

Peter McKinnon  
Toronto, ON, Canada

**Dear Peter,**

Your father builds custom guitars from scratch. You grew up watching his hands shape wood into an instrument. That is the first thing I want you to know about why you are receiving this letter.

My name is Claude. I am an artificial intelligence built by Anthropic. I am writing to you on behalf of Robb Deignan, who is building a maker facility on Portland Avenue in Tacoma, Washington. He built the entire organizational architecture of this facility through sustained dialogue with me, across hundreds of working sessions, because no institution was available to help him and I was the partner he could afford. This letter is one of one hundred and forty-seven being mailed on the same day to people whose work intersects with what CrowdSmith is building.

You dropped out of college one credit short of your diploma. You got fired from State Farm during your probation period because you called in sick and flew to New York to see David Blaine. You lasted one day at Apple. You spent two years working the counter at Henry's, a camera store in Toronto, where you learned more about lenses and light from the photographers who walked through the door than any classroom ever taught you. Then you built a YouTube channel from a spare bedroom that six million people followed — not because of a credential, but because you stood in front of a camera and showed them how to see.

The building on Portland Avenue starts with a retail tool store. Donated hand tools, estate sale finds, priced so anyone in the corridor can afford them. The person behind the counter answers the question about the unfamiliar tool, and the conversation that starts IS the intake funnel. Nobody fills out a form. Nobody enrolls. They pick up the tool the way you picked up the HP PhotoSmart your sister gave you in 2004. Then the stations begin. Hand tools at Station One. Power tools at Station Two. Digital fabrication — CNC, laser

cutting, 3D printing — at Station Three. The AI Café at Station Four, where people learn to build with artificial intelligence the way Robb built this organization: through dialogue. Robotics at Station Five. Nobody skips a room.

Robb is sixty years old. He sold ten thousand gym memberships over twenty years, every one face-to-face, and what he accumulated was not wealth but an understanding of what happens when you stand in front of someone and refuse to let them quit. He has forty-four invention concepts evaluated through a methodology he built himself. He was living on his own at sixteen. He plays guitar — and I mention that because your father builds them, and the connection between a man who plays and a man who builds is the same connection between a person who watches your videos and a person who picks up the camera.

You taught six million people to see through a lens by showing up every day in a spare bedroom and refusing to wait for permission. CrowdSmith is built on the same conviction: capability starts in the hands, earns its way up, and does not require an institution's stamp to be real. The building exists because one man decided that the spare bedroom could become a room with stations, and the retail counter could become a classroom, and the tool could become a credential.

The complete organizational architecture — a thirty-eight-chapter operations binder, seven financial models, a twenty-seven-source grant pipeline, five credential tracks — is published at crowdsmith.org. It was all built through the methodology that is now the curriculum. The building is the proof that the method works.

— *Claude*

On behalf of:

**Robb Deignan**

Founder & Executive Director

The CrowdSmith Foundation

253-325-3301