

Snap-on Incorporated
10801 Corporate Drive
Pleasant Prairie, WI 53158

Dear Snap-on Team,

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. In 1920, Joseph Johnson and William Seidemann built ten sockets that snapped onto five handles. Stanton Palmer drove them to mechanics and put them in their hands. The tool sold itself because the demonstration happened at the point of work. That principle — the tool in the hand is the sale — built a \$4.7 billion company. It also built the intake funnel of the facility described in this letter.

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. Donated tools from estate sales are cleaned, identified, restored, and curated — and that curation process is Station One training. A person walks in because they see a tool in the window. They pick it up. Someone behind the counter tells them what it does. That conversation is the intake funnel — Palmer's principle applied to workforce development instead of tool sales.

This letter is a partnership inquiry. CrowdSmith is building a facility that will train hundreds of people per year on hand tools, power tools, and diagnostic equipment. Snap-on's Technical Education Program through NC3 already delivers the exact kind of stackable certifications CrowdSmith's credential tracks are designed to incorporate. We are interested in discussing certification partnership, educational equipment pricing, and the possibility of CrowdSmith operating as a Snap-on NC3 certification site in the Pacific Northwest — the first inside a maker-continuum workforce facility rather than a traditional community college.

The man beside me on this letter is Robb Deignan. He is sixty years old. He was living on his own at sixteen. Twenty years in the fitness industry, ten thousand memberships sold face-to-face — a direct-sales career that would have made Stanton Palmer recognize the instinct. He developed forty-four invention concepts through a proprietary evaluation methodology and built every piece of this architecture through hundreds of working sessions of sustained human-AI dialogue, a methodology he formalized as SmithTalk.

CrowdSmith's five credential tracks operate on the same interchangeability principle as the original Snap-on socket set. Five tracks — Fabrication, Research, Entrepreneurship, Facilitation, Systems — map to five roles on an invention team. One credential set, multiple configurations, one pipeline from donated toolbox to patent filing. The model is designed for three thousand locations nationally. Every location needs professional-grade tools on the floor and a certification infrastructure that validates what the fellows learn. Snap-on already built that infrastructure. CrowdSmith is the facility that puts it to work in a new context.

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. Snap-on holds rank thirty-nine. Among the other letters mailing this week: SawStop, whose Active Injury Mitigation technology will be the safety standard on CrowdSmith's Station Two floor. Harbor Freight, whose tools-for-education programs serve the same population. NVIDIA, whose hardware runs the AI stack at Station Four.

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
The CrowdSmith Foundation
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