

The Great Company Adventures · Book 17 of 50

SCHNEIDER ELECTRIC

THE GUARDIAN OF THE GRID

seven switches, ten mental models, and the little wall switch that quietly commands
the lightning of the world.

"Discovering the businesses that built the modern world"

An independent, unofficial educational work · not affiliated with, endorsed by, or sponsored by Schneider
Electric.





THE GREAT COMPANY ADVENTURES

Discovering the businesses that built the modern world.

© 2026 Omaha Investments. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without the prior written permission of the publisher, except for brief quotations in reviews and other uses permitted by U.S. copyright law.

This is an independent, unofficial publication. It has not been authorized, sponsored, endorsed, or approved by Schneider Electric. Schneider Electric and related marks are trademarks of their respective owner; used solely for identification, education, and commentary. All marks are used solely for identification, education, and commentary (nominative fair use).

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.

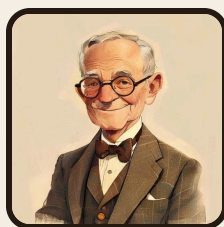
Illustrations were created with AI image tools; the text was written with AI assistance. All content is reviewed and edited by our editorial team.

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

MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



LENA

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 SWITCH THAT WOKE AT MIDNIGHT

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

TIK-TIK

It spun. Locked. Pointing straight at—

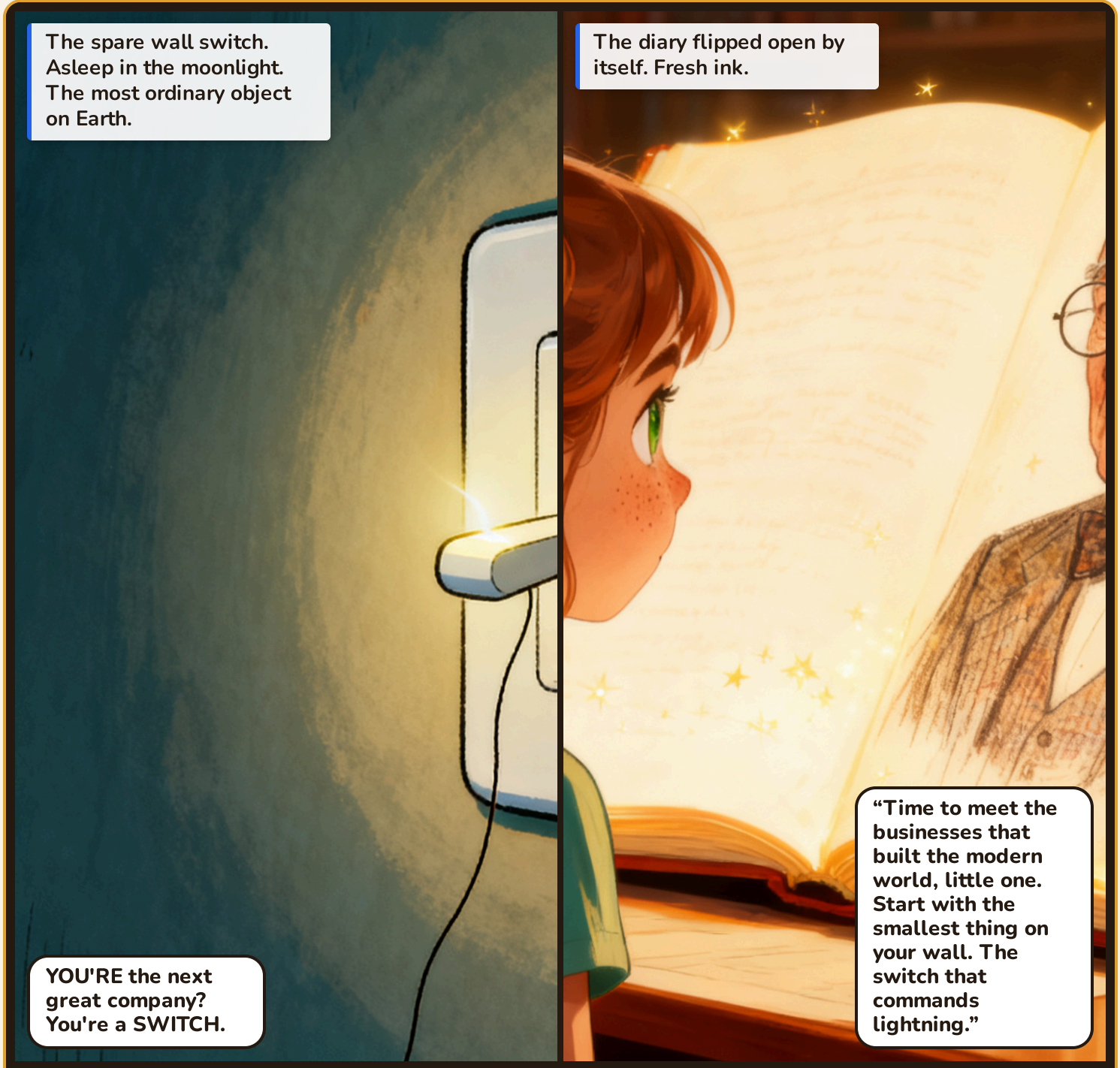
SPIN

Wait. Seriously?

Down the hall: Mom reading by lamplight, Dad flicking on the kitchen light, Grandma's night-light aglow.

It's never done THIS before.

We flick these all day. I've never once asked how.



The spare wall switch.
Asleep in the moonlight.
The most ordinary object
on Earth.

The diary flipped open by
itself. Fresh ink.

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

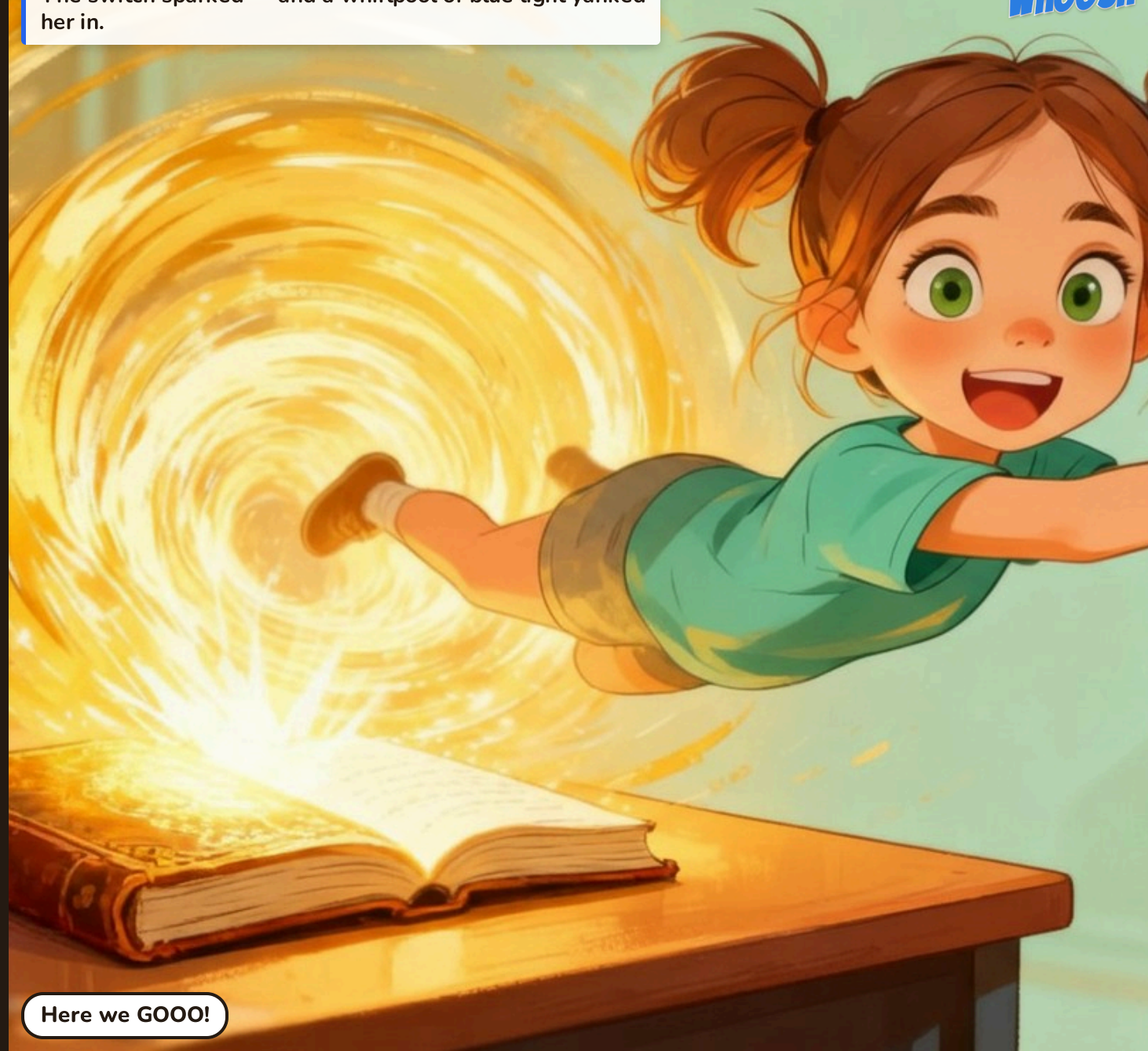
"Time to meet the
businesses that
built the modern
world, little one.
Start with the
smallest thing on
your wall. The
switch that
commands
lightning."

★ WORTH REMEMBERING

Really look at a wall switch: one tiny click, and light floods a room — instantly, every time, for years. Behind it waits a caged bolt of lightning and a river of power crossing a whole country. So who taught lightning to obey a fingertip?

The switch sparked — and a whirlpool of blue light yanked her in.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

Biggest mystery yet 💡

- ① How does one CLICK summon light and heat from miles away?
- ② Grandpa says this tiny switch built one of the world's great companies. Prove it, compass.

THE WALL THAT WASN'T EMPTY

She landed in a humming hall of grey steel cabinets. Cables thick as pythons. A whole wall of switches.

It's a GALAXY of buttons!

An engineer in an orange vest plucked a fuse from the air. "I'm Lena. I keep electricity polite."

Best. Job. EVER.

She opened a home panel: little switches at attention. "Guardians. One for every wire in your house."

How many hide in a house?

Dozens. And you never think of one.

Under her loupe, a plain copper wire became a CITY — packed streets, jiggling crowds of tiny light.

There's a whole world IN the metal!

★ WORTH REMEMBERING

Your wall switch is the doorman for a supercharged river of energy — enough, in a home's wires, to boil water in seconds or start a fire. Every wire is guarded, every guardian silent. The magic isn't the power; it's the taming.

Lena unrolled a parchment map. Seven glowing switches along a winding path. "Seven secrets. Flip them all."



Seven switches. Deal.

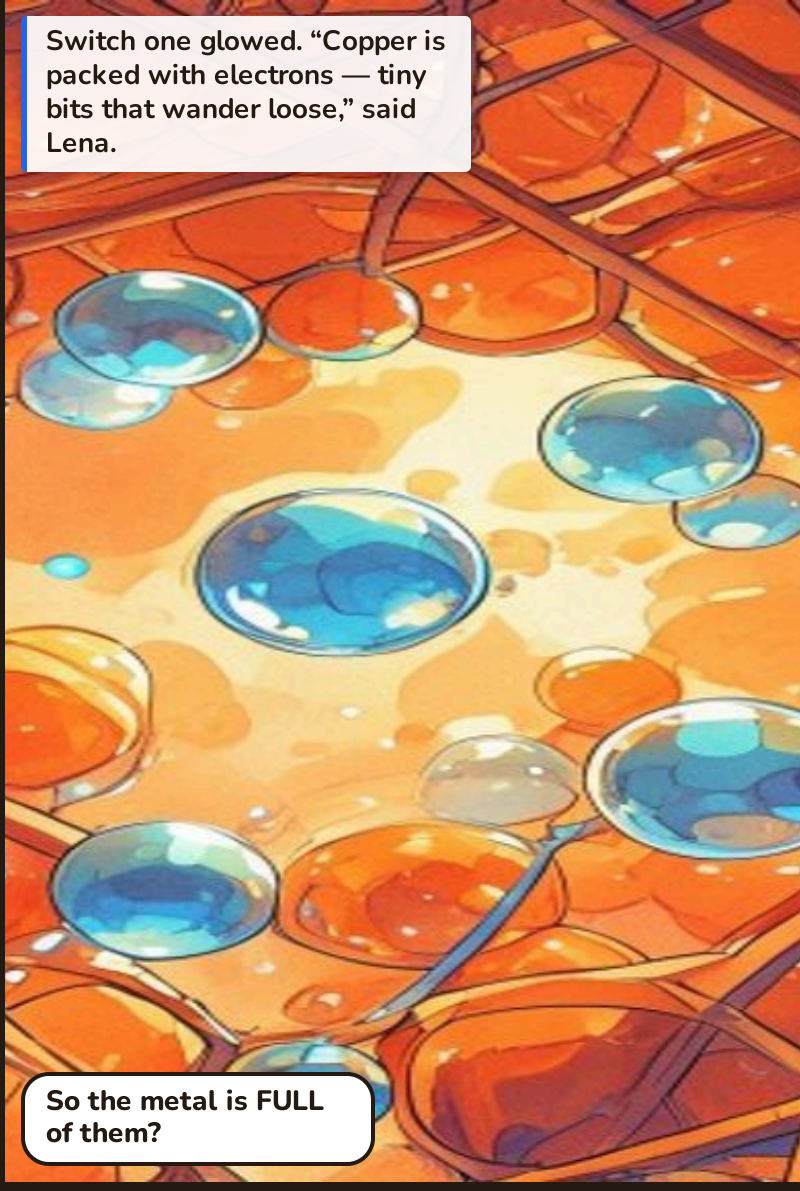


SIRI'S SECRET NOTEBOOK • THE QUEST MAP

- ⚡ 1 THE FLOW — what IS electricity?
- ⚡ 2 THE LEAP — the spark when you switch off?!
- ⚡ 3 THE GUARDIAN — a switch that trips itself
- ⚡ 4 THE RIVER — how power crosses a country
- ⚡ 5 THE WAVE — why the world chose AC
- ⚡ 6 THE WATCHERS — the grid's nervous system
- ⚡ 7 THE OBEDIENT MACHINES — and WHO builds it all. Let's GO 🌍

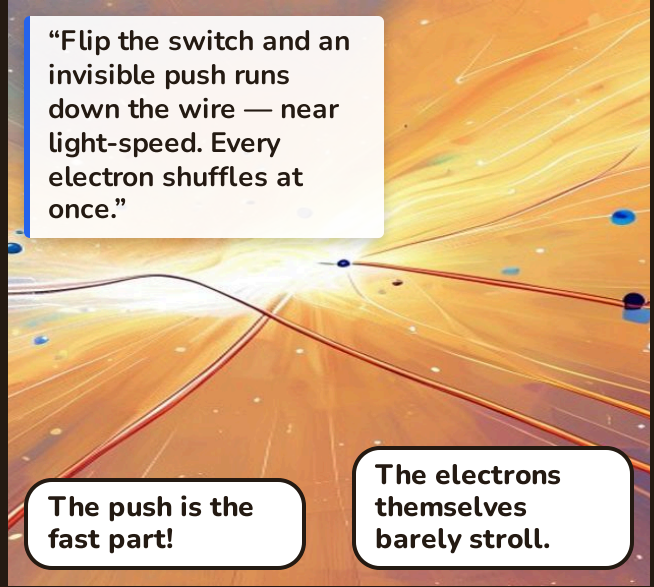
THE RIVER YOU CAN'T SEE

3a Switch One: what electricity really is



Switch one glowed. "Copper is packed with electrons — tiny bits that wander loose," said Lena.

So the metal is **FULL** of them?



"Flip the switch and an invisible push runs down the wire — near light-speed. Every electron shuffles at once."

The push is the fast part!

The electrons themselves barely stroll.



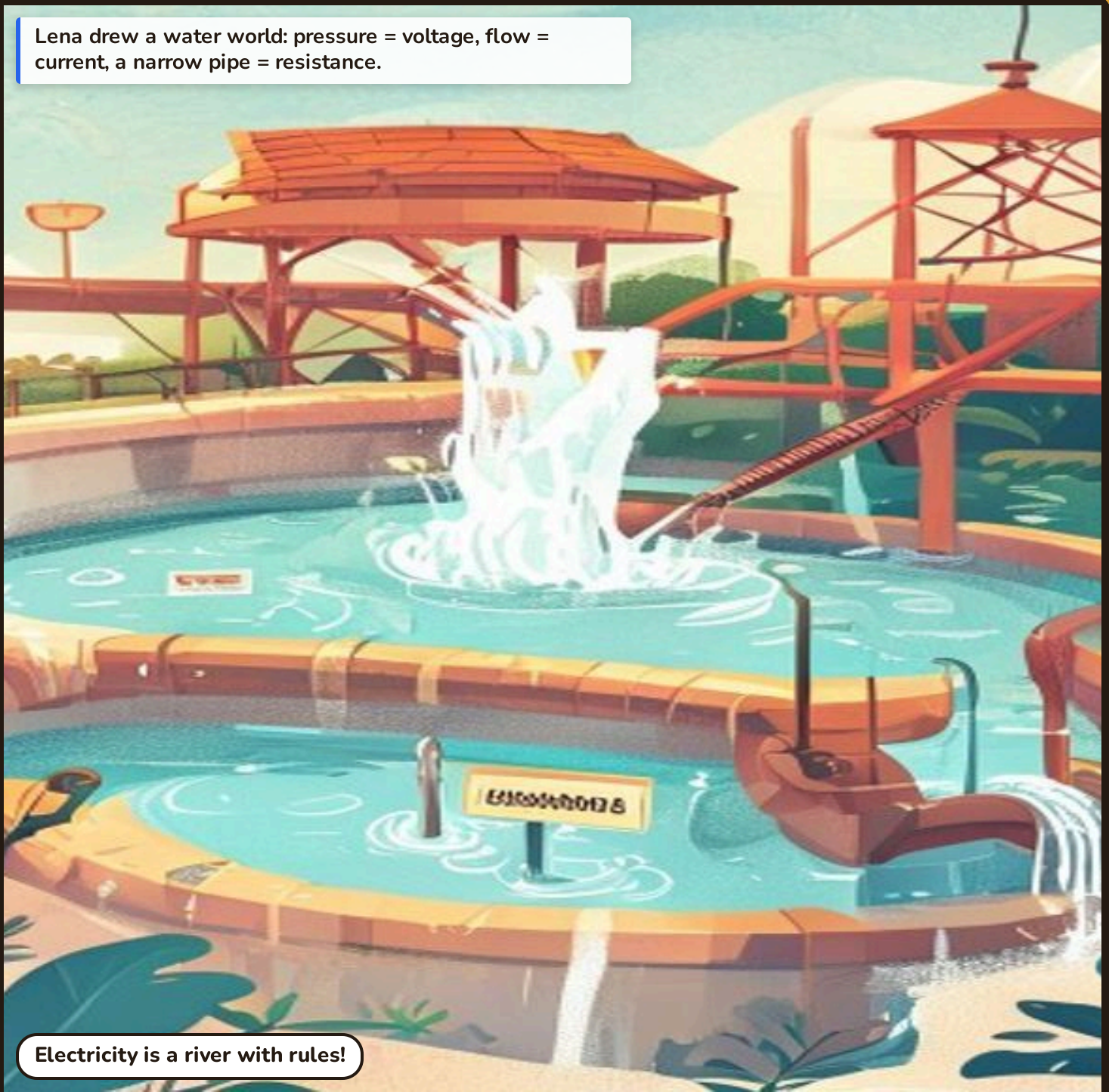
The loop closed. The lamp blazed before she could blink. "The gate opened; the push was already there."

It didn't travel — it was **WAITING!**

★ WORTH REMEMBERING

Picture a hose already full of water: open the tap and water leaps from the far end at once, though each drop only ambles. Electricity is the same — the push flies, the electrons crawl. A switch never sends the light; it just opens the gate.

Lena drew a water world: pressure = voltage, flow = current, a narrow pipe = resistance.



Electricity is a river with rules!

 SIRI'S SECRET NOTEBOOK · SWITCH 1 FLIPPED

Electricity = loose electrons + an invisible PUSH. Push races at light-speed; electrons crawl. Voltage = water pressure, current = flow, resistance = a skinny pipe. ⚡

THE TINY LIGHTNING

4a Switch Two: the spark that fights back

“Now open a switch while power flows.” Electricity LEAPT the gap — a screaming blue thread.

KZZZZT

It won't let go!

★ WORTH REMEMBERING

Electricity hates being cut off. When contacts part, the current jumps the gap as an ARC — a real, tiny bolt of lightning, hotter than the surface of the sun. So the true art of a switch isn't turning ON; it's safely turning OFF.

Slowed a million times: the air itself tore into glowing shreds, carrying the current across.

“So we chop it.” Metal fins split the arc into tame slices that cooled and winked out.

You slice lightning like bread!

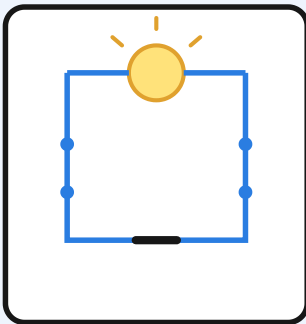
“And our power WOBBLES — dipping to zero a hundred times a second. Each dip, the arc dies.”

The AIR is conducting?!

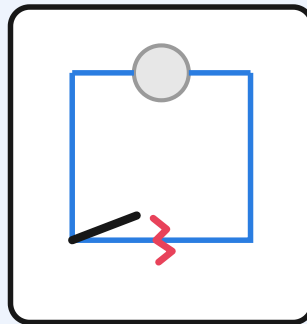
The wobble is a gift!



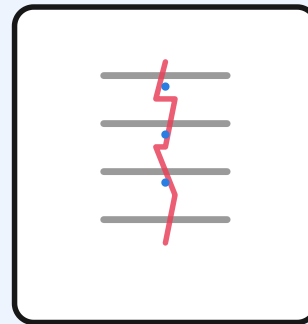
WHAT A SWITCH REALLY DOES



CLOSED: IT FLOWS
the lamp lights



OPEN: AN ARC!
current leaps the gap



SPLIT & COOLED
the switch wins



SIRI'S SECRET NOTEBOOK · SWITCH 2 FLIPPED

Cutting live power makes a mini-lightning ARC (air rips into a glowing bridge!). Tame it: chop with metal fins + let AC's dip-to-zero snuff it. Turning OFF is the hard part. 🔥

THE GUARDIAN THAT TRIPS ITSELF

5a Switch Three: the self-flipping switch

Lena split a circuit breaker open. A spring. A latch. Two contacts kissing. “Meet the guardian.”



“A gentle overload warms this two-metal strip. It bends slowly, trips the latch — the contacts fly.”



★ WORTH REMEMBERING

Two metals bonded together bend when warm, because one grows more than the other — that's a bimetal strip. Slow, creeping overloads heat it until it curls and springs the trap. A patient guardian, watching for the wire to run a fever. 🛡️

"But a sudden short? No time to warm up. This coil becomes a magnet and YANKS the switch open."



Slow danger, slow trip. Sudden danger, INSTANT!

"Grandpa's houses used fuses — a wire that melts to save the rest. Brave, but you replace it each time."



A breaker just resets. Smarter!

★ WORTH REMEMBERING

So a breaker carries two guardians in one: a bimetal strip for slow overloads and a magnet for instant shorts. It trips in thousandths of a second — long before a wire can glow and start a fire. The best rescue is the fire that never begins. ⚡

📖 SIRI'S SECRET NOTEBOOK • SWITCH 3 FLIPPED

Breaker = a switch that trips ITSELF. Bimetal strip = slow-overload sensor (bends when warm). Magnet coil = instant-short fist. Old fuses melted once; breakers reset. 🛠️

THE LONGEST RIVER

6a Switch Four: the river that crosses a country

Switch four opened onto the sky. Lena's map lit up: plant, towers, substation, then Siri's lamp.



It's ONE river, a whole country long!

"To cross all that land, power leaps to sky-high voltage — a transformer does the lifting."



How does it lift electricity?

Two coils and a dancing magnetic field.

★ WORTH REMEMBERING

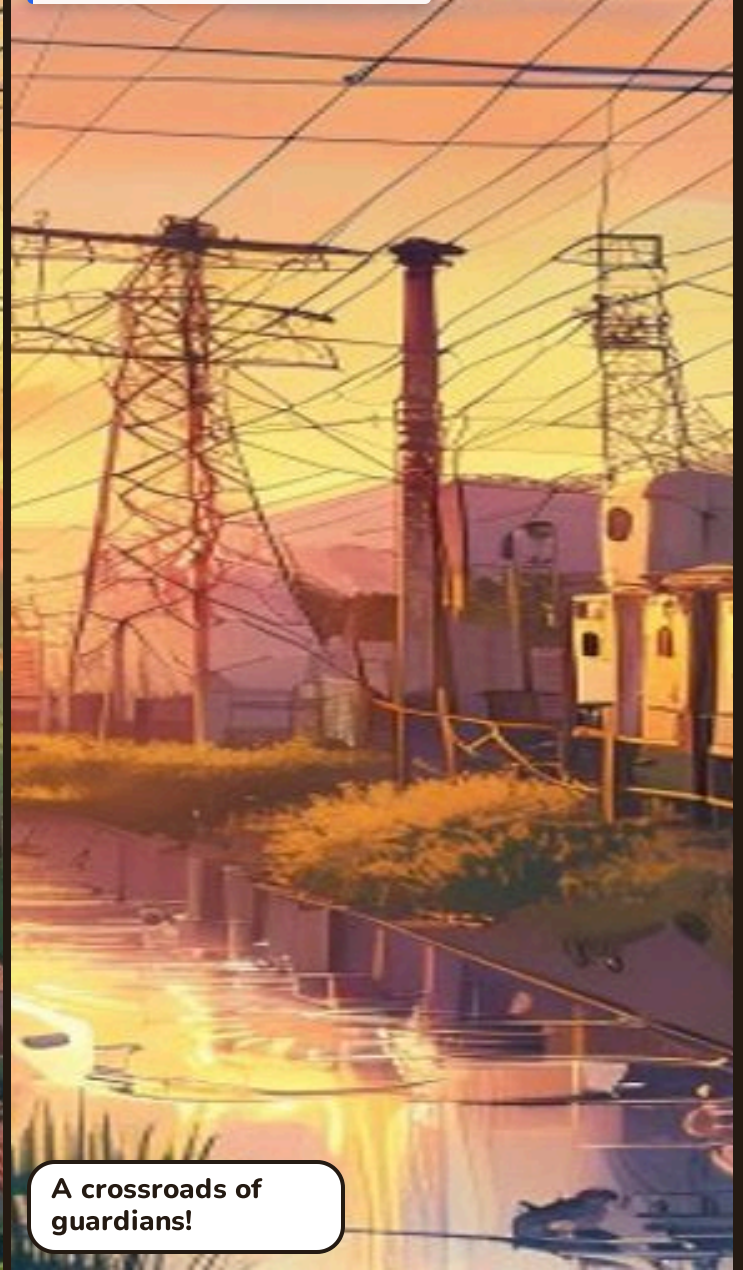
Here's the secret of long-distance power: push the same energy at higher voltage and less current flows, so far less heat is wasted in the wires. That's why giant lines hum at hundreds of thousands of volts. High and thin travels farther than low and fat. 🌍

Steel giants marched over the hills, holding the humming lines high above every rooftop.



Careful, careful — don't touch!

At the town's edge, a substation of switches and breakers stepped the river down and split it up.



A crossroads of guardians!

 SIRI'S SECRET NOTEBOOK · SWITCH 4 FLIPPED

Grid = generator → SKY-HIGH voltage (transformer) → long towers → substation → my wall. High voltage = thin current = less waste. Substations = crossroads full of guardians. 🌍

WHY THE WORLD CHOSE THE WAVE

"Long ago, two camps warred," said Lena. "Steady power that never changes — versus power that WAVES."

"Steady power was simple. But it faded fast over distance, and couldn't easily change its voltage."

It ran out of breath on the road.

"Waving power can leap to sky-high voltage and back — with a transformer. So it travels almost for free."

The wave won because it can CLIMB!

A war over electricity?!

★ WORTH REMEMBERING

Alternating current — AC — flips direction fifty or sixty times a second. That wobble lets transformers raise and lower its voltage with ease, which is the whole trick of a long grid. It even snuffs switch-arcs at every dip to zero. The wave won for good reasons. ⚡

“And every time the wave passes zero, a switch gets a free instant to break the arc,” Lena grinned.



The grid helps its own guardians!

 SIRI'S SECRET NOTEBOOK · SWITCH 5 FLIPPED

AC = power that WAVES (flips 50–60×/sec). Won because transformers can raise/lower its voltage → travels far cheaply. Bonus: every dip-to-zero snuffs switch arcs. 🌊

THE NERVOUS SYSTEM OF THE GRID

8a Switch Six: the watchers that never blink

In the big cabinets sat calm little boxes. “Protection relays. They taste the current a thousand times a second.”

Behind them stood switchgear — giant switches strong enough to cut a whole city's power in a blink.

Guardians with a nervous system!

That's a switch the size of a FRIDGE!

★ WORTH REMEMBERING

A relay is the grid's nerve: it senses a fault — a fallen line, a lightning strike — and instantly commands the right breaker to open. Sense, decide, act, all in a heartbeat. Muscles cut the power; nerves decide when. 🧠

Far off, a control room
glowed — operators
watching a whole country's
power breathe on giant
screens.



They can SEE the
whole river!

In the biggest breakers, the
arc is snuffed inside a puff
of special gas or a sealed
vacuum. No air to burn.



Lightning, put out
in a bottle!

 SIRI'S SECRET NOTEBOOK · SWITCH 6 FLIPPED

Relays = the grid's NERVES (taste current, command breakers). Switchgear = muscle switches big as fridges. Control rooms watch it all. Biggest arcs snuffed in gas or vacuum. 🧠

THE MACHINES THAT OBEY

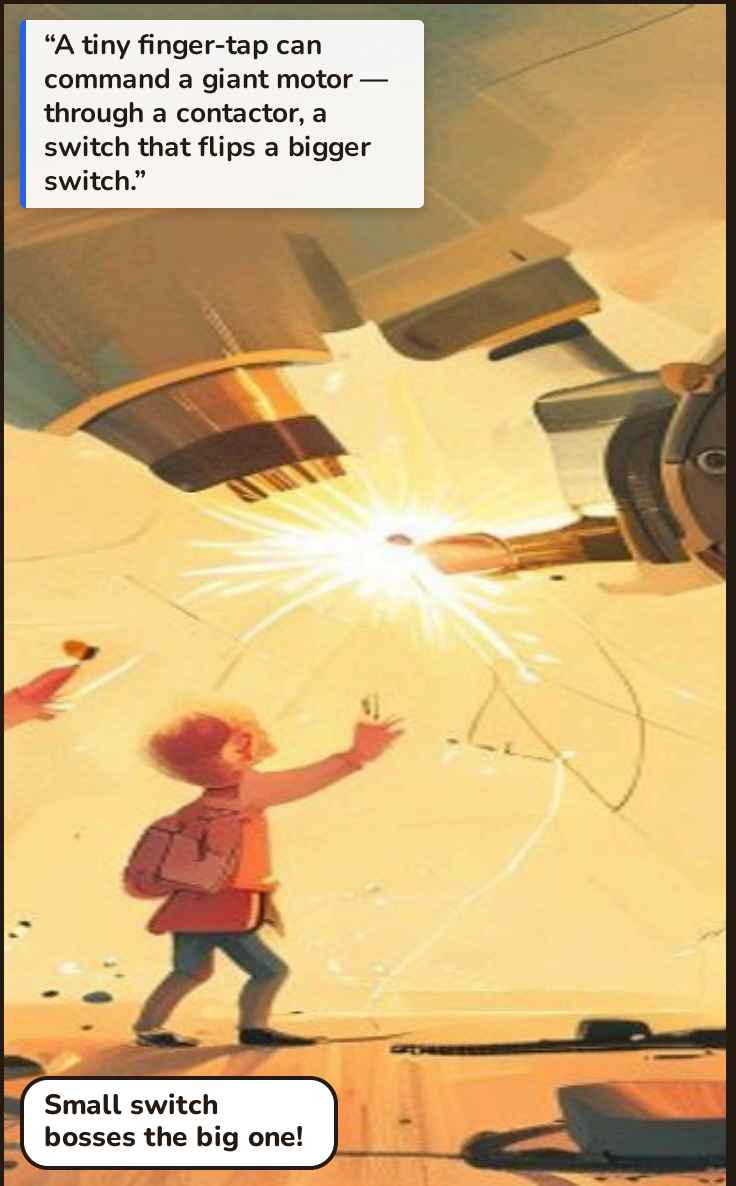
9a Switch Seven: making electricity DO things

Switch seven led to a factory. “Half the world's power spins motors,” said Lena. “Pumps, fans, robots, trains.”



Electricity that
MOVES stuff!

“A tiny finger-tap can command a giant motor — through a contactor, a switch that flips a bigger switch.”



Small switch
bosses the big one!

★ WORTH REMEMBERING

A contactor is a switch commanded by another switch: a whisper of power pulls a magnet that slams heavy contacts shut, starting a motor that could lift a car. That's how a light tap in a control room moves mountains of machinery. Small commands, mighty muscles. 💪

Now sensors and software join in — reading heat, speed and flow, nudging each machine to waste nothing.



The factory is
THINKING!

Lena balanced a tiny controller on her fingertip. “This little brain conducts a thousand switches.”



A conductor
smaller than a
cookie!



SIRI'S SECRET NOTEBOOK · SWITCH 7 FLIPPED — ALL SEVEN OPEN!

Motors turn power into **MOTION** (half of all electricity!). Contactors = a small switch commands a giant one. Sensors + software = a factory that thinks. Seven switches **DONE**. Now... who builds this? 🤖

THE PEOPLE WHO KEEP THE LIGHTS ON

High on a tower in the wind, a lineworker mended a wire so a town would wake to light.

They climb the **STORM** for us?

In a bright plant, careful hands built breakers, testing each one as if a life depended on it. One does.

Every guardian is checked by a human.

In a quiet room, dispatchers nudged power from here to there, keeping the wave perfectly steady.

Air-traffic control, for electricity!

The lineworker. The dispatcher. The tester. The engineer. Each said the same shy line: "I do my small part."

But **NOBODY** runs it alone!

★ WORTH REMEMBERING

Sit with it: no single person keeps the lights on. A lineworker can't design a relay; a relay-designer can't climb a frozen tower. Each masters one sliver, and one company weaves a million slivers into power that simply never stops. 💡

📖 SIRI'S SECRET NOTEBOOK

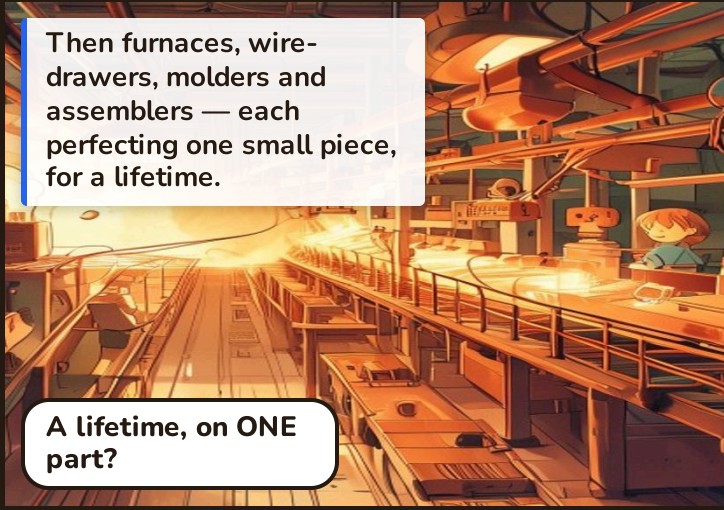
Lineworkers climb storms. Dispatchers steer the wave. Testers check every guardian by hand. Nobody keeps the lights on alone — it takes a million small parts, conducted. 💡

A MILLION HANDS



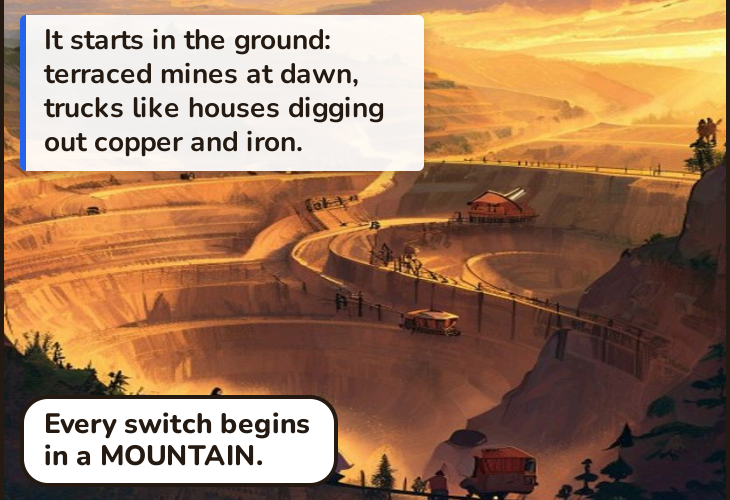
Lena spread a world map.
Golden threads from many
lands, all weaving into one
small wall switch.

The whole planet is
holding hands!



Then furnaces, wire-
drawers, molders and
assemblers — each
perfecting one small piece,
for a lifetime.

A lifetime, on ONE
part?



It starts in the ground:
terraced mines at dawn,
trucks like houses digging
out copper and iron.

Every switch begins
in a MOUNTAIN.



The miner. The smelter.
The wire-drawer. The
molder. The tester. All
smiling their quiet, careful
pride.

So many hands for
one little click!

★ WORTH REMEMBERING

Nobody on Earth knows how to make a modern grid alone. The copper-miner can't design a relay; the relay-designer never smelts copper. Each masters a sliver — and one company conducts a million slivers into power that never sleeps. The conducting is the real invention. 🎵

📖 SIRI'S SECRET NOTEBOOK · THE JOURNEY

Mountain → copper + iron → furnaces → wires → molders → testers → my wall. A million hands, no single recipe-keeper. So the real question: WHO is the conductor? ...I think I'm about to meet them. 🗺️

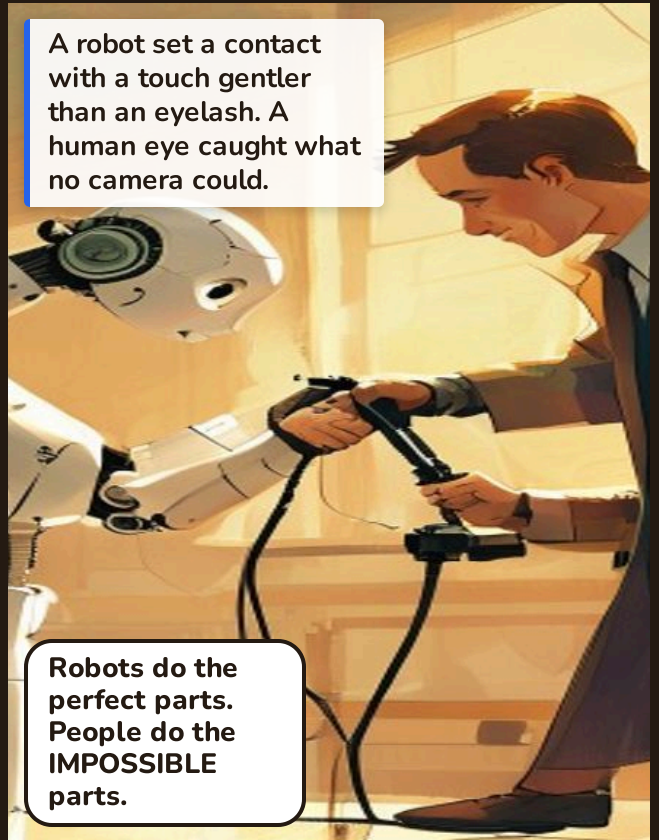
THE DANCE OF A THOUSAND STEPS

Back through the doors: a hall stretching to the horizon. People and robots. A breaker born every few seconds.



It's not a factory. It's an ORCHESTRA.

A robot set a contact with a touch gentler than an eyelash. A human eye caught what no camera could.



Robots do the perfect parts. People do the IMPOSSIBLE parts.

Next door: the torture lab. Breakers zapped, baked, frozen, and switched a hundred thousand times.



You TORTURE them?!

Better here than inside someone's wall.

At dawn, trucks and planes carried pallets of guardians to buildings on every continent.

vroooooom

And at the far end, old switchgear came back to be sorted — copper and steel reborn as new gear.

Off to protect a home I'll never see.

The river flows in a CIRCLE!

★ WORTH REMEMBERING

Factory rule and business secret: quality is cheapest at the source. Catch a flaw on the line and it costs pennies; miss it and a breaker fails in a hospital, costing a fortune — because what breaks then is trust. Remember this wall; we'll meet it again at the castle.

 SIRI'S SECRET NOTEBOOK • THE MAKING

Robots = perfect, humans = impossible parts. Torture lab = trust insurance (switched 100,000×!). Trucks + planes to every continent. Old gear recycled. Quality is cheapest at the source. 

WHY A BILLION SWITCHES SAY YES

13a Siri's question Flips

A museum of long-ago nights: candles, oil lamps, a hand-cranked generator, a wall of clumsy knife-switches.

"Now picture one hour without it." Dark hospitals, still trains, warming fridges, silent streets.

Everything leans on the switch!

Lena's balance scale: a switch's tiny price on one side, a whole lit-up life on the other. CRASH.

People used to FIGHT for a little light.

The value side wins by a MILE.

★ WORTH REMEMBERING

Warren's favorite riddle: price is what you pay, value is what you get. A breaker costs a few coins, yet it guards a home worth everything in it. When the value dwarfs the price, customers don't feel tricked — they feel grateful. 🧡

Through a window: a family cooking, charging, reading, warming — a dozen quiet miracles from one panel.



A whole life, humming safely along.

SIRI'S SECRET NOTEBOOK

My question flipped: not 'how does it work' → 'WHY spend billions on switches?' Answer #1: safe power is worth almost anything, and costs a few coins. Value >> price = grateful yes'es. ⚡

THE SYSTEM THAT GROWS

Answer #2 had a shape: one family of gear, from a bedroom switch to a whole power plant, all matching.



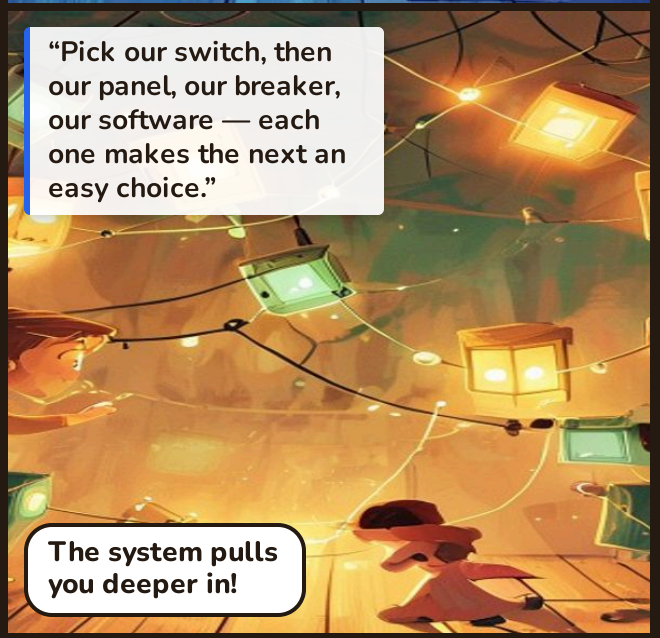
Buy one, and everything just... FITS!

In a humming data center, the same brand guarded every wire — power that must NEVER flicker.



One trusted name, everywhere inside.

"Pick our switch, then our panel, our breaker, our software — each one makes the next an easy choice."

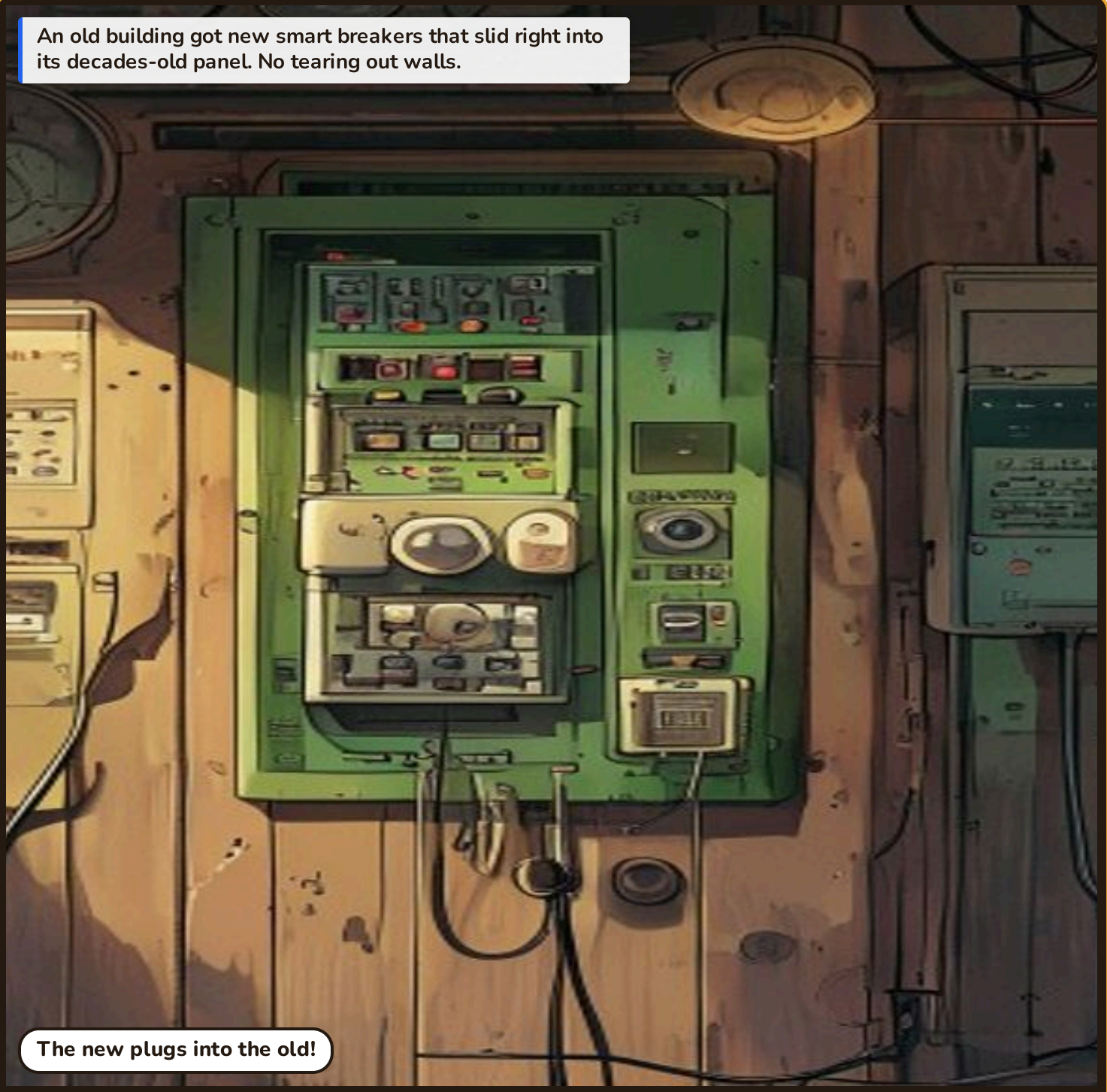


The system pulls you deeper in!

★ WORTH REMEMBERING

This is a moat made of fit: when every part speaks the same language, buyers keep choosing the same family. Grown-ups call the pain of changing brands 'switching costs' — a funny name for a switch book. A rival must replace the whole system at once, not just one piece. 🧩

An old building got new smart breakers that slid right into its decades-old panel. No tearing out walls.



The new plugs into the old!

SIRI'S SECRET NOTEBOOK

Answer #2: ONE FAMILY that all fits — switch → panel → breaker → software. Each part makes the next an easy yes. Changing brands = ripping out everything (costly!). That's the moat. 🌱

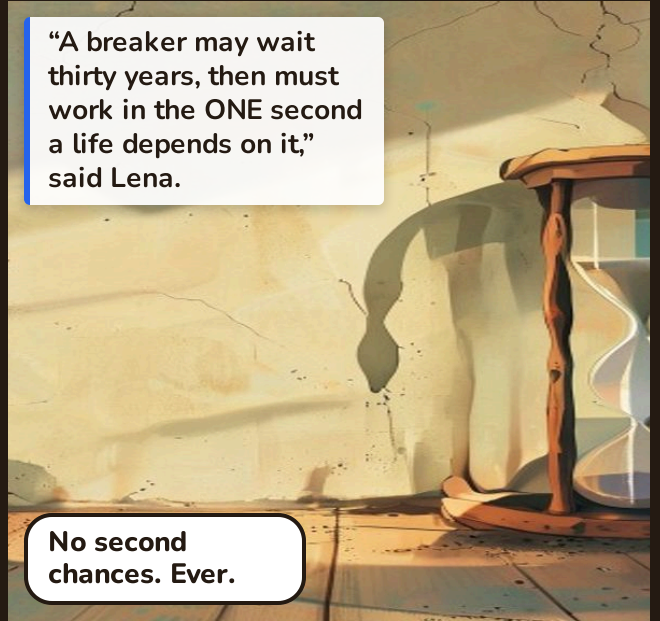
THE PRICE OF TRUST

Answer #3 lived in a lab of pain: breakers slammed, shorted, and set alight on PURPOSE, all day long.



They break their own gear to trust it!

"A breaker may wait thirty years, then must work in the ONE second a life depends on it," said Lena.



No second chances. Ever.

On the wall: stacks of certificates from dozens of countries. Each took years and a fortune to earn.

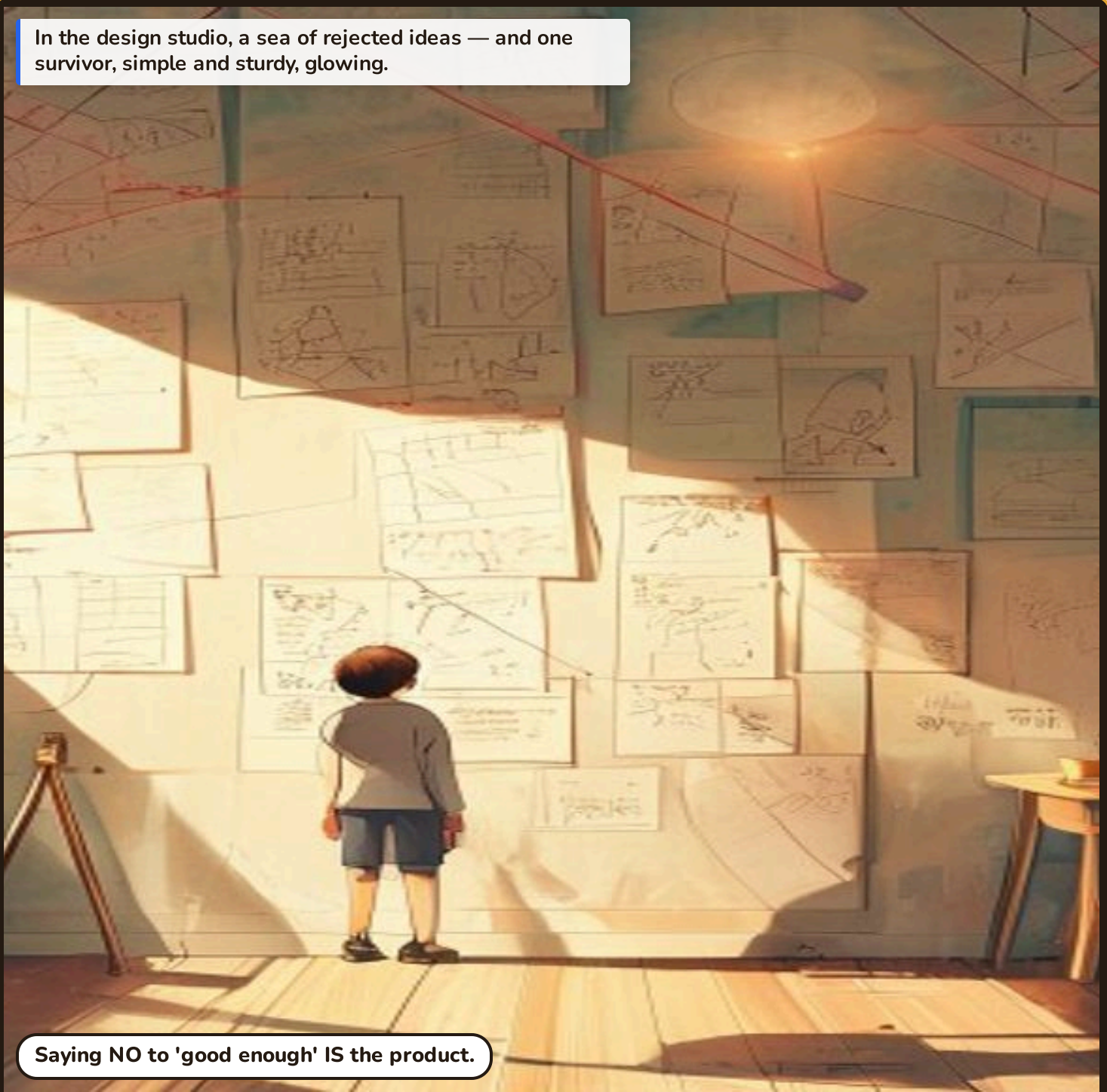


A passport for every guardian!

★ WORTH REMEMBERING

Answer #3: trust, built on purpose. A breaker that works perfectly the one time it's needed, after thirty silent years, earns a promise — anything with this mark will keep me safe. That promise is a brand, and it's paid for in torture-tests and certificates, not ads.

In the design studio, a sea of rejected ideas — and one survivor, simple and sturdy, glowing.



Saying NO to 'good enough' IS the product.

SIRI'S SECRET NOTEBOOK

Answer #3: TRUST, built on purpose. Wait 30 years → work in 1 second → a promise forms = a BRAND. Bought with torture-tests + certificates, not ads. Value → Fit → Trust. Now — WHO built all this? Compass spinning 🧭

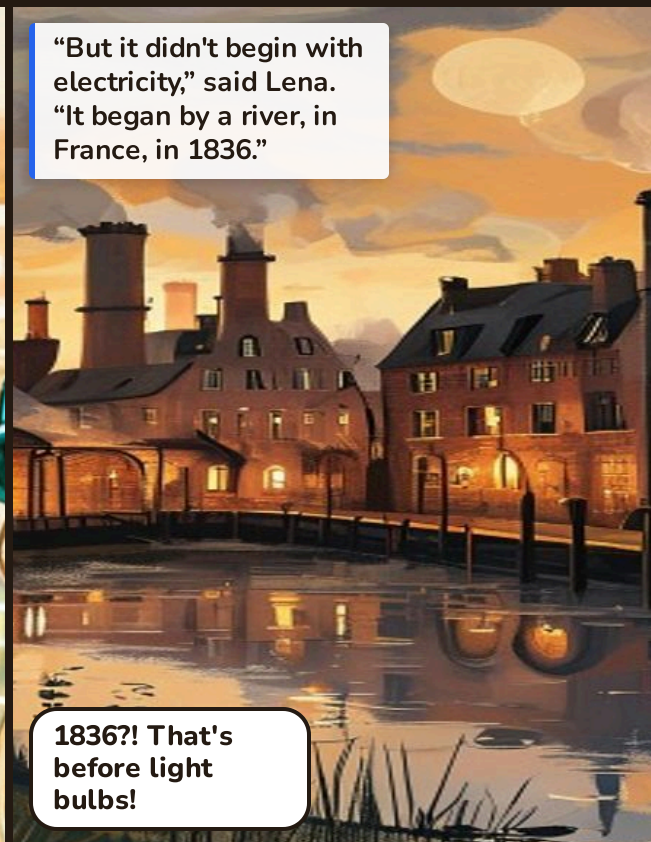
THE IRONWORKS BY THE RIVER

The compass dragged them through the gates onto a vast campus of labs and workshops. Siri read the name.



SCHNEIDER ELECTRIC! The guardians of the grid!

"But it didn't begin with electricity," said Lena. "It began by a river, in France, in 1836."



1836?! That's before light bulbs!

"Two brothers, Adolphe and Eugène Schneider, took over an old iron forge at a place called Le Creusot."



Iron and fire. Not switches.

A detailed illustration of a steam locomotive inside a large industrial factory. The locomotive is dark with a prominent smokestack and large wheels. Steam is rising from the engine. The background shows the interior of a factory with high ceilings and structural beams.

“They poured steel for bridges and machines — and built some of France's first steam locomotives.”

An illustration of a steel mill at night. Molten metal is being poured from a large ladle into a mold. The scene is filled with intense orange and yellow light from the fire and molten metal. The structure is a complex of dark steel beams and supports.

“For a hundred years: iron and steel. A giant of the old, heavy, hammer-and-fire world.”

A train company became a SWITCH company?

So how did it end up in my wall?

★ WORTH REMEMBERING

Here's a business truth most giants forget: what you make can change, but why you make it must not. Schneider always built the heavy backbone the world leaned on — first iron rails, then the wires and switches that carry power. Same mission, brand-new tools.

 SIRI'S SECRET NOTEBOOK · THE REVEAL

SCHNEIDER ELECTRIC — born 1836 as an IRON FORGE at Le Creusot, France (brothers Adolphe + Eugène!). Steel → bridges → locomotives. For a CENTURY, not a single switch. So how did iron become the grid's guardian?! TURN THE PAGE.

THE GREAT TURNING

"The 1900s were brutal to old iron giants," said Lena. "Wars, hard times — steel alone couldn't carry them."

The old world was fading.

"But the world was electrifying. Nearby, makers like Merlin Gerin were building the guardians of power."

The switches were being born next door!

"So the old giant made a bold choice: set down the hammer, and gather the great electrical makers, one by one."

It rebuilt itself out of switches!

"It welcomed Télémécanique, then Square D of America, then more. In 1999 it took one clear new name."

Schneider ELECTRIC. The turning was complete!

★ WORTH REMEMBERING

This is the bravest, hardest business move: letting your famous old self die so a truer one can live. A steel-and-locomotive titan chose to become the quiet guardian of the world's electricity. Most giants cling to their glory days — and slowly fossilize. 🔧

Today its switches, breakers and software guard homes, hospitals, factories and data centers in over 100 countries.



From one French forge... to the whole world's wiring!



THE STORY IN TIME

1836

Brothers Adolphe & Eugène Schneider take over the Le Creusot iron forge.

1838

They help build some of France's first steam locomotives.

1800s

A century of iron and steel — bridges, machines, heavy industry.

1891

Merlin Gerin is founded, making electrical protection gear.

1900s

Wars and hard times push the old giant to reinvent.

1988

It gathers the electrical maker Télémécanique.

1991

Square D of America joins the family.

1999

The company is renamed Schneider Electric.

2007

It adds APC, guardian of data-center power.

Today

Its gear guards buildings in over 100 countries. ⚡



SIRI'S SECRET NOTEBOOK · THE TURNING

1900s: iron giant in trouble → chose to
REINVENT → gathered electrical makers
(Télémécanique, Square D...) → renamed
Schneider Electric in 1999. From one forge to
100+ countries. Change the tools, keep the
mission. 🚀

THE CASTLE OF COPPER

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

Under an oak, 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 been collecting 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 Century of Trust

A breaker may sit unused for thirty years, then must work perfectly the one second it's needed. Nobody gambles a hospital on a cheap unknown name — and trust like that takes lifetimes to build.



Wall Two: Already in the Walls

Millions of panels are already installed worldwide. Spares, upgrades and new parts must match what's there, so buyers keep choosing the same family. (Grown-ups say: switching costs.)



Wall Three: From Lamp to Power Plant

One connected family of gear runs from a bedroom switch to a factory to a data center. Buyers want the whole system speaking together — and only a few makers can offer all of it.



Wall Four: The Rulebook

Every product must pass years of brutal safety tests and win certificates in dozens of countries. A newcomer begins at zero while the veteran already holds every stamp.

Charlie tapped his thick glasses. "My trick: turn the telescope around. Don't ask how it wins — ask what would DESTROY it. Then check they aren't 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: Cheap Copies

Rivals can copy the simplest switches and undercut on price. The guardian must keep climbing to harder, smarter gear.



Crack Two: The Great Rush

The whole planet is electrifying at once — more cars, chips and heat pumps. Building fast enough, without dropping quality, is a daily strain.



Crack Three: The Software Newcomers

The grid is going digital, and nimble software firms want in. Old iron must learn new code, or be outsmarted.



Crack Four: A Tangled World

Copper, factories and customers span the whole globe. One snarled supply line or one storm can ripple everywhere at once.



★ WORTH REMEMBERING

Charlie's ruin-Schneider checklist: ship one breaker that fails and a home burns — trust gone overnight; stop improving and cheap rivals climb; ignore software and get outsmarted. Now — just never do those. Inversion turns worry into a to-do list. 🏰

Warren raised his cola. "A business the world would grind to a halt without, behind four fine walls. If I could buy such a castle at a fair price, I'd hold it a hundred years — not for the switches, for the WALLS."



The treasure was never the switch!

SIRI'S SECRET NOTEBOOK • THE CASTLE

WALLS: century of trust  installed base  lamp-to-plant system  the rulebook . CRACKS: cheap copies  the great rush  software rivals  a tangled world . Charlie: INVERT. Warren: buy walls, not gadgets — no price talk. 

THE JUDGE'S QUESTIONS

Then Warren built a tiny courtroom under the oak — and put the WALL SWITCH on the witness stand.

TOK TOK

Siri banged a little gavel. "Every business faces a judge someday: the future. Today, that's YOU."

Order in the court!

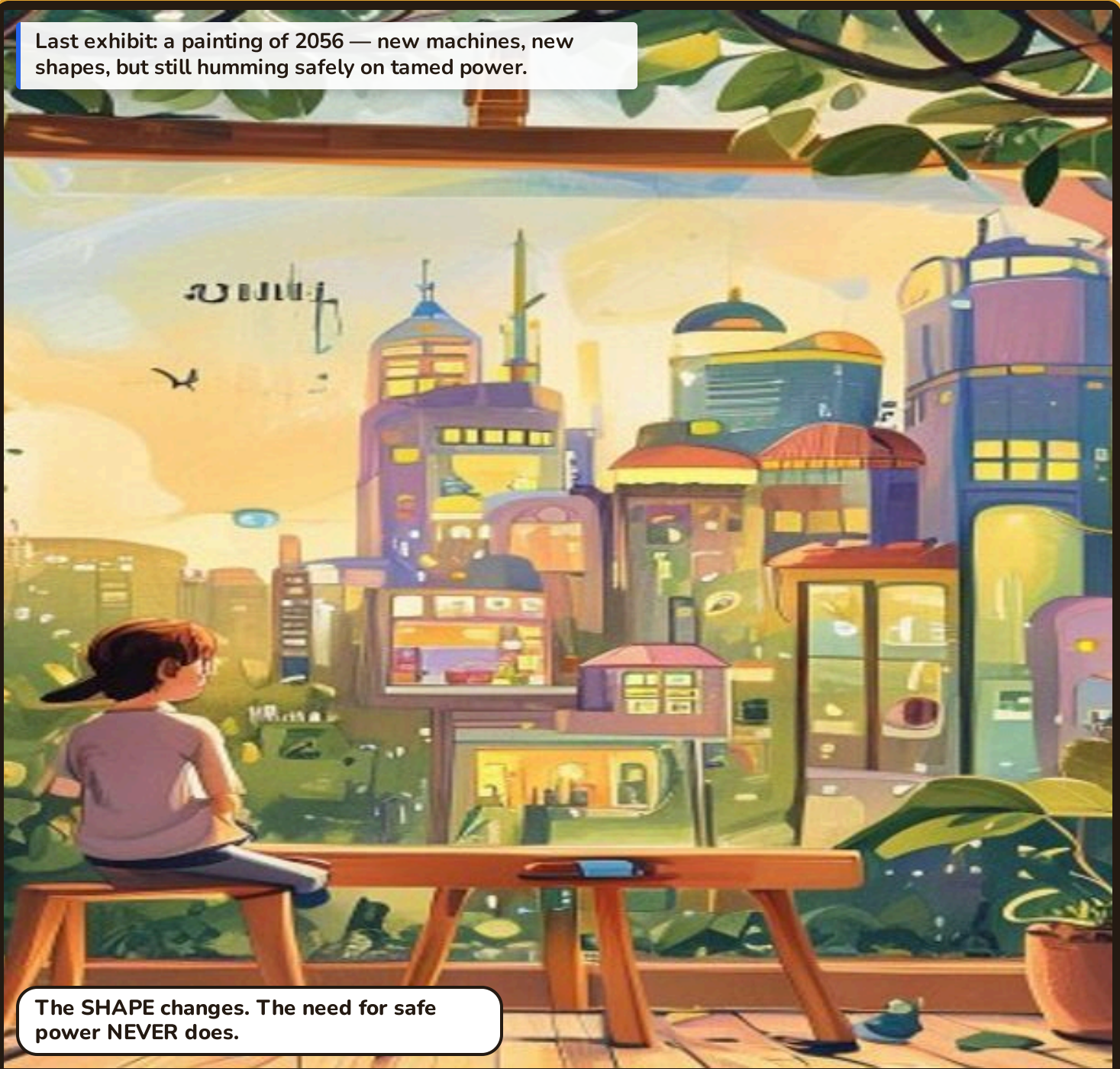
Question one, witness: will people still NEED you in thirty years?



★ WORTH REMEMBERING

The Owner's Court:  Enduring need? — 'Safe electricity, needed more every year.'  Trust earned? — 'Guardians in millions of walls, tested for a century.'  Reinvesting wisely? — 'A steel giant turned digital — it reinvents itself.'  Copyable with money? — 'A cheap switch, maybe; a century of trust and every certificate, no.'  What breaks it? — 'Only its keepers, if they grow careless.' Court adjourned for lemonade.

Last exhibit: a painting of 2056 — new machines, new shapes, but still humming safely on tamed power.



The SHAPE changes. The need for safe power 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 switches, soap, railways — anything. (He never named a stock price. The judge judges the BUSINESS.) ⚖️

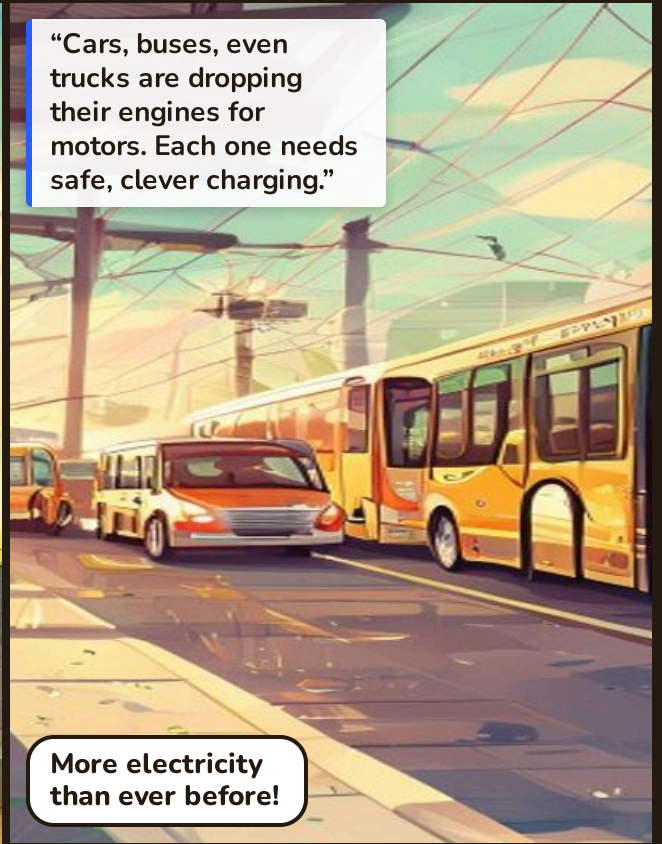
THE NEXT THIRTY YEARS

One last walk: a street of tomorrow. Every roof made power; every car drank it; every wire stayed calm.



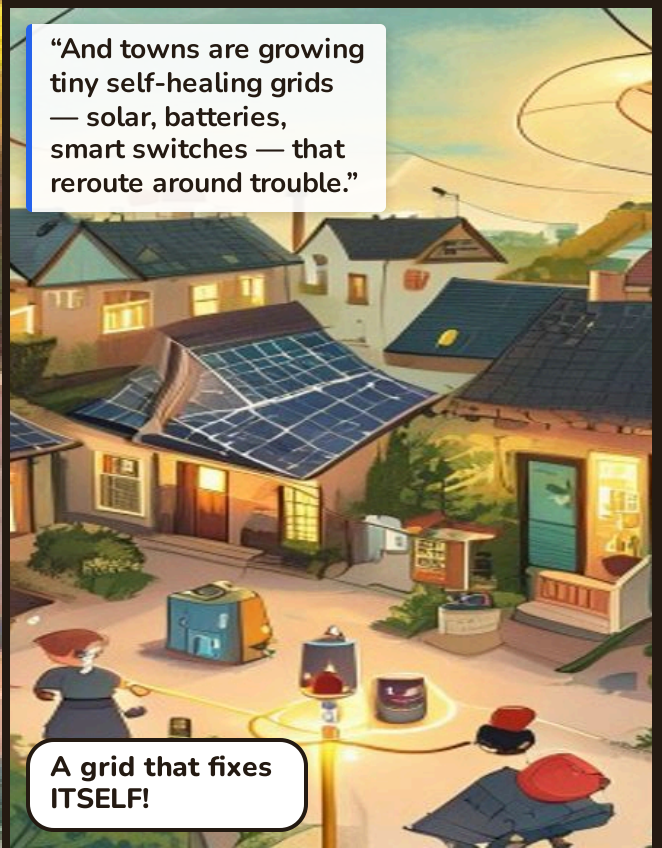
The whole world is going electric!

"Cars, buses, even trucks are dropping their engines for motors. Each one needs safe, clever charging."



More electricity than ever before!

"And towns are growing tiny self-healing grids — solar, batteries, smart switches — that reroute around trouble."



A grid that fixes ITSELF!



★ WORTH REMEMBERING

No crystal balls — just visible currents: electric everything, rooftop sunlight, home batteries, and self-healing mini-grids steered by software. More power means more switching, more guardians, more trust needed. Siri's rooftop rule: don't bet on the gadget — bet on the need for safe, unfailing power. 🌟

“Soon the grid will think — software shuffling power like a conductor, wasting nothing, healing fast.”



The guardian is learning to plan ahead!



SIRI'S SECRET NOTEBOOK

2056: electric cars, solar roofs, home batteries, self-healing microgrids, a thinking grid. More power everywhere = more guardians. Rule: bet on needs, not shapes. Trust is the crown. 🌟

THE SECRET NOTEBOOK

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



It's all ONE WEB. Every thread pulls the others.



★ WORTH REMEMBERING

The Science Web, one breath: a switch is a gate
→ the push flies at light-speed → cut it and an
arc leaps → tame the arc → a breaker trips itself
→ transformers lift power sky-high → the wave
carries it far → relays guard every corner →
motors turn it into motion. Ordinary physics,
stacked extraordinarily.



★ WORTH REMEMBERING

The Business Web, one breath: value (safe power, worth almost anything) → fit (one family, switch to plant) → trust (thirty silent years become a promise) → castle (trust + installed base + system + rulebook), patrolled by Charlie's inversion and judged by Warren's court. And underneath it all: a million strangers, conducted into power that never sleeps.

The real test: she retold the **WHOLE** thing to her little cousin. With a flashlight and a light switch. He got it.



If you can't explain it with a flashlight, 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. Ten from **ONE** switch: push-not-electrons · tame-the-arc · trip-yourself · high-voltage-travels · the-wave-won · sense-decide-act · price-vs-value · switching-costs · brand=promise · invert. ✨

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: the wall switch, ordinary as a spoon. A gate. A tamed bolt. A river. A guardian. Four walls.



You're the calmest hero in the whole house.

She flicked it on for her family — and for one grateful second, felt the whole invisible world behind it.



Let there be light.
And there WAS. ✨

She hugged the diary tight. Somewhere far away, a hall of guardians hummed quietly in the dark.



Show me the next one, Grandpa. ♥



★ WORTH REMEMBERING

Feel the next unlock: a fingertip closing a gate on a push at light-speed, a tamed bolt of lightning, a river of power crossing a country, a guardian trained to trip in a blink, a French forge that became the world's wiring. A switch is no longer just a switch. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · VOLUME SEVENTEEN, CLOSED

Seven switches. Ten mental models. One castle.
One French forge that became the grid's
guardian. But the compass is twitching toward
the windowsill... a hair-thin thread of GLASS...
and somehow whole voices race through it.
Volume Eighteen. 



OUR PHILOSOPHY

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

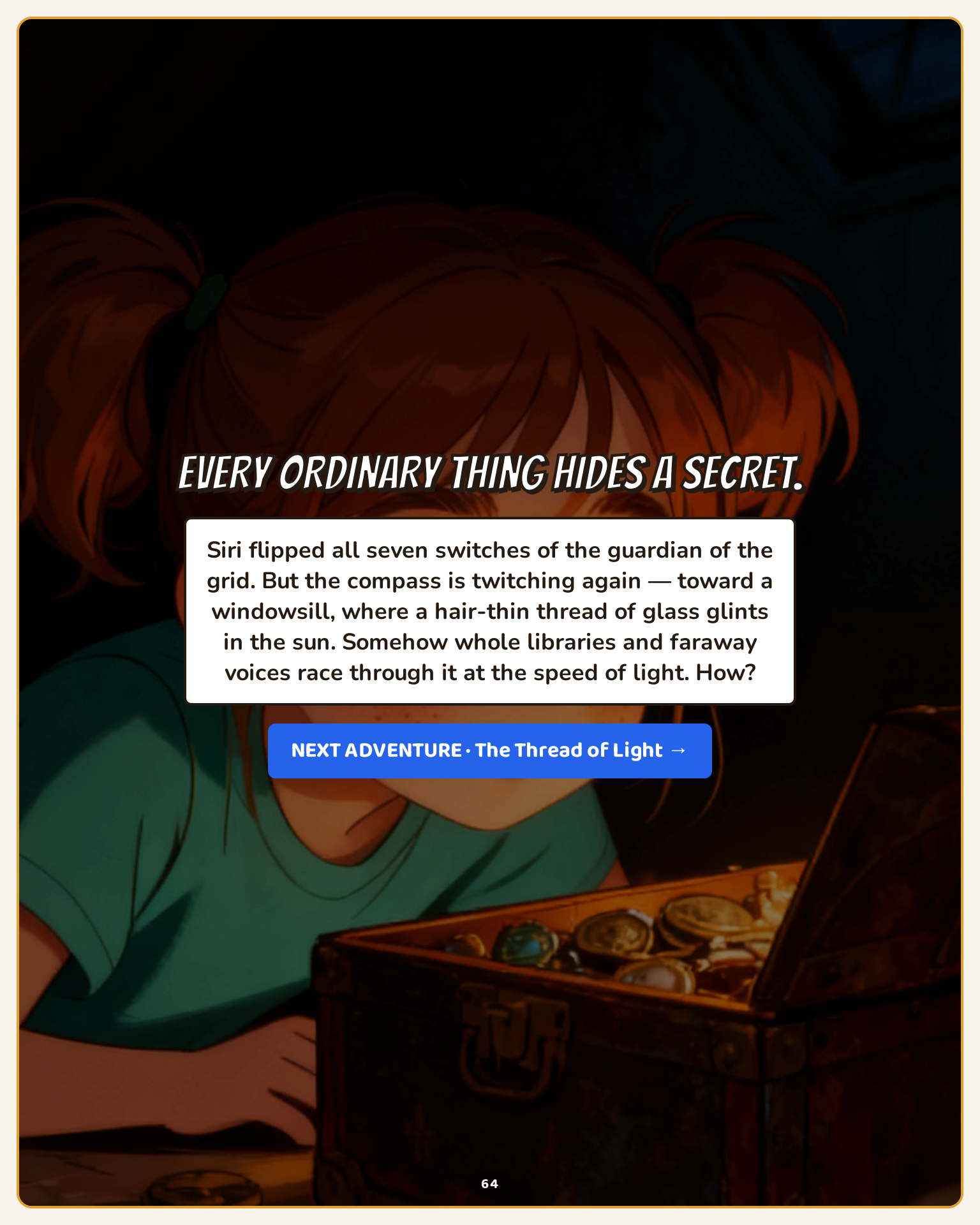
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

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 flipped all seven switches of the guardian of the grid. But the compass is twitching again — toward a windowsill, where a hair-thin thread of glass glints in the sun. Somehow whole libraries and faraway voices race through it at the speed of light. How?

NEXT ADVENTURE · The Thread of Light →