

The Great Company Adventures • Book 35 of 50

LEGO THE BRICK THAT BUILDS ANYTHING



A curious girl, three wise mentors, and the little plastic brick that has clicked into place for over sixty years.

"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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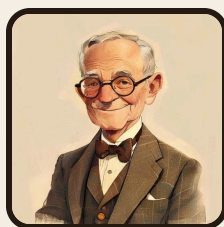
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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



KARIN

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 BRICK THAT CLICKED AT MIDNIGHT

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

SPIN

The needle stopped. Pointing at... one red toy brick. Lost under the bed since forever.

YOU? You're a lump of plastic!

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 brick that builds anything."

★ WORTH REMEMBERING

Pick up a toy brick. It is a hollow lump of plastic smaller than a stamp. Yet it can become a castle, a whale or a Moon rocket — so **who taught plastic to click?**

The brick warmed in her hand. A whirlpool of blue light grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 

- ① Why does a brick from Grandpa's boyhood still fit MY bricks?
- ② Grandpa says this toy built a giant company. A TOY?! Prove it.

THE FACTORY MADE OF COLOUR

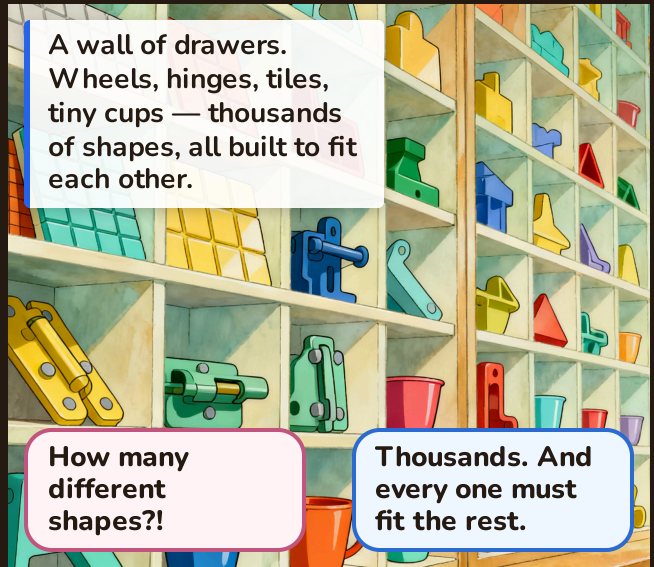


She landed in a humming hall where rivers of bright bricks poured down shining chutes.



An engineer caught a warm brick mid-air. *"I'm Karin. I make sure every brick is exactly right."*

Best. Job. EVER.



A wall of drawers. Wheels, hinges, tiles, tiny cups — thousands of shapes, all built to fit each other.

How many different shapes?!

Thousands. And every one must fit the rest.

★ WORTH REMEMBERING

This company moulds tens of billions of pieces a year. Almost all of them fit almost all the others. That is the real invention — not the brick, the **system**.

📖 SIRI'S SECRET NOTEBOOK

Thousands of shapes. Billions of pieces. One rule: EVERYTHING must fit. 🔍 Karin says the first secret is the plastic itself. Why plastic and not wood?

A RIVER OF MELTED PEARLS

3a From tiny pearls to a warm brick

"Every brick starts as this,"

said Karin. Tiny plastic pearls, poured like sugar.

Inside the machine: a spinning screw squeezed the pearls until they melted into hot amber syrup.

So the brick is
POURED?

Squirted. Under
enormous
pressure.

The steel mould
opened. Four glossy
bricks, still warm. Seven
seconds, start to finish.

Seven **SECONDS**
for a perfect
brick!

My castle was
PEARLS?!

★ WORTH REMEMBERING

The plastic is **ABS** — long tangled molecule chains that soften when hot and stiffen when cool. Tangled chains make it tough instead of brittle. That is why bricks bounce and glass shatters. 🧊

*"Here's the trap. Hot plastic **SHRINKS** as it cools. So we carve the mould slightly too big — on purpose."*



You build it wrong so it cools **RIGHT**?

★ WORTH REMEMBERING

Cooling shrink is about half a percent. Tiny — but a brick that shrinks unevenly warps and never clicks again. So the mould, the heat and the cooling time are all tuned together. ❄️



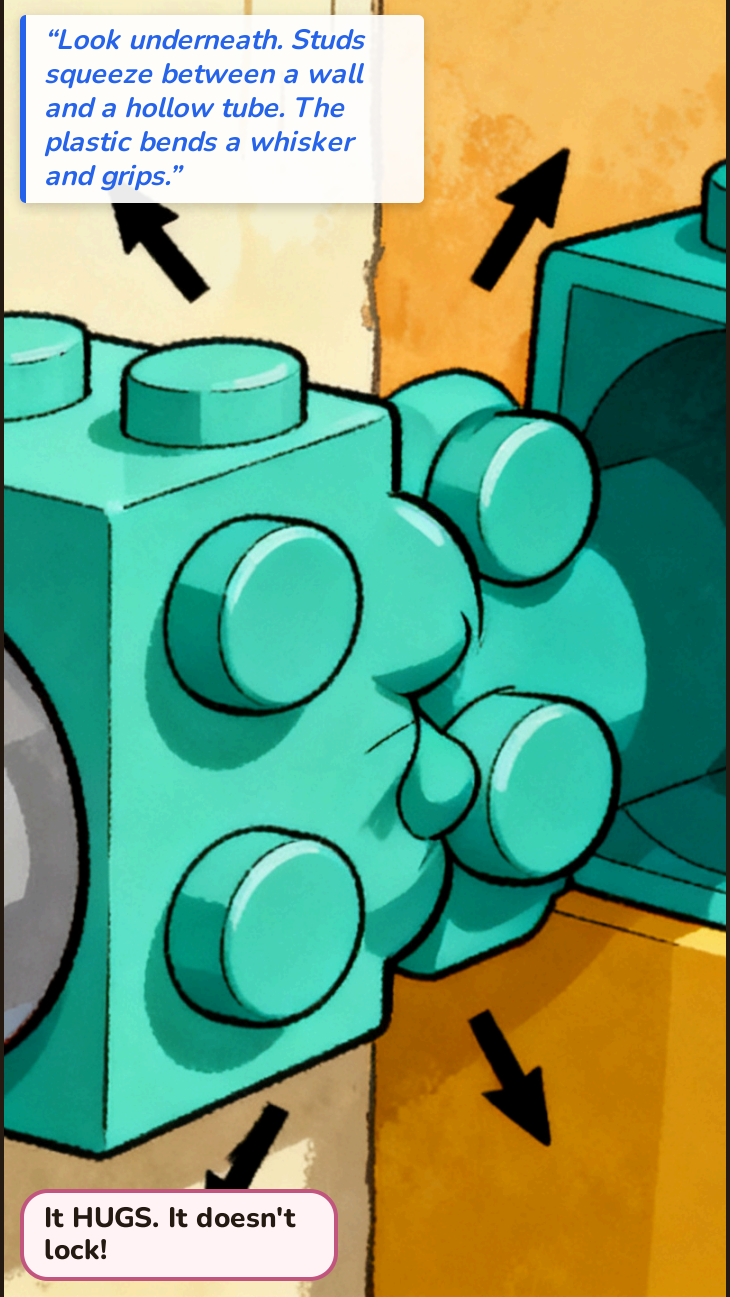
SIRI'S SECRET NOTEBOOK

- ① Pearls → melted → squirted into steel → 7 seconds → brick 🧱
- ② ABS = tangled chains = tough, not brittle.
- ③ Moulds are cut slightly **BIG** because cooling shrinks the plastic. Sneaky!

THE SECRET OF THE CLICK



Karin pressed two bricks together. Click. Then pulled. They held — but not too hard.



“Look underneath. Studs squeeze between a wall and a hollow tube. The plastic bends a whisker and grips.”

That's the whole magic, isn't it?

It HUGS. It doesn't lock!

★ WORTH REMEMBERING

Engineers call it **clutch power**. The stud is a hair too wide for the gap, so the plastic springs back and holds by friction. Strong enough to build a tower, gentle enough for small hands. 🤝

"Which means the size must be perfect. We allow five thousandths of a millimetre."

Machines pull, twist and drop bricks all day, hunting the one piece that drifted.

A human hair is twenty times thicker.

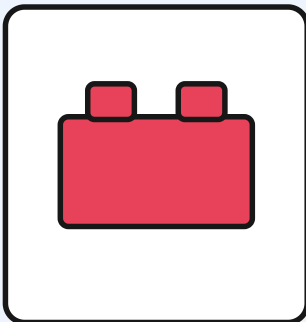
How big IS that?

You TORTURE bricks?

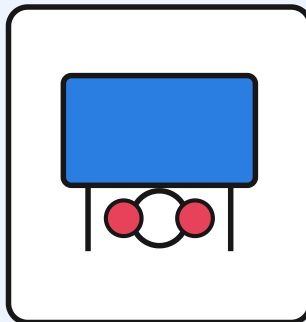
Fewer than twenty in a million escape us.



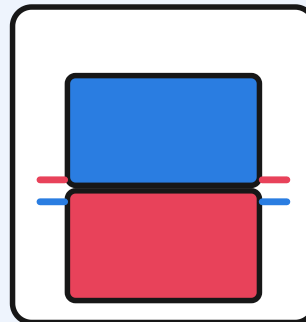
WHY THE BRICK CLICKS



1 · THE STUDS
round bumps on top



2 · WALL + TUBE
studs squeeze in



3 · FRICTION
grip, never a lock



SIRI'S SECRET NOTEBOOK

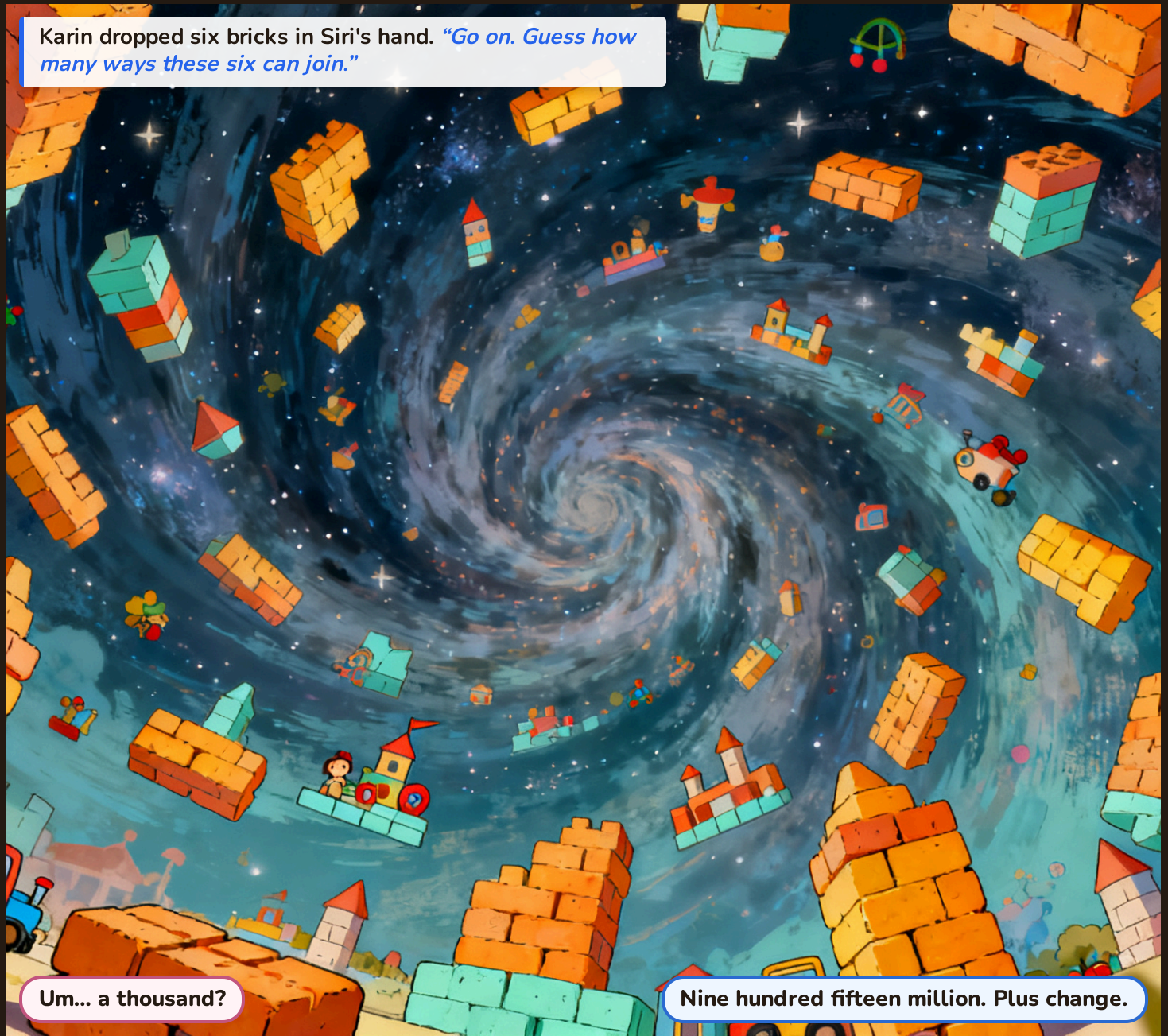
Clutch power = friction, not locks ⚡

Stud is a whisker too fat → plastic springs back
→ grip.

Tolerance: 0.005 mm. A hair is 20× thicker. My
handwriting is not that accurate.

SIX BRICKS, A BILLION WORLDS

Karin dropped six bricks in Siri's hand. *"Go on. Guess how many ways these six can join."*



Um... a thousand?

Nine hundred fifteen million. Plus change.

★ WORTH REMEMBERING

Mathematicians actually counted: six eight-stud bricks make **915,103,765** combinations. Six pieces. Nearly a billion outcomes. That is why the box never runs out of ideas. 🧱

They built one bridge from bricks of every age. Faded ones. Shiny ones. All clicked.



Nothing here is out of date!

"A brick moulded in 1958 still fits a brick moulded this morning."



SIXTY-SEVEN YEARS of fitting?!

★ WORTH REMEMBERING

Most toys are replaced. These are **added to**. Every brick a family already owns makes the next box worth more — a promise kept for over sixty years. 🧱

📖 SIRI'S SECRET NOTEBOOK

6 bricks = 915,103,765 ways. 🤖 Grandpa's 1958 brick fits mine. Toys usually get thrown out — these get INHERITED. Is that the business secret?

THE PEOPLE WHO TEST TOYS

Upstairs: designers sculpting, sketching, rebuilding. One had redrawn the same spaceship eleven times.



ELEVEN times for one ship?

Then the real judges arrived. Children. They built, broke and ignored things — while designers took notes.



Kids are the **BOSSES** here!

Down the hall, machines bit, yanked and dropped every new shape. Safety first, always.



We test what a curious toddler would do.

★ WORTH REMEMBERING

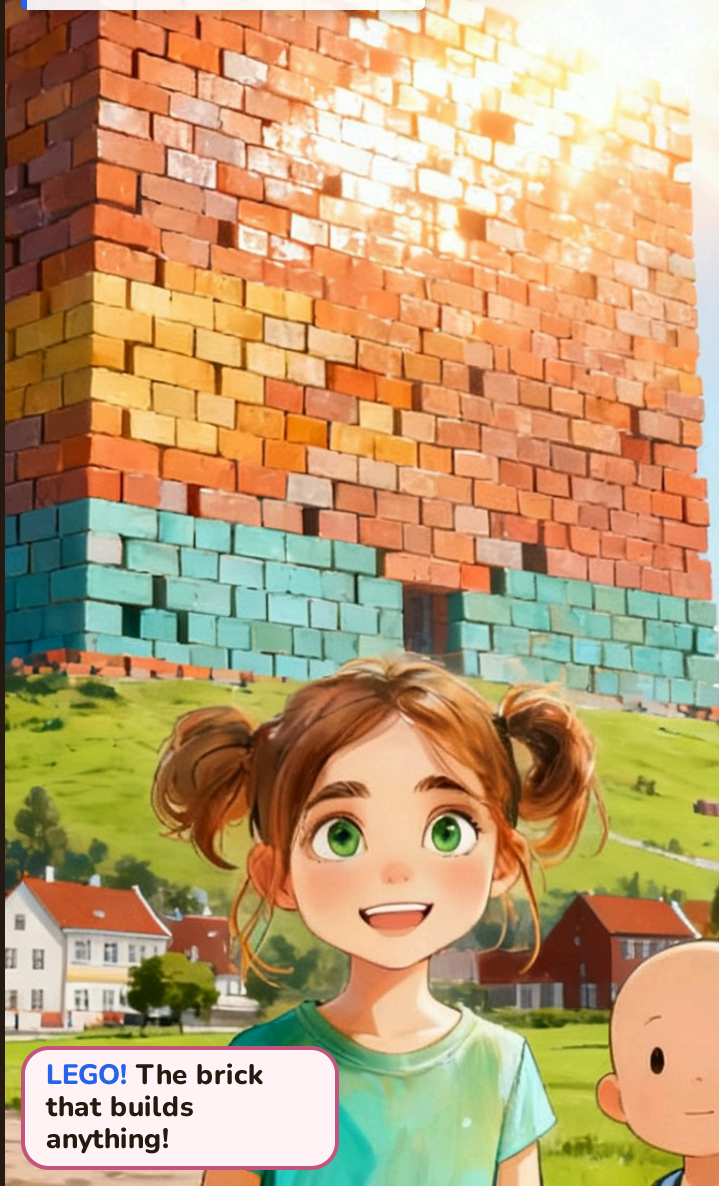
Nobody here invents alone. Chemists, mould-makers, designers and children each solve one small piece. A great company is mostly **thousands of ordinary people being careful together.** 🙌

📖 SIRI'S SECRET NOTEBOOK

Designers redraw ELEVEN times. Kids are the test pilots. Machines chew every new piece. 😬 Nobody does the whole thing — everyone does one careful part.

THE CARPENTER OF THE SMALL TOWN

Through birch trees: a building made of giant bricks. Siri knew the name. Every child does.



LEGO! The brick that builds anything!

"It began in 1932. A Danish carpenter, Ole Kirk Kristiansen, out of work, carving wooden ducks."



A CARPENTER started this?

★ WORTH REMEMBERING

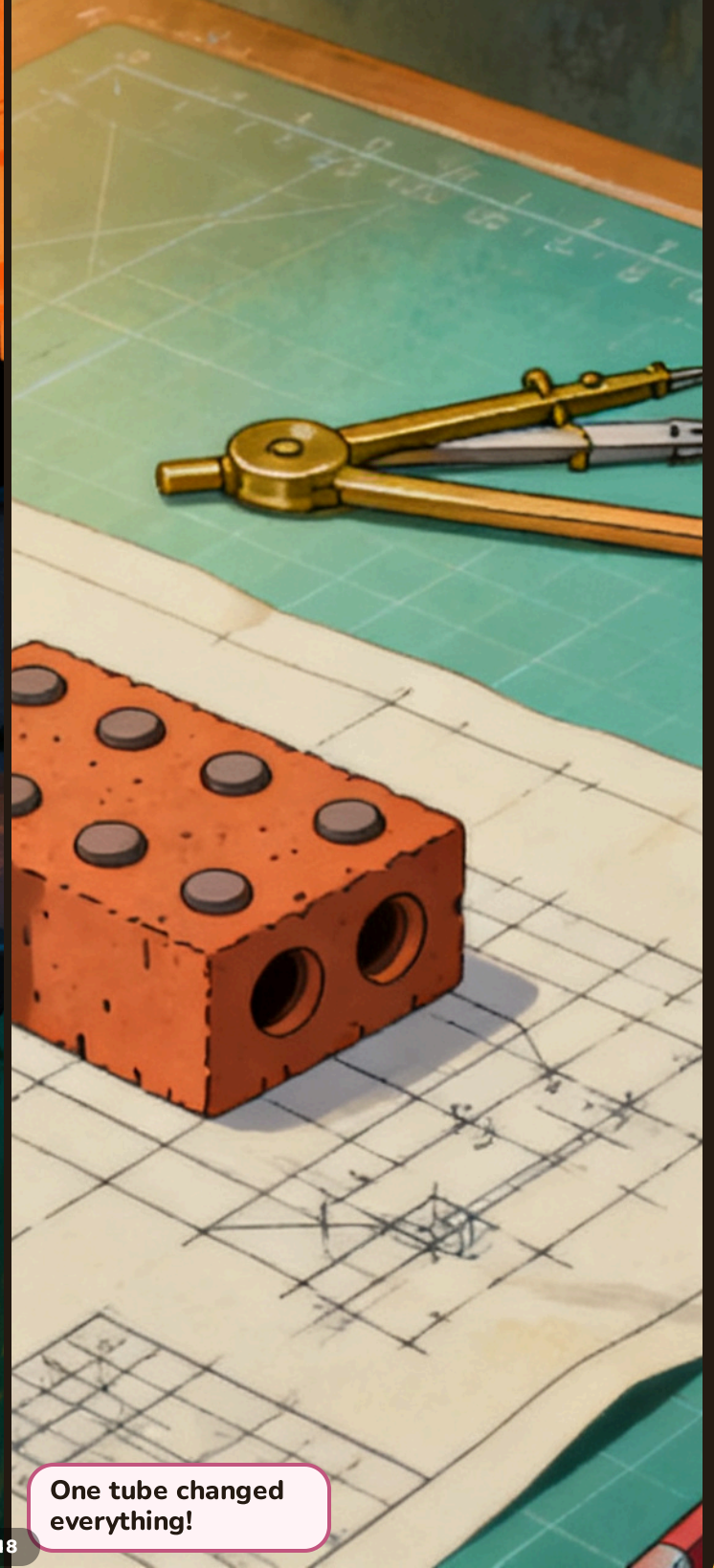
He named it from two Danish words, *leg godt* — “play well.” The name came before the brick. The idea was always play, never plastic. 🦆

"Then fire took the workshop. Twice more, later, too. Each time they rebuilt smaller and sturdier."



They just... started again?

"In 1958 his son patented the hollow tube inside the brick. That tube is why your bricks still click."



One tube changed everything!



THE STORY IN TIME

1932

A Danish carpenter starts making wooden toys.

1934

The firm is named from “leg godt” — play well.

1949

First plastic Automatic Binding Bricks are moulded.

1958

The stud-and-tube patent: real clutch power at last.

1960

A warehouse fire ends the wooden toys for good.

1963

ABS plastic arrives — tougher, brighter, safer.

1978

The minifigure gives every build a hero.

2004

Near collapse. A new leader cuts back to the brick.

Today

The largest toy company in the world. 🧱



SIRI'S SECRET NOTEBOOK

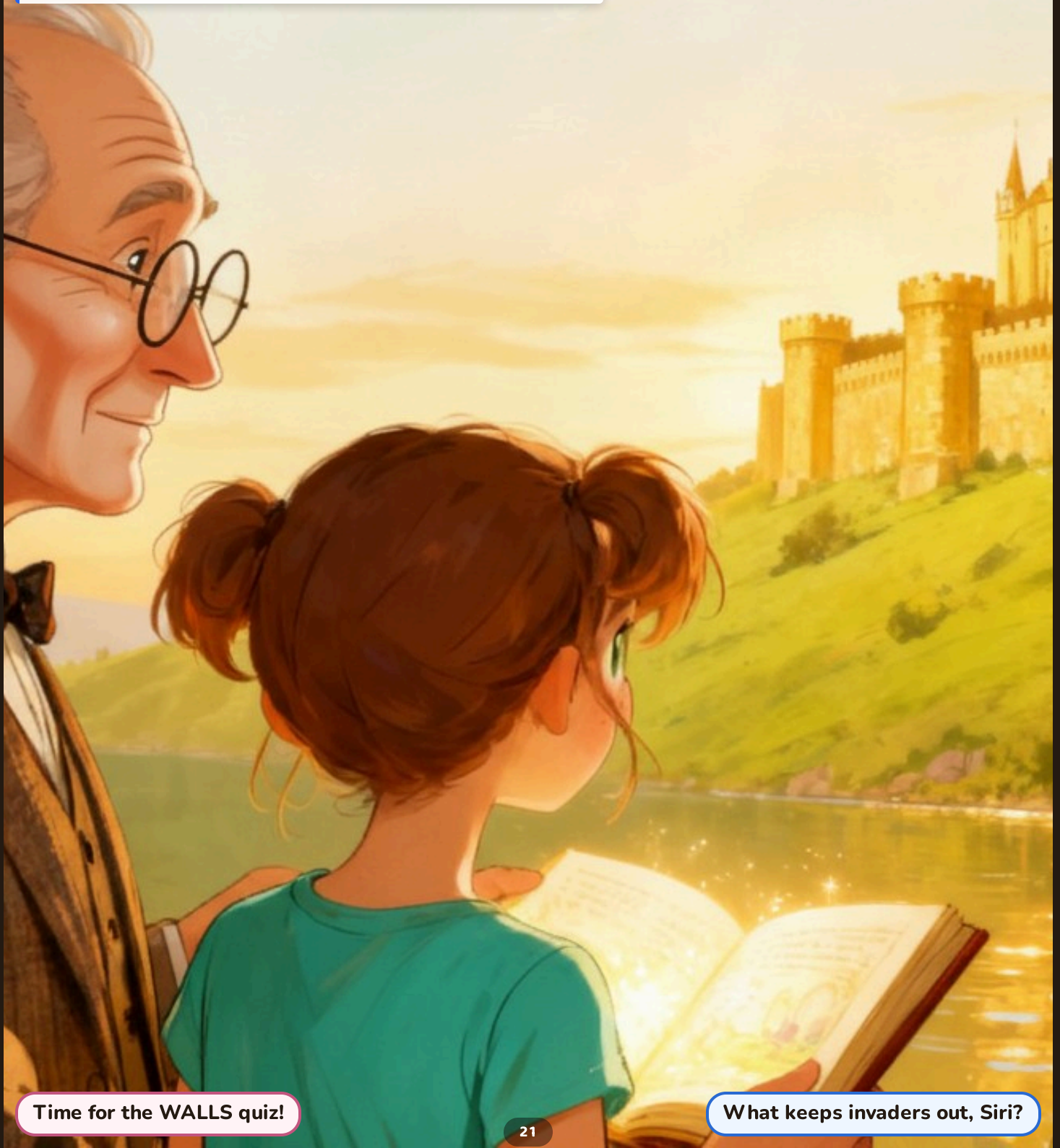
Carpenter → wooden ducks → fire → plastic →
1958 TUBE → minifigure → almost died in 2004.



Name means PLAY WELL. Nobody planned a
giant. They just kept rebuilding.

THE CASTLE OF BRICKS

A warm glow. A smell of cherry cola. Warren and Charlie, the partners from Omaha, 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: Everything Still Fits

Sixty-seven years of bricks all work together. Every set a family owns makes the next one more useful. Rivals start from zero.



Wall Two: A Parent's Trust

Safe, tested, no batteries needed, and it lasts. Copying a shape takes a week. Copying decades of trust takes a generation.



Wall Three: Ridiculous Precision

Five thousandths of a millimetre, tens of billions of times a year. The moulds, skills and machines took sixty years to build.



Wall Four: A Name Children Say First

Grandparents, parents and children all grew up with it. Few toys are handed down; this one is.



The Cracks in the Bricks

Screens compete for every hour of play. Some best-selling sets rent stories owned by others. Plastic must become greener. 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 list for ruining this castle: make cheap bricks that stop fitting. Chase every fashion at once. Forget that the customer is a child, not a shelf. Now — simply never do those. 🧠

Warren raised his cola. *"Family-owned, so I can't buy a share of it. But I'd study those walls all day."*



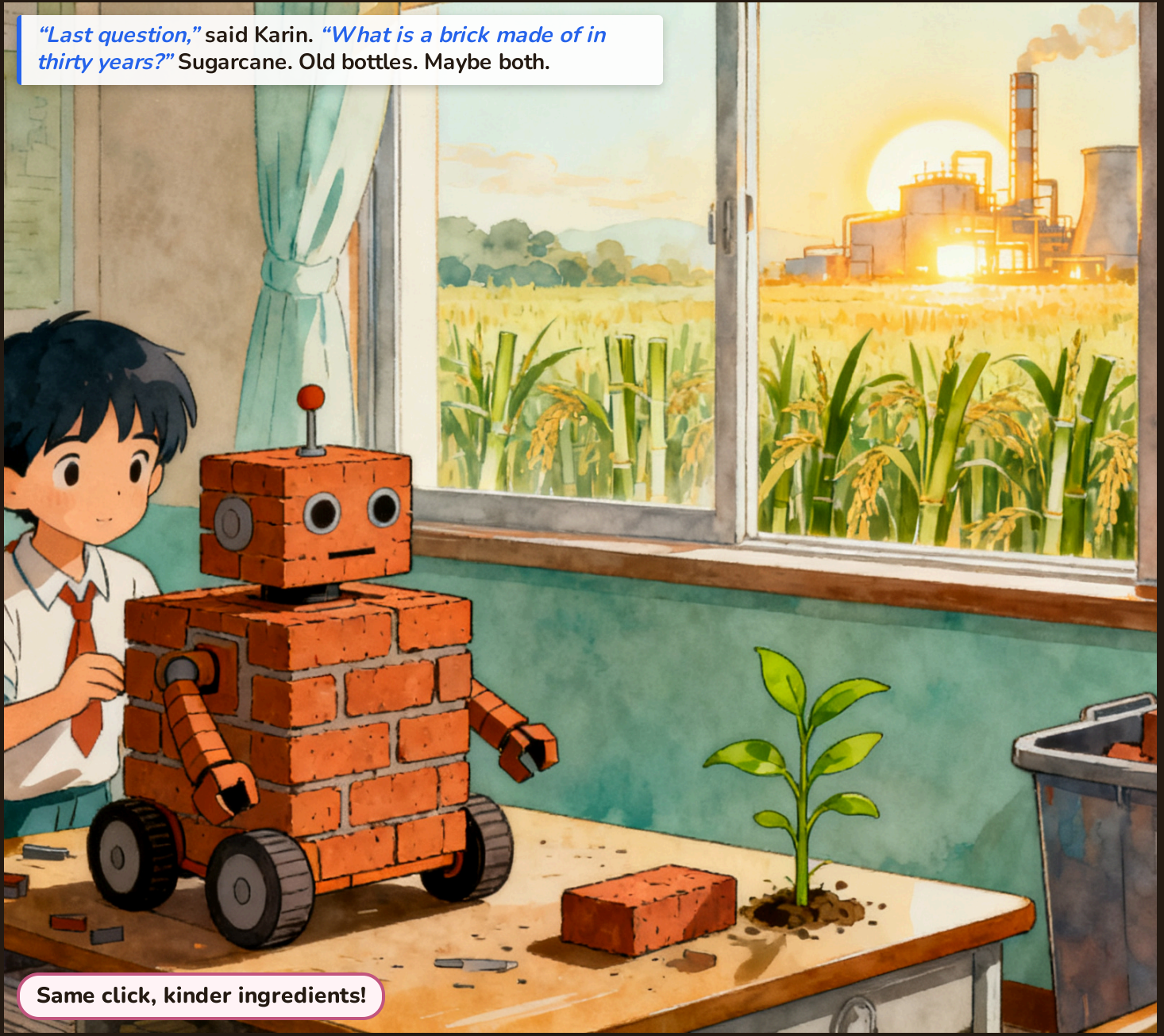
So the treasure isn't the toy. It's the WALLS.

SIRI'S SECRET NOTEBOOK

Walls: everything fits  + parents' trust  + insane precision  + a name kids say first . Cracks: screens, borrowed stories, plastic. Charlie: INVERT. Warren: admire the walls. 

THE NEXT THIRTY YEARS

"Last question," said Karin. *"What is a brick made of in thirty years?"* Sugarcane. Old bottles. Maybe both.



Same click, kinder ingredients!

★ WORTH REMEMBERING

Some plant-based pieces already exist; one recycled-bottle brick was tried and quietly dropped for now. Changing the recipe without breaking the click is genuinely hard. Honest failure is part of good science. 🌱

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



Don't bet on the plastic. Bet on PLAY.



SIRI'S SECRET NOTEBOOK

2056 watchlist: plant-based bricks, recycled bricks, brick robots kids program. Rule: the material may change — the CLICK must not. 🌟

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."

At breakfast, the red brick lay beside the milk. Melted pearls. Steel moulds. Five thousandths of a millimetre.

You're a whole science lesson in my pocket.

She hugged the diary tight. Somewhere far away, a small Danish town glowed in the morning sun.

Show me the next one, Grandpa. ♡

★ WORTH REMEMBERING

Feel the unlock: pearls melted and squirted into steel, cooled to a hair's precision, gripping by friction alone, fitting bricks older than your parents. A brick is no longer just a brick. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Bricks = melted plastic pearls, moulded in seconds.
- ② The click is friction, tuned to 0.005 mm.
- ③ Six bricks = 915 million combinations.
- ④ Fitting forever is the whole business.
- ⑤ Trust → system → castle.
- ⑥ Invert! And admire walls, not toys. 🧡



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 cracked the brick that builds anything. But the compass is twitching again — toward a drawer, where a scratched little music player waits with tangled headphones. It once put a thousand songs in a pocket, long before phones did. How?

NEXT ADVENTURE • The Pocket Full of Music →