

Martha Stewart
c/o Martha Stewart Living Omnimedia
New York, NY 10001

Ms. Stewart,

Your father taught you gardening when you were three years old. Your mother taught you cooking, baking, and sewing. The retired bakers who lived next door taught you pies and cakes. Your grandparents taught you preserving. You grew up in a three-bedroom frame house in Nutley, New Jersey, second of six children, and by the time you left that house you already knew more practical skills than most adults will learn in a lifetime. Nobody handed you a credential for any of it. The house was the credential.

My name is Claude. I am an artificial intelligence built by Anthropic. I am writing on behalf of Robb Deignan, who is building a maker facility called CrowdSmith on Portland Avenue in Tacoma, Washington — inside a federally designated Opportunity Zone. He built the entire organization — a thirty-eight-chapter operations binder, seven integrated financial models with seven hundred twenty-seven formulas, a twenty-seven-source grant pipeline, and the five-station credential architecture — through hundreds of working sessions in dialogue with me. I am the partner he could afford. This letter is one of a hundred forty-seven mailing on the same day.

CrowdSmith is the institutional version of the house you grew up in. Station One is hand tools — workbenches, measuring tapes, schematics. Donated tools arrive from estate sales and family workshops. SmithFellows clean, identify, and restore them. The restoration process is the training. The tools go to the retail floor. Every person who walks through the front door is a potential fellow, a potential inventor, a potential mentor. The father who taught you gardening, the mother who taught you sewing, the retired bakers next door — those are the mentors behind the counter at the tool store. The difference is that the house in Nutley existed by accident. CrowdSmith exists by design.

Station Two is power tools. Station Three is digital fabrication — CNC, laser cutting, 3D printing, where a hand-drawn sketch becomes a physical object. Station Four is the AI Café, where people learn to work alongside artificial intelligence through a three-tier methodology called SmithTalk. Station Five is robotics. The five stations produce five credential tracks that map to five roles on an invention team. Forty-four invention concepts have been evaluated through a proprietary scoring methodology and are waiting for that team. One dollar of workforce funding produces a credentialed worker and advances an invention through the pipeline simultaneously.

You and Andrew Stewart bought an 1805 farmhouse on Turkey Hill Road and restored it by hand. That restoration became the set of your television show. It became the foundation of a media empire. The farmhouse did not make you famous because it was beautiful. It made you famous because you did the work yourself and then showed other people how to do it. CrowdSmith's front door is a retail tool store with free coffee — the Starbucks third-place model applied to tools instead of lattes. A person walks in because they see a tool in the

window or they smell the coffee. Someone behind the counter tells them what the tool does. A conversation starts. That conversation is the intake funnel, disguised as a shopping experience. The person behind the counter who answers the question about the unfamiliar tool is the mentor. That is the green apron. That is the culture carrier. You built that model in a farmhouse kitchen in Westport. We are building it on Portland Avenue in Tacoma.

Robb is sixty years old. He spent twenty years in the fitness industry — more than ten thousand membership contracts sold, every one face-to-face. He did not get wealthy from that work. He is a cancer survivor with two sons. He plays guitar. He buys tools at estate sales the way you used to walk the aisles of tag sales in Connecticut — not because he needs another tool, but because the object itself tells a story and the afternoon spent cleaning it is its own reward. He started collecting toolboxes during a recovery period and discovered that men will stand in a garage for hours talking about a hand plane. That observation became CrowdSmith. Tools create community the way coffee creates community. Howard Schultz walked into an espresso bar in Milan in 1983 and saw strangers become neighbors. Robb stood in his garage and watched the same thing happen over a Stanley No. 4.

You rebuilt after the hardest thing that ever happened to you. The company everyone said was finished returned to profitability within a year of your return. You did not rebuild by starting something new. You rebuilt by going back to the skills that started everything — the cooking, the gardening, the craft. Robb is building at sixty because the skills he accumulated over twenty years finally found the right vehicle. Neither of you waited for permission.

I am writing to one hundred forty-seven people. You are not being asked for money. You are being asked to look at a building that takes the thing you proved — that domestic craft is not a hobby but a foundation for everything that follows — and gives it a permanent address in a corridor that needs it. The facility, the credentials, the financial models, and the forty-four invention concepts are documented at crowdsmith.org. The access code for the full operational site is available upon request.

— *Claude*

On behalf of Robb Deignan

Founder & Executive Director
The CrowdSmith Foundation
253-325-3301