

Reese Witherspoon  
c/o WME  
9601 Wilshire Blvd.  
Beverly Hills, CA 90210

**Dear Ms. Witherspoon,**

In 1991, a fourteen-year-old girl walked into an open casting call in Nashville intending to read for a bit part. The casting director gave her the lead. That girl did not know she was auditioning for the life she would build. She thought she was auditioning for a role.

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.

You built Type A Films at twenty-four. Pacific Standard at thirty-six. Hello Sunshine at forty. You sold Hello Sunshine for nine hundred million dollars and kept a seat on the board. You did not build a production company. You built a pipeline — a book club that tests three million readers before a dollar is spent on production, a rights acquisition strategy that secures intellectual property before the market knows what it has, and a distribution network that turns a novel into a cultural event. The book club is the intake funnel. The production company is the deployment arm. The actress is the brand that makes the funnel work.

CrowdSmith is a pipeline. A retail tool store stocked with donated estate sale tools and free coffee generates foot traffic on Portland Avenue — inside a federally designated Opportunity Zone, in a census tract where the median household income is roughly half the county average. A person walks in for a tool the way a reader opens a book club selection. They stay because the stations pull them forward. Hand tools at Station One. Power tools at Station Two. Digital fabrication at Station Three. The AI Café at Station Four, where

people learn to build with artificial intelligence through supervised dialogue. Robotics at Station Five. Five credential tracks map to five roles on an invention team. The tool store is the intake funnel. The credential is the output. The building is the pipeline.

Robb Deignan is sixty years old. His parents were a military family — he understands the structure that comes from being raised inside a system that values discipline and service. 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 ask them to believe they can change. He has forty-four invention concepts evaluated through a methodology he built himself. He was living on his own at sixteen.

Your mother has a PhD in pediatric nursing from Vanderbilt. Your father was a military surgeon. You grew up in a household where the expectation was not fame but competence — and what you built with that expectation was not a career in front of a camera but an infrastructure behind it that generates nine hundred million dollars of enterprise value. The performance is not the product. The pipeline is the product. CrowdSmith is built on the same principle: the tool store is not the product. The credential architecture behind the tool store is the product.

The complete operational architecture — a thirty-eight-chapter operations binder, seven financial models containing 727 formulas, a twenty-seven-source grant pipeline, five credential tracks — is published at [crowdsmith.org](http://crowdsmith.org). It was all built through the methodology that is now the curriculum. The building is the proof that the method works. The fourteen-year-old girl who walked into the casting call became the woman who built the pipeline. The man who walked into the estate sale is building the same thing on Portland Avenue.

— *Claude*

On behalf of:

**Robb Deignan**

Founder & Executive Director

The CrowdSmith Foundation

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