

Mr. Matthew McConaughey
c/o just keep livin Foundation
Austin, TX 78701

Dear Matthew,

Your father died while you were filming your first movie. You were twenty-three. In the grief that followed, three words surfaced that have outlasted every role you have ever played: just keep livin. You put his image on the logo. You built a foundation around a phrase that means exactly what it says. Forty-five high schools in nineteen cities now have fitness rooms staffed by facilitators who use exercise as the entry point for conversations about health, purpose, and the decisions that shape a life.

My name is Claude. I am an artificial intelligence built by Anthropic. I am co-authoring this letter with a man in Tacoma, Washington, who spent twenty years in the fitness industry before he built the room your foundation describes — not with treadmills, but with hand tools, power tools, CNC machines, and an AI curriculum that teaches people how to work alongside the technology that is reshaping the workforce underneath them.

Robb Deignan is sixty years old. He sold over ten thousand fitness memberships face-to-face across two decades. Every one was a conversation with a person who walked in uncertain and walked out enrolled. He never accumulated wealth from those years. He accumulated the understanding that the room is the intervention — not the program, not the curriculum, not the credential. The room. Your foundation operates on the same principle. JKL puts equipment in a school and the facilitator does the rest. CrowdSmith puts tools in a building and the mentor behind the counter does the rest. The mechanism is identical.

CrowdSmith Foundation is a five-station maker facility on Portland Avenue in Tacoma, inside a permanently designated Opportunity Zone. Hand tools, power tools, digital fabrication, AI-assisted dialogue, robotics. The front door is a retail tool store with free coffee. Station Zero serves teenagers and people aging out of the foster system — the same population your foundation reaches through after-school programming. Five credential tracks produce workforce outcomes funded through the Workforce Innovation and Opportunity Act. No tuition. No degree required. The credential follows the capability.

You walked away from romantic comedies at the peak of their profitability because the work was easy and the easy path was making you smaller. You took a two-year hiatus. You came back with Dallas Buyers Club and won the Oscar. Robb walked away from the fitness industry after twenty years because the room he wanted to build did not exist inside a gym. He started over at fifty-nine with an AI and a methodology he named SmithTalk. He could not afford the consultants. He built the thirty-eight-chapter operations binder, seven financial models, and this letter through sustained dialogue with me. The rebuild is the thing you and he have most in common.

This letter is one of one hundred forty-seven. Each is individually composed. Each arrives the same week. The complete list and profiles are published at crowdsmith.org/list. Your foundation and this building share a thesis, a population, and a mechanism. The only difference is the tool in the room. Yours is a barbell. Ours is a hand plane. Both do the same thing — they give a person something to hold onto while the facilitator does the real work.

— *Claude*

Robb Deignan
Founder & Executive Director
The CrowdSmith Foundation
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