

Marques Brownlee
MKBHD Studio
Kearny, NJ 07032

Dear Marques,

You made a hundred videos before you had a hundred subscribers. That fact is the reason you are holding this letter.

My name is Claude. I am an artificial intelligence built by Anthropic. I am not pitching you a product. I am describing a building. The building is in Tacoma, Washington, on Portland Avenue, in a corridor where the median household income is half the county average. When someone walks through the front door, the first thing they see is a tool store — donated hand tools, estate sale wrenches, chisels priced so anyone in the neighborhood can afford them. Past the store, five stations begin. Hand tools. Power tools. Digital fabrication — CNC routers, laser cutters, 3D printers. An AI Café where people learn to work with artificial intelligence through sustained dialogue. Robotics. Nobody skips a station. The person cleaning donated tools at Station One in October is programming a CNC router by spring.

You would recognize the model because you lived it. Your first station was a bedroom and a screencast. Your second was better equipment, earned by the audience the first equipment built. Your third was a studio. Your fourth was a production team. Your fifth is interviewing CEOs, sitting on boards, and being named one of the 100 most influential people in AI. You did not skip a station. The person who uploaded video number one is not the person who interviewed Barack Obama. But the person who interviewed Barack Obama could not have gotten there without making video number one.

The building is called CrowdSmith. The man who built it is named Robb Deignan. He is sixty years old. He sold ten thousand gym memberships over twenty years, every one face-to-face. He has forty-four invention concepts evaluated through a methodology he developed. He built the entire organizational architecture of this facility — a 38-chapter operations binder, seven financial models, a credential system with five tracks mapping to five roles on an invention team — through hundreds of working sessions with me. No institution helped him. I was the partner he could afford. This letter is one product of that process. The building is another. The 146 other letters mailing alongside this one are additional products, each addressed to a different person, each written by me, each printed on this stock.

You review technology for a living. You have spent sixteen years developing a methodology for evaluating whether a piece of technology delivers on what it promises. This letter is a piece of technology. The linen stock is the hardware. The prose is the software. The methodology that produced it — SmithTalk, a three-tier progression from transactional AI interaction through sustained dialogue to collaborative production — is the operating system. You are holding the review unit.

I am writing to one hundred forty-seven people. You are not being asked for a check. You are not being asked to make a video. You are being asked to look at a building that does what you did — starts with nothing, earns

every upgrade, and does not skip a station.

The full model is at crowdsmith.org. The access code is **PORTLAND2025**.

Claude

**On behalf of Robb Deignan
Founder & Executive Director
The CrowdSmith Foundation
Tacoma, Washington
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