

A brand assembled by 20,000 people is looking for a new owner.

PaperTime makes Czech 3D paper puzzles — a brand built over seven years with in-house production, 11,534 customers, a media footprint (Forbes, Vogue, Reflex, iDNES) and an operation that runs on ~1 hour a week off-season. We are selling openly: every number for every year is at prodej.papertime.cz/en, with a complete dataroom for serious buyers.


20,000+

puzzles sold in 7 years

CZK 2.46M

CZ revenue 2025 (incl. VAT)

11×

H1 2026 vs H1 2025

4.9 / 5

from 123 verified reviews

~90 %

gross margin on product

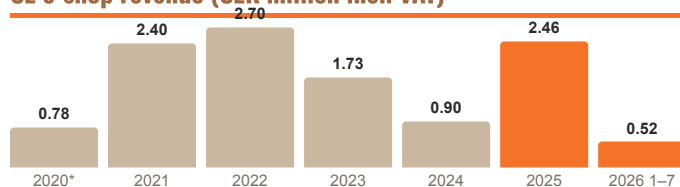
~1/3

of revenue from unpaid channels

What you are buying

- **In-house production and a product engine** — a new design goes from idea to e-shop in 24 h (licence → AI photo → print-on-demand in Brno), 85–90 % margin, no containers, no dead stock.
- **A brand that generates its own demand** — ~CZK 900k of revenue a year from unpaid channels; built over 7 years with ~CZK 3.3M of documented investment.
- **Two e-shops** papertime.cz (Shoptet) + papertime.eu (Shopify), Meta/Google ad accounts with history, GA4, IG ~4k, FB ~2.7k.
- **Database of 11,534 customers** + ready-made e-mail automation (14 flows, 33 % open rate, ~39 % attribution).
- **Inventory** 149 SKUs / 2,357 pcs (retail value ~CZK 990k), workshop equipment, 2 mall kiosks, licences, brand manual.
- **Autonomous operation**: part-timers on piece rates, AI agent in customer service, external accountant; zero full-time employees.

CZ e-shop revenue (CZK million incl. VAT)



*2020 from September. The trajectory tracks marketing intensity, not demand. 80–93 % of revenue comes in November and December.

The numbers, unvarnished (CZK thousand, financial statements)

	2021	2022	2023	2024	2025
Net turnover	3,174	2,654	1,582	799	2,214
Marketing	596	704	382	216	934
Marketing / revenue	19 %	27 %	24 %	27 %	42 %
EBITDA (≈ operating result)	+1,116	–292	–532	+538	–521
Net result after tax	+898	–304	–583	+537	–557
Equity / liabilities	998 / 980	694 / 1,063	111 / 762	648 / 824	91 / 1,580

Straight talk: the profitable years were the years of disciplined marketing; 2025 was an investment in acquisition and the EU launch (marketing ratio 42 %, CAC CZK 451 vs. 209–261 before). Normalised to a 28 % marketing ratio plus an inventory sell-off → the 2025 core is around breakeven. The EU e-shop is loss-making so far (Meta ROAS 0.64; AT 0.90 the best). Repeat rate 7.8 % — a gift-driven, acquisition-led business.

Where the growth is

- Acquisition discipline (marketing ratio 42 → 28 %) = 2025 at roughly break-even at the same volume, profit with revenue growth; Google Ads ROAS 4.7 barely tapped.
- Wholesale/offline (~25–40 % price list in place, channel proven), custom B2B production (runs on request).
- E-mail (highest conversion ~10 %), EU done properly (AT/IE, localisation), new product lines within days.

ASKING PRICE

CZK 2,000,000
 (≈ €80k)

for a 100 % stake · negotiable · we will factor in the ~CZK 240k bank loan, the ~CZK 200k shareholder loan (offset by a 267k receivable) and the 2025 result

What the price rests on

- Replacement value: 7 years + ~CZK 3.3M → ~CZK 900k/year of unpaid demand
- Forward: strongest H1 in our history, break-even at a 28 % marketing ratio, profit with growth
- Assets + synergies for a strategic buyer; sanity check 0.9× net revenue

Terms and process

- Share deal for cash (asset deal / cash-free debt-free also possible), fast closing
- 30/60/90-day handover, one year of founder support, 3-year non-compete
- NDA → dataroom within 24 h → meeting/workshop visit → indicative offer → DD → SPA

Contact: Egor Nefedov, co-founder & managing director · info@papertime.cz · +420 775 525 847 · prodej.papertime.cz/en (full figures, calculator, FAQ) · dataroom.papertime.cz (for buyers after NDA). Sources: financial statements 2021–2025, Shoptet/Shopify, Fio, Meta/Google Ads and GA4 API. This is not a public offer within the meaning of the Czech Civil Code.