

The Great Company Adventures • Book 49 of 50

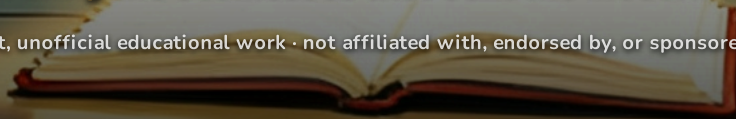
OPENAI

THE MACHINE THAT LEARNED TO TALK

A curious girl, three wise mentors, and the computer that learned to use words.

"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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Warren Buffett, Charlie Munger, and Benjamin Graham appear as fictionalized storybook mentors. Their dialogue and actions are imagined for storytelling purposes and do not represent their actual words or views, nor any endorsement of this book by them.

This book is a work of educational fiction for young readers. It is not investment, financial, or professional advice, and nothing in it is a recommendation to buy or sell any security.

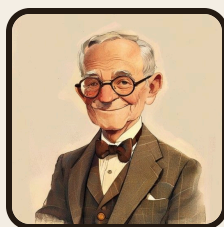
Illustrations were created with AI image tools; the text was written with AI assistance. All content is reviewed and edited by our editorial team.

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MEET THE CHARACTERS



SIRI



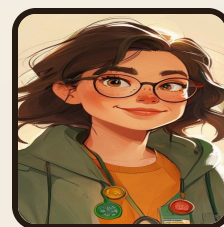
BEN



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 VOICE IN THE STUDY

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

SPIN

The needle locked onto the family computer. Siri typed one question — and it answered in whole sentences.

Nobody TAUGHT you my homework!

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

It's never done THIS before...

"A machine has learned to use words. Nobody wrote its answers. Go and find out who taught it."

★ WORTH REMEMBERING

It was never programmed with your answer. Nobody typed it in. The machine builds each reply **one small piece at a time** — and somehow the pieces make sense.

The screen rippled. A whirlpool of blue light grabbed her.

WHOOSH



Here we GOOO!

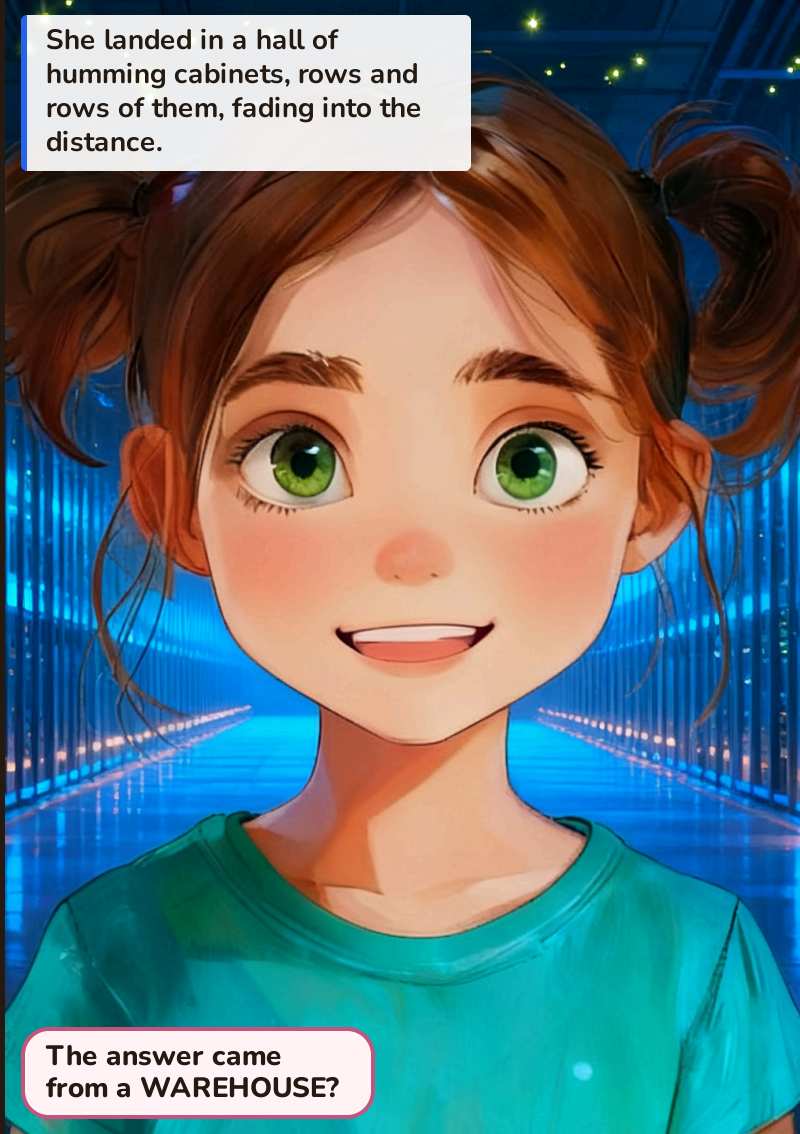


SIRI'S SECRET NOTEBOOK

New mystery! 

- ① How can a MACHINE use words it was never given?
- ② Grandpa says one company started this. Find it, compass.

THE HALL THAT HUMS

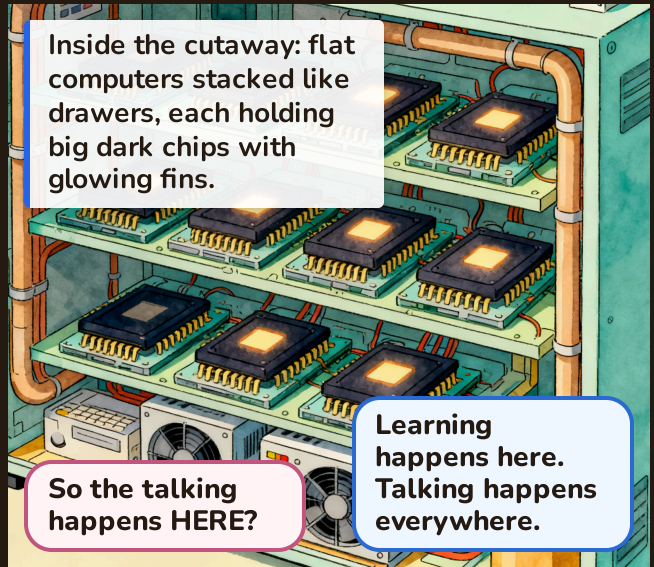


She landed in a hall of humming cabinets, rows and rows of them, fading into the distance.



A researcher waved her over. *"I'm Iris. I help teach machines to use words."*

Best. Job. EVER.



Inside the cutaway: flat computers stacked like drawers, each holding big dark chips with glowing fins.

So the talking happens HERE?

Learning happens here. Talking happens everywhere.

The answer came from a WAREHOUSE?

★ WORTH REMEMBERING

A large language model is not stored on your laptop. Your question travels to halls like this, where thousands of chips work on it together — then the answer travels back. ⚡

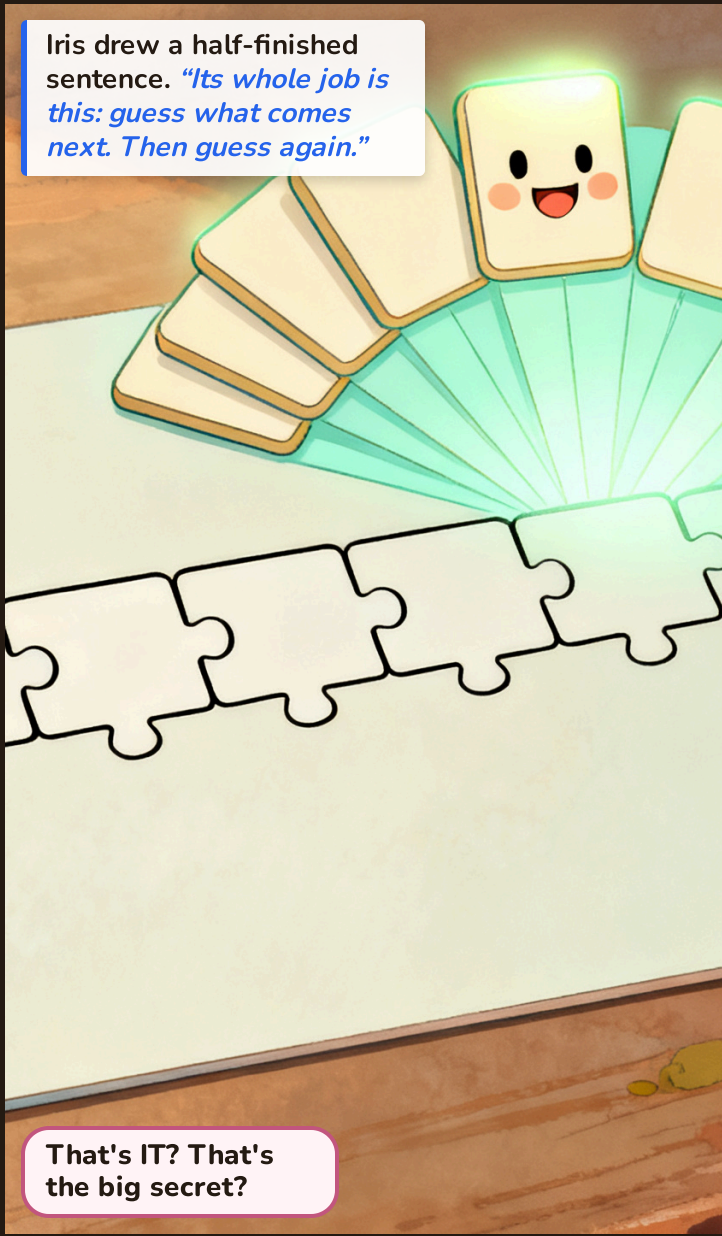
📖 SIRI'S SECRET NOTEBOOK

My question flies to a hall of chips and flies back as words. 🔍 Iris says everything starts with a game. A guessing game.

THE GREATEST GUESSING GAME

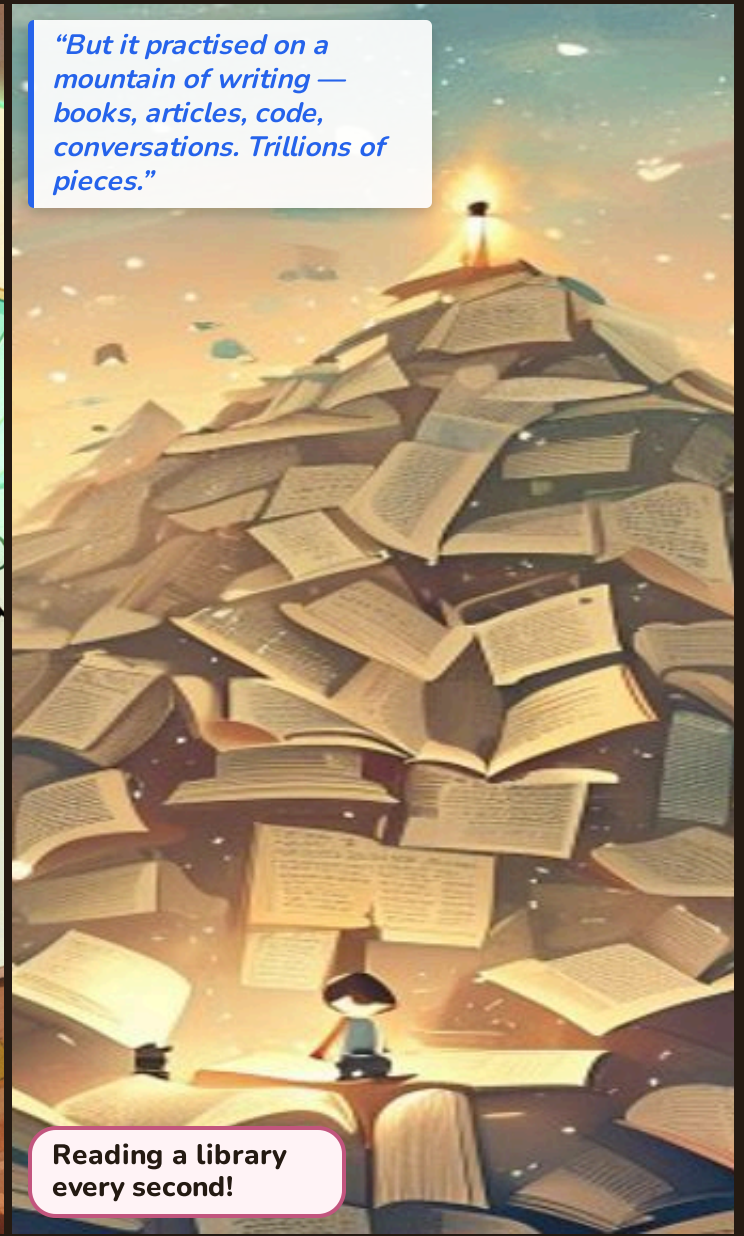
3a One tiny question, repeated forever

Iris drew a half-finished sentence. *"Its whole job is this: guess what comes next. Then guess again."*



That's IT? That's the big secret?

"But it practised on a mountain of writing — books, articles, code, conversations. Trillions of pieces."



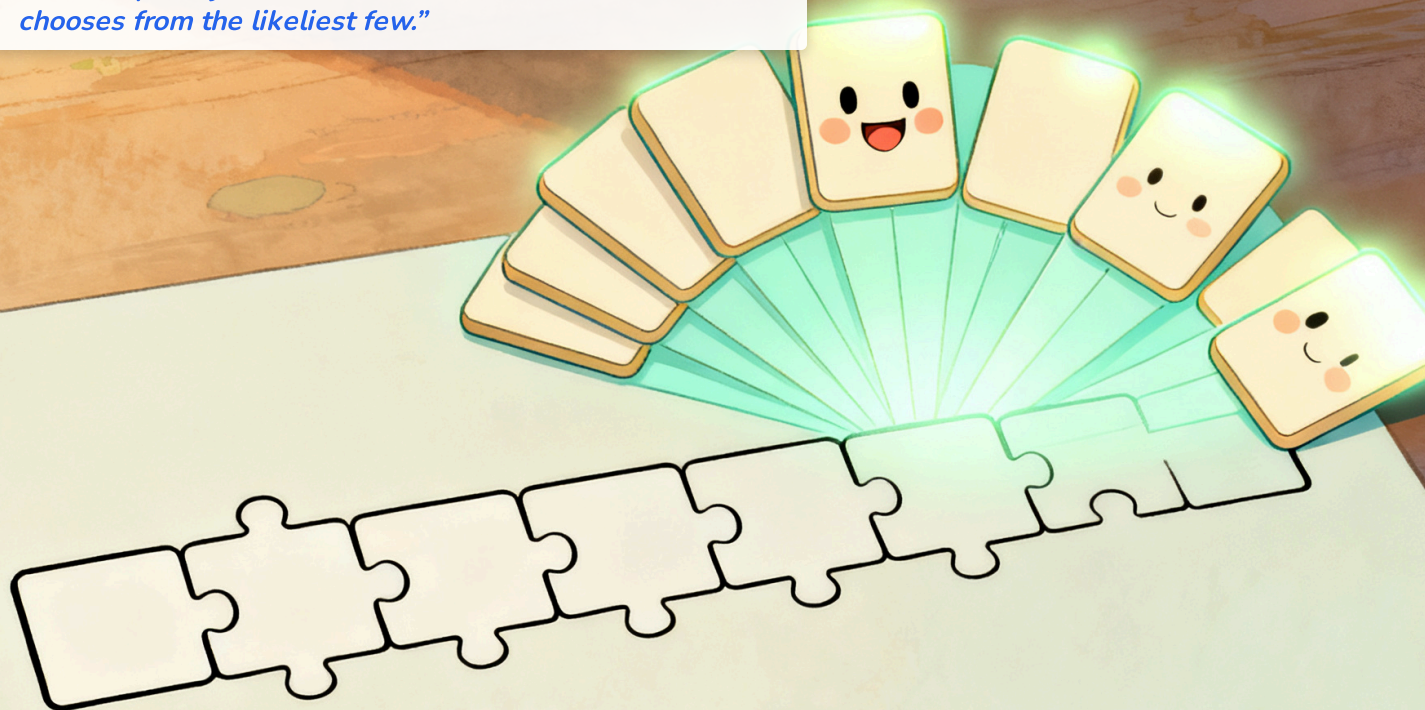
Reading a library every second!

★ WORTH REMEMBERING

Predicting the next piece of a sentence sounds small. But to guess well you must learn grammar, facts, jokes, arithmetic, and how stories usually end.

Guessing well requires understanding.

"It never picks just one word. It scores thousands, then chooses from the likeliest few."



So it could answer twice, differently?

Almost always. That's why it feels alive.

★ WORTH REMEMBERING

Careful, though: it is scoring what sounds **likely**, not what is **true**. That is exactly why these machines sometimes state wrong things confidently. 🤖

📖 SIRI'S SECRET NOTEBOOK

- ① The whole trick = guess the next piece, over and over. 🎯
- ② Guessing well needs grammar + facts + logic.
- ③ Likely ≠ true. Check important things myself!

WORDS MADE OF NUMBERS

"Machines can't hold words," said Iris. "So we snap writing into chunks and give each chunk a number."



My name is a NUMBER in there?

★ WORTH REMEMBERING

Those chunks are called **tokens**. Common words are one token; long or rare words break into pieces. Every number then becomes a long list of numbers — a direction in a huge invisible space.

In that space, similar things drifted together. Animals here, foods there, weather over there.



Meaning has a MAP?!

★ WORTH REMEMBERING

The strange part: the arrow from *king* toward *queen* points much the same way as *man* toward *woman*. Nobody designed that. It fell out of practice. 🧭

📖 SIRI'S SECRET NOTEBOOK

Words → chunks (tokens) → numbers → directions in a giant space. Similar meanings live near each other. Meaning has GEOGRAPHY. 🌍

THE TRICK CALLED ATTENTION

A sentence unspooled overhead. From the newest word, threads reached backward to a few older ones.

"Attention," said Iris. "Each piece asks every other piece: how much should you matter to me?"



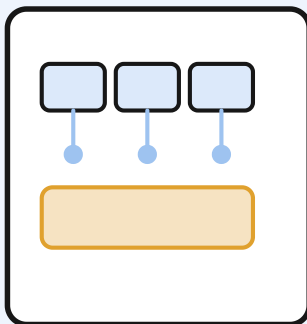
It's **LOOKING** at the earlier words!



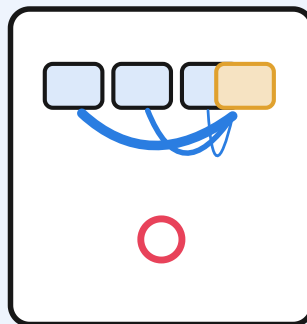
Like a spotlight for reading!



HOW IT PICKS THE NEXT WORD



CHUNKS
words become numbers



ATTENTION
what matters most



SCORES
pick, then repeat

★ WORTH REMEMBERING

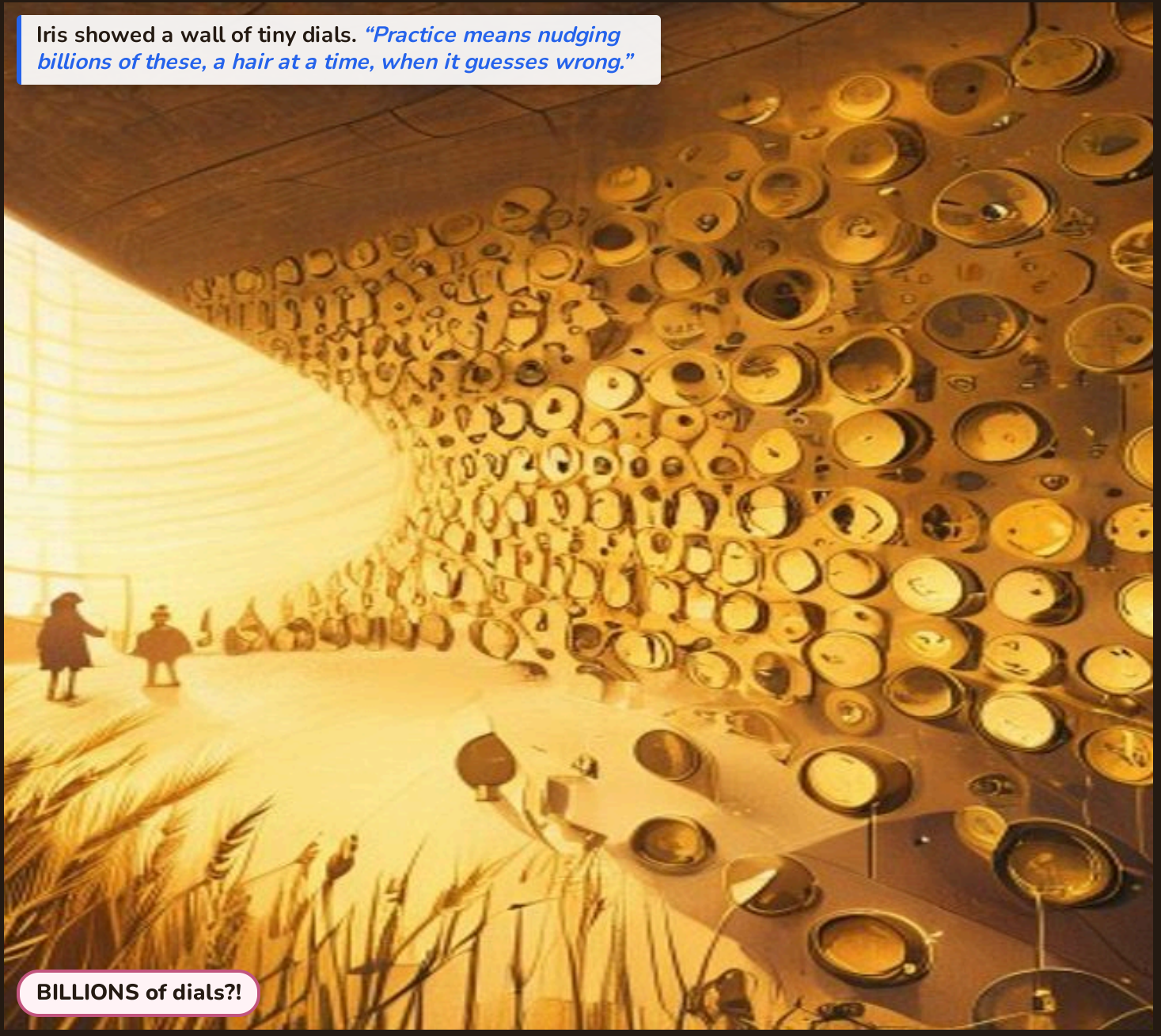
This idea, published by researchers in **2017**, is the heart of the transformer. It let machines read a whole passage at once instead of word by word — and made everything after it possible. 🔦

📖 SIRI'S SECRET NOTEBOOK

ATTENTION = every piece weighing every other piece. That's how it knows which 'it' I meant. Invented 2017. The hinge the whole world turned on. 🔦

LEARNING MANNERS

Iris showed a wall of tiny dials. *“Practice means nudging billions of these, a hair at a time, when it guesses wrong.”*



BILLIONS of dials?!

★ WORTH REMEMBERING

Guess. Compare with the real next piece. Nudge every dial slightly toward being less wrong. Repeat astronomically many times. That is all training is — **patience, industrialised.**

Next door, people compared two answers and marked the better one. Kinder. Clearer. More honest.



People GRADE it? Like homework?

Exactly. That's how it learned manners.

★ WORTH REMEMBERING

Raw practice makes a machine that finishes sentences. Human feedback turns it into one that **helps** — answering the question you asked, and refusing things it shouldn't do. 🙏

📖 SIRI'S SECRET NOTEBOOK

Training = billions of dials nudged when wrong. Then HUMANS grade answers to teach helpfulness + limits. Manners aren't automatic — they're taught. 🙏

THE SMALL ROOM IN SAN FRANCISCO

Sunrise over fog and hills. A plain building on a quiet street. Siri finally read the name.

OPENAI! They taught the machine to talk!

"December 2015. A small research lab, a shared table, and one enormous question."

A **DOZEN** people started this?

"Then, one night in November 2022, they let anyone try it. The world stayed up late."

Everyone met it at **ONCE!**

Within two months, a hundred million people had used it. Nothing had ever spread that fast.

Two **MONTHS?!**

★ WORTH REMEMBERING

The bravest part was earlier and quieter: for years they bet that making the same idea **bigger** — more practice, more chips, more text — would keep working. Most experts doubted it. It kept working. 



THE STORY IN TIME

2015

OpenAI is founded in San Francisco as a research lab.

2017

Researchers publish the transformer — attention changes everything.

2018

GPT-1: practise on lots of text, then adapt to many tasks.

2019

GPT-2 writes paragraphs well enough to worry its own makers.

2020

GPT-3 — far bigger, and surprisingly good at unseen tasks.

2022

ChatGPT opens to everyone. A hundred million users in two months.

2023

GPT-4 handles images and text, and passes hard exams.

Always

One rule: keep pointing at the hard thing. 

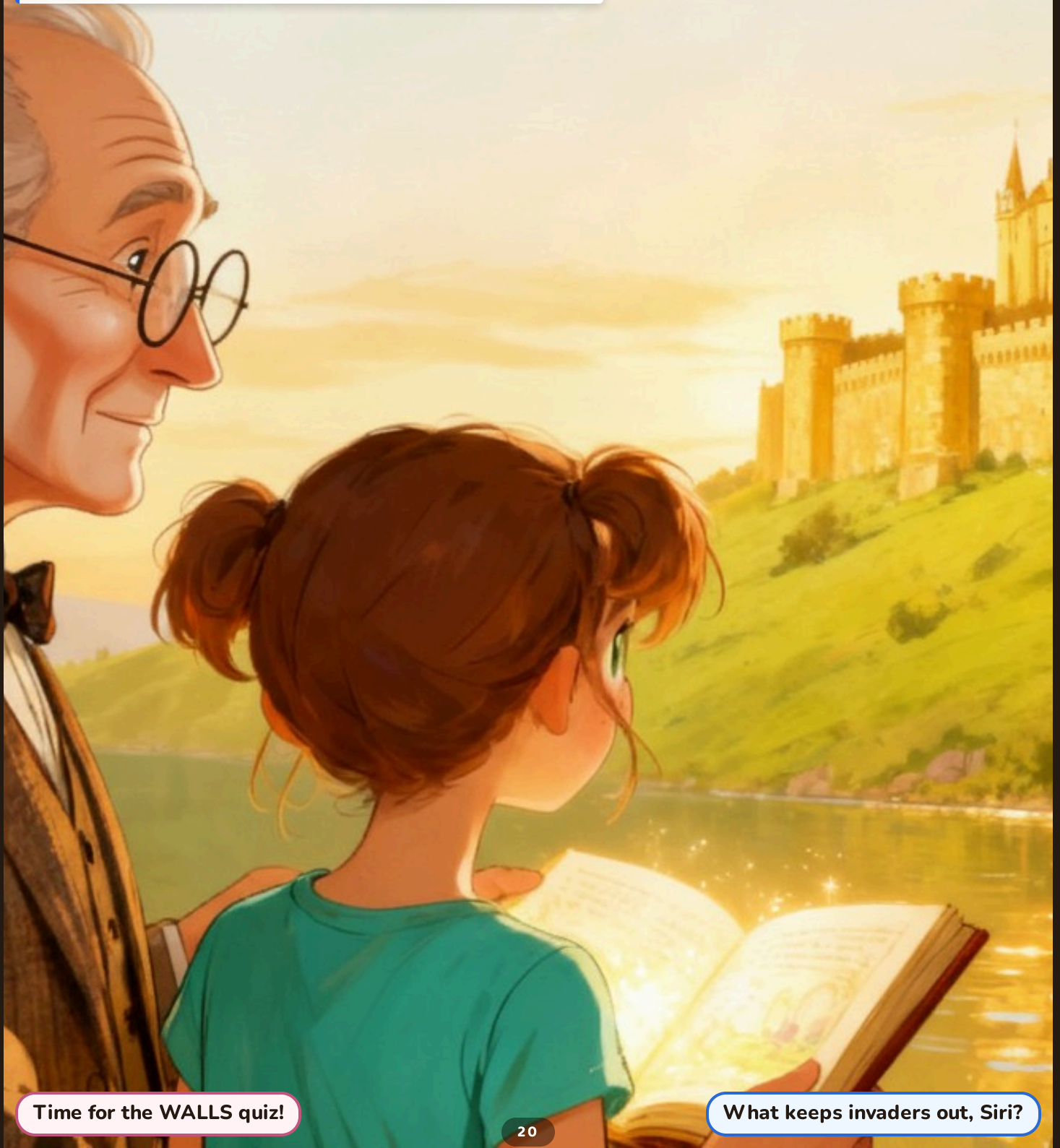


SIRI'S SECRET NOTEBOOK

OPENAI. Started 2015, tiny lab, huge question.
GPT-1 → 2 → 3 → ChatGPT (Nov 2022) →
fastest thing ever adopted. Their bet: BIGGER
keeps working. It did.

THE CASTLE OF WORDS

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: Knowing How To Train

Training these machines well is a craft learned by doing it, failing, and doing it again. Recipes travel slowly; scar tissue doesn't travel at all.



Wall Two: A Mountain of Machines

Practice needs enormous halls of chips and enormous electricity. Few can pay for that, and fewer can keep paying every year.



Wall Three: The Improvement Loop

Millions of users reveal millions of weaknesses. Each fix makes the next version better, which brings more users.



Wall Four: Built Into Everything

Once schools, apps and companies build on top of it, swapping it out means rebuilding their own work. Reliability becomes the product.



The Cracks in the Wall

Rivals are close behind, some giving their models away free. The machines still make things up. Electricity and chips cost a fortune. And rule-makers are still deciding what is allowed. Castles need defending — daily.

Charlie tapped his glasses. *"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 business: let the answers become unreliable. Spend faster than trust grows. Ignore safety until something breaks. Assume a lead lasts. Now — simply never do those.

Warren raised his cola. *"I don't understand this one deeply enough to own it. Admiring it and owning it are different things."*



Knowing what you DON'T know is a wall too!

SIRI'S SECRET NOTEBOOK

Walls: training craft 🧠 + machine mountain ⚡ + improvement loop 🔄 + built into everything 🔌. Cracks: fast rivals, made-up answers, giant bills, new rules. Charlie: INVERT. Warren: stay inside what you understand. 🏰

THE NEXT THIRTY YEARS

"Last question," said Iris.
*"What does this become in
 thirty years?"* A patient
 tutor. A tireless helper. A
 research partner.



Every kid could
 have a tutor!

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



Don't bet on the
 gadget. Bet on the
 NEEDS.

★ WORTH REMEMBERING

The visible currents: machines that check their own work, that see and hear as well as read, that help discover medicines and materials — and cheaper chips making all of it ordinary. The hard part stays human: deciding what we should ask them to do. 🧠

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: tutors for everyone, helpers that check themselves, science partners, cheap chips. Rule: bet on needs, not shapes. Best servant, worst master. Same as fire.

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 laptop lay closed beside the milk. Chunks. Directions. Attention. Billions of patient nudges.

You're a guessing game that learned to help.

She hugged the diary tight. Far away, past the fog, one window in a plain building still glowed.

Show me the next one, Grandpa. ♡

★ WORTH REMEMBERING

Feel the unlock: words snapped into chunks, chunks turned into directions, attention weighing every piece, billions of dials nudged toward less wrong — and people teaching it to be kind. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK • WHAT I LEARNED

- ① The whole trick is guessing the next piece.
- ② Words become chunks, chunks become numbers.
- ③ Meaning has directions on a giant map.
- ④ Attention decides what matters.
- ⑤ Training = billions of tiny nudges.
- ⑥ Humans teach helpfulness and limits.
- ⑦ Invert! And stay inside what you understand.





OUR PHILOSOPHY

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

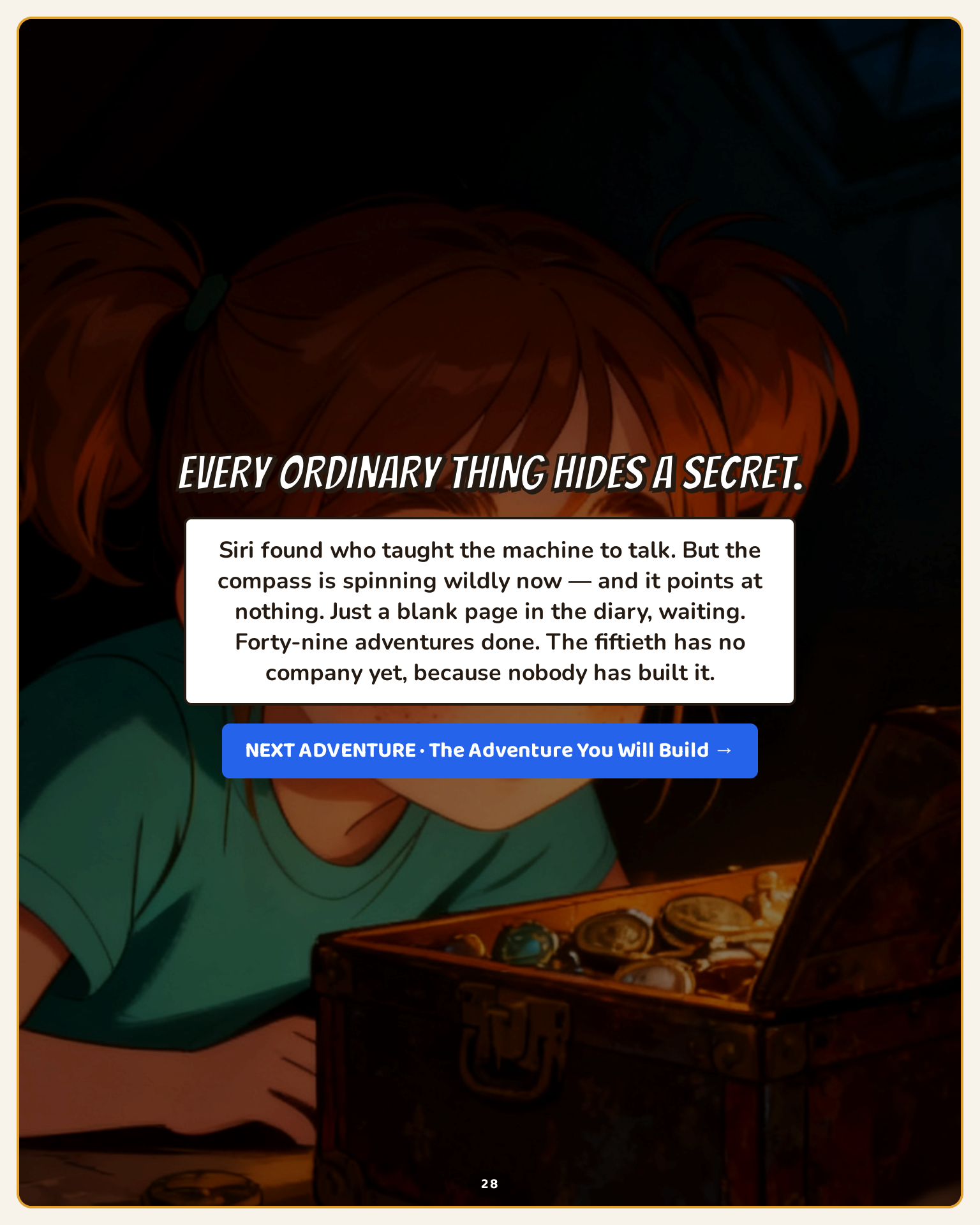
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

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 warm, orange glow from the chest's contents. The background is dark and indistinct.

EVERY ORDINARY THING HIDES A SECRET.

Siri found who taught the machine to talk. But the compass is spinning wildly now — and it points at nothing. Just a blank page in the diary, waiting. Forty-nine adventures done. The fiftieth has no company yet, because nobody has built it.

NEXT ADVENTURE · The Adventure You Will Build →