

The Great Company Adventures • Book 34 of 50

DISNEY THE FACTORY OF DREAMS



A curious girl, three wise mentors, and the little round-eared hat that taught drawings how to move.

"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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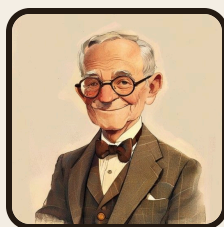
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MEET THE CHARACTERS



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 HAT WITH TWO ROUND EARS

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

SPIN

The needle stopped. Pointing at... a dusty box. Inside: a small felt hat with two round ears.

YOU? You're just a HAT!

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

It's never done THIS before...

"Tonight you meet a factory that makes something you cannot hold. Start with the hat."

★ WORTH REMEMBERING

Think about it. Somebody drew a mouse. A **drawing**. And a hundred years later, kids on every continent recognise two round ears instantly. So... **how do you build a factory that manufactures feelings?**

The hat's ears shimmered. A whirlpool of warm light grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 🎩

- ① How does a DRAWING make a whole world laugh?
- ② Grandpa says this hat built one of the greatest companies ever. A hat?! Prove it.

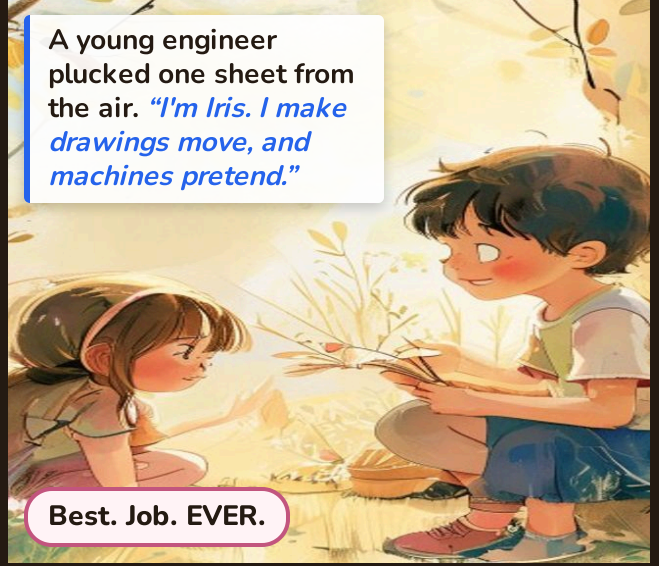
TWENTY-FOUR PICTURES A SECOND

She landed in a studio where hundreds of clear drawing sheets floated in the air, frozen mid-run.



It's a **BLIZZARD** of drawings!

A young engineer plucked one sheet from the air. *"I'm Iris. I make drawings move, and machines pretend."*



Best. Job. EVER.

She held up a film strip. Every tiny frame: the same deer, one nudge different.



So a movie is just... **PICTURES?**

Twenty-four of them, every single second.

★ WORTH REMEMBERING

A film has **no motion in it at all**. It is a stack of still pictures shown very fast — 24 every second. The running, the leaping, the crying? Your brain adds all of it. 🎬

📖 SIRI'S SECRET NOTEBOOK

24 pictures per second. **NOTHING** actually moves. 🔍 Iris says the movement happens inside **MY** head. First question: how does a stack of stills fool a brain?

THE TRICK INSIDE YOUR HEAD

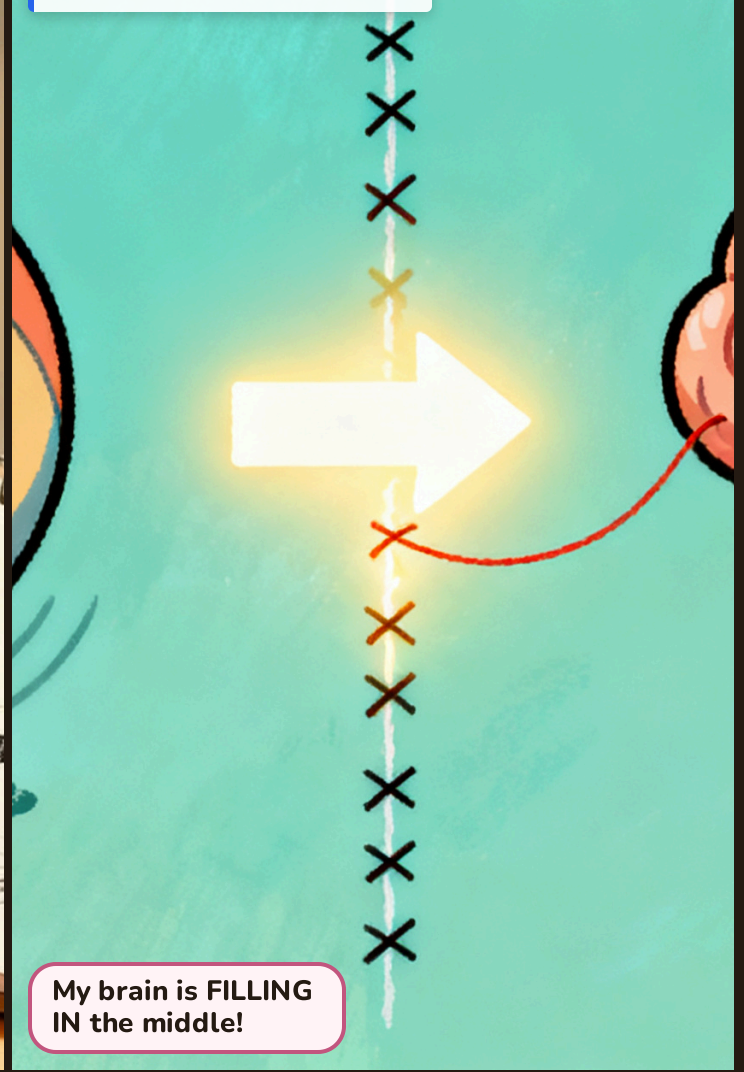
3a The illusion: your brain fills the gaps

"Make one yourself," said Iris. Twenty scribbles, one flick of a thumb — and the little figure LEAPED.



I just made a movie with a PENCIL!

"Show two almost-same pictures fast enough and your brain refuses to see two. It stitches them."



My brain is FILLING IN the middle!

★ WORTH REMEMBERING

Scientists call it **apparent motion**. Your brain's job is predicting what happens next, so it links similar shapes into one moving thing. Animation isn't drawing motion. It's **renting your brain**. 🧠

"Flat paintings feel flat. So they stacked the scenery on separate glass layers, with AIR between."

"Move the camera down. Near leaves rush past. Far mountains barely budge. Exactly like a car window."

Why does that even help?

That's PARALLAX!
I see it on road trips!

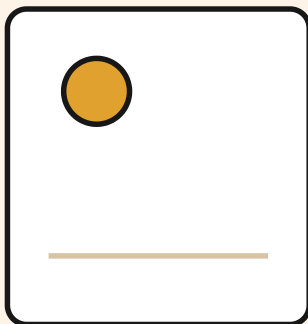
Depth, invented with wood and glass.

★ WORTH REMEMBERING

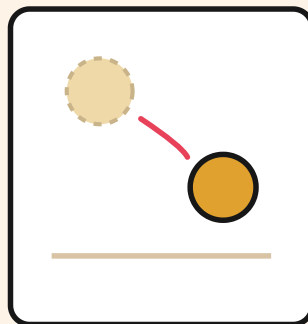
Try it: cover one eye and sway. Close things swing far, distant things creep. That's **parallax** — and a 1937 wooden tower called the **multiplane camera** put it into cartoons. 🎬



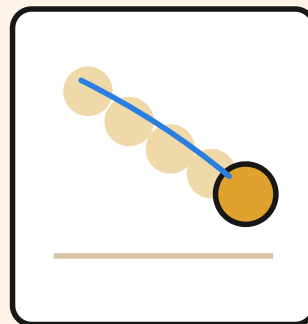
HOW DRAWINGS LEARN TO MOVE



PICTURE ONE
one still drawing



PICTURE TWO
moved a little



YOUR BRAIN
sews the gaps



SIRI'S SECRET NOTEBOOK

- ① Motion = my brain stitching still pictures together. 24 a second. 🧠
- ② Depth = layers with air between + parallax.
Built from wood, glass and stubbornness. 🎥

INK, SOUND AND COLOUR

Next room: long tables. Outlines traced onto clear sheets, colour painted on the BACK so the front stayed clean.



A feature film is how many drawings?

Hundreds of thousands. Painted by hand.

★ WORTH REMEMBERING

One 80-minute film at 24 frames a second = over **100,000 pictures**. Painted, one at a time, by rooms full of people. Patience, industrialised.

*"Now the hard part. In 1928, sound and picture never matched. So they printed the **SOUND** onto the film itself."*



Same strip = same speed = perfect sync!

★ WORTH REMEMBERING

Sound is a wiggle in the air. Print that wiggle as a stripe beside the pictures, and a lamp can read it back. Picture and whistle can never drift — they ride the **same strip**. 🎵

"Then colour. Split the light into red, green and blue, film each separately, stack them back together."



Three ghosts making one rainbow!

★ WORTH REMEMBERING

Every colour you've ever seen on a screen is **red + green + blue**, mixed in different amounts. Your eye has exactly three colour sensors. Screens were reverse-engineered from YOU. 🌈

📖 SIRI'S SECRET NOTEBOOK

100,000+ hand-painted pictures per film 🤖. Sound printed as a stripe ON the film = never out of sync. Colour = R+G+B, because my eyeballs have three sensors. Sneaky!

MACHINES THAT PRETEND TO BE ALIVE

Iris opened a crate. Inside: a bird made of brass gears, tiny pistons and cables thinner than string.



It's a SKELETON with feathers on!

★ WORTH REMEMBERING

A living bird moves because muscles pull bones. So engineers copied it: cables pull levers, air pistons push joints, and a spinning cam repeats the exact same gesture **ten thousand times a day**. 🐦

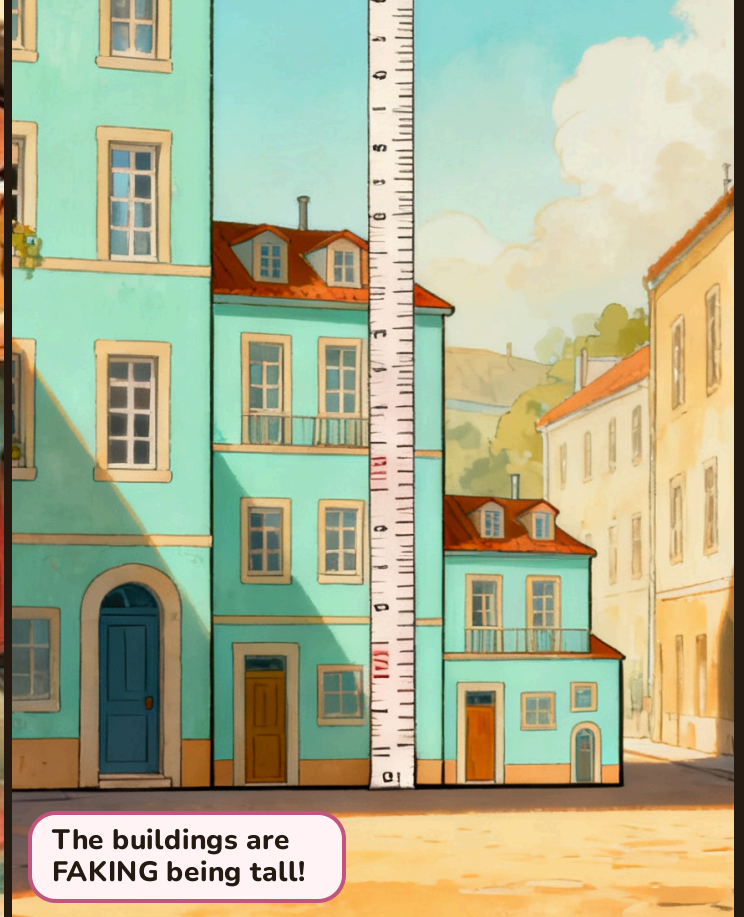
A door opened onto a dark ride. Little boats. Painted rooms. Hidden speakers everywhere.



Nothing here is real!

Everything here is **RELIABLE**. That's harder.

"And look at the street. Each floor is built smaller than the one below. Your eye reads small as FAR."



The buildings are **FAKING** being tall!

★ WORTH REMEMBERING

It's called **forced perspective** — the same rule that makes distant mountains look small. Break the rule on purpose and a three-storey street feels like six. Physics, used as a paintbrush. 📏

📖 SIRI'S SECRET NOTEBOOK

Animatronic = gears + cables + cams doing one gesture perfectly, forever. Forced perspective = shrink each floor, fool the eye. Iris's rule: **MAGIC IS JUST ENGINEERING NOBODY SEES.** ⚙️

WHY FAMILIES COME BACK FOREVER

Then she met them. The animator. The seamstress. The mechanic. The sound designer. The gardener. The sweeper.



I only do my small part.

And every part is the **WHOLE** show.

From above, the park made sense: one hub, paths like spokes, a different world down every one.



How many people fix things at night?

Thousands. You'll never see one.

Outside, three generations walked the same path. Grandmother. Mother. Child. Same wonder, three times.

She's showing **HER** kid what her mom showed her!



★ WORTH REMEMBERING

Why would anyone spend billions on this? ❶ A story you loved as a child becomes a place, a toy, a song, a park — **one idea, sold a hundred kind ways**. ❷ Parents hand it down. That's a customer who lasts **seventy years**. ❤️

📖 SIRI'S SECRET NOTEBOOK

Nobody builds the show alone — thousands of small parts, one feeling. And the customers **RAISE** the next customers. Grandpa's rule: find what people would hate to live without.

THE MAN WHO WENT BROKE TWICE

At dawn, at the end of a small main street: a pale castle with blue turrets. Siri knew the name. Everyone does.

DISNEY! The hat is Mickey's ears!

"It started with a boy from a farm who drew all night. His first studio went broke in 1923. He was twenty-one."

He FAILED first?!

"Then in 1928 he lost his best character to his own distributor. So he drew a new one — and gave it a VOICE."

Steamboat Willie.
The mouse
WHISTLED!

"In 1937 everyone called it 'Disney's Folly' — a whole feature film of cartoons. Nobody had done it."

And it worked?

It became the most successful film of its time.

★ WORTH REMEMBERING

Here's the pattern under everything: **he kept betting the whole company on the next impossible thing** — sound, colour, feature films, then a theme park no bank wanted to fund. Losing Oswald taught him the lesson of his life: **own what you create.**



THE STORY IN TIME

1923

A young animator's first studio goes broke. He moves west and starts again.

1928

Steamboat Willie — a cartoon mouse with synchronised sound.

1932

Flowers and Trees — the first cartoon in full Technicolor.

1937

Snow White — the first feature-length cel-animated film.

1955

Disneyland opens in California. Nobody has seen anything like it.

1963

Audio-animatronic birds sing in the Enchanted Tiki Room.

1971

Walt Disney World opens in Florida.

1989–99

The animation renaissance: songs everyone still knows.

2006–19

Pixar, Marvel, Lucasfilm join the family.

2019

Disney+ — the whole library, streamed home. 🏰

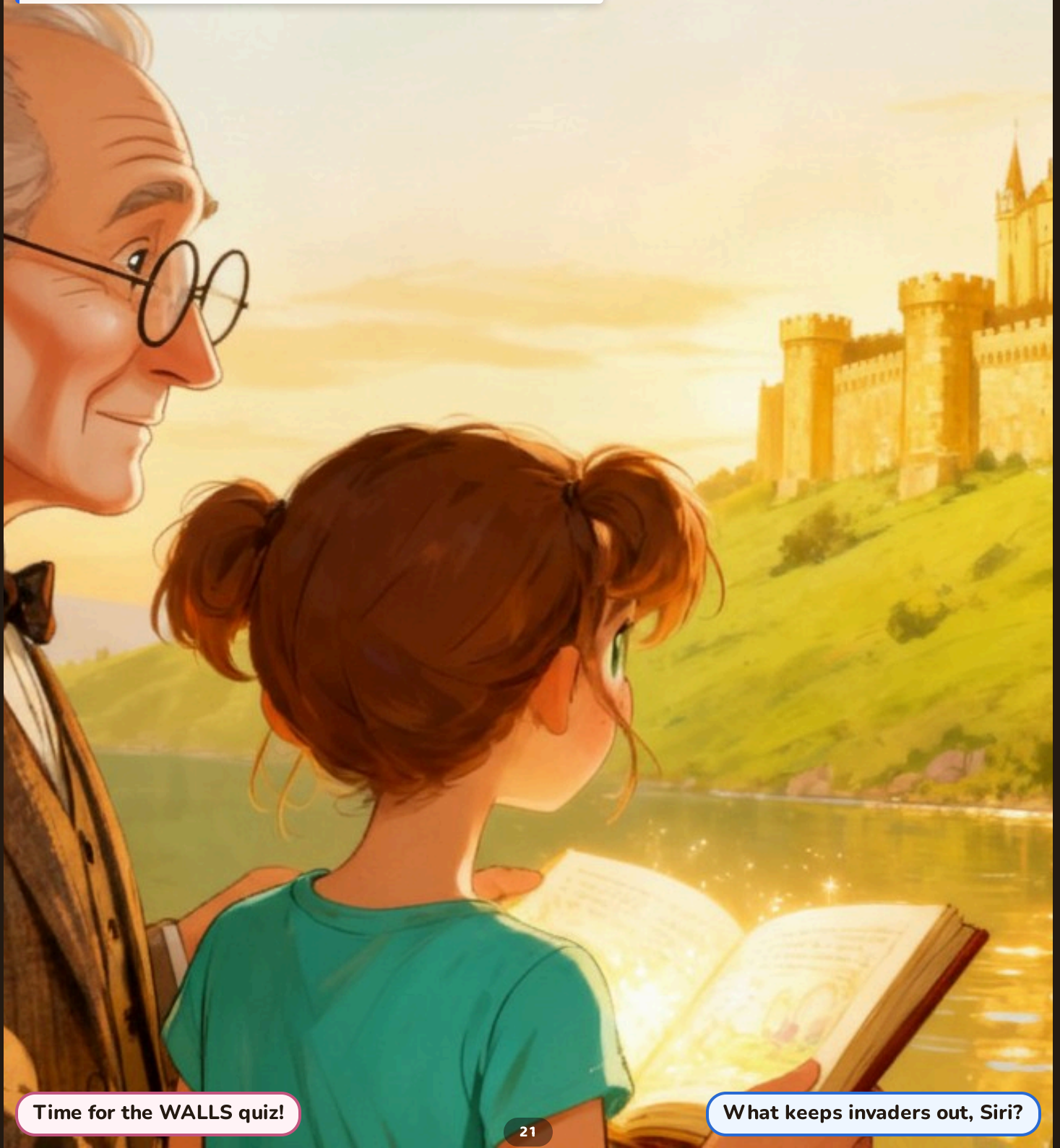


SIRI'S SECRET NOTEBOOK

Broke at 21 → lost his own character → so he built a NEW one and kept the rights. Sound, colour, features, parks — each time he bet everything. Rule: OWN WHAT YOU MAKE. 🐭

THE CASTLE THAT IS ACTUALLY A CASTLE

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



Time for the WALLS quiz!

What keeps invaders out, Siri?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: Characters That Never Age

A rival can hire animators. A rival cannot invent a character your grandmother already loves. Affection takes generations to build.



Wall Two: Land and Steel

Parks cost billions and take a decade. Once yours is loved, a copy across town is a very expensive way to come second.



Wall Three: One Idea, Many Doors

A story becomes a film, a song, a ride, a toy, a series. Each door pays for the next. Rivals have doors — not all of them.



Wall Four: A Promise to Parents

Grown-ups trust the mark before they read the title. Trust like that is earned once and spent for decades.



The Cracks in the Castle

Old TV money is fading. Streaming is brutally expensive. Some years the films miss. Parks empty fast in a bad economy. 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 this castle: bore the audience. Sell the characters cheaply until they feel ordinary. Raise prices faster than the joy. Chase every fashion. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. *"Ask one question: in thirty years, will parents still want to give their children this feeling?"*



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



SIRI'S SECRET NOTEBOOK

Walls: ageless characters 🐭 + land and steel 🌈 + one idea many doors 🔄
+ a promise to parents 🤝. Cracks: old TV fading, streaming costs, missed films, empty parks. Charlie: INVERT. 🏰

THE NEXT THIRTY YEARS

"Last question," said Iris.
"What is this in thirty years?" Rooms that repaint themselves. Stories that answer back.



The screen might disappear completely!

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



Don't bet on the screen. Bet on the STORY.

★ WORTH REMEMBERING

The real currents: films made partly by machines, rides that change with each rider, characters you can talk to, parks in more countries. Screens will keep changing shape. *Wanting to be told a story? That is older than writing.* 🎡

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: rooms that become scenery, rides that remember you, new parks, AI helping make films. Rule: bet on the wanting, not the gadget.

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 greatest businesses sell a feeling, then keep the promise for a hundred years. That is the whole trick, little one."

At breakfast, the little hat lay beside the milk. Apparent motion. Painted glass. Cams and cables. A hundred thousand drawings.

You're a hundred years of stubborn people.

She hugged the diary tight. Somewhere far away, a pale castle caught the morning sun.

Show me the next one, Grandpa. ♡

★ WORTH REMEMBERING

Next unlock, feel it: still pictures your own brain sews into life — painted layers pretending to be distance — a whistle printed as a stripe of light — and a promise kept so long that grandparents queue to share it. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Movies don't move — brains do.
- ② Depth = layers + parallax.
- ③ Sound rides the same strip as the picture.
- ④ Colour = R + G + B.
- ⑤ Magic = hidden engineering.
- ⑥ Own what you create.
- ⑦ Sell a feeling; keep the promise. 🧡



OUR PHILOSOPHY

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

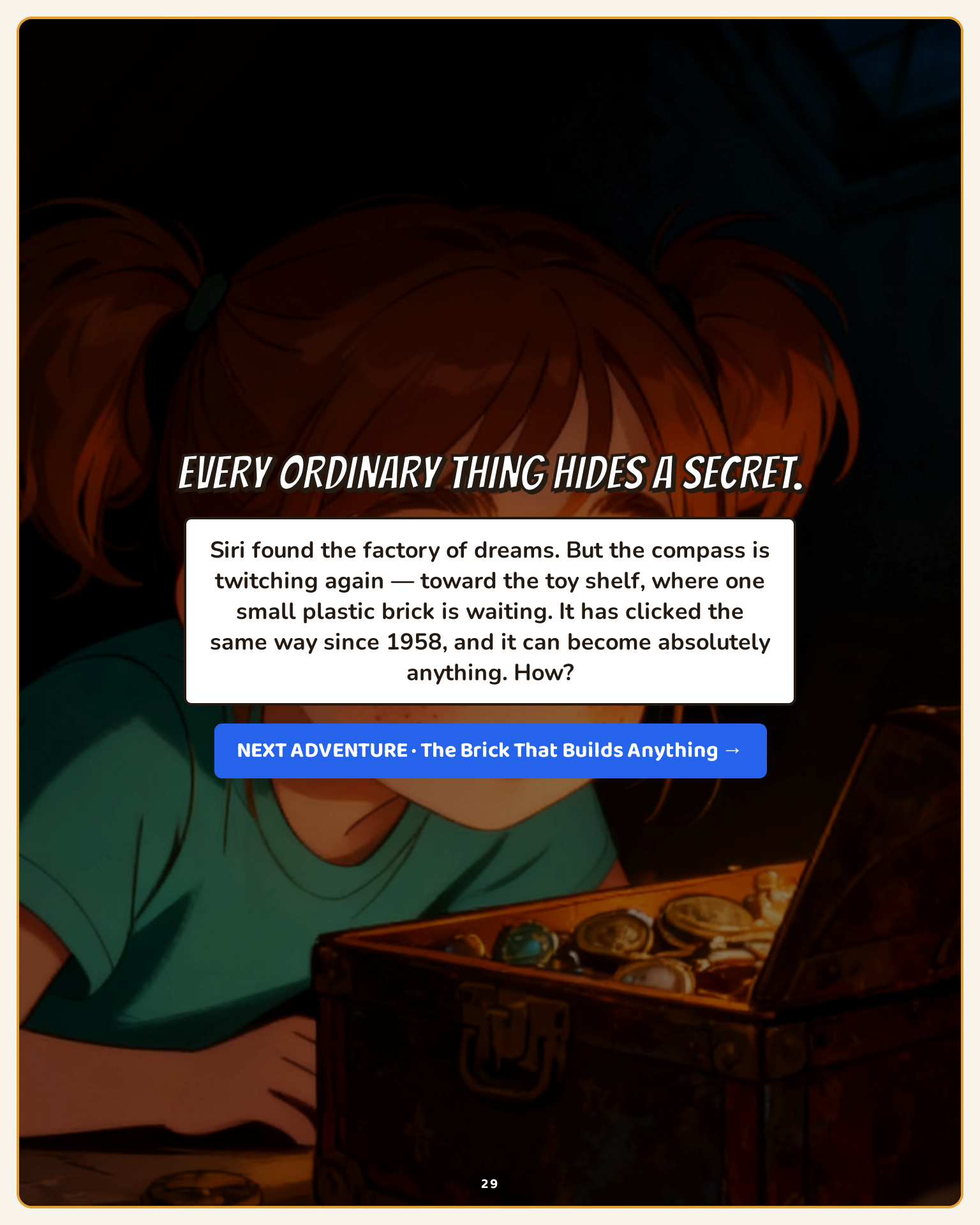
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

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 treasure chest. The chest is filled with gold coins and jewelry. The background is dark and blurry, suggesting an indoor setting.

EVERY ORDINARY THING HIDES A SECRET.

Siri found the factory of dreams. But the compass is twitching again — toward the toy shelf, where one small plastic brick is waiting. It has clicked the same way since 1958, and it can become absolutely anything. How?

NEXT ADVENTURE • The Brick That Builds Anything →