

The Great Company Adventures • Book 14 of 50

JOHN DEERE

THE MACHINE THAT FEEDS THE WORLD



six doors, twelve mental models, and the green giant that turns a fire into a harvest.

"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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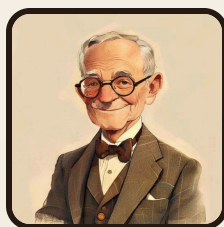
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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



CORA

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 TOY THAT POINTED AT DINNER

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

TIK-TIK

It spun. Locked. Pointing straight at—

SPIN

Wait. Seriously?

At dinner she'd wondered: the bread, the milk, the vegetables... where does ALL of it come from?

It's never done THIS before.

Somebody grows a whole planet's worth of food?

A yellow toy tractor sits on a wooden shelf. A green screwdriver lies on the shelf to its left. The background is a dark, starry night sky. The scene is dimly lit, with a soft glow emanating from the tractor.

The needle stopped on a dusty toy tractor on her shelf. The most ordinary toy on Earth.

A close-up of a girl with reddish-brown hair and freckles, looking intently at an open diary. The diary's pages are filled with handwritten text and small star-like drawings. The lighting is warm and focused on the diary.

The diary flipped open by itself. Fresh ink.

YOU'RE the next great company?
You're a **TOY**.

"Time to meet the businesses that built the modern world, little one. Start with the machine that feeds it."

★ WORTH REMEMBERING

Really think about breakfast. Every bite began in a field. And almost every field is worked by one patient giant. So tonight's mystery: **how can one machine feed a whole planet?**

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

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

Biggest mystery yet 🚜

- ① How can ONE machine help feed billions of people?
- ② Grandpa says a toy like this built one of the giants of the modern world. Prove it, compass.

THE GREEN GIANT

She landed in a golden field beside a tractor the size of a house, humming like a sleeping giant.



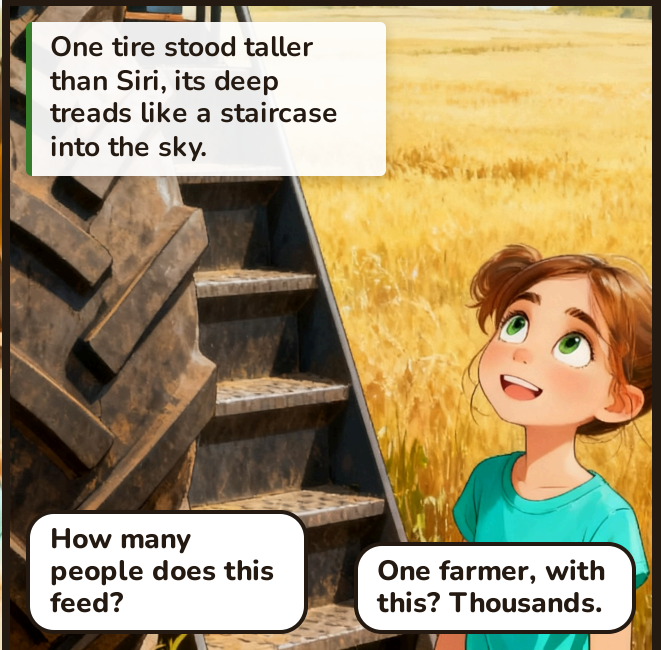
It's ENORMOUS!

An engineer hopped down, grinning. "I'm Cora. I build the machines that feed the world."



Best. Job. EVER.

One tire stood taller than Siri, its deep treads like a staircase into the sky.



How many people does this feed?

One farmer, with this? Thousands.

★ WORTH REMEMBERING

Two hundred years ago, feeding one family took the whole family, all day. Today a single farmer with machines feeds hundreds. That quiet miracle is what we're here to crack open. 🌾

Cora unrolled a parchment map. Six glowing doors along a country lane. "Six secrets. Open them all.."



Six doors. Deal.



SIRI'S SECRET NOTEBOOK • THE QUEST MAP

-  1 THE FIRE — what powers it?
-  2 THE PULL — how does it move mountains?
-  3 THE MANY ARMS — one machine, endless tools?
-  4 THE HARVEST — how does it reap a field alone?
-  5 THE BRAIN — a tractor that STEERS itself?
-  6 THE PEOPLE — who builds it... and WHY?

Let's GO 

THE FIRE WITH NO SPARK

3a Door One: a fire that needs no spark

Door one opened onto a huge iron heart of pistons and pipes. "The engine," said Cora.



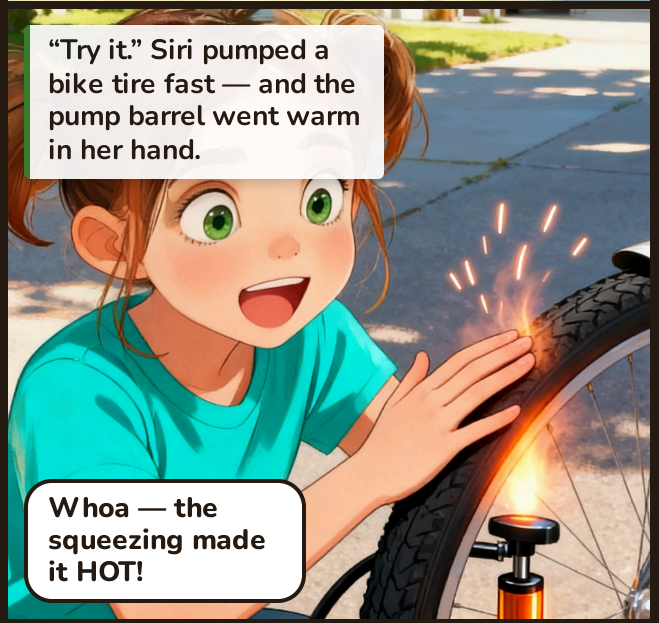
THAT'S the engine?
It's massive!

"A car uses a little spark to light its fuel. We don't. We just SQUEEZE the air."



Squeezing air
does WHAT?

"Try it." Siri pumped a bike tire fast — and the pump barrel went warm in her hand.

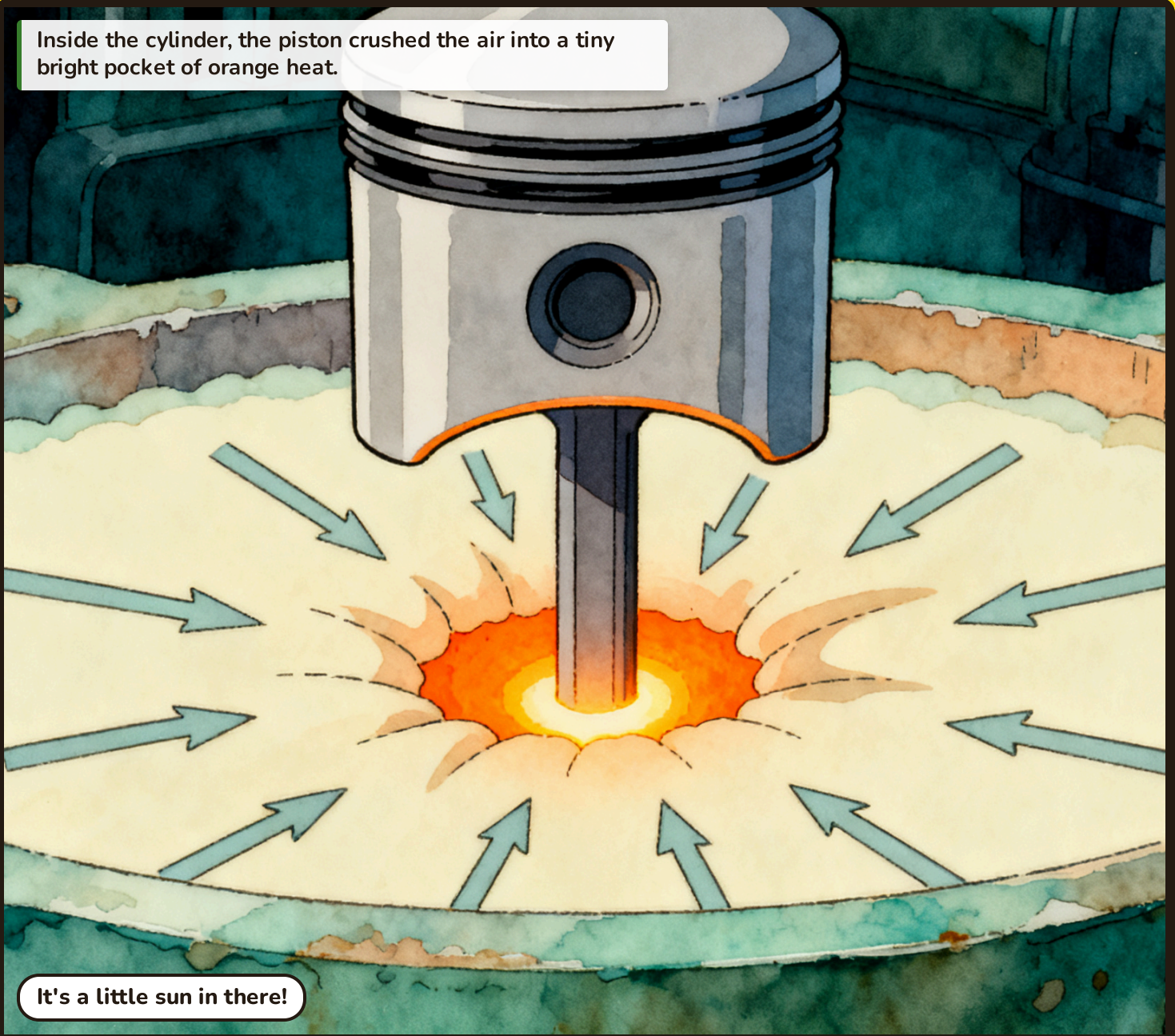


Whoa — the
squeezing made
it HOT!

★ WORTH REMEMBERING

Squeeze any gas hard and it heats up. A diesel crushes air into a space twenty times smaller, till it glows like a furnace. That's the whole trick — no spark plug in sight.

Inside the cylinder, the piston crushed the air into a tiny bright pocket of orange heat.



It's a little sun in there!

★ WORTH REMEMBERING

Then, at the hottest instant, the engine sprays in a mist of fuel — and the fuel lights **itself**. No spark needed, just fierce heat. Squeeze, spray, BOOM. 🔥

📖 SIRI'S SECRET NOTEBOOK · DOOR 1, HALF OPEN

Diesel = NO spark. Squeeze air till it's furnace-hot (I felt it in the bike pump!), spray fuel, it ignites itself. A car sparks; a tractor squeezes. 🔥

BORN TO PULL, NOT RACE

Fuel met hot air — BOOM! — shoving a piston down, again and again, hundreds of times a second.

BOOM

The pounding pistons turned a heavy crankshaft — up-and-down becoming smooth spinning, like pedaling.

Stomping turns into **SPINNING!**

“A race car burns fuel to run **FAST**. A tractor burns it to **PULL HARD**,” said Cora.

Little explosions, over and over!

Same fire, different job!

★ WORTH REMEMBERING

Diesel fuel packs more energy than gasoline, and a tractor engine shoves low and slow. That low, stubborn pulling-strength has a name: **torque**. A sprinter has speed; an ox has torque.

"A tractor doesn't need to be quick. It needs to never, ever stop pulling. That's why we choose diesel."



Muscle over speed. Got it.

SIRI'S SECRET NOTEBOOK

Booms → crankshaft → spinning. Diesel = more energy than gas, low and strong. Speed vs TORQUE: the tractor picks torque every time. It's an ox, not a cheetah. 🐃

HOW TO PULL A MOUNTAIN

5a Door Two: turning a strong heart into a mighty pull

"A strong engine isn't enough," said Cora, spinning a tiny gear against a giant one.



The little one bosses the BIG one?

"It's your bike. Low gear up a steep hill: your legs turn easy, the wheel turns slow — but STRONG."



Trade speed for force!

★ WORTH REMEMBERING

Gears are a magic trade: give up speed, gain force. A tractor rolls slowly on purpose — because slow wheels can push with unbelievable strength. Low gear, huge pull. ⚙️

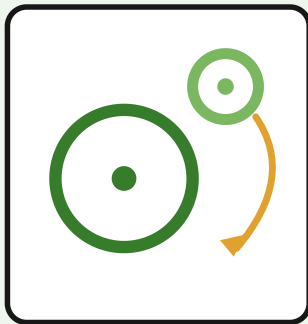
Siri climbed in and pulled a heavy plow. The whole earth peeled open behind her.



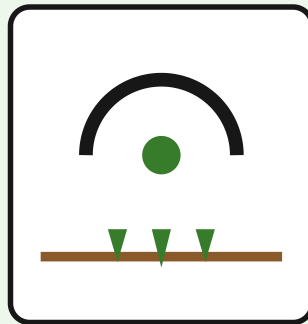
I'm moving a MOUNTAIN of dirt!



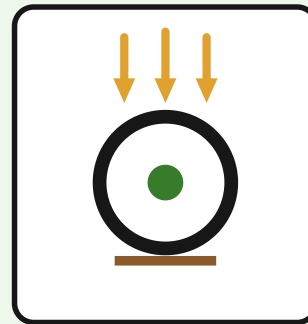
HOW A TRACTOR PULLS A MOUNTAIN



LOW GEAR
force, not speed



LUGS BITE IN
treads grip soil



WEIGHT = GRIP
heavy holds on



SIRI'S SECRET NOTEBOOK · DOOR 2, HALF OPEN

Gears trade speed for force — just like low gear on my bike. Slow wheels = HUGE push. I plowed a real field! (Cora may have helped a little.) ⚙️

GRIP, WEIGHT, AND MUD

But strength is useless if the wheels just spin. Cora pointed at the deep chevron lugs.



How do they hold on to loose dirt?

“Each lug is a boot cleat. It bites in and shoves the soil **BACKWARD** — so the tractor rolls forward.”



It walks on the ground's shoulders!

“And we add weight — iron blocks up front, water inside the tires — to press the lugs down hard.”



Heavier means **MORE grip?!**

★ WORTH REMEMBERING

Grip is a partnership: lugs to bite, and weight to press them in. Too light and the wheels spin; just heavy enough and every ounce of torque reaches the soil. That's traction. 🚜

“But go too narrow and it sinks. Wide tires spread the weight — heavy machine, gentle footprint.”



Strong AND light-footed. Clever!

 SIRI'S SECRET NOTEBOOK · DOOR 2 UNLOCKED

PULL = gears (force) + lugs (bite the soil, shove it back) + weight (press the lugs in) + wide tires (don't sink). Strong, stuck-on, and light-footed all at once. 💪

ONE MACHINE, A HUNDRED TOOLS

7a Door Three: the shape-shifter

Behind the tractor: three strong arms that lift and lower together. “Here’s the real magic,” said Cora.



Three arms? For WHAT?

“Long ago a clever inventor gave the tractor these three arms. Now any tool snaps on in seconds — and rides steady.”



So the tractor is just... the muscle?

“And this spinning shaft lends the engine's power to the tool — to turn a mower's blades or a baler's arms.”

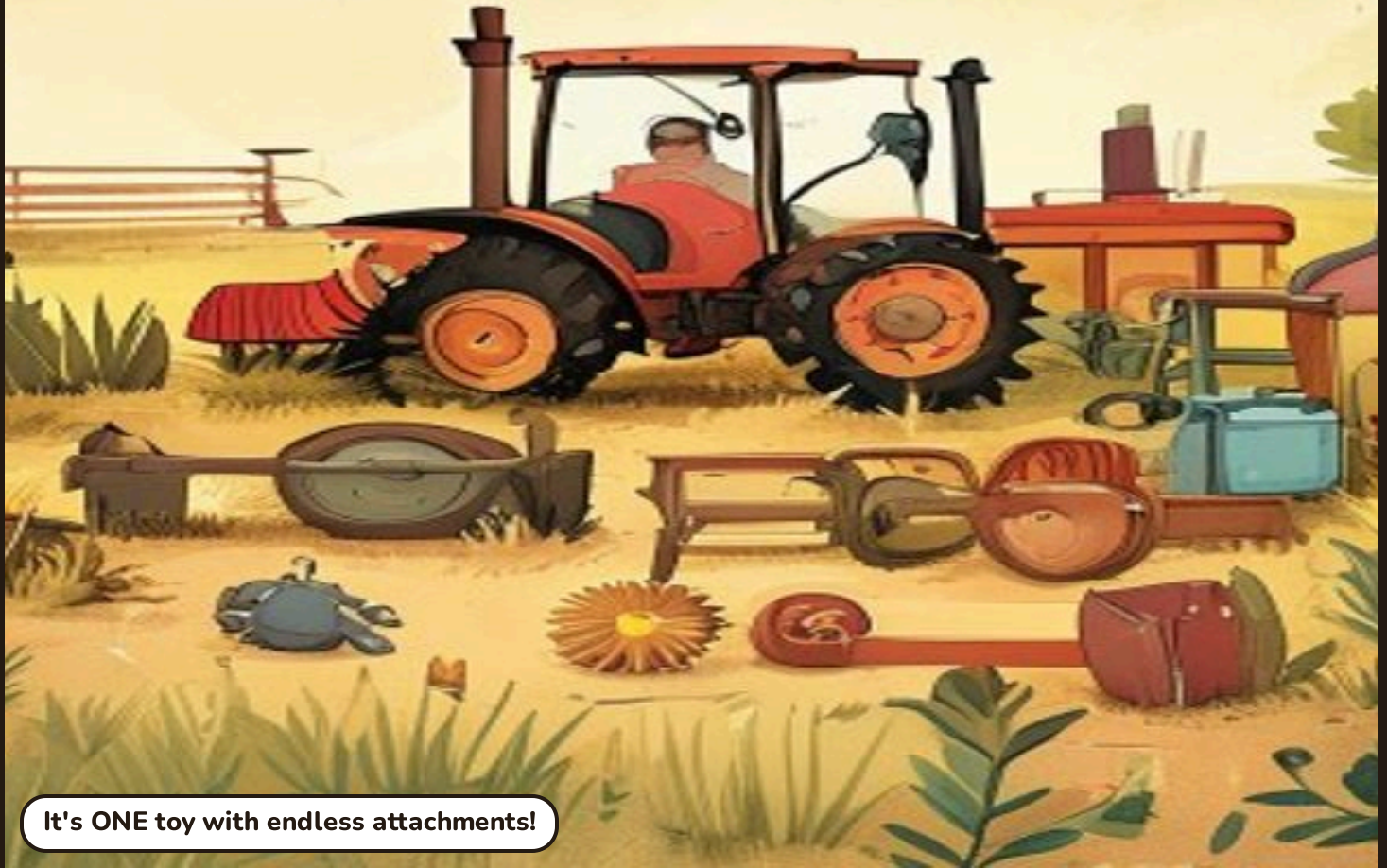


It shares its strength like a socket!

★ WORTH REMEMBERING

A tractor by itself does nothing. It's a **platform**: raw muscle that hundreds of tools borrow. Plow, planter, baler, mower, sprayer — one machine becomes a hundred. Remember that idea; it comes back at the castle. 🌱

“One tractor, a hundred tools,” Cora said, spreading them in a fan. Siri's jaw dropped.



It's ONE toy with endless attachments!

 SIRI'S SECRET NOTEBOOK · DOOR 3 UNLOCKED

Three-point hitch = any tool snaps on and rides steady. PTO shaft = shares the engine's power. The tractor is pure MUSCLE; the tools do the jobs. One machine → a hundred. 🌱

THE HARVEST MACHINE

8a Door Four: three ancient jobs in one pass

In the next field, a green giant swallowed wheat and poured out clean golden grain.



It cuts AND cleans in one go?!

“Watch the front. A spinning reel sweeps the stalks into sharp shears that slice them clean.”



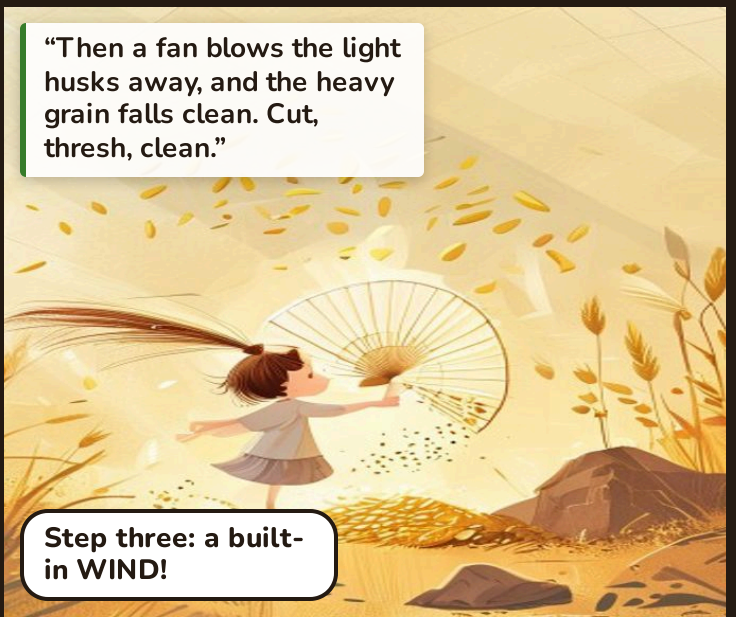
Step one: cut the whole field!

“Inside, a gentle drum rubs the wheat heads so the grains pop loose — like shelling peas.”



Step two: knock the grain free!

“Then a fan blows the light husks away, and the heavy grain falls clean. Cut, thresh, clean.”



Step three: a built-in WIND!

★ WORTH REMEMBERING

Reap, thresh, winnow — three back-breaking jobs that once took a whole village weeks. The combine 'combines' all three into one rolling machine. That's where the name comes from. 🌾

And it never stops: a spout arced clean grain into a moving cart while the combine kept cutting.



It empties **WITHOUT** even pausing!

 SIRI'S SECRET NOTEBOOK · DOOR 4 UNLOCKED

COMBINE = reap (cut) + thresh (rub grain loose) + winnow (fan blows chaff away), all in **ONE** pass, without stopping. A village's autumn, done by lunch.



THE TRACTOR THAT STEERS ITSELF

9a Door Five: the brain in the sky

At dusk the tractor drove itself, guided by faint beams from tiny satellites overhead.

"Satellites tell it exactly where it is — closer than a hand's width. So the rows come out ruler-straight."

Nobody's steering — and it's DEAD straight!

Straight rows waste less seed and less fuel!

★ WORTH REMEMBERING

A modern tractor listens to satellites far in space and knows its spot to within an inch. It steers itself all day without tiring, so the farmer can watch the crop instead of the wheel. 🛰️

"The planter drops each seed at the perfect depth and spacing — thousands a minute, all just right."



Every single seed, placed on purpose!

"Cameras even spot each weed and spray only IT — not the whole field. Less spray, healthier land."



The machine has EYES now?!

★ WORTH REMEMBERING

This is the newest kind of farming: every seed placed just right, every weed spotted one by one, every acre remembered as a map. More food, less waste. The tractor grew a brain. 🧠

📖 SIRI'S SECRET NOTEBOOK · DOOR 5 UNLOCKED

Satellites steer it to the inch → ruler-straight rows. Planter places EVERY seed perfectly. Cameras spray one weed at a time. The tractor learned to see, steer and remember. 🚗 🧠

THE RIVER OF STEEL

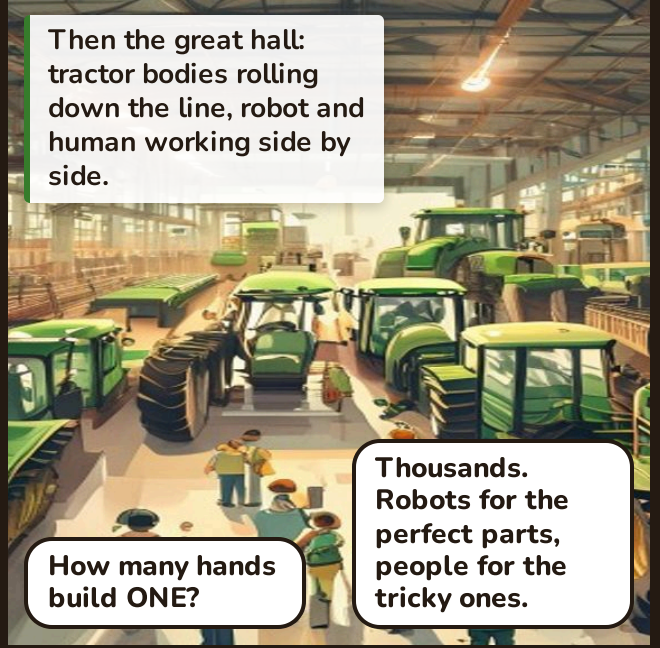
Door six led to the birthplace. First, fire: a river of molten iron poured into molds for engine blocks.

HISSE



They **POUR** the engine like syrup!

Then the great hall: tractor bodies rolling down the line, robot and human working side by side.



How many hands build **ONE**?

Thousands. Robots for the perfect parts, people for the tricky ones.

A body was coated deep glossy green; its wheels waited nearby, painted bright sunny yellow.



Green and yellow — I'd know it anywhere!

★ WORTH REMEMBERING

Robots do what must be perfect a million times; people do what needs a careful eye and a clever hand. Together they turn a river of iron into a machine, every few minutes, all day long. 🏭

At the end, each finished tractor dragged a heavy weighted sled — proving its pull before it could leave.



You make them prove it FIRST?

Every one. A farmer's whole year rides on it.

 SIRI'S SECRET NOTEBOOK

Molten iron → engine blocks → assembly line (robots = perfect, people = tricky) → green body, yellow wheels → PULL TEST before it ships. A river of steel, poured into a promise. 🏭

A MILLION HANDS

Door six's real secret wasn't a machine at all. It was... everyone.

The last secret is PEOPLE?

Cora showed a glowing map: Deere factories on many continents, grain flowing out to fields everywhere.

One green idea, feeding the whole PLANET.

It starts in the ground: terraced mines and glowing steel mills. Iron for the body, for the very bones.

Every tractor begins as a piece of a MOUNTAIN.

Then a ring of proud faces — miner, foundry worker, engineer, dealer, mechanic, farmer — each doing one part.

And nobody does the WHOLE thing?!

★ WORTH REMEMBERING

Sit with that: **nobody on Earth knows how to make a tractor alone.** Each person masters one sliver — and one company conducts a million slivers into a machine that feeds the world. The conducting is the real invention. 🎵

"Everyone we met does one small part beautifully," said Cora. "Ready to meet who started it all?"



Take me to the conductor!

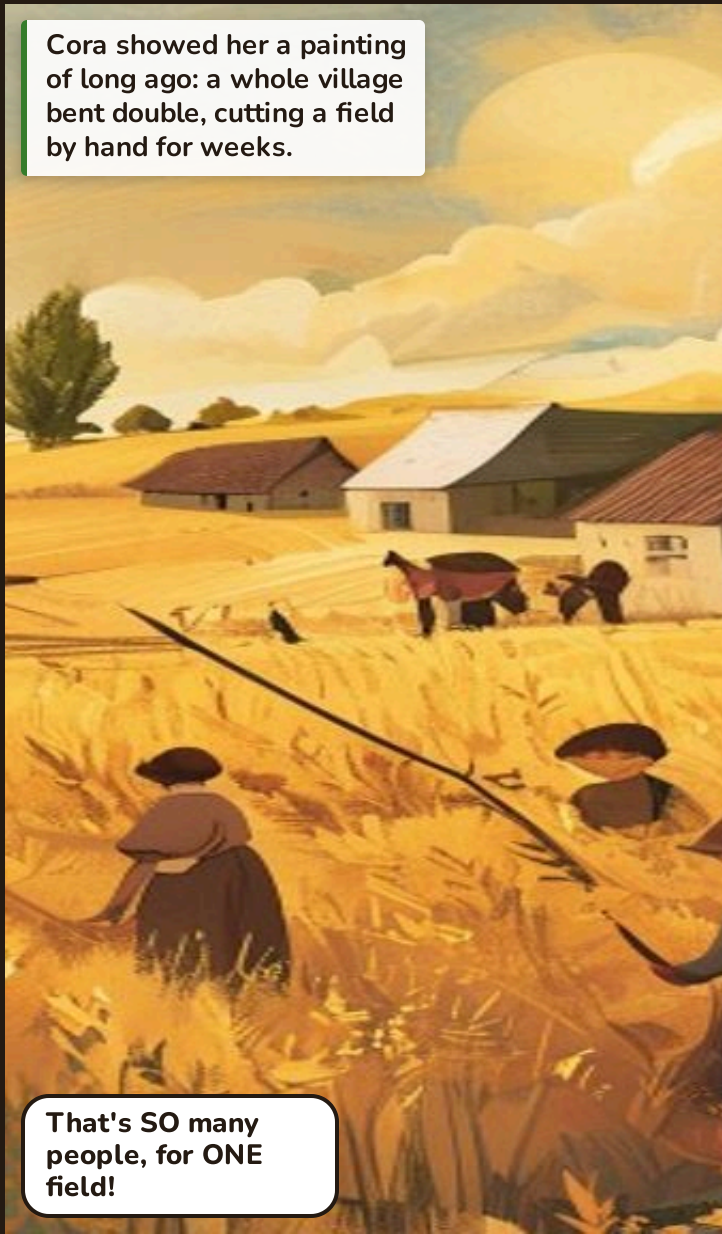
 SIRI'S SECRET NOTEBOOK · DOOR 6, PART ONE

Mountain → mine → steel → factories on many continents → a million hands → me at dinner. No single person knows the recipe. So the real question: WHO'S THE CONDUCTOR?

WHY ANYONE SAYS YES

12a Siri's question Flips

Cora showed her a painting of long ago: a whole village bent double, cutting a field by hand for weeks.



That's SO many people, for ONE field!

Then today: one farmer in a cab, doing that same field before lunch.



One person... replaced a whole village's autumn?

★ WORTH REMEMBERING

Warren's favorite riddle: **price is what you pay, value is what you get.** A tractor costs a fortune — but it replaces dozens of workers, weeks of toil, and years of aching backs. That's why farmers say yes. 🍷

On Cora's balance scale, the tractor's price rose up light against a mountain of hired hands and lost weeks.



When you weigh it, the machine is a BARGAIN!



SIRI'S SECRET NOTEBOOK

My question flipped: not 'how does it work' → 'WHY spend a fortune on it?'
Answer #1: it replaces a village of labor and weeks of time. Value crushes price = a grateful yes.

THE PROMISE KEPT AT HARVEST

A mechanic knelt in a dark field, fixing a stalled combine by headlight so a farmer wouldn't lose his crop.



At NIGHT? In a field?!

"Harvest has only a few golden days," said Cora. "A machine that quits then can ruin a whole year."



So it must NEVER break down.

At dawn, a dealer already had the right spare part racing to the field. The promise: back running in hours.



You sell the machine AND the rescue!

★ WORTH REMEMBERING

Here's a secret worth more than any gear: **a farmer isn't just buying steel — he's buying the promise it keeps.** Deere's dealers and parts sit close to every field, ready. That web of help is the real product. 🤝

Cora opened a giant warehouse: endless shelves of parts, sorted and waiting to fly to any farm on Earth.



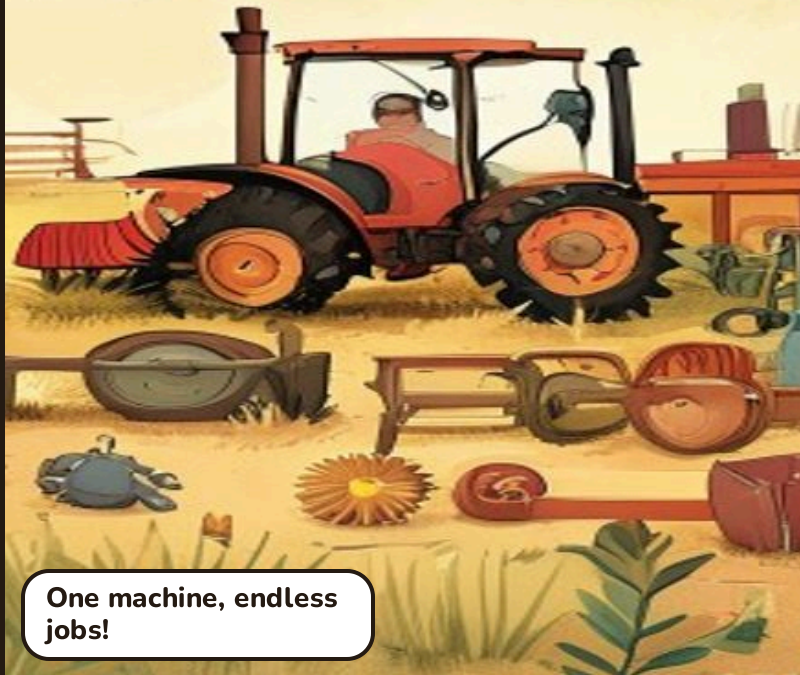
A whole hospital... for tractors!

 SIRI'S SECRET NOTEBOOK

Answer #2: UPTIME. Harvest = a few golden days; a breakdown = disaster. So Deere keeps parts and mechanics near every field, promising: fixed in hours. The rescue is half the value. 🚚

THE MACHINE THAT GROWS NEW JOBS

Answer #3: remember the hundred tools? Cora spread them wide again. “The tractor is a platform.”



One machine, endless jobs!

Around one tractor spun a whole galaxy of tools and little software helpers, each making it worth more.



The more tools exist, the more the tractor can DO!

And every field now sends back a map — soil, seeds, yield — teaching the whole system to farm smarter.



Every farm makes the next farm wiser!

★ WORTH REMEMBERING

This is a quiet **network effect**: more tools make the tractor more useful, and more tractors make it worth building more tools. Add the maps, and every acre farmed makes the software smarter. 🌐

📖 SIRI'S SECRET NOTEBOOK

Answer #3: the tractor is a PLATFORM. More tools → more valuable → more tools. Plus data: every field teaches the system. Leaving means giving up your tools AND your maps. 🌱

THE PRICE OF TRUST

A gleaming green-and-yellow tractor rolled by. A farmer patted it like an old friend.



People LOVE this color!

"This one's forty years old and still working. And it'll still fetch a fair price at auction," Cora said.



Old ones stay VALUABLE?!

★ WORTH REMEMBERING

When a machine is trusted for generations, its name becomes a promise: *anything green and yellow will work, and keep working.* That's a **brand** — and it's why a used Deere holds its value like treasure. 🦌

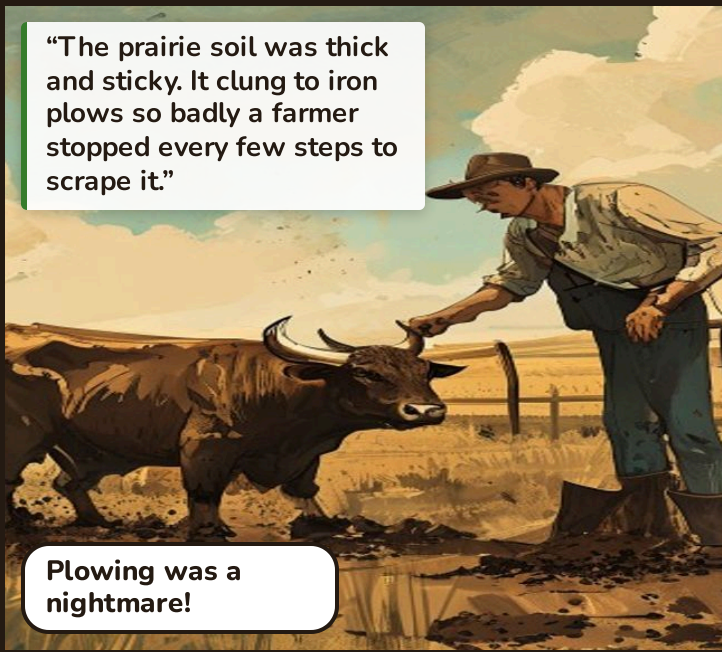
On one farm, a grandfather, a father and a child all drove the same trusted green. Three generations, one promise.



 SIRI'S SECRET NOTEBOOK

Answer #4: TRUST. 'Nothing runs like a Deere,' kept so long it became a promise. Loyal families, strong resale. Value → uptime → platform → trust. Now — WHO started it all? 🗺️

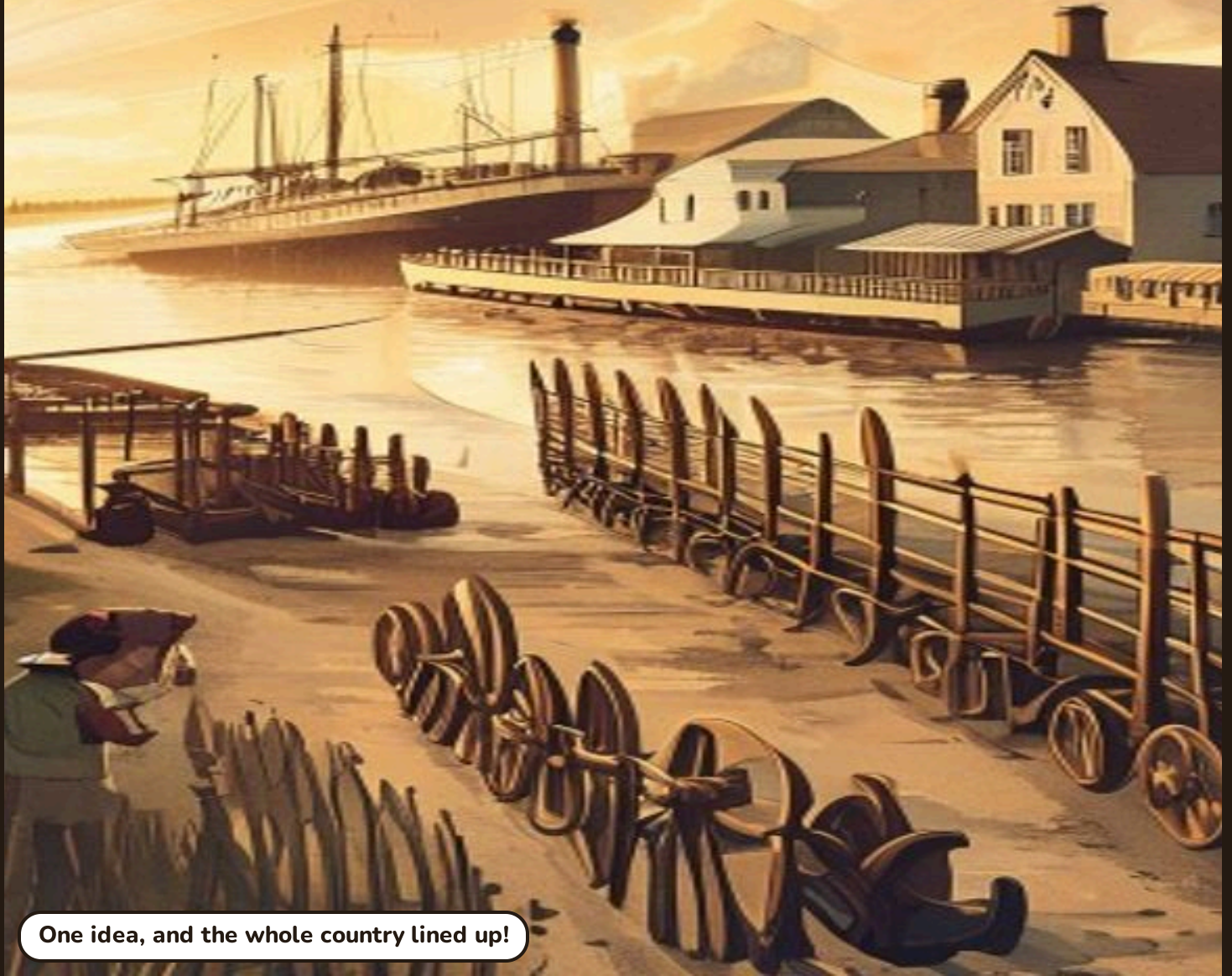
THE PLOW THAT BROKE THE PLAINS



★ WORTH REMEMBERING

One brilliant fix: a **self-scouring steel plow** that shed the soil instead of clogging. Suddenly the endless, stubborn prairie could be farmed. Folks said his plow 'broke the plains.' A whole continent began to feed itself. 🌾

Farmers begged for more. Deere moved to Moline by a great river and built plows by the thousand.



One idea, and the whole country lined up!

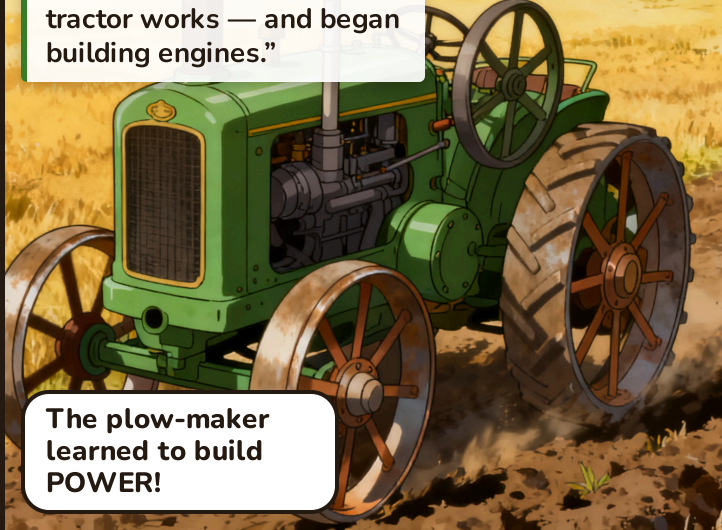


SIRI'S SECRET NOTEBOOK · THE REVEAL

JOHN DEERE. A blacksmith who HATED clogged plows (1837) → polished steel that sheds sticky soil → 'broke the plains' → moved to Moline → plows by the thousand. One tool that wouldn't quit. 🦌

FROM PLOW TO GREEN GIANT

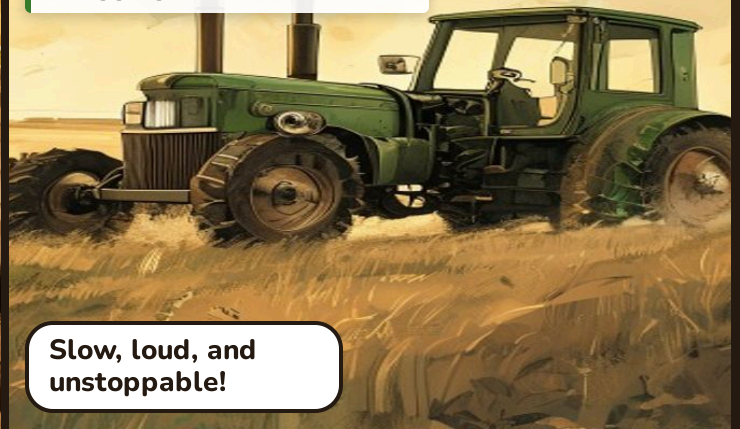
"Plows were just the start. In 1918 Deere bought a tractor works — and began building engines."



The plow-maker learned to build **POWER!**

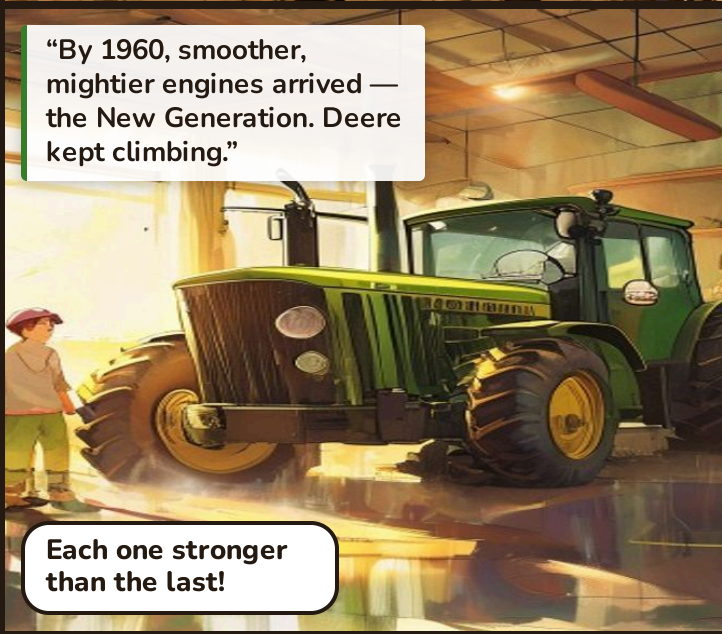
"Their early tractors were simple and tough. Farmers trusted a two-cylinder Deere that just kept chugging."

POP-POP



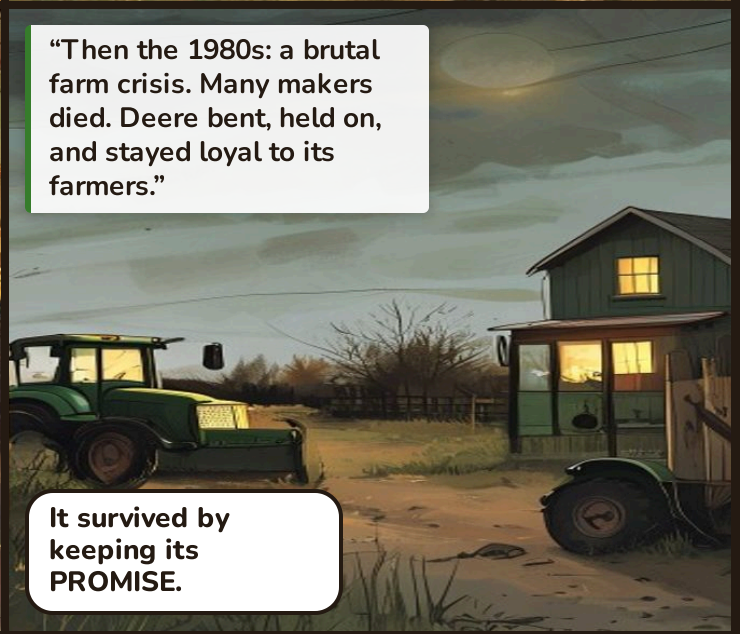
Slow, loud, and unstoppable!

"By 1960, smoother, mightier engines arrived — the New Generation. Deere kept climbing."



Each one stronger than the last!

"Then the 1980s: a brutal farm crisis. Many makers died. Deere bent, held on, and stayed loyal to its farmers."



It survived by keeping its **PROMISE.**

★ WORTH REMEMBERING

Notice the pattern: **plow** → **tractor** → **combine** → **satellites** → **robots**. Each step solved the next farmer's next problem. Deere didn't chase everything — it kept helping the same people, better and better, for almost two hundred years. 🚜



THE STORY IN TIME

1837

John Deere forges the first self-scouring steel plow.

1848

Moves to Moline, Illinois — plows by the thousand.

1868

Deere & Company is officially born.

1918

Deere buys the Waterloo tractor works — the tractor age begins.

1923

The Model D 'Johnny Popper' — a two-cylinder workhorse.

1947

The dealer-and-service network spreads across farm country.

1960

The New Generation: bigger, smoother multi-cylinder engines.

1980s

A brutal farm crisis. Deere bends but does not break.

1994

Satellite guidance begins steering tractors.

2017

Deere adds robotics to spot and spray single weeds.

Today

Deere machines help feed billions across the world.





SIRI'S SECRET NOTEBOOK

Plow (1837) → tractors (1918) → combines →
New Generation (1960) → survived the 1980s
crisis → satellites → weed-spotting robots.
Same farmers, helped better and better, for
~200 years. 🦌

THE CASTLE IN THE FIELD

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

Under an oak by a golden field, the two old friends let her lay out the walls, one by one. Nodding. Chuckling.

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. And a hundred times more fun.



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: The Rescue Network

A machine down at harvest means ruin. Deere's dealers rush a part to any field in hours. A rival would need decades to build that web. (Grown-ups say: switching costs.)



Wall Two: A Name Kept

'Nothing runs like a Deere,' trusted for generations. Trust means loyal farmers and strong resale. Copy a feature in a year; a name takes a lifetime.



Wall Three: One Machine, Every Tool

Hundreds of implements — and now software — snap onto one tractor. Switching brands means rebuying your whole toolshed.



Wall Four: The Field That Remembers

Every acre's map lives in Deere's system. The more you farm, the smarter it gets — and the harder to leave.

Charlie tapped his thick glasses. "My trick: turn the telescope around. Don't ask how it wins — ask what would DESTROY 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: Booms and Busts

Farmers buy big machines only when crops pay well. In a bad year, sales can fall off a cliff.



Crack Two: Tough Rivals

Other great makers fight hard for every field. No castle is ever safe by birthright.



Crack Three: The Repair Fight

Farmers want the right to fix their own machines. Push the locked doors too hard and trust cracks.



Crack Four: The Next Kind of Farming

Robots and AI could change everything. Guard the old tractor too tightly and miss the wave.



★ WORTH REMEMBERING

Charlie's ruin-Deere checklist: let a machine sit broken at harvest, break the trusted name, lock farmers out until they cheer for rivals, guard the old and miss the new. Now — **just never do those.** Inversion turns worry into a checklist.

Warren raised his cola. "A business that helps feed a hungry world, behind four strong walls, for two hundred years. I admire a castle like that — not for the steel, for the WALLS."



The treasure was never the tractor!



SIRI'S SECRET NOTEBOOK · THE CASTLE

WALLS: rescue 🛠️ name 🦌 platform 🧩 memory 🧠. CRACKS:
booms/busts 📈 rivals 📞 repair fight 🔧 next wave 🌊. Charlie: INVERT.
Warren: admire the walls, not the gadget. 🏰

THE JUDGE'S QUESTIONS

Then Warren built a tiny courtroom by the field — and put the TRACTOR 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 tiny gavel and fired Warren's five eternal questions.



Order in the court!



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

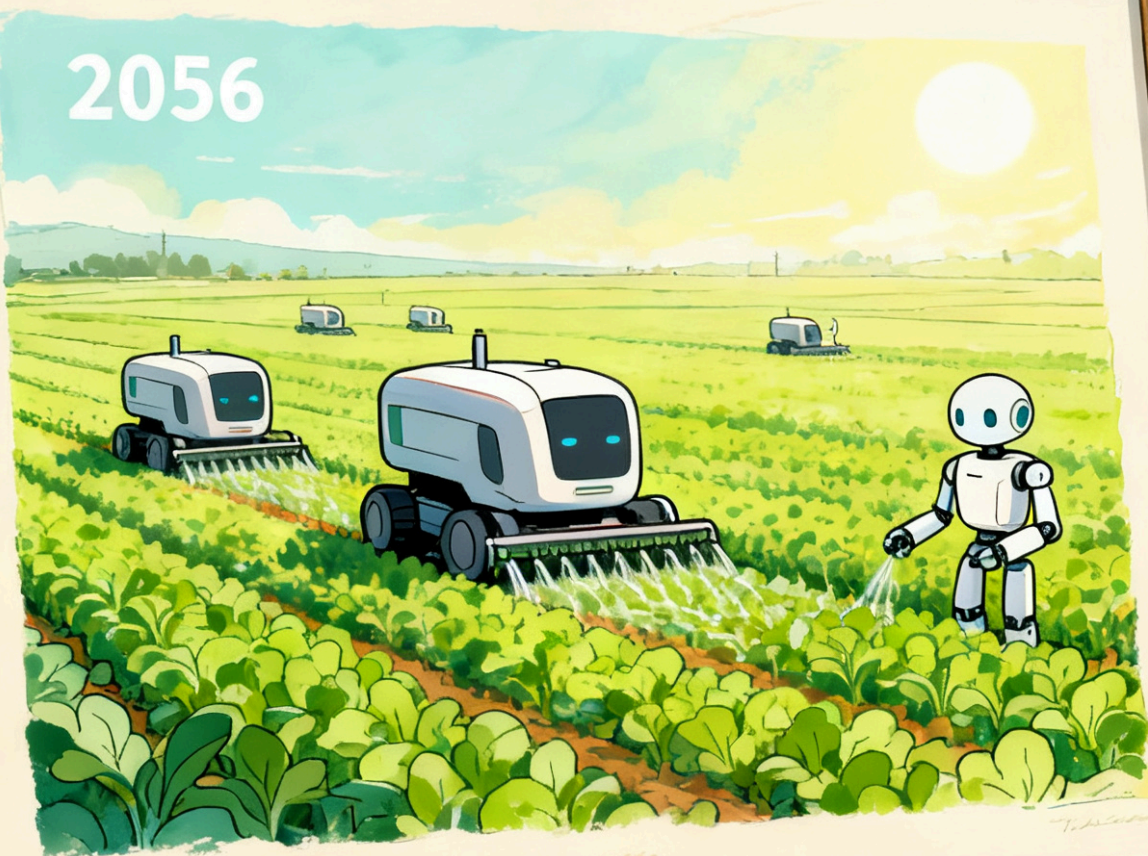


★ WORTH REMEMBERING

The Owner's Court:  Enduring need? —
'People will always eat.'  Trust earned? —
'Farmers have trusted me for generations.' 
Reinvesting wisely? — 'Into satellites, robots
and better engines, every year.'  Copyable
with money? — 'My steel, maybe. My dealer web
and my name? Not in a hundred years.'  What
breaks you? — 'Only my keepers, if they grow
lazy or greedy.'

The last exhibit: a painting of a farm in 2056. New shapes, new machines — but still feeding a hungry world.

2056



The MACHINES change. The need never does.

 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 soap, railways, red fizzy cans — anything. (He never once mentioned a stock price. The judge judges the BUSINESS.) ⚖️

THE NEXT THIRTY YEARS

One last walk: a farm of tomorrow, tractors steering themselves and robots tending the rows.



The tractor might not even need a DRIVER!

"The newest ones already work through the night alone — plowing under the stars while the farmer sleeps."



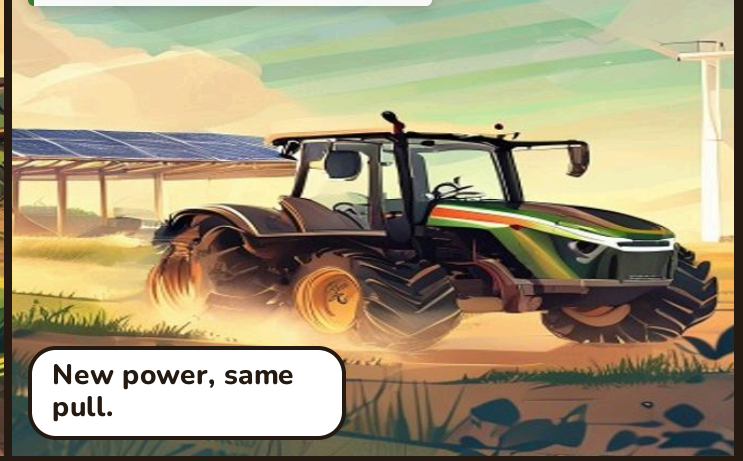
Farming... while everyone dreams!

"And little robots will roam the rows, checking each plant, pulling each weed, one by one."



A whole team of tiny helpers!

"Their fire may change too — quiet electric and hydrogen engines, kinder to the air."



New power, same pull.

★ WORTH REMEMBERING

No crystal balls — just visible currents: tractors that drive all night, robots that mind each plant, cleaner engines, and every seed placed by data. Siri's rooftop rule holds: **don't bet on the machine — bet on the need.** The world will always need feeding. 🌱

On a hay bale at dusk, she added the honest last line: a great tool serves people; it must never rule them.



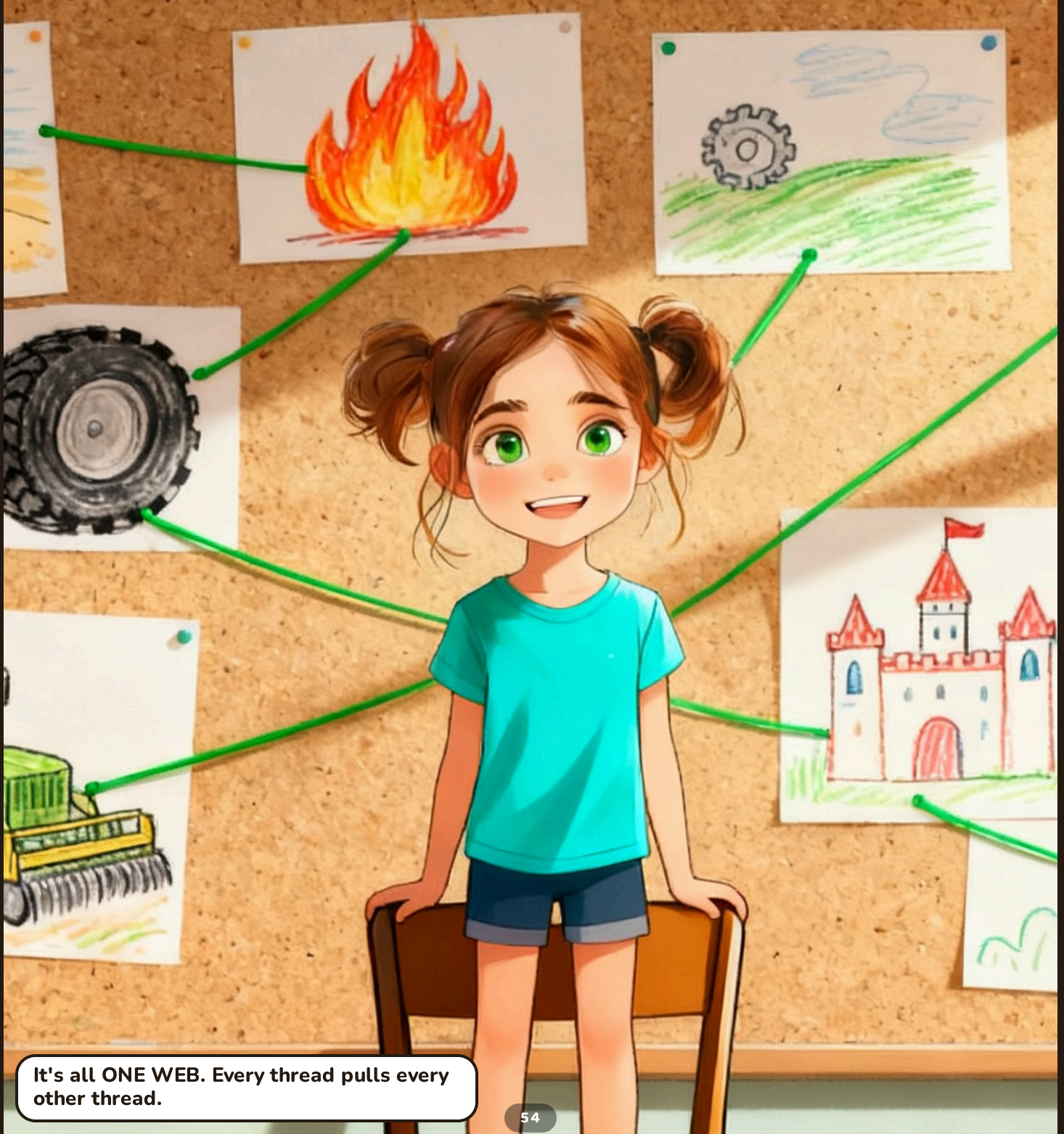
Best servant. Careful master. Same as fire.

SIRI'S SECRET NOTEBOOK

2056 farm: driverless night-tractors, plant-by-plant robots, electric/hydrogen power, data-placed seeds. Rules: bet on needs, not shapes
· trust is the crown · keep the machine a servant. 🌱

THE SECRET NOTEBOOK

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



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



★ WORTH REMEMBERING

The Science Web, one breath: squeezed air bursts into fire → fire pounds pistons → pistons spin the crankshaft → gears trade speed for force → lugs and weight grip the soil → the hitch lends muscle to a hundred tools → the combine reaps, threshes and winnows → satellites steer and remember. **Ordinary physics, stacked extraordinarily.**



★ WORTH REMEMBERING

The Business Web, one breath: value (replace a village of labor) → uptime (a rescue web near every field) → platform (one machine, endless tools and data) → trust (a name kept for generations), all behind a castle Charlie patrols by inverting and Warren judges in his court. And underneath: a million strangers, conducted into one machine.

The real test: she retold the **WHOLE** thing to a younger kid, using her toy tractor and crayon drawings. He got it.



If you can't explain it with a toy, 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. From ONE
tractor: squeeze-makes-fire · trade-speed-for-
force · grip = lugs+weight · platform · nobody-
knows-the-recipe · price-vs-value · uptime-is-
the-product · network effects · brand=promise ·
scale · invert · the owner's court. 

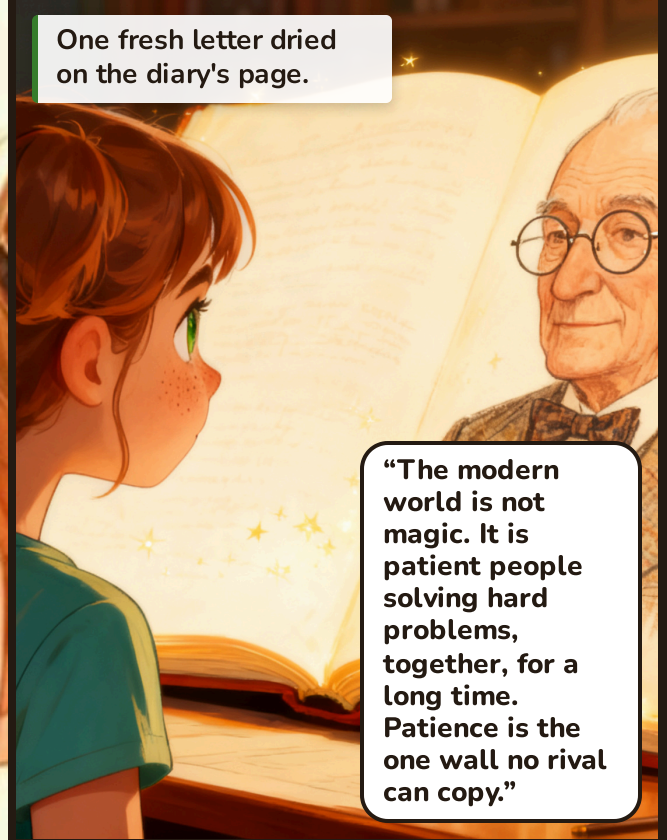
COMING HOME

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



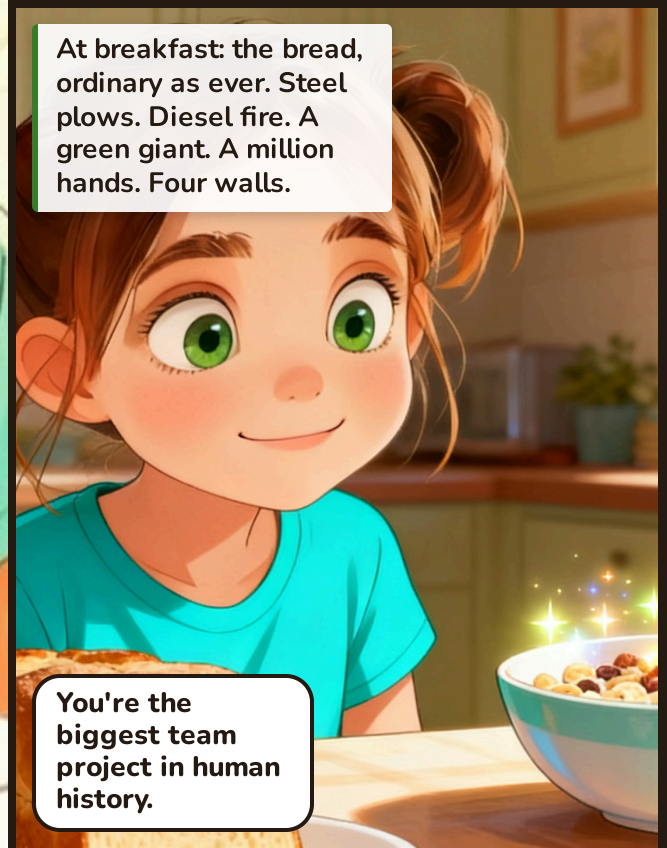
Was it real? It FELT real...

One fresh letter dried on the diary's page.



"The modern world is not magic. It is patient people solving hard problems, together, for a long time. Patience is the one wall no rival can copy."

At breakfast: the bread, ordinary as ever. Steel plows. Diesel fire. A green giant. A million hands. Four walls.



You're the biggest team project in human history.



She looked around the table — at all the food, and all the people who'd never know each other — and just felt grateful.

Somebody, somewhere, grew every single bite of this.



She hugged the diary tight. Far away, a green giant caught the morning sun over golden fields.

Show me the next one, Grandpa. 🍷

★ WORTH REMEMBERING

Feel it now: squeezed air bursting into fire, gears turning fire into a force that opens the earth, satellites steering a green giant that feeds a planet — and a shiny plow, once, that broke the plains. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · BOOK FOURTEEN, CLOSED

Six doors. Twelve mental models. One castle. One blacksmith. One plow that fed a continent. But the compass is twitching toward the doorstep... a plain brown box... that crossed the whole world ON TIME. Book Fifteen. 🧭📦



OUR PHILOSOPHY

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

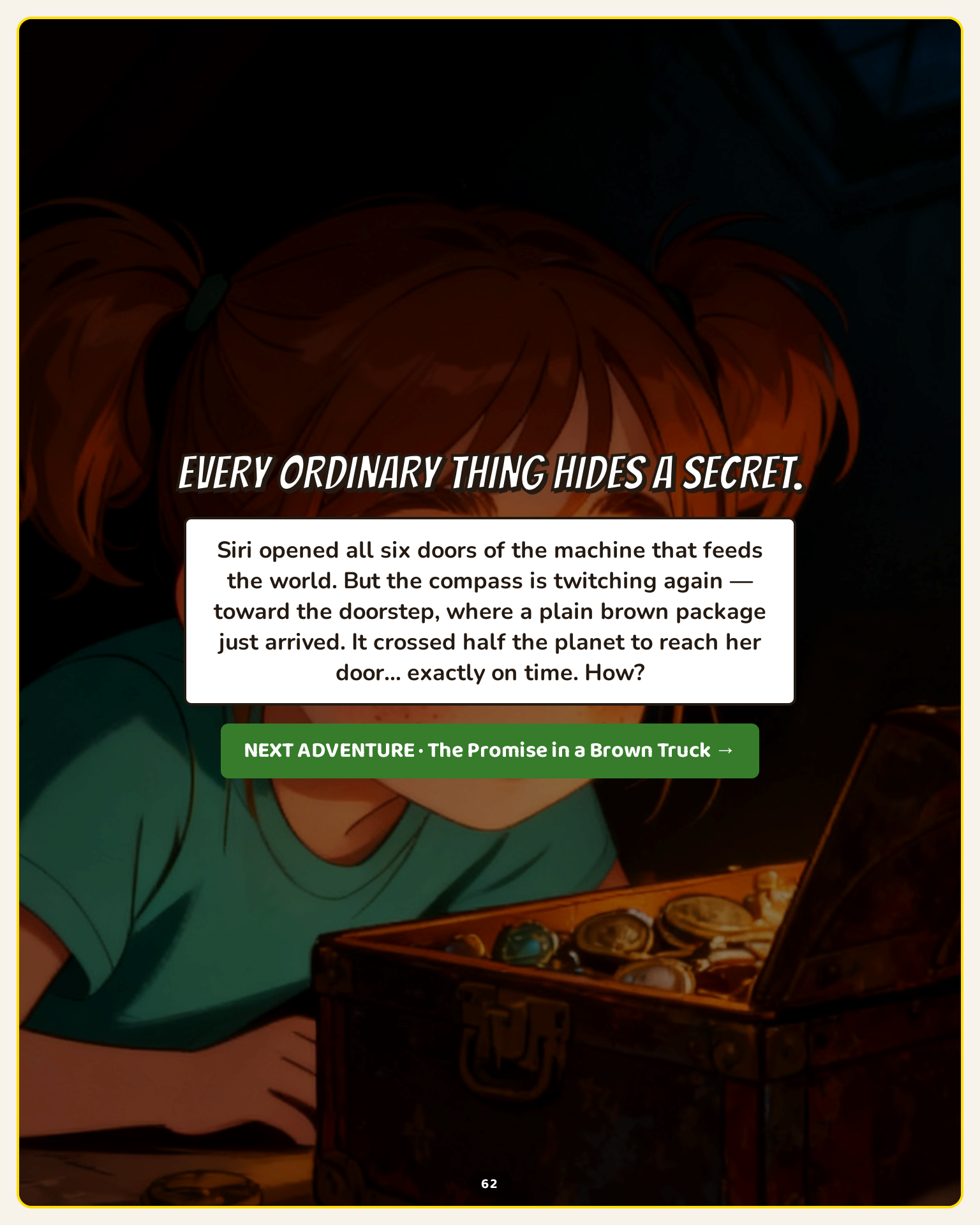
Inspired by the multidisciplinary thinking of **Charlie Munger** and the rational, long-term philosophy of **Warren Buffett**, our comics connect science, technology, business, history, and human behavior to show how the real world works.

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 filled with gold coins and jewels. The scene is dimly lit, with a warm, golden glow emanating from the chest. The background is dark and indistinct.

EVERY ORDINARY THING HIDES A SECRET.

Siri opened all six doors of the machine that feeds the world. But the compass is twitching again — toward the doorstep, where a plain brown package just arrived. It crossed half the planet to reach her door... exactly on time. How?

NEXT ADVENTURE • The Promise in a Brown Truck →