Starting a business is a game that can only be played...never won.
Startups require more time, energy and money than you expect...maybe 2x or 3x
Co-founders are second marriages...and the divorce can be worse.
When the going gets tough you’ll stop doing the things that make you feel good.
It’ll be a lot harder and lonelier than you think.
You’ll probably develop your product too early.
Competition, or lack thereof, and demand are frequently imagined and rarely tested.
“If you build it they will come,” is a plotline ...not a business plan.

#3
On average, there are 12 departments in a software company.
There are more unknown unknowns than known unknowns.