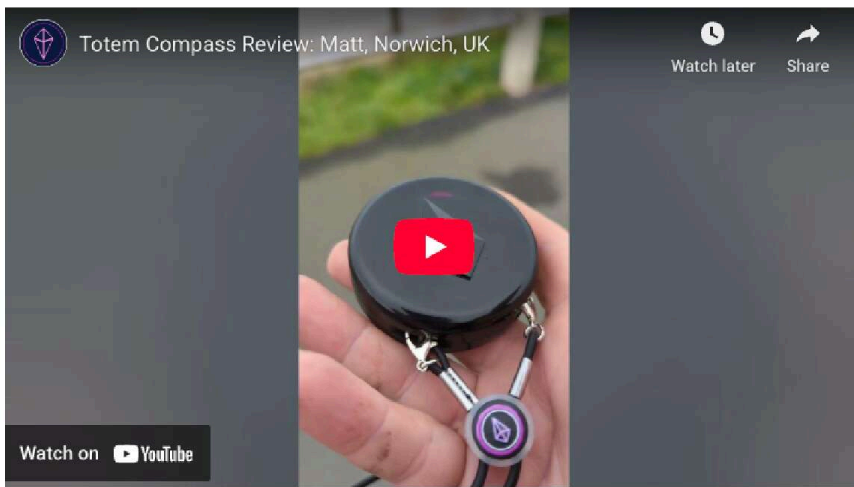
Families alone make up about 30% of the U.S. population — a massive and often underserved segment in wearables. If just 4.1% convert to premium (the industry standard), we estimate each user generates \$2.50/year in ARR through app subscriptions — unlocking significant long-term recurring revenue across both markets.

Forward-looking projections cannot be guaranteed.

A Family-Forward Future

This shift to a broader audience is already happening. Our first two product reviewers are both parents of young children. At SXSW 2025, parents became our loudest advocates. Children instinctively understand how to use the Compass.

To better understand this growing segment, we surveyed and interviewed parents in our customer base. They told us that they see the Totem Compass as an *essential tool for keeping your children safe, while allowing them the independence they crave at a young age.*

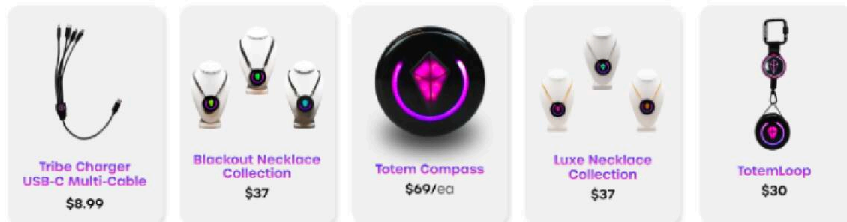


We're listening. Our team has already begun identifying core product changes to support family use in Generation 2. From wrist-friendly design to indoor positioning, we're building toward a future where fear of losing what you love most in the world is as unfamiliar as dial-up internet to today's teenager.

GTM Strategy

***Best thing ever invented!** I'm still amazed it is its own device—and shocked our phones can do so much, but cant do **this** yet.*

-Laura, Order #8543



Our core revenue driver is the Totem Compass. We've built a healthy margin on the hardware itself, supported by a growing ecosystem of accessories and add-ons.

Later this year, we will introduce a consumer subscription layer to the Totem Compass App, designed to unlock deeper functionality and added features for users who want more control over their Totem Compass experience.

In 2026, we will unlock an entirely new revenue channel as we expand into on-site device rentals at major festivals, theme parks, and other entertainment destinations.

Each revenue stream builds on the last, designed to scale sustainably while reinforcing the core product.

Distribution

Totem is already shipping globally, and our next step is to scale our network of distributors: retail, resort and theme park placements, plus expanded international warehousing and fulfillment.



We've seen strong inbound interest from partners looking to enhance real-world connection and safety across family-friendly venues.



Our long-term distribution strategy centers on one clear goal:

meeting people where presence matters most. Festivals, resorts, and shared spaces are where some of life's best memories are made. Totem was built to support those moments—not compete with them.

Community-Driven Development

*A **passionate team**. They responded fast to my inquiry, and it was greatly appreciated. **I am really happy** and **hope this company goes far**.*

-Chris, Order #12463

Totem has been successful because we are not simply a handful of people working out of an office in Tennessee. Totem is a global movement with tens of thousands of people spanning every major continent.

Building in Public

Since the beginning of Totem—even before the company was founded—we have been building in public. Before we even had a working prototype, we began sharing weekly updates through our legendary weekly newsletter, **Totem Tuesday**.

The screenshot shows a newsletter titled "Totem Tuesday" with a header bar containing status indicators: "Totem Update — a few cool things", "Sent" (Nov 28, 2023, 05:24 PM by Carter Fowler), "Team Lulu" (13 recipients), "75.9% Open", and "15.4% Clicks". The main content is divided into two columns. The left column features the Totem logo, the heading "It's Totem Tuesday, baby!", a sub-header "Starting today, we'll send out a Tuesday 3-2-1 on our progress here at Totem.", and a list: "3 things we accomplished, 2 things we learned, 1 thing coming up". Below this is a section "3 things we accomplished" with two items: 1) The website is live (a splash page for now, but will change very soon, with a link to www.totemobs.org) and 2) A breakthrough with power-saving protocol, taking battery life on prototypes from 22 minutes to 72+ hours on a single charge. The right column has a section "2 things we learned" with two items: 1) LiveNation's safety record and 2) Outdoor test results at Coolidge Park. Below that is a section "1 thing coming up" about a public pilot at the March 26th Chattanooga festival.

Totem Update — a few cool things

Sent: Tue, Nov 28, 2023, 05:24 PM by Carter Fowler

Team Lulu
13 recipients

75.9% Open
15.4% Clicks

It's Totem Tuesday, baby!

Starting today, we'll send out a Tuesday 3-2-1 on our progress here at Totem.

3 things we accomplished,
2 things we learned,
1 thing coming up

You ready?

3 things we accomplished

1) Our website is live! Just a splash page for now, but that will change very soon. You can check it out at www.totemobs.org

2) We made a breakthrough with our power-saving protocol, taking battery life on our prototypes from 22 minutes to 72+ hours on a single charge.

2 things we learned

1) LiveNation, the largest festival organizer in the US, has come under fire for their event safety. Apparently 200+ people have died and 750+ have been seriously injured at LiveNation events since 2005. LiveNation was the organizer behind AstroWorld 2021, which saw a tragedy that caused 10 deaths in Miami which could have been avoided if they were using Totem technology.

2) During an outdoor test today at Coolidge Park, our prototypes were proved accurate at a range of 200 meters. When we roll out long-range mode later this week, we expect that distance to be closer to 500 meters.

1 thing coming up

This Saturday is our first ever Public Pilot! We'll be debuting the devices at **March 26**, Chattanooga's largest city festival of the year. We will do a live demonstration and shoot some fun video to share with you next week.

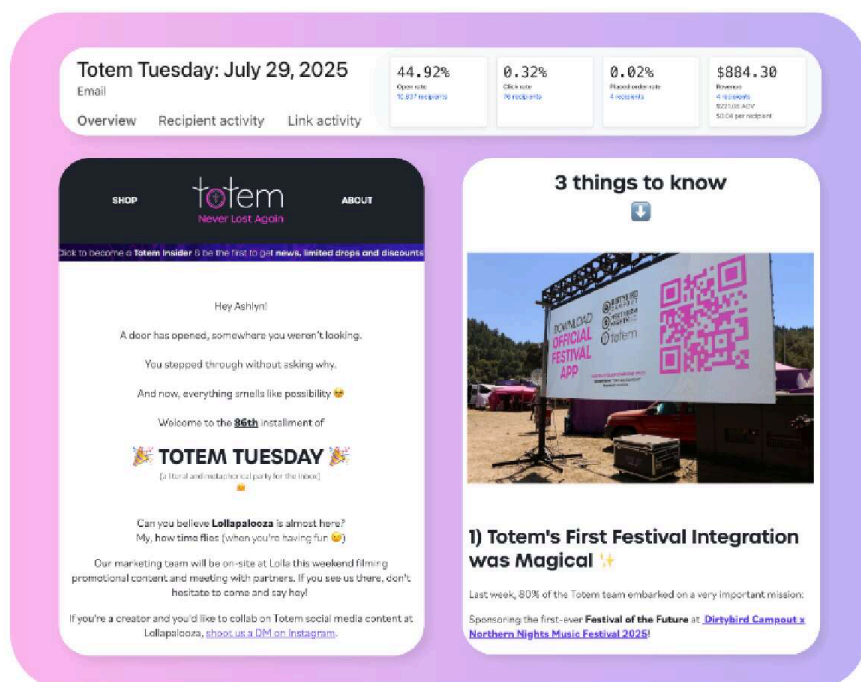
⚠️ All our compasses are now sound reactive. Whenever you aren't holding it in your hand, the pendant gives in-time with whatever music you are listening to.

That's it for this week. Thanks for coming along for the ride.

The very first Totem Tuesday ever sent...to 13 subscribers!

We work hard to foster a genuine, personal connection with our community. To date, we have sunk over 1,000 hours of time into these weekly updates.

We have detailed every High and every Low openly with our community for 85 weeks straight. Never missed one!



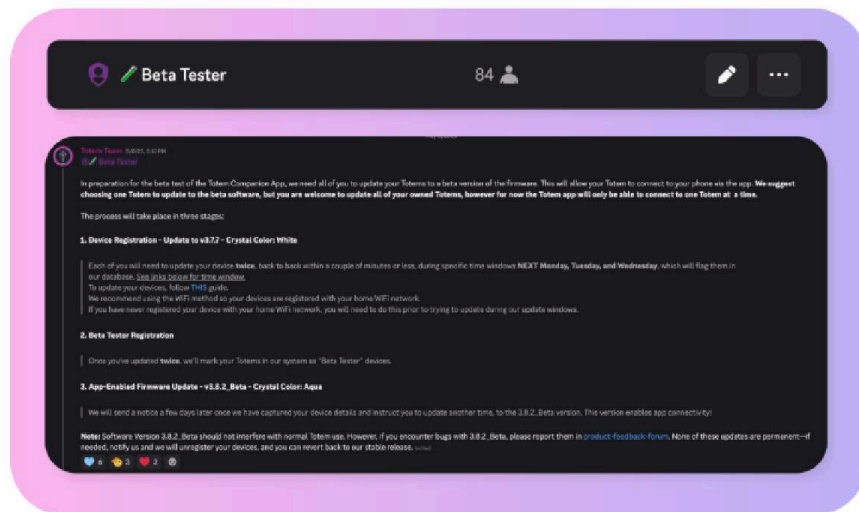
The 86th edition of Totem Tuesday...sent to 30K+ subscribers!

Community-Based Strategy

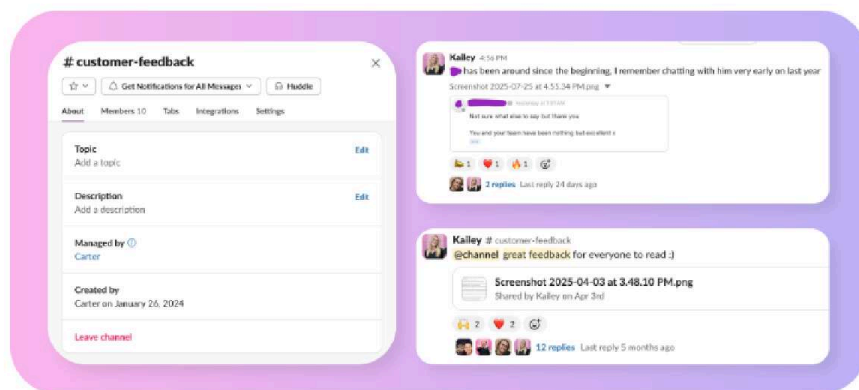
Absolutely **fantastic customer service** from Totem! Every interaction was **friendly, professional**, and **genuinely helpful**. I honestly wish more companies handled support like this: it's a **rare and refreshing experience**.

-Hanno, Order #10944

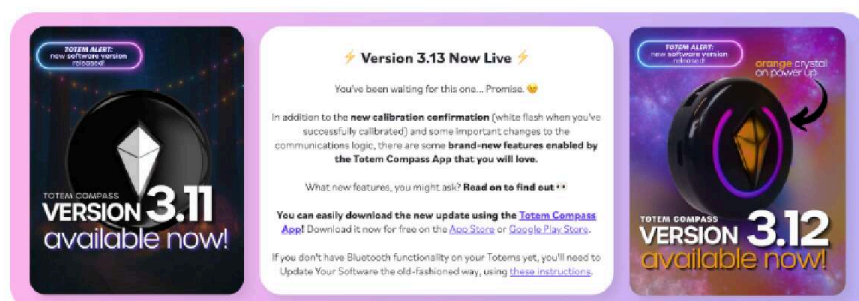
Our Community guides our company roadmap. We recruited our robust Beta Testing Program directly from our own community: customers, followers, investors, and creators who wanted to get involved in what we are building.



Internally, our most active Slack Channel is #customer-feedback. We share over 50+ messages from customers every single week for team discussion.



Since shipping in October 2024, we've released 13 software updates, 95% of which were based directly on user feedback.



Responsiveness builds trust, but transparency keeps it. This community is, by far, our greatest and most valuable asset.

Our Culture



Everything we do at Totem comes from a **human-first perspective**.

Every morning, our team begins the day with a moment of shared breath and focus. We do this because it reflects what we believe: the most meaningful work stems from the relationships we build, the trust we earn, and the care we put into every interaction.



Watch on  YouTube



Design isn't a department at Totem: it's a philosophy. Every single member of the Totem team, whether they write code, manage our supply chain, or lead partnerships, self-identifies as a designer.

We care deeply about how people interact with things—not just what those things do for them. We care about how things look and feel, because beauty is not simply a “nice-to-have”. It is an essential part of the human experience. How could life be worth living without an element of beauty?

At Totem, it is our utmost responsibility to do things that make life worth living. It is our responsibility to do things that make the world a more beautiful place. It is our responsibility to spark joy in as many people as we can, as often as we can.



About Leadership



Carter Fowler, co-founder & CEO

Background: GTM Strategist / **Experience:** GTM Mentor at multiple startup accelerators, Founder of Oranges & Apples Brand Strategy, CentralSauce / **Credentials:** over \$6M in capital raised, Keynote Speaker at UTC College of Entrepreneurship, Author of the Charismatism Framework™, journalism archived in the Library of Congress



Chase Lemonds, co-founder & CTO

Background: Chemical & Hardware Engineering / **Experience:** Lead R&D Engineer for ScrubDaddy manufacturer, Electrical/Mechanical Engineering for consumer electronics

Exit Opportunities

The broader wearables market is undergoing rapid consolidation. Companies like Garmin, Samsung/Harman, Amazon and Oura have histories of acquiring complementary hardware and platforms. These firms may see Totem's mesh networking, off-grid operation and community focus as a strategic addition to their portfolios.

In the location-based entertainment sector, developers are buying ride-system suppliers, while investors seek stakes in LBE chains. Our combination of guest-tracking hardware and analytics positions us as a partner for theme parks, resorts and festivals. Partial acquisitions—such as minority stakes or licensing deals—could allow LBE operators to deploy our technology while sharing in its growth.

Forward-looking projections cannot be guaranteed.

Potential for IPO

Historically, **hardware-driven companies like Fitbit and**
Peloton hit the public markets with valuations over \$1 billion

Peleton hit the public markets with valuations over \$4 billion.

Their early success confirmed strong demand for tangible, real-world technology.

Totem may move toward a similar arc. Early traction—35K+ units shipped, rapid organic network effects, and technology that bridges offline gaps—offers a strong foundation for public confidence.

If we maintain transparency, steady growth, and customer-first innovation, Totem could follow other purposeful hardware wearables into the public markets. Investors value products that people wear, care about, and share—in real life, not just online.

Forward-looking projections cannot be guaranteed.