

The Great Company Adventures • Book 39 of 50

ROLEX THE HEARTBEAT ON YOUR WRIST



A curious girl, three wise mentors, and the little steel machine that counts time with no battery at all.

"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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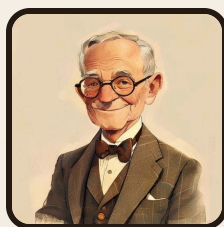
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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



LUCIE

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 WATCH THAT WOULD NOT STOP

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

SPIN

The needle stopped. Pointing at... an old wristwatch. No battery. Nobody wound it today.

YOU? You're just a WATCH!

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 heartbeat on your wrist."

★ WORTH REMEMBERING

Hold an old mechanical watch to your ear. It **ticks**. No battery, no chip, no plug — and it has not been more than a few seconds wrong in fifty years. So tonight: **how does metal count time?**

The crystal rippled. A whirlpool of light grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 🕒

- ① How does a machine with NO battery count seconds?
- ② Grandpa says this thing built one of the world's most admired companies. Prove it.

THE PUZZLE OF TWO HUNDRED PIECES

She landed in a workshop where a watch floated in pieces — hundreds of them, frozen mid-explosion.



It's a GALAXY of tiny wheels!

A young watchmaker plucked a screw smaller than a salt grain out of the air. *"I'm Lucie. I build time for a living."*



Best. Job. EVER.

A crystal. A dial. A coiled ribbon. A ladder of golden wheels. A tiny wheel, breathing.



How many pieces?!

Over two hundred. In something smaller than a coin.

★ WORTH REMEMBERING

A mechanical watch has **no electricity anywhere**. Every piece is metal, jewel or oil. It is the closest thing humans ever built to a living machine you can wear. ⚙️

📖 SIRI'S SECRET NOTEBOOK

200+ pieces. Zero batteries. One wrist. 🔍 Lucie says the whole trick is one question: how do you let energy out SLOWLY? Wait — slowly?

THE SLEEPING SPRING AND THE LADDER

3a Where the power comes from

Lucie opened a golden drum. Inside: a ribbon of steel, coiled tight and furious.

"You wind the crown. The ribbon curls tighter. Then it spends two or three days uncurling."



That's the whole ENGINE?



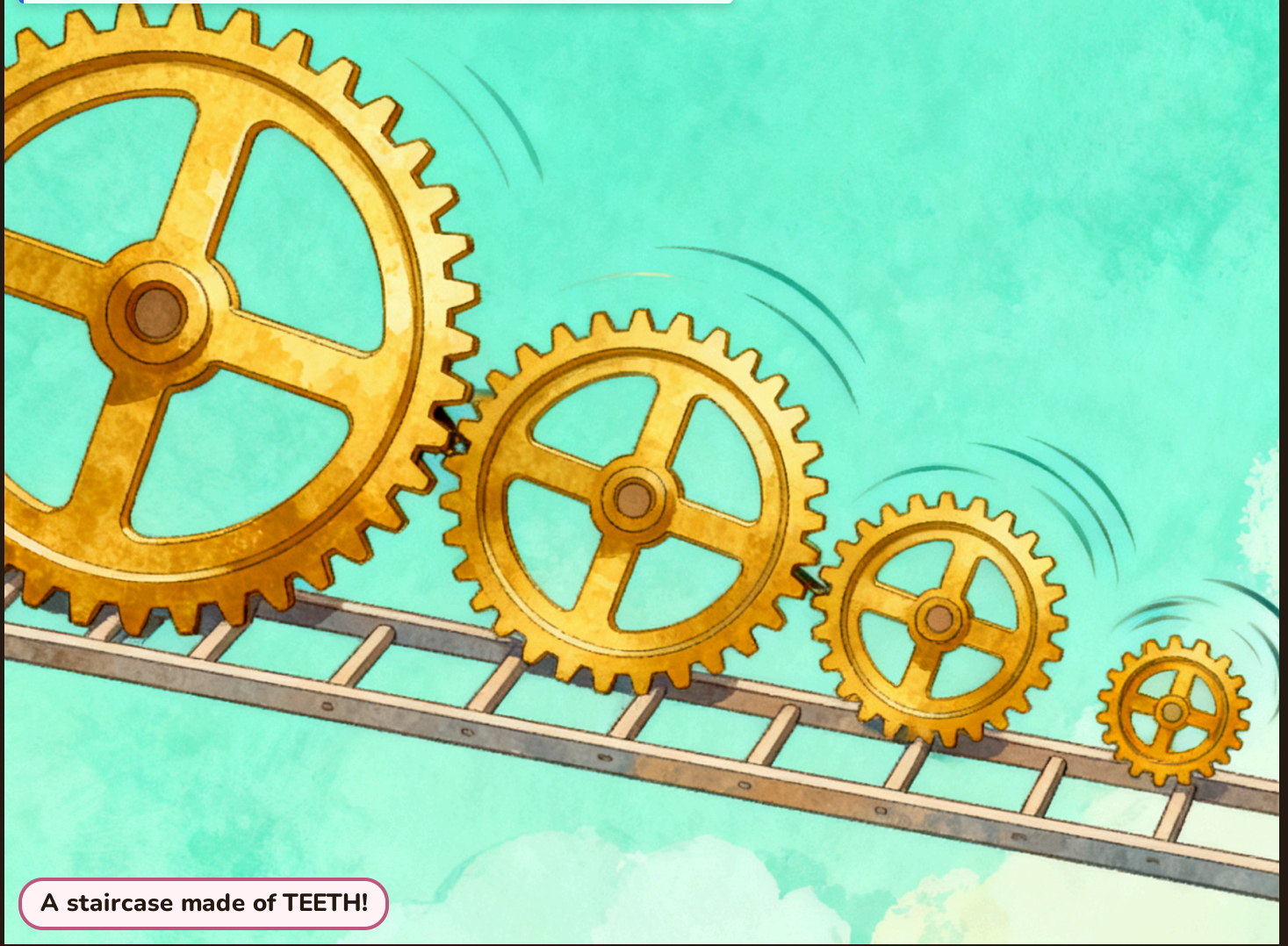
So I feed it... by twisting?

Or just by moving. That comes later.

★ WORTH REMEMBERING

The mainspring is a **battery made of shape**. Bending steel stores energy; letting it straighten gives the energy back. One good wind holds about **70 hours** of ticking. 

"Now the wheels. Big and slow feeds small and fast. Each step trades force for speed."



A staircase made of TEETH!

★ WORTH REMEMBERING

Gears are a **trade**, never free power. One barrel turn becomes many turns further down the ladder — that is how one slow drum drives an hour hand, a minute hand and a racing second hand at once. ⚙️

📖 SIRI'S SECRET NOTEBOOK

- ① Mainspring = a coiled steel battery. Wind it, it uncurls for ~70 hours. ⌚
- ② Gear ladder = big-slow trades with small-fast. Nothing is free, it's all swaps! ⚙️

THE TICK THAT COUNTS THE SUN

"Let the spring run free and the whole watch unwinds in ten seconds. So we put a gate on it."

A little anchor rocked side to side. Each rock let exactly ONE tooth slip past. Tick. Tock.

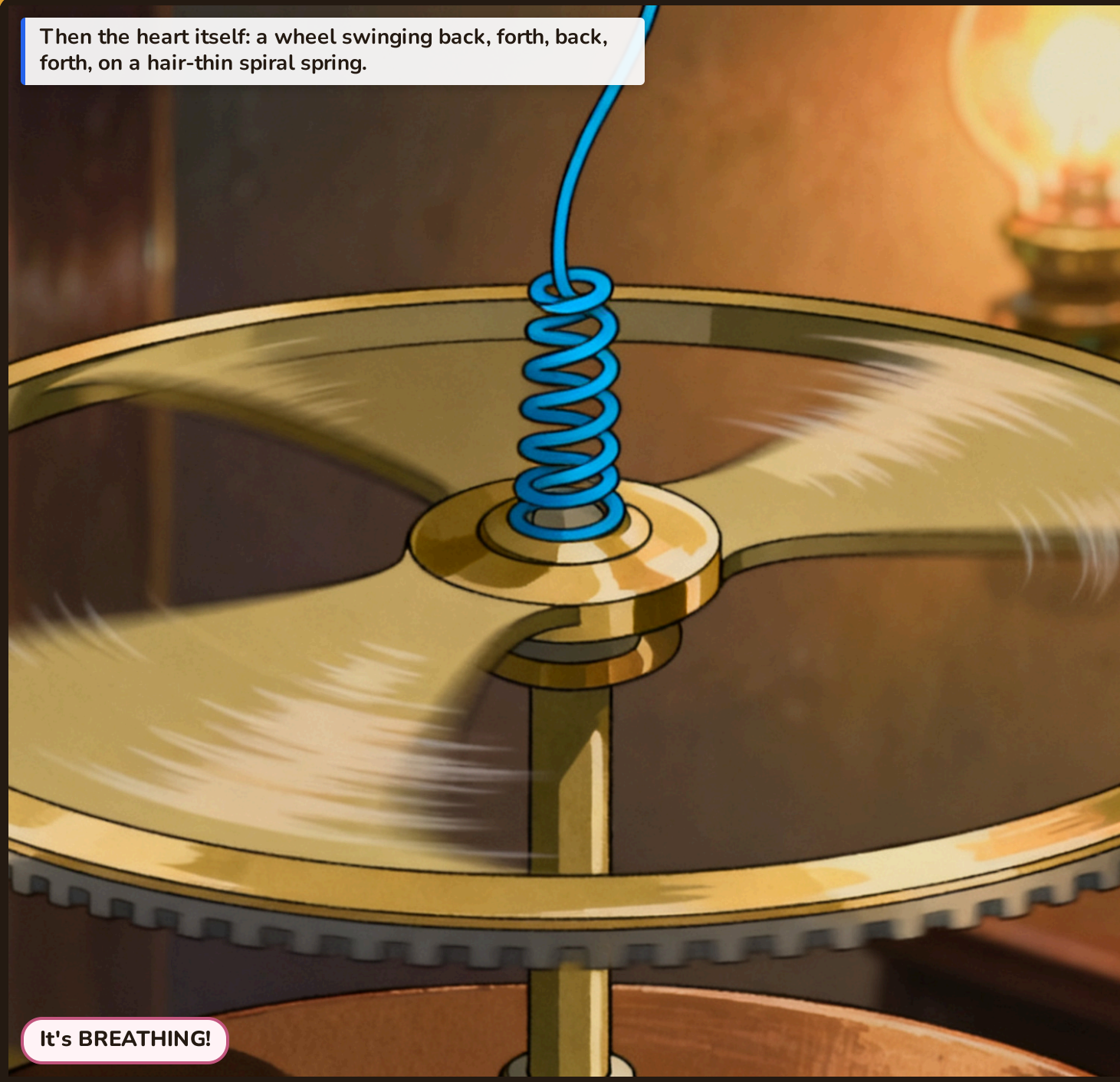
A gate for
ENERGY?

THAT'S where the
ticking comes from!

★ WORTH REMEMBERING

This gate is the **escapement**. It does two jobs at once: it releases the spring's power in tiny equal bites, and it gives the heart a push to keep it swinging. Both, forever. 🕒

Then the heart itself: a wheel swinging back, forth, back, forth, on a hair-thin spiral spring.



It's BREATHING!

★ WORTH REMEMBERING

The balance wheel and its hairspring swing at the **same rate whether the swing is big or small** — the same law that makes a playground swing keep time. A modern movement beats **8 times a second**, about 700,000 times a day.

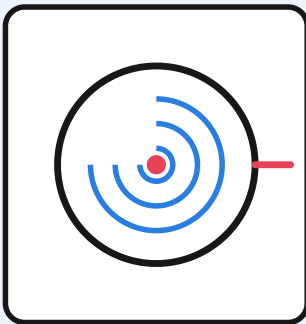
"And every spinning tip rides in a polished ruby. Hard, smooth, and it holds one speck of oil."



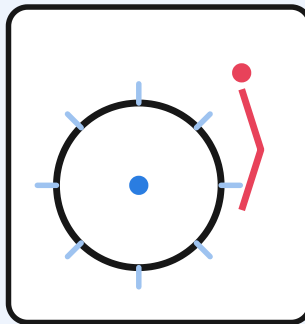
You built bearings out of GEMS?



HOW A WATCH COUNTS TIME



COILED SPRING
stores the power



THE GATE
one tooth per tick



THE HEART
8 swings a second



SIRI'S SECRET NOTEBOOK

Escapement = a gate that lets power out one bite at a time 🦷. Balance wheel = the heart, 8 beats a SECOND. Rubies = jewel bearings so nothing wears out. My watch has a pulse. 🕒

THE WRIST THAT WINDS ITSELF

Lucie flipped the movement over. A half-moon weight swung lazily as she tilted her hand.

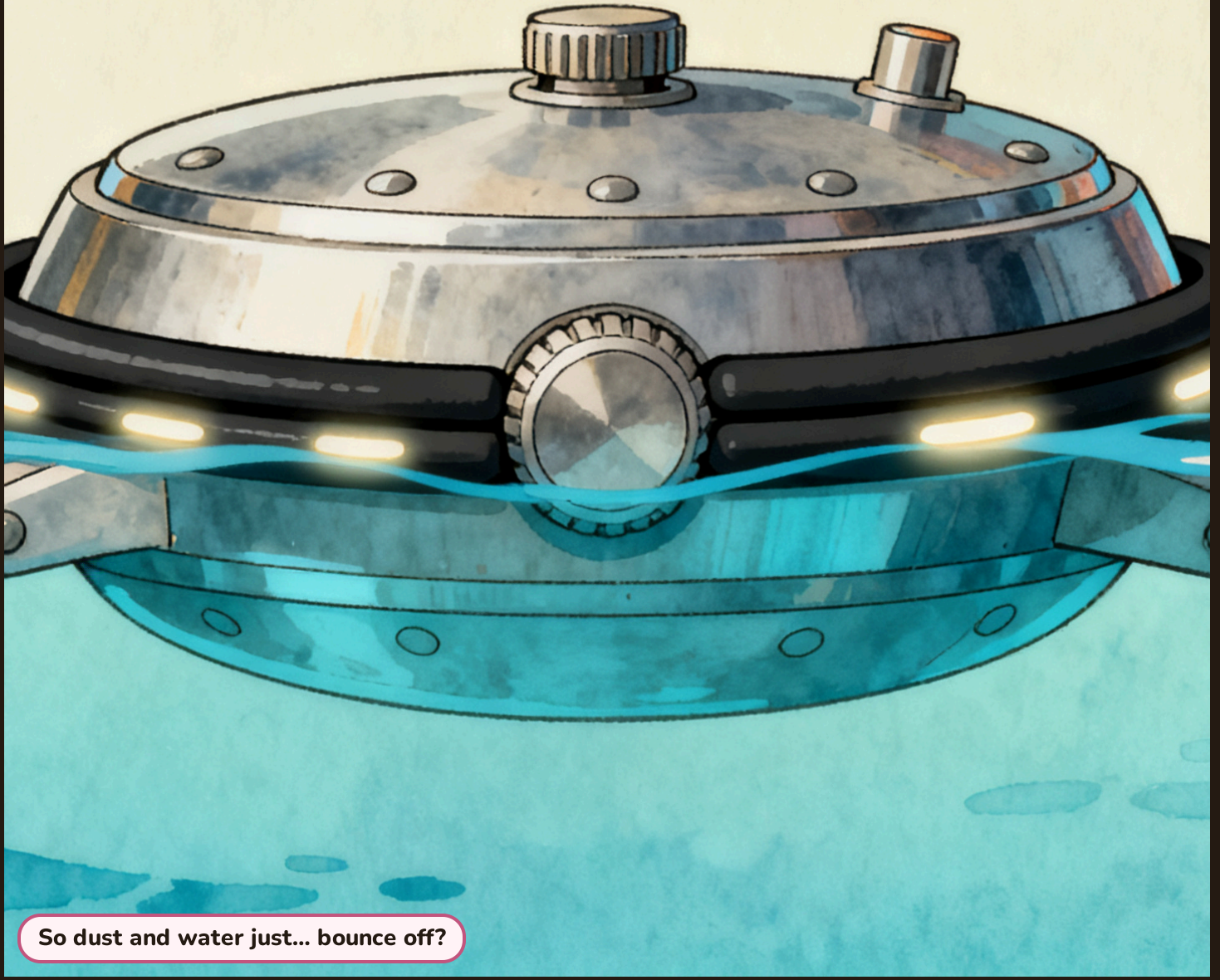


It winds itself from my ARM?

★ WORTH REMEMBERING

The rotor is a lump of heavy metal that always wants to hang downward. Your wrist moves; the rotor stays put; the difference winds the spring. **You are the power station.** ⚡

"And all of it lives in a fortress." A steel case screwed shut like a submarine hatch, rings sealing every joint.



So dust and water just... bounce off?

★ WORTH REMEMBERING

A watch's real enemies are boring: **water, dust, sweat and air**. Seal the case with a screwed-down crown and back, and the delicate heart inside can beat for a century. 🛡️

Then a door opened onto a hall of white benches stretching away. Loupes. Tweezers. Total quiet.



How many people touch ONE watch?

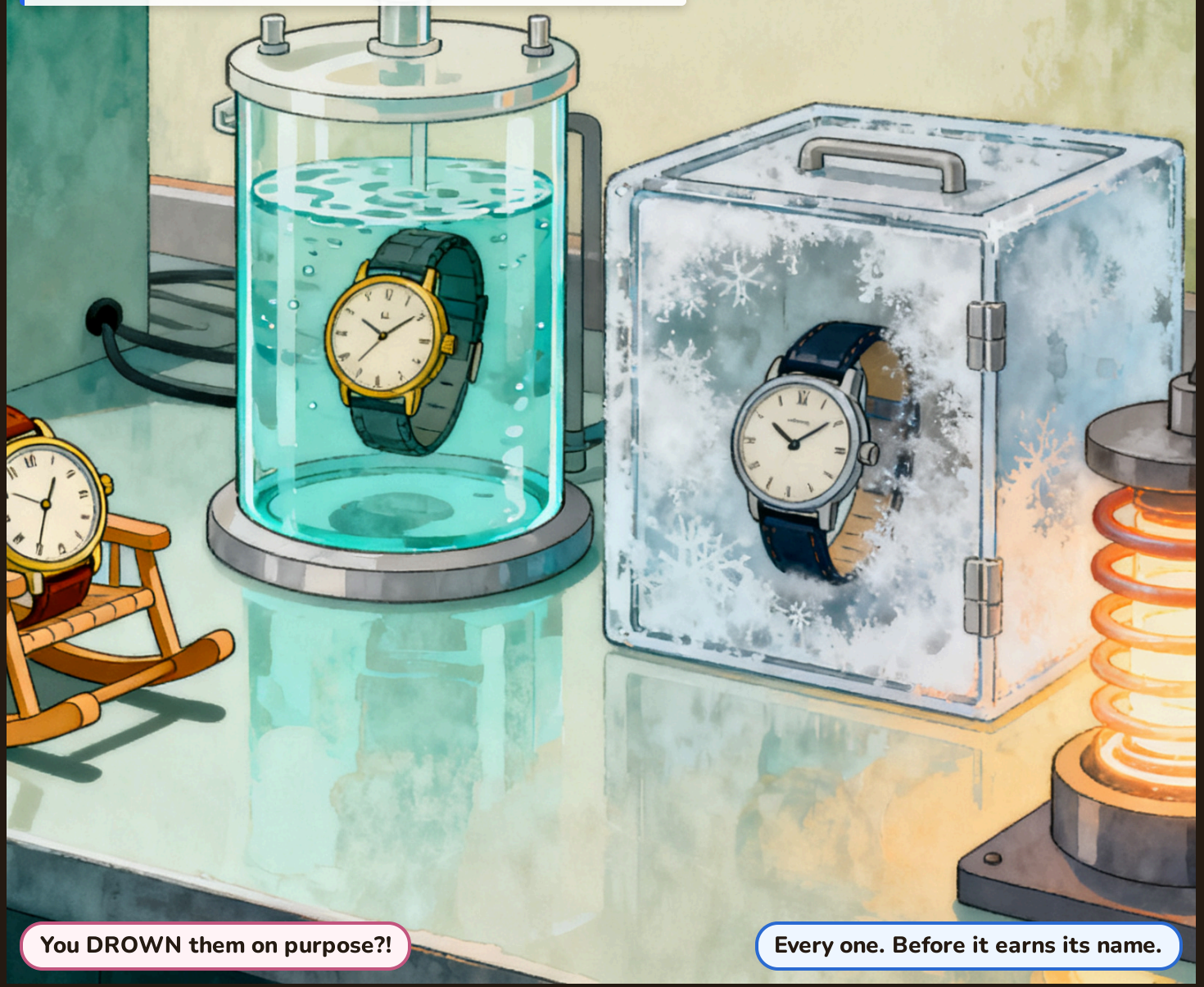
Hundreds. And one machine polishes nothing at all.

SIRI'S SECRET NOTEBOOK

Rotor = my own arm is the battery charger 🖱️. Case = a tiny submarine. Hundreds of hands per watch. Also: the workshop is SILENT. Everyone is concentrating.

WHY PEOPLE SAY YES

Down the hall: the torture room. Watches spun, chilled, magnetised, drowned in pressure tanks.



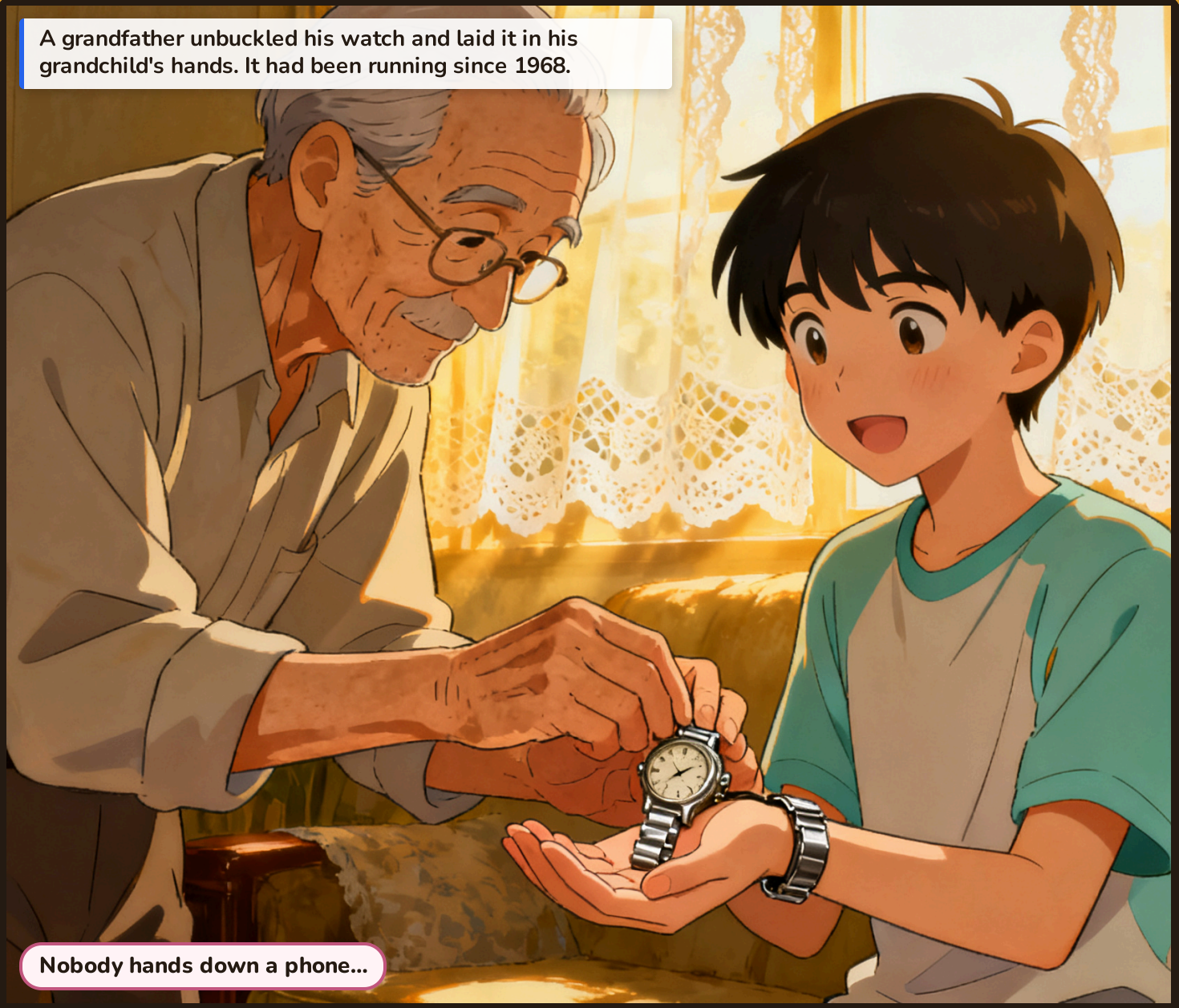
You DROWN them on purpose?!

Every one. Before it earns its name.

★ WORTH REMEMBERING

Swiss chronometer testing allows a movement **-4 to +6 seconds a day**. This company then tests the finished watch again to **-2 to +2**. Tighter than the rule, on purpose. That gap is the whole story. 🎯

A grandfather unbuckled his watch and laid it in his grandchild's hands. It had been running since 1968.



Nobody hands down a phone...

★ WORTH REMEMBERING

Two reasons people say yes. ① It **keeps working** — decade after decade, and it can always be repaired. ② It carries a **story**: given for a first job, a summit, a goodbye. Machines wear out. Meanings don't. ❤️

📖 SIRI'S SECRET NOTEBOOK

They test tighter than the official rule ✅. And people don't replace these — they PASS THEM DOWN. A thing built to outlive you is a very strange product. 🤔

THE CROWN BY THE LAKE

Through the morning mist by the lake: a calm pale building. A golden crown on its face. Siri knew it.



ROLEX! The heartbeat on your wrist!

"It began in London, 1905. A young man named Hans Wilsdorf. Everyone wore pocket watches."



Wristwatches weren't a **THING**?

★ WORTH REMEMBERING

Wilsdorf made a bet the whole trade laughed at: **tiny wrist movements could be as accurate as big pocket watches**. In 1910 one of his wristwatches earned the first Swiss chronometer certificate ever given to a wristwatch.



"1926: the Oyster, sealed like a shell. 1927: a swimmer crossed the English Channel wearing one. Ten hours in cold water."



And it still
WORKED?

"1953. The first climbers to stand on Everest. That expedition carried these watches too."



Deepest sea,
highest peak, same
shell!



THE STORY IN TIME

1905

Hans Wilsdorf starts a watch firm in London — betting on the wrist.

1908

The name Rolex is registered. Short, and easy in any language.

1910

First chronometer certificate ever awarded to a wristwatch.

1919

The company moves to Geneva, Switzerland.

1926

The Oyster: a hermetically sealed, screwed-shut waterproof case.

1927

A swimmer crosses the English Channel wearing one. It survives.

1931

The Perpetual rotor — a watch wound by your own movement.

1953

Everest, and the first Submariner divers' watch.

1960

A special Oyster rides the bathyscaphe Trieste to the deepest sea.

Today

Owned by a foundation, not the stock market. Still private. 👑

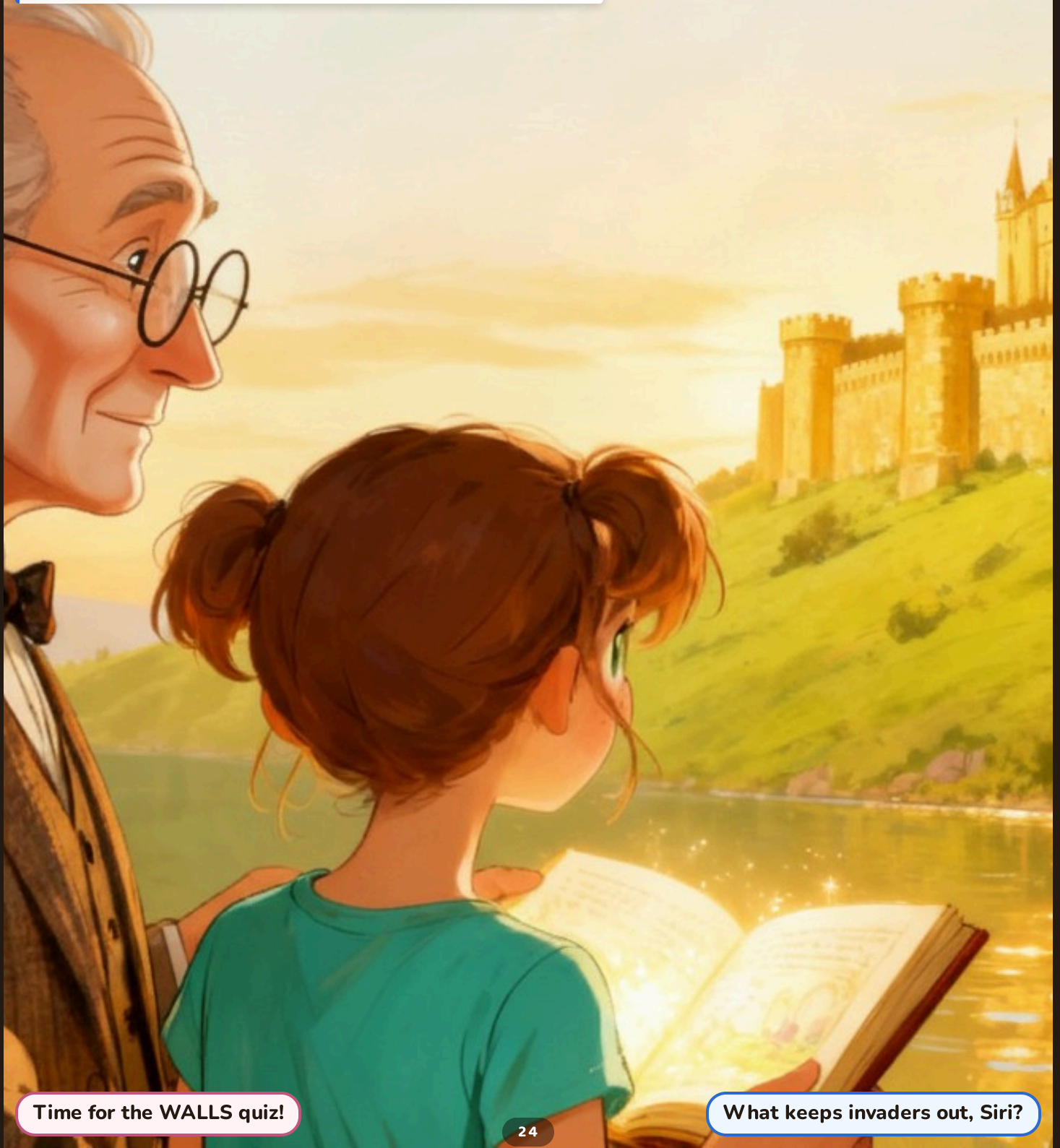


SIRI'S SECRET NOTEBOOK

London 1905 → the WRIST bet everyone
mocked → sealed Oyster 1926 → Channel swim
→ self-winding 1931 → Everest → deepest
ocean. They didn't advertise the watch. They
took it somewhere terrifying. 👑

THE CASTLE OF STEEL

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: The Crown

A century of kept promises. A rival can copy a case shape in a year. A meaning takes generations.



Wall Two: The Obsession

Its own foundry, its own alloys, its own gemmology lab, testing tighter than the official rule.



Wall Three: The Proof

Not slogans — summits, trenches and ocean floors. Adventure that actually happened is impossible to fake.



Wall Four: The Long Life

Watches are serviced, not scrapped. Every repaired hundred-year-old watch is an advertisement that money cannot buy.



The Cracks in the Steel

Luxury goes in and out of fashion. Fakes and hype chase the name. Wrists now wear smart screens. And a company this private must judge itself.

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 watchmaker: cheapen the metal to sell more. Chase every trend. Stop servicing old watches. Let the name grow louder than the craft. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. *"What I admire is patience. They chose to be trusted for a century instead of big by Friday."*



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



SIRI'S SECRET NOTEBOOK

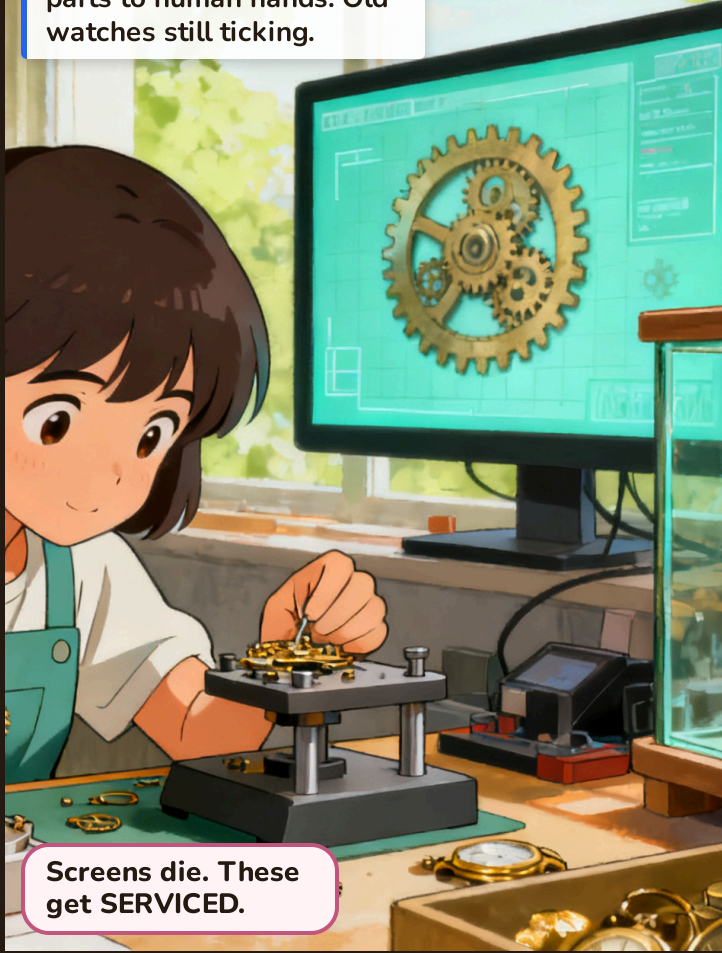
Walls: crown 👑 + obsession 🔬 + real proof 🏔️ + service forever ♻️.

Cracks: fashion, fakes, smart screens, no outside referee. Charlie: INVERT.

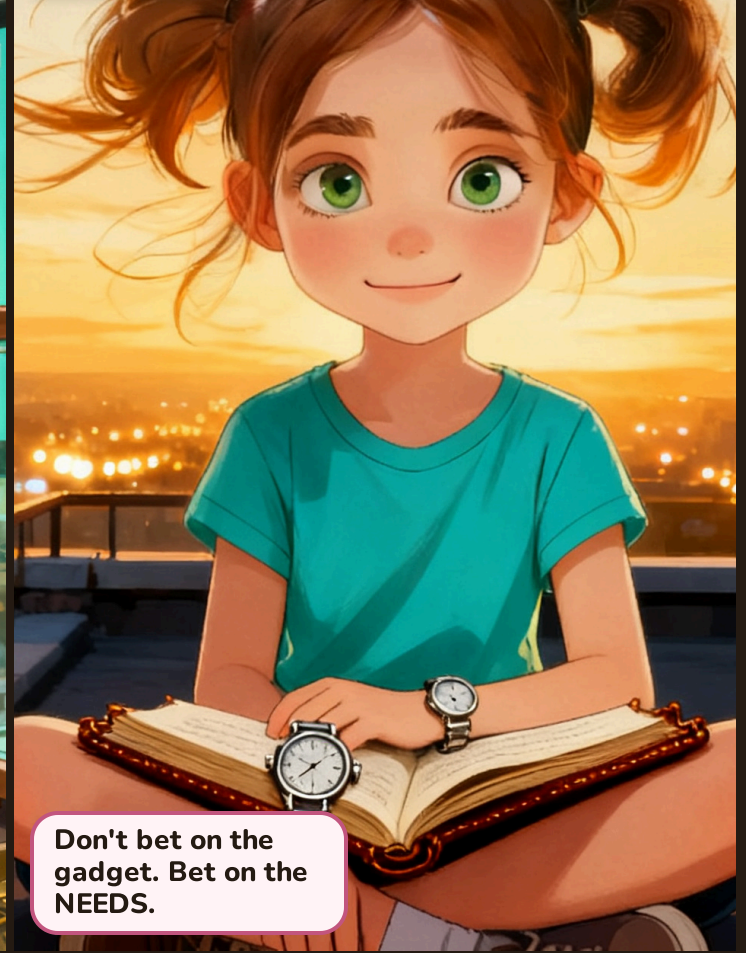
Warren: patience beats hurry. 🏰

THE NEXT THIRTY YEARS

"Last question," said Lucie. *"What is a watch in thirty years?"* Robots handing parts to human hands. Old watches still ticking.



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



★ WORTH REMEMBERING

The visible currents: new spring alloys that shrug off magnets. Gold and steel recycled instead of mined. Machines doing the boring cuts so humans do the judging. Shapes change — but wanting to keep, repair and hand down a beautiful thing? Forever. 🌟

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: magnet-proof springs, recycled gold, robots for the boring parts, watches older than my grandma still running. Rule: bet on needs, not shapes.

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 table: the old watch. A coiled spring. A gate. A heart beating eight times a second. Ruby bearings.

You've been alive this whole time.

She hugged the diary tight. Somewhere far away, a golden crown caught the morning sun over a lake.

Show me the next one, Grandpa. ♡

★ WORTH REMEMBERING

Next quiet moment, listen: a steel ribbon uncurling, a gate letting power out one bite at a time, a little wheel breathing eight times a second inside a sealed steel shell. A watch is no longer just a watch. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Mainspring = a battery made of bent steel.
- ② Gears trade force for speed.
- ③ The escapement lets power out in equal bites.
- ④ The balance wheel keeps time like a swing.
- ⑤ Rubies are bearings; the case is a fortress.
- ⑥ People pay for a thing that outlives them.
- ⑦ Invert! And patience beats hurry. 🧡



OUR PHILOSOPHY

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

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

Every story begins with a scientific idea and follows its journey into innovation, industry, and the businesses that create value for society. Along the way, children learn that great companies are built on curiosity, experimentation, integrity, and long-term thinking.

Our goal is not to teach children how to invest, but to help them build the mental models needed to understand the world, ask better questions, and think independently.

The companies featured in *The Great Company Adventures* are educational case studies—not investment recommendations. They show how knowledge, innovation, and perseverance turn ideas into products, services, and enduring businesses.

LEARN THE SCIENCE. • UNDERSTAND THE BUSINESS. • THINK FOR LIFE.

EVERY ORDINARY THING HIDES A SECRET.

Siri cracked the heartbeat on your wrist. But the compass is twitching again — toward the attic, where a battered leather travel trunk sits under a sheet. It crossed oceans a hundred years ago. And somehow it started an empire.

NEXT ADVENTURE · The Suitcase That Conquered the World →