

Your startup is a daycare center. You can't just get up and leave the babies on the street with nowhere to go and expect them to eat, sleep, play, stay safe from creeps, and do stuff on their own. Why?

They're not you. Nobody runs your startup better than you. You've got skin in the game. It's your vision. It's your debt. It's *you* who loses everything if things go the way of the titanic. The challenge is, a startup is freaking hard.

Hard = A lot of time

To survive as a startup you've got to dedicate your life to it. Dedication translates to being away from your family, late nights, not much sleep, flights to see people who refuse to Zoom, daily headaches, customers who demand product enhancements but won't pay for them, social media warfare against your startup — the list is huge.