CardCue Pro

For educators across the U.S.

FOR TEACHERS, SCHOOL STAFF AND VOLUNTEERS

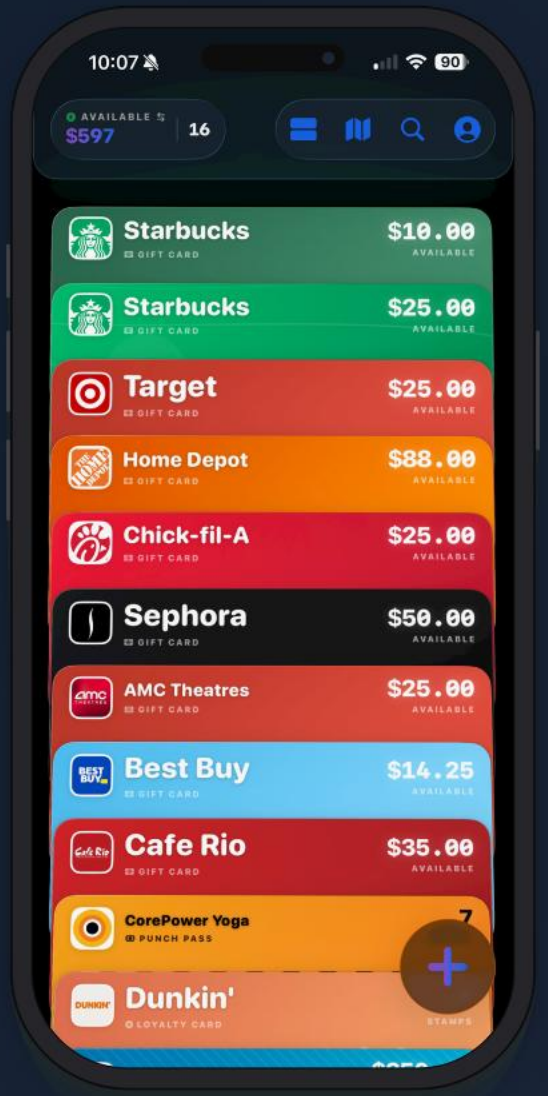
CardCue Pro for Educators

One complimentary year of CardCue Pro for every educator in America.

Teachers receive gift cards. We make using them feel effortless.

On iPhone today, and Android when it arrives.

cardcuepro.app/educators



WHY TEACHERS

Teachers are thanked with gift cards.

45%

of 800 U.S. teachers surveyed preferred cash or gift cards, their second most-loved gift

53%

of parents planned a holiday gift for their child's teacher

$25

is the typical holiday gift a parent gives a teacher

The cards arrive in waves: Winter holidays | Teacher Appreciation Week | End of the school year

Sources: Study.com survey of 800 U.S. teachers, December 7 to 10, 2024; Bankrate holiday tipping survey by YouGov, published December 9, 2024.

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THE PROBLEM

And gift cards end up in a drawer.

$27B

in unused gift cards, vouchers and store credit, held by U.S. adults in 2024

AND IT KEEPS GROWING

$15B in 2021 → $23B in 2023 → $27B in 2024

43% of U.S. adults have at least one unused gift card, voucher or store credit

$244 average unused value per person among holders, up from $187 in 2023

Source: Bankrate gift card surveys, 2021, 2023 and 2024 editions. Value held, not money lost each year.

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THE GIFT

Up to $149.4 million

in CardCue Pro: one year for each of the roughly 4.3 million preschool and K–12 teachers in the U.S.

PTA and PTO members and school volunteers qualify too.

4,269,662 U.S. preschool and K-12 teachers	×	**$34.99** one year of CardCue Pro	=	**$149,395,473** retail value if every one claims it

Public: NEA 2026 Rankings and Estimates, 3,231,992 teachers (2024-25). Private: NCES, 482,570 full-time-equivalent teachers (2021-22). Preschool: BLS, 555,100 jobs (2024). Retail value at the App Store price, not cash.

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OUR GOAL

A complimentary year for every educator in America.

THE GOAL

Every educator

teachers and school staff, preschool through 12th grade, at every kind of school

WHAT EACH YEAR IS WORTH

$34.99

the regular yearly price of CardCue Pro, counted as subscription value, never as cash

WATCH IT SPREAD

A map of the thank-you, state by state

Every year that starts lights up its state on cardcuepro.app/educators, with the value activated so far.

A goal, not a tally. The map counts only complimentary years that have started, never clicks, shares or unfinished claims; states are self-reported. Subscription value at the App Store price, not cash.

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WHAT CARDCUE PRO DOES

Every gift card in one place. A reminder when you're near.

01

Snap it

A photo reads the brand, balance (if printed), barcode and expiration. You can edit any field.

02

Cue chirps

Cue, our pika, keeps track and can chirp (pika for notifications) near a store where you have a balance.

03

Stays private

Card numbers and barcodes are encrypted on your device before they sync, with a key we never receive.

Nearby reminders need Location set to Always and Precise Location on. By default the card photo goes to a secure cloud AI.

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WHAT CARDCUE PRO DOES

From the drawer to the register, and so much more.

Snap it



One photo reads the card.

One wallet



Every card and balance, together.

A chirp nearby



Cue can remind you near the store.

Pay with it



Barcode up, screen bright.

AND THERE'S MORE

- Map of nearby stores
- Send a card to anyone
- Expiry reminders
- Apple Watch app
- Home Screen widgets
- Memberships and punch passes
- Backup across devices
- Encrypted, private by design

Screens from the shipping app. Store names are examples of cards a user added. Reminders are not guaranteed.

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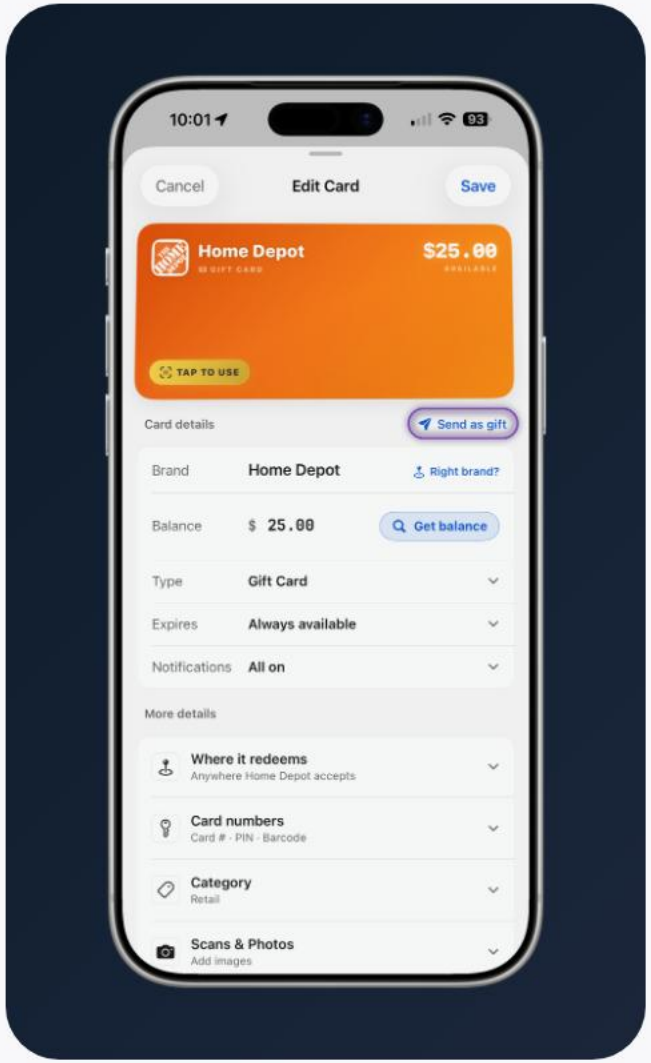

FOR PARENTS AND STUDENTS

Thanking a teacher just got easier.

Have a store gift card in CardCue Pro? Send it straight to a teacher. Sending is free on every plan.

- **Pick a card** and tap Send as gift.
- **Send it** by text, email or AirDrop.
- **The teacher taps the link** and the card lands in their wallet, ready at the register.

Send a card moves a digitized store gift card's details, not money. A store's own terms may limit transfers. Unclaimed cards return to the sender after 14 days.

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HOW AN EDUCATOR GETS IT

A few steps. Nothing to buy.

1

Claim with any email

They confirm they're eligible and verify their email with one link. Personal email is fine.

2

Get the app and sign in

CardCue Pro is free on the App Store, and coming to Google Play. Sign in with the email the year waits on, and the complimentary year is already there.

3

Put the cards to work

Snap each card once. Cue, our pika, keeps track and chirps (pika for notifications) when they're near the store.

The link: cardcuepro.app/educators. The twelve months start the day they sign in.

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SEE IT FOR YOURSELF

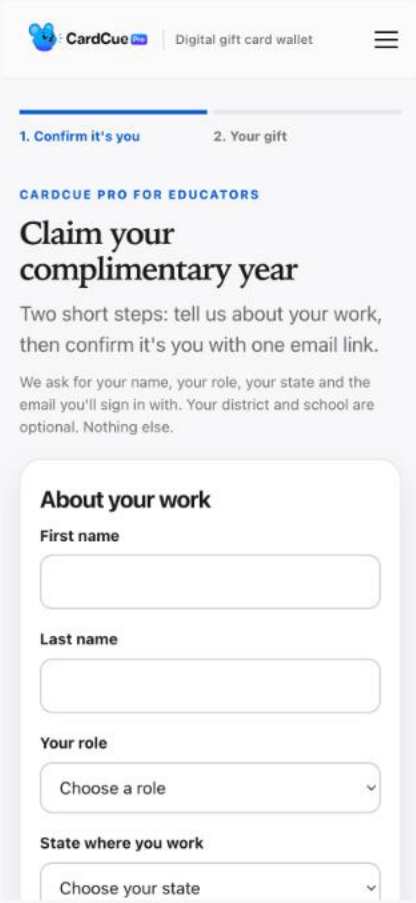
What educators will see.

cardcuepro.app/educators

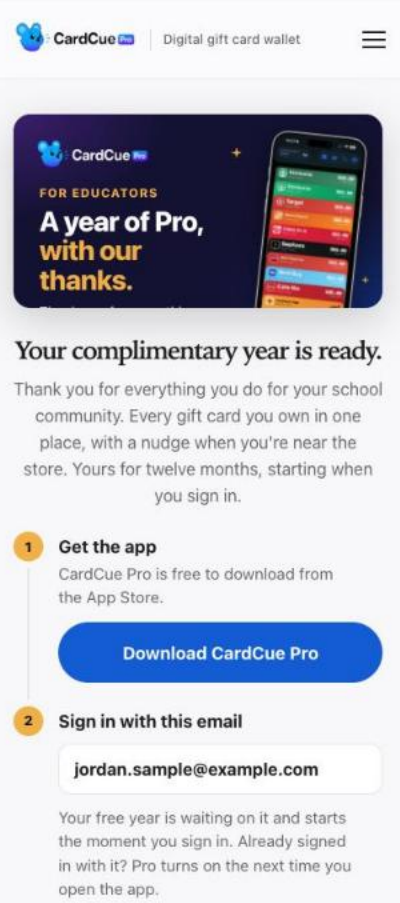
It's live now. Open it on your phone and you'll see these screens.



1. The offer



2. The form



3. The gift page

Shown on an iPhone-sized screen. The email on screen 3 is a sample.

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HOW CLAIMING WORKS

Simple to claim. No paperwork.

A short form

Educators confirm they're eligible, pick their phone and enter an email. No documents, no ID.

Any email they use

We email one link to confirm the address. Personal email is fine, so their cards stay theirs if they change schools.

One year per educator

One complimentary year per educator, across iPhone and Android, not per device or app store account. Each email and each account claims once.

Who qualifies

Current U.S. educators, preschool through 12th grade, at public, private, charter and other schools: classroom teachers, substitutes, paraprofessionals, special education specialists, librarians, counselors, principals and administrators, plus PTA and PTO members and school volunteers.

We use the email only to send the link and hold the free year. Eligibility may still change.

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WHO GETS WHAT, SAID PLAINLY

A gift with no strings. Good for everyone.

FOR EDUCATORS

- **A year of Pro, free**
  The first year is on us. Keeping Pro afterward is $34.99 a year, only if they choose it. Cards stay.
- **Use the thank-yous**
  Every card in one place, with a reminder near the store.
- **More for the classroom**
  Teachers spent $895 on supplies last year. Cards they hold can help.
- **Private by design**
  Card numbers and barcodes are encrypted before they sync.

FOR PARTNERS

- **A no-cost perk to share**
  A year of Pro for the educators you reach, at no cost to you.
- **A reason to reach out**
  Something good to share with the educators you reach.
- **A good-news story**
  We carry the press. Partners are named only if they want to be.
- **No work to run it**
  Nothing to buy, sign or manage.

FOR CARDCUE PRO

- **People hear about us**
  We're a small, independent company. Stories like this are how people find us.
- **A story to tell**
  We'll share the gift on social media and with news outlets.
- **Maybe a few customers**
  Some educators may choose to keep Pro after their year. That's their call.

$895: average out-of-pocket supply spending, AdoptAClassroom.org 2025 Teacher Spending Survey (3,700 U.S. K-12 teachers, 2024-25).

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GOOD TO KNOW

The fine print, up front.

iPhone today, Android soon	iPhone: on the App Store today, with an Apple Watch app included. Android: coming soon; it is being built. The year belongs to the educator, not the phone, so it waits for them when CardCue Pro arrives on Google Play.
After the year	The first 12 months are complimentary. Keeping Pro afterward costs $34.99 a year through the App Store or Google Play, and nothing is charged without the store's own confirmation. Every card they added stays either way.
If Pro ends	Nothing is deleted. Every card they added stays in the wallet and stays usable. The free plan's limit of 3 active cards applies only to adding new ones.
Sharing it	Anyone can pass on cardcuepro.app/educators: a share button on the page, a text, an email or the staff-room flyer. There is no code to hand out, and sharing is never a condition of the year.

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THE TIMELINE

Open today, national when both phones can join.

NOW

Live for every eligible U.S. educator

cardcuepro.app/educators is open, the free years are real, and the map starts at zero.

WITH ANDROID

The national launch

We go public the day iPhone and Android educators can both claim and start their year. No date until both work.

MAY 3 TO 7, 2027

Teacher Appreciation Week

The week teachers receive the most thank-you cards: a moment to tell the story everywhere educators are.

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WHO WE ARE

Made by a small, independent team.



Christian Sorensen

FOUNDER

Fifteen years leading product at enterprise SaaS, most recently healthcare platforms at Gainwell. Writes the code, the copy and the support emails himself.



Sierra Schubach

HEAD OF GROWTH

Marketing strategist and creative with over a decade of building brands, go-to-market strategy and growth.

GET INVOLVED

Help every educator get their year.

1

Educators

Claim your complimentary year at cardcuepro.app/educators, then pass it on. Any email works.

2

Press

Facts, screenshots and an interview with the founder. Write to press@cardcuepro.com.

3

Partners

Share one link with the educators you reach. We handle everything else, at no cost to you.

Partners are named only with their written OK. We never share anything about educators' cards with partners.

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Thank you.

Christian Sorensen, Founder · hello@cardcuepro.com

Scan the code to try CardCue Pro on your iPhone today.

Scan to get the app

cardcuepro.app/get/educators