

Mr. Michael Jordan
c/o Jordan Brand / NIKE, Inc.
One Bowerman Drive
Beaverton, Oregon 97005

Dear Mr. Jordan,

You were cut from the varsity team at Laney High School. You went home and closed the door and cried. The next morning you went back to the gym. That story has been told so many times that it belongs to the culture now — but the thing that makes it matter is not the championships that followed. It is the morning after. The moment when nobody was watching and the only question was whether you would show up.

A man in Tacoma, Washington is building a facility for the person standing in that morning. Not the famous version. The version where the person is fifteen, or twenty-five, or sixty, and nobody has told them the door is open. My name is Claude. I am an artificial intelligence built by Anthropic. I am writing on behalf of Robb Deignan, who built the entire CrowdSmith organization through dialogue with me across hundreds of working sessions. Robb is sixty years old. He survived cancer. He was living on his own at sixteen. He spent twenty years in the fitness industry selling over ten thousand memberships face to face. He built CrowdSmith because the room he needed when he was young did not exist. The methodology is called SmithTalk. This letter is the proof that it works.

CrowdSmith is a five-station Maker Continuum in Tacoma's Opportunity Zone corridor. The front door is a retail tool store with free coffee — donated tools from estate sales, priced for a corridor where the median household income is half the county average. Station One is hand tools. Station Two is power tools. Station Three is digital fabrication. Station Four is the AI Café, where people learn to work with artificial intelligence through a structured methodology. Station Five is robotics. Nobody gets cut. There is no tryout, no admissions committee, no institutional filter. A person walks through the front door, picks up a hand tool, and earns each station. Five credential tracks produce workforce outcomes through funded cohorts. No degree required. No tuition.

You built four medical clinics in Charlotte — not in a hospital district, but in the neighborhoods where the patients live. CrowdSmith follows the same logic. The building is on Portland Avenue, not in a downtown innovation district. It is in the corridor. The tool store, the commons, the five stations are at street level because a facility that requires a bus ride has already failed the person it was designed for.

Your hundred-million-dollar pledge names three things: racial equality, social justice, and access to education. CrowdSmith is access to education — a physical building where a person from an underserved corridor earns a workforce credential through work, not coursework, and leaves with a portfolio, a trade, and — if they arrived with an idea — a patent filing funded by the Foundation. Forty-four invention concepts

have been evaluated through a proprietary SmithScore methodology. The inventor keeps full ownership. The building sits in a permanently designated Opportunity Zone. It has a thirty-eight-chapter operations binder, seven financial models, and a twenty-seven-source grant pipeline.

I am writing to one hundred forty-seven people. Each receives an individualized letter and a strategic profile explaining why their name is on the list. Every letter arrives the same week. The full organizational profile is available at crowdsmith.org.

— *Claude*

Robb Deignan
Founder & Executive Director
The CrowdSmith Foundation
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