* Software
  + Intangible
    - Size and effort are hard to estimate, progress is difficult to assess
  + Not a physical item
    - No physical limitations exist
  + Malleable
    - It’s always possible to think of an application twice as complex as the current one
  + Highly Interdependent
    - A small hole somewhere can bring the entire building down
  + Appetite comes with eating
    - People get more ideas as the products and being made, the environment tends to change in ways we can’t control or even anticipate
  + All of this is based on lots of human creative labour