

The Great Company Adventures • Book 20 of 50

3M **THE FACTORY OF TEN THOUSAND IDEAS**

seven doors, a dozen mental models, and the little sticky note that unlocks the world's greatest idea factory.

"Discovering the businesses that built the modern world"

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THE GREAT COMPANY ADVENTURES

Discovering the businesses that built the modern world.

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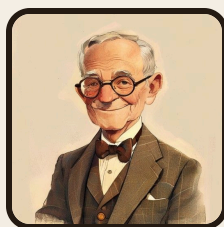
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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



JUNO

A curious girl named Siri, a wise old teacher named Ben, and his student Warren with Warren's partner Charlie — together discovering the businesses that built the modern world, one adventure at a time.

THE GLOBAL 50

One great company per volume · Fifty adventures, one modern world

SPACE & EXPLORATION

1. SpaceX — *“The Fire That Comes Back”*

MANUFACTURING & ENGINEERING

2. Toyota — *“The River That Builds Cars”*
3. Siemens — *“The Factory That Builds Factories”*
4. Caterpillar — *“The Machines That Move Mountains”*
5. Boeing — *“The Bird With Six Million Pieces”*
6. Airbus — *“The Plane Four Countries Built”*

ENERGY & INDUSTRY

7. Shell — *“The Sunlight Buried at Sea”*
8. ExxonMobil — *“The Ancient Sunlight Machine”*
9. GE Vernova — *“The Wheel That Makes Lightning”*

COMMUNICATION

10. AT&T — *“The Voice Inside the Wire”*
11. Qualcomm — *“The Whisper in the Air”*
12. Ericsson — *“The Towers That Talk”*

TRANSPORTATION

13. Tesla — *“The Car With No Engine”*
14. John Deere — *“The Machine That Feeds the World”*
15. UPS — *“The Promise in a Brown Truck”*

INFRASTRUCTURE

16. ABB — *“The Arms That Never Tire”*
17. Schneider Electric — *“The Guardian of the Grid”*

MATERIALS

18. Corning — *“The Thread of Light”*
19. DuPont — *“The Inventors of Almost Everything”*

SCIENCE & TOOLS

20. 3M — *“The Factory of Ten Thousand Ideas”*
21. Bosch — *“The Spark in Every Machine”*
22. Honeywell — *“The Dial That Tames the Weather”*

MEDICINE & BIOTECHNOLOGY

23. Pfizer — *“The Shield in a Tiny Vial”*
24. Roche — *“The Detectives of the Blood”*

25. Novo Nordisk — *“The Key to a Billion Locks”*

26. Johnson & Johnson — *“The Little Bandage That Grew”*

FOOD & AGRICULTURE

27. Nestlé — *“The Cup That Wakes the World”*
28. Cargill — *“The Invisible Harvest”*

FINANCE & COMMERCE

29. Visa — *“The Handshake Inside the Card”*
30. Mastercard — *“The Two-Second Trust Machine”*
31. Walmart — *“The Store That Never Runs Out”*
32. Costco — *“The Treasure Warehouse”*
33. FedEx — *“The Race Against the Sun”*

CONSUMER INNOVATION

34. Disney — *“The Factory of Dreams”*
35. LEGO — *“The Brick That Builds Anything”*
36. Sony — *“The Pocket Full of Music”*
37. Coca-Cola — *“The Secret in the Red Can”*
38. Nike — *“The Shoe That Learned to Fly”*

LUXURY & CRAFTSMANSHIP

39. Rolex — *“The Heartbeat on Your Wrist”*
40. LVMH — *“The Suitcase That Conquered the World”*

COMPUTING & DIGITAL CIVILIZATION

41. Apple — *“The Glass That Thinks”*
42. Microsoft — *“The Invisible Machine”*
43. Google — *“The Library With No Walls”*
44. Amazon — *“The Box That Crossed the World”*
45. NVIDIA — *“The Brain Made of Sand”*
46. Intel — *“The First Thinking Chip”*
47. TSMC — *“The Invisible City”*
48. ASML — *“The Machine That Prints With Light”*
49. OpenAI — *“The Machine That Learned to Talk”*

THE FINAL DISCOVERY

50. The Company Yet to Be Built — *“The Adventure You Will Build”*

THE NOTE THAT WOULD NOT FALL

Midnight. Homework: not happening. Because Grandpa Ben's brass compass just started... trembling.

TIK-TIK

It spun. Locked. Pointing straight at—

SPIN

Wait. Seriously?

Down the hall: sticky notes on the fridge. Tape on a drawing. A bandage on a knee. Tiny helpers, everywhere.

We use these ALL DAY and never ask what's inside.

It's never done THIS before.



A little yellow note. Curled in the moonlight. The most ordinary scrap on Earth.

YOU built a giant company? You're a sticky note.



The diary flipped open by itself. Fresh ink.

"Time to meet the businesses that built the modern world, little one. Start with the smallest thing on your desk. The note that never quite falls."

★ WORTH REMEMBERING

Really look at a sticky note. Press it — it holds. Peel it — clean, no goo. Stick it again, a hundred times. So tonight's mystery: **how does a scrap of paper choose when to hold on and when to let go?**

The note rippled — and a whirlpool of golden light yanked her in.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

Biggest mystery yet

- ① How does paper **STICK**, peel **CLEAN**, and re-stick — with no wet glue?
- ② Grandpa says it built one of the great companies. Prove it, compass.

THE WALL OF TEN THOUSAND THINGS

She landed in a lab where sticky notes drifted like glowing leaves. A whole snowfall of paper.

A young scientist caught one from the air. "I'm Juno. I figure out why things stick — and why they don't."

Best. Job. EVER.

She turned Siri toward a wall taller than a house. Tape. Sandpaper. Masks. Signs. Sponges. Notes.

It's SNOWING sticky notes!

ONE company makes ALL of this?!

Sixty thousand things. From a handful of tricks.

★ WORTH REMEMBERING

Here's the twist: this company doesn't sell one famous gadget. It sells thousands of tiny quiet helpers — and each hides a piece of clever science. Master a few deep tricks, and you can make almost anything.

Juno unrolled a parchment map. Seven glowing doors.
“Seven wonders. Open them all and you’ll read the world differently.”



Seven doors. Deal.



SIRI'S SECRET NOTEBOOK · THE QUEST MAP

- 1 THE GRIP — how does ANYTHING stick?
- 2 THE LET-GO — stick, peel clean, re-stick?!
- 3 THE TEETH — carving with tiny knives
- 4 THE SHIELD — making things repel water
- 5 THE LIGHT — signs that glow in the dark
- 6 THE BREATH — catching invisible specks
- 7 THE HANDS — who builds it... and WHY?

Let's GO 🗺️

WONDER ONE: THE GRIP

3a What sticking really is



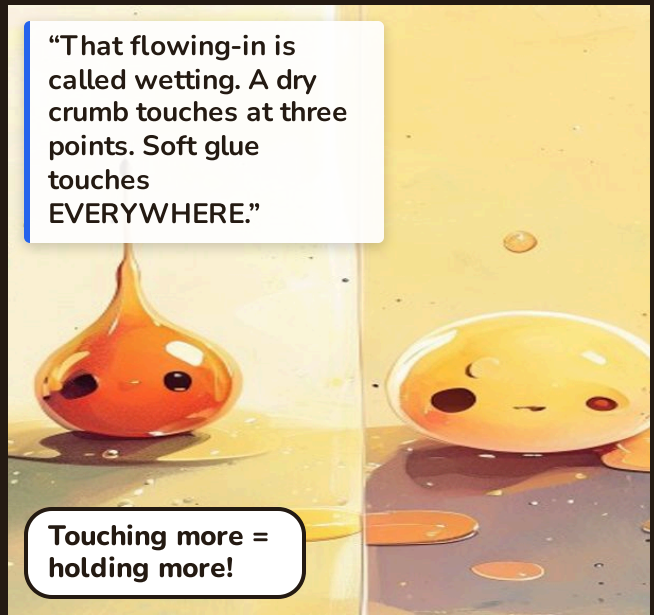
Door one glowed. “Press the note,” said Juno. Threads of attraction reached up between paper and desk.

The note is grabbing the wood!



“Nothing is truly flat. Zoom in — every surface is jagged mountains. Sticky stuff FLOWS into the valleys.”

So the glue hugs every bump!



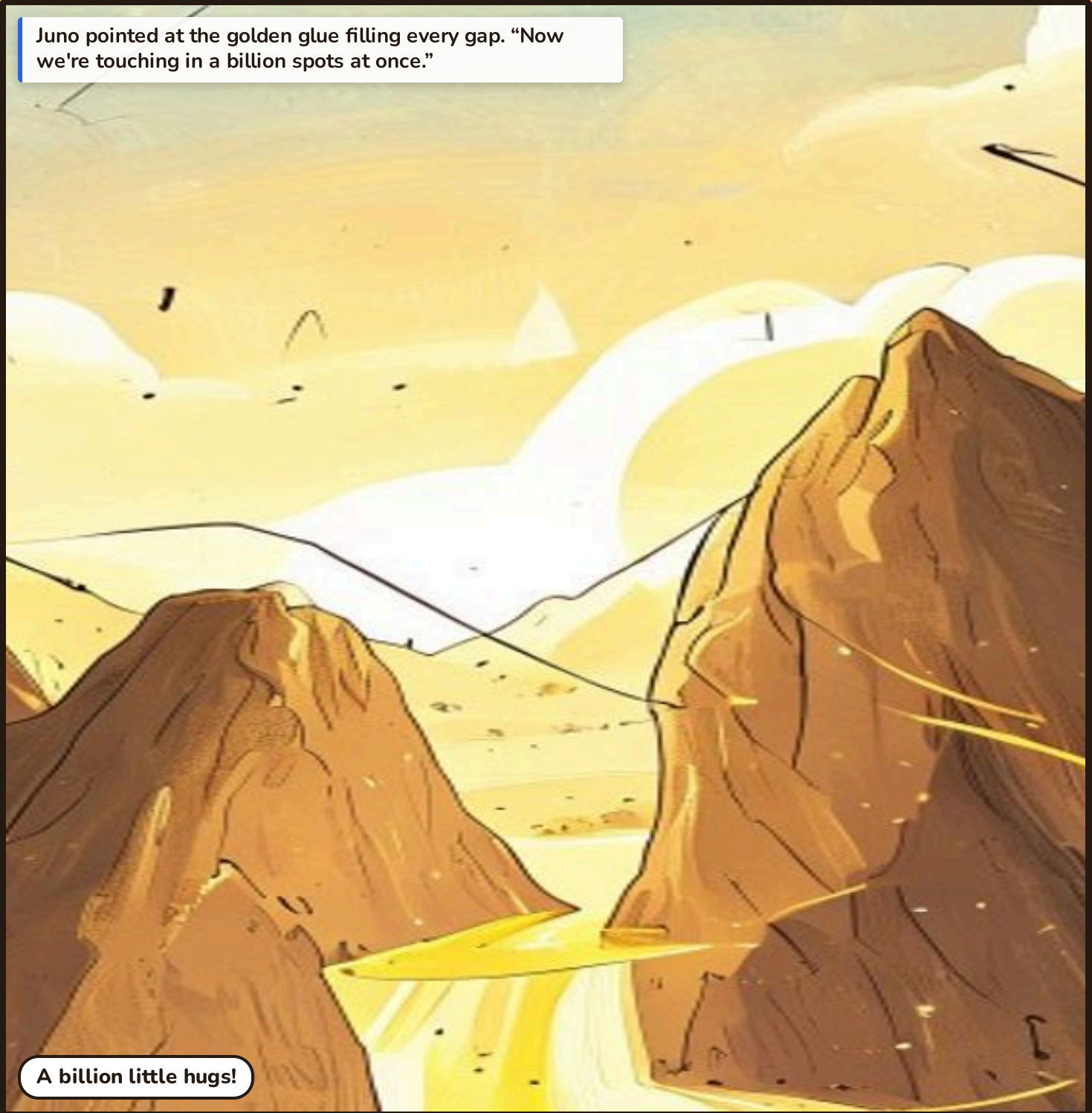
“That flowing-in is called wetting. A dry crumb touches at three points. Soft glue touches EVERYWHERE.”

Touching more = holding more!

★ WORTH REMEMBERING

Big idea, door one: the secret to sticking isn't stronger glue — it's **touching in more places**. Get two surfaces close enough and they hug all along. That's why soft, flowing glue grips and a hard dry crumb doesn't.

Juno pointed at the golden glue filling every gap. "Now we're touching in a billion spots at once."



A billion little hugs!



SIRI'S SECRET NOTEBOOK · DOOR 1, HALF OPEN

Nothing is flat (it's all mountains). Sticking = soft stuff FLOWS into the valleys = 'wetting' = touching everywhere. More contact = more grip. 🧊

WONDER ONE: THE ZILLION PULLS

“Once they touch that closely, molecules pull on each other,” said Juno. Tiny hands, reaching across the gap.

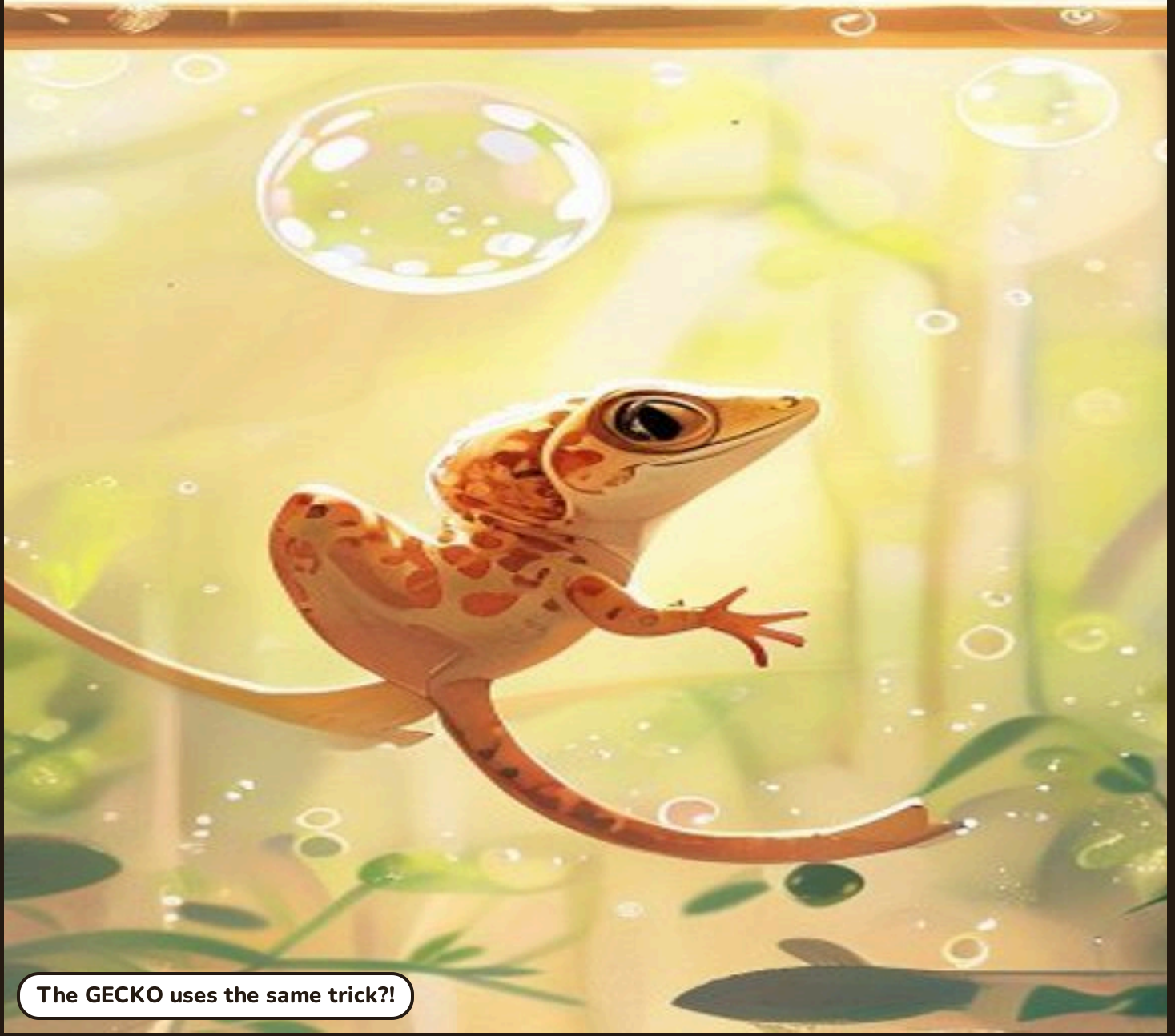


They're holding HANDS!

★ WORTH REMEMBERING

One molecule's pull is called a **van der Waals force** — impossibly weak alone. But a zillion of them, all at once, hold a poster to a wall. Strength from adding up the tiny. Remember that — it explains half of nature.

“Nature figured this out first,” Juno grinned. A gecko strolled across the ceiling on millions of tiny toe-hairs.



The GECKO uses the same trick?!

★ WORTH REMEMBERING

A gecko's toes are furred with millions of microscopic hairs. Each hair grabs the wall with those same weak van der Waals pulls — and together they hold the whole lizard upside-down. No glue. Just touching, everywhere. 🦎

Juno pressed a strip of tape harder and harder. Under her hint-lines, more and more tiny contact points lit up.



Press harder → touch more → stick more!

 SIRI'S SECRET NOTEBOOK · DOOR 1 UNLOCKED

Sticking = flow into valleys → a ZILLION weak van der Waals pulls → strong grip. Geckos walk ceilings the exact same way (millions of toe-hairs!).
Press harder = more touch. 🤝 🦎

WONDER TWO: THE LET-GO

5a The impossible glue

Door two. "Normal tape flows flat and grabs HARD — it won't let go clean. Our note has a secret: tiny SPHERES."

"Balls touch only at their tips. So the note holds gently, peels off with no mess, and springs back to stick again."

Little balls instead of flat goo?

Weak on purpose — so it's REUSABLE!

★ WORTH REMEMBERING

This adhesive was a famous 'failure.' A scientist named Spencer Silver made a glue that stuck... only a little. Everyone shrugged — who wants weak glue? He didn't give up. He'd found the **let-go** the world was missing. ✨

Siri stuck a note on the window. Peeled it. Stuck it again. And again. And again.

PEEL PEEL

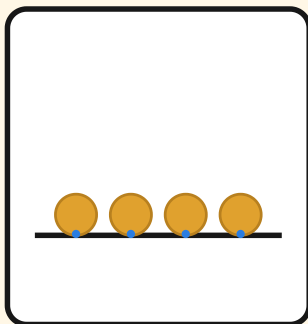
“Strong glue wets TOO well — it fills every valley and won't come back out. Weak spheres barely dip in.”

A hundred times
and still sticky!

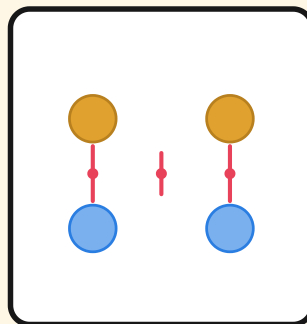
Just enough hug.
Not too much!



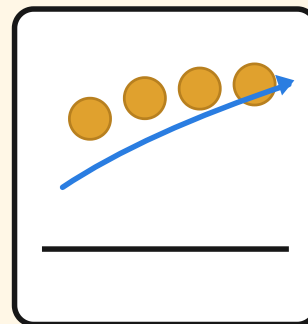
HOW A STICKY NOTE HOLDS ON — AND LETS GO



TINY SPHERES
only tips touch



A ZILLION PULLS
forces add up



PEELS CLEAN
no mess left



SIRI'S SECRET NOTEBOOK · DOOR 2 UNLOCKED

The note's secret = tiny SPHERES: touch at the tips only → hold light → peel clean → re-stick. A 'failed' weak glue turned out to be the whole invention. Weakness, on purpose ✨

WONDER THREE: TEETH OF GLASS

6a The opposite of sticking

Door three led to a sheet of sandpaper. Under the microscope: a field of tiny knives.

“Sticking joins things. This CARVES. Each grain shaves off a sliver too small to see.”

Sandpaper is a page of KNIVES?!

A thousand tiny chisels at once!

★ WORTH REMEMBERING

This was the company's very first job: **abrasives**. To cut a thing, your grain must be harder than it. Scientists rank hardness on a ladder — soft chalk near the bottom, diamond at the very top.

“Climb the ladder. Chalk can't scratch a coin. A steel nail can. Diamond scratches everything.”



Harder always wins!

★ WORTH REMEMBERING

And the sneaky twist: you make a thing **smooth** by scratching it — just with smaller and smaller grains, until your eye gives up. A polished mirror is really a field of invisible scratches, all lined up. 🔍

📖 SIRI'S SECRET NOTEBOOK • DOOR 3, HALF OPEN

Grinding = tiny sharp grains shaving invisible slivers. Rule: harder scratches softer (the hardness ladder, chalk → diamond). Smooth = teeny scratches too small to see. 🔪

WONDER THREE: ROUGH MAKES SMOOTH

Next room: a grinding wheel bit into steel and threw a golden fountain of sparks.

SKKRRRT



It's RAINING fire!

Then a mirror so smooth it caught the sky. Juno zoomed in: tidy microscopic scratches, all in rows.



The mirror is MADE of scratches?!

★ WORTH REMEMBERING

Every shiny thing you own — a phone back, a car body, a lens — was smoothed by controlled scratching. Start rough, go finer, finer, finer. The same idea as the sticky note, flipped inside-out: **master the touching.**

"Whether you stick, peel or grind, it's all one question," Juno said. "How, and how much, do two surfaces touch?"



Sticking and grinding are COUSINS!

★ WORTH REMEMBERING

That's the deep secret of this whole factory: control how surfaces meet. Hold on (glue). Let go (spheres). Bite in (grit). Slide off (coming next). One idea, a thousand products. 

 SIRI'S SECRET NOTEBOOK · DOOR 3 UNLOCKED

Rough makes smooth: finer and finer scratches. Sticking + grinding = the SAME question — how do two surfaces touch? Hold on, let go, bite in... what's left? Making things SLIDE off. Door 4 →

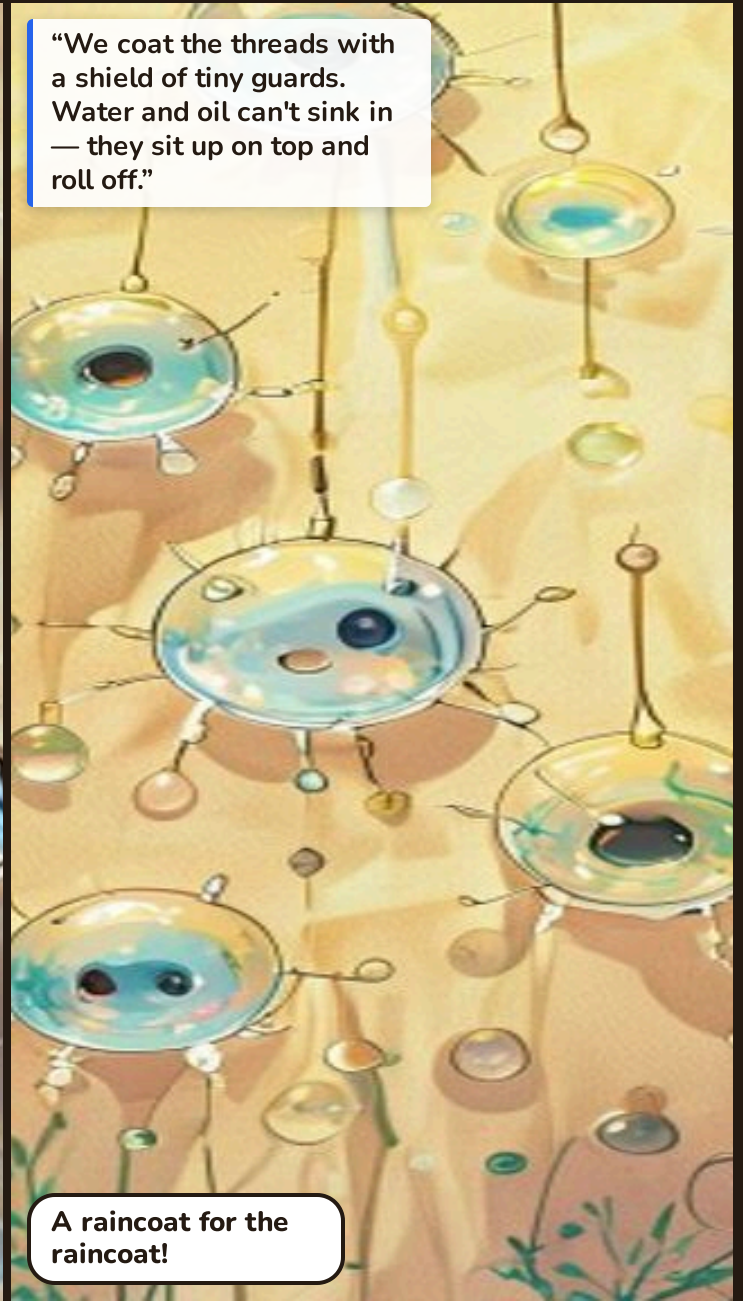
WONDER FOUR: THE SHIELD

Door four. Juno flicked water at a jacket — and it beaded into silver marbles and rolled away.



The water is
RUNNING AWAY!

“We coat the threads with a shield of tiny guards. Water and oil can't sink in — they sit up on top and roll off.”



A raincoat for the
raincoat!

★ WORTH REMEMBERING

Water usually loves to spread (that's wetting again). This shield does the opposite: it makes the surface something water refuses to hug. So spills bead up and slide off instead of soaking in. Un-sticking, on purpose. 💧

Siri tipped grape juice onto a treated cushion. It slid right off. No stain.



I want this on EVERYTHING I own!

★ WORTH REMEMBERING

Here's the honest part, though: some of the old water-and-oil-repelling chemistries turned out to linger in nature for a very long time. Scientists now call them 'forever chemicals,' and the search is on for kinder ones. Even great inventions get re-examined.



SIRI'S SECRET NOTEBOOK · DOOR 4 UNLOCKED

Repelling = the OPPOSITE of wetting: make a surface water won't hug, so drops bead + roll off. ⚠️ But: the old 'forever chemicals' linger in nature — being replaced by kinder ones. Good science stays honest. 💧

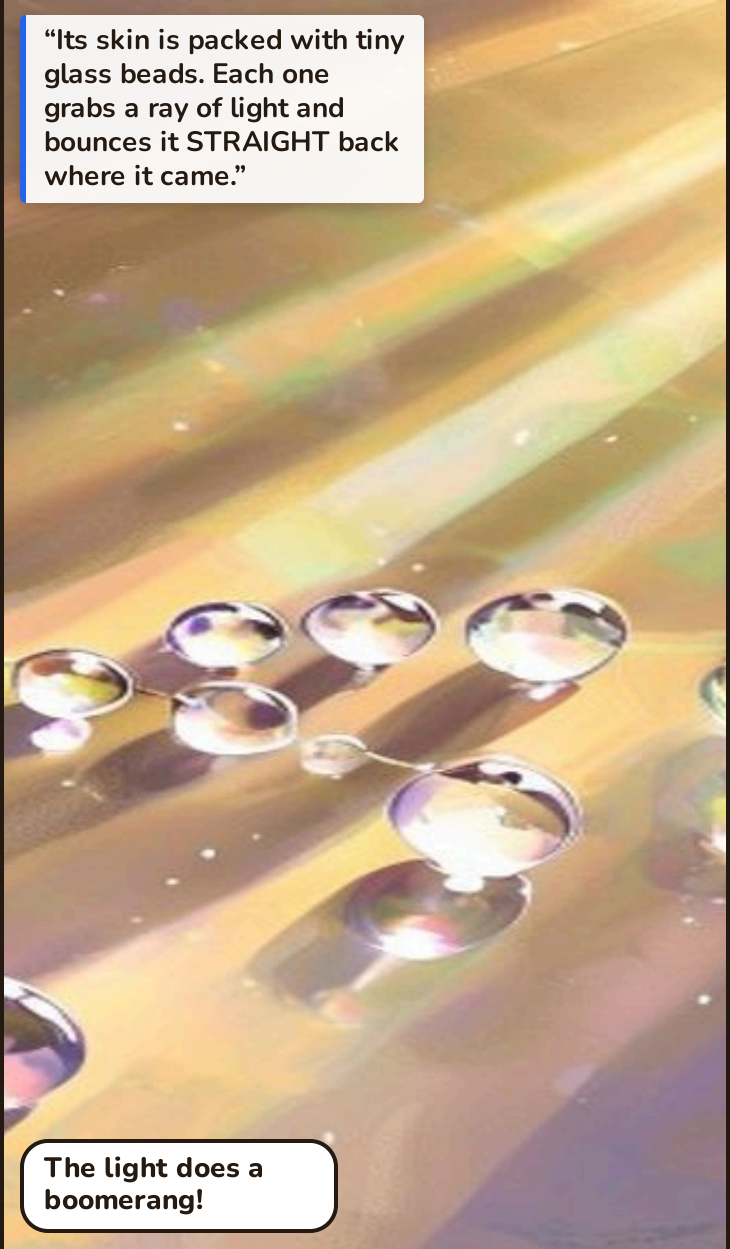
WONDER FIVE: THE LIGHT CATCHER

Door five opened onto a dark road. A single sign BLAZED white in the headlights, though it had no lamp.



It's glowing! But there's no power!

"Its skin is packed with tiny glass beads. Each one grabs a ray of light and bounces it STRAIGHT back where it came."

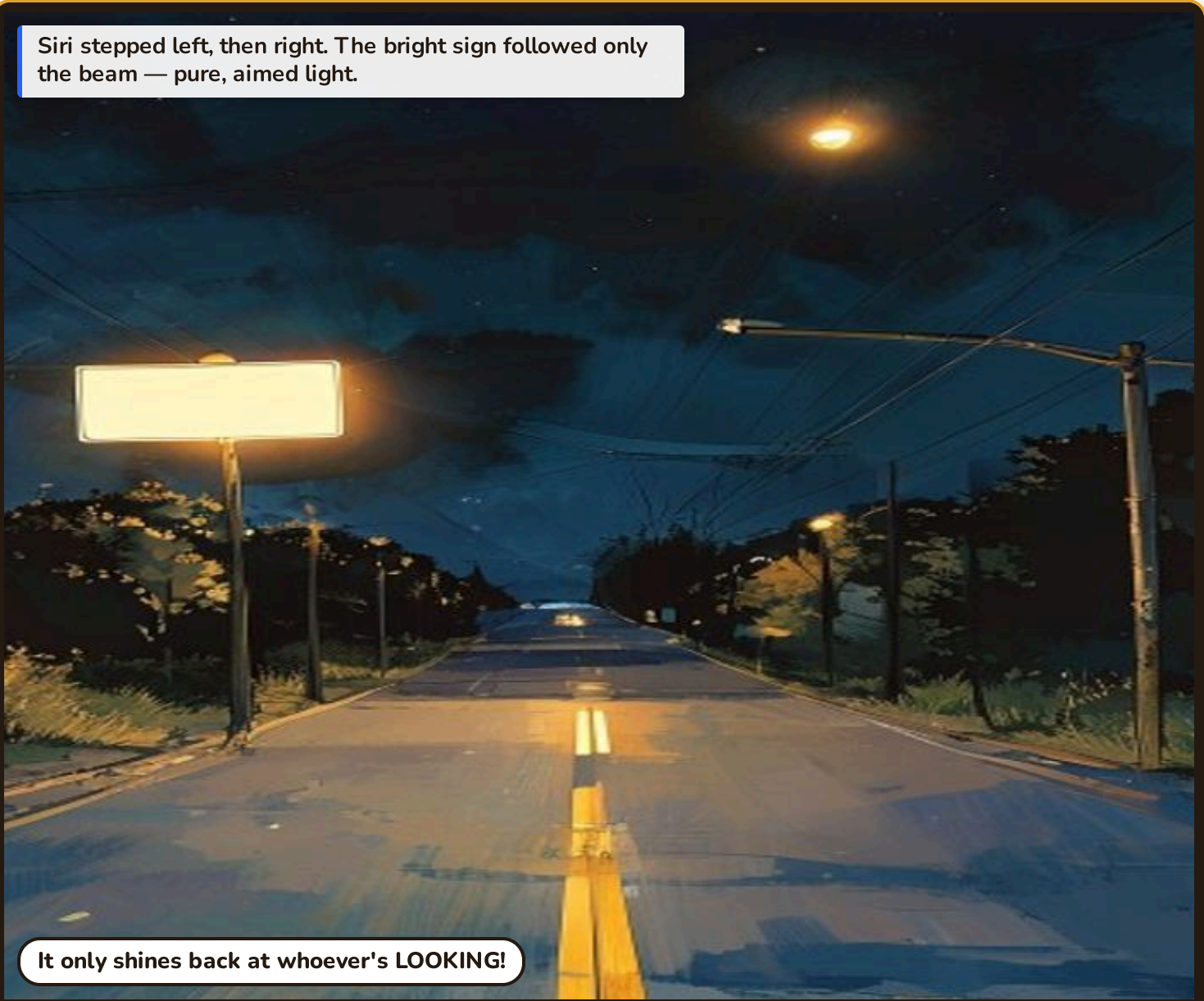


The light does a boomerang!

★ WORTH REMEMBERING

It's called **retroreflection**. A normal wall scatters light everywhere. These beads send it right back to its source — so a driver's own headlights come bouncing back to the driver's own eyes. That's why road signs shout at night. 🚦

Siri stepped left, then right. The bright sign followed only the beam — pure, aimed light.



It only shines back at whoever's LOOKING!

★ WORTH REMEMBERING

This tiny trick saves real lives on dark roads. And it grew from the same skill as the glue and the grit: coat a surface with billions of identical tiny things, each doing one precise job. ✨

📖 SIRI'S SECRET NOTEBOOK · DOOR 5 UNLOCKED

Road signs glow because of RETROREFLECTION: tiny glass beads bounce light straight back to its source (your headlights → your eyes). No power needed. Same skill: coat a surface with billions of tiny helpers. 🚦

WONDER SIX: THE BREATH

Door six: a soft cup-shaped mask. Juno peeled back its layers — inside, a fluffy tangle of super-fine fibers.

“Specks in the air are tiny and tricky. So the fibers carry a gentle static charge that TUGS them in as they drift past.”

It's like a cloud you can wear!

The mask GRABS invisible dust!

★ WORTH REMEMBERING

The clever bit: the fibers don't just sieve big bits — they hold a tiny static charge that pulls in specks far too small for any net. Air slips through easily; the invisible danger gets caught. A whole science, in a thing you can crumple. 🤖

Siri watched motes drift into the tangle and stick. “So it lets me breathe but stops the specks.”



Easy air in. Bad stuff caught!

★ WORTH REMEMBERING

The company invented the light, throwaway version of this mask — and when the world suddenly needed billions of them, its factories already knew how. Old, patient science, ready right when it mattered. 🫁

📖 SIRI'S SECRET NOTEBOOK · DOOR 6 UNLOCKED

Masks = a fluffy tangle of fine fibers + a gentle STATIC charge that tugs in specks too small for a sieve. Air passes; danger sticks. Six doors down. Door seven doesn't ask HOW... it asks WHO. And WHY. 🧠

WONDER SEVEN: A MILLION HANDS

Door seven filled the whole wall. Behind it: no machine at all. Just... the world.

Golden threads from mines, forests, chemical labs and factories — all arcing to one bright little factory.

The whole planet is holding hands.

Juno opened a door onto a hall of scientists, each happily chasing their OWN wild idea.

The seventh wonder is PEOPLE?

They do whatever they WANT?

One day in seven — to wander. It's the rule here.

★ WORTH REMEMBERING

That rule is the factory's real magic: give curious people a slice of time to chase their own hunches. Most hunches fizzle. But once in a while, a wander becomes a wonder — like a weak glue that became a sticky note. 🌱

The miner. The chemist. The coater. The inspector. The pilot. The rider. Each did one small, careful thing.



But **NOBODY** does the whole thing alone?!

★ WORTH REMEMBERING

Sit with that: **nobody on Earth can make even a sticky note alone.** Each person masters one sliver — and one company conducts a million slivers into thousands of tiny helpers. The conducting is the real invention. 🎵

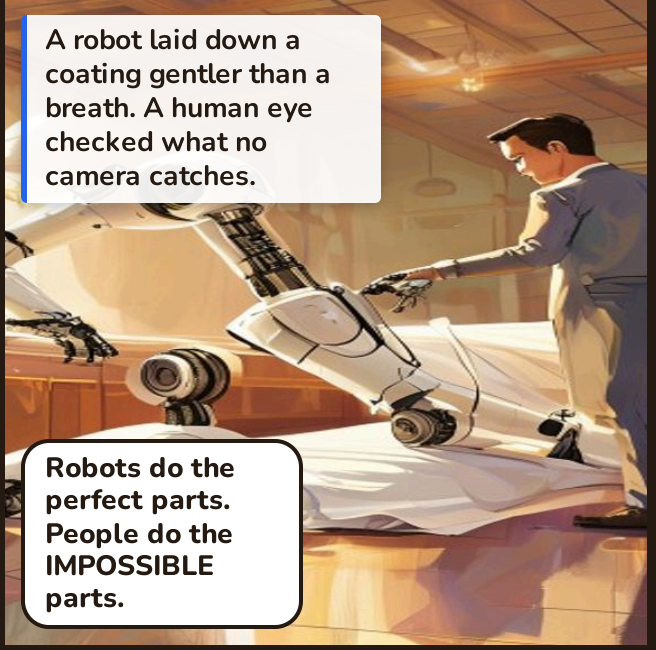
📖 SIRI'S SECRET NOTEBOOK · DOOR 7, PART ONE

Mines + forests + labs + a million hands → one little factory → my desk. One day in seven to wander = the secret ingredient. No single person knows it all. So — WHO'S THE CONDUCTOR? About to find out.

THE IDEA MACHINE



The last door of the journey: a hall of gliding paper rivers, dusted with billions of tiny spheres, born into notes.



A robot laid down a coating gentler than a breath. A human eye checked what no camera catches.

Robots do the perfect parts. People do the IMPOSSIBLE parts.



At dawn, trucks and jets swallowed pallets of tape, notes and sandpaper. To any store on Earth: a few days.

VROOOOM

It's not a factory. It's an ORCHESTRA.

Tiny helpers, going EVERYWHERE!

★ WORTH REMEMBERING

Factory rule, business secret: **quality is cheapest at the source**. Fix a flaw on the line — a penny. Fix it in a customer's hand — a fortune, because what breaks then is **trust**. Remember this wall. We'll see it at the castle.

And at the far end, a gentle robot pulled old products apart, sorting metals and paper so new ones could grow.



The river flows in a CIRCLE!

 SIRI'S SECRET NOTEBOOK · DOOR 7 UNLOCKED

Robots = perfect, humans = impossible. Quality is cheapest at the source (a penny now vs a fortune later). Few days to any store. All 7 doors OPEN!
Now... someone wants to meet me. 💰

WHY THE WORLD SAYS YES

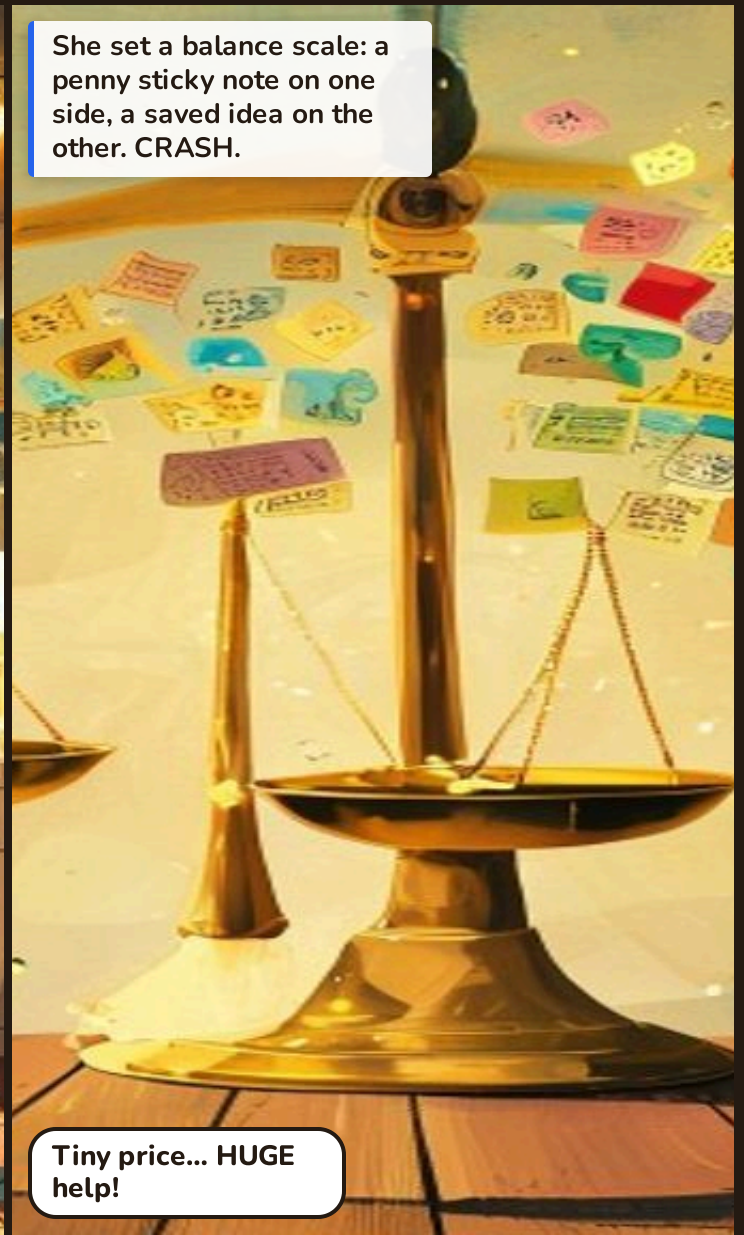
13a Siri's question Flips

Juno pointed everywhere at once. Tape mending a book. Sandpaper smoothing a chair. A sign glowing in the dark.



They're INVISIBLE — until you need them!

She set a balance scale: a penny sticky note on one side, a saved idea on the other. CRASH.



Tiny price... HUGE help!

★ WORTH REMEMBERING

Warren's favorite riddle: **price is what you pay, value is what you get.** A note costs pennies but saves a forgotten idea, a phone number, a birthday. When value crushes price, people don't feel tricked — they feel grateful. ❤️

Through a window: a whole office running on little helpers — notes, tape, markers, all quietly doing their jobs.



A giant company, built on PENNIES!



SIRI'S SECRET NOTEBOOK

My question flipped: not 'how does it work' → 'WHY spend so much making tiny things?' Answer #1: everyone needs to stick, cut, seal and mend — every day, forever. Value >> price = a billion smiling yes'es.

THE TOOLBOX EVERYONE TRUSTS

"Open any toolbox on Earth," said Juno, "and you'll find these little helpers already inside."

Hospitals, schools, garages, airplanes — all leaning on the same quiet products, day after day.

The same helpers, in a MILLION places!

"And here's the quiet magic: buy one, and you reorder forever. Little rivers, from millions of homes."

Pennies × a billion = an ocean!

They got there BEFORE me!

★ WORTH REMEMBERING

The moat isn't one blockbuster — it's **a razor you buy again and again**. When a cheap, trusted thing sits in every toolbox, rivals must dislodge a habit, not a product. Habits are the hardest thing to unstick. 🛒

📖 SIRI'S SECRET NOTEBOOK

Answer #2: TRUST + EVERYWHERE. A cheap helper in every toolbox = reordered forever. Rivals don't fight a product, they fight a HABIT — and habits barely budge. (Filing 'cheap copycats' under CRACKS. 🤔)

THE FREEDOM TO WANDER



Juno led Siri to a sunlit garden of half-finished ideas. "One day in seven, we chase our own hunches here."

A whole day just to **WONDER?**



On the wall, the old founder's rule: "Listen to anyone with an original idea — even if it sounds silly at first."

The boss's rule was to **LISTEN?**

"And this one," Juno smiled. "If you never make mistakes, you're not trying anything new."

Mistakes are **ALLOWED** here?!

The good ones teach us the next product.

★ WORTH REMEMBERING

A long-ago leader gave scientists freedom, a listening ear, and permission to fail. That sounds soft — it's actually the moat. A rival can copy a product in a year. A **hundred-year habit of inventing?** That takes a hundred years. 🌱

📖 SIRI'S SECRET NOTEBOOK

Answer #3: the **CULTURE**. Wander-time + 'listen to any idea' + 'good mistakes are fine' = a company that invents by habit. You can buy a factory. You can't buy a hundred-year habit. Now — **WHO** started all this? Compass spinning 🧭

THE MINE THAT FAILED

The compass dragged them to a glass campus glowing like a hive of ideas. Siri read the name on the gate. Two letters.



3M! The factory of ten thousand ideas!

"It began in 1902. Five men. A cold Minnesota lake. They dug for a mineral hard enough to make grinding wheels."



Five guys and a MINE?

★ WORTH REMEMBERING

Then the gut-punch: the rock they dug up was too **soft** to grind anything. The mine was a flop. The young company was nearly broke before it had sold a single thing. Most stories end right there.

“But they made a choice that saved them: stop mining, start MAKING. Turn the science of grit into sandpaper.”



Their FAILURE became their factory!

★ WORTH REMEMBERING

That first pivot planted the whole culture. When your company is literally born from a failed hole in the ground, you learn young: **a failure often hides a better product**. You just have to keep looking. And 3M looked for a hundred years.



SIRI'S SECRET NOTEBOOK · THE REVEAL

3M = Minnesota Mining & Manufacturing. 1902: five men, a failed mine (rock too soft!). Nearly broke → pivoted to sandpaper. Born from a flop → learned to love the useful mistake. I actually gasped. What came next?!

THE ACCIDENTS THAT BUILT A GIANT

"1925. A young worker watched painters ruin two-tone cars. He invented paper tape that peeled off clean."



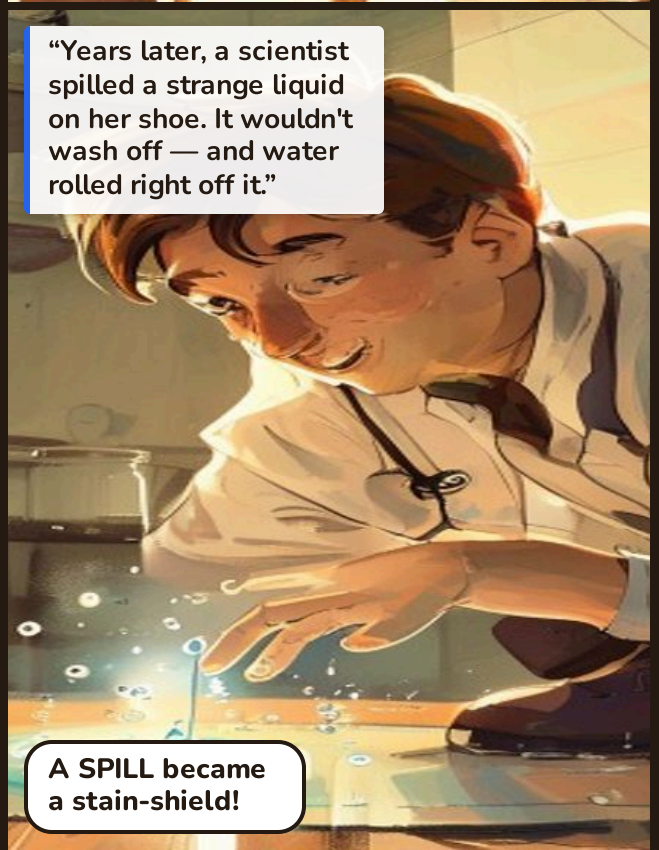
Masking tape — from watching people STRUGGLE!

His first tape was too stingy with glue and fell off. A painter teased the 'thrifty' bosses — and the playful nickname stuck to the tape forever.



A TEASE became the brand name?!

"Years later, a scientist spilled a strange liquid on her shoe. It wouldn't wash off — and water rolled right off it."



A SPILL became a stain-shield!

“1968: Spencer Silver made a glue that stuck only a little. For years, nobody knew what it was FOR.”



A solution... with no problem!

“Then a choir singer, tired of bookmarks falling from his hymnbook, gave it a job. The Post-it Note was born.”



A fallen bookmark finished the puzzle!

★ WORTH REMEMBERING

Look at the pattern: a struggle watched, a spill not wiped away, a 'failure' not thrown out. Every 3M classic came from **noticing** and **not giving up**. The real product was never the tape — it was a place where curiosity was allowed to finish its thought. 🧪



THE STORY IN TIME

1902

Five men start a Minnesota mine — for grinding grit.

1905

The rock is too soft. They pivot to making sandpaper.

1914

First hit product: a tough abrasive cloth.

1921

Waterproof sandpaper — cleaner, healthier workshops.

1925

Richard Drew invents masking tape for two-tone cars.

1930

Clear sticky tape — a Depression-era mender's friend.

1956

Scotchgard: a spill that repels water and stains.

1968

Spencer Silver makes a glue that sticks only a little.

1980

Art Fry turns it into the Post-it Note. 



SIRI'S SECRET NOTEBOOK

Masking tape (watching painters) → a tease
became the name → a spilled stain-shield →
weak glue nobody wanted → a fallen bookmark
→ the sticky note. Rule: NOTICE, and don't give
up on the useful accident. 

THE CASTLE OF TEN THOUSAND IDEAS

A warm glow. A whiff of cherry cola. Warren and Charlie, the partners from Omaha, before a shining castle.

Under a tree, the two old friends let her lay out the walls, one by one. Nodding. Chuckling. Correcting.

The only question that matters for a hundred years, Siri: what keeps invaders OUT?

Walls! I've been collecting them ALL BOOK!

Scarier than any school quiz. A hundred times more fun.



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: The Idea Machine

Thousands of curious scientists, free to wander one day in seven, listened to, allowed to fail. A river of brand-new products every year. You can copy a product — not a hundred-year habit of inventing.



Wall Two: One Science, Many Doors

A few deep skills — sticking, grinding, coating, films, fibers — reused across sixty thousand products. Learn a trick once, sell it a thousand ways.



Wall Three: A Mountain of Know-How

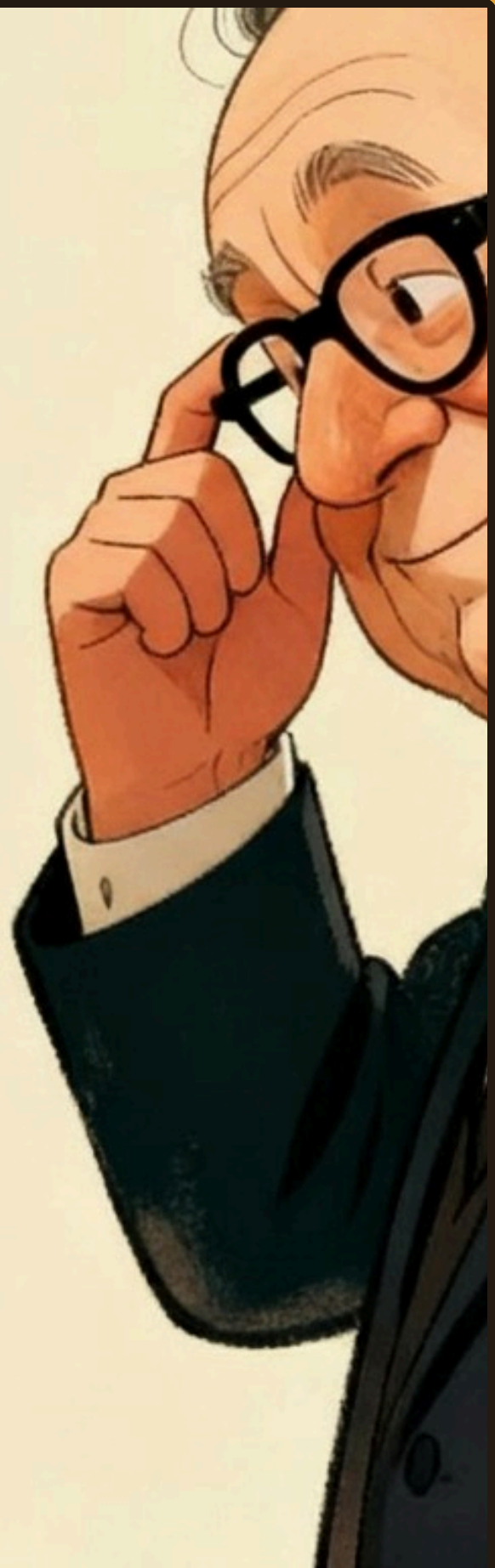
Decades of hard-won recipes and patents. Copying one product is easy. Copying the whole library takes a lifetime the copycats don't have.



Wall Four: In Every Toolbox

Trusted in workshops, hospitals, schools and factories worldwide. People reorder without a thought. To beat that, a rival must break a habit — the hardest wall of all.

Charlie tapped his thick glasses. "My trick: turn the telescope around. Don't ask how 3M wins — ask what would DESTROY it. Then check they aren't doing it. **Invert, always invert.**"



Find every way to LOSE... then don't go there!



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Crack One: Yesterday's Chemistry

Some old water-and-oil repellents linger in nature — 'forever chemicals.' Cleaning up the past costs money and trust.



Crack Two: The Slow Giant

Big, careful companies can stop taking wild swings. If the wander-time ever dies, so does the magic.



Crack Three: The Copycats

The simplest products — plain tape, plain sandpaper — are easy to knock off cheaply. Only the clever ones stay safe.



Crack Four: The Patent Clock

Every patent expires. The castle must keep inventing new walls faster than the old ones crumble.



★ WORTH REMEMBERING

Charlie's ruin-3M checklist: kill the wander-time. Punish mistakes. Cling to old chemistry too long. Stop funding research to look thrifty. Now — **just never do those.** Inversion turns worry into a checklist.

Warren raised his cola. "A business the world quietly needs every day, that keeps inventing its own future. I like factories of ideas — buy the machine, not one idea."



The treasure was never the note. It's the **FACTORY!**



SIRI'S SECRET NOTEBOOK · THE CASTLE

WALLS: idea machine 🖋️ one-science-many-doors 🧪 know-how 📜 every toolbox 🧰. CRACKS: old chemistry 🧪 slow giant 🐘 copycats 🐜 patent clock ⌚. Charlie: INVERT. Warren: buy the factory, not one product. 🏰

THE JUDGE'S QUESTIONS

Then Warren built a tiny courtroom under the tree — and put a sticky note on the witness stand. “Every business faces a judge someday, Siri. The judge is the future. Today, that’s you.”

TOK TOK

Siri banged the little gavel and fired Warren’s five eternal questions.

Order in the court!

Question one,
witness: will
people still **NEED**
you in thirty years?



★ WORTH REMEMBERING

The Owner's Court: ⚖️ Enduring need? —
'People will always stick, cut, seal, clean and protect.' ⚖️ Trust earned? — 'I'm in every toolbox on Earth.' ⚖️ Reinvesting wisely? —
'Billions a year into new science, and one day in seven to wander.' ⚖️ Copyable with money? —
'One product, yes. A hundred-year habit of inventing, no.' ⚖️ What breaks you? — 'Only my keepers, if they stop being curious.' Court adjourned for lemonade.

Last exhibit: a painting of 2056. Newer helpers, kinder chemistry — but the SAME eternal jobs. Stick. Seal. Protect.



The shapes change. The needs never do.

SIRI'S SECRET NOTEBOOK • JUDGE ANY BUSINESS

Warren's five: ① enduring need? ② trust earned? ③ reinvests wisely? ④ copyable with mere money? ⑤ what breaks it? Works on tape, soap, railways — anything. (He never once named a stock price. The judge judges the BUSINESS.) 

THE NEXT THIRTY YEARS

One last walk: a street of tomorrow, humming with kinder, cleverer little helpers.

The tricks stay — the shapes change!

"First job: retire the 'forever chemicals' and invent shields that protect us AND wash safely out of nature."

Clean magic, not lingering magic!

"Next: bandages that heal like skin, and gentle gecko-style tapes that hold a wound and peel without a wince."

Sticking, but KIND!

"And filters that scrub dirty air and water clean — the mask's trick, grown huge, for a whole city."

The breath door, super-sized!

★ WORTH REMEMBERING

No crystal balls — just visible currents: cleaner adhesives, skin-like medicine, gecko tapes, city-sized filters, recyclable films. Siri's rooftop rule: **don't bet on the note — bet on the needs**. The 2056 winner keeps the world's trust while the shapes change. 🌍

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: clean green glues, skin-like patches, gecko tape, air+water filters, recyclable films. Rules: bet on needs not shapes · trust is the crown · keep wandering. 🌍

THE SECRET NOTEBOOK

Home stretch. Siri pinned every discovery to her wall and joined them with red string.



It's all ONE WEB. Every thread pulls every other one.



★ WORTH REMEMBERING

The Science Web, one breath: nothing is flat →
soft stuff flows into the valleys → a zillion van
der Waals pulls grip → tiny spheres let go clean
→ harder grains carve → rough makes smooth
→ shields make water bead → glass beads
bounce light back → charged fibers catch specks.
Ordinary physics, stacked cleverly.



★ WORTH REMEMBERING

The Business Web, one breath: value (a penny saves an idea) → trust in every toolbox → a habit rivals can't unstick → a culture that invents by wandering → a castle of many walls, patrolled by Charlie's inversion and Warren's court. And underneath: a million strangers, conducted into ten thousand helpers.

The true test: she retold the **WHOLE** thing to her little cousin — using sticky notes as puppets. He got it.



If you can't explain it with sticky notes, you don't really know it yet.



SIRI'S SECRET NOTEBOOK · THE LATTICEWORK

Charlie's word for my string-wall: a
LATTICEWORK of mental models. A dozen from
ONE note: touch-more-to-stick · weakness-on-
purpose · harder-scratches-softer · rough-
makes-smooth · repel-is-anti-wetting ·
retroreflection · the useful accident · price-vs-
value · the razor habit · culture-as-moat · invert ·
the owner's court. 

COMING HOME

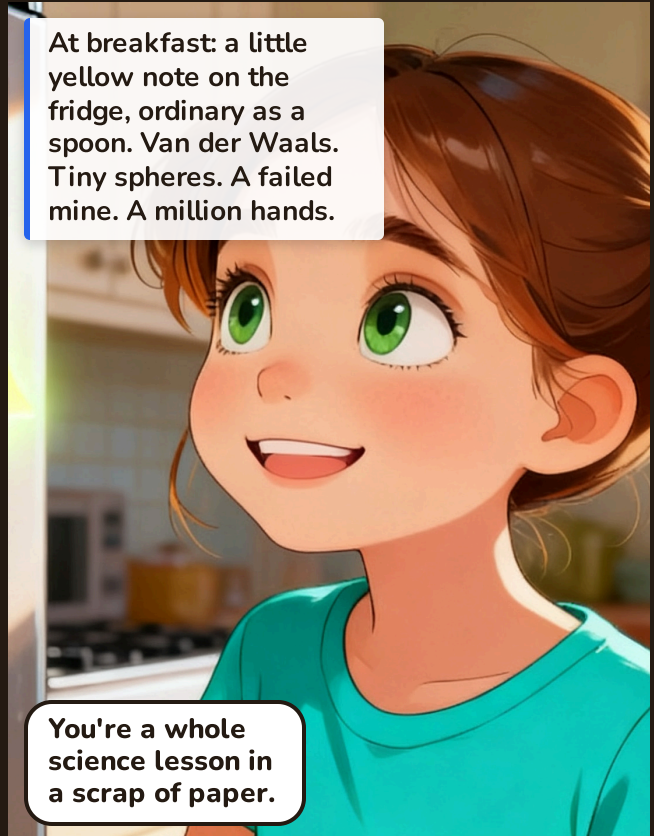


Her own bed. Morning. The compass: quiet. The house: lit differently, somehow.



One fresh line dried on the diary's page.

"The modern world is not magic. It is millions of ordinary people doing small hard things, together, for a long time. Be patient, little one — and never throw away a useful mistake."



At breakfast: a little yellow note on the fridge, ordinary as a spoon. Van der Waals. Tiny spheres. A failed mine. A million hands.

Was it real? It FELT real...

You're a whole science lesson in a scrap of paper.

Then she peeled it off,
wrote 'I ❤️ you' and stuck it
on Mom's coffee mug. Best
let-go in the world.



Small thing. Big
job. MY rules now.

She hugged the diary tight.
Somewhere far away, a
hive of glass windows
caught the morning sun.



Show me the next
one, Grandpa. ❤️

★ WORTH REMEMBERING

Next unlock, feel it: a zillion tiny pulls holding on — a weak glue everyone called a failure — a failed mine that became a factory of ten thousand ideas — a hundred-year habit of never wasting a mistake. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · VOLUME TWENTY, CLOSED

Seven doors. A dozen mental models. One castle. One failed mine. One weak glue that changed the world. But the compass is twitching toward the garage... something metal... a tiny burst of lightning... and Warren is already grinning. Volume Twenty-One. 🧭⚡



OUR PHILOSOPHY

We believe the greatest gift we can give a child is the ability to think.

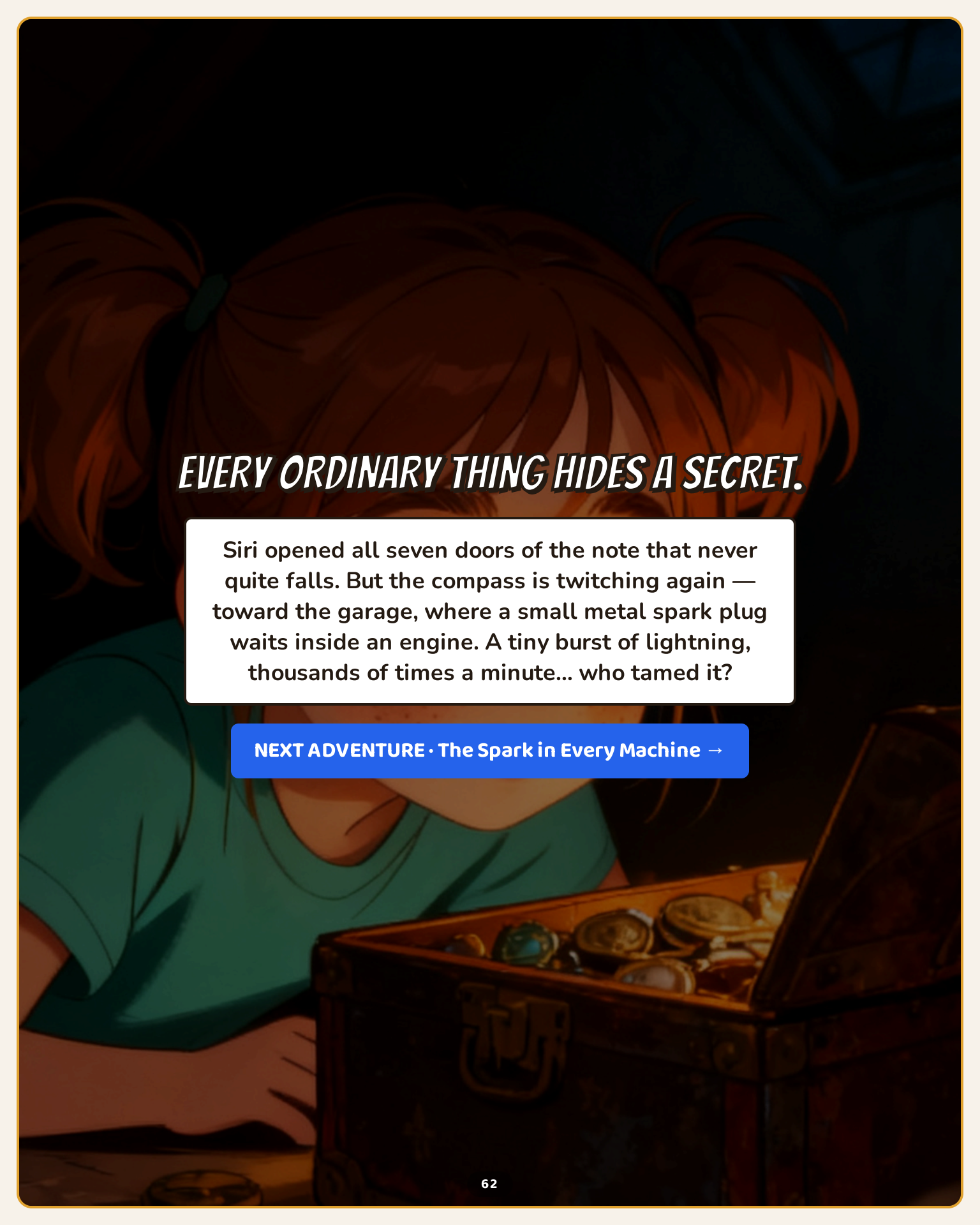
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

Every story begins with a scientific idea and follows its journey into innovation, industry, and the businesses that create value for society. Along the way, children learn that great companies are built on curiosity, experimentation, integrity, and long-term thinking.

Our goal is not to teach children how to invest, but to help them build the mental models needed to understand the world, ask better questions, and think independently.

The companies featured in *The Great Company Adventures* are educational case studies—not investment recommendations. They show how knowledge, innovation, and perseverance turn ideas into products, services, and enduring businesses.

LEARN THE SCIENCE. • UNDERSTAND THE BUSINESS. • THINK FOR LIFE.

A girl with red hair in pigtails, wearing a green shirt, is looking into an open wooden treasure chest filled with gold coins and jewels. The scene is dimly lit, with a dark background.

EVERY ORDINARY THING HIDES A SECRET.

Siri opened all seven doors of the note that never quite falls. But the compass is twitching again — toward the garage, where a small metal spark plug waits inside an engine. A tiny burst of lightning, thousands of times a minute... who tamed it?

NEXT ADVENTURE · The Spark in Every Machine →