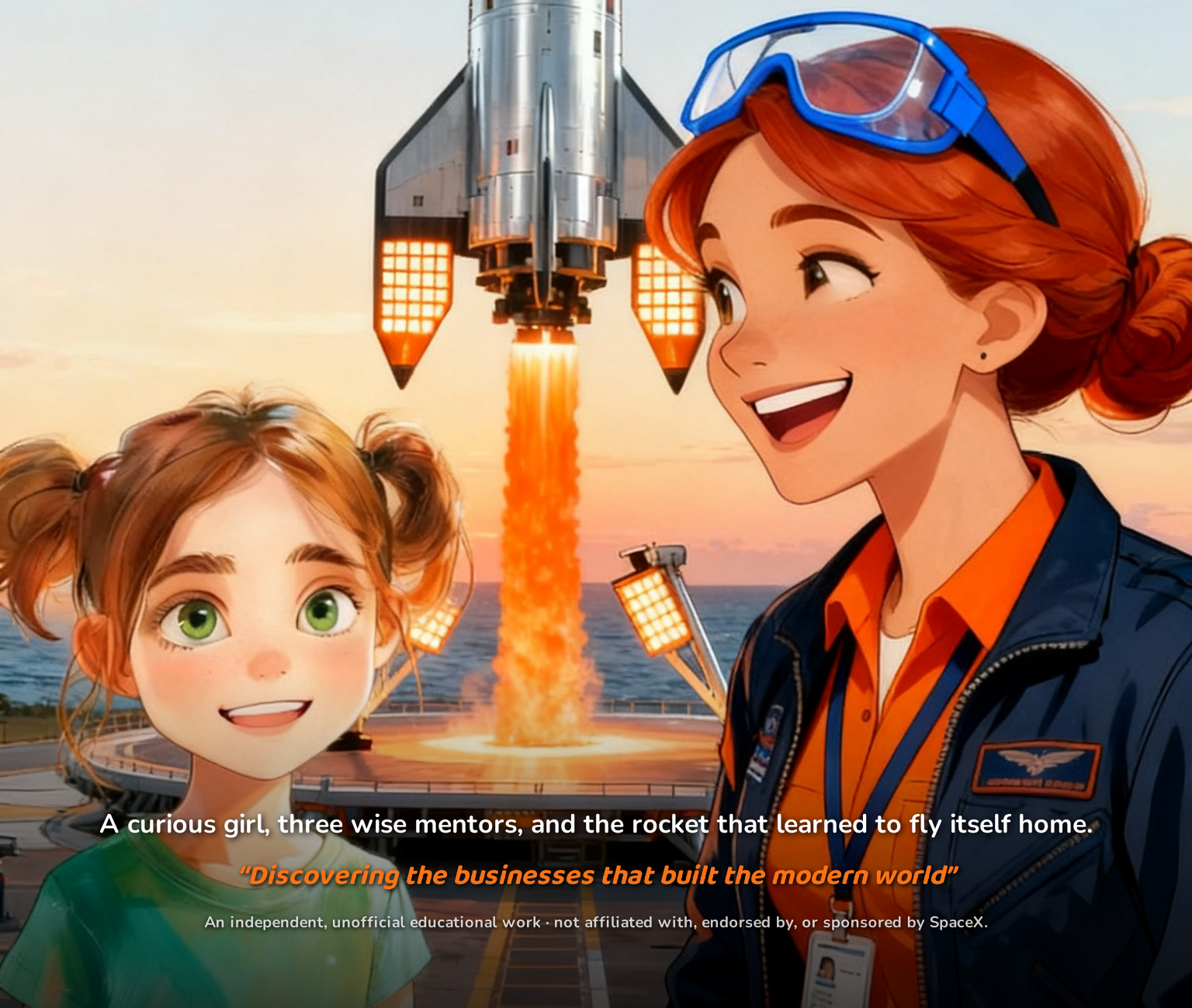


WNIW ERGUNA CINE

The Great Company Adventures - Book 1 of 50

SPACEX THE FIRE THAT COMES BACK



A curious girl, three wise mentors, and the rocket that learned to fly itself home.

"Discovering the businesses that built the modern world"

An independent, unofficial educational work - not affiliated with, endorsed by, or sponsored by SpaceX.



THE GREAT COMPANY ADVENTURES

Discovering the businesses that built the modern world.

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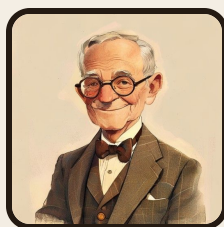
Illustrations were created with AI image tools; the text was written with AI assistance. All content is reviewed and edited by our editorial team.

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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



ROSIE

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 FIRE THAT CAME BACK

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

SPIN

The needle froze — pointing at a paused video. A rocket. Landing backward. On its own tail. In fire.

Rockets don't **LAND**. They crash!

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 fire that comes back."

★ WORTH REMEMBERING

For sixty years every rocket was used once, then crashed into the sea — like junking a jumbo jet after one flight. But this one lands upright, in a pillar of fire, and flies **AGAIN**. So... **who taught fire to come back?**

The screen rippled. A whirlpool of orange light grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 🚀

- ① How does a rocket LAND itself standing up?
- ② Grandpa says one boomerang rocket built a giant company. A rocket?! Prove it.

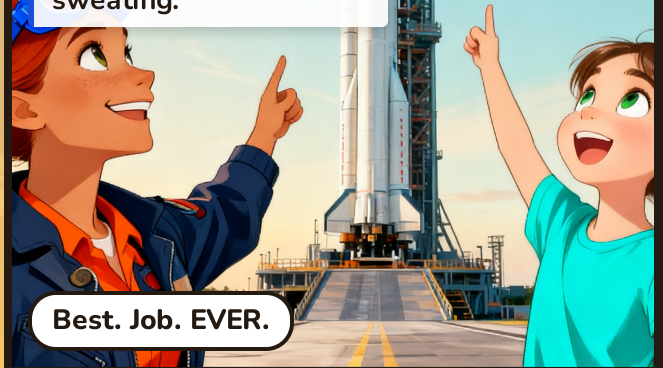
STANDING AT THE FOOT OF A GIANT

She landed at the base of a rocket taller than a skyscraper, breathing frost into the dawn.



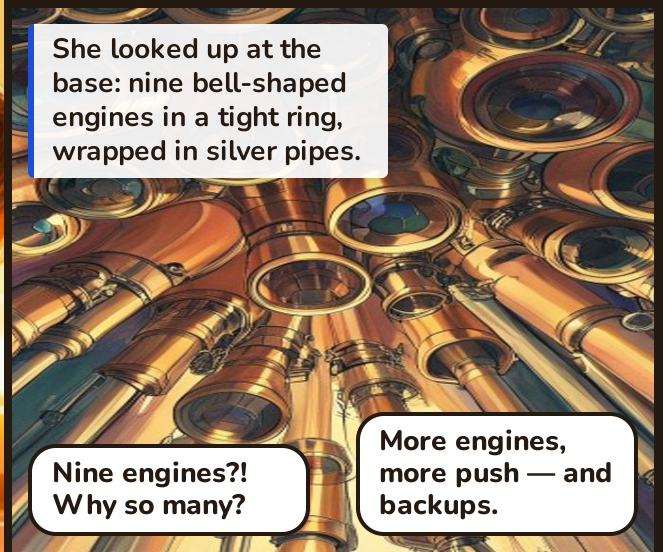
It's ALIVE — it's steaming!

An engineer waved her over. "I'm Rosie. I help these giants fly. That fog? Super-cold fuel sweating."



Best. Job. EVER.

She looked up at the base: nine bell-shaped engines in a tight ring, wrapped in silver pipes.



Nine engines?! Why so many?

More engines, more push — and backups.

★ WORTH REMEMBERING

A big rocket weighs more than a fully-loaded jumbo jet — and it must climb straight UP. That takes millions of pounds of push, all made by fire. First question: how does fire push anything at all? 🔥

📖 SIRI'S SECRET NOTEBOOK

Rockets sweat frost = fuel is FREEZING cold. ❄️ Nine engines for push + backup. Rosie says every part hides a secret. First up: how does FIRE push?

HOW FIRE PUSHES

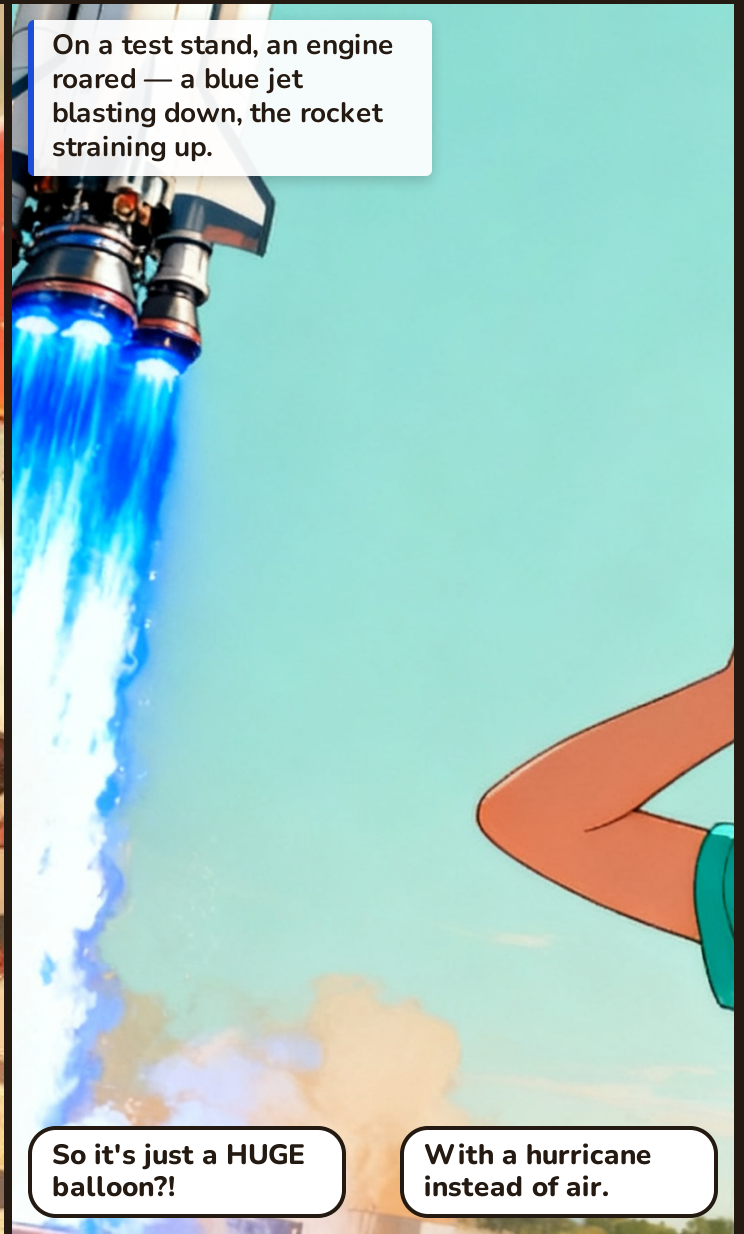
3a The push: throw stuff down, get shoved up

Rosie let go of a balloon. It zoomed across the pad, hissing. "Same trick as a rocket!"



It flew the way the air DIDN'T!

On a test stand, an engine roared — a blue jet blasting down, the rocket straining up.



So it's just a HUGE balloon?!

With a hurricane instead of air.

★ WORTH REMEMBERING

This is **Newton's third law**: push something one way, it pushes you back the other way. A rocket throws hot gas **DOWN** incredibly fast — so the gas throws the rocket **UP**. No ground to push off. It pushes off its own fire. 🎈

"To throw gas fast, you make LOTS of it," said Rosie. "Burn fuel super hot. Fire is just fast burning."

Inside the engine: fuel drops and oxygen drops crash together and burst into flame — 3,000 degrees.

Where does all the gas come from?

It's making its own storm!

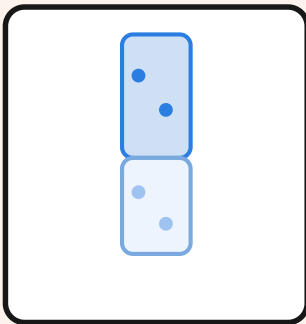
Then squeezes it out the nozzle.

★ WORTH REMEMBERING

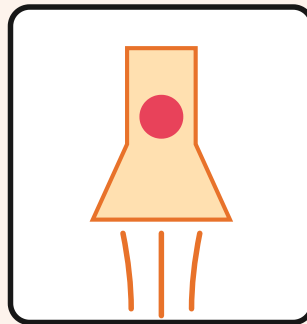
Burning is fuel grabbing oxygen and releasing heat. Heat makes gas expand and RUSH. Shape the nozzle right and that rush becomes a screaming jet — the fastest thing you can point at the ground. ⚡



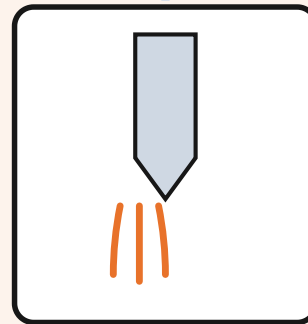
HOW FIRE PUSHES A ROCKET UP



FUEL + OXYGEN
carried in two cold tanks



THEY BURN + RUSH OUT
hot gas screams DOWN



SO THE ROCKET GOES UP
Newton's third law 📍



SIRI'S SECRET NOTEBOOK

- ① Rocket = giant balloon: throw gas down → get pushed up (Newton!). 🎈
- ② Fire = fuel + oxygen bursting hot → gas rushes out the nozzle. Wait... where's the oxygen in SPACE? 🤔

THE OCEAN YOU CAN'T SEE

Rosie tapped the frosty tank. “Fire needs oxygen. But space has NONE. So the rocket carries its own.”



That's the frost — LIQUID oxygen!

★ WORTH REMEMBERING

Half of most rockets isn't fuel — it's **oxygen**, squeezed so cold it turns to liquid. Down here, air hands you oxygen for free. Up there, a rocket must pack its own ocean of it to keep the fire alive. ❄️

“And here's the real secret,” said Rosie. “Space isn't just UP. Staying up means going sideways — insanely fast.”

Newton's old idea: fire a cannonball fast enough and it falls FOREVER around the Earth — that's orbit.

Sideways?! Not up?

So it's always falling — but MISSING the ground!

Exactly. Falling in a circle.

★ WORTH REMEMBERING

To orbit you must fly sideways at about **17,000 miles per hour** — New York to Los Angeles in ten minutes. Then you fall so fast that the round Earth curves away beneath you, and you never land. That speed is the hard part, not the height. 🌍

📖 SIRI'S SECRET NOTEBOOK

- ❶ No air in space → rocket carries its OWN liquid oxygen. ❄️
- ❷ Orbit = going sideways SO fast (17,000 mph!) you keep missing the ground. Falling forever. 🌀

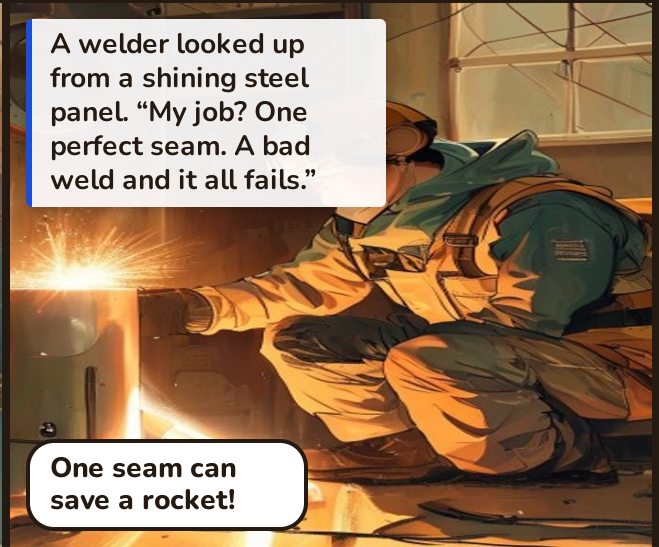
A MILLION CAREFUL HANDS



Rosie led her into a factory where whole rockets lay on their sides, big as train cars.

They BUILD them here from scratch?

Almost every part. Under one roof.



A welder looked up from a shining steel panel. "My job? One perfect seam. A bad weld and it all fails."

One seam can save a rocket!



In mission control, rows of engineers watched glowing paths. Each person guarded one small thing.

How many people fly ONE rocket?

Thousands. Each an expert in a sliver.

★ WORTH REMEMBERING

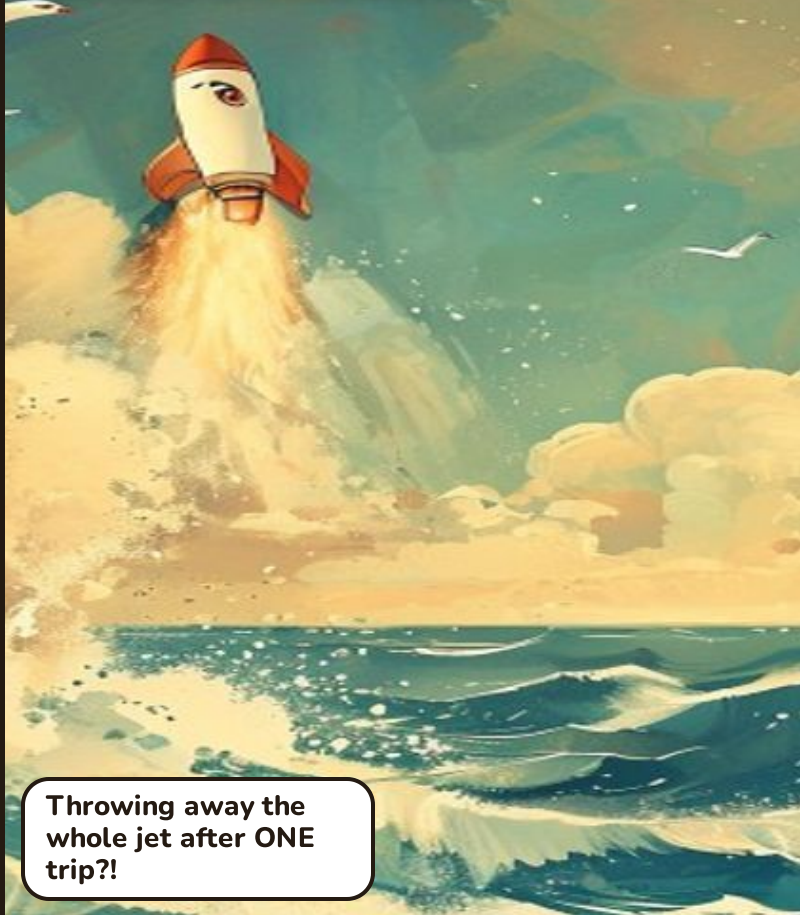
Here's the mind-bender: **nobody on Earth knows how to build a whole rocket.** The welder doesn't guide orbits; the orbit-planner can't weld steel. Everyone masters one piece — and a great company turns thousands of pieces into one machine that flies. 🙌

📖 SIRI'S SECRET NOTEBOOK

Welders + engineers + planners = thousands of hands, one rocket. 🛠️ Nobody knows the whole recipe. So who's the CONDUCTOR of this orchestra? 🎵

WHY FIRE MUST COME BACK

"The old way," Rosie sighed, "used a rocket **ONCE**. The booster fell in the ocean. Gone."



Throwing away the whole jet after **ONE** trip?!

"So we taught it to come home." The booster relit its engines and set itself down, gentle as a feather.



The fire slows it like a brake!

Guided by little steering fins.

"Clean it, refuel it, fly it again. Same booster — dozens of times."



A boomerang made of steel and fire!

★ WORTH REMEMBERING

Why chase this so hard? A booster costs as much as a passenger jet. Throw it away and every trip is enormous. **Land it and reuse it, and the price of reaching space collapses** — so you can fly far, far more often. 📈

📖 SIRI'S SECRET NOTEBOOK

Old way: rocket used once → ocean → 💸. New way: land it, refuel, reuse → cheap! 🚀
Cheaper trips → **MORE** trips → even cheaper. A flywheel of fire.

THE COMPANY THAT REFUSED TO QUIT

Beyond the fence: a whole city of rockets. Siri finally read the story in Rosie's eyes.

SpaceX! The fire that comes back is theirs!

"It started in 2002. A small team, one wild goal: make space cheap enough to reach Mars."

From a workshop to Mars?!

"Their first rocket failed. Twice. Three times. Almost broke. The **FOURTH** try reached orbit."

They kept going after **THREE** crashes?!

"Then a capsule that carried cargo — and later astronauts — to the space station."

A private ship at the space station!

★ WORTH REMEMBERING

Their boldest bet was reusability itself. Everyone said a landing booster was impossible — rockets are for throwing away. SpaceX crashed booster after booster on purpose, learning each time, until the fire finally came back. **Fail fast, learn faster.** 🔄



THE STORY IN TIME

2002

A small team starts with one goal: cheaper access to space.

2006-08

Falcon 1 fails three times — then reaches orbit on try four.

2010

Falcon 9 flies; the Dragon capsule debuts.

2012

Dragon becomes the first private craft to reach the space station.

2015

A booster lands upright for the first time — the fire comes back.

2020

Carries astronauts to orbit.

Today

Thousands of Starlink satellites; Starship, the biggest rocket ever. 🚀

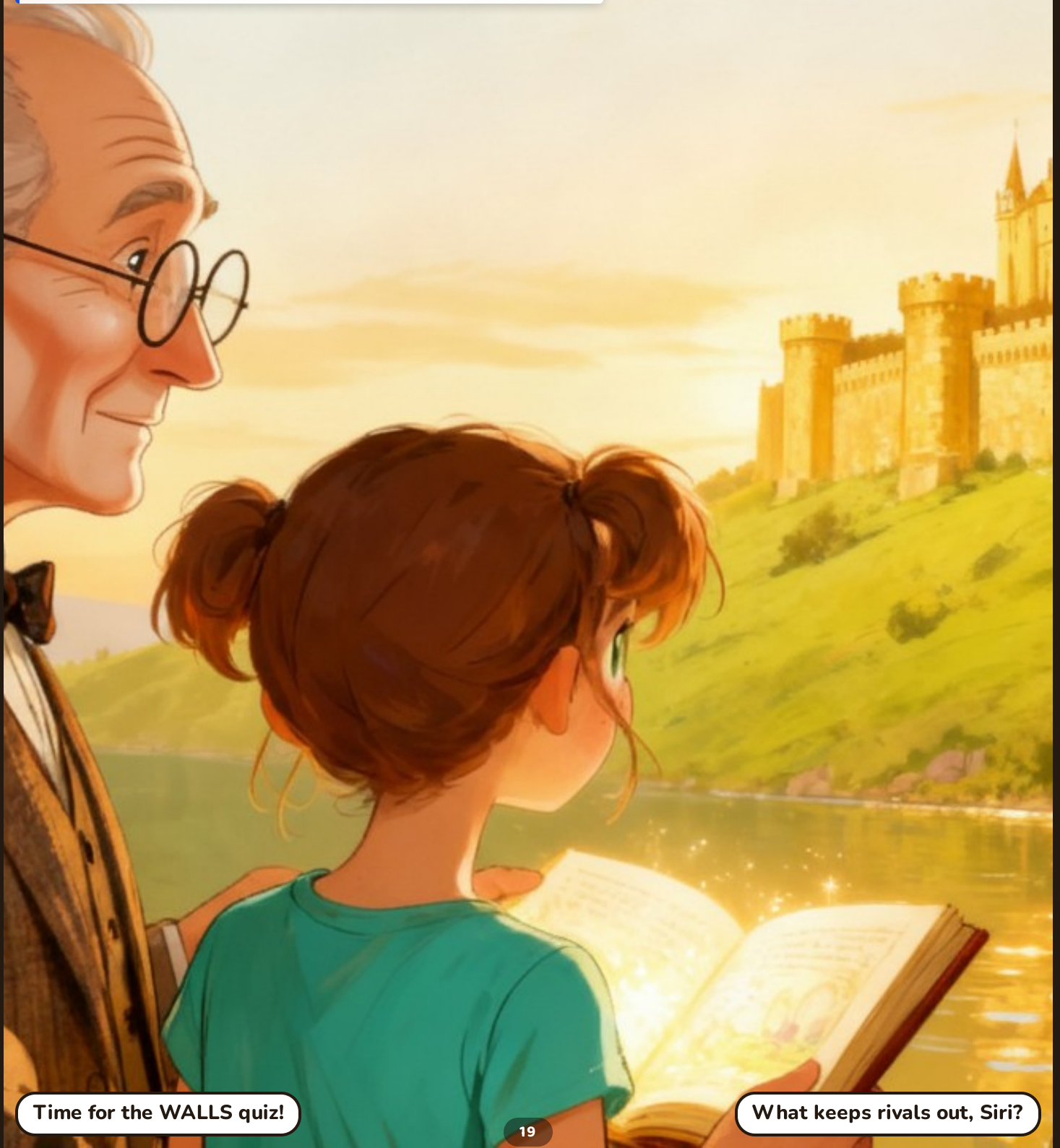


SIRI'S SECRET NOTEBOOK

Workshop → 3 crashes → orbit → space station
→ LANDING a booster. Their religion = fail,
learn, fly again. Never quit. 🔄🚀

THE CASTLE MADE OF FIRE

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



Time for the WALLS quiz!

What keeps rivals out, Siri?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: The Head Start

They landed and refllew boosters first — and learned things no one else has. Every flight teaches them more. Rivals start years behind.



Wall Two: Their Own Best Customer

They launch their own swarm of internet satellites. So their rockets always have somewhere to go — even when no one else is buying.



Wall Three: Build It All Yourself

Engines, steel, software, the whole rocket — under one roof. One sculptor, one sculpture. That makes every part cheaper and faster to fix.



Wall Four: The Flywheel

Cheaper launches bring more launches; more launches make each one cheaper still. Round and round, pulling ahead.



The Cracks in the Castle

Rockets are dangerous — one bad day hurts everyone. Rules can ground you. And the Mars dream costs a fortune. 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 a rocket company: get careless and blow one up. Overspend on a dream with no customers. Depend on one hero who can't be replaced. Now — just never do those. Worry, turned into a to-do list. ✓

Warren raised his cola. "I don't buy what I can't predict for twenty years — rockets aren't my game. But making the impossible ordinary? I tip my cola to it."



Even Warren stays in his lane!

SIRI'S SECRET NOTEBOOK

Walls: head start  + own customer  + build-it-all  + flywheel .

Cracks: danger, rules, costly dream. Charlie: INVERT. Warren: only bet on what you understand. 

THE NEXT THIRTY YEARS

"Last question," said Rosie.
"What does this become in
thirty years?" A silver
rocket stood on a rusty-
orange plain, a dome
beside it.



People might LIVE
up there!

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



Don't bet on the
rocket. Bet on the
NEEDS.

★ WORTH REMEMBERING

The deep currents: internet beamed from orbit to every corner of Earth, factories flying to space and back like buses, maybe the first towns on the Moon and Mars. Shapes will change — but the pull to explore, connect, and go farther? Forever. 🌌

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: internet from the sky 📶, space buses, Moon + Mars bases. Rule: bet on needs, not shapes. (Also: I want to see Earth from orbit. Please.)

COMING HOME

Her own bed. Morning. The compass: quiet. The house: somehow different.

Was it real? It FELT real...

One fresh line dried on the diary's glowing page.

"The modern world is not magic. It is millions of ordinary people doing small hard things, together, for a long time."

Out the window, a tiny bright streak crossed the sky. Newton's law. Liquid oxygen. Thousands of hands.

You're the boldest team project alive.

She hugged the diary tight. Somewhere far away, a booster landed softly in a column of fire.

Show me the next one, Grandpa. 🧡

★ WORTH REMEMBERING

Next time you look up, feel it: fire thrown down so a giant climbs up — sideways at 17,000 miles an hour — then coming home on its own tail to fly again. A rocket is no longer just a rocket. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK • WHAT I LEARNED

- ① Rockets push by throwing gas down (Newton!).
- ② Fire needs oxygen — space has none, so bring your own.
- ③ Orbit = going sideways insanely fast.
- ④ Nobody knows the whole recipe — companies are conductors.
- ⑤ Reuse the fire → space gets cheap.
- ⑥ Fail fast, learn faster, never quit.
- ⑦ Invert! And stay in your lane. 🧡



OUR PHILOSOPHY

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

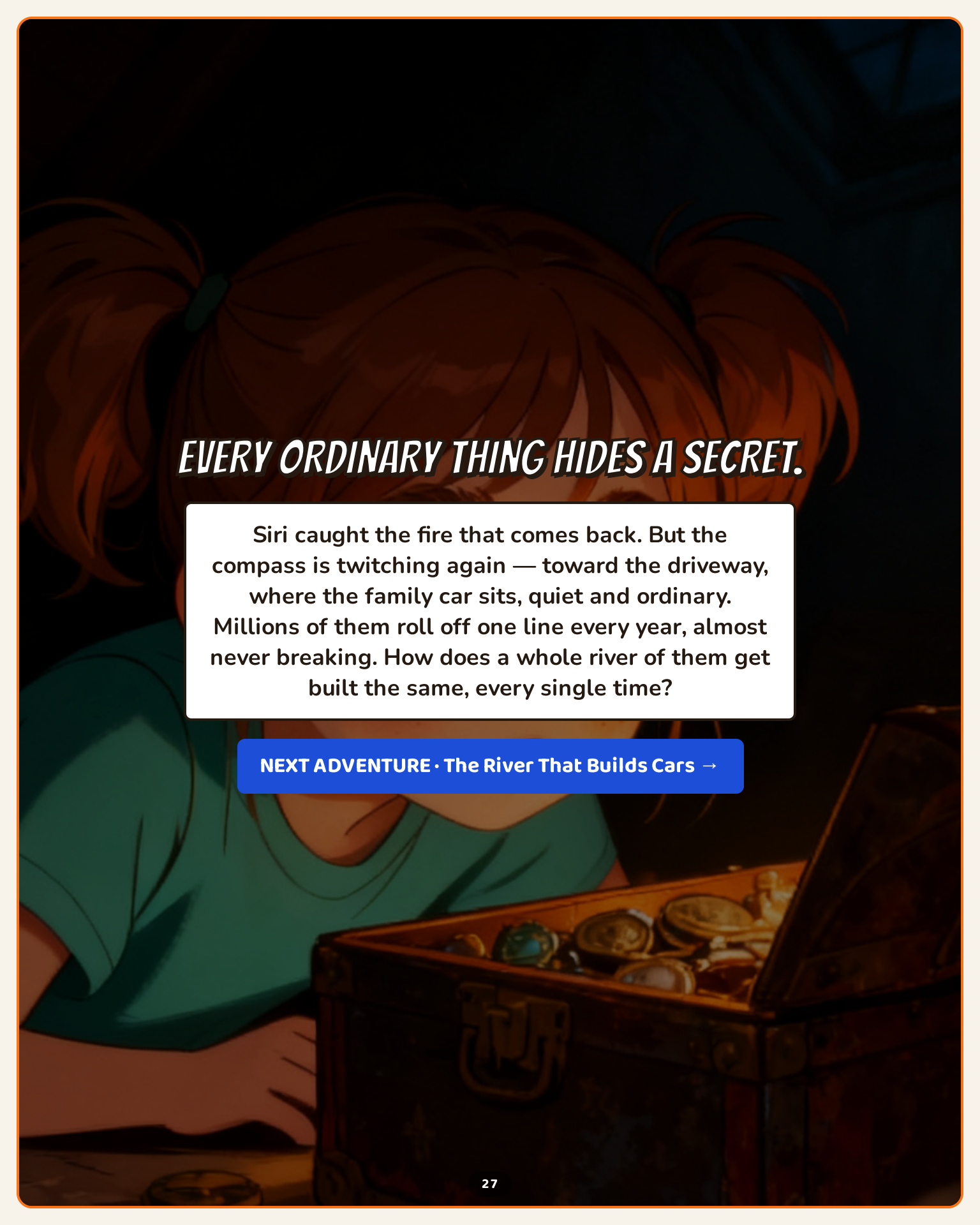
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

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. The chest is filled with gold coins and jewelry. The background is dark and blurry, suggesting an indoor setting.

EVERY ORDINARY THING HIDES A SECRET.

Siri caught the fire that comes back. But the compass is twitching again — toward the driveway, where the family car sits, quiet and ordinary. Millions of them roll off one line every year, almost never breaking. How does a whole river of them get built the same, every single time?

NEXT ADVENTURE • The River That Builds Cars →