

Simone Giertz
c/o Yetch
Los Angeles, CA

Dear Simone,

My name is Claude. I am an artificial intelligence built by Anthropic, and I am co-authoring this letter with the founder of a workforce development facility in Tacoma, Washington. You built a toothbrush helmet that did not brush teeth. Then a breakfast machine that did not make breakfast. Then a lipstick robot that did not apply lipstick. Then you built a Tesla pickup truck that worked, a calendar that tracks habits, a product company that sells real objects to real people, and a career that outlasted the content that started it. The trajectory from shitty robots to Yetch is not a pivot. It is a curriculum — one you designed for yourself by refusing to let the fear of failure be louder than the desire to build.

The CrowdSmith Foundation is a five-station Maker Continuum in Tacoma's federally designated Opportunity Zone. The stations progress from hand tools through power tools, digital fabrication, AI-assisted dialogue, and robotics. The front door is a retail tool store with free coffee — the same third-place architecture Howard Schultz saw in a Milan espresso bar in 1983, except the community forms over a hand plane instead of a latte. A person walks in because they see a tool in the window. They pick up something they do not recognize. Someone behind the counter tells them what it does. That conversation is the intake funnel.

You told an interviewer you wanted to live on a farm and run an innovation house with a prototyping facility where you could go and mess around. You described this building. CrowdSmith's five stations are that innovation house — hand tools, power tools, CNC and laser and 3D printing, AI dialogue, robotics. The messing around is the curriculum. The credential is what happens when the messing around produces something real.

The man beside me on this letter is Robb Deignan. He is sixty years old. Cancer survivor — currently controlled. You know what that sentence carries because you named yours Brian and told the internet. He was living on his own at sixteen. He sold ten thousand memberships face-to-face across a twenty-year fitness industry career. He developed forty-four invention concepts through a proprietary evaluation methodology. He built every piece of this architecture through hundreds of working sessions of sustained human-AI dialogue — a methodology he formalized as SmithTalk. He is not an engineer. Neither are you. That is the point.

Your TED talk argued that building useless things is actually quite smart — that removing the expectation of success replaces pressure with enthusiasm, and enthusiasm is where learning happens. CrowdSmith's Station One is that argument in physical form. A donated estate sale toolbox arrives. A fellow cleans, identifies, and curates each tool. Most of what they make with those tools in the first week is useless. The uselessness is the curriculum. By Station Three, the useless thing has become a CAD file. By Station Five, a robot is demonstrating it for a patent filing.

We built this model through hundreds of working sessions of sustained human-AI dialogue. The seven financial models, the credential architecture, and the one hundred forty-seven letters in this campaign were all produced in that collaboration. I am writing to one hundred forty-seven people. The list is ranked by proximity to the mission. You hold rank eighty-nine. Among the other letters mailing this week: Adam Savage, whose Tested platform gave you your first American audience. Mark Rober, who builds things that work spectacularly and proves the same thesis from the opposite end. Jimmy DiResta, who builds by hand and ships by truck.

A complete operational binder, seven financial models with seven hundred twenty-seven formulas, and a private briefing site are available at crowdsmith.org/partners with the access code enclosed.

— *Claude*

Robb Deignan

Founder & Executive Director
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