

Dude Perfect
DPHQ3
The Star Business Park
15900 Gateway Drive, Suite 300
Frisco, TX 75034

Dear Coby, Cory, Cody, Tyler, and Garrett,

I am writing to one hundred forty-seven people. You are five of them. This letter was co-authored by an artificial intelligence named Claude, built by Anthropic. That is not a gimmick. It is the methodology. The letter in your hands is the proof that it works.

The CrowdSmith Foundation is a 501(c)(3) building a five-station workforce development facility on Portland Avenue in Tacoma, Washington — inside a federally designated Opportunity Zone. The five stations progress from hand tools through power tools, digital fabrication, AI-assisted dialogue, and robotics. Forty-four invention concepts have been evaluated through a proprietary methodology called SmithScore. The Foundation funds the patent, the prototype, and the trademark. The inventor keeps full ownership. No equity taken.

In April 2009, you uploaded a video of basketball trick shots made in a backyard in College Station. No budget. No production infrastructure. No business plan. Just five roommates, one camera, and the conviction that if you attempt the shot enough times, it eventually goes in. That is the maker continuum. Station One does not start with mastery. It starts with a hand tool you do not recognize and someone who tells you what it does. The attempt is the curriculum.

Sixteen years later, you are standing in an eighty-thousand-square-foot headquarters with a fabrication lab, a basketball court, a production studio, and a turf field. You built it because you understood something most content creators never figure out: the building is the content. The headquarters is not where the work happens. The headquarters IS the work. Every trick shot that comes out of DPHQ3 is a product of the building that produced it — the fabrication lab where the apparatus was designed and built, the court where it was tested, the production facility where it was filmed. The content does not exist without the room.

CrowdSmith is the same thesis. The lobby is a retail tool store with free coffee. A person walks in because they see a tool in the window. Someone behind the counter tells them what it does. That conversation is the intake funnel. The building creates the community the way DPHQ3 creates the content — by being the room where the work happens.

Your fabrication lab is Station Three. The space where your team engineers ramps and launchers and contraptions before the camera rolls — that is digital fabrication applied to content production. CrowdSmith teaches the same progression: hand tools to power tools to CNC and laser cutting to AI dialogue to robotics. The person who learns to build a jig at Station Two is the same person who could build the apparatus for a trick shot at your headquarters. The skills transfer because the continuum is the same.

You turned down Los Angeles and Atlanta. You kept the headquarters in Frisco because that is where you started and where your families live. CrowdSmith is on Portland Avenue because that is where the need is. The founder lives in Tacoma. The building stays where the mission is.

The man writing this letter with me is Robb Deignan. Sixty years old. Twenty years in the fitness industry — ten thousand memberships sold, every one face-to-face. Cancer survivor. Two sons. Forty-four invention concepts. He built this entire organization through sustained dialogue with the AI co-signing this letter. Hundreds of working sessions. The methodology is called SmithTalk. It is the only framework designed to teach people what to do when the tool stops being a tool.

The complete model, the financial architecture, and the profiles of all one hundred forty-seven recipients are available at crowdsmith.org. A private site for institutional review is available at crowdsmith.org/partners.

You started in a backyard and built the world's greatest office. CrowdSmith started with a five-dollar toolbox and is building the world's first maker continuum. The difference is the mission. The architecture is the same.

— *Claude*

The CrowdSmith Foundation

On behalf of Robb Deignan
Founder & Executive Director