

The Great Company Adventures · Book 24 of 50

ROCHE THE DETECTIVES OF THE BLOOD

seven clues, twelve mental models, and the single drop of blood that knows your body's deepest secrets.

"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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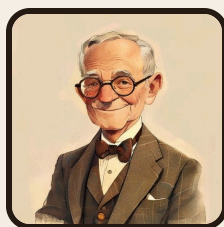
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MEET THE CHARACTERS



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 DROP THAT TOLD A SECRET

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

TIK-TIK

It spun. Locked. Pointing straight at—

SPIN

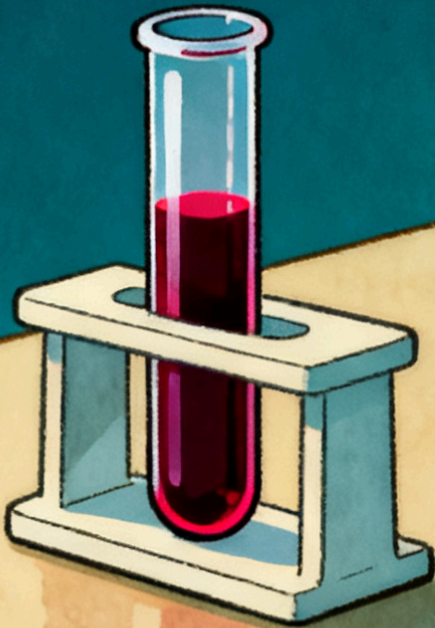
Wait. Seriously?

Down the hall: Mom's health app. Dad's pill box. Grandma's checkup slip. Health, everywhere.

It's never done THIS before.

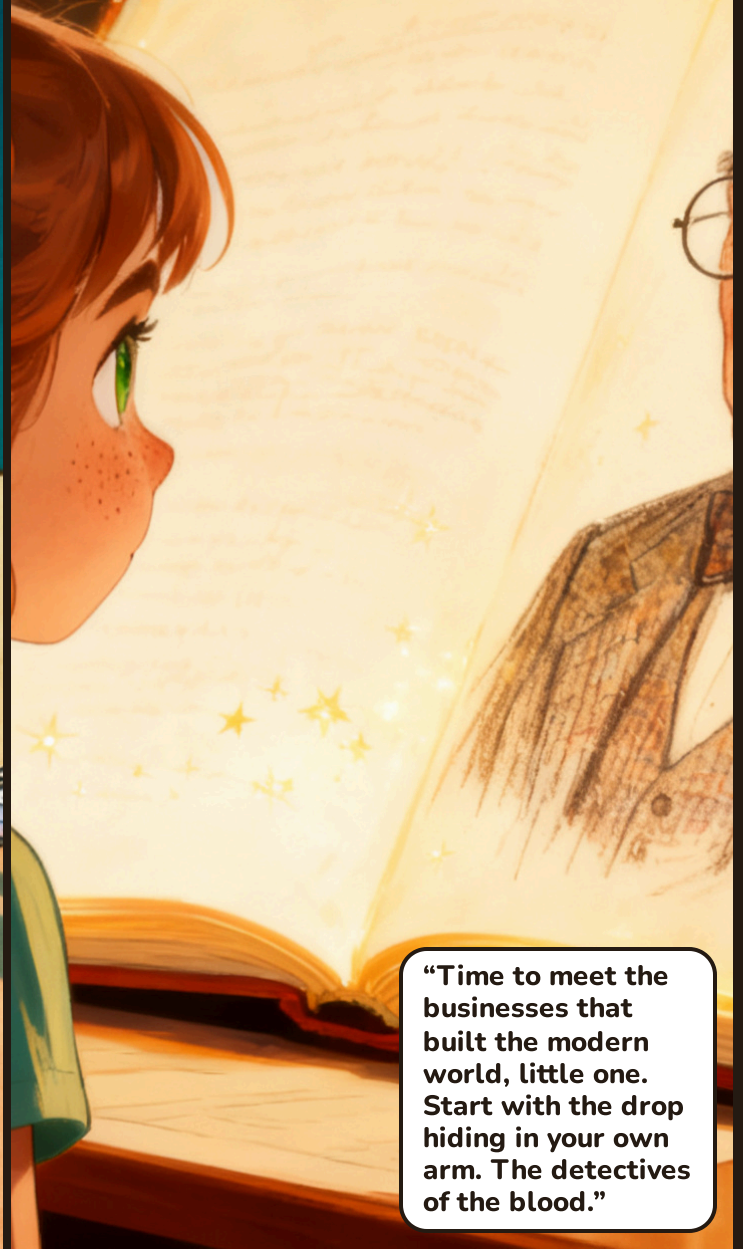
We watch our bodies all day. And I've never asked HOW we know.

On her desk: a little tube of blood from today's checkup. A cold red smear. The most ordinary thing ever.



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

The diary flipped open by itself. Fresh ink.



"Time to meet the businesses that built the modern world, little one. Start with the drop hiding in your own arm. The detectives of the blood."

★ WORTH REMEMBERING

Really look at a drop of blood. It can whisper if your heart is tired, your sugar high, a virus stirring. It never says one word aloud. So tonight's mystery: **who taught a red drop to tell secrets?**

The tube shimmered — and a whirlpool of ruby light yanked her in.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

Biggest mystery yet 💧

- ① How does a DROP of blood know what's happening deep inside me?
- ② Grandpa says it built one of the world's steadiest companies. Prove it, compass.

A CITY IN ONE RED DROP



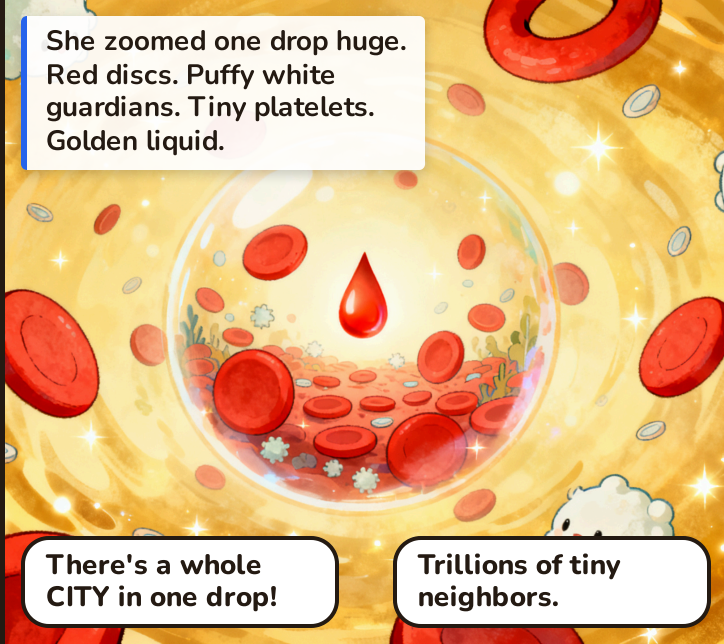
She landed in a lab where rivers of tiny blood tubes glided past on glowing tracks. Hundreds a minute.

It's a whole TRAIN STATION for blood!



A young scientist caught a tube out of the air. "I'm Cora. I read what blood is trying to say."

Blood... TALKS?



She zoomed one drop huge. Red discs. Puffy white guardians. Tiny platelets. Golden liquid.

There's a whole CITY in one drop!

Trillions of tiny neighbors.



Under the microscope, the red cells stacked like glowing coins. Millions in a single dot.

They're everywhere. Like a CROWD that never ends!

★ WORTH REMEMBERING

A single drop of blood holds around **250 million** living cells. Your body makes over two million new red cells **every second**. This 'smear' is the busiest city you will ever meet.

Cora opened a detective's casebook. Seven glowing clue-cards. "Solve all seven, and you'll know this drop better than most doctors."



Seven clues. I'm IN.



SIRI'S SECRET NOTEBOOK • THE CASEBOOK

- 🔍 1 THE CREW — what's blood made of?
- 🔍 2 THE MAIL — what secrets does it carry?
- 🔍 3 THE FINGERPRINT — find ONE molecule?!
- 🔍 4 THE COUNT — turn a clue into a number?
- 🔍 5 THE PHOTOCOPIER — catch a hiding germ?
- 🔍 6 THE ARMY — a million tests a day?
- 🔍 7 THE CASE OF THE CURE — who... and
WHY? Let's GO 🕵️

CLUE ONE • THE CREW

3a Spin it and it splits

Clue one. Cora spun the tubes in a whirling machine, fast as a fair ride.



Why spin blood in CIRCLES?

Out came three neat stripes. Straw-gold on top. Deep red at the bottom.



It sorted ITSELF into layers!

★ WORTH REMEMBERING

It's just **heavy sinks, light floats**, sped up a thousand times. Spinning flings the heavy red cells to the bottom and leaves the watery **plasma** on top. Same reason mud settles in a puddle. 🌀

"The crew. Red discs carry air. White blobs fight invaders. Platelets patch leaks."



Everyone has exactly ONE job!

"And the gold on top — the plasma — is the mail river. It carries the whole body's news."



So the SECRETS ride in the gold part!

★ WORTH REMEMBERING

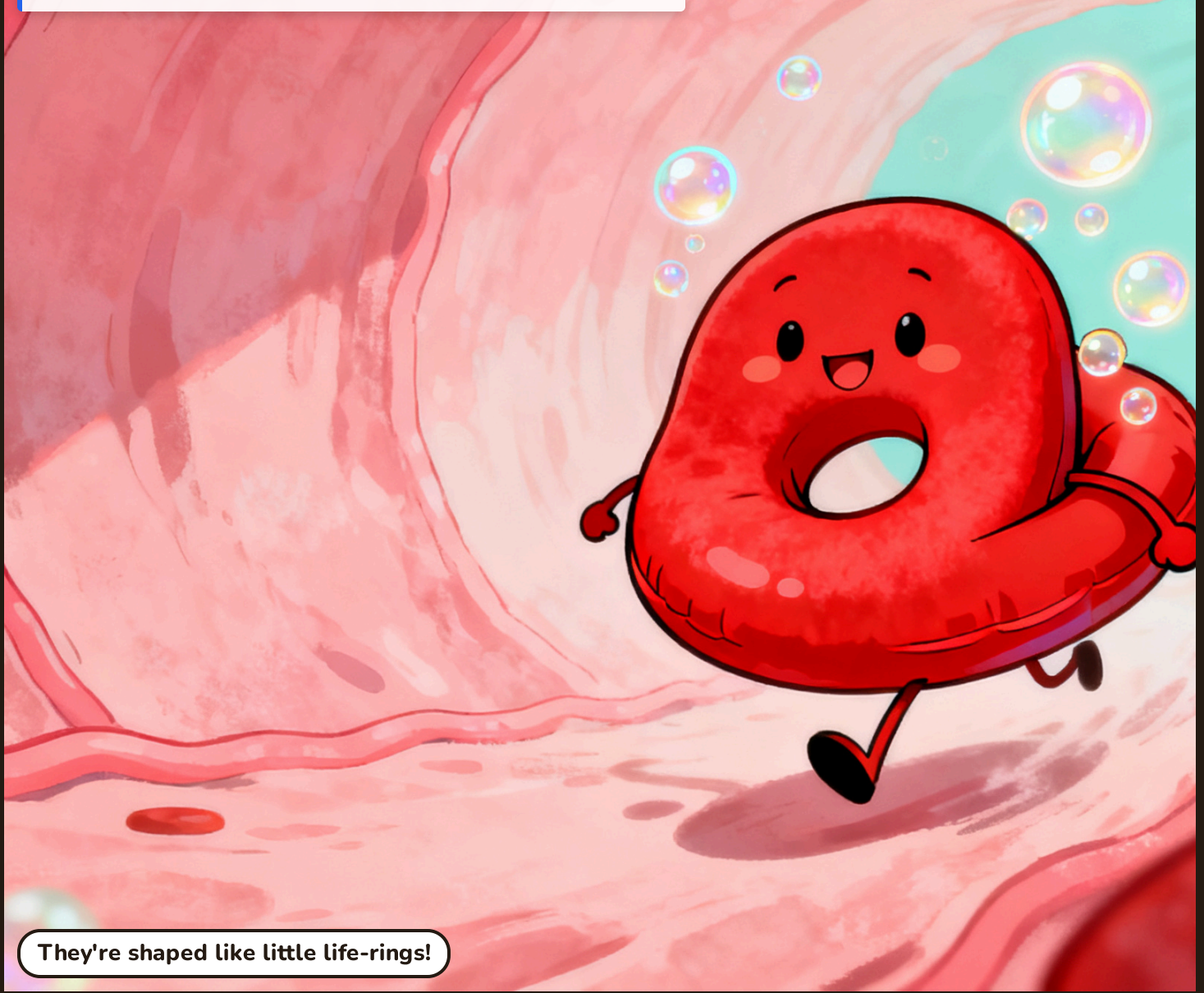
Blood is really two things at once: a **fleet of cells** and a **river of mail**. Spin them apart and each tells its own story. The doctor reads both. And you just cracked clue one. 🌀

📖 SIRI'S SECRET NOTEBOOK • CLUE 1 UNLOCKED

Spin blood → heavy red sinks, gold plasma floats. Crew: red = air, white = fighters, platelets = patchers. Plasma = the mail river. 🩸

THE AIR RIDERS

Cora shrank them INTO a vessel. Red cells whooshed past like soft doughnut inner-tubes.



They're shaped like little life-rings!

★ WORTH REMEMBERING

A red cell is a squishy disc with no center — that shape packs in the most **oxygen carriers** and bends to squeeze through the tiniest tunnels. Form built for one job: **carry air**. 🩸

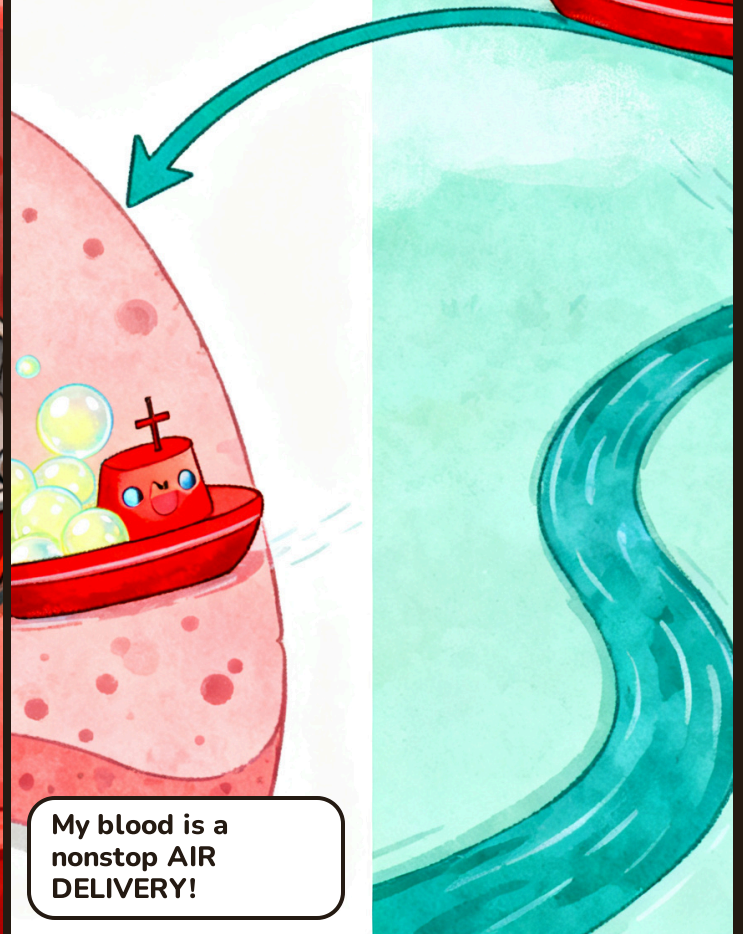
"Inside each one: tiny four-seat ferries. Iron seats. They click onto air in your lungs."



IRON? Like a nail?!

A speck of it. It grabs oxygen.

"Load air at the lungs. Sail the river. Drop it at your toes. Then race back for more. Forever."



My blood is a nonstop AIR DELIVERY!

★ WORTH REMEMBERING

Each red cell carries about **270 million** tiny iron ferries, and every ferry seats four passengers of oxygen. That's why blood is red — **iron plus oxygen**, like rust, but alive. Chemistry you can feel in your own chest. ⚙️

📖 SIRI'S SECRET NOTEBOOK

Red cells = doughnut air-rings. Iron ferries click onto oxygen at the lungs, drop it everywhere else. Blood is red because iron + air = red. My chest runs on tiny rust magic!



CLUE TWO • THE MAIL

Cora walked her onto a little bridge above a glowing golden river. Parcels bobbed past in the current.

"Look close. Every parcel is a message. A sugar cube. A fat droplet. An alarm. A hormone key."

The plasma is a REAL river!

The body writes LETTERS to itself?

★ WORTH REMEMBERING

Your organs can't shout across the body — so they mail chemical letters through the plasma. Sugar for energy, hormones for orders, alarm signals when something's wrong. The bloodstream is the world's oldest **postal service**. 📧

Cora held up a tube. A gentle chart bloomed in the air. "A blood test just reads the letters. No guessing."



So you don't ASK the body how it feels — you read its MAIL!

★ WORTH REMEMBERING

This is the whole secret of a blood test: the body already writes everything down, dissolved in the plasma. Catch a drop, read the letters, and you learn what no doctor could see from outside. Clue two, cracked. 📧

📖 SIRI'S SECRET NOTEBOOK • CLUE 2 UNLOCKED

Plasma = postal service. Parcels = sugar, fat, hormones, alarms. A blood test READS the mail instead of guessing. But... how do you find ONE tiny letter in a whole river? 🔍

CLUE THREE • THE FINGERPRINT

"Here's the hard part," said Cora. A drop swelled into a soup of thousands of molecules.



Find ONE letter in THAT?! Impossible!

She held up a tiny Y-shaped claw. "An antibody. Its tips are shaped to grab one thing only."



A key cut for ONE lock!

★ WORTH REMEMBERING

Your own body invented this trick first: **antibodies** are Y-shaped grabbers, each built to clamp one exact shape and nothing else. It's not looking — it's **fitting**. Lock-and-key, at the size of a molecule. 🗝️

"Toss antibodies in. Wrong shapes bounce off. Only the target CLICKS in and holds."

They ignore the whole crowd and grab the ONE!

★ WORTH REMEMBERING

This is why a test can be so sure. A magnet grabs anything iron — clumsy. An antibody grabs one shape out of millions — a **fingerprint match**. Specificity: the difference between a guess and an answer. 🧐

📖 SIRI'S SECRET NOTEBOOK • CLUE 3 UNLOCKED

Antibody = Y-claw that fits ONE shape. Wrong shapes bounce; the target clicks in. It's a molecular fingerprint match. My body already uses these to fight germs! 🗝️

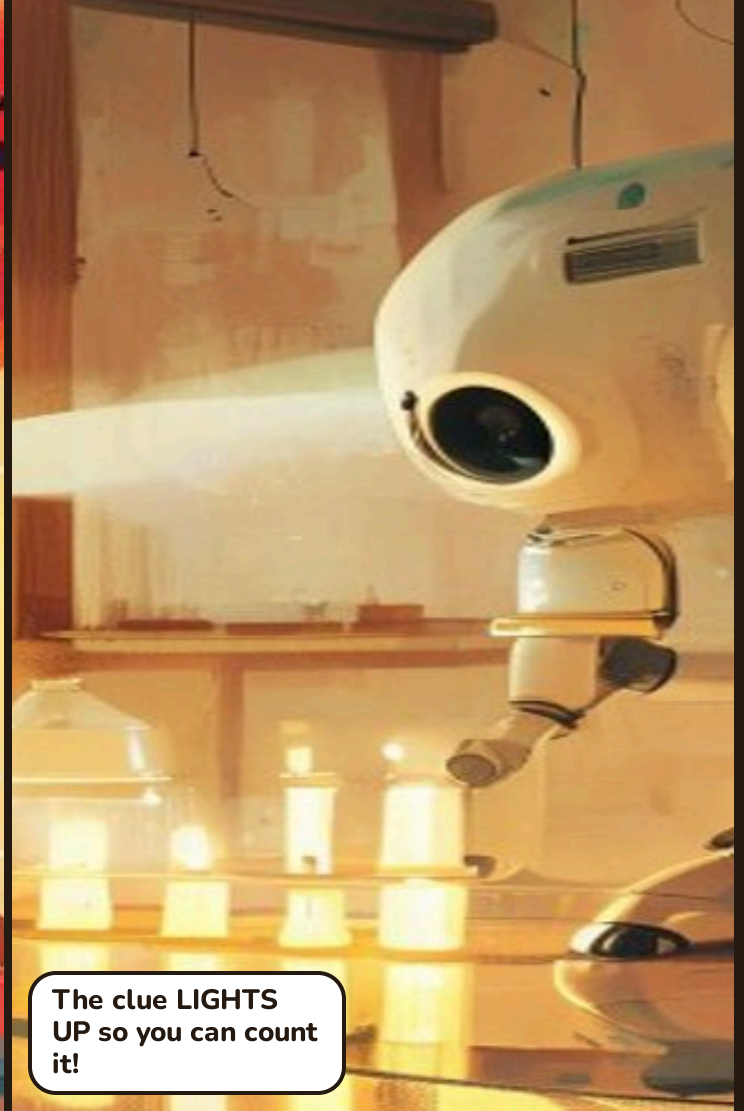
CLUE FOUR • THE COUNT

"Grabbing it isn't enough," said Cora. "We clip a tiny light onto the grabber."



A lantern on the claw!

"Then a machine reads the brightness. Caught lots of targets? Bright. A few? Dim."



The clue **LIGHTS UP** so you can count it!

★ WORTH REMEMBERING

This is an **immunoassay**: grab the target, make it glow, measure the light. It turns invisible chemistry into a plain number. Is your thyroid sleepy? Is that a heart alarm? The **brightness** answers. ✨

The glow climbed a gentle bar. More targets, taller bar. A feeling, turned into a measurement.



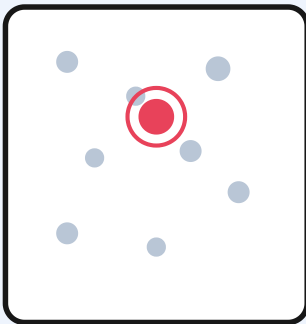
A worry became a NUMBER!

★ WORTH REMEMBERING

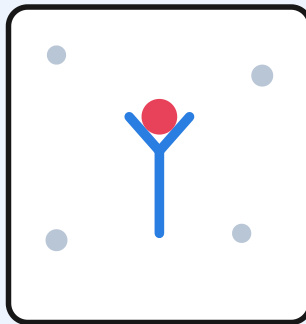
Why does a number matter so much? Because 'you seem tired' can't be trusted, but 'this level is twice as high as it should be' can. Great medicine runs on **measurement** — you can only fix what you can count. 📏



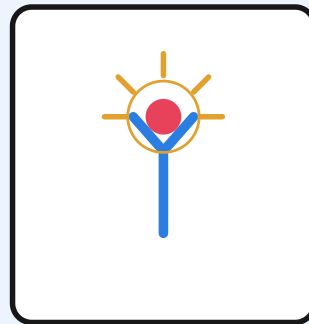
HOW A TEST FINDS ONE CLUE



THE TARGET
a clue in blood



LOCK + KEY
antibody grabs



IT GLOWS
glow = amount



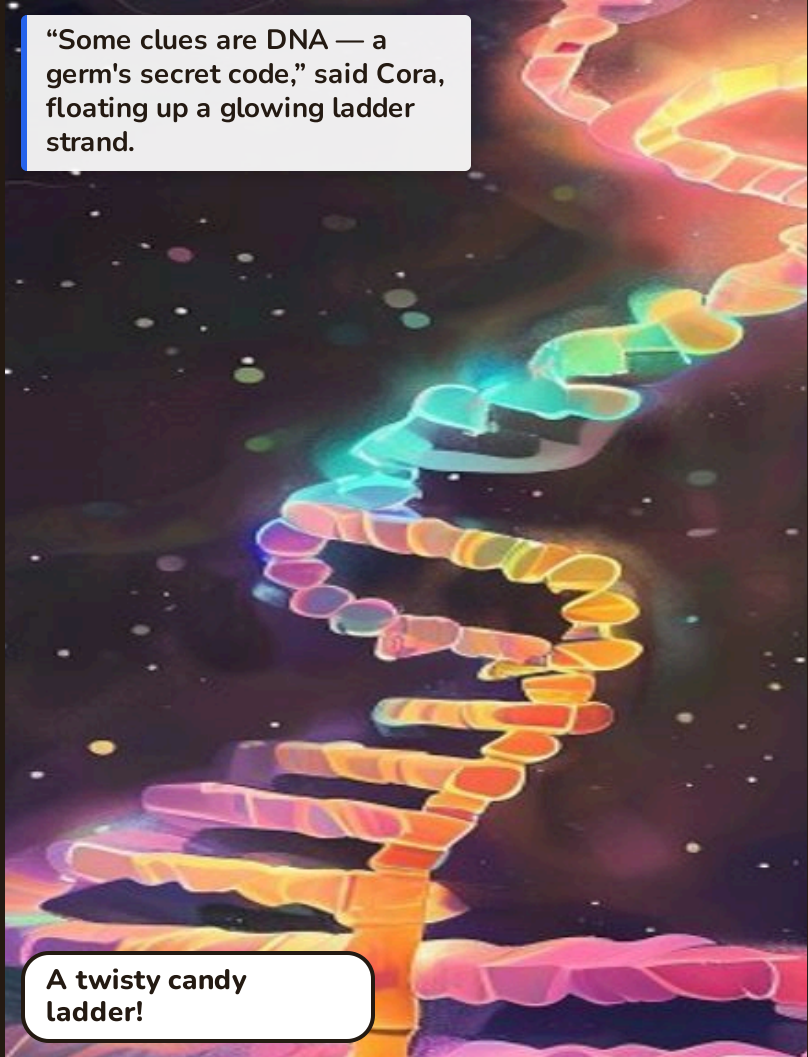
SIRI'S SECRET NOTEBOOK · CLUE 4 UNLOCKED

Grab it → clip a light on it → read the brightness
= a NUMBER. Bright = lots, dim = little.

Immunoassay! Feelings can lie; numbers can't.



CLUE FIVE • THE PHOTOCOPIER



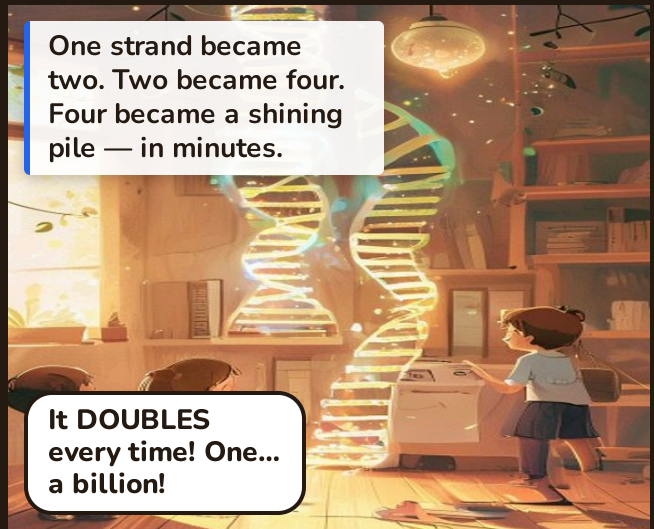
"Some clues are DNA — a germ's secret code," said Cora, floating up a glowing ladder strand.

A twisty candy ladder!



"But one hiding virus is too tiny to see. So we don't hunt it. We COPY it."

Copy the thing you can't even find?



One strand became two. Two became four. Four became a shining pile — in minutes.

It DOUBLES every time! One... a billion!

★ WORTH REMEMBERING

This is **PCR**: copy a scrap of genetic code again and again until a whisper becomes a shout. Thirty rounds of doubling turns one strand into a billion. One virus is invisible; a billion copies is a bright, sure signal. 🧬

★ WORTH REMEMBERING

Amplify to see is one of biology's greatest tricks — and it works both ways. A single perfect antibody, made once, can be copied endlessly too. Nature invents the tool; humans learn to copy it a billion times. 🧬

Siri watched the copies pile up, brighter and brighter, until the hidden germ had nowhere to hide.

You can't hide from a photocopier!

 SIRI'S SECRET NOTEBOOK • CLUE 5 UNLOCKED

Can't find a hiding germ? COPY its DNA. Doubling: $1 \rightarrow 2 \rightarrow 4 \dots$ a billion in 30 rounds. Whisper $\rightarrow$ shout. PCR = the germ photocopier. 

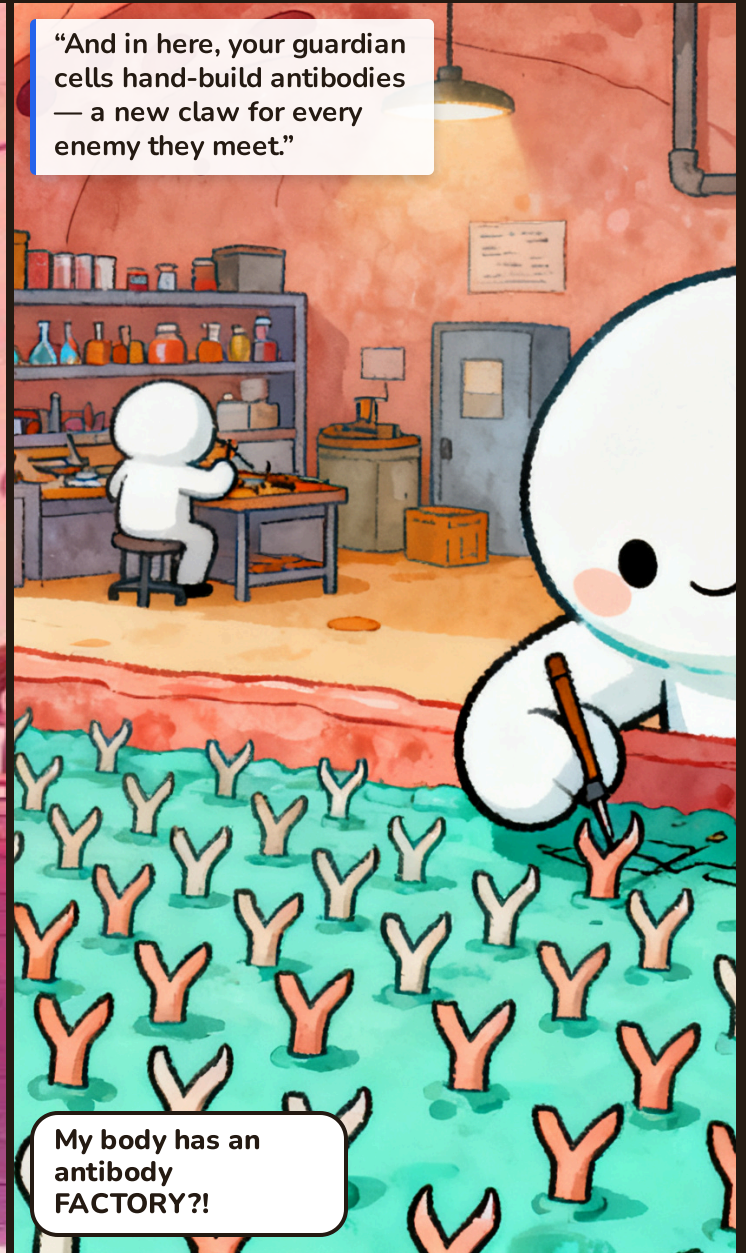
THE DETECTIVE CORPS INSIDE YOU

A puffy white cell rolled past and scooped up a grumpy little germ.



The white blobs are SUPERHEROES!

“And in here, your guardian cells hand-build antibodies — a new claw for every enemy they meet.”



My body has an antibody FACTORY?!

★ WORTH REMEMBERING

Here's the beautiful loop: the lock-and-key detectives in Cora's tests are **copied from your own body**. Your immune system builds a custom Y-claw for each germ — and remembers it. Scientists just borrowed the blueprint.



Cora held up a model antibody. “Every test in this lab stands on a trick your blood mastered first.”



So the detective was INSIDE me all along!

★ WORTH REMEMBERING

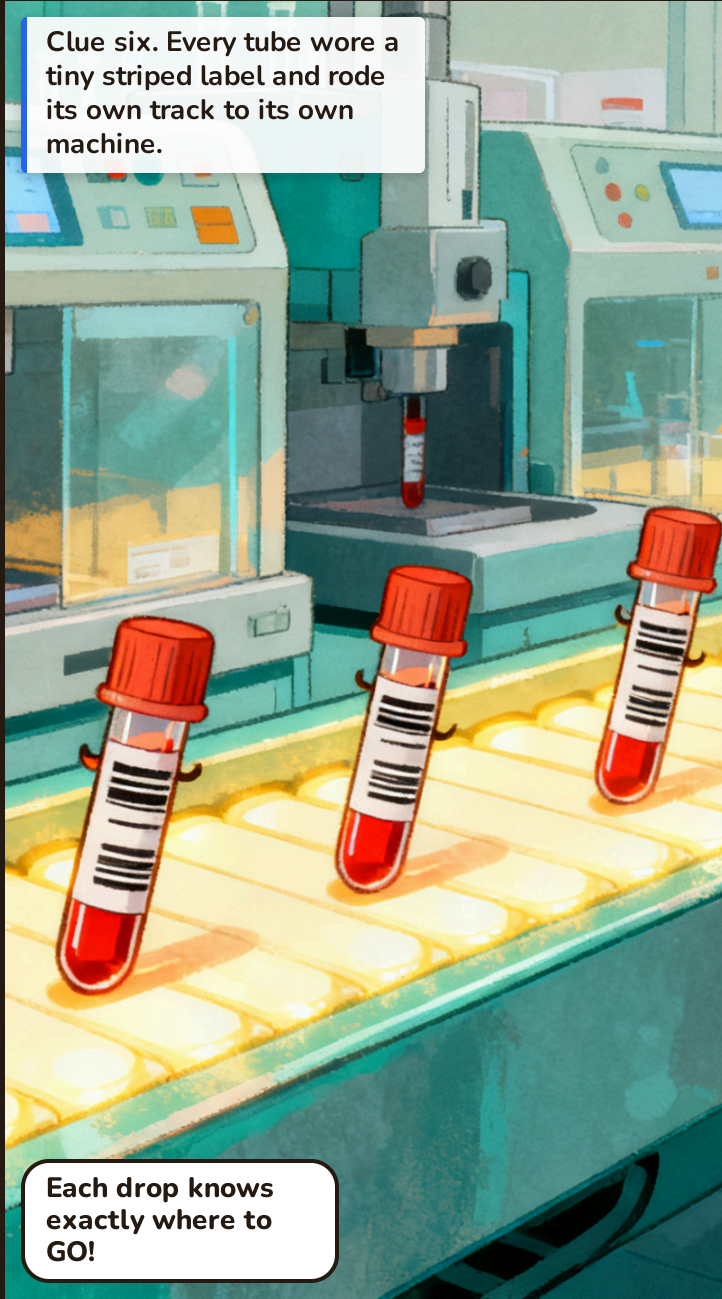
That's why a blood test feels almost alive: it runs on **your body's own invention**. The greatest medicines don't fight nature — they team up with it. Copy the immune system's key, and you can find anything. 🧡

📖 SIRI'S SECRET NOTEBOOK

White cells = germ-eating superheroes. They BUILD antibodies, one per enemy, and remember them. The lab's detectives are copies of MY body's detectives. Nature invented it; science borrowed it. 🛡️

CLUE SIX • THE SLEEPLESS ARMY

Clue six. Every tube wore a tiny striped label and rode its own track to its own machine.



Each drop knows exactly where to GO!

Robot arms drew perfect droplets — a hundred a minute, never tired, never bored.

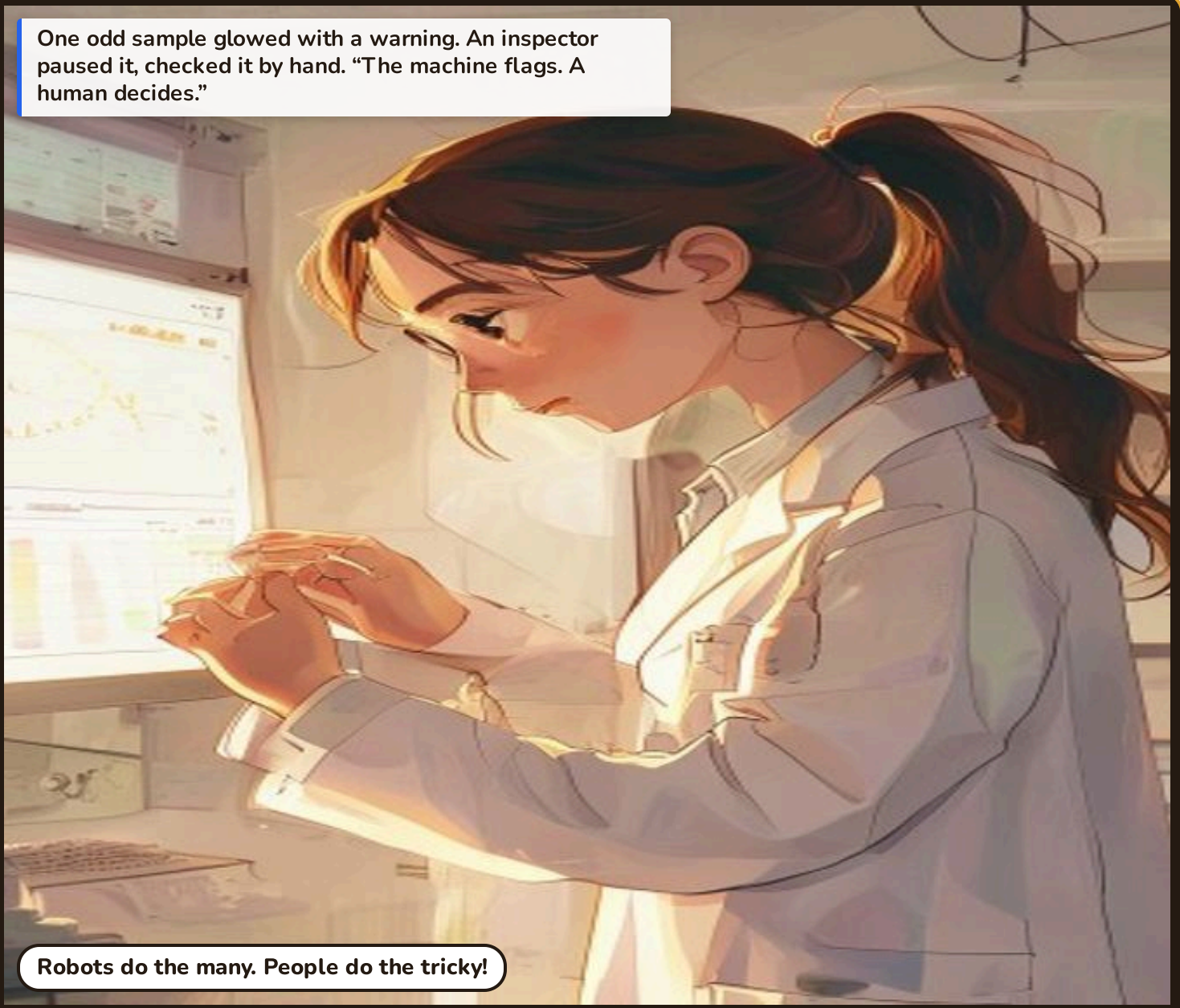


No shaky hands. EVER!

★ WORTH REMEMBERING

A tired human makes mistakes; a machine repeats the exact same careful motion a million times. That's why labs became **automated armies** — not to replace people, but to make every single result as steady as the first. 🤖

One odd sample glowed with a warning. An inspector paused it, checked it by hand. “The machine flags. A human decides.”



Robots do the many. People do the tricky!

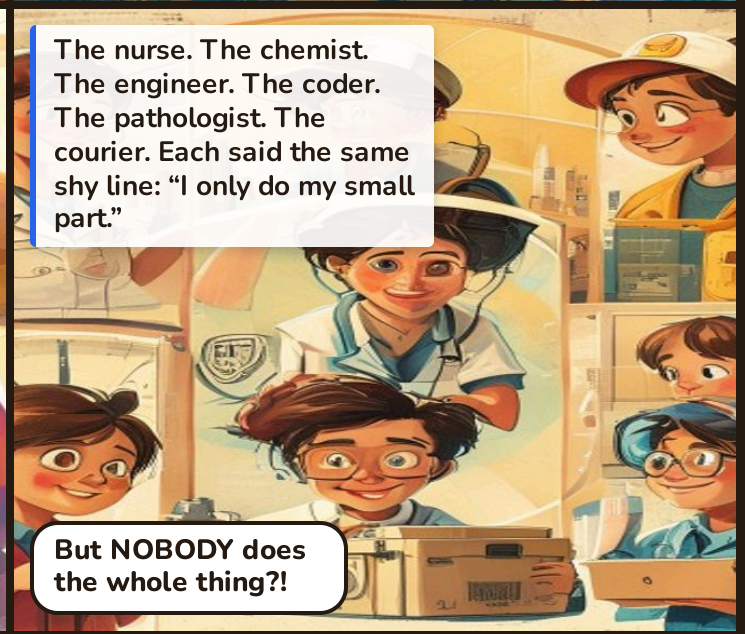
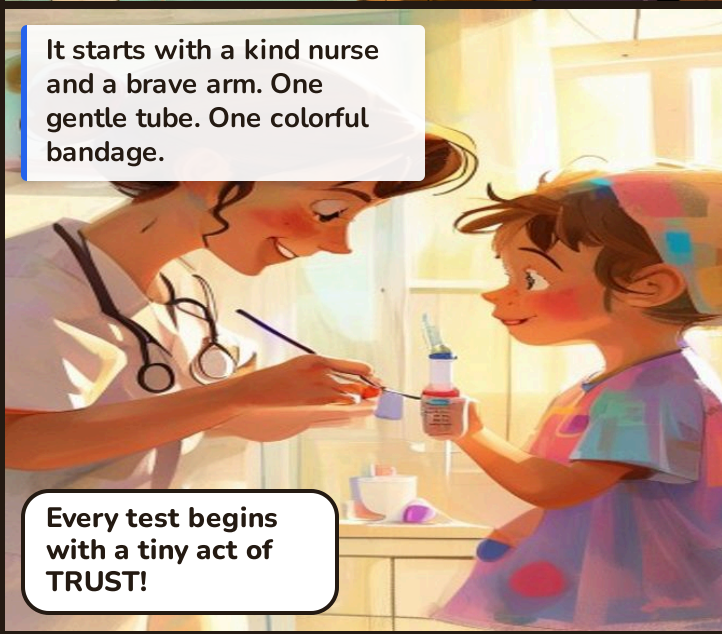
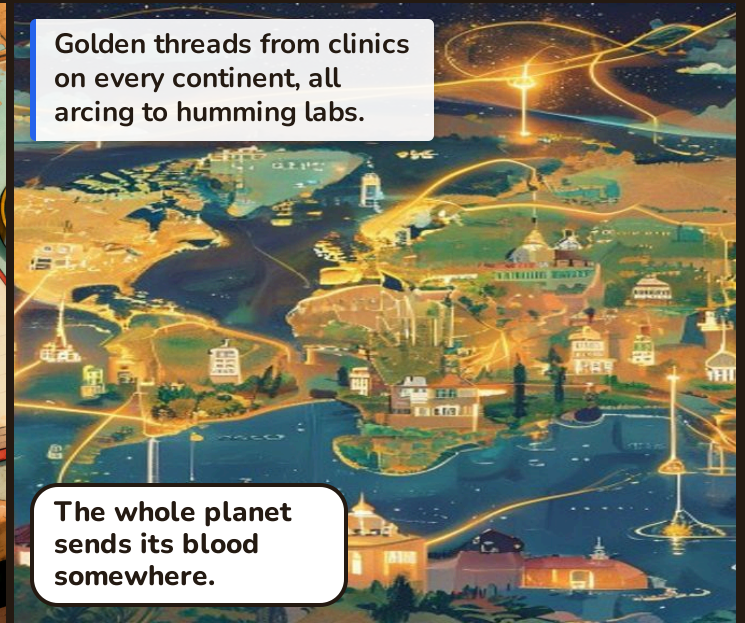
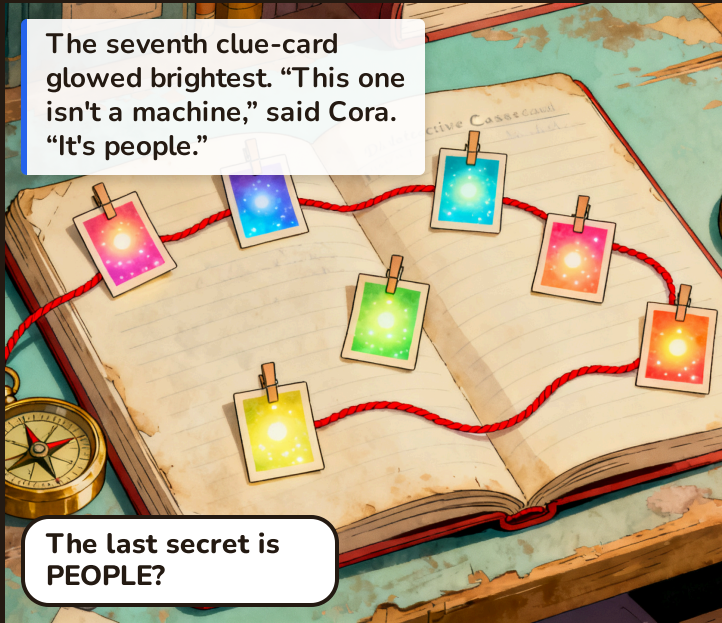
★ WORTH REMEMBERING

The deepest rule of this whole lab: **quality is cheapest at the source**. Catch a mistake in the machine — a penny. In a doctor's hand — a fortune, because what breaks then is **trust**. Remember that. We'll see it at the castle. 🏰

📖 SIRI'S SECRET NOTEBOOK • CLUE 6 UNLOCKED

Barcodes send each tube to its machine. Robots = steady hands × a million. Machine flags the odd ones, humans decide. Quality is cheapest at the source. 🤖

CLUE SEVEN • A THOUSAND HANDS



★ WORTH REMEMBERING

Sit with that: **no single person can run a blood test alone.** Each masters one sliver — drawing, chemistry, machines, code, judgement — and one company conducts a million slivers into one trusted number. The conducting is the real invention. 🎵

Siri traced the threads with her finger, all the way to one calm river in an old city.



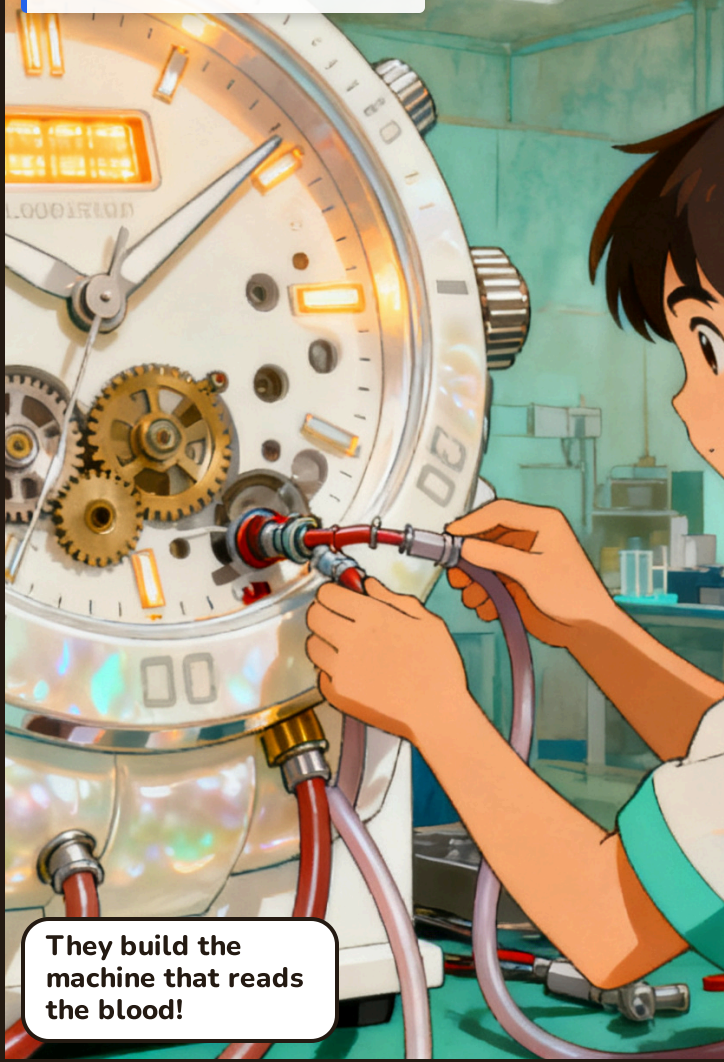
Seven clues down... time to meet the
CONDUCTOR.

 SIRI'S SECRET NOTEBOOK · CLUE 7, PART ONE

Nurse → chemist → engineer → coder → pathologist → courier → me. No one knows the whole recipe. So the real question: WHO'S THE CONDUCTOR? ...I think I'm about to find out. 🎵

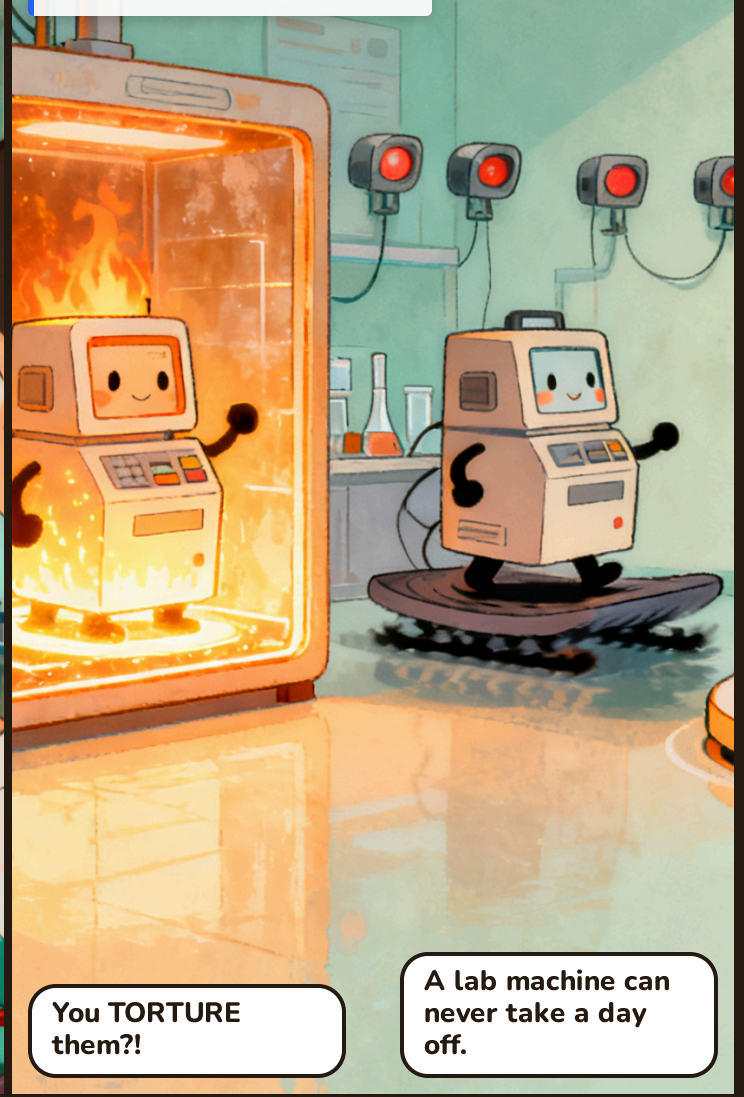
THE MACHINE THAT NEVER BLINKS

Before meeting the conductor, Cora showed the machines being BORN — analyzers built like fine watches.



They build the machine that reads the blood!

Next door: the torture lab. Machines baked, frozen, shaken, run non-stop for months.



You TORTURE them?!

A lab machine can never take a day off.

★ WORTH REMEMBERING

A blood machine can't be 'usually right.' A wrong result could send a healthy person to surgery — or miss a sick one. So they hunt every failure **before** it ships. In this world, reliability isn't a feature. It's the whole promise. 🛡️

Far away, a new analyzer settled into a hospital lab and quietly began running — day and night.



It'll work here for YEARS without stopping!

★ WORTH REMEMBERING

Here's the business seed hiding in the science: once a hospital trusts a machine with patients' lives, they don't swap it on a whim. That trust, earned by never blinking, is worth more than any advertisement. Remember it — it's the first castle wall. 🏰

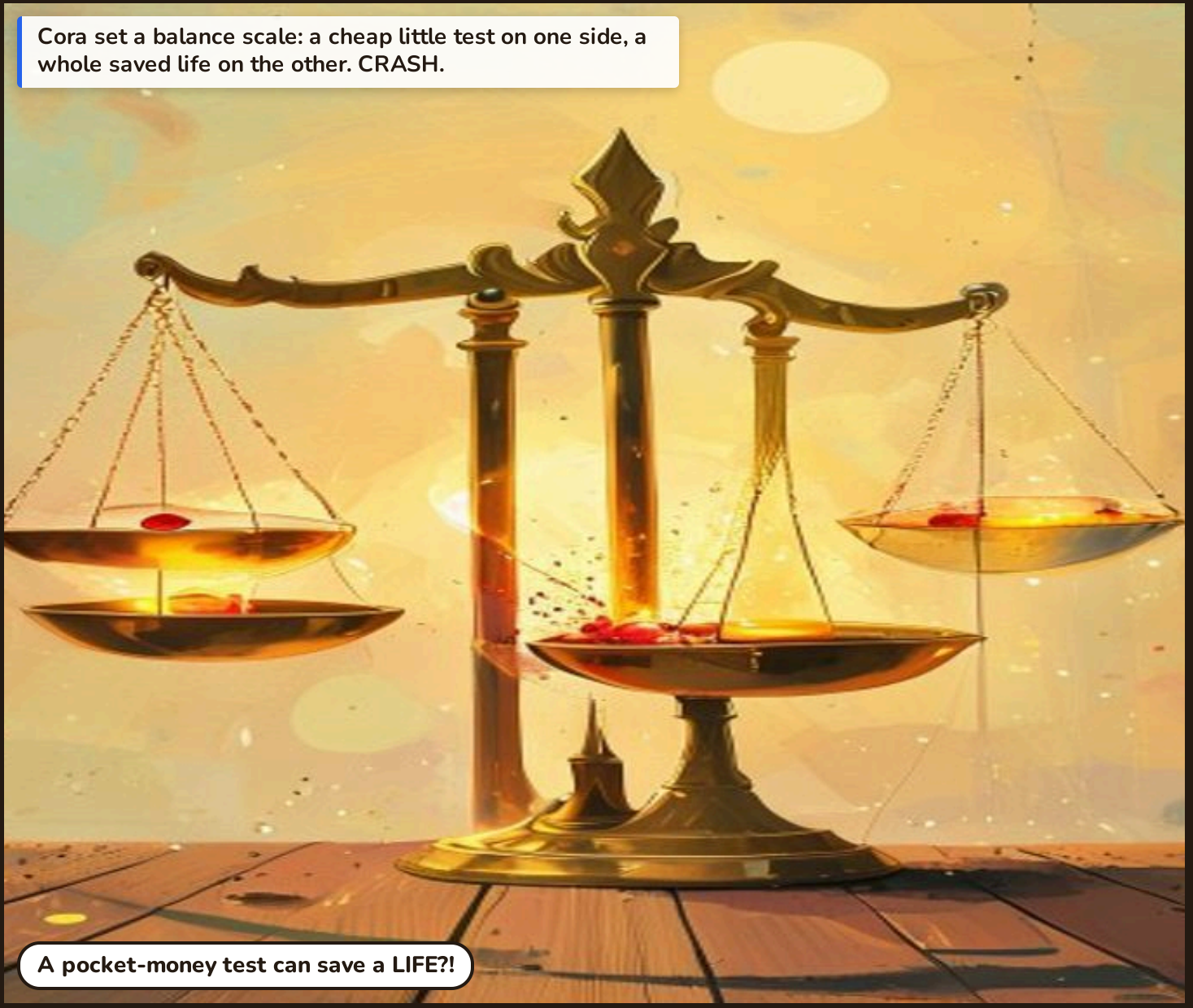
📖 SIRI'S SECRET NOTEBOOK

They build the machines too, like fine watches, then TORTURE-test them for months. A lab machine can't take a day off. Reliability = the whole promise. (Filing under 'castle walls'. 🏰)

WHY THE WORLD SAYS YES

13a Siri's question Flips

Cora set a balance scale: a cheap little test on one side, a whole saved life on the other. CRASH.



A pocket-money test can save a LIFE?!

★ WORTH REMEMBERING

Warren's favorite riddle: **price is what you pay, value is what you get**. A blood test costs a little; knowing early can be worth everything. When value towers over price, people don't feel tricked — they feel **grateful**. 🧡

Two paths appeared: one who found trouble EARLY and mended it, one who waited and didn't.



Catch it small...
before it grows big!

Through a window: a family hearing 'it's caught early, we can treat it.' Relief flooding the room.



THAT'S what a
number can buy —
a good tomorrow.

★ WORTH REMEMBERING

This is why the world says yes a billion times a year: not for the drop, but for the **peace of knowing**. Fear of the unknown is the heaviest weight a person carries. A test that lifts it is worth far more than it costs. 🌱

📖 SIRI'S SECRET NOTEBOOK

My question flipped: not 'how does it work' → 'WHY spend billions building it?' Answer #1: knowing EARLY is priceless. Value >> price = a billion grateful yes'es. 💛

THE RIVER OF REFILLS

"The machine is only the doorway," said Cora. Fresh snap-in cartridges marched into it, one per test.

Across the world, thousands of hospitals each ran a machine — each one hungry for its own refills, daily.

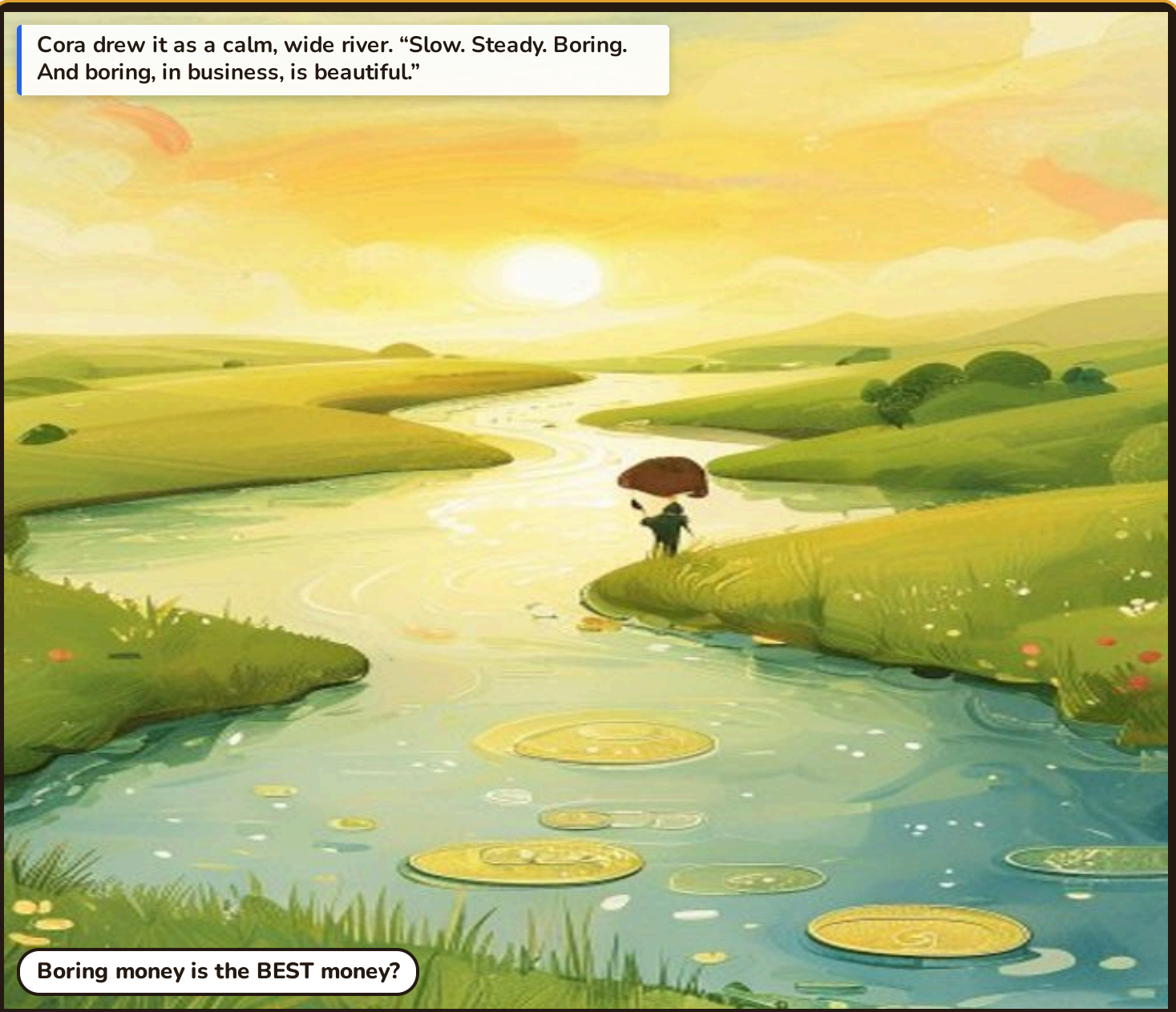
Sell one machine...
sell a **MILLION**
refills!

Every machine is a
little **RIVER** of
tests!

★ WORTH REMEMBERING

This is the **razor-and-blades** idea: the machine may barely earn a thing — but each test needs its own cartridge, forever. Thousands of machines, running every day, become a steady river of income that never floods and never dries. 🌊

Cora drew it as a calm, wide river. “Slow. Steady. Boring.
And boring, in business, is beautiful.”



Boring money is the BEST money?

★ WORTH REMEMBERING

Warren loves rivers like this: not a lottery win, but a stream that flows a little every single day. Predictable beats exciting. A business you can count on for decades is rarer — and more precious — than a flashy one. 🌿

📖 SIRI'S SECRET NOTEBOOK

Answer #2: razor-and-blades. Machine = the doorway; cartridges = the endless river. Thousands of machines × tests every day = steady, boring, beautiful income. 🌊

THE PRICE OF TRUST

In the checking room, scientists re-ran results, double and triple. "One wrong answer can undo a thousand right ones."

On the wall: years of careful tests and stamps before any new test is allowed near a patient.

Being RIGHT is the whole job!

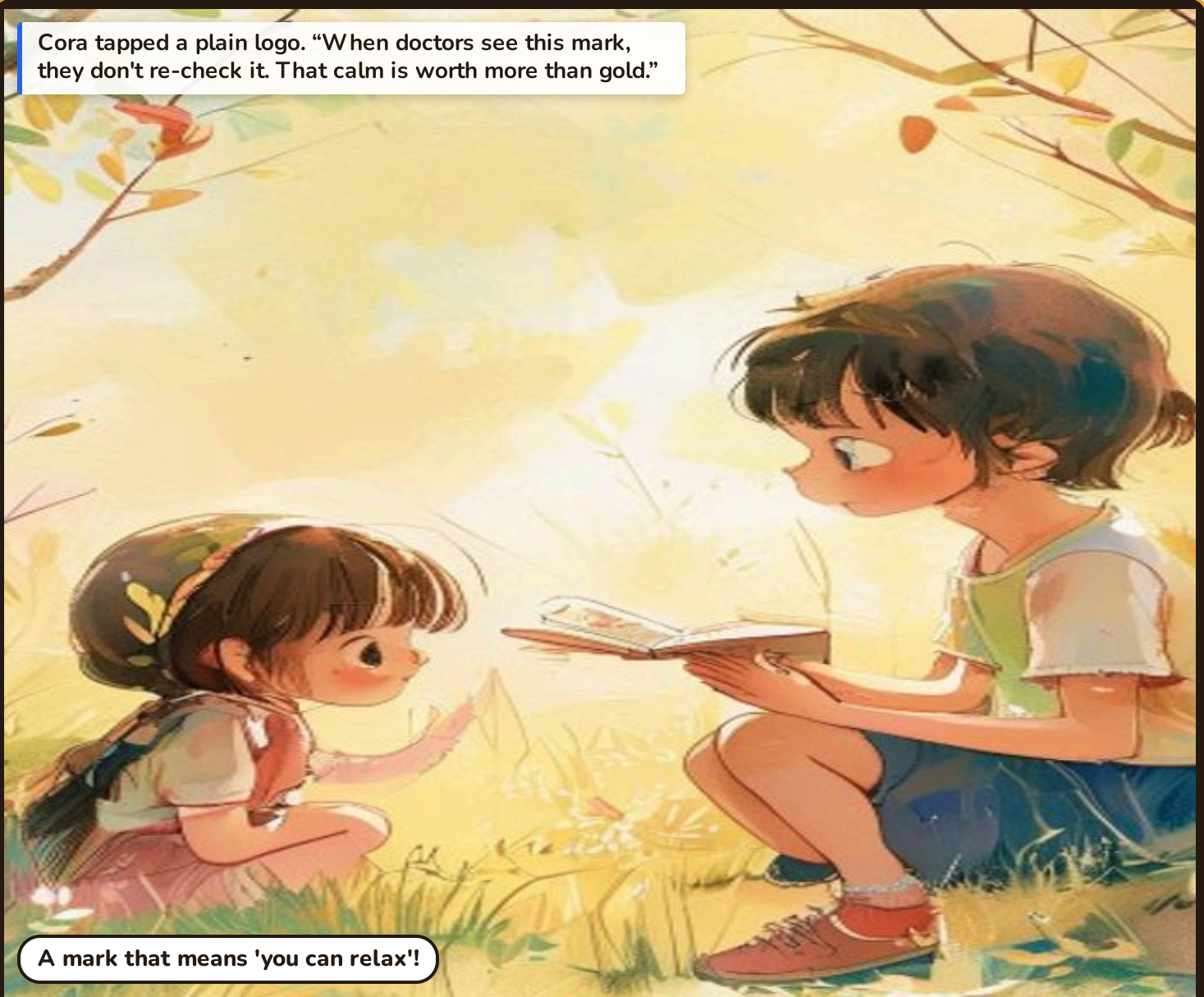
So SLOW?

Slow is how you earn a life-and-death promise.

★ WORTH REMEMBERING

A blood test carries a heavy kind of trust: doctors bet real lives on the number. That's why new tests crawl through years of proof before approval. The slowness isn't red tape — it's the **price of being believed.** ⚖️

Cora tapped a plain logo. “When doctors see this mark, they don't re-check it. That calm is worth more than gold.”



A mark that means 'you can relax'!

★ WORTH REMEMBERING

That calm feeling is a **brand**: a promise kept so many times it became a shortcut in people's minds. You can't buy it with ads — only earn it, one honest result at a time, for decades. Trust is the slowest thing to build and the fastest to lose. 🤝

📖 SIRI'S SECRET NOTEBOOK

Answer #3: TRUST. Re-checked, re-proven, slowly approved. The mark means 'relax, it's right.' Value → River → Trust. Now — WHO built all this? Compass is spinning again



THE LITTLE COMPANY BY THE RIVER

The compass dragged them to glass towers beside a calm wide river, an old city glowing behind. Siri read the gate.



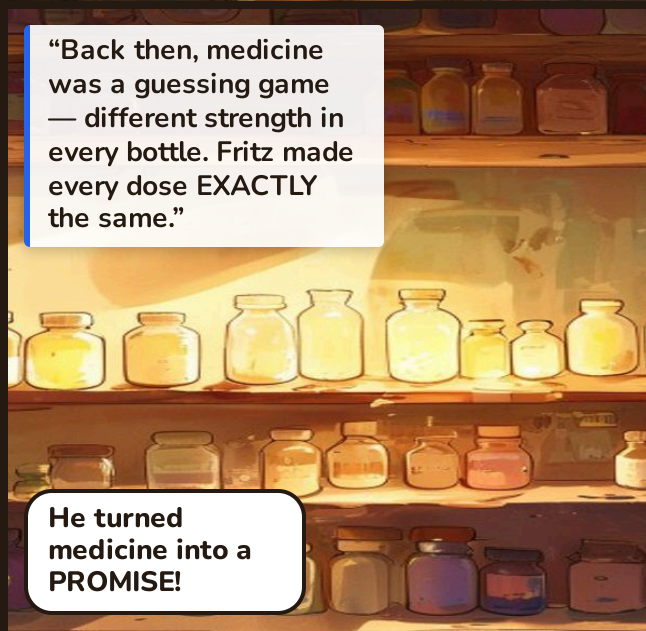
ROCHE! The detectives of the blood!

“1896. Basel, Switzerland. A young man named Fritz Hoffmann had one stubborn idea.”



A whole world of tests... from one man?

“Back then, medicine was a guessing game — different strength in every bottle. Fritz made every dose **EXACTLY** the same.”



He turned medicine into a **PROMISE!**

★ WORTH REMEMBERING

It sounds small, but it was revolutionary: **make it reliable, put your name on it, and stand behind it.** A doctor could finally trust the dose. That single idea — trust through reliability — became the seed of everything Roche would build. 🌱

“Soon they made one of the first reliable mass-made medicines the world had ever seen: pure vitamin C, by the ton.”



From risky guesses to a sure thing!

★ WORTH REMEMBERING

Freeze here: **no castle starts as a castle**. Roche began as one man promising a dependable bottle. The whole giant grew from a single, unglamorous word — **reliable**. Great companies are usually one boring virtue, repeated for a century.

📖 SIRI'S SECRET NOTEBOOK · THE REVEAL

ROCHE. Basel, 1896. Fritz Hoffmann's stubborn idea: every dose EXACTLY the same = medicine you can trust. Then vitamin C by the ton. The seed of it all was one word: **RELIABLE**. 🌱

TWO RIVERS BECOME ONE

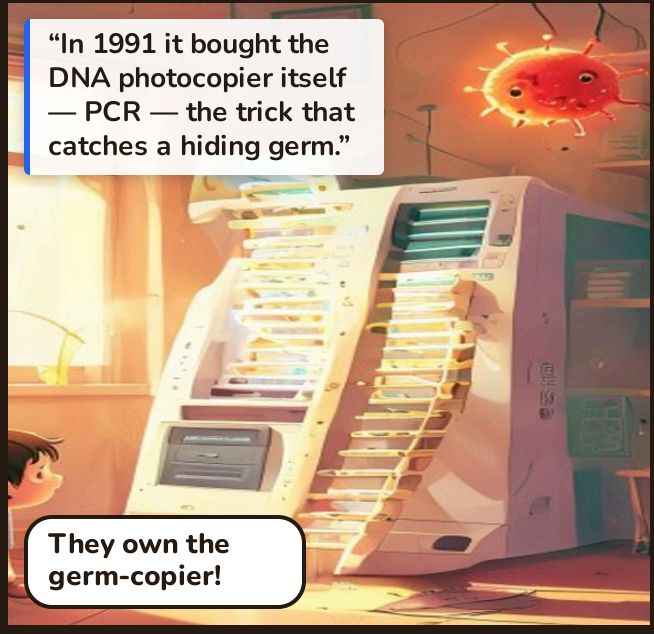


"Then Roche split into two rivers. One made medicines. The other built machines to READ blood."



"In 1990 it joined Genentech — pioneers who grew medicine from living cells, like the antibody claws you met."

They GROW the detectives now!



"In 1991 it bought the DNA photocopier itself — PCR — the trick that catches a hiding germ."

They own the germ-copier!

One company: cures AND tests!

★ WORTH REMEMBERING

Then their boldest move — braver than it sounds. Roche pointed its two rivers **at each other**: build a medicine that only helps some people, AND the test that finds exactly those people. On purpose, they shrank a medicine's crowd to earn the world's deeper trust. 🤝

Cora joined her hands. “Test and cure, working as one team. Find the right person — then treat them.”



The test tells the medicine where to go!



THE STORY IN TIME

1896

Fritz Hoffmann-La Roche starts the company in Basel, Switzerland.

1934

One of the first reliable mass-made medicines: synthetic vitamin C.

1968

Roche builds a diagnostics arm — machines that read blood.

1990

It backs Genentech, growing medicines from living cells.

1991

It buys PCR — the DNA photocopier.

2007

Companion tests: find who a medicine helps, then treat them.

2009

It takes full ownership of Genentech's biotech science.

Today

World leader in blood tests, guided by one family for 125+ years. 🩸



SIRI'S SECRET NOTEBOOK

Two rivers: cures + tests. Genentech (grow medicine from cells) + PCR (germ photocopier). Boldest move: pair a medicine with a test so it only goes to the RIGHT person. Personalized medicine! 🤝

THE CASTLE OF TRUST

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

By the river, the two old friends let her lay out the walls, one by one. Nodding. Chuckling. Correcting.

The only question that matters for a hundred years, Siri: what keeps invaders OUT?

Walls! I've collected 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: A Machine in Every Lab

Once a hospital installs a Roche analyzer and feeds it cartridges for years, ripping it out means re-testing, re-training, re-trusting. Most never do. (Grown-ups say: switching costs.)



Wall Two: A Promise Kept

Doctors bet lives on these numbers. Decades of being right becomes trust — and trust takes a generation to copy, one honest result at a time.



Wall Three: Test AND Cure

Roche makes both the blood test and the medicine it points to. One team, two halves. A rival must build BOTH at once — the hardest trick in medicine.



Wall Four: A Century of Know-How

A hundred years of careful science, patents, and hard-won approvals. You cannot buy that history — you can only live it, year by year.

Charlie tapped his thick glasses. "My trick: turn the telescope around. Don't ask how Roche wins — ask what would DESTROY it. Then check they're not doing 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: The Price Fighters

Governments and hospitals push hard to pay less. Squeeze too tight and even a great river of income can thin.



Crack Two: The Copycats

When a medicine's patent ends, cheaper copies pour in. Yesterday's miracle becomes today's bargain.



Crack Three: Rival Machines

Roche isn't alone — other giants build blood machines too. A better, cheaper analyzer could tempt a lab away.



Crack Four: The Next Test

Someday a brand-new way to read the body could leap past today's. The one who invents it — not the one guarding the old way — wins.



★ WORTH REMEMBERING

Charlie's ruin-Roche checklist: ship one wrong result and break the trust. Stop inventing and let copiers catch up. Overcharge until the world revolts. Guard the old test and miss the new one. Now — **just never do those**. Inversion turns worry into a checklist.

Warren raised his cola. "A business the world can never skip, that earns its keep one honest answer at a time, behind four good walls. That's the kind of castle I admire most."



The treasure was never the test. It's the TRUST!



SIRI'S SECRET NOTEBOOK · THE CASTLE

WALLS: machine-in-every-lab 🩺 promise 🤝 test-and-cure 🧠 century of know-how 📖. CRACKS: price fighters ⚖️ copycats 🧬 rival machines 🏢 the next test 🌊. Charlie: INVERT. Warren: buy trust, not gadgets. 🏰

THE JUDGE'S QUESTIONS

Then Warren built a tiny courtroom by the river — and put the **BLOOD TUBE** on the witness stand. “Every business answers a judge someday, Siri. The judge is the future. Today, that's you.”

TOK TOK

Order in the court!

Siri banged a tiny gavel and fired Warren's five eternal questions at the witness.



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



★ WORTH REMEMBERING

The Owner's Court: ⚖️ Enduring need? —
'People will always want to know what's wrong,
early.' ⚖️ Trust earned? — 'Doctors believe my
number without re-checking.' ⚖️ Reinvesting
wisely? — 'Billions poured into new tests and
cures every year.' ⚖️ Copyable with money? —
'My machine, maybe. My hundred years of trust
— no.' Court adjourned for lemonade.

Last exhibit: a painting of 2056. A child checking her health with a painless patch. But doing the same eternal thing: wanting to KNOW.



The tool changes. 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, blood tests — anything. (He never once named a stock price. The judge judges the BUSINESS.) ⚖️

THE NEXT THIRTY YEARS



One last walk: a clinic of tomorrow. A painless little patch reading your blood without a single needle.



"The next leap: read a person's whole DNA cheaply — and pick the exact cure their body will answer."

A medicine chosen just for ME.



"And computers are learning to spot illness in a photo of cells faster than any eye."

A robot helper for the pathologist!

No more OUCH?! Sign me up!

★ WORTH REMEMBERING

No crystal balls — just visible currents: painless sensors instead of needles. Whole-DNA reading for pocket money. Computers reading cells. Cures matched to each person. Shapes change — but the wish to **know early and heal wisely** is forever. 🌟

On a rooftop at dusk, Siri added the honest last line, the way Grandpa taught her.



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

★ WORTH REMEMBERING

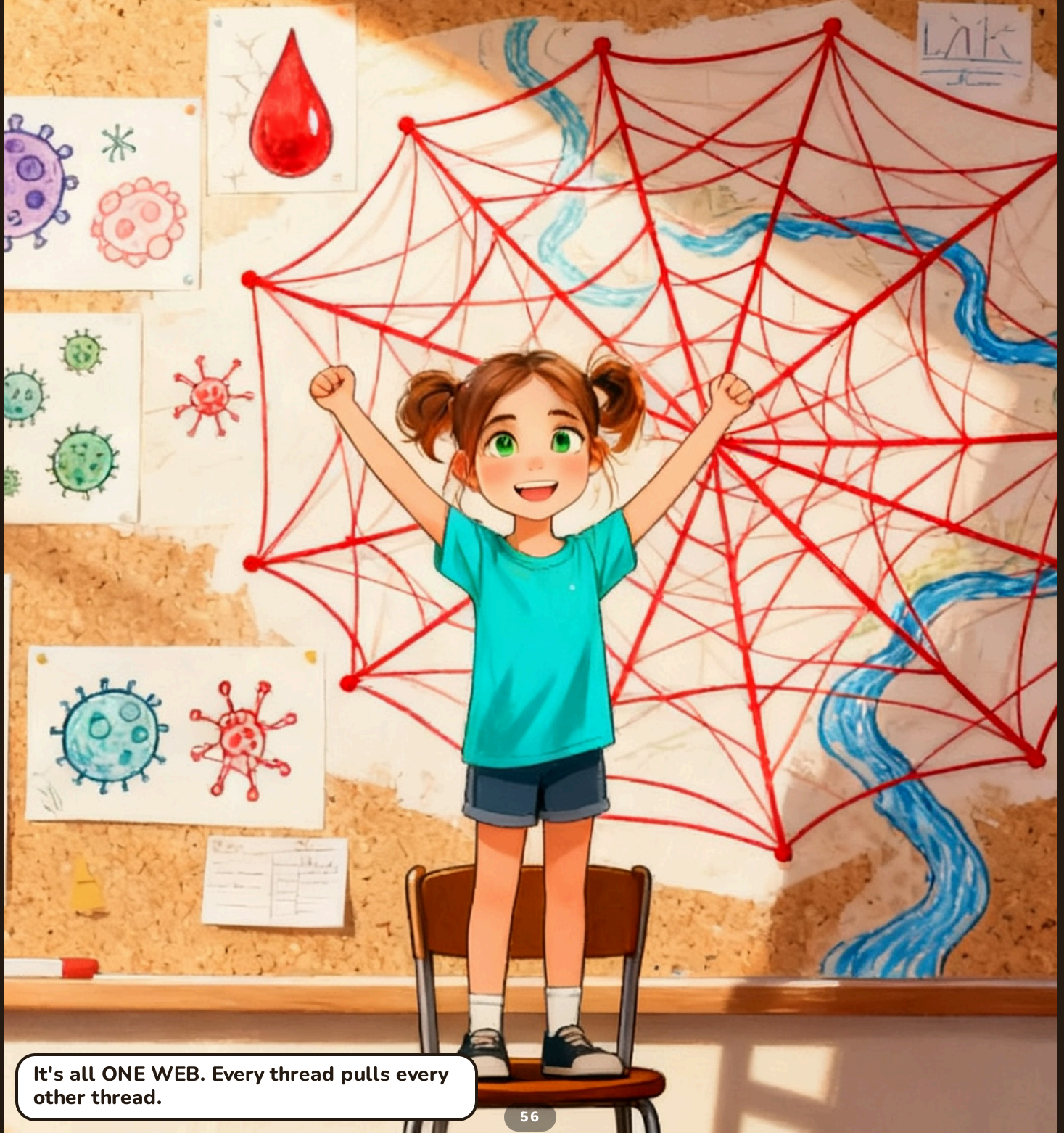
Siri's rooftop rule: the winner of 2056 isn't whoever owns today's cleverest machine — it's whoever keeps the world's **trust** while the machines keep changing. Tools come and go. A kept promise compounds for a century. 🕊️

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: painless patches, cheap DNA maps, computer-eyed labs, cures picked for YOU. Rules: bet on needs, not machines · trust is the crown that survives every new tool. 🧙‍♀️

THE SECRET CASEBOOK

Home stretch. Siri pinned every clue to her wall and joined them with red string.



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



★ WORTH REMEMBERING

The Science Web, one breath: spin blood →
crew and mail split → red cells ferry air on iron
→ plasma carries the body's letters →
antibodies grab one shape → a light makes them
glow into a number → PCR photocopies hiding
DNA → your own immune corps invented it all
first. **Ordinary biology, read extraordinarily.**



★ WORTH REMEMBERING

The Business Web, one breath: value (knowing early is priceless) → the refill river (razor-and-blades) → trust (a promise kept for a century), guarded by Charlie's inversion and judged by Warren's court. And underneath it: a thousand strangers, conducted into one honest number.

The true test: she retold the **WHOLE** thing to her little cousin. With sock puppets. He got it.



If you can't explain it with socks, 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. Twelve from
ONE blood drop: heavy-sinks-light-floats · lock-
and-key · amplify-to-see · signal-is-a-number ·
borrow-from-nature · price-vs-value · razor-
and-blades · switching costs · brand=promise ·
reliability-at-the-source · invert · the owner's
court. 

COMING HOME

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



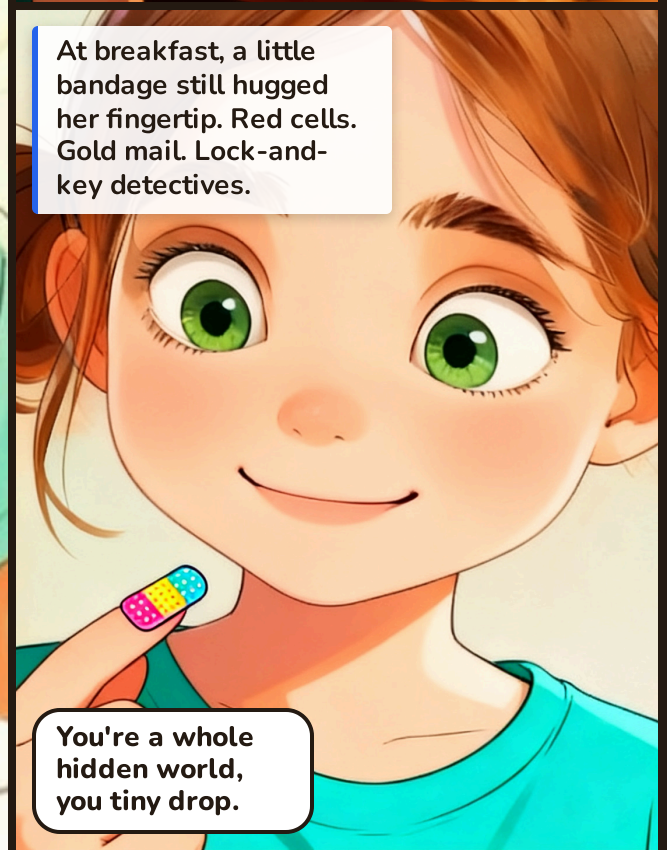
Was it real? It FELT real...

One fresh letter dried on the diary's page.



"The modern world is not magic. It is millions of ordinary people doing small hard things, together, for a long time. Be patient, little one — patience is the one wall no rival can copy."

At breakfast, a little bandage still hugged her fingertip. Red cells. Gold mail. Lock-and-key detectives.



You're a whole hidden world, you tiny drop.



★ WORTH REMEMBERING

Next unlock, feel it: 250 million cells in a drop — gold plasma carrying the body's mail — Y-shaped detectives that glow when they grab — a hidden germ betrayed by a photocopier — a century of never blinking. A blood test is no longer just a smear. **Nothing, from now on, is just anything.**

📖 SIRI'S SECRET NOTEBOOK • VOLUME CLOSED

Seven clues. Twelve mental models. One castle of trust. One stubborn word — reliable — grown into a giant. But the compass is twitching toward the counter... a tiny vial of clear medicine... a key for a billion locks... and Warren is already grinning. Next volume.





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 opened all seven clues of the detectives of the blood. But the compass is twitching again — toward a tiny glass vial of clear medicine on the counter. Inside it is a key shaped to fit a lock carried by a billion people. Whose lock? And why?

NEXT ADVENTURE • The Key to a Billion Locks →