

The Great Company Adventures • Book 4 of 50

CATERPILLAR

THE MACHINES THAT MOVE MOUNTAINS

A curious girl, three wise mentors, and the yellow giant that lifts a mountain like a pillow.

"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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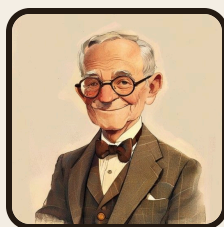
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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



IRIS

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 DIGGER THAT WOKE AT MIDNIGHT

Midnight. Homework: unfinished. And Grandpa Ben's old brass compass? Spinning like crazy.

SPIN

The needle stopped. Pointing at... her old yellow toy digger. The dustiest thing on the shelf.

YOU? You're just a toy!

The magic diary flipped open by itself. Fresh ink. Grandpa's handwriting.

It's never done THIS before...

"Time to meet the businesses that built the modern world. Start with the machines that move mountains."

★ WORTH REMEMBERING

Look at a digger. A skinny steel arm lifts a boulder heavier than a car — like it's a pillow. It never grunts, never rests, never bends. So... **who taught steel to be that strong?**

The toy grew HUGE. A whirlpool of golden dust swept her off her feet.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 🚧

- ① How does a MACHINE lift a boulder like it's a pillow?
- ② Grandpa says a yellow digger built a giant company. A DIGGER?! Prove it.

A GIANT MADE OF GIANTS

She landed in a sunlit quarry — surrounded by yellow machines the size of houses.

An engineer waved, hard hat gleaming. “I’m Iris. I keep these giants running.”

Best. Job. EVER.

A haul truck rolled by. One wheel was taller than Siri. “Thousands of parts. Tons of steel. One machine.”

It’s a GALAXY of giants!

How does it not just SINK?

One trick at a time, kid.

★ WORTH REMEMBERING

A big mining machine can weigh more than a hundred cars, yet lift rock all day without breaking. It’s built from thousands of parts made in dozens of countries — every one of them clever.

📖 SIRI’S SECRET NOTEBOOK

One machine = thousands of parts, tons of steel. 🔍 Iris says every part hides a trick. First up: how does a skinny arm lift a rock heavier than a car?

THE MUSCLE MADE OF OIL

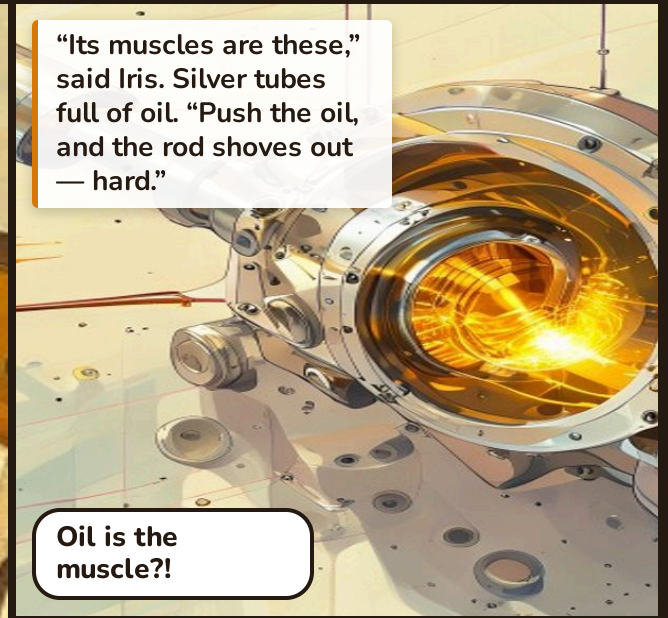
3a The muscle: oil trapped in a pipe

The great arm curled and lifted a boulder — softly, like tucking in a baby.



No engine roar. Just... muscle.

"Its muscles are these," said Iris. Silver tubes full of oil. "Push the oil, and the rod shoves out — hard."



Oil is the muscle?!

"Squeeze oil in a thin pipe and it pushes back EVERYWHERE. Small push in one end, giant push out the other."



Big piston, big force!

★ WORTH REMEMBERING

It's called **Pascal's rule**. Trapped oil passes your push along, unbroken. Press a small piston a long way; a giant piston moves a little — but with enormous force. Fluid turns a gentle pump into a mountain-lifter. 💪

"And the arm is really three seesaws — boom, stick, bucket. Push near each hinge, and the tip bites HARD."



A seesaw that eats rock!

"Slow, though. A digger crawls on purpose. In machines, slow usually means STRONG."



So slow isn't weak — it's mighty!

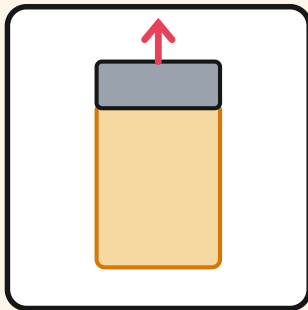
Now you're thinking like an engineer.

★ WORTH REMEMBERING

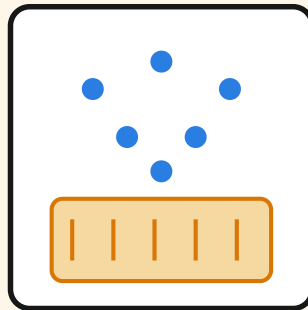
Push a seesaw near the middle and the far end swings wide. The cylinders push close to each hinge, so the bucket tip travels far and clamps down with tons of force. Same trick as a playground — scaled to move rock. ⚙️



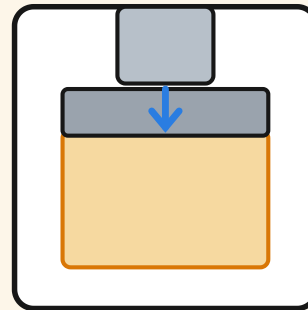
HOW OIL MULTIPLIES YOUR PUSH



A SMALL PUSH
on a little piston



OIL PASSES IT ON
pressure spreads everywhere



A GIANT PUSH
big piston lifts a boulder



SIRI'S SECRET NOTEBOOK

① Muscle = OIL pushed through pipes (Pascal!).

Small push in → giant push out. 💪

② The arm = levers, like seesaws. Slow but
MIGHTY. ⚙️

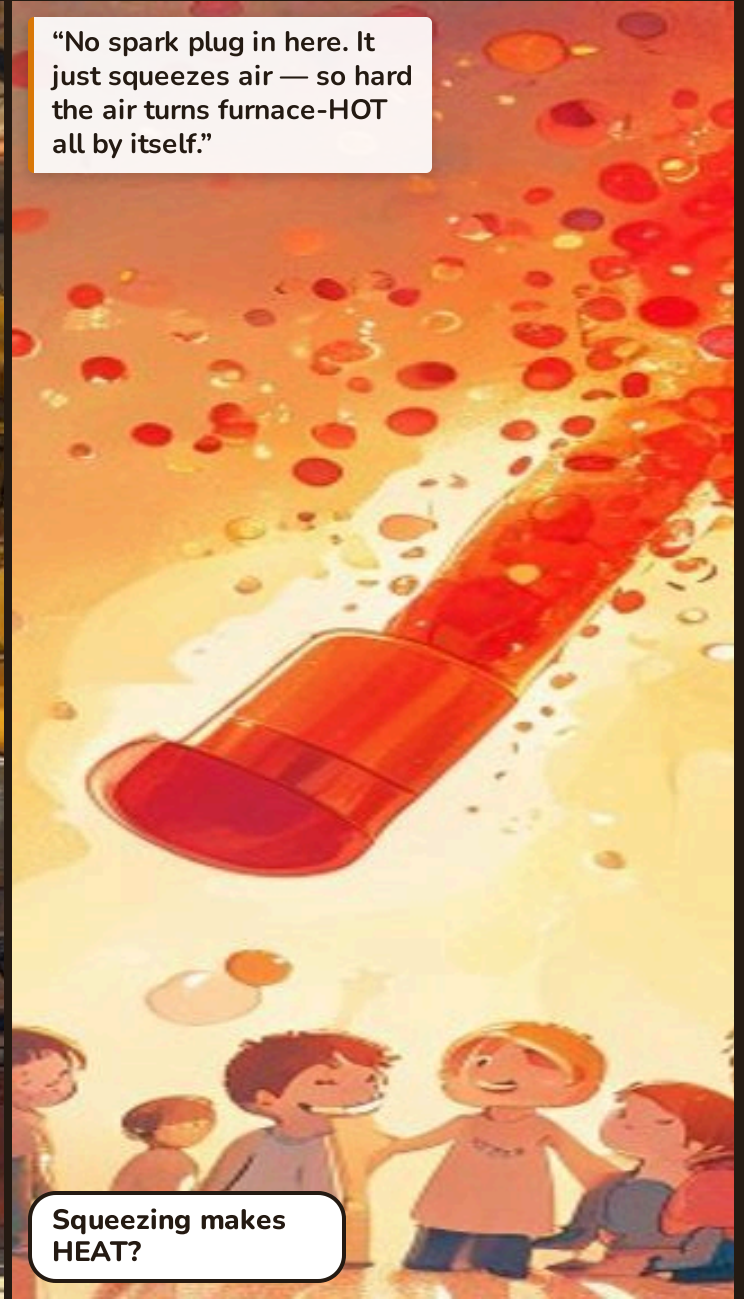
THE FIRE THAT FEEDS THE MUSCLE

Iris opened a hatch. Inside thrummed a heart of steel bigger than a fridge. “Meet the diesel.”



It sounds like a sleeping whale!

“No spark plug in here. It just squeezes air — so hard the air turns furnace-HOT all by itself.”



Squeezing makes HEAT?

★ WORTH REMEMBERING

Try it: pump a bike tyre fast and the pump gets warm. Squeeze air and it heats up. A diesel squeezes so hard the air glows hotter than an oven — no flame needed yet. 🔥

“Then — spray in a fuel mist. The hot air lights it itself. BOOM. The push shoves the piston down.”



It sets ITSELF on fire!

“That push becomes twisting force — **torque**. Gears trade speed for muscle: spin fast inside, turn slow and mighty outside.”



Slow spinning = strong pushing!

★ WORTH REMEMBERING

Speed is nice; **torque** — twisting force — moves mountains. Diesel squeezes harder than a car engine, so it gets more push from every drop. That's why the biggest machines on Earth all drink diesel. 🌀

📖 SIRI'S SECRET NOTEBOOK

Diesel = squeeze air till it's furnace-hot → spray fuel → it lights ITSELF, no spark. 🔥
Slow spinning = strong twisting (torque). My bike gears do the SAME trick!

THE IRON SKIN AND THE ENDLESS FEET

5a The teeth: steel that bites rock

Next: a foundry, a river of molten steel glowing like sunlight. “The teeth start here.”



My screen was a beach — but THIS is a volcano!

Steel teeth chewed straight into stone, chips flying. “Rock is hard. So we make the teeth HARDER.”



How do you beat a rock?

★ WORTH REMEMBERING

Heat steel glowing, cool it fast, and its atoms lock into a stubborn grip — **hardening**. And the teeth wear out on purpose: when they're worn, you bolt on fresh ones, so the machine itself never dies. 🦷

A bulldozer crossed deep mud that would swallow a truck — floating on wide clanking tracks.



Why doesn't it
SINK?!

“Pressure is weight spread over a footprint. Tracks are giant snowshoes for a fifty-tonne giant.”



Snowshoes for a
MONSTER!

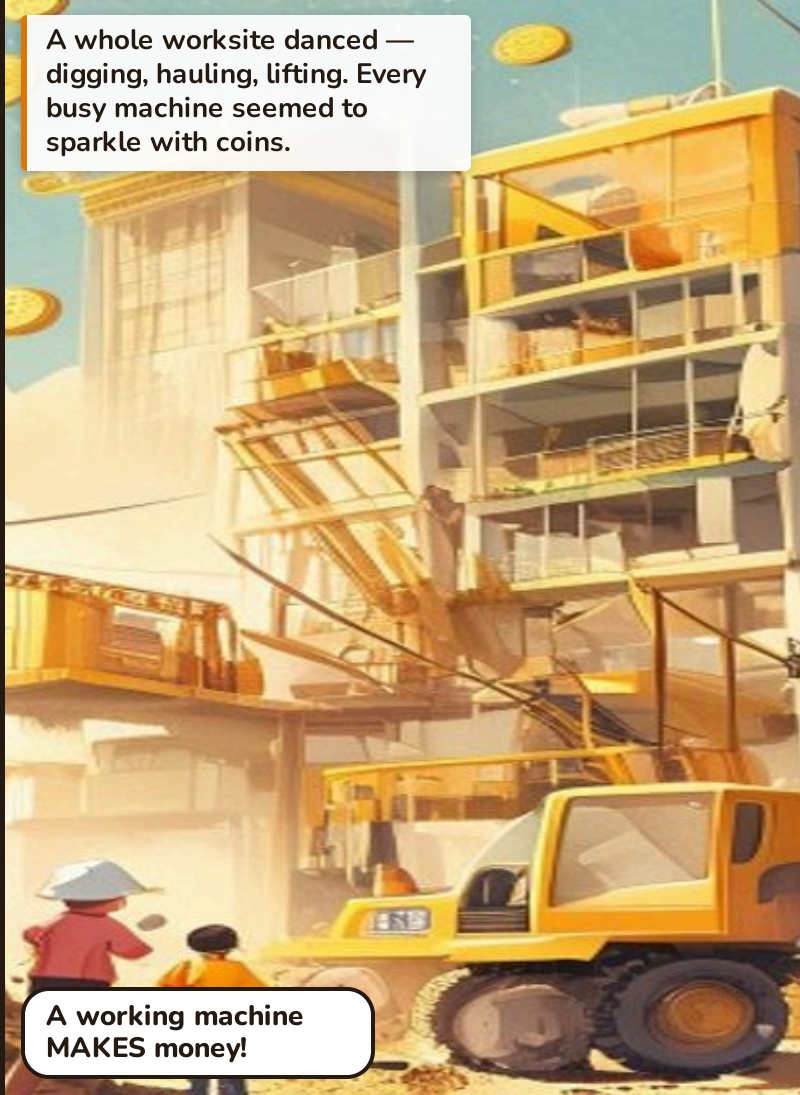
★ WORTH REMEMBERING

Pressure = weight ÷ footprint. A person in stilettos dents a lawn; the same person in snowshoes floats. Tracks spread a fifty-tonne machine so wide it treads the ground softer than your own shoe. ❄️

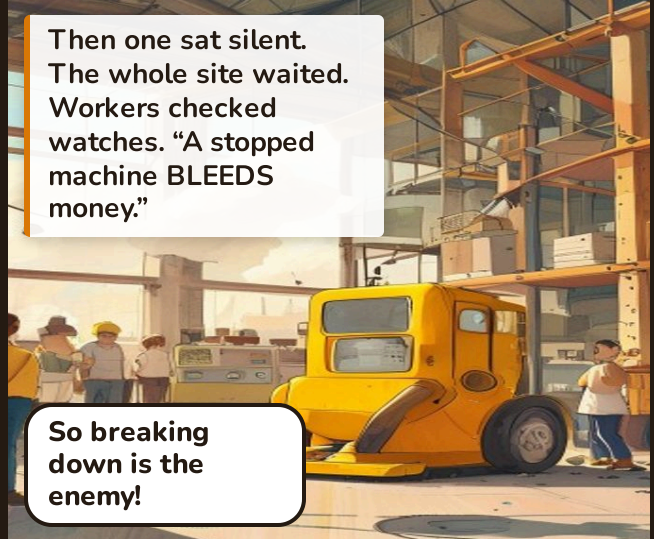
📖 SIRI'S SECRET NOTEBOOK

- ① Teeth = super-hard steel; they wear out so the machine never does. 🦷
- ② Tracks = snowshoes for a 50-tonne giant. Pressure = weight ÷ footprint. ❄️

WHY THE WORLD SAYS YES



A whole worksite danced — digging, hauling, lifting. Every busy machine seemed to sparkle with coins.



Then one sat silent. The whole site waited. Workers checked watches. “A stopped machine **BLEEDS** money.”

So breaking down is the enemy!



A depot truck raced out at dawn with one spare part. On the wall: a world map dotted everywhere.

A working machine **MAKES** money!

A part, anywhere, by tomorrow?!

That's the real magic, kid.

★ WORTH REMEMBERING

A working machine earns money every hour; a stopped one bleeds it. So customers don't really buy steel — they buy **uptime**. Sell a machine that won't quit, back it with a part anywhere by tomorrow. 🕒

📖 SIRI'S SECRET NOTEBOOK

People don't buy the **STEEL** — they buy **UPTIME**. A stopped machine bleeds money. The secret weapon: a part anywhere on Earth by tomorrow. 🕒

THE TRACTOR THAT LEARNED TO CRAWL

Iris led her over a ridge: yellow machines to the horizon, one name on every one. Siri knew it.

CATERPILLAR! The machines that move mountains!

"It began in 1904. A farm. Wheels kept sinking in soft soil — so Benjamin Holt wrapped them in a moving track."

The machine carried its OWN road!

"Two rivals merged in 1925. In 1931 the machines turned bright yellow — so you'd see them coming — and learned to run on diesel."

That's why diggers are **YELLOW!**

"Then they carved the highways, raised the great dams, cleared the roads through war. Wherever earth had to move — Cat."

They literally reshaped the world!

★ WORTH REMEMBERING

Everyone else built bigger wheels. Holt did the opposite — a track, so the machine carried its own road. On soft ground wheels sink; tracks float. Betting against the crowd, and being **RIGHT**, built a whole industry. 🐛



THE STORY IN TIME

1904

Benjamin Holt tests the first track-type tractor on soft California soil.

1915

Holt's crawlers inspire the first tanks in the Great War.

1925

Two rivals, Holt and Best, merge into the Caterpillar Tractor Co.

1931

Machines turn 'Hi-Way Yellow' — and diesel power arrives.

**1930s–
40s**

Cat machines carve highways and dams, then go to war with the Seabees.

1950s

Dealers spread worldwide; parts follow the machines everywhere.

1963

Caterpillar and Mitsubishi team up to build in Japan.

Today

Yellow machines work on all seven continents — even Antarctica. 🐛

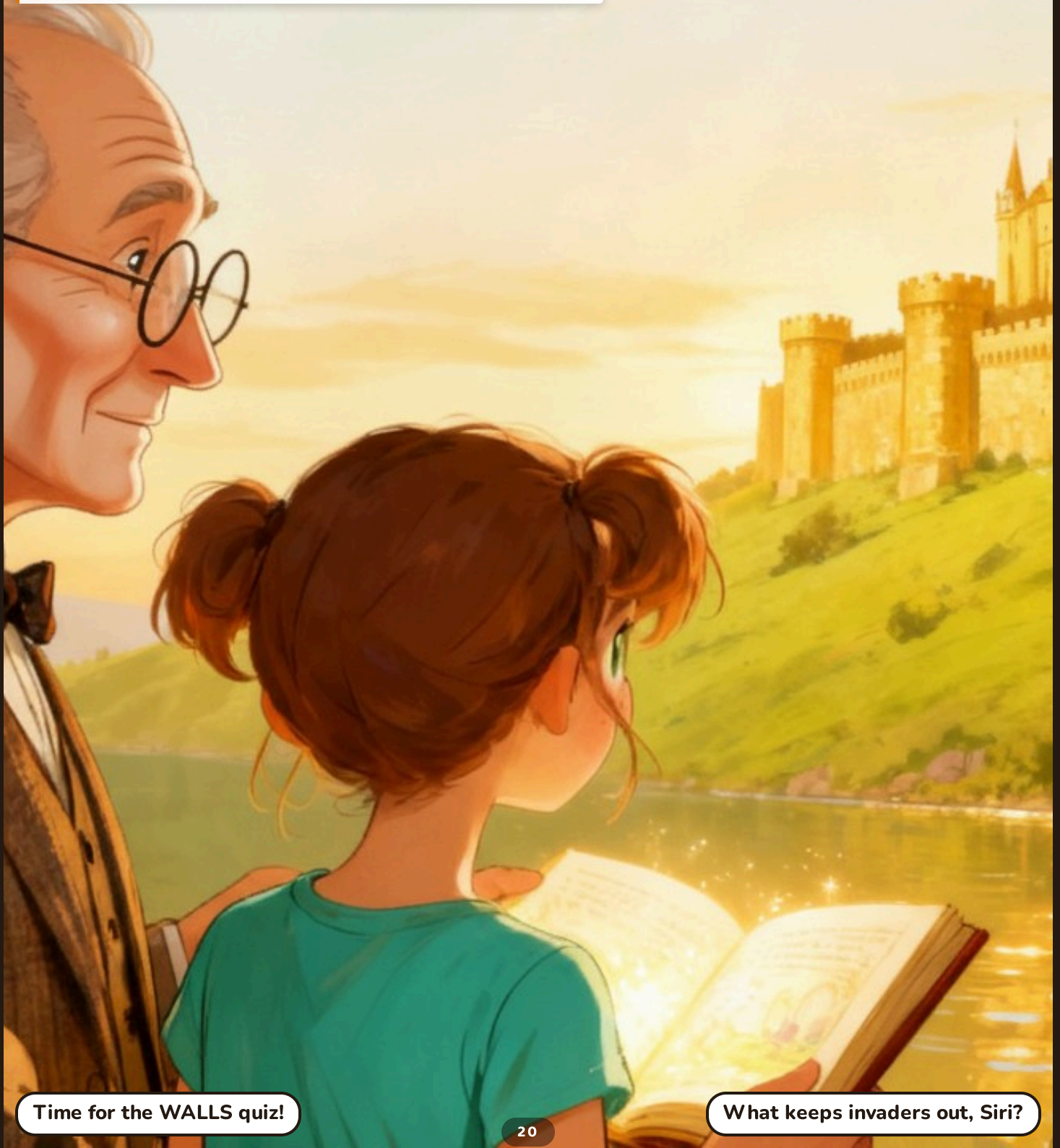


SIRI'S SECRET NOTEBOOK

It's CATERPILLAR! Started 1904 — Holt wrapped wheels in a track so machines wouldn't sink. Went yellow in 1931. Bet AGAINST wheels → built an industry. 🐛

THE CASTLE OF IRON

A warm glow. A smell of cherry cola. Warren and Charlie, the partners from Omaha, stood before an iron castle.



Time for the WALLS quiz!

What keeps invaders out, Siri?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: The Network That Never Sleeps

A dealer on nearly every continent with the part you need by tomorrow. A machine down loses money by the hour — so fast parts beat cheap steel. Rivals copy the machine; a century-old dealer web takes a century.



Wall Two: A Name for Not Breaking

Decades of 'it works in the worst places on Earth.' Buyers stake whole projects on it. Trust like that lets you charge more and still get a thank-you.



Wall Three: The Machine That Won't Die

Built to be rebuilt — worn parts swapped, engines reborn. It holds its value for decades, so owning one costs LESS over its life, even at a higher price.



Wall Four: The Mountain of Scale

The biggest maker buys parts cheapest and spreads its inventing over the most machines. More machines already working = more parts and service forever after.



The Cracks in the Iron

Hungry rivals in every market. Booms and busts that rise and fall with mines and building. And the great switch from diesel to electric could reset the whole race. Castles need defending — daily.

Charlie tapped his glasses. "My trick: don't ask how to WIN. Ask what would DESTROY it. Then don't do that. **Invert, always invert.**"



Find the ways to lose... then don't!

★ WORTH REMEMBERING

Charlie's checklist for ruining Cat: let a machine earn a name for breaking. Starve the dealers so parts arrive late. Guard diesel and miss the electric wave. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. "Ask if the world could rebuild itself without them. Roads, mines, ports, dams — someone must move the earth first."



So the treasure isn't the steel. It's the WALLS.

SIRI'S SECRET NOTEBOOK

Walls: dealer network 🌐 + reputation 🤝 + rebuildable 🔧 + scale 🏗️.

Cracks: rivals, boom-bust, diesel → electric. Charlie: INVERT. Warren: admire the castle, don't chase the shine. 🏰

THE NEXT THIRTY YEARS

"Last question," said Iris.
"What does this become in
thirty years?" A mine of
tomorrow: driverless trucks,
electric diggers, one
operator steering a fleet.

On a hilltop at dusk, Siri
thought it through the way
Grandpa taught her.

The machines
might drive
themselves!

Don't bet on the
shape. Bet on the
NEED.

★ WORTH REMEMBERING

The deep currents: robot trucks in mines too dangerous for people, batteries replacing diesel, one human steering many machines from a screen. Shapes change — but someone must still move earth to build every road, mine and home. 🌐

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: self-driving mine trucks, electric diggers, one human steering a whole fleet. Rule: bet on the NEED (someone must move earth), not the shape. 🌐

COMING HOME

Her own bed. Morning. The compass: quiet. The house: somehow different.

Was it real? It FELT real...

One fresh line dried on the diary's glowing page.

"The modern world is not magic. It is millions of ordinary people doing small hard things, together, for a long time."

Down the street, a real yellow digger was working. Oil muscle. Diesel heart. Snowshoe feet. Steel teeth.

She hugged the diary tight. On the shelf, the little yellow toy caught the morning sun.

You're a giant made of a thousand clever ideas.

Show me the next one, Grandpa. ♡

★ WORTH REMEMBERING

Next time you pass a construction site, feel it: oil multiplying a gentle push into tons — air lit without a spark — snowshoe feet on soft mud — teeth harder than rock. A yellow digger is no longer just a digger. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK • WHAT I LEARNED

- ① Hydraulics multiply a small push. 💪
- ② Diesel lights itself by squeezing air. 🔥
- ③ Tracks spread weight like snowshoes. ❄️
- ④ Teeth wear out so the machine doesn't.
- ⑤ The real product is uptime + the dealer network. 🐛



OUR PHILOSOPHY

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

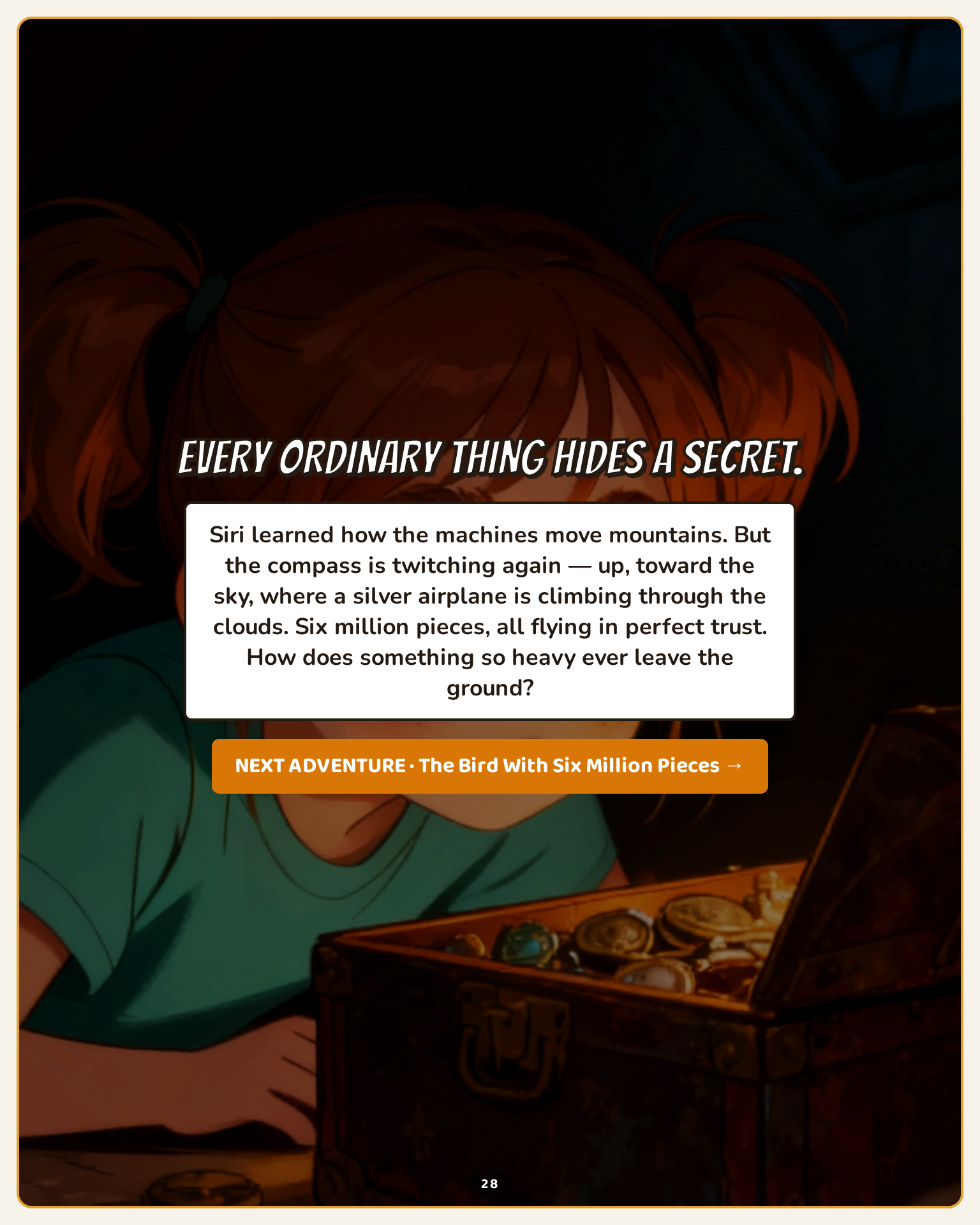
Inspired by the multidisciplinary thinking of **Charlie Munger** and the rational, long-term philosophy of **Warren Buffett**, our comics connect science, technology, business, history, and human behavior to show how the real world works.

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.



EVERY ORDINARY THING HIDES A SECRET.

Siri learned how the machines move mountains. But the compass is twitching again — up, toward the sky, where a silver airplane is climbing through the clouds. Six million pieces, all flying in perfect trust. How does something so heavy ever leave the ground?

NEXT ADVENTURE • The Bird With Six Million Pieces →