**Project –Update + Feedback: Tackle\EverydayFriction Email**

**Objective – Update users and request feedback on a recent Tackle Challenge.**

Hey [Screenname],

When faced with the huge challenge of tackling friction, [redacted] turned to you for help. You took the time to answer her call and support GM in solving its challenges.

To move fast on implementing these ideas, GM needs to focus on the top opportunities. Ideas were evaluated on projected impact, occurrence rates, and voting activity.

We’ve taken a hard look at your submission and have decided to prioritize other opportunities, but no worries! Ideas are always a work in progress, so here’s what you could do next:

1. If you want to keep working on your idea, take another stab at it using [The iHub Way](ihubway). It’s how iHub finds problems and solves them with a focus on the user.
2. If you want to work on other ideas not related to this Tackle, check out [Studio Y](studioy/) and what we have to offer.
3. If you have questions or thoughts, email us at [iHub@gm.com](mailto:iHub@gm.com).

Remember, taking the first step is always the hardest part of being an innovator and you’ve just done that. We can’t wait to see what else you come up with.

Never stop innovating,

iHub