

One man, one app, and \$27 billion of your forgotten money.

Open your junk drawer. Some of that \$27 billion is yours. Christian Sorensen built CardCue Pro to help you find and use your share. He is also the designer, the marketer and, when something breaks, the support desk. One scan reads a card's brand, balance, barcode, PIN and expiration date. Everything goes in one place: gift cards, store credit, punch passes and memberships. Walk near a store where your money is waiting, and your phone speaks up, even with the app fully closed. At the register, your iPhone or Apple Watch shows the barcode. Free for three active cards, no account.

\$27 billion

sits unspent on America's gift cards and store credit; \$3 billion more goes unredeemed yearly, and the average pile jumped 30% in a year.

Bankrate, 2024. Yearly figure: Mercator, 2019, via CBS News

\$415

found by the first user, the founder's mother-in-law, in one evening going drawer to drawer in her own house.

Shared with her written permission

1

person is the whole company: founder, developer, designer, marketer, and the entire support desk.

Pika Product Lab LLC, Utah

THE STORY

Christian Sorensen got the call on a Monday morning: HR on the line, and he was let go. That evening he stopped for groceries, paid at self checkout with his credit card, and it hit him walking out the door. He had a gift card to that exact store, sitting in his junk drawer at home.

That night he started building CardCue Pro: an app that closes the gap between the money in your drawer and the moment you can actually spend it. It shipped five months later in eight languages, built by one person in Cottonwood Heights, Utah.

"I have \$315 in gift card money, what the heck... I think it's eye opening to see what money you have just sitting in your wallet... I'm up to **\$415**, I'm gathering all the gift cards we have all over the house."

Holly, the founder's mother-in-law and CardCue Pro's first user, by text on her first evening with the app. Quoted with her written permission.

WHAT IT DOES

01 One photo.

Point the camera and it reads the brand, the balance, the barcode, the PIN and the expiration date.

02 A chirp at the right moment.

A reminder lands the moment you walk near a store where your money is waiting, even with the app fully closed.

03 Every kind of card.

Gift cards, store credit, loyalty punch passes and memberships, all together in one wallet.

04 Ready at the register.

The screen brightens and shows the barcode, on iPhone or Apple Watch, ready for the cashier to scan.

FAST FACTS

Price	Free for 3 cards. Pro is \$4.99/mo, \$34.99/yr, or \$79.99 once.
Launched	August 2026
Company	Pika Product Lab LLC, Utah
Founder	Christian Sorensen
Mascot	Cue, a pika who chirps your reminders

ON SCREEN



TRY IT RIGHT NOW



Free for 3 active cards, no account. Or go to cardcuepro.app/go/month to get a month of Pro free, on me.



FOR PRODUCERS

Plenty to play with. A junk drawer is the one prop every viewer owns, and this one has real money in it: hosts pull their own cards, and the total climbs on a mirrored iPhone over AirPlay or HDMI. Behind the demo there's a story, a Cottonwood Heights developer laid off in March who answered with an app that fights a \$3-billion-a-year problem, and a first user worth meeting, his mother-in-law, who found \$415 in one evening. For

color: Cue the mascot is a pika, the little-known creature from the local mountains that stashes every scrap and chirps when it matters, and #ShowUsYourDrawers cuts of real drawers giving up forgotten money are landing soon at cardcuepro.app/watch. And it's a brand-new app, so your desk gets the drop. However your team shapes it, it runs as long or as short as the rundown needs. The peg is National Use Your Gift

Card Day, the third Saturday in January, which lands on **January 16, 2027**.

Interviews. Christian Sorensen, founder, in Utah on short notice; Holly on request.

Assets. Logo, mascot art, headshot, the App Store screenshots, and the TV end card, all at cardcuepro.app/press.



Christian Sorensen

Founder, CardCue Pro · Pika Product Lab LLC