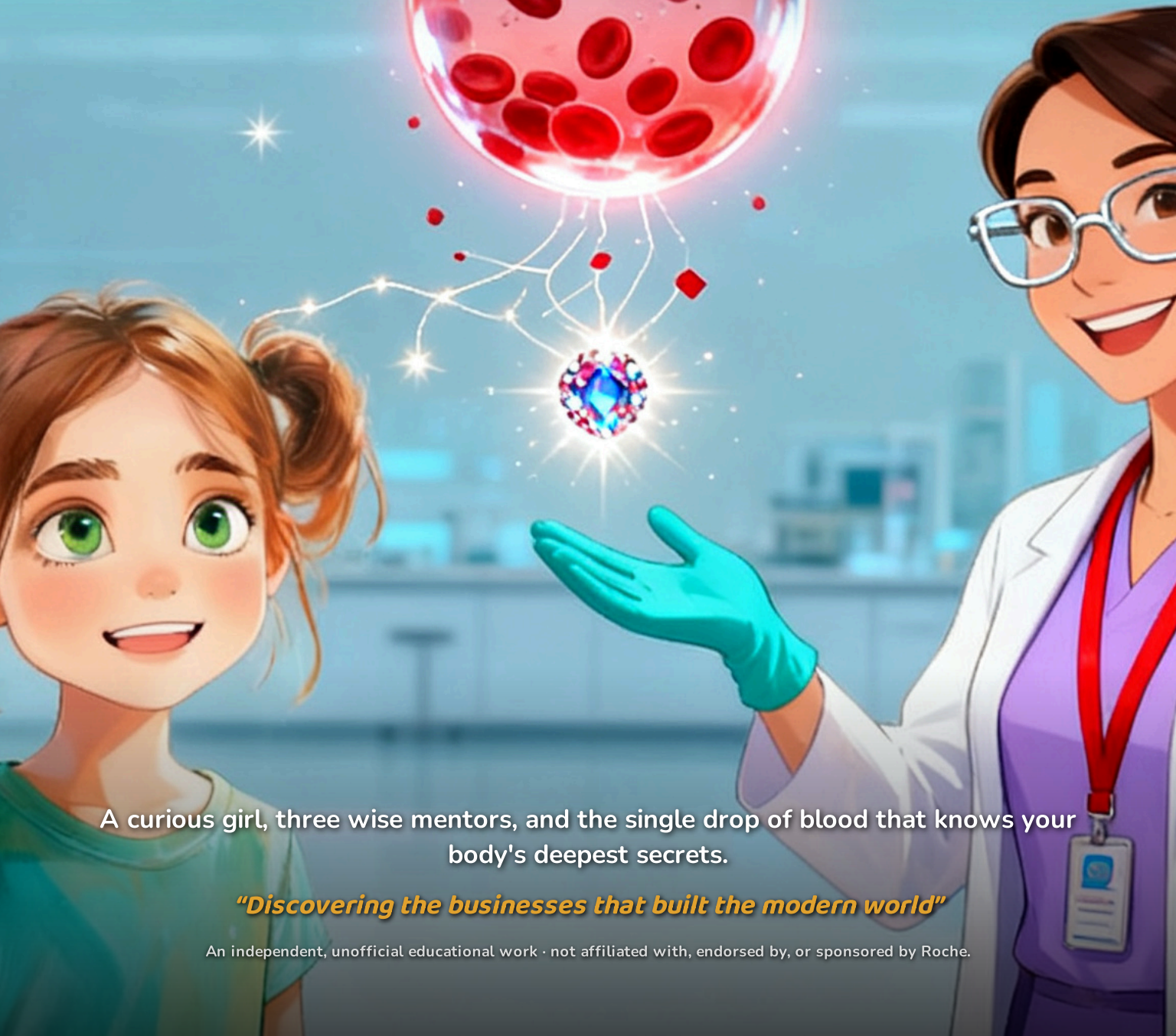


The Great Company Adventures • Book 24 of 50

ROCHE THE DETECTIVES OF THE BLOOD



A curious girl, three wise mentors, 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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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.

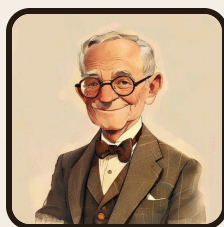
Illustrations were created with AI image tools; the text was written with AI assistance. All content is reviewed and edited by our editorial team.

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

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

SPIN

The needle stopped. Pointing at... a little tube of blood. From today's checkup.

YOU? You're just a red smear!

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 detectives of the blood."

★ WORTH REMEMBERING

One drop of blood can whisper if your heart is tired, your sugar too high, a hidden virus stirring. It never says a word out loud. So... **who taught a red drop to tell secrets?**

The tube shimmered. A whirlpool of ruby light reached out and grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 💧

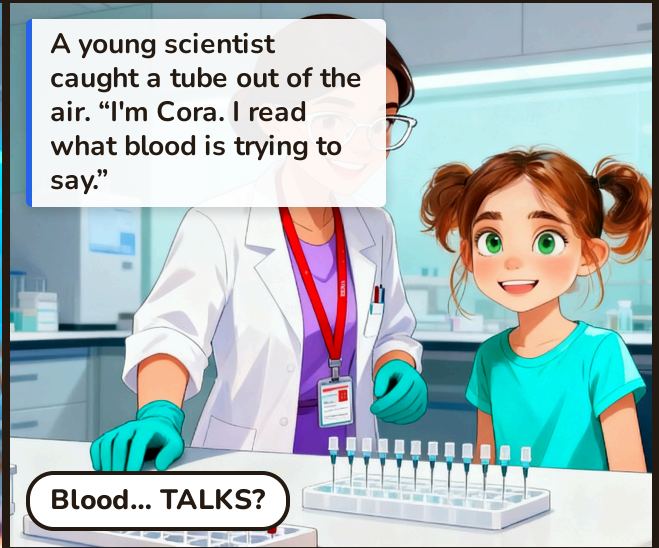
- ① How does a drop of BLOOD know what's happening deep inside me?
- ② Grandpa says this test built one of the world's steadiest companies.
Prove it.

A CITY IN ONE RED DROP



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

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.

★ 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 'red smear' is the busiest city you will ever meet.

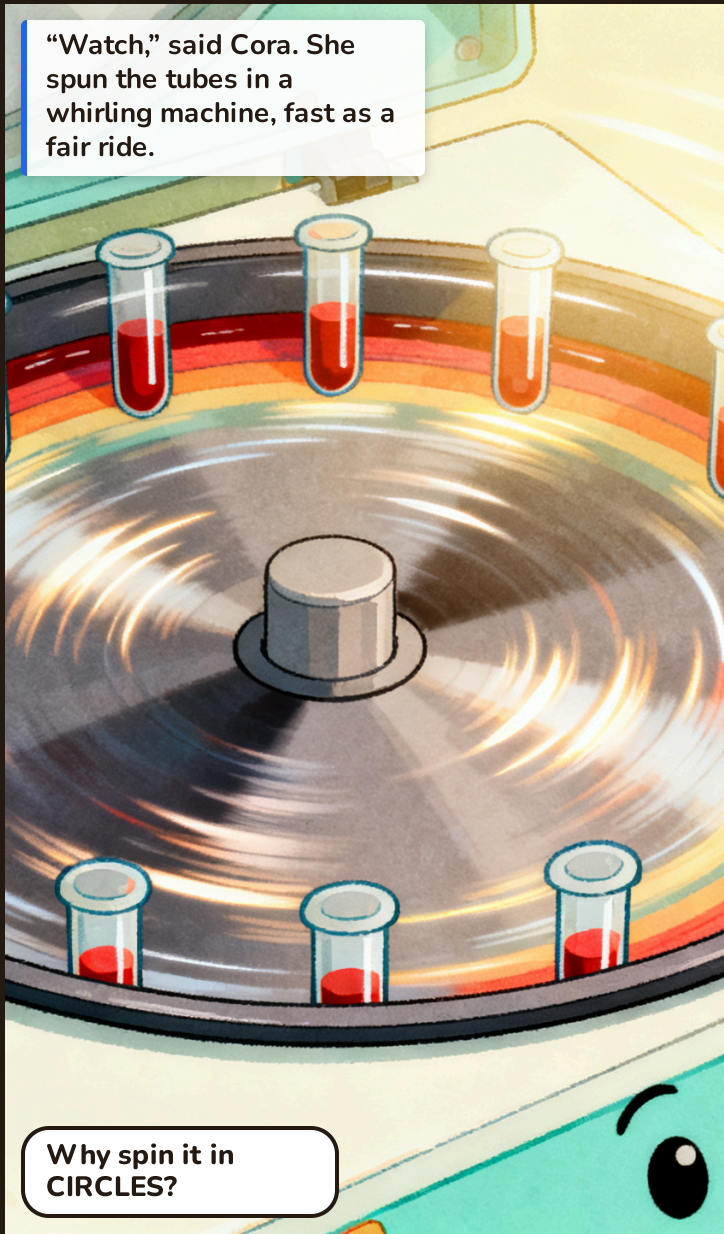
📖 SIRI'S SECRET NOTEBOOK

One drop = 250 MILLION cells. 🩸 Cora says every drop carries messages. First question: how do you read a message written in a soup?

WHAT IS BLOOD, REALLY?

3a The trick: spin it and it splits

"Watch," said Cora. She spun the tubes in a whirling machine, fast as a fair ride.



The tube came out in three neat stripes. Straw-gold on top. Deep red at the bottom.



Why spin it in CIRCLES?

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. 🌀

“Meet the crew. Red discs carry air. White blobs fight invaders. Platelets patch leaks.”



Everyone has ONE job!

“And the gold plasma? That's the mail. It carries sugar, fats, alarm signals — the whole body's news.”



So the SECRETS ride in the gold part!

Every message, floating.

★ WORTH REMEMBERING

Blood is a **delivery river**. The cells are the trucks; the plasma is the water carrying dissolved letters. A blood test doesn't guess how you feel — it **reads the mail**. 📧

📖 SIRI'S SECRET NOTEBOOK

- ① Spin blood → heavy red sinks, gold plasma floats. 🌀
- ② Crew: red = air, white = fighters, platelets = patchers.
- ③ Plasma = the mail. Read the mail, read the body. 📧

THE LOCK-AND-KEY DETECTIVES

"Now the hard part," said Cora. "Find ONE special molecule in a soup of thousands."

She held up a tiny Y-shaped claw. "An antibody. Its tips grab one shape only. Everything else bounces off."

That's a needle in a HAYSTACK!

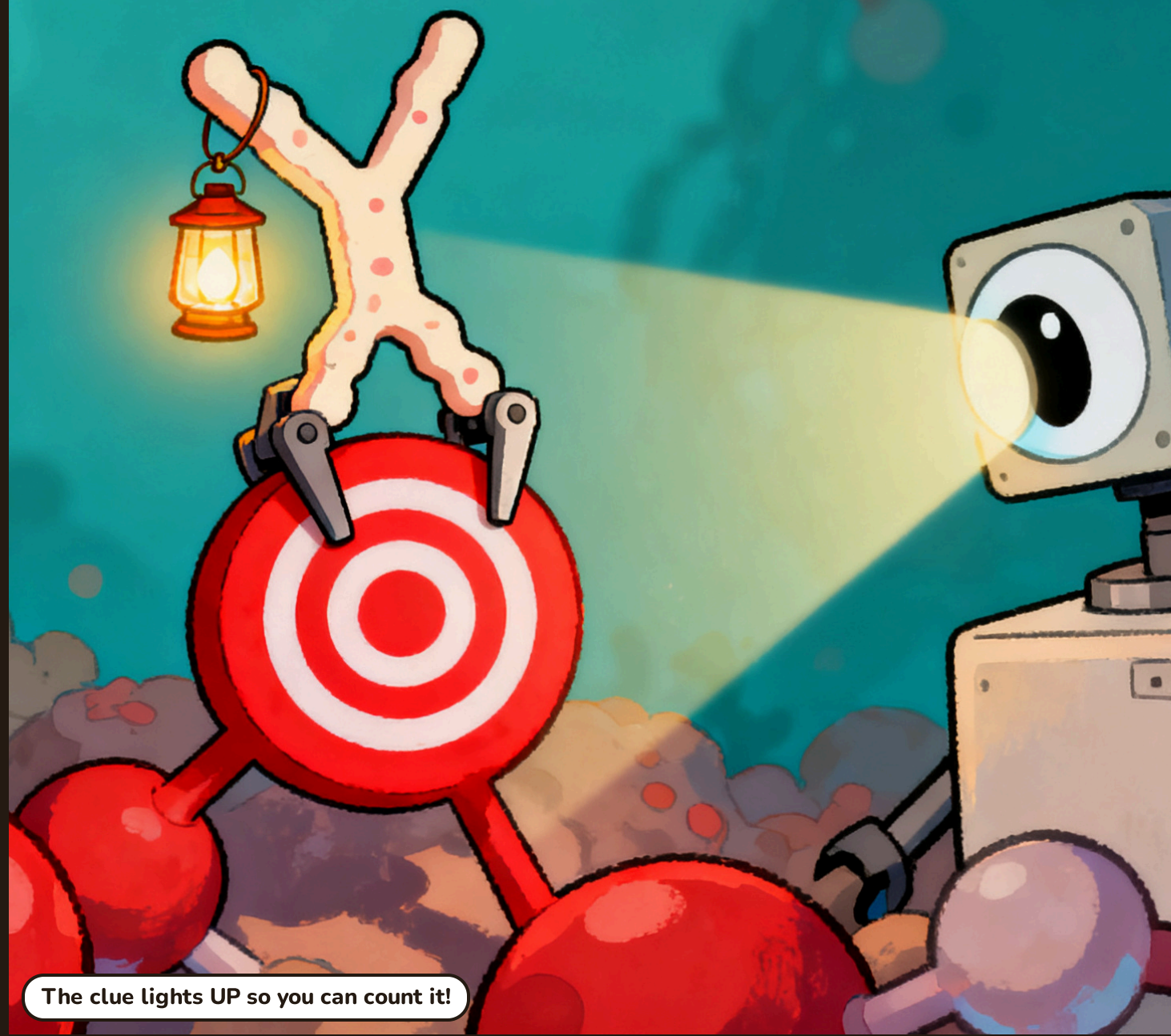
A key that fits ONE lock!

★ WORTH REMEMBERING

Your body already invented this: **antibodies** are Y-shaped grabbers, each built to clamp one exact shape. Scientists borrow the same trick to fish out one molecule from the crowd. Nature's lock-and-key, hired as a detective.



"Then we clip a tiny light onto the grabber. If it caught the target — it GLOWS. Brighter glow, more target."

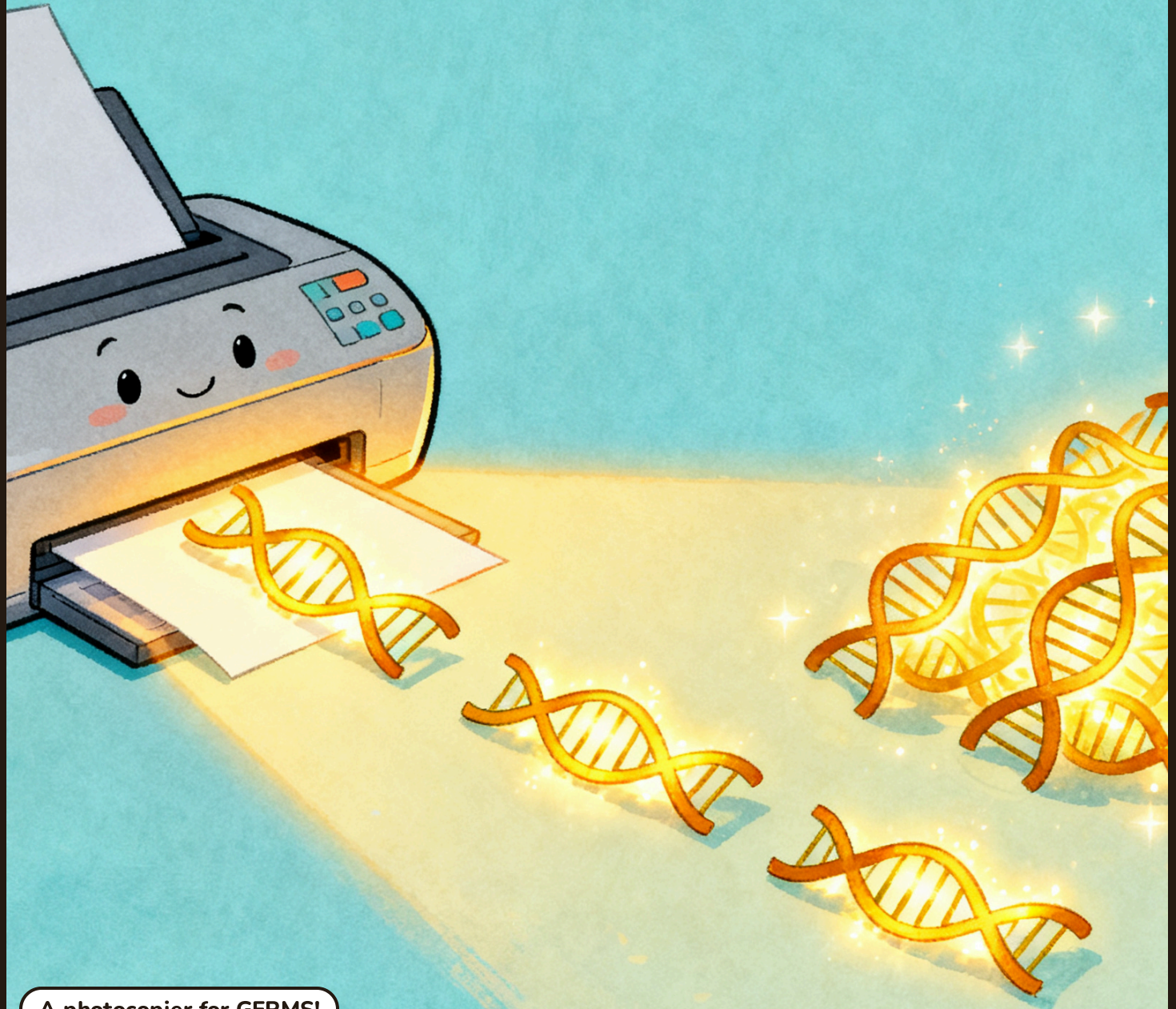


The clue lights UP so you can count it!

★ WORTH REMEMBERING

This is an **immunoassay**: grab the target, make it glow, measure the light. No guessing — a number. Is your thyroid sleepy? Is that a heart alarm? The brightness answers. Invisible chemistry, turned into a clear count. ✨

“And to catch a hiding virus, we copy its DNA. One strand becomes two, four, a billion — until it's easy to see.”



A photocopier for GERMS!

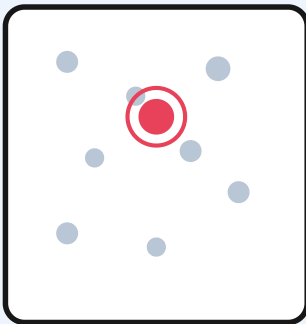
★ WORTH REMEMBERING

It's called **PCR**: copy a scrap of genetic code again and again until a whisper becomes a shout. One virus is invisible; a billion copies is a bright signal.

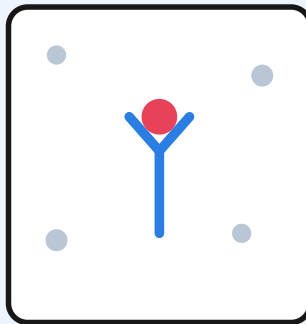
Amplify to see — one of biology's greatest tricks. 🧫



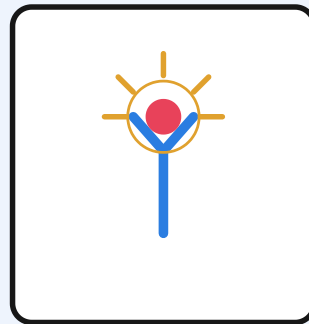
HOW A TEST FINDS ONE CLUE



THE TARGET
a clue in blood



LOCK + KEY
antibody grabs



IT GLOWS
glow = amount



SIRI'S SECRET NOTEBOOK

- ① Antibody = Y-claw that grabs ONE shape. 🗝️
- ② Add a light → it GLOWS → you COUNT it. ✨
- ③ PCR = photocopy tiny DNA a billion times till you can see it. 🔬

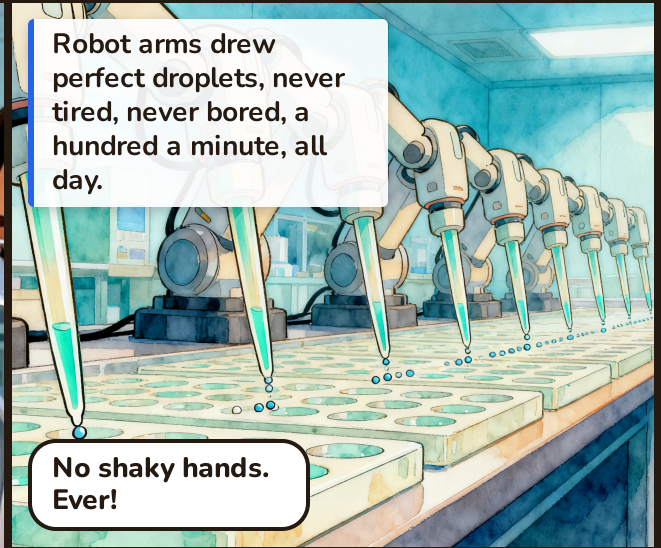
THE LAB THAT NEVER SLEEPS



A door opened onto a hall stretching to the horizon. Barcoded tubes raced everywhere on tracks.

How many tests happen HERE?

Millions. Every single day.



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

No shaky hands. Ever!



Cora unrolled a world map. Golden threads from every hospital, all flowing to humming labs.

The whole planet sends its blood HERE!

★ WORTH REMEMBERING

Here's the mind-bender: **no single person runs this**. One picks the sample, one built the machine, one wrote the code, one checks the odd result. A great company turns a million small jobs into one trusted number. 🎵

📖 SIRI'S SECRET NOTEBOOK

Millions of tests a day. 🌐 Robots = steady hands that never tire. Nobody does the whole thing — the company is the CONDUCTOR. Who is it? 🎵

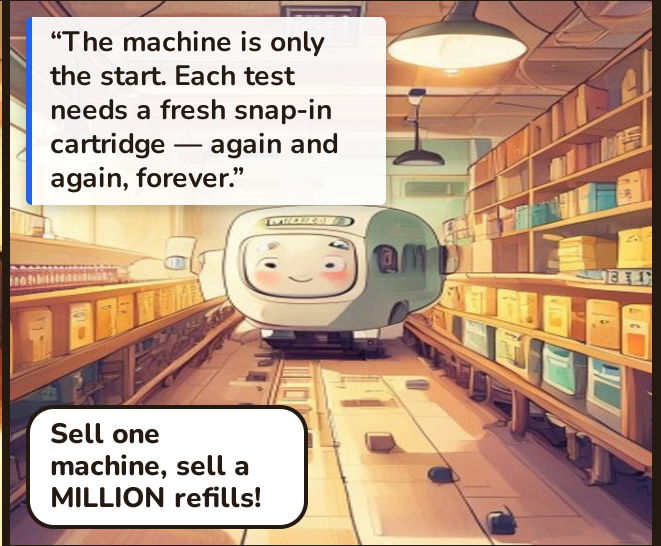
WHY THE WORLD TRUSTS A NUMBER

A doctor showed a worried family a clear result. Relief. Smiles. A plan.



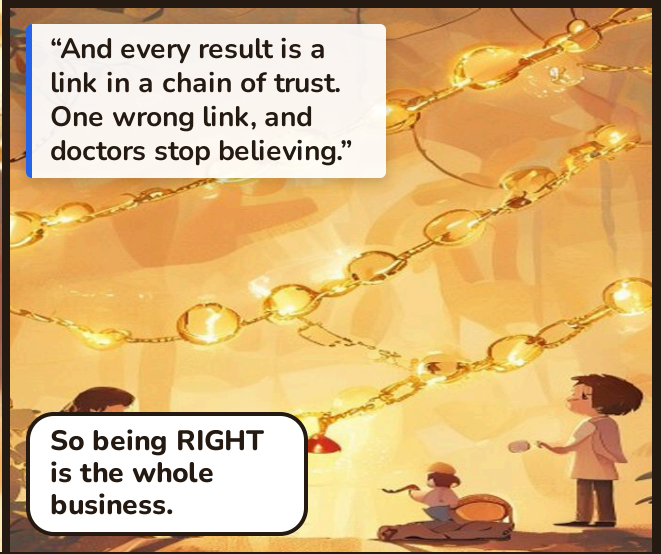
A number that changes a whole LIFE!

"The machine is only the start. Each test needs a fresh snap-in cartridge — again and again, forever."



Sell one machine, sell a MILLION refills!

"And every result is a link in a chain of trust. One wrong link, and doctors stop believing."



So being RIGHT is the whole business.

★ WORTH REMEMBERING

Why would anyone spend billions on this? ❶ A blood test can save a life for pocket money — huge **value**. ❷ Machines everywhere, each hungry for its own refills — steady income. ❸ And trust earned one right answer at a time. 🩺

📖 SIRI'S SECRET NOTEBOOK

People don't pay for the drop — they pay to KNOW. Machine + endless refills = steady river of income. And the real treasure? Being right, every time. 🩺

THE LITTLE COMPANY BY THE RIVER

Across the calm river: glass towers in an old European city. Siri read the name on the gate.

ROCHE! The detectives of the blood!

"It began in 1896, in Basel, Switzerland. A young man named Fritz had one bold idea."

Just one man and some bottles?

"Make every medicine EXACTLY the same, every time. Reliable. So doctors could trust the dose."

Same every time — like a promise!

"Later they grew medicines from living cells, and built machines to read blood for the whole world."

From bottles... to reading BLOOD!

★ WORTH REMEMBERING

Then their boldest idea of all: pair a **test** with a **medicine**. First find exactly who the drug will help — then give it only to them. The test and the cure, working as one team. 🤝



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.

2000s

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

Today

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

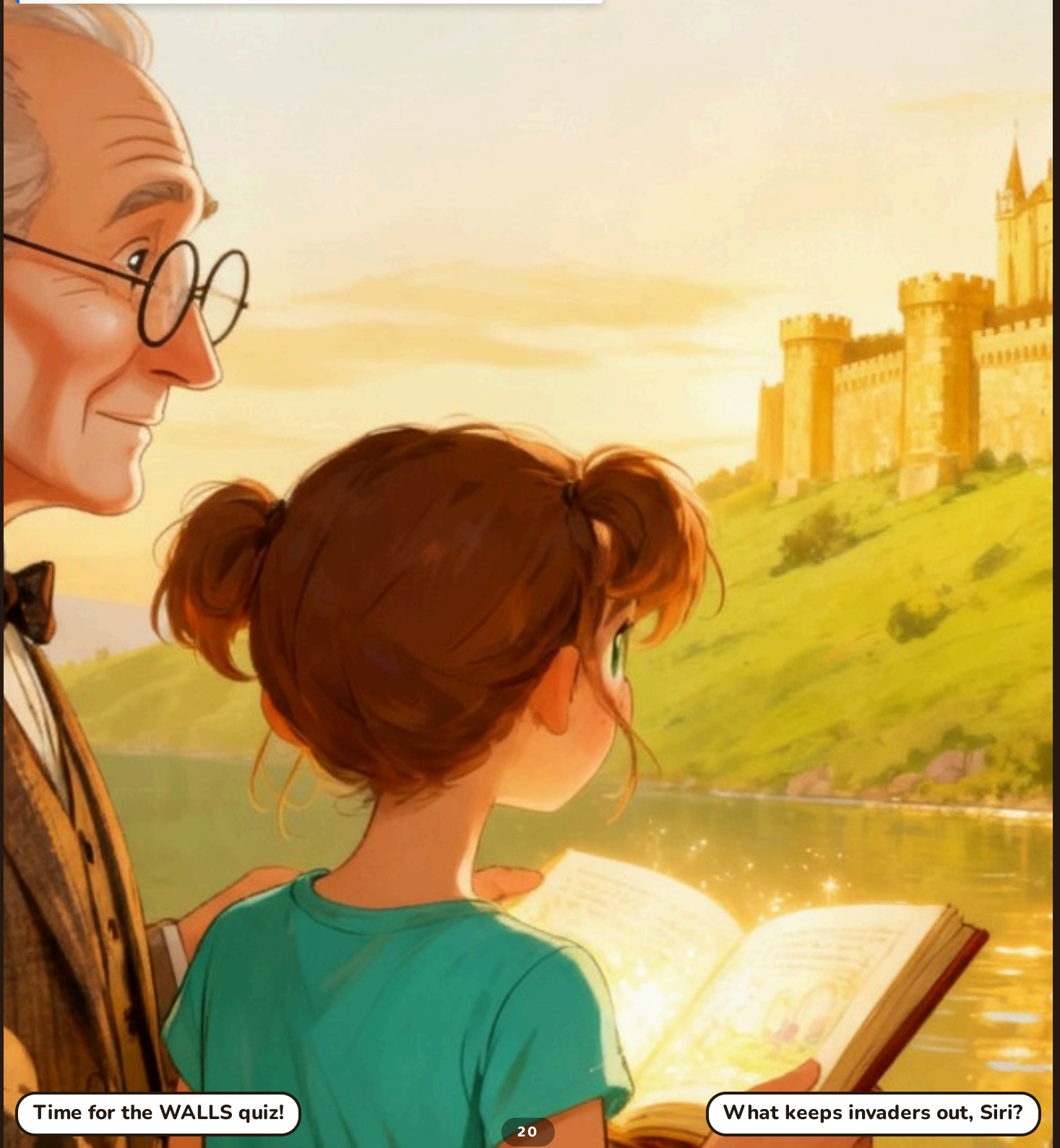


SIRI'S SECRET NOTEBOOK

ROCHE. Basel, 1896 → one promise: every dose exactly the same → blood machines → medicines from living cells → test + cure as ONE team. Steady for 125 years. 🩸

THE CASTLE OF TRUST

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: A Machine in Every Lab

Once a hospital installs a Roche analyzer, every test feeds it fresh cartridges — for years. Ripping it out means re-testing, re-training, re-trusting.



Wall Two: A Promise Kept

Doctors bet lives on these numbers. Decades of being right becomes trust — and trust like that takes a generation to copy.



Wall Three: Test AND Cure

Roche makes both the blood test and the medicine it points to. One team, two halves. Rivals must build both at once.



Wall Four: Mountains of Know-How

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



The Cracks in the Glass

Medicines lose their patents and cheaper copies arrive. Governments push prices down. Rivals build machines too. 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 checklist for ruining Roche: ship one wrong result and break the trust. Stop inventing and let copiers catch up. Overcharge until the world revolts. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. "A business the world can't skip, that earns its keep one honest answer at a time. Those are the castles I admire most."



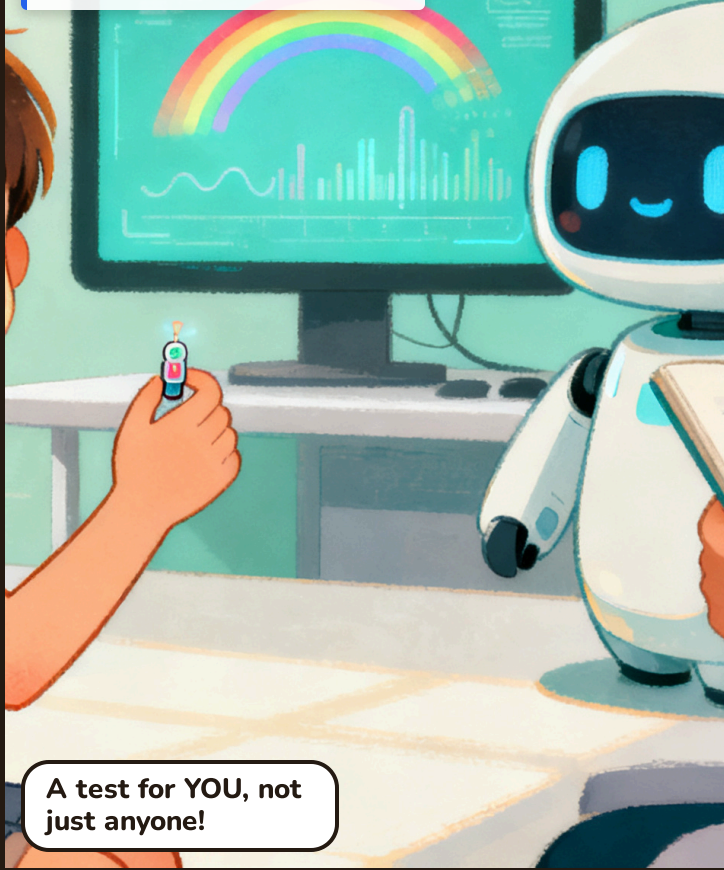
So the treasure isn't the test. It's the TRUST.

SIRI'S SECRET NOTEBOOK

Walls: a machine in every lab 🩺 + a kept promise 🤝 + test-and-cure 🧠 + a century of know-how 📚. Cracks: patents end, prices squeezed, rivals build. Charlie: INVERT. Warren: buy trust, not gadgets. 🏰

THE NEXT THIRTY YEARS

"Last question," said Cora. "What does this become in thirty years?" A clinic of tomorrow: painless patches, a personal DNA map.



A test for YOU, not just anyone!

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



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

★ WORTH REMEMBERING

The deep currents: tiny painless sensors instead of needles. Whole DNA read for pocket money. Computers spotting illness in a photo of cells. Shapes change — but the wish to **KNOW early**, to catch trouble in time? Forever. 🌀

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: painless patches, cheap DNA maps, computer-eyed labs. Rule: bet on needs, not machines. (People will ALWAYS want to catch trouble early.)

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

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

She hugged the diary tight. Somewhere far away, glass towers glowed beside a quiet river.

Show me the next one, Grandpa. 🧡

★ WORTH REMEMBERING

Next unlock, feel it: a soup of 250 million cells — gold plasma carrying the body's mail — Y-shaped detectives that glow when they grab — a machine in every lab, right one answer at a time. A blood test is no longer just a smear. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Spin blood → heavy sinks, gold plasma floats.
- ② Plasma carries the body's mail.
- ③ Antibodies grab one shape; a light makes them glow.
- ④ PCR photocopies DNA till you can see it.
- ⑤ Machine + refills + trust = the business.
- ⑥ Pair the test with the cure.
- ⑦ Invert! And buy trust, not gadgets. 🧡



OUR PHILOSOPHY

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

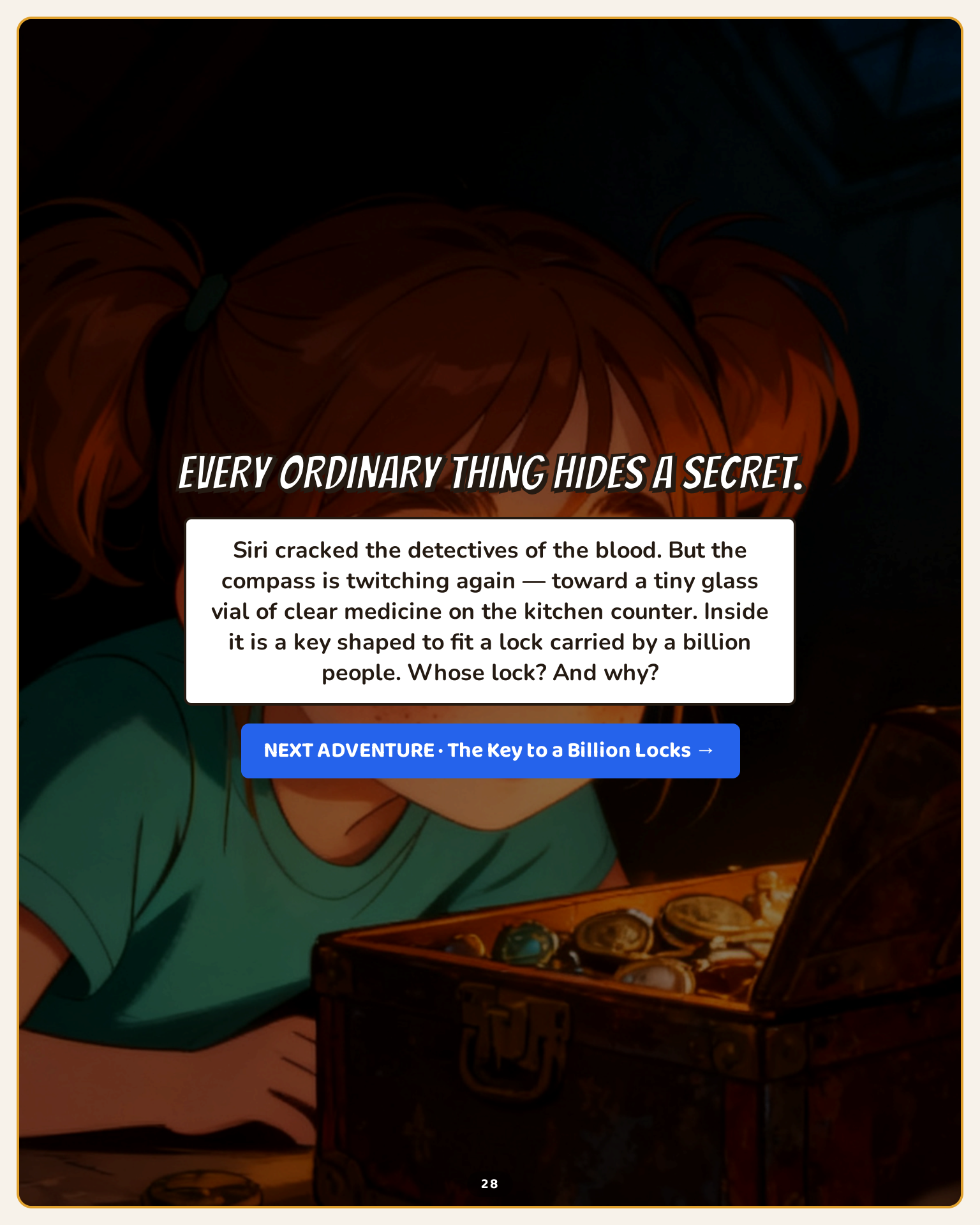
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

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 cracked the detectives of the blood. But the compass is twitching again — toward a tiny glass vial of clear medicine on the kitchen 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 →