A pitch is a directional document used when deciding to build a new feature or product. It provides a high-level idea of what needs to be done, why it should be done, and the problem it aims to solve. It includes feedback from customers and a suggested solution, but it's not overly detailed, usually around 800 words.

Often companies do not know what they want when they have a new idea. They might give a one line statement but that will not be enough detail for a team to take and provide a well developed deliverable. Most problems arise when you start building the project so having a base line will only guide the team throughout the project.

While pitches related to project work are typically written by designated individuals, anyone in the company can pitch an idea. Pitches are not just about product features but they can also involve various aspects like design, programming, or customer support. Basecamp uses this as a way of getting people to throw out ideas to the team which they can implement to improve their product.

Framing is essentially the step before pitching, where you define the problem and the business value in solving but don't actually specify what the solution is. Shape Up and the concept of pitching embrace the principles of autonomy, mastery, and purpose, which are key drivers of employee satisfaction and engagement.

Team members have the autonomy to make decisions, work towards getting better at solving problems, and find purpose in building solutions. Rabbit holes are elements of a project that may seem appealing but can lead to excessive and unproductive work. They are areas where you can get stuck without making meaningful progress. Identifying and avoiding rabbit holes is crucial to stay on track and within budget.

Science projects are entire pitches that are highly uncertain and may not have a clear path to success. They involve exploring ideas with the expectation that they might not yield the desired results. This helps the company to learn new things about the product that they can use in the future for things to avoid. It is always beneficial to listen to science projects just in case there is a good idea amongst the bad ones.

Tracer bullets are small, focused experiments within a pitch. They are used when there is uncertainty about how long a particular task will take. By dedicating a short period, like two days, the team gains insights into the task's complexity and feasibility. This is often done for part of a project that have potential to work well