

The Great Company Adventures • Book 23 of 50

PFIZER THE SHIELD IN A TINY VIAL



A curious girl, three wise mentors, and the tiny bottle that teaches the whole world how to win a fight before it starts.

"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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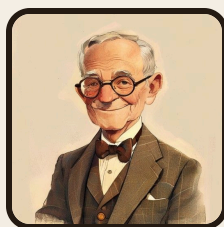
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For readers aged 7 and up. First Kindle edition, 2026.
Published by Omaha Investments.

MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



NORA

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 VIAL THAT GLOWED AT MIDNIGHT

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

SPIN

The needle stopped. Pointing at... a tiny glass vial. Left from last week's flu shot. So boring.

YOU? You're just a bottle!

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 shield in a tiny vial."

★ WORTH REMEMBERING

One drop in that vial can stop a disease that once emptied whole villages. It teaches your body to win a fight before it ever begins. So... who taught a bottle to protect you?

The vial flashed. A whirlpool of blue light swept her up.

WHOOSH



Here we GOOO!

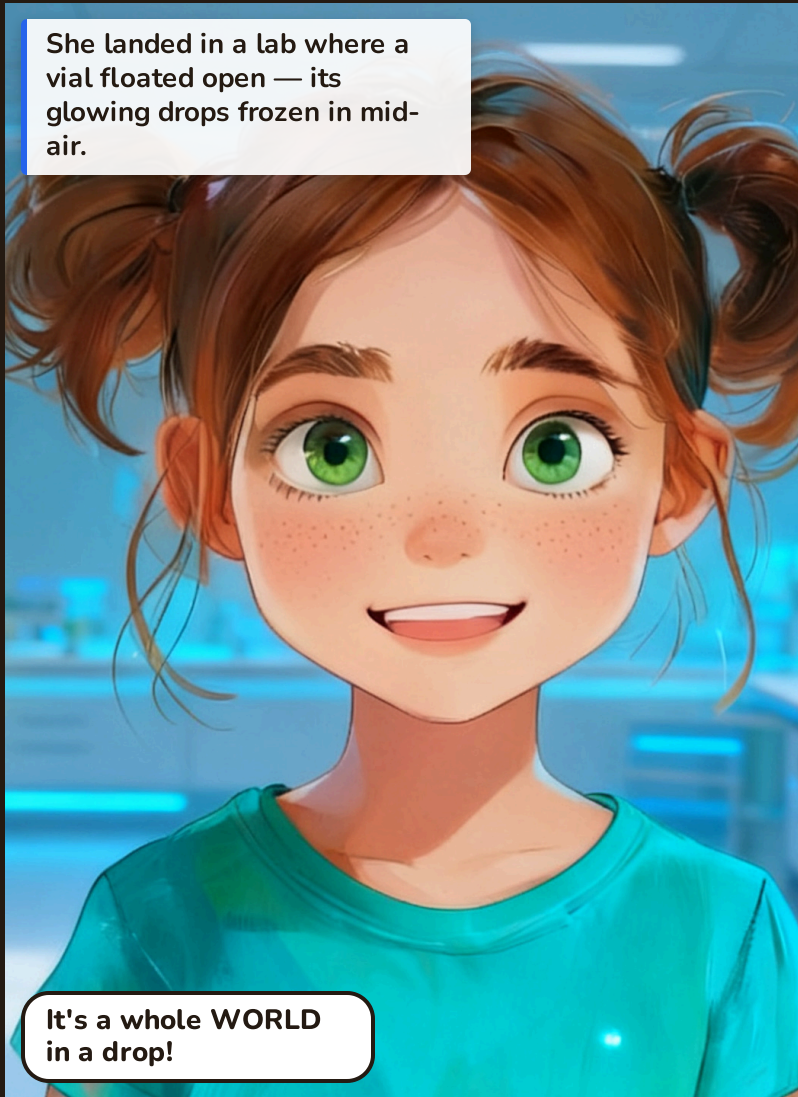


SIRI'S SECRET NOTEBOOK

New mystery!

- ① How does one drop teach my body to fight a germ it's never met?
- ② Grandpa says this tiny bottle built one of the greatest companies EVER.
Prove it.

THE TINIEST BOTTLE IN THE WORLD



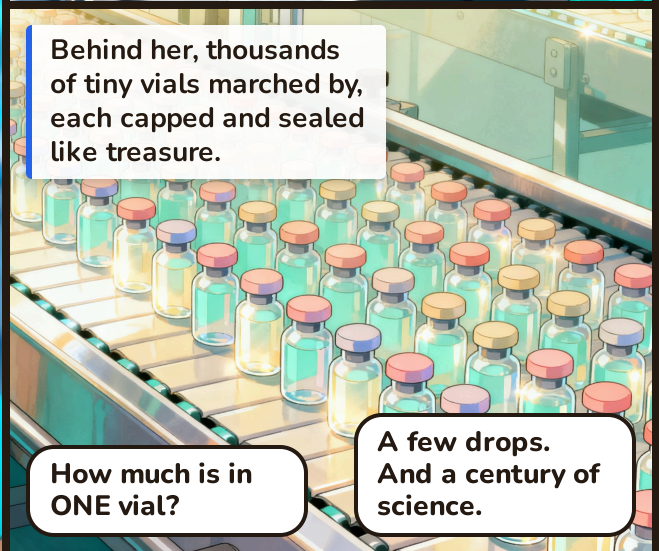
She landed in a lab where a vial floated open — its glowing drops frozen in mid-air.

It's a whole WORLD in a drop!



A young scientist caught a shimmering droplet on a slide. "I'm Nora. I build vaccines for a living."

Best. Job. EVER.



Behind her, thousands of tiny vials marched by, each capped and sealed like treasure.

How much is in ONE vial?

A few drops. And a century of science.

★ WORTH REMEMBERING

A vaccine is the cheapest, most powerful medicine ever made. One tiny shot can guard a person for decades — sometimes for life. It has saved more children than almost anything in history.

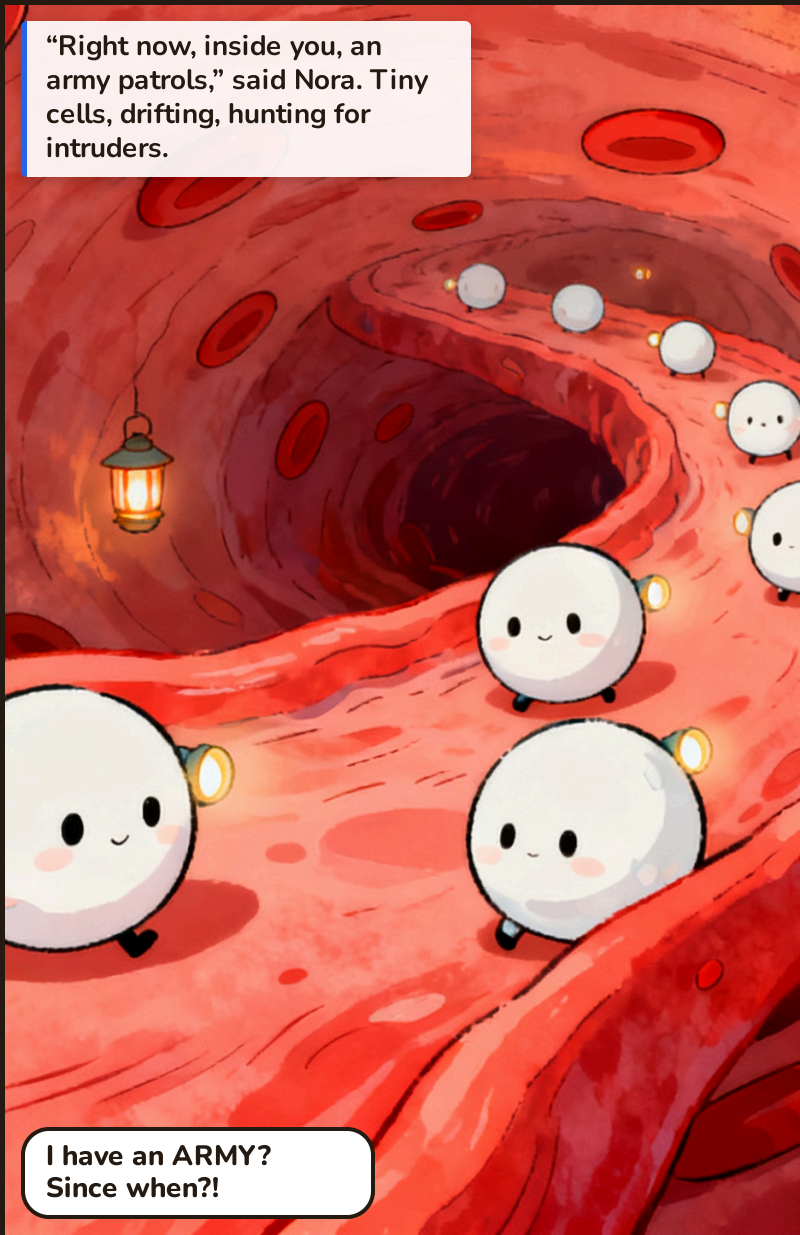
📖 SIRI'S SECRET NOTEBOOK

A few drops = a century of science. 🧪 Nora says every drop hides a secret. First one: how does my body even fight a germ it's never met?

THE BODY'S SECRET ARMY

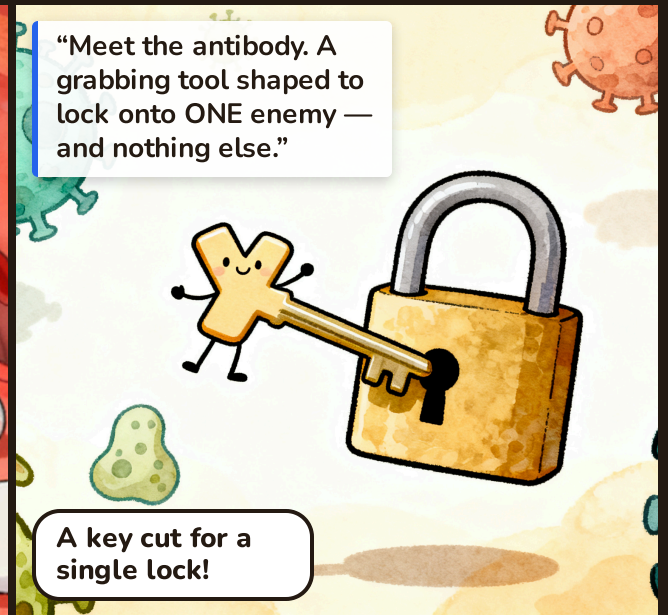
3a The army you were born with

"Right now, inside you, an army patrols," said Nora. Tiny cells, drifting, hunting for intruders.



I have an ARMY?
Since when?!

"Meet the antibody. A grabbing tool shaped to lock onto ONE enemy — and nothing else."



A key cut for a
single lock!

"Every germ wears a
shape on its coat. Learn
that shape, and you can
beat the germ."



So the shape is
its name tag.

★ WORTH REMEMBERING

Your immune system is a living army. Antibodies are tiny tools, each shaped to grab one exact enemy. Special memory cells can remember an enemy for years. 🛡️



Nora grinned. “A vaccine shows the army that shape — with no real germ attached. A safe rehearsal.”

Practice for a fight that never comes!



“Then memory cells file the shape away. If the real germ ever shows up, the army is already trained.”

Ready before the enemy even knocks!

★ WORTH REMEMBERING

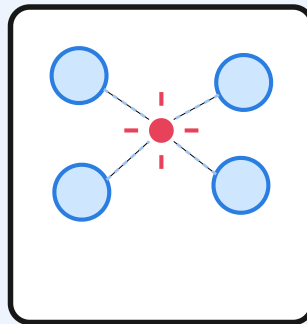
A vaccine is a training drill. It shows your army the enemy's shape while the enemy stays away. Next time the real germ arrives, your body wins in hours, not weeks. ⚡



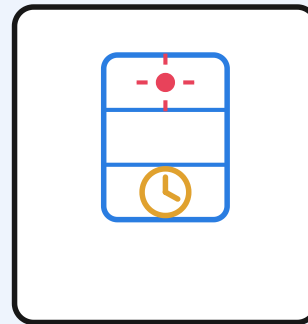
HOW A VACCINE TRAINS YOUR BODY



THE FLAG
a harmless shape



THE ARMY TRAINS
cells learn the shape



MEMORY KEEPS IT
ready for years



SIRI'S SECRET NOTEBOOK

- ① I have a built-in army: antibodies + memory cells. 
- ② A vaccine = a safe rehearsal of the enemy's SHAPE. Real germ shows up → army already trained! 

THE RECIPE, NOT THE ENEMY

Nora held up a glowing thread. "The newest vaccines don't carry the germ at all. Just a recipe."

bloerpfafaluh and l teel

A recipe for... what, exactly?

"One tiny instruction, wrapped in a bubble of fat so it survives the trip into your cells."



A message in a grease balloon!

★ WORTH REMEMBERING

This is the mRNA idea, and it's brilliant. You inject a short recipe — not the enemy. Your own cells read it and build just ONE harmless piece of the germ's coat. 🧬

A cell read the note, then flew a little flag — the germ's shape, and nothing dangerous.



My own cells put up the wanted poster!

The patrolling army spotted the flag, studied it, and learned. Then the recipe quietly dissolved.



And the germ was never even HERE!

★ WORTH REMEMBERING

You can't catch the disease from it — there's no germ, only a flag. The recipe self-destructs in a day or two. Your body keeps the lesson forever. 🎓

📖 SIRI'S SECRET NOTEBOOK

mRNA vaccine = inject the RECIPE, not the enemy. My cells build one harmless flag → army learns it → recipe dissolves. No germ ever entered. Sneaky-smart. 🧬

THE COLDEST JOURNEY IN THE WORLD

Before anyone trusts a vaccine, tens of thousands of volunteers test it — for months.



People **VOLUNTEER** to test it first?

Heroes. Every single one.

“Even the bottle is special: glass so pure it won’t crack in deep cold or spoil the drops.”



The **BOTTLE** took science too?!

Nora opened a door — a farm of freezers colder than Antarctica, breathing white fog.



It has to stay **THIS** cold?!

Then jets and freezer-trucks carried the vials across the planet, packed in dry ice.



A world tour on ice!

★ WORTH REMEMBERING

Nobody makes a vaccine alone. Scientists, volunteers, glassmakers and pilots each master one piece. A great company turns a million pieces into one tiny shot. 🌍

📖 SIRI'S SECRET NOTEBOOK

Trials + volunteer heroes + super-pure glass + freezers colder than Antarctica + jets on dry ice = one shot. 🌍 So who's the **CONDUCTOR** of all this?

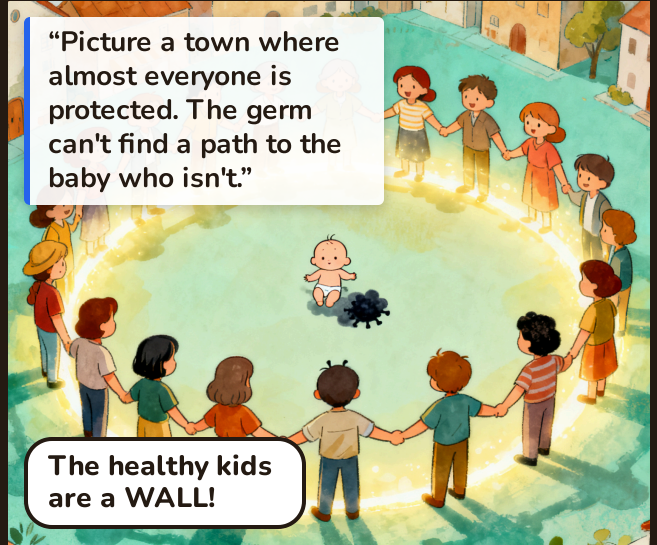
WHY THE WHOLE WORLD LINED UP

Nora showed an old photo: a ward once crowded with sick children. "This was normal. Once."



So many little beds... now empty.

"Picture a town where almost everyone is protected. The germ can't find a path to the baby who isn't."



The healthy kids are a WALL!

"And the recipe trick means a new vaccine can be ready in weeks — just swap the instructions."



Same machine, brand-new shield!

★ WORTH REMEMBERING

Why would the world spend billions on this? Because a vaccine trades a few cheap drops for a whole life. And when enough people are protected, even the unprotected are safer.



📖 SIRI'S SECRET NOTEBOOK

People don't buy a bottle — they buy tomorrows. Herd shield: enough protected people guard the ones who can't be. And the recipe machine makes NEW shields fast.

THE CHEMISTS OF BROOKLYN

Through tall doors: a gleaming research campus. Siri read the name on the wall — she'd seen it on her own vial.

PFIZER! The shield in the vial is theirs!

"Their first medicine tasted awful — so the candy-maker made it sweet. People could finally take it."

Medicine you'd actually swallow!

"It began in 1849. Brooklyn. Two young immigrants — a chemist and a candy-maker — opened a tiny shop."

A candy-maker helped?!

"In World War Two, they learned to brew penicillin in giant tanks — and saved countless soldiers."

From candy shop to LIFE-saver!

★ WORTH REMEMBERING

From a two-person Brooklyn shop grew a company that brews medicine by the ton. Their oldest skill — growing chemistry in giant tanks — became the machine that makes vaccines. 🧪



THE STORY IN TIME

1849

A chemist and a candy-maker open a shop in Brooklyn.

1862

Civil War: they brew painkillers and preservatives.

1919

They master fermentation — growing chemistry with living molds.

1944

Giant tanks mass-produce penicillin for wartime soldiers.

1950

Terramycin: the first medicine sold as 'Pfizer'.

1980s

Their medicines reach clinics on every continent.

2010

Among the world's largest research medicine makers.

2020

With a partner, one of the first cleared mRNA vaccines — by the billions.

Today

Billions of doses a year, from one Brooklyn shop.



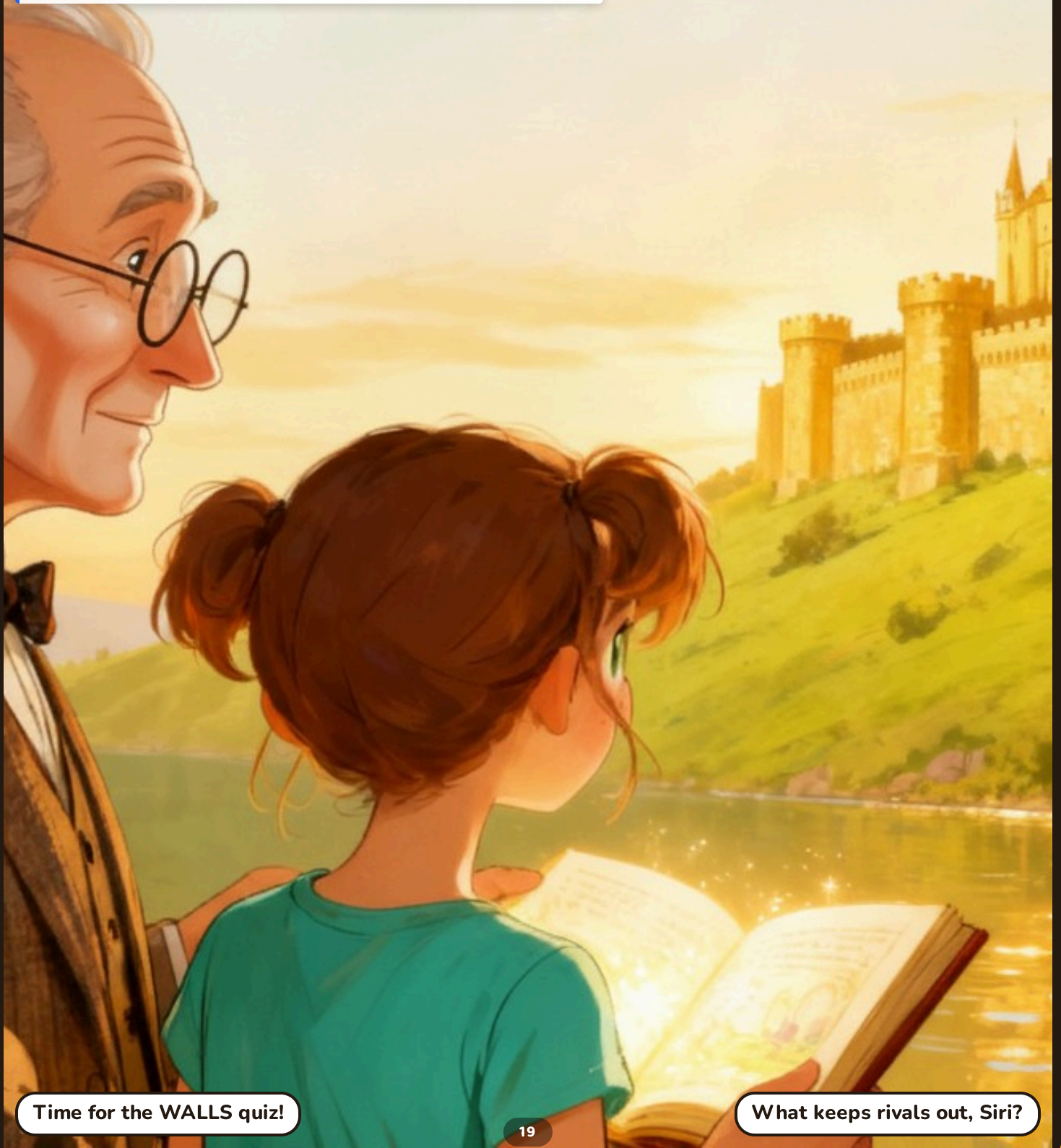


SIRI'S SECRET NOTEBOOK

1849: chemist + candy-maker, Brooklyn.
Sweetened bitter medicine so people could take
it → penicillin in WWII → vaccines today. The
candy trick was really a KINDNESS trick. 🍬

THE CASTLE OF MEDICINE

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 rivals out, Siri?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: Guarded Know-How

One medicine can take ten years and a billion tries. The recipe is protected — but the real treasure is decades of hard-won knowledge.



Wall Two: Hard-Earned Trust

Parents and doctors trust the name only after decades of proof. A rival can copy a formula in a year; a reputation takes a generation.



Wall Three: The Impossible Factory

Making billions of perfectly sterile, identical doses is brutally hard. Very few places on Earth can even attempt it.



Wall Four: The Never-Empty River

Thousands of scientists refill the pipeline as old medicines age. Each new discovery makes the next one a little easier.



The Cracks in the Vial

Patents expire and cheap copies pour in. Most experiments fail. Regulators can say no. And one bad batch can bruise a century of trust.

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 a medicine maker: cut safety corners, let the pipeline dry up, lean on one blockbuster, break the public's trust. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. "A business the whole world would hate to lose. If I ever hunted a castle in medicine, I'd want walls exactly like these."



The treasure isn't the drop. It's the WALLS!

SIRI'S SECRET NOTEBOOK

Walls: guarded know-how 🔒 + earned trust 🤝 + impossible factory 🏭 + never-empty river 🌊. Cracks: patents expire, most tries fail, regulators, one bad batch. Charlie: INVERT. Warren: admire the walls, not the bottle. 🏰

THE NEXT THIRTY YEARS

"Last question," said Nora. "What does medicine become in thirty years?" A clinic of tomorrow: a shot that teaches your body to fight your OWN cancer.



A vaccine against CANCER?!

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



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

★ WORTH REMEMBERING

The recipe trick could make cancer vaccines tailored to one person, plus medicines designed by computers. Shapes and tools will keep changing. But one thing never does — people will always need healing. 🧪

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: cancer vaccines, computer-designed medicines, cures for the untouchable. Rule: bet on needs, not tools. (Also: a shot that fights cancer? Yes please.)

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."

On the counter sat the little vial. A living army. A safe rehearsal. A recipe that dissolves. A million careful hands.

You're one of the kindest ideas humans ever had.

She hugged the diary tight. Somewhere far away, a lab kept a hundred quiet shields cold.

Show me the next one, Grandpa. ♥

★ WORTH REMEMBERING

Feel it now: your body's army, trained by a harmless flag, remembering for years — built by a century of patient science. A vial is no longer just a vial. Nothing, from now on, is just anything.



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① My body has an army — a vaccine trains it with a harmless shape.
- ② mRNA vaccines inject a recipe, not the germ.
- ③ Trials + freezers + a million hands make one tiny shot.
- ④ Castle walls: know-how, trust, factory, discovery. Invert — admire walls, not bottles! 💛



OUR PHILOSOPHY

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

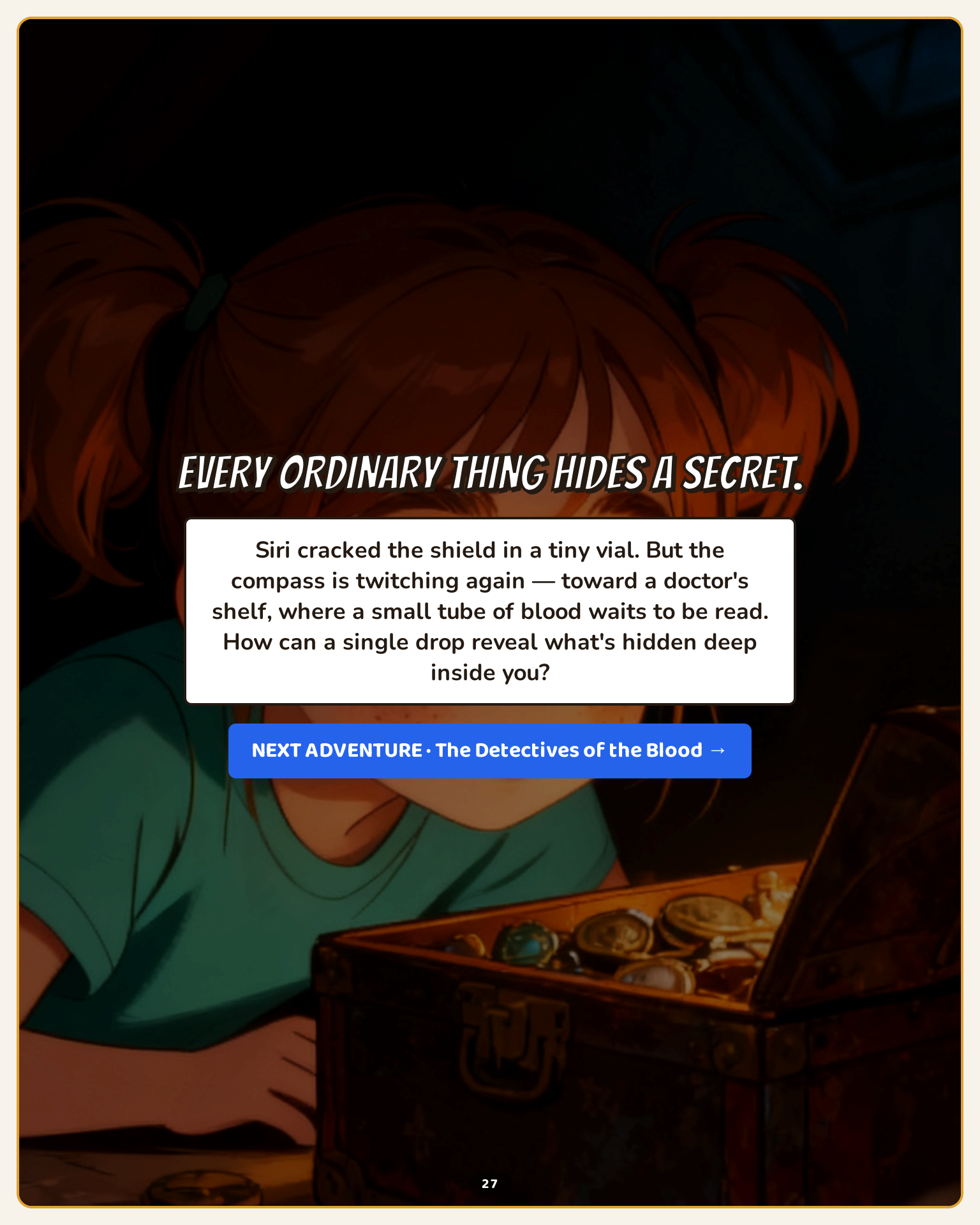
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

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.

EVERY ORDINARY THING HIDES A SECRET.

Siri cracked the shield in a tiny vial. But the compass is twitching again — toward a doctor's shelf, where a small tube of blood waits to be read. How can a single drop reveal what's hidden deep inside you?

NEXT ADVENTURE • The Detectives of the Blood →