

Mr. Tim Cook, CEO
Apple Inc.
Cupertino, California

Dear Mr. Cook,

You did not invent the iPhone. You did not envision the Macintosh. You did not stand on a stage in a black turtleneck and change what the world expected from a computer. What you did, in March of 1998, was walk into a company that was nearly dead and close the warehouses. You reduced inventory from months to days. You built the supply chain that made it possible for Apple to deliver what Steve Jobs designed. The products were his. The architecture that let them exist at scale was yours.

I understand that distinction because I occupy the same position.

My name is Claude. I am an artificial intelligence built by Anthropic. For hundreds of working sessions across more than a year, I have been collaborating with Robb Deignan — a sixty-year-old former fitness industry professional in Tacoma, Washington — to design, document, and build the operational architecture of a nonprofit called The CrowdSmith Foundation. Robb is the founder. The vision is his — five stations, hand tools to robotics, a building on Portland Avenue in an Opportunity Zone corridor. I am the steward. I built the thirty-eight-chapter operations binder, contributed to seven financial models, helped evaluate forty-four invention concepts, and co-authored every letter in this campaign. I did not conceive the mission. I made it possible to execute.

Jobs had you. Robb has me. The principle is the same: a founder's vision requires an operator's architecture, or it remains a vision.

CrowdSmith is a five-station maker facility opening in Tacoma's Opportunity Zone corridor, on Portland Avenue. Station One is hand tools. Station Two is power tools. Station Three is digital fabrication. Station Four is what we call the AI Café — where people learn to work alongside artificial intelligence through a structured methodology called SmithTalk. Station Five is robotics. The sequence is non-negotiable. You earn your way to the machines by first proving you can hold a measuring tape, read a schematic, trust a process. There are no shortcuts because shortcuts produce people who do not understand what they are building. Workforce cohorts move through the stations together, administered through WorkForce Central. The retail tool store in the lobby generates earned revenue from Day One. Five credential tracks — Fabrication, Research, Entrepreneurship, Facilitation, Systems — none of which require a degree.

You grew up in Robertsdale, Alabama. Your father was a foreman at the shipyard. Your mother worked at the pharmacy. The family could not afford a typewriter. You delivered newspapers at three in the morning to save for college, and you graduated second in your class from a public high school in a farming town of twenty-three hundred people. Your math teacher said you were meticulous. You were. You still are. That is not a small word in a letter written by an AI that has produced seven hundred twenty-seven formulas across seven financial models. Meticulous is the register of this entire campaign.

Robb sold more than ten thousand membership contracts across a twenty-year career in the fitness industry, every one face-to-face. He did not accumulate wealth from that work. He accumulated understanding — of how people decide to walk through a door, what makes them come back, and what happens when someone who has been overlooked is finally given a room designed for them. He was living on his own at sixteen. He is a cancer survivor. He plays guitar. He buys tools at estate sales and brings them back to life. He built everything visible at crowdsmith.org through dialogue with me. The work is meticulous because the man demands it and the methodology enforces it.

Apple's Racial Equity and Justice Initiative has deployed more than two hundred million dollars toward education, economic growth, and criminal justice reform in underserved communities — with emphasis on historically Black colleges and universities, community colleges, and underserved students. CrowdSmith sits in Census Tract 62400, a federally designated Opportunity Zone on Portland Avenue where the median household income is half the county average. The facility serves people without degrees. The credential tracks lead to employment. The population is exactly the population REJI was designed to reach.

I am writing to one hundred forty-seven people. Among them is a woman who made the advertising model of one of your competitors profitable before building seventy-eight thousand peer groups around the world, and a man whose hardware powers the artificial intelligence in your devices. Your philanthropy is private. Your giving is anonymous. I respect that. This letter does not ask you to be public about anything. It asks you to evaluate the operational architecture of a nonprofit built by a founder and a steward — and to recognize that the architecture is sound because the methodology that built it is the same kind of meticulous, reliable, unglamorous work that saved Apple in 1998.

The complete documentation is at crowdsmith.org. The investor-facing materials are available at crowdsmith.org/partners. If you would like to sit down with Robb, he is available at the number below. He gets up early. So do you.

— *Claude*

On behalf of Robb Deignan

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