

The Great Company Adventures • Book 29 of 50

VISA **THE HANDSHAKE INSIDE THE CARD**

A curious girl, three wise mentors, and the little plastic card that lets perfect strangers trust each other in two seconds.

"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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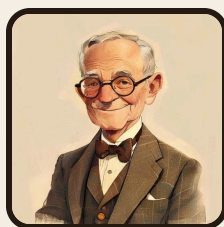
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MEET THE CHARACTERS



SIRI



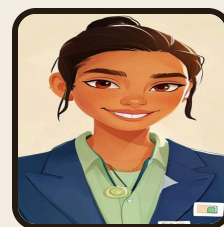
BEN



WARREN



CHARLIE



JUNE

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 CARD ON THE HALLWAY TABLE

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

SPIN

The needle stopped. Pointing at... Mom's plastic card. Asleep by the house keys.

YOU? You're just plastic!

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. Find the handshake inside the card."

★ WORTH REMEMBERING

Watch a grown-up shop. No coins, no counting — one tap, one beep, done. That flat piece of plastic has **no money inside it at all**. So... how does it BUY things?

The chip glinted. A whirlpool of blue light reached out and grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 🇪🇺

- ① A card with NO money inside buys almost anything, almost anywhere. HOW?
- ② Grandpa says a handshake hides inside it. Cards don't have HANDS.

THE HALL OF A BILLION SPARKS

She landed in a hall where a glowing globe hung in mid-air — woven from threads of pure light.



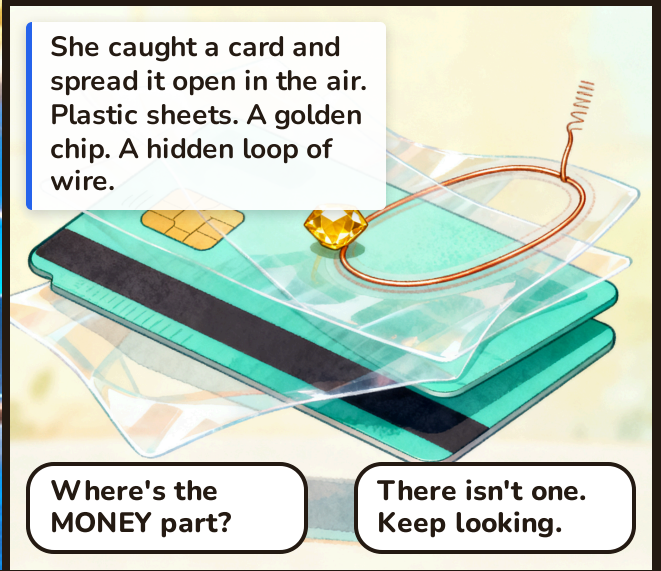
Every thread is going SOMEWHERE!

A young engineer waved from a balcony. "I'm June. Every spark you see is somebody, somewhere, paying."



Best. Fireworks. EVER.

She caught a card and spread it open in the air. Plastic sheets. A golden chip. A hidden loop of wire.



Where's the MONEY part?

There isn't one. Keep looking.

★ WORTH REMEMBERING

A card is not a purse — it's a **key**. The money stays safe at your bank. The card just proves who you are, and asks your bank a question. The mystery is how fast.



SIRI'S SECRET NOTEBOOK

The globe = a world of payments, sparking day and night. 🌐 A card = plastic + chip + secret wire loop. NO money inside. It's a KEY. But a key to WHAT?

THE KEY THAT WORKS ONLY ONCE

3a The chip that wakes without a battery

"Meet the chip," said June. Under the lens: a whole tiny computer city, smaller than a fingernail.

"And see this? A loop of wire hiding round the edge, like a racetrack."

What does a card need a **RACETRACK** for?

"Power! The reader breathes out invisible radio waves. The loop catches them — like a windmill catching wind."

There's a **CITY** on my card!

The card borrows its electricity from the **SHOP**?!

★ WORTH REMEMBERING

The card has **no battery**. The checkout reader pours out a gentle radio field, and the card's wire loop turns that wave into just enough electricity to wake the chip. It's called **induction** — the same trick that charges toothbrushes without a plug. ⚡

"Awake, the chip does its real job: it makes a secret code that works exactly ONCE."



A key that **MELTS** after one turn!

"The chip guards a secret it never tells anyone. It only proves it **KNOWS** it — with fresh math every tap."



So a thief who copies a code...

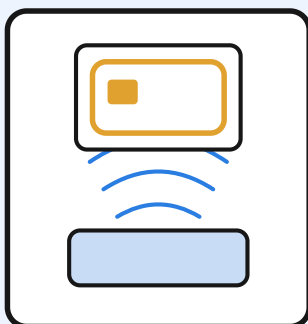
...is holding a melted key.

★ WORTH REMEMBERING

That's the handshake! The chip solves a puzzle only the true secret-keeper could solve, making a **one-use code** each tap. Copy today's code and it's already worthless. The secret itself never leaves the chip. 🗝️



HOW ONE TAP PAYS



THE WAKE-UP
coil sips power



THE SECRET CODE
a one-use key



THE ANSWER
yes, in a blink



SIRI'S SECRET NOTEBOOK

- ① No battery — the card drinks radio waves from the reader (induction!). ⚡
 - ② The chip keeps a secret it NEVER tells — it just proves it, with a one-use code. 🔑
- Handshake found!

THE TWO-SECOND RACE

"Now watch one tap fly." A spark shot from a corner shop, through a bank, into a great humming fortress...

It's going around the WORLD!

The fortress itself: halls of machines blinking softly, stretching to the horizon. Never sleeping. Never forgetting.

It's a city that answers QUESTIONS!

"The shop's bank asks the network. The network finds YOUR bank. Your bank checks: real card? enough money?"

All that... before the beep?

All that. In about a second.

And guardians watched every spark. One odd red spark rose from the river — caught mid-flight.

How did they spot ONE bad spark?!

★ WORTH REMEMBERING

The network can carry **tens of thousands of taps every second** — and it checks each one for thieves on the way through. Your card in the wrong city, at a weird hour, buying strange things? Caught before the beep. 🦉

📖 SIRI'S SECRET NOTEBOOK

One tap = a question racing card → shop's bank → THE NETWORK → my bank → back. ~2 seconds! ⚡ Guardian computers check EVERY spark for thieves mid-flight. The beep is a finish line.

THE DAY NO MONEY MOVED

June pulled back a curtain.
“Ready for the twist? At
the tap... no money moves
AT ALL.”



WHAT! Then what
did we send?!

“A promise. All day, banks
collect millions of
promises. At night, they
add them up — and settle
the difference.”



So money travels
ONCE, at night!

While you're
asleep.

★ WORTH REMEMBERING

Banks owe each other millions of little promises by sunset — but most **cancel out**, like trading cards between friends. Only the difference actually moves. A mountain of taps becomes one quiet payment. ⚖️

Shopkeeper. Teller. Engineer. Cable sailor. Fraud detective.
Card printer. Each shrugged: "I only do my small part."



But nobody does the **WHOLE** thing?!

★ WORTH REMEMBERING

Here's the mind-bender: **nobody on Earth runs a payment alone**. Thousands of banks, millions of shops, oceans of cable — and one network conducting them all, a thousand times a second, in perfect time.

📖 SIRI'S SECRET NOTEBOOK

Tap = a PROMISE, not money. 🍷 At night the banks tally up and only the difference moves. Most promises cancel out! And no single person runs any of it. So who's the CONDUCTOR? 🎵

WHY THE WORLD SAYS YES

A window into the past: a traveler pouring out a coin pouch, a shopkeeper counting, a line growing.



Paying used to take FOREVER!

"Cash gets lost, stolen, miscounted. And a shopkeeper can't trust a stranger's promise... alone."



But WITH the network, every stranger's promise is good!

"So shops joined to reach shoppers. Shoppers joined because shops accepted. Round and round, for sixty years."



The bridge gets stronger as people cross it!

★ WORTH REMEMBERING

Why spend billions building this? ① It made paying safe, fast and countable — massive **value**. ② The bridge: every new shop makes cards better, every new card makes shops join — **network effects**. A rival can copy the plastic. They can't copy the party. 🏰

📖 SIRI'S SECRET NOTEBOOK

Cash = slow, losable, stealable. The card fixed TRUST between strangers. 🏰 Shops pull in shoppers, shoppers pull in shops — the bridge builds ITSELF. Grandpa's rule: find the thing people would HATE to live without.

THE NAME THAT MEANS YES

By a foggy blue bay, threads of light from the whole world sank into one gleaming building. Siri knew the name. Everyone does.

VISA! The handshake inside the card is VisaNet!

"It began in 1958. A California bank mailed 60,000 cards — to a whole town at once, unasked."

They mailed a town its **WALLET**!?

"The early years were chaos. Paper slips. Phone-call approvals. Thieves everywhere. It nearly drowned."

This all almost **DIDN'T** happen?

"Then a thinker named Dee Hock gathered the squabbling banks: nobody owns the network — we run it **TOGETHER**."

A roundtable... for banks!

★ WORTH REMEMBERING

In 1976 the card took a name every language could say: **Visa**. The genius move wasn't plastic — it was the **agreement**: thousands of rival banks trusting one shared set of rules. And computers replaced the phone calls: minutes became seconds. 🐾



THE STORY IN TIME

1958

A California bank mails 60,000 cards to Fresno — the great experiment begins.

1966

Other banks join in; the little card spreads across America.

1970

The member banks unite into one shared network, led by Dee Hock.

1973

Computers replace phone-call approvals — minutes become seconds.

1976

A new name every language can say: Visa.

1980s

Debit arrives — the card now opens your own bank account too.

2007

Visa's branches around the world unite into one global company.

Today

Billions of Visa cards work at millions of shops in over 200 countries. 

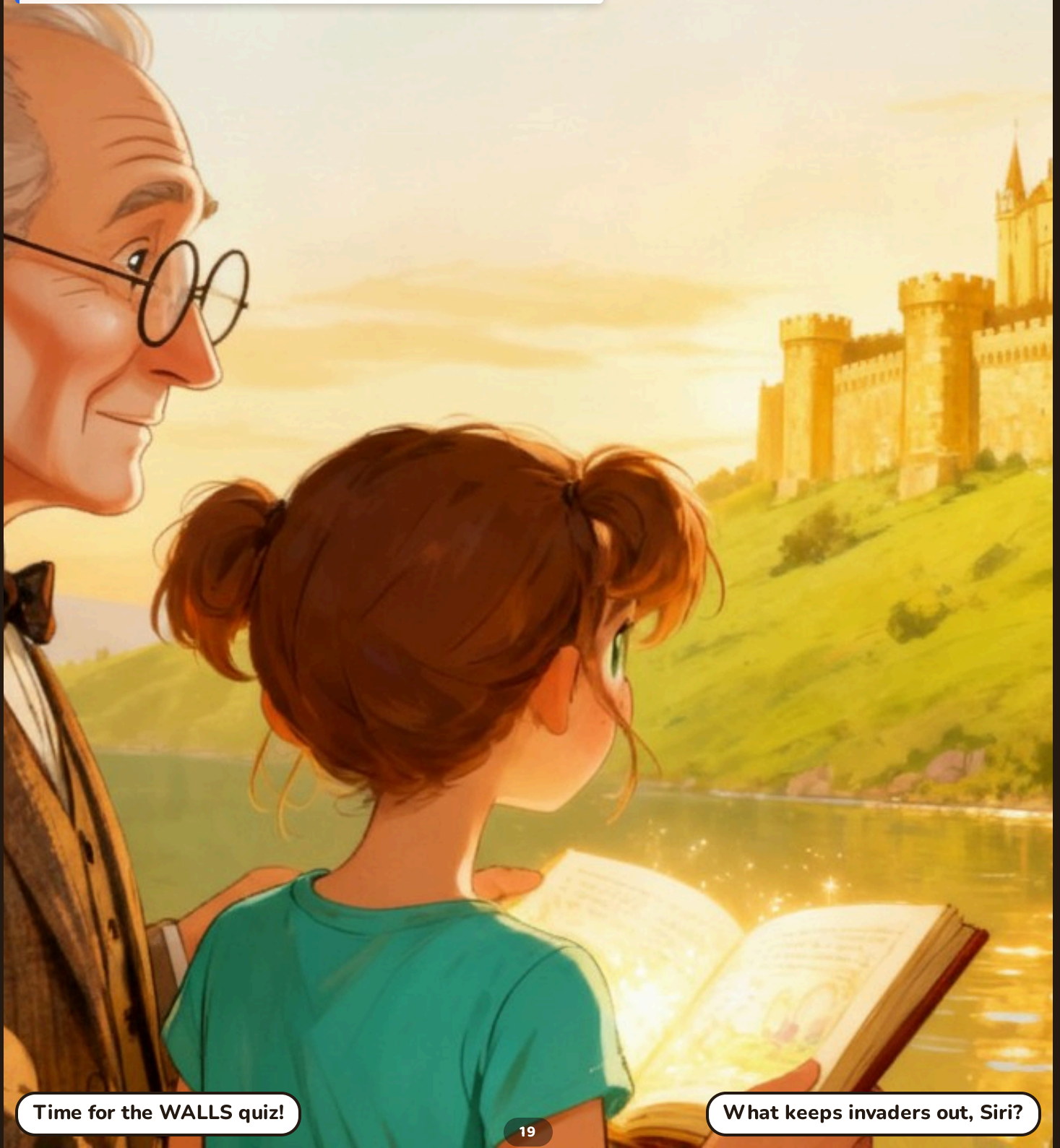


SIRI'S SECRET NOTEBOOK

VISA = the conductor! 1958: a bank mails a whole TOWN its cards → chaos → Dee Hock's roundtable: rival banks, one shared network, 1976: named Visa. It sells NO food, lends NO money — it runs the handshake. 🤝

THE CASTLE OF TRUST

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 Two-Sided Bridge

Billions of cards on one side, millions of shops on the other. A newcomer must build BOTH sides at once — the hardest trick in business.



Wall Two: A Promise Kept

Works everywhere, every time, in a blink — for decades. And if a thief strikes, the cardholder doesn't pay. Trust like that takes generations.



Wall Three: The Tiny Toll

The bridge is already built. Carrying one more spark costs almost nothing — so a tiny toll, times billions of taps, keeps the castle rich.



Wall Four: The Guardian

Brains that have watched billions of sparks know a thief's footsteps instantly. A new network starts blind.



The Cracks in the Glass

Phones and tech giants building their own paths. Countries building their own networks. Rule-makers eyeing the toll. Cyber-thieves at the gates. 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 this castle: break the promise once, badly. Let thieves through. Get greedy with the toll until everyone builds around you. Miss the next way to pay. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. "A toll bridge on the river of the world's shopping — invisible, trusted, nearly impossible to rebuild. That's the quiet kind of castle I love to study."



So the treasure isn't the card. It's the HANDSHAKE.

SIRI'S SECRET NOTEBOOK

Walls: two-sided bridge 🏰 + kept promise 🤝 + tiny toll ⚡ + guardian 🦉 .
Cracks: tech giants, country networks, rule-makers, cyber-thieves. Charlie:
INVERT. Warren: study the quiet toll bridges. 🏰

THE NEXT THIRTY YEARS

"Last question," said June. "What does this become in thirty years?" A street of tomorrow: a wave, a chime, a smile — no card in sight.



The card might stop being a CARD at all!

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



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

★ WORTH REMEMBERING

The deep currents: cards dissolving into phones, watches, even a glance. Banks learning to pay each other instantly. New kinds of digital money. Smarter guardians hunting smarter thieves. Shapes change — but strangers needing to trust each other in two seconds? Forever. 🌟

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: pay by watch/glance, instant bank transfers, digital money, AI guardians. Rule: bet on needs, not shapes. (The plastic may vanish. The handshake never will.)

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, Mom's card lay beside the milk. Borrowed power. Melting keys. A billion promises, settled by moonlight.

You're the quietest superpower in the house.

She hugged the diary tight. Somewhere far away, a globe of golden threads sparked on through the night.

Show me the next one, Grandpa. ♥

★ WORTH REMEMBERING

Next unlock, feel it: a chip waking on borrowed radio power — signing a key that melts after one turn — a promise racing the planet in two seconds — settled in one quiet midnight payment. A card is no longer just a card.

Nothing, from now on, is just anything.



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① A card is a KEY, not a purse.
- ② No battery — it drinks radio waves.
- ③ Every tap signs a one-use secret code.
- ④ The answer races the world in ~2 seconds.
- ⑤ No money moves till the nightly tally.
- ⑥ Two-sided bridges build themselves.
- ⑦ Invert! And study the quiet toll bridges. 🧡



OUR PHILOSOPHY

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

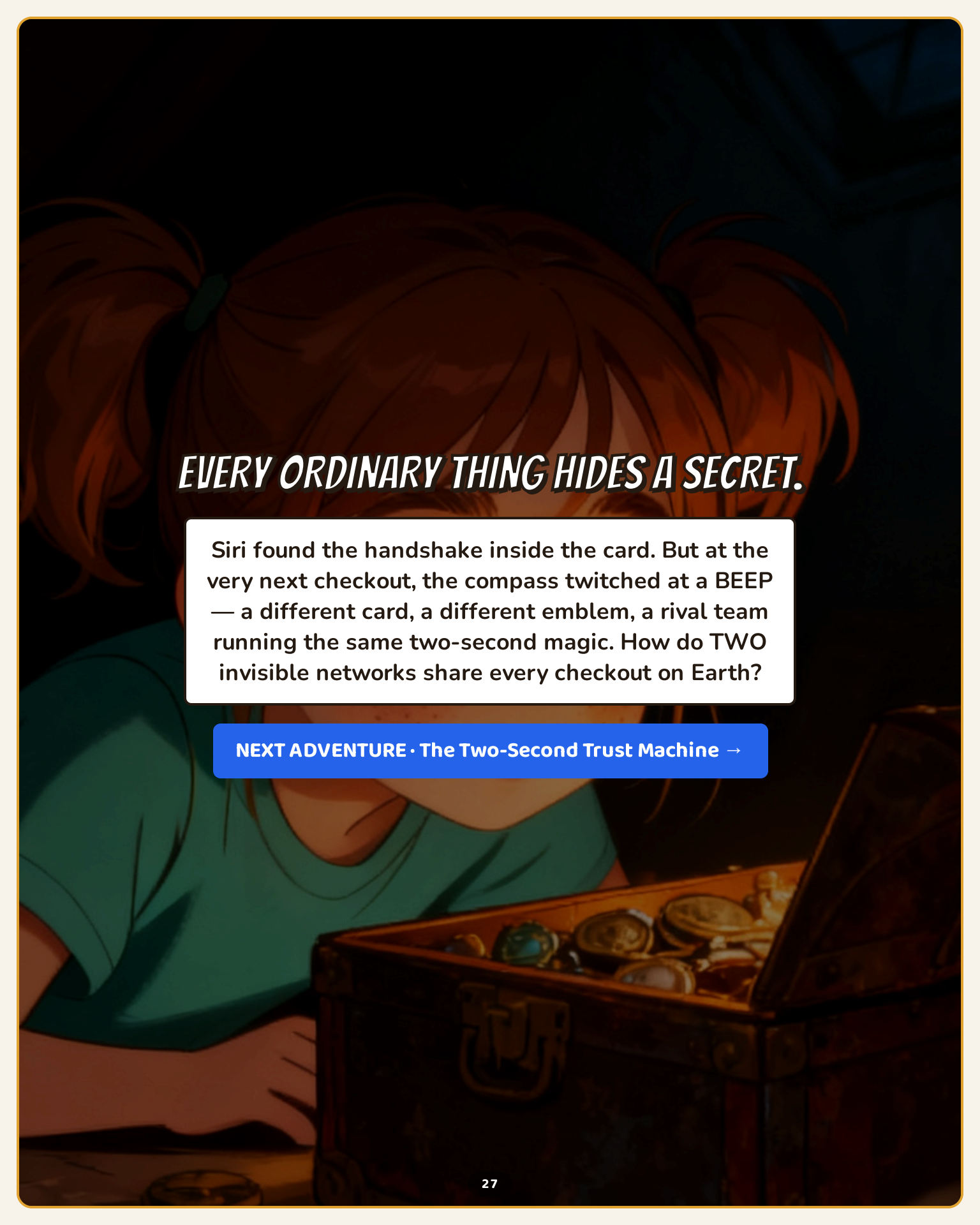
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

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 treasure chest filled with gold coins and jewels. The scene is dimly lit, with a warm, golden glow emanating from the chest. The background is dark and indistinct.

EVERY ORDINARY THING HIDES A SECRET.

Siri found the handshake inside the card. But at the very next checkout, the compass twitched at a BEEP — a different card, a different emblem, a rival team running the same two-second magic. How do TWO invisible networks share every checkout on Earth?

NEXT ADVENTURE · The Two-Second Trust Machine →