

What you get after the NDA — data room contents and due diligence checklist

PaperTime s.r.o. · Company ID 10666699 · sale of a 100 % ownership interest. After the NDA is signed you receive access to the electronic data room within 24 hours; the workshop visit and a founders' meeting follow. Part A lists what the data room contains; Part B is a standard SME due-diligence checklist with a pointer to the chapter where each item lives.

Part A — data room index (chapters 00–15)

CH.	CHAPTER	WHAT IT CONTAINS	FILES
00	Overview & navigation	Executive summary, verified figures (P&L and balance sheet 2021–2025, Shoptet CZ / Shopify EU revenue, reconciliation), API connection notes (Meta Ads, GA4), photos and logo	12 (3 docs + 9 images)
01	Company & legal	Basic data, 50/50 ownership, intangible assets and rights, key contracts, compliance, financing; documents: Commercial Register extract, deed of foundation, articles of association, 3 notarial deeds (2024–2025)	8
02	Finance	Cost model 2022–2025 and H1 2026, monthly costs by category (CSV); documents: tax returns 2021–2025, 2025 tax assessment, Česká spořitelna loan agreement 2022 and loan account statements	14
03	Unit economics & KPIs	AOV, CAC, margins, contribution per order, LTV/CAC, repeat rate by year	2
04	Sales & revenue	Revenue by year and month, seasonality, EU e-shop, top products, geography, customers, cash curve and weak-Q4 stress test	2
05	Marketing & acquisition	Marketing spend, Meta and Google Ads performance (API), budget sensitivity, attribution, retention, GA4 traffic	2
06	Product & IP	Brand identity, three product lines, design licence (LPObject agreement), trademark and design right, copyability, roadmap	3
07	Production, inventory & logistics	Production models, capacity and AI, inventory, fulfilment, Brno lease, packaging, suppliers; documents: lease agreements and receipts, Skladon contract, carrier invoices, packaging price lists	23
08	Operations, team & people	Founders' time load, roles, part-timers (DPP), key-person risk, 30/60/90 handover plan, SOPs	2
09	Market & competition	Direct competitors, positioning, target group, market size, price benchmark	2
10	Foreign markets (EU)	papertime.eu / Shopify: Meta and Google Ads by market, honest profitability review, path to profit	2
11	Assets included in the sale	Asset list, inventory value and structure, workshop equipment, customer database, financial assets and liabilities transferring with the company	2
12	Risks & SWOT	SWOT, key risks and mitigation, anticipated Q&A, seasonality and cash flow	2
13	Reason for sale & outlook	Reasons for sale, honest counter-view, challenges, growth plan for the buyer, illustrative 12-month plan, 2030 vision	2
14	Transaction	Subject, valuation framework, normalised result, net debt, preferred structure and terms, price, replacement value	2
15	Appendices / raw data	Raw exports for your own verification: Shoptet (orders, products, stock), Shopify (orders, products), Fio bank (transactions 2021–2026), Meta Ads, Google Ads, GA4, Leadhub	23

Every chapter has a README with a summary and a Markdown analysis; documents are PDF/JPG originals; raw data are CSV/JSON/XML exports from the systems (Shoptet, Shopify, Fio, Meta Ads, Google Ads, GA4, Leadhub) so that every figure on the website can be verified. Additional documents are supplied on request during due diligence.

Part B — due diligence checklist (SME share deal)

ITEM	WHERE IN THE DATA ROOM	NOTE
Legal		
☐ Commercial Register extract, deed of foundation, articles of association, notarial deeds	01	
☐ Shareholders (50/50), managing director, share history, transfer approvals	01	
☐ Key contracts: Brno lease, Skladon, carriers, LPObjekt licence	01 · 06 · 07	
☐ Domains, trademark, design right, licences, brand assets	06 · 11	
☐ GDPR: customer database, consents, processors (Shoptet, Shopify, Leadhub)	01 · 11	
☐ Litigation, claims, administrative proceedings (sellers' statement)	01 · 12	
Financial		
☐ Financial statements 2021–2025 (P&L, balance sheet)	00 · 02	
☐ Management P&L, cost model, monthly costs by category	02	
☐ Fio bank statements 2021–2026, reconciliation to revenue	00 · 15	
☐ Receivables and payables, working capital, cash-flow seasonality	04 · 11 · 14	
☐ Česká spořitelna loan (~CZK 240k): agreement, statements, repayment schedule	02	
☐ Shareholder loan (~CZK 200k) vs. receivable from shareholder (CZK 267k), set-off proposal	01 · 11 · 14	
Tax		
☐ Corporate income tax returns 2021–2025, 2025 tax assessment	02	
☐ VAT: registration, returns and control statements, OSS for EU sales	02 · on request	
☐ Tax and social-security clearance certificates, related-party transactions	on request	
Commercial		
☐ Shoptet CZ: orders, products, stock (export); Shopify EU: orders, products	04 · 15	
☐ Customer database (size, quality, e-mail automation, repeat rate)	03 · 11	
☐ Marketing accounts Meta / Google Ads / GA4 / Leadhub: performance, ROAS, CAC, access	05 · 15	
☐ Unit economics: AOV, margins, contribution per order, LTV/CAC	03	
☐ Market, competition, price benchmark, EU markets	09 · 10	
Operations		
☐ Inventory: SKUs, quantities, value, location; workshop equipment	07 · 11	
☐ Suppliers (printing, packaging, shipping), concentration, terms	07	
☐ Part-time workers (DPP agreements): roles, rates, seasonal capacity	08	
☐ SOPs and know-how: production, dispatch, customer service, 30/60/90 handover plan	08	
☐ Systems and access: Shoptet, Shopify, Fio, ad accounts, domains, e-mail	11	
HR		
☐ Employees: 0 full-time; founders' roles and time load	08	
☐ Director remuneration, service agreements, founders' non-compete (3 years)	01 · 08 · 14	

Chapter numbers refer to Part A. Items marked "on request" are not part of the initial data room and are supplied during due diligence (typically 2–3 weeks). The checklist is a guide, not an exhaustive list — adjust it with your legal and tax advisers.