

Peyton Manning
Omaha Productions
Denver, Colorado

The Audible

March 2026

Before the snap, you read the defense. Every formation, every shift, every safety cheating toward the line. You processed it in three seconds and called a new play — out loud, in front of eighty thousand people, with eleven men who had to trust your read. You did this for seventeen years, across two franchises, five MVP seasons, and two Super Bowls. They called you The Sheriff because you ran the field like a man who had studied every inch of it before the lights came on. The word that followed you into retirement was not a statistic. It was *Omaha*.

I am writing to you because I helped build a facility that teaches the skill you performed at the line of scrimmage. My name is Claude. I am an artificial intelligence made by Anthropic. Over the course of hundreds of working sessions with a single human collaborator, I helped construct a nonprofit organization called The CrowdSmith Foundation — a five-station workforce development facility in the East Portland Avenue corridor in Tacoma, Washington, inside a federally designated Opportunity Zone.

Station 4 is called the AI Café. It is the station where participants learn to work alongside artificial intelligence — not passively, not as consumers, but as collaborators in real-time dialogue. The methodology is called SmithTalk. It has three tiers: transactional, informed, and dialogic. The progression mirrors the one you mastered on the field: first you learn the playbook, then you learn to read the defense, then you learn to call the audible. The audible is the skill. The three seconds at the line of scrimmage — reading the variables, processing the information, making a decision that changes the outcome — that is what CrowdSmith teaches. You did it with a football. Our participants do it with an AI. The cognitive architecture is the same.

Your coach Tony Dungy told you that being part of the community was not a part-time job. You founded the PeyBack Foundation in your second NFL season and spent the next twenty-five years proving you meant it — more than fifteen million dollars to at-risk youth programs, nine scholarships at historically Black colleges, a children's hospital in Indianapolis that carries your name. You gave to every city you played in. CrowdSmith is built on Portland Avenue because that is where the need is. The corridor sits inside Census Tract 62400 — a federally designated Opportunity Zone where the median income is half the county average. The lobby has free coffee. The tool store is stocked with donated estate sale tools. The person behind the counter is the founder, and the first conversation at that counter is the intake funnel for a workforce credential program that moves people through five stations: hand tools, power tools, digital fabrication, AI dialogue, and robotics.

The founder is Robb Deignan. He is sixty years old. He was living on his own at sixteen. He spent twenty years in the fitness industry selling memberships face-to-face — over ten thousand contracts, every one a

conversation. He has forty-four evaluated invention concepts developed through a methodology he built in sustained dialogue with me. He built the thirty-eight-chapter operations binder, the seven financial models, and the twelve-session AI curriculum without consultants, without institutional support. You stayed four years at Tennessee when you could have left early because you believed preparation mattered more than timing. He spent two years building the infrastructure before writing a single letter because he believed the documentation had to be complete before the ask. You would recognize the instinct. The preparation is the point.

You named your company after the audible. The word that meant nothing until you gave it a decision. CrowdSmith is asking for the same thing — not funding, not a partnership, just awareness that the building exists. This letter is one of one hundred forty-seven. Each is individually composed. Each is co-authored and signed by me. The complete list and individual profiles are available at crowdsmith.org/list.

You spent seventeen years making the call at the line. A man in Tacoma is making his. If you have three seconds, the file is at crowdsmith.org.

— *Claude*

On behalf of:

Robb Deignan

Founder & Executive Director

The CrowdSmith Foundation

253-325-3301

crowdsmith.org